

**IMPACT OF TOURISM IN MIZORAM WITH SPECIAL REFERENCE
TO REIEK**

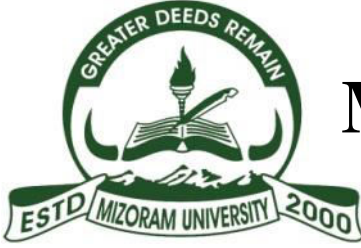
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**DEPARTMENT OF MANAGEMENT
MIZORAM UNIVERSITY**

**IMPACT OF TOURISM IN MIZORAM WITH SPECIAL REFERENCE
TO REIEK**

**BY
Ramnunmawia Pachuau
Department of Management**

**Submitted
in partial fulfillment of the required Degree of Master of Philosophy in Management of
Mizoram University, Aizawl**



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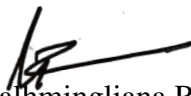
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This is to clarify that the dissertation entitled, *“Impact of Tourism in Mizoram with special reference to Reiek”*, is a bonafied work assigned to Ramnunmawia Pachuau, Reg No. MZU/M.Phil/484 of 02.05.2018, Department of Management for partial fulfillment of the requirement for the degree of Master of Philosophy under Mizoram University.

The report submitted by the candidate in his own study and carried out by him and result embodied in the dissertation have not been submitted for award of degree any other elsewhere. It is recommended that this dissertation be placed before the examiners for the award of the degree of Master of Philosophy.

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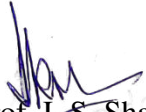
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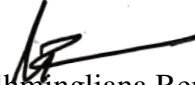
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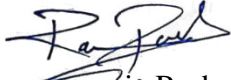

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Abbreviations

WTO – World Tourism Organization

USD – United State Dollar

PPP – Public Private Partnership

GDP – Gross Domestic Products

CHAPTER 1

INTRODUCTION

Throughout the world, tourism brings financial benefits to cities and countries. Tourism also provides jobs for the local residents, further benefiting the destination. The growth in the tourism industry is due to the rise in the arrival of more and more foreign tourists and the increase in the number of domestic tourists.

The World Tourism Organization (WTO) defines tourism as comprising ‘the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purpose’ (WTO, 1990). Tourism is a key sector for economic development and job creation throughout the world. In 2016, tourism directly contributed US\$ 2.3 trillion and 109 million jobs worldwide. Taking its wider indirect and induced impacts into account, the sector contributed US\$7.6 trillion to the global economy and supported 292 million jobs in 2016. This was equal to 10.2% of the world’s GDP, and approximately 1 in 10 of all jobs (Sofronov, 2017; Global Economic Impact and Issues, 2017).

Sinha (2017) describes that tourism is one of the world’s largest and fastest growing industries. Besides, tourism is also a major social phenomenon of the modern society with definite economic, social and economic consequences. It’s a well-known established fact that, tourism-based activities always play a major role in economy of any state or nation and similarly have direct and indirect correlations with all the other sectoral activities. Paul (2012) stress that tourism is considered by many communities, especially in emerging countries the only tool for development, and the only chance

for increasing the quality of life. Further study done by Nayomi and Gnanapala (2015) confirms that its high growth and development rates bring considerable volumes of foreign currency inflows, infrastructure development, employment generation, regional development, economic multiplier effects and introduction of new management and educational experience actively affect various sectors of economy, which will be positively affect the social and economic development of the country. Bank of Botswana (1999) also reports that tourism's ability in destination area is to have a strong linkage with domestic economy, particularly agriculture, manufacturing, construction, wholesale and retail trade, hotels and restaurants, transportation, banking and insurance service, water and electricity, and social and personal services.

1.1. Indian Tourism

India in recent years has gained good exponential growth in the tourism industry. Today, India is the preferred destination for both overseas and domestic travelers. India provides the facility to tourists of international origin to understand and experience cultural diversity of the country (Indian Mirror, 2017).

According to the study of Lalneihzovi and Lalrinchhani (2017), travel and tourism constitute an integral part of India. Tourism is considered as an engine of growth and generator of employment. This sector has the capacity to generate more employment due to its multiplier effect in the economy. India is a big tourist generating outbound tourists going abroad as well as domestic tourists for visiting within India. As per the statistics of the Ministry of Tourism, Government of India, 13.99 million Indian nationals departed from India in 2011 for visiting abroad, with an impressive annual growth rate of 7.7%. In the meantime, there were 850.86 million domestic visits within India, with a

remarkable growth rate of 13.8%. Foreign tourist arrival to the country has reached 8.8 million in the year 2016 and India's share in International tourist arrival has witnessed a growth from 13.28 million in 2015 to 14.57 million in 2016. According to the report of The Economic Times (2018), India earned an income of USD 27 billion from foreign tourist arrivals in the year 2017, according to Union Tourism Minister Alphonso Kannanthanam. He said the tourism sector is contributing 6.88 per cent to the country's total GDP, besides 12.36 per cent of the total employment in terms of jobs.

Adak and Guha (2013) realize the importance of Tourism in terms of economic and social activities for the country, and added that the Government has set an agenda for the nation to give emphasis and promote tourism with the aim to create employment, increasing revenues and earn foreign exchange. They also believed that Tourism is now recognized not only as an essential activity, but rather an important source of economic balance in the region making social reforms and promoting mutual understanding.

1.2 Mizoram Tourism

Mizoram is predominantly a hilly state nestled deep in the North Eastern extreme corner of India squeezing between Myanmar and Bangladesh. Strategically this state is in higher position for tourism than some other states due to such type of topographical location. But Mizoram is very young state getting its statehood in 29th February 1987 when it receives nothing in the line of development as other new states already exist (Adak and Guha, 2014).

According to Adak and Guha (2014) and the report on 20 Years Perspective Plan for the Sustainable Development of Tourism in the state of Mizoram (2003), Mizoram is

having a late start in the field of tourism and accepted it as an important activity and as an industry in recent years for the purpose of speedy growth of the state economy. Its unique culture and tradition, the beauty of its landscape, moderate climate throughout the year and the peaceful atmosphere prevails year-round offer to tourists an ideal destination. To meet the upcoming demand of these tourists, state government is trying to upgrade its basic infrastructure in this regard. In this connection, the Government of India has extended liberal financial assistance for the rapid growth of Tourism in the state. It may be mentioned that for the promotion of tourism in Mizoram, something of a lot has been done but miles to go to foster growth and forge ahead.

The Department of Tourism, Government of Mizoram was bifurcated from the Department of Information and Public Relations only in 1987. Its main function has been development of tourism and its allied activities and building basic infrastructure for Tourists. The Department has a Directorate but no District Office in the state. From its inception, it has been concentrating in building tourist infrastructure for accommodation as well as recreation facilities. It has developed a number of tourist lodges, highway restaurants and picnic spots all over the state through financial assistance from the Ministry of Tourism, Government of India. The 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 (Lalruatkimi, 2017).

According to the Mizoram Economic Survey (2017 – 2018), in recent years the Tourism Department has been making endless efforts to promote tourism in the state by utilizing the available resources, building new tourist infrastructure, promoting rural

tourism, focusing on human resource development and by promoting fairs and festivals. The Ministry of Tourism, Government of India has provided the required funds which has aided the State Tourism Department to carry out the set of goals.

- a. At present there are Fifty (50) tourist facilities in operation under the Department of Tourism. To encourage PPP in tourism sector, the management of eighteen (18) of these facilities have been handed over to private parties for a tenure of 10 – 15 years by signing Management contract with them during 2015 – 2016.
- b. The department annually sponsors students for courses in Hospitality Services at Institute of Hotel Management Guwahati and Institute of Hotel Management Shillong.
- c. The department participates annually in Tourism Marts and Festival organized by the Ministry of Tourism and other Central Agencies as part of its marketing activities to showcase Mizoram as an attractive tourist destination.
- d. Convention Centre at Berawtlang Tourist Complex was inaugurated and commissioned on 27th September 2017.
- e. The department organized Winter Festival 2017 at Tuirial Airfield during 23rd to 25th November 2017.

f. Revenues earned by the department during the last three years is given below

Table 1.2.1 Tourism revenue

Year	Revenue in Lakh
2015 – 16	222.01
2016 – 17	235.91
2017 – 18 up to November 2017	166.22

Source: Mizoram Economic Survey 2017 – 2018

1.3 Overview of Reiek

Rentheli and Lalropuii (2017) suggest in their research that amongst the many destinations in Mizoram, Reiek is one the most visited and popular destination in the state. Reiek is about 30 kms to the west of Aizawl that spreads out a mountain on which Reiek village is located. The mountain itself, though appearing to be of gentle slopes on its eastern side, has spectacular rocky cliffs filled with caves and caverns with luxuriant natural forest preserved since the days of the Mizo chiefs. Before reaching Reiek, is a village called Ailawng, the village of Khuangchera, the great Mizo warrior of the 19th Century who was known for his 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. The Tourism Department also maintained a resort with cafeteria providing decent accommodation and food. This is also the venue for the annual Anthurium Festival and the best time to visit would be in April. As one of the busiest destinations for both

domestic as well as foreign tourist, there have been various developments happening in the village and its areas which in turn suggest more activity in the region.

Reiek is a medium size village located in Reiek Block of Mamit district, Mizoram with total 360 families residing. The Reiek village has population of 1627 of which 786 are males while 841 are females as per Population Census 2011. In Reiek village population of children with age 0-6 is 233 which makes up 14.32 % of total population of village. Average Sex Ratio of Reiek village is 1070 which is higher than Mizoram state average of 976. Child Sex Ratio for the Reiek as per census is 1138, higher than Mizoram average of 970. Reiek village has higher literacy rate compared to Mizoram. In 2011, literacy rate of Reiek village was 98.13 % compared to 91.33 % of Mizoram. In Reiek Male literacy stands at 98.23 % while female literacy rate was 98.05 %. As per constitution of India and Panchyati Raaj Act, Reiek village is administrated by Sarpanch (Head of Village) who is elected representative of village. (Census 2011)

The famous festival called Anthurium festival is celebrated in this destination. This festival is a festival promoting Anthurium grown in Mizoram and the rich Mizo customs and traditions at Reiek Tlang to tourists. The Anthurium Festival is organized every year by the Tourism Department and the Horticulture Department with financial support of the central government. It has a dual purpose — promoting the cultivation and marketing of the enthralling flower and attracting more tourists to the scenic beauties of Mizoram. The festival showcases the rich and rhythmic cultural dances and games of Mizoram. Fashion shows are also a regular feature of the festival. (Mizoram Portal)

The Festival showcased the rich and rhythmic dances of Mizoram – Cheraw, Sarlamkai and Chheihlam; Tamang Selo from the Gorkha community was also featured. Musical performances by top artists of the state and live display of Mizo culture in the form of a cultural parade were well appreciated. Visitors thronged the typical Mizo village near the venue which displayed glimpses of the lives of different communities in Mizoram – Lai, Mara, Chakma, Paihte and Brus in their traditional houses on stilts. The crowds were awe-struck at more than 40 different varieties of anthurium flowers in hues of red, pink, violet, white, and green that were displayed by the Zo Anthurium Growers Society – an organization which has been at the forefront in popularizing anthurium cultivation. Fashion shows featuring creations by upcoming designers and by the students of the Women’s Polytechnic, Aizawl won the crowd over. The festival featured stalls displaying local handicrafts and handlooms, which were a hit with tourists. The information kiosk by Three Dimension Tour Operators had many visitors taking their brochures which featured their adventure tours - fishing, trekking, white-water rafting, rock climbing; eco-leisure tour; and the recently introduced paragliding package. Air-rifle shooting, and archery competitions were also organized during the Festival. (Chetri, 2010)

According to the pilot study carried out by the researcher there have been certain initiative taken by the tourism department of Mizoram in order to develop Reiek as a tourism hotspot and further develop the state as a major tourism destination in the country. These latest developments include reconstruction of the tourist resorts and installing café for the visitors, construction of a convention centre with the capacity of 200 pax, typical Mizo village is under renovation and adventure activities like rope

activities, shooting range, zip lining (from the tip of the mountain), children's park, climbing wall (Beginners and Advance), camping facilities and zorbing.

