

**TOURISM DEVELOPMENT IN NAGALAND: AN ALTERNATIVE FOR
SUSTAINABLE LIVELIHOOD**

**THESIS SUBMITTED TO NAGALAND UNIVERSITY
IN FULFILMENT OF THE REQUIREMENT FOR THE
AWARD OF THE DEGREE OF
DOCTOR OF PHILOSOPHY**

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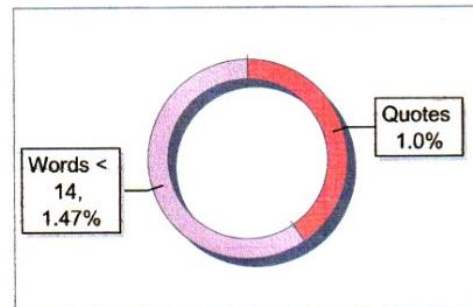
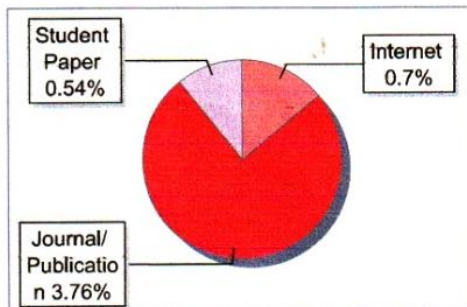
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(SENTIRENLA OZÜKÜM)

Abbreviation

AFSPA	Armed Forces Special Powers Acts
AI	Artificial Intelligence
CBT	Community Based Tourism
DETB	Dzuleke Eco-Tourism Board
DW	Durbin Watson
EOU	Export Oriented Units
FAITH	The Federation of Associations in Indian Tourism and Hospitality
GIS	Geographic Information System
IIPT	International Institute for Peace through Tourism
ILP	Inner Line Permit
IPs	Indigenous Peoples
IUCN	International Union for Conservation of Nature
MCTS	Mopungchuket Community Tourism Society
MTI	Medical Tourism Index
NEIDA	North-East Initiative Development Agency
NGOs	Non-Governmental Organizations
NSMDC	Nagaland State Mineral Development Corporation Ltd
PAP	Protected Area Permit
RAP	Restricted Area Permit
SAYO	Southern Angami Youth Organization
SLM	Sustainable Livelihood Model
SWOT	Strength, Weakness, Opportunity and Threat
TIK	Traditional Indigenous Knowledge

UNWTO	United Nations World Tourism Organization
WHT	World Heritage Trust
WTO	World Tourism Organization

List of tables

Table 1.1	Name of districts, latitude and longitude of the districts under study
Table 2.1	Nagaland population data, 2011
Table 2.2	District-wise area, population and density (2011) of the area under study
Table 2.3	Population by district rural-urban, sex ratio (2011 census)
Table 2.4	Distribution of workers and non workers according to 2011 census
Table 3.1	Identification of district wise tourism importance and potentiality under parameters of cultural, environmental/natural, heritage, economic, political
Table 3.2	Description of Sendenyu's community biodiversity and wildlife conservation reserve
Table 3.3	Table showing Strengths
Table 3.4	Table showing weaknesses
Table 3.5	Table showing opportunities
Table 3.6	Table showing threats
Table 4.1	Tribes and festivals of Nagaland
Table 4.2	Profile of Dzuleke village
Table 4.3	Nagaland State tourism budget for the last ten years (2013 to 2023)
Table 4.4	Revenue from tourism department from 2010 -2021
Table 4.5	Responses of respondents regarding tourism activities
Table 4.6	Changing profile of employment
Table 4.7	Average annual income per annum of the respondents involved in tourism sector
Table 4.8	List of tour operators in Nagaland
Table 4.9	Tourist inflow statistics (1991-2021)
Table 4.10	Results from factor analysis
Table 4.11	Regression results: factors affecting overall satisfaction
Table 5.1	Stretch of national highways across Nagaland

Table 5.2 List of hydro projects in Nagaland

List of figures

Fig. 1.1	Age group of respondents
Fig. 1.2	Study area
Fig. 3.3	Potential and most visited tourist destination map of Mon district
Fig.3.4	Potential and most visited tourist destination map of Tuensang district
Fig.3.5	Potential and most visited tourist destination map of Mokokchung district
Fig.3.6	Potential and most visited tourist destination map of Wokha district
Fig.3.7	Potential and most visited tourist destination map of Zunheboto district
Fig.3.8	Potential and most visited tourist destination map of Dimapur district
Fig.3.9	Potential and most visited tourist destination map of Kohima district
Fig. 4.1	Relationship between resource utilization, tourism and economic growth
Fig. 4.2	SLM (Sustainable Livelihood Model)
Fig. 4.3	Revenue growth percentage from Tourism department from 2011-2021
Fig. 4.4	Chart showing different forms of art practiced by the respondents
Fig. 4.5	Respondents' choice of attraction
Fig. 4.6	Importance of entrepreneurship
Fig. 4.7	Average income per annum
Fig. 4.8	Tourist inflow 1991-2020
Fig. 4.9	Factors that have influence tourist attraction to Nagaland.
Fig. 4.10	Pie chart showing the sources through which tourists discovered about the destination(s).
Fig.4.11	Bar graph showing purpose of visit of the tourists
Fig.4.12	Normal P-P Plot of Regression Standardized Residual Dependent Variable: Overall satisfaction

Fig. 5.1 Demand and supply factors in generating and receiving areas respectively.

Fig.6.1 Components of tourism infrastructure

List of plates

- Plate 1.1 Interview by the scholar with a tourist from Germany at Kisama Heritage Village
- Plate 3.1 Wooden handicrafts on display for sale made by locals of Kohima district
- Plate 3.2 Wooden motifs on display for sale made by craftsmen of Dizephe village (International Hornbill Festival stall)
- Plate 3.3 Naga dao (sword) on display for sale made by local craftsmen of Mokokchung district (International Hornbill Festival stall)
- Plate 3.4 Traditional handmade jewellerys and baskets made by female folks of Tuensang district (International Hornbill Festival stall)
- Plate 3.5 Organic local vegetables harvested by Wokha farmers (international Hornbill Festival stall)
- Plate 3.6 Local skin care products from Wokha district (International Hornbill Festival stall)
- Plate 3.7 A Konyak lady selling local handicrafts at Longwa village (Mon) outside the house of Angh (chief of the village)
- Plate 3.8 Inside the house of the Angh (Longwa village) where it is strategically divided into two countries India and Myanmar
- Plate 3.9 Traditional jewellerys for sale inside Panghum home stay Longwa village
- Plate 3.10 Lady from Chui village: One among the last tattooed Konyak Nagas (ladies usually have their tattoos on their hands and legs)
- Plate 3.11 Old man from Longwa village: One among the last tattooed Konyak Nagas (Men drew their tattoos on their faces)
- Plate 3.12 Village folks gather at the old age home and narrate the oral tradition, meanwhile teaching the art of different handicrafts to the people
- Plate 3.13 Ossuary at Chui Village Mon District - a heritage site of the Konyak Nagas
- Plate 3.14 A stone sculpture of the Angh of Chui village

- Plate 3.15 A replica of the empty tomb at Pilgrims Park Impur – a place of religious importance of the Nagas
- Plate 3.16 Triple falls, Dimapur
- Plate 3.17 Longlangba, a historical landmark in Longkhum village (Mokokchung district)
- Plate 3.18 Hornbill bird at Ranghaphar reserved forest Dimapur district
- Plate 3.19 A sight of Amur falcon descending across Doyang river
- Plate 3.20 Mount Japfu (Kohima district)
- Plate 3.21 Dzukou valley (Kohima district)
- Plate 3.22 Mount Tiyi (Wokha District)
- Plate 3.23 WWII Kohima War cemetery (Kohima District)
- Plate 3.24 Pillar of love at Süngkotenem park Mopungchuket village (Mokokchung district)
- Plate 3.25 Traditional homes of Monyakshu village (Mon district)
- Plate 3.26 Medieval Ruins of Kachari kingdom-a heritage site (Dimapur district)
- Plate 3.27 Moatsü festival ,Chuchuyimlang village Mokokchung district
- Plate 3.28 Kapamodzü peak (Phek district) – a potential tourist destination
- Plate 3.29 Süteplenden Waterfalls, Longkong Village(Mokokhung distret)- a potential tourist destination
- Plate 3.30. Cathedral, Kohima district
- Plate 3.31. Dzuleke valley, Kohima district

CONTENTS

	Page No.
Certificate	i
Declaration	ii
Plagiarism Report	iii
Plagiarism free undertaking	iv
Acknowledgement	v-vi
List of Abbreviations	vii-viii
List of table	ix-x
List of figures	xi-xii
List of plates	xiii-xiv
CHAPTER 1: INTRODUCTION	1-14
1.1 Statement of the problem	
1.2 Review of literature	
1.3 Objectives of the Study	
1.4 Methodology	
1.5 Study area	
1.6 Significance of the study	
CHAPTER 2: GEOGRAPHIC PROFILE OF NAGALAND	15-32
2.1 Physiography	
2.1.1 Drainage	
2.1.2 Climate	
2.1.3 Geology	

- 2.1.4 Soil
- 2.2 Vegetation
- 2.3 People and culture
 - 2.3.1. Population composition
 - 2.3.2. Festivals
 - 2.3.3. Folk songs and dances
 - 2.3.4. Art and craft
 - 2.3.5. Indigenous cuisine

CHAPTER 3: IDENTIFICATION OF POTENTIAL AREAS OF TOURISM

33-67

- 3.1 Mon District
- 3.2 Tuensang District
- 3.2 Mokokchung District
- 3.4 Wokha District
- 3.5 Zunheboto District
- 3.6 Dimapur District
- 3.7 Kohima Dimapur
- 3.8 SWOT analysis

CHAPTER 4: TOURISM AS AN ALTERNATIVE TO SUSTAINABLE LIVELIHOOD

68-118

- 4.1 Relationship between Resource Utilization, Tourism and Growth: A Conceptual framework
- 4.2 Types of tourism found in Nagaland
 - 4.2.1 Introduction

- 4.2.2 Cultural-heritage Tourism
- 4.2.3 Adventure and wildlife tourism
- 4.2.4 Rural tourism
- 4.2.5 Trade and shopping tourism
- 4.2.6 Ecotourism
- 4.3 Sustainable Livelihood Model
- 4.4 Community based tourism (CBT) in Nagaland
 - 4.4.1 Dzuleke CBT
- 4.5 Tourism scenario in Nagaland
 - 4.5.1 People's outlook towards tourism in Nagaland:
- 4.6 Tourism for sustainable livelihood
- 4.7 The Hornbill festival: an overview
 - 4.7.1 People's perception to Hornbill festival
 - 4.7.2 Impact of Hornbill festival
 - 4.7.3 An overview of tourists' responses
 - 4.7.4 Factors influencing tourist satisfaction: An empirical study

CHAPTER 5: CHALLENGES OF TOURISM IN NAGALAND

119-143

- 5.1 Challenges of tourism in Nagaland
 - 5.1.1 Socio-political challenges
 - i) Entry restrictions
 - ii) Industrial Policies and Tourism Policies
 - iii) Lack of education.
 - iv) Lack of skilled human resources

- v) Militarization of the region
- vii) Lack of media and print coverage
- viii) Lack of connectivity

5.1.2. Geographical/environmental challenge

- i) Carrying capacity
- ii) Poor infrastructure and sanitation
- iii) Land use and conservation of environmental controls

5.1.3. Economical challenges

- i) Lack of reliable and dependable infrastructure facilities
- ii) Seasonality

CHAPTER 6: SUMMARY AND CONCLUSION

144-167

6.1 Impacts of tourism

6.2 Findings

6.3 Suggestions and recommendations

6.4 Limitations of the research

6.5 Summary of the research

168-172

Photo gallery

173-181

Bibliography

182-190

Appendix

CHAPTER 1

INTRODUCTION

From the inception of tourism, it has always been a leisure activity. Today, it is a fast growing industry and a valuable sector, contributing significantly to the economy of a nation. Tourism affects the economy and lives of communities. Globalization has intensified the leisure activity of many parts of the world to a large extent. Tourism plays an increasingly significant role in both National and International relations. Any pristine virgin forests and mountains with natural beauty or people with unique cultures or communities have a wide scope to market in the global economy. Tourism is often structured around existing points of interest, be it natural, heritage, cultural experiences or economic activities. It is an interface for cultural exchange or facilitating the interaction between communities and visitors (domestic and international). Economic benefits aside, outside contact draws attention to the host community. People want to interact with other cultures, learn about traditions and even confront themselves with new perspectives on life and society.

Tourism is divided into the following¹ (Source: WTO):-

- i) Domestic Tourism: Residents of a country visiting destinations in their own country.
- ii) Inbound Tourism: Visits to a country by non-residents.
- iii) Outbound Tourism: Residents of country visiting destinations in other countries.
- iv) Internal tourism: The combination of domestic tourism and inbound tourism.
- v) National Tourism: The combination of domestic and outbound tourism.
- vi) International Tourism: The combination of inbound and outbound tourism.

The United Nations World Tourism Organization (UNWTO, 1995) defined tourism as “comprising the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”.² McIntosh and Goeldner (1984) also defined tourism as “the sum of phenomena and relationships arising from the interactions of tourists, businesses, host governments and host communities in the process of attracting and hosting these tourists and other visitors.”³

¹ Bhagnani, A. 2012. A Handbook of Tourism. Abhijeet Publications, New Delhi

² Bhagnani, A. 2012. A Handbook of Tourism. Abhijeet Publications, New Delhi

³ Bhagnani, A. 2012. A Handbook of Tourism. Abhijeet Publications, New Delhi.p.4

Tourism come to light from the movement of people leading to the development of innumerable and heterogeneous activities, opportunities and approached towards tourism as an industry. Tourism can be regarded as “an umbrella concept” (Lundberg et.al. 1995) in which multiple disciplines are linked. It is linked with other subjects like psychology, sociology, economy, etc. Owing to this nature of multidisciplinary and composite concept, it is critical to define tourism because the definition of tourism might differ depending on the field of study.

Tourism is of central importance to social, cultural and economic lives in the 21st century, hence, becoming one of the most flourishing industries in the world. According to World Tourism Organization, “A tourist is a person who travels to a place other than his usual place of residence and stays at hotel or other accommodation or establishment run on a commercial basis for a duration of not less than 24 hours and not more than 6 months at time of pleasure, pilgrimage, study, health, meeting and business”. Mathiesoon and Wall has aptly defined tourism as “The temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations and the facilities created to cater to their needs”. Therefore, tourism can be understood as the temporary movement of people from the place of their permanent residence to a destination of temporary stay with new experiences of their needs and choice.

Nagas inhabiting the State of Nagaland is located in the easternmost part of the India. The State is home to 17 major tribes viz, Angami, Ao, Chakhesang, Chang, Kachari, Khiamniungan, Konyak, Kuki, Lotha, Phom, Pochury, Rengma, Sangtam Sumi, Tikhir, Yimchungru and Zeliang. Besides bewildering physical features characterized by high hills and mountains, plateaus and undulating foothills drains by numerous rivers, Nagaland is a land of great social and cultural diversity.

Nagas are a distinct Indo mongoloid group of indigenous people recognized as one of the tribes in India. For centuries, there is community bond on their tribal cultural practices and knowledge have evolved a unique way of life with strong ethos, culture and values, strong cultural heritage, colourful and vibrant culture.

The rich oral history, culture and myths associated with the customs and tradition of the Naga society is a great source of attraction for international tourists. The peculiar cultural features and attraction of Nagaland include historical sites and monuments, religious

remnants, colourful traditional costumes of all the tribes in which each design holds meaning, festivals, songs and dances.

The origin, beliefs and socio cultural lives of the Nagas are a great interest to researchers, historians and anthropologist. The once head hunting and tattooed people are considered not only as the last frontier of academic interest but of many international tourists in the recent years.

Eco-tourism has become popular in many locations worldwide and its activities can differ as widely. Nagaland for instance is becoming famous over the years for its eco tourist activity as it is a biodiversity hotspot and prioritizes environmental conservation. Exemplary examples are Dzükou valley (Kohima district), Mt. Japfu (Kohima district), Mt.Saramati (Kiphire district), Fakim Wildlife Sanctuary (Kiphire district), Ghosu Bird Sanctuary (Zunheboto district), Dzuleke (Kohima district), Mt. Paona (Peren district), Mt.Tiyi (Wokha district) etc. “Ecotourism is nature based tourism that involves education and interpretation of the natural environment and is managed to be ecologically sustainable” –Ecotourism Planning and Management (4th-30th May). Ecotourism is about connecting conservation, visitor and host communities and a sustainable travel. This may mean that those who pursue engage in and market ecotourism related activities should build awareness and also respect on both the natural environment and the cultures. With its great potential for environmental protection, the United Nations celebrated the “International year of Ecotourism” in the year 2002-Handbook of Tourism (2012) by B. Amrita. Ecotourism has arguably experienced one of the fastest growing sub-sectors in the tourism industry as a result of the increasing number of alteration in tourist perceptions, increased awareness on environment, and most importantly the quest to explore new natural environments as a form of adventure. With change in nature of the concept of ecotourism in a much holistic approach, eco-tourism is now defined as “responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation an education” (TIES, 2015). The goal of eco-tourism is to allow people to appreciate and gain an understanding about the characteristics of the nature, history and culture of the unique environments nevertheless conserving the honour of those sites and reviving the opportunities of economic development in local communities.

The relationship between tourism and geography is linked to specific terms such as place, location, space, accessibility, scale and others. Rather raw and simple, L. Merlo (1969) considers tourism geography as a branch of geography that studies the position and appearance of tourist centers, their individual natural and cultural-historical characteristics,

the attractions and traditions in the context of the area where they are found, the transportation network assuring the accessibility and the links with other tourist centers. Although the scientific field is new, the connections of geography and travel can be traced to ancient times, when geographers had no other way of describing the world than travelling and seeing it for them. The areas of geographical interest in tourism are stated by S. Williams (1998), including the effect of scale, spatial distributions of tourist phenomena, tourism impacts, planning for tourism and spatial modeling of tourism development.

Rural area is besieged with poorly developed agrarian based life, below the average living standard, but unspoiled atmosphere, filled with diverse natural and built environment. Rural tourism includes tourism activity itself (accommodation, guest house, tourist movement, running programs, provision of basic services and supplementary)-economic activities (mainly agriculture, but also the practice of traditional occupations) and how to party leisure segment, for those who require this type of tourism. Rural tourism develops in close connection with the local economy, which leads to interdependence between tourism activities and local economy. The simplest definition of rural tourism is given by H. Grolleau, "rural tourism is a concept that includes all tourism activities taking place in rural areas." Thus, rural tourism is a concept that includes tourism activities organized and run by local communities and is based on a close connection with the local environment, natural and human. With the continuous development of the socio-economic life of the public and the increasing work pressure, people tend to visit places of natural scenic beauty potential, thereby, making the rural tourism meet the needs of these visitors and eventually the destination becomes a tourist hotspot. Rural areas have a very eminent lifestyle where the villagers are confined by their customs, attire, cuisine and ritual practices. Travel and tourism is regarded as an important medium for broadening socio-cultural relationships between people. Today, tourism has become a major industry of cultural exchange in many parts of the world.

Nagaland became the 16th State of India in the year 1963. There are 16 major tribes and sub-tribes inhabiting the state of Nagaland and many more Naga tribes inhabiting outside the state are presently in the state of Arunachal Pradesh, Assam, Manipur and beyond the international boundaries in Myanmar each representing a unique customs, dresses and language. In Nagaland the most prominent amongst these tribes are the Angamis, Aos, Chang, Chakesang, Kachari, Khiamniungan, Konyak, Kuki, Lothas, Phom, Pochury, Rengmas, Sangtam, Zeliang, and Yimchungru. The idiosyncratic character and identity of each of these

tribes and sub-tribes of Nagaland have so much to offer ranging from their distinct habitat, dresses, language and dialect, as well as their own cultural features and customary laws which standardize their social and cultural lives as well as their own local institutions and distinct tribal identity. For example, the distinct facial and body tattoos of the Konyak Nagas is a fascination for the visitors from all over.

Nagas are Indo-mongoloid people and speak Tibeto-Burman language. They practice oral tradition passed down from generation to generations, their folksongs and folklore depict their deep philosophical understanding of the nature and their symbiotic relationship with it. With its unique natural beauty and cultural matrix, the tourism potential of Nagaland is immense. The tribal-socio cultural life is so closely linked with the ecological system consequently, they have developed a high sense of traditional indigenous knowledge that helps in preserving their rich cultural heritage and the rich biological diversity throughout the state. Auxiliary to the existing situation for the past one and half decades, the government of Nagaland has been venturing into promotion of cultural tourism in the state by organizing series of cultural festivals, exhibition of arts and crafts and other cultural related programs. Amongst many the hornbill festival has now become an event internally known cultural festival for its unique showcasing an ancient colourful culture of the Nagas from the state of Nagaland as well as from across the state and international boundaries.

Northeast India has much more geographical contact with and proximity to other national states than the mainland India. Nagaland, situated on the eastern most region of India, is located in the Trans-Himalayan Region spanning other states like Sikkim, Manipur, Jammu and Kashmir. The state is geographically bounded by Myanmar in the East, Assam in the West, Arunachal Pradesh and a part of Assam in the North and Manipur in the South. Nagaland is often referred to as 'Switzerland of the East' owing to the beautiful natural landscape as compared to the mountainous regions of the Alps and also the rich blanket of green forests in almost all the parts of the State. The Naga region is blessed with rich biological diversity with a record of one of the 12 mega biodiversity region that perfectly blends the rich cultural landscape with the natural environment in its natural form. The gifted nature offers ample possibilities for the adventurous for trekking, camping and also boundless exploration potentialities in its profuse and gaminaceous sub-tropical rain forests, which are a storehouse of a rare nimiety of medicinal plants. Situated between 25°6' and 27°4' N lat. and 93°20' and 95°215' E long. respectively, Nagaland state has an area of 16,579 sq.km with a

population of 1.9 million as per 2011 Census report, wherein 71.14% consists of rural population and only 28.86% comprises of urban population .

1.1. Statement of problem

The people of the Nagaland, though small in number displays a rich colourful culture and culinary treasures. This culinary strength however has not significantly translated into any tourism centric benefit and it has largely remained an untapped area. Nagas for centuries have been directly or indirectly dependent on natural environment for their daily needs and sustenance. Their intimate link with their natural environment has been the basis of their symbiotic relationships for their cultural survival. Their tribal socio-cultural life is so closely linked with the ecological system that led to the development of a profound indigenous knowledge system. The rich cultural heritage of the Nagas is reflected in their way of life as well as through dances, songs, ceremonies, festivals, etc. The rich Naga culture and numerous festivals revolve around agriculture which continues to be the mainstay and economic activity of over 85% of the Naga people. However, such unique practices that had survived for many past centuries is yet to be translated into economic advantage in modern sense except the continuity of the sedentary rural economy. There is no proper planning based on research conducted in the study area which could bring changes in the present social and economic set up in the state .There remain huge potential in realizing the scope for eco-tourism, cultural tourism, and adventure and sport tourism, rural tourism to cite few. There is a room for conservation and revitalization of traditional arts, handicrafts, dances, music, drama, customs and ceremonies and certain aspects of traditional lifestyles. In the backdrop of these, the research is undertaken with an intention of providing an alternative to agriculture through different mode of people's participation in tourism.

1.2 Review of Literature

In the book, 'Understanding Tourism: A Critical Introduction' by Hannam, K and Knox, D (2010), the authors introduced the key conceptual apparatus to be deployed and demonstrated the need to move beyond simple 'impact' studies towards more theoretically informed approaches. The book 'Tourism Development Revisited: Concepts, Issues and Paradigms' by Mishra et al (2008) sets out a critical review of tourism and post-colonialism. Therefore, a major problem in the discourse of tourism is its failure to acknowledge the fact that changes are needed in global economic structures that will enable post-colonial

countries to establish a sustainable tourism portfolio that is independent of its colonial roots. 'Growth and Development of Modern Tourism' by Sinha, R.K (1999) illuminates the tourism development in terms of transport system in India by dividing it into Pre-colonial period, Colonial period and Post independence emphasizes on role of rail, water, air transport, accommodation and various activities relating to informal sector of tourism has been highlighted. The book 'The Story of Tourism: An Enchanting Journey through North-East' by Bora, S et al (2005) describes the origin, meaning and significance of tourism keeping in view of the Manila Declaration on Tourism which focuses on the world tourism can contribute to the establishment of a new international order that would help eliminate the widening economic gap between developed and developing countries and ensure the steady acceleration of economic and social development and progress in particular of the developing countries. Tourism has been recognized as one of the most significant factors in the economy of many nations where the role of public and private sectors in tourism comes into play. This has been stressed, in the book 'Tourism: Growth, Management and Incentives' by Sanjani, M and Goswami, V. K., by explaining the role of tourism in economic development and its economic impacts. Furthermore, the authors describe the sustainable tourism development specifically on the development in historical sites, mountain areas, forest and wildlife areas, and also the critical importance of balanced infrastructure development and preservation of the rich cultural heritage. Conservation of heritage site has been a major concern worldwide and a treasure of the communities as well. In his book "Future directions of tourism", Verma N K (2011) has stressed on the benefits of United Nations conference on human environment (1972) wherein the US came up with the notion of integrating cultural and natural conservation. Rai, H.C, in his book, 'Hill Tourism: Planning and Development', points out that cultural tourism plays a significant role in strengthening regional , national as well as international goodwill and understanding and furthermore stresses tourism as an employer where tourism could absorb the unemployed labour resources of the destinations. In the book, 'Growth and Development of Tourism in India: with special reference to West Bengal', Mishra, A.M and Konar, D.N holds that West Bengal has fallen behind its onward march to a planned, integrated sustainable development of tourism in the state owing to the improper road ways, rail-road ways and the increasing trends of anti social activities in some tourism sites.

The book 'Tourism Development' by Sathyadev, T. K and Manjunath, P (2012) offers useful strategies for fostering sustainable tourism development. The authors also emphasize

on the impact of consumer behavior in sustainable tourism by giving a critical insight of reducing the adverse impacts of tourism related travel. The book 'Geography of Tourism' by Sharma (2002) illuminates the different aspects of tourism and highlight the divergent historical economic and sociological perspectives on "Tourism Paradise" in the geographic manner. The socio-cultural impacts of tourism has been discussed in 'The Essence of Tourism Development (Dynamics, Philosophy and Strategies) by Raina, A. K and Agarwal, S. K, wherein tourism is regarded as a tool of peace and prosperity among states and nations and also promotes international understanding, spiritual values, revives traditional arts, social integration and sharpen perspective.

The book, 'Tourism and Socio-Cultural Development' by Sharma, Y. K.2005 describes the long running and ongoing debates over the authenticity or inauthenticity of tourism experiences and over historical accuracy or inaccuracy. The chapter examines other issues related to the sustainability of cultural and heritage tourism and explores the role of interpretation in sustainability. The book, 'Tourism and Sustainable Economic Development: Indian and Global Perspectives' by Sarngadharan, M and Raju. 2005, focuses on new paradigms of tourism marketing, eco-tourism and adverse effects of tourism from an international perspective, giving emphasis on Indian Government. The authors also underscores the need for using natural resources in a sustainable manner so as not to disturb the rich socio-cultural fabric of India. The third chapter of the book, 'The Family Business in Tourism and Hospitality' written by Getz, D et al. 2004. The critical issues of motivation and goals particularly the contrasts inherent in growth and profit oriented entrepreneurship versus the more prevalent lifestyle and autonomy motivations. Important antecedents to family business, including the influences of education, experience and training are considered.

'Tourism and Visual Culture: Theories and Concepts' by Burns (2010) describes the importance of shaping culture while displaying it and stresses on the point that one cannot ignore the economic, social, racial and gender and other identity differentiation frameworks within which it is produced and reproduced to understand local touristic culture. In his book, 'Dynamics of Historical, Cultural and Heritage Tourism', Singh, R (2000) holds the view that concern about the impact on local communities culturally and economically and of the increasingly threatened environments of the most third world countries has become a critical factor. He further emphasizes on the socio-economic and cultural impacts of tourism keeping in view of the tourist load due to concentration of time and space on any particular

environment and its vulnerability. Gupta, S. P et al in their book 'Cultural Tourism in India: Museums, Monuments and Arts: Theory and Concepts (2002)', notes that all wings of the central and state governments, private sector and voluntary organizations should actively participate in the growth of tourism to make India a world player in the tourism industry.

'Cultural Tourism and Heritage Management' by Singh (1994) integrates the possibilities of alternative forms of tourism, viz. rural tourism and heritage travel to avoid side effects of mainstream tourism. In his book, 'Rural Tourism and Development', Sharma, Y. K (2011) describes a conceptual framework that integrates the functional, spatial and experiential characteristics of rural tourism keeping in view the two key dimensions of the rural tourism experience, authenticity and spatial scale. The book 'Rural Tourism: Planning and Promotion' written by Negi, J and Manohar, G, holds that there is a need for more creativity and imagination in rural attractions, especially those which put across countryside themes. Verma, S. B et al. 2006 .In their book 'Rural Tourism and Tribal Development' describes the homogenizing influence of mass media and the hegemonic culture generally tend to push the local folk traditions into oblivion and furthermore holds the view that rural tourism may certainly help in re-establishing pride in traditional skills and values. In his book 'Rural Tourism', Sampson, C explains the framework for rural tourism wherein the two perspectives for developing rural tourism i.e. finish rural development policy and rural entrepreneurs are considered.

The book 'Tourism in the New Millennium' by Sathyadev, T. K and Manjunath, P (2012) suggests that there is a strong correlation between tourism expenditure per capita and the degree to which countries play in the global context. Rizvi, G. A. H. (2008), in the seventh chapter of his book 'Tourism in recent global scenario' studies the economic dependence of the local community on tourism and stresses that many developing countries with little ability to explore other resources have embraced tourism as a way to boost the economy.

The book 'Tourism: Issues and Perspectives' by Bhargava, M (2009) notes that the core attraction of tourism site is still nature in symbiotic tourism products, i.e. nature and man. Bhardwaj, D. S. et al, (2006), in their book, International Tourism: Issues and Challenges stresses on the Global Importance of Tourism by highlighting the issues and challenges faced by global tourism industry. The authors suggest that assistance is needed in two forms: Both positive encouragement for sustainable tourism initiative and an understanding that policy decision in other areas can affect tourism.

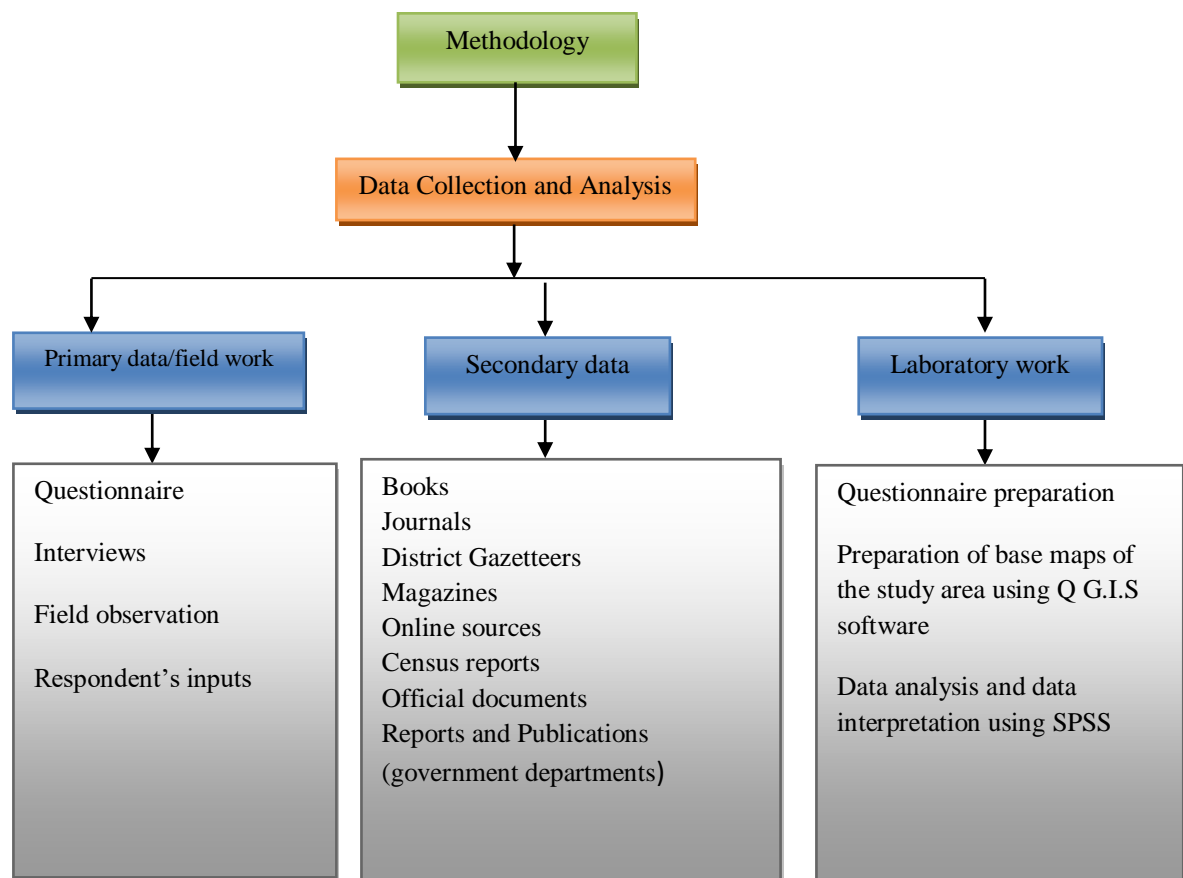
1.3 Objectives of the Study.

1. To identify the potential areas of tourism development in Nagaland.
2. To study and ascertain the feasibility of the community-based tourism in Nagaland.
3. To study the challenges of tourism development in the state.
4. To study tourism in aspect of livelihood in Nagaland.

1.4 Methodology.

The research study has been done basing on both primary and secondary sources. The primary data has been collected through a series of field survey, interviews, questionnaires, personal observations and formal discussions. Extensive secondary sources such as books, journals, district gazetteers, village directories, magazines, etc. case study method, survey method and statistical method has been taken into account during the research study.

The flow chart of the research methodology:-



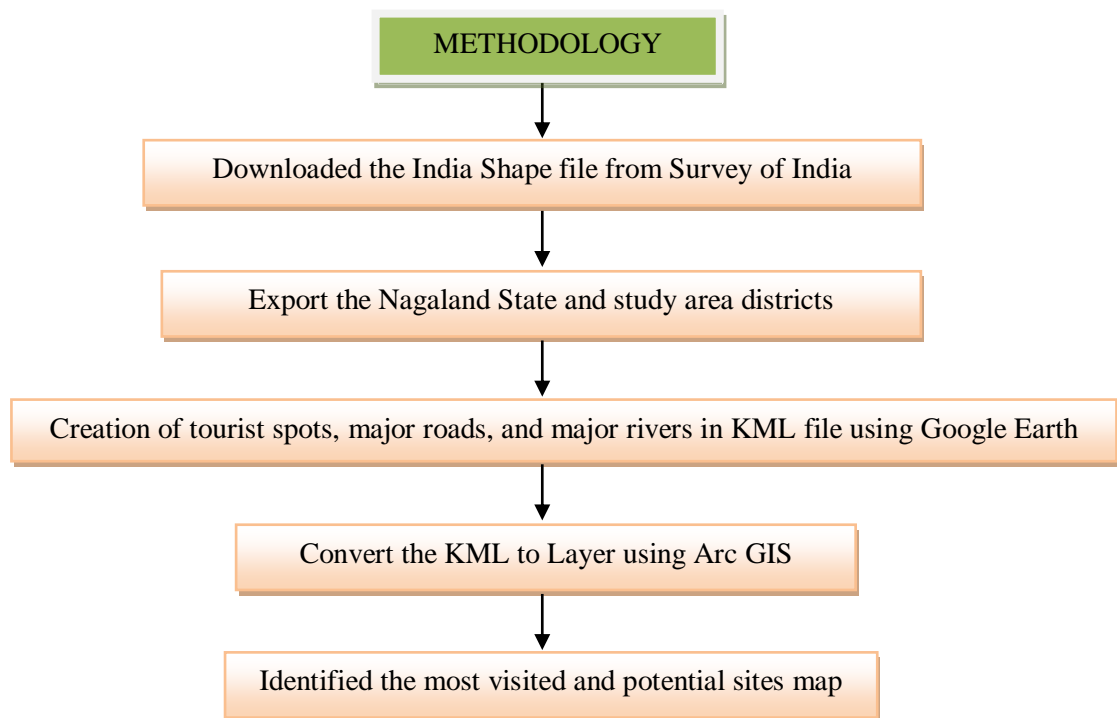
Primary data:

By focusing on the nature of research, a set of questionnaire was prepared and utilized to gather opinions and information and analyze the acquired data and examine the scope of activities of tourism sector as an alternative to sustainable livelihood of the local people.

Secondary data:

The study was also been based on the secondary sources such as books, journals, newspaper reports, district gazetteers, magazines, several websites, and reports from state departments were consulted during the study.

Geographical Information System (G.I.S)



Questionnaire analysis:

The sample size is 240 out of which 30 respondents were domestic and international tourists and 30 respondents each from seven districts under study. The respondents include – college and university students, stakeholders, government employees, local people, village elders, politicians, tourism department employees, tour guides, tour operators and domestic and international tourists.

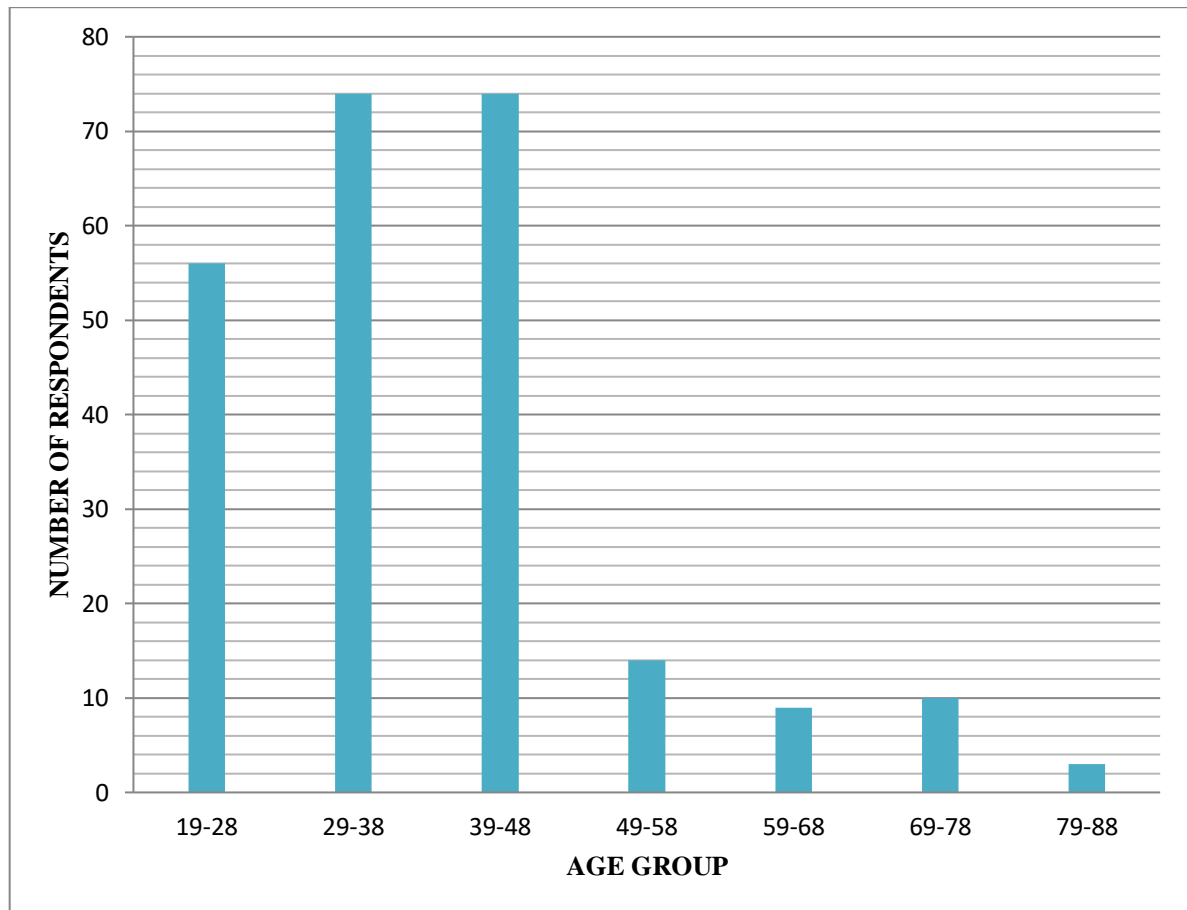


Figure 1.1.Age group of respondents

1.5 Study area

Nagaland is a hilly state known for its scenic beautiful landscape and lush rich forest. It borders the state of Assam to the west, Arunachal Pradesh and Assam to the North, Myanmar to the East and Manipur to the South. The state has a population of 1,980,602 according to 2011 Census. It has ideal climatic condition which makes it possible to travel around the state for most part of the year. The study will cover seven districts of Nagaland–Kohima, Tuensang, Mokokchung, Dimapur, Mon and Zunheboto and Wokha for the reason that they are either visited most and hold the most potential for tourism development. Mokokchung, Kohima and Dimapur are the most popularly visited by the tourist not only due to its easy connectivity but each has its own unique characteristics that attract tourists. Besides, Mon is also turning to be a tourist attraction particularly from the cultural point of view and its geopolitical considerations instances like the unique location of Longwa village where the international boundary runs in the middle of the village thereby vertically dividing the land and the people into the Indian Naga and Burmese Naga. The Veda peak of Longwa village offers a clear sight of both the rivers Brahmaputra and Chindwin on a clear day. The

selected districts fairly present the general overview of the status of tourism development and a probable alternative for a sustainable livelihood for the people in the state.

Sl. No.	District	Lat./Long.
1	Mon	26.8038°N Lat., 94.9767°E Long.
2	Mokokchung	26.4896°N Lat., 94.5212°E Long.
3	Tuensang	26.2447°N Lat., 94.8106° Long.
4	Wokha	26.2168°N Lat., 94.1923°E Long.
5	Zunheboto	26.0667°N Lat., 94.4800°E Long.
6	Dimapur	25.7790°N Lat., 93.8045° E Long.
7	Kohima	25.7471°N Lat., 94.1104°E Long.

Table 1.1 Name of districts and geographical scales

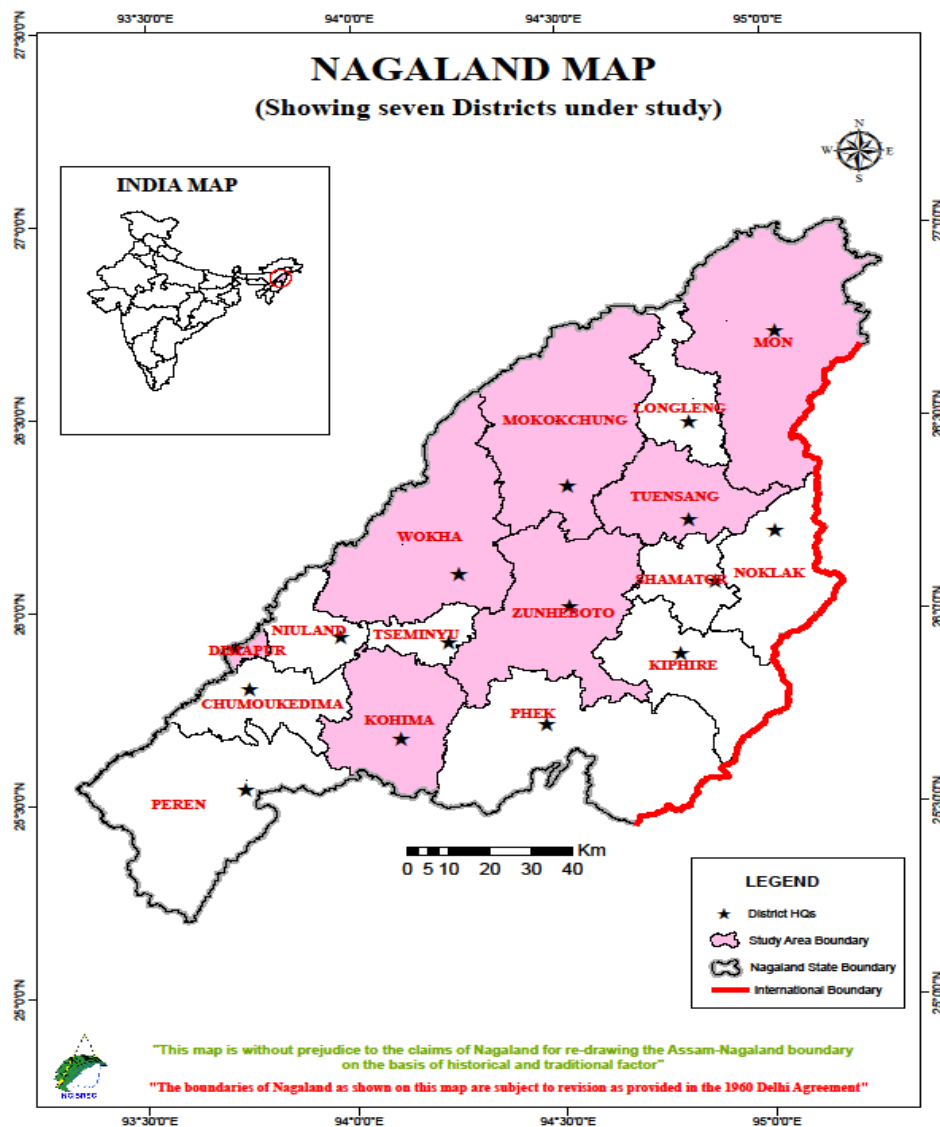


Figure 1.2 Study area.

Source: Department of G.I.S and Remote Sensing (Map showing districts of Nagaland and the study areas)

1.6 Significance of the Study

The people of the Nagaland, though small in number only about 1.98 million with 71.14% rural population (2011, Census) displays a rich colorful culture and culinary treasures. This culinary strength however has not significantly translated into any tourism centric benefit and it has largely remained an untapped area. Nagas for centuries have been directly or indirectly dependent on natural environment for their daily needs and sustenance. Their intimate link with their natural environment has been the basis of their symbiotic relationships for their cultural survival. Their tribal socio-cultural life is so closely linked with the ecological system consequently they have developed a high sense of traditional indigenous knowledge on the environment. The rich cultural heritage of the Nagas is reflected in their way of life as well as through dances, songs, ceremonies, festivals, etc. The rich Naga culture and numerous festivals revolve around agriculture which continues to be the mainstay and economic activity of over 85% of the Naga people. However, such unique practices which survived for many past centuries could not be translated into economic advantage in modern sense except the continuity of the sedentary rural economy. There is no proper planning based on proper research conducted in proposed area which could bring changes in the present social and economic set up in the state. There remain huge potential in realizing the scope for eco-tourism, cultural tourism, adventure and sport tourism, rural tourism to cite few. In the backdrop of all these, the proposed research is undertaken with an intention of providing an alternative to agriculture through different mode of people's participatory tourism through geographical analysis.

The study will provide information of the current status of tourism development in the State. However the main significance of the study is to explore the tourist potential areas having potential for tourism development which can ameliorate the present Delhi centric dependant rural economy into a self-reliant modern economy through tourism activity. Through this research work the researcher postulate to provide an alternative sustainable livelihood to the agrarian based Naga society through community participation in the tourism development in the state. The undertaken research study will also help in formulation and probable strategies for sustainable development of tourism with special consideration to the majority of the rural population in the state.

