



# **ANALYSIS OF TOURISM MANAGEMENT IN THE STATE OF MIZORAM**

Research Dissertation submitted to

Amity Institute of Social Science

Amity University, Uttar Pradesh

**DAVID.C. LALRINCHHANA**

MA (POLITICAL SCIENCE)

## **CONTENTS**

### **CHAPTER-1**

#### **=>INTRODUCTION**

1.1 About Mizoram

1.2 Where is Mizoram located?

1.3 What can be expected from Mizoram?

1.4 Why should you visit Mizoram?

1.5 How to reach Mizoram?

### **CHAPTER-2**

#### **=>TOURISM MANAGEMENT IN MIZORAM**

2.1 About Tourism Department

2.2 When was Tourism Department established?

2.3 Why was Tourism Department established?

2.4 Objectives of Tourism Department in Mizoram

2.5 Improvements needed in the Tourism Department

## CHAPTER-3

### =>POSITIVE AND NEGATIVE IMPACT

3.1 Positive Impact

3.2 Negative Impact

## CHAPTER-4

### =>PAST, PRESENT AND FUTURE DEVELOPMENT OF TOURISM MANAGEMENT

## CHAPTER-5

### =>CRITICAL ANALYSIS

## CHAPTER-6

### =>SUGGESTION

## CHAPTER-7

### =>WHAT CAN BE ADDED IN MIZORAM TOURISM?

## CHAPTER-8

### =>CONCLUSION

## BIBLOGRAPHY



## INTRODUCTION

### 1.1 About Mizoram

Mizoram is a state located in the northeastern region of India, bordering Myanmar to the east and Bangladesh to the west and south. The state covers an area of around 21,087 square kilometers and it has a population of around 1.2 million people.

The state capital of Mizoram is Aizawl, which is also the largest city in the state. Mizoram is known for its natural beauty, with hills, valleys, and forests covering much of the landscape. The state is also home to a rich and diverse cultural heritage, with a number of different ethnic groups and tribes living in the region.

The official language of Mizoram is Mizo, and the state has a high literacy rate of around 91%. The economy of Mizoram is largely driven by agriculture, with the state producing a range of crops such as rice, maize, and sugarcane. Mizoram is also known for its handicrafts, particularly its handloom and weaving industry, which produces a range of textiles including shawls, blankets, and bags.

### 1.2 Where is Mizoram Located?

Mizoram is a state located in the northeastern part of India, bordered by the states of Tripura to the northwest, Assam to the north, Manipur to the east, and the neighboring country of Bangladesh to the west and south. Mizoram is situated on the southernmost tip of the northeastern region of India and shares an international border with Myanmar to the east. The state has a hilly terrain with an average altitude of 1,000 meters above sea level and is known for its scenic beauty and rich cultural heritage. The state capital of Mizoram is Aizawl, which is in the central part of the state.

### 1.3 What can be expected from Mizoram?

Mizoram is a beautiful and culturally rich state that has much to offer visitors. Here are some things you can expect from a visit to Mizoram:

1. **Natural beauty:** Mizoram is known for its stunning natural beauty, with lush forests, rolling hills, and cascading waterfalls. The state is home to several national parks and wildlife sanctuaries, including the Dampa Wildlife Sanctuary and Phawngpui National Park, which offer opportunities to observe rare and exotic wildlife.
2. **Cultural heritage:** Mizoram has a rich cultural heritage that is reflected in its traditions, art, music, and dance. The state is home to several indigenous tribes, each with its own unique customs and practices, and visitors can learn about the local culture through visits to museums and cultural centers.
3. **Adventure activities:** Mizoram offers a range of adventure activities for the adventurous traveler, including trekking, hiking, rock climbing, and camping. The state is also home to several scenic trails and challenging terrain for adventure enthusiasts.

4. Local cuisine: Mizoram has a unique cuisine that is a blend of local ingredients and influences from neighboring countries. Visitors can sample traditional dishes like bamboo shoot pickle, smoked pork, and fish preparations made with local herbs and spices.
5. Festivals: Mizoram is known for its vibrant festivals and celebrations, which offer visitors an opportunity to experience the local culture and traditions. Some of the popular festivals in Mizoram include the Chapchar Kut, Mim Kut, and Pawl Kut, which are celebrated with much enthusiasm and fanfare.