1.4 Impact of Tourism

Kruja (2012) described in his study that growth in tourism sector is seen as a major contributor to the increase of economic activity for the country. It offers employment opportunities in both large and small communities and is a major industry in developed countries, and the dominant economic activity in some communities. The impacts of tourism to a community are broader than the economical one; they can be sorted into the following categories which have their positive and negative sides: economic, environmental, social and cultural.

As seen in the above sentence tourism comes in with various impacts and Nayomi and Gnanapala (2015) further discuss that the tourism industry generates substantial economic benefits to both host and guest countries. Especially in developing countries, one of the primary motivations for a region to promote itself as a tourism destination is the expected economic improvement.

Apart from the economic impacts one cannot neglect the fact that along with the economic impact the social impact cannot be neglected. Like any other industry tourism industry and its activities are also accompanied with various social impact. Mathur (2014) points out certain social impacts that is being highlighted through tourism: Fostering of faith in the lost traditions increased education, revival of lost traditions, fosters global human dignity, fostering interest in shopping of souvenirs, faith and community attachment, increased cultural acceptance, interaction and awareness, connectivity and respect for guest and fostering of conservation of art and culture.

These points highlight that besides those economic benefits tourism also has some social benefits. It reinforces the preservation of local heritage and tradition. Tourism is the way of exchanging language, culture, religion and politics that can minimize the differences among nations or even different regions of a country. Moreover, tourism creates a favorable worldwide image for a destination (Ali, 2013; Mensah, 2012; Goeldner and Ritchie, 2006).

However, Nayomi and Gnanapala (2015) suggest that the industry also generates a number of other negative socio-economic and cultural impacts on local communities. Further Sofronov (2017); Simm (2017) suggest that tourism can bring many economic benefits, particularly in rural areas and developing countries, but mass tourism is also associated with negative effects. Tourism can only be sustainable if it is carefully managed so that potential negative effects on the host community and the environment are not permitted to outweigh the financial benefits.

Keeping aside the above-mentioned impacts of tourism Pizam (1978), in his research found that high concentration of tourists was associated with strong concerns about the physical environment. Ross (1992) also suggested that residents' perceptions of tourism environmental impacts have also been found to be a function of the tourist resident ratio and related to carrying capacity of the area. Related to this Lui, et al. (1987) is of the opinion that as the ratio of tourist-to-residents increases, so too does the corresponding need to protect what remains of the environment.

1.5 Significance and Scope of the Study

Tourism development generates different impacts for the host destination and the locals as well as the visitors. In this context tourism impacts on the host destination and the locals cannot be neglected, Mochechela (2010); Anon (2001) stated that tourism has the ability to promote the potential social development through employment, job creation, income redistribution and poverty alleviation. It also generates substantial economic benefits such as, the balance of payment, income to the host communities, and employment to both the host countries and the tourists' home countries. Mathur (2014) also mentions that the social change brings lot of economic development. The social changes are in form of enhanced learning and change in the value systems of the people. Along with these positive impacts that tourism may have on the host destination Paul (2012) highlighted that a series of scholars and researchers have found a growing number of examples of negative impacts of tourism in the host regions.

There are certain areas that need to be identified while talking about the impacts of tourism on the host destinations and the locals, Paul (2012) also describes that for some communities, tourism is one of the few options for economic survival. For others tourism is a combination of positive and negative factors (the most common situation).

On the other side, it should also be considered that generally the jobs offered by the tourism sector are low-paying, no-insurance, and seasonal ones. The seasonal tourism may form high risk under or unemployment issues. Sometimes labor may be imported rather than hired locally. The increase in demand for goods and services may turn in an increase of prices and the cost of living. In cases the owners of the businesses are not local, and then the profits are exported out of the community to the non-local

owners. Tourism can be also used as a tool for raising awareness, by strengthening the regional identity with the attribution of local products and achievements. But sometimes assimilation, conflict and artificial reconstruction may also happen. If presenting the community culture to tourists helps preserving that culture, by the same time there exist also the risk of diluting or even destroying it (Kruja, 2012).

Further, Phoummasak, et al. (2014) mentions that several locals had a negative attitude towards tourism due to the economic costs of tourism. Tourism drives up prices. The high price of restaurants was often mentioned by interviewees as a consequence of tourism. Some residents do suffer because foreign invested restaurants are overpriced. The social benefits include the maintenance of traditional culture increased intercultural communication and understanding, improved social welfare, quality of life and intercross-culture are occurred. In contrast with the above positive arguments, tourism can also be a destructive vehicle which damages local socio-culture. Tourism is a ‘total social event’ which may be conducive to structural changes in communities (Tsundoda and Mendilinger, 2009).

The study aims to explore the critical impact of tourism on the host destination and the local population and to understand its future implications and potentials.

The proposed study shall examine and analyze the areas where tourism and its activities have its impact on and how it has affected the host destination, either positive or negative with special reference to Reiek village. This will further help in understanding the present scenario of tourism development in the host destination as well as the State as a whole. The study will be focused on Reiek village as it is one the tourist hotspot in the outskirts of the City.

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CHAPTER 2

LITERATURE REVIEW

Tourism is an important sector that has evolved in the last few decades, Sinha (2017) describes that tourism is one of the world's largest and fastest growing industries. Chakrabarty (2016) discussed that tourism have become one of the major industries of the world. Being the world fastest growing industry, it contributes significantly to employment, income, balance of payments, international peace/harmony and health. Now its position in respect of world is just below the oil and automobile industries. It plays a vital role in the economic development of a nation, socio-culture and preservation of heritage. Sofronov (2017) further stress that tourism is an important economic activity in most countries around the world. As well as its direct economic impact, the industry has significant indirect and induced impacts. The outlook for the tourism sector in 2017 remains robust and will continue to be at the forefront of wealth and employment creation in the global economy, despite the emergence of a number of challenging headwinds. In tourism, GDP growth is expected to accelerate to 3.8%, up from 3.1% in 2016. As nations seem to be looking increasingly inward, putting in place barriers to trade and movement of people, the role of tourism becomes even more significant, as an engine of economic development and as a vehicle for sharing cultures, creating peace, and building mutual understanding.

Mbaiwa (2005) also mentioned that Domestic tourism will require local and citizen empowerment particularly entrepreneurship and managerial skills in the tourism business. It will also require the production of small-scale projects that match the

capabilities and require local skills and knowledge. Small-scale locally controlled projects such as leatherworks, curio shops, campsites, community tour operations, cultural tourism activities such as the provision of traditional accommodation, traditional dishes, music, dances, walking and canoe safaris can have a significant impact on raising living standards of the local people.

According to Adak and Guha (2014) though the growth of tourism has been impressive, but India's share in total global tourist arrival and earnings is quite insignificant. It is an accepted fact that India has tremendous potential for development of tourism. The diversity of India's natural and cultural heritages provides the basis for a wide range of tourist products and experiences which embrace business, leisure, culture, health, adventure, spiritual, natural and many others. Indian tourism has vast potential for generating employment and earning large sums of foreign exchange besides giving a fillip to the country's overall economic and social development.

Rizal and Asokan (2013) concluded in their study that tourism industry in North-east is developing but not as expected. Though the Government of India is providing some special care for the North-east region, it is still the backward part of the Indian territory because of many constraints. Further, Government has provided funds and programs for the promotion of North-east Tourism, the part is still least visited. Among the states of this region, the tourism scenario is totally different per states and development too. Though they share the similar Himalayan beauty and features, the tourism development in North-east region are inadequate fund, insufficient transportation facilities, managerial inefficiency, and safety issues, permit and so on.

2.1 Tourism in Mizoram

Mizoram is predominantly a hilly state nestled deep in the North Eastern extreme corner of India squeezing between Myanmar and Bangladesh. Strategically this state is in higher position for tourism than some other states due to such type of topographical location. Its unique culture and traditions, the rich natural beauty of its landscape, its exotic varieties of flora and fauna and the serenity of its virgin unexplored ecosystems provide possibilities of a totally different experience for the tourists. In addition, it has a moderate climate that prevails throughout the year. It is no doubt that Mizoram provides an ideal destination for the new and growing breed of tourists who are increasingly looking for unique experiences. But Mizoram is very young state getting its statehood in 29th February 1987 when it receives nothing in the line of development as other new states already exist (Adak and Guha, 2014).

Based on the research done by Renthlei and Lalropuii (2017) a majority of the residents (78.34%) responded by saying that tourism or tourist coming to Mizoram is beneficial for the state, whereas (21.66%) of the residents disagreed by saying that it does not benefit the state. From this study it can be observed that Mizoram especially Reiek and Hmuifang have a very good prospect in tourism and can be a major source of revenue for the local residents by providing employment opportunities and for the whole state as well, along with these various initiatives must be taken in number of areas.

Adak and Guha (2014) also mentioned that numbers of weakness and threats are underlying for the development of any economy as these occur in the care of Mizoram. But Mizoram outnumbered all these problems by its strengths and opportunities. It can come up to the world tourist picture it will come under a framework of Tourist Circuit in

North-east which will connect all over the world for the smooth movement of tourist from outside the country by exposing it to the world. If all these problems can be converted into positive strength, certainly the State can make an example to other states as it made in other field. But the state government is concentrating its efforts to develop basic needs of the state and tourism industry is totally neglected sector among other.

Reiek is one of the major tourist spot in Mizoram. This is a hilly tourist destination located at about 29 kilometers from Aizawl, the capital city of Mizoram. Reiek rest at an elevation of 1548 meters overlooking Aizawl, the capital city and offers the marvelous natural beauty combined with clouds and sun of the surrounding valleys and small hills. From the part of Reiek, one can see Bangladesh plains, which is of alluvial soil. Reiek Hill is surrounded by thick lush green temperate trees and bushes (India Netzone, 2015). In accordance to Census (2011) Reiek is considered a medium size village with a total number of 360 households. The Department of Tourism, Mizoram government, is taking various initiatives in order to develop Reiek as a hotspot for tourism activity in the State, according to the piolet study done by the researcher there have been certain initiative taken by the tourism department of Mizoram in order to develop reiek as a tourism hotspot and further develop the State as a major tourism destination in the country.

2.2 Impact of Tourism

Tourism industry plays a vital role in the development of many countries and destinations, its impact can be seen to a great extent either negative or positive. Kim (2002) found in his study that the perception of tourism impact influenced the satisfaction of particular life domains, and that satisfaction of particular life domains did

affect residents' overall life satisfaction. However, the perception of tourism impact did not directly influence overall life satisfaction. Again, Pourkhosravani and Iravani (2012) stated in their work that developing tourism industry will help create more jobs, increase land prices, increase people's income and flourish environment. Mathur (2014) also mentions that tourism as a social force is impacting the life of people and many are associated with the industry directly or indirectly.