CHAPTER 2

GEOGRAPHIC PROFILE OF NAGALAND

Nagaland became the 16th State of India in the year 1963. It is located in the extreme North eastern region of India, situated between 25°6' and 27°4'N latitude and 93°20' and 95°15'E longitude having a geographical area of 16,579 sq. km. The state shares its boundaries with Myanmar in the East, Assam in the West, Arunachal Pradesh and part of Assam in the North and Manipur in the South. The Naga Hills are a part of complex mountain range named the Arakan Mountain Range which falls on both the Indian and Burmese sides. Nagaland is largely a mountainous state and the region offers great potential for tourism. The Naga Hills rise from the Brahmaputra valley in Assam to about 610 meters and rise further to the south-east, as high as 1800 meters. Mount Saramati, one of the ultra prominent peaks of South-East Asia, at an elevation of more than 3000 meters, which is located near Thanamir Village in Kiphire District, is the state's highest peak which borders Nagaland (India) and the Sagaing Region (Burma). The state is covered with evergreen tropical and sub-tropical forests, rich in flora and fauna and equally beautiful aesthetically that unmistakably draws ones' attention. The varied geographical setting of Nagaland and its rich biodiversity has an ample scope for nature-based tourism, adventure tourism. While the rich cultural landscape and equally rich heritage displayed by the people of the State offers wide scope for cultural tourism. The World Tourism Organization defines Eco-tourism as "tourism practiced in relatively undisturbed natural areas, for the main purpose of admiring and learning about them". In connection to the definition given, Nagaland has an immense potential for the promotion of eco-tourism.

The climate of Nagaland is salubrious and pleasant throughout the year, making it one of the favoured tourist destinations in the North Eastern region. It is hot to warm sub-tropical in areas with elevations of 1000 meters to 1200 meters. The temperature varies a great deal in the state. The average annual temperature ranges from 18°C to 20°C and 23°C to 25°C in the higher and lower elevations respectively. The rapid changes in topography result in climatic changes within short distances. The foothill plains sheltered by valleys and the ranges are marked with climatic contrasts. The rainfall received in the state is mostly through the South-West monsoon (June to September) and North-East monsoon. The coldest months in Nagaland are December and January which are characterized by dew fall and misty nights. While higher ranges like Saramati and Japfü experience snowfall in winter months. In summer, generally, the maximum and minimum temperatures are 31°C and 16°C respectively. In winter, the maximum and minimum temperatures are 24°C and 4°C

respectively. Thus, Nagaland experiences one of the finest weather conditions in the country. As a result, one could visit the state any time of the year.

On account of the natural resources, Nagaland has numerous rivers, rich forests and rich deposits of mineral resources all over the state. The Dhansiri River, one of the major tributaries of Brahmaputra, originates in the Laisang peak of Nagaland. It flows as a boundary between Assam and Nagaland and in the meantime flanks large areas of wilderness rich in flora and fauna along its course. Doyang, which rises near the state's southern boundary in Kohima district, is the largest and biggest river of the State. An artificial lake at Doyang Hydel Electric Project creates breathtaking water bodies among the penetrating hillside has become tourist centre for fishing sport as well as livelihood for large number of communities from the surrounding neighbouring villages.

The Doyang Lake that is formed due to the impounding of the waters of the river Doyang near Doyang Dam region attracts a large number of migratory birds during the winter season every year for instance, the Amur Falcon. As an attempt to protect and conserve these birds, Amur Falcon Conservation Week and Festival is observed in the month of November 2018, at Doyang, Wokha District, Nagaland, which has eventually, opened a wide range of activities for tourists like awareness campaigns, nature treks, bird-watching, nature photography contest, exhibition of indigenous arts and crafts, etc.

Forests represent the richest natural resources of the state. Forests constitutes one of the most important natural resource and play a vital role in social, cultural, historical, economic and industrial development and also in maintaining its ecological balance. Forests are considered not only the resource base for sustenance of population but also the storehouse of biodiversity. Nagaland is blessed with rich untapped forest resources which makes it one of the rich biodiversities of the world. The biodiversity of the state is essentially due to its unique geographic location where not only due to high altitude, i.e., 3048m in the high hills, but also the region is the meeting point of the Eastern Himalayas and the Argan ecotourism range of the east. The geographical position coupled with the climatic and latitudinal variation of Nagaland has resulted in rich and diverse flora that a wide variety of vegetation types occur in the state with their characteristic species composition. Nagaland with the varied climatic conditions of which is conducive for growth of variety of plant species and also found to be favourable for the growth of many exotic species which have been introduced in the state for economic and ornamental purposes. The state has a plethora of herbal, medicinal and aromatic plants thus have plentitude of economic potential. The state has one National Park and three

wildlife sanctuaries covering an area of 202.02 km² and 20.35 km² respectively. The people of the state belongs to 16 different major tribes, located in different segments and the land and the forests are traditionally owned by the village community, khel, clans, and individuals. Over 80% of the land and forest is owned by the people/community. The rich floral diversity along the altitude gradient from flood plains (the great Brahmaputra) and the highest snow capped peak (Saramati in Eastern Nagaland) holds up a melange terrestrial flora and fauna. These elements have progressed in association with the communities distributed along the mountain and hill slopes.

2.1 Physiography

The state of Nagaland is a part of the Trans Himalayan region that consists of Jammu and Kashmir, Himachal Pradesh, Uttarakhand and others. Even though these States of India are located far away from each other, their profiles of development and also their imperatives are quite similar as they all are mountain economies and need efficient and careful handling of the development of tourism potential taking into proper account the negative effects on the biodiversity. Geopolitically, the State of Nagaland is quite strategic due to its proximity to Myanmar and China lies close to it in the North. Not only that, Bangladesh on the West and also Myanmar (Burma) alongside.

Nagaland consists of North South aligned mountain ranges which are defined by small and parallel valleys. The altitude of Nagaland State varies from as low as 100 meters and as high as 3840m with Mount Saramati being the highest peak of the State. The trans-Himalayan region is eccentric by offering a wide special diversity of a number of tourist attractions. It covers a range of cultural heritage with a wide range of production of arts and crafts, several events of culture, large habitats of wildlife, beautiful and picturesque landscapes and a large diversity of traditional lifestyle. Hence, there is a wide scope of diversity in tourism products and that community based tourism, cultural tourism, nature-based tourism, adventure tourism are the types which shape the foundation for initiatives in tourism sector

The formation of landmass of the state of Nagaland correspond with the young fold mountains of the Alpine Himalayan Orogeny. With a topographic feature of several mountain ranges with undulating hills, narrow terrain and sharp ridges. These hills are the extension of the Burmese area that connects with the ranges of the sub-Himalayan in the North. These ranges stretch in the direction of north east to North West. The altitude of Nagaland State compasses from the plain area which border with Assam at an elevation of about 476ft to

about 3826m in the high ranges of eastern area. There are three distinctive physiographic divisions of Nagaland:

- a) The High Hills ranges (East)
- b) The Lower hills ranges (Intermediate zone)
- c) The plains and foothills (West and North-west)

The High Hills ranges (east) are part of Patkai range which is also called Patkai Bum Hills. The Patkai Bum is a range of mountains on the border of Indo-Myanmar and in the Indian North-eastern states of Nagaland, Arunachal Pradesh, Upper Burma (Myanmar) area. During the Mesozoic period, the Patkai Bum Hills were formed by the tectonic forces-the same forces that formed the Himalayas. The mountains of the Patkai range are not as rugged as that of the Himalayas with lower summits. Conical summits, valleys that are deep, steep slopes are some features of the range. With an elevation of 3826m, Mount Saramati is the highest in Nagaland which lies near Myanmar border. The Barail range also join the State towards the South-west which runs in the direction of north east beyond Kohima to join with the Patkai range. Mount Japfü is the second highest peak (3014m) followed by Mount Kahu, Mount Paona and Mount Kapamedzü with elevation of 2841m, 2791m and 2429m respectively.

The western foothills elevate eastward from an elevation of 100m to 900m to form the eastern high mountain ranges. There are some valleys in the periphery hills tracts particularly through the western part of the State. These valleys have an average elevation of 300m. The valleys include- Ghaspani valley (Dimapur district), Jalukie valley (Peren district), Bhandari (Wokha), Lakhuni and Tzürang valleys (Mokokchung district), Tiru valley (Mon District).

The elevation of hills of the State of Nagaland emerges from the Brahmaputra plains in the West along with the North West which form the Dimapur plains. The plains begin from Chumoukedima and joins into the Golaghat district of Assam. The Naganimora plain in the mid west begins from Borjan and stretches up to Dikhu River (west) which has an area of 30 sq km. The Tizit plain which is in Mon District stretches up to 75 sq. km in area.

2.1.1 Drainage

Both seasonal and perennial rivers dissect the State of Nagaland. Doyang river, Dikhu river, Dhansiri river and Tizu river are the major rivers of the State. All of these rivers have a dendritic pattern. Doyang, Dikhu and Dhansiri rivers flow onto the Brahmaputra and Tizu river flows into Chindwin (Myanmar).

Doyang River: Doyang is the longest and the largest river in Nagaland. The river is formed by two rivers, i.e., the Dzüü and the Sidzu rivers which run parallel in the upper Doyang. Dzüü river has its source of origin from Japfu peak and flows towards the north wherein it is joined by a lot of small tributaries before it joins river Sidzu below Kijumetouma. The Sidzu river originates from Mao and flows in the direction of north west towards Chakhabam after which it joins Dzüü river and finally the two rivers after being joined together is called the Doyang river. Doyang river flows in the northward direction towards Zunheboto district and Mokokchung district. The river makes a ninety degree turn to the western part by the Doyang bridge, i.e. Wokha-Mokokchung road and flows into Dhansiri. The two main tributaries of Doyang river are Chubi and Nzhu in Wokha district.

Dikhu River: Dikhu river originates from central Nagaland extending towards the north along the district boundaries of districts of Tuensang and Mokokchung. The river flows below Longkhum, Ungma and Mokokchung. Yangyu is an important tributary of Dikhu river which joins it in the north before it finally flows into the Brahmaputra river.

Dhansiri River: The Dhansiri river begins in the south western part of Kohima district which also acts as a boundary between Nagaland State and North Cachar which finally flow in Brahmaputra river. Intangki, Monglumak, Amalumak, Diphu are the rivers originate from Japfü range and later flow separately in Dhansiri. Dzuda river consists of a mini hydro power station and provides electricity to the nearby villages of Kohima district. Dhansiri river joins Doyang river near Golaghat (Assam) and finally flow into Brahmaputra river.

Tizu River: Tizu river originates from the central part of the State. The river flows southeasterly wherein it is joined by Zunki and eventually flows in Chindwin river (Myanmar). Zungki is the biggest tributary of Tizu river which has its origin at the north eastern part of Chendong forest. It flows in a southerly direction approaching towards Noklak, Shamator and Kiphiri district and finally joins Tizu river. Another important tributary of Tizu river is Likimro river upon reaching Zungki river.

These rivers have significant relevance in tourism industry. For instance, the Doyang hydel project has picturesque artificial lake is becoming an important tourist spot in the State. Besides, Dikhu can be an excellent sport (crafting) tourism spot.

2.1.2 Climate

Climate plays a decisive role when it comes to tourism development. The comfortability and convenience of the visitors and tourists is of prime importance while integrating tourism planning. This makes it necessary to take climate into account during the study of development of tourism. Climate in Nagaland shows a considerable degree of variation. The foothills region, mid slopes and lower ranges have a warm sub-tropical climate. The climate is cold and temperate in the western part of the State. Average temperature varies from 5°C to 25°C and the average annual rainfall is recorded between 1800mm to 2500mm which is concentrated in the months of southwest monsoon (May to September).

Agriculture is the mainstay of the people of Nagaland and thus the seasonal changes poses a great influence on the economy of the people. Seasons are normally characterized through consideration on the variation in rainfall and temperature per month. The climatic conditions are identified generally into four seasons on the basis if temperature, humidity, velocity and direction of wind and precipitation:

a) Winter Season: The cold weather season which starts in the last part of November till the month of February. The weather is fine and clear during these months. During winter, the mean temperature varies from 8.4°C -16°C with an atmospheric humidity becoming low. Dense fog covers the areas and lingers till late noon. This is usually the driest season of the year since rainfall is at its lowest. The winter night temperature falls to 1°C in some high elevations.

b) Spring Season: By the end of the month of February, the temperature starts to increase and a fine pleasant weather that is appreciable begins from the month of March. During this season, the mean temperature recorded is 17.3°C with a relative humidity varying to 40% in the month of March to 75% in the month of May. Occasional thunderstorms occur during the spring season.

c) Summer Season: The southwest monsoon occurs by the end week of May or the early part of the month of June. This is a crucial month for the people of Nagaland. The monsoon rain is crucial for the people as they need adequate amount of rainfall for their crops. During the

summer season, the average temperature varies from 30°C to 35°C with a relative humidity of up to 95% as a result; it is characterized by humidity during summers in the foothills. The months from July to August records the highest precipitation.

d) Autumn Season: The precipitation decreases by the end of September and the temperature drops. The cool winds start blowing from Patkai ranges which eventually combine with the northeast monsoon winds. This leads to a decrease in temperature and thus autumn season sets in, the average temperature during the season is 14°C to 24°C with relative humidity of about 75%.

Elements of climate

The major elements of climate are temperature, air pressure, precipitation, humidity and sunshine. These elements are interrelated to each other which make weather, seasons and climatic conditions which affects the developmental activities and also socio-economic conditions.

a) Temperature: The variation in temperature is due to the physiographic difference of the State. The maximum temperature rises up to 25°C in the month of July in the hills and goes down to 2°C in the month of December.

b) Relative Humidity: The relative humidity is the content of moisture of the atmosphere which is expressed in percentage of the total amount of moisture which can be hold on the atmosphere without condensation given – a temperature and pressure. The northerly and southwest winds are mostly responsible for the seasonal variations. The winter season is characterized by clear sky, northerly winds, serene weather, low humidity and lower temperature. Normally, high humidity is prevalent in the plains and the foothills and lower in the eastern mountains of the State. This would mean that the ranges of hills and mountains are comparatively drier during the winter season.

c) Precipitation: The State has a notable variation of precipitation. The southern part of the State receives comparatively lower rainfall than the northern part. The average annual rainfall recorded is between 1800 mm to 2500mm which is concentrated in the southwest monsoon months from May to September. The south west monsoon starts in late May and ends in the month of September. In the year 2007, Nagaland recorded the highest rainfall at Wokha district with 2878.10mm which is still the highest record in the State.

2.1.3. Geology

Geo-scientists opine that Nagaland was once submerged under a sea that existed between India and Myanmar until tertiary period. It is studied that the rocks are comparably younger and are of tertiary origin. The fossil remains of the deposits of marine are a proof in different areas of the State. Besides, the very existence of the igneous rocks in Nagaland are a proof of the prior volcanic activities in the basin.

Studies show that the State has been submerged under a sea sixty five million years ago until the Eocene period during the powerful crustal movement that commenced the very first stage of the mountain building activities. The sedimentary uplift because of the forces of compression from the sea floor gave rise to the first folded mountains formation. During this process, water retreated towards the southern direction into the present day Bay of Bengal.

The initial orogenic movement was that limited sedimentation that took place in the basin developing to a mountain range which present day known as Barail group formation. A number of ancient fossils of flora and fauna are found in these rocks. These rocks are mostly found in the eastern part of the State like Pfutsero, Meluri, Kiphire and many more, after the formation of groups of rocks like – Barail, Surma and Tipam.

The second orogenic movement occurred which ultimately led to the hill ridges and valleys of the north east and south western part of the State. These hills are comparatively higher in elevation than the previous. The movements happened during Oligocene, Miocene and Pliocene periods. The third orogenic movement took place during Pleistocene periods and recent periods which shaped the present day topographic features of the State.

With due note, all of the above mentioned chief organic movements were simultaneous to the activities of the Great Himalayan mountain. The State lies within tectonically unstable belt of the eastern Himalayas which makes it into an earthquake prone area.

Some rocks are found at the eastern part of the State that has its origin of ancient formation such as Nimi formation and Zepuhu formation which were developed during the periods of Paleozoic and Mesozoic. The largest deposit of limestone is found in the Nimi formation which is of great economic importance.

2.1.4. Soil

The State has variation in types and nature of soils which are mostly related to the nature and also type of formation of rock, topography, slope, climatic conditions and also natural vegetation. The torrential rain on the slopes washes out the top soil which is eventually deposited in the valley. This situation is further emphasized by the Jhum cultivation and its related practices which lead the jungle to be vulnerable during heavy rainfall. The types of soil of the State have their derivation from tertiary rocks belonging to Barail and Disang series. The natures of the soil are found to be acidic, rich in organic carbons, low content of phosphate and potash. In the east and south eastern part of the State there is ultra basic intrusion.

Though small in size, there is variation in topography and climatic condition; there are different types of soil being identified:

i) Alluvial Soil

- a) Recent Alluvium (Entisol)
- b) Old Alluvium (Oxizols and Ultisol)
- c) Mountain Valley Soil (Entisol)

ii) Residual Soil

- a) Laterite Soil (Oxizols and Ultisol)
- b) Brown forest Soils (Mollisols and Inceptisols)
- c) Podzolic soils (spodsols)

The alluvial soils are mostly confined to the river basins which are regarded as the most fertile soil. The entisol or recent alluvium is mostly found in the southern and western part of the State. The old alluvium (oxizols and ultisol) are found in the north western and the southern part of the State. The mountain valley soil (entisol) with a pH value of 4.4 to 4.6 and covers about 224.8 sq. kms are concentrated mainly in the central and eastern valleys of the state.

The Residual soils are mostly porous which have a light texture and dominates the major portion of the landscape of the State of Nagaland. The laterite soil (oxizols and ultisol)

is formed owing to the monsoon conditions. The changing nature of wet and dry season has resulted to leaching of rocks and thus forms the laterite soils. It is found in the eastern and mid-southern part of the State. Brown forest soils (mollisols and inceptisols) are found in the intermediate high hill ranges that covers an area of 4935 sq. kms. Podzolic soils (spodsols) are confined to high altitude with a humid and temperate climatic condition. It is found in the southern and eastern part of Nagaland. For instance, podzolic soil dominates a major part of Tuensang district.

Generally speaking, soils are fertile which are responsive to fertilizer application. The State's soils are acidic in nature which is rich in organic carbon but lacks phosphate and potash content.

2.2. Vegetation

Nagaland is blessed with a heterogeneous type of forest owing to its distinct geographical location and the physiographic condition. Being one of the biodiversity hotspot of the world, Nagaland has so much to offer in terms of flora and fauna. Controlled by climatic condition and soil conditions, the State has both evergreen and deciduous type of forests. The type of vegetation varies from hilltops to hills to the foothills and on the basis of this variation, the vegetation of the State can be classified into six types (according to Champion and Seth):-

- a) Northern tropical wet evergreen forests or sub-tropical evergreen forests.
- b) Northern tropical semi-evergreen forests or sub-tropical moist deciduous forest.
- c) Northern sub-tropical broad leaved wet hill forests.
- d) Northern sub-tropical pine forests.
- e) Northern mountain wet temperate forests.
- f) Alpine forests.

- a) Northern tropical wet evergreen forests or sub-tropical evergreen forests.

The Northern tropical wet evergreen forests or sub-tropical evergreen forests are found in only in North West region of Mon district specially in the Zankam area. The most dominant species found are- badam, dhuna, hollong, makai, nahor.

b) Northern tropical semi-evergreen forests or sub-tropical moist deciduous forest.

The Northern tropical semi-evergreen forests or sub-tropical moist deciduous forest are found in the foothills of border area of Assam – Nagaland in the districts of Mokokchung, Wokha and Kohima. The average rainfall recorded is 180-200 cm in this zone and the mean annual temperature is between 20°C to 25°C with an elevation of about 600m. Bhelu, parole, hollong jatuli etc. are found in these areas.

c) Northern sub-tropical broad leaved wet hill forests.

The Northern sub-tropical broad leaved wet hill forests are found in the hill areas of elevation between 500-1800 m in many parts of the State. Semis deciduous are the dominant species. Some notable timber species found in these forests are- koroï, pomas, sopas, gamori, badam, bhola, hollock, sam, am, betula, etc.

d) Northern sub-tropical pine forests.

The Northern sub-tropical pine forests can be found in the elevation between 1000-1500 m. It is found in most parts of Phek district and Tuensang district. Pine is dominantly found in this type of forest. Besides, quercus, schima, rhododendron, betula are also sparsely found in these areas. The features of these trees are tall, evergreen and produces better qualities of timber.

e) Northern mountain wet temperate forests.

The Northern tropical wet temperate forests are found in the eastern parts of Nagaland that borders with Myanmar. It is also found in some southern parts of Kohima district and also Tenning areas of Peren district. The hilltops and hill ranges of Mount Saramati, Mount Japfü. Satoi and Chentang ranges are covered with this type of forest cover of which some distinctive trees found are michillia, magnolia, prunus, and schima.

f) Alpine forests.

The Alpine forests are found at the high altitudes in ridges of ranges like Saramati. These areas are mostly covered with snow specially from the month of October to April. Species found are rhododendrons, abies, juniperus, members of primulaceae, saxifragaceae and polygoneceae are found.

The Nagaland Forest Department manages the State's forests and ensures their conservation. The department also initiates in supporting the livelihood of the local communities especially who are dependent on forests for survival. It is vital to note that some forest regions of the state are inaccessible and unsafe to enter without prior permission and inquiry. Hence, it is recommended to contact the concerned authority and tour operators for better information prior visiting.

2.3. People and Culture

This section covers the population composition, festivals, folk songs and dances, art and crafts and indigenous cuisines. These are the special elements that directly or indirectly affect the tourism sector.

2.3.1. Population composition

The State of Nagaland is inhabited by sixteen major tribes namely- Angami, Ao, Chakhesang, Chang, Khamniungan, Kuki, Konyak, Kachari, Lotha, Phom, Pochury, Rengma, Sumi, Sangtem, Yimchungru, Zeliang. These tribes, having unique culture and tradition, are spread all over the State. The Nagas are divided into different ethnic groups who speak different dialects which are often incoherent but are connected to each other.

Description	2011
Approximate population	19.79 lakhs
Actual population	1978502
Male	1024649
Female	953853
Population growth	-0.58%
Percentage of total population	0.16%
Sex ratio	931
Child sex ratio	943
Density /km ²	119
Area (km ²)	16,579
Literacy rate	79.55%
Male literacy	82.75%
Female literacy	76.11%
Total child population(0-6age)	291071

Table 2.1 Nagaland Population Data 2011

Source: Census 2011, Nagaland.

According to 2011 census, 28.86% of the population lives in urban regions and 71.14% lives in rural regions. With majority of the people living in rural areas of the State, rural tourism has a great scope in tourism sector of the State. The people, culture, lifestyle, tradition and heritage of the Nagas are a treasure for a lot of tourists, academicians etc.

Sl.No.	District	Area (sq.km)	Population	Density (sq. km)	% share to total geographical area
1	Kohima	1463	267988	183	8.82
2	Dimapur	927	378811	409	5.59
3	Mokokchung	1615	194622	121	9.74
4	Zunheboto	1255	140757	112	7.56
5	Wokha	1628	166343	102	9.81
6	Tuensang	2536	196596	78	15.29
7	Mon	1786	250260	140	10.77

Table 2.2 District wise Area, Population and Density 2011 of the area under study

Source: Statistical handbook of Nagaland, 2017

Sl.No.	District	Total / Rural/ Urban		Male	Female	Sex-ratio (Female per 1000 male)
1	Kohima	T	267988	138966	129022	928
		R	146900	76369	70531	924
		U	121088	62579	56491	934
2	Dimapur	T	378811	197394	181417	919
		R	180942	93435	87507	937
		U	197869	103959	93010	903
3	Mokokchung	T	194622	101092	93530	925
		R	138897	71373	67524	946
		U	55725	29719	26006	875
4	Zunheboto	T	140757	71217	69540	976
		R	27597	56786	56374	993
		U	196596	14431	13166	912
5	Wokha	T	166343	84505	81838	968
		R	131339	66435	64904	977
		U	35004	18070	16934	937
6	Tuensang	T	196596	101933	94663	929
		R	159822	82462	77360	938
		U	36774	19471	17303	889

7	Mon	T	250260	131753	118507	899
		R	215816	113469	102347	902
		U	34444	18284	161560	884

Table 2.3 Population by district, rural-urban, sex ratio according to 2011 census

Source: Statistical handbook of Nagaland, 2017

District	Total population			Total workers			Total non-workers		
	Person	Male	Female	Person	Male	Female	Person	Male	Female
1. Kohima	267988	131753	129022	114825	68140	56685	153163	70826	82337
2. Dimapur	378811	197394	181417	151350	99645	51705	227461	97749	129712
3. Mokokchung	194622	101092	93530	100067	57084	42983	94555	44008	50547
4. Zunheboto	140757	71217	69540	79466	41178	38288	61291	30039	31252
5. Wokha	166343	84505	81838	78412	42096	36316	87931	42409	45522
6. Tuensang	196596	101933	94663	98154	52931	45223	98442	49002	49440
7. Mon	250260	138966	118507	147654	79425	68229	102606	52328	50278

Table 2.4 Distribution of workers and non-workers according to 2011 census

Source: Source: Statistical handbook of Nagaland, 2017

2.3.2. Festivals

Festivals are an important aspect of human history. Nagaland is known for its festivals of all the tribes with its own rituals and traditions. The various festivals of the Nagas are associated with elements like – soil fertility, bond of the community, sow and harvest of the fields, merry making etc. Each tribe celebrates their own festivals with suitable folk dances and music. Some of the festivals celebrated by the tribe's are- Moatsü, Mongmong, Sekhrienyie, Tokho Emung etc. These festivals are celebrated in different months of the year and the rituals too differ. In the State, each of the tribes and also sub-tribes has their own spectacular customs and traditions which are treasured and maintained by performing different forms of arts. The Naga tribes can be distinguished by the colourful costumes, different designs of jewellerys. Each tribe has different traditional attires for traditional ceremonies. The tribal festivals of the State are celebrated throughout the year excepting the

month of December. However, this gap is filled by the celebration of Hornbill festival in the first week of December. Literally, the whole year is filled with festivals; hence, Nagaland is referred to as the *land of festivals*. The heterogeneity of the Naga tribal festivals reflects the rich cultural heritage of the State and not only that, these festivals have become an attraction for the tourists. Some villages of the State are well known for celebrating festivals, conservatory measures etc. and are recognized by the State Government as *tourist villages* like– Mopungchuket village (Mokokchung district), Kisama Heritage village (Kohima district), Toupheema village (Kohima district), Khonoma Green village (Kohima district) etc.

2.3.3. Folk songs and dances

Each tribe has distinct folk songs which narrate different stories of the past- praises, love stories, history, bravery and different incidents. The Nagas are appreciated for their range of folk songs and dances. Despite of the fact that modern lifestyle have started to modify the lifestyle of the people, they still treasure their cultural heritage. The rich oral tradition which has been passed down from generation to generation is well preserved. The folk dances include war dance, victory dance. The folk songs and dances are performed in group. In order to preserve and revive the cultural heritage of the State, the government must give equal opportunities to all the tribes.

2.3.4. Art and craft

The Nagas are famous for weaving, jewellery making, and different handicraft items. The traditional shawls which portray the identity of the tribes are popular among the Nagas and also the tourists. One distinctive feature of the traditional Naga shawls and mekhala is that the patterns and colours of the designs vary from tribe to tribe. Besides, among the tribes, there are again divisions of designs. This variation makes the handlooms unique and an interesting asset of the Nagas. Besides, other handloom products being made by Naga weavers are- bags, coasters, rags etc. daily and occasional wear and use. These products are sold in the daily markets and some get opportunities to sell it during the hornbill festival. The design and motif differ from each other.

Bamboo and cane products are the most common form of handicrafts being made by the Naga craftsmen. Some common bamboo and cane products are chairs, tables, wall frames, baskets, portable tabular shelves, key chains, rugs, mugs etc.

One striking feature of the rural villages of the State is the carved wooden gates at the village entrances which are a legacy that communities preserve. These village gates are not just village boundaries but carries significant meaning. These gates signify rich culture of Nagaland. The artisans make sure not to harm the original shape and design of the gates when they restore them. Some locals are seen preserving the replica of the village gates at their homes which is an omen that people treasure their culture. A good number of wood carving with different meanings are well maintained at the village entrance gates, pillars of traditional Morungs and also in many rural households. The oral history of the Naga tribes is different from each other and the cultural practices also differ from tribe to tribe. As a result, the motifs are carved out differently.

The rich collection of products of handloom and handicrafts takes a special place in promotion of tourism of the State. Moreover, open a wide range of livelihood opportunities for the local people.

2.3.5. Indigenous cuisine

Geographically, Nagaland is small in size as compared to other States of India. However, it is endowed with richness in culture. Food is always a fascination no matter what ones age is. Rice is the staple food of the Nagas. Each tribe has distinct special cuisines which use meat, fish, and different fermented food items. The herbs, ginger, dried bamboo shoot, garlic, etc. which are grown locally are used as special ingredients to supplement their dishes. Each tribe is expertise in different dishes. The Aos are known for making the delish fermented yam leaves which they call it *aniushi/niioshi*, *Zütho*- a fermented rice beer popularly prepared by the Angamis. Bamboo shoot, axone or fermented soya bean is commonly prepared by the Sumi tribe. The exquisite taste of the local cuisine becomes an attraction to the tourists specially the one who are food lovers and are interested in trying new cuisines around the world.

Culinary festivals have been popular in the European countries for many decades. For instance, the *festival of snails* held in Spain have becomes a global culinary festival which attracts more than two lakh tourists from all over. The international hornbill festival which approximately has more than one lakh tourists is a special platform for the locals to make the tourists engage themselves in special culinary of the Naga tribes. In addition to trying Naga cuisine during the Hornbill festival, one can enjoy the musical concerts of the local artists,

several traditional performances, local products, etc. besides, learning about the rich history of the Naga tribes.

The “World Heritage Trust” (WHT) was called in 1965 in order to preserve “the world’s superb natural and scenic areas and historic sites for the present and the future of the entire world citizenry” at the white house conference. Another initiative is “the International Union for Conservation of Nature developed similar proposals in 1968 and they were presented in 1972 to the United Nations Conference on Human Environment in Stockholm”. All of these initiatives were taken up with one central idea, i.e., combined cultural and nature conservation. With vast untapped nature and rich culture, Nagaland State has also the potential to take a spot in the world tourism map if taken proper attention on both the aspects.

The diverse forest of Nagaland is not only a treasure of resources but offers wide scope for tourism development. The diversified forest resources and genetic resources found in Nagaland are a treasure to be conserved and protected sustainably. Having understood the importance of forests and desirability of forest conservation, since ancient times our forefathers worshipped the nature and lived in harmony with the environment. The best example can be of Kisama heritage village, where the local people still protect and conserve the environment and ultimately there exists a symbiotic relationship with nature. The traditional utilization of biological diverse resources is a way of maintaining biodiversity in mountain ecosystems by the mountain people. The system of cultivation, land holding, village administration, and extraction of resources from within the village land is regulated by the rules of tradition. There is an ample protection under Article 371 A of the Indian Constitution enforced by the Thirteenth Amendment Act of 1962 for the people’s customary rights to the land and its resources. Therefore, in Nagaland, a major part of the land is owned and controlled by the village/individuals. It can be assumed that this might be the reason that efforts relating to conservation by the government agencies could not be carried out successfully as major part of the land is privately owned.

Agriculture has been the dominant mainstay of the economy of people of Nagaland, basically making the state an agricultural economy. The various festivals are mainly centered on agriculture, for instance, Moatsü Festival of the Ao Naga Tribe. Over 70% of the population is dependent on agriculture. The staple food of the people of Nagaland is rice. The other crops grown are maize, pulses, soya bean, sugarcane, jute, cotton, etc. The methods of cultivation among the Naga Tribes are Jhumming or Slash and Burn and Terrace Cultivation.

The state however has to import food items from other states owing to the unsustainable agricultural practices.

Nagaland is endowed with enormous mineral deposits. The major minerals found in Nagaland are coal, limestone, nickel, cobalt, copper, platinum, natural gas. According to the Annual Administrative Report of the Nagaland State Mineral Development Corporation Ltd (NSMDC) for 2017-18 stated that presence of petroleum and natural gas with an estimated reserve of 600 million tones on the northwest along Assam Nagaland border.

Although Nagaland is strategically located, Tourism industry has been less significant as compared to the other north eastern states owing to the improper and acute infrastructure and facilities. Policies should be made in such a way that the environment shouldn't be affected in any way, thereby making tourism industry a sustainable industry where people's economy will be boosted and preservation of tourism assets will be well maintained.

CHAPTER 3

**IDENTIFICATION OF POTENTIAL AREAS OF
TOURISM**

In the contemporary world tourism has become an exceptionally popular global activity. It is now considered as full-fledged industry owing to the fact that it contributes to the economy of a nation by giving rise to income, employment opportunities and also foreign exchange. On account of this, tourism is considered as one of the most important areas that a modern state would focus on. Tourism has many facet both tangible and non tangible elements. The tangible elements comprises of accommodation, transportation, amenities etc. The intangible elements comprises of the willingness and motivation of a person for becoming a tourist, relaxation, fun, adventure, getting to learn other cultures, etc. There are different types of tourism taken into consideration the potential aspect of a place like cultural tourism, medical tourism, sports tourism, adventure tourism, ecotourism, educational tourism, heritage tourism, pilgrimage, dark tourism, disaster tourism, virtual tourism, etc. The tourists travel to places depending on the form of their interests and also the purpose of the visit.

It was in the year 1981 that the Department of tourism, government of Nagaland, officially launched a full-fledged department of Tourism in the State. Nagaland has immense tourism resources starting from its history, culture, unique oral tradition, and also the mysticism linked with the different hill tribes which is a great source of interest and curiosity not only to Indians but also people all over the world. It is a land of diverse landscape and culture which stands out due to its uniqueness and also offers a wide range of tourism activities more of which are untapped. The last few decades had witnessed a wide range of development in the tourism sector. The traditional festivals of the different tribes have upgraded into a tourism activity owing to its popularity.

After the year 2000 Hornbill Festival, the interest and curiosity of the tourists had started to increase. Besides, the international tourist visits had increased gradually from 119 (1999) to 541 (2000) with the growing popularity and interests among the tourists, traditional festivals of the Nagas have earned a spot in tourism sector of the State. Each of the traditional festival has some certain significance and tradition which dates back to the olden days.

Despite its seasonality in nature, the hornbill festival has popularized the traditional songs, dances, cuisines, handicrafts of the Nagas. The introduction of mini hornbill festival has also been a great initiative of the government in the year 2018 which coincided with the important festival of the Ao tribe i.e. Tsüngremmung. Likewise, mini hornbill festival is celebrated in other districts to boost the cultural tourism of the State in general and the districts in particular. Besides, the mini hornbill festival also helps the local entrepreneurs in showcasing their products and popularizing the culture in a large scale. Culture has always

been a chief interest of travel since time immemorial. The cultural attractions play a significant role in tourism industry at all levels, starting from the global culmination of the culture of the world to the cultural attractions that promote the unique identities of the locals. The Naga cuisines have also been an interest of the tourists. The variation in taste and recipe of the food items of the Naga cuisines are remarkable. Owing to the topographic features, Nagaland is a great option for adventure tourism specially Mt. Japfu, Mt. Saramati, Dzükou valley, etc. Hence, giving rise to popularity in adventure tourism.

With the increase in the interest of tourist from all over, the State has witnessed a change in the tourist inflow over the past few decades. Every district of Nagaland have different varieties of tourism elements which attracts the people from different parts of the world to travel to this far eastern part of India with great enthusiasm for different purposes depending on their interests and purpose of visit. In this chapter, the different potential areas of the study area has been identified (depending on the popularity) and discussed.

Name of District	Cultural factor	Environmental/ Natural factor	Heritage/ Pilgrimage Factor	Others (economic, Political factors, Etc)	Any Other(s)
1.Mon	Longwa (International border) Tattoo and art Traditional festivals Oral history	Rich biodiversity Boundary between India and Myanmar	Angh's house Art and artifacts of Longwa and Chui village	Geopolitically important Distinctive rural life	Dual citizenship of people living in Longwa. International boundary runs Border Trade Centre
2.Mokokchung	Cultural festivals, Rich Oral history	Scenic beauty and greenery landscape	Impur Molungkimong (Christianity has its roots here)	A marketing hub for local people from the districts and other satellite towns and districts	Resorts for recreational activities
3. Tuensang	Cultural festivals Oral history	Scenic beauty and greenery landscape	Longtrok (considered as the place of origin and also a place where civilization were attained by the Ao tribe)	Distinctive rural life	District Capital Blend of rural and urban life
4. Zunheboto	Cultural festivals Oral history	Rich biodiversity and greenery landscape Rich Afifauna	Origin of Sumi	Distinctive rural life	Largest church in Asia

5.Kohima	Cultural Festivals Hornbill festival State Museum, and concentration of all Naga tribes and others cultural groups	Scenic beauty and greenery landscape	WWW II cemetery (tourists pay homage) Museum	State Capital WW II ended Distinctive rural life	Recreational and adventure activities Like camping and trekking, cycling, etc.
6. Dimapur	Tribal and cultural diversification	Rapid urbanization has many adverse impact on environment	Medieval ruins of Kachari Kingdom	Commercial hub of the State. Inter-state trade	Gateway to Nagaland. Resorts for recreation-al activities
7. Wokha	Cultural festivals Oral history	Doyang hydro project Scenic beauty		Distinctive rural life	Falcon capital of the world. Trekking, camping.

Table 3.1. Identification of potential areas for Tourism development (District wise)

The most visited and potential tourist destinations have been categorized as under: There are a total number of 240 respondents. Number of visits equal to and more than 120 are considered most visited destinations and number of visits equal to and less than 119 are considered as potential tourist destinations in the study. It is important to note that the most visited and potential tourist destinations have been traced basing solely on the number of visits of the respondents during the study. Hence, this should not be fully taken into consideration in the long run as different groups of people have different opinions about a destination and can also change their choices, preferences and tastes with time.

3.1. MON DISTRICT

Mon is located at the extreme north eastern part of Nagaland. The district coordinates falls on 26°43'N latitude and 95°02'E longitude covering an area of 1786 sq. km. The district headquarters stands at an altitude of 897.64 meters above sea level. It is bounded by Sibsagar district of Assam on the North, Tuensang district of Nagaland on the South, Myanmar (Burma) on the East and Tuensang and Mokokchung districts of Nagaland on the West. The district is hilly with steep slopes with the exception of foothills. Topographically, the district is divided into two regions, namely, the Upper region which comprises of Longching, Chen, Mopong and Tobu areas and the Lower region which comprises of Mon town, Tizit, and Naganimora area. Tizit and Naganimora areas are the foothills that lie adjacent to the plains of Assam. The hill ranges exquisitely extends from the foothills to the slopes of Naga Hills and also Patkai Range in the eastern part of the district. The highest peak in the District, i.e., Veta, which is also known as Shawot, has an altitude of 2413 meters above sea level which is gradually becoming a sought after spot for trekking . Mon has a fairly moderate climate,

wherein days are warm and nights are cool. The summers (March to April) in Mon district are pleasantly warm. However, travelling during Monsoon (May to September) is avoided as there are chances of landslides and unpredictable weather. Winter (November to February) is the best time to go for a tour to Mon district owing to the mild climate. In addition to that, one can take up hiking expedition and visit villages to villages and witness the unique culture and lifestyle of the people.

Since the weather condition is fairly moderate throughout the year, one can travel with ease any time of the year. The location of the district is highly significant. Longwa, an ancient Naga village is strategically located that the house of the Angh (Chief of the village) is divided between India and Myanmar resulting into vertically dividing the Chief's house and village into two countries i.e. India and Myanmar, is also a major attraction not only for the tourists but of academic interest.

According to the 2011 census, Mon has a population of 250, 260 with a sex ratio of 899 females per 1000 males. Mon, the home of Konyak Nagas, is a fascinating and exquisite land of warriors with tattoos on face and body. Konyaks are known for as a warrior and head hunters and displays a high sense of artistic skills and traditional wood carving. Shangnyu village and Chui village are some tourist attraction centers famed for woodcarving remnants of the past. Legend has it that the Konyaks were the last practicing head hunters among the Nagas. One can witness the houses decorated with skulls, hornbill beaks, elephant tusks, horns of animals and also wooden statues which the locals have been preserving for years. The Konyaks are ruled by hereditary chiefs called Anghs which is still prevalent even today. Konyaks are proficient artisans and skilled craftsmen. They are known for making excellent wood carvings, gunpowder, daos, headgears, necklaces, etc. The older male folks wear large earrings made of boar horn and a loin cloth and sometimes carry a machete called as dao or a gun. Besides, the older women wear a piece of cloth wrapped around their waist called mekhela. The female folks are good in weaving different traditional designs and also bead crafting. During the festivals, the male folks wear colourful shawls and headgears which are decorated with feathers. They dance with spears or daos and also guns chanting rhythmically.

Agriculture is the main occupation of the people of Mon district with a large number of percentage work force engaged in it. When compared to the other districts of the State, the economic condition of the people lags behind. Its economic condition has not been satisfactory owing to its location being in the remote part of Nagaland.

Mon district has been a major tourist destination over the years due to its strategic location and unique culture which arises a sense of interests for different types of tourists all over. As seen on the map, the areas of potential tourist destination in Mon District include Shangnyu village, Longwa village, Chui village and Monyakshu village. And the most visited destination is Longwa village which is well connected either from Kohima-Wokha-Mokokchung-Tuli-Mon or from Dimapur- Assam- Tizet and Mon. Mon is connected to the outside world through multiple airports Dimapur Airport (300 kms), Jorhat Airport (180 kms), and Dibrugarh Airport (160 kms), and the railways are Dimapur (193 kms), Jorhat (144 kms) and Sivasagar which is only 93 Kms away. Besides it is well connected by district highways as well as national highways yearlong.

Longwa village

Mon district of Nagaland is full of diversity and a highly interesting place of visit owing to its cultural and historical uniqueness. Longwa village, situated in Tehsil Phomching of Mon district which is 42 km away from the Mon town, is a significant place to visit. It is the largest village of Mon district which is home to the Konyak tribe. One prominent feature of the Longwa village is that the inhabitants of the village possess dual citizenship- one of India and the other of Myanmar. Another striking fact of the village is that the Indo-Myanmar border passes through the village which strategically divides the Angh's (Description of the Angh: Among the Konyak Nagas practices autocratic role. The head of the autocratic system in the village is the Angh (Chief) which is hereditary in nature. He is the supreme ruler of the village and sometime the Angh can rule over five to six village) house (Chief of the village) into two halves, one part of the house of which presently falls under the administration of India and the other half of the house falls within the boundary of Myanmar (Plate 3.8). Apparently, the residents can cross borders at ease without the need of a visa. Some houses of Longwa village have their kitchen in Myanmar and their bedrooms in India which is a fascination to the visitors. Besides, the visitor's inquisitiveness as to how some people and territory has been divided into two countries, i.e., India and Myanmar.

There are other numerous unseen problems faced by the village. In the recent years, many academic interests have been raised thereby attracting number of researchers both from within as well as international. Another striking feature of the Longwa village is that the old folks have tattoos on their faces and body (Plate 3.10, Plate 3.11) They are considered the last of tattooed people of the Naga people. They also have brass skull ornaments worn round their neck which is said to be symbol of them taking heads during battles. The weather remains

pleasant during winter and is the best time to visit Longwa village. The locals, irrespective of their age are involved in promoting and selling their traditional handicrafts for livelihood (Plate 3.7, Plate 3.9).

Chui village

Chui village is located in the Sardar tehsil of Mon District which is 8 km away from the district head quarter Mon. It is ruled by the Angh of Chui village. His house is the biggest in the village and has a display of skulls of enemies which was supposedly killed by the Angh and his ancestors. One interesting feature of the Chui village is its serene and peaceful atmosphere that let the visitors experience a peace of mind away from the city life. It is considered as another important destination for tourists interested to learn more about the warrior tribe of Konyak. The head hunting tribe which once practiced their customs in full-fledged can no longer is seen in its entirety. However there are several remains of the past in the village.

. At the heart of the village, there is an ossuary where human skulls are being preserved over hundreds of years (Plate 3.13). One feature of the custom of the village is that, the village old folks have different types of ornamenting depending on gender based. The lady folks do not have tattoos on their faces; instead, they have the tattoos on their shoulder and knees, the reason being conservative of the female folk during the olden days. On the other hand, the men folk have tattoos on their faces and body as well. The stone structure of the Angh of Chui village is placed at the heart of the village (Plate 3.15).

Shangnyu village

Shangnyu village, the abode of the Konyak Naga tribe, is located at the north-eastern part of Mon district. The village is ruled by the Angh or the hereditary chief. One of the prime attractions of the village is the house of the Angh which is roughly measured to be the largest house in the village. The Angh's house is believed to be a hundred years old. One prominent feature of the Angh's house is that there are memorial stones in front of Angh's house. There is a wooden structure in the village (12 feet in width and 8 feet in height) which was constructed in honour of the people and events. Legend has it that the structure is a heavenly edifice built by angels. It can be seen that the Shangnyu folks shared a good relation with the Ahom kings of Assam. With the exception of the aesthetic nature, Shangnyu is well known for the craftsmanship of the villagers which stands out prominently in the Nagaland Tourism.

Monyakshu village

Monyakshu village is another place of tourist fascination in Mon district, Nagaland. It is located in Tobu block of Mon district. It is roughly around 130 km away from the district headquarters Mon and 2km away from the sub-district headquarter Monyakshu. One peculiar feature of Monyakshu village is the art of wood carving. Besides, Monyakshu has a lot to offer to the tourists interested in seeing the traditional life of the villagers in its raw state (Plate 3.25); also, the lush evergreen forest with picturesque scenes that provides natural habitat for both flora and fauna.

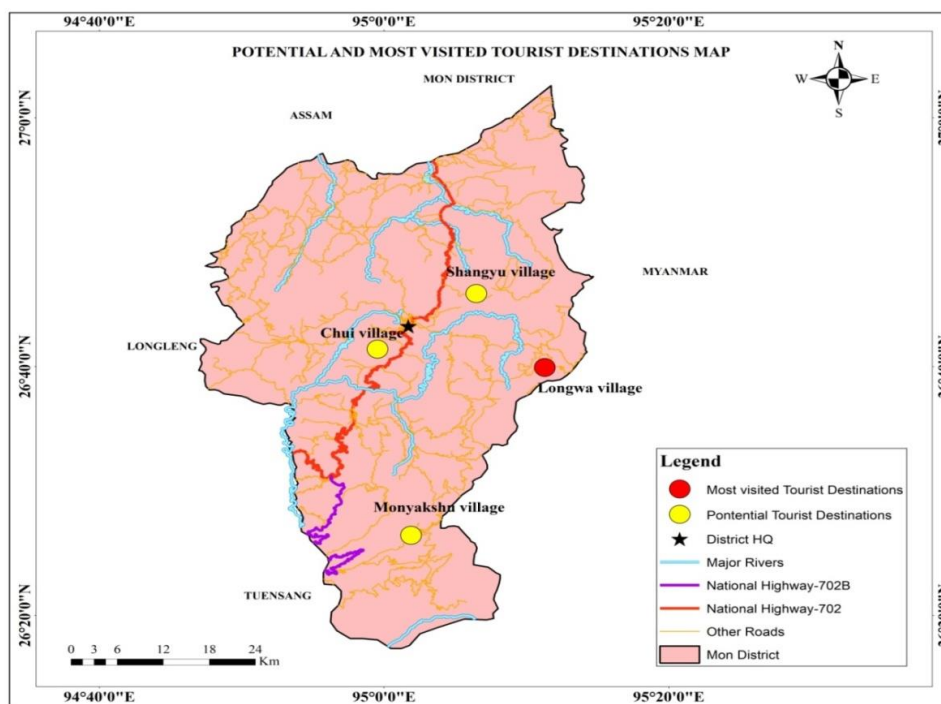


Figure 3.3 Potential and most visited tourist destination map of Mon district.

