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**A REVIEW PAPER OF TOURISM INDUSTRY IN MANIPUR**

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**Abstract**

Tourism is important, even vital, source of income for many regions and countries. Its importance was recognized in the Manila Declaration on World Tourism of 1980 as “an activity essential to the life of nations because of its divert effects on the social, cultural, educational, economic sectors of national societies and other their international relations.” Manipur, a hilly State in North-Eastern India, lies between latitude 23°50' N to 25°42' N and longitude 92°59' E to 94°46' E, sharing international border with Myanmar on eastern side. Manipur Tourism could be the 'Gateway to South-East Asia' in conformity with its modern outlook, relevance, competitiveness, strategic location, and commercial aspects. It is felt that once the appropriate infrastructure and services are suitably placed, Manipur will become a popular tourist hot spot in South-East Asia, akin to its Southeast Asian neighbor. In addition, the tourism industry could create employment opportunities in every sector like Hotels, Resorts, Airlines, Cruises, Hospitals, Archaeological and Museums Sites, Adventure Sports and Transportation agencies, etc. This paper reviews and critically analyses the current prospects, potentials, growth, development, trends, impacts, management, sustainable, opportunities, marketing, planning, promotions and policy of tourism based on existing scholarly e-journals, books, articles, thesis and websites. It concludes that further in-depth study may be carried out in future to analyse and study the prospects and trends of tourism in Manipur.

**Key words:** Manipur Tourism, Socio-Economic, Sustainable Development and Tourism Competitiveness.

**Introduction**

Tourism, in the last decades, has emerged to be a major industry in most of the nations. With the globalisation of economy, tourism industry is likely to have the advantages over all other industries. This is more specifically true for developing nations with large inventory of tourism assets. The change of economy brought about through development of tourism in countries like Thailand, Malaysia and Singapore etc. is noteworthy. The basic advantage of the tourism industries is that if a state, region or a nation is endowed with nature's gift or has inherited a glorious cultural heritage then the required investment to harness the benefits by marketing such products is almost insignificant as compared to the returns.

According to the 2018 World Travel & Tourism Council (WTTC) report, the travel and tourism industry contributes 10.4% to global GDP and employs one in every ten people worldwide. According to the WTTC's Economic Impact Research report from 2018, India will be among the world's fastest-growing tourist economies in the following years, with travel commerce expected to bring 10 million jobs to the country by 2028.

Manipur, the 'Jewel of India' as described by Pandit Nehru (PM of India) is situated at the North East corner of the country covering a geographical area of 22, 327 sq.km. with a population of about 24 lakh. This small population, comprising only about 0.2% of the nation's population, has made remarkable contributions to the national heritage. Manipur is one of the leading states of the nation in the fields of Art & culture as well as in the games and sports. Manipuri dance is one of the seven recognized national dances. The performing art like the Pung Cholom is well appreciated all over the world. Manipuri handloom and handicraft products are well sought after by all. In the field of games and sports, Manipur has contributed Polo as well as Hockey to the world. The state is not only a leader in the national games, but also that the sports- persons from Manipur have represented the nation in various international events and have brought laurels to the nation. The traditional forms of martial arts like Mukna (wrestling), Thangkairol (sword dance), Khosarol (spear dance), Sareet Sarat, Huiyen Langlong are wonders to the rest of the world. The people of Manipur today aspire for economic prosperity as well as peace and harmony amongst all tribes and communities in the state. Manipur Tourism would lead to making an employment potential to the tune of 10-15%, as against 6-7% globally. Manipur is an ideal place for the promotion of Tourism as its primary industry to generate employment substantially.

### Literature Review

#### A) Prospects, Potentials and Problems of tourism:

Tourism components are: Transport, Locale, and Accommodation (Bhatia, A. K. 1991); these components constitute the raw materials for many kinds of tourism and so it comes as no surprise to learn that tourism has a major economic function in worldwide (King, R. 1998; Duval, D.T. 2004); since tourism is a multi-dimensional activity, and basically a service industry, it would be necessary that all wings of the Central and State governments, private sector and voluntary organizations become active partners in the endeavour to attain sustainable growth in tourism if India is to become a world player in the tourist industry (Abraham, S. *et al.*, 2014; Harini, K. V. *et al.*, 2014; Singh, A. R. *et al.*, 2014; Dredge, D. *et al.*, 2017; Rayamajhi, A. 2021; Hajam, A. G. 2022); So, there are abundant of socio-economic life by promoting tourism in the state and country of India (Ranga, M. 2003; Upadhyaya, R. P. 2007; Nalatwad, N. B. 2007; Awati, A. J. 2008; Gautam, K. 2008; Mir, A. H. 2008).