Overall, a visit to Mizoram can offer a unique and enriching travel experience, with a combination of natural beauty, cultural diversity, adventure, and local cuisine.

#### 1.4 Why should you visit Mizoram?

The reason why you should visit Mizoram is because tourism in Mizoram is fully unalloyed and off the beaten track. The natural beauty of the state is unequalled. Green rolling hills stretch across the horizon. Different tones of green gradationally get toned down towards a bluish shade as you keep looking at them. Thus, Mizoram is also known as the Land of the Blue Mountain as the hills and mountains are covered in blue from afar. Come down to the dunes and you'll see stretches of paddy fields compassed by small hills. The Mizos have a rich culture and they're passionately drawn to singing and balls. The carnivals are relatively various and their songs and balls depict their joyous nature. With so numerous places to visit in Mizoram, I hope you'll surely find your reason to visit this remote state of India.

#### 1.5 How to reach Mizoram?

**By Flight** - The easiest way to reach Mizoram would be by taking a flight to Aizawl, the capital city. Aizawl can be reached and it is connected by direct flights from Kolkata, New Delhi and Guwahati. Flight is the easiest and fastest way to reach Mizoram as it presents the most safety compared to other areas.

**By Road** – Guwahati to Aizawl If you don't want to spend on breakouts, also the coming easy way is to reach by road. Overnight motorcars are available from Guwahati, nearly 470 km down. Although Google Charts will show you that it takes about 15 hours to cover this distance, rest assured, motorcars will take nearly 20-22 hours to reach. Motorcars to Aizawl are available from the ASTC Bust stand near Guwahati Railway Station and ISBT, Guwahati. I know people who have spent nearly 24 hours on the machine. Roads on mountains are largely changeable and so keeping buffer time is largely recommended. Sumos can also be participated from Guwahati.

From Silchar, you can reach Aizawl via motorcars or Sumos. It participated the road as well as transportation. It connects the trace and to reach Mizoram you have to go through Silchar if it's by road.

From Manipur also it's available to go to Mizoram by road. It provides Sumos, Bus and other transportation in order to reach Mizoram. The road perhaps laborious and bumpy but the beauty of the nature and hilly terrain presents a sight for sore eyes.

## TOURISM MANAGEMENT IN MIZORAM

### 2.1 About Tourism Department

The Tourism Department of Mizoram is responsible for promoting and developing tourism in the state. The department aims to showcase the natural beauty, artistic diversity, and rich heritage of Mizoram to the world, while also furnishing employment openings and boosting the original frugality. The Tourism Department of Mizoram offers a range of services and installations to callers, including sightseer information centers, accommodation options, transportation services, and stint packages.

The department also organizes colorful events and carnivals throughout the time to show the state's rich artistic heritage. Some of the popular sightseer lodestones in Mizoram include the Dampa Wildlife Sanctuary, Phawngpui National Park, Palak Lake, Vantawng Falls, and the Tamdil Lake. Adventure conditioning similar as touring, hiking, and gemstone climbing are also popular in Mizoram, with the state offering a range of scenic trails and grueling terrain for adventure suckers.

The Tourism Department of Mizoram also focuses on promoting eco-tourism, with a number of enterprise aimed at promoting sustainable tourism practices and conserving the natural terrain of the state. Overall, the Tourism Department of Mizoram plays a vital part in promoting tourism in the state and showcasing the beauty and culture of Mizoram to the world.

### 2.2 When was Tourism Department established?

The Tourism Department of Mizoram was established in the time 1974, with the end of promoting and developing tourism in the state. Since also, the department has been working towards showcasing the natural beauty, artistic diversity, and rich heritage of Mizoram to the world, while also furnishing employment openings and boosting the original frugality. Over the times, the department has enforced colorful enterprise and programs aimed at promoting sustainable tourism practices and conserving the natural terrain of the state. moment, tourism is an important assiduity in Mizoram, contributing significantly to the state's frugality and furnishing openings for both locals and callers to explore and enjoy the unique culture and beauty of the state.

