Challenges and Opportunities for Indian Tourism: An Analysis of Mizoram

¹Ghanashyam Deka, ² Dr. Rintluanga Pachuau, ²Dr. K.C. Lalmalsawmzauva

¹Department of Geography, Pachhunga University College, ²Department of Geography, Mizoram University, Aizawl, Mizoram, India, 796001

Abstract

India faces a number of challenges in determining how to use tourism as a sustainable development tool to fuel the economic and social growth. Tourism is one of the most recent developments in the economic sector. It must be developed in a way that honour the culture and values of the locals, and enhances their livelihood. The state of Mizoram may be an emerging tourism destination which holds importance for the future growth of India's tourism industry. But still the attention is not upto the mark to develop this region as a future potential tourist destination. This paper is an attempt to find out the gap in knowledge and awareness by analysing the challenges and opportunities presented to tourism development in the state of Mizoram. After years of observation and primary research there are many things that still have to find out for the total development of tourism. This paper is an attempt to compare the Mizoram tourism with Indian and World tourism with careful community reference. The young state like Mizoram needs a thorough study to find out tourism potentials and the many challenges ahead.

Introduction

The global tourism industry has grown about 50% in the past decade, despite setbacks caused by terrorism, pandemics and times of political and economic unrest (UNWTO, 2011). Global tourism was affected by several worldwide disasters starting in 2008 and reaching full impact in 2009. The economic recession hit first world countries hard, which had global implications (Jacobs and Wilson, 2012). Swine Flu, Birds Flu etc. are example for which the developed countries faced a major setback in the economic sector. Hence in last decade tourism faced a negative growth compared to the previous decade. But as per the World Tourism report tourism industry has bounced back again in the year 2010. It has a direct economic impact in the developing countries like India and China.

Countries like UK, USA, Israel, France, Australia etc have a direct link on Indian tourism and also related with Indian economy indirectly. USA, UK, Bangladesh, Canada, Germany, Sri Lanka, France, Japan, Australia and Malaysia are the top ten contributors of Indian Foreign exchange earnings. According to the Indian Statistical report 2010, 61.64% FTA is based only from these 10 countries. Out of these Sri Lanka and Bangladesh are our neighboring countries. We have better opportunities to attract more number of tourists from our other neighbor also. The economic growth and stability of West European countries and USA have enormous influence on Indian tourism.

Indian economy is mainly agricultural based. It has numbers of hidden labour in agricultural sector. Hence tourism may help to overcome this problem. Tourism itself is a labour intensive industry. In Indian scenario tourism might be destiny to those hidden agricultural labour. Thus it can be mentioned that although the world is coming out of the downturn, many people are still unemployed and the economic outlook remains uncertain. This may especially impact on international travel to countries that are economically advanced; people may still be choosing to travel in their own country or to destinations where their money is worth more which would have a positive impact on tourism in India.

Political unrest, terrorism, environmental degradation are also relating with the stable and smooth tourism. Political turmoil in a range of counties in the Middle East and North Africa starting in Egypt will have numerous implications towards the economy, development of industries, including tourism. Political disturbance, price hike of petrol also have a direct effects on tourism. It will affect the number and flow of foreign tourist arrival because of the deterrent nature of political unrest for travelers and petrol prices effecting global economies and transportation costs. Indian tourism industry is also suffering from the same problems. Most of the domestic tourists in India are middle class people. Beyond the 5.58 million FTA there as many as 740.21 million domestic tourists that are facing the problems in the travel expenses due to regular hiking of fuels in international market.

Snapshot of Indian Tourism

India is well known for its valuable reception and as a good host for tourists. From the time of British period onwards India is attracting and receiving a large number of tourists for its wildlife, pilgrimage and cultural set up. India's travel and tourism industry is growing and was one of the developing nations at the forefront of the global tourism recovery of 2010 (UNWTO,