Tourism in India, Assam tourism of potential has seven pockets of the two hills districts (Bhattacharya, P. *et al.*, 2005); Pondicherry tourism is on the right track (Devabalane, E. 2006); Humla is hidden and treasure Himalayan which is open and living ethnic museum (Rokaya, B. 2006); for a geography is being influenced by the heterogeneous nature of the human nature (Naik, A. B. 2008); for the tourism development of the local community & bodies must be interested and

be aware on the development of this area mainly as tourism destination (Khanal, B. 2010; Bashyal, D. P. 2010); Sikkim tourism focus on the Eco-tourism can be achieved by creating a well-built infrastructure like transportation and communication links at the various important tourist destinations (Bora Bedanta *et al.*, 2010; Singha, R. K. *et al.*, 2013); Kerala, being a State with rich historical and cultural traditions, needs to focus on ensuring safe and eco-friendly tourism destinations that offer visitors world class recreational facilities (Asokan, K. K. 2011; Kumar, E. R. 2017; Paudyal, B. P. 2017; Jose, A. K. *et al.*, 2017; Rajan, A. T. 2020); Bihar Tourism is required for reviewed the development of tourism industry in India (Sinha, U. P. *et al.*, 2012; Jha, A. K. 2020); Gujarat has tourist flow for religion purpose and also for business purpose (Vansiya, Y. N. *et al.*, 2012); Floriculture tourism has immense potential in Arunachal Pradesh and with concerted effort, this environmental friendly venture would also encourage tourism (Oyi, D. 2012; Thakuria, V. 2018); Kashmir Valley, despite being the hub of tourism potential is ridden with innumerable problems that if attended and worked upon could regain its age old epitaph -The Paradise on Earth- for it (Dar, R. R. 2014; Dar, H. 2014); Maharashtra is the first state which declared Sindhudurg District as a 'Tourism District' (Manohar, N. S. 2016); Himachal Pradesh, which has abundant cultural and natural heritage resources, for sightseeing, learning and as an exemplary place for authentic experiences of identity for the Indian Diasporas (Sharma, A. 2016; Sharma, A. 2020); and prospects of the hospitals providing various health care services within Solapur city and Medical tourist coming from Maharashtra (excluding Solapur); Karnataka, and Andhra Pradesh and nearby states for allopathic treatment (Kothari, P. P. 2017); Mizoram gives immense pleasure and excitement of hill station like feelings to those tourists (Deka, G. 2019); Manipur as a hub for various purposes including trade and tourism. However, Manipur has unemployment problem in youth; another unprecedented conflict hit the state in the month of May and disrupted the entire sectors of economy. Tourism being hard hit. Restoration of normalcy and peace are tantamount to the development and growth of the tourism industry in Manipur (Sharma, S. K. 2016; Akoijam, S. L. *et al.*, 2020; Singh, K. G. 2023; Thomas, C. M. *et al.*, 2023); Sivaganga district in Tamil Nadu is huge potential area and improve the local revenue for both the individual uplift and economic growth (Ramachandran, V. 2021); the tourist territory must meet the increasing requirements of potential tourists to the quality of the tourist offer, its comprehensiveness, and attractiveness (Ponkratova, L. A. *et al.*, 2021); furthermore, there is a tremendous potential of ecotourism at Nainital in Uttarakhand. Thus, ecotourism can be used as a strategic tool for enhancing income generation of the local community with the true intention of conserving biodiversity (Lad, R. 2021).

In Nepal, Gorkha municipality deserves the high prospect of becoming one of the best tourism destination of the country (Sunar, R. M. 2013, Thapa, S. 2013); Ghorepani is one of the tourist destinations of the world which lies on the way of Annapurna circuit trek (Khatri, K. B. 2013); Kailali has potential for adventure tourism, market tourism, healing tourism, religious tourism, agro tourism etc. (Joshi, K. (2013); Lumbini plays a vital role in tourism for generating additional employment and income (Gyawali, A. 2014 & Timsina, S. 2014); Kailali, Salyantar, Darchula,

Sauraha, Pokhara & Baidhyanath in Nepal became able to route the major tourist flow from land there will be lot of prospects to increase cross businesses. This is expected to create various types of production opportunities for income and employment generation (Singh, D. B. 2016; Dharel, B. 2017; Dhami, K. S. 2017; Gautam, R. 2017; Dahal, R. 2017 & Khadka, D. K. 2017; Subedi, B. K. 2018; Adhikari, S. 2019). Furthermore, Bangladesh Tourism is very well known for her natural beauty, beaches, rivers, forests and jungles. Bangladesh also consists of historical and archaeological places (Smith, 2010; Redwan, M. 2017).

