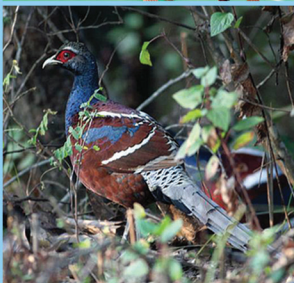


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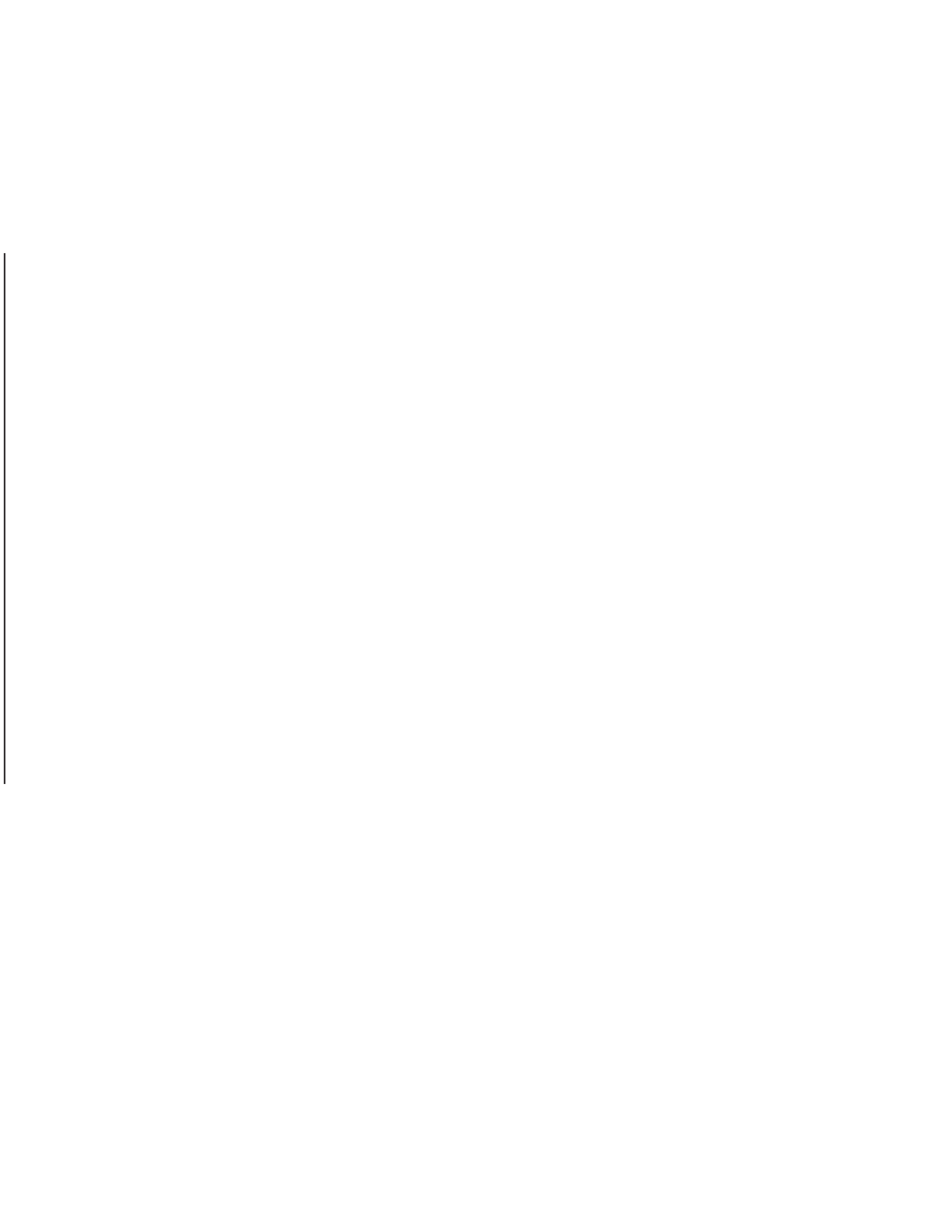
MANIPUR Tourism Policy 2014





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INTRODUCTION

Tourism emerged as the largest global industry of the 20th century and is projected to grow even faster in the 21st century. Manipur has immense possibilities of growth in the tourism sector with vast cultural and religious heritage, varied natural attractions, but a comparatively small role in the national tourism scene. Manipur Tourism Policy, 2014 which envisages new initiatives towards making tourism the catalyst in employment generation, environmental re-generation, development of remote areas and development of women and other disadvantaged groups in the State, besides promoting social integration is, therefore, vital to the State's economy.

According to the UN World Tourism Organization, contribution of tourism to economic activities worldwide is estimated at about 5%. Tourism takes the cake for creation of 6-7% job opportunities, both direct and indirect worldwide. While in 1950, the top destinations absorbed 88% of international arrivals, it was 55% in 2010, reflecting the *emergence of new destinations, many of them in developing countries*. UNWTO points out that developing country stand to benefit from sustainable tourism and should act to make this a reality. According to the Planning Commission, the earnings from Travel & Tourism (T&T) have made it one of the largest industries in the world and the fastest growing sector of global trade accounting for 10.4% of global GDP, 12.2% of global exports, 8.3% of global employment, and 9.5% of global capital investment. The receipts generated have grown twice as fast, far outstripping the growth rate of the world economy.

India is fast emerging as an important tourism destination in the world. The *'Incredible India'* campaign, which showcases the best that India has to offer to the tourists, has now attracted worldwide attention. Foreign tourist arrivals in India increased from 2.37 million in 1997 to 20.73 million in 2012. The Foreign Exchange Earnings (FEE) from tourism by these arrivals grew at an even stronger rate reaching around USD 1774 million in 2012. The year 2012 witnessed a growth of 19.9% in domestic tourist visits over the year 2011, which is higher than the growth of 13.8% in the year 2011 over 2010. During, 2012, the visits by the foreign tourists registered a growth of 6.3% over 2011. By 2017, tourism industry is expected to contribute USD 3121 billion in absolute terms but in percentage terms it is likely to decrease to 3.4% as estimated by the Planning Commission.

Manipur with its inherent tourism potential, rich cultural heritage and vibrant pool of youth, with excellent grip over English language is an ideal place for promotion of Tourism as its main industry and sector to generate employment substantially. Our young boys and girls are working in every nook and corner of India in hospitality industry, owing to their good mannerism, friendly attitude, pleasant approach to the clients and fluent English. With such rich talent, which is bound to multiply manifold, after establishment of upcoming Institute of Hotel Management, Catering Technology & Applied Nutrition at Imphal, planned development of Tourism Infrastructure and aggressive marketing of Manipur Tourism would lead to create an employment potential to the tune of 10-15%, as against 6-7% globally. Increased employment opportunities are bound to facilitate improvement in Law & Order and perceptible decrease in insurgency.

Tourism Industry per se would create employment opportunities at every tier be it a Luggage handler, Porter, Waiter/Waitress, Front Desk Official, Managers, Accountants, etc. The

tourism industry has its own multiplier effect and thus could become the largest employment generator in the State.

Other than the tourism industry itself, the global spread of tourism has produced significant economic and employment benefits in many related and interlinked sectors too, from construction to agriculture or telecommunications. This multiplier effects of tourism need to be tapped maximally to enrich the State's economy and bring prosperity to the people.

Manipur, with her comfortable climate, mystique cultural heritage and sublime natural beauty, located strategically in a hitherto considered disadvantageous geographical area, has huge potential for the growth of tourism. Manipur tourism was given an industry status in January 1987. Since then the benefits of developing tourism in Manipur has been broadly discussed, argued and acted upon. Research reports on developing Manipur Tourism identify the tourism potential of Manipur, the need to develop it for present and for long term future gains. The State Government has been making efforts in developing Manipur Tourism by developing Infrastructures, Hotels & Restaurants, Human Resource, and through active Marketing, Publicity, Promotion Programmes, Market Research, etc.

Manipur and its tourism policy become all the more important in view of India's Look East Policy, the Trans-Asian Highways and the Railways. The Government is keen to take advantage of these developments and therefore, seeks to create a unique brand to market Manipur Tourism as 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 is destined to become a popular tourist hotspot in South-East Asia akin to its South-East Asian neighbours.

Relaxation and exclusion of Manipur from the Protected Area Regime since January, 2011 has started attracting foreign tourists to the State. Ministry of Home Affairs has conveyed its, in principle, approval for establishment of VISA on Arrival (VoA) facility at Moreh and at Imphal International Airport. Once VoA facilities are operational, many Myanmarse would travel to Manipur, especially for availing medical facilities. Furthermore, Manipur, where some of the final battles of the World War-II were fought, can receive a big impetus in the tourism sector attracting many foreign tourists, especially from Japan and the Commonwealth countries whose relatives, ancestors and countrymen lost their lives in the battlefield here.

Efforts of the State Government to promote tourism as an important industry would have to be synergized with our efforts to improve the law and order situation in the State as well as propagate the message to the people, both within India and abroad, that Manipur, despite internal conflicts and insurgency, is a safe place for the tourists. Unless we propagate this message to the intending tourists, the apprehensions in their mind about safety would not be addressed effectively which in turn create negative publicity and be detrimental to our efforts in promoting Manipur Tourism. Therefore, the State has to take proactive steps in finding a permanent solution to the insurgency and social instability to bring about peace and convey to the outside world that Manipur is a safe and pleasant place to visit. Improvement in law and order would not only lead to increased tourist arrivals but also attract investors from outside the State.

The '*Manipur Tourism Policy, 2014*' consists of consolidated report on the recent developments in tourism and highlights the current scenario of the State. It attempts to position tourism as the major engine of economic growth, to harness the immense tourism potential and

position 'Manipur' as a preferred tourist destination at global level, by proposing both short term as well as long term measures.

The 'Policy' strives to develop tourism in Manipur taking into consideration the guidelines of the Ministry of Tourism, Government of India. It also attempts to address the issues related to tourist's interest as well as satisfactory customer/guest services which will serve as a tool to attract more tourists. The 'Policy' also focuses on community participation and involvement of private entrepreneurs for comprehensive development of tourism industry in the State.

The Mission of the 'Policy' is to promote sustainable tourism as a means of economic growth, social integration and to promote the image of Manipur as a State with a glorious past, a vibrant present and a bright future. Policies to achieve this will be evolved around six broad areas such as Welcome, Information, Facilitation, Safety, Cooperation and Infrastructure Development. Conservation of heritage, natural environment and development and promotion of tourism products would also be given importance.



MISSION STATEMENT & PRINCIPLES

The mission of Manipur Tourism Policy, 2013 is to provide proper direction that will drive the tourism industry in Manipur and to let the dynamics of the industry take over thereafter. The 'Policy' seeks to harness the tourism potential of Manipur and to attract tourists and investments with the development of hotels & restaurants, resorts, transport, communication, heritage sites, handloom & handicrafts, home-stays & village stays among other ancillary trades/activities. These developments will ultimately help in creating jobs, earning revenue and thus contributing to the economy of the State which in turn would enhance the income level of the people.

The State intends to create a robust and vibrant tourism industry through planned, innovative and systematic approach producing an efficient tourism multiplier largely governed by *diversity of tourism products, lengthening the period & comfort of stay, and creating various spending avenues*. The overall efforts shall be market based taking into account the preferences of the tourists and service providers.

Our vision is to create a unique brand for the State to develop and market critical infrastructure in a sustainable and integrated manner to make Manipur a favourite national and international tourist destination with a view to provide an unique experience to the visiting tourists besides ensuring that the quality of life and economic benefits are trickled down to the needy sections and bringing overall prosperity to the people in the State.

The policy rest upon the following basic principles:

- 2.1. In a small remote land-locked State like Manipur where there is less scope of industrial development, but with a rich cultural heritage and sublime natural beauty, tourism promises to emerge as the main avenue for creating employment opportunities, income generation and alleviating poverty. Accordingly, the 'Policy' proposes to facilitate incentives/subsidy for development and promotion of tourism industry in the State.
- 2.2. The tourism industry promises to provide significant direct and indirect employment. The employment creation potential for investments made in tourism sector promises to be higher than in manufacturing and agricultural sectors. Tourism development would also help significantly in the development of cottage industries and handloom & handicrafts, and thereby promote overall area development and development of weaker sections of the society.
- 2.3. Considering India's Look East Policy, many tourists would be passing through the State when the Trans-Asian Highway No. 1 is fully developed. Operation of railway line would also bring in large stream of tourists. The immediate challenge shall be on devising ways to cater to their needs and comfort, and persuading them to stay a little longer and explore the rich cultural heritage and scenic beauty of the State.
- 2.4. Establishment of inter-departmental and inter-agency linkages is crucial to the development of tourism. Public Works, Public Health Engineering, Municipal Administration Housing & Urban Development (MAHUD), Rural Development, Power, Health, Home, Forest and Arts &

Culture Departments are important departments which need to play a critical role. Close association shall also be established with NGOs, Clubs, Security Forces, Civil Aviation Authorities and others.

- 2.5. The North-Eastern States of India are seen as a contiguous region without borders from a tourist's point of view. Therefore, effective co-ordination and cooperation with the neighbouring States shall be pursued for joint development of tourism in the region and shared tourist circuits with a view to facilitate easy, hassle free movement of tourists.
- 2.6. The Tourism Policy must benefit people. The multiplier effects of the industry need to trickle down and help in creating employment opportunities for the youths, preserving cultural heritage, empowerment of women, encouraging local artisans, development of backward regions, enhancing income and alleviation of poverty.
- 2.7. Tourism is overwhelmingly an industry of private sector/service providers and hence their critical role shall be duly acknowledged. The 'Policy' seeks to sensitize all stakeholders on the shared vision which is very essential for a highly efficient, responsive and sustainable tourism industry. Tourism in Manipur shall be government led, private-sector driven and community welfare oriented.
- 2.8. *Prioritization of projects* both for destinations and infrastructure is necessary so that scarce resources are put to best use.
- 2.9. The immediate priority would be on creating world class accommodation & infrastructure, identification, improvement and up-gradation of destinations and other tourism assets and making these operational under Public-Private Partnership.
- 2.10. Promotion, publicity and marketing are the core of tourism development and need to be undertaken in conformity with tourist profiles and product characteristics.
- 2.11. The necessity of developing sustainable and responsible tourism to ensure preservation and protection of tourist destinations would be the backbone of the 'Policy'. It will not only secure long term gains but also help mitigate the adverse impacts of tourism development.
- 2.12. The safety and security of the tourists shall be paramount on the Government's agenda. Considering the unique law & order situation prevailing in Manipur, promotion of tourism would be carefully undertaken. Even the trouble torn State like Jammu & Kashmir attracts a large number of tourists due to its unique tourist destinations and the facilities provided to the tourists and therefore, Manipur should not shy away from promotion of tourism under the veil of law and order considerations. State Government, in consultation with Government of India, would make positive interventions to improve law & order, create secure & safe atmosphere and work towards a permanent solution to decades old insurgency problem with a view to make Manipur a safe place for the visitors in a time bound manner. Once peace and harmony is stabilized, Manipur with its intrinsic tourism potential is likely to become a preferred destination for the tourists, both domestic as well as foreign. Tourism development in the State would itself create enough job opportunities and avenues for recreation, which in turn would dilute the insurgency substantially and help the State in bringing peace and stabilization in a time bound manner.

- 2.13. Whenever opportunity arises, Manipur Tourism should play a pivotal and dynamic role to make its presence felt at the international level.
- 2.14. Tourism in Manipur should be able to provide a unique opportunity for physical invigoration, mental rejuvenation, cultural enrichment and spiritual elevation for a memorable experience for the visiting tourists. The economic benefits of the industry should be able to filter down to the backward sections of the society and bring all round development of the State.
- 2.15. Sustained efforts would be made to comprehensively improve Welcome, Information, Hospitality, Accommodation, Transportation, Safety, Leisure, Hygiene and Environment, etc.
- 2.16. Implementation of policy statements and declarations made at various North-Eastern Council meetings organized by the Ministry for Development of North Eastern Region, Government of India for accelerated development of the North-Eastern Region.
- 2.17. To promote State tourism, local products and cuisines will be effectively marketed and publicized.
- 2.18. The promoters of tourism industry, hotels and travel agents will be encouraged to evolve and strictly follow Act, Rules and Guidelines prescribed and enforced by the Central Government and State Government.
- 2.19. Comprehensive programme for capacity development and hospitality promotion shall be organized from time to time in consultation with all stakeholders.
- 2.20. Manipur is ideally suited for adventure tourism. It would be the endeavour of the Tourism Department and PWD to develop seamless connectivity and encourage adventure Tourism.



MANIPUR TOURISM

AIMS & OBJECTIVES

The broad objectives of tourism development are:

- i. Foster understanding between people.
- ii. Create employment opportunities.
- iii. Bringing socio-economic benefits to the people of Manipur.
- iv. Strive towards balanced and sustainable development; and
- v. Preserve, enrich and promote State's cultural and natural heritage.

One of the major objectives is the preservation of natural resources and environment to achieve sustainable development.

Given the low cost of employment creation in the tourism sector and the low level of exploitation of Manipur's tourism potential, the new tourism policy seeks to expand and facilitate domestic as well as foreign tourists in a manner that is sustainable by ensuring cultural preservation and minimizing any possible degradation of environment.

The Manipur Tourism Policy, 2014 also aims at 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. This would be in tune with Manipur's traditional philosophy of giving the highest honour to a guest.

3.1 Tourism A Multi-Dimensional Activity

- a. The Government will aim to achieve necessary linkages and synergies in the policies and programs of all concerned Departments/Agencies by establishing effective co-ordination mechanisms. The focus of the policy, therefore, will also be to develop tourism as a common endeavor of all the agencies vitally concerned with it.
- b. It will be the policy of the Government to encourage people's participation in tourism development including Panchayati Raj Institutions, Local Bodies, Co-operatives, Non-Governmental Organisations and Enterprising Local Youth to create public awareness and to achieve a wider spread of tourist facilities. However, focused attention will be given for the integrated development of identified destinations with well-directed public participation.
- c. **Public and Private Sector Partnership:** A constructive and mutually beneficial partnership between the public and the private sectors through all feasible means may be developed so that the Government and Private enterprises can join hands to maximize tourism development and for the sustained growth of tourism. It is, therefore, the policy of the Government to encourage emergence of such a partnership. The framework as indicated in 'Policy' will facilitate enhanced private participation in the tourism development activities. This will be achieved by creating a Tourism Development Society consisting of senior officials of the Government and tourism experts and professionals from the private sector.

- d. **Role of the Government:** Tourism is a multi-sectoral activity and the industry is affected by many other sectors of the economy. The State has to, therefore, ensure inter-governmental linkages and co-ordination. It also has to play a pivotal role in tourism management and promotion. The specific role of the Government will be to:
- i. Provide basic infrastructure facilities including local planning and zoning arrangements.
 - ii. Plan tourism development as a part of the overall area development strategy.
 - iii. Create core infrastructure in the initial stages of development to demonstrate the potential of the area.
 - iv. Provide the required support facilities and incentives to both domestic and foreign investors to encourage private investment in the tourism sector.
 - v. Rationalize taxation and land policies in the tourism sector.
 - vi. Introduce regulatory measures to ensure social, cultural and environmental sustainability as well as safety and security of tourists.
 - vii. Ensure that the type and scale of tourism development is compatible with the environment and socio-cultural milieu of the area.
 - viii. Ensure that the local community is fully involved and the benefits of tourism accrue to them.
 - ix. Facilitate availability of trained manpower particularly from amongst the local population jointly with the industry.
 - x. Undertake research, prepare master plans, and facilitate formulation of marketing strategies.
 - xi. Organize overseas promotion and marketing jointly with the industry.
 - xii. Initiate specific measures to ensure safety and security of tourists and efficient facilitation services.
 - xiii. Facilitate the growth of a dynamic tourism sector.
 - xiv. Ensure that prevailing Acts & Rules, Guidelines on forest & environment and their protection and conservation are taken care of.
 - xv. Ensure adequate availability of power for all tourism projects in the State
- e. **Role of Private Sector:** Tourism has emerged as the largest export industry globally and all over the globe private sector has played the lead role in this growth. The private sector has to consider investment in tourism from a long term perspective and create the required facilities including accommodation, time share, restaurants, entertainment facilities, shopping complexes, etc. in areas identified for tourism development. Non-core activities in airport, major stations and inter-state bus terminus such as cleanliness and maintenance, luggage transportation, vehicles parking facilities, etc. should be opened-up to private operators to increase efficiency and profitability.

The specific role of the Private Sector will be to:

- i. Build and manage the required tourist facilities in all places of tourist interest.
- ii. Assume collective responsibility for laying down industry standards, ethics and fair practices.
- iii. Ensure preservation and protection of tourist attractions and give lead in green practices.
- iv. Sponsor maintenance of monuments, museums & parks and provision of public conveniences & facilities.

- v. Involve the local community in tourism projects and ensure that the benefits of tourism accrue to them in right measure.
 - vi. Undertake industry training and man-power development to achieve excellence in quality of services.
 - vii. Participate in the preparation of investment guidelines and marketing strategies and also assist in database creation and research.
 - viii. Facilitate safety and security of tourists.
 - ix. Endeavour to promote tourism on a sustained and long term perspective.
 - x. Collaborate with Government in the promotion and marketing of destinations.
- f. **Role of Voluntary efforts:** Voluntary agencies and volunteers have to contribute their expertise and understanding of local ethos to supplement the efforts of other sectors to provide the human touch to tourism and foster local initiatives. All such efforts shall be encouraged.
- g. **Role of PRIs:** Tourism assets could be effectively operated by the community organizations with the right training, incentive system and ownership sharing norms. The need to involve village level institutions is all the more relevant given the current state of law and order in the State and the huge investments made towards providing tourist infrastructure in deep interior locations across the State where urban entrepreneurs may not be keen to operate. Further, land ownership is also a critical issue in the State, especially in those areas where there are practices of community ownership of land. It is necessary to address the issue of ownership of tourism assets already created on community lands as well as those assets that may be in the pipeline.

3.2 Tourism Development Fund and Resources for Development

It would be the policy of the Government to facilitate larger flow of funds to tourism infrastructure and to create a Tourism Development Fund to bridge critical infrastructural gaps. Since, State Plan funding would be involved in the initial stage, Planning Department would be consulted for mapping out funding pattern.

Priority would be given for development of tourist infrastructure in selected areas of tourist importance and for those products which are considered to be in demand in the existing and future markets so that limited resources are put to the best use.