2011). In the year 2010 India received 5.78 million international tourists against 5.17 million in 2009; 16.40% of which travelled from the USA. The other top sources of international travelers were from the UK at 13.52% and Bangladesh at 6.82% of foreign tourist arrivals. The 2009 statistics show negative growth of -2.2% from 2008 displaying the global impact of the recession and pandemics on international travel to India. However, foreign tourist arrival growth had bounced back to 11.8% by the year 2010. Domestic tourism is about 130 times the amount of international tourism accounting for 650.04 million travelers. Domestic travel has been steadily increasing at an average of about 13% per year since 2000, when 220.11 million travelers were recorded. The global issues shows positive impact in Domestic tourism as most of the Indian travelers were taking their holidays within the country rather than travelling abroad (Ministry of Tourism, 2010). By this time Indian Domestic tourist visitor's growth was 18.8% against the 2008 growth rate of 6.9%. India's travel and tourism industry is not its biggest money maker, but still brings in a massive sum of money every year. In 2010 the direct contribution of the industry to the Gross Domestic Product (GDP) was USD \$31.28 billion. the direct contribution of Travel & Tourism to GDP in 2011 was INR1,689.8 billion (1.9% of GDP). This is forecast to rise by 7.6% to INR1,818.5 billion in 2012. This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (WTTC, Travel & Tourism Impact 2012). But it also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists. The direct contribution of Travel & Tourism to GDP is expected to grow by 7.7% pa to INR3,805.2bn (1.9% of GDP) by 2022. In a land of over a billion people, these large sums become crucial to the survival and growth of the nation.

Mizoram Tourism at a Glance Mizoram, the land of the Blue Mountains, lies in the southern most part of the north eastern states. Manipur, Assam and Tripura bound this little state, but a part of it slips down between Myanmar and Bangladesh. The state lies between 21°56′ N – 24°31′N latitudes and 92°16′E – 93°26′E longitudes. The Tropic of Cancer cuts across the region in Aizawl district; traversing places like Champhai, Chhawrtui, Darlung and Phuldungsei etc. The state has a total geographical area of 21,081 sq. Kms. Its maximum dimensions – north to south is 285 Kms, and east to west is 115 Kms (Pachuau, 1994). Within the state, the forested hills with her thick bamboo jungles running in north – south direction rise sharply from Cachar plains in Assam. Being a hilly state, Mizoram is very fortunate with its natural beauty. Though

tourism is developed here very little, but she has ample scope for the development. Spots like Phawngpui, Tamdil, Vantawng, Berawtlang, Reiek, Falkawn etc. are drawing some attentions of the tourists with its spectacular scenic beauty.

Mizoram, a mountainous region that became the $23^{\rm rd}$ state of the Indian Union in February 1987, is sandwiched between Myanmar in the east and the south and Bangladesh and

Tripura in the west with its northern frontiers touching Assam Manipur. Mizoram hills are steep and run north – south and are separated by rivers, which flow in between creating deep gorges. The Mizo community is changing fast and adopting western culture. Many of the present customs are mixtures of their old tradition and western style of life. Mizoram has the highest literacy rate (95%) in NE and second in the country and people are peaceful and hospitable. The young state of Mizoram is economically weak and is mostly depend on food grains import from outside the state while a little over 25 percent are contributed by the state. Inadequate infrastructure and poor connectivity



are the major deterrents for tourists. The entry permit formality for both domestic and international tourists is another hurdle for tourists. However, the state has excellent potential for tourism development with emphasis on eco-tourism and adventure tourism. However the success of its tourism highly depends on the infrastructure development of the Northeast region in general and Mizoram in particular.

Mizoram is a land of rolling hills, valleys, rivers and lakes. As many as 21 major hills ranges and peaks of different heights run through the length and breadth of the state, with plains

scattered here and there. The average heights of the hills to the west of the state are about 1,000 metres (3,281 feet). These gradually rise up to 1,300 metres (4,265 feet) to the east. Some areas, however, have higher ranges which go up to a height of over 2,000 metres (6,562 feet). Phawngpui Tlang also known as the Blue Mountain, situated in the south-eastern part of the state, is the highest peak in Mizoram at 2,210 metres (7,251 feet). Chhimtuipui is the biggest river in Mizoram is also known as Kaladan. It originates in Chin State in Burma and passes through Saiha and Lawngtlai districts in the Southern tip of Mizoram, goes back to Burma's Rakhine state, and finally enters the Bay of Bengal at Akyab, which is a very popular port in Sittwe, Burma.

It is unfortunate that due to socio-political and geographical reasons, the entire Northeast has remained neglected and backward from the development point of view. In spite of very high literacy rate in the region (around 80%), progress and benefits have not reached the Northeast even today. The concept of Tourism development is very recent in this region and is in its infancy stage. A few states like Assam, Meghalaya and Arunachal have taken a few strides in developing tourism, with emphasis on eco-tourism, wildlife tourism, cultural tourism and adventure tourism. The other states have also commenced their efforts during the last decade.