3.2. TUENSANG DISTRICT

Tuensang district is located at the eastern part of Nagaland. It is bounded by Mon district in the North, Longleng district in the Northeast, Mokokchung district in the northwest, Zunheboto in the south west, Kiphire district in the south and Myanmar in the east. With an estimated area of 1728 sq. km, the district is located at 26.28°N latitude and 94.83°E longitude having an average elevation of 1371 meters above sea level. National Highway 202 and 202 B runs through the district. Some of the major tribes of Nagas like the Changs, the Yimchungrus, the Khiamniungans and the Sangtams inhabit the district. These tribes have rich cultural heritage with an oral tradition which has been passed down from generation to generation. The tribes living in Tuensang are famous for their handicrafts (Plate 3.4) and handloom products which is quite famous in most of the markets in many parts of the State.

Taking into account the accessibility, the driving distance from Mon district to Tuensang is 163 kms, 115 kms from Mokokchung district, 303 kms from Dimapur, and 234 kms from Kohima district.

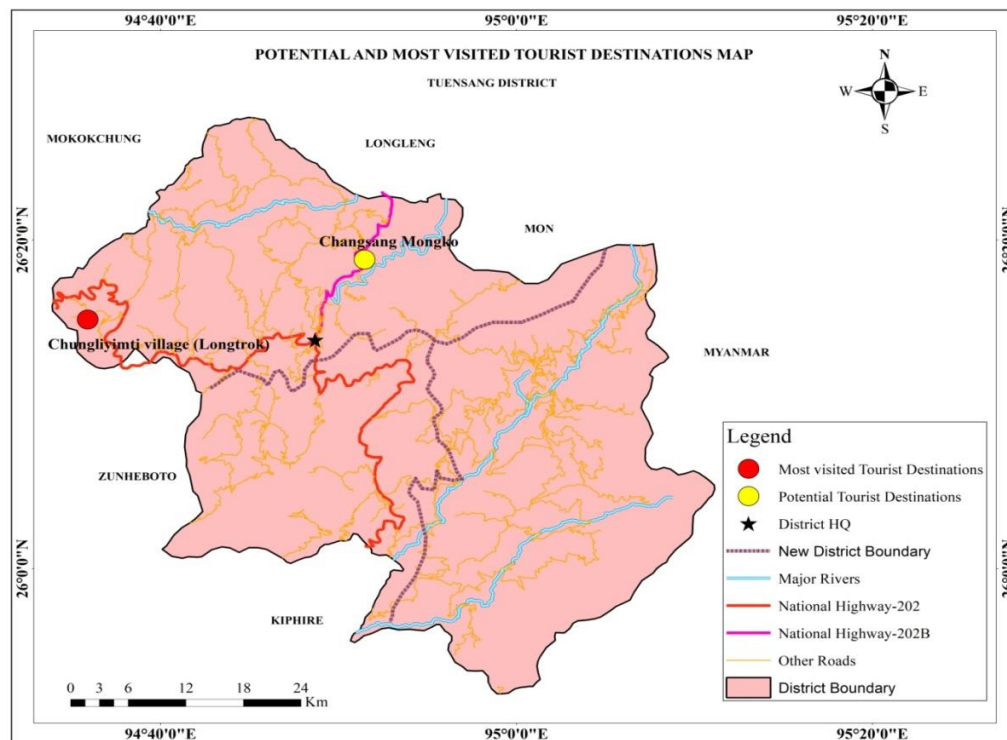


Figure 3.4 Potential and most visited tourist destination map of Tuensang district

Chungliyimti village

Chungliyimti village is one of the historical villages in the State. Longtrok is located at Chungliyimti village which is more than 50 kilometers away from Tuensang town. Legend has it that the first of the Ao ancestors had emerged from Longtrok. This spot gives a splendid view of the distant hilltop scattered over the horizon. Longtrok had been a popular tourist destination over the years due to its historical significance. Longtrok literally means ‘six stones’ which has now been popularly known as ‘The Living Stones’ of Tuensang. It is the right place to visit for academicians, scholars, historians, anthropologists and related people of interests who are eager to learn about the legend of the Nagas of Nagaland.

It is believed that the six stones represent their ancient holy gods who are personified as stones that gave birth to different clans of the Ao Nagas (The Ao Nagas believe that their ancestors were emerged or born at Chungliyimti. Other emerging theory is that Chungliyimti is the place where the Ao civilizations and traditional governance started. Hence, hold very important place for culture, history, etc.) One can also witness the remains and objects of the Tsongliyangti and Chungliyangti civilizations which is fascinating to the ones who witness it.

One can still see the Naga locals living as a large family which reflects the idea of locals living in large number at one home even during the olden times. Hence, Longtrok is a tourist fascinating destination especially for those who love discovering of new culture, history, folklores and also tradition of Naga tribes.

Changsang Mongko (Hakchang village)

Located at the Northern part of Tuensang, Changsang Mongko is believed to be an ancestral site of the Chang Nagas. This ancient site is situated at Hakchang village which is more than 20 kilometers away from the district headquarters Tuensang. It is located between Tuensang village and Hakchang village. Changsang literally means Chang settlement; hence, legend holds that the Chang Nagas believe that the entire human race originated from Changsang Mongko. The word Chang comes from the word ‘Changennyu’, meaning, towered above rest of the surroundings and can also be seen from far distance. Changsang is regarded as one of the oldest settlement of the Chang tribe and the primeval stories of Changsang are unique in its ethos. One striking feature of the place is the colourful festival of Naknyulum which is celebrated by the end of July, i.e., 29th, 30th and 31st July every year. There are certain rituals of the Naknyulum festival which is practiced even today in many parts of Tuensang. These are filled with feasts, games and activities and also beating of the log drums as an indication of victory against darkness. Many local and domestic tourists have witnessed the festival over the years.

3.3. MOKOKCHUNG DISTRICT

Mokokchung district is home to Ao Nagas which is mainly occupied by the Ao Naga tribe. The district is bounded by the State of Assam to its north, Wokha district to its west, Tuensang and Longleng districts to its east, and Zunheboto to its South. Mokokchung district lies between 26°19' N latitude and 94°31'E longitude. The district has picturesque parallel hill ranges and is conveniently sub-divided in to ranges, the main valleys being Tzürang, Changki and Milak valleys. The major mountain ranges of the district are Ongpangkong, Asetkong, Jangpetkong, Japukong, Langpangkong and Tzürankong. Ongpangkong circle consists of Mokokchung town, and other nineteen villages. All the villages within Mokokchung district have unique attributes that has a story to tell to the visitors and the like people of interests in culture (Plate 3.12). The main festivals of Mokokchung district are Moatsü and Tsüngremmung festivals. These vibrant festivals of the Aos have been an attraction over the past years. Moatsü festival is on the first week of May every year by the Ao tribe (Plate 3.27).

The tribal people used to decorate their homes and gather in large numbers outdoors and perform traditional songs and dances which are meant to express prayers to god for helping the crops grow healthy. Besides the dances, songs and prayers, a variety of exotic Ao Naga cuisine is prepared to complete the festival. The Tsüngremmung festival is celebrated on the first week of August every year marking the eve of harvest through sacrificial offerings. Offering prayers, dancing and feasting mark the Tsüngremmung festival. Aos are known for their expertise in handicrafts (Plate 3.3). Aos are not only among the major Naga tribes but Aos are also known to be the first converts to Christianity from their ancestral belief systems. It was in Molungkimong that the first American Christian missionaries set up their mission and conversion started. Thereafter, they set up American Christian centre at Impur from where evangelism started in the whole of Ao territory and beyond. 99% of the Nagas are Christians, hence Molungkimong and Impur became very sacred and historical.

Ungma Village

Located at the southern part of Mokokchung district, Ungma village is regarded as the oldest and the largest village in the district which is almost 3 kilometers away from Mokokchung town. After migrating from Chungliyimti, the Aos scattered at Koridang from where they dispersed to different directions. Ungma village adjoining to Koridang became one of the first villages to be set up and became the cradle of the Ao Naga cultural and socializing source. Even till date the village holds its importance among the Ao Nagas. Even though modernization took the lead, one can still witness the rich Ao culture and tradition being practiced by the people. Besides, Nature Park has been a place of attraction over the years. Being built upon on the hilltop, the view fascinates the visitors. Family picnics, entertainment, weddings and other recreational activities have been hosting at the park over the past few years.

Longkhum village

Longkhum village is located at the south western part of Mokokchung district which is around 17 to 20 kilometers away from Mokokchung town. The village has gained its popularity over the years due to its cultural significance. It has so much to offer to the tourists starting from the beautiful lush green forest, the culture of the people, oral history, indigenous items like handiworks and handloom products and festivals. Declared by the Department of Horticulture, Government of Nagaland in 2004, the village is called as the 'Vegetable capital' of Nagaland owing to its production of agricultural products like tomatoes, potatoes, chilies

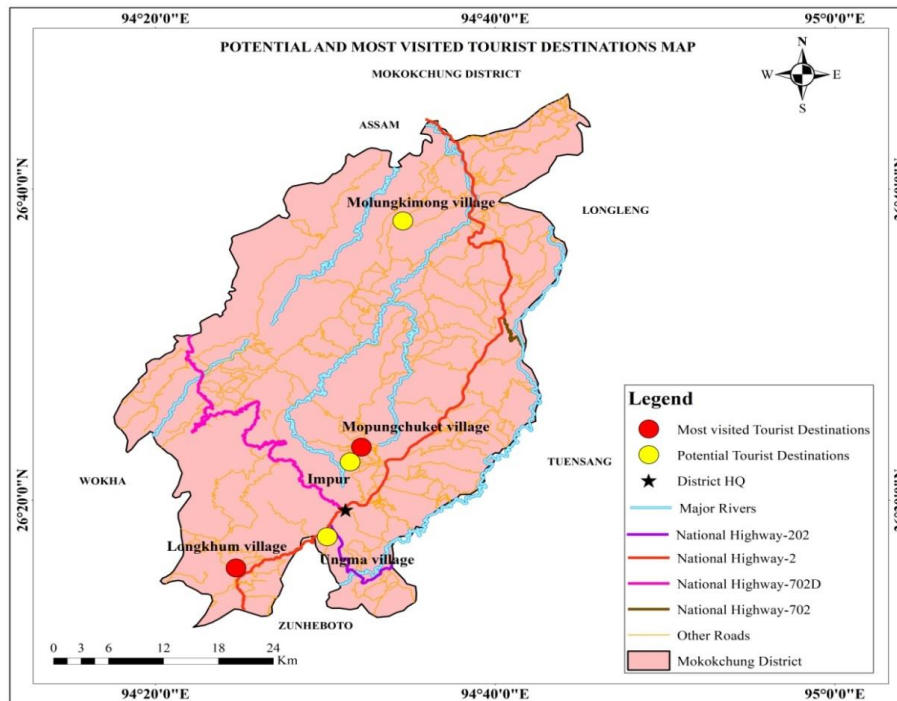


Figure 3.5 Most visited tourist destinations of Mokochung district

and cabbages in large quantity which has reached the State's local markets. Over the past few years, Longkhum has been an important tourist spot among villages in Nagaland due to its nature based attraction and also of the cultural heritage. The bequest of the Village is that, your soul stays back on your first visit to the village. Therefore, you have to visit the village again to retrieve your soul back. It is believed by the Aos that it is the resting place for the spirit of dead on their beyond journey to paradise. Some major tourist attractions of the village are Mata Kimung, a hilltop where it is believed that once a fortress had stood guard; Imkongmeren Memorial site (Imkongmeren was the Vice President of the Naga National Movement along with Phizo, the father of the Naga nation, fiercely defended the Naga freedom movement and been as the brave son of Longkhum . Imkongmeren's work and memorial park is recognized by the generations and tourist as well), has been a sought after attraction for visitors where one could capture the beautiful sight of Doyang river which is a major river in Nagaland; Stone Bridge, which is locally known as Longlangba (Plate 3.17), is a ridge of stones that passes through the Rhododendron woods. Besides, the footprints of Jina and Ediben could be seen engraved on the rocks, a popular love story that had ended in tragic and resembling the Romeo and Juliet love story of the West.

Worship Stones or Tekülem Long lies below the stone bridge wherein, people used to worship and offer sacrifice to the Stone God during the olden days. The very famous and a popular tourist attraction is the Eagle's Eyrie which is locally named as Mongzü Ki where eagles have nested for centuries. According to Ao Myth, eagles are the manifestations of the spirits of the dead. The Retu Long, which is less known to many, has been regarded as the Living Stone by the ancestors. The 'Taküm Marok' or 'Tanyim Marok', which means the Living Mug, is a natural spring that oozes from the rocks and one fascination feature is that the water from it has the power to heal sicknesses. Another popular site for the adventurous is the Fosen Ki or the Rock Caves. Again, a few kilometers away from the heart of the village is the eye captivating waterfall which is called as 'Tzüme ya Tzüin' which is very high. Another tourist spot is the 'Tenem Temba Kong' where the hornbill birds used to nest. The 'Pine Grooves' that runs parallel to the stairways in the village which were planted during the British era in 1945 add up to the scenic beauty of the village. Another fascinating place of historical importance is the Achen Dang where the wedding ceremonies of the ancestors were conducted wherein the 'bride price' was given to the father in law by the groom at the Achen Dang.

Impur

Impur which was established as a mission centre by the American missionaries in the year 1894. It is located at the northern part of Mokokchung district which is around 15 kilometers away from Mokokchung Town. Impur is often termed as the Jerusalem of Nagaland owing to its historical and religious importance. From the American Baptist Foreign Mission Society, Rev. Dr. E.W.Clark was responsible for the introduction of the Gospel among the Aos in particular and the also the Nagas in general. Impur has so much to offer to the visitors like the 'Ao Baptist Arogo Mungdang Museum' where it houses a rare collection of the relics of the American Baptist Missionaries like- type writers, the first letter box of Mokokchung District, saddle, adjusting screw, pliers, wheel water puller, pulley chain, water filter, kettles, pump harmonic, container, megaphone which was used for announcement, nuts and bolts, etc. Other distinctive treasures of the premier Naga missionaries in the Museum include the Bible, rod and staff, overcoat, shoes, etc. Another fascinating site to visit is the 'Pilgrims Park', a public park which was inaugurated on the 1st of February 2018. The Pilgrims Park is developed in such a way that the essence of Jerusalem could be felt and seen inside the park. Another place of importance at Impur is the Clark Memorial Higher

Secondary School in Nagaland which stands as the oldest school in Nagaland, a school that changed the native life and paved way for the modern day education.

Mopungchuket Village

Mopungchuket village one of the oldest villages of Mokokchung District which is about 15 kilometers away from Mokokchung town. The village is well known for its history and natural and cultural heritage, myths, legends, known for its conservatory efforts. In the year 2007, Mopungchuket was declared as the 'Rural Tourism Village' by the government of Nagaland. Mopungchuket village is also famous for the very famous legendary love story of 'Jina and Etiben'. The village is well known for its folklore, folk songs and folk dances and myth. Some places of tourist interest include - Etiben Tower and Jina Tower built in the memory of the love story of Jina and Etiben whose songs and stories are be sung and told even today. One can see a panoramic view of the surroundings Naga Hills from the towers. Süngkotenem Park, a community owned park, is another tourist spot at the village which has the Süngkotenem lake, a deer park, wooden sculptures, an amphitheater and towering trees, carvings of local folk tales of the Ao Nagas (Plate 3.24). The stories that are associated with the Süngkotenem lake are mythical and legendary. Established in the year 1956, Mopungchuket Museum is another important tourist spot, which is one among the oldest Museums of the State. The Museum displays the Ao Naga artifacts and provides the visitor a glimpse of the Ao Naga tradition and folklore through the ornaments like necklaces of both men and women and also mekhalas and shawls of different clans, wooden structure of Jina and Etiben etc. The Mopungchuket Library is also another place of importance which was established in the year 1939. The Traditional Morung or the men's dormitory is again another attraction in the village which was used during the past owing to the customary practices. However, some practices and conventions are practiced in the Morung during the festivals. There are three log drums- namely; Mongsen Log-drum which is roughly 35 feet long, Anüingsa Log drum which is around 30 feet long and Pongen Log drum which is 26 feet long. The log drums were important asset of the villages of the state since these were a tool during the olden days to use during the alerts given to people regarding different events like sensing enemies advancing towards the village for an attack. Surrounded by the green forest and the Mangkolong tea garden on the surrounding slopes make the village an ideal recreational destination for many. Legend has it that the term 'Mopungchuket' had its origin at this site which as a result became an important visiting site for the tourists. The Mopungchuket Community Tourism Society initiates every means like organizing major festivals of the Ao

tribe (Moatsü and Tsüngremmung), Süngkotenem Angling Festival etc to boost the tourism sector making an effort to position itself as a major tourist destination in the state.

Molungkimong Village

Molungkimong village is located at the northern part of Mokokchung district at the Changkikong range. The village has gained a lot of credit for its historical importance and also the root of Christianity. The first church of Nagaland was established at the village on December 22, 1872. There are two rivers which have their historical importance- namely, Yinsuba river and Ajenjangyong river. It is said that during the olden days, the people would extract iron ore from the river bed and smelted it into spears and other tools. Ajenjangyong River is believed to have healing powers during the days of yore in which the sick people who drank the water from the river were healed. Before Christianity had its root, rocks were often worshipped in many of the Ao villages. Akchilong, a larger boulder is believed to be inhabited by a strong spirit to which the villagers offered pigs as a part of their worship, and as a result, the spirit of the stone protected the village from enemies. Owing to its historical and religious significance, the village is witnessing a good number of tourists from all over.

3.4. WOKHA DISTRICT

Wokha district is located in the mid western part of Nagaland State. It is home to the Lotha Naga tribe. It shares boundaries with Mokokchung district in the North, Kohima district in the south, Zunheboto district in the east and Assam in the west. The district is geographically divided into three ranges-namely, Upper range which covers the upper north eastern part of the district, Middle range which covers the middle part of the district and the Lower range which covers the outermost part of the district. Wokha district is regarded as the Land of Plenty due to its abundance in resources (Plate 3.5, Plate3.6). The district is well known for its folktales and beliefs which have been preserved over the years.

Pangti village

Situated at the Eastern part of the district, Pangti village is a Lotha Naga village which is almost 50 kilometers away from the district headquarters Wokha. The village has gained its popularity in the tourism map of the world owing to the plight of thousands of Amur Falcons flock to the region from Siberia between the breeding and wintering grounds. The village has earned Nagaland the cognomen – ‘the Falcon Capital of the world’. Erstwhile the people of Pangti village and also other locals were hunters of Amur Falcon for consumption and for

sale, however they have become protectors. Rigorous campaigns in Wokha district to protect the falcons called for a ban of hunting these birds. What was once a death factory for these migratory birds had transfigured into a shelter by the year 2013 with the conservatory efforts of the community. The irrepressible falcons arrive in huge numbers during the month of October every year. One astonishing transformation was that the hunters became paid protectors of the falcons during the roosting season .Some has employed themselves as tourist guides and also established home stays in and around the village which had a great impact on the employability of the local people in particular.

Mount Tiyi

Mount Tiyi is situated at the south eastern part of Wokha district which is roughly 2000 meters above sea level.

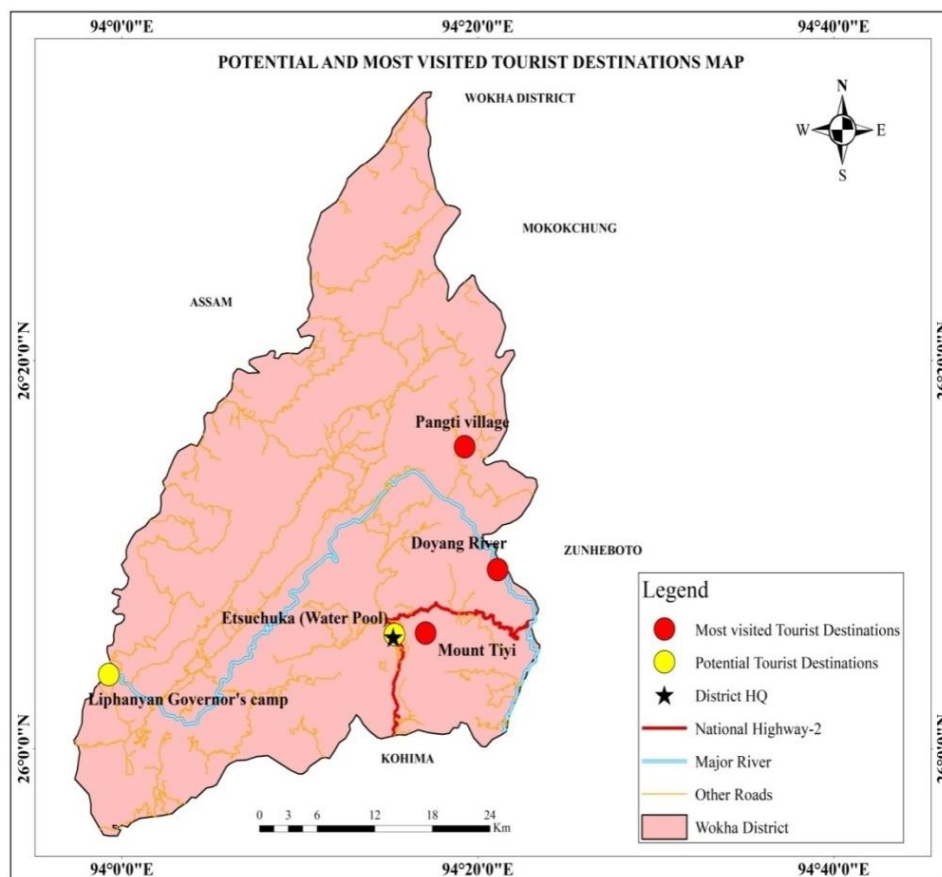


Figure 3.6 Most visited tourist destinations of Wokha district

It is one of the sought after attractions of Wokha district in particular and Nagaland State in genera(Plate 3.22).The Mount Tiyi has both mythical and aesthetic value which has been passed down from generation to generation. It is well known for its secret orchard which is believed that only a few people could witness in their visit. There are a lot of beliefs linked

with the spot, that the mount Tiyi is the ‘abode of the lost souls’. It is also referred to as ‘the mountain of life’ because there is a life streaming water/spring called as the ‘Longritsu’. Legend has it that the departed souls wash their hands in the ‘Longritsu’. There is another legend about the life streaming water, that if the water drips into the palm of a person, it is an omen that his life span is at hand. Also, it is believed that footprints are seen at the ground of the water that dropped, wherein the direction of the footprints forecast the destiny of the sick people and also the dying. Therefore, if the direction of the footprints face towards the village, they will survive, but if it is directed towards the entrance of the land, they will die within no time. One astonishing asset of the Mount Tiyi is the Rhododendrons which is also termed as the ‘flower of the dead’ which beautifully glad the mountain. Owing to the beliefs and spirituality of the ancient being solely attached to the site, efforts are made by the village authority to replenish the flora and fauna. Mount Tiyi is valued even today for its mythical and aesthetic significance. People go for trekking during the dry season to this beautiful site, thus boosting the adventure tourism of the State in particular.

Doyang River

Doyang River is the biggest and the longest river in Nagaland which originates from Japfu Hill and passes through Kohima district which moves in a south west direction and changes

Its direction northward into Zunheboto and Wokha Districts and flows into Dhansiri in Sibsagar district of Assam .Owing to the location of the project with the gigantic Doyang river flowing, the Doyang river is an important tourism hot spot. The best time to visit Doyang Hydro Project is between the months of October and February when the weather is dry and also provides a panoramic view of the surrounding hills. Besides, it is one of the most sought after places in the State owing to its recreational asset starting from picnicking to witnessing aesthetic view of the massive flight of the Amur Falcon during the roosting season (Plate 3.19). There are several home stays surrounding the Doyang Hydro project that makes it even easier for the visitors to have a comfortable stay. Camping is also very popular during the winter season at the Doyang River Project area, wherein, campers from within the state and other domestic and international tourists/campers gather and perform the recreational activities.

Liphanyan Governor's camp

Situated at the foothills of Totsu, Liphanyan Governor's camp is another tourist attraction in the District. River Doyang could be viewed from the camp in all its splendid beauty. Over the past few years, the spot has become popular among the recreation enthusiasts for rafting, angling, picnics and also river camping.

Etsuchuka (Water pool)

Located right in the heart of the town, Water Pool, which is popularly known as Etsuchuka, is one of the tourist potential areas of Wokha district. One astonishing feature of the Pool is that it is in the shape of a bow and is surrounded by beautiful rare orchids that catch the eye of the beholders. One historical importance of the Etsuchuka is that during the British rule, the British were the first to draw water from this lake when they had set up their government in Wokha.

3.5. ZUNHEBOTO DISTRICT

Situated at the heart of Nagaland State, Zunheboto district is inhabited by the Sumi Nagas. The District is bounded by Mokokchung and Phek districts in the north and south respectively, Kiphire and Tuensang districts in the east and Wokha and Kohima districts in the west. Zunheboto is termed as the Land of Warriors because the warriors of Sumi tribe were known for their bravery during the olden days. There are 13 administrative blocks in Zunheboto district namely Aghunato, Akuhaito, Akuluto, Asuto, Atoizu, Ghathashi, Pughoboto, Saptiq, Satakha, Satoi, Suruhuto, V K and Zunheboto Sadar.

Being the home to Blyth's Tragopan, the State bird, a rare species of bird, Zunheboto is often regarded as a paradise of the birdwatchers. The Sumis are figured on to hold several festivals, amid which Tuluni, a harvest festival, is the most salient festival to observe and celebrate which is celebrated in month of July. This is a festival to mark the end of dry season and the beginning of new fresh yields. The Sumi Nagas involve themselves in offertory prayers, dances and music, merry making, and enjoy the exotic Sumi cuisines.

Satoi Village

Satoi, a village in Satakha Tehsil, is located in the southern part of Zunheboto district which is believed to have the only remaining undisturbed forest in the district which is glad with fresh green trees and vegetation. Tourists can also witness the Blyth's Tragopan, a rare

bird species in Satoi range. The site is famous for camping and trekking and offers facilities for the recreational activities. During the months of April and May, rare rhododendrons can be spotted in parts of Satoi range. For the adventurous visitors, one can get access to rental cars from the main town of Zunheboto and drive till the foothills of Satoi and finally trek all the way up and witness the wondrous adventure.

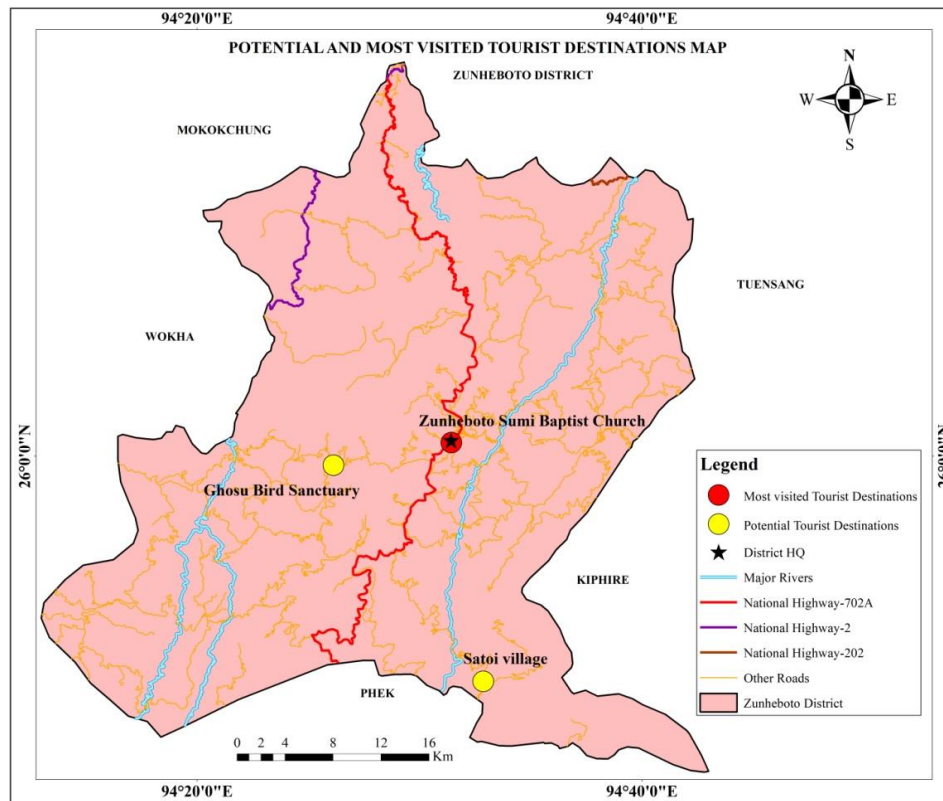


Figure 3.7 Potential and Most visited tourist destinations map of Zunheboto district

Ghosu Bird Sanctuary

Located at the heart of Zunheboto district at Ghukiye village is the Ghosu Bird Sanctuary. It is maintained and conserved by the Ghukiye village community adhering to strict laws. Earlier it was a place of excessive hunting and poaching of the Nagas but the strict anti poaching laws of the community had resulted into a huge impact taking into consideration the conservation and preservation of the rich and unique species of birds. A watch tower has been constructed for the tourists, ornithologists and bird lovers to witness the wide range of avifauna. Cuckoo, Himalayan Black Bulbul, Oriental Magpie Robin, Great-eared nightjar etc. are some of the commonly spotted birds of Ghosu Bird Sanctuary. Owing to the fair weather conditions, Ghosu Bird sanctuary is often visited during the months of January to May.

Sumi Baptist Church

Sumi Baptist church is situated atop the hill at the heart of Zunheboto district which can be spotted from the surrounding villages of Zunheboto district. The church has received its recognition as the 'Largest Church in Asia' which is stood 1864 meters above sea level. The church is an eight storeyed building with a seating capacity of eight thousand five hundred. The foundation stone of the Church was laid on May 7, 2007 and completed on March 31, 2017, thus the time taken to built is ten years. The dimension of the Church is 203 ft in length, 153 ft breadth and 166 ft high with a total area of 23,73,476 sq. ft.. The Church is open throughout the year which allows tourists and invitees. The majestic Church attracts a lot of tourists owing to its aesthetic beauty and recognition and stands as an important tourist spot in Nagaland.

3.6. DIMAPUR DISTRICT

Dimapur district is located at the south western part of Nagaland bounded by Peren district on the south, Kohima district on the east, Karbi Anglong district of Assam on the west and Golaghat district of Assam on the north. It covers an area of 927 sq. km. The National Highway 29 connects Dimapur with Kohima district and also the neighbouring states of Mizoram, Tripura and Manipur. It is the ancient capital of the Kachari tribe which existed before the 13th century A.D. Dimapur is often regarded as the 'Gateway of Nagaland' because the only airport and the rail head are located in the district, and also the 'commercial hub' of the State since most of the commercial activities is centered around the district. Dimapur city is unique in its character where different communities have settled which portrays a mini India.

The Triple Falls

The Triple Falls is located at Siethekima village of Dimapur which is well maintained by the Department of Tourism, Nagaland. The falls constitutes three breathtaking and glistening streams cascading from a height of 280 meters being merged into a natural pool (Plate 3.16). The surrounding areas of the Triple falls serve as a good destination for trekking enthusiasts. The Triple Falls is a prime tourist attraction in the district. The best time to visit the fall is during the months of October to March when the place does not receive rainfall that makes the visit more pleasant specially for trekking.

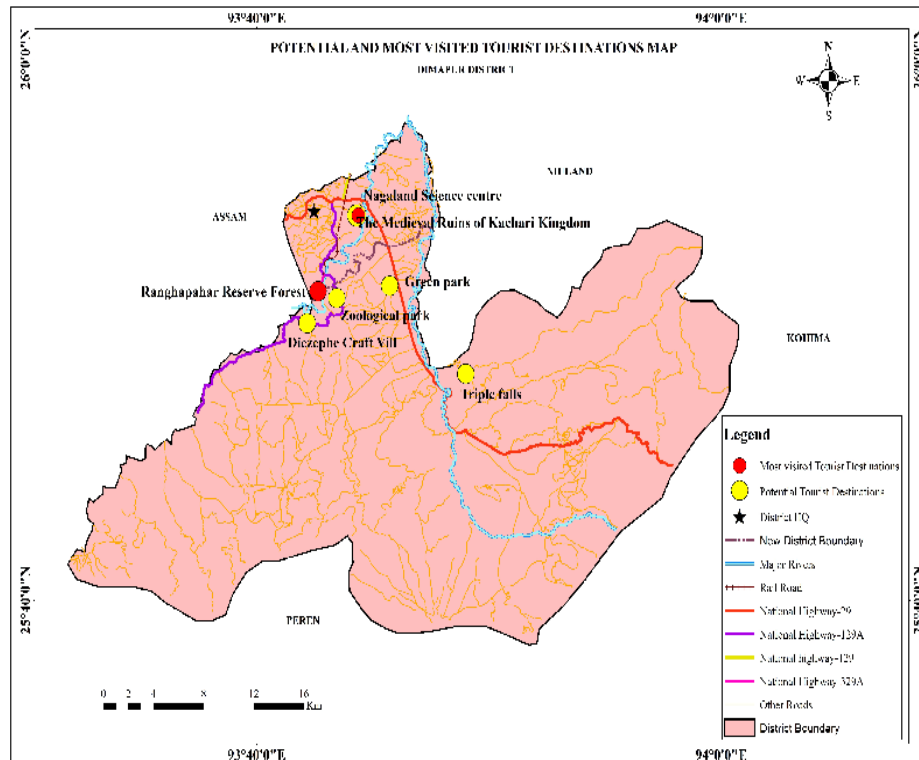


Figure 3.8 Potential and Most visited tourist destinations map of Dimapur district

The Medieval ruins of Kachari Kingdom

The Medieval ruin of Kachari Kingdom, which is often called as Kachari Ruins or the Dimasa Kachari Ruins, is a historical tourist spot in Dimapur city. The ruins are a number of remnants which measures up to eight to ten feet in height. It is believed that the ruins, which are a series of mushroom doomed pillars, were created by the Dimasa Kachari Kingdoms who ruled prior to the Ahom invasion during the thirteenth century. The purpose and origin of the pillars remain a mystery. Legend has it that a game akin to that of chess was played using the mushroom shaped dooms (Plate 3.26). Motifs like a man adored in head gear raising his arms to the sky seemingly in celebration, lotus, flowers, deer, elephant, cow etc. can be seen. The Kachari ruins remain a glory of the North East and also the Department of Tourism of Nagaland. Iron railings have been installed by the government to protect the ruins from vandalism. The stones are beautifully sculpted with aesthetic design that makes the place unique and attractive. However with time, the designs have lost their original shape, but one thing that sets them apart is their historical importance that reflects the elements of the indigenous Aryans. The Ruins of Kachari are extremely worth the visit which will allure all the visitors in general and lovers of history and art in particular.

Rangapahar Reserve Forest

Rangapahar Reserve Forest is a popular tourist destination in Dimapur district of Nagaland. The reserve forest adds fame to the ecotourism of the State. It is well known for its conservation of flora and fauna. Besides, there are variety of species of birds which attracts the tourists and visitors who love bird watching. The appealing landscape has lush green vegetation which is a permanent residence for the animals like porcupine, antelope, spotted deer, elephant, boar etc. Apart from these animals, the forest provides shelter to snakes like- Indian rock python, rattle snake, and birds like parrot, woodpecker, hornbill (Plate 3.18), peacock, raven, geese etc. One important rule of this Reserve forest is that the tourists or any visitors are not allowed to feed the wild animals. However, photography, videography and safari are allowed, meanwhile charges apply for videography and safari.

Green Park

The Green Park is one of the most refreshing tourist attractions of the District. It is located at 4th mile, Dimapur. It is a paradisaal recreational spot where the nature is breathtaking. As the name signifies, the Green Park is adorned with fresh beautiful greenery. Other attributes of the park is that it has facilities of restaurant, resting shades, boating, etc. which makes the visitors/tourists. The park is open for private events, gatherings, wedding reception etc. Therefore, Green Park is one of the potential tourist areas in the district owing to its facilities in providing the visitors and tourists with recreational amenities.

Dizephe Craft Village

Dizephe is a village under Dhansiripar block which is located at about 13 kms away from Dimapur city. It is home to the Tenyimi community who are well known for their artistic craftsmanship. The people are known for their expertise in weaving and also traditional art, woodcarving, bamboo, cane work and several other handicraft and handloom products (Plate 3.2). The Nagaland Handloom and Handicrafts Development Corporation Limited (NHHDC), Head Office at Dimapur, provide resources and support to the people. Handicrafts marketing workshops, trainings and seminars are being held initiated by the NHHDC. In recent times the Dizephe village took a significant spot in exporting the craft products to the other districts of the State and also to the neighbouring States. This remote village of Nagaland has been an important tourist destination owing to its cultural aspect and the uniqueness in the craftsmanship that attracts tourists and visitors. A walk along the streets of Dizephe village

and witnessing the simple life of the village folks and watch them making beautiful products by their hardworking hands and creative minds is awe inspiring for the onlookers.

Nagaland Science Centre

Nagaland Science Centre is located behind the Super market area Dimapur which is one of the interesting tourist attractions. It was established under the Department of Science and Technology, Government of Nagaland. The Nagaland Science Centre was initiated and developed by the NCSM (National Council of Science Museums, Ministry of Culture, and Government of India which was dedicated in the year 2004. It is agreeable that science is best realized through different experiences and experimentations. This science centre is suitable for acquiring science and technology which makes it easier for self learning through the experiments.

The main focus of the Science Centre is to make learning science interesting and fun in an informal way. The different galleries include: children's corner, our senses, fun science, planetarium that beautifully displays the night sky.

Zoological Park

The Zoological Park, also known as Nagaland Zoological Park is one of potential tourist destinations of Nagaland. It is located 6 kilometers away from the main town of Dimapur district with an area of about 176 ha (now in Chumukedima district). The park has rolling plateau with low lying plains which are suitable for aquatic birds. The park was officially inaugurated in 2008. The main aim in initiating the maintenance of the park is protect and conserve the flora and fauna of the region. Hence it serves as a conservation centre of both flora and fauna in the State. For tourists wanting to visit during pleasant weather conditions, October to March is the best time to visit. The park has attracted a number of scholars, fauna enthusiasts, nature lovers, etc. Currently, the zoo hosts a good range of animals, birds and reptiles like the barking deer, leopard, Himalayan black bear, owls, eagles etc, which apparently a large number of tourists. Several efforts are being made by the concerned authorities of the park to transform the park with world class facilities with the aim that in the near future this biodiversity hotspot has a benchmark in the tourism sector of the State in particular and the country in general.

3.7. KOHIMA DISTRICT

Kohima is the capital of Nagaland which is situated at the southern part of the State at an altitude of about 1444 meters above sea level. The district headquarters is at Kohima city. The district is bounded by Zunheboto and Phek districts in the east, Dimapur and Peren districts in the west, Wokha district in the North and the State of Manipur in the south. Kohima district is home to Angami and Rengma Naga tribes. The district is subdivided into eight administrative circles, namely, Tseminyu, Tsogin, Chiephobozou, Botsa, Kezocha, Jakhama, Kohima sadar and Sechu-Zubza. There are a number of local artisans whose products are sold in the local markets, popup shops, etc. (Plate 3.1) Kohima has gained its popularity in the tourism sector be it ecotourism, cultural heritage, adventure etc.

Dzükou Valley

Dzükou Valley is located at the Southern part of Kohima district at the borders of the Manipur State and Nagaland state (Plate 3.21). The valley is an extend of the territory of Viswema village with an elevation of 2452 meters above sea level. The Dzükou valley had contributed in the development of ecotourism in the State over the years. It is bestowed with several unique species of flora and fauna which includes the Dzükou Lily and Blyth's Tragopan, the State bird of Nagaland, Asian golden cat etc. The valley is often termed as 'the valley of external charm' and also 'valley of flowers' for the reason that it has a magnificent and aesthetic landscape and also have a rich floral diversity. Dzükou valley has been a major tourist attraction especially for trekkers and nature lovers. Dzükou valley is not only known for its beauty but also has a legendary history that has been preserved from generation to generation.

Legend has it that the stream that flows through the valley has the power of healing that purifies the body and heals sickness. Another folklore narrates that there is a spirit of a female who lives in the Dzükou valley and takes the life of a male every year. There are several other legends relating to the Dzükou valley which astonishes the visitors, academicians and historians alike. Tour operators like the India trail offers tour packages which are convenient enough for people travelling from other parts of the country and abroad. The Dzükou valley has so much to offer to the trekkers and tourists which are considered one of the most adventurous tourists attract not only in Nagaland but also of the North East India.

Kisama Heritage village

Kisama Heritage village is also known as Naga Heritage village which is located at the southern part of Kohima district. It is 12 kilometers away from the Kohima city. Kisama is the main venue for the Hornbill festival that is celebrated in the first week of December every year.

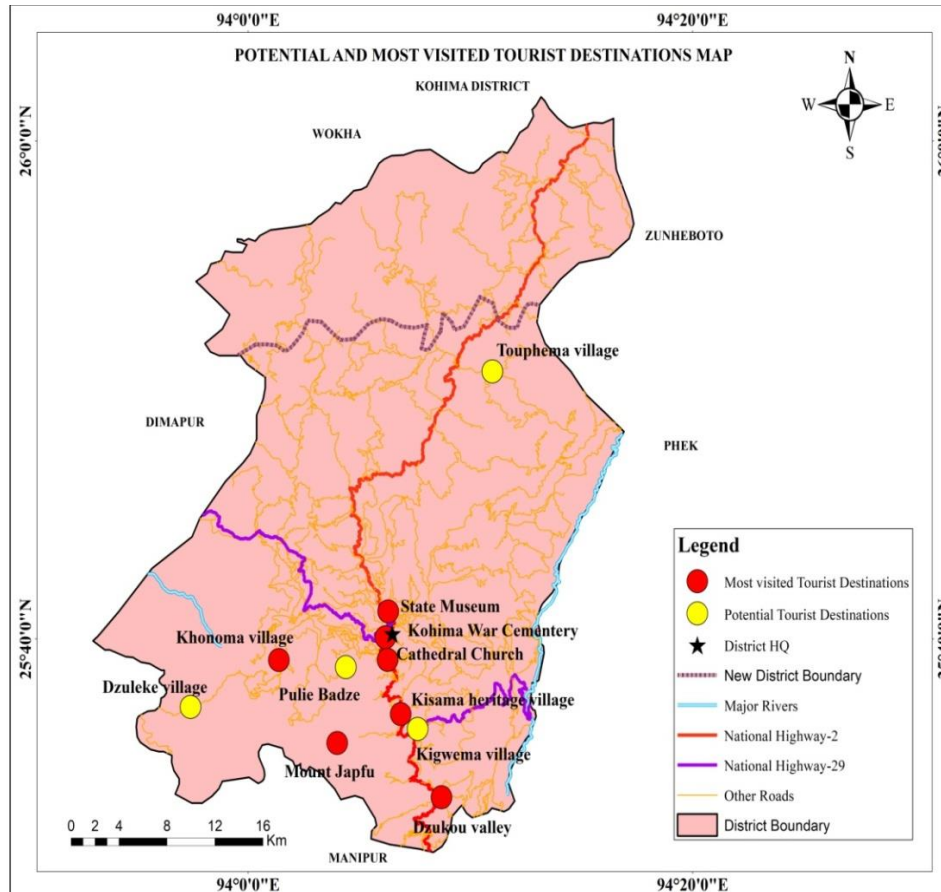


Figure 3.9 Potential and Most visited tourist destinations of Kohima district

The rich heritage of the village speaks volume about Naga culture, customs and traditions. The village is designed in a traditional way to offer an authentic feeling of a true Naga village and also make the visitors travel back in time. The traditionally built houses have thatched roofs, wooden walls and different designs of wood carvings which have the essence of a rural life. There are sixteen tribal Morungs which are made for all the sixteen major tribes of Nagaland, designed architecturally in indigenous Naga design. The village is an important tourist hotspot in Nagaland not only for its cultural importance but also for its serene nature. Tourists from all over visit each year to witness the famous International Hornbill Festival.

Mount Japfü

Mount Japfü, the second highest peak in Nagaland, is located at the southern part of Kohima district which is about 15 kilometers from Kohima city. The mountain provides one of the most difficult treks in Nagaland which stands at an altitude of 3048 meters above sea level (Plate 3.20). The trekkers need to first reach the village of Kigwema and begin to hike from a point at the surrounding areas of Japfu Christian College to reach the peak. On reaching the peak, one can have a beautiful panoramic view of Kohima and the surrounding areas. The Japfu peak is well known for being home to the tallest rhododendron tree in the world and holds the Guinness Record which is approximately 108 feet tall and is still growing.

State Museum

The State Museum is situated at Upper Bayavü Hill at the State Capital. It is a famous tourist attraction of the State which exhibits the tradition and history of the Nagas. The State Museum has a rich stock of cultural and traditional items that has been collected from across the state from the olden days. In short, one gets the glimpse of the Naga people and the culture of the past and present. The museum has the collection of statues, different jewellerys of the tribes of the Nagas, a ceremonial drum, etc that highlight the culture of the Nagas. There are traditional Morungs of the major tribes of Nagaland beautifully maintained which show casts the village life of the past and also which can be seen in many villages across the State.

Kohima War Cemetery

The War Cemetery at Kohima clearly displays the important geostrategic location of the state of Nagaland (Plate 3. 23). It is a monument building memory of the fallen soldiers of the allied force during the World War II, and also a monument that mark the end of the World War II which not only attract tourist from all over the world but also academicians, war legion and important dignitaries including like Prince Andrew, the Duke of York, to pay homage to the hundreds of soldiers of allied forces who fell in the fierce battle of Kohima to name one.

Khonoma Village

Khonoma green Village in Kohima district is another true heritage village of the Nagas. Situated some 20 km away from the capital city, Khonoma green village is an

exemplary of the human-nature symbiotic relationship the Nagas once had is still continued in the present form. Traditional agricultural systems, rich biodiversity in the village, number of rock monolith traditional as well as modern history where some of them displays the model of Naga resistance against the British invasion (several battle and peace treaty with the British) all these elements attract hundreds and thousands of tourist throughout the year.

Pulie Badze

Pulie Badze is located at the southern part of Kohima city near Jotsoma village. Pulie Badze means Pulie's seat in Angami dialect. It is a wildlife sanctuary which is spread over 9.23 square kilometer. The sanctuary is bestowed with lush green forest and fauna. There is a legend that Pulie was a brave farmer who fought with a serpent during the days of yore which used to consume all of his harvest. Unfortunately the serpent swallowed Pulie and literally he became a spirit. Pulie's family looked for him but to no avail; they heard only his voice that kept going farther and farther. They lost hope to see him and kept a chair in the middle of the field for his spirit to be seated. Thereon, the area is known as Pulie Badze. Pulie Badze has become a sought after tourist attraction since the past few years. People travel to this hotspot in the form of recreational purposes.

Kohima Cathedral

The Cathedral of Kohima, the centre of the Catholic Church of Nagaland was founded in the year 1989. It is the church of the Bishop of the diocese of Kohima and the centre of the Catholic Church of Nagaland. The Church is known for its architectural beauty, crucifix, interior designs, and paintings and also holds religious value for the Nagas and Christians around the world (Plate 3.30). The Church has become an important tourist attraction in the State.

Dzuleke village

Dzuleke village is located 40 kilometers away from the State Capital at the southern part of Kohima district. It is mostly inhabited by the Angami Nagas, a major tribe in Nagaland. Dzuleke offers many an ideal spots for camping and picnicking. One astonishing feature of the village is the village community takes pride in conserving and preserving the forests as much as possible. This wise contribution has made the village greener and most importantly the village has reach a spot in the community participation for forest preservation in the State in general and the district in particular. Dzuleke is also known for the presence of

ancient forest and rich biodiversity. In the periphery of the forest is found with several farmhouses, an ideal site for picknickers (Plate 3.31) and tourists.

