

**NO.F.12011/11/2015-TOUR**  
**GOVERNMENT OF MIZORAM**  
**TOURISM DEPARTMENT**

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Mineco, Building 2, Room No. 027/028  
Ph.No. 0389-2334435

**Aizawl the 14<sup>th</sup> August 2020**

**NOTIFICATION**

As per approval of the Council of Ministers in its meeting held on 7<sup>th</sup> August 2020 and in order to provide economic, social, and environmental benefits to the State through development and management in coordinated manner with line departments, non-government organizations and other private service providers in the sector for responsible and sustainable tourism, the Governor of Mizoram is pleased to notify the “**Mizoram Responsible Tourism Policy 2020**” as enclosed.

**SD/-ESTHER LALRUATKIMI**  
*Commissioner & Secretary*  
*Govt. of Mizoram*  
*Tourism Department*

**Memo. NO.F.12011/11/2015-TOUR** : **Aizawl the 14<sup>th</sup> August, 2020**

Copy to:

1. Secretary to Governor of Mizoram
2. PS to Chief Minister, Govt. of Mizoram
3. Speaker/ Dy. Speaker, Mizoram Legislative Assembly
4. All Ministers/Ministers of State, Govt. of Mizoram
5. All Members of Legislative Assembly, Mizoram
6. Sr.PPS to Chief Secretary, Govt. of Mizoram
7. All Administrative Heads/All Heads of Department
8. Controller, Printing & Stationery Department with 6 spare copies for publication in the Official Gazette.
9. Director, Tourism Department for information & necessary action.
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11. Guard File.

  
**(ZONUNTHARI)**

*Deputy Secretary to Govt. of Mizoram*  
*Tourism Department*

## THE MIZORAM RESPONSIBLE TOURISM POLICY 2020

In order to provide economic, social, and environmental benefits to the State through development and management in coordinated manners with other line departments, non-government organizations and other private service providers in the sector for responsible and sustainable tourism, the Governor of Mizoram is pleased to notify the "Mizoram Responsible Tourism Policy 2020" as enclosed.

### 1. BACKGROUND

Mizoram declared Tourism as an 'Industry 'on 18<sup>th</sup> March 1993 with a view to earn higher income for the industry and boost the service providers in the sector with benefits through promotional activities on tourism.

The National Tourism Policy 2002 put tourism sector as a national priority which provides for a constitutional recognition to the tourism sector, help in channelling the development of tourism in a systematic manner and enable both the Central Government and State Government to legislate tourism development. In this scenario, the vision of the Government of India for tourism development is as follows:

"Achieve a superior quality of life for India's people through Tourism which would provide a unique opportunity for physical invigoration, mental rejuvenation, cultural enrichment and spiritual elevation".

Similarly, the NITI Forum for the North East which was constituted in February 2018 while identifying various constraints for development of the North East Region identified tourism sector for accelerated, inclusive and sustainable growth in the North East Region. As such, tourism sector has been included as one of the core identified areas by the NITI Forum for the North East.

Mizoram notified its Tourism Policy 2014 on 15<sup>th</sup> May 2014 with the objective of promoting tourism in the State in consonance with the prevailing socio-economic, cultural and religious practices of the State. The Mizoram Tourism Policy 2014 mainly focuses on eco-tourism and adventure tourism and hence a more comprehensive responsible tourism policy for the State is prepared addressing environmental and sustainability concerns.

A **responsible tourism policy** in Mizoram means that the State's tourism policy shall be beneficial and inclusive and as best possible, accessible to all the people in the State both as visitors and participants of the tourism industry and that everyone takes ownership in tourism. The State tourism policy follows a sustainable development strategy, coordination, strengthening institutional mechanism, and skill development with the following features:

**a)** Tourism development provides economic, social, and environmental benefits to the State with special emphasis on broad-based local socio-

economic development and spreading benefits to the local community, encouraging local entrepreneurship to secure livelihood for women and youth.

**b)** Tourism development and management is coordinated with other line departments; support and engagement of local communities, non-government organizations and other private service providers in the sector.

**c)** Tourism development and management promotes the State's cultural heritage, biodiversity and ecosystems; and works to eliminate unsustainable consumption and minimize pollution and waste.

