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NOTIFICATION

No. F. 12011/11/2009-TOUR, the 15th May, 2014. In order to have a fast pace of development in sustainable Tourism in Mizoram, the Governor of Mizoram is pleased to notify the Mizoram Tourism Policy 2014 as enclosed.

K. Lal Nghinglova,
Commissioner/Secretary to the Govt. of Mizoram,
Tourism Department.

Mizoram Tourism Policy 2014

1. Preamble:

Tourism industry accounts for more than 11% of the global GDP and more than 8% of the World Trade Employment. Today, no country or even a state in a country can afford to remain ignorant of tourism industry as an important economic sector. In the background of very high level of unemployment among the educated people in Mizoram, we also can no longer afford to keep the State isolated and to remain deprived of the benefits of tourism industry. Mizoram Government, therefore, considers tourism as an important sector for the prosperity of the State and as possible major engine of economic growth and employment creation.

The State Government has framed the Tourism Policy 2014 with a view to placing Mizoram on the tourism map of the world as one of the leading tourist destinations and as a pivot of economic and social development in the State.

2. Vision: To develop tourism in a sustainable and integrated manner so as to make Mizoram a major national and international destination.

Mission: To promote Mizoram as an attractive tourist destination by developing the tourism infrastructure and facilities, specially focussing on eco and adventure tourism including through PPP, substantially contributing to the economic growth of the state.

The Tourism Policy 2014 has been adopted as below -

3. OBJECTIVES:

1. The thrust of the policy is to actively promote Eco-tourism.
2. Promotion of Tourism Industry with a comprehensive approach and which will not be in conflict with the social, religious and cultural values of the host community.
3. To create conducive environment for the growth of Tourism Industry by imparting awareness of the scope and the positive impacts of tourism industry to both the rural and urban population.
4. To upgrade and develop manpower skills with a view to providing requisite expertise to the youth so as to render them fit for employment in this industry.
5. To promote Public Private Partnership in development and management of Infrastructure Project such as -
 - a) Tourism Infrastructures/facilities.
 - b) Development of new tourist destinations.
 - c) Star rated hotels.
 - d) Theme parks.
6. To enhance and monitor the growth of tourism by way of registration and formulation of guidelines for the tourism sector.
7. To encourage private sector participation for creation of quality tourism infrastructure and to ensure better management of tourism projects. This will include Public Private Partnership, long term lease, and private investment for the development of star rated hotels.

4. Plan of Action - The State Government will follow the broad plan of action as laid down below -

1. To ensure services acceptable standard, all matters relating to establishment, management, upkeep and related matters of hotels and restaurants will be brought within the administrative control of Tourism Department and other bodies created for tourism development.
2. The Government will initiate steps to ensure simple and easy mode of entry to the State for genuine tourist with a view to enable more influx and thereby result in economic benefit for the people.

3. The government will streamline and improve the system of registration of foreigners/tourist in order to make the procedure more simple. For this purpose, tourist registration and information centre will be opened at Lengpui Airport and other designated points of entry for the facility of issue of ILP and for foreign registration.
4. A benchmark survey of all the potential areas of tourist attraction for the entire state will be undertaken. Based on this survey Tourism Master Plan will be prepared.
5. Efforts will be made to create an efficient and professionally competent manpower base in tourism sector to provide services of acceptable standard.
6. Adequate marketing and publicity of Mizoram as an attractive destination will be arranged through professional agencies.
7. Development of tourism infrastructure, destination and circuits through public private partnership and under private sector will be encouraged.
8. The state government will encourage and support creation of standard training facilities in the government as well as non government sector for the development of Human Resource Development (HRD).
9. Services of Competent Consultants will be engaged for tourism development.
10. The Government will endeavour to develop cultural theme park/tourism park which will depict the traditional lifestyle, handlooms and handicrafts, music and other arts of the people.
11. **Eco-tourism Board may be set up with Environment & Forest as the Nodal Department where in strategies on non-pollution, employment opportunities, nature conservation and sustainability on Eco-tourism will be focused on. A definite distinction maybe made between eco-tourism and nature tourism. Provisions of National and State Acts and Rules related to the management of forest and preservation of Wildlife will be made applicable whenever necessary.**

5. **Administrative Management:**

Mizoram Tourism development Board, a non statutory body has been formed under the Chairmanship of Chief Minister to formulate policies, guidelines for development and promotion of tourism.