Touphema village

Touphema village, also regarded as ‘Touphema Tourist Village’, is one of the ancient heritage villages of the State. The traditional huts are beautifully set up and tourists who visit get the opportunity to discover an insight of the social system, culture and governance of the Nagas. The warm hearts of the villagers welcome visitors with pleasing personalities and let them taste their special cuisines in their homes. One unique feature of the Touphema Tourist village is the Museum which offers a massive ethnographic collection that includes wood carvings, musical instruments, handicrafts, traditional artifacts etc.

Kigwema village

Located at the southern part of Kohima, Kigwema village is inhabited by the Angami Nagas. The village is bounded by Kezoma in the east and south east, Jakhama in the south, Phesama in the northwest, Pfuchama in the north and Kezo town, Mitelephe and Sakhabama in the northeast. The prime asset of attraction of the village are the beautiful terrace cultivation fields, the unique traditional wooden houses, community shelter, inscribed Stone Memorial and the life of the local people that gives an insight of the Angami Nagas. The village has become a popular tourist spot in the State as a community village.

Apart from the destinations cited above, there are many more destinations which are gaining popularity lately. Some of them are:-

Veda Peak, also known as Pak Koi, is the highest peak in Mon district with an elevation of 2750 meters. It is situated approximately 70 kilometers away from the district headquarters towards the east. This is a picturesque tourist attraction where one can view the surrounding scenic beauty. Besides, the Rivers Chindwin (Myanmar) and Brahmaputra (India) are visible on a clear day. The peak has also historical importance as the British first set up their camps and planted opium in the land of Konyak Nagas.

Süteplenden waterfall is a perennial waterfall located at Longkong village of Mokokchung district which is 27 kilometers away from the district headquarters. At a height of around 200 feet, this aesthetically beautiful owing to its serene atmosphere and gentle landscape (Plate 3.29). The Süteplenden waterfall has been completed and funded under the Swadesh Darshan Scheme under tribal circuits category (2023). It is a go to destination for

nature lovers as the whole area is surrounded by serene nature. It is an ideal destination for picnicking and for stress relieving away from the crowded places.

Another emerging destination in Mokokchung district is Yimchalu. It is a small extended village of Sungratsu village. It is becoming one of the most sought after destinations especially for the local visitors from in and around Mokokchung district and also from the nearby districts like Wokha and Zunheboto. The village community works together and individually to turn the village into a popular tourist destination in the coming years. There are some popular recreational spots in the village like- A for Boy, Mejung's Park, the Woods, Green Pliss, Ngayugen and Pony Land. These spots offer activities like angling, picnicking etc.

Langpangkong caves are located between the valleys of Dikhu and Tzüla rivers , between Tuli and Changtongya towns of Mokokchung district. The caves are not only fascinating but also have a historical importance. Legend has it that the Ahom king who fled from Sivasagar took shelter in these caves. It lacks the aesthetic beauty that is found in other caves but due to its historical importance, it is slowly attracting a good number of tourists even from Assam.

The botanical garden located in New Minister's Hill Ward which is looked after by the State Forest Department. It has a beautiful collection of flowers of immense beauty which attracts a number of nature lovers. If well maintained, it has the potentiality to attract a lot more tourists in the future.

Another potential tourist destination is the Kapamodzü peak (Phek district) which is gaining its popularity due to its beautiful nature and pleasing weather (Plate 3. 28).

Sendenyu Community Biodiversity and Wildlife Conservation Reserve:

Description

Country	India
Area (ha)	2200
Ecosystem Type	Forest, Wetlands and rivers, Others → Mountain Ecosystem
Origin	Revived by community initiative
Motivations	Self empowerment, Religious/cultural sentiments, Natural habitat and species conservation, Wild biodiversity conservation, Response to external threat
Land Ownership	Community Owned

Table 3.2 Sendenyu Community Biodiversity and Wildlife Conservation Reserve

Source: <https://communityconservedareas.org/data/show/383> retrieved on 17th August 2023

Sendenyu village is located 28 kilometers toward the North from the district headquarters of Kohima (now under Tseminyu district). The total area of the village is 80 square kilometers. Farming is the mainstay of the people of the village. They practice shifting cultivation, settled cultivation.

“The wildlife reserve in Sendenyu village, about 1 km down the hill, was formed as a result of discussions initiated in the Village Council (VC).. The objective was to conserve and protect the rich wildlife heritage of the village and to maintain ecological balance as also to check local extinction of wild animals. The VC selected the land for the reserve based on its low productivity, high gradient and rocky geology. The land belonged to the individual owners and was used for timber and firewood collection. The owners originally objected to the plan but were persuaded by the VC to donate the land for the larger cause. In return, the owners received LPG connections from the forest department under Forest Development Authority (FDA) 1 funds. Similar other benefits for the landowners are being considered by the VC. Subsequently, the VC has passed a Sendenyu Village Council Wild Life Conservation Act, 2001 (see Annexure 1). The declaration of ‘Sendenyu Village Wildlife Protected Area’ was announced in a written resolution on 1 January 2001, along with a map specifying the boundaries of the protected area (PA). The Act specifies that the PA will be managed by a committee consisting of one chairman and one secretary, with gaon buras (village elders) and presidents of the Youth Organization, Sendenyu VC and New Sendenyu VC as the ex-officio members of the committee. The committee also has some advisers. The Act is subject to make amendments from time to time with the approval of the maximum representation of Sendenyu general public.

Although the elders talk about a much thicker forest and an extensive diversity of animals in the past, the village still harbours some populations of barking deer, Asiatic black bear, sambar, wild boar and many species of birds. Villagers have taken up plantation of cherry trees to attract birds, and have fenced off a part of the area to prevent grazing. In addition, the villagers contributed to pay compensation to the church to move out their cattle camp from the wildlife sanctuary. Realizing that animals cannot be protected in small islands, the village brought in an amendment in January 2005 to also declare the forests surrounding the hunting reserve (owned by individual families) as a no hunting-zone, although all other uses are allowed here. The period between February and the end of monsoons has been

declared a 'no hunting' period in the entire village. Additionally, hunting of sambar is banned throughout the year within the boundaries of the village. Hunting in prohibited areas and seasons attracts heavy penalties. The fines vary depending upon the species hunted. For example, the fine for hunting a sambar is highest (Rs 5000), as the sambar population is rapidly decreasing in the village. The village had a bounty on wild dogs or dhole (Cuon alpinus) for a year. Their contention was that wild dogs were responsible for decreasing the sambar population. However, they soon realized that wild dogs were very much a part of the ecosystem and the bounty was withdrawn.

The Wildlife Protection Committee has taken up a number of activities in the years 2004 and 2005. These include, among others, regular monitoring of the prohibitions, plantations of fruit trees to attract birds, fencing of some vulnerable areas, erecting signboards about the rules and regulations for the sanctuary.

According to the villagers, protection measures are quite strong because youth are involved in protection. The extent of protection is obvious from the fact that in normally silent surroundings, as soon as one enters the wildlife reserve the ears are filled with a cacophony of birdcalls. In the absence of any assessments and studies either by the village community or outsiders, it is difficult to understand the exact impact of the conservation effort.

There are dozens of wildlife conservation efforts in Nagaland. Most villages have cordoned off portions of the village and left them completely inviolate. This clearly shows that village communities understand the need to create inviolate zones for biodiversity conservation. In Sendenyu, villagers are clear that the effort is not meant for any kind of recognition or gain, but just to ensure that there is wildlife for future generations.”⁴

Dimapur is a border town between Nagaland – Assam and is one of the fastest growing city not only in Nagaland but in the North Eastern Region. Hongkong market in Dimapur is known for availability of variety of ranges of goods from clothing to flowers, decor items, electronic gadgets etc. at the most reasonable price which are imported from Thailand, Myanmar, China, Korea etc. Dimapur is witnessing a lot of shoppers, businessman,

⁴ <https://www.indiatvnews.com/pincode/nagaland/kohima/sendenyu> retrieved on 17th August 2023

visitors from all over the State and the neighbouring states as well. Over the years, it has witnessed a good number of tourists visiting the market during their tour.

New tourism projects were inaugurated in the month of January 2023 in the sole purpose of promoting tourism industry and fulfilling the needs of the tourists. This would be also beneficial for the local communities too in terms of livelihood opportunities. “The projects include Pilgrimage Facilitation Centre at Aizotu, Zunheboto under Prasad Scheme at a cost of I.650.84 lakh and under Swadesh Darshan Scheme– Dikhu Eco Resort (I. 693.72 lakhs), Tribal Circuit in New Peren (I.3316 lakhs), Tizit Eco Resort in Mon (1. 487.89 lakhs), Ungma Tribal Hub (1. 2804.32 lakhs), Süteplenden Waterfall Mokokchung (1. 510.91 lakhs and Doyang Eco Resort, Wokha (1. 3554.60 lakhs)”⁵

These projects would act as medium to promote art and handicraft, cultural heritage, local delicacies for generating livelihood to the people and enhance the tourism sector of the State.

3.9. SWOT ANALYSIS

Through the field survey, the Strength, Weakness, Opportunity and Threat that the Nagaland State Tourism faces are listed below:-

Strengths:

- Incredible natural attractions and beautiful landscapes.
- Luxuriant or lush green forests and wildlife.
- Unique culture.
- Continuous practice of colourful tribal festivals of each tribe.
- Unique tribal customs.
- Distinct tribal costumes.
- Unique lifestyle of the tribal villagers.
- Fine quality local handicrafts and handloom.
- Hospitality of the people.
- Unique, special and delish local cuisine.
- Museums that preserve the ancient Naga culture arts and artifacts.

⁵ <https://nagalandpost.com/index.php/khehovi-inaugurates-7-tourism-projects/> retrieved on 17th August 2023

- Historical /heritage sites.
- Cultural tourism.
- Eco-tourism.
- Rich oral history.

Weaknesses:

- Improper spot verification.
- Acute awareness of the people about the importance of tourism.
- Less innovativeness.
- Entry formalities.
- Low accessibility.
- Poor infrastructure.
- Slow growth of tourism services.
- Less availability of skilled/trained man power.
- Inadequate publicity.
- Inadequate information on the department website.

Opportunities:

- High growth of domestic tourism.
- Expansion of eco-tourism.
- Progression in international tourism.
- Job opportunities.
- Improvement in transportation system.
- Improvement in infrastructure.
- Increase of community tourism.
- Proper central assistance.
- Improvement and rise in local entrepreneurs.
- Spread culture.

Threats:

- Deforestation.
- Land issues.
- Random killing of birds and animals.
- Militarization.
- Unrest political issues.

- Occurrence of insurgency.
- Waste Pollution.

Strengths	Mon	Tsg	Mkg	Wkh	Zbto	Dmp	Khm
Incredible natural attractions and beautiful landscapes	✓	✓	✓	✓	✓		✓
Luxuriant or lush green forests and wildlife	✓	✓	✓	✓	✓	✓	✓
Unique culture	✓	✓	✓	✓	✓		✓
Distinct tribal costumes	✓	✓	✓	✓	✓		✓
Unique lifestyle of the tribal villagers	✓	✓	✓	✓	✓		✓
Fine quality local handicrafts and handloom	✓	✓	✓	✓	✓	✓	✓
Hospitality of the people	✓	✓	✓	✓	✓	✓	✓
Unique, special and delish local cuisine	✓	✓	✓	✓	✓	✓	✓
Museums that preserve the ancient Naga culture, arts and artifacts	✓	✓	✓	✓		✓	✓
Historical /heritage sites	✓	✓	✓			✓	✓
Cultural tourism	✓	✓		✓	✓		✓
Eco-tourism	✓	✓	✓	✓	✓		✓
Rich oral history	✓	✓	✓	✓	✓		✓

Table 3.3 Table showing Strengths of districts

Weaknesses	Mon	Tsg	Mkg	Wkh	Znbt	Dmp	Khm
Acute awareness of the people about the importance of tourism	✓	✓	✓	✓	✓		
Less innovativeness	✓	✓	✓	✓	✓	✓	✓
Entry formalities	✓	✓	✓	✓	✓	✓	✓
Low accessibility	✓	✓					
Poor infrastructure	✓	✓	✓	✓	✓		✓
Slow growth of tourism services	✓	✓	✓	✓	✓		
Less availability of skilled/trained man power	✓	✓	✓	✓	✓	✓	✓
Inadequate publicity	✓	✓	✓	✓	✓	✓	✓
Inadequate information on the department website	✓	✓	✓	✓	✓	✓	✓

Table 3.4 Table showing Weaknesses of districts

Opportunities	Mon	Tsg	Mkg	Wkh	Zbto	Dmp	Khm
High growth of domestic tourism	✓	✓	✓	✓	✓	✓	✓
Expansion of eco-tourism	✓	✓	✓	✓	✓		✓
Progression in international tourism	✓		✓	✓	✓	✓	✓
Job opportunities	✓	✓	✓	✓	✓	✓	✓

Improvement in transportation system	✓	✓	✓	✓	✓	✓	✓
Improvement in infrastructure	✓	✓	✓	✓	✓	✓	✓
Increase of community tourism	✓	✓	✓	✓	✓		✓
Proper central assistance	✓	✓	✓	✓	✓	✓	✓
Improvement and rise in local entrepreneurs	✓	✓	✓	✓	✓	✓	✓
Spread culture	✓	✓	✓	✓	✓		✓
Rapid commercialization	✓	✓	✓	✓	✓	✓	✓

Table 3.5 Table showing Opportunities (District wise]

Threats	Mon	Tsg	Mkg	Wkh	Zbto	Dmp	Khm
Deforestation	✓	✓	✓	✓	✓		✓
Land issues	✓	✓	✓	✓	✓	✓	✓
Random killing of birds and animals	✓	✓	✓	✓	✓		✓
Militarization	✓	✓				✓	
Unrest political issues	✓	✓					
Occurrence of insurgency	✓	✓					
Waste Pollution	✓	✓	✓	✓	✓	✓	✓
Lack of awareness/education	✓	✓	✓	✓	✓	✓	✓
No proper policy	✓	✓	✓	✓	✓	✓	✓

Table 3.6 Table showing (Districts wise)

3.10. Conclusion

In the backdrop of the rich cultural heritage and nature, many activities have been initiated for the development of tourism in the state. However, the state of Nagaland faces many challenges for the sustainability of tourism development in the state. Some of the major challenges which bottleneck tourism development in the state are lack of infrastructure (poor connectivity and poor road condition, lack of accommodations, hotels and lodges, poor medical facilities, lack of entertainment facility), state militarization in the border areas and the fast changing cultural lives of the people from traditional to western lifestyle as a result of modernization. The state experiencing an overall transition in terms of social, cultural and economic. Many traditional and cultural values has been compromised with the fast changing global culture as for instance, the traditional art and handloom products has paved a way for the imported fashion outfit and so as the entire lifestyle pattern. Many traditional values and systems are being replaced by the fast changing global values and systems that threaten the very basis of the native cultural sustenance. With all these challenges the Naga cultural heritage and the various tourism related to developmental activities try to assert its place for a sustainable tourism.

Over the past two decades or more, Nagaland has experienced streams of tourists entering the state particularly during the international Hornbill Festival and it has been realized that there is immense potential for not only cultural tourism but eco-tourism, adventure tourism, rural tourism, etc. The dilemma for future development is that, with the consumerism fast creeping into the lives of the once a traditional Naga live is now fast changing and the present understanding of tourism seems to focus on showcasing the tribal festivals rather than the cultural values and cultural lives of the people. As such, the notion of 'village tourism' needs to be stimulated in policy making, wherein, government initiatives and provisions are of paramount need. Nagaland being located at the confluence of the world region, i.e., South Asia and South East Asia, their affinity to their neighbouring oriental culture can act as a bridge between the two great cultural realms, provided there is a clear strategy for the development of tourism in the state.

CHAPTER 4

TOURISM AS AN ALTERNATIVE TO SUSTAINABLE LIVELIHOOD

Tourism has been an ever increasing and dependable industry for the developed countries for decades and is now taking place intensely in the developing countries. It is not solely leisure or entertainment but also serves as an important instrument for eliminating poverty and unemployment and gives rise to new opportunities. In the recent years, Tourism as an industry has witnessed unprecedented growth. Increase in consumer demand for different experiences like educational and participatory travel has affected in a number of functional tourism markets like ecotourism, cultural heritage tourism, etc. The rapid growing development of the tourism market all over the world guarantees an enormous possibilities and assurance for both developed and developing nations. With the expansion in air, road and rail transport and an increase in facilities, there has been an increase in tourist traffic at an accelerated rate.

Tourism could be considered exceptional phenomena of the 20th century. “ From an activity enjoyed by only a small group of relatively well-off people during the first half of the 20th century, it gradually became a mass phenomenon during the post World war II period, particularly from the 1970s onwards” (Willmore.1998). At the present time, it gain a wide ranging number of people all round the world which can be assessed as a necessary dimension of global amalgamation. The world has become a global village owing to the several inventions exhibited by science and technology. Rapid industrialization has turned the people’s life easier and they do not have to put on hard labour as much as people did a hundred years ago. This has resulted in a good amount of leisure time which has prompted in a travel boom all around the world. It has been estimated in 1997 that around 500 crore people travel for holidays every year and about 65 crores out of them travel internally (Deori. 2015). With increase in interests of the people and also development and discovery of tourist hotspots, 1.5 billion tourist arrivals were recorded in 2019 globally according to UNWTO Report 20th Jan. 2020. Tourism is emerging to be one of the biggest employers as compared to other economic sectors. It offers a wide range of opportunities in various spheres-economic; generates employment and an increase in work force, cultural; exchange of cultural knowledge and brings people closer, political; exchange of political ideas which often leads to national and international integration and also foreign exchange.

Over the years, the idea of ‘sustainability’ has strongly taken over the rhetoric of general debate. Sustainability can be understood as meeting the needs of the present without compromising the capability of the future generation in meeting their own needs. The basic needs of livelihood are: proper access to food, proper health care facilities, fresh clean water,

opportunities in acquiring education, decent housing, involvement in community activities and social integration. Sustainable livelihood concerns for the surrounding environmental and economic resources and focus on individuals. For the first time, the idea of sustainable livelihood was introduced by the Brundtland Commission of Environment and Development which the idea and concept was later expanded at the United Nations Conference on Environment and Development 1992 which recommended for the goal of achieving *sustainable livelihoods* as a prime target for eradication of poverty. The term *sustainable livelihood* is defined by Chambers and Conway: “a livelihood comprises the capabilities, assets (stores, resources, claims and access) and activities required for a means of living: a livelihood is sustainable which can cope with and recover from stress and shocks, maintain or enhance its capabilities and assets and which contributes net benefits to other livelihoods at the local and global levels and in the short and long term. The key terms to highlight the content and depth to sustainable livelihoods as defined by Chambers and Conway are:

Access- opportunity in practice to use a resource, store or service, or to obtain information, material technology, employment, food or income.

Assets- resources and stores (tangible assets), and claims and access (intangible assets), which a person or household commands and can use towards a livelihood.

Capabilities- what a person or household is capable of doing and being. Limited livelihood capabilities compromise the ability to gain a livelihood, including abilities to cope with stress and shocks, to be dynamically adaptable, and to explore and exploit opportunities.

Claims- demands and appeals which can be made for material, moral or other practical support or access. Claims are based on combinations of right, precedent, social convention, moral obligation and power.

Shocks-are impacts which are typically sudden, unpredictable, and traumatic, such as fires, floods, storms, epidemics, thefts, civil disorder and wars.

Stresses-are pressures which are typically cumulative, predictable, and variously continuous or cyclical, such as seasonal shortages, rising populations, declining soil fertility and air pollution.”⁶ Sustainable livelihood aims at poverty reduction and inequality among

⁶ Robert chambers and Gordon R. Conway “Sustainable Rural Livelihoods: Practical Concepts for the 21st century,” IDS Discussion Paper 296 (1991).

people through generation of employment especially among the poor households which would ultimately lead to economic stability.

4.1. Relationship between Resource Utilization, Tourism and Growth: A Conceptual Framework

Tourism is mostly seen as a component that is boon to economic growth and development of a country or region. Given that proper utilization of the resources will attract more tourists, the more tourists the destination attracts; there will be an increase in the income through various means. Resources that have the potential to develop the people's economy, such as natural resources, human resources and social resources (Soetomo, 2012). These three resources if being taken advantage of, by the people, can gradually affect the people's economy. There are much potential available in nature that can be utilized by the community to fulfill their needs and also improve the standard of living, keeping in mind the various means of protecting and conserving the environment at its best. Human resource that acts as factors of production is a potential resource that exhibits the economy of the people with all of its various activities. Human resources are intended as all productive human activities and all of its potential to make a productive contribution to society (Soetomo, 2012). Social resources include both tangible and non tangible items, for example, tangible items include financial capital, goods and services, non-tangible items such as knowledge, community interests, etc. In the development process, it is essential to look into the various social aspects that exist in the society. As a result, cultural elements of the society can be highlighted as patterned and rooted in its initial form. As one form of resources, culture is a medium that enables development can take place successfully (Soetomo, 2012).

One of the essential components that affect the people's economy is the availability of natural resources which are wholly responsible for human survival and development. If the community is able to analyze the potential of the given natural resources and is able to process well, it will improve the economic condition of the local community.

There has been an increase in the natural resource management in several communities for creating harmony between the natural environment and the community, resulting in an increase in the people's economy through wise use resources utilization.

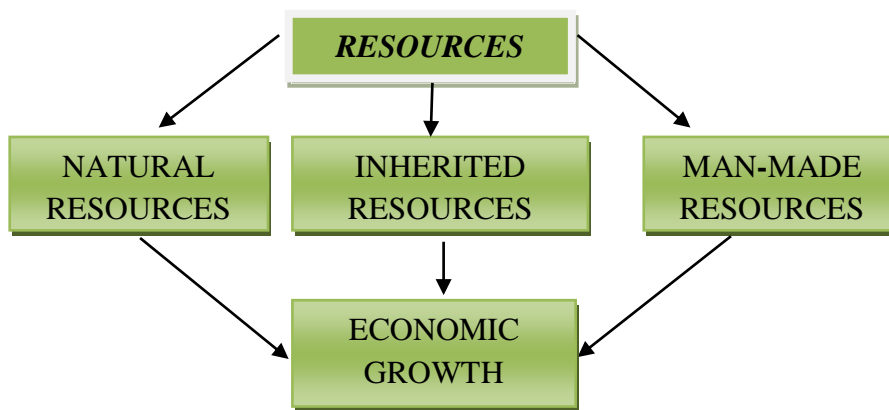


Figure 4.1 Relationship between resource utilization, tourism and economic growth.

Figure 4.1 presents a model that shows the relationship between resource utilization, tourism and economic growth. The analyses to this conceptual framework involves the need to determine and evaluate the usage of resources ,given the variables as inherited and man-made tourism resources and the resulting effect on economic growth. In the words of Prof. Zimmermann, “the word resource does not refer to a thing or a substance but to a function which a thing or a substance may perform or to an operation in which it may take part, namely, the function or operation of attaining a given end such as satisfying a want. In other words, resource is an abstraction reflecting human appraisal and relating to a function or operation.” (Roy.2007). The conceptual framework highlights the three different types of tourism resources, namely, inherited resources, man-made resources and natural resources. Inherited resources include both tangible and non-tangible elements such as oral tradition, historical monuments, and places with historical importance, custom and tradition, etc. With the increase in interests in studies and curiosity among scholars, academicians, historians and tourists, the places which have enough elements of inherited tourism resources are gaining popularity which has led to many outstanding and unique spots taking their place in the tourism map. Man-made resources includes amusement parks, museums, recreational activities, science centers, festivals, ecotourism, etc., environmental resources includes natural landscapes (mountains, valleys, hills), waterfalls, rivers etc. The core aim of innovating and developing various tourism resources is to attract the tourists from all over which in turn uplift the economy of the destination community. The more fascinating and unique a place is, the more tourists it attracts.

There is no way a place could be resourceful and popular if there isn’t any element that people would want to learn and experience. With the given tourism resources, inherited

and man-made and natural, people should be well equipped in renovating and conservation of the given resources. In the meantime, these attractions will draw interests of the tourists and ultimately it will boost the economic growth of the community.

The 10th Planning Commission Report of India 2021 shows more than ten million rural people search for work and livelihood every year. Generating employment options to these rural masses is of prime importance by generating employment options. One chief reason to promote livelihoods is the ardent belief in the crucial rights of human to attain equal opportunities. It is quite cliché that the poor are often deprived of opportunities and choices. The social participation of the people or community has to be strategically mobilized in contemplation of ensuring the stable livelihoods to the poor and unemployed which is all through generating income sources. Hence, through the promotion of livelihoods, there is insurance of stability of any region in political state of affairs and economy.

Therefore, this model considers the importance of detecting tourism resources and utilization of these given resources by the community which will affect the economic growth. These tourism variables have an effect on the growth of economy, although it depends on the relationship of all the accountable measures for tourism industry.

4.2. Types of tourism found in Nagaland

The fast changing world gives birth to innovation in all aspects of life including tourism industry. Tourism is a special realm in the operation of unification of various people, culture, religion and nations. Tourism has become an important part of mankind which affects the development in terms of economy and socio-cultural aspects worldwide. As a result of tourism being one of the paramount parts of human life, it has led to a huge number of tourist trips of individuals and groups from various social strata for different purposes. They travel for various pursuits' like- recreation, scientific research, historical monuments, to study cultural heritage, people's lifestyle, food, etc. As mentioned in the previous chapter, Nagaland is a mountainous hilly terrain with numerous deep gorges, valleys and undulating plains in the western flank. Saramati with its peak touching the height of 3840 meters in height attracts many local and international tourists for trekking and experiencing the extreme geographic conditions is an ideal spot for adventure tourism. Dzükou valley is yet another adventure tourism found in the state. It is a breathtaking natural landscape stretching across Nagaland-Manipur boundaries is among the favorite destination among the tourist. Known for its pristine environment, the valley presents a wide range of seasonal flowers carpeting the entire

valley popularly known as 'Dzükou Lily'. What makes a unique about the Dzükou Lily is that they are not found anywhere else but in the Dzukou valley only. 'The World Tourism Organization defines eco-tourism as: all nature-based forms of tourism in which the main motivation of the tourists is the observation and appreciation of nature as well as the traditional cultures prevailing in natural areas.'⁷ Nagaland state has a Forest cover percentage of 73.90% according to Forest Survey Report 2021 which is where Eco-tourism comes to play. The forest cover could be protected through various means like sustainability and conservation. Tourists of varying types like campers, hikers, conservationists often travel to places where there is such kind of environment which makes the adventure activities possible. For instance, Mt. Japfü, Doyang River, Pulie Padze, Mt. Saramati, etc., which all provide recreational activities. The State of Nagaland has monsoonal type of climate (dry winters and wet summers). Besides, the temperature in summer season ranges from 21-23°C to 38-40°C, and in winter season, the temperature drop below 4°C and the temperature decreases with elevation which is why many mountainous regions remain frosted for a longer period of time . In general, Nagaland has a salubrious climate which makes it possible for anyone to travel to the parts of the State any time of the year.

The Naga cuisine is famous for its variety. Each tribe has its own speciality when it comes to dish making. For instance, Axone is well known cuisine found among the Sumi tribe, so as Anüshi/Nüoshi among the Ao tribe, dried bamboo shoot among the Lotha tribe, etc. All of the food items prepared by each tribe have unique tastes which makes it even more special. Thus the gastronomy of the Naga tribes is quite popular among the locals and tourists as well.

Nagaland is located at the north easternmost part of India which is inhabited by different tribes of the Nagas. The Nagas are hospitable and gentle towards visitors which even make the place safe to visit. Nagaland is accessible through air, road and rail transport. The state is mostly hilly in nature and the major asset is its natural beauty in various forms. The lush green forests and wide range of flora and fauna, natural lakes and pleasant climatic conditions are some keys to attraction and uniqueness of the State. Nagaland has also a rich linguistic tradition in which all the tribes have their languages which are exclusive to it. What is even more exceptional is that there are different dialects being spoken by the same tribe

⁷ <https://parks.des.qld.gov.au/about>)

which are often incomprehensible in which the variance depend on the geographical setting. The oral tradition, music, art and culture, festivals of different tribes and colourful traditional attires are unique and have been conserved by the Naga people all over the State.

With gradual increase in innovation and development, tourism as an industry in Nagaland is growing to be a major contributor to the State's economy as a whole and the community's economy in particular. There are different types of tourism found in Nagaland which is briefly discussed below:-

4.2.1. Cultural-heritage Tourism

Cultural-heritage tourism is solely aligned towards the cultural heritage of a place. Today, cultural activities holds an important role in tourism industry at all levels commencing from the worldwide highlights of cultures of the world to unique attractions that promotes local identities. Culture has become an important asset for tourist attractions for tourists who have a special interest in study of cultural heritage of a place. According to the Hollinshead, cultural heritage tourism defines as 'cultural heritage tourism is the fastest growing segment of the tourism industry because there is a trend toward an increase specialization among tourist' (Bhagnani, A. 2012). And this trend as describes in the definition is seen in the rise in number of tourists who are interested in seeking adventure, learn cultures and their history, and also interacting with the local people of the host community. Cultural heritage tourism is important in many ways; it organizes and strengthen identity, it helps in preserving the cultural heritage, with culture as a tool it clear the way for building harmony and understanding amongst the people, it hold up culture of a place and helps in renewing tourism industry in general. The identification of culture, managing and protection of the heritage values is of prime concern in cultural heritage tourism but most importantly, for sustainable development, it must necessitate in comprehending the effect of tourism on the host communities and the regions, attaining social and economic benefits, marketing and promotion.

Nagas represent one of the global IPs (Indigenous Peoples) with rich cultural heritage. The rich oral tradition, the Traditional Indigenous Knowledge (TIK) which has been handed down for generations that has sustained them as peoples and for maintaining a symbiotic relationship with nature that has attributed to the rich biological diversity in the entire Naga territory creating a scope for resource generation, eco-tourism, etc.

Cultural heritage tourism includes visiting historical sites which may include old religious buildings, cemeteries of significant importance, like the Kohima War cemetery which is located in Kohima district where eminent personalities pay homage to the departed souls including Prince Andrew, the Duke of York, to pay homage to the hundreds of soldiers of allied forces who fell in the fierce battle of Kohima to name one. Therefore, the all inclusive purpose is to obtain acknowledgement of the past.

One peculiar thing that makes Nagaland different from the rest of the world is its rich oral tradition, cultural values which has been handed down from one generation to the other. Cultural tourism holds a greater role in contributing to State's Tourism industry. The unique culture and tradition of the different tribes of Nagas is diverse in nature. A visit to the State Museum, which is located in Kohima town, will give a glimpse of the varied major tribes of Nagaland – the traditional kitchen, colourful traditional dresses of both men and women folks, various equipments and tools used by the forefathers, etc. Nagaland is gaining its popularity in terms of indigenous people, most importantly, the existing tattooed people from Mon district which has captured the global attention from the past few years. The peculiar cultural attractions of the State encompass the historical sites and monuments, the traditional customs and the colourful costumes of different tribes, traditional dances and folk songs, festivals (Table 1.1 shows the tribes and their festivals of Nagaland). Preservation of this heritage has been a talk of the century by various bodies and organizations of different tribes. People won't walk around naked or smoke pipes like our ancestors did. Our community's social setting have altered to a large extent over the years which is a usual process of evolution. Hence, the question arises out of this context whether it is right to preserve the culture of a community for the purpose of tourism? Or should it be left to alter from its original form just as we do? Globalization is mostly driven by confluence of both cultural and economic systems. The more interaction of the different regions of the world in terms of political, cultural and economic, the more globalised the world will become.

Table 4.1 Tribes and festivals of Nagaland

Tribe	Subdivision/District	Main Festival	Celebrated during
Angami	Kohima	Sekrenyi	February
Ao	Mokokchung	Moatsü ,Tsüngremmung	May ,August
Chakhesang	Phek	Tsukhenyie ,Sukrenyi	April/May, January
Chang	Tuensang	Kundanglem, Nuknyulem	April, July

Kachari	Dimapur	Bushu jiba, Baisagn	January, April
Khiamniungan	Noklak in Tuensang	Miu Festival, Tsokum	May, October
Konyak	Mon	Aoleang Monyo	April
Kuki	Dimapur : Peren	Mimkut	January
Lotha	Wokha	Tokhu Emong	November
Phom	Longleng	Monyu, Moha, Bongvum	April, May, December
Pochury	Meluri in Phek	Yemshe	October
Rengma	Tseminyu in Kohima	Ngadah	September
Sangtam	Kiphire : Tuensang	Amongmong	September
Sumi	Zunheboto	Ahuna, Tuluni	November, July
Yimchungru	Shamator in Tuensang and Kiphire	Metumniu, Tsungkamnui	August, January
Zeliang	Peren	Hega ,Langsimy/Changa Gadi and Mileinyi	February, October, March

Source: Human Development Report of Nagaland, p.19.

4.2.2. Adventure and wildlife tourism

Humans have been travelling from time immemorial in search of food and other survival reasons. They have engaged themselves in exploring new lands, sea routes, spices, etc. However adventure tourism has taken a different shape and the adventurers pushed limits. The commercial adventure travel is a current phenomenon wherein the travelers or tourists hire a travel guide to furnish a number of technical support and also equipments and also interpretation of the culture and nature of the host community and destination.

Adventure tourism has become popular all over the world among tourists. Adventure tourism obtains a good deal of its excitement by giving opportunity to the tourist to step outside their comfort zone. Adventure tourism can be defined as travel to exotic or remote places by people outside their comfort zone. The main feature in adventure tourism that set it apart from the other types of tourism is the preparation and planning involved. Adventure tourism is unique in nature as it involves physical activities, people's contact with natural world or wildlife, to be specific, travelers' encounter with different cultures and discover about the people, and their lifestyle and belief systems, risks and dangers, challenges, excitement and exploration.

Nagaland is becoming a hotspot for various activities of adventure tourism. Although untapped in many parts of the State, the unknown regions could be explored in different ways. Hunting has been a part of man's adventure to the Nagas. In fact, every able individual will have some experience about the culture and region surrounding them. Such experience has

also contributed to resource generation or at least added knowledge and wisdom in one way or the other.

The State offers ample opportunities for adventure tourism. Community fishing is also prevalent traditionally and is still one of the most commonly practiced even in the present days wherein members' invites friends and tourists which can be an excellent form, of adventure tourism. The most popular activities include mountain climbing, trekking, bird watching, camping, backpacking, and fishing, hiking and hunting. Some popular destinations include Dzükou Valley, Mt. Japfü, Pulie Badze, Mt. Saramati, Mt. Tiyi, Doyang river, etc. Nagaland has marked its spot in global tourism map in the recent years owing to the plight of Amur Falcons, the world's longest travelling migratory birds, and its successful conservation efforts, gaining the State's fame as 'the Falcon Capital of the World'. Community participation in conserving and protecting these migratory birds have made it possible for them to stay peacefully during their short visit. Ardent bird watchers have been increasing in Nagaland over the years especially during the roosting season of the Amur falcons. The village community of Pangti area had been beneficial on this aspect over the years. However, to be much critical as one could be, it is important that the community should be able to adopt new methods and ways to sustain their life for the reason that the falcons might not be seen in the future in that particular area of Wokha. Pangti village was not well known before the plight of falcons in the area. And a sudden shift in the direction of their roosting place would affect the popularity of the place if at all there are no alternate attractions.

4.2.3. Rural tourism

A tourist travels to a destination in order to explore different tribes, meet the tribal's, interact and learn about their history, lifestyle, and belief systems, etc. Nagaland had been a destination for tribal studies in the recent years. Anthropologists, sociologists, historians, academicians, research scholars and people interested in tribal studies from within the country and also abroad visit Nagaland with the prime objective to study the different tribes of Nagas, their origin, religious beliefs, tradition and culture. The subject of curiosity for many anthropologists and historians are the colourful traditional attires and the significance of the designs, folk music that contains meanings and stories, dances, and also the social customs that has been passed down from the forefathers. Therefore, this segment of special interest in tourism has an enormous potential for development of tourism industry as a whole. Preservation of the customs and tradition of the tribes by the people had made it possible in every aspect.

Nagaland state is blessed with extensive natural exquisiteness and numerous attractions. Nature tourism is a type of tourism based on the natural attractions of a destination with sole objective of conserving the environment and also improving the welfare of the host community. Rural tourism is a type of tourism based on the active participation in rural lifestyle. Many parts of the state of Nagaland are endowed with both aesthetic natural beauty and distinctive village life. The tourists from urban areas seek to get a chance to experience the beauty of undisturbed natural surroundings and also enjoy the life of a rural household. The affection and welcoming attitude of the villagers in almost all the villages are one of the important key elements of village tourism. The village folks are hospitable and friendly towards any tourists visiting their village.

4.2.4. Trade and shopping tourism

Trade and shopping tourism has become very popular and is a contemporary concept. This type of tourism is of important focus for promoting sustainable tourism and expands the tourism as an industry. The purchases by the consumers were often considered as leisure activity for years as a result of motivation for travelling on account of holiday or business trips. In the recent time, this state of affairs has turned into the sole motivation to travel for many. For the travelers interested in shopping tourism, shopping abroad or shopping in another place away from the State of origin has been the main motive wherein, the entire travel is beyond shopping itself: it has turned into a travel experience where the quality of the products and the time being devoted are prioritized .

Primarily, Dimapur district is considered the main trade and shopping centre in Nagaland. The people from other districts and also neighbouring states visit Dimapur for trade and shopping in large numbers. Apart from buying souvenir from the local artisans Dimapur is fast emerging as one of the business destination for shopping, construction materials and other electronic appliances. Longwa village in Mon District is emerging to be an important trade tourism centre with cultural importance. The village is strategically located that the house of the Chief is divided into two countries- India and Myanmar. The cultural heritage of the village has attracted both domestic and international tourists. Due to its proximity to Burma, there is scope for trade relations between the two countries. The local folks will be seen around the Chief's place selling handmade jewellerys and other showbiz items for sale. This has been attracting tourists over the past few years. Therefore, from this perspective, the relationship between tourism and shopping is not odd. This travel experience turns to be a powerful and significant tool in enhancing the attractiveness and importance of a destination.

Therefore, discovering a place which can satisfy the traveler's shopping needs is important in this experience, specially the places which have certain commercial stores like in terms of gastronomy specialized in local products or fashion. What a traveler wants most is to explore the local stores where the products are combined with the destination's identity. For instance, Diezephe Craft village, which is located some kilometers away from Dimapur main town, is a well known village for its traditional art and craft. The village folks have different skills like basket making, weaving, pottery, woodcarving, etc. The folks sell the finished products to visitors and hence became an ideal place to witness expertise in woodcarving and various handicrafts. Thus, shopping tourism can be a powerful tool to attract visitors who are interested in shopping various types of assets. However, a new approach is required to consider shopping as the main motivation; in lieu of considering shopping as a leisure activity, which are not related to the stays of the visitors/tourists, new innovative strategies should be focused to attract this particular group of visitors/tourists by providing unique shopping experiences in the visited destination.

4.2.5. Ecotourism

The term 'eco-tourism' was coined by Hector Ceballos Lascirian in the year 1983 (Battacharya. K. 2005). World Tourism Organization has defined 'ecotourism' as "tourism that involves travelling to relatively undisturbed natural areas with specific object of studying, admiring and enjoying the scenery and its wild plants and animals, as well as any existing cultural aspects (both past and present) found in these areas . The Ecotourism Society (TES) defined Ecotourism as "responsible travel to natural areas that conserves the environment and sustains the well-being of the local people"⁸ (Battacharya. K. 2005). Thus, it is clear that the concept of ecotourism has been developed from the conventional nature tourism and also sustainable tourism development concepts. As a result, ecotourism involves sustainability in all aspects-cultural, environmental, social and economic, wherein, there should be local participation. Ecotourism focus on the nature as it is and not transforming it into personal conveniences and needs. In this regard, "ecotourism is sustainable tourism that contributes actively to the conservation of natural and cultural heritage; includes local and indigenous communities in its planning, development and operation, contributing to their well-being; interprets the natural and cultural heritage of the destination to visitors; and lends itself better

⁸ Bhattacharya, K. 2005. Ecotourism and livelihoods: Capacity building for; local authorities.p1. Concept Publishing Company, New Delhi.

to independent travelers, as well as to organized tours for small sized groups”⁹ (Battacharya. K. 2005). In other words, ecotourism is the travel to a destination without harming the destination’s nature and culture. Thus, ecotourism is the travel to uninterrupted areas of nature with certain objectives of researches, studies, admiring and enjoy the scenic beauty, wildlife and cultural aspects. As a result, it has a lower impact on the surrounding environment which requires less development in infrastructure. The important elements of *ecotourism* the surrounding natural environment as the main attraction, a good number of visitors who are environment friendly, outdoor activities which do not harm the environment and the ecosystem at any cost, constructive and active participation of the local community in maintaining the ecological balance.

The state of Nagaland has ample scope for ecotourism with majestic landscapes, aesthetic scenic beauty, and friendliness of the community which makes its exotic destination for ecotourism. The state of Nagaland has immense potential and promotion for ecotourism since it has an ideal setting-landscape, beautiful scenic nature, friendly and warm local people. The rural areas of Nagaland have potential for promotion of ecotourism owing to their aspects of ideal setting as mentioned. Some ecotourism destinations in Nagaland include:-

Amur Falcon conservation in Pangti village of Wokha district. Over the past few years, the Pangti area has become a roosting place for the migratory birds Amur Falcon which is known to be the longest distance migratory birds. In conservation and preservation of these migratory birds by the local community, Pangti village was declared as the ‘Amur Falcon capital of the world’ and also received the Earth Hero Award in the year 2014 from the Royal Bank of Scotland from New Delhi. The credit goes to the conservatory efforts of the community and the mobilization of the people living in Pangti village and the surrounding area. It is a worth the visit place which offers the sight of millions of birds and serene nature. However, on a critical point of view, if the roosting place is shifted elsewhere, the relevance of Pangti village will go down in terms of popularity and also the economy of the people will experience a shift. Other eco tourism places of interest include Khonoma village, Dzukou valley, Ghosu Bird Sanctuary, etc.

⁹ Bhattacharya, K. 2005. Ecotourism and livelihoods: Capacity building for; local authorities.p1. Concept Publishing Company, New Delhi.

4.3. Sustainable Livelihood Model

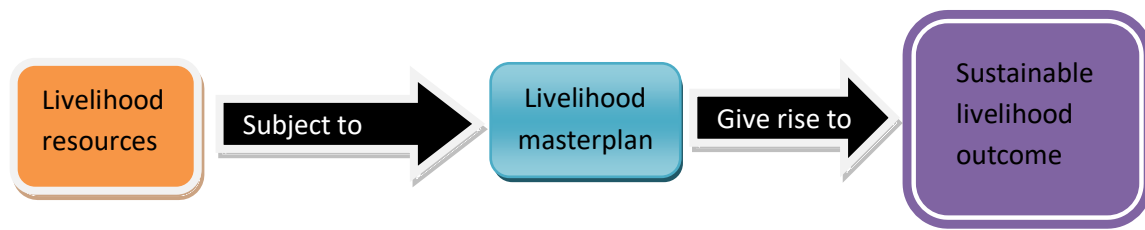


Figure: 4.2. SLM (Sustainable Livelihood Model)

Chambers and Conway defined sustainable livelihood as: A livelihood comprises the capabilities, assets (stores, resources, claims and access) and activities required for a means of living: a livelihood is sustainable which can cope with and recover from stress and shock, maintain or enhance its capabilities and assets, and provide sustainable livelihood opportunities for the next generation; and which contributes net benefits to other livelihoods at local and global levels and in the short and long term”(Chambers and Conway,1992).

Livelihood resources which can be termed as capital or assets are the strength of the people which are necessary to attain the sustainable livelihood outcomes. For instance, cultural livelihood resources can be used as assets for promoting cultural tourism by involving in cultural related activities which in turn generates a livelihood. The resources of livelihood as shown in the figure are- Human, Social, Cultural, Political, Nature, Physical, Financial resources. Human resources are the various skills to perform tasks, knowledge, and sound health. It is important to note that human resources or capital is a necessity because a good education and a sound health are the prime aspects of poverty; hence, tackling the issues can be one of the important objectives of livelihood. Natural resources or assets can be referred to the resources of nature which are useful to pursue the objectives of livelihood. In addition, its relationship with the context of proneness is quite close, as a means of shocks that alter the livelihood, with special reference to the poor, directly or indirectly destroy natural resources or capital. Physical resources refer to the infrastructure in different forms, products or goods and the essential tools and equipments to increase the production for livelihood. Political resources have the capacity in influencing through partnership which is formally and informally done. It also includes the capability to stand for oneself and the community and the liberty and extend to become organized collectively. The social resources are the social assets or capitals which are needed to pursue the objectives to attain a sustainable livelihood which is incorporated by the networks and connections of the society that leads to growth of trust and the power to work together and expand opportunities in institutions like political bodies

and civil bodies. Financial resources are the financial assets that the individuals or communities utilize to achieve their objectives for a sustainable livelihood outcome. The financial resources include-stocks that are available, like cash, deposits (bank), income of labour, pension money and various remittances.

The livelihood masterplan can be acknowledged as the group of activities and also the choice the individuals and the communities take on to attain a certain outcome of livelihood. In the content of the sustainable livelihood model, it is the key to understand that individuals and communities compete for job opportunities and natural resources or assets. It also includes the structures and processes consisting of the different institutions, governmental and non-governmental organizations, their policies and different forms of legislations which altogether shape the livelihoods.

The final component of the model is the sustainable livelihood outcome. Attaining a sustainable livelihood outcome is the result of achieving livelihood master plan which give rise to the former. This can be aided by: increase in income-increase in money, for instance, improved well-being, etc; reduction in proneness or vulnerability, for instance, better flexibility through an increase in resources or assets level; improvement in food security leads to increase in the financial asset or resources for buying the food items.

The model is based on correlation research that shows the relationship between variables, i.e., livelihood resources, livelihood master plan and sustainable livelihood outcome. The proper implementation of the SLM would give rise to a better and more effective way of eradicating poverty and find better ways for livelihood sustenance. The SLM is human centered and focuses primarily on poverty alleviation and sustainability. The relevance of the SLM will depend on how well the livelihood master plan is proceeded depending on the livelihood resources.

In the context of Nagaland, most of the policies and strategies have failed to support livelihood sustenance to the people. This has created a gap between the government and the local community. The present research analyzes how a sustainable livelihood could be attained by discovering the different livelihood resources which are subject to the strategies and policies.

Tourism is a complex sector and that it is related to the livelihood resources directly or indirectly. Culture, for instance, is a special aspect of Nagaland which has a great impact on the tourism sector. This is evident from the study that more than 60% of the respondents have

travelled to the State to learn about the culture of the Nagas. Besides, being one of the mega biodiversity hotspots of the world, Nagaland is blessed with a massive biodiversity which has been conserved over the decades.

The government policies, stakeholders and local community fail to discover and analyse the livelihood resources which would be a huge drawback for future perspective with regards to sustainability. This issue should be taken into consideration while planning. Furthermore, a proper insight of the livelihood resources is the need of the hour. All of these will be detrimental for the outcome of sustainable livelihood.

4.4. Community Based Tourism (CBT) in Nagaland

Community is a group of people living in a particular area who practice common ownership and also have particular characteristics in common, with a common goal and a collective responsibility. Many communities depend on tourism as a source for their local economy. “Community based tourism is tourism in which local residents (often rural, poor and economically marginalized) invite tourists to visit their communities with the provision of overnight accommodation” [www.responsibletravel.com retrieved on 7th March 2023]. The local residents get an income as land managers, local entrepreneurs, and guides to tourists, service providers, and different type of employees. CBT allows the visitors and tourists to discover and explore the local habitats, the wildlife, culture and tradition, different rituals, etc of the host community.

