CHAPTER VI
SUMMARY OF FINDINGS AND CONCLUSION

The present chapter gives the summary of the previous chapters. A detailed study of tourism industry in Nagaland as explained in the previous chapters has revealed many characteristics and bottlenecks.

6.1 INTRODUCTION

The Chapter II deals with the subject matter of the research work with reference to the importance of tourism research as a necessary pre-condition for developing tourism industry. The objective of the study is designed to determine the role of Government and perspective plan for the growth of tourism industry in Nagaland. A survey was undertaken selecting at random 150 domestic tourists and 60 foreign tourists in three tourist centres viz Kohima, Mokokchung and Dimapur. Another survey was also conducted taking interview of 78 hotel entrepreneurs to know various aspects of hotel industry in Nagaland.

6.2 THE GROWTH OF TOURISM INDUSTRY ACROSS THE GLOBE

6.2.1 Definition

There in no dearth of definitions for the phenomenon -tourism. The definition given by Prof. W. Hunzikar and Krapf of Switzerland for tourism in 1942 has been accepted by the International Association of Scientific Experts in Tourism. It states “the sum of phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not deal to permanent residence and are not connected with any earning activity”. Many Commissions and Committees appointed from time to time by the international organisations have succeeded only in coining more new terms. However, different countries have developed statistics of international tourism as well as domestic tourism to meet their need for measurement of the volume and value of tourism.
6.2.2 System of Tourism
The system of tourism is concerned with meeting the demands with available resources with a view to maximising returns. The demands and resources are the inputs which are subject to the constraints of environment and the return (output) constitutes services, human satisfaction and organisational survival. The tourism system may be characterised as the 'open system model'.

6.2.3 Tourism - An Industry
Historically, the early post-war period saw the birth of modern tourism as an industry. Today, it has emerged as the most powerful economic activity capable of contributing substantially to the economic development of a nation. This has mainly been due to the plentiful economic prosperity in terms of foreign exchange earnings. According to World Tourism Organisation statistics, 528, million international tourist arrivals were recorded world wide, accounting for an expenditure of 321.5 billion U.S. Dollar. Tourism is now ranked by the United Nations Conference on Trade and Development as the World's third largest export industry and annual spending on domestic and international tourism together amounting to 12 per cent of world's Gross National Product.

6.2.4 Tourism Economy
Most countries in the world have realised the potentiality of tourism industry. The comparative study of the tourism multiplier values of different countries shows that the multiplier effect of tourism in India is quite high. Obviously, the Government should realise the importance of tourism as a tool of economic development in India.

The measure of tourism receipts as a percentage of Gross Domestic Product (GDP) is a useful indicator of the economic importance of the tourism industry to a country. It is observed that India's position is the lowest in the list. It indicates that India being a vast, varied, strikingly beautiful and sub-continental in nature has much scope for the development of tourism industry. The foreign exchange earnings from tourism which were estimated as $ 1,16,147 in 1985 increased to $ 3,72,600 in 1995.
Tourism is highly labor intensive and it provides employment several times more than normal manufacturing industry. The employment generated by tourism varies widely from place to place. In the larger and economically more diversified Caribbean Islands, such as Jamaica and Puerto Rico, tourism provides perhaps 5 per cent of the total employment. In Bermuda, employment created directly and indirectly by tourism is $3/4$ of the labour force busy. In Cyprus, the total lies between 5 and 10 percent. For Malta, hotel employment alone accounts for 3.5 percent of the labour force.

6.2.5 Tourism Management in SAARC Countries

SAARC is a forum of seven Nations of South Asia which are less developed and developing nations of the world. The World Tourism Organisation (WTO) has adopted the strategy for development of tourism management in these countries through a commission of South Asia where all the seven Nations are members besides Afghanistan and Iran. South Asia (including Afghanistan and Iran) recorded a total of 3 million international tourist arrivals in 1987 i.e. 9.9 percent above previous years figure. But the problems of these countries identified by WTO survey are limited financial resources, lack of sufficient statistics, lack of in-house training programmes, lack of tourism manpower, planning and lack of support and investment from the private sector.

6.2.6 An overview of Tourism in India

Tourism arrivals in India has recorded an increasing trend with the increasing trend of world tourist arrivals during the last 45 years, in spite of the ups and downs in the world economic and political conditions. The world tourist arrivals reached an all time high at 567.4 millions in 1995.