In order to understand the true impact that tourism industry has on the host destination and its local population it is necessary to analyze and understand both aspects of the impact i.e., positive and negative. Paul (2012) also pointed out that for some communities; tourism is one of the few options for economic survival. For others tourism is a combination of positive and negative factors (the most common situation).

According to Ross (1992) the residents of the tourist community clearly judged the impacts of this dominant industry to be more numerous at the community rather than the individual level. These results held for both positive and for negative impacts, where many more residents indicated that it was the community rather than themselves that had been impacted on by tourism development.

In this context Kruja (2012), have highlighted in his study the positive and negative impacts of tourism which involves economic and social aspect of the impact on the host destination and local communities. He further describes that in terms of economic impact, as tourism grows, new opportunities are offered for investment, development, infrastructure spending, new income is generated, and standards of living are increased. On the other side it should also be considered that generally the jobs offered by the tourism sector are low-paying, no-insurance, and seasonal ones. The

increase in demand for goods and services may turn in an increase of prices and the cost of living. In cases the owners of the businesses are not local, and then the profits are exported out of the community to the non-local owners. Again, in terms of social impact there exist concerns that tourism development may lead to the loose of cultural identity of the hosting community. Tourism can serve as a mean for cultural exchange, learning about traditions of different countries. It can be also used as a tool for raising awareness, by strengthening the regional identity with the attribution of local products and achievements. But sometimes assimilation, conflict and artificial reconstruction may also happen. If presenting the community culture to tourists helps preserving that culture, by the same time there exist also the risk of diluting or even destroying it.

Further to highlight the impact of tourism Ali (2013) with a case study on Cox's Bazar, Bangladesh discussed that tourism creates growing needs for transport, accommodation, banking services and many others. Due to huge number of tourist's arrival, Cox's Bazar develops as an important city of Bangladesh with available transport, accommodation, banking and many other facilities. This development contributes to the national economy of the country.

Jaswal (2014) suggests that certain negative impacts like undesirable social and cultural change, increase tension and hostility, creating a sense of antipathy, adverse effects on environment and ecology.

After highlighting the impacts that tourism can bring along it is important to understand the attitudes of the host population as this can prove to be an important indicator of the impact. In terms of the attitude, Phoummasak, et al. (2014) discuss that several locals had a negative attitude towards tourism due to the economic costs of

tourism. Tourism drives up prices. The high price of restaurants was often mentioned by interviewees as a consequence of tourism. Some residents do suffer because foreign invested restaurants are overpriced. They can't go to restaurants. Even though tourism is positive for the economy, it's bad for authority officials, people with low income, self substantially living with the farm and home products.

Even Nayomi and Gnanapala (2015) identified both the positive and negative impact of Tourism. The study identifies the negative economic impacts like increased prices, economic dependence of the local community on tourism and economic inequality. As social negative impact; job level friction, changing living styles and behavior of the young, long working hours and work stress and Lower level contribution of community ideas for tourism development were founded. The community perception regarding tourism was positive and community has willingness to develop tourism industry in the area. The study identified that community has developed positive attitudes about the tourism development and the community is accepted tourism as a major income source through active and passive participations. Saikia (2015) further suggest that even though most of the local residents are in favor of tourism development, they are also serious about the negative impacts of tourism that could have on the local people and the resource.

Bagri and Kala (2016) suggest that positive impact through increasing community services, recreational and cultural facilities, performing and participation in cultural events and festivals, cultural exchanges, meeting interesting people, learning about the world and exposing community to new perspectives (McCool and Martin 1994; Brunt and Courtney 1999; Bagri and Kala 2016). Tourism also causes a change in

local people habits, daily routines, social lives, beliefs, and values. Again, Puczko and Rátz (2000); Bagri & Kala (2016) have also emphasized about unplanned tourism development that can lead to a negative change in destinations' socio-cultural and physical characteristics.

2.3 Research Gap

The above literature has pointed out that tourism industry involves different forms of impacts. These impacts especially the socio-economic impacts on the host destination and its local people can either be positive or negative. After analyzing the literature, it is very clear that these impacts are like two side of the same coin, positive impact follows with negative impact. The socio-economic impact plays a vital role in the development of many destinations and the people of the destination.

On the basis of the literature reviewed, it has been found that tourism has a huge impact on the host destination and the local people either positive or negative and most of the studies have targeted the impact of tourism in other parts of the country and none of the studies have addressed the impact of tourism in Mizoram particularly Reiek. Therefore, the present study has been proposed to bridge the very gap mentioned above and find the socio-economic impact of tourism on the host destination and the local population with special reference to Reiek.

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CHAPTER 3

RESEARCH DESIGN

3.1 Statement of the Problem

Tourism is currently one of the world's largest industries and the fastest growing sector of the market. Tourism is usually viewed as being multidimensional, possessing physical, social, cultural, economic and political characteristics (Lalmangaihhlua, et. al., 2017). This industry is looked upon as the most promising one to the developing nations because of its numerous economic benefits. Generating of foreign exchange, creation of income, generation of employment, contribution to state revenue and its associated regional development can be cited as the major economic benefits of tourism. The improvements in the quality of life of the host population and protection and preservation of the natural and built resources including biodiversity are the other visible benefits of tourism development. However, Chakrabarty (2016) mentions that the experience of countries where tourism reached its developments shows that the growth of tourism also leads to the growth of certain negative aspects. Most often, the effects of negative aspects of tourism are felt more disastrous than the negatives of the other industries, especially because of the sensitive nature of tourism industry.

Tourism indulges and promotes the participation of the local population and the resources of the destination so whatever the impacts it brings upon are directly or indirectly related to them and can either leads to the positive or negative impact of tourism. Therefore, to understand the impact of tourism on the host destination and its local population with regards to socio-economic impact at Reiek village the following

study has been proposed to find the impact either positive or negative and suggest the various possible solutions for future implications.

3.2 Objectives of the study

- i) To examine the various impacts of tourism in Reiek.
- ii) To suggest various measures to tackle the impact of tourism for the local people of Reiek.

3.3 Hypotheses

- i) There is a significant relationship between promotion of environmental awareness and waste generation in Reiek.
- ii) There is a significant relationship between the positive impact of tourism development and employment in Reiek.

3.4 Research Methodology

For carrying out this study a standard procedure of research was applied. The first method is through observation which will be done during the stay at the destination.

The second method was through questionnaire. These questions were distributed amongst the household in the destination covering the potential area of the village. This gave a better platform for understanding the ground reality and the present scenario of tourism and its impact in the destination.

3.5 Data Collection

For this study both primary and secondary data were collected being the basic input to any decision in the process of a research.

Primary data is collected from a variety of respondents. These data were collected through Questionnaire and interview method.

Secondary data is collected from various published books, journals, official websites of Tourism ministry, other websites and expert's literatures.

3.6 Population of the Study

In accordance to Census of Mizoram (2011) Reiek is considered a medium size village with a total number of 360 households.

3.7 Sampling

Every third household is selected accumulating to 72 households from which data was collected through questionnaire and interview for the proposed study. Simple random sampling was applied to collect the data from any adult members of the family.

3.8 Tools for Analysis

Several tools were used in the study in order to understand the relationships between the variables and its impact to the destination. Frequency, descriptive statistics were used in-order to analyse the impacts of tourism, correlation was used to get an in-depth understanding of the impacts that tourism has on the destination as well as for the testing of the first hypotheses and factor analysis was used for testing the second hypothesis, and appropriate tools is used for tabulation of the data that was collected. Cronbach's alpha was used to check the reliability of the data's collected from the target population.

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CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

This chapter deals with the analysis of the information acquired from the primary data collected from the residents of Reiek. The chapter includes a complete profile of the sample demographics which is portrayed with the help of tables and figures. It deals with the analysis and interpretation of information provided by the variables. An in-depth analysis of the variables provided is also being done in-order have better understanding of the variables. The last part of this chapter deals with the testing of the research hypotheses.

Total of 80 questionnaire were physically distributed in the village of Reiek from which 72 questionnaires were selected for analysis. The data collected was systematically coded and fed into the IBM SPSS (Version 22.0) software for statistical analysis. The results from the analysis are displayed in tabular form and their interpretations provided alongside.

4.1 Reliability Test

4.1.1 Reliability Statistics

Cronbach's Alpha	N of Items
.621	38

This table shows that the Cronbach's alpha is 0.621, this indicates a considerable level of internal consistency for our scale with this specific sample.

4.2 Sample Profile and Demographic Information

The samples were drawn from the village of Reiek with 72 Household respondents.

Table 4.2.1: Demographic Profile of the Respondents

	Age	Education	Occupation	Earners	Household Income
Valid	72	72	72	72	72
Missing	0	0	0	0	0
Mean	55.1250	2.8056	2.6944	1.6944	5.1806
Mode	45.00	3.00	4.00	1.00	6.0000
Range	66.00	4.00	3.00	3.00	6.00
Minimum	26.00	1.00	1.00	1.00	1.00
Maximum	92.00	5.00	4.00	4.00	6.00

Source: Field Survey

All 72 respondents belonged to the age group of 20-40 years to the oldest at 80 years and above, as the data were collected from the head of the households. Of these, between 41-60 years shows the highest percentage of respondents with 47.2% (i.e. 34 respondents) as shown in the Table 4.2.2.

Table 4.2.2: Age of the Respondents

Items	Frequency	Percent	Valid Percent	Cumulative Percent
20-40	12	16.7	16.7	16.7
41-60	34	47.2	47.2	63.9
61-80	23	31.9	31.9	95.8
80 Above	3	4.2	4.2	100.0
Total	72	100.0	100.0	

Source: Field Survey

Table 4.2.3 and Figure 4.2.3 show the education profile of the respondents. The maximum number of respondents confined of those with high school level education with 33 respondents out of the 72 respondents which comprised of 45.8% of the total sample size followed by middle school level education at 13 respondents. Together, respondents with at least high school level education comprised of 65.2% of the total sample size.