One of the critical features of Community Based Tourism is that the host community plays a greater role in decision making as to how tourism shapes their lives and the environment in which they live. Besides, the local communities also participate and play a crucial role and responsibilities in promoting through tourism. Today, community based tourism is not only becoming popular but are being supported from several sectors. For the government and private sectors who are working towards the development of tourism product, focus on community areas and also involvement of the local people is an important and essential tool for community based tourism development. This involvement of local people and development of tourism in the community areas give rise to certain beneficial objectives like- improvement in the economic growth of the host community, local people’s empowerment, and constant improvement of resource conservation by the local people, expansion of tourism product of the State. Therefore, the constant support and also involvement of the local people of the destination’s community is of prime necessity in order

to achieve genuine and successful community based tourism. Hence, the local people who are living at the destination or the surrounding area of the destination must be benefitted economically through tourism, not forgetting the protection and sustainability of the people's cultural identity and environment by tourism itself. With increasing demand, community based tourism can function as one of the paramount mechanism in reducing poverty, providing greater justice in development in various aspects.

Concerning to advance an effective and also sustainable community based tourism; certain limitations pertaining to the present condition of the local destinations should be well-addressed. The need to conserve and understand the awareness of the importance of the community's cultural heritage should be looked into. The design, type and quality of the local handicrafts for sale to the tourists and visitors must be improved with special care in its authenticity. Full participation of the local people in various decisions making with regards to development of tourism at the district level should be enhanced. The capabilities and systems in marketing and distribution for community- based tourism are required. Thus, the basics in tourism planning, management and development should be taught through various seminars and orientations at village and district level.

There are some certain constraints for development of community based tourism like the perception in security and safety issues for the tourists who are visiting Nagaland. As a result, many of the projects which are focused on the community turns out to be a failure owing to the less number of visitors. It is of utmost importance to improve the wrong perception of the State's safety and security. The lack of accessibility in initiatives taken for community based tourism to visitor markets is another constraint for community based tourism development in the State. The involvement of the travel trade of the private sector must be encouraged in the inception of a community based tourism project so as to assess the market potential of the resources of tourism and also the attractions in a given community. The non-governmental organizations (NGOs) maybe experts in various community development projects and schemes, however, sometime they lack the required skills in managing tourism projects. The deficiency of cooperation between these types of NGOs and the basic travel trade sector often leads to failure of many community based tourism projects. In this case, seminars should be given in order to raise awareness on community empowerment and community based tourism and also involvement of private sector travel trade. Another important constraint for community based tourism development is the lack of skilled labour. There are a lot of unskilled labours across the State; however, there is a lack of

skilled labours in terms of mechanical, technical skills and also managerial skills and thus finding it difficult to find the required skilled employees in the tourism sector in particular. This could be a huge setback in mismanagement of different projects and schemes of the tourism sector of the State which could also be a core constraint for development of community based tourism. Skill development trainings and programmes must focus on trainings on hospitality, management in accommodation ,marketing strategies and maintenance, first aid training, cleanliness, production of handicraft, basics in language learning and most importantly tour guiding.

With the prevailing challenges mentioned above, however, Nagaland occurs to be suited for community based tourism. This ensures not only the community involvement but also make sure that the underdeveloped areas and underprivileged local people of the State would be benefited economically which leads to increase in the economic gains of Tourism sector. Therefore, tourism offers a good probability of employment generation which would alleviate poverty to a certain extent that would ensure a sustainable development of the State.

4.4.1. Dzuleke (CBT)

Dzuleke is a paradisaal village of the Angami tribe of Nagaland which is located around 40 kilometers away from Kohima district main town. Dzuleke village, which is under Sechu Zubza Sub-division of Kohima District, has an estimated population of around 190 in 2023 which was 153 according to 2011 Census.

The tourists and visitors who take a trip to Kohima often visit the nearby villages to explore and enjoy the beauty of the natural environment and also observe and learn the culture and lifestyle of the village community of the Angami tribe. Khonoma village and Dzuleke village were noted for being the first in the State to restrict hunting so as to protect and conserve the fauna and also the community forests.

Dzuleke, a self sustaining village, is a great example of sustainability and eco-tourism when motivated locally. Initially a hunting village, today Dzuleke draws attention of botanists, nature lovers, researchers, trekkers, campers, environmentalists, enthusiasts in biodiversity study and conservation. Being concerned over the increasing disappearance of animals in the forest during the late 90s, the village council of Dzuleke village ordered the general public to prohibit cutting of trees and hunting in the surrounding forest. Thereafter, the villagers have shifted to involvement in organic farming at the kitchen garden and in the fields. The ban in hunting and the remarkable shift to organic farming drew the attention of

TATA Trust. It was in the year 2014 that the North-East Initiative Development Agency (NEIDA), which is an associate of TATA Trust, intervened. Since then, Dzuleke was burgeoned into a representation of community-based tourism, wherein the village folks have started to actively participate in tourism activities like home stays, tour guiding, agro-tourism, etc. hence, the natural and cultural heritage of the village is well conserved and undisturbed. The forest of Dzuleke is home to a variety of wildlife like barking deer, local bison, stump-tailed macaque, clouded leopard, Blyth's Tragopan etc.

Country	India
State	Nagaland
District	Kohima
Sub-division	Sechu Zubza
Location	Dzuleke
Population(2022/2023)	175-190
Population (2011)	156
Male population	82
Female population	74
Households	49
Latitude	94.109515°
Longitude	25.67035°

Table 4.2 Profile of Dzuleke village

Source:<https://www.indiagrowing.com/Nagaland/Kohima/Sechu-Zubza/Dzuleke> (retrieved on 10th February 2023)

Dzuleke Eco-Tourism Board (DETB) was initiated and established by the villagers of Dzuleke with collective effort. NEIDA is a non-governmental organization that provides trainings, workshops and also monitors rural projects. NEIDA assists the village community in activities like opening of home stays for the tourists. Besides, it also assists the villages in promoting tourism of Dzuleke village. Apart from the rural stay and also cultural experience, Dzuleke village has so much to offer to the tourists. The tourists can have guided tours all round the village, hiking in the community forests, bird watching, spotting butterflies, adventure activities like camping and trekking. The sparsely situated household of around 49 houses and the community bonding to nature and culture is a perfect example of an ideal rural life which the visitors are fascinated about.

Covered by the lush green forest, Dzuleke is a picturesque village. The village is a popular spot for the local people in particular. Dzuleke is set apart from many tourist

destinations for the reason that importance is given on the eco-tourism and sustainable management and also generating livelihood for the villagers through different means. The introduction of eco-tourism in Dzuleke village has paved way in boosting tourism and most importantly the rural households' involvement in various tourism activities specially opening their traditional homes for the tourists in the form of home stays for the tourists and visitors, tour guiding, etc. The home stays provide the tourists per se the rural authentic culture of the Nagas. According to the record of NEIDA, there are 5 home stays and 4 guides currently to host the tourists and accompany them respectively. The tour guides take care of the trekking, village walks, sightseeing, etc. The office of the DETB and the Tourist Information Centre is located beside the entrance gate of the village. The office assists in accommodation, food, tour guide in case of tourists who have arrived without prior bookings. The amount earned from registration goes to the maintenance of the infrastructure of the village.

The community and lifestyle in Dzuleke:

The village community is closely knitted where every individual have strong bond with each other like one family. As dominated by Christians, there is one Baptist Church and one Catholic Church in the village. Agriculture is the mainstay of the people and in the month of June, most of the villagers work in their paddy fields to sow the saplings which are almost leading to beginning of new domain of agro-tourism. One unique way of selling their product is that there is a self-payment counter of fruits and vegetables and various agricultural organic produces. The farmers place the vegetables and other field produces at the platform with a price written on each of the item and a box or often bottle is kept where the passerby can take away the item and do the payment in the box or bottle. During the late evening, the owner of the shop goes and collects the money and unsold items from the counter. There is no record of lost items from the counter which shows the honesty and humanity of the buyers and passersby. Such a rare and wonderful practice of trust and honesty displays the people's culture.

With regards to the functioning of home stays, the villagers take their turn on the basis of rotational allotment for home stays and guides in order to let all the interested people get their opportunities. The villagers have to apply their form for home stay and guides which can be renewed and other new interested candidates can apply. There are a lot of things to enjoy and experience at Dzuleke village:

Picnicking at selected spots -

Dzuleke is becoming one of the popular spot for picnic. However, it is noted that there are designated spots and some areas are restricted. It is pre-requisite to register the vehicles and also spot for picnic to the DETB Office and pay a nominal fee for which money is used for maintenance and cleanliness.

Agro-tourism and paddy field walks-

The village community maintains their terrace paddy fields which are picturesque and an eminent way of involving in agro-tourism. The visitors get to visit the paddy fields and farms where the villagers grow their own crops which are organic. Starting from exploring the fields, cultivations and even local kitchen gardens, the experience of farming tourism can build on to the rural experience.

Logistics to reach Dzuleke-

Dzuleke which is 40 kilometers away from Kohima district main town. There is no public transport to reach the village. However, there are taxis available who charges around Rs.1500-Rs 2000.

Some challenging of the Dzuleke are, for instance,

- Low internet connectivity in the village
- Seeking permission to the locals for taking pictures of them and the surroundings to make them feel comfortable.
- With every means, arrange or hire a tour guide to explore the village specially for trekking.
- To plan on a picnic, one needs to seek permission at the DETB office by registering the vehicle and keeping in mind that there are approved spots for picnic and camping.
- Trekking during monsoon is not advisable due to sudden heavy downpour .While October to March is the best months to visit.

The most important goal of NIEDA is to make sure that the projects are self-sustainable and that each family benefits from equally. The Dzuleke Development Fund had been set up by the DETB encouraged by the NIEDA. A ten percent of all income from tourism and its related activities is contributed to this Fund which would create a model of sustainability with focus on community development. With influx of tourists, the local community involved in tourism based activities by hosting tourists. A home stay owner is reported to earn an average

income of Rs 3500 in a month. Her source of income is primarily from agriculture which is not sufficient to sustain her family's needs. Hence, the additional income earned from the home stay has helped tackled her financial shortage.

Until now tourism is a seasonal activity in Nagaland. The main aim of community based tourism in Dzuleke village is to develop tourism sector by sustaining the conservation efforts of community by offering the tourists a chance to explore and experience the traditional Naga rural life, meantime, enabling the village community to boost their income.

Community based tourism can be a way of creating a sustainable tourism industry in the long run which centers on the involvement of the host community. As a matter of fact, community participation, involvement and development are of prime role in local tourism. With right guidance and innovation, Dzuleke village could be one of the most sought after villages in the State. With an increase in the dominance of tourism industry in a large number of communities, there is a need for a critical and liberal approach to tourism.

4.5. Tourism scenario in Nagaland

The main instrument of economic and social change is a positive mindset towards the planning of the department of Tourism as a full-fledged industry. Considering Nagaland's features like the physical features

Table: 4.3 Nagaland State Tourism Budget for the last 10 (ten) years (2013-23)

Sl.No.	Year	Amount(in lakhs)
1.	2013-14	I.1989.05
2.	2014-15	I.5227.6
3.	2015-16	I.3563.99
4.	2016-17	I.2656.21
5.	2017-18	I.3064.10
6.	2018-19	I.2776.09
7.	2019-20	I.3520.42
8.	2020-21	I.3838.30
9.	2021-22	I.2995.45
10.	2022-23	I.2080.02

Source: Department of Tourism, Nagaland.

Table 4.4 Revenue from Tourism department from 2010-2021

Year	Revenue from department assets	Revenue from fairs and festival	Total (in Lakh)
2010	I.12,45,200.00	I.4,53,914.00	I.16,99,114.00
2011	I. 13,56,320.00	I.3,54,540.00	I.17,10,860.00
2012	I.11,42,970.00	I.4,56,900.00	I.15,99,870.00
2013	I.16,78,450.00	I. 4,97,320.00	I.21,75,770.00
2014	I.18,15,358.00	I.5,11,316.00	I.23,26,674.00
2015	I.18,33,510.00	I.3,094,20.00	I.21,42,930.00
2016	I. 33,68,543.00	I.415,595.00	I.37,84,138.00
2017	I. 45,24,302.00	I.710,634.00	I.52,34,936.00
2018	I.45,02,068.00	I.5,65,000.00	I.50,67,068.00
2019	Rs.45,62,708.00	I.3,92,250.00	I.49,54,958.00
2020	I.8,51,118.00	No fairs and festival could be held due to COVID pandemic	I.8,51,118.00
2021	I.25,16,248.00	I.54,97,30.00	I.30,65,978.00

Source: Department of Tourism, Nagaland

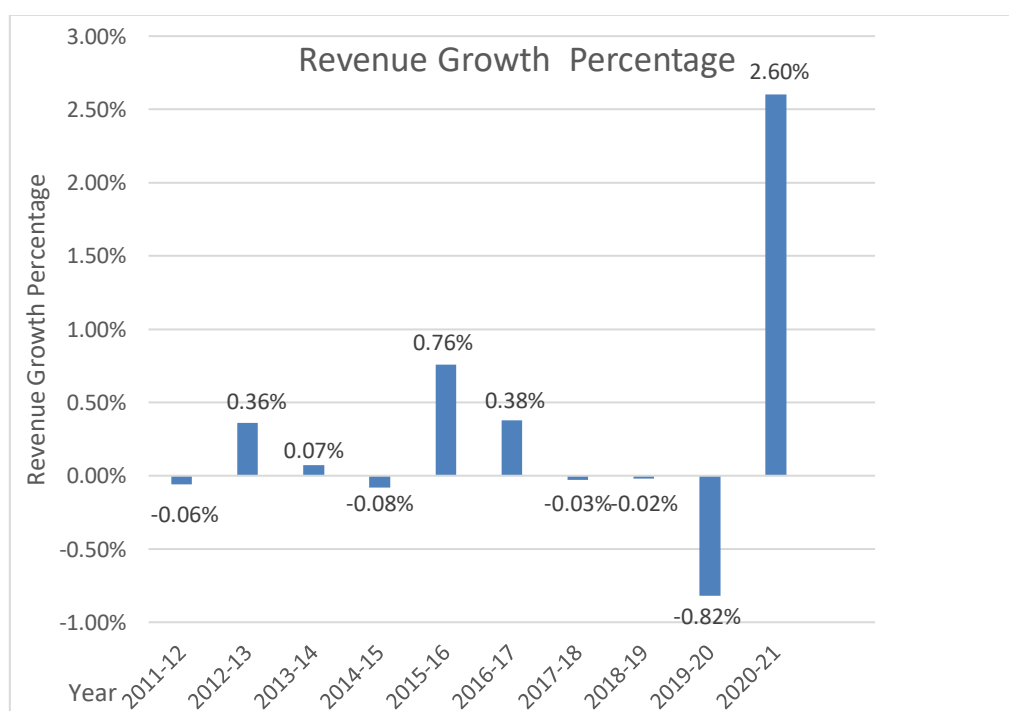


Figure 4.3 Revenue growth percentage from Tourism department from 2011-2021.

Tourism industry directly or indirectly creates job opportunities to the people through hotels, lodges, restaurants, local markets, supply of goods and services, etc. The tourism

revenues portray the impact of tourism sector on the economy. Figure 4.1 shows the revenue growth percentage from Tourism department from 2014-2021. There is an acute fluctuation of revenue growth, wherein the growth percentages from 2011 to 2019 are - 0.06%, 0.36%, 0.07%, -0.08%, 0.76%, 0.38%, -0.38%, 0.03% and -0.02% from 2011 to 2019 respectively. There is a sharp decline in the year 2019- 2020 with a decrease in revenue growth rate of – 0.82%. The resulting reason behind the sharp decline is the impact of COVID 19 and no fairs and festivals could be held due to COVID pandemic. As such, only I.8, 51,118.00 was earned through revenue from department assets. With the lifting of lock down, there was a considerable increase in revenue growth rate with an increase of 2.60%.

Tourism is a sector in which people's participation play a crucial role. With the increase in demand in tourism sector, there is an urgent need of involvement of people of the host community. Nagaland is a unique state where there is wide scope for development of different types of tourism. However, its importance is less taken care of and the people are not much aware of its potential and the opportunities it creates. Only 38.57% of the respondents have experience in involving in tourism activity, which shows a huge difference. The reason could be lack of awareness of the people on tourism sector and its importance and the benefits they would receive as a host community. This can be supported by (figure 4.5) which shows a greater negative response result with regard to the lack of awareness. Only 35% of the respondents are of the opinion that they would benefit by involving in tourism activities, 20% of the respondents do not think that they would benefit from tourism and 45% of the respondents have no idea whether they would benefit from tourism (Table 4.5). Such a discouraging attitude towards tourism is resulted either due to bad experience of evolving without adequate returns or due to proper planning. Respondents are still doubtful if tourism can create sustainable economic support to the communities. One can conclude that with all the potentials, tourism can be a boring sector that can change the economic hence, formal education in the way of seminar/workshop and training is vital. Absence of such trainings may lead to degrading of sense of awareness among the people on tourism. Only an acute percentage of 14% of the respondents has been in tourism related seminars and trainings (Table 4.5), and 86% have no experience in attending tourism related seminars or trainings; out of which 69 % of the respondents are not aware of the seminar or training and 31% of the respondents are not interested in learning about tourism since they have interests in other sectors.

Questions	Yes	No	Can't Say	Sometimes
Involved in tourism activity?	36%	64%	-	-
Do you think you would benefit from tourism?	45%	25%	45%	-
Participated in tourism related seminar/training?	14%	86%	-	-
Interested in any form of art and craft?	14%	86%	-	-
Do you sell finished products?	24%	50%	-	26%
If yes/sometimes, has it been economically beneficial?	50%	50%	-	-

Table 4.5 Responses of respondents regarding tourism activity

Nagas are known as excellent craftsmen and artisan. Men are experts in bamboo, cane and woodcarving and some tribes like Angami, Chakesang and Rengma are known for stone mason and architectural work particularly designing village gate, walls, etc. While women folks are known for their creativity in weaving, knitting and other embroidery. For generation, the dresses for the community were produced by women in Naga society. Even in the recent years, one can see different motif in the village gate or in the dresses woven by the women. However, the young generation has lesser interests and knowledge on authentic artifacts which might lead to degradation of owns culture in the future. Table 4.5 shows that only 14% of the respondents are interested in different forms of art and craft, surprisingly, 86% do not obtain the interest in such forms of art and craft. Out of the respondents who are interested in forms of art and craft (Figure 4.2), 28% have interested in wood carving, 26% in weaving, 23% in cane products, 20% in painting, 3% falls under Others category in which some of them have talents and interests in metal works, jewellery and bead work and also pottery which is well known for its simplicity and more emphasis is laid on its utility rather than for decoration purposes.

Exposure to market of the finished goods is one essential way for promoting the indigenous art and craft of the people in one way and also benefits the local economy. On being asked if the respondents have sold any of the finished products in any form of market, a margin of 50% have not sold their products (Table 4.5). The reason could be, they have no idea on where to sell or maybe their finished products are not worth selling. Meanwhile, 26% of them have sold sometimes and 24 % of them have sold it in different stalls, market and occasions like Hornbill, daily markets, etc.

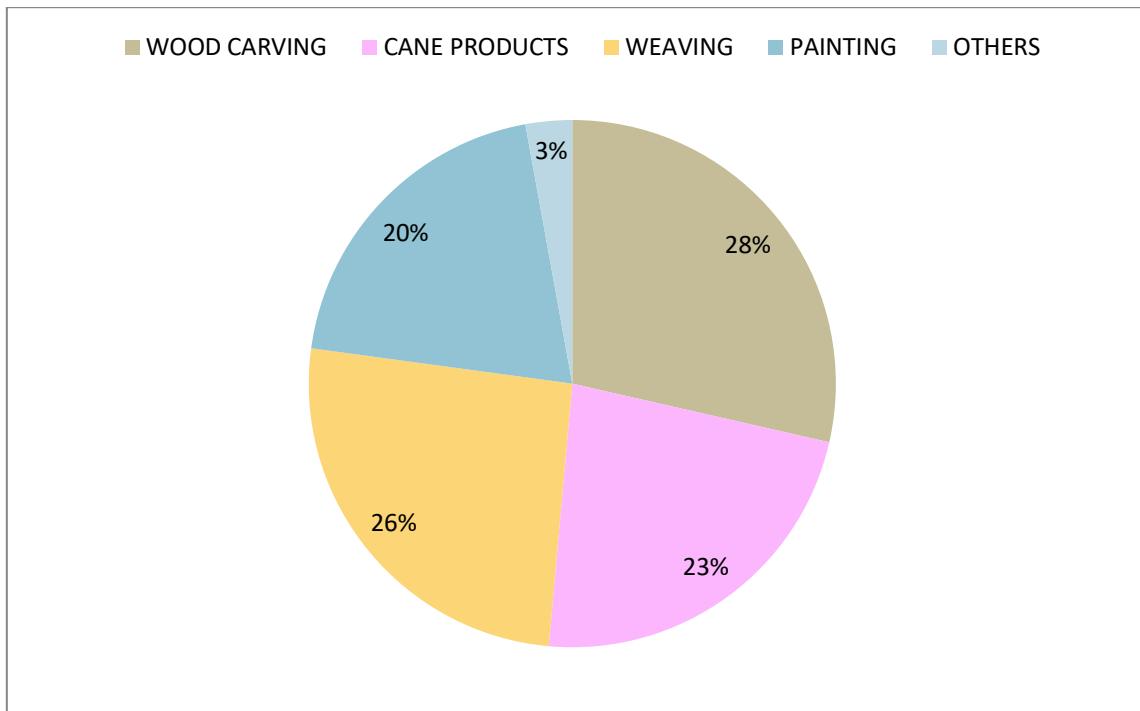


Figure 4.4 Chart showing different forms of art practiced by the respondents

For the ones who have access to market of their products, 12% of them have not benefitted economically, while 47% have *somehow* benefitted economically and 41% of among them have benefitted economically by selling their finished products, most of which were sold in the local markets and several festivals (Table 4.5). According to the survey conducted, it has been found out that a large percentage of about 89% consists of local visitors who are interested to buy the finished products made by the locals. And only 6% and 5% of the buyers are international and national tourists (Figure 4.5). This is a matter to be taken care of by both the state and local community. We need market platforms to sell the finished products. The importance and benefits of local marketing is to be well versed so as to enhance the local economy. For instance, a local company or business requires a marketing strategy with targets in order to attract a set of customers who are yet to realize the local speciality that exists in the particular area. Increase in exposure in order to sell the products is an important step- like creating a business card; collaborate with other markets, etc. A tourist remarked “the local products of Nagaland are unique but sometimes the price of the items does not match the quality”. It is important to note that quality and cost of the product should align so as to increase the demand of the products.

4.5.1. People’s perception on tourism in Nagaland

The Naga society is undoubtedly, a hospitable and welcoming community. In most of the traditional societies, the people tend to have inhibition towards the visitors and due to social

and cultural considerations. However, the local communities in Nagaland are generally warm and open to the visitors which can be vividly proved through the honest responses collected during the survey (Table 4.6). As low as 4% of the respondents are of the opinion that there is resistance to tourist from traditional people in the Naga communities. On interrogation, one respondent replied that the reason for the reservation of the locals particularly among the older folks is that they are conservative in nature and so feels that their culture will be degraded if they expose it to the outside world.

Questions	Yes	No	Can't Say
Resistance to tourist from traditional people in your community?	4%	96%	-
Potential for tourism development in Nagaland?	87%	8%	5%
Aware of any tourism schemes?	-	100%	-
Good infrastructure for tourism development?	21%	79%	-
Is hornbill festival beneficial to the people in the grassroots level?	21%	79%	-

Table 4.6 Table showing percentage of responses regarding the respondents' point of view on tourism in Nagaland

The topography, culture, ethnicity, tradition, art and architecture, and the geographical location of Nagaland is unique in character which has the potential to attract a number of tourists and visitors from all over. Each tribe has different folk music and dances, festivals, art and crafts, which is attractive and also a source of culture studies for many. 87% of the respondents feel that there is potential for tourism development in the State, meanwhile 8% of the respondents are of the opinion that Nagaland do not have the potential for tourism development (Table 4.6) and as less as 5% have *no idea* on the potentiality of the tourism sector of the State. There is a need to have a clear tourism policy in the State where community participation as well as private public partnership needs to be emphasized. There is also an indication of the lack of the basic concept and scope of tourism within the local community which can be enlightened through educational process and other means of expert training programs. It is discouraging that 100% of the respondents are not aware of any tourism related schemes in the State (Table 4.6).

The vital assets for development of tourism in Nagaland are its unique culture and picturesque nature. This has led to cultural/heritage tourism and nature/adventure tourism. On being asked the best things that would attract tourists in their village /town, 98 have opted for *culture*, and 97 opted for nature and 31 opted for both *culture/nature* and 14 have opted for Others which includes recreational activities like trekking, camping (Figure 4.3).

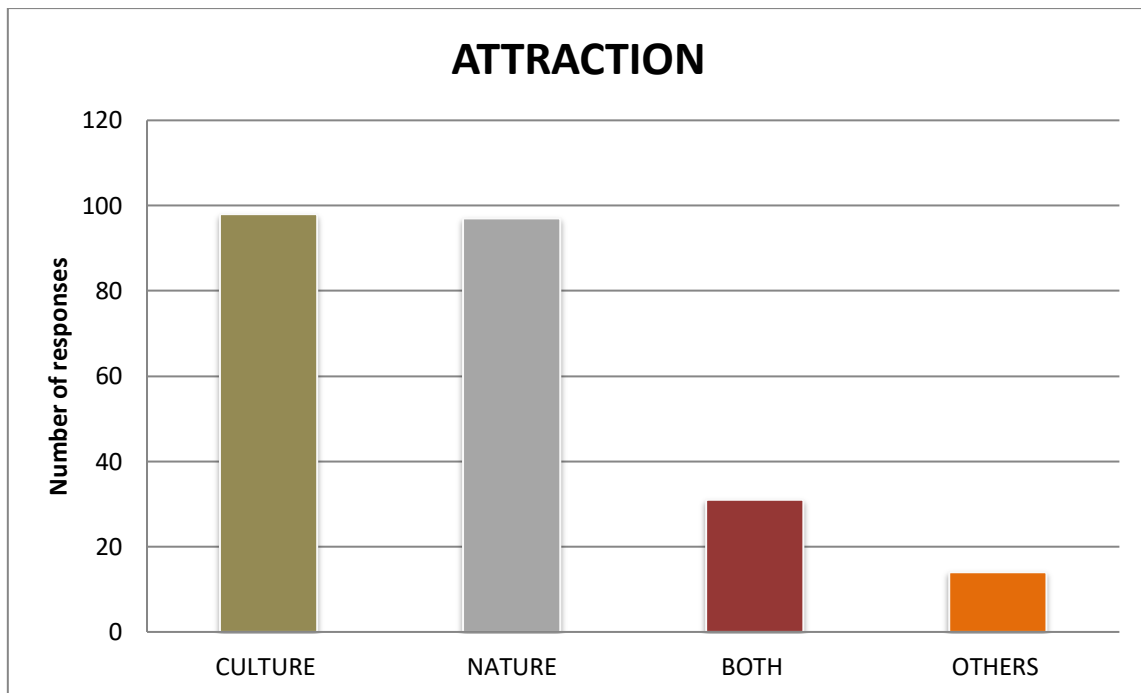


Figure 4.5.Respondents' choice of attraction

For tourism development, infrastructure also plays an important role. 79% of the respondents have the opinion that the State does not have a sound infrastructure for tourism development and 21% of them responded that it has a good infrastructure (Table 4.6). Infrastructure in the form of various building structures like museums, fun fair, science centers, monuments, etc. and also transport routes to various pocket destinations of tourist interests are significantly valuable. There is no denying the fact that the entire tourism development does not solely depend on the infrastructure alone because the tourists might want to see the raw nature and culture in its original form. Besides, some tourists take the bumpy road journey in the form of an adventure otherwise there is no other way but to take such a bumpy road to get to the destination any place beyond Kohima.

4.6. Tourism for sustainable livelihood

Tourism is an act of travel from one place to another with different purposes. If we think about our past travels to various places, remember the highlights- the comfortable hotel rooms, the delicious cuisines found at stall and different fancy restaurants, or at a local kitchen, the ones who guided us during the travel, the means of transport used to reach a certain destination, marketing facilities where tourists get local products and also different other finished products. There are so many people behind the curtain that made our holidays

and visits successful and meaningful- starting from the particular travel agent that took care of your itinerary, transportation facilities, and the caretaker of the home stay or hotel room, the local cuisine, to the local travel guide. The increase in population has led to lesser job opportunities. However, tourism industry could be a boon to many for starting the career in tourism related services and activities.

Importance of entrepreneurship:

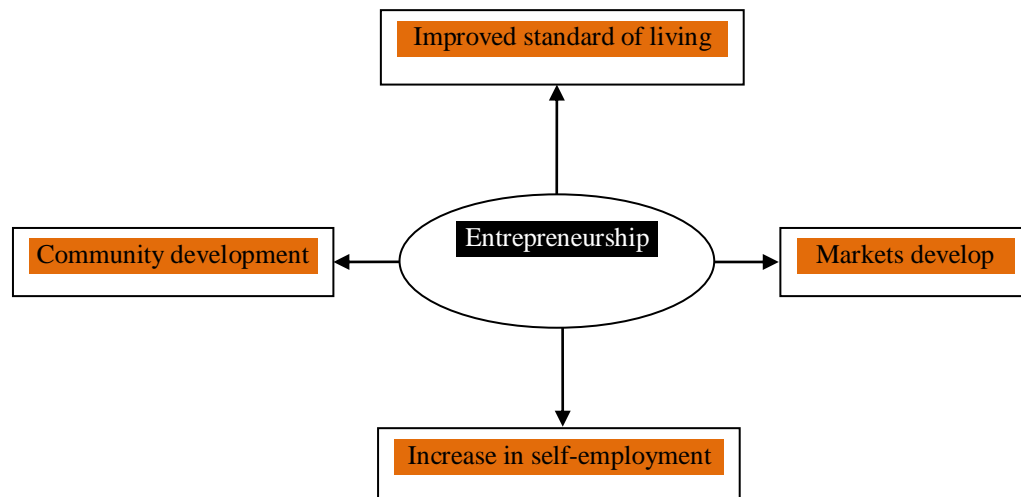


Fig.4.6. Importance of entrepreneurship

Entrepreneurship has received increased attention within tourism research, reflecting the important role of entrepreneurs and new firm startups within the tourism industry for innovation and value creation. In general, tourism entrepreneurship refers to the business activities related to various tourism products, which give profits to the owner as well as contribute to the economy (Figure 4.4). Thus, a tourism entrepreneur is a person or group of people who are engaged in producing, distributing and managing the tourism products. Entrepreneurs are people who can detect and sense the availability of business opportunities in any given scenario. They will utilize these opportunities to create new products by employing new production methods in different markets. They will also function in different ways by using various resources who will give them profit.

It is important to note that although most entrepreneurial businesses start small, the owners of such businesses need not be small-scale owners. Many business owners dread risk, but successful entrepreneurs are very innovative and know how to operate profitably in a business environment, even though the risk is high.

Entrepreneurs are an asset that should be cultivated and motivated to a large extent. Good entrepreneurs have the ability to change our lifestyle and the way we work. New

innovative products and services created by entrepreneurs stimulate the related businesses while further helps in the development of economy. The more entrepreneurs increase, the lesser the problem of unemployment. Some entrepreneurs involve in charity support which also develops the community beyond ventures.

The tourism sector has grown exponentially and has a great potential in generating entrepreneurial opportunities in the host community from all strata of tourism businesses. Tourism entrepreneurship has been playing a tremendous role over the past few years which led to improvement in tourism related idea of application of knowledge, skill and competencies in a professional way. The result of entrepreneurship in tourism industry could be fertile creativity, increase in productiveness of the people, new ideas, innovation and motivation, boost in confidence, increase in economy in tourism industry development of the host community, and increase the pride of both individuals and the community. Some of the important effects of entrepreneurship in tourism includes- job opportunities, cultural and heritage development, effective use of resources.

In today's world, entrepreneurship in tourism has been a driving force for economic development. Entrepreneurs have a great role to play for the development of different attracts areas. There are lots of opportunities for entrepreneurs in the State tourism- there is a vast scope to grow a market of our varieties of ethnic food, ethnic attire etc. Usually when people visit a place, they want to taste their food, try their clothes, which give birth to a market as well as some entrepreneurs; they have potential to grow a market by giving tourist chances the experience of living with nature. Entrepreneurs could start camping with the concept of 'stay with nature' with the aim of not harming the Mother Nature; as foreign tourists usually prefer a man who can guide them in the new place, so that they can explore each and every beautiful corner. This requires and gives rise to the demand for tour guides. As the State has vast corners to explore, tour guides who have knowledge of the places as well as have language proficiency are on great demand; there is also available entrepreneurial scope as well as potential in the transportation sector of tourism industry. Usually when tourists come with the aim to visit a particular place, they would want to explore every corner. In such case, people could involve themselves by taking the tourists in their cab or private cars, or in some cases, with a small amount, if the entrepreneur starts a business with cycles, it will be more beneficial with least maintenance for a long period of time. In other words, profit will be much more than the cost involved.

With the increase in new innovations and increase in opportunities, entrepreneurial opportunities in tourism sector falls under different factions:-

Accommodation

Before a tourist starts his/her journey, they inquire about the accommodation hotels, motels, inns. It can be an ample space of opportunities for entrepreneurs to start up their business by first studying the location which best suits for the said inns to set up. Once it's set up, the entrepreneur can employ several types of workers. This ultimately increases the job opportunity. For instance, there is a home stay at Longwa village (Mon district) where eight people are being employed. The entrepreneur, who is the owner himself, works as the tourist guide to the tourists staying at his home stay. Accommodation is much more well organized in an urban places like Kohima. Dimapur and Mokokchung. Kohima have started home stay in comparatively a substantial degree where many tourist instead of hotel prefer to stay in home stay during the hornbill festivals.

Recreation

Recreational opportunities include— establishment of parks, sports facilities, attractive home gardens, museums etc. Several schemes can be utilized by the entrepreneurs with the help of the government and tourism department for financial assistance. In Nagaland, the concept of recreation/parks etc. is becoming a common feature as part of the developmental process. Parks /picnic spots with swimming pools etc have been growing in number to gather to the needs of the tourists.

Transportation

Entrepreneurs should be highly innovative in starting travel agencies, which includes transportation in the tour packages. People can be employed as drivers. Bike or car rental services are also in demand with the increase in importance of adventure tourism in the State. One major area where the success and failure of tourism can be attributed is the development of transport systems. Air connectivity, train connectivity and other road connectivity within and outside the state. So far only few agencies are operating in Nagaland but there is ample scope for regional and international networking of transport systems. Another added advantage is the introduction of bike/scooter taxi services in almost all major towns in Nagaland. It not only creates more job opportunities but this service has made the mobility of tourist much easier and cheaper.

Market

Business opportunities are one of the most important benefits in tourism sector. As the State is well known for its rich culture and tradition, the people can involve themselves in making handicrafts in different forms and sell the finished products in stalls, shops or traditional marketing centers. This in one way showcases and preserves the rich heritage, creates self employment and also creation of ideas in making the handicrafts. During the field visit to Longwa village in Mon District, it was noticed that many local ventures on the roadside and also outside the premises of Angh's home, selling of ornaments of Konyak tribe. It is also a common sight in all towns and particularly tourist spots more local products such as handicraft, jewellery etc are being produced with creativity. This implies the revival or at least conservation of the traditional handiwork and additional income for the community.

Communication services

Communication services are important in tourism logistics. People can involve themselves by establishing help centers in different locations, even in the remote areas, for the tourists to ease their travel. Nagaland does not lack behind others when it comes to electronic media, particularly among the younger generations. It has also been found that large percentage of tourists has come to know about Nagaland only through electronic media and other networks.

Gastrology

Food becomes important in our daily lives. Most of the tourists are curious and they get the taste of the local indigenous cuisines which are mostly comprises of the meat and green vegetables with plenty of mouth watering hot sauce and chilies. One may say that Naga food runs between the Mexican hot dishes and Thai food. This is a jack-pot for Nagaland as we have a number of traditional cuisines to offer. Local restaurants, street food stall, etc can be highly encouraged which ultimately increases the job opportunities.

4.8. Opportunities in Tourism industry

Sl. No.	Occupation prior to present		Present occupation	
1	Unemployed	5	Taxi driver	6
	Farmer	1		

2	Unemployed	13	Tour guide	17
	Private teacher	1		
	Farmer	3		
3	Unemployed	4	Local market(festivals, daily market)	8
	Farmer	4		
4	Unemployed	9	Travel agent	11
	NGO	1		
	Govt. servant	1		
5	Unemployed	4	Hotel manager	4
6	Unemployed	8	Tour operator	9
	NGO	1		
7	Unemployed	16	Home stays	22
	Farmer	5		
	Private teacher	1		
8	Unemployed	2	Event manager	2
9.	Unemployed	2	Tourist Officer	2

Field study data

Table 4.6 Changing profile of employment

Out of the 210 respondents (excluding 30 tourist respondents), 81 of them has changed their profession from farmer, private teacher, NGO, government servant to tourism sector as taxi drivers, tour guide, local market vendors (festivals/local markets), travel agent, hotel manager, tour operators, home stays and event manager. Intriguingly, 63 were unemployed who had found their job opportunities in tourism sector. Hence, the scope for unemployed population in Nagaland can find tourism sector for exploration of accommodation of readily available resources as tour guide etc. Taking the number of opportunities (in tourism for the unemployed) into consideration, one can safely come to a conclusion that tourism sector contributes distinctively to the economies and employment. But how is it clearly possible that tourism sector creates a number of job opportunities? This unit of the chapter provides ample of points of tourism opportunities. Tourism industry creates and provides diversified employment opportunities in a number of sectors. The industries existing within the value chain comprises of transportation, accommodation, food and beverage, leisure/adventurous

activities, etc. From the table 4.7, it is observed that the overall average annual income of the respondents, engaged in tourism sector, ranges from I. 59, 000 to I. 99,000. The average per capita income of the State is I. 78,367 which is below the national average, i.e., I. 86, 454. Some of the occupations exceed both State and National per capita income, like, Home stays, Local market (festivals, daily markets) and Tourist officer. It is evident from the table (Table 4.7) that there is high probability of future livelihood through tourism sector.

OCCUPATION/ACTIVITY	AVERAGE INCOME PER ANNUM
1.Taxi driver	I. 68,000
2.Tour guide	I. 60,000
3.Local market(festivals, daily markets)	I. 87,000
4.Travel agent	I. 59,000
5.Hotel manager	I. 70,000
6.Tour operator	I. 59,000
7.Homestays	I. 99,000
8.Event Manager	I. 56,000
9.Tourist officer	I. 92,000

Field study data

Table 4.7 Average annual income per annum of the respondents involved in tourism sector

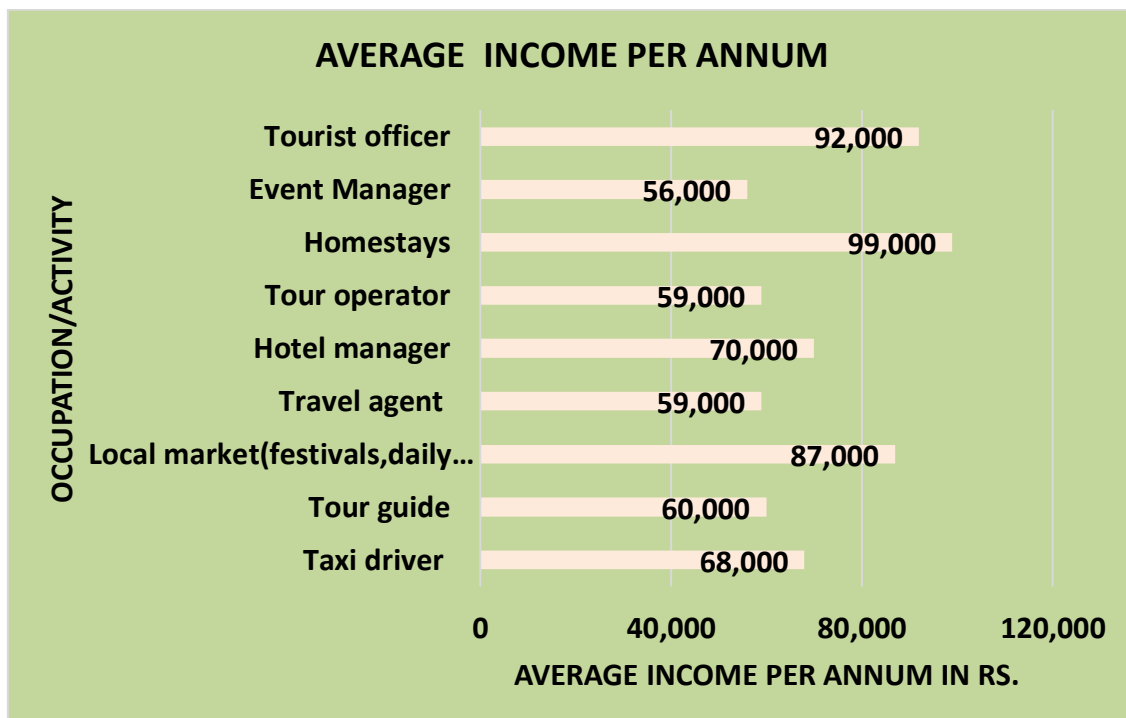


Figure 4.7 Average income per annum

In connection to the opportunities cited above, there are some career opportunities in Tourism industry:-

1) Travel agent

The work of a travel agent is to initially research and plan and then book the required trips for the tourists. Even though people can do this job by themselves, it is more comfortable and easier to take the help of a travel agent, owing to their years of experience and proficiency in knowledge. Travel agents help with booking the flights or any transportation services, selection of hotels according to the budget and requirement of the tourists, etc. Considering the upward movement of tourism in Nagaland there is dire need of highly professional well organized travel agency which can not only cater to the need of the tourist coming to Nagaland but in-out network for the tourists. There is also plenty of scope for out bound tourism from Nagaland to its neighboring countries like Thailand, Singapore, Malaysia, Vietnam and beyond.

1. Hotel manager

A hotel manager is someone who looks after all the aspects of running a hotel starting from housekeeping to overall maintenance to management of budget and marketing. To have a career as a hotel manager, one ought to have an excellent communication skill, hospitality, experience in managing the employees, supervision of the working staff, budget management, promoting and innovative skills, and also should ensure that the hotel pertains safety in health and security aspects.

2. Tour operator

A tour operator typically provides tour/holiday packages and deals with service providers like bus operators, air transport or hoteliers. The tour operator prepare a certain itinerary by monitoring trends in the popular tourist destinations to make the holiday package attractive and most importantly, worth the visit. Tour operators plan almost everything and offer tourism programs. Nagaland has some government approved tour operators in different districts (table 1). As one can observe from the given table, most of the tour operators are from Kohima and Dimapur districts. It will be encouraging to start tour operators in the remaining districts which have less or no tour operators for easy access to the destinations.

Table 4.8 List of tour operators in Nagaland

<i>Sl. No</i>	<i>Name of Package tour operators</i>	<i>Address</i>	<i>Local</i>	<i>Regional</i>	<i>International</i>
1.	<i>Explore Nagaland</i>	<i>Main road ,Midland Kohima</i>	✓		
2.	<i>Peak Travels</i>	<i>C-33(1) House No.54,Jail Colony, Kohima</i>	✓		
3.	<i>Alder Tours and Travels</i>	<i>Opp.2nd WW Cemetery, Blue Bayou Building, Midland, Kohima</i>		✓	
4.	<i>Neo Tours and Travels</i>	<i>Old NST Complex, Kohima</i>			
5.	<i>M/s Khonoma Tours and Treks</i>	<i>Science College road, Kohima</i>	✓		
6.	<i>Travel Zone</i>	<i>Near SP Office, Opp.DDC Officer's Hill, Kohima</i>	✓		
7.	<i>Nagaland Hornbill Tours and Travels</i>	<i>Lerie, Kohima</i>	✓		
8.	<i>Galaxy Travels</i>	<i>CK Arcade Building ,1st Floor,Opp.Baroda Bank,Kohima</i>		✓	
9.	<i>Ecotones Tours and Travels</i>	<i>Khonoma Village,Kohima</i>	✓		
10.	<i>Vivoto Tour Operator</i>	<i>Lower Midland,Kohima</i>	✓		
11.	<i>Adventure Nagaland Tours</i>	<i>Khonoma village ,Kohima</i>	✓		
12.	<i>Eastern Green Tours</i>	<i>Officer's Hill Kohima</i>	✓		
13.	<i>India Trail</i>	<i>Jail Colony Kohima</i>		✓	
14.	<i>Orchid Tours and Travels</i>	<i>Kohima</i>	✓		
15.	<i>Naga Bivouac</i>	<i>Khonoma village</i>	✓		
16.	<i>Tribal Door</i>	<i>Kohima</i>			
17.	<i>Southview Tours</i>	<i>Kigwema village</i>	✓		
18.	<i>Kotjabo</i>	<i>Kohima</i>	✓		
19.	<i>Destination Small World</i>	<i>Kohima</i>	✓		
20.	<i>Hills Adventure</i>	<i>Kohima</i>		✓	
21.	<i>Ara Travels</i>	<i>Kohima</i>		✓	
22.	<i>Pier Tours</i>	<i>Jotsoma,Kohma</i>	✓		
23.	<i>Tribal Discovery Tours and Travels</i>	<i>Dimapur</i>		✓	
24.	<i>No Hassel Deal</i>	<i>Dimapur</i>		✓	
25.	<i>PK Travels</i>	<i>Dimapur</i>		✓	
26.	<i>Zeneikhotso Iralu Tours</i>	<i>Dimapur</i>	✓		

27.	<i>LOE and LOS Travels</i>	<i>Dimapur</i>	✓		
28.	<i>Voyages Tours and Travels</i>	<i>Dimapur</i>		✓	
29.	<i>Naga Hills Travel World</i>	<i>Dimapur</i>	✓		
30.	<i>Temjenmoa Tours and Travels</i>	<i>Dimapur</i>	✓		
31.	<i>Aier Tours and Travels</i>	<i>Dimapur</i>	✓		
32.	<i>Deep Root Tours</i>	<i>Dimapur</i>		✓	
33.	<i>Yashila Tours and Travels</i>	<i>Dimapur</i>	✓		
34.	<i>Panall Tour and Travels</i>	<i>Dimapur</i>		✓	
35.	<i>World Mirror Tour and Travel</i>	<i>Dimapur</i>		✓	
36.	<i>Oriental Tour and Travel</i>	<i>Dimapur</i>		✓	
37.	<i>Langphong Konyak Travel</i>	<i>Mon</i>	✓		
38.	<i>Ngonyen Travel Agency</i>	<i>Longleng</i>	✓		
39.	<i>Rural Village Travels</i>	<i>Wokha</i>	✓		
40.	<i>Village Traveller, Thetsumi Resort</i>	<i>Phek</i>	✓		
41.	<i>Zingki Tours and Imsong Villa Adventure</i>	<i>Mokokchung</i>	✓		
42.	<i>Exotic Odyssey</i>	<i>Merangkong Village</i>	✓		
43.	<i>Kapamedzu Travel Agency</i>	<i>Pfutsero Town</i>	✓		

Source: Directorate of Tourism, Nagaland

3. Tour guide

Tour guiding is an important asset in the entire tourism logistics. Tour guides belongs to the tourism and travel industry and provides guided tours to visitors and tourists. The former must have sound knowledge on the particular destinations– topography, historical sites and their significance, museums and other recreational tourist spots. Having good communication skills, and also it will be beneficial if the tour guide speaks multiple languages. Professional tour guides are very important for both national and international tourists. Not only in the communication have skills but it served as an agent of bringing different cultures and social background closer to each other.

4. Chef

An executive chef is someone who is in-charge of the hotel/restaurant. He /she is highly responsible for the kitchen staff, plans on menu, take care of the food hygiene, etc. The State has a wide platform for people who are interested in this field of work, local chefs in particular. The traditional cuisines of Nagaland of all the tribes vary in taste, style of cooking, ingredients etc. Opening up of traditional Naga hotels would be beneficial for the visitors and the host community as well.