Mizoram has tremendous and quite unique tourism potential. This could be tapped mainly through the concept of eco-tourism. Nature based wildlife tourism, adventure tourism, culture based heritage tourism, leisure tourism, and international border tourism could be some special tourist packages. Many incentives and financial assistance are being proposed for creation of tourist infrastructure through private participation. However, there have been no responses till now. The Department of Tourism, Govt. of India, under the ministry of Tourism and Culture has been providing liberal financial and technical support for the tourism development in the state based on the projects received from the states. Thus the state is merging in tourism map of India very slowly, but with more planned way Mizoram may come up as a tourist state in amazing way and will counted as one notable state.

Mizoram is renowned for its natural beauty and culture. These qualities are much sought after traits in tourism industries but need to be protected as the industry develops. Supporting the culture and environment, there are a diverse range of products available to people travelling, from adventure tour options to relaxing honeymoon packages and these products are well dispersed. People are need to motivated to travel to the state for relaxation on the compassion of

the nature, to see the local Winery of Hnahlan, Champhai, Dampa Tiger Reserve, Murlen National Park, Tawi Wildlife Sanctuary and Ngengpui wildlife sanctuary close to the Burma and Bangladesh border. Other draws are the places like Mura puk¹ at Zote Village, Kungawrhi puk near Farkawn Village, Lianchhiari Lunglen², Thasiama Seno neihna Tlang³ near Vaphai, Fiara tui near Farkawn, Tam-dil⁴ near Saitual in the Eastern part of the state and Vantawng Waterfall near Thenzawl in the central part are some natural Scenic beauties which are worth mentioning for Tourist visits. Manmade Tourist resorts at Reiek village and Falkawn village are designed and modeled after a typical traditional Mizo village. For convenience to the Tourists from outside Mizoram, the State Government constructed Tourist lodges nearby tourist spot

The potential for tourism development in the Mizoram is huge. But still Mizoram is very young for this industry. After getting the statehood the state is doing extremely well to maintain peace and tranquility. Being a small state the Mizoram has a small population base along with the very high literacy. The state economy is mainly the agricultural based. So far the state does not produce any recognizable mineral resources even though there may exist oils etc. and still there has no industrial establishments of large and medium scale. The state has few numbers of cottage industries and some small scale agro-based industries. Hnahlan area is recently famous for its new winery plants producing Wine from Grapes. The state government declared its Industrial Policy in March 1993, wherein tourism has been declared as an industry. Mizoram with its scenic beauty and suitable climate has the potentialities to designed and develop Aizawl as a newly found hill station. Tourism will be the boost for the state economy. Hence government of Mizoram is doing well for the development of tourism with a numbers of ongoing and completed projects. The state tourism department is getting adequate fund during the 10th and 11th Five Year Plan for all round development. Both State Govt. and Tourism Department are doing well for the infrastructure development with utilizing that fund. Thus Mizoram tourism is in infancy and growing and developing in rapid way. Tourists are now getting good facilities and recently more domestic tourists are attracted to visit different spots. At present there are 36 recognized tourist spots as recognized by the state tourism department. Private hotels are available in every district headquarters and in some other important places like Zakhawthar, Champhai. Aizawl is the capital city with good accommodation facilities. Different ranges of hotels are ready to accommodate tourists in the reasonable rate with their efficient hospitality. Accommodation in Aizawl with available range and facilities are still very reasonable compared

to other Hill stations like Nainital, Shimla etc. Presently there are 31 tourist lodges and 5 highway restaurant are available as the Govt. run accommodation. There are a mix of premium and budget hotels and Guest houses which range from low-cost accommodation like Hotel Imperial for Rs.80 - Rs.500 per night (about \$2 to \$10 USD) to high end resorts like Hotel Regency approximately Rs. 2500/- Rs.6, 500 (about \$130 USD maximum). Budget accommodation offers choices of single or double rooms' options.

Analysis and Opportunities

North Eastern region of India is well known for its Flora and Fauna. This region is a hot spot for nature lovers. Mizoram also has wide verities of flora and fauna to attract a large numbers of tourists. Ample natural beauty, various species of wild animal, vibrant colour of culture is the positive factors for state tourist development. There are also opportunities to leverage of the success of mega events. Chapchar Kut and Anthurium festivals are organized every year in fascinating way. In the year 2010 Cheraw (bamboo dance) made the history with 10736 participants in 671 numbers of groups performed dance in Aizawl. This big event was registered in the Guinness world record. Besides, Anthurium festivals now attract numbers of tourist with its uniqueness. KV Paradise, (popularly known as Mizo Tajmahal in Aizawl) is another important spot for tourist attraction. It was built by Mr. K. Chhawnthuama for loving memory of his beloved wife Rosangpuii Varte and was inaugurated on 23rd February 2006. It is located on a steep hill range of Durtlang Hill, and also easily visible from Lengpuii Airport. At present this monument is belongs to private property of Mr. K. Chhawnthuama. But soon this may be one important monument and tourist spot of Mizoram in the near future.