Mizoram Tourism Development Agency (MTDA) will be set up which will act as a catalyst, trendsetter and a prime mover for promotion of domestic and foreign Tourism in the State. The MTDA will develop, promote and execute various projects and schemes to facilitate and accelerate the development of tourism in the State. The MTDA shall play a pioneering role in the State to develop and open new destinations for tourist and provide healthy competition to private sector. The Agency will function under the over-all guidance of the Mizoram Tourism Development Board which will ensure inclusion of professionally competent persons in the Agency.

6. **Role of Government:**

Tourism in Mizoram will be a **government-led, private-sector driven and community welfare-oriented**. The parental role of the government should be to ensure the following perimeters:-

- 1) an environment of peace and stability,
- 2) an assurance of safety and security,
- 3) a friendly host society,
- 4) accessible tourist attractions,
- 5) a sound integrated system of physical infrastructures such as internal transport system, hotels and restaurants, entertainment and recreational centres, shopping and communication facilities with tourist amenities and trained tourist guides.
- 6) plan tourism development as part of overall area development strategy.
- 7) ensure the compatibility between the type of tourism and socio-economic milieu of the State.
- 8) involve community-based-organizations, local bodies and youth clubs in planning and development of tourism,

- 9) ensure the availability of trained manpower,
- 10) Undertake research, prepare master plans, formulate marketing strategies and organize tourism festivals.

7. **Role of private Sector:**

There will be a positive institutional relationship between government and private players with a marked professional orientation in the organization of tourism as business opportunity. Liberal incentives will be assured to the extent possible without compromising **the standards, equity and ethics set by the Government** to attract private investment and participation in facilities such as:

- eco tourism
- transport
- accommodation
- restaurants
- entertainments
- shopping
- sight-seeing
- packaged tour

8. **TOURISM PRODUCTS / DESTINATION:**

The state will focus on available assets to develop various tourism products/attractions as follows:-

* **Eco-tourism:**

Mizoram offers an excellent exposure to the sub **tropical forests**. This makes it an ideal area for developing eco-tourism activities like jungle safaris, trekking, rock climbing, forest trails, nature walks, angling camping etc. All these activities are to be conducted in a manner that promotes awareness of the environment and helps maintain the ecological balance.

* **Village/Rural Tourism:**

Village/rural tourism will be encouraged to ensure influx of tourists across the state and to open up new areas for tourism. A few villages will be chosen as model villages for projecting life in rural Mizoram as part of tourism experience. Tourists appreciate the ethnic variety, cultural attributes and lifestyle of people in rural areas and the concept of Model village will result in socio-economic benefits of tourism reaching the rural areas. **Department of Art & Culture may be collaborated with to ensure originality at the time of construction of Model Village.**

* **Adventure Tourism:**

Mizoram has an immense potential for adventure tourism related activities such as Aerosports, Trekking, Rock Climbing, River Rafting, Angling and many other types of adventure activities. In order to ensure the safety of participants in such activities, Basic Minimum Standards of safety will be notified as per the guidelines issued by the Ministry of Tourism, Govt. of India.

* **Culture and Heritage Tourism:**

The rich culture heritage of Mizoram depicting the different cultures and tribes are added attraction for the promotion of cultural tourism. The components of cultural tourism are fairs and festivals, heritage tourism, art and craft, films and village tourism. Fairs and festivals play an important role in the promotion of cultural tourism. Emphasis will be given to promote festivals like Chapchar Kut, Thalfavang Kut, Anthurium Festivals, etc.