3.3 Foreign Investments, Incentives and Rationalization of Taxes

In view of large investment requirements in the tourism sector and the need for maintaining high quality standards in services, hotels and tourism related industries will continue to be in the priority list of industries for foreign investment.

In order to off-set the specific constraints of tourism industry and to put in place the required infrastructure as quickly as possible, particularly in less developed areas, appropriate incentive schemes would be considered. It would also be the endeavour of the Government to rationalize taxes, to put a cap of 20% on all taxes taken together on the accommodation and hospitality units, to allocate suitable land for tourism purposes at reasonable prices, harmonize movement of tourist transport across State borders, etc. Tourism Department will work out the annual fund requirement for this purpose. Since, incentives/subsidy should be outcome based and not

investment based, it should be performance-linked and transparent parameters for this purpose would be devised.

The exemption of taxes will be subject to prior concurrence of Finance Department. The exemptions should be unit specific and period of exemption would also be as per the actual requirement of the unit in question.

The selection of private partner will be through fair and competitive bidding process and concurrence of Finance Department will be obtained on case to case basis. The Selection of Licensee be made by fair and transparent procedure and rate of royalties to be received by the Government will be decided in consultation with Finance Department.

3.4 Adoption of New Technologies

- a. Efforts will be made to adopt the technological advances in the tourism sector to provide better facilities to tourists and to market the tourism product, to the benefit of all concerned.
- b. Information Technology shall be given the pride of place in the efforts to promote Manipur tourism. Every endeavour in this regard would increasingly rely on optimising the use of e-commerce/m-commerce, use of internet for dissemination of tourism related information, increasing use of portals as gateway to accessibility to tourism information, development of Handy Audio Reach Kit (HARK) Tourist Guidance System at important monuments/heritage sites, networking of States, setting of tourist information kiosks, encouragement to information technology and eco-friendly practices by the private industries and above all keeping in sync with the global technologies for promoting and facilitating tourism.
- c. The State Government will set up a modern Tourist Interpretation Centre to cater to various needs of travelers, foreign as well as domestic and to offer facilities for air and train reservation, money changing counters and information about all tourist centres in the State. The Centre will be equipped with e-connectivity and networking facility.

The economic and social benefits of tourism and its importance as an instrument of economic growth have to be fully recognized by all sections of the society. It would, therefore, be the endeavour of the State Government to bridge the information gap through proper statistical documentation of the impact of tourism and its wide publicity to create awareness so that the economic and social significance of tourism is well recognized and tourism is given due attention and priority.

3.5 Safety and Security

The safety and security of tourists are of primary importance both from the point of view of tourism development and the State pride. It will be, therefore, given high priority in the strategy for tourism development. The State Government would enact suitable legislation on travel trade/ tourist police for protection and security of tourists and for providing institutional mechanism to deal with complaints received from tourists and the industry so as to create a better security perception amongst actual and potential visitors.

3.6 Facilitation Services

Tourists have to pass through several Government agencies so as to meet the requirements under various laws. These include obtaining visas, undergoing immigration checks, obtaining permits to visit certain areas, payment of fees for certain facilities, etc. The endeavour of the Government would be to improve efficiency in providing such facilitation services and make travel to and within State a pleasant experience. Introduction of issue of Visa on arrival at least for 15 days at the airport, computerisation of the system of issue of Visa, streamlining of luggage handling system at airports, improving tourist facilitation services at the airports by adopting technological solutions are some of the important facilitation services proposed in this regard.

3.7 Tourism Economic Zone, Tourist Circuits, Special Tourism Area and Areas of Special Interests

- a. Tourism Economic Zones will be created with private participation based on the intrinsic attractions, potential for development and availability of resources in these zones. Air, road and rail connectivity to these areas will be established to facilitate direct and easy access to these zones from international and domestic destinations. Adequate backward and forward linkages will also be established to ensure flow of benefits to the local community. The development of such zones will be guided by well-conceived Master Plans and executed by specific Tourism Development Society which will be created by the Government involving senior officers from the Department of Tourism, and other relevant Departments, professionals from tourism industry and representatives of Industry & Trade Associations.
- b. Manipur with vast cultural and religious heritage and varied natural attractions has immense potential for growth in the tourism sector. Travel circuits and destinations would be developed through joint efforts of the Central Government, the State Government and the Private Sector. Loktak Lake and its vicinity would be declared as Special Tourism Area for integrated development. Steps will be taken to work towards the integrated development of all the tourist circuits with the involvement of all the infrastructure departments and the private sector.
- c. Creation of Tourism Zones in forest land will be as per the provisions of Forest Conservation Act, 1980.

3.8 Sustainable Development and Perspective Plans

The principle of sustainable development stipulates that the level of development does not exceed the **carrying capacity** of the area. It will be Governments' policy to ensure adherence to such limits through appropriate planning instruments, guidelines and enabling regulations and their enforcement. Efforts will be made to diversify the tourism products in such a way that it supplements the main stream of cultural tourism. Comprehensive perspective plans for developing sustainable tourism by assessing the existing tourism scenario with respect to availability of natural resources, heritage and other socio-cultural assets, quantitative/demographic factors like population, employment, occupation, income levels etc., services and infrastructure will be developed by initiating immediate action in this direction. Carrying capacity at critical tourist destinations would be enhanced in a planned manner to provide major boost to the tourism industry in the State.

3.9 Conservation and Development

Tourism development needs to be properly guided and regulated to avoid adverse impact on the natural environment and cultural heritage which constitute the tourist attraction. A judicious balance needs to be maintained between conservation and development. Government will continue its policy of trying to maintain balance through planning restrictions and by educating the people in appreciating their rich heritage and by eliciting their co-operation in preserving and protecting it.

3.10 Promotion and Marketing

Promotion and marketing is an important component of tourism development and needs to be undertaken along with product development in conformity with consumer profiles and product characteristics. The policy of the Government, therefore, will be to develop and implement cost effective marketing strategies based on market research and segment analysis in each of the tourist generating country. Sustained efforts would be made for identifying possible markets, both domestic as well as overseas, after carefully studying the connectivity with the key cities.

3.11 International Co-operation

Tourism is a global industry requiring inputs from various international agencies and collaborations with other countries. The policy of the Government, therefore, will be to foster positive win-win partnership with all the international agencies and other countries. With the declaration of Imphal Airport as an 'International Airport', the immediate focus should be to quickly upgrade it and introduce International Flights viz., Imphal → Mandalay → Yangon → Bangkok etc.

3.12 Professional Excellence

Tourism being a service industry, it is necessary to enhance its service efficiency. The new policy will strive towards excellence by introducing professionalism through training and re-training of human resources and providing memorable visitor experience to both domestic as well as international tourists.

CURRENT SCENARIO & SWOT ANALYSES

4.1 Current scenario

Manipur is blessed with the majestic Loktak Lake, the strategic location of Moreh town, the uniqueness of the floating Keibul-Lamjao National Park & the Sangai Deer, the beauty of the & Dzukou Lilies, along with the naturally formed limestone caves, pristine green hills and valleys, meandering rivers, cascading rapids, exotic flora & fauna complimented by a rich arts & culture, folklore, myths & legends, indigenous games and artistic handloom & handicrafts. These make Manipur a little paradise on earth and an enticing destination for a tourist to explore. The Asian Development Bank has identified the region as a 'Key Area' due to its 'unrealized potential as an eco-tourism product'.

The mystery of the Indian Classical Dance form Raas-Leela with their intricate costume design, the wonder of the *Pung-Cholom* (Drum Dance), the vibrant tribal dances, the local handloom and handicrafts are some of the precious treasures any tourist will find appealing. The exotic cuisines, the unique tribal cultures and the soothing native music can be an enchanting discovery for various tourists visiting the State. The birthplace of modern *Polo*, the indigenous games of *Yubi Lakpi*, *Kang Sanaba*, *Arambai*, *Thang-Ta* and *Mukna* will prove to be a thrilling experience for any enthusiastic tourist. Weaving is a time-honoured occupation in the land and has been fine-tuned to an art form with its intricate designs.

Despite enormous potential of Tourism in Manipur, its development in the bygone years remained trivial due to various reasons. The erstwhile PAP regime for entry of foreigners while entering the State; the remote geographical location of the State with resultant accessibility and connectivity issue; poor availability of resources leading to poor economy; lack of infrastructures, facilities & amenities to cater to various types of tourists; lack of subject specific professionals & experts, lack of training & tourism awareness, lack of co-ordination between departments, etc. are the major hindrances for harnessing State's immense tourism potential. The problem is further compounded by frequent bands, road blockades, strikes, protests, etc. resulting to social unrests. Manipur has been afflicted by insurgency which often deters tourists. However, the situation in Manipur has substantially improved recently which is an encouraging sign.

With the increase in number of air flights reaching Imphal, the capital city of the State, introduction of night landing facilities since 2011, on-going extension of railways line to Imphal from Jiribam, exclusion of Manipur from the Protected Area Regime since January, 2011, improved law & order situation, establishment of a 3-star category hotel in 2009, on-going development of other 4-star category hotels, proposed Institute of Hospitality Management (IHM) and other tourism project developments have all resulted in steady rise in number of tourist arrivals and has helped in propagating Manipur tourism in the country and the world.

With planned and professional harnessing of tourism potential, Manipur is likely to become a preferred tourist destination which in turn would help in increasing both domestic tourists arrivals as well as generating the much needed employment, socio-economic benefit, revenue and other ancillary benefits to the State.

The State Government in the recent years has given due priority and importance to the development of adequate tourism Infrastructure & Services for the development of tourism in the State. Some of the important steps taken by the State are:

- Destination Development.
- Development of Tourist Circuits.
- Adventure Tourism Development.
- Identification & celebration of Fairs & Festivals.
- Marketing, Publicity & Promotion activities.
- Culture, Arts & Crafts, Handloom promotion.
- Human Resource Development.
- Participation in National and International events.
- Tourism Master Plan.

➤ **Destination Development Projects sanctioned till 2013-14**

- i. Improvement of the surrounding of INA Complex at Moirang.
- ii. Tourist Home at Sendra.
- iii. Tourist destination at Imphal under Integrated Destination Development Scheme.
- iv. Development of Eco-tourism Park at Imphal.
- v. Construction of Arts & Crafts Centre at Maibam-Lokpa Ching, Bishnupur District.
- vi. Integrated development of Tourist Destination in Bishnupur.
- vii. Construction of Integrated Tourist Destination at Jiribam.
- viii. Up-gradation of Integrated Tourist Destination at Sendra, Moirang in Bishnupur.
- ix. Tourist destination development at Ishingthingbi Lake.
- x. Construction of Integrated Tourist Destination at Sipiikon Village, Tipaimukh Sub-division, Churachandpur.
- xi. Construction of Integrated Tourist Destination at Tupul, Senapati.
- xii. Construction of Integrated Tourist Destination at Longmai (Noney), Tamenglong.
- xiii. Mega Project – INA Memorial Complex at Moirang.
- xiv. Eco-Tourism Complex at Thangal, Senapati (Mayangkhang).
- xv. Tourist Destination development at Khongjom War Memorial Complex.
- xvi. Integrated Tourist Destination at Ningthem Pukhri, Imphal-Eco-Tourism Complex, Imphal East District
- xvii. Integrated Tourist Destination at Manipur Adventure and allied Sports Institute (MAASI) Complex, Keirao, Imphal East.
- xviii. Integrated Tourist Destination at Mughal Garden at Waroiching, Leimaram, Bishnupur District.
- xix. Integrated Tourist Destination at Kakching Garden, Thoubal District, Manipur.
- xx. Integrated Tourist Destination at Kotsopai, Chakpikarong, Chandel District, Manipur.
- xxi. Integrated Tourist Destination at Chingkhei Ching, Imphal East District, Manipur.
- xxii. Integrated Tourist Destination of Eco-Tourism Complex at Mata Mualtam Hyde out Park, Churachandpur District, Manipur.
- xxiii. Integrated Tourist Destination at Shiroy Hills at adjoining areas, Ukhrul District

➤ **Tourist Destinations Projects prioritized for sanction during 2014-15**

- i. Integrated Tourist Destination at Sadu Chiru Waterfalls.
- ii. Integrated Tourist Destination at Andro.
- iii. Integrated Tourist Destination at Loukoipat.
- iv. Integrated Tourist Destination at MaibamLokpaching and adjoining areas.
- v. Integrated Tourist Destination at Singda Dam and adjoining areas.
- vi. Integrated Tourist Destination at Irong Water Body & adjoining hills at Manitripukhri, Imphal.

➤ **Development of Tourist Circuit Projects sanctioned till 2013-14**

- i. Integrated Tourist Circuit - Imphal-Thoubal-Pallel-Tengnoupal-Moreh.
- ii. Integrated Tourist Circuit - Imphal-Bishnupur-Churachanpur.
- iii. Integrated Tourist Circuit - Imphal-Luwangsangbam-Sekmai-Kanglatombi-Hengbung-Senapati-Maramkhullen-Mao.
- iv. Integrated Tourist Circuit - Imphal-Mahadev-Lambui-Finch Corner-Hundung-Jessami.
- v. Integrated Tourist Circuit - Leirenpat-Pruksoubi-LeisangHiden in Imphal East.
- vi. Integrated Tourist Circuit - Imphal-Tuima.
- vii. Integrated Tourist Circuit - Imphal-Singda Dam.
- viii. Integrated Tourist Circuit - Imphal Hotel-Shilheipung-Selloy.
- ix. Integrated Tourist Circuit - Imphal-Tamei.
- x. Integrated Tourist Circuit – Chingphou Macha, Chingphou Achouba & Khoriphaba.
- xi. Integrated Tourist Circuit - Chullouphai-Ngaloimol-Sangaikot.
- xii. Integrated Tourist Circuit - Marjing Polo Complex and Heingang (Marjing Pony Sanctuary).
- xiii. Integrated Tourist Circuit Linking Barak waterfalls, Tharon Cave Zeilad lake Bunning Meadow in Tamenglong District.
- xiv. Integrated Tourist Circuit at Millennium Garden, Rose Garden, Kombirei Garden, Thangmeib and Sinam, Sekmai and Kanglatongbi Imphal District, Manipur.
- xv. Integrated Tourist Circuit at Karang, Chaoba Ching and Thanga, Bishnupur District.

➤ **Development of Tourist Circuit Projects prioritized for sanction during 2014-15**

- i. Development of Integrated Tourist Circuit around Hiyanthang Temple, Heibokching and adjoining areas.
- ii. World War-II Tourist Circuit including establishment of World War-II Museum at Imphal.

➤ **Mega Tourist Circuit Projects sanctioned till 2013-14**

- i. Development of Integrated Mega Tourist Circuit for Marjing Polo-Keina- Khebaching (Khongjom) in Manipur.
- ii. Development of Tourist Resort at Sendra Hillock, Water Sports Complex at Takmu and other Tourism Facilities in Adjoining Area, Bishnupur District, Manipur

➤ **Mega Tourist Circuit Project prioritized for sanction during 2014-15**

- i. Integrated Mega Tourist Circuit for providing of Infrastructure in and around Imphal City, Manipur

➤ **Adventure Tourism Development**

- i. Infrastructure development of Adventure Tourism Complex at Lamdan.
- ii. Hosting of Equestrian Championship at Imphal (Polo and Sagol Kangjei).
- iii. Water Sports.
- iv. Youth Adventure Tourism.
- v. Purchasing of adventure sports equipments.

➤ **Identification & celebration of Fairs and Festivals**

- i. Sangai Festival.
- ii. Kut Festival.
- iii. Mera Houchongba.
- iv. Lui-Ngai-Ni.
- v. Pineapple Festival.
- vi. Orange Festival.
- vii. Lemon Festival.
- viii. Loktak Day.
- ix. Lily Week.

➤ **Marketing, Publicity & Promotion activities**

- i. Pictorial Book on Manipur.
- ii. Development of Photo CD-ROM on Tourist interest in Manipur.
- iii. Design & Development of Interactive Website of Manipur Tourism.
- iv. Brochures, Calendar, Posters and other relevant material.
- v. Promotion of Manipur Tourism through 'Incredible India' campaign.

➤ **Culture, Arts & Crafts, Handloom Promotion**

- i. Promotion of Cultural Festivals at various location of the State.
- ii. Participation in Arts & Crafts Exhibitions and Melas.
- iii. Promotion of Handloom products.

➤ **Human Resource Development**

- i. Establishment of Institute of Hotel Management (IHM).
- ii. Tourists Reception-cum-Information Centres.
- iii. Development of Human Resources, Training and Capacity Building Programmes.
- iv. Network of travel agents, tour operators and other services providers.

➤ **Participation in National and International events**

- i. South Asia Travel and Tourism Exchange (SATTE), 2013 at New Delhi.
- ii. North-East International Tourism Mart, 2013 at Guwahati and at Tawang.
- iii. International Tourism Mart, London.
- iv. International Tourism Bourse, Berlin.
- v. Travel and Tourism Fair, Kolkata, Ahmedabad & Mumbai.

➤ **Large Revenue Generating Scheme (LRGS)**

- i. Integrated Cable-Car and Lakeside Tourism Development at Loktak Lake, Manipur'

➤ **Tourism Master Plan**

Preparation of Tourism Master Plan by the State Government on the lines of Integrated Tourism Master Plan for North-East prepared by NEC/DoNER& Ministry of Tourism through the Tata Consultancy Services.

4.2. SWOT Analysis

Assessment of Manipur's product offerings show that in spite of the richness in terms of eco/nature, religious, cultural and adventure offerings, tourism has not picked up in Manipur. A major reason for this is the lack of a proper environment for tourism to prosper in the State. This environment has many attributes like:

- Security for the tourist to visit places freely.
- Proper infrastructures in terms of availability of transport, suitable accommodation, ATM facilities and information centres.
- Readiness of the product to attract new tourists and increase repeat VISITORS.

Manipur scores low in terms of security and infrastructure but has the potential to show a turnaround if proper efforts are put in this regard. Manipur has a lot to offer in terms of historical places and monuments like Kangla, which is the ancient capital of the State. This holds a lot more importance and is one of the most important archeological sites. It is famous for its fortress, sacred places like 'Nungjeng Pukhri', which is a sacred pond believed to be the abode of lord Pakhangba, 'Shri Shri Govindaji Temple' and many others.

Its culture is equally rich. Manipur dance is one of the classical dance forms of India, a depiction of 'Raas Leela', which is the celebration and yearning of the 'gopies' (milkmaids of Brindavan) for Lord Krishna. There are cultural festivals in Manipur, which mark celebrations throughout the year. The most important among these is 'Yaoshang' – a festival of Manipuri Hindus and is marked with celebrations and Manipur folk dance called 'Thabal Chongba' in which boys and girls hold hands together and sing and dance.

Another great advantage for Manipur is its variety in terms of landscape and water bodies. There are good trekking routes across the State for adventure lovers, and at the same time beautiful lakes like Loktak Lake, which provides a serene environment for the nature lovers. There are opportunities and hot spots to develop many forms of adventure sports like rafting, para-gliding and angling.

A. STRENGTHS

- Variety in terms of tourism offerings. The State has destinations that can cater to religious, adventure, eco/leisure tourism segments of the market.
- Offers a cultural treat through the Manipuri dance forms and an adventure treat through avenues for sports.
- Unique Loktak Lake.

B. WEAKNESSES

- Security and internal conflicts – both in terms of perception and reality.
- Lack of Visa-on-Arrival facility to Myanmar's citizens at Moreh-Tamu border.
- Limited tourism infrastructure facilities, particularly in terms of quality, experience and site services.
- Many projects are delayed in implementation, causing development lags.
- Lack of good road infrastructure leading to poor connectivity with the Tourist spots/destinations.

C. OPPORTUNITIES

- Presence of border town like Moreh and the international boundary with Myanmar has been looked as an opportunity to develop border markets.
- Linkages to the circuits within the region with major highway development connecting destinations across States and South-East Asian Countries.
- Fostering coordination with other States on developing tourism.
- Opening up of Railway line upto Imphal.
- Declaration of Imphal Airport as an 'International Airport'.

D. THREATS

- Instability and perception of lack of security in the region with potential to affect tourism movement.
- The continuous fear of unstable environment can make the tourism investment climate unattractive.
- Over use and commercialization of sensitive eco-zones may lead to depletion of resources and dilution of attraction.



MANIPUR TOURISM

THRUST AREAS: NICHE TOURISM PRODUCTS

Niche tourism products related to the special interests of tourist target markets shall be improved, developed and promoted to position Manipur as an unique and competitive destination for tourists both domestic and international.

5.1 NATURE/ECO-TOURISM

- i. Nature tourism is the travel through and enjoyment of the natural world, its seasonal cycles and events, carried out in a manner that promotes the protection of natural and human communities. Community leaders, public officials, agencies, and others who are interested in sustainable nature tourism will find tools to get started and links to other helpful information. A sustainable nature tourism industry is directly related to the type, amount and quality of natural capital in community.
- ii. Manipur has a rich flora and fauna with a comfortable climate which can provide a variety to nature/eco-tourism.
- iii. Formulation of eco-tourism policy and a joint task force, which may include the adoption of regime for regulation of tourism activities in and around Keibul Lamjao National Park and Loktak Lake, in consultation with the Department of Forest, Department of Ecology & Environment and Loktak Development Authority, to focus on conservation and enhancing the eco-tourism experience. This shall also essentially include Dzukou Valley, Hills, Tamenglong, Koubru Hills, Baruni Hills, Jiri-Makru Wildlife Sanctuary, Zeilad Wildlife Sanctuary and Bunning Wildlife Sanctuary in Tamenglong District, Kailam Wildlife Sanctuary in Churachandpur District, Yangoupokpi Lokchao Wildlife Sanctuary in Chandel District, National Park in Ukhrul District, Manipur Zoological Garden, Khongampat Orchid Preservation Centre etc.
- iv. The Keibul Lamjao National Park (KLNP), the world's only floating park and the natural habitat of the Sangai (Brow-Antlered) deer, shall be promoted as an integral part of Manipur's tourism product. Priority shall be given to the preparation of the site and visitor management plans and further enhancement of the quality of tourist facilities available at KLNP.
- v. Sadu Chiru Waterfall in the foothills of Bishnupur District is the new tourist hot spot of Manipur and needs to be developed as a preferred eco-tourism destination.
- vi. Nature tourism centred on villages, coupled with 'Homestay Concept', shall be promoted as an important tourism product of Manipur to spread tourism and its socio-economic benefits to rural areas.
- vii. The objectives of promoting Nature Eco-Tourism shall be realized by:
 - a. Conservation of biological diversity through ecosystem protection.