The following are some points on solution for the increase in entrepreneurship in the tourism sector:-

1. Intensive training programmes for the interested entrepreneurs.
2. Seminar on importance of tourism in development of economy to the local people.
3. Development of lodge, home stays.
4. Innovation of tour guides by providing them the right training in guiding the tourists.
5. Emphasizing on including tourism topic in academic lessons.
6. Immense support to the entrepreneurs by both people and government for development in tourism sector.

Tourism is a sector which needs a highly innovative entrepreneurial activity in bringing to light the importance of a place and also attracting the tourist, in turn, increase the economy. With the increase in demand for diversification of tourism products, entrepreneurship comes in play. It decreases the societal problems to a certain extend by providing job opportunities to different sections of the society. According to the data of Directorate for Employment, Skill Development and Entrepreneurship, December 2016, there are 90,584 unemployed youth in Nagaland. This type of unemployment issue could be partly solved by working on the tourism sector development which provides job opportunities in different areas depending on the speciality or interests. Tourism industry is mostly recognized by the quality of the products which are required to satisfy the demand for travel and accommodation, exotic food, etc. All these 'travel experience could be met through innovative development of the host community. Therefore, entrepreneurship as a whole can be the basic key element in developing tourism sector in its wider sense in the State.

4.7. The Hornbill Festival: An overview

The hornbill bird is usually correlated with bravery and strength by Nagas. The feathers of the hornbill were frequently used as ceremonial head gear which was in the past worn by the head hunters and warriors of the Naga tribes to portray bravery. Starting from its beak to the rich colours of its plumes and even its sound, the hornbill bird is sophisticatedly interlaced with the tribal culture of the Nagas. Legend has it that a Sumi Naga orphan lived with his relative who treated him poorly often mixing dirt in his lunch which he carried to the field. Ashamed to accept help from his friends after they found out about his sad reality, he transformed into a hornbill which promised to see his friends once every year. Yet in another narration of the same tale, the orphan had turned into a hornbill on the way back home with his lover. From the branch of a tree, the hornbill dropped a single feather on his lover's lap. It was told that she treasured the feather all throughout her life. Therefore, the feather is symbolized as an omen of their love which many Naga tribes till date has a tradition of incorporating the feather in their traditional attire and different clothing. Besides, it is believed that the feather of the bird also brings good fortune and prosperity. The feathers of the hornbill are used in the head gear by the Nagas during traditional occasions and functions- folk dances, headhunting rituals, festivals, specially by Sema, Konyak, Chang, Ao and Yimchungru tribes. Some of the tales and traditions alike which are followed by the Naga tribes are often believed to draw inspiration from the hornbill. Hornbill birds are generally tropical and sub-tropical bird. They live in tall trees and deep forests feeding on fruits and insects. They are characterized by long curved and powerful bill and patterned with black and white blend of feather presenting a majestic look. They are known to have a lifelong mate nestled in the cavities of a tree trunk feeding the female and the chicks by the male hornbill throughout the time of laying the eggs and till the chicks are ready to fly. Many Naga tribes try to embody the quality of hornbill in their social cultural lives. As such, it is a common tradition that hornbill feather is used in the traditional head gear by the dancers.

The Hornbill Festival, also known as the 'festival of festivals', is a festival of the State which is celebrated every year on the first ten days of December at the Kisama heritage village of Kohima District. The name of the festival 'Hornbill Festival' was named after the Hornbill bird, which is large in size and colourful in appearance, displayed in much folklore of the tribes of the Nagas. The first ever hornbill festival was held in the year 2000. The Festival is one among the biggest celebrations of indigenous Naga Tribes. The rich cultural heritage of the Nagas is unique in character that results in people planning and booking for

Hornbill Festival Tours to experience the various events of the festival, try Naga Cuisines and spent time with the locals. All the major tribes and sub-tribes have their unique ways of promoting their culture. In addition to that, the colourful dresses headgears, and, armlets, etc. is a fascination to the tourists. The Hornbill Festival holds a great significance for the Naga people because the former is a platform to showcase and promote the cultural heritage, the local cuisines, and also the physical attractions of the State. The people of the State observe the festival as a route to reinvigorate, protect, preserve and promote the cultural heritage of the State. To tourists, the Hornbill Festival is unique and it provides them the opportunity to encounter experiences of the food, music, cultural dances and customs of Nagaland State. While on the other hand, the Festival is considered sacred to the Nagas and it brings unity among different tribes and communities in the events of the festival. The main attractions of the Hornbill Festival are- Naga Morungs which is a model of different Naga tribes architectural design of their traditional house unique to each and every tribes. In the Morungs, are the exhibitions, food stalls, indigenous games, different artifacts, flower, plants and seeds valued and used by their own tribes. There is also a common arrangements and shows like the fashion shows, musical concerts, archery, International Rock fest, Konyak fire eating demonstration, Naga Wrestling, WW-II Vintage car rally, pork eating competition, the famous Naga king chili eating competition, besides many traditional games like Hornbill International Motor rally, Hornbill literature festival, etc. The traditional art work includes- paintings, woodcarvings, sculptures, etc. of various artists of the State and is put up on sale during the festival.

Since its inception as a yearly event, the Hornbill Festival has accelerated a profound change in the tourism sector of the State in many ways. The festival paved a way for the different Naga tribes to showcase their cultures in the form of dances, songs, Morungs, colourful dresses, etc. The festival not only promotes cultures but also increases the number of tourist visits to the State. As we can see from the Chart given below, the number of domestic and foreign tourists gradually increases year by year (Table 4.9).

Table 4.9 TOURIST INFLOW STATISTICS 1991-2021

YEAR	DOMESTIC	FOREIGN	TOTAL
1991	66,440	121	66,561
1992	34,137	69	34,206
1993	20,0455	64	20,109
1994	11,108	194	11,302

1995	13,800	39	13,839
1996	13,174	64	13,238
1997	39,101	184	39,285
1998	28,890	116	29,006
1999	21,041	119	21,160
2000	13,272	451	14,174
2001	9,948	920	10,868
2002	14,263	657	14,920
2003	2,971	545	3,516
2010	21,004	1495	22,499
2011	25,216	1941	27,157
2012	28,945	2173	31,118
2013	52,350	2305	54,655
2014	58,507	2585	61,092
2015	64,616	2769	67,385
2016	58,178	3260	61,438
2017	63,362	4765	68,127
2018	101588	5010	1,06,598
2019	125949	5568	1,31,517
2020	10,979	518	11,497

Source: Directorate of Tourism, Nagaland 2021

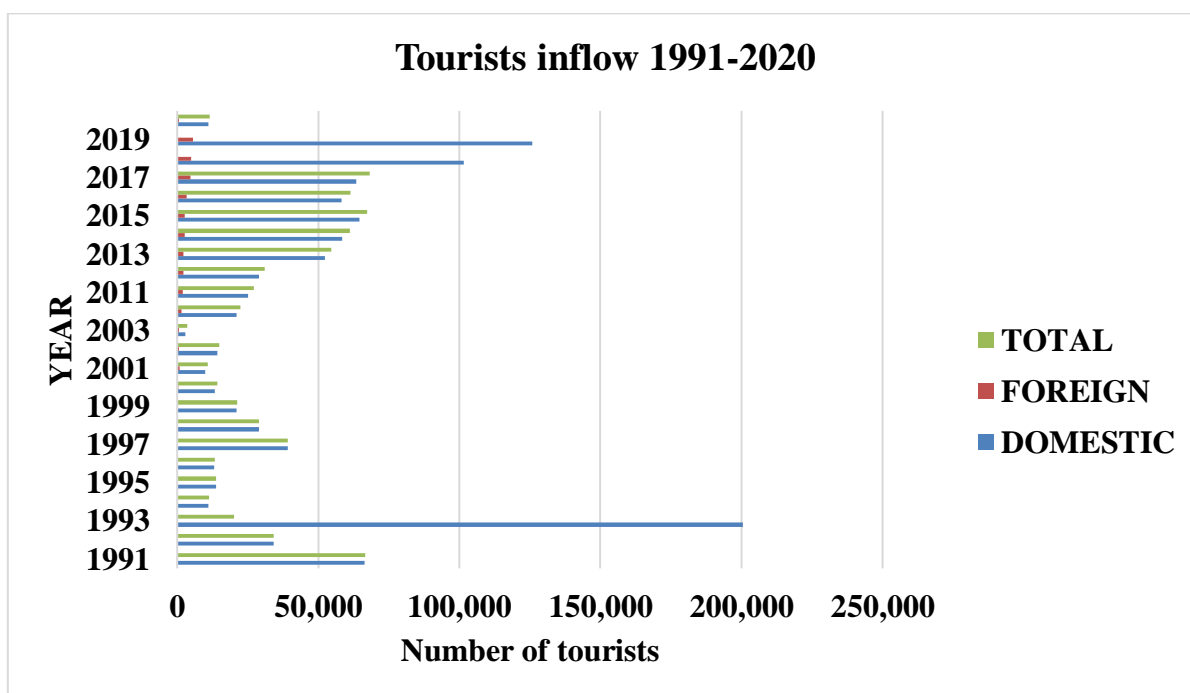


Figure 4.8. Tourist inflow 1991-2020

With the advancement in social media all around the world, Internet and pro-active agents play a great role in promoting tourism of the State. Before setting up a journey to any destination, a tourist checks the profile of the place, checks on the reviews, rating, etc. and decides on the journey ahead. According to the field survey conducted, 98 of the respondents are of the opinion that tourists can be attracted through internet and 77 respondents opine that tourists can be attracted through pro-active agents. While 49 of the respondents opine that tourist can be attracted through internet and various social networking sites and pro-active agents. 16 other are of the opinion that newspapers also take a critical role in popularizing a destination (Figure 4.5). However, there is a danger in checking on the official website alone, as a tourist remarked during the interview that wrong information were given on the website in which she wasted her time to travel to that particular area of the State to witness nothing as described. There is substantial percentage of improvement of foreign tourist in the past few years but all do not get excited with the unique culture and natural landscape, as for instance, one tourist from England remarked “I’ve read about a historical lake at Wokha district which is located at the heart of the town which seemed fascinating. I travelled around the district and went in search of the lake only to find out that it was not at all fascinating and looked like an ordinary lake which is not maintained by the concerned authority or the community. It was such a waste of time and money.”

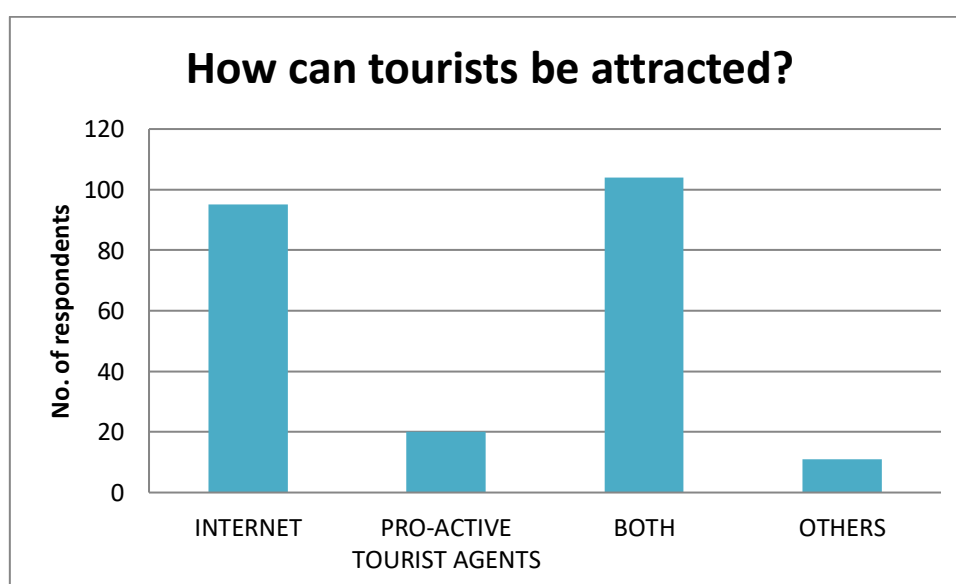


Figure 4.9 Factors that have influence tourist attraction to Nagaland.

4.7.1. People's perception to Hornbill Festival

The Naga community is hospitable and sociable in character. Education has no doubt broadened the outlook of the Nagas with regards to tourism development. Hornbill Festival is one of the contributing aspects of tourism sector where the Nagas showcase their culture and promotes its importance and uniqueness. But the real question is that whether the Hornbill festival or the Mini Hornbill Festival is benefitting all sections of people in the State. During the field survey and interviews, many respondents were of the opinion that Hornbill Festival is just a week event in a year and that not all the citizens are aware of the opportunities.

Many respondents stated that the Hornbill Festival is concentrated only in one particular place (Kisama). It would be interesting and also beneficial to all the districts if the Hornbill Festival is hosted consecutively in all the districts of Nagaland year after year. According to the survey, 79% of the respondents agree that Hornbill Festival or Mini Hornbill festival is benefitting the people of the State in the grassroots level. While 21 % of the respondents do not agree to the same (Table 4.5). With time, it has been observed by many that the authenticity of the traditional dresses is not observed in some cases. A tourist responded during the interview that the originality has been lost to quite an extend, witnessing the folk songs and dances performed by the local people of Nagaland. The tourists visit to witness the event and eager to see the tradition of the people in its raw state not being modified in any form.

4.7.2. Impact of Hornbill Festival

The Hornbill Festival showcases a *mélange* of cultural displays under one roof. One striking feature of the Festival is that all the tribes of Nagaland take part in it. The main aim of the festival is to protect the rich culture of the State. A large gateway within the premises declares this to be the 'window to Nagaland' for through it, one can get a glimpse of the State's culture and tradition. Traditional arts which include painting, wood carving, sculptures are also on display. The circular amphitheatre or the festival arena is where all the festivities happen. Each tribe with its own dialect, costume and traditional attires get to display its identity to the world. Performances ranges from farming demonstration to traditional songs and dances of Naga tribes to display the Naga history such as mock warrior hustles of tribes such as the Konyaks who are well known for their history of head hunting. One is treated with sights of beautifully crafted Morungs of the each of the major tribes of Nagaland, decorated with artifacts representing the various clans. The Morung tradition holds a special place in the State and it is known as the cultural and educational hub of Naga life. In the Morungs people

partake in trying the traditional cuisines and beverages of the different tribes. At the Morungs, one can take a closer look at the wood carvings, kitchen set up and utensils used in villages. Managed by the Department of Industries and Commerce, one of the most visits of the Hornbill festival is the Bamboo Pavilion where there is an exhibition cum sale of handicraft items sold by different individuals and firms. Here, one can pick up souvenirs, traditional necklaces, traditional woven shoulder bags, and colourful mekhalas of different tribes, traditional earrings, local wines, pickles, local honey, and a vast array of indigenous items. One of the sellers from the Bamboo Pavilion remarked that they sell more products during the Hornbill festival since they don't have a good market to sell in the other time of the year. There is no denying the fact that Hornbill festival has paved a way for the people of Nagaland to engage them in showcasing their culture. The way the State managed hornbill is more or less showcasing of variety of item ranging from selling of local products items, rock concert and other entertainments culture is the focus. Many agree that it is confined to two weeks events and does not leave much impact on the general population except small section in the capital city.

In order to make the festival sustainable and beneficial for the entire community, there is a need to evolve a policy of holistic community participation, which would entails a well balanced chain of events in all the important places region wise or district wise.

4.7.3. An overview of tourists' responses

The speciality and attraction of a place is known through various sources – internet sources like Instagram, facebook, friends and family or through newspaper sources. According to the survey conducted, 53% of the tourists responded that they have learnt about the place of Nagaland through Internet sources while 37% of them through their friends and family and 10% through newspaper. A respondent from Punjab (India) has mentioned that she has been fascinated by the beauty of Dzükou Valley of Nagaland in her friend's social media account. Another respondent from Canada has remarked that he come to know about Nagaland and the fascinating experiences of meeting different tribes in Nagaland. In a nutshell, it is clear that Internet sources and friends and family are the key to promote tourism of the State. Hence, it is important to note that popularizing the tourist destinations in social media platforms is crucial. Besides, making the tourists feel at home and improving the quality of different tourism services is recommended as a good number of tourists, according to the study, learnt about the State through friends and family members. The better the

experiences of the tourists, it is more likely for them to share their good experiences to people.

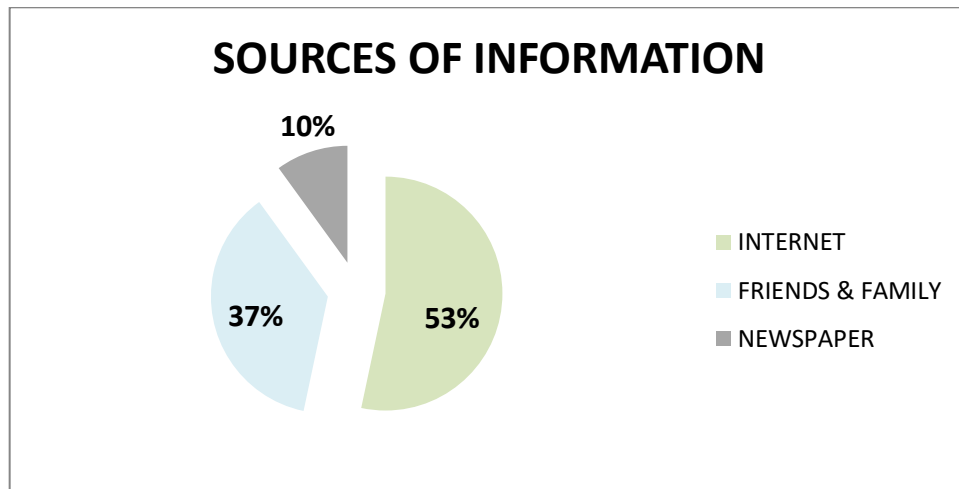


Figure 4.10. Pie chart showing the sources through which tourists discovered about the destination(s).

According to the survey conducted, 45% of the tourist has been attracted by the culture of the State, 30% of them have been attracted by nature and 25% has visited Nagaland to witness the Hornbill festival. Some tourist respondents remarked that the people are welcoming and hospitable. 75% of the tourists had their first visit to Nagaland and 25% of the respondents have visited the State more than once. 15% does not intend to come back again owing to various reasons like ageing and low level of expectations, etc, while 85% of the respondents would intend to come back again and mentioned about their interests in exploring the different parts of the State. Figure 4.7 shows that natural scenery and cultural attractions are the major purpose of visit of the tourists.

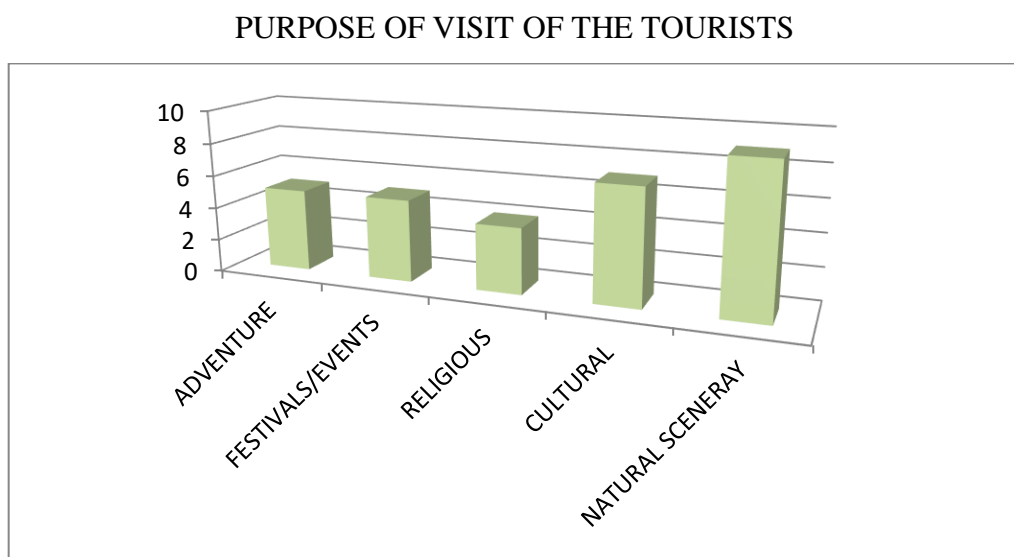


Figure 4.11 Bar graph showing purpose of visit of the tourists.

4.7.4 Factors influencing tourist satisfaction

The Nagaland tourism is still in its nascent stage as an industry. However, the State has a great potential in terms of culture, nature and recreation. The rich cultural heritage which is endowed with oral tradition of the Naga tribes, the vibrant nature and the recreational activities are the assets of the State's tourism industry. Boosting tourism would also lead to attracting and increasing the number of tourist visits. Hence, it is vital to study and analyze the factors that affect the tourist satisfaction. This section aims to address the important factors that affect the tourist satisfaction in the State.

The instruments used to collect and record data for this study are: - survey questionnaires 5- point Likert Scale, open ended questions like recommendations and suggestions. The survey questionnaire aims to address the overall tourist satisfaction of tourism in Nagaland like, hospitality, attraction, accessibility, infrastructure, environment, etc.

The data in relation to the overall satisfaction of satisfaction of the tourists who visit Nagaland in 2019 is produced from self- administered questionnaires. Each of the category is measured by using 5- point Likert scale which ranges from 1 to 5 (1 stands for very dissatisfied, 2 stands for dissatisfied, 3 stands for neutral, 4 stands for satisfied and 5 stands for very satisfied). After the data collection, the collected data were analyzed by using Statistical Package for Social Sciences (SPSS) VERSION 23. **Factor analysis** was used to determine the fundamental structure of the 25 determinants toward the tourist satisfaction. Finally, **regression** was used to find out the major determinants that affect the magnitude of tourist satisfaction in Nagaland. In regression, a dependent variable is acclimated as a function for a list of independent variables. It is a statistical tool which allows us to come to a conclusion to determine how different independent variables are associated to a dependent variable. In the present study, 25 determinants are established in order to identify the tourist satisfaction level of each of the **determinants** which is referred to as **independent variables** and **overall satisfaction** is considered to be the **dependent variable**. In this study, factor analysis is used to decrease the dimension of the independent variables. The prominent factors that influence the tourist satisfaction in Nagaland are recognized using *regression analysis*.

Results analysis:

Out of the total number of respondents i.e. 30, there were 14 females and 16 are males. 8 females and 11 males have visited Nagaland before and the remaining 6 females and 5 males have visited Nagaland for the first time. Hence, more than 50% are repeat visitors. Among the

30 respondents 7 respondents are domestic tourists and 23 respondents are foreign tourists majority of which are from Europe and America.

Factor analysis and regression:

Factors	Mean	Std Dev	Factor loading	Variance explained (%)
Environmental				20.488
Condition of climate/weather	3.5	0.6	0.854	
Quality of air	3.45	0.51	0.923	
Degree of noise	3.4	0.50262	0.689	
Private safety and security	3.45	0.51042	0.772	
Hospitality				16.113
Attainability of local authorities	3.25	0.44426	0.616	
Readiness and welcoming of the local people to help tourists	2.95	0.68633	0.932	
Sanitation				12.604
Condition of Water supply	3	0.45883	0.937	
General cleanliness	3.2	0.61559	0.733	
Presence of clean public toilets	3.1	0.64072	0.599	
Cost				12.269
Price or charge of transportation of the locals	3.05	0.39403	0.676	
Price of the products available	3.15	0.58714	0.918	
General cost of your stay	3.35	0.48936	0.817	
Price of beverages and food	3.25	0.44426	0.623	
Price of accommodation(hotels/home stays/lodges)	3.25	0.71635	0.864	
Attractions				9.839
Diversity of natural attractions	4.1	0.64072	0.909	
Diverse in cultural attractions	4.35	0.48936	0.76	
Pleasant accommodation facilities	2.55	0.68633	0.46	
Infrastructure				7.682
Accessibility of wi-fi and fast internet	3	0.56195	0.498	
Overall local transport services	3.05	0.68633	0.477	
Accessibility				5.02
Availableness of information and documents	3.3	0.65695	0.504	
Travel convenience	3.15	0.58714	0.851	

Availability of basic medical facilities	3.05	0.22361	0.545	
Food and products				3.962
Local products	3.6	0.68056	0.407	
Diverse in food and beverage	3.35	0.81273	0.851	
Quality of food and beverage	3.15	0.81273	0.779	
Total Variance explained				87.977

The table below shows the results from Factor Analysis. The 25 variables were clustered into 8 different factors viz, Environmental, Hospitality, Cost, Accessibility, Attractions, Sanitation, Food and Products and Infrastructure.

Table 4.10: Results from Factor Analysis

Factors	Coefficients	t-values	p-values	VIF
ENV	.406	2.436	.024	2.645
HOSP	.218	1.072	.296	3.933
SAN	.237	2.092	.049	1.226
COST	.348	2.740	.012	1.542
ATTRA	.078	.513	.614	2.221
ACCESS	.074	.702	.491	1.071
INFRA	-.054	-.376	.711	1.952
FP	.043	.255	.802	2.760
R ² = 0.78				
Durbin-Watson = 2.49				

Table 4.11 Regression results: Factors affecting over-all satisfaction.

There are a number of assumptions for regression. Firstly, regression runs best whenever there is a lack of multi collinearity that is shown by the Variance Inflation Factor (VIF). It is important to note that the VIF must not exceed 10. Secondly, to establish the significance of each factor to the tourist satisfaction in Nagaland, regression analysis was run basing on the earlier findings of factor analysis. The dependent variable was the overall tourist satisfaction. All of the variables were entered simultaneously.

From the regression table, it can be seen that Environmental factor influences the most to the over-all satisfaction, since it's coefficient value(0.4) is greater than the other factors. It may also be understood that only the Environmental, Cost and Sanitation factor significantly

affects the over all satisfaction since their p-values are all <0.05 . The other variables although have linear association are not significant at all levels of significance. The Variance Inflating Factors column also shows that there is no multicollinearity among the factors since all their VIF values are <10 . The Durbin Watson (DW) value is always between 0 and 4. The Durbin-Watson test value of 2.49 shows that there is no auto-correlation. Lastly the R^2 value of 0.78 shows that 78% of the variation in the dependent variable is explained by the independent variables. This suggest that the authorities should focus more on improving the Environmental, Cost and Sanitation aspect in order to significantly increase the over all satisfaction. The normal P-P Plot is shown below in Figure 4.10. Here , the data are plotted beside a theoretical normal distribution in such a manner that the points must form a straight line approximately. Hence, deviation from this staright diagonal or line demonstrates departures from the normality. The data that have been collected in this study shows a relative normal distribution.

Normal P-P Plot of Regression Standardized Residual

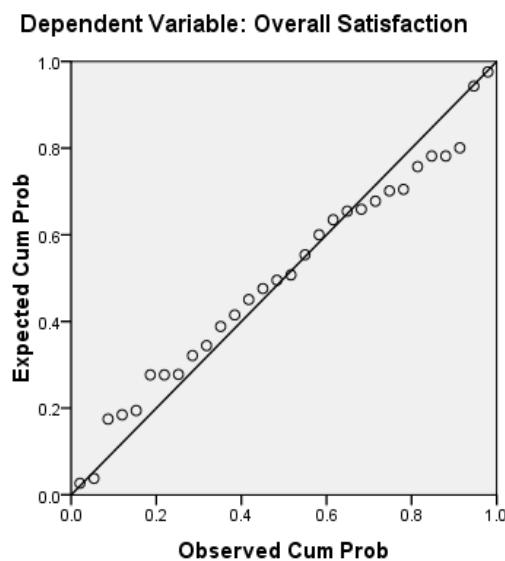


Figure 4.12: Normal P-P Plot of Regression Standardized Residual Dependent Variable: Overall satisfaction

The environmental factors of Nagaland, which is geographically situated on the hills and mountains, establish a distinctive impression on the eyes of the tourists who have experienced the place. If the environment condition deteriorates, the level of tourist satisfaction decreases according to the study. The State has a salubrious and pleasant climate throughout the year which makes it congenial to visit any time of the year except for monsoon season owing to some bad road conditions. As for the tourists who sought after nature and the natural attractions, Nagaland is undoubtly a great choice for many. Studies have shown that

“time in nature –as long as people feel safe- is an anecdote for stress: it can lower blood pressure and stress hormone levels, reduce nervous system arousal, enhance immune system function, increase self esteem, reduce anxiety, and improve mood. Attention deficit order and aggression lessen in natural environments, which also help speed, the rate of healing”¹⁰. Cost of staying consists of the cost of transportation of the locals; cost of staying in Nagaland is comparatively low. Hence, if the cost of staying increases, the tourist satisfaction decreases eventually.

Sanitation is another factor after cost of staying that impacts the satisfaction of tourists. It includes- condition of water supply, general cleanliness, presence of clean public toilets. By far, the communities and the government have jointly worked for proper sanitation and have resulted positively. The Swacch Bharat Mission has also played a crucial role in maintaining the cleanliness drive all over the state.

The study can offer policy recommendations to the government agencies and private stakeholders that can aid in increasing the tourist satisfaction. Some methods to conserve resources of tourism are: - educating the local communities with regards to conservation and protection of the available natural resources, proper waste disposal and strict measures to be followed at the heritage sites, etc.

Nagaland, a state inhabited by the tribal is well known for its rich cultural heritage, its colourful culture, vibrant dances and folksongs and folklore are some invaluable treasure trove of many tourists. The traditional festivals of the Naga tribes are well known for its nature of heterogeneity in the form of display of folk dances and songs and rituals. However, in the present day world, the forms have altered by the people and modified wherein the originality has been altered and in some extreme case. This has something to do with negligence of authenticity. For instance, the cultural shows at the hornbill by the Naga folk dancers have modified the steps and showcase to the people. This is a one way how culture is being diminished over time which is an important issue to be considered. The significance of festivals is of paramount importance and should be properly managed and emphasized on its authenticity with proper policies. The sanction for managing the shows should be well utilized and ways for generating revenues should be the main focus. Besides, hornbill festival should focus on all the districts so as to give equal opportunities to all the Naga communities in

¹⁰ Yale Environment 360. Ecopsychology: How Immersion in Nature Benefits Your Health. By Jim Robbins. January 9, 2020. Retrieved on 26th August, 2023

particular. Some of the respondents opined that the hornbill festival should be hosted in terms of turns in all the tourist potential areas across the state.

There is a huge potential for creating a good number of opportunities and new jobs through travel and tourism. The recent economic status of the State is utterly dismal. The majority of the people depend on agriculture that is seasonal and also unpredictable. The state of Nagaland has untapped natural resources which needs to be conserved for achieving overall enhancement in the long run. The prosperity of the development of tourism in Nagaland depends on the participation of the locals. In Nagaland, traditional governance is still strong in the village and in the tribal level. Local initiatives are generally strong in Naga society which can be utilized for participating tourism development. This human resource potential could be turned to account for achieving multiple purposes and employment generation in all the sections of the society, also acknowledge the government activities for tourism development. In a nutshell, this will boost and stabilize the tourism development of the State which in turn create opportunities for the local people and also attract tourists from different avenues.

CHAPTER 5

CHALLENGES OF TOURISM IN NAGALAND

The State of Nagaland often referred to as the 'Switzerland of the East', displays incredible natural beauty. With its unique geographical location, physiographic terrains, picturesque landscapes, brilliant colourful sunrise and sunset, unending mountains and hillock, meandering rivers, valleys scattered with flowers, warm-hearted people, and a plethora of ethnic tribal culture of the hill tribes and the rich flora and fauna. As one of the fastest growing industries, tourism is being hastened by globalization. Despite the efforts of the Tourism Department and making significant progress, tourism in Nagaland is still in its infancy stage. However, it remains a crucial means for development. It may not be beneficial to all sections of the community at the moment, but the real progress can be experienced when all the community people come together as one and actively involved in promoting tourist spots in their respective area to make use of full tourism potential. In this backdrop of these, tourism development can take the major role in transfiguring the State into a flourishing economy in the region.

Nagaland has a salubrious climate. The indispensable feature of the State's weather is the torrential monsoon rains. The recorded temperature in summer is 31°C maximum and 4°C minimum. Some regions like pockets of Zunheboto, Mt. Japfu, Mt. Saramati, Dzükou valley, remain frosted during mid winter. The average annual rainfall is recorded to be 2000mm to 2500mm. The whole year round is pleasant to visit in general owing to the good weather conditions. The uniqueness of the State and its strategic location in North East India create an advantage for Nagaland in utilizing the tourism sector for economic growth and development.

The State government attempts in developing the travel circuits, tourist destinations or tourist sites, several tourist amenities, increase in accommodation, tourism promotional activities. To furnish the required impetus for attracting tourists to Nagaland, development in tourism potential destinations merged with proper publicity and marketing strategies can attract more tourist inflow in the State. Perceiving at the growing possibilities of tourism possibilities of tourism potential, the dynamism of the Central Government, initiatives taken by the State Government, contribution of some community towards tourism development and the rise in tourist arrivals and receipts, it is observed that it is possible for making tourism sustainable in the State. It needs a futuristic vision, thorough study of planned efforts at all levels, and proper implementation strategy.

Tourism is such a composite and progressing phenomenon that needs proper attention and strategies in a state like Nagaland where resources in the form of natural and man-made have immense potential yet not been utilized in its fullness. Tourism in one way have positive

impacts on other industries like transport, agriculture, entertainment and several other services in a community. Tourism development in Nagaland depends on an integrated approach which involves several departments of the Government, enthusiastic private entrepreneurs, active voluntary organizations and the local communities. This approach will also aid in advancing people's perception about the concept of tourism development as a strong instrument for boosting the State in various aspects, socio-economic in particular, with a self-reliant mindset and in proper knowledge about conservation of environment and education as one of the core features.

Making tourism sustainable would entail careful planning and implementation. Not only the top down but it can be both ways depending upon which type of tourism is taken up is the State. Tourism being one of the fastest growing sectors driven by international chains and policies often posed a threat to the indigenous communities and local environment. Majority of the restructuring of economy is in the sheer interest of the major big businesses and not in the interest of the general citizens. The development of infrastructures like road connectivity and also other transportation facilities go together with several facets of development of tourism. The domain of tourism is quite vast that it encompasses almost all the social, economic, political, cultural arenas of the communities. The more unique a destination becomes, especially that of the tourist interest frontiers, the more tourists it attracts. As a result, those areas of touristic importance become popularized. Hence, proper logistics in terms of routes home stay or hotels, guides, etc. become a needful and prominent factor in making the tourist spot popular among the tourists.

By the beginning of 21st century, the international tourism has grown to be one of the world's important economic activities and the connecting impacts have become apparent in many parts of the world. Business tourism, sports tourism, medical tourism, adventure tourism, pilgrimage are taking a place in the modern tourism industry. The most important basis of modern tourism is attractions, access, accommodation (hotels, home stays, etc.), amenities and activities. These are some of the basis on which a destination must consider right from the initial stage of tourism development and also make sure that all of these are managed and fulfilled by the competent authority, community or individuals by ensuring quality services to let the visitors have a great experience. The destination or place need to have some attractions as almost all the tourism activities begin with attractions in different forms. Attractions can be mostly of two types-one is natural attraction and the other is man-made attractions. Natural attractions include the destinations which have its natural beauty

like the landscape, climate, variety of flora and fauna, different forms of water resources, beaches, caves, etc. Man-made attractions include the destinations which have attractions made or developed by humans' like- monuments with significance, historical buildings, museums, amusement parks, churches, festivals, music, renowned medical centers, etc. Accessibility is another important component without which travelling could not be possible. It is a mandate for a tour to be conducted. Besides, transportation can possibly be an attraction for instance, the luxury train Maharaja's Express which is associated with IRCTC has been introduced in 2010 exclusively for tourism; besides, another famous luxury train service is the Golden Chariot which offers a holiday experience where the journey takes the tourist along a beautiful journey to some of the country's enchanting wilderness and sights of beaches. Accommodation is another crucial component of tourism sector. A tourist would initially look for a suitable accommodation after choosing the destination. Accommodations sometimes act as attractions for large number of tourists. There are some destinations where people visit just for the stay at the accommodation units. Hotels in India like ITC Grand Chola Hotel which is a luxurious hotel, Ananda in the Himalayas which is an aesthetic oasis which is tailored for enthusiasts of spa, beauty treatments that include traditional ayurveda, yoga, wellness programs like detox, weight management, etc. Both serviced accommodation and supplementary accommodation are necessary owing to the requisites of the different types of tourists and their requirements. Serviced accommodation includes the services that are offered by the hotels, resorts, lodges, guest houses. Meanwhile, supplementary accommodation refers to the places which provide accommodation but not up to the level of services of hotels-for example, youth hostels, tourist holiday villages, etc. Another important base for tourism is amenities which include the services and facilities that facilitate travel to a different destination. Some basic amenities include -proper sewage system, good phone network, police station, ATMs, health center or hospitals, etc. Both types of amenities are essential in tourist destination- natural and man-made amenities. Natural amenities include rock climbing, sightseeing, rivers, sunrise and sunset, trekking, etc. Man-made amenities include festivals, swimming pool, resorts, internet facilities, health centers, police station, ATMs, etc. Attractions are mainly aided by activities that strengthen the tourist experience. For instance, a monument in Delhi may provide a guided tour by a guide, a lake in Andhra Pradesh may have boating facilities or cruise facilities; or a heritage village with its natural ambience in Kohima district can have a guided village walk by a local tour guide, etc.

There are different ways in which tourist destinations adopt different strategies, innovation and means to develop tourism. For instance, countries like Singapore (one of Asia's most visited destination), UAE (Dubai) are adopting the latest technological innovations that create artificial world of entertainment for the tourists. The destinations of these countries offer a plethora of activities for the tourists. On the other hand, some other countries or destinations like New Zealand or Thailand popularize in human resource and culture, supported by the natural surroundings. This type of destination is famous for cultural tourism and nature-based tourism. The tourism marketing strategies should be well organized as it offers a framework for the next step.

5.1. Challenges of Tourism in Nagaland

Tourism industry is not free from the political and socio-economic shifts of the State. A lot of these factors could be outside the control of the various travel companies and the tourism boards. However, if the people are well aware of the factors and their consequences, they can turn out to be more proactive and also expand their ideas in developing adaptive strategies immediately. Challenges are in multiple when it comes to development of tourism sector in Nagaland. The challenges have been categorized as socio-political, geographical/environmental and economical challenges.

5.1.1. Socio-political challenges

i) Entry restrictions.

For many decades Nagaland has been under restricted area for outsiders. Even in the present peaceful time some parts of Nagaland has labeled as 'disturbed' purportedly from the security point of view. Such tagging of disturbed or restricted hinders free and fair development in the State. Under such political situation free entry is restricted particularly to many foreigners and for those who enter has to go through bureaucratic procedures. Some areas in the country have been declared as Restricted/Protected areas under the Foreigners (Restricted Areas) order 1963 and the Foreigners (Protected Areas) order 1958. Nagaland State is also included under both Restricted and Protected Areas. In line with the orders, Restricted Area Permit (RAP) and Protected Area Permit (PAP) should be obtained by all the foreigners who visit Nagaland. The Permits are issued by the Home Department of Nagaland State and also the Resident Commissioner, Nagaland House (New Delhi). The entire process of obtaining the Permit is often perceived as an irritation

which leads the foreign travelers cancel their tour to Nagaland State. Tourists opine that the need of Restricted Area Permit (RAP) and Protected Area Permit (PAP) restrictions in the current scenario needs to be reviewed. Under the provision of “Bengal Eastern Frontier Regulation 1873”, the government of Nagaland State has declared all the areas beyond Dimapur district in Nagaland as the Inner Line. According to the regulation, any person or tourist who hails from any part of India, who intends to visit any place beyond Dimapur, need to obtain a Permit called Inner Line Permit (ILP). The entire experience of application of the Inner Line Permit-visiting the respective offices, filling up the specified forms, paying the requisite amount of fees and finally writing for the issue of the Permit becomes a hassle for many of the tourists who intends to visit the State. It is of the opinion of the tourists that the ILP regime has to be reviewed and suggestions have been made to issue the same at the main entry points like railway station, airport or the border check posts. However, looking at the positive side of the said entry formalities, the entire system of issuing the Restricted Area Permit (RAP) and Protected Area Permit (PAP) and Inner Line Permit, is that the information could be utilized as an important source for procuring the statistics of the tourist arrival and the purpose for which they intend to visit the State of Nagaland. These information and other details could serve as a good source for scholars, academicians, students and the people who studies tourism.

ii) Industrial Policies and Tourism Policies.

A land policy is a group of rules and also guidelines that covers how an administration should govern, manage and the administer land in a country or a specific region or place. The land policies must reinforce access to land, and also tenure security. Besides, the land policies should secure the land rights of the poor and the unguarded or vulnerable communities, safeguard sustainable land use, proper guide during land disputes and conflicts. The land policies must recognize the important roles of the local and the structures of community based land administration beside those of the state and to how all of these can collaborate peacefully.

In the year 1973, the Directorate of Land Records and Survey has been established with its headquarter at Kohima. However, in Nagaland, generally the land is owned by the communities. The land belong to either village, clan or individual which is rare as compared

to the clan land. Over 90% of the land therefore belongs to the people and only about 10% is owned by the State in terms of government office buildings, institutions, different administrative headquarters and a pocket of government undertaking lands. Since the land is owned by the communities management is also done by them in a traditional way which is problematic from market orientation. Tourism which is highly marketable activity in much sense faces many challenges due to traditional land holding systems in Nagaland.

The land management system in the State prohibits a lot of private investment by the entrepreneurs. Therefore, it is recommended that sincere efforts be made to promote the idea of land banks in some selected potential tourism destinations. Policies and important guidelines can be formulated for assigning such lands to the responsible entrepreneurs. This could be a huge step in the State for lubricate the early provision of tourism infrastructure and its related developmental activities.

Although controversial, Industrial policy is widely practiced by both advanced and developing countries. Industrial policy can be understood as government interference in a particular sector which has been designed to boost the prospects of growth and also promote development of economy in its wider sense. It is a set of measures and standard which is being set by the Government to assess the progression of the manufacturing sector which eventually enhances the economic growth and development of the region. 'The State Industrial Policy 2000 has certain objectives being laid down by the Nagaland Industrial Development Corporation like:

1. Create gainful employment opportunities for local population.
2. Develop human resources and bring about improvement in the quality of life by promoting industrial ventures in sectors in which the State has a comparative advantage.
3. Develop entrepreneurial and other technical skills of the available human resources by setting up training centers in relevant sectors as also by enlisting support from reputed national and regional training centers.
4. Develop marketing facilities for industrial products
5. Develop and promote Tourism Industry in the State

In support to the objectives cited above, a new set of which is referred to as "Incentives Scheme-2000", which may remain in operation depending on the government considering it

fit and proper, are offered to various sections including Power Subsidy, Drawal of Power Line, Subsidy for Feasibility Study Cost, Manpower Subsidy, Subsidy Incentives for 100% Export Oriented Units (EOU), Subsidy for Quality Control measures, Stamp Duty Exemption, Price Preference, Stipendiary Support for EDP. However, tourism industry has been neglected in terms of incentives which should be further looked upon.’

Tourism has become an important income sector in many places. As often as not, if generalized, tourism is recognized as a priority sector by the industrial policy for incentive purposes. Yet, the important features of tourism sector in the State, that are evidently different from the manufacturing industry, are not taken into account in terms of classification system or in terms of delivery mechanism. Hence, the Industrial policy requires to be reviewed and also suitable clauses which are applicable to tourism industry should be identified. This new step would involve re-evaluating of land and also machinery, in such case if tourism industry to include buildings, more transportation facilities, etc. As a result, tourism industry could be recognized as an infrastructure industry along with the cultural and nature tourism and many other realm of tourism industry of the State.

The tourism resources of Nagaland State are vast. The customs and tradition and the mysticism associated with it, the life of the hill tribes has been a great source of curiosity for many people all over the world. Nagaland is a State full of charm that has landscape diversity and unique culture that sets it apart from the rest of Asia, meanwhile creates opportunities for a wide range of tourism activities has not been fully explored. ‘The objectives of the tourism policy 2001 are:-

- i) To provide a planned development of tourism based on promotion of domestic and international tourism.
- ii) Identification of tourist potential areas and development of these resources and strengthening of the existing and viable infrastructures on a selective and intensive basis for maximum benefit to the State economy.
- iii) To prepare and implement a master plan for integrated development and marketing of identified circuits.
- iv) To create and provide necessary infrastructural facilities such as power, water, roads, transportation, accommodation, etc. for development of tourism in the State.
- v) To improve, diversify and expand the marketing of tourism products in the State.

- vi) To promote private entrepreneurship and gradually shift towards selective privatization of the government infrastructure by way of leasing out to private individuals/groups or firms and business houses, etc.
- vii) Creation of tourism infrastructure so as to preserve the distinctive handicrafts, folk arts and culture of the State and thereby attract more tourists.
- viii) Promote conservation and enhancement of natural resources as regards to flora and fauna, natural beauty, forests and unique features of the State through regulated development.
- ix) Promotion of rural, ethnic, cultural, eco and adventure tourism.
- x) To create awareness about the potential of tourism and thereby, generates the growth of a tourist friendly culture.
- xi) To reorganize the Department of Tourism for a more effective functioning.
- xii) Development of human resources in tourism related activities.'

‘The strategies for achieving the above objectives is outlined below:

- i) Developing areas on a selective basis for integrated growth.
- ii) Improvement of tourism infrastructures and services.
- iii) Incentive package.
- iv) Marketing and overseas publicity of destinations to ensure optimum use of existing infrastructure.
- v) Enhancement of budget allocation in the state plan and linking of tourism activities schemes with other departments.
- vi) Restructuring and strengthening of the department.
- vii) Human Resource Development.'

The current Tourism Policy needs considerable revisions to reinforce it to community based and environment friendly. A fine system of quality grading and also certification can be issued for successful tourism activities to individuals or groups. This might encourage the people as a whole to work more for tourism activities for their benefit meanwhile contributes to State tourism development in the long run. An active participation of the community and goals to achieve environment protection should be a part of the tourism policy. Problems like improper spot verification must be looked into for avoiding failure of projects. Preserving of cultural heritage and natural beauty and also efficient should be taken into account. Many a times identification of tourist potential area is not scientifically done rather on the basis of connection with policy makers, e.g., most

of the model villages has been done without proper modeling but villages were selected due to high level villages.

i) Lack of education

Tourism has become an important industry which adds up to the Global GDP. It is an income generating industry with job opportunities in different areas. With the growing importance of tourism as an industry, the study of tourism as a subject is of paramount importance .it has been noticed that tourism as a separate subject is neglected in the school curriculum. The tourism studies encompass the physical, cultural, economic and social aspects of tourism industry by and large. Besides, studying tourism could lead to a number of beneficial career choices and opportunities, from working as a travel agent to a career in hotel management or a tour guide, event manager, planning and marketing excursions, tour agents and packages, etc. the study of tourism also encompasses an insight to the learners about a multiple portfolio of niche products related to tourism like- cruises, medical, wellness, adventure and sports, eco-tourism, rural tourism, pilgrimage, etc.

Nagaland, one of the most under-recognized of all the Indian States, is slowly showing signs of progress in the travelers' community. The State, endowed with a serene atmosphere and nature and human resources is at its peak, is a land that is strategically located, remote but rich oral tradition, unique tribal community. The importance of tourism and its benefits is often ignored by a major portion of the population until now. The meaning of the term 'tourism' had to be explained to quite of good number of respondents during the interview and field survey of the present research, which apparently shows the ignorance of the people regarding tourism as an industry and as a subject. Many factors have attributed to the lack of knowledge on tourism, absence of tourism subject or topic in the school curriculum, lack of opportunities on tourism based trainings, etc. Falola, Osibanjo et al. (2014), stated that "training is important not only for the survival of any organization but also it is imperative for the effective performance of employees. Few activities that are seen is confined to Kohima as the international boundaries 'Longwa' and the rest have very little activities or are literally no tourism activity. Enhancement of employees 'ability to adapt to changing and challenging business environment and technology for better performance, increase employees' knowledge to develop creative and problem solving skills". As mentioned in the preceding chapter, tourism industry is an employment generation sector, if properly trained and if individuals and communities come up with productive ideas. This has something to do with progressive

employment generation through self employment. Special trainings on language learning, hotel management, tour guide, etc. is of prime necessity. Therefore, trainings must be considered as investments and not as cost. Moreover, trainings enhance the job related skills which literally increases the employee job satisfaction in the long run. Without proper training, the employee could not assist a client or run a business the way they should which would let her/his level of competency drop. According to Biswas (2012), “training plays a very significant role in an organization as it enables an organization to remain relevant in the changing business world. Training facilitates the existing workforce to learn new skill sets and remain relevant in the organization and improve the level of understanding that helps an organization to grow”.