**d)** Tourism resources and products shall be of mutual benefit to both the visitor and the local community to ensure a rich and rewarding experience for all.

The State, while pursuing conventional markets in tourism will simultaneously pursue **niche tourism markets**, which support value growth over volume growth, targets a more engaged traveller who seeks new, authentic experiences as opposed to low-budget mass tourism. Mass tourism has become anathema to the host country as it causes negative environmental impacts and limits benefits to local communities. Niche tourism has the potential to enhance the competitiveness of destinations, diversify its product offerings, generate higher yields per visitor, and create more jobs for locals. The State of Mizoram is endowed with a variety of niche markets such as religious tourism, nature-based tourism, cultural and heritage tourism, horticulture tourism, voluntourism, sports tourism, weddings and honeymoons, and adventure tourism.

## **2. SCENARIOS IN TOURISM**

### **2.1 Global Tourism**

Tourism sector is one of the biggest contributors to the global economy. The 3rd edition of the UNWTO/ GTREC Asia Tourism Trends reports that international and regional tourism continues its dynamic expansion, greatly contributing to economic growth, job creation and development in nations around the world. According to the UNWTO, in 2017 tourism accounted for 10% of global GDP, 7% of total exports and one in 10 jobs across the world. In 2017, international tourist arrivals grew by 7% to reach 1326 million (UNWTO/GTERC Annual Report on Asia Tourism Trends (2016) <https://www.e-unwto.org/doi/pdf/10.18111/9789284418312>). The highest tourist arrivals were in Europe which attracted 671.1 million tourists followed by Asia and the Pacific with 323.2 million tourists in 2017. Asia and the Pacific, in particular China, is fast becoming the main source market for many destinations within the region.

### **2.2 Tourism in India**

Tourism is the largest service sector industry in India. The industry provides heritage, cultural, adventure, medical, business and sports tourism. It is expected that the tourism sector's contribution to the country's gross domestic product will

grow at the rate of 7.85% yearly in the period 2013- 2023. It accounts for one-third of the foreign exchange earnings of India and also gainfully employs the highest number of people compared to other sectors. This sector also attracts the domestic tourist and foreign tourist in an enthusiastic way which resulted in improving the economy of the nation. Tourism industry in India has several positive impacts on the economy and society. The following are the significance and importance of tourism in India:

**2.2.1 Creation of income and employment:** Tourism in India has developed as an instrument of income and employment generation, poverty alleviation and sustainable human development. The World Travel and Tourism Council calculated that tourism generated Rs.16.91 lakh crore (US\$240 billion) or 9.2% of India's GDP in 2018 and it is predicted to grow at an annual rate of 6.9% to Rs.32.05 lakh crore (US\$450 billion) by 2028 (9.9% of GDP) and supported 42.673 million jobs, 8.1% of its total employment as on 2019-2020

**2.2.2 Infrastructure development:** Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transport, health care facilities, and sports centres, in addition to the hotels and high-end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities.

**2.2.3 Source of foreign exchange incomes:** It is an important source of foreign exchange earnings in India and has a favourable impact on the balance of payment of the country. The tourism industry in India generated about US\$240 billion in 2018.

**2.2.4 Conservation of national heritage and environment:** Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For instance, the Taj Mahal, the Qutab Minar, Ajanta and Ellora temples, etc, would have decayed and been destroyed had it not been for the efforts taken by Ministry of Tourism to preserve them. Likewise, tourism also helps in conserving the natural habitats of many endangered species.

**2.2.5 Encouraging peace and stability:** The tourism industry can also help encourage peace and stability in a developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness. However, key challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption, etc, must be addressed if peace-enhancing benefits from this industry are to be realized. The Indian tourism sector has been flourishing in recent years due to improved connectivity to and from the country. Also, better lodging facilities at the tourist destinations have been a factor which contributes to increase Foreign Tourist Arrivals (FTA).