State infrastructure development is utmost necessary for all sorts of development. Mizoram is very poor regarding the road connectivity. The state having a road density of 43.16 and 59% of its classified as surfaced road. Out of these total, 1368 Km road is belongs to BRO and 301 Km road as National Highway. Again landslide in rainy season is also a severe problem in the state that constraining the total development. In the field of modern tourism, peaceful socio-political environment is a pre-requisite for sound tourism development. In this regard Mizoram is far better in comparison to the other states of North-East. After 1987 onwards Mizoram is considered as one of the most peaceful and literate state in India. But due to arrival of tourists both foreign and domestic have not increased in comparison to other parts of the country due to its inaccessibility and the enforcement of ILP (Inner Line Permit) Regulations.

The present status of Mizoram Tourism may be figure out with national level from the following table

Table: Tourist Receipt Status (2001-2010)									
	Mizoram				India				FTA Growth
Year	Dom.	Growt	For.	Growt	Dom.	Growth	For.	Growth	(in %)
		h (in		h (in	(in million)	(in %)	(in million)	(in %)	
		%)		%)					
2001	28771	-	152		236.47		5.44		
2002	29417	2.24	259	70.39	269.60	14.01	5.16	-5.15	-6.0
2003	35129	19.40	279	7.72	309.04	14.63	6.72	30.23	14.3
2004	38598	9.88	326	16.85	366.27	18.52	8.36	24.40	26.8
2005	44715	15.85	273	-16.26	391.95	7.01	9.95	19.02	13.3
2006	50987	14.02	436	59.71	461.76	17.81	11.75	18.09	13.5
2007	43161	-15.35	669	53.44	526.43	14.01	13.26	12.85	14.3
2008	55924	29.57	902	34.83	563.03	6.95	14.38	8.45	3.96
2009	56651	1.23	513	-43.13	668.80	18.79	14.37	-0.07	-2.2
2010	59,793*	5.55	675*	31.58	747.70	11.80	17.8	23.87	11.8

Source: 1.India Tourism Statistics, 2003, 2005 and 2010

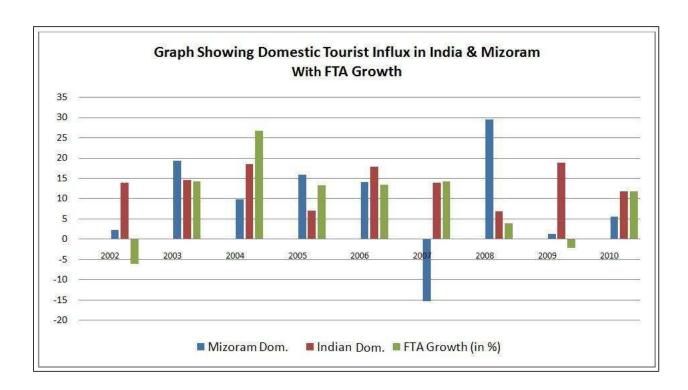
From the above data it can be interpret that the state is getting few domestic tourists with comparing the national total. Again the FTA is also negligible for the state. Mizoram is getting negligible percentage share of overall tourist in both domestic and international tourist flow. The Northeastern states (Sikkim is not included) is getting 0.7% domestic and 0.2% foreign tourists by the year 2001 (Deka & Ramthara, 2009). The share for the entire region is approximately similar in 2010 also. Hence Mizoram is also not differs from the overall tourist flow scenario. Hence the state is earning fewer amounts then its expectation. In the year 1999-2000 the state tourism department has collected Rs. 2.01 million from different tourist lodges/ yatri niwas, highway restaurants and tourist spots. The amount is increased upto Rs. 12.35 million 2009-2010.

Mizoram tourism is largely dependent on the domestic tourist. The state is getting a good number of domestic visitors every year. It is important to note that except 2007 the overall

^{2.} Statistical Handbook Mizoram, 2010

^{*} Projected Data

growth of domestic tourist flow in Mizoram is found positive. In 2007 there was a chaos situation in Assam-Mizoram border and hence the tourism impact experienced negative growth. After the improvement of this problem domestic tourist arrival has bounced back and increased as high as 30% in the state and registered highest for the decade.