Tourists arrival from first ten nationalities constituted 63.3 per cent of the total arrivals. Nationals of the United Kingdoms with an arrival figure of 334827 continued to occupy the first position in the tourist arrivals in India during 1995 and accounted for 19 percent of the total tourist traffic as against the arrival figure of 300696 (19.2 percent) during 1994, followed by U.S.A. with 203343.
tourist arrivals during 1995 constituting 11.5 percent as compared to 176482 (11.3 percent) arrivals in 1994. Other major countries whose relative shares in the total traffic were significant include Srilanka (114157 or 6.5 percent), Germany (89040 or 5.1 percent) and France (82349 or 4.7 percent). Tourists from Japan, Canada, Italy, Malaysia and Singapore each constituted between 4.3 percent and 2.8 percent of the total traffic during 1995.

6.2.7 Seasonality Trend of Foreign Tourists

Tourism industry in India is marked by seasonality. India receives the largest number of visitors during the winter months (October to March) as opposed to the lowest number in the Summer months because of the scorching heat. It is noticed that the tourists coming from Africa, South and Central America and West Asia, surprisingly, prefer the months July to September.

6.2.8 Accommodation

Accommodation is the core sector of tourism industry. Therefore, accommodation sector dominates the whole pattern of foreign tourist spending. An adequate supply of accommodation suitably tailored to the requirements of the tourist market is one of the basic conditions of tourism development. Sargent Committee set up in 1945 pointed out, "There is a serious dearth of adequate accommodation whether in hotels, rest houses, camping sites or in any other types of lodging both for external and internal tourists".

The distribution of approved hotels from 1992 to 1995 in India shows that the number of rooms are highest in five-star category. The overall estimated room occupancy of approved category of hotels was 73.7 per cent during 1995 as compared to 67.1 per cent and 69.3 per cent during 1993 and 1994 respectively. A survey of foreign tourists staying in approved hotels in India was conducted during 1995-96 by the Department of Tourism with the help of the hotel industry. The average intended duration of stay as revealed by the survey was 22.7 days. The highest average duration (36.4 days) was in case of German tourists and the lowest (5 days) was in case of Oman tourists.
The country is also having a number of paying guest accommodation units in some of the major tourist destinations in the country. The state-wise distribution of these units and the number of rooms provided by them shows that Goa is having the highest number of units (635) and number of rooms (2915) followed by Rajasthan. The lowest number of units as well as rooms are found in Gujrat and Orissa.

6.2.9 Transportation

Air continued to be the predominant mode of travel for the tourists coming to India during 1995 and constituted 98.5 percent of the total traffic. Arrival by sea was negligible and the share of arrivals through land routes was 1.5 percent during 1995.

Delhi emerged to be the major port of entry during 1993 and continued to remain as major port of entry with 702433 (39.9%) tourist disembarking during 1995 followed by Mumbai 597451 arrivals (33.9%). Both these ports put together accounted for 73.8 per cent of the total tourist traffic. The arrivals at Chennai and Calcutta airports constituted 13.5 per cent, and 3.2 per cent respectively of the total tourist traffic.

6.2.10 Overview of North Eastern Region (NER)

Tourism in North Eastern India has enormous potential but this is being allowed to go waste. Tripura with a figure of 192881 continued to occupy the first position in domestic tourist arrivals to north eastern region during 1995 and accounted for 40.85 percent of the total tourist traffic as against the arrival figure of 203746 (41.14 percent) during 1994, followed by Meghalaya with 144529 tourist arrivals during 1995 constituting (30.56 percent) as compared to 154977 (31.29 percent) arrivals in 1994. Meghalaya with a figure of 1172 continued to occupy the first position in foreign tourist arrivals to north eastern region during 1995. The overall foreign tourist inflows to north eastern region is insignificant.
6.3 TOURISM INDUSTRY IN NAGALAND

This chapter focuses the tourism industry in Nagaland in the following sections.

6.3.1 The State, People and Culture

The whole state is hilly and mountainous ranging between 900 metres and 3000 metres above sea level. The terrain is full of broken hills, cut deep by rivers and streams which makes it more difficult for development specially construction of roads and their maintainance. The State covers an area of 16579 square kilometres having a population of 12.16 lakhs as per 1991 census with a density of 73 persons per square kilometre. The population of Nagaland forms only 0.14 per cent of the total population of the country. The population of Nagaland has shown an unprecedented increase of 56.86 per cent during the decade 1981-91. It shows that about one-third population (32.42%) of the State resides in Kohima district alone, while only 6.77 per cent is in Wokha district. According to 1991 census, the literacy rate for the state has been worked out to be 61.30 per cent as against 52.11 per cent for the country as a whole. The majority of the Naga population are Christian. Nagaland is considered one of the tourist attraction centres in the country because of its healthy climate and rich flora and fauna.