## 2.3 Tourism in Mizoram

Tourism in Mizoram is at a crossroads. Mizoram's stunning environment, biodiversity, and the many initiatives taken to ensure its pristine condition have led to more market opportunities than ever before. Nature has bestowed the State with unique beauty and splendour with its lush green forests, pristine rivers and mountains, a serene, peaceful, hospitable and comfortable environment which are suitable for all kinds of tourism. The major tourist attractions offered by Mizoram to its tourists are beautiful places due to its breathtaking landscape and pleasant climate. During the year 2019-2020, the total number of tourist arrivals in the State stood at **161,677** with domestic tourist arrivals stood at **159,534** and foreign tourist arrivals at **2143**. The State Government is trying to attract quality tourists and increase the stay of the tourists in the State by focussing on quality tourism, promoting sustainable tourism and encouraging the private sector to develop tourism related infrastructure in the State without breaching the existing ecology and environment in a responsible way.

There is annual growth rate of 81.04 per cent for domestic arrivals while the growth rate in case of foreign tourist arrivals was recorded at 30.35 per cent increase for the same period.

Special emphasis is being placed on the development of activity-based tourism and opening up new destinations in the countryside and to lesser-known areas. Appropriate infrastructure will be developed within available resources. According to the latest data compiled by the respective associations of the tourist service providers as on 31<sup>st</sup> March 2020, Mizoram has a total of 68 hotels with 505 rooms, 41 numbers of Travel Agents and 8 numbers of tour operators.

Tourism in Mizoram, however, remains constrained by erratic air services, inadequate connectivity and destination infrastructure, absence of proper management of heritage and adventure sites and inadequate community engagement and participation. Development and establishment of hotels aim to service the low-end travellers that have cluttered the market and degraded Mizoram's pristine brand. Further, absence of qualified tour guides and lack of awareness on tourism among the public in general and transport service providers in particular are the immediate areas where the Government should intervene. Resolving these issues is therefore crucial and its resolution will require political will and a coordinated industry. Therefore, the Mizoram Responsible Tourism Policy outlines the way forward and urges all citizens and travellers to work together in one voice to implement the needed solutions.

## 3. TOURISM PRODUCTS IN MIZORAM

Mizoram's tourism industry has been showing no signs of significant progress for many years due to absence of proper infrastructure and facilities for the tourists. However, Mizoram has been recognized for offering plethora of tourism activities despite its limited resources from conventional tourism to adventure tourism apart from its breathtaking natural beauty all the year-round with high

quality tourism products enhancing variety of resources in tourism development. These tourism products could be developed with effective use of historical and cultural sites, nature attractions, spa as well as cultural events like festivals and traditional showcases.

The approach to development of Tourism in Mizoram would be an integrated, inclusive and sustainable manner through systematic planning, external financing, mobilization of State resources, and modernization of facilities, community ownership and community participation

Potential areas for the future development of tourism products in Mizoram include:

**3.1 Adventure and Adventure Sports Tourism:** Mizoram offers immense potential for adventure related activities including adventure sports like rock climbing, paragliding, zip lining, mountain cycling, mountain biking, aerosport, paragliding, etc. Some of the popular adventure activities being promoted in the state are hard and soft treks, rock climbing, and indigenous sports. While promoting adventure sports, it is important to ensure maintenance of international protocols of safety, quality and service by strictly following guidelines issued by the Ministry of Tourism.

**3.2 Wildlife and Eco-Tourism:** With a large area of the state covered under sub tropical forest region, Mizoram has diverse wildlife ideal for eco tourism purposes. Basic tourism facilities are to be developed around the national and wildlife sanctuary through development of eco-tourism. The Mizoram Eco Tourism Policy which was notified by the Environment, Forest & Climate Change Department on 9<sup>th</sup> June 2017 focuses on recreation and promote understanding about heritage sites and its values, nature and wildlife conservation with income generation and employment opportunity to local people while according priority to bio-diversity conservation, ecosystem functioning and socio-economic development. Tourism Department shall also co-ordinate with the Environment, Forest & Climate Change Department for further development and improvement of the existing infrastructure for the convenience of tourists.

**3.3 Cultural Tourism:** The rich cultural heritage of Mizoram depicting different culture and tribes are added attraction for promotion of cultural and heritage tourism as Mizoram resonates with fairs and festivals which are celebrated throughout the year. The major festivals are Chapchar Kut, Anthurium Festival, Thalfavang Kut, Lyuva Khutla of Mara tribe, Hlukhla Kut of Lai tribe, Biju Festival of Chakma tribe and Christmas Festival. These festivals also provide a glimpse of Mizoram's collection of handloom and handicraft, art and craft and other local decorative items. Emphasis will be given to these major festivals and fairs with promotion of local cuisines to attract quality tourists. Calendar of events will be prepared ahead of time with the concurrence of the organisers keeping in mind its effectiveness and purpose.

