

AN ANALYSIS ON TOURISM POTENTIALITY IN MANIPUR

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ABSTRACT

Tourism, an instrument for social, cultural and economic development is one of the fastest growing sectors. In a developing country like India, rich natural beauty, cultural heritage, archaeological heritage sites, its diverse culture, languages, ethnicity, climatic conditions there is an enormous scope for tourism promotion. Manipur, "land of jewel" is one of the seven sisters in the North Eastern state of India with pleasant climate, rich nature, wildlife, cultural heritage, unique flora and fauna and vibrant and colourful festivals is a potential tourist destination. It has over 50 tourist spots, which can attract lots of tourist. Despite having so much to explore, tourism sector has not played its best to attract tourist. Considering the importance of the tourism sector, the objective of the study is to analyse the reasons which is affecting the growth of tourism in Manipur by using Fish-bone analysis and Pareto analysis.

Key words: Manipur tourism 1; Pareto analysis 2; Fish Bone analysis 3.

1. INTRODUCTION

The north eastern region of India consists of 8 states, covers 8% of the total India's geographical area. Nepal, Bhutan, China, Myanmar and Bangladesh sharing their boarder with these north eastern states, covering almost 98% percent of its boarders with these 5 foreign lands. Rich wildlife, natural beauty, unique flora and fauna, holy shrines, beds of tea gardens, restless rivers, colourful festivals are the base for tourism in these states. Manipur, a state in the north eastern region of India, with its capital city as. Pandit Jawaharlal Nehru called her as the "Jewel of India". It is an oval shaped valley encircled by nine ranges of bluish green hills, rivers on all sides. Tourism in this state is based on the wildlife, natural beauty, colourful festival, unique flora and fauna etc. Besides, the state is famous for its rich history, art, culture and sport This state has a lot of potential in the field of tourism sector. The state has a salubrious climate. Manipur including Meitei, Nagas, gorkhas, Pangals, Kuki-chin-mizo peoples, speak a variety of languages. For more than 2,500 years Manipur has been at the crossroads of Asian economic and cultural exchange. It is a state that has inspired descriptions such as the "Switzerland of the east". One of the most heartfelt study was done by Lady St. Clair Grim wood, the author of 'My Three years in Manipur. So, by taking these under consideration and to find out the reason for the lack of tourist traffic in this state the present study is selected.

2. LITERATURE REVIEW

Ranjit Barthakur (2015) cited that the problem of the north east region of the country being lagged behind is due to the poor connectivity so the potential of the place is not fully utilised and with better connection north east will contribute a lot to the India's national growth.

KPMG (2015) according to him the emerging of the north east India is studied by knowing the strength, weakness, opportunity and threats of the north eastern region. And the steps to development of the states and the overview of the states are conducted and finding out the positive impacts of tourism in the region.

Uttam Kumar Sikder (2014), the study shows that the tourism in the states is based on wildlife, natural beauty, unique flora and fauna, holy shrines lush green gardens, rivers and colourful festivals but the attention is lagging in the socio-economic development of the state by the government.

Amutha Joseph (2012), persistently supported the promotion of sustainable tourism and gave her opinion on tourism policies, building awareness programmes in and around the local areas and gave guidance for growth and development. Which will eventually support the removal of poverty, production and consumption.

Shrivastav (2010), spoke about the upliftment of ecotourism in the community. In his work he also mentioned that tourism can lead and improve the relation between the tourist and the host and ecotourism being the vital tool for the upliftment of the community especially the villages.

Noyal Thomas (2007), he believed that emphasis that help regulate the tourism sector helps with the management of the protected area to generate revenue and to raise awareness of the people to help conserve these areas.

Motiram (2007), he put up his opinion on the take of globalization in the tourism industry of India. According to him tourism industry is playing a good role and is earning good amount of foreign exchange and to increase the earning of foreign exchange by attracting more tourist is the need of infrastructure improvement.

Ravi (2009), According to this article 'sustainable Tourism' the ecotourism highlighting the sustainable tourism can lead to sustainable tourism. In this he states that tourism development has led to numerous negative environmental imbalances which can be solved by the upliftment and growth of ecotourism.

Anupama Sharma (2012), stated that the tourism industry is growing at a very rapid pace which is leading towards the growth and development of the society but there are major issues which is being the barrier to further development but can be solved by the government, the media, local communities taking a firm stand for

Manish Srivastava (2009), stated that heritage tourism has a lot of scope in India. And the fact that the foreign tourist is satisfied with the food, accommodation and cultural tourism in India but not happy about the facilities of the road ways, delays in immigration formalities, poor maintenance of sites, airport and the guide facilities.