6.3.2 Tourism Potential of Nagaland

The tourist attractions of Nagaland are of two types, namely, the places of tourist interest and scenic beauty and the cultural activities of the various tribes of Nagaland round the year. Nagaland has a rich cultural heritage. The Sixteen tribes and sub-tribes inhabiting this small state have a passion for dances and festivals which they celebrate with pomp and grandeur amidst a riot of colours.

6.3.3 Infrastructure

Nagaland is still at the stage of infancy in regard to infrastructure development. The total road length in the state increased from 6566 kms in 1986-87 to 7960 kms in 1995-96, registering an increase of 21.23 per cent. Surprisingly, the
number of registered Motor Vehicles increased from 8250 in 1986-87 to 97391 in 1995-96, i.e., an increase of 1080.5 per cent. Probably the local people needed these vehicles very badly for their private use because of the difficult hilly terrain. As regards postal services in the state the number of post offices operating increased from 225 in 1986-87 to 299 in 1995-96, recording an increase of 17.25 per cent. However, a sizeable number of post offices are not functioning properly. The number of Bank offices (all scheduled banks) increased from 68 in 1986-87 to 71 in 1995-96 i.e., an increase of only 4.41 per cent. The banking services are not widely available both in urban and rural areas. Installation capacity in power sector went up from 5120 KW in 1986-87 to 5260 KW in 1995-96. The state's purchase of power rose from 90.488 MKWH in 1986-87 to 154.25 MKWH in 1995-96. The scenario indicates that the performance of power sector in the state is far from satisfaction.

6.3.4 Tourist Market

The turnover multiplier in the state computed by the experts from India Tourism Development Corporation indicates that the initial spending of $1000 by tourist in various category of spending helps to multiply turnover to $3272.50 after 5 transactions before the money disappears. In other words, an initial transaction of a dollar creates wealth to the extent of 3.27 dollar. Thus, it may be inferred that the tourist expenditure not only supports the tourism industry directly but also helps other allied sectors of the economy indirectly.

The study of both domestic and foreign tourists arrival in Nagaland during 1987-96 reveals that there was decreasing trend in domestic tourists arrival since 1991 and fluctuating trend in regard to foreign tourists arrival. The duration of stay by domestic tourists varied between 1-3 days, making an average 1.7 days. On the other hand, foreign tourists stayed between 2-6 days with an average of 3.32 days. The main reason for more duration of stay by foreign tourists was viewed to be the natural and scenic beauty of the tourist centres in the state which the foreign tourists liked very much. The analysis of origin of foreign tourists reveals that the United Kingdoms with 51.31 per cent tourists arrival during the period 1987-94 remained on the top of all the tourist
generating countries for Nagaland followed by the U.S.A. with 5.53 per cent and Japan with 2.6 per cent. Regarding the visit of these tourists to different tourist places it was observed that more tourists preferred to visit Kohima Centre and the most suitable period of visit was found to be January to April and November.

6.3.5 Accommodation

The first hotel under the name ‘Janata Hotel’ was established at Dimapur in the year 1954. After 1980, the hotel industry in the state took an upward turn in every respect viz. investment-wise, employment-wise and also quality-wise. During the period 1980-85, the strength of the industry went up to 40 with cumulative capital investment of Rs.404.73 lakh and accommodation capacity of 1067 rooms. During the period 1990-95 many hotels were closed down because of deterioration in law and order situation in the state. As a result, the growth rate of the industry started declining. The strength of the hotel industry of the state reached 87 in 1996 with accommodation capacity of 2057 and cumulative investment of Rs.851.55 lakhs.

A spatial growth analysis of the hotels suggests that the hotels were concentrated at Kohima and Dimapur till 1980. The period 1980-96 witnessed a mushrooming of hotels. The case of Mokokchung is different. With a humble beginning with one hotel in the year 1975, the industry grew steadily to reach the strength of 8 hotels in 1993, but due to a major law and order problem on 27th December, 1993 the strength came down to only 2 in the year 1996. In all other district head quarters the industry started late only after 1980 and grew in the same pattern as the overall industry in the state during the period 1980-96. Along with the increase in the number of the hotels and the guest accommodation capacity, there is found a corresponding increase in the growth of employment generation in the hotels during the period 1960-96. The number of persons employed in the hotels was estimated to be only 6 in 1960, 58 in 1970, 97 in 1980, 396 in 1990 and 508 in 1996.
Service line/Mix offered by the Hotels
The services provided by the hotels include provision of rooms, food, tea and snacks facility, conference rooms, laundry, saloon, transportation and shopping centre. Only 50 hotels (64.10%) provided food to their customers. The percentage of hotels providing food at Dimapur stands at 52.5 percent and for Kohima at 77.78 per cent. All hotels in the other district head quarters except in Phok provided food to their customers. The percentage of hotels providing tea and snacks to their customers stands almost similar to that observed for food service. The other services were provided only at Dimapur.

