

22	Development of Tourism with special reference to (i) tea tourism, (ii) adventure tourism, (iii) wild life tourism and (iv) pilgrimage tourism	(i) Spectrum Planning (India) Ltd., Delhi (ii) Dalal Mott MacDonald, Kolkata	2001
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## **Executive Summary**

### **Tourism Industry Trends**

Tourism is one of the world's largest and fastest growing industries. According to World Tourism Organization's (WTO) preliminary estimates in 1999, there were 657 million international tourist arrivals throughout the world, an increase of 3.2 percent over the preceding year, and international tourist receipts reached US\$ 455 billion, a 3.2 percent increase from 1998. There has been particularly strong growth in foreign travel to developing countries during recent years and this trend is expected to continue. Tourism provides employment for 255 million people, almost one-in-nine of all jobs.

Even allowing for the slowdown induced by the financial and economic crisis of the past two years in Asia, international tourism growth will average close to 4.0 percent a year between 1995 and 2010 with an accelerated rate of expansion of 4.5 percent a year between 2010 and 2020. Globally there will be 1 billion international tourist arrivals in 2010, and 1.55 billion by 2020. Domestic tourism activity is around ten times that of international tourism taken worldwide, and is increasingly important in developing countries as their own burgeoning middle classes engage in discretionary purposes travel.

According to WTO, the 21<sup>st</sup> century will see a higher percentage of total population travelling internationally - up from 3.5 percent of the world's population currently to double that proportion by 2020 - with special growth in developing countries (both for international and domestic travel); and that people will be going on holiday more often - sometimes two, three or four times a year. India and in particular North-eastern States shall be in an advantageous position to take benefit of this.

### **Present Tourism Scenario in North East.**

The primary tourist attractions of the North- East region are

- ❖ Beautiful landscapes and bracing climate.
- ❖ Lofty mountains and their valleys.
- ❖ Lush green forests and exotic wildlife.
- ❖ Large bio-reserves and wildlife sanctuaries
- ❖ Long stretches of tea gardens.
- ❖ Mighty rivers and large water bodies.
- ❖ Unique forms of art and craft.
- ❖ Vivid and colorful dances and music.
- ❖ Attractive fairs and festivals.
- ❖ Monuments and archaeological remains.
- ❖ Golf courses and adventure sports opportunities.
- ❖ Affable tribal societies.

The attractions are scattered over the entire region and are largely located in remote areas within highly fragile environments. These attractions and the people of the region constitute the tourism resources at large. The facilities for stay, food, shopping and entertainment are either non- existent or mostly primitive in nature.

The overall development of the region and tourism development in particular is constrained by infrastructural and resource deficits and entry restrictions. For Example The domestic tourists from other states are allowed to visit most parts of Arunachal Pradesh only with the inner line permits issued by the respective state government agencies. Though the imposition of such a restriction must have been with good reasons, it is an impediment for the expansion of domestic tourism. In particular, the states fail to get desirable response from self-help tourists and family groups.

The entry and stay of foreign tourists are also restricted in the state of Arunachal Pradesh. International tourists are allowed to visit only certain specific destinations in the state and that too after obtaining specific permits for the same. In some cases even the maximum duration of stay in the places visited are restricted.

Poor accessibility is yet another impediment. The airports are mostly small with minimum equipment and are incapable of handling large air crafts. The present level of traffic flow to these airports also does not justify the operation of large aircraft. Thus, most of the domestic airlines operating in India are not capable of introducing air services to these airports, as they don't have small aircraft of requisite capacity. The operation of such aircraft is also generally not economically viable due to high cost of fuel and other inputs. The region is also not easily accessible by rail except Assam.

The fragile environment and socio-cultural milieu of the tribal society is yet another major factor to be taken note of while developing tourism in the region. It is both an attraction and a constraint. While the fragile environment and the life styles of the local people themselves are important tourist attractions, the scales of development have to be within the sustainable limits.

The study covered the following aspects as per terms of reference:

### **Identification of the Places of Interest.**

The identification criteria essentially covered the following issues:

#### **➤ *Tea tourism:***

Identification of gardens where owners of tea estate are interested in promotion of tea tourism, the specific reasons for their selection, location, meteorological information, accessibility by road, rail or air, telecommunication facilities, name and address of owner(s) and other tourism circuits of interest in the near vicinity.

#### **➤ *Adventure Tourism:***

Identification criteria included location of spots/places which are suitable for adventure sports, the type of activities suitable (e.g., trekking, rock climbing, surfing, water sky, angling etc.), geographical & geological information, nearest city/town and accessibility.

#### **➤ *Wild Life Tourism:***

Identification of unexplored areas suitable for wild life tourism (i.e. other than National wildlife sanctuaries like Kaziranga & Manas etc.), mapping of the wild life, bio diversity of the areas and accessibility.

➤ ***Pilgrimage Tourism:***

Identification of places of pilgrimage that are important from the view point of religion and history, yet are not in the tourism map of the country, the specific significance of the places and accessibility.

**Preparation of project profiles.**

Model project profiles have been prepared for the 4 kinds of tourism, i.e., Tea tourism, Adventure tourism, Wild life tourism and Pilgrimage tourism, separately.