- b. Promotion of sustainable use of biodiversity, by providing jobs to local populations.
- c. Sharing of socio-economic benefits with local communities and indigenous peoples by having their informed consent and participation in the management of eco-tourism enterprises.
- d. Tourism to preserve and protect natural resources, with minimal impact on the environment through regulation of visitors as per the carrying capacity and Acts, Rules and guidelines in force.
- e. Minimization of tourism's own environmental impact.
- f. Affordability of eco-tourism facilities.
- g. Local culture, flora and fauna to be the main attractions.

5.2 CULTURE TOURISM

- i. Manipur is uniquely rich in its culture and heritage of the people. The Government shall endeavour to develop, enrich and promote various forms of the cultural heritage which shall essentially include:
 - a. Various Exotic Dances of the State viz., Raas Leela, Khamba-Thoibi Dance, Pung Cholom, Maibi Dance, Nupi Pala, Nupa Pala, Lai Haraoba Dance, and various tribal dances like the Kabui Dances, Kuki Thadou Dance forms, Bamboo Dance, Naga Dances and other adapted dances.
 - b. Indigenous Sports like Sagol Kangjei (Polo), Thang-Ta, Sarit Sarak, Yubi Lakpi, Hiyang Tanaba, Mukna, Kang Sanaba, Arambai, etc.
 - c. Indigenous Festivals and Fairs namely Yaoshang (Holi) and Thabal Chongba, Kang (RathYatra), Ningol Chakouba, Cheiraoba, Heikru-Hitongba, Gang-Ngai, Kut, Lui-Ngai-Ni, Chumpha, Orange Festival, Pineapple Festival, etc.
 - d. Indigenous Music includes Khullong Eshei, Pena Eshei, Khubak Eshei, Nat, etc.
 - e. Indigenous Cuisines
 - f. Fine Arts, Handloom and Handicrafts.
 - g. Manipur Sangai Festival held annually from 21st to 30th November.
- ii. Integrated development of areas around cultural and heritage sites.

5.3 MEDICAL TOURISM

Patients prefer to travel for treatment for various reasons viz., inaccessibility to good medical facilities and hospitals, long waiting time to undergo a surgery/treatment, leisure, vacation or convenient element during travel, etc. and diasporas seeking treatment back in their native land. The healthcare system of a land should essentially fulfill criteria like *better nursing facilities, faster*

personalized services, cutting edge technology and lower cost of treatment to cater to the visiting patient-tourists.

Manipur today has the requisite medical expertise, equipments and professionals to fulfill these criteria. Immediate demand for medical tourism can be seen from neighbouring States like Mizoram and Nagaland, and also from neighbouring countries with underdeveloped facilities like Myanmar, Laos and Vietnam. Therefore, medical tourism is identified and proposed to be developed and nurtured into a niche tourism product of the State and a comprehensive plan shall be drawn-up to encourage investors, entrepreneurs and healthcare professionals to boost medical tourism in Manipur. This form of tourism would also contribute to the overall tourism economy creating direct and indirect employment opportunities, enhancing income and improving the general healthcare quality of the State. Furthermore, it is intended to entice the visiting tourists, who come to admire the beauty of the Loktak Lake or enjoy the exquisiteness of the natural flora & fauna, to have a 'health' purpose to their vacation as well. Thus, *'Medical Tourism' in Manipur shall ultimately seek to combine travel, tourism, leisure and treatment.*

Strategic Action Plans that need to be taken-up to develop medical tourism in Manipur are as follows:

- i. The Government shall endeavour to accord "*Industry Status*" to the Accredited Healthcare Facilities in the State under the NEIIPP-2007.
- ii. Identification and accreditation by NABH (National Accreditation Board of Hospitals and Healthcare providers), Joint Commission International (JCI) or ISO 9001:2000, which is the generic standard for Quality Management System across the world, of healthcare facilities is essential to improve the quality of services as well as to receive admissible support from the Government. In addition, a *Tourism Advisory Committee* be constituted which could act as the accreditation body of the Government, setting the benchmark for quality and deeming a Healthcare Facility as a 'Tourism Unit'.
- iii. A healthcare facility which has a track record of service and catering to domestic and foreign patient-tourists shall be deemed as a 'tourism unit' and get all admissible incentives accordingly from the Government.
- iv. Investment in the health sector through establishment of hospitals offering primary, secondary and tertiary level health care facilities including medical educational institute and allied services like pharmacies, diagnostics, pathological laboratories, training and skill development for para-medical services shall be given maximal priority.
- v. Linked Departments and Agencies shall make earnest efforts to construct, improve and maintain star accommodation facilities, approach roads, power and water supply, garbage and bio-medical waste disposal, gas plants and patient-tourists facilitation at or near the healthcare facilities.
- vi. Allopathy including diagnostic sciences, Naturopathy, Ayurveda, Unani, Siddha, Homeopathy, Yoga and traditional medicine are the identified areas for promotion of medical tourism in the State.
- vii. The use of Information Technology and other IT enabled services shall be paramount in the game-plan of the Government in promoting healthcare tourism in Manipur.

- viii. Several important players in the medical tourism sector are identified such as doctors, tour operators, hotels, hospitals and insurance agencies. A perfect coordination between all these players is absolutely essential to develop this sector into a booming business. While doctors play a key role in spreading the word about the medical services available in Manipur during their visits outside the State and abroad, *medical tour operators or travel facilitators* actually arrange the tours for interested parties and liaise with insurance companies. These facilitators shall be groomed and encouraged to have tie-ups with the doctors, hospitals, hotels and insurance agencies within and outside Manipur.
- ix. Med Tour Pal, India Medical Tourism, Medical Tourism Corporation, Health Base, etc. are some reputed national and international medical tourism facilitator companies. The Government shall introduce new schemes and policies to approve and tie up with these companies and other local medical tourism service facilitators in coordination with the healthcare providers for a proper direction in boosting medical tourism in Manipur.
- x. *Participation in conferences* in key markets shall be encouraged to forge networking with domestic and global health facilitators and insurance companies and referral points.
- xi. Reputed doctors, who are essentially well known inside and outside the State, may be selected and appointed as *brand ambassadors* to promote and establish trust of patient-tourists coming to Manipur for treatment purposes.
- xii. *Public Private Community Partnership (PPCP)* shall be encouraged to develop and promote medical tourism in the State.
- xiii. *Healthcare Visa* is an important issue which needs to be taken-up urgently with the Government of India to facilitate easy, hassle-free and friendly approach to foreign patient-tourists coming to Manipur especially from Myanmar for availing medical facilities. At present, citizens of Myanmar cannot visit the State beyond the mandatory 16 Kms without further clearances and permits. Further steps are therefore required to modify the relaxation of RAP/PAP so that these tourists can fully explore freely the land and avail medical facilities. This will also *boost the Indo-Myanmar Border Trade* to a great extent. *Visas may be issued only to patient-tourists booked with a local licensed tour/medical service operator.*

5.4 ADVENTURE TOURISM

- i. The Government would seek to explore and develop the adventure eco-tourism focusing on the following:
 - a. *Loktak Lake* for Water Sports.
 - b. Dzuko Valley located in Senapati District.
 - c. *Hill* and its '*Lily*' and Kangkhui Cave Trekking in Ukhrul district.
 - d. Bunning Meadow, Zeilad Lake, Barak Waterfalls, Khoupum Water Falls, Kicha Hill and Tharon Cave in Tamenglong district.
 - e. Parasailing & Paragliding at Koirengei Old Airfield, Chingnungkok of Imphal East District and Rafting at Barak River. Canoeing, Kayaking and Rowing are also conducted at *Loukoipat, Takmu, Phubala* and Komlakhong areas of *Loktak Lake*.

- ii. Regulations and certification for adventure tourism operators will be introduced so that the minimum standards of safety and conservation are met.
- iii. National Level Guidelines for Adventure Tour Operators to be adopted.
- iv. Use of latest technologies like GPS, Satellite phones, etc. to be encouraged for adventure tour operators recognised by the Government for client safety.
- v. Insurance schemes shall be introduced for adventure tourists.
- vi. Introduction of training courses for adventure guides and adventure tourism subjects in the proposed Institute of Hotel Management at Imphal.
- vii. The Government shall work in tandem with certified and licensed organizations, agencies and NGOs like the Manipur Mountaineering and Trekking Association, etc. for developing and promoting a sustainable adventure tourism industry in Manipur.

5.5 OTHERS

i. MICE Tourism

- a. Meetings, Incentives, Conventions and Exhibitions (MICE) shall be encouraged to capitalise on the seasonal trends of nature tourism.
 - b. Facilitate setting-up of Convention Centres in the State for development of MICE Tourism.
 - c. Creation of a database of scientific, technical, medical associations, convention centres, and convention services.
 - d. Training manpower specifically for the MICE industry.
- ii. **Shopping** shall be recognized and developed as an integral part of tourism. The development of dedicated shopping centres for traditional handloom and handicrafts designated along the lines of village Haats like 'Dilli Haat' and 'Shilpgram' shall be encouraged and information on where to procure specific items made available through shopping guides and websites.
 - iii. Special attention to popularize the unmatched variety of local Cuisines. It is proposed to create a highly skilled workforce of indigenous culinary professionals through innovative incentive scheme.
 - iv. Imphal shall be positioned as the Cultural Capital of Manipur supported by an ongoing and vibrant calendar of cultural events.
 - v. Domestic tourism in India is mainly pilgrimage related and Manipur should take advantage of this opportunity. Travel facilities as well as facilities at Pilgrimage Centres need to be strengthened and made more tourist-friendly. Pilgrimage Centres may be identified and integrated with new domestic tourist circuits wherein transport, accommodation, catering, and pilgrimage are all synergized to make pilgrimage tourism into a popular and comfortable mode.

- vi. Historical sites like *INA Complex, Moirang; Japanese War Memorial, Maibam Lokpa Ching; War Cemeteries, Imphal; Baruni; Koubru; Kaina*, etc. may be promoted. Similarly, heritage sites like *Kangla Fort, Imphal; Govindajee Temple-Wangkhei-Ningthem Pukhri-Ramjee Temple Complex* would be developed and promoted.

5.6 COMMUNITY TOURISM

Any Tourism Policy needs to be committed towards enhancing community-based tourism, which is all about sharing the local natural resources with the world. By doing this, State can reap sustainable benefits and conserve the natural environment.



ACTION PLAN

The following is a list of action points emerging from the Manipur Tourism Policy, 2014 indicating the Ministries/Departments/Agencies responsible for implementing these actions:

6.1 Action points relating to Facilities

a. Nature Interpretation centre

A separate Nature Interpretation centre may be set-up to educate people including tourists about the richness of biodiversity of the State, Acts, Rules and Guidelines of Ecotourism and also to inspire a sense of appreciation and understanding value of nature.

b. Tourist Interpretation Centre at Imphal

Setting-up of Tourist Interpretation Centre as one stop tourist reception centre to cater to various needs of travelers, foreign as well as domestic and offer air and train reservations, money changing counters and information about all tourist centres with e-connectivity and networking facilities to all State tourist offices.

[Action: Tourism and Art & Culture Department]

c. Augmentation of Air Seat Capacity

- Assessing sector wise and season wise air seat capacity, and load factors and augmentation of capacity in the critical sectors by the National Airlines.
- Improvement of accessibility in State. Special attention would be given to areas having important tourist centres which are not connected by trains/buses. Promoting arrivals in destination of interest by creating hub and spoke operations. Giving impetus to Heli Tourism and Helicopter services to areas not serviceable by fixed wing aircraft.
- Construction of airport/helipads on Built-Operate-Transfer (BOT) through private sector participation.
- Up-gradation of Imphal Airport as an International Airport.

[Action: Ministry of Civil Aviation]

d. Rail Services

- Introducing tourist trains. Special funds need to be earmarked for this purpose.
- Improving hygienic conditions, environment and passenger facilities in and around Railway Stations serving important tourist centers.
- Construction of budget hotels at important railway nodes.

[Action: Ministry of Railways]

e. Road Network

- Development of public transport infrastructures like bus terminals, parking yards equipped with public conveniences and hygienic eating joints are developed at important tourist destinations, besides improving the roads. PWD would strive to provide seamless road connectivity to major tourist spots.
- The State Transport Authority Manipur may also consider grant of contract carriage permits in respect of intermediate public transport vehicles for enhancing connectivity in between important tourist destinations with District Headquarters/Sub-Divisional Headquarters of the State.
- Providing wayside amenities along with filling stations at a distance of about 60 kilometers on all the highways connecting important tourist centers.
- Providing standard signage's on all roads leading to tourist spots.
- Ensuring uninterrupted inter-state movement of tourist coaches and vehicles through rationalisation and single point collection of taxes.

[Action: Ministry of Road Transport & Highways + State PWD + Transport Department]

f. Maintenance of Heritage Sites and Improvement of Tourist Facilities

- Ensuring proper maintenance and professional site management of important tourist attractions/monuments under the control of Archaeological Survey of India/State Archaeology Department.
- Involving local authorities, trusts, etc. in the restoration/preservation of tourist attractions and maintenance of the surroundings.
- Providing world class tourist facilities, amenities and landscaping of area around important monuments in a phased manner.
- Identification, documentation and video publishing of all the monuments which are great tourist attractions.

[Action: Archeological Survey of India and Art & Culture Department]

g. General Improvement of Tourist Facilities

- Computerisation of the system of issue of Visas by the Embassies/High Commissions.
- Introduction of issue of Visas on arrival atleast for 15 days at the airport and at India-Myanmar border at Moreh.
- Distribution of tourist information brochures through Indian Embassies/High Commissions.

- Streamlining of luggage handling systems at the airports to ensure that the luggage is transported and cleared within 30 minutes after the arrival of the flights.
- Improving tourist facilitation services at the airports by adopting technological solutions and imparting training to functionaries at the cutting edge level like customs and immigration officials, taxi drivers, guides, etc.
- Introduction of air-conditioned taxis with electronic fare meters at the airports.
- Provision of special taxi and coach enclosures extending from arrival halls at the airport and controlled by security staff so that passengers can queue up easily and pick-up taxis and coaches without hassles.
- Mounting Video-Cameras in strategic places inside and outside arrival areas to prevent corruption and for security purpose.
- Augmenting information services at the airports.
- Removal of PAP restrictions.
- Provision of money changing facility in all the tourist centers.
- Providing international standard signages at tourist centers, airports, railway stations, bus stands, etc.

[Action: Ministry of Home Affairs, Ministry of External Affairs, Ministry of Civil Aviation, Ministry of Finance (Department of Financial Services) and State Government]

6.2 Action Points relating to Information

- It is imperative and pertinent to have a proper public information system both online and offline with specific reference to tourist information system pertaining to availability of public transport/intermediate public transport system having link with respective information for important parking places/halting stations/terminal points, distance between place of origin and destination, rate of fare, mode of transport and duration of journey etc.
- Setting-up a chain of exclusive souvenir shops stocking specially manufactured and beautifully packed information books and other souvenir items at important tourist places in a professional manner.
- Introduction of audio-guides at the important tourist places on a commercial basis.
- There have been revolutionary changes in the computer and communication technologies and other relevant sectors, which are still changing. Such technologies have helped sharing of information globally to the advantage of all. Information Technology for improving visitor information and facilitation should be effectively used. Setting-up of Touch Screen Information Kiosks, development of Tourism Portals with links to all tourism related web sites, production of CD-ROMs, creation and maintenance of websites, introduction of

computer based information and reservation systems, use of virtual reality systems and video-conferencing for tourism promotion, etc. are the activities proposed in this regard.

[Action: Tourism, Information Technology and Art & Culture Department]

6.3 Action Points relating to Safety and Security

- Launching of campaigns through local bodies, non-governmental organisations, youth centres, etc. to create awareness about the traditions of Manipuri hospitality and the importance of providing an assurance of safety and security to tourists so as to control touting, extortion and harassment to tourists.
- Providing a separate legal framework for the protection of tourists and their belongings may not be necessary and rather the existing laws needs to be enforced and police would have to take preventive steps to ensure safety and security of tourists.
- Providing an institutional mechanism to deal with the complaints received from tourists and the industry so as to create a better security perception amongst actual and potential visitors. This could be done after official announcement of tourist spots in the State, if necessary, Police Outposts/ Tourist Booths may be set-up under the control of the concerned Police Stations and District SPs.
- Introducing tourist police at important tourist centres. Necessary infrastructure and equipment would be provided by the State Government for the identified Police Outposts/ Tourist Booths and the personnel deployed given specialized training.
- Strict prohibition of soliciting and enticing of tourists both within the airport premises and in its immediate neighbourhood by unethical operators and traders and keeping both the airports and its vicinity tout free.
- State Government to enact suitable legislations on travel trade/tourist police for protection and security of tourists.

[Action: Ministry of Tourism, Ministry of Home Affairs and State Government]

6.4 Action Point relating to Infrastructure Development

- In order to off-set the specific constraints of tourism industry and to put in place the required infrastructure as quickly as possible, particularly in less developed areas, appropriate incentive schemes would be considered. It would also be the endeavour of the State Government to rationalize taxes and to allocate suitable land for tourism purposes at reasonable prices, harmonize movement of tourist transport across State borders, etc.
- Efforts will be made to prepare Master Plan for land use in each tourist destination/urban centre for infrastructure purposes. Tourism and Art & Culture Departments would be associated to effect any changes in the Master Plan relating to land use for tourism infrastructure.

- It will be the endeavour of the Government to provide single window clearance facilities in the areas like allotment of lands, environment, electricity, water, sewerage, etc. in order to facilitate speedy implementation of tourism projects.

[Action: Tourism, Art & Culture, Revenue, MAHUD and Town Planning Departments]

- Development of tourism to the extent desired would involve heavy investments in infrastructure. The resources for such investments have to come mostly from private investors, financial institutions and external borrowing. Financial viability and commercial returns are the guiding factors in such investments. Very often, it would depend on investments to bridge certain critical gaps in infrastructure which by itself may not be commercially remunerative. Special funds have to be, therefore, created for such investments. The institutions like Tourism Finance Corporation of India (TFCI) may be approached and a special fund namely Tourism Development Fund may be set up for development of Tourist Infrastructure. In case State Plan funding is involved, Planning Department would be consulted.

[Action: Tourism & Finance Department]

6.5 Action Point relating to Cooperation

- Encouraging Panchayati Raj Institutions, local bodies, religious trusts, co-operatives, and other community level institutions to take-up tourism promotion activities through the general rural development and employment generation programmes and specific rural tourism development schemes.
- Encouragement of non-governmental organisations to create and manage tourist facilities.
- Involvement of non-governmental organisations to create environmental awareness on Eco-tourism, national parks and urban/rural hygiene in tourist centres.
- Involvement of local community in the formulation and implementation of tourism development plans through District Tourism Promotion Councils, etc.

[Action: Tourism, MAHUD and RD & PR Departments]

6.6 Action Point relating to Conservation

- Formulation and publication of appropriate policies and guidelines, creation of public awareness about such guidelines, etc. are the activities envisaged in this regard apart from providing the requisite legal frame work for ensuring social, cultural and environmental sustainability.
- Destroying of natural environment, archaeological monuments, mountains and places of natural beauty; disruption in the eco-system of environmentally sensitive regions; destruction of traditions in the culturally sensitive areas; clandestine selling of antiques, bio-piracy of endemic floral and faunal species and vandalism are some of the possible adverse effects of unimaginative and unregulated development of tourism.

[Action: Tourism, Art & Culture, Forest, Environment & Ecology Department]

6.7 Action Point relating to Product Development and Promotion

- Giving guidance and financial assistance for preparing tourism Master Plans and perspective plans identifying tourism resources, prioritising development circuits and projects and specifying the most suitable forms of tourism.
- Implementing integrated/intensive development of tourist destinations after assessing the carrying capacity, local aspirations and the benefits likely to accrue to the community.
- Involving the Town and Planning Department and integration of spatial-economic development plans with tourism development.
- Focusing on the development of Eco-tourism.
- Developing the places of pilgrimage by providing the requisite infrastructural facilities with a view to promote domestic and international pilgrim tourism.
- Develop a clear identity/theme around some important existing attractions and package them to offer an attractive product.
- Expand 'Events Tourism' through organization of events such as sports, conferences etc.; also market existing cultural and religious festivals as tourist attractions.
- Expand 'Shopping Tourism' through good value for money with the exquisite range of hand-crafted products made in the State.
- Develop 'Lake Cruise Tourism' at Loktak Lake.
- Developing heritage and village tourism as a package by identifying and developing villages around heritage properties, which have already been restored.
- Diversifying the tourism product to make Manipur an unique multi-attraction tourism destination which can meet the needs of all forms of tourism particularly rural tourism, eco-tourism, adventure tourism, incentive tourism, conference and convention tourism, etc.
- Developing natural health resorts.
- Developing seamless inter-modal transfers by improving linkages.
- Amusement parks promote tourism by attracting both international and domestic tourists, generate demand in the transport, accommodation and service sectors and create employment opportunities. The State Government will prepare appropriate guidelines to encourage private sector to invest in development of amusement parks.

[Action: Tourism and Art & Culture Department]

- People's Participation in Development of Tourism: The approach for the future development of tourism has to take into account both the needs for selective development and the demands of a wide cross section of domestic tourists. The activities in this regard would include:
 - i. Creating public awareness about economic and social benefits of tourism amongst administrators, planners and the masses through seminars, workshops, presentations, etc.
 - ii. Launching entrepreneurship development and self-employment programmes to involve the educated youth in providing various tourist facilities and services and thereby creating employment opportunities.
 - iii. Integrated development of special tourism areas and selected circuits.

[Action: Tourism, Commerce & Industries and Labour & Employment Department]

- Integrated Development of Tourist destinations: Tourist traffic to the State is largely confined to certain selected centres and destinations at present. There is also a fair level of seasonality in the tourist arrivals. The choice of new destinations for development will have to be based on their intrinsic attractions, potential for development and the carrying capacity as well as availability of resources. Such development will be guided by well-conceived master plans, and executed by specific Tourism Development Authorities. Adequate backward and forward linkages will also be established to ensure adequate flow of benefits to the local community.
- Creation of Tourism Economic Zones.
- Constitution of Tourism Development Authorities/ Committees.