Capacity Utilisation
Average occupancy rates calculated for the four quarters January to March, April to June, July to September and October to December were 43.33 with standard deviation 19.11, 36.74 with standard deviation 14.11, 36.15 with standard deviation 15.13 and 69.39 with standard deviation 17.35 respectively. The higher occupancy rate during the last quarter of the year was due to better weather conditions and ‘Xmas’ visits. In other words, the overall occupancy rate is below 50 per cent with a wide seasonal variation and around two-thirds of the capacity generated remained un-utilised for nearly 9 months. This trend suggests that tourism in Nagaland is seasonal with wide variations. While considering the distribution of the whole sample according to various capacity utilisation ranges, it was observed that only 9(11.54%) hotels had the average occupancy rate above 60 per cent, 6.41 per cent of the hotels were operating with less than 30 per cent capacity utilisation. The rest 64 hotels were almost uniformly distributed in the three middle ranges of occupancy rate i.e. 30-40 per cent, 40-50 per cent, and 50-60 per cent.
Price and Price Mix

Regarding fixing hotel tariff 60(77%) sample hotels priced their services on the basis of the market price i.e. according to their competitors, 8(10.26%) priced their services on the basis of their cost and the rest 7 (8.97%) hotels fixed their price arbitrarily. All the hotels other than those located at Kohima and Dimapur went for market price based pricing strategy.

Employment Generation

Employment generation by the sample hotels shows that as many as 40(54.05%) hotels out of the sample size of 74 hotels; employed less than 5 persons, followed by 18 (24.33%) hotels with employment size between 6 to 10 persons. However, the average number of persons employed in a hotel was 6.5 with standard deviation of 6.07 and coefficient of skewness of +0.74. Further analysis of employment status according to sex and type of job reveals that out of the 47 executives (those who take decisions independently for the hotel), 95.74 per cent were male. All the 30 clerical workers were male and they were found to be employed mainly by big hotels. Out of the 431 workers, 91.88 per cent were male. From this trend it is clear that work participation ratio between the male and female workers in the hotel industry of the state being 93:7 suggests an imbalanced flow of industrial employment opportunity for the male and female population.

The analysis of wage structure in hotel industry in the state explains that majority of workers (69.88%) were paid a monthly wage below Rs.1000/- and 27.36 per cent were paid in the range of Rs.1000 - Rs.2000. Only 2 employees employed in two hotels located at Dimapur were paid above Rs.4000. The monthly average wage per worker was estimated to be Rs.850.39 with standard deviation of Rs.614.98.

Sales Performance

The sales performance has been analysed on the basis of the average of previous three years' sales revealed by the hotels. The average annual turnover of the whole sample of the hotels ranged between Rs.3-12 lakh and Rs.29.94
lakh with a mean of Rs.4.17 lakh and standard deviation of Rs.4.56 lakh. This indicates a wide variation in sales performance among the hotels. While categorising the hotels into various groups on the basis of their turnover, it was found that 34.62 per cent of the sample were in the sales ranged Rs.2-5 lakh followed by 29.49 per cent in the range of Rs.1-2 lakh and 16.67 per cent in the range of Rs.5-10 lakh. Maximum turnover of Rs.29.9 lakh was noticed for a hotel at Dimapur.

6.3.6 Transportation and Communication

Dimapur, the only airport in Nagaland, is connected by air via Guwahati to Calcutta and the rest of the country. Dimapur is on the main line of North Frontier Railway and is connected with New Delhi, Calcutta, Guwahati and Imphal through Assam Mail, Kamrup Express, Tinsukia Mail, Inter-City Express etc. All important districts and towns of Nagaland are well connected by road. Nagaland has 111 kms of National Highway 39, which connects Dimapur with Imphal. The work is in progress for another National Highway 61A which connects Kohima and Mokokchung. In the year 1995-96 the state had 398 kms surfaced State Highway, 292 kms un-surfaced major district road, 1068 kms other district road, 4751 kms village road (233 kms of which is surfaced) and 1451 kms surfaced road under the maintenance of Boarder Road Organisation (BRO). Thus, the total road length of the state is 7960 kms consisting of 2374 kms surfaced and 5586 kms un surfaced.

The Nagaland State Transport which started operating in the year 1965 with 15 buses and 8 trucks is now operating 111 routes daily over a stretch of 12073 kms. The ratio of vehicles to population of the state is on the order, i.e., 1 :12 among all the states in the country. Private cars are plying between Dimapur and Kohima as taxis and charge Rs.100 per person.