**Project profiles include the following:**

- Estimation of market size with the assumptions based on which the market size has been determined.
- Detailed identification and estimation of service facilities and equipment required along with the specifications.
- Total investment requirement, i.e. the project cost.
- The list of reputed suppliers of equipment, wherever applicable.
- Income and expenditure statement, cash flow chart, analysis of important financial parameters, such as Debt-Equity Ratio, Return on Investment, Internal Rate of Return, Break Even Point etc. *It is assumed that Financial Institutions would finance the projects as per the normal commercial terms.*
- The desired state of infrastructure for attracting the tourists.

## **ARUNACHAL PRADESH**

A river of gold flows through this exotic land of dawn-lit mountains and that's only the beginning of the story. Mysterious, powerful and beautiful, with faces and moods that change dramatically ever so often, rivers with distinctive individualities form the colorful lifelines of Arunachal Pradesh-the land kissed by the first rays of the sun. Arunachal Pradesh, earlier known as Northeast Frontier Agency, and largest of the seven sisters of North East India, shares international boundaries with Bhutan, Tibet, China and Myanmar and state boundaries with Assam and Nagaland.

**The following Project Profile have been prepared and included in the Report :**

- 1) Water Sports and Angling at Bhalukpong , District West Kameng, A.P.
- 2) Resort and Water Sports at Donyi Polo Tea Estate, Oyan, Pasighat, District – East Siang
- 3) Resort and Trek base camp at Namdhapa National park , Changlang District, Arunachal Pradesh.
- 4) Trek base camp at Tawang, Tawang District Arunachal Pradesh.
- 5) Resort With Provision For Entertainment And Handicraft Outlet at Taktsang Monastery, Taktsang, District Tawang, Arunachal Pradesh.

## ASSAM

Assam is a land of myths and mystery. “The land of red rivers and blue hills,” as it is described, has a unique landscape with sprawling tea gardens and unending stretches of paddy fields interspersed with groves of coconut, areca nuts, and banana trees. Its population is a confluence of streams of different races and tribes like the Austriacs, the Aryans, Negroids, Indo-Burmese, Indo-Tibetans, and Mongoloid. They have enriched each other and have evolved to give a distinctive identity to the Assamese people.

### **Tourist Centers:**

Guwahati derives its name from two words, guwa (meaning betel nut) and hati (meaning little market). It is customary for anyone on his first visit to this city to visit the Kamakhya temple, dedicated to the Mother Goddess. The importance of the temple is second only to the mighty Brahmaputra, the river with an undeniable presence in the town. In the center of the city, with the magnificent backdrop of the Brahmaputra and atop Sukleshwar Hill stands the Janardan temple. West of Chitrachal Hill is the unique temple of Navagraha dedicated to the nine planets. Once a renowned seat of astronomy and astrology, it is possibly the reason for Guwahati’s earlier name of Pragjyotishpur. The Assam State Zoo is not very far from the heart of the city. The undulating topography and the three-side open enclosures make the zoo almost like a natural habitat for the animals. Guwahati has several museums, repositories of this state’s ancient culture and tradition. The Assam State Museum is the largest amongst them and has sections on epigraphy, sculpture, natural history, crafts, ethnography, and arms.

The mighty Ahoms reigned supreme for 600 years at Sibsagar, at a distance of 369 km from Guwahati, where the ruins of their temples and palaces still exist providing an interesting insight into the past glory and splendor of Assam.

Kaziranga National Park, situated at a distance of 217 km from Guwahati, is one of the most picturesque wildlife parks in India. The natural habitat of the one-horned rhino,

Kaziranga originally established as a game reserve in 1908, which included specific portions of Assam's Sibsagar district, Kaziranga was declared a sanctuary in 1940 to counter excessive poaching. The park's original inhabitants—the rhino and the elephant being the most noticeable—now thrive in a serene environment to the sheer delight of nature lovers. Viewing wildlife at Kaziranga Park because of its vast open spaces, the presence of the mighty Brahmaputra, and adjoining Mikir hills makes the trip to Kaziranga a complete 'jungle' adventure.

Manas National Park (176 km from Guwahati), situated amidst the gentle slopes of the Himalayas, is the only tiger reserve of its kind in the entire region. The park covers a large part of Barpeta district in Assam and extend to the Royal Manas National Park in Bhutan. Apart from the growing population of tigers, Manas is also home to the rare golden langur, the hispid hare, the pigmy hog, the one-horned rhinoceros, and at least twenty other species of animals and birds that are listed as highly endangered.

Pabitora, a small wildlife sanctuary, 60 km from Guwahati is also worth a visit. Rhino and various species of deer abound here.

Hajo, 32 km west of Guwahati, is a sacred place for Hindus, Muslims, and Buddhists. The town also boasts of the Hayagriva Madhav Temple, accessible via a long stone stairway. At the foot of the stairway is a large pond inhabited by one of Hajo's oldest residents: a giant turtle. Hajo is also renowned for its bell-metal work.