[Action: Tourism Department]

- Diversification of Tourism Products: The main strength of Manipur tourism at present is its cultural attractions, particularly, the monuments and archaeological remains, its art, handloom & handicrafts and colourful fairs & festivals. The State is also endowed with a number of other tourist attractions and options including forests, wild life and landscapes for eco-tourism; mountain peaks for adventure tourism; heritage sites for heritage tourism; etc. There are also facilities for conference and convention tourism, Lake Cruise tourism and shopping tours. Development of natural health resorts of Yoga, Ayurveda etc. along with rural tourism, adventure tourism and eco-tourism may be given adequate attention.

[Action: Tourism Department]

- Sustainable Development of Tourism: Assessment of **Carrying Capacity** and Environment Impact Assessment studies would be insisted while developing tourism in ecologically fragile areas and all developmental activities will be guided by such studies. The other activities in this regard would include:

- i. Providing a legal frame work through appropriate legislation for ensuring social, cultural and environmental sustainability of tourism development and protecting the tourists.
- ii. Evolving specific policies and guidelines for the development of specific forms of tourism like eco-tourism, adventure tourism, etc.

[Action: Tourism and Forest & Environment Departments]

6.8 Action Points relating to Promotion and Marketing

- Achieving effective co-ordination and synergy with other Departments, agencies and the private sector in tourism promotion and marketing.
- Fully utilising the Indian Missions abroad for tourism promotion and related activities.
- Identifying potential tourism markets and segments and adopting focused marketing strategies based on research to make promotional and marketing efforts cost effective.
- Enhancing the image of Manipur as a fascinating multi-attraction and multi-activity destination with rich cultural heritage and a vibrant society.
- Organizing photo exhibitions and creation of a photo library.
- Launching of a multi-media CD-ROM and creating an integrated website on Manipur tourism.
- Developing a clear identity of Manipur Tourism product by promoting selected theme based tourist attractions.

[Action: Tourism and Art & Culture Departments]

6.9 Action Points relating to International Cooperation

- Ensuring active participation in the activities of international agencies like United Nations Development Programme (UNDP), Economic and Social Commission for Asia and Pacific (ESCAP), World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), Indian Ocean Tourism Organization (IOTO).
- Enhancing multilateral co-operation in tourism with different groups of countries like Association of South-East Asian Nations (ASEAN), Bangladesh-India-Myanmar-Sri Lanka-Thailand-Economic Co-operation (BIMSTEC), South Asian Association for Regional Co-operation (SAARC), etc.
- Strengthening tourism promotion and investment through multilateral and bilateral agreements.

[Action: Tourism Department]

6.10 Action points relating to the Economic and Social Benefits

- Standardization of statistical definitions and methods of data collection, tabulation and dissemination.
- Strengthening of statistical machinery and improvement of statistical systems on tourism.
- Development of Tourism Satellite Accounts in association with the Department of Economics & Statistics to estimate the economic benefits of tourism precisely and regularly.
- Undertaking tourism impact assessment studies and case studies.
- Launching of tourism awareness campaigns at all levels of society.

[Action: Tourism and Economics & Statistics Departments]

6.11 Action Points Relating to Professional Excellence

- Strengthening the institutional set-up for human resource development including the setting-up of an Advanced Institute of Hotel Management and a Culinary Institute.
- Qualitative improvement and modernization of existing training institutions.
- Setting-up atleast one Food Craft Institute.
- Improving the standards of training in private institutes through accreditation and quality control.
- Setting-up a Manipur Tourism Documentation Centre equipped with modern technology to function as a repository of research findings and publications on tourism.
- Involving the tourism industry in human resource development activities and encouraging them to set-up independent training facilities.
- Streamlining and strengthening of guide training and training of other grass root level workers.
- Introduction of optional courses in tourism related topics at Graduate and Under Graduate levels in order to meet requirement of trained personnel in this sector.

[Action: Tourism Department]

6.12 Action Points Relating to Clash of Policy

- Whenever and wherever there is a clash of policy between Tourism Policy and other Government policies it shall be brought to the 'Cabinet' for a decision.

STRATEGY FOR IMPLEMENTATION OF ACTION PLAN & PROMOTION OF THRUST AREAS

Tourism, as a multi-sectoral industry, involves complex and close relationship with various interlinked departments, agencies, organizations and service providers. A systematic, planned approach is necessary to optimally allocate/utilize limited resources to sensitize and guide all these stakeholders on a common, shared vision which is very essential for a highly efficient, responsive tourism industry. The multiplier effects and benefits of tourism can thus percolate to all stakeholders and the people.

The overall vision of the development of tourism in Manipur embodied in this policy is endeavoured to be achieved through five key strategic objectives viz., positioning tourism as a State priority, enhancing Manipur's competitiveness as a tourist destination, improving and expanding tourism product development, creation of world class infrastructure and effective marketing plans and programmes. Thus, the strategies and action plans to be adopted to fulfil the dream of making Manipur a *'tourism hotspot'* in the coming years are underlined as follow:

7.1 PRIORITIZATION OF DESTINATIONS & INFRASTRUCTURE

Quality infrastructure is essential for developing tourist products and for providing better services to both domestic and international tourists. Creation of tourism infrastructure would have favourable impact on overall economic growth, employment generation and on the preservation of art, culture, and heritage. Tourism projects like destination development are capital intensive, commercially unviable, and require financial support from the government. At the same time, it is necessary that such infrastructure is created with professional expertise of architects/landscaping experts and is then privately managed through a transparent process. Large revenue projects such as setting-up of hotels, convention centres, golf courses, etc., normally have substantial gestation periods. These facilities need to be created by private initiative with the government acting as a facilitator and catalyst.

Prioritization of projects is absolutely necessary to put scarce resources to best use. The need of the hour is to *create a few success stories* and the momentum & dynamics of the tourism industry is expected to take over. Tourism in Manipur is proposed to be developed in a focused and phased manner to create Special Tourist Zones/Clusters based on the *tourism index of scenery, accessibility, accommodation and safety*. Infrastructure projects shall be implemented in an integrated, time-bound and cost-effective manner and further maintained in an orderly fashion.

- i. **Phase – I (2014 to 2017):** The first phase shall include infrastructure development for *accommodation facilities at Imphal City* and surrounding areas, *beautification and commercial avenues at Moreh Town*, and *beautification and accommodation facilities at Loktak Lake Complex* especially at the Sendra Island.
 - a. Imphal City is the main entry point of tourists to Manipur. Since proper roadways and railways have not yet been effectively developed, air travel is the preferred mode of

transportation of tourists to the State. Air travel needs to be further strengthened along with improvement of roads and introduction of railways.

- b. Lack of standard accommodation facilities in Imphal City has been a major hindrance to the growth of tourism in Manipur. *Up-gradation of existing tourism infrastructure and infusion of fresh facilities in Imphal City and surrounding areas* shall, therefore, be pursued. All measures shall be adopted to build only star category hotels and facilities. The makeover of Hotel Imphal to a five star category hotel is an endeavour in this particular direction. Infrastructure development shall also include construction, renovation and maintenance of parks, monuments, museums, zoo, public conveniences, parking structures, etc. Moreover, shopping complexes, trade centres, emporiums, leisure & entertainment multiplexes, art& culture centres, amusement parks on the line of 'DilliHaat' and adventure complexes shall be developed.
- c. More funds could be thrust into ensuring better development of the historical *Kangla Fort*, as a significant measure to attract tourists, which at present is currently under development, and may be made open to public on Wednesdays too. The Govindaji Temple, Bhagyachandra Open Air Theatre (BOAT), Commonwealth War Cemeteries and Khongampat Orchidarium are other important places which should be nurtured for tourist interest.
- d. There is a keen interest of tourists arriving in Manipur to visit Moreh Town. In view of India's Look East Policy and the Trans-Asian Highways and Railways, Moreh Town assumes a great importance and a strategic advantage to the growth of tourism in Manipur. Furthermore, this border town is deemed to become an unique entry point to Manipur and India for the people of South-East Asian countries, once there is equilibrium of trade and services between the neighbouring nations. The Government would take advantage of this opportunity and beautify and *develop Moreh Town into a 'Commercial Hub'*. Star category hotels and other accommodation facilities, trade centres, leisure avenues and beautification of Moreh Town shall be taken-up earnestly.
- e. *Loktak Lake Complex* including the floating Keibul Lamjao National Park (KLNP), the INA Complex and the Sendra Island constitute an unique feature that is rare in the world. This 'Complex' shall be developed, beautified and accommodation facilities shall be constructed with vigour to make it a major nature tourism attraction. *Star category resorts, time share resorts, stand alone catering units & restaurants, spas, yoga centres, hobby-fishing facilities, outdoor nature facilities viz., house boats, floating restaurants, etc. shall be developed with a planned, environmental friendly approach.* Water sports like canoeing, kayaking, boat rides and safaris to the National Park shall be organized and promoted.
- f. Homestay concept would be promoted in a planned manner, especially in the interior areas for providing an unique experience to the visiting tourists.
- g. The existing tourism infrastructure as well as the ones which are coming-up/would come-up, be managed on Public Private Partnership (PPP) and a suitable policy for Sub-Letting of Tourism Infrastructure/Assets on PPP basis would be evolved by the Government. The selection of the license/ lessee would be made by fair and transparent

procedure and the rate of royalty/ lease fee to be received by the Government would be decided in consultation with Finance Department.

- h. Under the existing law, no new structures can be constructed within 100 meters of protected monuments and this need to be kept in mind while developing and improving such protected monuments for tourism purposes
- ii. **Phase – II (2018 to 2021)**: The second phase will try to cover and establish Hill Stations at Tamenglong and Ukhrul Districts. In addition, the Lamdan Adventure Tourism Complex, Churachandpur District and the Dzuko Valley in Senapati District shall be developed into a world class adventure avenue and camping sites. Moreover, distinct war memorial sites and heritage places shall be identified and developed for pilgrimage and culture tourisms.
- iii. **Phase – III (2022 to 2025)**: The third phase will try to identify and develop potential tourism sites all over the State. This will essentially include intense development of rural tourism industry and ethnic living in places like Nambol, Lamdan, Tamei, , etc.
- iv. The proposed Phase-I, II & III would be adequately dovetailed with the tourism development which may be taken-up at the time of implementation of Integrated Tourism Plan for the North-Eastern Master Plan for the North-Eastern region which has been prepared by M/S Tata Consultancy Services (TCS) under NEC/DoNER and in consultation with the Ministry of Tourism.
- v. Simultaneously, infrastructure augmentation like way-site facilities, lodges, rest houses, etc. at identified tourist circuits/destinations focussing on these prioritized mega destinations shall be taken-up.
- vi. Convergence shall be followed with mega projects and industries like the Jawaharlal Nehru National Urban Renewal Mission (JNNURM), Civil Aviation, Road Transport & Highways, Railways, Food Processing Industries, etc. The approach for large infrastructure development would thus be based on integrated development of tourism. This initiative addresses the 12th Plan challenge of Managing Urbanization.
- vii. Planning for infrastructure development should adhere to the concept of *last mile connectivity* for electricity, water supply, approach roads, waste disposal, sanitation, etc. The 'last mile connectivity' shall also be proposed to be lengthened to 30-40 Kms.
- viii. Introduction of contemporary international measures/standards for the hospitality sector by constant review of policies/guidelines.
- ix. Different measures to be taken-up against high cost and low availability of land hampering growth of hotels.
- x. The physical infrastructure for tourism includes accommodation units, roads, power, water supply, sewerage and telecommunication. This underscores the need for inter-sectoral convergence of infrastructural schemes and programmes that could support tourist destinations. The Government would create world class infrastructure meeting all the essential criteria to cater to both domestic and foreign tourists.

7.2 SPRUCING-UP OF IMPHAL CITY & OTHER MAJOR TOURIST DESTINATIONS:

- i. Imphal, the Capital City of Manipur, is in need of urgent up-gradation of its existing infrastructure. Somehow or other, the first look at the City does not give positive impression to the visitors. Right from the airport upto all major points in the City, we see most of the properties are un-plastered with steel bars jutting-out from the pillars. In fact, one does not get a feel of passing through the City.
- ii. The other tourist attraction at Sendra-Lokak-Moirang and Moreh border town are no different and situation there even worse.
- iii. The historic Khwairamband Nupi Keithel No. 1, 2 & 3 (popularly known as 'Ima Market') which are all run by women vendors and have been reconstructed recently with Government of India's assistance are in the condition of disrepair. The basements and the first floor of these markets remain un-occupied/unused. These 3 (three) markets have not been repaired after inauguration and do not give a good sight to the visitors. Further, many of the lights are not functional and efficient system for Solid Waste disposal is missing.
- iv. To overcome these major deficiencies, the Government would take proactive actions to make Imphal City impressive and vibrant by taking the following steps:
 - a. The Government would lay down policy/instructions mandating the owners of all the properties on the major roads e.g. from Airport to Andro Parking, Mantripukhri to Manipur University, Palace Compound to Hapta, all buildings in Thangal Bazar, Paona Bazar and adjoining area, B. T. Road (from Kangla Fort to Uripok) and other connecting roads to plaster exteriors of their properties, remove hanging steel iron rods and paint the exteriors as well as their roof tops to provide a good look and urban face to the City.
 - b. The Government would takes urgent steps for efficient collection of Solid Wastes from house to house and its proper disposal, if needed by involving NGOs/PPP mode.
 - c. All street lights should be made functional in Imphal city and high mast illuminations should be installed at key locations.
 - d. Efforts should be made to improve law & order situation and keep the shops and other establishments opened upto 9:00 PM in summer and upto 8:00 PM in winter. This would provide free movement & avenues to explore in the evening to the visitors.
 - e. Khwairamband Nupi Keithel No. 1, 2 & 3 should be immediately repaired and renovated. Further, to make these markets lively and a major tourist attraction, it is suggested that the Government would consider providing all women's run facilities viz. State Cottage Industries Emporium, Bank, Cafeteria, Musical Show/Performances, IT establishment

and other activities without creating any conflict of interest with existing vendors occupying the ground floor.

- f. Providing appropriate signages at different location, up-gradation of foot paths and drains, comprehensive repairs of all the city roads etc.
- g. The Government would take-up comprehensive development of River Fronts along the bank of the 3 (three) major rivers flowing through Greater Imphal Area i.e. Imphal River, Nambul River and Kongba River and try to adopt eco-friendly technology and developed these as 'Living Rivers' with a balanced mix of greeneries and infrastructure to be created for the purpose.
- v. Similar actions would be taken by the Government to upgrade the Urban Infrastructure at Sendra – Loktak – Moirang as well as Moreh Town at Indo-Myanmar border.

7.3 HUMAN RESOURCE DEVELOPMENT & CAPACITY BUILDING

- i. Tourism Sector in the Manipur shall prepare itself to meet an exponential demand for the workforce at managerial, supervisory, skilled and semi-skill levels. This increase in growth will have a direct impact on the demand and supply mismatch for providing satisfactory service to visiting tourists.
- ii. Human Resource Development for the hospitality sector and capacity building for the service providers are absolutely essential for the growth of tourism industry. The Government shall strive for excellence in the tourism sector by ensuring availability of trained manpower. Regular interactions and meetings with various stakeholders to maintain a continuous flow of ideas and taking new/corrective measures to perform its task efficiently shall be taken-up. Knowledge and capabilities of the officers and staffs shall be enhanced by refresher training programmes, deputing them to national and international seminars/workshops on new areas of tourism development site, visits to successful tourism spots, learning from the best practices around the world, etc.
- iii. Workshops to assimilate success stories and do an in-depth analysis would be conducted regularly. Training and professional education with necessary infrastructural support for generating manpower to meet the needs of tourism hospitality industry, both quantitatively and qualitatively and to put in place a system for the same, to provide In-service Training/Up-gradation to the existing service providers. Guides to be inducted and regular training programmes/refresher courses/workshops organized to ensure that guides remain updated. Skill testing and certification of existing service providers as well as enhancing the skills of the stakeholders in private and community would be undertaken.
- iv. Professional education system in the field of Tourism by introducing tourism related regular courses such as Bachelors in Tourism Studies, Post-Graduate in Tourism Studies and Ph.D. in Tourism Studies at University level. Also, short duration and diploma courses in hospitality and travel-tourism programmes shall be conducted through the upcoming Institute of Hospitality Management (IHM). Scholarship programmes would be introduced for Tourism allied subjects and specialized courses in the Hospitality sector in other State Universities

and Colleges to bring academic excellence and to encourage research activities in these fields. The Government shall endeavour to include tourism as a non-credit compulsory subject in the syllabi from Class-VIII to Class-X standard in the State. This will inculcate among the youths of the State a sense of our traditional hospitality and good mannerism for the development of tourism.

- v. Tourism industry shall be managed as an enterprise with professional inputs at all levels. The Hospitality Sector in Manipur needs both extensive awareness of all communities and intensive capacity building of hotel staffs, tourist guides, drivers, cultural establishment and shopping centres. The Government seeks to put in place both long term and short term plans for Capacity Building in Hospitality Sector, not only in tools, techniques but also in changing perspectives, motivation and identity.
- vi. Tourism Entrepreneurship Development (TED) and enhancing professional skills of front and field manpower are the areas which shall receive priority.
- vii. Mobile training units for community service providers in rural areas identified for the development of rural tourism and home stay concepts.
- viii. For the young *untrained staffs* who continue to join the industry, the Government should, through short-term training programmes, build capacities in order to provide quality service. A scheme is required to be mooted to examine and certify the large number of industry/conventional trained skilled manpower available in the State.
- ix. Government of India's existing scheme of 'Train the Trainer' shall be strengthened and implemented in the State for boosting availability of adequate trainers for training. Intensive Training of personnel in different sub-sectors of Hospitality Industry would be taken-up regularly under 'Hunar-Se-Rozgar-TakYojna' as well as other schemes of the Government of India – both directly through IHM as well as in PPP Mode.
- x. The training programmes must cover the skill development in general for fresh candidates, specialized skill development including language courses, for fresh as well as existing service providers, basic skill up-gradation in general for existing service providers, training of trainers programme, and creating awareness of tourism benefits/knowledge in urban and rural areas.
- xi. As an important step in capacity building, a State Institute of Hotel Management, Catering and Applied Nutrition would be set-up in Imphal.

7.4 PUBLIC PRIVATE PARTNERSHIP (PPP)/PUBLIC PRIVATE COMMUNITY PARTNERSHIP (PPCP)

In a number of developing countries, tourism partnerships between the Government, private sector and local communities are becoming a growing phenomenon especially as communities are increasingly gaining rights to wildlife and other valuable tourism assets on their land through policy changes on land tenure. In other cases, partnerships are developing on private land as tourism operators recognise that not only is local support essential for the long-term

maintenance of the tourism assets on which the industry depends, but that many communities have cultural resources which can greatly enhance or diversify existing tourism products.

The strategic vision is to enhance the tourism potential of Manipur by integrated development of tourism infrastructure by tapping tourism potential along key tourism circuits and leverage the sectoral & product development through Public Private Partnership (PPP)/Public Private Community Partnership (PPCP) to achieve sustainable and economic development. This partnership shall be based on the following objectives and principles:

- i. The development of tourism in the State shall be based on a *common shared vision* involving a mutually beneficial and legally-binding contract among various stakeholders which shall include the Government, travel trade and hospitality sector, investors, venture capitalists, establishments and associations, scholars, domestic and foreign tourists, and the community. The partnership shall be focused on the provision of assets and the delivery of services by allocating responsibilities and business risks among the various partners. Emphasis shall be on promoting integrated development of tourism facilities on Public Private Partnership (PPP) /Public Private Community Partnership (PPCP) which may require creation of Special Purpose Vehicle (SPV) to cover different aspects of Hospitality/Tourism Sector.
- ii. A PPP/PPCP seeks to provide an *opportunity* to improve service delivery, improve cost-effectiveness, increase investment in public infrastructure, reduce public sector risk, deliver capital projects faster, improve budget certainty, make better use of assets and poverty alleviation. Community partnership, at times, is essential to generate purchasing power in the hands of the weaker sections of the society and lead to their empowerment and social inclusion.
- iii. General guidelines for the partnership shall include identifying partnership opportunities, finding out about prospective partners, selecting partners, getting assistance, negotiating the financial and non-financial components, deciding on the duration of the partnership, formalizing the partnership, and monitoring, reviewing and amending the deal. The PPP/PPCP project cycle shall essentially cover the inception, preparation period, feasibility study, project term, procurement, signing of the PPP/PPCP agreement, development, delivery, exit, monitoring and review.
- iv. The partnership shall contain transitional arrangements; service and financial obligations; obligations of private party, including its residual functions, and those of the Government regulatory body; provision for leasing charges, rate adjustments and dispute resolution; and other contract conditions. *Transitional arrangements* relating to transfer of employees, liabilities/revenues, accounts receivable, facilities, existing projects, cash and marketable securities would have to be defined. *Service obligations* should provide coverage and quality standards. *Financial obligations* include size of equity investments, bond and the various fees intended to free the Government from subsidizing, besides working out a Revenue Sharing Model.
- v. The Government shall be actively involved throughout a project's *life cycle* from licensing, financing to regulation. The private sector shall be responsible for the commercial functions viz., project design, construction, finance, operations and management. In fact, *risk transfer* from the public to the private sector shall be a critical element of all partnerships. The goal

is to combine the best capabilities of the public and private sectors for *mutual benefit*. Under this arrangement, the private sector partner is deemed to gain a relatively stable, long-term investment opportunity. On the other hand, private firms would also use their own strengths and abilities to add value to the arrangements by bringing in management efficiencies, innovation to offset risks and costs and by potentially increasing its values.

- vi. Proceeding with a PPP/PCP arrangement may be most appropriate when the following characteristics are available:
 - a. There is a significant opportunity for private sector innovation in design, construction, service delivery, or use of an asset involving the community;
 - b. Clearly definable and measurable output specifications can be established suitable for payment on a services delivered basis;
 - c. An opportunity exists for the private sector partner to generate non-government streams of revenue, to help offset public sector costs;
 - d. Some risks can be transferred to the private sector and the community;
 - e. Projects of a similar nature have been successfully developed using a similar method; and,
 - f. The private sector or/and community has sufficient capacity (expertise and availability) to successfully deliver project objectives.
- vii. The Government shall endeavour to *remove barriers to growth* to leverage private sector investment and other issues related to conceptualization, funding pattern and implementation process and possible dovetailing with Ministry of Tourism's Large Revenue Generating Scheme (LRGS) &/or GOI's Viability Gap Funding Scheme. Proposals to be made under the Scheme may be considered for providing LRGS Subsidy &/or Viability Gap Funding (VGF), one time or deferred, with the objective and conditions of making a PPP/PCP project commercially viable; delivering an infrastructure service on payment of user charges; the contract/concession is awarded in favour of a private sector company in which 51 percent or more of the subscribed and paid up equity is owned and controlled by a private entity; the private partner is selected on the basis of open competitive bidding and is responsible for financing, construction, maintenance and operation of the project during the concession period; and the project should provide a service against payment of a pre-determined tariff or user charge.
- viii. The modality of the PPP/PCP may be on *time-sharing basis*, both in terms of period and rights of use to property, in which multiple parties may be managing a particular 'Tourism Unit'. Units may be on a part-ownership or lease/"right to use" basis, in which the shareholders *does not have any claim* to ownership of the property.
- ix. *Role of Government* shall be defined as:
 - a. To provide a platform for corporate and community leaders to meet and exchange ideas.