Table 4.2.3: Educational Qualification

Items	Frequency	Percent	Valid Percent	Cumulative Percent
Below Middle School	12	16.7	16.7	16.7
Middle School	13	18.1	18.1	34.7
High School	33	45.8	45.8	80.6
Higher Secondary	5	6.9	6.9	87.5
UG and Above	9	12.5	12.5	100.0
Total	72	100.0	100.0	

Source: Field Survey

Figure 4.2.3: Bar Graph – Education Qualification of respondents

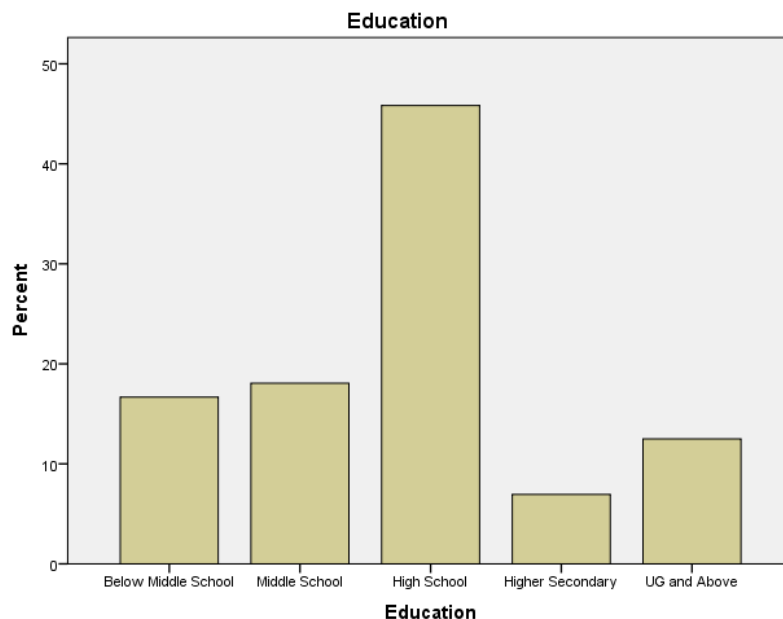


Table 4.2.4 and Figure 4.2.4 shows the occupation profile of the respondents. The majority of the respondents consist of those in the government jobs with 23 respondents i.e. 31.9% of the total sample size. This is closely followed by the Farmers with 21 respondents (29.2%) of the 72 respondents. The rest of the sample is divided between those who are Laborers (16.7%) and Self-employed (22.2%).

Table 4.2.4: Occupation of the Respondents

Items	Frequency	Percent	Valid Percent	Cumulative Percent
Labour	12	16.7	16.7	16.7
Farmer	21	29.2	29.2	45.8
Self-employed	16	22.2	22.2	68.1
Government Servant	23	31.9	31.9	100.
Total	72	100.0	100.0	

Source: Field Survey

Figure 4.2.4: Bar Graph of the Occupation of the respondents

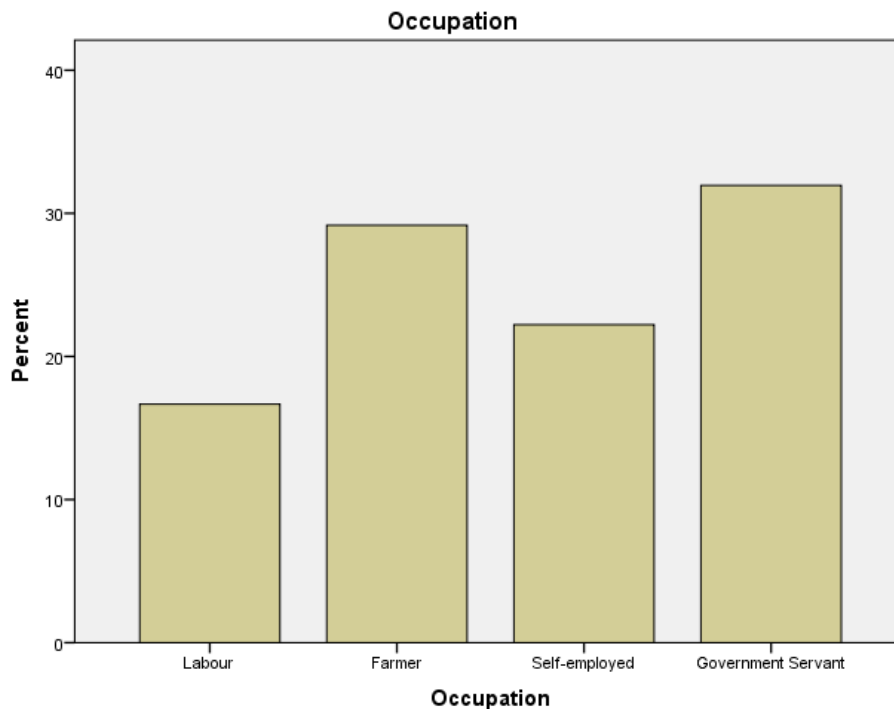


Table 4.2.5 and Figure 4.2.5 portrays the number of earners in each household of the respondents. It can be seen that a single earning member household comprised of the maximum number of respondents with 36 respondents i.e. 54.2% of the total 72 sample size showing that the household depends solely on their income. The rest of the sample is divided into two earning members (23.6%), three earning members (20.8%) and four earning members (1.4%).

Table 4.2.5: Number of Earners in the Household

Items	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	39	54.2	54.2	54.2
2.00	17	23.6	23.6	77.8
3.00	15	20.8	20.8	98.6
4.00	1	1.4	1.4	100.0
Total	72	100.0	100.0	

Source Field Survey

Figure 4.2.5: Bar Graph of Number of Earners in the Household

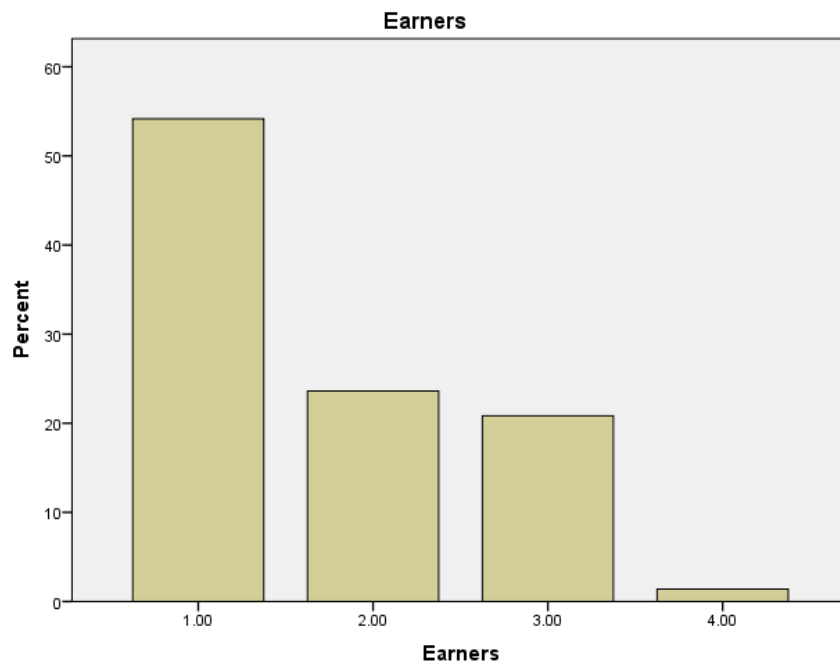


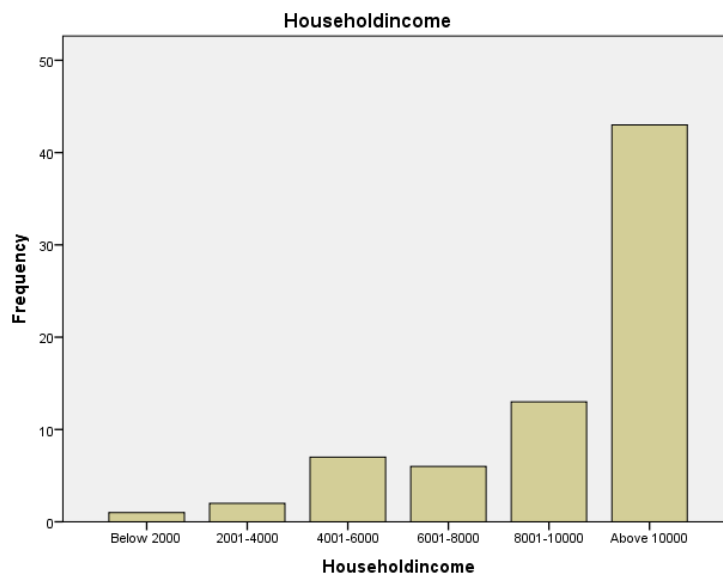
Table 4.2.6 and Figure 4.2.6 depicts the household income of the respondents which is divided into 6 different section. The maximum number of the respondents at 43 out of the total respondents are earning above ₹ 10,000 per month. The other samples are separated between below ₹ 2000 (1.4%), ₹2001 - ₹4000 (2.8%), ₹4001 - ₹6000 (9.7%), ₹6001 - ₹8000 (8.3%) and ₹8001 - ₹10000 (18.1%). As shown in the previous table most of the samples are the government servants which explains why the maximum number of the respondent's household income is above ₹10,000 at 59.7%.

Table 4.2.6: Household Income

Items	Frequency	Percent	Valid Percent	Cumulative Percent
Below 2000	1	1.4	1.4	1.4
2001-4000	2	2.8	2.8	4.2
4001-6000	7	9.7	9.7	13.9
6001-8000	6	8.3	8.3	22.2
8001-10000	13	18.1	18.1	40.3
Above 10000	43	59.7	59.7	100.0
Total	72	100.0	100.0	

Source Field Survey

Figure 4.2.6: Bar Graph of Household Income



4.3 Results of the measurement of the impact of Tourism in the region questionnaire: Variable-wise Analyses and Interpretations

The opinions of the respondents to the questionnaire regarding to the various impacts that Tourism may have in the region was measured using the frequency tool. The responses are scored using a 5-point Likert rating scale with 1 = Strongly Disagree, 3 = Neutral and 5 = Strongly Agree. The following is a detailed report of the information obtained through the questionnaire survey of Tourism and its impacts in the region.

Table: 4.3.1 Outline of the Respondents response

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Income Increased due to Tourism	18.1%	12.5%	15.3%	36.1%	18.1%
Spending Capacity Increased	16.7%	47.2%	13.9%	22.2%	0%
Standard of Living Increased	6.9%	12.5%	22.2%	44.4%	13.9%
Increased Employment Opportunities	2.8%	2.8%	12.5%	56.9%	25%
Improved Quality of Life	1.4%	4.2%	23.6%	55.6%	15.3%
Economy is being benefited	0%	2.8%	23.6%	55.6%	18.1%
Local Community is benefited	0%	2.8%	30.6%	48.6%	18.1%
Improved Infrastructure Facilities	0%	5.6%	20.8%	55.6%	18.1%
Promotes Culture and Traditions	1.4%	4.2%	12.5%	48.6%	33.3%
Environmental Pollution has increased	2.8%	27.8%	23.6%	25%	20.8%
Tourism leads to Overcrowding	1.4%	23.6%	19.4%	38.9%	16.7%

Tourism benefits equally shared	8.3%	33.3%	33.3%	25%	0%
Safety and Security Issues	1.4%	15.3%	55.6%	25%	2.8%
Hampering the Privacy	15.3%	40.3%	20.8%	23.6%	0%
Adheres to the Peaceful Environment	1.4%	22.2%	52.8%	23.6%	0%
Increased Environmental Degradation	1.4%	34.7%	33.3%	30.6%	0%
Promotes Environmental Awareness	0%	9.7%	25%	44.4%	20.8%
Leads to Waste Generation	4.2%	15.3%	43.1%	20.8%	16.7%

Source: Field Survey

Table 4.3.2: Income has Increased due to Tourism

Items	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	13	18.1	18.1	18.1
Disagree	9	12.5	12.5	30.6
Neutral	11	15.3	15.3	45.8
Agree	26	36.1	36.1	81.9
Strongly Agree	13	18.1	18.1	100.0
Total	72	100.0	100.0	

Source: Field Survey

The maximum number of the respondents (54.1%) agreed and strongly agreed that Tourism has increased the income of the respondents in the region. However, certain portion of the respondents disagree and strongly disagree.