6.4 TOURISM ADMINISTRATION

The chapter focuses the tourism administration and perspective plan keeping in mind the national objectives on tourism in Nagaland in the following sections:
6.4.1 Changing Profile of Tourism Organisation

As a worthwhile human activity, tourism confers a special role on the state which it fulfils in accordance with its own perceptions and depending upon its political or economic structure. However, there is also general recognition and realisation, though late and slow, of the social, cultural, economic and educational impact of tourism on the host societies, and as such, tourism deserved and called for special and urgent attention.

India was the first country to promote tourism in a systematic way in the South and East Asian region. The first step towards the development of the tourism industry in India was taken in the year 1946 when the Sargent Committee submitted its report and suggested that it would be in the interest of India to develop tourist traffic both internal as well as external.

In June, 1982, the Planning Commission recognised tourism as an industry. In November, 1982, Government of India announced for the first time its tourism policy. The main thrust was aimed at presenting India to the foreign tourists as the ultimate holiday resort. In the Seventh and Eighth Five-year Plans, tourism planning got due importance. A National Committee on Tourism (NCT) was set up by the Planning Commission in July, 1986 to evolve a plan for the coming years. The committee submitted its report in 1988. The basic thrust in the Eighth Plan (1992-97) document was on encouraging private sector participation and luring high spending tourists.

6.4.2 The Role of the State Government in Tourism Development

The Department of Tourism, Government of Nagaland has been playing a very important role, both as the policy making body and in charge of providing the facilities to the tourists visiting the State. The major - macro level findings on tourism administration in the State are highlighted below:

- Tourism was not given priority in the development plans of the State. It was only during the Fifth Five-Year Plan that a Tourism cell was created in the Publicity Department with one tourist officer and a few supporting
staff. Though the allocation on the development of tourism has increased substantially thereafter, it is yet to assume the magnitude to have any significant effect on the economy of the State which can immensely benefit from its tourism potential.

- Government of Nagaland seems to have been insensitive to the changing preferences of the national and international tourists, otherwise it could not have neglected the holiday market, short haul regional tourism or the special interest tourism.

- Generally speaking, the long-term marketing plans of the Department of Tourism were ineffective on account of the following:
  - No goal quantification - particularly product-wise and market wise.
  - No product /market/ seasonal goal and activity planning was being undertaken.
  - Customer-mix analysis and use of models for integrating the various promotional - mix elements and yield planning were yet to be regularly adopted.
  - Market research is yet to move beyond the feasibility study stage.
  - Prevailing uncertainty in foreign tourists arrival in Nagaland has made the Government to have a fresh look at their strategy and modify the marketing mix for more stable revenue earnings.
  - The Government of India suggested to explore the possibilities of active co-operation on reciprocal basis for promotion of tourism in north eastern region. Practically, this suggestion has not been successful in Nagaland.
  - The Government of Nagaland commissioned the services of India Tourism Development Corporation (ITDC) for preparation of Tourism Perspective Plan for Nagaland. The ITDC submitted its report in 1992. Tourism perspective plan for Nagaland has not yet been implemented by the Government for the development of tourism sector in the State.
6.4.3 Perspective Plan for Nagaland
The development of tourism as suggested by ITDC had to be in two distinct phases in Nagaland. In the first phase major concentration had to be in the Dimapur and Kohima region. In the second phase, the tourism development in the other centres can be taken up later on. The market plan of Nagaland should be distinct in as much as it has to be selective keeping in view the development plan, budget and organisation structure. The tourism development plan as suggested by ITDC requires building of infrastructure for development of tourist circuits and general development of district head quarter centres. These would require a sizeable investment. Therefore, both the State as well as the Central Government have to come forward for initial investment for developmental activities. The private sector in anticipation of profit, would automatically move in after a particular place is established as a tourist spot.

6.5 DATA ANALYSIS AND DISCUSSION OF RESULTS
The results of the survey of tourists visiting Nagaland may be summarised as follows:

6.5.1 Important Characteristics of Tourists
It is noted that the majority of foreign (23.33%) and domestic tourists (26.67%) belonged to the age group of 30-39. The majority of the tourists belonged to the age group 20-29 years, were observed in the cases of the U.S.A, the Netherlands and Nepal. The highest number of foreign (65%) and domestic tourists (15.33%) were from the United States of America(U.S.A) and Kerala respectively. The average age of the foreign and domestic tourists visiting Nagaland was 44.10 and 32.10 years respectively. It is observed that about 86.67 per cent of foreign tourists obtained information about Nagaland from the special invitation by Nagaland Baptist Churches Council (NBCC) on the occasion of Quasqui- centennial celebration from 27th to 31st November, 1997 at Kohima, one of the greatest Christian events in Nagaland. In case of domestic tourists, the most important source of information was the recommendations of friends and relatives (36%).
The present study reveals that the average daily expenditure per tourist (both foreign and domestic) in Nagaland in 1997-98 was approximately Rs. 1704 and Rs. 351 respectively. There is a wide variation of estimated daily expenditure among different classes of tourists (both foreign and domestic) in Nagaland. It is interesting to note that comparable figures of proportion of expenditures on major items such as, accommodation, food and beverages, entertainment, shopping and internal transport by the foreign and domestic tourists, are more or less the same.