As mentioned in Chapter 4, 65 % of the respondents are not aware of the benefits of involving in tourism related activities as against 35% of the respondents who opine that they could benefit through tourism sector. The data shows a huge difference of opinions. Awareness programmes can be highly recommended to remove this barrier in ideology.

ii) Lack of Skilled human resources

In a world where tourism industry has been gaining its popularity, skilled human resources have become a necessity for innovations in different areas of the Industry. This aspect is one of the key constraining factors for development of tourism sector in Nagaland. When the unskilled labour is in plenty, skilled labourers are acutely found who have managerial, mechanical and different technical skills. Tourism related seminars and trainings are of prime necessity. It has been found out that only 14% of the respondents had participated in tourism related training, as against 86% who have not attended any formal training or participation in seminar. The importance of tourism industry is to be made known and skills development programmes should be initiated focusing on the core concepts of different aspects of business management, trainings on hospitality, management trainings in accommodation, marketing, trainings in emergency and first aid, food production, hygiene, tour guiding, production of handicrafts, training on basic language learning, etc.

Nagaland has over 90,000 unemployed youth out of 2.19 million youth population as per Aadhaar statistics 2022-23. Many of the educated youth lacks in skill and thus, not employable in different job opportunities. Therefore, skill development trainings have become a necessity. The demand for skilled human resource has been rising for increased productivity, employment growth and development. The shortage of skilled labour is a

hindrance to growth. There is a need in prioritizing education, job trainings and also different skills development strategies are linked to growth- growth in all aspects especially in job opportunities. And this points to quite a number of critical facets. Availability of quality education as a prime necessity. This is a sub-structure for future trainings and thus children should be in school and not at work. The second facet is building well grounded bridges between workforce and training providers so as to counterpart the provision of skills to meet the needs of the enterprise. This can be possible best at the sectoral level wherein there is participation of the employers and also the workers and thus the trainers could establish the relevance of the training. The cooperation across institutions, sound labour market information, different employment services and also reviews on performances are certain steps to identify skill needs. Another important facet is to ensure a broad access to opportunities in trainings, particularly the youth, workers with low skills, rural community, etc. Trainings should focus on sustainability and a balanced growth. A sound skill development system will lead to precede skill needs, maintains the quality of the applicability of the training which aims at all the sections of the society, evaluate and assess the outcomes of the training.

There is a need for strategic framework for skills development. The basis for a policy framework for expanding an appropriately skilled workforce includes- availability of a foundation of good quality education, availability of required supply of skills needed by the enterprises and market, and sheer anticipation and preparation for the skills need of the upcoming future. If applied successfully, this approach would boost an ethical circle in which increased training and education adds fuel to the productive innovation, constant investment, economic heterogeneity and competitiveness, and also occupational and social mobility, and finally creation of more and more productive jobs. A good quality education during the primary and secondary classes that helps in fostering the students' ability, character and interests would help them prepare for productive lives, work participation and community life and also enable them to continue learning. Working men and women constantly needs to keep themselves in order to cope with the growing skill needs. Development of skills broadens one's capacities and also increases their opportunities at work, which offers more room for creativity and work satisfaction. There are many benefits of good quality education and skills:- it allow the people to develop their abilities and to lay hold of employment and also different opportunities; it increases productivity-both of the workers and also the enterprises; it contributes in boosting innovation and development; it lowers unemployment and

underemployment; expands opportunities and reduces social inequalities. A dedicated set of policies and measures are essential to facilitate the access to training and skill development programmes. There is a link between skills development and productivity and employment. A common framework for development of skills has to meet the skill needs of today and tomorrow like: aligning the supply of current skill needs, aiding the present workers and also the various enterprises in adjusting to change, and finally raising and assisting competencies for future development.

Aligning the supply of skills is about the applicability and quality of training and equal share of opportunities to all sectors of society in admittance to education, skill development trainings, and employment opportunities. Aiding the present workers and also the various enterprises in adjusting to change is about helping the workers and the enterprises on becoming less productive. A good energy of learning new skills, adapting to the changes in skills, upgrading new skills and continuous learning can maintain the workers' employability and also help the enterprises to remain competitive in the market. Assisting competencies for future development is all about preceding the skills that will be needed in the future and getting reading through education and training which automatically fuels creative innovation, changes in technology and sheer competitiveness resulting to job growth. In a nutshell, the components of any kind of skill strategy should be a proper foundation of skills and a well-built link between the sphere of education and work.

iii) Militarization of the region

It is very well known that tourism decline during conflict and so as any political unrest or militarization or the region . Tourism, which is a sector that is dominantly based on delightful experiences, is basically not compatible with social conflicts, war, and violence and most importantly terrorism. Militarization in a region affects the governance of the community and their security in many aspects. Nagaland experienced militarization even prior to the statehood and it continues to experience it even in the present days even during the most peaceful time. Its geo-political considerations, political movements and unresolved Indo-Naga political issue has attracted unprecedented militarization in the entire Naga region. The imposition of Armed Forces Special Powers Act (AFSPA) devoid of any democratic norms have created the not only the fear but blatant violation of basic human rights and sufferings. From the 1950s, a number of villages were dislocated across the State and many villages were burnt by the Indian military forces. As for instance, Mongchen village has been burnt down 7 times while forcing the villagers to leave. Militarization is one challenge of

Nagaland tourism for decades. A recent instance is the incident at Oting village (Mon District) where 14 innocent civilians were killed on suspicion while on their way home from work by the Indian security forces and no justice has been done so far. Moreover, the place of incidences becomes a zone where the tourists are scared to enter and explore. Under the present militarization, it is a common sight that Indian military forces under the tag of security build their camps in the civilian places; put up a check point in all strategic places near schools, institutions and civilian places. All these development adversely affect daily lives creating a negative impression for any tourist. Hence, once a popular destination becomes a deserted area in some cases owing to gradual decrease of tourists visiting the area.

iv) Lack of media/Print coverage

Travel promotion in tourism industry is an important and effective tool in popularizing a destination. The effective promotional targets should be corresponded by print media like brochures, different posters, location maps, etc. The information of a destination which is a requirement of the tourists and visitors can be an essential means to promote tourism industry. Hence, media and also print coverage plays a crucial role. The ancient archaeological evidences and monuments portray the ancient life-customs and traditions, heritage, etc. Likewise, different forms of media can effectively display the values and assets of the contemporary world. Today's media and also the archaeologies have different missions in different dimensions. The media in any form contributes in attracting tourists. Media plays a key role in the promotion, growth and popularity of destination. In a world where the evolution of technology is dominating, the behavioral patterns of the tourists also changes with time and they search for a more tourist friendly source of information prior to visiting the destination. Media includes different types like-news, entertainment, promotional messages, etc. through which all of these disseminates; broadcasting mediums like newspapers, different types of magazines, television, radio broadcasts, internet, etc. Most importantly the ever growing popularity of social media platforms like facebook, twitter, instagram has become an important tool to promote tourism destinations. A majority of the travel decisions are made only through the articulative and visual display of the destinations, through sources of media who have never seen the destination first hand. Hence, media takes an important place in popularizing the potential and emerging tourist spots. Image formation is the development of a mental construct based upon a few impressions selected from a flood of information (Etchner and Ritchie, 1991). 53% of the tourists has found the sources of information about Nagaland through social media platforms (figure 4.10). It is through the advances in

technology that travel is now easier. A comprehensive research about a destination by a tourist has been made possible through media platforms. In comparison to the past few decades, media has taken up a great role in Nagaland Tourism promotion. However, there is still lack of potential required information and details which needs to be taken care of. For instance, during the field study, there was a foreign tourist who seemed disappointed on visiting a lake at Wokha District which looked nothing like the description given on the website. Wrong information's on different websites and media platforms just to attract tourists should be strictly avoided as it creates a generalized image of the whole State. The tourists, travelers, excursionists, visitors are all drawn towards and influenced through different kinds of attractive description and display by varied television channels, articles in journals, coverage in travel magazines, instagram feeds etc. All of these sources of media gradually create a positive impact and image of tourism in the varied aspects of both inbound and outbound tourists-their attitude towards the place, minds and perception towards the destination, affects their behavior and psychology in choosing their destination. On reaching the verdict, all the forms of media have a responsibility to magnify the merging of cultural values of different dimensions of local, national and international to empower and enrich society, economy and politics. A strategy for public communication basing on the approach to qualitative information and knowledge will push the modern tourism through various partnership initiatives like peace and security, taking a leap in improvement of tourism that is more of qualitative, joint projects and ventures of private and public sector.

viii) Lack of connectivity

In the present context, tourists and travelers share their travel diaries in social media platforms which directly or indirectly contribute to the tourism sector. The tourists develop an affinity towards the culture, people and destination by viewing the photos and experiences shared by the other travelers.

The tourism industry has been transformed by many factors and its related developments over the past few decades. One prominent factor is social media in all its facets and its continuous change in forms. Tourism sector is connected and related to the society, wherein technology becomes a meaningful key concept and holds a special place in tourism industry as whole. At present day scenario, we live in an environment and society where technology has become cohesive in our daily lives. To persistently being connected and the possibility to have direct contact through the virtual platform has tremendously affected the lives and behaviors of the society.

Tourism basically is for connectivity of different places, culture and society as well as individuals. It is also important that tourists want the stay connected with their families, friends, and companion even if they are in the remotest part of the world. It is vital that all the destinations parks, parks, theatre, museum, shopping mall, including the hotel rooms most have all the facilities like Wi-Fi and other means of electronic connectivity so that no tourist is completely cut off from the world .

Nagaland have poor electricity and communication systems. Though there is some improvement in the past 10 years, still far from satisfactory. Although both rural and urban places are now connected but due to poor maintenance and cost of transportation and not so reliable particularly in the rural areas. Hence some are still cut-off.

Looking at the remote places of Nagaland, connectivity is far from reach. Hence, the tourists find it difficult to connect with their families during their stay. It has become a cliché of searching and finding for a wi-fi spot during a journey as certain travel information are shared in social media platforms like facebook, instagram, twitter, youtube, as a trend in this digital age, the paramount developments is the constant increase in newer technologies, which remains the reason for an increase in a high usage of internet and wi-fi connectivity. Furthermore, tourism has also undergone through a conversion where the internet connectivity or wi-fi connectivity through various platforms of social media which has enabled and extended opportunities in communication between and among the travelers too. The Pinterest app Pin.Pack.Go. was introduced by the luxury hotel chain Four Seasons, distinctly shows as a relevant example of how the internet evolution has a great impact on its users who have an interest and a routine of sharing information and communicating via internet (Travel Talk, 2015). This demonstrates that social media is an eminent tool for the travelers in a lot of aspects for the expansion of tourism industry. The continuous accessibility to wi-fi or internet could have a great impact on the experience of the traveler. Internet connectivity has had a significant impact on the tourists and travelers pertaining to changes in information sourcing and also the ways in which communication is done in between the travelers. Hence, this feeling of being possible to connect is quite important and meaningful as a limitation in connectivity might also result in a travel experience of negative impression. With culture tourism being a popular type of tourism in Nagaland, the rural villages have a special place in the tourism sector since these villages depicts the culture, tradition lifestyle of the Nagas.

Connectivity is important in the rural villages. However, a large number of villages in Nagaland have poor connectivity which remains a challenge for the industry as a whole.

5.2.1. Geographical/Environmental challenges

i) Carrying capacity

The carrying capacity of any destination is the amount of activity or the flow of tourist that cannot be surpassed without having unfavorable impact on the local environment and ecology. Hence, carrying capacity is the extend of the utilization of a destination without intolerable consequences and change. When applied to managing tourism and recreation, carrying capacity can have two parameters-namely, bio-physical and psychological parameters.

The bio-physical carrying capacity is how an environment can sustain, in terms of amount and use, without any extreme evidence of unusual impact or overuse. Some of the major indicators of the bio-physical carrying capacity are: devegetation of habitually used areas like, campsites, picnic spots, aesthetic view points, etc. All of these indicators will be typical of the fact that the bio-physical carrying capacity is being exceeded. The conception of psychological carrying capacity necessarily revolves about the ideal level of utilization at which the users of resources start to feel that the number of users has increased that the resource is packed to satisfy their demands.

With immense change in the idea of people's travel, eco-tourism has been developed to a great extend. Widespread attention has been given since its appearance as an important field of tourism industry. The ecotourism in Nagaland is gaining its popularity on account of its fine ecotourism resources which indicates that the protection and conservation of tourism resources could effectively advance the sustainable development of the tourism industry of the State. Carrying capacity is not an absolute figure but definitely a relative figure. The tourism carrying capacity can be measured in different parameters like the substantial resources limits, the visitors' satisfaction, the host population tolerance, etc. However, the most frequently used is the substantial resources limit. The development of tourism largely depends on the availability of resources like space or land, water, electricity and communication facilities, transportation services, accommodation, etc. All of these resources would determine the tourism potentiality of a place. For instance, if there is absence of transportation facility, there's no other way a tourist would like to visit the destination. And also, if there is shortage of water facilities that cannot sustain any further expansion of flow of

tourist, development of tourist destination seems to be quite impossible. Considering the above explanation, the carrying capacity of the State is limited. Land, for development, is not easily available since it is mostly owned by the village community and different clans. As a result, large scale expansion of for infrastructural development for tourism industry becomes less possible in many parts of the State.

ii) Poor infrastructure and sanitation.

In tourism industry, infrastructure will include all the peripheral facilities, necessary equipments, systems, and all the man-made and natural resources which are necessary for people functioning of the tourist destinations. This consists of the primary facilities and services of tourist like accommodation holds tour and travel services; secondary facilities and services of tourists like entertainment, shopping facilities, recreation in different forms, and the services related to visitor information; tertiary facilities of tourists include health services, banking, etc. The accessibility to all of the primary, secondary and tertiary facility is important in tourism sector. The availability of the tourism infrastructure and the facilities is of prime importance for tourists as both the prevailing facilities and infrastructure will offer comfort and satisfaction to the tourists.

The State of Nagaland is considered as an underdeveloped region of the North eastern part of India. The lack of infrastructure in almost all the sectors has been a constriction for the all round development of the State. Rural tourism has become an important type of tourism when it comes to Nagaland Tourism. The village life of the people, their culture, tradition, heritage, food habits, etc. is unique that people would love to travel to the rural villages. Hence, accessibility to the rural villages from the main town is of prime importance.

The provisions of fresh and clean drinkable water and adequate disposal of sewage is sanitation. It is vital for tourism sector to thrive in attaining hygiene and sanitation, which includes-solid waste management, pollution control, sound sanitation standard especially at tourist destinations. There are negative impacts on the local community and the tourists alike if there is improper sanitation. It is evident that if the tourists are not satisfied and disturbed by the poor sanitation at the tourist spots, it is possible that they would not visit again and would not recommend to others. There have been reports of solid waste disposals in the Dzükou valley which would remain a negative impression on the trekkers, visitors and tourists which is again a threat to the surrounding environment. Government of India's Swachh Bharat Mission to elevate cleanliness and hygiene at the tourists' spots is a great

initiative. However, this could be possible through critical policies and strategies. A clear leadership mandate is necessary for the initiative to be successful at various levels-the State Government must identify and detect the gaps and give much priority to the problem and secure proper implementation; the local community must engage themselves in preservation of the environment as a whole and follow the mandate and a proper monitoring system to sanitation thrive should be followed.

iii) Land use planning and conservation of environment controls.

The development of tourism sector is dependents on the available land in measures of quality and quantity and characteristics. There are both positive and negative impacts on tourism amidst the issues which affect land resources. However, there are a number of issues which are associated with the accretion and land use for tourism and its related purposes. Many of the issues are connected to the conservation and protection of the natural resources and of the cultural heritage resources inside the protected areas and the other tourist destinations. Another contemporary issue includes overcrowding of tourists and disturbance to the local residents. This is indicated through a situation called over tourism. However, in Nagaland context, over tourism is far from reach as the number of tourist visits is comparatively lower throughout the year as compared to the neighbouring states of Assam and Meghalaya and Manipur. Land issues in tourism sector are inclined to be enhanced mostly in developing regions where there is rapid transformation of economy and urbanization. In situations like transformation of agricultural lands into tourism sites and protected areas leads to various issues as regards to the different land use and the entire management process.

The landscapes in different forms are the sole attraction for the tourists and hence appearance and its interpretation are important in this respect. Nonetheless, development of tourism sector is often inconsistent. In the sense that it beautifies the majestic landscapes that are existing, on the other hand, the landscapes are damages by the acts of intrusion of tourism and also various recreational activities.

There is a need of inputs that are beneficial from different sources like government, communities, individuals, visitors, stakeholders etc. to promote better decision making regarding the tourism development and land issues. No doubt, issues pertaining to land use for tourism development will continue. In addition, there would be pressures in rural lands of leisure activities like amusement parks, lakes rivers etc. The natural areas are converted into

destination for the tourists and modify them to attractions. Modification of land for the purpose of building accommodation, tourism infrastructure can put the biodiversity in tourist destinations at risk. The continuous and unplanned infrastructure can cause deforestation and also destruction of ecosystems and the biodiversity in general. However, if sustainably sourced with compatible innovation, this destruction can be avoided. Proper understanding and implementation of policies and strategies for land use is of prime importance in understanding the impact of land use change and the related affects on biodiversity in nature locally and globally.

Tourism development can put a massive stress on the local land use which can result to soil erosion, increase in solid waste pollution, habitat loss of fauna and excessive pressure on the endangered species. All of these effects can slowly destroy the resources of environment on which the tourism industry itself depends. For instance, the consistent five-day wild fire at Nagaland's pristine Dzükou valley situated in Nagaland-Manipur border from December 29, 2020 to 2nd January 2021 causing risk at its unique flora and fauna of the popular tourist destination of Nagaland, reason of which is yet unknown. This could've been due to human carelessness like campfire, which is accidental, arson or intentional or any form of act of negligence. The wildfire poses a threat to the nature's ecosystem, flora and fauna. Creating sense of awareness through seminars, workshops, public declarations, is the need of the hour for environmental conservation.

5.2.2. Economical challenges.

- i) Lack of reliable and dependable infrastructure facilities.

In today's ambitious society, infrastructure facilities have become a necessity for all round development as it leads a society to function and the economies to thrive. Infrastructure development is becoming a key component in innovation process of the State and deliberately depends on infrastructural facilities to make the systems function effectively. With the emergence of developmental activities, importance of infrastructural facilities for development comes to light. A sound infrastructure increases the flow of activities which in turn creates opportunities, reduces the poverty level, improves the quality of life, and provides earning opportunities.

Not only the topographic difficulties/constraints of the State most of the connectivity is affected between the districts and towns hereby adversely affecting the movement for days and weeks.

The lists of National Highways passing through the State of Nagaland are:

Sl. No.	NH		Length of NH
1.	2	Assam Border-Mokokchung,Wokha and Kohima-Mizoram border	270.5kms
2.	202	Junction with NH-2 near Mokokchung-Tuensang,Sampurre and Meluri-Manipur Border	326.5 kms
3.	29	Assam Border-Dimapur, Kohima Chizami-Manipur Border	201.9 kms
4.	129A	Manipur-Peren, Jaluki, Pimla Junction, Razaphe Junction-NH-29 near Dimapur	71.0 kms
5.	702	Junction with NH-2 near Changtongya-Longleng, Longching, Mon, Lapa, Tizit-Assam Border	177.0 kms
6.	129	Junction with NH-29 near Dimapur-Assam Border	1.8 kms
7.	702 A	Junction with new NH No.2 near Mokokchung- Zunheboto, Phek junction with new NH No.202 near Meluri	260.0 kms
8.	702D	Junction with new NH No.2 near Mokokchung in the State of Nagaland connecting Mariani and terminating at NH-715 near Jorhat in the State of Assam	85.0 kms
9.	329A	Junction with NH No.329 near Diphu in the State of Assam –Pimla junction on NH No.129 A in the State of Nagaland	30.0 kms
10.	702B	Junction with Longleng on new NH No.702-junction with NH-202 at Tuensang in the State of Nagaland	104.0 kms
11.	229	Junction with NH No.29 at Sub-Jail-Thahukhu, Chumukedima-junction with NH No.29 in the State of Nagaland	19.0 kms
		Sub Total	1546.7 kms

Table 5.1 Stretch of national highways across Nagaland.

Source: State-wise length of National Highways (NH) in India as on 30.06.2017

(<http://morth.nic.in.showfile.asp?lid=2924>)

The main access to the Nagaland State is dependent on roadways. Owing to the hilly topographical features of the State, planning and development of transport infrastructure becomes difficult. The private taxis and buses of State Transport connect all the places of the districts of the State by road majorly. The road connectivity and conditions need to be sound and has to be in the priority list for improvement specially to the routes leading to the tourist destinations in order to attract more tourists. There are two railhead of Nagaland: i) the older railhead (Dimapur District) which is on the primary line of North–eastern Frontier Railway connecting Kolkata, West Bengal and Assam; ii) the second railway terminal service is Donyi Polo Express from Shokhuvi Railway Station which will run between Guwahati (Assam) and

Naharlagun (Arunachal Pradesh), and also till Shokhuvi (few kilometers away from Dimapur (Nagaland)).

The accommodation facilities of the districts of Nagaland have been improved to an extent. However, there is room for development and improvement. The accommodation infrastructure of Nagaland comprises of hotels, tourist lodge, paying guests, circuit houses and home stays.

The basic services like water supply, power, market, medical, banks, entertainment and security are still developing in the State. There is still lack of proper drainage and sewage disposal system which can be one of the constructions of hotels in the State. Generally, Nagaland has shortage of supply of drinking water during winter season. The Doyang hydro Project (75 MW) located in Wokha district is a medium head storage Scheme to make use of the hydro power of Doyang River. Following is a list of Hydro projects of Nagaland:

Sl. No	Name of Hydro Project	Capacity	Location	River on which it is built on
1.	Doyang Hydroelectric Project	75 MW	Wokha District	Doyang river
2.	Likimro Hydro electric project	24MW	Kiphire District	Likimro river
3.	Lang hydroelectric project	1 MW	Noklak District	Lang river
4.	Tehok hydroelectric project	1 MW	Mon District	Tehok river
5.	Ponglefo hydroelectric project	1 MW	Kiphire District	Likimro river

Table 5.2 List of hydro projects in Nagaland

Source: <https://nagaland.gov.in>

It has been identified by the government that there are potential places for International Trade Centers: Pangsha in Tuensang District, Longwa in Mon District and Awankhu in Phek District. Besides, the Myanmar border can also unfold great avenues for trade. The local markets where organic products are sold are becoming quite important and popular across the State. This trend supports local produce and increases the economy of the communities to a large extends. Medical tourism has not come to light till the present owing to the less availability of required medical facilities across the State.

ii) Seasonality.

Seasonality is a concept which is often studied and also documented in the discourse of tourism literature. It is cliché in developing regions that tourism sector is dependent on the seasonality. It is inescapable for almost all the tourism enterprises and also the tourist

destinations to experience impact by seasonality. Generally, seasonality fluctuates the tourist and visitor arrivals at a destination. As such, some destinations have a large number of tourists in some certain part of the year and have fewer visitors in the remaining part of the year. Nagaland, for instance, have the highest number of tourists recorded during the Hornbill Festival in the month of December over the years. Seasonality impacts on social, economical and environmental aspect which is a major concern for the tourism industry. Manning and Powers (1984) portrays the issue and problem about seasonality and its resultant negative impact in the following quote:

“uneven distribution of use over time (peaking) is one of the most pervasive problems with outdoor recreation and tourism, causing inefficient resource use, loss of profit potential, strain on social and ecological carrying capacities and administrative scheduling difficulties”(p.25)

Seasonality is termed, referred and studied in different ways. But when it is in relation to tourism, it is largely based on spatial and temporal issue. In the writings of Butler and Mao (1997), seasonality has two dimensions; namely- *natural seasonality* which encompasses all the physical aspects and *institutional seasonality* which encompasses social and cultural aspects involving place of origin and place of destination. Natural seasonality is related to temporal variations in the natural environment, for instance ,sunlight, precipitation, weather conditions, snowfall etc. in particular that the indications for some forms of tourism demand are undoubtedly understood. For instance, snow skiing needs a low temperature and a plentitude of snow. The institutionalized seasonality is more composite for the reason that it is based on the behavior and attitude of humans and their decision on the timing of their holidays and choosing destinations according to their desires and interests. Considering the spatial dimension, the generating area, i.e. the place of origin and also the demand of market, a lot of changes in the natural environment, influence the travel decisions of the visitors. For example, many people would love to travel during the dry and warm seasons. The temporal variations in the natural environment also affect the place of destination or receiving areas. Weather conditions, for instance, ascertain the type of tourist attractions of a destination. Besides, the culture, heritage, ethnicity and the related social activities in a destination have an impact on the type and also the number of visitors. For instance, foreign tourists visit the Kohima War Cemetery (WW-II) for paying homage to their bereaved relatives who lost their lives during the War.

The determining factors that influence seasonality in the tourism sector is shown in Figure 5.1. It should be noted that seasonality can be referred to the differences in the demand for the tourism products and also tourism services for sustaining business the whole year round. For example, resorts have a high degree of seasonality and their demand during the vacations like summer and winter months. Figure 5.1 shows the varied dimensions of seasonality and their interrelation. Perhaps both natural and institutionalized causes of seasonality exist. In fact, the inference of all the causes can impact the demand and supply of the tourism sector in both positive and negative means. Seasonality has become a great challenge in the tourism industry. However, on the other hand, it is also agreeable that poor maintenance and lack of innovation has led to the seasonality as a great challenge in many regions- this can be termed as *underutilization* of available resources and facilities which prevents the tourism sector as an important economic activity in many regions. Hence, considerable strategies, policies and efforts are necessary to be made by the public and private sector in an attempt to eradicate seasonality in the place of destinations. Efforts should be attempted through different modus operandi to tourism activities during the lean season. For example, COVID 19 has turned the tourism peak season or off season in almost all the parts of the world. In a pandemic situation like this, better alternative ideas to keep the industry work with alternate strategies.

To a great degree, seasonality is an argument as much as the travel sector and leisure in tourism and hospitality is concerned. It is indeed a barrier which causes a massive challenge to entrepreneurs in different arenas of tourism all over. Depending on the given reasoning above, the entrepreneurs of the tourism sector should dispose to come up with different adoptions of diminution policies toward seasonality.

It is of central importance that the policies and strategies to address seasonality must align with the generating area and the receiving area. The core issue in the tourism industry might not be solely seasonality, but feasibly the negligence to carry out and handle modifications/innovations to the present demand in inclusion of attractions which are customized for the preceding or post peak tourism season.

There are other challenges which remain unexplained. The experience of the tourists in the destinations highly depends on the collective innovation and development of all the aspects- infrastructure, preservation of culture, nature, and most of all the development of human resource backed by conducive and peaceful environment for others to come.

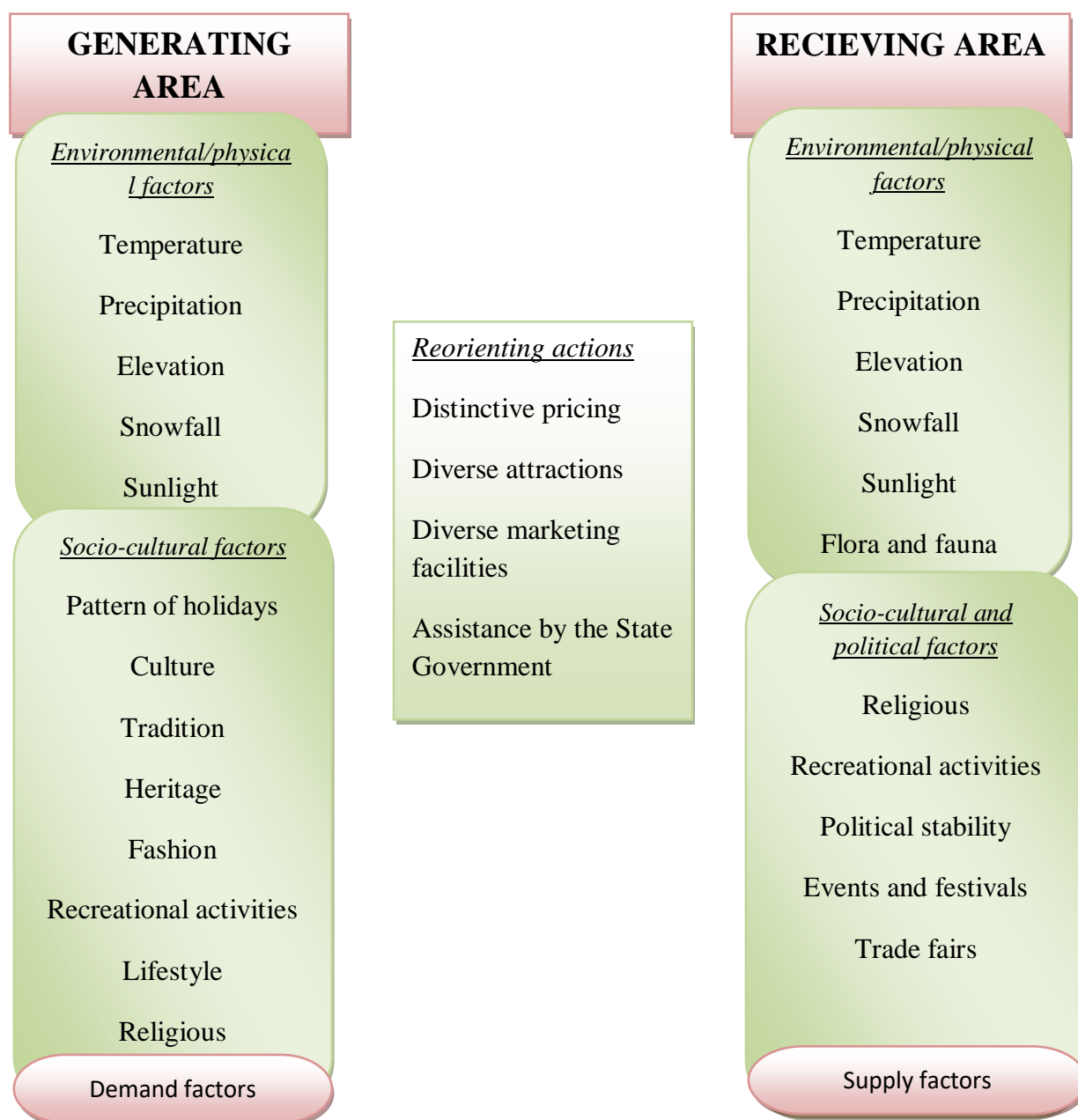


Figure 5.1 Demand and supply factors in generating and receiving areas respectively.

Nagaland is a developing state with lot of potential to grow especially in tourism sector. Its rich culture and equally rich biological diversity and the natural landscapes are some added vantage to many tourist who love to experience nature and a unique culture.

The state basically an agrarian society depended on rudimentary agricultural systems need to look beyond what the communities have been doing for the past many centuries. The undertaken research endeavor to explore the possibilities of making tourism as an alternative to the existing agricultural practices on one hand, and, on the other hand, heavily dependent on centre for overall development of the state. In the age of globalization no region is distant

remote, nor can one be dependent on others for all time to come. Nagaland with all the rich resources and diverse potentialities in natural, cultural and human resource need to look beyond the old rhetoric of remote , underdeveloped, and insurgency problems but to harness the gift that nature has blessed.

What is needed now is the identification of the potential areas of tourism development, identification of the strength and weakness to assess and come up with pragmatic strategy. Being a communitarian society, Nagas can easily partner and work with the public sector whereby public-private partnership is encouraged as tourism sector calls for a joint partnership not only within the national boundaries but with international agencies as well. The research tries to underline the potential areas for tourism development and highlights the many challenges for insightful discussions. Finally, it is an earnest effort of the scholar to challenge the communities to move from the rigid agricultural practices which face many uncertainties due to global climate change and many other factors but to take on the more promising activities of tourism for overall development of the state.

CHAPTER 6

SUMMARY AND CONCLUSION

Travel and tourism had been a significant social activity of mankind since human civilizations and is assuming to be one of the most important activities in the contemporary times. Tourism sector is solely based on travel of people from one place to the other destination which includes basic activities like travel; food and accommodation. During the process of travels to new destination, several sectors of tourism industry come to play. Early man travelled from one place to the other to satisfy his needs, under compulsion. With the expansion of knowledge, people travelled to explore new lands like Alexander the Great, Ferdinand Magellan, John Cabot, Marco Polo, Roald Amundsen, Walter Raleigh, etc. The emergence of empires resulted to travel to various lands for purposes like political, business and also religious purposes. During the olden days, people travelled on purpose of pilgrimage which was quite common. In the modern times leisure and other types of travels like holiday, business, excursions, religious, sports and entertainments have become more popular travels though pilgrimage still represent substantial part of the modern tourism.

Tourism has always been a part of economic activities either on the part of the receiving countries or for the outbound tourism. In the older days travelling from one place to another has been a challenging task due to various factors— limited transport facilities, less safety and security reasons, lack of information, difficult procedural process especially for international tourists etc. Besides, other constraints were time and cost. With the advancement in science and technology, the world has become smaller in a sense that it can be covered within a short span of time with greater ease. There is hardly any distant land that is uncovered or unexplored. All these can be attributed to science and technological development and faster transport systems. There is also overall economic and social progress in the global scale. Along with it advancement of education systems have led to rapid sharing and disseminations of information about different part of the world about the global natural settings, culture, technological wonders and human inventions that holds potential to attract tourists. All these factors have contributed to the development of modern tourism into an important industry. Not only the introduction of the road, rail, air and water transport but the advancement of modern technology have revolutionized the entire transport systems making the world smaller and faster in every sense. With such advancement no frontier is distant and no region is remote anymore. Today, tourism is no longer the activity of the affluent societies of selected countries but is a global phenomena found in every society irrespective of rich or poor countries.

Beyond the economic considerations, modern tourism is also considered as means of building modern diplomatic relations between the people and culture of different regions and countries to the extent of shaping national policies among the modern States. In another level, tourism has created mutual understanding and respect among the people, communities and individuals, provides a number of employment opportunities, created foreign exchange and also raises the people's standard of living creating a major source of livelihood for millions of people over the globe. In the recent years many tourist destinations like France, Italy, Spain, USA, China, Mexico, Hungary, Turkey etc are earning major revenue from the tourism sector besides, there are many small countries and regions like Aruba, British Virgin Islands, Maldives, Bahamas, Seychelles, Cape Verde, St. Lucia and Malta whose major national revenue comes from tourism industry. It is the main source of income for the residence and the main source of national revenue for the State. Tourism focuses on pleasure, adventurous travel, holidays and inter-mingling of cultures and learns another culture. Hence, these are the great motivating factors that led the people leave their work and places for a short period of time from their usual place. One of the striking features of tourism industry, as is that tourism sector is able to provide various types of employment opportunities to all sections of the community in both the rural and urban sector as well as educated and uneducated people. One important opportunity it offers is for the community to earn livelihood in their own region or homestead without venturing out or altering their livelihood pattern. Another significant feature of tourism industry is that it promotes national integration of the people and community who resides in different regions with distinct diverse languages and also cultures.

Tourism as an industry, a rapidly growing phenomenon, has come to light as one of the largest global industries which has an immense potential to create opportunities for employment and development. However, the tourism industry partly or sometimes wholly depends on certain factors such as geographical, economical, social, cultural, infrastructural etc. incredible physiographic destination has a great impact on nature and adventure tourism. Tourism which started as a humble adventure and leisure activity among certain categories of people has now exponentially increased its activities into a global industry brings a drastic change in the national and global economy. In the modern tourism sector wide range of tourism can be found varying from cultural tourism, eco tourism, rural tourism, pilgrimage tourism, medical tourism, adventure and sports tourism, to pleasure and entertainment tourism etc. Whatever the types of tourism, it is the host country or the community who gets the financial benefits either directly or indirectly. The benefit comes in the way of employment

generation associated to tourism such as in transport sector, hotel and resorts, as tour guides, financial and advertisement agencies, entertainments etc. Domestic tourism is popular in countries like India where there are diverse physiographic regions, different climatic conditions, diverse and unique cultural identities. With busy schedule and hectic work culture, everybody need some time away from the tensions and workloads. And tourism offers a wide range of the gift of physical and mental well being to those who utilizes their leisure time in exploring and getting out of their homes and place of work. Nagaland displays wide range of geographic features ranging from High Mountain to hill ranges with excellent climatic conditions for any types of tourists. The well distributed four distinct seasons of the year can be an added advantage from a colorful breezy spring to a cloudy and rainy monsoon seasons in May, June, July. This season is followed by the pleasant autumn month to cool festive winter seasons marking the year end with a festival everywhere in Nagaland. Nagas are known for their colorful culture and is reflected in their day to day lives even in the present days. Their strong traditions and knowledge systems that have been handed down for generation's displays a unique cultural heritage that can be used as the base for a successful cultural tourism. Their oral traditions and a unique way of telling their stories through folk songs and folk tales can be considered, besides colorful lively dances as a rare quality found among the global indigenous peoples.

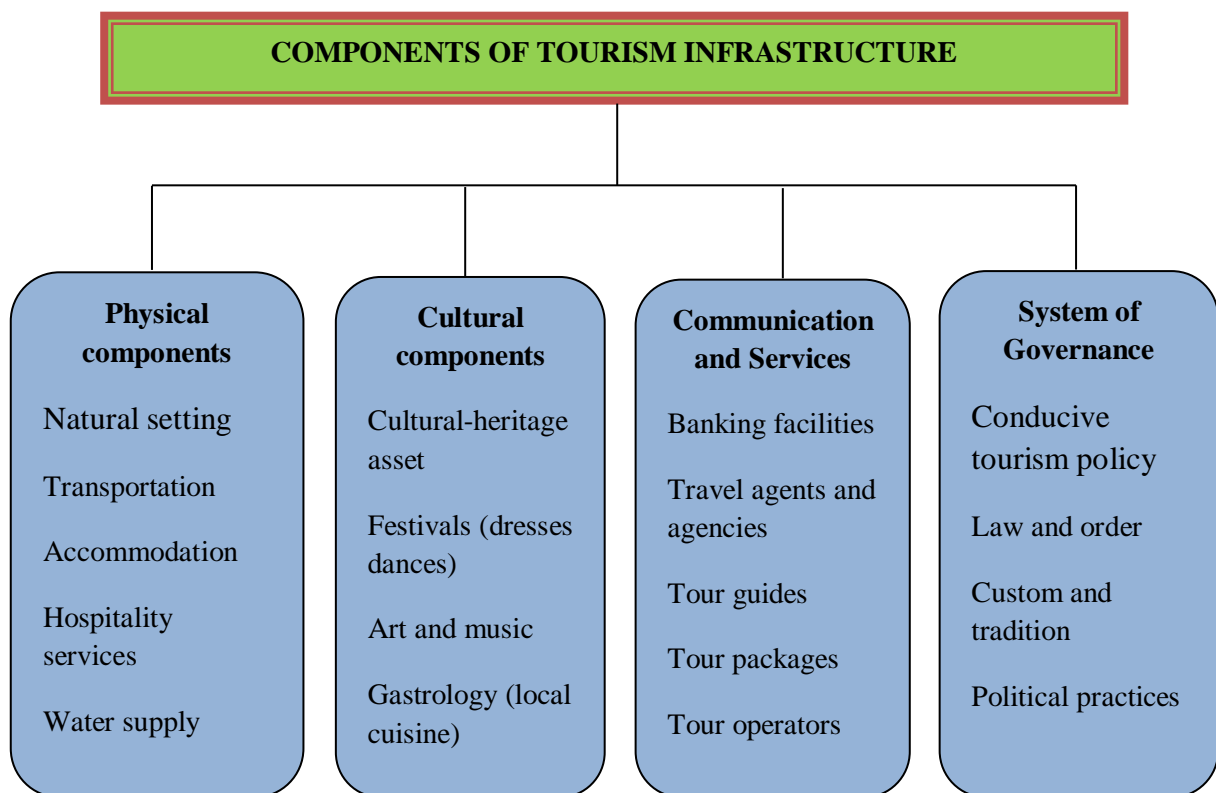


Figure 6.1 Components of tourism infrastructure

Tourism plays part in the socio-economic and political development of the destination region/place. There is a chain of related activities that involves in tourism industry which are dependent on various factors like natural environment, economy, political, socio-cultural etc. The general activities involves the movement of the people , an existing tourism industry and an extensive network of interactivity of the people (tourists and the host community), their purpose and need to travel outside their place of origin , and most importantly, the numerous services to respond and fulfill the needs of the visitors through supply of tourism products.

As an active industry, tourism, besides the major components mentioned above has a number of tangible and intangible elements. The major tangible elements comprises of the transportation services, accommodation, hospitality services, tourist destinations. The major intangible elements comprises of oral tradition, the zeal and motivation to become a tourist, openness to meet new people and community with different identities, cultures, lifestyle, adventurous mind of the tourist, etc. Hence, the tourism department is based on varied different components and their interrelated parts. The resulting impacts in a part of tourism sector have certain remarkable implications for other sectors. The social and cultural setting of the people of the state Nagaland has immense impact on the tourism sector directly or indirectly. There is a need to strengthen the entire tourism sector, travel agents, tour operators, entrepreneurs, tourists and the host community. Tourism sector needs a clear policy rather than a slogan or big declaration to sustain and bring a desired outcome to the people and the state in general.

6.1. Covid 19 effect on tourism sector in Nagaland.

The outbreak of novel corona virus or COVID 19 which is unparalleled of worldwide human disasters, has extremely affected both the people and economy leading to the global economic crises. With regards to this, the tourism industry is not left behind. The pandemic has a great toll on the regional developments, foreign exchange earnings, employment opportunities, which as a result, disrupted the local community as a whole. The COVID19 pandemic has spread and proliferated across the world and started the people through the strict restrictions, prolonged curfews, increase in work-from-home policies and quarantines, etc. And like any other sectors, the tourism sector has been seriously affected specially the tourism dependent economies like Aruba, British Islands etc. Prior to COVID 19, tourism industry had been an important sector which accounted for about 10% of the Global Gross Domestic Product which generates more than 320 millions of jobs on a global scale. Countries

which are dependent on tourism sector were likely to experience the negative impacts of the global crises longer than the other countries.

The decline in tourist arrivals had indirect effects were more devastating because the labour (skilled/unskilled) and capital held unused. Moreover, the lack of demand for certain tourism goods and services has had a negative upstream impact in many sectors.

Nagaland is recorded as the last State in North-east India to have the first case of corona virus on May 25, 2020. Since then, the number of cases increased daily and has reports of deaths too. The pandemic has adversely affected the State tourism sector and the related sectors connected to tourism. There was a downfall of revenue generation in 2020 as against I. 2.5 crores in the year 2019. According to Tourism Department report 2019, the famous Hornbill festival generated business worth over I.100 crores revenue from the investment of I.4 crores in the ten days festival which had a total number of tourists of 2,82,811 lakhs including foreign, domestic and local tourists and visitors. Before the pandemic, a good amount of income has been generated by the business owners like home stays in pockets of villages of Nagaland. However, there was a downfall of their business owing to the lockdown. One cannot ascertain the loss of tourism sector. More than one crore migrant workers in India was estimated to have been returned to their places during the first wave of COVID19 pandemic according to the report given by the Union Minister (Labour and Employment). It has been estimated that more than 13 thousand migrant workers from Nagaland have returned home during the pandemic. For indigenous inhabitants like Nagas, several issues regarding livelihood and also structural inequalities had been an increasing prime concern. With very little opportunities for the unemployed (both skilled and unskilled) in public as well as private sectors, many were left unemployed and are still struggling to earn a livelihood. Hornbill festival is regarded as the most important mega festival in Nagaland, a great amount of investment has been made after the pandemic where out of I.750 lakhs budget for tourism department of the State (Budget 2021-22), and I.450 lakhs was allotted for Hornbill festival.

A lot of tourist destinations like Khonoma village in Kohima district, Mopungchuket village in Mokokchung district etc. have come to halt due to pandemic. Khonoma village, for instance, which receives thousands of local, national and international tourists, came to halt due to the pandemic crises. It has affected the local community specially the entrepreneurs who ran different local home stays, local tour guides, small stall owners, tour operators, tour agents etc. of which the loss is not certain. The State of Nagaland has recognized Mopungchuket Village as *rural tourism* destination (2007). Tourism is run with gathered

effort and participation of both the individuals and community in the village. The Mopungchuket Community Tourism Society (MCTS) was operated by a group of youngsters in 2020 (March) to awaken the tourism activities and benefits in the village. The MCTS concentrates on promotion of local handicrafts, art, culture, tradition through tourism sector directly or indirectly. However, the advent of COVID19 has had a huge economic downfall of the local people and the village community. With the temporary shutdown of museums, cultural heritage sites in almost major parts of the world owing to pandemic, the different organization of art and culture has opted for online platforms for virtual exhibitions. In the state of Nagaland too, museums across the State which showcased mostly the art and culture and historical remains of the ancestors which had a positive impact on the cultural tourism of the State have been closed. Besides, the famous hornbill festival 2020 for the first time was celebrated virtually. The tourism sites across the State have been affected negatively specially the rural tourism which is mostly community based. As discussed in the preceding chapters, rural tourism has the possibility and scope to offer means of livelihood to the host communities.

The Covid crises has seriously affected the daily livelihood of the local people who indirectly or directly depend on the tourism sector as their source of income due to the shutdown of all the tourism activities. Now, the major challenge to the tourism industry is to introduce strategic plans to revive the industry back and find ways to recover the loss. Certain strategies like proper virtual access to popularize tourism destinations, support from the government in the form of financial package to rural tourism, setting up of many local observatories to collect and record reliable data and information, special focus on promoting rural tourism, help and assist local entrepreneurs who depend on eco-tourism activities to sustain their livelihood etc. should be taken into account. With proper functioning, promotion, innovation and transparency of the community and the government, the tourism sector of the State would revive again.

6.2. Impacts of tourism

Over the past few decades, there has been an increase in research and awareness on the impact of tourism in global scale. Tourism has both positive and negative impacts especially on the receiving region. The most visible of the tourism impacts can be seen in the economic development of the receiving country or region, while many negative impacts can be seen on environmental changes, social, cultural and political.

With the introduction of mass tourism, in the recent years there had been an increase concerns on the negative impacts over the economic benefits. In light of these the contemporary tourism policies tries to introduce the concepts like- responsible tourism, sustainable tourism and eco-tourism, all these concepts. Responsible tourism focuses on respecting and protecting the natural environment, cultural heritage, the human values and customs, the community natural resources, without affecting the existing the natural setting. Sustainable tourism focuses on the concept of travelling and exploration of a destination or tourist spot, meantime, respecting the cultural heritage, nature and the people of the host destination, thus, focuses on bringing change on the entire tourism sector. Eco-tourism is a concept which also focuses on cultural preservation, environmental conservation, participation of community, economic benefits from tourism activities, and empowerment of local people.

Economic impact

Economic impact takes place when buying and selling or exchange, from business to business and also from consumer to business or seller. Among the numerous impacts of tourism industry, the economic impacts have a higher frequency of effects that pose both positive and negative effects on the tourist destination. The economic contribution of the tourism sector is often experienced in two ways-both direct and indirect ways, wherein, the direct economic impacts are being created in situations where the following commodities are sold - accommodation facilities, entertainment, food items, local cuisine and other beverage services, art and crafts, retailing opportunities, etc. The economic impact may refer to the reaction or response to the initial changes those results through the re-spending and spending of income received by a component. Induced expenditure or induced spending that is the re-circulation of the money spent by the tourist that imposes an impact within a community. For instance, a visitor or a tourist adds money into the local economy the moment he/she purchases or spends on a commodity or souvenir made by the local people at any tourist destination or spot. Meanwhile, that particular individual from whom the tourist bought the item goes on to another local vendor to get himself lunch ,and that particular vendor goes on and spend on his wants and needs locally.