3. TOP PLACES TO VISIT IN MANIPUR

Loktak lake

Loktak is the largest fresh water lake in the north east of India. The origin of the name Loktak is lok 'stream' and tak the end'. This lake is well known for its uniqueness of phumdis floating over it. It is a mass of vegetation, soil and organic matter, phumdis are series of floating island. The largest mass of phumdi spreads an area of about 40 km square. There are people residing on this floating island and earning their livelihood. Being fishermen and they have even started an elementary school for the homeless and the illiterate adults as India's first floating school. Loktak lake plays a vital role in the state as it is the source of hydropower generation, irrigation and drinking water. Many water sports are also taking place.

Keibullamjao National Park

Keibullamjou national park is the only floating national park in the world. It is located in the southern region of Loktak lake. It is a phumdi covering an area of about 40 km square and it is the only home to the endangered Eld's deer called the Sangai. This park was formed to preserve this deer. This has a lot of scope to improve and to attract tourist in Manipur.

Kangla Palace

Kangla is an old palace of Kangleipak that is Manipur. It is at the heart of Imphal city. The meaning of Kangla is 'dry land in the Meitei language. It was the capital of kangleipak since the 1891 AD. It is roya palace ever since ebhudhou Pakhangba's reign in the 2000 BC as stated in 'the Lailik of Kangleipak. It is the most vital historical and archaeological area of Manipur. The establishment, development of this kingdom was at Kangla and was the centre of politics, religion. As time passed by it has become a formidable fortress city. Kangla has many historical and religious sites and it is one of the most sought of places to visit by the tourist.

Ima market

Ima market also known as Khwairamband Bazar. It is the only market in the world that is run by women alone, over 4000 women runs this market from food to clothing all kind of products are available here. It is a state where the women always stood tall even way back in the history like the 'Nupilal' meaning women's war which was conspired against the British raj. Ima keithal stands for Ima 'mother and keithal 'market which means mother's market, women ranging from age 30 to 90 commence commerce here. This place is a merit of the state where women walk equally with the men, where message of equality is put to action loud and clear. All being said this a place where the scope of tourist attraction is very high and have high potential to grow.

Dzukho valley

Dzukho valley is located in the boarder of Manipur and Nagaland where 3/4th of it is in Manipur and the remaining 1/3rd in Nagaland. It is a beautiful valley covered by lush green

carpet of plants and during June July it becomes a bed of flowers that is mesmerising to see. It is a home of dzukho lilly that grows only in this valley. 'dzu-ko' meaning 'cold water referring to the valley's ice-cold water stream. Many treks are organised to this valley and there is a huge tourist potential.

4. Objectives

The study is conducted to study the potential of tourism in Manipur. They are :

- To study the problem and barriers of tourism sector in Manipur.
- To recommend remedial measures for tourism growth in Manipur.

5. METHODOLOGY

Research design

Descriptive and explorative research design have been used for this particular paper. The reason behind this study is to analyse the problems and the barriers that are affecting tourism growth in Manipur.

Sampling

For an effective study on the particular topic, the survey was conducted with 150 respondents, which includes tourists visiting Manipur.

Procedure

Through convenience sampling the primary data was collected as per the design of the study. The respondents were given questionnaires structured with Likert scale based on five points. And the instructions were explained to each of them regarding how they have to record their feedback. Their queries were cleared by the investigators. Then the questionnaires are collected and the data sheet were prepared based on the data. Statistical techniques like Pareto Analysis and Fish-Bone Analysis were used to analyse the collected data. The secondary data were from various sources like Tourism Department, Government of India, Manipur Tourism Department Corporation (MTDC), journals, magazines, literature and books were used to refer for this study. To find out what can be the stepping stone for growth and what is the negative impact of Manipur as far as tourism is concern in this state, the first area under focus is MAN from the Fish bone fig.-1. MAN is further sub-divided into knowledge, motivation, education, training, language expertise and responsiveness fig.-2. The tourist guides must have full knowledge about the destinations and the ability to provide information to the tourist, they should have fluency in at least 2 to 3 languages especially the local language spoken by majority of the local community. Which will help forming a good relation and to attract tourist. They also require the need to have patience and very motivated as this kind of work demand dedication, originality and cleverness. To identify the barriers and the problem which is affecting the growth of tourism in Manipur state, this particular study was focused on four major areas that is Man, Infrastructure, system and the destination based on the fish-bone diagram mentioned below:

Figure: 1
Fish bone diagram

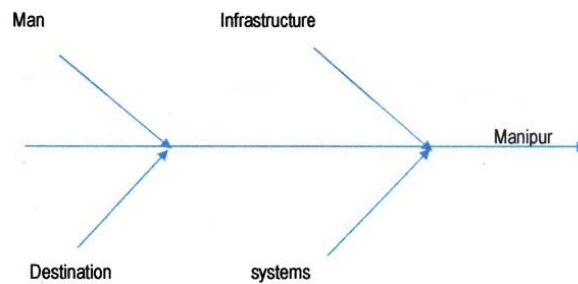
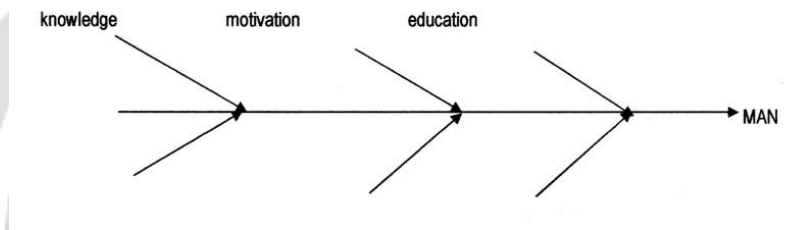


Figure:2
Fish bone diagram- MAN



For the analysis of the tourism sector both positive and negative aspect is discussed. Secondly the infrastructural facilities are analysed. It can sub-divided as : air connectivity, Road ways, hotels, resorts, restaurants and rail road connectivity (fig. 3). Better connectivity can bring more growth both domestically and internationally. Proper introduction of rail lines can contribute massively and increase the tourist traffic but the rail line to Manipur is still under construction. Due to the air connectivity it has helped a lot but there should be reduction in travel time and safety assurance should be given to them with provision of good quality accommodation with suitable budget hotels and resorts with various cuisine restaurants which can help in the retainment of tourist which will lead to generation of revenue and ultimately contribute to the tourism industry.

Figure: 3
Fish bone diagram- Infrastructure

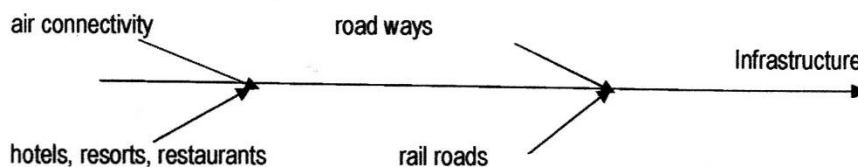
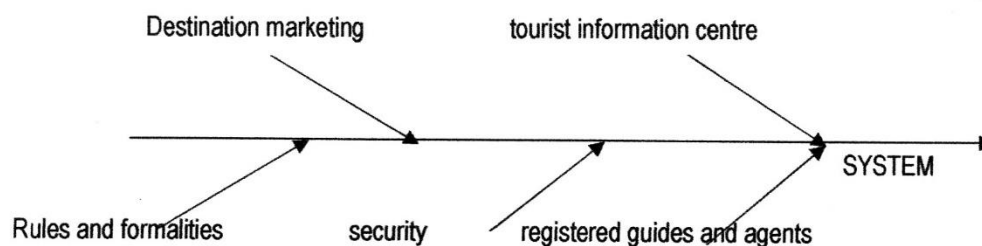
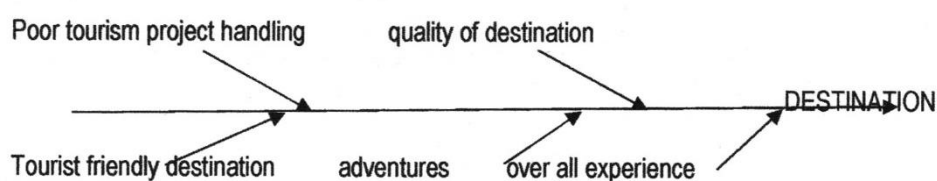


Figure: 4
Fish bone diagram- systems.