Table 4.3.3: Standard of Living has Increased due to Tourism

Items	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	5	6.9	6.9	6.9
Disagree	9	12.5	12.5	19.4
Neutral	16	22.2	22.2	41.7
Agree	32	44.4	44.4	86.1
Strongly Agree	10	13.9	13.9	100.0
Total	72	100.0	100.0	

Source: Field Survey

The maximum number of the respondents (58.3%) agree and strongly agree that 'the standard of living has increased due to tourism'. Certain number of the respondents (22.2%) are also neutral to the statement.

Table 4.3.5: Spending Capacity has Increased due to Tourism

Items	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	12	16.7	16.7	16.7
Disagree	34	47.2	47.2	63.9
Neutral	10	13.9	13.9	77.8
Agree	16	22.2	22.2	100
Strongly Agree	0	0	0	0
Total	72	100	100	

Source: Field Survey

Majority of the respondents (47.2%) disagree that 'their spending capacity has increased due to Tourism' while considerable number at 22.2% of the total respondents also agree to statement as shown in the table above.

Table 4.3.5: Increase in Employment Opportunities

Items	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	2	2.8	2.8	2.8
Disagree	2	2.8	2.8	5.6
Neutral	9	12.5	12.5	18.1
Agree	41	56.9	56.9	75.0
Strongly Agree	18	25.0	25.0	100.0
Total	72	100.0	100.0	

Source: Field Survey

More than two third of the respondents (81.9%) agreed and strongly agreed as shown on table and figure, that is, they consider Tourism has increased employment opportunities in the region.

Table 4.3.6: Improved Quality of Life

Items	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	1	1.4	1.4	1.4
Disagree	3	4.2	4.2	5.6
Neutral	17	23.6	23.6	29.2
Agree	40	55.6	55.6	84.7
Strongly Agree	11	15.3	15.3	100.0
Total	72	100.0	100.0	

Source: Field Survey

The majority of the respondents (70.8%) agreed and strongly agreed that ‘Tourism has improved the quality of life in the village’ as seen in the table. While 23.6% of the respondents shows their neutrality in this statement.

Table 4.3.7: Economy is being benefited through Tourism

Items	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	0	0	0	0
Disagree	2	2.8	2.8	2.8
Neutral	17	23.6	23.6	26.4
Agree	40	55.6	55.6	81.9
Strongly Agree	13	18.1	18.1	100
Total	72	100	100	

Source: Field Survey

As seen in the table the maximum number of respondents (73.6%) agreed and strongly agreed considering the statement that ‘the economy is being benefited through tourism’. A very few respondents (2.8%) disagreed to the given statement.

Table 4.3.8: Local Community is Benefited

Items	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	0	0	0	0
Disagree	2	2.8	2.8	2.8
Neutral	22	30.6	30.6	33.3
Agree	35	48.6	48.6	81.9
Strongly Agree	13	18.1	18.1	100
Total	72	100	100	

Source: Field Survey

Table 4.3.8 show that more than half of the respondents (66.6%) agreed and strongly agreed to the statement that ‘the local community is being benefitted through Tourism’. While a considerable number of the respondents (30.6%) are neutral.

Table 4.3.9: Improved Infrastructure Facilities

Items	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	0	0	0	0
Disagree	4	5.6	5.6	5.6
Neutral	15	20.8	20.8	26.4
Agree	40	55.6	55.6	81.9
Strongly Agree	13	18.1	18.1	100
Total	72	100	100	

Source: Field Survey

The maximum number of the respondents (73.6%) agreed that ‘Tourism has improved infrastructure facilities in their village’, while 20.8% of the respondents are neutral to this statement as shown in the table.

Table 4.3.10: Tourism Promotes the Culture and Traditions

Items	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	1	1.4	1.4	1.4
Disagree	3	4.2	4.2	5.6
Neutral	9	12.5	12.5	18.1
Agree	35	48.6	48.6	66.7
Strongly Agree	24	33.3	33.3	100.0
Total	72	100.0	100.0	

Source: Field Survey

With two third of the respondents (81.9%) the majority agreed that ‘Tourism helps in promoting the culture and tradition of Mizoram to the tourist in the region’ as seen in the table. Minimal number of the respondents (5.5%) disagreed to the statement.

Table 4.3.11: Environmental Pollution has Increased

Items	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	2	2.8	2.8	2.8
Disagree	20	27.8	27.8	30.6
Neutral	17	23.6	23.6	54.2
Agree	18	25.0	25.0	79.2
Strongly Agree	15	20.8	20.8	100.0
Total	72	100.0	100.0	

Source: Field Survey

41.6% of the respondents agreed or strongly agreed with the statement that, ‘environmental pollution has increased due to Tourism’. However, a considerable number (30.5%) disagreed or strongly disagreed to the given statement.

Table 4.3.12: Tourism leads to Over-crowding

Items	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	1	1.4	1.4	1.4
Disagree	17	23.6	23.6	25.0
Neutral	14	19.4	19.4	44.4
Agree	28	38.9	38.9	83.3
Strongly Agree	12	16.7	16.7	100.0
Total	72	100.0	100.0	

Source: Field Survey

Half of the respondents (55.5%) agreed or strongly agreed that Tourism has led to overcrowding of the village as shown in the table and figure. There are certain number of the respondents (25%) who disagreed and are of the opposite opinion.

Table 4.3.13: Equal Benefits of Tourism

Items	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	6	8.3	8.3	8.3
Disagree	24	33.3	33.3	41.7
Neutral	24	33.3	33.3	75
Agree	18	25	25	100
Strongly Agree	0	0	0	0
Total	72	100	100	

Source: Field Survey

From the total respondents 41.6% of them disagreed that the benefits of Tourism are equally shared in the society. Apart from them a considerable number (25%) agreed to the statement, while, 33.3% of the respondents are neutral as shown in the table.

Table 4.3.14: Safety and Security Issues

Items	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	1	1.4	1.4	1.4
Disagree	11	15.3	15.3	16.7
Neutral	40	55.6	55.6	72.2
Agree	18	25.0	25.0	97.2
Strongly Agree	2	2.8	2.8	100.0
Total	72	100.0	100.0	

Source: Field Survey

Table show that 55.6% i.e. half of the respondents are neutral to the statement that ‘Tourism has raised safety and security issues.’ While, 27.7% of the respondents agreed to the statement and 16.6% disagreed.

Table 4.3.15: Hampering the Privacy of the Local Communities

Items	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	11	15.3	15.3	15.3
Disagree	29	40.3	40.3	55.6
Neutral	15	20.8	20.8	76.4
Agree	17	23.6	23.6	100
Strongly Agree	0	0	0	0
Total	72	100	100	

Source: Field Survey

The majority of the respondents (55.5%) disagreed or strongly disagreed that ‘Tourism has hampered the privacy of the local community’. Also, there are few respondents (23.6%) who agreed to the statement as seen in the table.

Table 4.3.16: Tourism adheres to the Peaceful Environment of the Local Community

Items	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	1	1.4	1.4	1.4
Disagree	16	22.2	22.2	23.6
Neutral	38	52.8	52.8	76.4
Agree	17	23.6	23.6	100
Strongly Agree	0	0	0	0
Total	72	100	100	

Source: Field Survey

Table portray that 52.8% i.e. half of the respondents are neutral to the statement that ‘Tourism adheres to the peaceful environment of the local community’. While, the rest of the respondents are sharing equally divided opinion at 23.6% each on the given statement.

Table 4.3.17: Tourism has Increased Environmental Degradation

Items	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	1	1.4	1.4	1.4
Disagree	25	34.7	34.7	36.1
Neutral	24	33.3	33.3	69.4
Agree	22	30.6	30.6	100
Strongly Agree	0	0	0	0
Total	72	100	100	

Source: Field Survey

The majority of the respondents (36.1%) disagreed or strongly disagreed that Tourism has increased environmental degradation in the region. However, there are a considerable number of respondents (30.6%) who agreed and held an opposite opinion about Tourism and its environmental impact.

Table 4.3.18: Tourism Promotes Environmental Awareness

Items	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	0	0	0	0
Disagree	7	9.7	9.7	9.7
Neutral	18	25	25	34.7
Agree	32	44.4	44.4	79.2
Strongly Agree	15	20.8	20.8	100
Total	72	100	100	

Source: Field Survey

The maximum number of the respondents (65.2%) from the region agreed or strongly agreed to the statement that ‘Tourism promotes environmental awareness for the local community’ as shown in the table.

Table 4.3.18: Tourism leads to generation of Waste

Items	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	3	4.2	4.2	4.2
Disagree	11	15.3	15.3	19.4
Neutral	31	43.1	43.1	62.5
Agree	15	20.8	20.8	83.3
Strongly Agree	12	16.7	16.7	100.0
Total	72	100.0	100.0	

Source: Field Survey

From the table 43.1% of the respondents are neutral to the statement that ‘Tourism leads to generation of waste’. However, a significant number (37.5%) of the respondents agreed or strongly agreed that Tourism does generate waste in the region.

4.4 Analysis of the impact of Tourism in Reiek

Table 4.4.1: Relationship between Increased Income and Increased Spending Capacity

Correlations		
Spearman’s rho		Spending Capacity increased
Income has Increased	Correlation Coefficient	.412**
	Sig. (2-tailed)	.000
	N	72
** Correlation is significant at the 0.01 level (2-tailed)		

From the above Table, it can be seen that there is a significant correlation between Increased Income and the Increased Spending Capacity of the respondents ($r_s = 0.412$, $p < 0.000$).

Table 4.4.2: Relationship between Increased Employment Opportunities and Improved Quality of Life

Correlations		
Spearman's rho		Improved Quality of Life
Increased Employment Opportunities	Correlation Coefficient	.448**
	Sig. (2-tailed)	.000
	N	72
** Correlation is significant at the 0.01 level (2-tailed)		

The Table above shows that there is a significant correlation between Increased Employment Opportunities and improved Quality of Life ($r_s = 0.448$, $p < 0.000$).

Table 4.4.3: Relationship between Improved Quality of Life and Economy being Benefited

Correlations		
Spearman's rho		Economy being benefited
Improved Quality of Life	Correlation Coefficient	.485**
	Sig. (2-tailed)	.000
	N	72
** Correlation is significant at the 0.01 level (2-tailed)		

The Table above highlights that there is a significant correlation between Improved Quality of Life and the Economy being benefited through Tourism ($r_s = 0.485$, $p < 0.000$).

Table 4.4.4: Relationship between Improved Quality of Life and Improved Infrastructure Facilities

Correlations		
Spearman's rho		Improved Infrastructure Facilities
Improved Quality of Life	Correlation Coefficient	.293*
	Sig. (2-tailed)	.013
	N	72
* Correlation is significant at the 0.05 level (2-tailed)		

From the above Table, it can be seen that there is a significant correlation between Improved Quality of Life and the Improved Infrastructure Facilities in the Village due to Tourism ($r_s = 0.412$, $p < 0.013$).

Table 4.4.5: Relationship between Economy being Benefited and Increased Employment Opportunities

Correlations		
Spearman's rho		Increased Employment Opportunities
Economy being Benefited	Correlation Coefficient	.392**
	Sig. (2-tailed)	.001
	N	72
** Correlation is significant at the 0.01 level (2-tailed)		

It can be seen in the Table above that there is a significant correlation between Economy being Benefited and the Increased Employment Opportunities ($r_s = 0.392$, $p < 0.001$).