* **Religion Tourism:**

Mizoram is known for Christianity. Plenty of visitors from foreign countries and other places of India visit Mizoram on religious ground. Therefore, tourism product involving religious destinations has to be developed.

* **Nature Tourism:**

Mizoram is prominently rich in nature. It has hills which offer the most potential tourist attractions. Mizoram has a large forest covered area which is known for its flora and fauna. There are a number of wildlife and bird sanctuaries which could be promoted for nature tourism. Mizoram is one of the Hot-spots of the Biodiversity world and hence, it has a great potential for researchers, educationists, students and nature lovers.

* **Film Shooting:**

Mizoram has potential for being a preferred locale for film shooting. The State Policy will focus on this emerging area of commercial tourism. Adequate support and encouragement will be provided by the State to tap this emerging potential.

* **Health/Herbal Tourism:**

The State will focus on promotion of health and herbal tourism by involving private ventures in large scale plantation of medicinal/herbal plants and development of health spa and resorts.

9. Other Initiatives:

1. **Tourism Security:** To ensure safe travel the Government shall exercise closer supervision and a specialized wing of the Police will be created to provide more security to visitors/tourists.
2. **Incentives for the Tourism Industry:** Incentives to encourage private investment in tourism infrastructure will be provided as follows:
 - a) Initially a corpus fund of Rs.1 crore will be set aside under the administrative control of Mizoram Tourism Development Agency for the purpose of giving incentives to private investors.
 - b) General investment subsidy for the establishment of new hotels and eco-tourist centres will be granted in accordance with the Mizoram Industrial Policy 2014.
 - c) Other incentives like subsidy on water, power, IT utilities and cooking gas will also be considered.
3. **Tourist Information and Reception Centers:** Establishment of Tourist Information and Reception Centres to provide relevant information to the tourists/visitors if necessary for promotion of tourism. The government shall endeavour to set up Centres at important places like Guwahati, New Delhi, Kolkata and Silchar, the entry points for tourists coming to Mizoram.
4. **Promotion and investment through PPP mode:**
 - a) The present day policy of the Government is to encourage private participation. The State will encourage PPP model, specifically for the management and maintenance of existing infrastructures under Tourism Department.
 - b) The Government will encourage development of tourism infrastructure in the form of joint venture and take necessary measures to provide required funding.
5. **Regulation of Quality, Safety and Security:**

To ensure sustainable tourism industry, the State will set up a quality regulatory mechanism for furtherance of the aims and objectives of this policy. A system of certification of the quality of services will be formulated. The regulations will lay down standards for various services and government facilities and incentives will be extended only to those who fulfil the norms. The accredited hotels, restaurants, taxis, buses, etc., will be allowed to use the logo of the Mizoram Tourism on payment of a royalty.
6. **Human Resource Development:**

The state is in short supply of trained manpower in the hospitality sector. Comprehensive plans will be drawn up to create a pool of trained manpower. Government will encourage the private

sector to set up new institutions by providing suitable incentives. To meet the requirements of small establishments outside the cities and towns who do not have access to trained manpower, a system of '**training of trainers**' scheme will be launched.

7. **Marketing and Promotion - Creating a Brand:**

In spite of tremendous tourism attractions, Mizoram needs a comprehensive marketing strategy to get more tourists. A **brand image** of Mizoram in the pattern of the 'Incredible India' will be developed, portraying the state's uniqueness as a destination. The marketing strategy will focus on the key area of this policy - promotion of eco-tourism. An interactive website will be created which will have links to the Ministry of Tourism, all the North East states as well as service providers in the private sector. This will provide the prospective traveller with all necessary information.

8. **Collection of Data:**

Collection of Data on tourist arrival, nationality, length of stay, expenditure incurred, purpose of visit, as well as feedback on the products, conditions and experiences is necessary to ensure the continuing development of the Tourism Industry. Directorate of Tourism Department will arrange to collect the data on a regular basis from the various Tourism establishments including hotels, travel agents, tour operators, administrator of monuments, etc.