**The following Project Profile have been prepared and included in the Report :**

1. Tourist Lodge at Dibru-Saikhowa National Park, District Tinsukia.
2. Restaurant at Dirgheshwari, North Guwahati, District Kamrup
3. Resort with Water sports and Trekking at Dilli Tea Estate, Namrup, District Dibrugarh.
4. Restaurant at Dolgobinda, North Guwahati, District Kamrup
5. Two Luxury Coaches for the tourist circuit, Guwahati- Hajo- Saulkuchi and Restaurant at Hajo, Haigriv Madhav Mandir Hajo, District- Kamrup , Assam

6. Auditorium-cum-Marriage Hall at Maha Bhairab Mandir, Tezpur, District Sonitpur
7. Motel with pay and use way side Amenities, Near Nagaon, District Nagaon, Assam
8. Water Sports and Trekking at Nameri National Park, District- Sonitpur
9. Resort at Saragua near Panidihing Bird sanctuary District- Shibsagar
10. Renovation of Tourist Lodge at Pobitora Wild Life sanctuary, District Morigaon
11. Hot Air Balloon at Sangsua Tea estate near Sangsua, District-Jorhat

## MANIPUR

**The following Project Profile have been prepared and included in the Report :**

### Adventure Tourism Projects

Name of Project	Project Components	Basis of selection
<b>Keirao Trekking with Amusement Park</b>	Amusement park Restaurant Trekking equipment	<ul style="list-style-type: none"> <li>▪ Place is ideal for trekking but good quality equipment not available.</li> <li>▪ Lack of adventure/vacation facilities for urban population of Imphal</li> <li>▪ Availability of basic infrastructure like rest room and trained manpower with the Manipur Adventure and Allied Sports Institute (MAASI)</li> <li>▪ Famous tourist destination for locals/ foreigners (per annum app. 15,000 tourist visit the destination)</li> <li>▪ Highly recommended by Tourism Office (Government of India)/Tour Operators</li> <li>▪ Easily accessible from the state capital and district HQ</li> </ul>
<b>Lamdan Trekking</b>	Trekking and camping equipment Restaurant	<ul style="list-style-type: none"> <li>▪ Easily accessible from the state capital and district HQ</li> <li>▪ Non availability of good trekking equipments</li> <li>▪ Most famous tourist destination for locals/ domestic (per annum app. 20,000- 25,000 tourists visit the destination)</li> <li>▪ Highly recommended by Tourism Office (Government of India)/Tour Operators</li> </ul>

<b>Name of Project</b>	<b>Project Components</b>	<b>Basis of selection</b>
<b>Loktak Water Sports Complex</b>	Floatel Water Sports Equipment	<ul style="list-style-type: none"> <li>▪ Loktak Lake - world famous destination.</li> <li>▪ Easily accessible from the state capital and district HQ</li> <li>▪ Non availability of accommodation facility in the lake</li> <li>▪ Most famous tourist destination for locals/ domestic / foreigners (per annum app. 50,000- 55,000 tourist visit the destination)</li> <li>▪ Highly recommended by State department of Tourism / Tour Operators/ Tourism Office of the Government of India</li> <li>▪ Interest of entrepreneur</li> </ul>

### **Wildlife Tourism Projects**

<b>Project Name</b>	<b>Project Components</b>	<b>Basis of selection</b>
<b>Sangai Watch Tower</b>	Glass Restaurant cum watch tower	<ul style="list-style-type: none"> <li>▪ Easy Accessible from the state capital and district HQ</li> <li>▪ World famous destination</li> <li>▪ Lack of high top place to see the shy deer</li> <li>▪ Most famous tourist destination for locals/ domestic / foreigners (per annum app. 10,000- 15,000 tourist visit the destination)</li> <li>▪ Highly recommended by State department of tourism / Tour Operators/ Tourism Office (Government of India)</li> </ul>
<b>Shiroi Wildlife Resort</b>	Resort Vehicle	<ul style="list-style-type: none"> <li>▪ Unique biodiversity of the area</li> <li>▪ Highly recommended by State Department of Tourism / Tour Operators/ Tourism Office of the Government of India</li> <li>▪ One of the destinations that has maximum local tourist inflow in the state</li> <li>▪ Location has world famous flora and fauna</li> <li>▪ Only hill station in the state accessible from the state capital</li> <li>▪ Has a superstitious / imaginary belief associated to the place, which attracts locals</li> <li>▪ Ideal place for trekking/ picnic/ jungle safari/ bird</li> </ul>

		watching ▪ Close proximity to the district Head quarter
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### **Pilgrimage Tourism Projects**

<b>Project Name</b>	<b>Project Components</b>	<b>Basis of selection</b>
<b>Andro Restaurant</b>	Restaurant	▪ Sacred fire is still burning since time immemorial. ▪ Important place for Manipur people ▪ Museum/ traditional model huts

### **Tea Tourism Projects**

<b>Project Name</b>	<b>Project Components</b>	<b>Basis of selection</b>
<b>Jaribum Tea Resort</b>	Resort Trekking equipment	▪ Interest of the entrepreneur ▪ Availability of good tea estate ▪ Easy accessibility from the Silchar

### **Conclusions**

After looking at the present tourism scenario in the Manipur state, the identified projects will be sufficient to cater the tourism need and promotion of tourism in the state. As we have highlighted in the Chapter 4 of the Report that all these projects have been identified keeping in view the accessibility, uniqueness and high tourist inflow to the destination. Keeping in view the projected tourist inflow to the state and the requirement of the local population, the suggested projects will be sufficient to cater to the demand of all the project components as suggested, are implemented. Hence in the short and medium term none of the projects need to be replicated.

For the promotion of tourism in the state, following sector specific action should be taken.

### **Adventure Tourism**

- Exposure trips of travel agents/ potential entrepreneurs/ members of association-institutions etc to Sikkim/ HP or any other part of India
- Capacity building training of people engaged in tourism industry
- Inclusion of Tourism related subjects in schools and colleges with the objective orient the youth towards avenues in Tourism industry.