6.5.2 Behavioural Pattern of Tourists

It is generally believed that foreign tourists prefer only western style food. But from the present study, it is reflected that about 81.87 per cent of foreign tourists, prefer Indian and Naga delicacy. In case of domestic tourists, about 80 per cent of the tourists coming from different states expressed that they did face problems in getting supply of the particular type of Indian food they preferred.

The majority of the foreign tourists (68.33%) prefer to stay in hotels and lodges. The majority of the domestic tourists prefer to stay with friends and relatives (48%) in Nagaland. It is observed that 78.33 per cent of the foreign tourists and 51.29 per cent of domestic tourists considered the tariff of hotels and lodges as 'reasonable'.

No one amongst the foreign and domestic tourists regarded the transport services of Nagaland as 'excellent'. The majority of tourists (both foreign and domestic) complained that the roads were not wider and the display of road signs at strategic points were not available. They also complained against unevenness of roads because of landslide and opined that more speedy vehicles should be provided.

The shopping habits of tourists (both foreign and domestic) reveals that they preferred to purchase retail items such as leather items, garments, handicrafts
and handlooms and foreign goods especially coming from Thailand, China, Myanmar and Japan.

The majority of the foreign tourists were motivated by religious purpose (86.87%), while the majority of the domestic tourists were motivated by business (50%).

6.5.3 Tourists’ Reactions

None of the foreign and domestic tourists did regard the level of cleanliness of three tourist centres in Nagaland as ‘excellent’. The findings of the survey bring out the fact that the tourists in larger number complained of in-sanitary conditions of the tourist spots, which is a matter of grave concern to us.

A sizeable number of domestic tourists could not visit the tourist spots outside Kohima, Dimapur and Mokokchung towns. They expressed the view that the sub-standard transport facilities were a major bottleneck. The transport charges outside the towns were very expensive. Therefore, most tourists could not afford to it within their limited budget. Accommodation was another problem for non-package tourists. They also remarked that neither Tourism Department nor the people extended any help to visit those places. Most of the foreign tourists liked Kohima as a tourist centre. Some foreign tourists could not visit some places like, Dzulakie, Japfu peak, Molung, Ungma because of restrictions by the Government of India.

6.5.4 Perception of Villagers on Tourism Promotion

The villagers had shown keen interest to develop their own village area as tourist spot in Nagaland. If tourism projects will be provided to the villagers by the Government, they are willing to provide additional facilities like providing continental, Chinese, Indian food, entertainment facilities, information centre, basic medical facilities etc. at their own costs. The village Development Board (VDB) will take care of tourists. The villagers have also expressed their opinion that the political interference is creating many problems for choosing suitable tourist spots for infrastructure-development in the tourism sector.
6.5.5 Perception of Government Officials on Tourism Promotion

The non-availability of land posed a barrier to development of tourism in Nagaland. The lands required for construction of tourist lodge in district head quarters and Yatri Niwas were purchased from private owners. The private land owners used to charge very high amount as land compensation with the limited annual outlay, the Department of Tourism is not in a position to acquire land by paying exorbitant price to private owners.

6.5.6 Major Problem Areas

Major problem areas have been identified as hotel related, infrastructure related and transport related.

Hotel Related Problems

During pilot survey 50 per cent of the respondent stated that 'poor market' led to poor occupancy rate of the hotels. Poor market condition arose due to two main reasons - decreasing number of tourist arrival as compared to previous years and a wide seasonal variation. While analysing, with the help of the least square method, the annual tourist data collected from the three important tourist centres of the state; Dimapur, Kohima and Mokokchung for the period 1986 to 1995, the following trend equations are found.

\[
\text{Number of Foreign tourists} = 58.8 + 4.51 (X) \\
\text{Number of India tourists} = 104915.4 - 5659.58 (X)
\]

Where X is the year with origin at 1986.