### 2.3 Why was Tourism Department established?

Mizoram is a beautiful state located in the northeastern part of India and is known for its scenic beauty, rich culture, and vibrant festivals. The state has a lot of potential for tourism, but at the time of its establishment, the tourism industry was not well-developed.

The Mizoram Tourism Department was established with the aim of promoting the state's natural beauty and cultural heritage to attract tourists from all over the world. Over the years, the department has undertaken various initiatives to promote tourism in the state, including the development of tourist infrastructure, organizing cultural festivals, and promoting adventure tourism.



Today, tourism has become a major source of income for Mizoram, and the state government continues to work towards developing the tourism industry in the state.

## 2.4 Objectives of Tourism Management in Mizoram

The objectives of Tourism Management in Mizoram are to:

1. **Promote tourism:** The main ideal of tourism operation in Mizoram is to promote tourism in the state and increase the number of excursionists visiting the state. This can be achieved by showcasing the natural beauty, artistic heritage, and unique traditions of Mizoram to implicit excursionists.
2. **Develop infrastructure:** To attract excursionists, it's important to have good structure in place. The tourism operation in Mizoram focuses on developing structure similar as roads, hospices, capps, and sideseer lodestones to make the state more seductive to excursionists.
3. **Create employment opportunities:** It can be a great factor for producing employment to the people. This is because foreigner or outsiders can be attracted by the beauty and weather of the state. Many will try to use it as a getaway from city life and here the tourism play a role by giving opportunities of employment to the people.
4. **Preserve natural and cultural heritage:** Mizoram has a rich natural and cultural heritage, and it is important to preserve it for future generations. The tourism management in Mizoram works towards preserving the natural beauty and cultural heritage of the state while promoting tourism.
5. **Generate revenue:** Tourism can be a major source of revenue for the state. The tourism management in Mizoram aims to generate revenue through tourism by promoting tourism-related activities and attracting more tourists to the state.

## 2.5 Improvements needed in the Tourism Department

There can be several improvements which can be done in the Tourism Department. Some of them are as follows:

1. **Infrastructure development:** The state government can focus on developing better infrastructure such as roads, airports, and public transport. By doing so tourist can find the state as a place for further travelling in the future and recommend it to others.
2. **Sustainable tourism:** The state government can focus on promoting sustainable tourism practices which protects the environment and preserve the cultural heritage of the state. This can be achieved by promoting eco-tourism, responsibility tourism and cultural tourism as well.
3. **Marketing and promotion:** The state government can improve its marketing and promotion efforts to attract more and more tourists to Mizoram. This can be done by creating a strong brand image for the state and using digital marketing and social media to reach a wider audience.
4. **Skill development:** The state government can invest in skill development programs to provide training to locals on areas such as hospitality, tourism management, and other tourism-related skills. This can help improve the quality of services provided to tourists and it can also create employment opportunities for the locals.

5. **Infrastructure for adventure tourism:** Mizoram has a lot of potential for adventure tourism, but there is a lack of infrastructure for adventure sports such as trekking, mountaineering, and camping. The state government can invest in developing infrastructure such as getting more materials and items, proper facilities and guidelines to follow for adventure tourism to attract adventure enthusiasts.
6. **Encourage private sector participation:** The state government can encourage and promote private sector participation in the tourism department by offering incentives and creating a favorable policy environment which can help in attracting investment in tourism infrastructure and create more employment opportunities for the locals.