**3.4 Heritage Tourism:** Heritage Tourism is the unique form of tourism where historically important monuments, buildings and places are show-cased to the tourists. The Department will take steps to promote places, monuments, etc. connected with famous personalities to promote Mizoram as a destination for Heritage Tourism through tailor-made or customized tour packages.

**3.5 Village or Rural Tourism-Home Stay:** Village or Rural Tourism has emerged as a new concept in the tourism industry. In this context, Mizoram is fast evolving as a responsible and sustainable tourism product with an important social objective through people's participation. Rural tourism can be effectively implemented to boost tourism in the state. Rural tourism will ensure the dispersal of tourists from the city to villages enabling them to familiarise themselves with the unique culture and heritage prevalent so that they are rejuvenated and culturally enriched. The prime objective is to harness the vast untapped rural tourism prospective of the state so that their multiplier benefit filters out directly to the rural communities. Similar programmes taken up by NGOs and other agencies will also be streamlined by bringing them under one umbrella for convergence in the development and promotion of the product.

**3.6 Nature-based Tourism:** As Mizoram offers plethora of stunning landscape and pristine mountains covered with lush green forest with abundance of flora and fauna, nature-based tourism is a new concept for the sustainable tourism as it provides environmental sustainability and resilience. Nature-based tourism in Mizoram can be taken up through tea or coffee tourism, horticulture tourism, bird watching, angling and nature watch. These activities can also be performed through tented accommodation and jungle safari.

Apart from the existing and regular products in tourism, the State Government is trying to promote the following tourism products:

**3.7 Music Tourism:** The people of Mizoram are passionate about music and art. Musical talent needs to be nurtured and recognised in order to promote tourism in the music line through music festivals in the State. Concerned departments will also be consulted for promotion of music tourism in the State.

**3.8 Fashion Tourism:** People of Mizoram and the North East are known for their fashion sensibilities with trendy clothes and accessories. There are immense opportunities for the fashion entrepreneurs to start fashion industry in the State with an aim to promote fashion tourism through ethnic and traditional trendy wears. Fashion Tourism is defined as the phenomenon where by people travel to and stay in places outside their usual environment to enjoy experience and possibly consume fashion. Fashion tourism is another alternative form of tourism that attracts tourists from different parts of the world, this trend is gradually becoming one of the more sought after niche in the tourism markets.

Tourists seek destination that fulfils their needs, wants and desires for new tastes and the overall experience of the destination's culture that reflects its creativity, innovation and intricate tapestry of skills and knowledge of the host

country. Fashion is constantly evolving and the new tourist will not be left behind as they would want to get on board with the latest trends and tastes especially for the purpose of viewing fashion trend in the places they are visiting.

**3.9 Film Tourism:** Promote Mizoram as a film shooting destination would be a perfect combination of tourism and film shooting as there are many ideal places for film shooting such as Thenzawl Golf Resort, Hmuifang Tourist Complex, Solomon Temple and Reiek Tourist Complex. Besides gaining wide publicity for the state, the local community also benefits economically from the crew during their stay.

**3.10 Weekend Getaway/Retreat or Day Tourism:** There are many locations for weekend retreats/getaways in and around the capital viz Khawhpawp, Beraw, Reiek, Hmuifang etc which are popular amongst tourists. State Government will further develop these spots as well as promote new destinations preferably with involvement of the private sector on a PPP mode.

**3.11 Golf Tourism:** Mizoram has a well-equipped 18-hole golf course at Thenzawl Golf Resort, Serchhip District. Thenzawl and its surroundings offer many attractive destinations such as Tuirihiau, Vantawng Fall, Chawngchilhi Puk, Vaibiak, Thenzawl Dilpui, Deer Park, Bengkhuaia Thlan, LAD Park, Wellness Spa and Vety Farm where one can mimic the 'cowboy life' with proper ensemble.