The trend through these two models reveals that the rate of foreign tourists was minimal and that of Indian tourists was negative (sharp decline). While comparing this trend with the trend of the numbers of hotels discussed earlier, mismatch between the demand and supply is glaringly visible. The number of tourists arrival declined due to deterioration in the law and order situation and Supreme Court order to ban all timber activities in the state.
The Government's decision to construct an over bridge near Dimapur Railway Station caused the reduction in occupancy rate of 8 hotels to the extent of 26 percent of their earlier occupancy rate. Delay in construction (more than five years) further aggravated the magnitude of their problem. Out of the 78 sample hotels, 76 hotels faced the problem of low occupancy rate. Utilities i.e., provision of water and electricity was another major problem confronted by the hotels in the state. About 14 per cent respondents mainly from Kohima faced this problem. They stated that lack of proper water supply facility significantly altered their profitability position. Surprisingly, finance was not observed to be a high order problem. Majority of the hotels were established through self-financing. No hotel did report any problem regarding working capital.

**Law and order problem on hotels**

7 hotels which were running with moderate occupancy rate (around 45 per cent of the total capacity of 185 beds) at Mokokchung were forced to close their units due to a major law and order problem on 27th December, 1993, causing loss of employment to nearly 30 persons. In Zunheboto, 3 hotels (investment of around Rs.32 lakhs and capacity of 57 beds) also closed down their units because of law and order problem, causing loss of employment to 14 persons.

**Transport Related Problems**

Most of the important district roads and bridges are yet to be constructed to facilitate road transportation through out the year. The Nagaland State Transport Department with a high percentage of over aged fleet could not cope up with traffic demand due to frequent breakdown, which restricts the operation and results in lower vehicle productivity. During the year 1996-97 about 50 percent of scheduled services were suspended for the following reasons:

i) shortage of on-road vehicles for operation of scheduled services.

ii) law and order problem.

iii) about 12 per cent of total fleet was over aged which required replacement
iv) frequent suspension of Inter-State services due to Bandh
v) land slide problem in rainy season.

According to Annual Administrative Report, 1996-97, 79 fleet out of total 192 fleet were used for more than 7 years.

Infrastructure Bottleneck

There is acute shortage of drinking water especially in the winter season all over Nagaland. The main problem, the which Public Health Engineering Department is facing today is that around 469 villages are problem-villages so far as water supply is concerned. These villages are perched on the top of the hills where there is no permanent source of water for supplying through gravity. In power sector, Department of Power has been functioning under service limitations to meet the demand of power for the public consumption. At present, the Department is purchasing power from Assam and Manipur. Although the state has potentials for setting up of a number of industries and tourism related projects, this could not be materialised due to insufficient supply of power. The generation of power from the Doyang Hydroelectric Project was not satisfactory.

Another major bottleneck which hinders the pace of development is the Bandh culture (complete cessation of work) in North Eastern Region. The region is fraught with Bandh of various natures - from 12 hours Nagaland Bandh to 1000 hours Assam Bandh (as was given by some Bodo groups in 1989) and Shillong (Meghalaya) Bandh to Churachandpur district (Manipur) Bandh. No body tries to make meticulous calculations to understand the plight of the tourists, daily wage earners, the petty shopkeepers, hawkers and vendors who are subjected to the Bandhs of varying duration.

With innumerable political parties, social organisations, trade unions, student bodies and insurgents - all resorting to Bandhs for every agenda / issue / demand, life in the North-East is an endless curfew. None can deny the fact that Bandh calls are loaded with intimidation, and fear psychosis that more often than not play a vital role in seeing through a 'perfect Bandh. The State of
Assam being the gate way causes immense trouble to other North-East states during Assam Bandh. The Supreme Court’s order on November 12, 1997, upholding the judgement of Kerala High Court that “there can not be any right to call or enforce a Bandh” is likely to act as scaffolding to the North-East economic infrastructure. But in the North-East, even after the Supreme Court’s order, the Bandhs are as regular as before.

SUGGESTION

Obviously, Nagaland’s potentiality in promoting and developing tourism as an important industry is unlimited and it is the task to do today convert this potentiality in actual terms by following line of action:

1. The restriction of entry formalities for both foreign and Indian tourists need to be either removed or liberalised. This may be implemented without further delay at least for the districts which are away from international border in Nagaland.

2. Nagaland is a long way from its main sources of tourism. This disadvantage can be neutralised by reducing air, rail and bus fares. Fare may be regulated at as low a level as and is economically possible to encourage tourists to visit as many parts of the state as possible.

3. Insurgency is a great deterrent to the promotion of tourism in the state. As a result of disturbances, there was a big slump in tourists arrival to the State. Both domestic and foreign tourists are hesitant to visit Nagaland because they are not sure that the law and order machinery is strong enough to render them protection, and because of the adverse media publicity outside the state. The long standing problems need to be resolved immediately for the growth and development of tourism sector in the state.