The term Infrastructure is sub-divided into destination marketing, tourist information centre, rules and formalities, securities and guides& agents. Destination marketing is to market our potential destinations to our prospect tourist and visitors by influencing them to visit the destination and their intentions to travel. As a result, it is one of the major sub factors to bring in both domestic and international tourist. For sustainable development and proper management of the tourism and involvement with local community a legal and regulatory framework is required. This framework will help both domestic and foreign tourist with their rights. Safety and security are major importance as success of any destination and its failure depends upon the safety and security of the places. Having places to provide information to the tourist on the places is very important factor, this center plays a vital role by providing maps, top site, lodging, and all other requirement of the local tourism for the tourist, Lastly, there is a huge requirement of registered guides and agents to bring growth and promote tourism and to fulfil the need of both domestic and international tourist.

Fig:5
Fish bone Diagram- Destination



6. DATA ANALYSIS

The above constraints relating to the tourism potentiality such as transportation, destination marketing, roadways, restaurant and others can be analysed and seen through Pareto analysis which can be seen from figure 6.

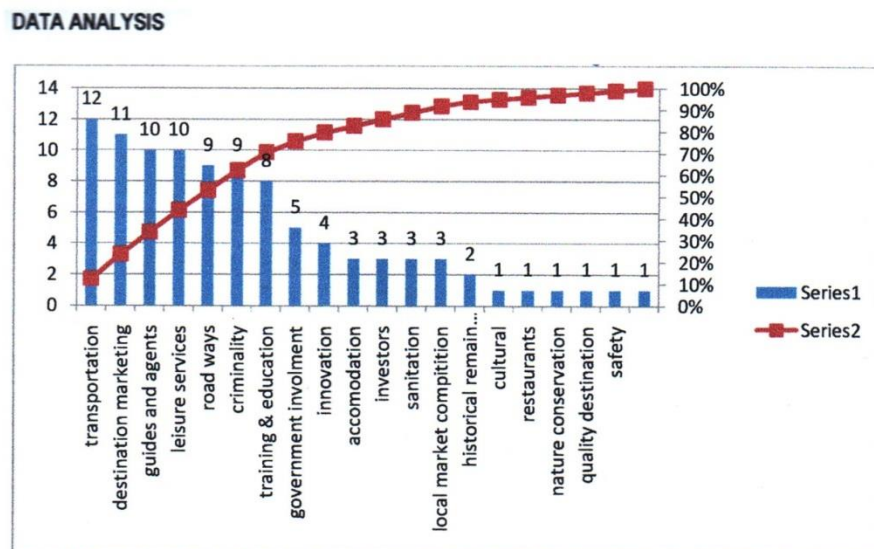


Fig. 6 : Pareto Analysis

In order to find the reasons for the poor performance of Manipur Tourism, Pareto Analysis was carried out based on the factors taken in fish bone Analysis. In order to identify the number of issues that is affecting the overall outcome pareto analysis was used. Using the pareto principle 80/20 rule, i.e. where doing 20 % of work that leads to 80% benefits. By taking four factors under study i.e. Man, Infrastructure, destination, and system the study was done to explore the positive and negative impacts of Manipur tourism.

- **Man**

- ❖ provision of better training and education
- ❖ increasing the number of tourist guide and travel agents is required.
- ❖ More motivation is needed which can lead to the solution of unemployment as well.

Numbers of institutions offering courses in hospitality and tourism management like, Indian institutions of tourism & travel management institute of hotel Management, Manipur institute of Man4ement study etc. yet the number of institutes is still not fulfilling the need. Hence, Availability of more numbers of certified tourist guides will help tourist travel with ease, travel agents will help pull people to visit by making them aware of the destination is very much required for the growth of Manipur tourism. Letting people aware about the merit tourism can bring will help fight unemployment and increased the standard of living. So, the local should be educated about it which will motivate them and eventually help fight unemployment.

- **Infrastructure**

- ❖ yet to be completed rail routes should be given more priorities as it can lead to massive increase in the tourist traffic.
- ❖ better local transport should be arranged.

As connectivity is concerned airways, road ways (buses, private vehicles) are used as means to travel, so the basis need is fulfilled but with the completion of rail link the tourist traffic will increase drastically. Roads connecting the site should improve and the local transportation to the site need immediate action.

- **System**

- policies should be made for an ease travel of both domestic and foreign tourist
- safety and securities must be given utmost importance.
- the destination should be marketed well to make people aware.

Policies regarding safety, cleanliness, legal procedures (on arrival for foreign tourist) etc should be made convenient for both domestic and foreign tourist. Safety and security are what attracts tourist to go to any destination so, it must be given utmost priority and assurance that they are safe to travel to these destinations with proper destination marketing to make people aware of the existence of such destination is very much required for tourism growth in Manipur.