**3.12 Wellness, Health & Herbal Tourism:** Spa holidays are becoming popular these days. Mizoram has immense potential in this segment and can be a leading player in health and wellness tourism where professionally devised programmes can be initiated and delivered like ayurvedic treatments, rejuvenating treatments etc. Bestowed with an abundant variety of medicinal plants, the state could promote Health & Herbal Tourism. Areas and locations having valuable medicinal plants will be identified for the purpose of conducting educational herbal trails. There is a Wellness Spa recently developed by the State Government at Thenzawl which shall form part of an important component of wellness tourism. Apart from this, Zoram Medical College, Falkawn, Aizawl has been identified to attract medical tourism through quality low cost surgical procedures and nursing care in the region

**3.13 Religious Tourism:** Mizoram has potential for religious tourism as the State is predominantly Christians and the social life of the Mizos is deeply intertwined with the religious behaviour and much of the social calendar is dictated by religious events and gatherings. Christmas is still celebrated in the communal vein with street decorations, carols, feasts and music throughout the winter holidays. Religious tourism can also be complimented with the wedding tourism, which the new trend in tourism where people are seeking new and exotic destinations for wedding. Solomon Temple, KV Paradise, Beraw Tourist Complex, Hmuifang Tourist Complex and Thenzawl Golf Resort would be developed as wedding destinations to attract tourists in the State.

### **3.14 Meetings, Incentives, Conventions & Exhibition Tourism (MICE) :**

Though a new concept for the Mizoram Tourism, effort is being taken to develop state-of-the-art modern convention facilities with accommodations as Mizoram becoming a preferred destination of the North East, and with tourist arrival increasing substantially every year.

**3.15 Sports Tourism:** As Mizoram is famous for sending sports persons to the national level particularly many young footballers are playing for the professional clubs across the country. The Aizawl Football Club (AFC) has been playing in the India's top tier league called I League and emerged as the winner for I League 2016-2017 season and became the first team from North-East India to win the league. Sports tourism garners revenue to the State economy during the I League play-off in Aizawl. Such kind of crowd pulling events is often expected in the State which not only beneficial to the sportspersons but also to the local entrepreneurs.

**3.16 Voluntourism:** Volunteer Tourism also known as voluntourism has become a global phenomenon in the tourism industry particularly in less developed countries such as India, Peru, Vietnam, Honduras and Guatemala. People come to visit the place and start volunteering for certain causes. Voluntourism can also be propagated in regulated manner to generate revenue for the State economy.

Focus will also be made on decentralizing tourism products to community in Mizoram's rural areas particularly to the women Self Help Groups and local entrepreneurs.

## **4. WHY RESPONSIBLE TOURISM IN MIZORAM**

### **4.1 Responsible Travel empowers the local community**

Local communities are those that have maintained tourist destinations to their best. Responsible tourism helps in benefiting the local community of the place through job opportunities and employment and other related services. Local communities are benefitting from the travellers which has a huge impact on their economic livelihood.

Responsible tourism is all about spending locally and giving money to the local community who plays a major part in maintaining and preserving the essence of that place. It is the local community that infuse those places with the culture, colour, and personality that draw tourists in. In such a way, the State Government will encourage local communities to actively participate in responsible tourism through their simple way of living while maintaining their environmental and ecological balances.

## **4.2 Responsible Travel helps in preservation and perpetration of the culture**

Local culture and heritage are best preserved by the village communities. Experiencing the unique culture of different places is one of the greatest aspects of travel. As local cultures can easily be overrun by outside forces, responsible tourism preserves local culture through respect, education, and monetary support. The State Government will make whole-hearted effort to preserve the local culture and practices in consonant with the prevailing socio-economic and religious practices of the people.

Local food, local arts, and dedicating the spending to the local craftsmen and artisans at markets and small shops make travelling a genuine experience and help to preserve that culture for future generations to come. It is one way of promoting local culture to the rest of the world.

## **4.3 Responsible Travel helps preserve the environment and provides incentives for preservation**

The environmental impact of travel is huge. Even the most eco-conscious individuals create a big carbon footprint while travelling by an airplane. CO2 emissions from flights have increased a whopping 83% since 1990. But there are ways to offset that footprint, and decrease our environmental impact elsewhere along our journeys. Travellers can reduce their environmental impact by travelling light, walking and cycling instead of driving whenever possible, carrying reusable water bottles, purchasing carbon offsets for air travel, and respecting the natural resources.