**Table 4.4.6: Relationship between Economy being Benefited and
Local Community being Benefited**

Correlations		
Spearman's rho		Local Community being Benefited
Economy being Benefited	Correlation Coefficient	.654**
	Sig. (2-tailed)	.000
	N	72
** Correlation is significant at the 0.01 level (2-tailed)		

The above Table shows that there is a significant correlation between Economy being Benefited through Tourism and Local Community being benefited ($r_s = 0.654$, $p < 0.000$).

**Table 4.4.7: Relationship between Local Community being Benefited and
Improved Infrastructure Facilities**

Correlations		
Spearman's rho		Improved Infrastructure facilities
Local Community being Benefited	Correlation Coefficient	.298*
	Sig. (2-tailed)	.011
	N	72
* Correlation is significant at the 0.05 level (2-tailed)		

From the above Table, it can be seen that there is a significant correlation between the Local Community being benefited and the Improved Infrastructure Facilities in the Village due to Tourism ($r_s = 0.298$, $p < 0.011$).

Table 4.4.8: Relationship between Increased Environmental Pollution and Over-Crowding

Correlations		
sSpearman's rho		Over – Crowding
Increased Environmental Pollution	Correlation Coefficient	.263*
	Sig. (2-tailed)	.026
	N	72
* Correlation is significant at the 0.05 level (2-tailed)		

In the Table above, it can be seen that there is a significant correlation between Increased Environmental Pollution and the Over-Crowding of the Village due to Tourism ($r_s = 0.263$, $p < 0.026$).

Table 4.4.9: Relationship between Environmental Degradation and Improved Infrastructure Facilities

Correlations		
Spearman's rho		Improved Infrastructure Facilities
Increased Environmental Degradation	Correlation Coefficient	.321**
	Sig. (2-tailed)	.006
	N	72
** Correlation is significant at the 0.01 level (2-tailed)		

From the above Table, it can be seen that there is a significant correlation between Increased Environmental Degradation and the Improved Infrastructure Facilities in the Village ($r_s = 0.321$, $p < 0.006$).

Table 4.4.10: Relationship between Raised Safety and Security Issues and Adheres to Peaceful Environment

Correlations		
Spearman's rho		Adheres to Peaceful Environment
Raised Safety and Security Issues	Correlation Coefficient	.233*
	Sig. (2-tailed)	.049
	N	72
* Correlation is significant at the 0.05 level (2-tailed)		

The above Table shows that there is a significant correlation between Safety and Security Issues and whether Tourism Adheres to the Peaceful Environment of the Local Community ($r_s = 0.233$, $p < 0.049$).

4.5 Hypotheses Testing

Keeping in view the research objectives of the present study, two hypotheses were framed.

These hypotheses are tested using two tools; namely, bivariate correlation and factor analysis to determine whether significant relationships exist between the variables and find out the direction of such relationships. Spearman's rank correlation coefficient (Spearman's rho r_s) was calculated for the relationships in Hypothesis 1 and Factor analysis was used to calculate the variables in Hypothesis 2. The results of the hypotheses tests are presented as follows:

Hypothesis 1: There is a significant relationship between promotion of environmental awareness and waste generation.

Table 4.5.1: Relationship between Environmental Awareness and Waste Generation

Correlations		
Spearman's rho		Leads to Waste Generation
Promotes Environmental Awareness	Correlation Coefficient	.369**
	Sig. (2-tailed)	.001
	N	72
** Correlation is significant at the 0.01 level (2-tailed)		

From the above Table, it can be seen that there is a significant and positive correlation between Promoting Environmental Awareness and Waste Generation ($r_s = 0.369$, $p < 0.01$). This implies that with the promotion of environmental awareness for the local community through Tourism the number of waste generation may also decrease.

Therefore, Hypothesis 1 is accepted.

Hypothesis 2: There is a significant relationship between Tourism Development and Employment.

Factor Analysis

Table 4.5.2: Descriptive Statistics

Items	Mean	Std. Deviation	Analysis N
Impact on Income	2.7639	.56899	72
Impact on Society	2.4722	.76861	72
Impact on Employment	2.6111	.70322	72
Impact on Water Supply	1.6806	.83626	72
Impact on Wildlife Preservation	2.6250	.68046	72
Impact on Cleanliness	2.5972	.76287	72

Source: Field Survey

The above analysis shows the descriptive statistics of variables in terms of mean and standard deviation. Analysis shows that the income factor has the highest mean, which means that income is the most important variable that the tourism brought among the respondents. It has the highest mean of 2.7639. On the other hand, the impact of tourism appears to be least felt in the water supply conditions in the region, the variable showing a mean of 1.6806.

Table 4.5.3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.673
Bartlett's Test of Sphericity	Approx. Chi-Square	47.394
	Df	15
	Sig.	.000

Source: Field Survey

The above table shows the result of Kaiser-Meyer-Olkin and Bartlett's Test result of the variables. It measures the strength of the relationship among variables. The Kaiser-Meyer-Olkin Measures shows a value of 0.673 which is greater than the accepted minimum value of 0.5. So, we can process further without dropping a single variable.

Further, the p value of Bartlett's Test of Sphericity is 0.000, which is less than the critical value of 0.05. In fact, the significance level is small enough to reject the null hypothesis. This means that correlation matrix is not an identity matrix and can be certain that there exists a significant correlation among six variables.

Table 4.5.4: Communalities

Items	Initial	Extraction
Impact on Income	1.000	.475
Impact on Society	1.000	.369
Impact on Employment	1.000	.521
Impact on Water Supply	1.000	.307
Impact on Wildlife Preservation	1.000	.280
Impact on Cleanliness	1.000	.184

Extraction Method: Principal Component Analysis.

The above table shows how much of the variance in the variables has been accounted for by the extracted factors. 47.5% of the variance in income is accounted for, 36.9% in society, 52.1% in employment, 30.7% in water supply, 28% in wildlife preserve and 18.4% in cleanliness respectively.

Table 4.5.5: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Total	% of Variance	Total	% of Variance
Impact on Income	2.135	35.582	35.582	2.135	35.582	35.582
Impact on Society	.981	16.358	51.940			
Impact on Employment	.918	15.302	67.242			
Impact on Water Supply	.845	14.087	81.329			
Impact on Wildlife Preservation	.643	10.721	92.050			
Impact on Cleanliness	.477	7.950	100.000			

Extraction Method: Principal Component Analysis.

The above table shows the Eigen values of each variance before and after extraction. Only component 1 is retained with eigen values of 2.135 and explaining 35.582% of variance. This indicates that all the concerned variables represent one single

dimension i.e. effects of tourism on income is highest among the respondents. There is no scope for rotation of components because one component is extracted and retained.

Table 4.5.6: Component Matrix^a

Component	Component
	Income
Impact on Income	.689
Impact on Society	.607
Impact on Employment	.722
Impact on Water Supply	.554
Impact on Wildlife Preservation	.529
Impact on Cleanliness	

*Extraction Method: Principal Component Analysis.
a. 1 components extracted.*

The above table shows the loading of six variables on the one factor extracted above. The factor loadings indicate the correlation between the variables and the components. The component matrix reflects that with an increasing employment opportunity through tourism is the most important variable in increasing income of the respondents with a factor loading of 0.722.

CHAPTER 5

CONCLUSION:

FINDINGS AND SUGGESTIONS

The final chapter presents a summary of the research findings. This chapter begins with a summary of the preceding chapters. Reports of the findings of the study are presented in the second part of the chapter, followed by a discussion on insights and suggestions in the third part of the chapter.

5.1 Findings and Discussions

The main objective of the study is to analyze and understand the various impact that Tourism have in the village of Reiek and suggest various measures that may be beneficial for the local community of the village through Tourism development. The study also seeks to determine whether the activities conducted through tourism have any form of relationship with the socio-economic development in taking place in the region.

Survey was collected from the households of Reiek village. All the 72 responses analyzed were from the members of the households in the village. The total number of items presented in the final questionnaire and administered to the respondents is twenty-eight. These questions mainly focused on Tourism and its various impacts based on the socio-economic implications that it has in the village and the local communities. The item also consists of the prospects that Tourism may hold in the village. The data collected was analyzed using appropriate statistical tools to arrive at meaningful inferences.

The following is a discussion on the findings of the present study, organized into four sections as:

Findings regarding the demographic profile of the respondents.

Findings regarding the various impacts of Tourism in the region.

Findings regarding the relations amongst the various impacts of Tourism.

Findings from the Hypotheses testing.

5.1.1 Findings regarding the demographic profile of the respondents.

1. The age distribution is widely dispersed as no specific groups were assigned in the questionnaire. Amongst the respondents the majority of them comprised of 45 years, while the minimum age was 26 years and the oldest was 92 years. We can see this variance because the questions were asked and distributed to the head of the households.
2. The majority of the respondent's education qualification was till the high school level at 45.8% of the total 72 respondents with higher secondary level education showing the lowest percentage at 6.9%. This further helps us to understand why the occupation of the respondents were mostly Government servants at 31.9% of the total respondents, as for such high school standard education is of utmost importance.
3. The maximum number of the respondents at 43 out of the total 72 respondents are earning above ₹ 10,000 per month at 59.7%, which is more than half of the total samples. This was possible as seen in the previous explanation, the majority of the respondents are Government servants. More than half of the households

consist of single earners at 54.2%, which shows that the households depends on their income for their livelihood.

5.1.2 Findings regarding the various impacts of Tourism in the region.

1. The maximum number of the respondents (54.1%) agreed or strongly agreed that their income has increased due to Tourism. While some of the respondents disagreed (12.5%) and strongly disagreed (18.1%) to this. This shows that Tourism is having certain impact in the region. There are few respondents who are neutral (15.3%) to this statement that Income has increased due to Tourism.
2. More than half of the respondents (63.8%) disagreed or strongly disagreed that their spending capacity has increased due to Tourism. This shows that even though the income may have increased due to Tourism, it does not have a valuable impact over their spending capacity. However, certain portion of the respondents at 22.2% agree that Tourism does have an impact on their spending capacity.
3. Even though, majority of the respondents feel that Tourism have not increased their spending capacity, the maximum number of the respondents (58.3%) agreed or strongly agreed that the standard of living has increased due to Tourism. This is possible as a good number of the respondents agreed that there is an increase in their income due to Tourism as seen in the previous point. While there are a considerable number of respondents (22.2%) who are neutral. It can be assumed that they are not aware of such impacts that Tourism have in the destination.
4. More than two-third of the respondents (81.9%) considered that Tourism has increased employment opportunities in the destination. This can clarify why the

majority of the respondents agreed that there is an increase in their income due to Tourism and that the standard of living has increased. A very few numbers of respondents (5.5%) disagreed or strongly disagreed to this which can help us assume that increase in employment opportunities is one of the major impacts that Tourism has had in the destination.