According to Herat of England Tourist Board has written in his forward that major challenge for the next decade in tourism is to recruit, retain and train the staffing necessity to deliver quality of service, to set aside the quality of facility, education and training have a vital role to play (Carter, R. 1990); Consequently, the developing countries that are the facing the problem of adverse balance of payment situation on the international front and also such other problems like unemployment, social and regional disparities, tourism development seems to be the best solution (Punia, B. K. 1994; Gössling, S. *et al.*, 2006; Yeoman, I. 2009; Balan, J. 2007); besides, tourism in Malaysia as part of Southeast Asian region, and thus it will show the relevance of this issue in wider global context (Karim, A. Z. *et al.*, 2005); moreover, Northeast India has systematic exploitation of touristic potentiality of the region requires a band of trained manpower having better understanding of different facets of the industry (Bhattacharya, P. 2008); for instance, tourism will ultimately gain the academic recognition and legitimacy that it deserves. In order to achieve this, however, the challenges it faces must be resolved (Sharpley, R. 2011); and Ramaroson are different challenges which stand as hindrances in the pace of tourism development in this area (Thayayat, H. B. 2016); furthermore, the lack of commitment to market restaurants appropriately in Durban can be liable for the haphazard approach to publicizing sporadically, infrequently and unsystematically which is an indicator that culinary tourism is not taken seriously at present in Durban and contributing to this is the lack of recent publications which focus on food in Durban of South Africa (Singh, A. *et al.*, 2018); moreover, one of the harshest lockdowns amongst countries, India is slowly beginning to resume its economic activities while the COVID - 19 fears still looms large (Behera, J. *et al.*, 2022).

### **B) Trends of tourism:**

Coastal Tourism and Environment must give priority to make better environment on beaches to keep its ecological balance (Kumar, R. B. 1995; Gössling, S. *et al.*, 2006); Cultural tourism in Europe to provide an analysis of the forces shaping cultural tourism at European level (Richards, G. (Ed.). 1996); after World War II, health holidays became a dominant trend in European countries (Seth, P. N. 1997); Niche tourism legitimates our most human and intimate proclivities (Novelli, M. (Ed.). 2005); Eco-Tourism and mass tourism focus on various crucial issues pertaining to modern international tourism; development of ecotourism will employ a number of local people in tourism related tasks (Font, X. *et al.*, 2001; Sinha, P. C. 2005; Chauhan, R. 2006; Jeypore, D. 2014; Pujar, S. C *et al.*, 2021); Eco-agri-rural tourism also creates infrastructural

development and socio economic benefits to host communities (Galhate, S. R. 2009); Sustainable tourism aims to minimise environmental and cultural damage, optimise visitor satisfaction, and maximize long-term economic growth for the region (Kumar, R. 2011); Agri tourism will play a key role in agricultural revolution in the 21st Century, which is very much important to make India a developed nation (Ram, D. *et al.*, 2012; Rana, J. C. *et al.*, 2012; Shahi, R. B. 2015 & Jhummon, D. K. 2015; Thorat, S. D. 2019); Global tourism presented the viewpoints of both those who look with optimism at tourism and those who scrutinise it with some scepticism (Theobald, W. F. (Ed.). 2012); Sport and adventure tourism has a beneficial effect on local economies, helping to support perhaps millions of employees of companies serving travellers' needs (Lovelock, B. (Ed.). 2007; Hudson, S. 2012); Medical/Health tourism includes getting health services, tourism for indigenous and alternative medical treatments, and any other form of tourism undertaken with the purpose of addressing a health concern, usually motivated by seeking cheaper care (Salmon, J. W. 2008); Film tourism has emerged as a major growth sector for research in tourism and it is widely recognised as a driver of tourism development for many destinations (Connell, J. 2012).

Emerging tourism industry by focusing on innovative ideas, management, marketing and development strategies related to tourism and hospitality industry (Kulbhushan 2002; Ranga, M. *et al.*, 2003); for instance, the new insights on how to be better prepared for the future ahead (Yeoman, I. (2009); cultural heritage and tourism in the developing world perspective that many tourism dynamics in the developing world are quite different from those in the more affluent portions of the world (Timothy, D. J. *et al.*, 2009; Tiwari, P. K. 2009; Banerjee, S. K. 2009); moreover, a new emerging dimension of the tourism industry is cluster development and which is itself a stupendous task (Ghosh, P. 2011); tourism Industry in India are providing various emerging issues of tourism industry in this information technology era in general and more particularly the different issues of tourism in India (Singh, A. R. *et al.*, 2014); Ramarosani area has huge potentiality of rural tourism (Thayayat, H. B. 2016); ASEAN-Indian trends in tourism look positive (Chirathivat, S. 1996); as a geographers are continuing the tradition to address very complex, diverse and dynamic issues about tourism relevant to the scientific community and society at large (Nepal, S. K. 2009); prospects for development of youth tourism in Europe are emphasized based on important key factors (Horak, S. *et al.*, 2000); Gujarat has tribal belt that can be developed as eco-tourism centre (Vansiya, Y. N. *et al.*, 2012); and modern trends in the formation and operation of international tourism, its basis of development; it is possible to consider each new trend that creates the opposite movement (Krasnokutskiy, P. A. *et al.*, 2016); besides, the global developments in Healthcare and Medical Tourism trends of recent growth in field of medical tourism worldwide specially Asia and Middle East (Paul, S. *et al.*, 2019; Kryukova, E. M. *et al.*, 2020); Medical/Health Tourism in India has a vast health care system that range from allopathic treatment system to Ayush i.e., Ayurveda, Homeopathic, Yoga, Umami and Siddha with other natural mode of treatment available at rural and urban areas in form of public and private health care. So, healthcare tourism has become one of India's largest sectors – both terms of revenue and employment (Pathak, S. 2019; Reddy, S. *et al.*, 2010; Smith, R. *et al.*, 2011; Pimpale, V. K. 2007;