Indian domestic tourism has not registered any negative growth and maintaining positive growth during last decade. At the same time Mizoram has a setback in its growth during 2007. The tourist arrival to the state is still negligible and few in numbers even compared to the other neighbouring North-Eastern states. The state government declared its Industrial Policy in March 1993, wherein the tourism has been declared as an industry. Many incentives and financial assistance are being proposed for creation of tourist infrastructure through private participation. However, the entire region is receiving few numbers of tourists as compared to the Nation's total. Due to this cause a serious thought was developed by the central Tourism Ministry. Then additionally, a special plan outlay has been provided under the 9th Plan since the year 2000-2001 for the tourism development in the NE states to the tune of lump sum 10% of the overall budget. After 2001 onwards the state is paying more interest and activity for the development of the newly emerged industry. The state is also getting sufficient funds to develop the tourism sector in the state. In the year 2007-08 the tourism ministry has released Rs. 254.71 lakh out of Rs. 318.38

lakh for 4 projects to strengthen the state tourism (Annual Report 2008-09). The amount increased in 2008-09 and it is Rs. 1692.94 lakh against five projects. The amount is 0.35% and 2.63% respectively to the national total. Though the state is getting fund in increasing rate, the total number of tourist turn over to the same is more or less same even after 2001. The development of tourism is also depending on the publicity and research works. The state so far, has ten tour operating cell in Aizawl and the research study in the state is yet to be done. The proper publicity of Chapchar Kut, Mim Kut, Zofest ect. will attract more domestic tourists. Also the road connectivity must be improved and some alternative ways must be there to mitigate the landslide problems in the state. The state has six months long rainy season and landslide is associated during the rainy season. This is the major drawbacks to have less development in Mizoram properly. The Mizoram government is also trying its best in recent years for the total development of this industry. Through government using its 0.38 % - 0.41 % of state budget share. A different type of development project is going in collaboration with ITDC and state PWD. In 2002-2003 the state received Rs 131 lakh to construct new tourist lodges and renovate the existing lodges. In 2003-2004 this amount increases upto 536 lakh for better infrastructure facilities throughout the state. Further these amount increases up to 25.36 crore by 2006-2007, indicating no shortage of fund for the development of tourism infrastructure in the state. Thus the state is getting a sound funding base, but the total return is showing a very poor picture in the state. The analysis of total revenue collection by the tourism department is showing the opposite picture. The total investment growth rate in this five years period is 1837 % while the growth of revenue collection in the same period increased only by 153 %.

Terrorism and tourism cannot go hand in hand. Mizoram is one of the most peaceful states in the country. Being as a peaceful and beautiful state, Mizoram has potentiality to receive a large number of tourists. Still the state is ranked 33rd in domestic tourist and 34th in foreign tourist visit among 35 states and union territories. At the bottom of the table Nagaland and Manipur are placed since the areas have some troubles and socio-political unrest.

An additional, challenge for the Mizoram is encouraging tourism while staying true to the cultural values of the locals. Because of the negative impact of tourism sometimes tourists and tourism face rowdy behavior from the local people. Liquor is not a part of tourism, but it also has some indirect impact in tourism. It is closely associated with the business class and corporate based tourists. Among these groups weekend party and short term tourism is associated with

homely environment and caring behavior from the host. Liquor is banned in the state since 1996 under the Mizoram Liquor Total Prohibition (MLTP) Act. It is necessary to reform the ACT upto some extent and might be some alternative arrangement for the tourists. This might help the state to have some more revenue and will partly increase the number of regular domestic as well as foreign tourists to visit the state more frequently.

Infrastructural issues present significant challenges in the development of tourism within Mizoram. Many of the areas still don't have proper communication facilities like internet, cell-phone coverage and delicious food for the tourist. Often transport and communication systems are disrupted by landslides during the rainy season. Sometimes it found out of order in some places like Chawnte, Zohmun, even the most important Sairang-Airport road. As a result, efficiency of business and administration is affected. ILP issue and renewal is also found sometimes as complicated for the tourists. The state can reach by air directly from Guwahati and Kolkata. Guwahati, Imphal and Silchar are directly connected by National highways. Train is linked upto Bairabi (one of the border check posts) but only goods trains are running at present. Aizawl can be reached by air directly with flights available from Kolkata (CCU) and Guwahati (GAU). At present Jet Airways and Indian Airlines are operating its flights daily from both Kolkata and Guwahati. The cost of flights to Aizawl has not fluctuated much since 2005 and is substantially cheaper for the traveler. Both the airlines are operating its return flights approximately for Rs. 6000-8000 (about \$ 120-160 USD) from Guwahati and Kolkata for single adult guest in average; which is not very costly for a one hour flight.