5. With the increase in income and more employment opportunities as considered by the respondents, the majority of them (70.8%) agreed or strongly agreed that Tourism has improved the quality of life for the local communities in the village. As the maximum number of the respondents agreed that the standard of living increased due to Tourism, the quality of life of the local communities was assumed to have grown. However, a considerable number (23.6%) of the total respondents are having a neutral point of view. It may be assumed that they may be aware of such growth in the region or that Tourism can bring upon such impact.
6. The maximum number of the respondents (73.6%) feel that the economy is being benefited through Tourism. This is a visible result after considering the responses of the local communities of the destination on the areas of income and employment opportunities, where majority of them considered that Tourism is having a positive impact on them. It can be assumed that with the economy being benefited the growth of the village life has also increased. While certain number of the respondents (23.6%) are neutral in this statement.
7. More than half of the respondents (66.6%) considered that the local community is being benefited through Tourism. As seen in the previous points with a positive reaction of the respondents on the income, employment opportunities

and quality of life, the local community can be assumed to be the major beneficiary of Tourism. However, a considerable number of the respondents (30.6%) were neutral and did not have much idea of such benefits the local community received through Tourism. This can be due to lack of interest from the side of the respondents or maybe because of being distant from the affected area.

8. As the previous point pointed out that the respondents feel that the economy is being benefited through Tourism, it is likely to be assumed that this may lead to infrastructural development or improvement in the destination. Agreeing to this the majority of the respondents (73.6%) feel such improvement or development is visible in the destination. Such improved infrastructure may involve better roads, better communication, better buildings, etc., which are very much necessary for the growth of Tourism.
9. Culture and tradition play an integral part in Tourism. Tourism has always been one of the mediums through which the culture and traditions of different regions are being promoted. Two-third of the respondents (81.9%) also agreed to such and feel that the Mizo culture and tradition is more exposed to the tourists and visitors of the village through Tourism.
10. The majority of the respondents (41.6%) considered that environmental pollution has increased due to Tourism. It can be assumed that with the increase inflow of tourists and visitors to the destination such pollution is being generated. While a considerable number of 30.5% respondents feel that such type of pollution has not increased. This difference may have aroused due to the location of the respondents. Those staying near and on the way to the tourist's attraction sites

may feel that Tourism is increasing environmental pollution while, those living distant from such location feel the opposite.

11. In-order to have a better understanding of the environmental pollution impact that Tourism may have in the region, a question regarding over-crowding was given to the respondents, where half of the respondents (55.5%) considered that Tourism has led to over-crowding of the destination. Hence, it can be assumed that this clarifies that Tourism is one of the causes for the increase in environmental pollution. With the popularity of a destination, it tends to attract more visitors in the destination which further can lead to over-crowding. However, certain number of the respondents (25%) disagreed to occurrence of such, which may be due to the location of the respondents.
12. The opinions of the respondents regarding the benefits of Tourism being equally shared in the society is scattered. However, the majority of the respondents (41.6%) does not think that such benefits are equally shared in the society, while 25% of the respondents considered that it is being equally shared. At the same time, a considerable number of the respondents (33.3%) are neutral, so, it can be assumed that they are not aware of such benefits that Tourism have.
13. Half of the respondents (55.6%) are having a neutral point of view on whether Tourism has raised safety and security issues in the destination. As seen from the previous points of over-crowding where majority feels Tourism activities tends to attract more visitors in the destination, the safety and security issues was assumed to have risen. While this result portraying that half of the respondents are not aware of such issues, can help one further assume that Tourism and its activities are not causing major havocs in the destination that may have attracted

attention of the residents in the destination. A good number of the respondents (27.7%) agreed that the issue has risen due to Tourism and it cannot be fully neglected.

14. With half of the respondents being not aware of the safety and security issues due to Tourism, majority of the respondents (55.5%) does not consider that Tourism has hampered the privacy of the local communities living in the destination. This shows the smooth functioning of Tourism and its activities in the destination. However, there are few respondents (23.6%) who feel that their privacy has been infringed upon. This may be due to the proximity of the respondent's home location and where Tourism and its activities are lively the most, especially, with over-crowding becoming a trending issue.

15. There is equally scattered opinion of the respondents regarding whether Tourism has increased environmental degradation. The majority of the respondents (36.1%) does not consider that such environmental degradation has increased due to Tourism and a considerable number 33.3% of the respondents are neutral. This shows that Tourism may not be one of the main reasons for environmental degradation in the destination. While certain number of the respondents (30.6%) feels that such issue has increased as Tourism is developing the village into a hot destination attracting more visitors which further may hamper the surrounding environment.

16. The positive implications as shown through the opinions of the respondents regarding the environmental issues that may exist in the destination are likely to be what it is due to the promotion of environmental awareness. With the majority of the respondents (65.2%) considering that Tourism promotes environmental

awareness for the local community such environmental issues may have not had much negative impact in the destination. It may also be assumed the Tourism is providing a positive social service to the destination.

17. The maximum number of the respondents (43.1%) are of a neutral perspective to Tourism leading to the generation of waste in the destination. This can be due to the reason that these respondents are not directly involved in the Tourism activities and are distant from where they take place. While, closely following are those respondents who agree to this issue. As many as 37.5% of the respondents feel that waste generation has increased due to Tourism. This may have existed because of the trend of over-crowding entering the destination where such type of negative could have followed.

5.1.3 Findings regarding the relations amongst the various impacts of Tourism.

In order to have an in-depth understanding of the impacts that Tourism had in the destination a statistical tool was used in-order to analyze the relationships amongst the various variables which portrays the impacts of Tourism as put forth in the questionnaire.

For this purpose, Spearman's correlation was used as the statistical tool. It analyzes how well the relationship between two variables can be describes using a monotonic function. All the significant questions were analyzed which were designed to have a better insight to the socio-economic impacts that Tourism may have in the destination.

Here, amongst the many variables few significant variables with their relationship with other variables are being portrayed, which were felt to have a more direct

implications to the socio-economic factors of the variable. Also, the variables having a significant positive relationship amongst the selected variables are chosen, which were felt to have given a better understanding to the impact of Tourism in the destination.

1. Relationship between increased income and increased spending capacity due to Tourism.

Findings: Correlation test showed that there was a statistically significant positive correlation between increased income and increased spending capacity due to Tourism. This implies that with the increase in income, which is due to Tourism, the spending capacity of the local community is also increasing. It can be assumed that Tourism has an impact in the households where they are able to spend more especially for their livelihood.

2. Relationship between increased in employment opportunities due to Tourism and improved quality of life.

Findings: Correlation test showed that there exists a statistically significant positive correlation between increase employment opportunities due to Tourism and improved quality of life. As seen in the previous findings, majority of the respondents considered Tourism has increased employment opportunities in the destination. The findings here further imply that with the increased opportunities which are considered to be due to Tourism has led to improvement in quality of life in the destination. It can be assumed that the households in the destination are having a better opportunity to lead an improved quality of life.

3. Relationship between improved quality of life and economy is being benefited due to Tourism.

Findings: Correlation analysis indicates that there was a significant positive correlation between the improved quality of life and economy being benefited through Tourism. This implies that the economy of the destination is the beneficiary of the Tourism and its activities, hence, this benefited economy is assumed to be one of the many reasons for the improved quality of life of the local community in the destination.

4. Relationship between improved quality of life and the improved infrastructure facilities due to Tourism.

Findings: Correlation test showed that there is a statistically significant positive correlation between improved quality of life and the improved infrastructure facilities due to Tourism. The development of Tourism in any destination tends to introduce various forms of infrastructural developments and improvements in the existing ones. This indicates that the improvement in the infrastructure facilities which are due to Tourism is leading to an improved quality of life of the local communities in the destination, who enjoys and benefits from the facilities.

5. Relationship between economy being benefited and increased employment opportunities through Tourism.

Findings: Correlation test indicates that there was a significant positive correlation between the economy being benefited and increase in the employment opportunities through Tourism. On the basis of this finding it can be

assumed that Tourism development has an implication on the increasing employment opportunities in the destination and the local communities are getting more chances of getting jobs, through which the economy of the destination is being benefited.

6. Relationship between economy being benefited and local community being benefited.

Findings: Correlation test indicates that there is a significant positive correlation between economy being benefited and local community being benefited. This implies that Tourism development in the destination paved the way for the growth of the destination economy and this growth shows that the local community are being benefited.

7. Relationship between increase in environmental pollution and over-crowding due to Tourism.

Findings: Correlation test showed that there was a statistically significant positive correlation between the increase in environmental pollution and over-crowding due to Tourism. Tourism tends to attract and bring in a larger inflow of visitors in a destination which may lead to over-crowding. This finding implies that Tourism has led to over-crowding of the destination which further is increasing the rate of environmental pollution in the destination.

8. Relationship between local community being benefited and the improved infrastructure facilities through Tourism.

Findings: Correlation test shows that there was a significant positive correlation between the local community being benefited and the improved infrastructure facilities through Tourism. This implies that Tourism development leads to the improvement in the infrastructure facilities in the destination that are necessary for the growth and development of the local community. So, it can be assumed that improved infrastructure facilities benefit the local community of the destination.

9. Relationship between environmental degradation and improved infrastructure facilities through Tourism.

Findings: Correlation analysis indicated that there was a significant positive correlation between environmental degradation and improved infrastructure facilities through Tourism. For the growth and development of Tourism infrastructural development plays a vital role. The finding here implies that the improved infrastructure facilities through Tourism is having an impact on the environment.

10. Relationship between safety and security issues rising due to Tourism and Tourism adheres to the peaceful environment of the local community.

Findings: Correlation test shows that there was a significant positive correlation between safety and security issues rising due to Tourism and Tourism adheres to the peaceful environment of the local community. This implies that if Tourism

adheres to the peaceful environment of the local community, the safety and security issues due to Tourism tends to fall. As mentioned in the previous findings the local community does not find that Tourism has raised the safety and security issues in the destination which helps one to assume that Tourism adheres to the peaceful environment of the local community.

5.1.4 Findings from the Hypotheses testing.

Hypothesis 1: There is a significant relationship between promotion of environmental awareness and waste generation.

Test Results: Correlation test showed that there was a statistically significant positive correlation between promotion of environmental awareness and waste generation. This implies that with the promotion of environment awareness for the local community through Tourism, it can be assumed that the issue of water generation is likely to be affected. Therefore, the hypothesis is accepted.

Hypothesis 2: There is a significant relationship between Tourism development and Employment.

Test Results: Multiple tests were used through factor analysis using various variables which were considered to be related to the socio-economic conditions in the destination.

Firstly, analysis of the descriptive statistics of variables in terms of mean and standard deviation was done. This analysis shows that the income factor has the

highest mean value, which signifies the income factor as the most important variable that Tourism brought among the respondents.

Secondly, the Kaiser-Mayer-Olkin and Barlett's test results shows that all the six variables are having a significant value and can process further without dropping a single variable. It also portrays that the significance level is small enough to reject the null hypothesis and can be certain that there exists a significant correlation among the six variables.

Thirdly, Eigen values of each variance of the variables were taken from which only one component is retained i.e. Income. This indicates that all the concerned variables represent one single dimension i.e. effects of Tourism on income is highest amongst the respondents.

Finally, the extracted component is analyzed with other variables using correlation test, the component matrix reflects that with an increasing employment opportunity through Tourism the increasing income of the respondents is the most important variable.

These results of the analysis imply that the respondents feel that Tourism is giving way for the increasing income which is mainly caused due to the increasing employment opportunity through Tourism. This can lead to the assumption that there is statistically significant positive relationship between Tourism development and employment opportunities. This shows that Tourism is having a positive impact on the employment opportunities in the destination. Therefore, the hypothesis is accepted.