- b. To create synergies and a more proactive role in facilitating partnership projects and help in its success.
 - c. To encourage industry.
 - d. Quick decision making on policy.
 - e. Simplify procedures.
 - f. Convergence of Government schemes.
 - g. Funding.
 - h. Solve problems.
- x. Role of *Private Industry* shall be defined as:
- a. Get industry involved in the 'Project'.
 - b. Contribute towards resource generation.
 - c. Contribute vital cost effective technology and management expertise.
 - d. Achieve higher accountability and transparency.
 - e. More result oriented and provide long term value for money.
 - f. Better administration and day-to-day coordination.
 - g. Safe, economic and reliable transport.
- xi. Role of *Community/Clubs/NGOs /Other Civil Society* organizations shall be defined as:
- a. Chance to work in a more structured environment.
 - b. Advise partners of local support, requirements and needs.
 - c. Educating community about Government schemes and how to access them.
 - d. Provide local communities support and give them confidence vis-à-vis Industry role.
 - e. Assist in capacity building.
- xii. The selection of a private party or a community organization shall be based on a fair and competitive bidding process and concurrence of Finance Department would be obtained on case to case basis.
- xiii. Payment structure shall be in the form of either a minimum fixed fee for service paid by the Government or through fees collected from users/tourists or through a net revenue sharing model and payments related to the investment and success of the enterprise. In any case, the major investor/stakeholder shall have a majority share in the net revenue generated.
- xiv. The issues of employment, recruitment and wages which shall be settled and negotiated with all partners involved.
- xv. Duration of contract/partnership/lease is absolutely essential for the success of the enterprise. Long lease of not less than 10 (ten) years is necessary for a credible partnership in terms of security, investment and success of the enterprise.

7.5 MARKETING, PROMOTION & PUBLICITY

- i. Manipur needs to develop an *unique market brand*, image and position which cannot be held by any other competitor. The positioning statement should be able to capture the essence of its tourism product to convey an image of the product to a potential customer. For this very specific purpose, the Government has come up with a catchy theme "*Gateway*

to South-East Asia" to promote tourism in Manipur on a clientele model. This unique *brand* seeks to market Manipur Tourism in conformity with the relevance, competitiveness, strategic location and commercial aspects of the State.

- ii. Identification of the most positive vibes of the State, nurturing and showcasing of the tourism products in full cooperation with interlinked stakeholders shall be the cornerstone of marketing and promotion in domestic and international forums with the goal of increasing tourist inflow to Manipur. The Marketing Theory involving 4 'P's is essential and shall also be affected in the Planning, Production, Promotion and Publicity of Manipur Tourism.
- iii. *Planning* is absolutely necessary to enable a leading role in the competitive tourism market, to determine a vision, to anticipate problems, identify opportunities and react quickly to market changes. The Government shall endeavour to prepare a detailed feasibility study that includes all areas of the tourism business; prepare a detailed and realistic business; prepare plans and policies that cover the areas of management, marketing, finance and human resource management, and monitor the plans regularly and adapt them as required to meet unexpected market changes. Planning also involves developing excellent time and task management skills and identifying who is best suited to perform the different tasks involved in managing the industry including outsourcing on PPP/ PPCP basis.
- iv. *Product development* by undertaking research, market trends and prioritization of resources shall be paramount on the game plan of the Government. *Niche Tourism Products* like nature tourism, cultural tourism, medical & wellness tourism and eco-adventure tourism shall be vigorously developed and promoted. Various measures shall be taken-up for enhancing the capacity for growth viz., introduction of new themes like camping tourism, golf tourism, polo tourism, pilgrimage tourism, home-stay tourism and MICE tourism.
- v. The mass tourism market comprises tourists from diverse backgrounds with varied interests, tastes and priorities. *Target Marketing* for Manipur is necessary to fragment this market into smaller, more specific target markets to identify customers who are likely to be interested in particular tourism products. *High-end tourists* are the immediate target and the Government shall effectively tailor the products, marketing and promotions to attract new and repeat business, mainly by customizing products and personalizing services to suit the interests and needs of the identified market segments, and selecting methods of promotion that reach and appeal to these target markets.
- vi. Developing Strategies for Sustained and effective Marketing Plans and Programmes can be achieved by evolving and maintaining a *system of market research* activities to continuously receive, analyse, and respond to information on pricing, security issues, health, safety, quality of tourism services and products, etc., and making use of various technological tools, including the Internet, for advertising to obtain greater and wider impact.
- vii. *Market research* shall be intensively undertaken to access information that can influence product development and sales to determine:
 - a. *Markets most suited to tourism products* by including customer characteristics, such as age, socio-economic background, lifestyle choices and personal values.

- b. *Origin of these markets* to find out a customer's place of origin so that promotions can be targeted.
 - c. *Customer travel style* to determine the way the tourism product is tailored, packaged and promoted by finding out the influences like whether the customer travels independently, with friends or family members, or in a tour group. All these forms of travel have different product preferences, time and cost limitations.
 - d. *Customer budget* to determine a customer's travel expenditure priorities, disposable income and perceptions on value for money are important considerations when pricing the product or package.
 - e. *Customer transport choices*.
 - f. *Cooperation and coordination* because most visiting tourists will not travel to a particular location simply to visit one attraction, but can be attracted to the area if there is a collection of activities available making it essential to create packages for the region. Foreign tourists invariably prefer a package tour to an area which leads to exploring several places in the State/Region.
 - g. *Customer satisfaction* for feedback information that can be used to improve product quality and/or eliminate unpopular or unprofitable products.
 - h. Provide an opportunity on tourism website for customer feedback to ensure the tourism product is represented in the best way possible.
 - i. *Unique Selling Points (USP)* of the most appealing aspects of the product, as indicated by the customers, can influence the focus of the promotional material.
 - j. *Effective promotional tools* like appraisal of the content regularly read by the target market and testing the effectiveness of the current distribution methods by asking customers where they heard about the product; extent of revisits; knowing what proportion of customers currently return, or intend to return, can influence product development decisions and promotions strategy; spending habits. Priorities for customers change regularly, and considering how these changes can affect the tourism business and devise methods to adapt to meet the current trends.
- viii. Making the existence of the Manipur tourism products known in the marketplace is necessary to attract tourists. The strength of the presence in the marketplace will be very much dependent on choosing the most effective distribution channels to reach and then sell to the target markets. *Distribution* using a variety of channels is necessary to extend the promotion and sales of the products and is dependent on target markets.
- a. *Direct sales through the internet* are the most important tool of distribution. Worldwide usage and access to the internet is playing an increasingly important role in the travel planning and decision making processes of customers. Travel planning and booking are among the most popular online activities in major e-commerce markets. Research indicates that more travellers investigate their travel options online. The growth in online travel bookings has outpaced other online sales for many reasons, including access to

extensive information to aid selection; perceived availability of choice; convenience of booking online (from home and out of business hours); and the perception of price advantage. The Government shall establish a vibrant website which essentially broadcasts the State tourism as information, marketing and purchasing tool including transaction and online booking system.

- b. *Traditional distributors*, that play an important part in servicing customers namely *retail travel agents, wholesalers and inbound tour operators (ITO)*, shall be effectively partnered based on reliability of the product and commission. The retail travel agents provide customers with an accessible place to book or enquire about travel products. These agents usually provide a shop-front office for customers in shopping centres and local town centres. Wholesalers provide retailers with travel packages comprising two or more products supplied by different operators. These packages are put together in brochures, which are then distributed to networks of retail agents for display in their travel agencies. Wholesalers can also sell directly to customers. Inbound Tour Operators (ITOs) negotiate contracts directly with tourism operators on behalf of overseas wholesalers. They are responsible for developing itineraries specifically for international travellers. 'Makemytrip', 'Thomas Cook', 'Tripadvisor', 'Cleartrip', 'Cox & Kings' are some trip organizers which the Government may tie-up with.
- c. **Package Tours**: Attractive package tours with schedule tour timetables consisting of multiple destinations, boarding, lodging and meal plans shall be designed keeping in mind the specific need and choices of different tourists. The package tours and the itineraries shall be developed with the help of State Tourism Department by the private sector & tour operators and shall be revised/updated from time to time. The tour Packages shall be distributed to Hotels, Travel Agencies and Tour Operators for them to receive bookings and facilitate the tours under the guidance of the Tourism Department. This approach would provide hassle free travel to the tourist with confirmed bookings and routings, saves time, provides discounted pricing with other ancillary service benefits. Package Tours can be daily tours/weekend tours covering inter/intra city and districts with the option of Group Inclusive Tours (GIT)/Free Individual Tours (FIT) or customized tour package to meet the need and wants of the varied tourists.
- d. **Travel Agencies and Tour Operators**: Travel Agents and Tour Operators (Inbound/Outbound/Domestic) along with Tourist Transport Operators shall be encouraged and sensitized for facilitating smooth movement of tourists within and across State boundaries. Travel Agencies and Tour Operators should get approval from the designated authority for a uniform tourism operation through licensing. The licensing and other regulations are to be reviewed periodically with recommendations for improvements. All the Travel Agents and Tour Operators including Tour Guides and Escorts shall be provided training with established standards for their operation and services.
- ix. *Advertising campaigns* including print and electronic advertising placed in local, regional or national newspapers, ethnic publications, trade and tourist magazines, journals or newsletters, and magazines relevant to the target market should be effective and create a competitive edge based on customer characteristics, timing, competition, value-added services, price, positioning, unique selling points (USP), media available, budget and previous advertising experiences. *Advertising alternatives* using cheaper methods including

leaflets/flyers, canvassing, wholesaler programs, sponsorship of local community events which attract large crowds and significant media coverage and whose participation can improve business exposure, listings and displays, e-marketing and editorial/added-value should be negotiated when purchasing advertising space with different media.

- x. Steps shall be taken-up to promote State tourism viz., strengthening the tourism information offices outside with qualified manpower & infrastructure, participation in travel and trade fairs - domestic and overseas, organizing road shows, FAM (familiarization) trips of media persons, TV teams, film makers, trade representatives, provide brochures/media support, distribution of literature, posters, calendars, newsletter, electronic, print and digital publicity, CDs, jingles, outdoor campaigns and publicity in malls, airports, and other strategic places; tackle visa issues; aggressive marketing of identified niche tourism products; national & international travel associations to be encouraged to have trips to Manipur; and, develop a dynamic-interactive website providing various information in an integrated and cohesive manner. Organizing contests like photography and production of good promotional films needs to be undertaken. MICE tourism needs to be focused on how to fill the low season months of the year. Medical tourism needs to be aggressively marketed and publicized.
- xi. Focus shall be on online publicity which has higher reach and is cost effective. The Tourism Department maintains two websites viz., www.manipurtourism.gov.in and www.sangaifestival.gov.in for online publicity. These two websites would be hyper-linked to the State Government's Official website i.e. www.manipur.gov.in. Mobile applications and social networking site like Facebook, Twitter, Google+, etc. shall be used for quick and cost effective tourism marketing.
- xii. Efforts to make use of technology for higher productivity and improve the methods and processes of working in the tourism sector through *e-governance*, *IT & IT Enabled Services* besides significantly encouraging e-commerce portals to extend effective promotion and marketing support to investors, hoteliers, tour operators, medical facilitators, etc.
- xiii. *Connectivity* is one of the impediments for the growth of tourism in Manipur. Air travel is the strength of Manipur and should play a critical role in enhancing Manipur's competitiveness as a tourism hotspot. Increased capacity and frequency of flights is necessary alongwith improving the standard of facilities and services at the airport.
- xiv. *Tours & Travel operators* shall be encouraged and sensitized for facilitating smooth movement of tourists within and across state boundaries.
- xv. The Government will present awards and citations to excellent entrepreneurs, hoteliers, tour travel operators and other tourism related service providers to encourage and promote the tourism industry in Manipur.

7.6 ESTABLISHMENT OF STATE COTTAGE INDUSTRIES EMPORIUM

The State would establish State Cottage Industries Emporium (SCIE) for promotion of rich and varied local Handicrafts and Handlooms of the State. Towards establishment of SCIE, the State would provide land free of cost to the PPP partner, who would be selected in a transparent manner through 'Open Competitive Bidding'. The selected PPP partner would be responsible for creation of

necessary infrastructure (including construction of building, design, decor & its refurbishment) and also for all the recurring operational expenses. The PPP partner would keep specimen of their products and brochure can be prepared which will indicate where these products are available. The SCIE would be run on profit sharing basis and the PPP partner would share minimum 10% of net profit, to be paid every quarter to the Government.

The proposed SCIE, would be run under a 'Government Committee' and in consultation with Commerce & Industries, Tourism and Arts & Culture Departments. The SCIE would promote Handicrafts and Handlooms unique to the different tribes & ethnic groups in the State and also strive to become place where the visitors not only get attracted to local Handicrafts and Handlooms but also become messengers for marketing the same within India and abroad.

7.7 COMMERCIAL APPROACH

- i. Tourism has been accorded "*Industry Status*" by the Government of Manipur in January, 1987, and was included under the Industrial Policy of Manipur, 1996 and thus eligible to *get all admissible incentives/support accordingly*. However, in the recently notified 'The Industrial & Investment Policy of Manipur, 2013 – (IIPM, 2013)', it seems that somehow Tourism Sector has been left out. Therefore, State needs to consider including 'Tourism Sector' in IIPM, 2013 and thereby enable Tourism Units to avail of all admissible incentives/supports under IIPM, 2013.
- ii. The State Tourism department would delineate the financial cost-benefit analysis of their project proposals at the beginning till the sustained level is attained by the Tourism Industry in the State. Weightage may be assigned for better economic benefit w.r.to the cost involved.
- iii. The main objective of the development of Tourism in the State is to create employment opportunities and thus improve livelihood. To facilitate this objective, *exemption from Luxury Tax, VAT, Stamp Duties*, etc. be considered for specific units as per the requirements and on case to case basis, with prior concurrence of Finance Department. These incentives are an essential pre-requisite to attract investment from the private sector.
- iv. Incentives and subsidies may be considered in future for creating infrastructure in terms of 'Tourism Units' for promoting the growth of tourism. Tourism Units and enterprises for Hospitality Sector would be provided assistance and facilitated under the Industrial and Investment Policy of Manipur, 2013(IIPM, 2013). Further, the Government would sponsor proposals from the entrepreneurs in Hospitality Sector on priority and recommend the same to the Government of India for sanction and assistance under North-East Industrial and Investment Promotion Policy (NEIIPP), 2007.
- v. To begin with, a proposal would be considered for providing incentives to the tune of *20% for a new 'Tourism Unit' involving one crore rupees and above* in concurrence with Planning and Finance Departments. The 20% of the capital cost of investment on land, building, water supply, plant and machinery, *subject to a ceiling of Rs 35.00 lakhs*, shall be provided for all tourism related activities subject to the condition that the financial assistance will be released only after the completion and commencing operation of the 'Tourism Units' and the incentive/ subsidy would be performance linked based on transparent parameters and the rate of revenue share/ royalty decided in consultation with Finance Department. Further, it is stipulated that the hotel/amenities so established should run for a *minimum of 10 (ten) years*. While considering such cases, efforts should be made to ensure that:
 - a. Land to be acquired for the tourism unit is purchased from the villager/land owner.
 - b. Participation of local people on partnership basis for better success.

- c. Factors like accommodations, availability of Water supply & Power Supply to be examined properly at the time of site selection.
 - d. Restoration of existing Tourist Homes into full-fledged Tourist Homes.
 - e. Selection of Tourism Unit by the Tourism Advisory Committee (TAC) to be headed by Chief Secretary.
- vi. A *new 'Tourism Unit'* shall mean one which commences operation of the project on or after 1stOctober, 2014, with prior approval in writing from the State Government. It shall also include the expansion, modernization and diversification of existing 'Tourism Unit'. Only projects approved by the Tourism Advisory Committee (TAC) would be eligible for the incentives/concessions.
- vii. A 'Tourism Unit' shall mean *private commercial establishments providing public services/facilities in identified tourism destinations* and shall include the following:
- a. Accommodation units including Hotels, Wayside Amenities, Cultural Centres, Convention Centres, etc.
 - b. Tourist Resorts & Lodges, Spas, Yoga Centres, Restaurants.
 - c. Amusement Parks & Adventure Sports Complex.
- viii. One of the major bottlenecks in creation of 'Tourism Units' especially hotels are the non-availability of land for the purpose. A *'Land Bank'* is needed to be established to know exactly where land is available for infrastructure development at strategic and prioritised destinations. The 'Land Bank' seeks to provide for the allotment of land or allotment of land on lease, in the identified zone/areas/acquired land, for handing over to the Government/investor for use in setting-up the 'Tourism Unit'. The *steps that may be taken are:*
- a. Master Plan of Imphal City and district headquarters should mark commercial sites for construction of hotels, convention and exhibition centres.
 - b. The hotel sites should be allotted on long-term lease basis or could be allotted under the PPP mode through joint venture, revenue sharing, etc.
 - c. The hotels should be allowed higher Floor Area Ratio/Floor Space Index (FAR/FSI) so that more rooms and commercial spaces are created out of the same space and it also helps in generating sustainable revenues; and
 - d. The land should also be allotted for building of guest houses in major tourist destinations.
- ix. Royalties or Entry Fees, which are usage-based payments made by one party (the "licensee") and another (the "licensor") for ongoing use of specified State assets, shall be paid to the Government and the license agreements shall be regulated by the Government who is the resource owner. The royalty rates shall be determined by the Government with the interest of the stakeholders in mind. These specified State assets have been identified for adventurous activities and expeditions of Keibul Lamjao National Park, Lamdan Adventure Complex, Tharon Caves, Khangkhui Caves, Hills and Dzukou Valley.
- x. A *Single Window Clearance System* needs to be established in the State to cut red-tape and ensure expeditious clearances and permissions of feasible tourism projects for various

'Tourism Units' required from the State Government that will benefit both investors and the community. The Tourism Advisory Committee headed by the Chief Secretary shall be the High-Powered Committee looking into this matter. This system seeks to facilitate trade and investment by dealing with a single body for various items such as land, permits, power and water supply, and finance which are necessary for establishing a 'Tourism Unit'. The system shall allow investors to lodge standardized information and documents once with a single entry point to fulfill all tourism related regulatory requirement.

- xi. Home-Stay programmes under the Government of India Scheme of 'Incredible India Bed & Breakfast' needs to be promoted in Manipur too. These establishments should be treated as *non-commercial*. For this purpose, State may adopt Government of India's guidelines in this regard.
- xii. All subsidies, incentives and other supports enunciated above would continue till Tourism Industry in Manipur takes-off and is stabilized.

7.8 LEGISLATION & REGULATION

- i. Exclusion of Manipur from Protected Area Permit (PAP) Regime notified under the Foreigners (Protected Areas) Orders, 1958.

Ministry of Home Affairs has excluded Manipur from the PAP Regime notified under the Foreigners (Protected Areas) Orders, 1958 initially for a period of 1 (one) year w.e.f. 1st January, 2011. Then onwards, the Ministry of Home Affairs has been issuing circulars excluding Manipur from PAP Regime from time to time. At present, the Ministry of Home Affairs (Foreigners Division), Government of India vide its Circular No. 431 dated 31st December, 2013 has excluded the entire area of the State of Manipur from the Protected Area Regime notified under the Foreigners (Protected Areas) Orders, 1958 for a further period of two years beyond 31.12.2013, that is, w.e.f. 1st January, 2014, subject to the following conditions:

- a. *Citizens of Afghanistan, China and Pakistan and foreign nationals having their origin in these countries would continue to require prior approval of the Ministry of Home Affairs before their visit to the State of Manipur. It may be ensured that they are not allowed to visit the State of Manipur without the requisite Protected Area Permit, action may be taken under the relevant provisions of the Foreigners Act.*
- b. *All Foreigners visiting Manipur will register themselves with the designated Foreigners Registration Officers (FRO) of the State within 24 hours of their arrival. State Government of Manipur will ensure strict implementation of these provisions.*
- c. *FRO/Police authorities should keep a close watch on the activities of the foreigners visiting the States. If anything adverse is found, appropriate action may be taken under the relevant Acts including the Foreigners Act.*

Further, Myanmar nationals visiting the State may also be excluded from the requirement of obtaining PAP initially for a period of one year w.e.f. 01.01.2014 subject to the following conditions:

- a. All such Myanmar nationals shall obtain a visa from the Indian Missions/ Posts abroad at any of the designated Airports in India at which Visa on Arrival (VoA) facility has been made available to the nationals of Myanmar under the existing procedure.

- b. All such Myanmar nationals shall have to compulsorily register themselves with the Foreign Registration Officer (FRO) of the State/ District they visit with 24 hours of arrival.
 - c. FRO concerned shall send a report giving details of all such Myanmar nationals registered with them to the Ministry of Home Affairs (Foreigners Division) within 48 hours of their arrival.
 - d. No such registration would be required if the Myanmar nationals are only passing through the State road with no intention of staying in that particular State.
- ii. Issue of VISA on Arrival (VoA) at Moreh to Myanmar's Nationals for Medical Treatment at Imphal.

Manipur has excellent healthcare/medical facilities available at Imphal in, both public and private sectors. Several Myanmar's nationals visit Manipur via Moreh for medical treatment in Hospitals at Imphal. The Government of Manipur earnestly pursued the matter with the Ministry of Home Affairs, Government of India. The then, Minister of Home Affairs vide his D.O. letter dated 27.01.2014 has conveyed in principal approval for establishing VISA on Arrival (VoA) facility at Imphal Airport and at Moreh. Further, the Government of Manipur was advised to take-up the following actions:

- a. Make the immigration facilities fully functional.
- b. Arrange a suitable building so that, Ministry of Home Affairs can instruct NIC to install the Integrated ICs software.
- c. Arrange for training of manpower dedicated to immigration functions by having their training from Bureau of Immigration.
- d. Arrange for additional space in the office of FRO/SP (CID) for installation of C-FRO software for registration of foreigners.