Varghese, B. 2012; Anvekar, S. R. 2012 & Sharma, A. 2012; Nazir, S. *et al.*, 2014; Vijayanambi, K. S. 2015, Jain, V. *et al.*, 2018, Banerjee, S. *et al.*, 2018 & Sharma, R. *et al.*, 2023); Rural tourism is multi-faceted (Choudhury, K. *et al.*, 2018); the status and prospects are the indicators of growth of agri tourism into mainstream venture (Krishna, D. K. *et al.*, 2020); furthermore, Mountain Tourism in Manipur is one of the leading forms of tourism, in this emerging market trend (Thomas, C. M. *et al.*, 2023); Yoga Tourism in Maharashtra has a huge potential and trend in India (Kamthe, A. K. 2023).

### C) Tourism Marketing and Promotions:

The tourism product functions as a compound of numerous and various mutually conditioned and related tangible and intangible components (Kosar, L. *et al.*, 2014; Smith, S. L. 1994); in India is a cultural heritage country, it can provide everything to the tourist wants' (Khan, A. A. 1995); tourism opines that 'earnings from international tourism represent an invisible export; they are the result of selling the country's tourism product to tourists from abroad (Sethi, P. 1999; Mazigaokar, R. N. 2006); the process of anticipating and satisfying existing and potential visitor wants more effectively than competitive suppliers or destinations (Bhatia, A. K. 1997).

Tourism marketing and promotion in India, Northeast India has been far away from the aforesaid ideal state of affairs (Bhattacharjee, S. 2001; Bhattacharya, S. 2013); marketing of tourism in Himachal and whether it justifies the tourism products of Himachal (Rewal, S. 2006); customers look for high quality and unspoiled scenery, for peace, quiet, and, to some extent, solitude, and for the personal attention which small-scale tourism enterprises can offer to their guests (Kumar, J. 2011; Jindal, R. 2011; Pearce, P. L. 2011); the tourists considered the provision of basic amenities, good services and adequate tourists' information as some of the interventions (Kurian, S. A. 2012); India has tremendous potential for promotion of tourism in general and nature based special interest tourism in particular (Rawat, D. 2012); focus transfer to all NGOs/implementing partners to be incorporated in the work plan Professional formulation of tourism product, an efficiency of the schemes used in the promotional campaign of both Government of India (Singh, V. D. 2014; Singh, P. C. 2014); traditional media sources are being used by the stakeholders of the tourism industry (Billimoria, R. 2015; Ganesan, M. 2015); perception and behavioural intentions about Jammu and Kashmir which further provide a clear picture to the destination managers about the demand for culinary tourism in the state (Shunali, 2016); Manipur has to come along with the concerned stakeholders associated with sp tourism services and plan systematically (Thomas, C. M. *et al.*, 2017; Thomas, C. M., *et al.*, 2017; Devi, A. J. 2023); Barpeta that are made by the rural artisans are facing a tough competition in today's world of globalization and advancement of science and technology because of the changing taste and choice of the customers (Das, B. 2017); the economic importance of tourism has focus the need for appropriate central Legislation to coordinate and control the activities of the industries on professional lines and ensure observance of high ethical standards commensurate with the demands of an international activity (Kiran K. S. 2018; Aarif, M. 2018; Thakur, K. 2019); social media, a landmark development of internet-based

technologies, has opened up the marketing venture into new avenues in general and for tourism industry (Sneha, N. 2019); there is dominance on lifestyle and sustainable forms of tourism entrepreneurship without considering the impact of technology innovation (Ratten, V. 2020); though the concept has been perceived to be only applicable in the manufacturing industry (Hussain, M. *et al.*, 2020; Chakma, J. B. 2020); more outdoor fun activities, road trips and business conferences are being the major attraction of tourist products for the leading countries and to maintain the pace India needs to develop sustainable model in every industry as well (Choudhary, A. *et al.*, 2020); and tourists will visit the destination, expect the services and contribute into the local economy whereas the host community welcomes the tourist and takes care of their hospitality (Agrawal, A. 2021); then, the market is an important factor in the development of homestay tourism (Patil, H. N. 2023).