- **Destination**

- There should be more adventurous tourism and leisure services
- Destinations should be better handled (conservation of nature, historical remains, culture).

To bring growth in any tourism department there should be enough entertainment for the tourists. What draws them the most is water sports, adventurous sports etc. the tourism department should focus on the above to bring growth in the economy. It will help retain tourist. State like Manipur sports such as mountain climbing, paragliding, tracking, boating, caving etc should be encouraged. Manipur is a state rich with its nature, historical remains and culture so, these needs to be conserved well as it is playing a very vital role in Manipur tourism. With developing tourism sector, it will help fight unemployment and increased the living standard.

7. DEVELOPMENT OF TOURISM IN MANIPUR

The number of tourist visitors in Manipur has been increasing over the past recent 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 following table-1 below.

YEAR	NUMBER OF TOURIST		
	FOREIGN	DOMESTIC	TOTAL
1	2	3	4
2000-1	409	103854	104263
2001-2	131	73842	73973
20020	227	89829	90056
2003-4	296	93430	93726
2004-5	248	97054	97302

2005-6		348	93333	93681
2006-7		263	120472	120735
20078		460	101000	101460
2008-9		271	115300	115571
2009-10		405	127524	127929
2010-11		431	116652	117083
2011-12		602	133224	133829
2012-13		768	131803	132571
2013-14		2588	143059	145647
2014-15		2900	134584	137484
2015-16		3102	132013	135115

Table -1 : No. of Tourist visitors in Manipur

Tourism in Manipur

Domestic Tourist visiting Manipur from the year 200 – 2016

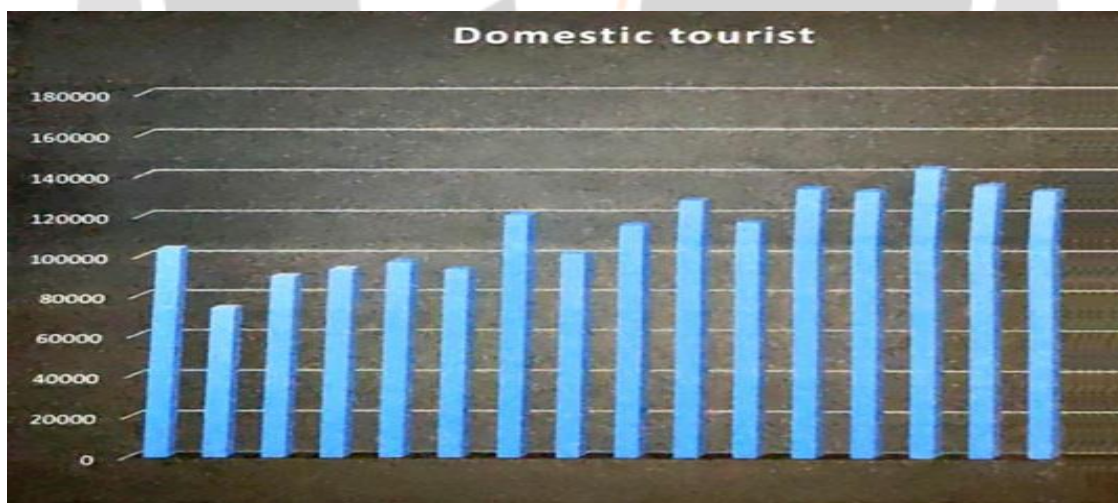


Fig. 8 Domestic tourist arrival at Manipur (2000-2016)

Source : Manipur Tourism Department, 2016

The above figure is the histogram representing the domestic tourist visiting Manipur over the years from 2001 to 2016 only based on tourist staying overnight according to the record the visitors decreased during 2001 to 2006 and soon recovered and have increased a

lot by 2016 but with better awareness and overcoming the problems discovered due to the survey conducting in the fig. 1.