Accordingly, Government of Manipur has made a budgetary provision of Rs. 1.00 crore for construction/renovation of the immigration post at Moreh. Further, training of 26 (twenty six) officials of various ranks of the State Police Department as Immigration Officers for manning the immigration facilities to be set-up at Moreh and Imphal Airport is also being undertaken at Foreigner Regional Registration Office (FRRO), Kolkata from 17.06.2014.

Once the immigration facilities are created at Imphal Airport and at Moreh and also the Training of Immigration Officers are completed, a report would be submitted by the Home Department, Government of Manipur to the Ministry of Home Affairs, Government of India for formal approval of the VISA on Arrival (VoA) and commissioning of the immigration facilities.

- iii. Tourism Units and enterprises for Hospitality Sector would be provided assistance and facilitated under the 'Industrial and Investment Policy of Manipur, 2013 (IIPM, 2013)'. Further, the Government would sponsor proposals from the entrepreneurs in Hospitality Sector on priority and recommend the same to the Government of India for sanction and assistance under North-East Industrial and Investment Promotion Policy (NEIIPP), 2007.
- iv. The State Government would independently bring out a comprehensive 'Medical Tourism Policy' for the growth and promotion of this sector.
- v. Safety and security of the tourists shall be paramount on the Government's agenda which is essential for promoting the growth of tourism and projecting Manipur as a safe tourism destination. No legal framework for the protection of tourists & belongings is felt necessary as

existing laws such as IPC or any other Act relating to offences against persons and properties would also be applicable to the tourists & their properties. For protection of tourists & their belongings, the existing laws would have to be enforced depending upon the nature of problem & it is more of preventive measures that the Police would have to take up to ensure safety & security of the tourists within the existing legal framework. Existing institutional mechanism like the concerned Police Stations will deal with complaints received from the tourists & the industry. Later on, after official announcement of tourists spots in the State, if necessary, Police Outposts/Tourist Booths may be set up under the control of the concerned Police Stations and District SP. Tourists pickets/booths may be set up on need basis if the existing Police Stations are not in the proximity of tourist spots. This may bring about a secure environment for tourism to flourish in the State. For development of infrastructure for tourist police, funds would be provided by the Tourism Department. The Tourism Department would also provide/procure equipments that may be required separately for the police officers and personnel deployed for such type of duty, including their specialized training.

- vi. Licenses to be provided and regulated to various service providers namely, tour operators, travel agents, travel transporters, etc.
- vii. All efforts shall be put in, worked out and pursued with other departments to vacate all tourist centres presently being occupied by the security forces and other agencies.
- viii. Travel Trade Code of 'Safe & Honourable' tourism to be adopted in the guidelines of approval of service providers and hotels.
- ix. Certification of 'Tourism Units (including Homestay)' for quality, safety and maintains proper hygienic standards.
- x. Tourism in Forest & Wildlife & Wildlife Area will be subject to clearance under Forest Conservation Act, 1980, Indian Forest Act, 1972 & Wildlife Protection Act, 1972

7.9 SUSTAINABLE AND RESPONSIBLE TOURISM

Development should not be at the cost of environment. Harmony between man and nature should be maintained at all cost. The tourists can be a great source of development but also lead to unmanageable pollution if not tackled properly. Amarnath Yatra is a fine example of tourism gone awry for environment with people polluting publicly into the river. The Government in close association with other stakeholders shall put in all efforts to minimize the ecological impacts due to development and growth of tourism in the State. *Best Practices* that promote Sustainable & Green Technologies in the hospitality sector shall be adopted. The *Tourism Policy* aims to create the conditions for the sustainable growth and development of tourism for the benefit of all Manipuri's focusing on the following key areas:

Sl. No.	FOCUS AREA	WAYS IN WHICH POLICY SEEKS TO CONTRIBUTE TO ACHIEVEMENT OF THESE GOALS AND OBJECTIVES
1.	Create conditions for sustainable tourism growth and development	<ul style="list-style-type: none"> • Facilitating increased tourist volumes, tourist spend and geographical spread of tourism. • Enhancing service quality levels. • Facilitating investment in infrastructure and product development into tourism priority areas. • Creating awareness of the economic potential and impacts of tourism. • Promoting domestic tourism. • Monitoring tourism trends and timely provision of information to the public and private sectors.
2.	Promote the conservation and sustainable development of natural resources	<ul style="list-style-type: none"> • Promoting eco-tourism through policy initiatives, product development and awareness campaigns. • Encouraging community involvement and partnership in tourism development.
3	Protect and improve the quality and safety of the environment	<ul style="list-style-type: none"> • Promoting responsible tourism practices within the tourism industry
4	Promote a State sustainable development agenda	<ul style="list-style-type: none"> • Promoting responsible tourism principles and practices through international tourism structures.
5	Transformation	<ul style="list-style-type: none"> • Empowering the tourism industry through public sector procurement practices, training, tourism awareness creation and tourism enterprise funding instruments.

7.10 RESEARCH, ANALYSIS, MONITORING & EVALUATION

- i. Resource allocation in the budget for tourism is very negligible. A realistic approach and higher allocation is necessary so that the State and the people can derive the benefits that flow from such investments in terms of employment generation, poverty alleviation and earning foreign exchange, etc.
- ii. Market research and impact studies to facilitate policies and programmes. Effective monitoring of tourism projects. Regular market surveys and studies will be carried out to understand the requirements of tourists as also the impact of past promotional measures to take requisite corrective or new policy initiatives.
- iii. Inter-sectoral Weightage shall be given considering the priorities as under:

Sl. No.	Priority	Weight
1	Development of Tourism Infrastructure (including Tourist Accommodation)	35
2	Human Resource Development	15
3	Marketing, Promotion & Publicity	15
4	Developing New Tourism Products	15
5	Commercial Incentives	10
6	Market Research	10
	TOTAL	100

- iv. The Tourism Advisory Committee will act as a State Level Monitoring Committee and shall obtain reports on a regular basis and undergo periodical inspection of projects/sites and also through independent agencies having technical expertise.
- v. **Economic impact assessments** should be carried out by first estimating the change in the number and types of visitors associated with the policy or action being evaluated. Visits are translated into economic terms by estimating the amount of spending by these visitors in the local area. The spending can then be applied to a model of the region's economy to estimate the effects in terms of sales, income and jobs. Regional economic multipliers are used to estimate the secondary effects of visitor spending.

The formula for ascertaining the economic impact is - *Economic impact = Number of Visitors * Average spending per visitor * Multiplier*. This model is further elaborated as under:

- a. Dividing visitors into distinct segments with different spending patterns (e.g. campers, day users, visitors in motels).
- b. Measuring spending in distinct spending categories (e.g. lodging, restaurant meals, gas, groceries).
- c. Allocating spending into the economic sectors that receive it and applying economic ratios and multipliers for those sectors.
- vi. Regular interaction with stakeholders of hospitality sector for review of guidelines on approval and classification every two years to incorporate best practices and to meet contemporary challenges.
- vii. Concrete and efficient compilation of tourism statistics by adopting a uniform methodology for formulation of policies and programmes and dissemination of data for use in industry, by stakeholders and research scholars and general public.
- viii. Dissemination of data through website for better citizen awareness.
- ix. Prepare panel of consultants for tourism related studies.
- x. To establish systems to capture and analyze segregated data across all niche segments such as Nature, Cultural, Medical, Adventure, Wildlife, MICE, etc. thus allowing for greater understanding of the opportunities and needs of these segments.

- xi. Assess the requirement of manpower in Hospitality and Travel Trade Sector and assess the effectiveness of financial incentives.
- xii. Performance management to achieve better development orientation.
- xiii. To bring about a systematic improvement in monitoring mechanism and thereby contribute to better governance of projects, improve the outcome and timeliness of implementation. Devise ways and methods to evolve a mechanism for maintenance and proper upkeep of the tourism infrastructure. Inspecting the quality of tourism projects and suggests steps for improving the quality of tourism experience.
- xiv. Stakeholder engagement through coordination meetings, conferences, etc. with Industry & Trade Associations, Approved Tourism Establishments, Hospitality & Travel Institutes and other Government departments for prioritization, sharing of new ideas, problems & issues analysis, skill enhancement, etc.
- xv. State to play a pro-active role and approach in involving tourism stakeholders.
- xvi. A Tourism Satellite Accounting System (TSA) to be adopted to gauge more precisely the contribution of tourism to the State's economy.

7.11 TOURISM DEVELOPMENT COMMITTEES

For effective monitoring and co-ordination, Committees at different levels may be constituted to ensure comprehensive and sustained development of tourism in the State.

- i. A State Level Tourism Steering Committee (SLTSC) under the chairmanship of the Hon'ble Chief Minister of Manipur shall be constituted to provide guidance and impetus to the development and growth of tourism in the State. This 'Committee' is essential to improve policy integration and co-ordination. The 'Committee' may consist of the following members:

i.	Chief Minister, Manipur	Chairman
ii.	Minister (Tourism), Manipur	Vice-Chairman
iii.	Minister (Home), Manipur	Member
iv.	Minister (Finance), Manipur	Member
v.	Minister (Planning), Manipur	Member
vi.	Minister (Arts & Culture), Manipur	Member
vii.	Minister (Commerce & Industries), Manipur	Member
viii.	Minister (Revenue), Manipur	Member
ix.	Minister (Hills), Manipur	Member
x.	Minister (Works), Manipur	Member
xi.	Minister (Power), Manipur	Member
xii.	Minister (PHED), Manipur	Member
xiii.	Minister (MAHUD), Manipur	Member
xiv.	Minister (Forests & Environment), Manipur	Member
xv.	Minister (Transport), Manipur	Member
xvi.	Chairman (Manipur State Pollution Board)	Member
xvii.	Chief Secretary, Government of Manipur	Member
xviii.	Director General of Police	Member

xix.	Administrative Secretary (Finance), Government of Manipur	Member
xx.	Administrative Secretary (Planning), Government of Manipur	Member
xxi.	Administrative Secretary (Home), Government of Manipur	Member
xxii.	Administrative Secretary (Environment & Forest), Government of Manipur	Member
xxiii.	Administrative Secretary (Art& Culture), Government of Manipur	Member
xxiv.	Administrative Secretary (Commerce & Industries), Government of Manipur	Member
xxv.	Administrative Secretary (Revenue), Government of Manipur	Member
xxvi.	Administrative Secretary (Hills), Government of Manipur	Member
xxvii.	Administrative Secretary (Works), Government of Manipur	Member
xxviii.	Administrative Secretary (Power), Government of Manipur	Member
xxix.	Administrative Secretary (PHED), Government of Manipur	Member
xxx.	Administrative Secretary (MAHUD), Government of Manipur	Member
xxxi.	Administrative Secretary (Transport), Government of Manipur	Member
xxxii.	Principal Chief Conservator of Forests	Member
xxxiii.	Administrative Secretary (Tourism), Government of Manipur	Member-Secretary
xxxiv.	Any other member(s) with permission of the Chairman	

The State Level TSC shall meet every 6 (six) months and deliberate upon the issues for comprehensive development and growth of tourism industry in the State.

- ii. A tourism *think tank* shall be constituted for fostering inter-departmental and inter-agency co-operation & co-ordination, for advising on general policies and planning of tourism related matters including infrastructure development essential for the development, promotion, monitoring, maintenance and growth of the Tourism and Hospitality Industry in Manipur. This will also include the accreditation of healthcare and other tourism related facilities, setting-up of the benchmark for 'Tourism Units', etc.
- iii. For achieving these objectives, the Government would constitute a Tourism Advisory Committee (TAC). The Tourism Advisory Committee shall consist of the following members:

i.	Chief Secretary, Government of Manipur	Chairman
ii.	Administrative Secretary (Tourism), Manipur	Member
iii.	Administrative Secretary (Finance), Manipur	Member
iv.	Administrative Secretary (Planning), Manipur	Member
v.	Administrative Secretary (Home), Manipur	Member
vi.	Administrative Secretary (Arts & Culture), Manipur	Member
vii.	Administrative Secretary (Commerce & Industries), Manipur	Member
viii.	Administrative Secretary (Revenue) , Manipur	Member
ix.	Administrative Secretary (Hills), Manipur	Member
x.	Administrative Secretary (Works), Manipur	Member

xi.	Administrative Secretary (RD & PR), Manipur	
xii.	Administrative Secretary (Power), Manipur	Member
xiii.	Administrative Secretary (Forest & Environment), Manipur	Member
xiv.	Administrative Secretary (Transport), Manipur	Member
xv.	Administrative Secretary (PHED), Manipur	Member
xvi.	Administrative Secretary (MAHUD), Manipur	Member
xvii.	Administrative Secretary (Law), Manipur	Member
xviii.	Principal Chief Conservator of Forest, Manipur	Member
xix.	Director (Environment & Ecology), Manipur	Member
xx.	Project Director/Loktak Development Authority	Member
xxi.	Director – MAHUD, Manipur	Member
xxii.	Chief Town Planner, Manipur	Member
xxiii.	Representative of Hospitality Sector	Member
xxiv.	Representative of Tours & Travels	Member
xxv.	Director (Tourism), Manipur	Member-Secretary
xxvi.	Any other member (s) with permission of Chairman	Member

The TAC shall also act as a High Powered Committee for Single Window Clearance System. TAC shall meet every 3 (three) months to take stock of actions taken by the concerned departments/agencies and to make constructive suggestions for promotion of Travel and Tourism Industry in Manipur. Definite timelines would be defined by the Tourism Department for implementation of Manipur Tourism Policy, 2014 and the 'Master Plan' which would be reviewed & monitored by TAC every three months.

This 'TAC' will directly look into creation of infrastructure and push the Rail connection and may operate on the basis of Sub-Committees to be formed for the following purposes, which will make recommendations to the 'TAC'. The 'TAC' members may also be members of the Sub-committees. Taking into the consideration the constructive suggestions from out of the White Paper – Conclusions & Suggestions based on Manipur Eco-Tourism Conclave held on 7th & 8th April, 2014, the 'TAC' would constitute the following Sub-Committees:

A. Ecotourism Sub-committees:

- a. Wildlife Sanctuaries, National Parks, Nature Gardens, Orchidarium (Orchid Lab), Caves, Waterfalls, Biking, Jeep Safaris, Skiing, Rafting, etc.
- b. Implement the STCI code for responsible tourism.
- c. Code for trekking to be formulated.
- d. Setting Standards & Certification.
- e. Rescue, Safety, First Aid.
- f. Codify Routes.
- g. Name Peaks - Give them a personality.
- h. Develop a nature garden near Imphal.
- i. Develop Dos * Don'ts.
- j. Work on carrying capacity.

[Senior functionaries of the Eco-Tourism Society of India (ESOI) would be co-opted as Members/Advisors of this Sub-committee.]

B. Lakes & Waterways Tourism:

This Sub-committee will essentially establish and implement the norms for in and around lakes and waterways. In this connection the CODE FOR WATER BASED TOURISM ESTABLISHED BY THE MINISTRY OF TOURISM, Government of India may be adopted by the State and apart from the Department of Environment & Ecology, Manipur may set-up a MONITORING LABORATORY to ensure there are no pollutants, affluent, silting and weeding damaging the lake. A tourism zone shall be crated around the lake & local community is settled & trained to directly benefit from this tourism.

Water Sports to be introduced through PPP hydrology needs to be implemented. No building or construction or residential unit (Houseboat) would be allowed to come-up in and on the lake except at the distance specified in the codes, outside the no construction zone. All tourism assets around the lake will have to comply with vernacular architecture. The Lakes & Waterways expert shall be a member of this 'Sub-committee'.

C. Heritage, Culture & Art Craft:

This Sub-committee will formulate suggestion to promote the Built & Tangible Heritage of the State. Among the Heritage Assets are:

- a. War Cemetery/War Memorial
- b. INA Museum
- c. Kangla Fort
- d. Women's Market (Ima Market)
- e. India's oldest Airfield
- f. Dance & Music
- g. Martial Art
- h. Govindajee Temple
- i. Local Art and Craft
- j. Knowledge of local medicine etc.

The Kangla Fort area may be transformed into a grand tourism experience and asset with Sound and Light Show, Tribal Art & Craft promotion Centre & Museum i.e., Nungi Pottery, Bamboo Craft, Food Court with local cuisine-(Black Rice), an Amphi-Theatre for performance of music, dance & local arts, Centre to promote local herbal medicine-orthopedic herbs, convert the cottage into Heritage hotel., regular Polo event in the first Polo ground in the world, have a responsible Tourism Interpretation Centre and create a boating & walking experience around the moat. This Sub-committee should also lay down guidelines to ensure that tourism products in eco-sensitive areas adapt to vernacular architectural designs.

This 'Sub-committee' will also draw up guidelines for setting up a Tribal Tourism circuit & home stay with total community involvement and also showcase the diverse culture of different tribes & assets like indigenous medicine, crafts etc.

The State Government should come out with a policy of approving and promoting 'HOME STAYS' in village and tribal areas including those around Loktak Lake along trekking routes & nature and wild life parks and tribal village centres.

D. Architecture & Design Classification Committee:

The Ministry Tourism, Government of India norms for all tourism service providers should be implemented specially all aspects of safety, security, hygiene, sanitation, garbage segregation & disposal, pollution, energy & water conservation vernacular designs, parking etc, to be addressed. A criteria for all hotels for energy conservation & water management to be developed.

7.12 MANIPUR TOURISM DEVELOPMENT SOCIETY (MTDS)

For professional and efficient management of the Tourism related activities the State Government would consider establishment of Manipur Tourism Development Society (MTDS) which would have more flexibility in operation and administration, thereby bringing in desired efficiency in promotion of tourism industry in the State.

7.13 TOURISM LITERATURE

Government would update its tourism literature (both print and electronic) from time to time and disseminate it professionally besides uploading it on the concerned websites. A copy of the latest Tourism Brochure published by the Directorate of Tourism, Manipur is attached.

MANIPUR TOURISM

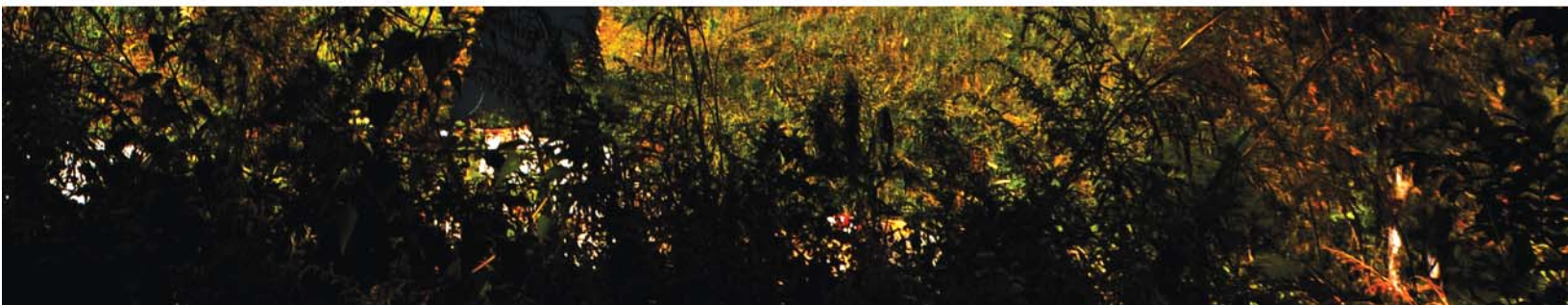
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MANIPUR TOURISM

Magnificent Manipur

*The Jewel of
Incredible India*







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Brajamei, a devotee at Shree Shree Govindaji Temple

INTRODUCTION

Manipur, fondly called by Pandit Jawaharlal Nehru as the “Jewel of India”, is a little Shangrila located in a lush green corner of North-East India between 23.83° & 25.68° North latitudes and 93.03° & 94.78° East longitudes. An oval shaped valley surrounded by nine ranges of bluish-green hills intertwined with cascading rapids, tripping rivers, carpets of flowers, exotic blooms and lazy lakes, she has inspired descriptions such as the “Switzerland of the East”. One of the most profound observations was made by Lady St. Clair Grimwood, author of ‘My Three Years in Manipur’ who described her as ‘A pretty place more beautiful than many snow places of the world’.

Sharing an international border with Myanmar, the state has a strategic importance in India’s Look East Policy and is set to become the Gateway to South-East Asia and an important tourist destination in the near future. The people of Manipur include Meities, Nagas, Gorkhas, Meitei Pangals, Kuki - Chin - Mizo groups and many other colorful communities who have co-existed in complete harmony over the centuries. These are people whose folklore, myths and legends, dances, indigenous games and martial arts, cuisines, exotic handlooms and handicrafts are invested with the mystique of nature and an indefatigable *Joie de vivre*.

Ham-Khoi Tangkhul Dance





CULTURE & TRADITIONS

Manipur is a mosaic of ancient traditions and rich cultural patterns. In the field of art and culture, the State is best represented by its classical and folk dance forms. Raas Leelas depict the Leelas (Sports) of Lord Krishna as a child with Gopies (Milkmaids) of Brindavan, and express their yearning for communion with the “Lord”. The Raas Dance is perfectly lyrical and has extremely graceful movements. A spring festival, the “Lai-Haraoba” held in April-May is symbolized by a traditional stylized and ritualistic dance performed for peace and prosperity. The tribal folk dances are an expression of nature, of creation, of aestheticism in the tribal way of life. One will be charmed by the colourful costumes, dances





Modern Khoigu-Nalam Longmei Dance

and unique rituals in festivals such as Lui-Ngai-Ni, the seed sowing festival of the Nagas of Manipur and Kut, the largest festival of the Kuki-Chin-Mizo communities.