### **Tea Tourism**

- Orientation of tea estate owner toward tea tourism concept

### **Wildlife Tourism**

- Exposure trip should be organised for the official of Department of Forest to other national Parks/ Sanctuaries where the wildlife tourism is promoted in a big way.
- Up gradation of basic infrastructure created by Department of Forest at National Parks/ Sanctuaries etc
- Evolving the community based tourism models for promotion of Wildlife Tourism in the state

### **Pilgrimage Tourism**

- Preparation of good audio- visual presentation of the pilgrimage places in the state
- Formation of Pilgrimage Circuits and organising the round the year- fairs/ festival to attract the tourists.

Lastly, the selected projects if implemented in the schedule will cater to the local and incoming tourist of various categories such as the children, youth, leisure tourists, adventurous people, wildlife and nature loving people etc. The State Department of Tourism should, hence, encourage the local entrepreneurs to implement the projects as early as possible and provide/ extend them the necessary help and support. These projects, in the long run, may have multiplier effect or can be expanded as per future tourist demand and future inflow.

# MEGHALAYA

## Adventure Tourism Projects

Name of Project	Project Components	Basis of selection
<b>Nongkhnum Island Adventure Camp</b>	<ul style="list-style-type: none"><li>• Adventure Camps</li></ul>	<ul style="list-style-type: none"><li>• Second biggest river island in Asia</li><li>• Famous tourist destination in the state.</li><li>• Surrounded by famous waterfalls, white sand beaches etc</li><li>• Highly recommended by the State department of tourism / Tour Operators/ Tourism Office – GOI</li><li>• Ideal place for trekking/ picnic/ golfing/ angling</li><li>• Willingness of entrepreneur</li></ul>
<b>Barapani Water Sports Complex</b>	<ul style="list-style-type: none"><li>• Restaurant</li><li>• Water sports facilities</li></ul>	<ul style="list-style-type: none"><li>• Largest lake in the state</li><li>• Destination has maximum local tourist inflow in the state</li><li>• Highly recommended by the State department of tourism / Tour Operators/ Tourism Office – GOI</li><li>• Ideal place for water sports</li><li>• Close proximity to Shillong and Guwahati</li></ul>

<b>Mawsmai Restaurant</b>	<ul style="list-style-type: none"> <li>• Restaurant</li> </ul>	<ul style="list-style-type: none"> <li>• Uniqueness of the area- Famous explored and lighted cave</li> <li>• Highly recommended by the state department of tourism / Tour Operators/ Tourism Office – GOI</li> <li>• Destination has maximum local tourist inflow in the state</li> <li>• Ideal place for caving</li> <li>• Proximity to other tourist destinations</li> </ul>
<b>Cherra Trek</b>	<ul style="list-style-type: none"> <li>• Trekking and camping equipment</li> </ul>	<ul style="list-style-type: none"> <li>• Surrounded by hills and valleys – ideal for trekking</li> <li>• World renowned place for the highest rainfall</li> <li>• Highly recommended by state department of tourism / Tour Operators/ Tourism Office - GOI</li> <li>• Destination has maximum local tourist inflow in the state</li> <li>• Proximity to other tourist destinations</li> </ul>

**Pilgrimage Tourism Projects**

<b>Project Name</b>	<b>Project Components</b>	<b>Basis of selection</b>
<b>Mawsynram Restaurant</b>	<ul style="list-style-type: none"> <li>• Restaurant</li> </ul>	<ul style="list-style-type: none"> <li>• Destination attracts maximum tourists in the state</li> <li>• The place has religious importance in Meghalaya</li> <li>• Recommended by Tour Operators/ Tourism Office – GOI</li> <li>• Proximity to other tourist destinations</li> </ul>

<b>Project Name</b>	<b>Project Components</b>	<b>Basis of selection</b>
<b>Mawphlang Sacred Resort</b>	<ul style="list-style-type: none"> <li>• Resort</li> <li>• Trekking and camping equipment</li> </ul>	<ul style="list-style-type: none"> <li>• Historically important place in Meghalaya</li> <li>• Uniqueness of the area- Sacred Groove</li> <li>• Place is famous for health massage/ herbal treatments</li> <li>• Maximum local tourist inflow destination in the state</li> <li>• Highly recommended by the state department of tourism / Tour Operators/ Tourism Office - GOI</li> <li>• Famous for world fame flora and fauna</li> <li>• Ideal place for trekking/ picnic/ golfing/ Paragliding</li> <li>• Proximity to other tourist destinations</li> </ul>

#### **Basic Tourism Infrastructure and Special Significance of the Locations**

The basic tourism infrastructural facilities and special significance of the identified locations is explained below:

#### **Basic infrastructural linkages and Special Significance - Adventure Tourism Projects**

<b>Name of Project</b>	<b>Basic available Infrastructure</b>	<b>Special Significance</b>
<b>Nongkhnum Island Adventure camp</b>	<ul style="list-style-type: none"> <li>• No accommodation facility</li> </ul>	<ul style="list-style-type: none"> <li>• Second largest island in Asia</li> <li>• Beautifully and enchanting view of hills</li> <li>• Beautiful sandy beaches</li> <li>• Surrounded by waterfalls and lakes</li> <li>• Near to other famous tourist destinations</li> <li>• Ideal for trekking, camping and water sports</li> </ul>
<b>Barapani Water Sport Complex</b>	<ul style="list-style-type: none"> <li>• One private hotel</li> <li>• Paying guest arrangement</li> </ul>	<ul style="list-style-type: none"> <li>• Near to the NH 44</li> <li>• Largest lake in the Meghalaya</li> <li>• Ideal place for water sports</li> <li>• Near to Reusobpet Bueg (tourist</li> </ul>