There are several unseen costs to tourism that could have adverse economic impacts on the host community. There are positive as well as negative impacts of tourism on various scales depending on the nature of tourism activities. Undeniably, tourism contributes to the local economy of the State in a way or the other. There are several unseen costs to tourism

A positive economic impact can be referred to an increase in job opportunities, an increase in higher quality of life, any economic activity that contributes to the economy of the people directly or indirectly or a household income through tourism activity can be considered positive impact. . The host destination would have positive economic impacts if all the important aspects like the infrastructure, communication facilities, and improvement in the natural environment. Tourism as an industry provides the economic impetus leading to expansion of varieties of employment opportunities and also income potential, and gradually develops resources within the host community. The improvement, development and innovation of the infrastructure help in creating job opportunities. Tourism infrastructure includes restaurants, hotels of varying standards, home stays facilities, parks, entertainment halls and theatres, sanctuaries, and the entire transportation system, etc, which supports and boosts tourism industry.

Tourism development helps to promotion of local products and also other resources as for instance, for centuries Nagas have developed their own local cuisine identifiable with their own culture and tribe. Similarly each tribe specializes in certain handicraft, artifacts or looms with different motifs which are readily available in their own local markets and beyond. With the development of tourism in the state those entire local made are now enhanced to national and international tourists. This has not only changed the scope of local production but has created avenue for sustainable economic development for many entrepreneurs.

The other side of the positive impact on the economic front is some downbeat element that accompanies tourism as experienced in the study area amongst many is the seasonality nature of tourism in Nagaland. In the absence of proper holistic tourism policy in the state the whole issue of tourism development in the state is more or less focused on the annual affair of Hornbill international festivals held from 1st December till the mid of December each year. Other festivals are celebrated in an insignificant way compared to hornbill festival.

One of the most cliché economic impacts of tourism is the increase in prices in the local areas. An increase in demand for basic goods and services will lead to hike in price which negatively impacts the local residents whose annual income does not add up proportionately. As a result, the price of the products tends to fluctuate throughout the year. For instance, during the peak season of tourist travels, the price of the local products increases, hence such fluctuation in price becomes a hindrance to the local people to shop from the local vendors at the markets. Undoubtly, development of tourism and the correlated rise in real estate demand might seriously increase the costs of building and also the land

values. This would often mean that the local community/people will be forced to vacate or move away from the area where the tourism development is done, which is often known as *gentrification*- which displaces current inhabitants in the process of development. Many argue that the tourism industry is the largest industry in the world. While its actual value is difficult to accurately determine, the economic potential of the tourism industry is indisputable. In fact, it is because that most destinations embark on the tourism journey.

Environmental Impacts

There is ample scope that environmental conservation can be accelerated through right approach and policy in the Tourism Policy. Creating awareness and popularizing eco-tourism and even organizing workshop, seminar, billboard and campaign by inviting experts to disseminate education to the local communities as well as tourists.

Tourism as an industry has the ability to generate beneficial impact on the environment through contribution to various activities of environmental protection, conservation and preservation. Even though, the negative impacts outnumber the positive environmental impacts, one must note that tourism industry can support in preserving the environment.

The negative environmental effects of tourism are considerable. There is no doubt; nature has had adverse impacts owing to the varied developmental tourism activities. Tourism lays massive stress on the local land use, which could lead to soil erosion, pollution, habitat loss for flora and fauna, sea discharges and excessive pressure on endangered species, vulnerability to forest fires, vacating of local community etc. The negative environmental impacts from the tourism sector arise when the level of the visitor use is more or greater than the ability of the environment could cope with the use within a given period of time. As one of the fastest emerging industries in the world, tourism has an important role to play environmentally on all scales-local, national and international which has the potential to influence the future development. Both eco-tourism and sustainable development have attained its popularity in *tourism* as an industry. However, there is still room for innovation and development in many aspects. For instance, if the number of visitors/tourists exceeds the carrying of the local environment or the supporting infrastructure mostly in case of the popular tourist destinations, many unfavorable negative environment impacts occur which could become inordinate for the entire system to cope with. As one starts on a new adventure

in other regions, it is vital to observe and realize what kind of environmental impacts have been posed to the local environment and ecosystem and other related resources.

Improper waste disposal in the areas with a good number of concentrations of tourists and travelers with a high range of tourist activities and distinctive natural attractions. Improper disposal of waste leads to soil and water contamination which also contributes to climate change, serious health hazards, environmental degradation, diseases in humans and animals etc. in mountainous regions where trekking is a common activity, generation of great deal of waste is a usual phenomenon. The tourists and trekkers on their expedition generate a huge junk of waste. They leave behind their waste and garbage and sometimes even the camping equipments. As such, these unhealthy and irresponsible practices degrade the environment. Dzukou valley, even after the declaration of the place as plastic free zone in the year 2019 by the Southern Angami Youth Organization (SAYO), the pockets of the valley still faces disposal of plastics and waste materials.

Construction of different infrastructure had taken a toll on increased deforestation which ultimately leads to loss of natural landscape. Problems like improper spot verification for construction tourism facilities and infrastructure. This type of practices and activities can cause immense destruction disturbances, soil erosion especially of the peaceful local ecosystem. In most cases of tourism development, the wilderness areas are cleared which ultimately leads to deforestation. Besides, overharvesting of forest resources, harmful wildlife interactions are also common phenomenon. Several habitats are degraded by conducting leisure activities of tourism. For instance, wildlife watching could create stress for the animals and might change their behavior whenever tourists come too close. This lay down high pressure on the habits of the animals and is accountable to the animal's behavioral change.

Socio-cultural impacts

The socio cultural impacts of tourism is the way in which the tourism sector as a whole alters the local community and individual values, behavior of the local community and the tourist, community structure, the lifestyle of the people and also the quality of life. This is in relation to the host destination and the tourist. Tourism industry has posed a great deal of change in the people's everyday experiences as well as their intellectual and unique artistic products "when there is large contrast between the culture of the receiving society and the origin culture, then it is likely that impacts will be greatest" (Burns and Holden, 1995). Socio-cultural impacts of tourism occur when tourism activities give rise to changes in the value systems or behavior and menacing indigenous identity. Generally changes occur in the

structure of the community, traditional lifestyle, morality, etc. On the other hand, activities of tourism sector can generate many positive impacts for the reason that it can be a great supportive force for fostering pride in culture and tradition, peace etc. Tourism industry can give rise to positive developments. It has the possibility to advance social development by creating employment which paves a way for poverty alleviation.

Travelling has brought people in close contact to each other. Tourism as an industry has an educational feature which fosters understanding, learning and exchanges between the people and culture of the host region and the tourist/guests. With the increase of deeper understanding it helps mutual understanding and reduces prejudices, thereby paving ways for long time relations and help between the two. The introduction of IIPT in the year 1986 (International Institute for Peace through Tourism) in the U.S. have been remarkable for becoming the first of world's "global peace industry" an industry which encourages in promoting and supporting the notion that each tourist /traveler is potential to be an ambassador for peace. Lately, institutions, scholars and many other professionals who are involved in tourism industry are keen in viewing at tourism industry as a potential for 'peace' making largely because of its eminence as a fast growing global industry. There is a notion that tourism is a 'beneficiary' of peace and not a 'generator'. Whichever may be the reason it tourism is possible only in a situation where there is no conflict and it thrives best when there is 'peace'. Nagaland with all the potentials of a scenic landscape, favorable climatic conditions and a flamboyant culture has been in political conflict for many decades that have deprived the development of tourism in the state. Tourism started to take place in Nagaland only after 2000 when the Ceasefire and Political negotiations started between the government of India and the Naga Insurgent government. However, slow development of tourism was abruptly interrupted when in the year 2021, 14 innocent civilians were murdered by the Indian security forces at Mon district supposedly on mistaken identity. These unfortunate killings took place due to the continuation of the Armed Forces Special Powers Acts (AFSPA, 1958) this instance becomes international news adversely impacting the on tourism development of Nagaland. Mon is one of the most visited places for foreign tourist has been badly affected by the infamous Oting killings/seen drastic decline of tourist since then. One of the reasons for tourists to visit a place is to observe and discover the local culture. Nagas are known as the heat hunter tribes till the arrival of Christianity. Their rich culture is reflected not only through their representation of cultural dresses, festivals, songs and dances but the continuity of their customary practices in everyday's lives. The field survey report on tourism shown that 45% of

the tourists come for cultural activities. Tourists visit Mon district to witness the tattooed people of Konyak Tribe, often referred to as the 'last tattooed people' by the tourists. Besides, their agrarian lifestyle and different traditional proceedings are fascinating for the tourists. There is hardly any Ao Naga village without village gate or log drum preserved for decades or even centuries as part of the cultural and village history. Similarly one will witness village gate and an elevated village councilor's platform in every Angami Naga village. Aside these, there is a genuine effort on the conservation of local heritage, awakening of indigenous cultures, local arts and crafts found among the Nagas.

Cultural heritage tourism has been gaining its popularity in Nagaland. Mon the land Konyak Nagas is a fascinating and exquisite land of warriors with tattoos on face and body. Konyak are known for as a warrior and head hunters and displays a high sense of artistic skills and traditional woodcarving. Shangnyu village and Chui village are some tourist attraction centers famed for woodcarving remnants of the past, while Longwa an ancient Naga village is strategically located that the Angh (Chief of the village) who live resides with his 60 wives is now divided between India and Myanmar resulting into vertically dividing the Chief's house and village into two countries i.e. (India and Myanmar), is also a major attraction not only for the tourists but of academic interest. Tourism plays a prominent role in reviving the art and culture of a place by raising awareness on cultural practices and also the traditions, preservation efforts, promotion of cultural knowledge. In the present day, the enthusiasts of culture are looking for authentic tourism attractions and destinations that can be partly or wholly achieved through the revitalization of art and culture of the local communities. This revitalization could aid in sustaining the cultural heritage and reshape the tourist destinations with facilities of modern technology and also development of community while preserving the authenticity and of the values.

Standardization of the tourist destinations means introducing features which are recognizable in terms of food items, lodges/hotels, activities in popular destinations for the comfort of the tourists and visitors. Standardization means slight changes in culture to appeal to the visitors and tourists. For instance, Nagas special cuisines involve different kinds of meat cooked in different styles. The national tourists from the Western part of India who are mostly vegetarians would find it unusual and upsetting to see such food items. Hence, most of these types of tourists often look for familiar food items in the new environment like fast food hotel and restaurants, etc. A lot of tourists prefer some facilities like toilet, drinks, breakfast, language etc. to be familiar, but others to be different from their usual set of environment like

options for dinner, music, weather condition, several tourist attractions etc. To meet the demands and needs of the tourists, hotels, food and activities have been standardized. One arguable question here is ‘do we as the host destination desire everything to be transformed to *standardize* though?’ It is undeniable that a major portion of the tourists visit our State for experiencing our culture and tradition. Hence, the local food stalls on the highways and pockets should be encouraged and more Naga cuisine be offered on the menu since there is something prominent about trying traditional food while on a new place. On a personal note, the stakeholders of tourism industry should be extra cautious in proceeding with *standardization*. It sure gives the visitors and tourists a sense of familiarity. The authenticity of the local culture and tradition of the local community of the tourist destination should better not be compromised owing to the growing standards of the world since major portion of the tourists intends to visit a destination to see something new and authentic.

6.3. Findings

- In Nagaland the concept of Tourism is comparatively new as compared to many other economic developmental activities. In spite of its huge potentials for tourism development government of Nagaland gave importance as a policy matter only in the year 2001. While the study reveals that the concept of community based tourism (CBT) has started in the late 90s through community initiatives. As for instance, the CBT has initiated in the year 2014 in Dzuleke village under the guidance of NIEDA (North East Initiative Development Agency).
- The state has many features that can attract tourist as for instance, the scenic natural beauty and the natural environment surrounded by green rolling hills and pristine forest. Other factors like the Cultural features like tribal festivals, tribal customs, rural lifestyle, local cuisines, hospitality of the local people, etc. are some considered the main driving force of attraction of the State.
- The study also reveals that most of the tourist potential areas represent villages which indicates that rural tourism has a scope and potential in Nagaland which needs enough efforts and further innovation in boosting the significance of the people and culture of the rural people- their lifestyle, oral history, food habits, handiworks, festivals etc.
- Tourism schemes are essential to uplift people’s lives at the grass root level. The study shows that a cent percent of the respondents are not aware of any tourism schemes and policy of the state. It is impossible to achieve the desired objective on tourism

development if the people in the grass root are not educated, aware and prepared to interact or deal with the situation of tourism.

- The advancement in technology has helped tourist to explore the places online beforehand. This is evident from the study as 50% of the tourists have known about Nagaland through the internet. However, there is also disappointment expressed by the tourists that there is no proper information about the state or the tourist destinations that leaves the tourist in dilemma. Tourists are not only interested in government organized festivals or functions which are held at a specific time of the year. Rather many tourists would like to spend time informally and in a natural way. Since 2000, one of the major policies of the state of Nagaland is boosting tourism in the state. With this the state also aims to make tourism sustainable which would usher in a scope for livelihood for the people. The study also reveals that there is a scope for livelihood through tourism as an industry. Out of 210 respondents from the State, 81 respondents were directly or indirectly involved in tourism activities. Tourism can be a source for sustainability for the unemployed since as many as 63 who were unemployed derive their source of income in tourism sector directly or indirectly some of which are- taxi drivers, tour guide, travel agents, hotel manager, tour operators home stays, event managers etc.
- It is vital to keep a record on the revenue systematically to check the progress yearly or monthly. However, there is no formal agency that can monitor the tourism data. Unregulated issue. Government data are also inadequate. Thus, it becomes problematic to ascertain the factual data. The study reveals that the tourism department of the state does not have proper record of tourist visits of the districts and also the detailed record of the expenditure and income per annum. It is of paramount importance for a tourist destination to keep a check on the growth and popularity by keeping the daily, monthly or yearly number of tourist visits of the tourist destinations. This record can aid to the overall development of the tourism industry.
- Tourism destinations or tourist spots of Nagaland are determined by the factors like cultural, environmental, natural, heritage, economic and political and environmental or natural are the dominant factors on grounds of popularity and significance.
- Promotion of local finished products plays a crucial role in popularizing the community's potential and also boosts in sustainable livelihood. The study reveals that the local products (like- Naga shawls, local cuisines, handicrafts or other gift items and souvenir) of the State are quite popular among the locals and as less 11% are national and international tourists. Here too, one can say that there is no standardization of price, quality, etc.

- The Nagas have a rich oral tradition which has been passed down from generation to generation. This is evident from the study that more than 100 respondents visit the parts of the State for curiosity of culture and exploring the life of the Nagas.
- Less intelligible strategies and policies of tourism have been drawn up to magnify sustainable socio-economic benefits for the local people. Hence, the policies need to be revised time and again according to the current need and future scope.
- Environment Cost of staying and Sanitation are the major factors that determine the tourist satisfaction in the State.

6.4 Suggestions and Recommendations

It has been over three decades since its inception as a full-fledged Tourism Department in the State. Along with the functioning of the department tourism policy specifying to the State started in the year 2000, consequently there has been a marked improvement in tourism sector as an industry. However, with the advent of various popular tourist destinations across the country, the tourism sector of the state could not be able to cope with the rest of the country in terms like management, policies, Infrastructure, etc. the year 2015 was a great milestone for the overall global development because the governments have collectively adopted the Agenda for Sustainable Development 2030. According to the United Nations World Tourism Organization (UNWTO) 2015, ‘Sustainable tourism’ is strongly put in 2030 Agenda. However, it requires a better framework for implementation sufficient financing and a lot of investment in both technology and infrastructure and also human resources. A number of studies show that the tourism industry is one of the economic sectors which are well equipped to strengthen the country’s economy, specially for developing nations like India. The Federation of Associations in Indian Tourism and Hospitality (FAITH) on February 16, 2022 has published India Tourism Vision 2035 which targets to place the tourism sector as a ‘social economic job and infrastructure creator for India’ as well as ‘to be a role model for creating sustainable and inclusive ecosystem’.

According to FAITH, the main target behind the Indian Tourism Vision 2035 is to make Indian tourism a mainstream engine of socio-economic growth and ‘create a shared vision of tourism between all stakeholders centre, state and industry’. The eight states comprising of the North Eastern part of India are all blessed with natural scenic beauty, rich biodiversity which remains unexplored. Nagaland State, no doubt is still untapped in many areas. Over the years, cultural tourism and ecotourism has been popularized in some parts of

the State. Nature has been kind to Nagaland that the aesthetic value of almost all the parts of Nagaland is beginning to be loved and appreciated. The unique arts and handicrafts of the local people had begun to be recognized. Some suggestions are highlighted in points below:-

(a) Achieving sustainable livelihood through tourism industry

In a State like Nagaland where employment opportunities are minimal in the government sector, tourism industry comes to play. With more than one lakh unemployed youth and many more, the rate would increase year after year if the employed generating sectors do not develop. With proper guidance and understanding the people, especially the poor households could engage themselves in tourism sector on any scale. This would reduce poverty and also inequality through employment generation which would pave a way towards stability of the economy by 2030.

(b) Popularity of medical tourism

Health care has been a prime necessity of the people worldwide. Medical tourism has been gaining its popularity in many destinations. The continuous rise of destinations focusing on health tourism like Canada, Singapore, Japan etc. which offer good quality and many affordable health care facilities ameliorated with a great travel experience. According to medical tourism index, Canada has more than 14 million people from America every year owing to its proximity to United States of America. Canada is well known for its high quality medical treatments have in one way boosted the tourism industry and as a result, medical tourism has been popularized. India also is listed in 10th position in the MTI (Medical Tourism Index) which plays a great role in the Medical Tourism of Asia. Starting from well equipped medical care to homeopathic treatments, many patients seek the country to attain healing. Moreover, the diverse people, culture, climate and experiences attract the people even more. Traditional healing practices is rising its popularity in India. Traditional healing and herbal medicinal practices has been in practice for hundreds of years in Naga society. The rich traditional indigenous knowledge systems along with the traditional healing practices has been handed down for generations. Traditional plant medicine to treat a number of ailments, healing hands or therapeutic massage etc. is practiced in many parts of the State. Prior to the setting up of modern medical treatments in the State, the Nagas relied on various traditional healing practices which have served the people good for decades. Similar to most indigenous communities, the tradition of health care is seen in the Naga society which has been orally passed down from one generation to the other. The Naga people have ancient knowledge of

the process of preparation of medicines and administering them to treat various ailments which are extracted from roots, varied leaves, tree barks, fruits, natural minerals etc. the most important part is the healing rituals practiced to invoke the forces of some supernatural phenomenon which is an important component of the entire treatment procedure. In a nutshell, these traditional medicines helped the Nagas to aid in the health care system prior to the modern treatment practices. In the present day context, there is presence of multiplicity of health care system in the State which set forth the question of the relevance of the practice and progression of the traditional health care system that has treated the people for years. Many opine that both modern techniques of treating diseases and traditional practices for healing diseases are equally important. It has been observed that people still prefer traditional healing practices in many part of the State. With respect to efficiency and growing popularity, traditional practice of healing would attract people from all over the State and other parts of the country. A proper initiative to set up institutes based on traditional medicines would pave a way for the healers and the interested people to learn it in the form of course study too. Moreover, more efficient institute for medical studies along with more medical facilities like high tech professionals, super specialists, etc, is expected to have by the year 2030.

(c) Increase in number of museums across the State.

Museums take us to people and places of the past. It is an important asset which the tourists like to see in order to have a glimpse of the culture, society, lifestyle, storyline of the past events etc. Museums assemble, conserve, interpret and also showcase of multifarious arts, culture or even scientific relevance. For instance, The British Museum in London regarded as the oldest public museum in the world, is one of the most popular tourist attraction with millions of visitors every year. It is famous for its architecture, Egyptian, Greek and Roman collection, Rosetta Stone etc. Hence, Museums contributes in boosting the Tourism sector.

In 2030, it is expected to have museums in almost all the districts and their villages to restore the past through the varied collections of arts and artifacts etc. and also scientific innovations on different scales. This could be possible through proper administration of the government, individual and community support and contribution in setting up and maintenance thereafter.

(d) Proper infrastructure across the State

Tourism related infrastructures specially accommodation ,easy transportation ,better roads, communication facilities, banking services, proper civic amenities, training institutes, hotels etc. should be developed. Nagaland is famous for its rich and unique cultural heritage, and the festivals, lifestyle of the people have been an area of interest for many tourists around the world. To reach out to the remote villages, a proper transportation service with sound road condition along with a place to stay like hotel, local home stays etc. owing to poor infrastructure, and a number of tourists fail to reach out to the potential tourist destinations. Therefore, better and improved infrastructure should be given much importance in tourism planning and policy.

(e) Increase in tourism hotspots

Since its inception as an independent department, tourism sector is quite popular in only some selected hotspots across the State of Nagaland. For instance, Kisama Heritage village is one among the most visited villages in the State as Hornbill festival is celebrated every year at the village, there are, however, many other untapped villages and spots which have potential on becoming tourist hotspots. It will be possible through collective efforts of the individuals and community and also financial assistance from the government to start-up new ideas to boost tourism of the State. Popularizing the tourist potential areas can be a greater step towards achieving many more hotspots.

(f) A decline in unemployment issue.

Through active participation in the varied sectors related to tourism specially by youth, it is hopeful to have a steady decline in unemployment issue. Having known the fact that Nagaland is currently the State in North East Region with the highest unemployment rate with a percentage of 19.2%. The entrepreneurial spirit of the people should not be discouraged, the proper functioning of State Government in implementing policies ,proper utilization of schemes etc. all of these areas need to be looked after thoroughly which directly or indirectly affects the employment opportunities of the State.

(g) Home stays in all the villages.

Nagaland is blessed with beautiful nature, unique culture, lifestyle, food, festivals, community life and oral history. With all of these assets, rural tourism in Nagaland comes to play. Researchers, scholars, historians, and different kinds of tourists put an interest in

learning and witnessing new places with unique cultures, homes of the locals, understanding customs and traditions, lifestyle, different rituals etc. – which involves the ‘study of their interest, deep research and also purchase of local products from the local people. To complete their stay/visit, they would preferably stay at home stays to experience all of it. Unemployed youth and also people who have keen interest should be encouraged to run home stays for their personal benefit as well as for the benefit of the tourists/visitors.

(h) Community based tourism have a great scope in Nagaland. Hence, the government, stakeholders and local communities must work toward Community based tourism.

(i) The traditional knowledge of the Naga communities can be a useful tool in the development of different management plans which in turn benefits the locals to a great degree.

(j) A comprehensive set of tourism policy must be developed for the overall development of tourism sector of the State.

(k) More of private participation, specially of the local entrepreneurs should be given platform in the form of providing incentives to them.

(l) Dynamic marketing of tourism products is a crucial necessity in order to boost the tourism sector.

(m) In the contemporary context, print and electronic media plays a huge role in creating awareness and promulgating information relating to tourism sector of a region. Hence, this aspect need not be neglected in promoting tourism of the State. This will also help in the holistic marketing strategy to attract the tourists to explore the tourist destinations of the State.

(n) The issue of insurgency which remains one of the main hurdles for travelling to the State and also the North Eastern region should be resolved sooner in order to traverse the entire tourism potential of the State.

Limitations of the research

- The sample size could have been larger to have a comprehensive data analysis. The study could be improved by increasing the number of sample size.
- Proper quantitative tools/methods are lacking in the study which would have led to introduction of triangulation of methods to investigate generalizability and transferability of the findings.

- Case studies of the tourist destinations of each of the districts would have been good for a detailed comprehensive study.

6.5 Summary of the research.

In the contemporary world, tourism has become one of the most important industry for its significant benefits to people, connecting people and popularizing a place where in the critical parameters include geographical mobility and cultural enjoyment. Tourism industry has turned into a global economic sector with a broader significant impact on the socio-economic and also ecological development of regions of the world. It is an expanding industry which offers a wide variety of attractions to captivate the tourists in any form-adventure tour, cultural heritage, gastronomy, lifestyle, pilgrimage etc. people travel to places to experience the works of art, great buildings and monuments, taste plethora of cuisines, etc.

Nagaland is largely a mountainous State which is unique in being able to offer great potential for tourism. After being recognized as a full-fledged industry, the state of affairs of the tourism activities has increased in parts of the State. Hornbill festival has popularized the culture of the Nagas to a great extend. Natural attractions and beautiful landscapes, luxuriant or lush green forests and wildlife, unique culture, continuous practice of colourful tribal festivals, unique tribal customs, distinct tribal costumes, and unique lifestyle of the tribal villagers, local handicrafts and handloom, hospitality of the people, local cuisines, arts and artifacts, heritage sites are the special attributes of Nagaland tourism. Over the past two decades , Nagaland has experienced streams of tourists entering the State particularly during the International Hornbill Festival and it has been realized that there is immense potential for not only cultural tourism but eco-tourism, adventure tourism, rural tourism etc. the dilemma for future development is that , with the consumerism fast creeping into the lives of the once a traditional Naga lifestyle is now fast changing and the present understanding of tourism seems to focus on showcasing the tribal festivals rather than the cultural, social ,economic, environmental facilities and not only for the present existing tourist attractions. It is notable that tourists establish a fairly diversified class. Some tourist want to explore a certain cultural atmosphere, some tourists are oriented towards particular amenities like- mountain, lake, museum, heritage sites, festival, cuisine, art and artifacts etc. it is important to note that tourist destinations should offer a wide package of facilities to be visited in an effort to attract a maximum number of tourists from different places of origin. Some tourist destinations consist of only one or two unique sales label- for instance, Agra with its Taj Mahal. It is noteworthy that ‘tourism’ undoubtedly furnishes a demanding research domain. Hence, tourism research

is definitely escalating from regional and sectoral research standpoint as well as cultural–geographical research outlook.

Tourism is one of the fastest growing industries in the world. In recent times, the tourism industry has gone through a paradigm shift from promoting in bound tourism to intrabound tourism. One of the reasons being increase in inbound tourists as a competition. With the understanding and realization that it is not possible to promote the inbound tourism when intra bound tourism is not active. The policy makers are shifting the priorities of the policies to promoting intrabound tourism. For instance, finding ways to promote local tourism with the aim to contribute to the local economy. This includes promoting local festivals, local arts and handicrafts, local culture and heritage etc. It is evident that travel throughout the States of India emerge the richness of cultural and geographical aspects of India. In a culturally diversified and complex country like India, it is foreseeable to note that the people of the nation mirror the rich glories of the past in terms of culture, tradition, values, etc. in respect to the different geographical locations and the innumerable peculiar lifestyle, manners, habits, food which will remain precisely Indian. “The World Tourism Council calculated that tourism generated I.13.2 lakh crore (US dollar 170 billion) or 5.8% of India’s GDP and supported 32.1 million jobs in the year 2021”.¹¹

Tourism as an industry plays a major role in promotion of large scale employment opportunities. Considering the high competition in the tourist generating markets from across the globe, it is imperative for India in general and Nagaland in particular to intensify the efforts in promotional and marketing continuously. Nagaland with its untapped potential for tourism industry has a great room for innovation and development. The rich cultural heritage, serene and beautiful nature, rich oral tradition, local lifestyle of the Nagas, are all assets of Nagaland tourism. Being one of the states in India where all the districts are inhabited by the tribal communities, Nagaland attracts tourists from many parts of the world to witness the culture of the Nagas. The intimate link of the Nagas with their natural environment has been the core basis of the symbiotic relationship for the people’s cultural survival. The rich cultural heritage is thrown back in their lifestyle, folk dance, folk songs, traditional ceremonies etc.

Suitable parameters like culture, environment, and heritage, economic, political and social have been taken into consideration to find out the potential for tourism in the State. Destinations like Dzükou Valley, Dzuleke village, Khonoma village, etc. are gaining

¹¹ <https://en.m.wikipedia.org/wiki> retrieved on 25th August, 2023

popularity over the years. Incredible natural attractions and beautiful landscapes, luxuriant forests and wildlife, unique culture, festivals, hospitality of the people, rich oral history etc. is some of the strengths observed during the study. However, some weaknesses include-improper spot verification, less innovativeness, entry formalities, poor infrastructure, inadequate information on the website etc. Despite having the weaknesses, there is still room for development and many opportunities in tourism sector, progression in international tourism, job opportunities, increase in community based tourism, improvement and rise in local entrepreneurs etc. with the increase in demand and interests of the people, Nagaland has a great potential for development. There are, however, threats that hinders the development to some extent, like, deforestation, land issues, random killing of birds and animals, militarization, unrest political issues, insurgency, waste pollution etc. Over the past few decades, the State has experienced a good number of tourists entering the State. the dilemma for future development is that , with the consumerism edging away into the lives of the once a traditional Naga life is rapidly changing and the contemporary understanding of tourism seem to focus on showcasing the tribal festivals in place of the cultural values and cultural lives of the Naga tribes. With the increase in unemployment rate of the State, it is evident from the study that tourism sector has potential for sustainable livelihood with the condition that more efforts be put in the tourism activities in the local and State level with joint contribution of local communities and the government, private and public sector. This could be supplemented by the conceptual framework (Chapter 4) wherein, it considers the importance of detecting tourism resources and utilization of these given resources by the community which will affect the overall economic growth. These variables (natural resources, inherited resources, man-made resources) impacts the growth of economy, although it depends on the relationship of all the accountable measures for tourism industry. With an in-depth study of the tourism resources, some types of tourism has been figured out –cultural heritage tourism, adventure tourism, rural tourism, trade and shopping tourism, eco tourism, CBT(community based tourism). Each of these types of tourism gives rise to livelihood opportunities to the people. The changing profile of unemployment has a great impact on the people, specially the unemployed as about 75% were unemployed who are currently working in tourism industry as travel agent, hotel manager, tour operator, tour guide, home stay owner etc. Hence, it is evident that tourism sector can be a good option for sustenance of livelihood of the people.

The Naga community in general is hospitable in nature. The International Hornbill Festival is one among the contributing aspects of tourism sector in the State. However; the

controversy is that whether the Hornbill festival is benefitting all sections of the people of the State. In the mean time, the hornbill festival is often regarded as the *window to Nagaland* as one can get a glimpse of the State's culture and tradition. However, the nature of work is still seasonal in the State Tourism sector.

In the midst of the efforts taken up by the government, stakeholders, communities, there are many challenges which are outside the control of the travel companies, communities and the tourism boards. The challenges include-socio-political challenges (entry restrictions, policies, lack of awareness, lack of skilled human resources, militarization, lack of media coverage, lack of connectivity), geographical/environmental challenges (carrying capacity, seasonality, pollution etc.) One important point is that Nagaland is a militarized zone, where there is military everywhere. Tourists will have second thought to visit, harassment is not only physical, mental harassment is worst. In Nagaland, civilians and military live side by side which is a point of concern. Hence, there is an urgent need to recuperate the erstwhile mental and life threatening incidents by focusing on good governance, people's participation etc.

The majority of the tourist destinations of the State have cultural factor as the potential aspect. This connote that rural tourism has a great scope. The people can earn a livelihood through different opportunities and platforms at the grass root level. Starting from home stay owners, tour guide etc. A lot of tourists visit the villages of Nagaland to experience the village life of the local people-food, lifestyle, learn history etc. opening up of home stays has benefitted a number of locals in the past few years as seen in the preceding chapters. Nagaland has the potential to be one of the most favoured destinations in the future with its immense untapped resources. The more the state becomes popular, the more job opportunities in different forms for the people. Hence, sustainable livelihood of the local people in particular comes to play. The future of tourism is in all probability be influenced by a number of potential trends and developments which would shape the future of tourism industry- like an increase in sustainable and responsible tourism, improvised technology and artificial intelligence (AI), for enhancing the tourists experiences, personalization and customized trips, an increase in the rise of digital platforms for comprehensive travel, a shift in preference of destinations owing to the emerging new attractions which may result in an increase in popularity of the off-beat destinations, collaboration and partnerships may increase as there is an increase in giving much importance to sustainable tourism development. It is, however, crucial to note that the actual future of tourism industry can be determined by abrupt events, certain quantum leap of technological advancements, and also movement of worldwide

dynamics in different fields. Taking into consideration of these factors, are the State government, tourism department, stakeholders, local communities ready to make adjustments to the resilience of tourism industry and adapt in the persistent pursuit of new innovations in making a dynamic tourism industry of the State? This could be possible in understanding and be conducive to global connectivity, an intensive cultural understanding and working together for overall economic development.

PHOTO GALLERY



Plate 1.1 Interview by the scholar with a tourist from Germany at Kisama Heritage Village.



Plate 3.1. Wooden handicrafts on display for sale made by locals of Kohima district (International Hornbill Festival)



Plate 3.2. Wooden motifs on display for sale made by craftsmen of Dizephe village (International Hornbill Festival stall).



Plate 3.3 Naga dao (sword) on display for sale made by local craftsmen of Mokokchung district (International Hornbill Festival stall).



Plate 3.4 Traditional handmade jewellery and baskets made by female folks of Tuensang district (International Hornbill Festival stall)



Plate 3.5 Organic local vegetables harvested by Wokha farmers (International Hornbill Festival Stall)

PHOTO GALLERY



Plate 3.12 Village folks gathers at the old age home and narrate the oral tradition, meanwhile teaching the art of different handicrafts to the people



Plate 3.13 Ossuary at Chui Village Mon District- a heritage site of the Konyak Nagas



Plate 3.14 A stone sculpture of the Angh of Chui village.

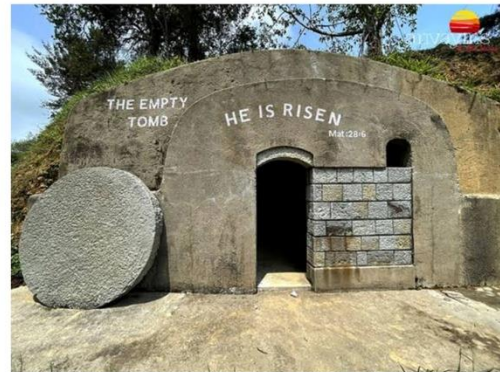


Plate 3.15 A replica of the empty tomb at Pilgrims park Impur – a place of religious importance of the Nagas



Plate 3.16 Triple falls ,Dimapur

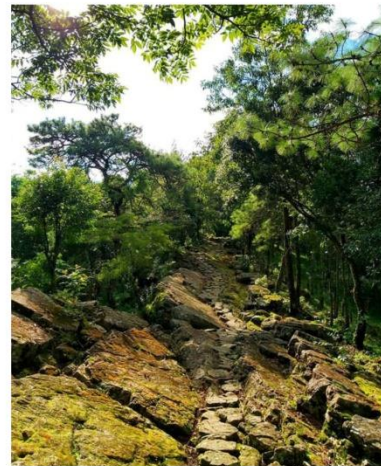


Plate 3.17 Longlangba, a historical landmark in Longkhum village (Mokokchung district)

PHOTO GALLERY



Plate 3.18 Hombill bird at Ranghaphar reserved forest Dimapur district



Plate 3.19 A sight of Amur falcon descending across Doyang river



Plate 3.20 Mount Japfu (Kohima district)



Plate 3.21 Dzukou valley (Kohima district)

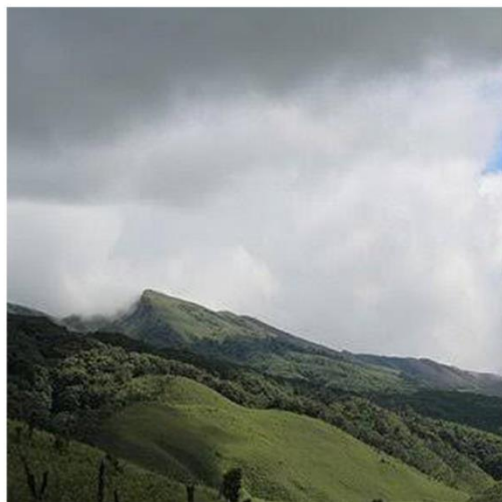


Plate 3.22 Mount Tiya (Wokha District)

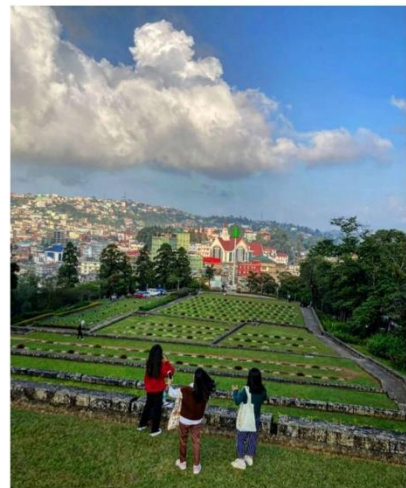


Plate 3.23 WWII Kohima War cemetery (Kohima District)

PHOTO GALLERY



Plate 3.24 Pillar of love at Sungkotenem park
Mopungchuket village (Mokokchung district)

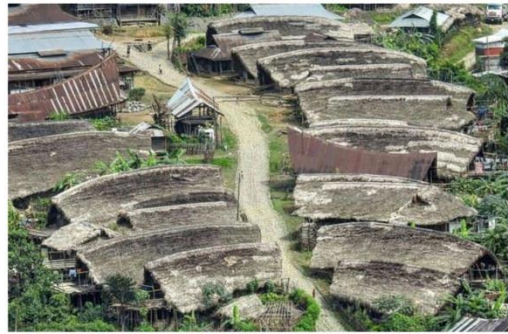


Plate 3.25 Traditional homes of Monyakshu village
(Mon district)



Plate 3.26 Medieval Ruins of Kachari kingdom-
a heritage site (Dimapur district)



Plate 3.27 Moatsü festival, Chuchuyimlang village
Mokokchung district



Plate 3.28 Kapamodzü peak (Phek district) –
a potential tourist destination



Plate 3.29 (Mokokchung distret)- a potential tourist
destination Suteplenden Waterfalls, Longkong
Village

PHOTO GALLERY



Plate 3.6 Local skin care products from Wokha District (International Hornbill Festival stall)



Plate 3.7 A Konyak lady selling local handicrafts at Longwa village (Mon) outside the hoAngh (chief of the village)



Plate 3.8 Inside the house of the Angh (Longwa village) Where it is strategically divided into two countries India and Myanmar

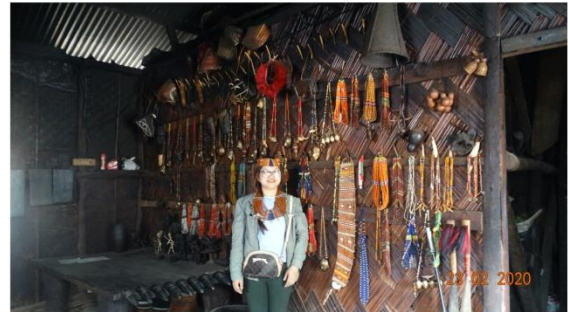


Plate 3.9 Traditional jewellerys for sale inside Panghum homestay Longwa village



Plate 3.10 Lady from Chui village: One among the last tattooed Konyak Nagas (ladies usually have their tattoos on their hands and legs)



Plate 3.11 Old man from Longwa village: One among the last tattooed Konyak Nagas (Men drew their tattoos on their faces)

PHOTO GALLERY



Plate 3.30 Cathedral , Kohima district



Plate 3.31 Dzuleke Valley, Kohima district

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Dear Respondent,

The undersigned is conducting a Ph.D field study research on the **topic “Tourism Development in Nagaland: An Alternative for Sustainable Livelihood”**. The study aims to explore the tourist potential areas for tourism development. Through this research work, the researcher postulates to provide an alternative sustainable livelihood to the agrarian based Naga society through community participation in the tourism development in the State. The study will also help in formulation and probable strategies for sustainable development of tourism with special consideration to the majority of the rural population in the state.

Therefore, I humbly request you to share your views and opinions in the space provided. Your valuable contribution and cooperation will be highly appreciated and duly acknowledged. All your responses will be remained confidential and will be used only for research purpose. Kindly answer all questions.

Thank you!

Yours sincerely,

(SENTIRENLA OZUKUM)

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QUESTIONNAIRE

PART –I (GENERAL DATA OF RESPONDENT)

1. Name:
2. Gender:
3. Colony/Ward/Village:
4. District:
5. Marital Status:
6. Number of members in the family.....
7. Number of dependants in the family.....

8. Educational Qualification (please tick ☒)

Illiterate ☐ Can read and write ☐ Primary(5th) ☐ Secondary (8th) ☐
matriculate(10th) ☐ Higher Secondary(12th) ☐ Graduate ☐ Post-graduate
Professional Degree/Diploma(if
Any).....

9. Occupation:

.....

9. Total monthly income (please tick ☒)

Below J. 10,000 ☐ J. 10,000- J. 25,000 ☐

J. 25, 000 - J. 50, 000 ☐ J above J. 50,000 ☐

PART- II

10. Do you think that it is a good idea to develop tourism in Nagaland?

Yes ☐ No ☐ Can't say ☐ If yes, please
specify.....

11. Have you been involved in any kind of tourism activity? Yes ☐ No ☐

If yes, who introduced you to engage in tourism activity and how?

.....

a) What kind of activity have you done?

.....

.....

....

b) In which specific event? If any?
.....

c) Has it benefited you economically?
.....

d) Are you looking forward for further beneficial activities? Yes ☐ No ☐
Give reason(s)
.....

12. Do you think you would benefit from tourism? Yes ☐ No ☐ Can't say ☐

If yes, how?

If no, mention the constraints.....

13. Have you ever encountered any tourists visiting your village/district? Yes ☐ No ☐

If yes, how often and how long do they stay?

Please state how many have visited your place/village /district in the past 2-3years.
.....

... If no, are you enthusiastic to encounter tourists in your hometown/village/city in the coming day ☐ Yes ☐ No

14. What according to you is the reason that tourists would like to visit your village /town?

15. Have you observe any negative or positive impact as a result of tourism development in your village /town or from the tourists? Please share your view in few lines.....
.....

16. Did you participate in any tourism related seminar/training? Yes ☐ No ☐

If Yes,
specify.....

If No, why? (Please tick)

Not interested ☐ I was not aware of the seminar /training ☐

17. Do you think that the art and crafts of our state has potential for national/ international market? (Tick ☒) Totally agree ☐ Somehow ☐ No ☐ please give justification for your response in few words.....
.....

18. Are you interested in any form of art and craft? Yes ☐ No ☐

(a) If yes, please specify (tick ☒) wood carving ☐ cane products ☐ weaving ☐ painting ☐

Others

(b) Did you sell those finished products in any stall during the festivals like Hornbill or any organized event/ market?

Yes ☐ No ☐ Sometimes ☐

(c) If yes/sometimes, has it been economically beneficial? Yes ☐ No ☐ Somehow ☐

(d) Who were the customers who bought your items? (Please tick ☒)

Local visitors ☐ National tourists ☐ International tourists ☐

19. Do you know any tourism schemes in the State? Yes ☐ No ☐

If yes, did you try to get the opportunity to utilize those schemes? Yes ☐ No ☐

PART – III

20. Do you think that there is potential for tourism development in Nagaland?

Yes ☐ No ☐

21. What do you think are some of the best things that would attract tourists in your village/town?

Culture ☐ Nature ☐ Any other ☐ Please specify
.....

22. Do you think Nagaland has good infrastructure for tourism development in the State?

Yes ☐ No ☐

23. Do you think the present practice and policy of tourism development in Nagaland is beneficial to the people? Yes ☐ No ☐ Please specify the reason.....
...

24. Do you think Hornbill festival or mini hornbill festival is benefitting the people of the state in the grass root level? Please specify.....
.....

25. In your opinion, how can tourists be attracted?

Through internet ☐ through pro-active tourist agents ☐ both ☐

Others

26. What do you think needs to be improved in the tourism sector of the State? (please answer in few words)

.....

27. Do you think there is resistance to tourists from traditional people in your community?

Yes ☐ No ☐ please give the reason why?

.....

28. Are you interested to play an active role in the development of tourism in your home town?

Yes ☐ No ☐ Can't say ☐

29. Are you willing to take up tourism in lieu of farming or other profession that you are in?

.....

30. Do you think you could benefit economically from involving in tourism activities?

Yes ☐ No ☐

Please give reason for your response (yes/No) in few words.....

.....

Part – IV (Only For Government Departments Or Employees Connected With Department Of Tourism In Nagaland)

31. Do you see or notice any changes in the tourism industry of Nagaland over the few decades since its inception as a full-fledged Department? Yes ☐ No ☐

Please support your response in few words.....

.....

32. In your opinion, is there ample scope for further Development of State tourism? Yes ☐ No ☐
please support your answer in few words or sentences

.....

30. Are the local people cooperative in implementing various schemes and projects in their locality? Yes ☐ No ☐

Please support your response in few words.....

.....

31. Do you see any scope where public-private partnership can be taken up for tourism development in Nagaland? Yes ☐ No ☐ please specify your answer

.....

32. Is government earning any revenue from tourism? Yes ☐ No ☐

If yes, how much annually?

If no, how much losses they incurred annually?

.....

32. Do you think that local people could derive their income as a means of livelihood by involving in tourism activities?

.....

33. Are you aware of the Tourism Policies of Nagaland? Yes ☐ No ☐

If yes, do you think that these written policies have been achieved so far? Yes ☐ No ☐

Please justify your response in few words.....

.....

33. Can you suggest any points on how people could find a way to involve in tourism related activities so that it would benefit them economically

.....

34. Which form of tourism has the wider scope in Nagaland?

Ecotourism ☐ Cultural tourism ☐ Adventure Tourism ☐ Rural Tourism ☐ Sports tourism ☐

All of the above ☐ None ☐ any others.....

35. Do you think the Hornbill Festival is the most sustainable way to tourism development in Nagaland? Yes ☐ No ☐ please specify

.....

36. Do you think the present Tourism Policy of Nagaland provides all adequate measure for the development of tourism in Nagaland? ☐ ☐

37. What, in your opinion, is the biggest challenge for the government for development of tourism in Nagaland

.....

PART –V (QUESTIONNAIRE FOR TOURISTS)

Name:

Address.....

Country.....

1. Through which medium have you learnt about Nagaland?

Internet ☐ Newspaper ☐ friends& family ☐ others

.....

2. What is the particular thing that attracted you to Nagaland?

.....

3. How is your experience here in the state?

4. Did you find /notice anything interesting?

5. Do you feel that Nagaland has scope for tourism development? Yes ☐ No ☐

please give reason for your response in few

words.....

6. How was your experience with the people of Nagaland?

.....

7. Is this your first visit? Yes ☐ No ☐

8. Do you intend to come again? Yes ☐ No ☐

If yes why?

.....

9. Please rate the following. Each of the category is measured by using 5- point Likert scale which ranges from 1 to 5 (1 stands for very dissatisfied, 2 stands for dissatisfied, 3 stands for neutral, 4 stands for satisfied and 5 stands for very satisfied.

Factors	1	2	3	4	5
Environmental					
Condition of climate/weather					

Quality of air					
Degree of noise					
Private safety & security					
Hospitality					
Attainability of local authorities					
Readiness and welcoming of the local people to help tourists					
Sanitation					
Condition of Water supply					
General cleanliness					
Presence of clean public toilets					
Cost					
Price or charge of transportation of the locals					
Price of the products available					
General cost of your stay					
Price of beverages and food					
Price of accommodation(hotels/home stays/lodges)					
Attractions					
Diversity of natural attractions					
Diverse in cultural attractions					
Pleasant accommodation facilities					
Infrastructure					
Accessibility of wi-fi & fast internet					
Overall local transport services					
Accessibility					
Availableness of information and documents					
Travel convenience					

Availability of basic medical facilities					
Food and products					
Local products					
Diverse in food and beverage					
Quality of food and beverage					