Lai-Haraoba



Sangai

Flora & Fauna

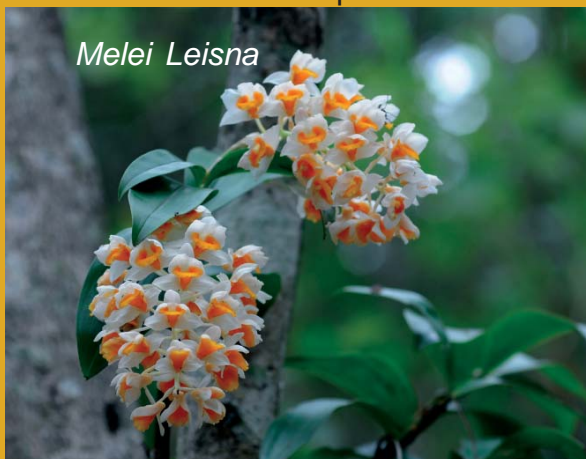
Blessed with an amazing variety of flora and fauna, 67% of the geographical area of Manipur are hill tracts covered with green forests. Churachandpur and Tamenglong districts in particular have vast areas covered with bamboo forests. In a small area of about 22,000 sq. km, Manipur has alpine forests of pines, grasslands and meadows at Dzuko and Shirui, coveted the world over. Some of the most beautiful and precious blooms and orchids abound in their natural habitat spreading their beauty and colour, stunning eyes that are not used to seeing them in such profusion. There are about 500 varieties of orchids which grow in Manipur of which 472 have been identified. The Hoolock Gibbon, Slow Loris, Spotted Linshang, Mrs. Hume's Barbacked pheasant, Blyths Tragopan, Hornbills, etc. form only a small part of the rich natural heritage of Manipur. Nong-in is the State bird of Manipur.



Shirui Lily



Takhellei



Melei Leisna





Samjirei

Leibak Lei



Migrating ducks frolicking in Loktak Lake



Household handicraft products

Handloom, Handicrafts & Fine Arts

The handloom and handicrafts items of Manipur are sought after souvenirs for tourists. It is an indispensable aspect of the socio-economic life. There is a saying that every woman of Manipur is a born weaver. The more than 33 different communities in the State have imprinted upon their handloom products, exquisite designs peculiar to their communities.

Manipur pottery is crafted without a potter's wheel. It is an enthralling experience to witness the potters of Andro, Thongjao and Nungbi deftly moulding an unbelievable range of earthenware. Beautiful pieces of art made of cane and bamboo form an important part of handicrafts. Tourists would like to take home a lifan, phak (weed mat), phiruk, Manipuri Dolls and a host of other beautiful carvings from various rare and exotic varieties of timber.



RKCS Art Gallery, Imphal

Manipur Tourism

Fashion

Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening. In Manipur, modern fashion is always about creating a balance between traditional handloom & foreign fabrics. The native fabrics are rich and showcase the traditional values passed down over generations. Many native fashion designers and models have made their place in the international arena. Mention may be made of Devson Yengkhom, Premjit Lal Salam, Lin Laishram, Sangreela Maisnam, Nirmal Kangjam, Pratima Thokchom.



FESTIVALS OF MANIPUR

Manipur is a land of festivities, merriment and mirth all year round. A year in Manipur presents a cycle of festivals. Hardly a month passes without a festival or two being celebrated. To the Manipuris, festivals are symbols of their cultural, social and religious aspirations.

"LOST OF CULTURE IS LOST OF IDENTITY"
Orgd. by : State Level Gaan-Ngai Celebration Committee, Manipur.



Gang-Ngai - Festival of Kabui Nagas

Celebrated for five days in the month of December/January, Gang- Ngai is an important festival of the Kabui Nagas. The festival opens with the omen taking ceremony on the first day. The rest of the days are associated with common feast, dances of old men and women and of boys and girls, and presentation of gifts amongst others.

Lui-Ngai-Ni

It is a collective festival of the Nagas observed on the 15th day of February every year. This is a seed-sowing festival after which tribes belonging to the Naga group begin their cultivation. Social-gatherings, songs, dances and rejoicings highlight the festivity. This annual festival also plays a great role in boosting the morale and in strengthening the bond of Naga solidarity.





Yaoshang (Holi) - Festival of Manipuri Hindus

Celebrated for five days commencing from the full moon day of Phalguna (February/March), Yaoshang is an important festival of Manipur. The *Thabal Chongba*, a Manipuri folk dance where boys and girls hold hands together and sing and dance in a circle, is particularly associated with this festival. Yaoshang to Manipur is what Durga Puja is to Bengal, Diwali to North India and Bihu to Assam.

Cheiraoba - The Manipuri New Year

On the occasion of Cheiraoba, special festive dishes are prepared which are first offered to various deities. Celebrated during the month of April, a part of the ritual entails villagers climbing the nearest hill tops in the belief that it will enable them to rise to greater heights in their worldly life.



Kang (Rath Yatra)

One of the greatest festivals of the Hindus of Manipur, this festival is celebrated for ten days in the month of July. Lord Jagannath leaves his temple in a chariot known as 'Kang' in Manipur pulled by devotees who vie with one another for this honour.



Heikru Hitongba

This is a boat racing festival celebrated in the month of September. Long narrow boats are used to accommodate a large number of rowers. Idol of Lord Vishnu is installed before the commencement of the race.

Ningol Chak-kouba - a social festival of Manipuris

It is the one of the biggest festivals of the Meiteis. Married daughters of the family come to their parental houses along with their children and enjoy sumptuous feasts. It is an occasion for family reunion and gifting. It is celebrated on the second day of the new moon in the month of *Hiyangei* of the Manipuri lunar Calendar system and falls usually in November

Chumpha - Festival of the Tangkhul Nagas

Celebrated for seven days in the month of December, *the Chumpha* festival is a great festival of the Tangkhul Nagas. The festival is held after the season's harvest. The last three days are devoted to social gatherings and rejoicing. Unlike other festivals of the Tangkhul Nagas, here women play a special role in the festival.



Kut - Festival of Kuki-Chin-Mizo

It is an autumn festival of the different tribes of the Kuki-Chin-Mizo groups of Manipur. The festival has been variously described at different places amongst different tribes as Chavang Kut, Khodou, etc. It is a joyous occasion for the villagers whose food stock is bountiful after a year of hard labour. It is observed on the 1st November every year.



INDIGENOUS SPORTS

The tradition of sports finds its origin in the ancient history of Manipur - a history of small kingdoms which were in keen competition with one another. Wars among themselves and with Awa (Myanmar) had resulted in a martial tradition which in turn gave way to the development of various indigenous games.

Thang Ta & Sarit Sarak (Manipuri Martial Arts)

These are the Manipuri Martial Arts, the traditions of which have been passed down over the centuries. It is a very energetic and skillful art and was a way to hone one's battle craft during peace time in the olden days when every Manipuri was a warrior who was required to serve his country in times of war. Today, these arts are being practised widely by even women and children alike.

Khong Kangjei

Like polo, *Khong Kangjei*, is also a very popular game for the Manipuris. The game is played between two teams with seven players on either side and each player is equipped with a bamboo stick about 4 ft. in length made in the form of the modern hockey stick. The game starts with a throw of a ball made from bamboo root in a field of 200 X 80 yards in area. A player may carry the ball in any manner to the goal. He may even kick it but he has to score the goal only by hitting the ball with his stick. There is no goal post and a goal is scored when the ball crosses the goal line completely. A player often encounters an opponent in his attempt at carrying or hitting the ball towards the goal. The encounter may develop into a trial of strength which is indigenously known as *Mukna*. The game requires much physical stamina, speed and agility.





Yubi Lakpi

“Yubi” means coconut and “Lakpi” means snatching in the Manipuri Language. Here each side has 7 players in a field measuring 45m x 18m in area. One end of the field has a rectangular box measuring 4.5m x 3m, one side of which forms the central portion of the goal line. To score a goal, a player has to approach the goal from the front with his oiled coconut and pass the goal line. The coconut serves the purpose of a ball and is offered to the king or the judges who sit just beyond the goal line. However, in ancient times, the teams were not equally matched as the player with the coconut had to tackle all the rest of the player.

Mukna (Manipuri Wrestling)

This is a game similar to wrestling played between two male rivals for trial of strength by use of sheer physical strength and skill. Athletes of the same or approximately the same physical built, weight or age are made to compete with each other. *Mukna* is a highly popular game. In the olden days, the game enjoyed royal patronage.



INDIGENOUS SPORTS

Kang

Played out between two teams on the mud floor of a big out-house, fixed targets are hit with the “Kang”, a flat and oblong object made of either ivory or lac. Normally each team has 7 male partners. The game is also played as a mixed-doubles contest. Played strictly during the period between ‘Cheiraoba’ and the Rath Yatra festival, Manipuris religiously adhere to its time-frame as popular belief holds that in case the game is played outside the prescribed period, evil spirits would invade the mind of players and spectators alike.

Hiyang Tannaba (Boat Race)

Associated with religious rites, this boat race is generally held in the month of November at Thangapat and at the Loktak lake. The boat called *Hiyang Hiren* is believed to be invested with spiritual powers. The Meiteis believe that worship of the Hiyang Hiren will negate evil omens. The rowers wear traditional dresses and head gears. The game is also conducted during times of natural calamity.

Sagol Kangjei (Polo)

The Manipuri *Sagol Kangjei* has been adopted by the International Community and is now played worldwide as Polo. The ‘PUYAS’ trace it to the mythological age when the game was believed to be played by the Gods. The game is played between two teams with 7 players on each side mounted on **Ponies** which are often not more than 4/5 feet in height. Each player is equipped with a polo stick made of cane having a narrow angled wooden head fixed at the striking end. The ball is made from bamboo root. The mounted players hit the ball into the goal. Extremely vigorous, the game is now played in two styles - the *PANA* or original Manipuri style and the international style as Polo. It is exhilarating to see Manipuri players in their sixties riding ponies at full gallop and playing *Sagol Kangjei* with gusto. The ponies are also decorated fully with various guards protecting the eyes, forehead, flanks, etc. The British learned the game of *Sagol Kangjei* in the 19th Century from Manipur and after refinement, it was introduced to the world as Polo.

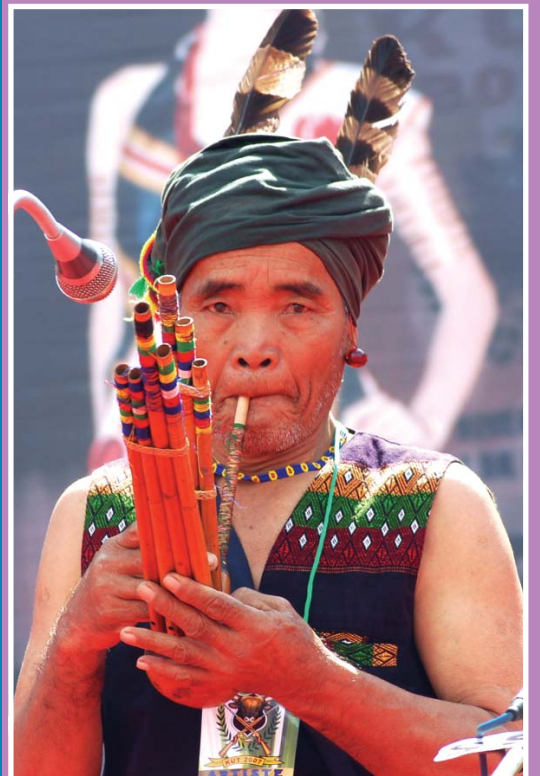




NATIVE MUSIC & CUISINE

Traditional Music

Manipur is a land of music and dance. Pung, Kartal, Mangkang, Bansuri and Sembong are the soul of Manipuri Sankritana music and Classical Manipuri Dance. It assumes an important ritual character as an indispensable part of social and devotional ceremonies. Pena is a string instrument which is played by fiddling somewhat similar to the Ektara of Bengal. The tribes of the hills use a wide range of wind musical instruments made of bamboo. Puleh, Toutri, Theibe, Theiphit and Relru are some of the popular tribal musical instruments. Reuben Mashangva, a popular Tangkhul folk artist, has been successfully popularising the traditional music of the Tangkhuls.





A totally vegetarian meal served on religious occasions

Native Cuisine

Manipuri cuisine is simple and healthy. Dishes are typically boiled, smoked or spicy foods that use chilli pepper. The staple diet of Manipur consists of rice, leafy vegetables, fish and meat. 'Ngari' or fermented fish is a popular ingredient in the dishes. 'Umorok', an extremely hot chilli is another favourite ingredient among the people. The meals are simple but very well prepared. One has to taste them to believe it.

Manipur Mridanga Pung Cholom



Adventure

Adventure Tourism

A variety of Adventure Tourism facilities are available in the State. The Manipur Mountaineering and Trekking Association (MMTA), the Manipur Adventure and Allied Sports Institute (MAASI) and the Adventure Academy of Manipur are engaged in promotion of these facilities. There are numerous land, water and air based adventure sports sites across the State, such as, the Loktak lake: for water sports; the Barak river: for rafting; the Mount Iso along with Dzuko Valley famous for its endemic Dzuko Lily (*Lilium chitrangadae*) and the Shirui Hill famous for the rare Shirui Lily (*Lilium mackliniae*): for mountain climbing and trekking; the Tharon and Khangkhui Caves: for caving adventures; and the Koirengei Old Airfield and Nongmaiching foot-hills at Wakha: for hang gliding, paragliding and parasailing are some of the celebrated adventure sports and eco-tourism sites. The Adventure and Leadership Park run by the Manipur Mountaineering Institute (MMI) of the MMTA, located at Lamdan, near the Loktak Hydro-Electric Project, about 35km. from Imphal, over an area of around 250 hectares with natural rock is the first of its kind in India.





MEDICAL TOURISM



JNIMS & RIMS Hospitals

These Government Hospitals offer tertiary healthcare services to the public. Specialists and super-specialists are readily available to cater to the needs of patients. The state Government endeavours to promote medical tourism, backed by its huge number of medical professionals, and provide world class medical facilities at very competitive and affordable prices.



Shija Hospitals and Research Institute, Langol

Shija Hospitals is an ISO 9001:2008 certified private healthcare institute in Manipur providing advanced healthcare technology with humane touch. Shija Hospitals located at environment friendly Langol is 200 bedded and has 5 modern operation theatres and 18 bedded fully functional ICU. The Hospital has become the only centre in Eastern India having, under one-roof, the total 'state of the art' solution for treatment of stones at different locations of the body viz., Lap-Chole, Lap-CBD Exploration, ERCP, ESWL, PCNL, URS, CLT and Lap-Urosurgery. The Neuroscience centre has all the requisite resource in its Neurosurgery and Neurology unit. Also SHRI is today a premier institute in India for minimally invasive surgery (MIS), viz., Laparoscopic Surgery, Arthroscopy, Thoracoscopy, Functional Endoscopic Sinus Surgery (FESS) and Upper and Lower GI Endoscopic procedures. The hospital has also been awarded Guinness World record for removing the largest neck tumor in the world from a 12 day old baby.



HOSPITALITY INDUSTRY



The Hotel Impal

Located in the heart of Imphal, Hotel Impal is one of the finest hotels in the city, run and managed by the Manipur Tourism Department. The Hotel is located in a spacious environment with gardens and with all modern amenities to provide all comforts to any visiting tourist. The spacious surroundings coupled with efficient services make this hotel the perfect choice for any tourist visiting Manipur.

The Classic Hotel

The Classic Hotel, Imphal, is a three star category and an ISO 2200:2005 Certified hotel in the State. The hotel offers 59 luxurious rooms, multi-cuisine speciality restaurant, a modern fitness centre, a traditional handloom boutique, a business centre, 24-hour room service, Wi-Fi internet connectivity, spacious basement car park, concierge service, travel desk, 24-hour power back-up, doctor on call, laundry service, credit card / debit card payment facilities, electronic safety lockers, to-and-fro transport facility from the airport, taxi service, centralized air-conditioned conference and banquet facilities at its two major conference halls, a mini-conference hall, an executive board-room and many others.



IMPHAL CITY & SURROUNDING AREAS

Destinations Galore

The capital of Manipur, Imphal is a bustling mini-metropolis situated at a height of 790 m. above the sea level.

Shaheed Minar

The indomitable spirit of the patriotic Meitei and tribal martyrs who sacrificed their lives while fighting against the British in 1891, is commemorated by this tall Minar at Bir Tikendrajit Park in the heart of Imphal city.

Ima Market

A unique all women's market, with more than 3000 "Imas" (mothers) who run the stalls. It is split into two sections on either side of a road. Vegetables, fruits, fishes and household groceries are sold in one section and exquisite handlooms and household tools in the other.





SHREE SHREE GOVINDAJI TEMPLE

A historic Vaishnavite centre, adjoining the royal palace of Manipur's former Maharajas, the Govindajee temple is one of the more popular destination for the tourists. Twin domes, a paved courtyard, and a large raised congregation hall form a perfect backdrop for priests who descend the steps, to accept offerings from devotees in the courtyard. The shrines of Lord Krishna and Balaram and Jagannath flank the two sides of the presiding deity. Early hour Prayer (Aarti) is a must for devoted followers, exuding spiritual fervour and ecstasy.

KANGLA

The seat of Manipur's power till 1891, the historical embodiment of Manipuri Rulers and the people of Manipur, Kangla has a special place in the hearts and minds of the people of Manipur. The old Govindajee temple, outer and inner moat and other relics are perfect reflections of the rich art and architectural heritage of Manipur.





Photo Courtesy: Bullu Raj

War Cemetery

Commemorating the memories of the British and Indian soldiers who died during the World War II, these War Cemeteries are managed by the Commonwealth War Graves Commission. Serene and well-maintained, the War Cemetery carry little stone markers and bronze plaques recording the sacrifices of those gallant soldiers.

Manipur State Museum

This interesting Museum near the *Polo Ground*, has a fairly good collection and display of Manipur's tribal heritage and a collection of portraits of Manipur's former rulers. Particularly interesting are the costumes, arms & ammunitions, relics and historical documents on display.

Manipur Zoological Garden

The Manipur Zoological Garden at Iroisemba is only 6 kms. on the Imphal- Kangchup Road at the foot of pine growing hillocks. Here, apart from various endangered species, tourists will have an opportunity to see the graceful brow-antlered deer (Sangai), one of the rarest endangered species of deer in the world, in sylvan surroundings.



Khonghampat Orchidarium

Located 10 kms. from Imphal on National Highway No. 2 is a Central Orchidarium spread over 200 acres and housing over 110 rare varieties of orchids, including dozens of endemic species. The peak blooming season is March-April.



Red Vanda



Blue orchid



Dendrosium primulinum

Mutua Museum

This Museum is a Cultural Complex located at Andro village, about 26 kms. from the capital. Here artifacts of the State and from all over the North-East are housed, such as pottery, rare coins, rare manuscripts of the state, paintings, basketries, bell metals, jewellerys, wood carving, etc. There are exact replicas of the houses of different tribes and ethnic groups of the state such as Poumai, Kabui, Meitei, Kuki and Tangkhul.

Nupi Lal Memorial Complex

The complex is a tribute to the courageous Manipuri women who sacrificed their lives fighting for justice against the British on 12th December, 1939.



BISHNUPUR DISTRICT

27 kms. from Imphal on the Tiddim Road, is a picturesque town situated at the foot hills that rolls down to the valley. The 15th century Vishnu Temple built of peculiarly small bricks supposedly of Chinese influence during the reign of King Kiyamba is of historical importance. Bishnupur is also famous for its chiselled stoneware.

Red Hill (Lokpaching)

Red Hill is a hillock about 16 kms. from Imphal on Tiddim Road NH - 150. It is a site where British and Japanese soldiers had fought a fierce battle during World War-II. War Veterans had constructed "India Peace Memorial", a monument in memory of Japanese soldiers who died in the battle. It is also a place of pilgrimage for Japanese tourists.



Loukoi Pat

This tiny lake located near the Tiddim Road on NH - 150 at Bishnupur is a retreat for visitors from within and outside the state. Boating facilities and the scenic beauty of the place is mesmerising for the visitors.





Sadu Chiru Waterfall (Sadar Hills)

About 20 Kms. from Imphal beside the Tiddim Road (NH-150) is a picturesque site famous for its perennial waterfall at a scenic foot hill. There are three waterfalls altogether. This is a newly opened tourist spot.

Kangchup (Sadar Hills)

Located 16 kms. from Imphal towards the west, is a healthy resort on the hills over-looking the Manipur valley. The scenery is picturesque and worth seeing. With the construction of Singda Dam here, the place has become one of the more popular picnic spots.



Loktak Lake

Located 48 Kms. from Imphal, is the largest fresh water lake in India's North - East. From the Tourist Bungalow set atop Sendra Island, visitors get a bird's eye view of life on the Lake on small islands that are actually floating weeds associated with which are various aspects of life of the local inhabitants. The local dwellers live in the backdrop of the shimmering blue waters of the Lake, labyrinthine boat routes and colourful water plants. The Sendra Tourist Home with an attached Cafeteria is a sought after tourist spot. Boating and other water sports are organised here at Takmu Water Sports Complex.

Keibul Lamjao National Park

*The only floating National Park in the world, the Keibul Lamjao National Park located on the Loktak Lake is the last natural habitat of the "Sangai" (*Rucervus eldii eldii*), the dancing deer of Manipur. A glimpse of the deer in this unique wetland ecosystem is a must for any wildlife enthusiast. Other wildlife to be seen include: Hog Deer, Otter, a host of water fowls and migratory birds, the latter usually sighted during November to March. The Forest Department of Manipur maintains watch towers and two rest houses within the park.*



Moirang

Located 45 kms. from Imphal, and situated near the Loktak lake, this town is one of the main centres of early Meitei folk culture. An ancient temple of the pre-Hindu deity, *Lord Thangjing*, is situated here. In the month of May, men and women, dressed in colourful traditional costumes sing and dance in honour of the Lord at the Moirang “Lai Haraoba”, a ritual dance festival held annually. This town also has a special place in the history of India’s Freedom Struggle. It was at Moirang that the flag of the *Indian National Army* was first unfurled on April 14, 1944. The **INA Museum** which has a collection of letters, photographs, badges of ranks and other war memorabilia reminds the visitors of the noble sacrifices made by the INA soldiers under the charismatic leadership of Netaji Subhas Chandra Bose.



THOUBAL DISTRICT

Khongjom War Memorial

Khongjom War Memorial, Located 36 kms. from Imphal on the Indo-Myanmar road has an important historical significance. It was here that Major General Paona Brajabashi, one of the great warriors of Manipur proved his valor against the superior might of the invading British Army in 1891. The hillock at the foot of which he laid down his life in defence of the motherland, is reminiscent of the past heroic deeds of Manipuri warriors. A war memorial has been constructed atop Kheba hill. Khongjom Day is observed every year on 23rd April here.



Kakching Garden at Uyok Ching

A beautiful artificial garden on the way to Moreh, it has many exotic native flowers, herbs, orchids, etc. and is a must-visit for any domestic or foreign tourist.