In tourism marketing and promotion of World, tourists were very satisfied with the service attributes provided by the travel agents of Bhutan (Dorji, T. 2008); the main factors in the external business environment that influence tourism market demand and supply in all parts of the World (Middleton, V. T. *et al.*, 2009); however, a marketing approach is as relevant to museums responsible to non-profit-making trusts, national parks for which the long run goal is public access and a sustainable environment and to local government tourist offices, as it is to airlines, hotels or tour operators in the private sector (Middleton, V. T. *et al.*, 2012); moreover, it is essential to create free, open platforms and research-based knowledge transfers that allow managing complex issues (i.e., bureaucratic barriers) in responding typical local issues and culture problems (Fehér, K. 2017); and City branding as a concept is defined as the application of the philosophy and methods of branding to the development of cities (Dedic, G. *et al.*, 2021).

#### **D) Planning, Development and Management of tourism:**

Effective management of tourism will involve a range of techniques including marketing and publicity, information and interpretation as well as planning control and traffic management (Kumar, M. 1981; Bhatia, A. K. 1983); planners must examine four components that together comprise tourism characteristics of environment and accessibility, commercial and economic considerations, social and cultural issues and the managerial framework (Murphy, P. E. 1986); the hospitality services associated with tourism as 'for the healthy development of tourism in a country like India, a land of contrast', it is desirable for the Government to provide facilities for training in hotel management, tourism and travel agency work (Sharma, K. K. 1991); however, both markets and supply side development are dynamic, such plans must be accompanied by on-going planning from all public and private decision makers (Gunn, C. A. 1994).

In India, both public and private sectors have worked for a specific action plan covering a number of areas of economic cooperation (Chirathivat, S. 1996); Similarly, tourism planning has to balance between strategic objectives set for it and a number of factors that effect plans (Bhardwaj, D. S. *et al.*, 1997; Hannam, K. *et al.*, 2010; Khanka, S. S. 2010; Subramanian, M. 2010); for a requirements

for skilled and efficient human capital pose a serious threat to the future competitiveness of this service industry (Singh, S. 1997; Sharma, K.K. 1998); in the case of developing economies for pursuing policy for tourism development (Islam, Z. U. 1999); for a certain newer disciplines of management and marketing have been introduced and play a significant role (Batra, G. S. *et al.*, 2000; Jayapalan, N. 2001); however, in many countries, lack of training in the industry has been identified as a key strategic weakness (Sethi, P. 2002; Kulbhushan 2002); the several of development of Ecotourism and Sustainable Development in various parts of the world (Singh, R. K. 2003); for a management of tourism Industry in Kerala was undertaken by the researcher as a comprehensive study covering the whole Kerala State (George, P. O. 2003); in the context of planning and development that the significance of research lays in its quality and not in quantity (Kothari, C. R. 2004); tourism planning is carried out at all levels of development in global, national, regional and local (Sharma, K. 2004); the human society is as complex as any other ecological system (Raina, A. K. 2005); moreover, tourism planning and management suggested that attitude measurement in the tourism area has offered and continues to offer considerable potential, this is particularly true in the travel and tourism domain, where knowledge of consumers' attitudes towards leisure, travel and vacation destinations can assist in preparing successful strategies (Malhotra, R. K. 2005; Mishra, A. M. 2005; Fazili, A. I. *et al.*, 2006); the trend of development of this sector in the North-Eastern region in the light of a sustainable tourist resource management strategy (Bhattacharya, P. 2007; Bhattacharya, P. 2008; Ahmed, J. U. (Ed.). 2010; Chowdhury, J. 2010); besides, India needs to develop her resources to the fullest keeping in mind her huge human resource potential and has to raise her earnings through tourism considering her varied natural and socio-cultural aspects (Nair, N. 2010; Barah, B. C. 2010; Hajare, P. J. 2012; Kapiki, S. 2012; Sivanantham, R. 2013; Basu, S. 2013); for an entrepreneurial opportunities in Meghalaya's tourism industry, but they are not prominent or absolute (Lyngdoh, B. F. 2013); the promotion of tourism appears to be one of the best ways of generating internal revenue, employment, income and accelerating the pace of development in Arunachal Pradesh (Mitra, A. *et al.*, 2013); similarly, strategic interventions in tourism development regional perspective contributed is an effort for recommending ways for successful Tourism Business development in the NE region by taking successful tourism destinations of others (Devi, M. B. *et al.*, 2014); tourism sector in Sikkim has emerged of late as a driver of economic development in the state (Dam, S. 2014); however development of tourism requires support from each level, the community participation were quite good while government involvement is not seen much (Chhakchhuak, L. 2014; Kumar, R. 2014); and, focus transfer to all NGOs/implementing partners to be incorporated in the work plan Professional formulation of tourism product (Singh, P. C. 2014); there is a deferred incentive plan provided by the employers as in Public Provident fund and insurance, and Employee State Insurance Scheme or if the airlines and hospitality industry (Dias, C.P. *et al.*, 2015); inclusive growth & sustainable development contributed to provide critical insights into how theoretical concepts and frameworks are applied in tourism planning and policy making practice at different spatial scales (Bansal, S. P. *et al.*, 2015); number of themes that need attention on the magnitude of tourism development (Chavan, R. R. *et al.*, 2015; Brahma, S. 2016); the