When travellers seek new things in the unknown destinations to enjoy the beauty of nature around the world, that natural beauty is at risk and to protect that heritage from that risk; responsible tourism encourages environmental protection. Responsible tourism in Mizoram gain from the Swachh Bharat Mission launched by the Government of India which focuses on environment protection, sanitation and cleanliness of tourist places across India.

## **4.4 Responsible Travel provides jobs for locals**

The tourism industry can be a huge supplier of employment to a local community in Mizoram through local vendors, tour guides, tour operators, the organized and unorganized sectors, but only when the tourism industry operates in a responsible manner. Responsible tourism operators seek to keep jobs local. The positions of guide, cook, host, translator, and many more can provide necessary employment to people who may be struggling to find it otherwise.

Filling these positions locally creates a better experience for everyone involved. Locals get to share their culture with visitors, while earning a healthy income, and visitors are treated to the wealth of knowledge and expertise that locals have to offer.

#### **4.5 Responsible Travel makes mutual benefits for visitors and locals**

The knowledge that we are doing our best to support the local communities and the natural environment when we travel can make travel much more enjoyable. When travel is about mutual benefits for both visitors and locals, everyone involved can have a more positive experience.

If tourism is taking more than it is giving back, that creates a negative view of tourists. Locals may begin to resent the operators and the visitors to their country, because they see and experience the ways that travel has negatively affected their home. But when we travel responsibly, visitors and locals can enjoy and protect the beautiful places they wish to experience.

#### **4.6 Responsible Travel is an education**

Without responsible tourism, travel is less sustainable. When we fail to consider our impact on the places we travel to, we fail to protect them for the future. Some of those places may even disappear.

Travellers are drawn to the State's biodiversity and its natural beauty. But those aspects are precisely what is being damaged when failing to travel responsibly. Responsible travel encourages travellers to constantly educate themselves on how to reduce their impact on places like ecologically threatened locations, so that we can continue to see and experience natural beauty.

#### **4.7 Responsible Travel passes on to generations**

As the world live in the society where responsibility has gained paramount importance among the kids as well, the concept of responsible tourism can be passed on to the future generation through local culture, respect for local culture and resources and understanding the impact of irresponsible travelling and vice-versa.

#### **4.8 Participation in Volunteer Programmes (Voluntourism)**

With respectful cultural exchange comes empathy. Not only do we begin to understand other cultures, but also we develop a more personal connection that begs us to honour these cultures with our time and support. Voluntourism has become a new concept through which as a tourist, one can volunteer for some purposes in which he is visiting, eg. charity organizations, churches' organizations etc. Volunteering can be an important component of responsible tourism, if done correctly. It has been considered a great way to give back to a place, rather than simply take.

#### **4.9 Promotion of Sustainable Tourism**

The State needs to focus on alternative forms of tourism, such as green travel, ethical travel and transformative travel to strive to establish local

livelihoods, protect local wildlife, and conserve local ecosystems through sustainable tourism. The *World Tourism Organization, 2004 (now known as the UNWTO)* states “Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them”. Mizoram will work towards keeping the local environment clean, the city safe, the infrastructure current, and the local culture intact and travelling sustainably is a basic tenet for the Mizoram Tourism.

## 5. STRATEGY OVERVIEW

Mizoram’s Responsible Tourism Policy 2020 shall be guided by the following vision and mission:

### 5.1 Vision

***Mystical Mizoram: A paradise for everyone:*** Vision of the State Tourism Policy is to put forward its relative advantage in tourism resources and attractions in a sustainable and integrated manner to make Mizoram a preferred national and international destination so that tourism enriches the quality of life and becomes an important catalyst for economic development and for enhancement of livelihood for the people.

### 5.2 Mission

Mizoram Tourism intend to grow and sustain tourism industry that is responsible and sustainable, respectful of the local people and environment, ensures the optimum flow and generation of revenue in the State’s economy, and delivers on the promise of the brand ‘***Mystical Mizoram: A paradise for everyone***’.

## 6. TARGETS, OBJECTIVES AND IMPACT

To realize the responsible tourism policy, the vision is supported by **ten targets** for achieving sustainable and responsible tourism in Mizoram. The targets provide the direction for the goals and its objectives that will guide the implementation of the policy.