		location) <ul style="list-style-type: none"> <li>• Good spot for weekend.</li> <li>• Can attract tourists from Guwahati</li> </ul>
<b>Name of Project</b>	<b>Basic available Infrastructure</b>	<b>Special Significance</b>
<b>Mawsmai Restaurant</b>	<ul style="list-style-type: none"> <li>• Cherra resort 15 kms away</li> <li>• Halori restaurant – 4 kms away</li> </ul>	<ul style="list-style-type: none"> <li>• Well lit Limestone cave</li> <li>• Tourist inflow is quite high</li> <li>• Near to the Cherrapunji (world famous destination)</li> <li>• Nohkalikai, Nohsngithiang, Dainthlen, Wahkaba falls are located near to the cave.</li> <li>• Damum and Wah Mawria caves are also near to Mawsmai cave</li> </ul>
<b>Cherra Trek</b>	<ul style="list-style-type: none"> <li>• Cherrapunji Holiday resort</li> </ul>	<ul style="list-style-type: none"> <li>• Cherrapunji is the renowned world over for receiving the highest rainfall in the world.</li> <li>• Surrounded by hills/ valleys, cool spring, waterfalls</li> <li>• Mawmluh cave , there is a large underground chamber (50,000 sq feet) , gold fish pond inside the cave</li> <li>• Good trekking routs lasting few hours to few days.</li> </ul>

**Basic infrastructure linkages and Special Significance- Pilgrimage Tourism Projects**

<b>Name of Project</b>	<b>Basic available Infrastructure</b>	<b>Special Significance</b>
<b>Mawsynram Restaurant</b>	<ul style="list-style-type: none"> <li>• No accommodation/ restaurant near to location</li> </ul>	<ul style="list-style-type: none"> <li>• Famous Pilgrimage centre in Meghalaya</li> <li>• Tourist inflow is high (2-3 buses per</li> </ul>

		<p>week)</p> <ul style="list-style-type: none"> <li>• It is a place of wonder for the tourists where one can see stalactite and stalagmite formation. Echoes of gushing water can be heard but is not visible. One can see water dripping from a breast-shaped stone hanging from the ceiling and falling down on the stone resembling the Shivalinga.</li> <li>• There is cave known as Krem Dam cave. This cave is formed entirely in calcareous sandstone and is probably the largest sandstone cave in the sub-continent.</li> </ul>
<b>Mawphlang Sacred Resort</b>	<ul style="list-style-type: none"> <li>• No accommodation facilities / restaurant near to the location</li> </ul>	<ul style="list-style-type: none"> <li>• Near to the sacred grove (virgin forest)/ wild orchids</li> <li>• Ideal place for mediation</li> <li>• Local people are traditional massagers</li> <li>• Historically important place (bridal trail)</li> <li>• Near to the Hot spring (Jakrem)</li> </ul>

# MIZORAM

## Adventure Tourism

Name of Project	Project Components	Basis of selection
<p style="text-align: center;"><b>Blue Mountain Trek</b></p>	<ul style="list-style-type: none"> <li>• Trekking and Camping equipment</li> </ul>	<ul style="list-style-type: none"> <li>• Availability of Famous Trekking route (25 kms) i.e. Sangau to Vawmbuk via Farpak &amp; Phawngpui mountain peak</li> <li>• Availability of basic infrastructure</li> <li>• Existence of highest mountain peak of Mizoram</li> <li>• Home of exotic flowers, orchids &amp; medicinal herbs</li> <li>• Preserved by the government and is open only to Trekkers &amp; Hikers</li> <li>• Idle location for trekking</li> </ul>
<p style="text-align: center;"><b>Kolodyne White Water Rafting</b></p>	<ul style="list-style-type: none"> <li>• Water rafting equipment and camps</li> </ul>	<ul style="list-style-type: none"> <li>• Existence of Rapids in Kolodyne River suitable for white water rafting</li> <li>• Availability of camping ground on rive banks</li> <li>• Existence of a newly constructed tourist cottages &amp; a cafeteria (15 Kms away from starting point for rafting)</li> <li>• Existence of local natural environment</li> </ul>
<p style="text-align: center;"><b>Reiek Rock Climbing &amp; Caving</b></p>	<ul style="list-style-type: none"> <li>• Caving and Rock climbing equipment</li> <li>• All terrain Bikes</li> </ul>	<ul style="list-style-type: none"> <li>• Existence of rocky mountains and explored natural caves near to Aizawl</li> <li>• Interest of locals for adventure Sports</li> <li>• Mountains are idea for rock climbing</li> <li>• Mountains are surrounded by dense forest</li> <li>• Existence of most famous cave Khuangchera Puk having 100 meters length</li> </ul>

Name of Project	Project Components	Basis of selection
		<ul style="list-style-type: none"> <li>• Near to Aizawl (70 kms)</li> <li>• The approach road &amp; the topography is idle for adventure tourists</li> </ul>
<b>Tanhrill Trekking Centre cum Resort</b>	<ul style="list-style-type: none"> <li>• Resort</li> <li>• Trekking facilities</li> </ul>	<ul style="list-style-type: none"> <li>• Located in a prominent hilltop near to Aizawl</li> <li>• Nearest village to Aizawl city (13 kms)</li> <li>• Close to the airport (35 kms)</li> <li>• Easily approachable road</li> <li>• Existence of local natural and cultural environment</li> <li>• Beautiful and enchanting view of hills in &amp; around Aizawl city</li> <li>• Flat land available</li> <li>• Trekking route (Tanhrill-Reiek route) near to Aizawl</li> <li>• Ideal place for resort with village &amp; adventure tourism</li> </ul>