importance of eco-tourism to “sustainable” development of tourism, whether in small or large countries (Ghosh, R. N. *et al.*, 2017); tourism development Kutch, locals get employment and small businesses flourish leading to improved living standards of the locals (Gautam, R. 2017); the place of Kumbhmela hence well known to the entire India and it is one of the important places in the Mumbai-Pune-Nashik triangle (Kolte, G. L. 2018); in future, more and more types of tourism will continue to grow provided the support of government greets this change positively (Kaur, R. *et al.*, 2018); Sikkim should be managed in the most professional and efficient manner to meet both the domestic and the international market's expectations (Chakladar, A. 2018); the foreign tourist influx is relatively high during the monsoon season than in the summer due to the salubrious climatic condition in the Tamil Nadu (Amudha, 2019); along with fisheries development in India, the conservation of resources should be prioritized especially in the changing scenario of degraded ecosystem health and climate change (Sarkar, U. K. *et al.*, 2020); for a developing country like India which is on the path modern economic growth through structural transformation of the economy, tourism is the right vehicle (Akhtar, M. *et al.*, 2022; Hassan, A. *et al.*, 2022; Saikia, C. 2022); medical tourism occupies a different degree of importance in the national policies of these developing countries, and other countries leverage medical tourism according to their development goals (Sharma, R. *et al.*, 2022); the rural community of Manipur is willing to participate in tourism business ventures and they could achieve this by communicating with other rural communities in respect of their knowledge and expertise to pursue a proactive role in their own sustainable development (Thomas, C. M. *et al.*, 2023); Raigad, Ratnagiri, and Sindhudurg to benefit a village's overall social and economic development in addition to the development of its farmers, despite the fact that agro tourism is expanding, government support through appropriate and favorable policies for its development is still lacking, as a result, the government should give Maharashtra's agro tourism industry priority through appropriate policy measures (Havale, D.S. *et al.*, 2023).

In World, the significance of tourism in the economy of Kenya as a source of employment, income and provision of social interaction within and outside the country (Oiri, B. N. 2001); Jordan is comparatively young and its nature of fast development has allowed little for adjustment and consolidation (Al-Fadel, O. 2002); besides, policy and planning is central to sound management of international tourism – one of the largest and potentially greatest industries for shaping tomorrow's world (Edgell, D. L. *et al.*, 2008); the contribution of tourism for the development of national economy is significantly high; people of Nepal's rural area have yet not been able to create much benefit from it (Karmacharya, S. 2013); World tourism cities: Developing tourism off the beaten track examined five in this book, London, Sydney, New York, Paris and Berlin includes cities with substantial historical assets and iconic buildings, that are also centres of cultural excellence and arising from their roles in global business networks, generate large numbers of business visitors in addition to those tourists attracted by tradition and cultural images (Maitland, R. *et al.*, 2014); the perspective of tourism sector dimensions will generate a better understanding of the process of image formation and contribution of events to destination image and the development of sustainable tourism efforts (Buhalis, D. *et al.*, 2006; Mogollón, H. *et al.*, 2014); in

the digital age, the tourists have become more independent and more sophisticated because they can use a wide range of instruments in planning the trip (Soava, G. 2015); event tourism is considered to be important, as well as generating goals for its development (Getz, D. *et al.*, 2016); good Social Media strategies can help gain advantage on the increasingly competitive Tourism Market (Nasihatkon & Kheiri 2016; Hudson *et al.* 2016; Hampton, A. 2018; Migliaccio, G. 2020; Elmo, G. C. *et al.*, 2020); however, the changing demands of customers also highly impacts the scalability of the industry in terms of economic growth and revenue structure (Hole, P.Y. 2019; Gemtesa, T. 2019); for a contributing to the formation of a relatively comfortable social and industrial infrastructure in rural areas, improving the well-being and cultural level of the villagers (Gadzhiev, E. E. M. 2021); in Bangladesh, the Manipuri handloom sector plays a vital role in the national and local economies, many local and regional governments promote ethnic entrepreneurship because it seems very helpful in economic development (Ahmed, Z. *et al.*, 2021).