**Key Objectives** are statements of the specific outcomes to achieve the targets of the policy framework which would be measurable in terms of successful policy implementation.

**Outcome Measures** is a method to evaluate the progress and achievements on the State's way-forward toward a responsible tourism and sustainable tourism economy.

**6.1 Target 1: Responsible tourism development and promotion is in line with the National Tourism Policy 2002 as the State priority:** Tourism development and management is prioritized, organized, and coordinated across the State and local levels – developing linkages between tourism and other economic sectors to maximise benefits.

**6.2 Target 2: Promoting sustainable management of tourism in quality infrastructure:** Investment in new circuits and destinations is on the basis of its strength and weakness on tourism angle and its sustainability aspect.

**6.3 Target 3: Promotion of the brand 'Mystical Mizoram: A paradise for everyone:** The complete visitor experience reflects on the tourism products and experiences that are traditional in character as well as on the market demands and expectation of visitors with an interest in supporting responsible and sustainable tourism development through the brand **Mystical Mizoram: A paradise for everyone.**

**6.4 Target 4: Responsible product development attracts targeted high-quality niche tourism markets:** Diverse niche tourism markets, high quality services, low-impact consumer segments are the core emphasis of Mizoram's tourism industry.

**6.5 Target 5: Local entrepreneurs, business, service providers and transport providers are protected and incentives and recognition through awards:** Interest of the local business, local entrepreneurs and service providers is protected through coordinated effort of the concerned departments.

**6.6 Target 6: Mizoram's Tourism products and resources are responsibly managed:** Tourism development and tourists arrivals are managed through sustainable carrying capacity. Tourism products and resources are managed on the basis of a broad-based local socio-economic development and spreading benefits to local community, encouraging local entrepreneurship to secure livelihood for women and youth.

**6.7 Target 7. Mizoram's tourism industry provides improved visitor yield:** Responsible tourism practice supports optimum generation of revenue in the local economy through promotion of local entrepreneurs and women self help groups.

**6.8 Target 8: Mizoram's tourism development is community-based:** Communities are actively engaged in responsible tourism in planning and decision making process. They are integrated in tourism development and investment activities.

**6.9 Target 9: Skill Development and capacity building for quality service delivery through human resource development:** Training and capacity development through human resource development on tourism related services for the personnel in the service sectors and development of tour guides with active engagement of women self help groups.

**6.10 Target 10: Facilitating sustainable tourism through inter-sectoral convergence and coordination:** Other line departments and other private service providers are included in the development of tourism in Mizoram.

## 7. PROBLEMS

Tourism creates jobs, promotes economic diversification, adds tax revenue and contributes to the overall economic development of the State. However, despite its scenic beauty and stunning landscape with pristine mountains and rivers, tourism in Mizoram is still on a nascent stage due to absence of proper infrastructure such as air connectivity, road networks and proper infrastructure and lack of general awareness on tourism and its related aspects. These factors that threaten the sustainability of the growth of tourism in the State need to be addressed. Therefore, a Responsible Tourism Policy Framework is needed to guide and manage tourism growth and harness the industry's ability to contribute broad and equitable social, economic, and environmental benefits.

## 8. RESPONSE OF THE STATE GOVERNMENT

The primary focus of Mizoram's responsible tourism framework is to shift the current tourism profile from a low-end and disorganized market, to a niche, high-value tourism model coordinated to deliver the brand ***'Mystical Mizoram: A paradise for everyone'***.

The directives that justify this framework are designed to achieve ten targets that will impact the State's tourism market by tapping the rich natural resources of the State. These policies are put forward for the further development and promotion of tourism in the State through sustainable and responsible manner where necessary conditions and controls, collaboration, and coordination are put in to place to achieve the targets for sustainability in a long term.

Tourism in Mizoram has been developing in an arbitrary manner as different departments and private sectors are taking tourism in their own hands in isolated manner which has always become an impediment for the Department. As such, it has been felt by the Government that development of tourism would be taken up only in the areas which have potentials for tourism after taking all considerations into account such as exercising SWOT Analysis, feasibility studies and studies on economic viability. Therefore, the need for responsible tourism policy in the State is to address tourism in a holistic manner in collaboration with other stakeholders so that tourism development follows an integrated approach.