#### Wildlife Tourism

Project Name	Project Components	Basis of selection
<b>Berawtlang Orchid Park cum Aquarium house</b>	<ul style="list-style-type: none"> <li>• Aquarium House</li> <li>• Orchid Park</li> <li>• Children's Park</li> </ul>	<ul style="list-style-type: none"> <li>• Non availability of recreation facilities close to Aizawl</li> <li>• Already identified recreation centre for locals</li> <li>• Near to State Capital (7 kms)</li> <li>• Easily approachable</li> <li>• Art &amp; Culture Centre of Mizoram is located</li> <li>• Frequently visited by locals</li> <li>• Can attract local tourists from Aizawl &amp; those visiting the city</li> <li>• Flat land available for development and future expansion</li> </ul>

## **Pilgrimage Tourism**

A documentary audio-visual and publicity on existence of descendants (the Shinlung tribe) one of the extinct tribes of Jews to attract the Jewish community from India and abroad to the state. Once enough publicity/awareness is done, some projects in the locations can be planned.

# NAGALAND

## Adventure Tourism Projects

Name of Project	Project Components	Basis of selection
Adventure Tourist Camp	Vehicle  Trekking and Camping Equipment	<ul style="list-style-type: none"> <li>• Such a project is required as most of the foreigners and domestic tourists prefer to visit the remote part of Nagaland and they can carry these camps</li> <li>• Highly recommended by Tour Operators/ Tourism Association</li> <li>• State famous for adventure activities, flora and fauna and socio – cultural activities and hence tourist can use these facilities</li> </ul>
Benreu Adventure Centre	<ul style="list-style-type: none"> <li>• Adventure Centre</li> <li>• Trekking/ Angling/ Rock Climbing Equipment</li> </ul>	<p>The place is easily approachable from Kohima and Dimapur- two major towns in Nagaland</p> <p>Strategic location for adventure activities – surrounded by famous valleys, peaks, river</p> <p>Close proximity from other tourist destinations like Intanki Wildlife Sanctuary, Khonoma village, Tragopan Sanctuary and Dzulekie valley</p> <p>Recommended by Tour Operators</p> <p>Ideal place for trekking/ rock climbing/ angling</p>

<p>Dzukou Valley Resort</p>	<p>Resort Trekking Equipment</p>	<p>World famous valley for trekking/ camping Maximum tourists (Local/ Domestic/ Foreigner) inflow to the location Easy approachability from Kohima –State Capital Recommended by Department of Tourism/ Tour Operators</p>
<p>Ethnic Tourist Village Resort</p>	<p>Resort</p>	<p>Nearest hill station for nearby Assam districts i.e. Jorhat, Sibsagar, Dibrugarh Easy approachability from Mokokchung – District Head quarters Strategic location for adventure activities – surrounded by valleys, peaks, river Close proximity to other tourist destinations like Longkhum, Langpangkong, Molung Recommended by Department of Tourism/ Tour Operators</p>
<p>Kontsunyu Trekking Centre</p>	<p>Adventure Centre Trekking/ Angling/ Rock Climbing Equipment</p>	<p>Recommended by Department of Tourism/ Tour Operators Easy approachability from Mokokchung via Wokha and Kohima via Botsa Strategic location for adventure activities – surrounded by valleys, peaks, river Close proximity to two other districts i.e. Wokha and Zunhoboto</p>

Mezoma Rock- Climbing, Trekking and Caving Centre	Trekking/ Rock Climbing/ Caving Equipment	Easily approachable from Kohima –State Capital  Strategic location for adventure activities - surrounded by famous valleys, peaks, caves etc  Recommended by Tour Operators/ Tourism Association  Ideal place for trekking/ rock climbing/ Caving
Thizama Amusement Park	Restaurant  Amusement Park	Non availability of recreational / adventure avenues for children and locals in the state  Close to the State Capital  Strategic location for adventure activities – surrounded by famous valleys, peaks etc  Recommended by Department of Tourism/ Tour Operators

#### **Tea Tourism Projects**

<b>Name of Project</b>	<b>Project Components</b>	<b>Basis of selection</b>
Shiyang Tea Resort	Resort	Dense Tea plantation  Willingness of tea owner to promote tea tourism  Easy approachability from Mon District HQ/ Simaluguri/ Jorhat

# TRIPURA

## Adventure Tourism

Name of the Project	Project Components	Basis of Selection
Jagannath Dighi Water Sports Complex	<ul style="list-style-type: none"> <li>• Water Sports Activities – Canoe rides, rowing boats, pedal boats, rubber dinghy, water scooter</li> </ul>	<ul style="list-style-type: none"> <li>• This is one of the largest and most beautiful fresh water Lake in Udaipur, District Head Quarter of South Tripura District.</li> <li>• The size is big enough to support water sports of different types (0.16 sq. km.)</li> <li>• Is in close proximity to the famous Matabari – Tripureshwari Temple (only 2 kms away from the lake) which attracts a huge number of tourists through out the year.</li> <li>• The willingness of the entrepreneur- Fisherman’s cooperative operating in the area are very enthusiastic to take up similar projects in the Lake</li> </ul>
Jampui Hills Adventure Club	<ul style="list-style-type: none"> <li>• Camping and tree top log hut</li> <li>• Water sports facility</li> <li>• Angling</li> <li>• Cycling</li> </ul>	<ul style="list-style-type: none"> <li>• Non-existence of any dedicated adventure based Tourism concept / package in the area.</li> <li>• Proximity to the main hubs of Northern Tripura District – Kumarghat, Kailasahar, Dharmanagar and Kanchanpur, and also to Silchar, which is only approximately 100 kms.</li> <li>• Easy connectivity by excellent condition black-top road from</li> <li>• Excellent scenic view of the Orange Orchards and Plantation and undulating Terrain</li> <li>• Completely peaceful and serene.</li> <li>• Highest peak of Tripura – the Bethlongshib is situated.</li> <li>• No pollution of any form –air, sound or water</li> <li>• A burning success role model for village society based tourism development.</li> <li>• Highly recommended by State department of tourism / Directorate of industries/ Small</li> </ul>