## 2.6 Future planning of Tourism Management in Mizoram

The future planning of tourism management in Mizoram can focus on the following areas:

1. **Infrastructure development:** The state government can focus on developing better infrastructure such as airports, roadways, and public transport to make it easier for tourists to travel to and around Mizoram.
2. **Diversification of tourism products:** The state can focus on diversifying its tourism products beyond cultural tourism to include adventure tourism, eco-tourism, and wellness tourism. This will help attract a wider range of tourists to the state.
3. **Community participation:** The state government can involve local communities in the tourism planning and decision-making process to ensure that tourism benefits the local population. This can be achieved by providing training and employment opportunities to the locals, promoting community-based tourism, and creating a favorable policy environment for the locals to participate in the tourism industry.
4. **Digital marketing:** The state can focus on digital marketing and social media to promote tourism in Mizoram. This will help reach a wider audience and attract more tourists to the state.
5. **Sustainable tourism practices:** The state can promote sustainable tourism practices that protect the environment and preserve the cultural heritage of the state. This can be achieved by promoting eco-tourism, responsible tourism, and cultural tourism.
6. **Skill development:** The state can invest in skill development programs to provide training to locals on hospitality, tourism management, and other tourism-related skills. This will help improve the quality of services provided to tourists and create employment opportunities for the locals.
7. **Promotion of offbeat destinations:** The state can focus on promoting offbeat destinations in Mizoram to attract tourists who are looking for unique and unconventional experiences.

## POSTIVE AND NEGATIVE IMPACT

### 3.1 Positive Impact

Tourism management in Mizoram can have several positive impacts on the state's economy, environment, and society. Some of the positive impacts of tourism management in Mizoram are:

1. **Economic development:** Tourism can be a major source of income for Mizoram. By promoting tourism, the state can create employment opportunities, generate revenue and contribute to the economic development of the state.
2. **Preservation of cultural heritage:** Tourism management can help preserve the cultural heritage of Mizoram. By promoting cultural tourism, the state can encourage the preservation of traditional customs, arts, and crafts.
3. **Environmental conservation:** Sustainable tourism practices can help protect the environment in Mizoram. By promoting eco-tourism, the state can encourage the conservation of the state's natural resources and promote sustainable tourism practices.
4. **Infrastructure development:** Tourism management can contribute to the development of infrastructure such as roads, airports, and hotels, which can benefit both tourists and the local population.
5. **Improved quality of life:** Tourism can lead to the development of better services and amenities, which can improve the quality of life for the local population. This can include the development of healthcare facilities, transportation, and other public amenities.
6. **Cultural exchange:** Tourism can promote cultural exchange between tourists and the local population. This can help break down cultural barriers and foster mutual understanding and respect between different cultures.

### 3.2 Negative Impact

While tourism management in Mizoram can have positive impacts, it can also have negative impacts on the state's environment, society, and culture. Some of the negative impacts of tourism management in Mizoram are:

1. **Environmental degradation:** Tourism can lead to environmental degradation if not managed sustainably. The development of tourism infrastructure such as hotels, resorts, and roads can lead to deforestation, soil erosion, and pollution.
2. **Cultural erosion:** Tourism can lead to the erosion of traditional cultures and values if not managed properly. The influx of tourists can lead to changes in local lifestyles, cultural practices, and values.
3. **Pressure on resources:** Tourism can put pressure on local resources such as water, electricity, and food. If the tourism industry grows too rapidly, it can lead to shortages of resources and negatively impact the local population.



4. **Social and economic inequality:** The benefits of tourism may not be distributed equally among the local population. The development of tourism infrastructure and services may benefit only a small section of the population, leading to social and economic inequality.
5. **Overcrowding:** If tourism is not managed properly, it can lead to overcrowding in popular tourist destinations. This can put pressure on the local infrastructure and negatively impact the quality of life for the local population.
6. **Negative cultural exchange:** Tourism can also lead to negative cultural exchange where tourists may disrespect local customs, traditions, and values. This can lead to conflicts and a breakdown of mutual respect between tourists and locals.



## PAST, PRESENT AND FUTURE DEVELOPMENT OF TOURISM MANAGEMENT

Mizoram, a state located in the northeastern region of India, has seen significant growth in tourism in recent years. Here is a brief overview of the past, present, and future development of tourism management in Mizoram:

### **Past Development:**

Tourism in Mizoram started in the early 1970s, primarily due to the efforts of the state government to promote its unique culture, natural beauty, and tribal heritage. The state government established the Mizoram Tourism Development Corporation (MTDC) in 1978 to develop and promote tourism in the state. In the past, tourism in Mizoram mainly focused on cultural and adventure tourism, such as trekking, mountaineering, and exploring the state's rich tribal heritage.