CHANDEL DISTRICT



Bro Waterfall in Summer

Moreh

This is a busy commercial town on the Indo-Myanmar border, located at a distance of 110 kms. from Imphal. A shopping paradise for shoppers, sundry products ranging from electronics to daily consumables are available in plenty. This place holds importance for visiting tourists not only for being a border town but also for providing a unique opportunity for experiencing the different cultures, lifestyles of Myanmar through the neighbouring border town of **Tamu** which is only 5 kms. away across the border. There are numerous hotels providing accomodation at affordable prices for a comfortable stay at Moreh.

CHURACHANDPUR DISTRICT



Churachandpur

It is located along the Tiddim Road, 60 kms. from Imphal and is one of the most beautiful places for sight seeing and holidaying. It is a bustling tribal town and district headquarter where products of local arts and crafts stand out in the local market. Kuki-Chin-Mizo groups are the dominant tribes of this district.

Manipur Mountaineering Institute, Lamdan

Located about 44 kms. from Imphal, this Institute is the first of its kind in North East India. Adventure Sports training in Spidernet, Burma Bridge, Parasailing, Rock Climbing, Hill Trekking and many others are imparted here. The Institute is managed by the Manipur Mountaineering & Trekking Association (MMTA).



Ngailoi Waterfall

UKHRUL DISTRICT



Ukhrul

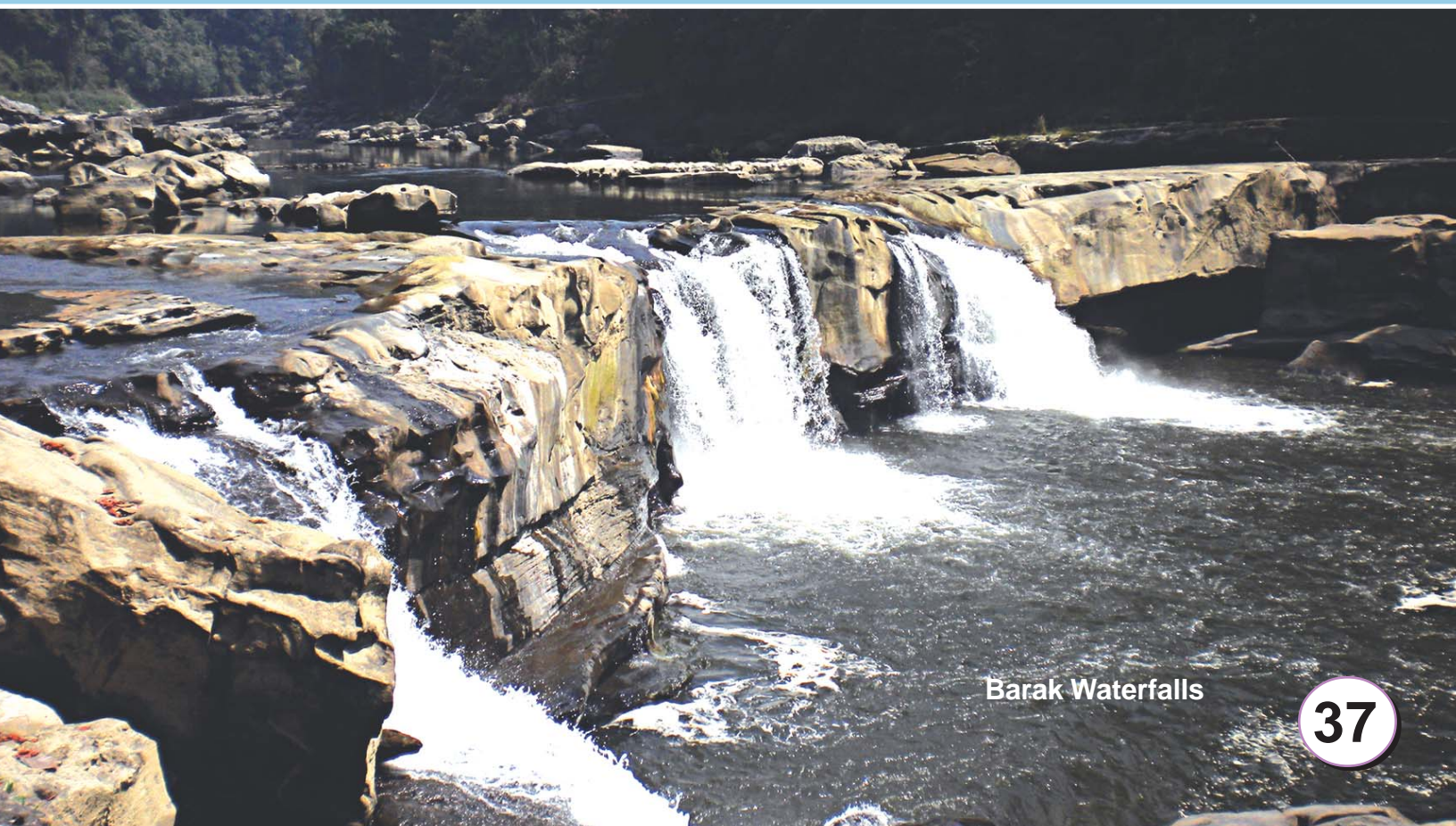
Ukhrul, the highest hill station of the state is located at a distance of 83 kms. to the east of Imphal. Ukhrul is the home of a colourful warrior tribe, the Tangkhul Nagas. The Tanggul Nagas are of the oldest major tribes of Manipur. Shirui Hills and Khangkhui Lime Caves are interesting places for excursions located in this district.

Shirui Hills These hills are also known for a unique species of land-lily, the **Shirui Lily**, which grows at a height of 8,500 ft. This beautiful lily which grows only in this part of the world, blooms during May-June.

TAMENGLONG DISTRICT

Tamenglong

Deep gorges, mysterious caves, splendid waterfalls and exotic orchids are what one will find in the district headquarter of Tamenglong District. The Tharon Cave, Buning Meadow, Zilad Lakes and Barak Waterfalls are some of the sought after places of tourist interest. *The Rongmei, Longmei and Zemei* Nagas are the dominant tribes of Tamenglong. This beautiful place is located at a distance of 156 kms. from Imphal.



Barak Waterfalls



SENAPATI DISTRICT

Senapati

It is the district headquarter of the northern hill district of Senapati located along the National Highway No-2. Some historical places which are unique in itself and are worth visiting are the old village of Yangkhullen, built on a steep hill; Makhel, the place where the Nagas are believed to have originated; the unexplored Haolaipai Supao Deikulu cave in Phuba Thapham; Dzuko valley; besides many others which still lay virgin, waiting to be explored. Mao, the oldest hill station in the State, is located in Senapati district on the Manipur - Nagaland border.





Dzuko Valley

It is a truly mesmerising green valley and easily the most picturesque place in Senapati District located bordering Nagaland. It is famous for the rare terrestrial lily called “Dzuko Lily” and the enchanting snow clad valley during January & February. The highest peak of Manipur “Mount Iso” is also located behind this valley.



YELLOW PAGE

Where you should look for Handloom & Handicrafts

1. **Panthoibi Manipur Emporium**, Paona Bazar, Imphal (A Government of Manipur Undertaking). Tel: 2451495
2. **Kangla Emporium (M.D.S.)**, RIMS Road, Imphal. Tel: 2452968
3. **Eastern Handloom & Handicrafts**, Paona Bazar, Imphal. Tel: (M) 9856262828/8014169052
4. **Ima Market**, Khwairamband Bazar, Imphal.
5. **Ningthibee Collections**, Nagamapal, Imphal.
6. **Crafts Centre**, Sagolband, Imphal.
7. **Emoinu Co-operative Emporium**, Uripok, Imphal.
8. **Wangkhei Leima Collection**, Yonglan Leirak, Imphal East.
9. **Rani Phi**, Wangkhei Lourembam Leikai, Imphal East.
10. **RKCS Art Gallery**, Keisamthong, Imphal.
<http://www.rkcsartgallery.com>
11. **SACH**, Khongman Mangjil, Imphal East.
<http://www.sach-manipur.com>

Where to stay

Conveniently located in the heart of the Imphal City, there are a number of Government as well as privately run hotels with all modern amenities, attentive services suited for both leisure travellers & businessmen.

1. **Hotel Imphal**, North AOC, Imphal (Tourism Department, Government of Manipur). Tel: 2421373/2423372
2. **State Guest House**, Sanjenthong, Imphal (Government of Manipur). Tel: 2451212
3. **The Classic Hotel**, North AOC, Imphal. Tel: 2443967/2443969
<http://www.theclassichotel.in>
4. **Hotel Nirmala**, M.G. Avenue, Imphal. Tel: 2458904/2459014
5. **Hotel White Palace**, M.G. Avenue, Imphal. Tel: 2452322

8. **Hotel Tampha, North AOC.**, Imphal. Tel: 2451486/2405479
9. **Hotel Avenue**, M.G. Avenue, Imphal. Tel: 2241173
10. **Youth Hostel**, Khuman Lampak, Imphal. Tel: 2453422
11. **State Youth Centre**, YAS Department, Government of Manipur, Khuman Lampak, Imphal. Tel: 2320014
12. **Hotel Anand Continental**, Thangal Bazar, Imphal. Tel: 2449422/2449433
13. **Hotel Kristina**, Pologround Road, Paona Bazar. Tel: 2445255/ 2242093
14. **Mass Hotel**, Assembly Road, Imphal. Tel: 2444342/ 2452797
15. **Hotel Yaisana**, Thangal Bazar, Imphal.

AIRLINES

AirIndia:

M.G. Avenue, Imphal, Tel :2450199

Tulihal Airport: Tel: 2455074

Jet Airways (I) Ltd.: Tel : 2455054

Indigo: Tel : 2455368/69

Kingfisher: Tel :2433013

North East Shuttle: Tel : 2455111/
09862207568

TRAVEL AGENCIES

Seven Sisters Holidays, M.G. Avenue, Majorkhul Crossing, Imphal.

Tel: 2443977/9957171551/9206188454

Pioneer Travels, B.T. Road, Imphal.

Tel: 2451248/2451997

Haokip Travel Agency,

Hotel Nirmala, MG Avenue, Imphal.

Tel: 2443044/2452772

Goodwill Travels, Thangal Bazar, Imphal.

Tel: 2450532/2450076

Seven Sisters Air Travel, M.G. Avenue.

Tel: 2445373

Pureiromba Travels, Palace Gate, Imphal.

Tel: 2441211/9436038595/9862009521

Banks

All major Nationalised Banks have branches in Manipur with SBI, UBI, Axis, ICICI having ATM facilities in some of the Branch offices in Imphal.

POSTAL AND COURIER SERVICES/ TELEGRAPH

- General Post Offices, Imphal (SPEED POST) and other facilities are available.
- Blue Dart, M.G. Avenue. Tel: 2231281
- Overnite Express, Paona Bazar. Tel: 2451993
- Desk to Desk Courier, M.G. Avenue.

HOSPITALS

- **Jawaharlal Nehru Institute of Medical Sciences(JNIMS)**, Porompat, Imphal.
Tel: (Casualty)-2223516/2450385
- **Regional Institute of Medical Sciences(RIMS)**, Lamphelpat, Imphal. Tel: (Casualty/emergency) 2310478/2310411/2414478
- **Shija Hospitals & Research Institute, Langol**, Imphal. Tel: 2414252
- **Imphal Hospital**, RIMS Road, Imphal.
Tel: 2410333/2411353
- **Langol View Clinic**, RIMS Link Road, Imphal.
Tel: 2414679/2416288
- Raj Polyclinic**, North AOC, Imphal.

HOW TO GET TO MANIPUR

Manipur can be reached through Airways & Roadways. Railways will be functional from 2016.

AIR COMMUNICATION

Imphal is the second largest airport in the region. Imphal is connected to Kolkata, New Delhi, Guwahati, Aizawl, Dimpaur and Silchar by Air India, Jet Airways, Indigo, Kingfisher & NE Shuttles.

ROADS

Private owned and managed deluxe coaches run daily from Imphal to Guwahati and Dimapur and back thus facilitating along the 3 National Highways viz., (1) NH-2 Via Nagaland (2) NH-37 via Silchar and (3) N.H.-150 via Mizoram crisscrossing the state and connecting all the districts.

Tourist Information Centre

Manipur Information Centre

C-7 Baba Kharag Singh Marg, New Delhi - 110001

Fax: 011-23746361, Tel: 011-23746359

NEW DELHI MANIPUR BHAWANS

Manipur Bhawan (Old)

2-Sardar Patel Marg, Chanakyapuri, New Delhi - 110021

Reception :011-26873311/26870103/26870122/45750800

49/50/ 26873311 Fax : 011-26111803

Bir Tikendrajit Bhawan (New)

Bir Tikendrajit Marg, Chanakyapuri, New Delhi -110021

Reception: 011-26870098/26113150

Kolkata Manipur Bhawan

26, Rowland Road (Near Max Muller Bhawan),
Kolkata-700020, Tel: 033-24747939, 24742453

Reception: 033-24866937/24758163, Fax: 033-24542453

Guwahati: Guwahati Manipur Bhawan, Rajgarh Road,
Guwahati - 781003, Tel: 0361-2540707 Fax: 0361-451968

Imphal: Reception Counter, Imphal Airport. (Tourism Deptt. Govt. of Manipur)

CONDUCTED TOURS & TRAVEL PACKAGE

I. PIONEER TRAVELS

BT ROAD, IMPHAL 795001,
MANIPUR, INDIA.

Phone: 91385-2451997, FAX: 91385-2451248, Mobile: 919856031401, 919436026591
pioneertrvs@rediffmail.com, pioneertrvs@yahoo.co.in, dusarigopal@rediffmail.com

TOUR CODE – VM/01 (IMPHAL-MOIRANG itinerary for 3 days/2 nights)

The itinerary is made for a group of minimum 6 (six) persons. The complete itinerary is for accommodation on twin sharing basis, fooding, sight seeing, cultural programmes (for a minimum of 21 persons), transportation and transfer from/to airport.

DAY 01: Arrival in Imphal Airport. Reception by our representative and transfer to hotel. Lunch at hotel. Afternoon visit at World War II British Cemetery in Imphal. Dinner and stay in hotel.

DAY 02: Breakfast at hotel. Proceed to INA Museum Moirang then to Loktak Lake. Further proceed to Keibul Lamjao National Park, the world's only floating park which houses the unique Sangai deer. Return to Imphal. Lunch at hotel. Visit to Ima Market and Paona International Market. Dinner and stay in hotel.

Breakfast at Hotel. Proceed to Kangla Fort, Shahid Minar and RKCS Art Gallery. Proceed to airport.
TARIFF: The tariff for the complete itinerary is Rs 9,500/- per person excluding air fare.

TOUR CODE – VM/02 (IMPHAL-MOREH-MOIRANG itinerary for 4 days/3 nights)

The itinerary is made for a group of minimum 6 (six) persons. The complete itinerary is for accommodation on twin sharing basis, fooding, sight seeing, cultural programmes (for a minimum of 21 persons), transportation and transfer from/to airport.

DAY 01: Arrival in Imphal Airport. Reception by our representative and transfer to hotel. Lunch at hotel. Afternoon visit at World War II British Cemetery in Imphal. Dinner and stay in hotel.

DAY 02: Breakfast at hotel. Proceed to Moreh. Visit to Namphalong Myanmarese Market. Lunch at Moreh. Return to Imphal. Dinner and stay in hotel.

DAY 03: Breakfast at hotel. Proceed to INA Museum Moirang then to Loktak Lake. Return to Imphal. Visit to Kangla Fort, Shahid Minar, Shree Shree Govindaji Temple and RKCS Art Gallery. Further visit to Ima Market and Paona International Market. Dinner and stay in hotel.

DAY 04: Breakfast at Hotel. Proceed to. Proceed to airport.
TARIFF: The tariff for the complete itinerary is Rs 10,500/- per person excluding air fare.

TOUR CODE – VM/03 (IMPHAL-MOREH-MOIRANG itinerary for 5 days/4 nights)

The itinerary is made for a group of minimum 6 (six) persons. The complete itinerary is for accommodation on twin sharing basis, fooding, sight seeing, cultural programmes (for a minimum of 21 persons), transportation and transfer from/to airport.

DAY 01: Arrival in Imphal Airport. Reception by our representative and transfer to hotel. Lunch at hotel. Afternoon visit at World War II British Cemetery in Imphal. Dinner and stay in hotel.

DAY 02: Breakfast at hotel. Visit to Kangla Fort, Shahid Minar and Manipur State Museum. Proceed to Moreh. Lunch at Moreh. Visit to Namphalong Myanmarese Market. Dinner and stay in Moreh.

DAY 03: After breakfast, proceed to Tamu in Myanmar. After lunch, return to Imphal. Visit to RKCS Art Gallery. Dinner and stay in hotel.

DAY 04: Breakfast at hotel. Proceed to INA Museum Moirang then to Loktak Lake. Further proceed to Keibul Lamjao National Park, the world's only floating park which houses the unique Sangai deer. Return to Imphal. Lunch at hotel. Visit to Ima Market and Paona International Market..

DAY 05: Breakfast at Hotel. Visit to Nupial Memorial Complex. Transfer to airport.
TARIFF: The tariff for the complete itinerary is Rs 12,500/- per person excluding air fare.

FOR DETAILS- PLEASE CONTACT TOUR OPERATORS

II. SEVEN SISTERS HOLIDAYS

MG AVENUE, IMPHAL 795001,
MANIPUR, INDIA.

Phone: 91385-2443977, Mobile: 919957171551, 919436085741

<http://www.sevensistersholidays.com>, email: 7sistersholidays@gmail.com

<http://sevensistersholidays.com/itineraries.asp>

TOUR No. 5 (Exclusive Manipur itinerary for 5 days/4 nights)

DAY 1: Arrival at IMPHAL. On arrival transfer to Hotel. Afternoon visit to Shree Shree Govindaji Temple. Overnight in Imphal

DAY 2: Day trip to Keibul Lamjao National Park, Loktak Lake, INA Memorial, Japanese War Memorial. Overnight in Imphal

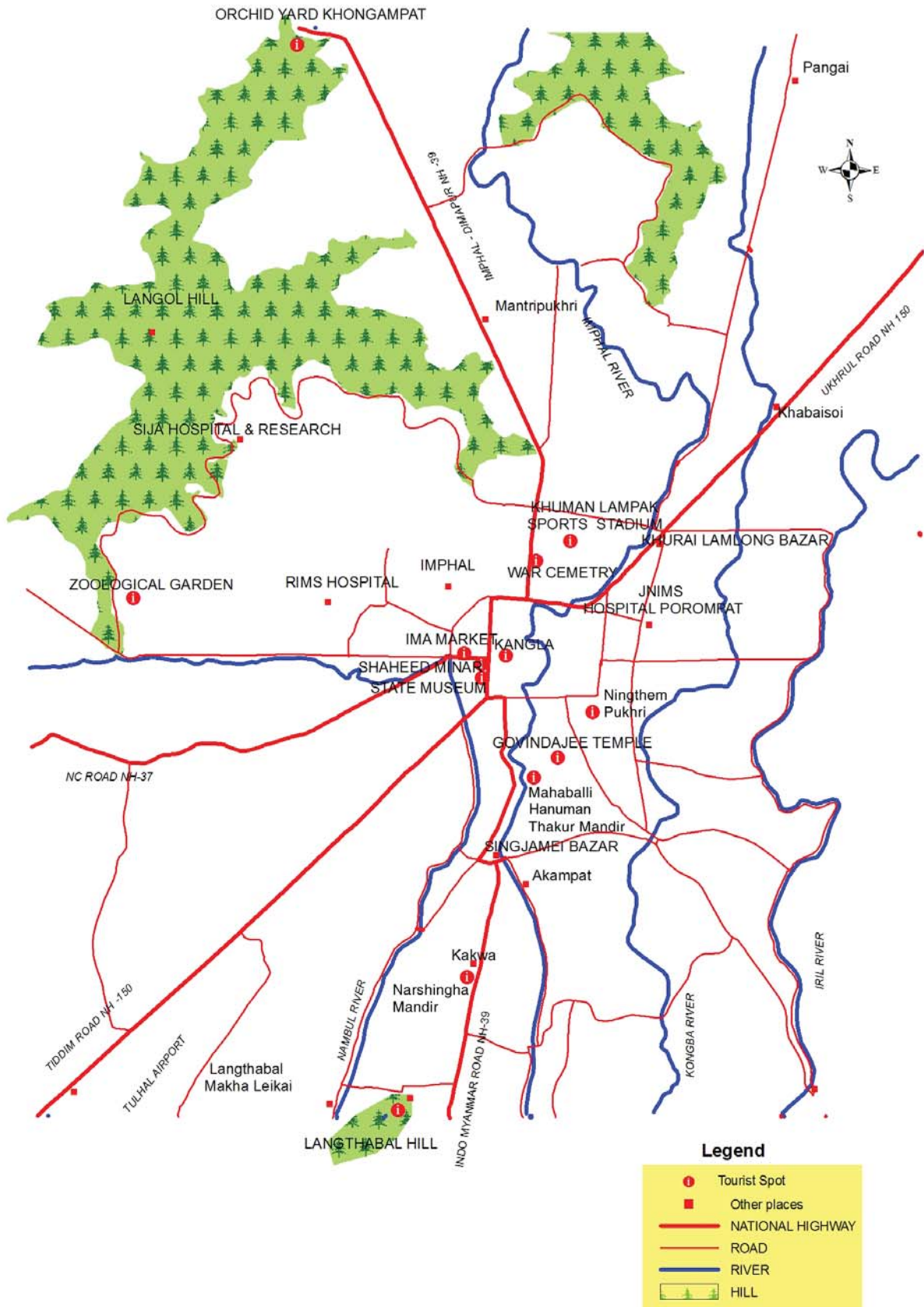
DAY 3: Visit Andro Heritage Village. Afternoon local sightseeing of Imphal. Kangla Fort, Ima Market, World War II Cemetery. Overnight in Imphal

DAY 4: Day trip to Ukhrul, about 84 km kilometers to the North East of Imphal. The place is inhabited by Tangkhul Tribes. The life and art of Tangkhuls are attractive and captivating. Overnight in Imphal

DAY 5: Transfer to Airport. Tour Ends.

FOR DETAILS - PLEASE CONTACT TOUR OPERATORS

MAP OF IMPHAL (Not to scale)





Tourist Map of
MANIPUR
 (Not to scale)



LEGEND

State Boundary	~
District Boundary	—
National Highways	—
State Highways	—
Place of Tourist Interest	●
Tourist Home Lodge	⊙
Lake	⊙



Department of Tourism
Govt. of Manipur, North AOC, Imphal
<http://www.manipur-tourism.org>
<http://www.manipursangaifestival.com>