Name of the Project	Project Components	Basis of Selection
		<p>Entrepreneurs association</p> <ul style="list-style-type: none"> <li>• Tourists throng the place in lakhs during the month of November, for Orange festival from different parts of Tripura and Silchar, as well as from Mizoram.</li> <li>• Existing rivers are excellent for numerous water related activities.</li> <li>• Existing dense virgin forest forests having orchids and herb species and beautiful orange gardens for numerous adventure and wild-life related activities.</li> <li>• Tea cultivation and consumption in the primitive manner can be seen and offered as an add on to the existing features</li> <li>• Land available with the individuals for development and future expansion</li> <li>• Ideal place for adventure treks/ water related activities / water sports/ bird watching / angling / flora and fauna study/ camping et al.</li> <li>• Local people are enthusiastic about tourism projects</li> </ul>
Rudrasagar Floatel and Water Sports Complex	<ul style="list-style-type: none"> <li>• Floatel with a restaurant</li> <li>• Water sports</li> </ul>	<ul style="list-style-type: none"> <li>• Only Lake Palace in the Eastern India – Neermahal Palace amidst huge lake of 5.35 Sq. km.</li> <li>• An Architectural feat – Confluence of Hindu and Mughal Architecture</li> <li>• Is one of the Primary attractions to the tourists visiting the state</li> <li>• A beautiful ambience of trees atop the hillocks that surrounds the lake makes it a very sought after spot.</li> <li>• Basic infrastructure facilities are available at the Govt. Tourist Lodge at Neermahal.</li> <li>• The fishermen’s cooperative living in the area is very positive about taking up tourism project on the similar line.</li> </ul>

## Wild Life Tourism

Name of the Project	Project Components	Basis of Selection
College Tilla Lake Nature Park	<ul style="list-style-type: none"> <li>• Aquarium House</li> <li>• Watch tower</li> <li>• Angling Facilities</li> </ul>	<ul style="list-style-type: none"> <li>• Non-existence of any Nature Park based Tourism concept.</li> <li>• Ideal place for bird watching and seeing aquatic life.</li> <li>• Tilla location is very congenial.</li> <li>• Proximity to the State Capital.</li> <li>• Excellent scenic view of the Tilla lakes, flora, migratory birds and undulating Terrain</li> <li>• Completely peaceful and serene.</li> <li>• A burning dire need felt by the local population of such a facility in close proximity to the state capital.</li> <li>• Highly recommended by Department of Fisheries/ Directorate of industries/ Small Entrepreneurs association/ entrepreneurs.</li> <li>• Already known as a beautiful spot for morning walk.</li> <li>• Only Cluster of lakes so near to the state Capital with so much to offer.</li> <li>• Land available for development and future expansion.</li> <li>• The Fisheries department is highly motivated and is interested to take up tourism related project and is open to private entrepreneurs participation</li> </ul>

## Tea Tourism

Name of the Project	Project Components	Basis of Selection
Durgabari Tea Estate 'Tang Ghar' Resort	<ul style="list-style-type: none"> <li>• Heritage 'Tang Ghar' Type Tea resort</li> <li>• Water Sports</li> <li>• Angling</li> <li>• Cycling</li> </ul>	<ul style="list-style-type: none"> <li>• Non-existence of a Tea Garden based Tourism concept in the entire state</li> <li>• Actual tea processing can be shown</li> <li>• Proximity to the State Capital</li> <li>• Excellent scenic view of the Tea Plantation and undulating Terrain</li> <li>• Completely peaceful and serene.</li> <li>• No pollution of any form –air, sound or water</li> <li>• A burning success role model for cooperative society based tea estate</li> <li>• Highly recommended by State department of tourism / Directorate of industries/ Small Entrepreneurs association</li> <li>• Existing water bodies for numerous water related activities.</li> <li>• Land available for development and future expansion</li> <li>• The Tea Estate Cooperatives are highly motivated and are interested to take up tourism related project</li> <li>• Ideal place for tea garden treks/ picnic/ water sports/ bird watching / angling / swimming</li> </ul>

## Pilgrimage Tourism

Name of the Project	Basis of Selection
	<ul style="list-style-type: none"><li data-bbox="587 478 1500 596">• No viable projects were identified in Tripura. The State Government runs parallel trips are organised by the govt. of Tripura, which may cause a conflict to private entrepreneurs, which will become self-defeating endeavour.</li><li data-bbox="587 617 1500 693">• It was observed that tourists have numerous options available for visiting the temples and places of pilgrimage interest.</li><li data-bbox="587 714 1500 743">• The state government has elaborate arrangements for this circuit.</li><li data-bbox="587 764 1500 835">• Any further projects in this realm will actually cause a super saturation and the project will not be viable.</li></ul>

## **SIKKIM**

A journey to Sikkim necessarily involves awakening the senses and discovering the pristine and mystic beauty of the land. What one will find most fascinating is the journey itself—a continuum of sights, sounds, and feelings. Sikkim is a dreamland that one can realize and enjoy, now that the area is open to all. It is a state cloaked in the mystery of remoteness, well perched in the hills in a horseshoe formation, with mountains varying in altitude and cut off from the din and bustle of the modern world.