#### **E) Impacts of tourism:**

Tourism – economic, physical and social impacts is the people away from their usual habitat of the establishment which respond to the requirements of the travellers and of the impacts that they have on the economic, physical and social well-being of their hosts (Mathieson, A. *et al.*, 1982; Cooper, C. *et al.*, 1993; Jain, Y. 1998; Katoch, A. 2016); for example, Uttarakhand such as aesthetic pollution, physical impacts, loss of biodiversity, depletion of ozone layer, solid waste and littering, climate change and then last part is associated with the suggestive measures by the method of destination discontinuity (Rana, G. *et al.*, 2016); another example, tourists have a positive impact on the economic growth of India in both short-run and long run, however, physical capital investments have positive impact on economic growth (Dash, A. K. *et al.*, 2018; Thamizhchelvi, P. 2018); moreover, SSN has a positive impact on poverty and vulnerability to poverty, when decompose the poverty status of the household based on the vulnerability estimate of the household; found that it has not much impact on the chronic poverty group (De, U. K. *et al.*, 2023; Khatri, P. S. 2023).

#### **F) Policy, Draft and Report in tourism:**

According to Manipur Tourism Policy (2014 & 2022) aims and evaluated that making the stay of tourists in the State, a memorable and pleasant one with reliable services at predictable costs, so that they are encouraged to undertake repeated visits to Manipur State, as friends. Moreover, the 'Policy' seeks to harness the tourism potential of Manipur and to attract tourists and investments in the development of hotels, restaurants, transport, communication, heritage sites, homestays, and ancillary trades/activities. Furthermore, the National Tourism Policy (2022) aims that the improving framework conditions for tourism development in the country, supporting tourism industries, strengthening tourism support functions and developing tourism sub sectors.

### **Results and Discussion**

#### **1. Tourism Scenario of World, India and Manipur**

##### **1.1 World Tourism Traffic**

In 2021 international tourist arrivals worldwide registered a growth of 5.4%, as compared to a growth of - 72.3% during 2021 over 2020. The international tourist arrivals during 2019, 2020 and 2021 were 1466 million, 405 million and 427 million, respectively. France maintained the top position in terms of arrivals in 2021, followed by Italy, Mexico, USA, Spain, Turkey, Austria, Germany, UK & Poland, these top 10 countries accounted for 38.9% share of international tourist arrivals in 2021. As regards the regions, the highest tourist arrivals were in Europe, which attracted 286.8 million tourists in 2021, with a Positive growth of 20.2% over 2020, followed by Americas with 82.4 million tourists with positive 18% growth over 2021, Asia & the Pacific with 20.7 million tourists with growth of -65% over 2020, Middle East with 18.5 million tourists with a growth of -6.4.0% over 2020 and Africa with 18.4 million tourists with a growth of 2.4% over 2020. Table 1.1 gives the summary of international tourist arrivals in different regions of the world from 2019 to 2021.

**Table 1.1**  
**International Tourist Arrivals Worldwide and by Regions, 2019-2021**  
**(Arrivals in million)**

REGION	2019	2020	2021*
<b>World</b>			
Arrivals	1466	405	427
%Annual change	3.8	-72.3	5.4
<b>Africa</b>			
Arrivals	68.1	18	18.4
%Annual change	2	-73.6	2.2
% Share in world	4.8	4.5	4.3
<b>Americas</b>			
Arrivals	219.3	69.8	82.4
% Annual change	1.5	-68.2	18
% Share in world	15	17.4	19.3
<b>Asia and the Pacific</b>			
Arrivals	360.1	59.1	20.7
% Annual change	4.3	-83.6	-65
% Share in world	24.6	14.8	4.8
<b>Europe</b>			
Arrivals	745	238.5	286.8
% Annual change	4.2	-68	20.2
% Share in world	50.9	58.7	67.2
<b>Middle East</b>			
Arrivals	73	19.8	18.5
% Annual change	6.9	-72.8	-6.4
% Share in world	4.8	4.7	4.3
<b>India</b>			

Arrivals	17.91	6.33	7.00
% Annual change	2.8	-64.7	10.6
% Share in world	1.2	1.6	1.6

\*: Provisional

Source: UNWTO World Tourism Barometer, May 2022

## 1.2 Domestic and Foreign Tourist Visits in India

Table 1.2 presents the statistics on domestic and foreign tourist visits to various States and UTs during the years 1991, 2001 & 2011-2021. There has been a continuous increase in domestic tourist visits, with the compound annual growth rate (CAGR) of domestic tourist visits to all States/UTs from 1991 to 2021 being 7.8%. The foreign tourist visits too have been increasing over the years, though there was a decline in the years 2001, 2012, 2020 and 2021. The foreign tourist visits to all States/UTs during 1991 to 2021 witnessed a CAGR of -3.46%. The year 2021 witnessed a growth of 11.05% in domestic tourist visits over the year 2020 whereas the visits by foreign tourists registered a growth of -85.29% over 2020.