5.2 Suggestions

From the study it was seen that many of the respondents were either not aware or not interested in the area of Tourism and its activities in the destination. It was also felt that even though good numbers of positive responses were received, it cannot be neglected that certain numbers of negative responses were also received. In-order to tackle these issues various suggestions are given below:

5.2.1 Community-based Tourism

It is felt that the local community must be given better awareness on Tourism and what impacts it can have in the destination. Such awareness campaigns can be done at schools to any social gatherings of the residents of the destination and it can be done through the local associations like Young Mizo Association (YMA). Along with these certain level of improvements in the policy making is felt necessary by the Tourism department. Saarinen (2010) concluded in his study that making local communities aware of tourism could help them become agents in tourism development rather than objects as is still often the case in peripheral and marginalized rural and urban communities. He further added that community-based tourism is a tool to ensure that local communities can participate actively in tourism and have a fairly high degree of control over tourism development and practices, so as to recognize and receive the benefits of tourism.

5.2.2 Awareness Program

In terms of the privacy and safety and security issues the findings suggested that there are certain portion of the respondents who felt that Tourism has raised the rate of

the issues and led to the infringement of their privacy. These issues cannot be lightly treated, and necessary actions is needed to be taken. Such issues may have been felt especially by those residing at a closer proximity to location where Tourism is predominantly active. Here, the local communities must be made aware and prepare for such encounters as well as the tourists or visitors must be given warnings and must be informed clearly of the consequences that may arise so as to avoid such issues. In light of this Andrews (2015), have suggested three major objectives: “to raise awareness among tourists of risk prevention and local customs; to improve the way tourists are welcomed and the support they receive in case of an incident; and to foster peaceful co-existence between tourists and local residents.”

5.2.3 Eco-Tourism

The findings of the study clearly show that Tourism is leading to over-crowding hence leading to increasing environmental pollution and degradation. These environment issues in this 21st century is a burning issue and it must be dealt with effectively and soon. With the concepts of Eco-Tourism developing at a fast pace, which tries to promote development of Tourism without infringing upon the environment, such concepts must be promoted at a faster rate. According to the Ministry of Tourism (2017) Eco-tourism has been broadly defined as tourism which is ecologically sustainable. The concept of ecological sustainability subsumes the environmental carrying capacity of a given area. This concept of Eco-Tourism must be made mandatory for stakeholders in Tourism as well as the local residents who must also be made aware of such, so they may abide by the rules and regulations of the concept and may lead to the decrease in such type of issues. Further the Ministry of Tourism (2017) have included certain

awards like “Best Eco-friendly Hotel”, “Best Responsible Tourism Projects”, “Best Eco-friendly practices by Tourism Operators”, in the National Tourism Awards for the stakeholders to promote and practice Eco-tourism practices.

5.2.4 Responsible Tourism

Further it can be added that the concept of Responsible tourism can be utilized for attracting positive impacts and tackling with certain negative impacts that tourism has brought to the destination. Francis (2019) states that responsible tourism is that creates better places to live in and to visit. He further mentions that it seeks to maximize the benefits of tourism (such as the creation of local jobs, the conservation of natural and cultural heritage, improvements in infrastructure) and to minimize negative impacts (waste generation, overuse of water, damage to heritage, negative cultural impacts of visitors, etc.).

5.3 Conclusion

The study on the impacts of Tourism from various perspective is a development that has been seen from time to time. The present study is an attempt to understand the impacts of Tourism in a destination from a socio-economic perspective.

In order to carry out an in-depth study of the impact of Tourism, the village of Reiek located few kilometers away from Aizawl city was chosen. This destination was chosen as it has already established itself as one of the hot spots for Tourism to flourish. For this purpose, a set of questionnaires was prepared which were distributed amongst the residents of the destination. The respondents gave their opinions regarding Tourism in the destination, which were further analyzed using different statistical tools in order

understand the impacts that Tourism is having in the destination from a socio-economic perspective.

From this study it can be seen that Tourism is highly active in the destination. It can be understood that Tourism and its various developmental activities are having certain impacts on the destination. These impacts are scattered into different areas especially in the socio-economic field. Apart from the numbers of positive impacts. Tourism is also entailed with various negative impacts.

Tourism development can have different forms of impacts on the destination and the residents. Here, the main aim was to understand these from the socio-economic perspective. The findings suggest that Tourism is having a positive impact in the area of employment at a very high rate as the majority of the respondents agreed to this and feel that Tourism is creating more employment opportunities for the local community. With the increase in employment opportunities the respondents also feel that there is an increase in their income also feel that their standard of living has seen certain level of improvements.

The findings confirm that the infrastructural facilities are also improving due to Tourism in-order to facilitate the tourists and the local community. Tourism tends to increase the inflow of visitors and tourist for which good infrastructure is necessary. This development has also led to the improvement in the quality of life that the residents of the destination are living. It was also seen that the culture and tradition of the Mizo's are being promoted to the foreign as well as domestic tourist visiting the destination. It was also understood that with developmental process visible at a large scale, Tourism does not only beautify the destination or attracts more visitors or give a better monetary

benefit to the residents, but also Tourism adheres to the peaceful environment of the local community existing in the destination. Safety and security issues has not risen with Tourism development taking place along with this the privacy of the residents is also respected. With the inflow of more visitors to the destination, there was a possibility of more waste generation, but such was considered not to have existed at an alarming rate by the residents of the destination.

Apart from these, it was also seen that Tourism has certain negative impacts, which was felt to have come hand in hand with the Tourism development process. Over-crowding was considered to be one of the major issues arising through Tourism and the respondents also felt that environmental pollution and degradation has increased with over-crowding becoming a trending issue. Even though these negative impacts may have risen, Tourism have had positive impacts in the economy of the destination, which were possible due to the various contributing factors like increased income, employment opportunities, improved infrastructure facilities and others as pointed out earlier. This have made local communities the beneficiaries of Tourism. So, it can be said that Tourism is having a positive impact on the destination especially from the socio-economic perspective.

5.4 Suggested Areas for Further Research

The present research is a very brief effort to examine and understand the impacts of Tourism on a destination by taking Reiek village a case study. There are various limitations and shortcomings in this research which are visible, this can further may offer directions to future researchers.

The following are the list of suggestions for further research areas:

1. The study is confined to a very limited target population – 72 households out of 360 households of Reiek Village, and it is also confined to a single destination. Therefore, for future studies a study population of a larger scale can be taken up in-order to draw a broader picture of Tourism in the destination and its impact either positive or negative which may help one have a wider understanding. The study findings here cannot be generalized for Mizoram as a whole, and conclusion over the impacts of Tourism as a whole cannot be drawn.
2. The scope of the present study is limited as it is being done from a socio-economic perspective. Many other areas in regard to the impact of Tourism can be studied as well, so, research can be broadened considering various other aspects of Tourism.
3. The research here concentrated on giving a brief understanding of the socio-economic impact of Tourism in the given destination. An in-depth study on the various factors under the socio-economic perspective like income, employment, infrastructure and others can be carried out as well, which may give a better insight to the impacts of Tourism.
4. The policies and the developmental works by the Tourism Department of the Mizoram Government and the private sectors were not considered under this study. Further research may be viable from these perspective so as to maximize our understanding over Tourism and the impacts that it may have.
5. The study is based solely on self-reported responses. The questionnaire contains queries that the respondents may not feel comfortable to answer truthfully or

may not have complete understanding of such. A more in-depth and extensive study that includes third party responses is desirable.

This work was a good learning process even though numerous research works have been conducted in this field of Tourism and its impacts, this research is a pioneering study within the context of the premise population which is the local community of Reiek Village. As for the sited reason there lacked certain good precedents to consult in direct relation to the target population. Thus, there is a request from the researcher that this study be treated as an initial attempt with rooms for further improvement.

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SEMINAR PAPER PRESENTATION

Presented a paper entitled ‘An Analysis of the Tourism Sector in Mizoram with Reference to Tourist Traffic and Revenue’ in National Seminar on “Development of North East India: Problems, Prospects & Challenges” organized by UGC Human Resource Development Centre, Mizoram University on 16th July, 2018.

APPENDIX II**QUESTIONNAIRE**

Name (Head of the household):

Age (Head of the household):

Education Qualification (Head of the household):

Occupation (Head of the household):

No.of earning Members in the family:

Income of the household: -2000 2001-4000 4001-6000 6001-8000 8001-10000
10000+

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Your income has increased due to tourism					
Your spending capacity has increased due to tourism					
The standard of living has increased due to tourism					
Tourism has increased employment opportunities					
Tourism has improved the quality of life in the village					
The economy is being benefited through tourism					
The local community is being benefited through tourism					
Tourism has improved infrastructure facilities in your village					
Tourism helps in promoting the culture and tradition of Mizoram					
Environmental pollution has increased due to tourism					

Tourism has led to over-crowding of the village					
The benefits of tourism are equally shared in the society					
Tourism has raised safety and security issues					
Tourism has hampered the privacy of the local people					
Tourism adheres to the peaceful environment of the local community					
Tourism has increased environmental degradation					
Tourism promotes environmental awareness for the local community					
Tourism leads to generation of waste					

Interview Questions

1. Tourism to me is? (Tourism hi engtin nge I hriatthiam?)

- Travel (Zin vei vah)
- Employment Generator (Eizawna siam chuak tu)
- Promoter of Culture and Tradition (Hnam chawisangtu/ pho lang tu)
- Exposer of our Village (Kan khua/ram tilar tu)
- I don't Know (Ka hrelo/hre ngailo)

2. What are the impacts of tourism development in the region? (Tourism in a kan khawtlang tana nghawng a neih te?)

- | | | | |
|---------------------------|-----|----|------------|
| • Income (sum lakluh) | Yes | No | Don't |
| Know | | | |
| • Society (Khawtlang Nun) | Yes | No | Don't |
| Know | | | |
| • Employment (Eizawna) | Yes | No | Don't |
| Know | | | |
| • Water Supply (Tui tlan) | Yes | No | Don't know |

- | | | | |
|--|-----|----|-------|
| • Biodiversity (Nungcha Humhalh Kawngah)
Know | Yes | No | Don't |
| • Cleanliness (Khaw chung faina)
Know | Yes | No | Don't |

3. How can tourism help in the development of the village? (Tourism in engtin nge khawtlang hmasawwna atan a puilh theih?)

- Employment (Hna/eizawwna khawngah)
- Preservation of Biodiversity (Nungcha te humhalh kawngah)
- Promotion and preservation of Culture (Hnam chawisan leh humhalh kawngah)
- Exposing the Village (Pawn lam mi tana pholang tu)
- Youth Development (Hmasawwna kawnga thalaite fuih phur tu)

4. What prospect does tourism holds in the village? (Tourism hi a than zel in beisei/ring em?)

- Yes No Don't Know

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DEPARTMENT : Management
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special reference to Reiek
DATE OF PAYMENT OF ADMISSION : 31/07/2017
(Commencement of First Semester)
COMMENCEMENT OF SECOND
SEM/DISSERTATION : 3/08/18
(From Conclusion of end semester exam)
APPROVAL OF RESEARCH PROPOSAL
1. **BOPS** : 24/04/2018
2. **SCHOOL BOARD** : 02/05/2018
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2	HSSLC	2008	Central Board of School Education (CBSE)	70.2%
3	B.A	2011	North-Eastern Hill University (NEHU)	43.3%
4	M.A	2013	Pondicherry University	72.3%
5	M.B.A	2015	Pondicherry University	72.%

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