### **SITES TO VISIT**

In north Sikkim, one can visit Chungthang (the origin of the river Teesta), Yumthang (140 km from Gangtok), the Singba Rhododendron Sanctuary (137 km from Gangtok), and the Kanchenjunga National Park.

South Sikkim is famous for trekking and offers some of the best treks in the region. One can walk through the sylvan mountains of Namtse, 100 km from Gangtok, and Tendong hill, Varsey, Borong, Maenam hill, and Ravangla.

In the eastern part of the state, one can visit the capital Gangtok. The Directorate of handicraft and handloom, White Hall, Ridge Garden, Do-Drul Chorten Stupa, Sikkim Research Institute of Tibetology, Rumtek Dharma Chakra Center, Tashi View Point, Ganesh Tok, Hanuman Tok, the Fambong La Wildlife Sanctuary, and the Kyongnosla Alpine Sanctuary are oft-visited sites.

West Sikkim boasts of the Rabdentse ruins, Pelling, and the former capital Yuksom.

**The following Project Profile have been prepared and included in the Report :**

1. Resort at Kyongnosla Alpine Sanctuary, District-Eastt Sikkim., Sikkim.
2. Resort at Lachung, District-North Sikkim., Sikkim.
3. Resort with Trek base camp at Rabangla, District-South Sikkim., Sikkim.
4. Resort with Restaurant at Temi Tea Garden, South Sikkim, Sikkim
5. A model project for equipment and up gradation of existing facilities for trekking at Gangtok , District- East Sikkim.
6. Resort at Yuksom, Dist- West Sikkim, Sikkim

## **RECOMMENDED STRATEGIES**

There should be a comprehensive strategy for the development of Tourism in the North Eastern states, which has to be consistent with the geographical features of the area; environmental, social and cultural factors and the existing levels of infrastructure and development. The specific components of such strategy can be broadly categorized as under:

- All developmental activities have to be confined to sustainable forms of Tourism.
- The approach should be to develop specific circuits and destinations, which have high potential and adequate carrying capacity.
- Tourists from East Asian and South East Asian countries should be given focus while developing International tourists traffic to the region.
- The training of local youth in tourism vocations has to be given high priority to ensure that the benefits of tourism development is shared by the people of the region.
- Effective marketing and promotional efforts have to be undertaken to attract domestic and International tourists to the region.
- Efforts should be made for attracting private investment in improving tourism infrastructure in the region particularly by providing the requisite facilities and incentives.

It is important that the two major players in formulating such strategies, the Central and the respective State Government should compliment and supplement each other's role in a clearly defined manner. To start with, the respective State Government should seek to encourage the Central Government to :

- √ raise the status of tourism on the national agenda and to fund and support tourism at far higher levels than at present;
  
- √ take the lead in addressing serious impediments to the tourism sector, establish synergy among the States and the private sector, initiate or coordinate infrastructure projects and develop collaborative programs that will facilitate tourism and improve tourist accessibility;
  
- √ Take the lead in reducing tourism taxes, support uniform taxation across States and encourage the development of a competitive foreign investment program in the tourism sector; and
  
- √ Decentralize foreign investment approvals for small and medium projects to the state Governments.

In addition to this, the Central Government should on its own, create a positive, investor friendly environment for tourism development projects in the states, through policy and institutional reform.

On the other hand, the respective State Government should develop various strategies in the fields, which exclusively fall in their domain. These include,

- According top priority to education and training for the tourism sector, as part of the State's overall focus on human resource development.
- Reorganizing the State's administrative structure for tourism to provide a more effective and efficient environment for developmental actions etc.

Coming to specific proactive role of the State Government in promoting tourism, it should endeavor to:

- create an exclusive State Tourism Promotion Board to be responsible for designing, coordinating ( with Central Government, other States, other destination partners and the private sector) and implementing marketing programs.
- establish a statistical and market research function within the proposed Board.
- create in the major tourist generating markets ( domestic and foreign ) of the perception of the State as a destination:
- offer a diverse range of natural and cultural / heritage resources that will appeal to, and attract, a range of tourist types and market segments.
- provide a setting for tourist activities i.e. welcoming, relaxing and free of any threat to personal safety; and
- offer a range of tourist attractions, facilities and services differentiated from its neighboring States
- undertake target marketing and promotional activities at geographic and interest market segments identified as offering greatest tourist potential for the State
- focus on the development of gateway airports and seek to boost air service link ( International and domestic )

- improve and maintain direct road networks , particularly linking major tourist regions, destinations and centers and service and feeder routes to / at tourism attractions
- Improve local transport and urban environments
- Improve security of electricity distribution network
- undertake a comprehensive “Clean and Green “ program concentrated on tourist regions, destinations and centers, covering solid waste and sewage disposal, water supply and drainage
- Undertake a wide range of infrastructure improvements in all major cities and towns of the State, especially which have Tourism potential.