### **Present Development:**

Mizoram's tourism industry has seen significant growth in recent years, with the number of tourists visiting the state increasing each year. The state government has taken several initiatives to promote tourism in Mizoram, such as the development of infrastructure, improving connectivity, and promoting eco-tourism. Mizoram has a rich biodiversity, and the state government has taken several measures to preserve its natural beauty and promote eco-tourism. The state government has also promoted adventure tourism, such as trekking, mountaineering, and rock climbing.

### **Future Development:**

Mizoram has tremendous potential for tourism development, and the state government has identified several areas that could be developed in the future. The state government plans to develop cultural tourism, eco-tourism, and adventure tourism further. Mizoram has a rich cultural heritage, and the state government plans to develop cultural tourism by promoting the state's unique culture, arts, and crafts. The state government also plans to develop eco-tourism further by promoting sustainable tourism practices and preserving the state's natural beauty. The state government is also planning to develop adventure tourism by developing new trekking routes, rock climbing sites, and other adventure activities which could not only attract tourist but also improve and expand the areas of adventurous tourism.

## CRITICAL ANALYSIS

There are certain strengths and weaknesses which could be presented and be seen. There has been certain changes in the recent years mainly which are of the negative sides. However, there can be plenty of room for improvements. Here are some of the critical analysis of Tourism Management in Mizoram:

**Strengths:**

Mizoram has a unique culture, rich biodiversity, and stunning natural beauty that can attract tourists. The state government has taken several initiatives to develop and promote tourism in the state. The state government has set up the Mizoram Tourism Development Corporation (MTDC) to develop and promote tourism in the state. The government has also developed infrastructure, improved connectivity, and promoted eco-tourism. The state government has also taken measures to preserve the natural beauty of the state.

**Weaknesses:**

One of the significant weaknesses of tourism management in Mizoram is the lack of marketing and promotional activities. The state government needs to adopt more aggressive marketing strategies to promote the state's tourism potential. The state government should focus on promoting Mizoram as a tourist destination not only domestically but also internationally. The lack of skilled manpower and training programs for tourism-related activities is also a significant weakness. This has resulted in a shortage of tour guides, interpreters, and other tourism-related services. The state government needs to take measures to address this issue.

**Opportunities:**

Mizoram has enormous potential for tourism development. The state's unique culture, biodiversity, and natural beauty can attract domestic and international tourists. The state government should focus on developing niche tourism products like cultural tourism, eco-tourism, and adventure tourism. The state government should also explore opportunities for cross-border tourism with neighboring countries like Myanmar and Bangladesh.

**Threats:**

One of the significant threats to tourism management in Mizoram is the lack of infrastructure and connectivity. The state has limited air, rail, and road connectivity, which makes it difficult for tourists to access the state. The state government needs to take measures to improve infrastructure and connectivity to promote tourism development. Another significant threat to tourism management in Mizoram is the lack of proper waste management systems. The influx of tourists can generate a lot of waste, which can harm the environment and impact tourism. The state government needs to implement proper waste management systems to address this issue.

## SUGGESTION

To improve and develop the Tourism Management in Mizoram. There can be plenty of steps which can be taken to improve and expand. Being a small community and living at the northeast most of the state, it is not easy to find and attract tourist for such a small and unique community. However, as time changes there has been a lot of improvement and some changes which have been seen in the community for some time. With all the development we have seen so far, there are also plenty of room for improvements. Here are some suggestion which maybe able to improve and develop tourism industry:

1. **Developing a proper plan:** In order for the state to progress further it is important to make a proper plan whether it is in economics, politics or expanding the state. Whatever it is, whatever the circumstances, it is important to make and have a proper plan. Without a proper plan there can be no order and if there is no order, there is chaos and conflict.
2. **Promoting sustainable development:** Mizoram has a rich biodiversity and the state government should also try to develop and promote sustainable tourism in order to preserve the natural beauty of the state. The state government must encourage to preserve the sustainable development such as minimizing waste, conserving water and protecting wildlife.
3. **Improving infrastructure and connectivity:** The state government should focus on improving infrastructure and connectivity to promote tourism development. The state government should improve air, rail, and road connectivity to make it easier for tourists to access the state. The government should also develop tourism-related infrastructure, such as accommodation, restaurants, and tourist information centers.
4. **Collaborating with neighbouring states and countries:** The state government should collaborate with neighboring states and countries, such as Myanmar and Bangladesh, to promote cross-border tourism. The state government should develop tourism packages that include destinations in Mizoram and neighboring states/countries.
5. **Focusing on digital marketing:** The state government should focus on digital marketing to promote tourism in Mizoram. The government should develop a strong online presence, including a user-friendly website, social media channels, and other digital platforms to promote Mizoram as a tourist destination.

## WHAT CAN BE ADDED IN MIZORAM TOURISM

There are several things that can be added to Mizoram's tourism to further develop and promote the sector. Here are some suggestions:

1. **Community-based Tourism:** The state government can promote community-based tourism by involving local communities in tourism activities. This can help to generate income for local communities and can also showcase Mizoram's unique culture to tourists.
2. **Wellness Tourism:** Mizoram has several hot springs, which can be developed as wellness tourism destinations. The state government can invest in developing these hot springs and promoting them as wellness tourism destinations.
3. **Religious Tourism:** Mizoram has several religious sites, such as the Solomon's Temple in Aizawl, which can be developed as religious tourism destinations. The state government can invest in developing these sites and promoting them to tourists.
4. **Medical Tourism:** Mizoram has several well-equipped hospitals and medical facilities, which can be promoted as medical tourism destinations. The state government can collaborate with medical institutions to promote Mizoram as a destination for medical tourism.
5. **Food Tourism:** Mizoram has a rich culinary tradition, and the state government can promote food tourism by showcasing Mizoram's unique cuisine to tourists.
6. **Rural Tourism:** Rural tourism can be developed by promoting rural areas as tourism destinations. The state government can invest in developing basic infrastructure and promoting rural homestays to attract tourists to these areas.





## CONCLUSION

In conclusion, tourism has significant potential to contribute to the economic development of Mizoram, a state in the northeastern region of India. Over the years, the state government has made several efforts to promote tourism by investing in infrastructure development, promoting cultural and eco-tourism, adventure tourism, and adopting policy reforms. These efforts have helped attract more tourists to Mizoram, contributing to the growth of the hospitality industry and generating employment opportunities for the local population.

However, there is still a long way to go in fully realizing the potential of tourism in Mizoram. The state government can focus on developing new tourism products such as community-based tourism, wellness tourism, religious tourism, medical tourism, food tourism, and rural tourism to attract more tourists to the state. Additionally, sustainable tourism practices must be adopted to minimize the negative impacts of tourism on the environment and local communities.

Overall, with a strategic and sustainable approach towards tourism development, Mizoram can continue to promote itself as a unique and attractive destination for tourists, contributing to the economic growth of the state while preserving its natural and cultural heritage.



1. “Tourism Developmet in Mizoram: A Study of Infrastructure and Marketing” by Lalramdinpuii Sailo and C. Lalnunmawia (2016). International Journal of Engineering Technology, Management and Applied Lores.
2. “Tourism Development in Mizoram: An Empirical Analysis” by Lalnunziri Chhangte and Lalchungnunga (2018). International Journal of Management Studies.
3. “Sustainable Tourism Development in Mizoram” by S.S. Roy and N.P. Sing (2017). Tourism in North East India: Prospects and Challenge.
4. “Tourism and Development in Mizoram: An Overview” by Vanlalruati Pachuau and Zoremi Chhakchhuak (2021). Indian Journal and Hospitality Research.
5. “Tourism Policy of Mizoram: A Study” by Vanlalruati Pachuau and Zoremi Chhakchhuak (2021). International Journal Research and Analytical Reviews.