4. To create confidence among prospective tourists like reassurance, press campaign by the overseas offices of the Tourism Department and the Indian High Commission and invitation to foreign and domestic travel agents and media men to visit Nagaland at Government expense to have first-hand information on the normal conditions in the state, may be taken.
5. It is widely believed that a state cannot promote international tourism unless its domestic tourism has attained a high level of development. The proportion of outlays on tourism is very low in the state. In the Ninth-Five-Year Plan, a greater emphasis is required to be laid on infrastructure, service sectors and sufficient allocation of funds for tourism development.

6. There is a vast scope for attracting ethnic tourists. With proper promotional efforts, State can tap this new source of international tourism. The promotional efforts are to be directed in such a way that tourist traffic would flow regularly throughout the year.

7. In Nagaland, few of the basic needs of tourists are satisfied locally. Items of daily consumption are rarely produced close to the place where they are to be consumed. Serious attempts may be taken for strengthening the primary and secondary sectors in order to minimise the 'leakage' from tourism.

8. Immediate action may be taken by the State Government for reserving and acquiring sufficient land in places with high potentiality for the development of tourism. Before private investment can be attracted in Nagaland, arrangements will have to be done with the financial institutions regarding their requirements for the transferring the title of the land in favour of the project as there is a ban of transfer of tribal land to non-tribal.

9. The emphasis may be laid on the importance of ensuring protection, not only for monuments, archaeological remains and buildings of historical, cultural and architectural importance, but also for the customs, traditions, art and folklore of indigenous people.

10. The concept of ‘village tourism’ need to be encouraged in the state. Also, provision of protection by Village Development Board (VDB) to tourists need to be ensured so that they may enjoy tourism under the best conditions. Moreover, church leaders may also be requested to take keen interest in promoting tourism in the state.

11. The present tourist lodges of the Tourism Department may be upgraded to provide immediate accommodation of acceptable standard. The existing as well as new staff may be properly trained. More trade fairs and reciprocal
festivals may be organised for promotion of tourism in the state. Seminars and workshops may be organised by the Department of tourism, Government of Nagaland from time to time.

12. All hotels may be encouraged to improve the quality of services including supply of food and beverages. A conscious effort to build up good sanitary conditions in and around tourist centres may be made in co-ordination with other Departments. The guide training activity may be intensified to ensure availability of trained guides in all places of tourist interest at reasonable charges.

13. The Government of Nagaland must put more emphasis on roads and surface transport to ensure standard sized air conditioned coaches and tourist cars/taxis; highways to access tourist attractions; more wayside amenities like cafes and rest rooms, petrol stations and repair shops; telephones, banking facilities, health centres and overnight accommodation. Adventure tourism like trekking need to be developed with the assistance of Central Department of Tourism.

14. Environmental damage like cutting trees to build roads and lay other infrastructure, deforestation for the construction of accommodation and air strips etc. may be stopped immediately to develop eco-tourism in the State.

15. The local bodies need to focus attention on serious problems like traffic chaos, water scarcity, health hazards, anit-social elements, garbage disposal and sewage so that towns as well as tourist spots will not be polluted. Tourist related crimes like eve-teasing and drug trafficking may be handled properly by the State Government.

16. Last but not the least, an aggressive media policy for promotion of tourism, both nationally and internationally, has to be undertaken to make Nagaland a thriving centre for tourism.
FUTURE RESEARCH

A number of issues have emerged to indicate that this is a fertile area for further research. The present research has hopefully, however, added to existing knowledge and literature on tourism industry. It has, with hindsight, been perhaps too broadly based; it has at least, provided a background against which further work in the field of tourism in North-Eastern Region with particular reference to Nagaland would be conducted. Such research may explore propositions for framing a visitor-friendly tourism policy.

CONCLUSION

The overall message from this piece of research is that large-scale tourist movement would not be possible because of inadequate facilities as well as the threat to the local eco-system. Tourism can grow only in an environment of peace and stability where the traveller is sure of safety, services are prompt and hassle free and there is no attempt at extortion or cheating. No amount of cosmetic publicity abroad can give a quantum jump to tourism unless the realities match with the kind of environment available to tourists in the world's big tourist centres like France, Italy, Spain, United Kingdom or America. The greatest thrust to tourism will come through human resource development in our country. It is also needed to have educated public, who know how to handle tourists as guests and not as victims ready to be exploited. As such, they are to be further educated on the needs of treating tourists with courtesy, respect and consideration. Ultimately, a visitor-friendly tourism policy is the need of the time.