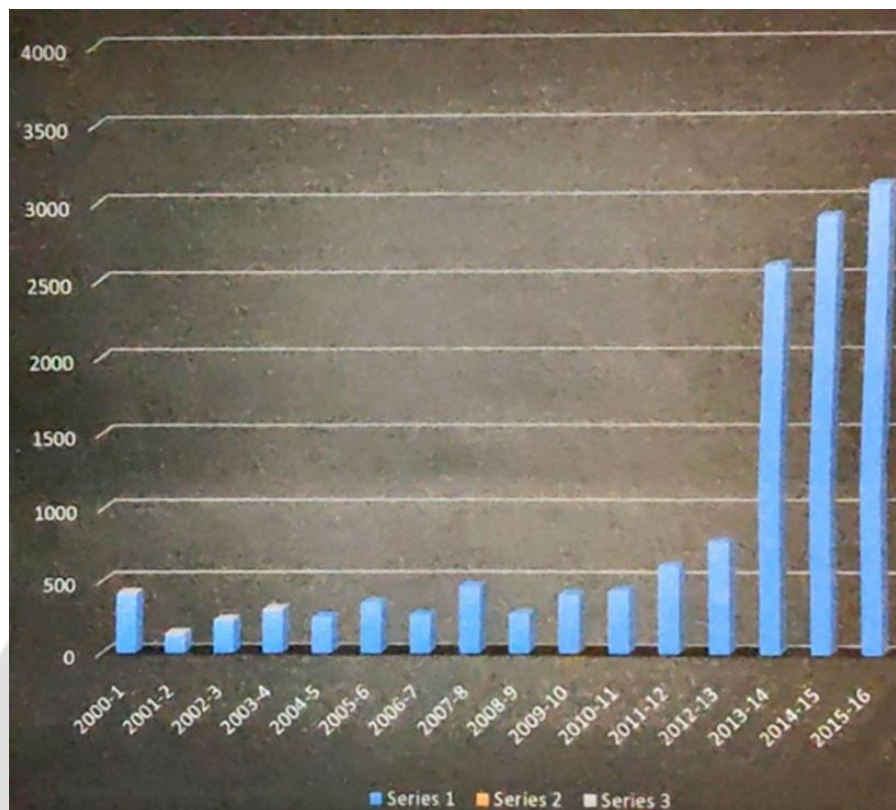


Fig: 9 Foreign Tourist travel in Manipur (2000-2016)

Source: Manipur tourism department 2016.

The above figure is the histogram representing the foreign tourist visiting Manipur over the years from 2001 to 2016 only based on tourist staying overnight according to the record the during 2000 to 2013 were very low and soon increased a lot by 2013-14 till 2016 as compared to previous number of visitors and it is seen that Sangai festival (a festival organised in Manipur where people from different country take part in this trade fare) played a good role in attracting tourist, but with better awareness and overcoming the problems discovered due to the survey conducted in the fig. 1.

8. SUGGESTIONS :

In the view the above positive and negative impact in the growth of tourism in Manipur, the following points are suggested:

- The government should give safety assurance to the tourist visitors officially as the topmost priority.
- A better transport facility, the rail link to the state should be given more priority.
- The road ways should improve, local transportations to the sites should be made easy.
- Educating the people about the impacts of tourism.
- Advertisement of the potential tourist areas should be done.

- The government should consider tourism more seriously as it helps in improving the state economically, socially, and environmentally.
- There should be certified travel guides and tourism agencies that will help link with the tourist both domestically and internationally.

Manipur is a state known as 'jewel of India' and was compared as Switzerland. This state with its unique flora & fauna, historical remains rich in culture. With such characteristic Manipur can become a sought-after destination in India and globally.

9. CONCLUSION

Nowadays the tourism industry has become the biggest market globally. India a country with full potential to use tourism sector is one of the vital sources for increasing the GDP of the country and earning foreign exchange. Manipur, a north eastern state of India has a lot of potential sites when it comes to tourism sector. Despite of the existing potentiality available Manipur is lagging behind due to lot of external factor. If brought into the serious consideration by the government with full support by the local people, Manipur can overcome the barriers and bring forth the positive impact socially, economically and environmentally. After conducting a survey by choosing a sample of 100 people representing the whole population including tourist visitors by distributing questionnaires. After analysing the data collected from the factors i.e. Man, Infrastructure, policies, destinations, it is seen that the road ways and the transport facilities to the sites needs improvement with better destination marketing, varied options of accommodation facilities, better government involvement with more leisure services, more numbers of guides and agents by providing better training and educating the employees is required. With the help of tie study the positive quality of the place was also realised. The secondary data collected from the tourism department on the basis of the tourist traffic both domestic and foreign from year 2000 to 2016, it is learned that the number of tourists has increased a lot. Manipur tourism will bring growth and development to the state economically, socially and ultimately leading to solve the unemployment problem if the Manipur Government emphasis the Tourism Department properly.

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