Conclusion

Several recommendations have emerged from this paper that may be considered for tourism development in Mizoram:

The State is rich in natural beauty and culture and although they should capitalize on what they already have, they should strive to work on areas. The heritage place like Baktawng Village must be ornamented and with proper publicity about its fact should be incorporate with the national tourism. The areas with fewer infrastructures and more tourist potentialities (Myanmar border in Saiha and Bangladesh border Lawngtlai) must be find out and it have to be renovate with facilities of national standard.

- People coming from different part of the country as businessmen and defense personnel and corporate agents must have facilities in a better and affective way. This could teach travelers to value Mizoram and will encourage the state tourism in future.
- Education could become an area of priority for development. Inclusion of vocational/regular course on tourism, hospitality and management course will create job opportunities for the youth and it will act as pull factor to develop the state tourism in future. Encouragement of research is necessary and the state government must have to plan for ecotourism and sustainable tourism in the state.
- Accessibilities and identification of tourist circuit along with standard food and well accommodation facilities are prior for tourism development. Government and tourism department have to take care of tourists with all possible assistance.
- Arrangement of package tour is now famous in worldwide. government must have to consider this with adequate planning and also need to examine the recommendation of 20 years perspective plan for the sustainable development of tourism in the state of Mizoram, 2003, Govt. of India, Ministry of Tourism and Culture Department of Tourism Market Research Division. Also state tourism need to publish detailed of tourism achievement in the state and its recent activities.
- It is a state bounded with international border with two foreign countries. Proper planning in Foreign Affair and Diplomacy will turn up more foreign tourist directly from Bangladesh and Myanmar along with other SE Asian countries. Hence opening up of international flights would increase the regional tourism through gateways in Thailand, Vietnam, Cambodia and Myanmar bringing the same type of leisure tourist who like to visit natural beauties and tribal culture along with quality hospitability.
- Eco-friendly guest house with Zawlbuk village will attract more tourists during the festival season. During Anthurium Festival and Chapchar Kut these guest houses would be effective along with the well organized cultural programme, serving traditional Mizo recipe, short term temporary/ seasonal market for tourist may be more attractive for the vacationer and will value their journey.
- India presently improving its Looking East Policy and trying to capture the SE Asian market for international trade. Mizoram is one of the most potential states in this regard. Through Saiha and Champhai district the state has connectivity with Mandalay and Yangon, Myanmar

which is further connected upto Bangkok, Thailand. International collaboration, friendly relation with Myanmar government can make Thailand and other SE Asian countries accessible through roadways and Mizoram will be the pivot state with its strategic location.

- Publication of tourist information, construction of tourist map, travel guide book publications etc. are in need of attention for fruitful development of state tourism. Government level appeal for some special discounted package for leisure traveler, Concession package for incoming excursion groups, weekly or biweekly arrangement of deluxe tourist bus services to Silchar, Guwahati, Imphal, Agartala and Lunglei would be effective and suggestive measure for the development of tourism in Mizoram.
- Heritage tourism, wildlife tourism, rural tourism and adventure tourism are the main thrust of for the state. Hence Government and Tourism Department needs to make optimum use of all these available facilities wisely and efficiently. Car rental services, angling and gliding, horse ridding, handicrafts marketing, KV Paradise, night view of Aizawl city may be utilize as part of tourism and for the tourist that are readily available and also could be useful to satisfy the traveler.

The Mizoram state is a beautiful and relatively unknown destination with deep gorges, lush vegetation. They are rich in culture having been populated by Mizo and numbers different tribes with Mongolian origin and display a part of India that is not too congested. They have a limited but good accommodation and activities to suit many different types of tourists, but issues with accessibility, infrastructure and disease would serve as resistance factors to many people. The tourism industry in the state has plenty of room to grow as it is still in its young stage. If proper values regarding the indigenous people and environment are followed and road and rail network is put in place the industry may grow in a healthy way. It is also necessary that things are not done hazardously and these will not misbalanced the nature lover Mizos in the name of tourism development.

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