**Table 1.2: Domestic & Foreign Tourist Visits to States/Uts. during 1991, 2001 & 2011-2021**

Year	Tourist Visits		Annual Growth Rate	
	Domestic	Foreign	Domestic	Foreign
1991	66670303	3146652	-	-
2001	236469599	5436261	7.43	7.76
2011	864532718	19497126	15.63	8.86
2012	1045047536	18263074	20.88	6.33
2013	1142529465	19951026	9.33	9.24
2014	1282801629	22334031	12.28	11.94
2015	1431973794	23326163	11.63	4.44
2016	1615388619	24714503	12.81	5.95
2017	1657546152	26886684	2.61	8.79
2018	1853787719	28851130	11.84	7.31
2019	2321982663	31408666	25.26	8.86
2020	610216157	7171769	-73.72	-77.17
2021	677632981	1054642	11.05	-85.29

Source: India Tourism Statistics 2022

## 1.3 Domestic and Foreign Tourist Visits in Manipur

The tourist visits at Manipur have increased over the recent year in comparison to the past years. According to the record collected from ministry of tourism department, the total of tourist both domestic and foreign tourist visiting Manipur are recoded in annual basis but only those who have

stayed overnight are being calculated excluding the day time visitors. The number of tourist traffic both the domestic and foreign are presented in the Table below.

**Table 1.3: Foreign & Domestic Tourist Visits to Districts during 2001 – 2018**

Year	Number of Tourist		
	Foreign	Domestic	Total
2001	409	103854	104263
2002	131	73842	73973
2003	227	89829	90056
2004	296	93430	93726
2005	248	97054	97302
2006	348	93333	93681
2007	263	120472	120735
2008	460	101000	101460
2009	271	115300	115571
2010	405	127524	127929
2011	431	116652	117083
2012	602	133224	133829
2013	768	131803	132571
2014	2588	143059	145647
2015	2900	134584	137484
2016	3102	132013	135115
2017	3036	145685	148721
2018	3787	164483	168270

*Source: Department of Manipur Tourism*

#### **1.4 Potentials of tourism development in Manipur:**

Tourism in India's North East, including Manipur, is being promoted at a rapid pace by institutions both at the centre and the states. The Ministry of Development of the North East Region (MDoNER) and the North Eastern Council (NEC), in the year 2008 released the North Eastern Region Vision 2020. This vision statement states the purpose of the document as "to return the North East Region to the position of national economic eminence and to ensure the role it must play in the vanguard of the country's Look East Policy". An important section within the Vision 2020 is that of tourism, projected as a sector which could lead to the development of the region. Tourism is also one of the sectors which are included in the list of thrust areas by the NEC, MDoNER and the North Eastern Development Finance Corporation Limited (NEDFi) (GoM, 2010). The state government is also in the absence of any other industry; tourism is one of the important means of building a market-economy within the region. In Manipur, there have been several moves to bring in more undefined tourist by creating more accommodation in the form of star hotels, increased cultural extravaganza such as Sangai Festival, adventure programmes and nature tourisms such as rock climbing and trekking, international events like international trade

fairs, food festivals and so on and so forth. These anxious activities must be seen within the context of the relating of India's economic growth and Look East Policy. Hence it is imperative to look at the kind of tourism which is being promoted and understand how it will benefit or impact on the people of Manipur. Manipur, a little Shangrila located in North-East India, is a Jewel of India. This little corner is a paradise on Earth where Mother Nature has been extra generous in her bounty. Least touched and least discovered Manipur promises to be the great tourist discovery of the 21st century. An oval shaped valley surrounded by blue green hills, rich in art and tradition has inspired description such as the "Switzerland of the East" with its cascading rapids, tripling rivers, varieties of flowers, exotic blooms and lakes. The people of Manipur include Meitei, Nagas, Kuki-Chin-Mizo and Gorkhas groups and Muslims and other colourful communities which have lived in complete harmony for centuries. These are the people whose folklore, myths and legends, dances, indigenous games and martial arts, exotic handlooms and handicrafts are invested with the mystique of nature and an Indefatigable "Joie de vivre" (Ratankumar, 2010). The Department of Tourism, Government of Manipur came in to existence in August, 1972 as a publicity wing of the IPR Department. Over the years it has evolved into an independent department, considering the natural beauty and potential of the State, every effort should be taken to make it an efficient and vital department of Tourism in the State. Hotel Imphal, which is under the administration of the Department, was started in the style of Tourist Lodge in 1978 (GoM, 2012). Over the years the Hotel has been upgraded and expanded to the present day status. The infrastructure and manpower management of the Hotel is gradually being streamlined to meet the standard of a modern day 5-Star Category Hotel in the state. Furthermore, the pressure on the only urban centre, Imphal will be reduced with balanced development of the remote and rural tourism destinations.

### Conclusions

For a state like Manipur, development of tourism industry is probably the only opportunity to generate employment and bring about the reversal to the deteriorating socio-economic conditions of the state. Being a smokeless industry, tourism will cause the least damage to the fragile ecology of the region. So, it is necessary to give attention and focus towards tourism industry in Manipur so that this industry will give maximum benefit out of it.

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