## 9. POLICY STATEMENT

Tourism is a complex industry that encompasses nearly all public and private sectors. It requires that both the public and private sector make significant investments to its development in order to realize its many benefits. To achieve the maximum economic, social and environment balance, Responsible Tourism Policy must be the guiding principle for tourism promotion, investment and development in Mizoram. This means that a proactive approach is needed by the Government, line departments and all industry service providers to develop and manage the sector along sustainability principles and guidelines. The targets, goals and objectives articulated in this framework are designed to promote and strengthen Mizoram's tourism industry to benefit all sections of the society in social and economic development

## 10. POLICY SOLUTIONS: TARGETS, GOAL, OBJECTIVES AND OUTCOME MEASURES

This framework proposes a two-pronged approach to implementing solutions to the many issues plaguing Mizoram's tourism industry. Firstly, the policy seeks to identify and support efforts leading to positive tourism outcomes that strengthen and enhance the profitability, resiliency, and sustainability of the industry. Secondly, it seeks to halt, mitigate, and, where possible, reverse the negative impacts arising from present deficiencies in tourism governance and management. This framework is also designed to provide a guide for strategic planning for all government, private sector, non-government, and civil society organizations involved in the management and delivery of tourism. The policies articulated in this document should be integrated into the strategic plans of relevant departments at both the state and local levels and provide guidance for further private sector tourism development and activities. Achieving the following goals, objectives and associated outcomes will result in the attainment of the desired high-value, niche tourism profile for Mizoram.

### **10.1 Target 1: Responsible tourism development and promotion is in line with the National Tourism Policy 2002 as the State priority**

To realize the vision of the policy, it is important to ensure adequate and appropriate capacity to manage the sustainability of the tourism sector. Support a regulatory framework for sustainable development strategy, coordination, strengthening institutional mechanism, skill development, integrated tourism planning, land use, tourism zoning, building control and resource planning to protect cultural, heritage and natural environment. Support a government-to-business mechanism for the collection and dissemination of market intelligence, statistics, marketing plans, and development activities.

**10.1.1 Goal:** Tourism development and management is prioritized, organized, and coordinated across the State and local levels – developing linkages between tourism and other economic sectors to maximise benefits.

### **10.1.2 Objective:**

- a)** State Government, private sectors and local level engagements are joining together on the State priority of responsible tourism policy toward the fulfilment of the State's social, economic, environment, and cultural goals;
- b)** Development of Tourism in an integrated, inclusive and sustainable manner through systematic planning, mobilization of State resources, and modernization of facilities, community ownership and community participation;
- c)** Tourism development, management, enforcement, promotion and marketing are coordinated between State Government, line departments, local level government, non-government organizations and private sector organizations;
- d)** The collection, management, and public dissemination of tourism data are standardized. Proper coordination of public and private sector data sources is necessary;
- e)** Induction of professionally well qualified persons from the tourism industry for ensuring quality planning, research, capacity building, setting of standards and certification and effective marketing;
- f)** Introduction of standards and certification schemes for tourism related industries with registration and standards of tourism service providers;
- g)** Establishing Tourist Trade Act, rules, guidelines and regulating the industries through these Acts and rules;
- h)** Streamlining of different branches in the Department such as Marketing and Promotion, Certification, Planning, Infrastructure etc.

### **10.1.3 Impact Measures**

- a)** A State level Coordination Committee on Tourism is established with members representing key Departments and service providers associations;
- b)** Recognition and support of tourism as a major contributor to Mizoram's economy and development increases;
- c)** Data management and collection of database;
- d)** Review and clarify the mandates, organizational structures and activities of the Department to support responsible tourism policy objectives, ensure efficiency and cooperation, and route adequate funding;

**e)** Standardization, certification and licensing to be developed for effective implementation and enforcement of the policy;

**f)** Conflicting laws, rules, manuals, guidelines and regulations are resolved and reformulated;

**g)** State tourism revenues increase.

## **10.2 Target 2: Promoting sustainable management of tourism through quality infrastructure:**

**10.2.1 Goal:** Investment in new circuits and destinations is on the basis of its strength and weakness on tourism angle and its sustainability aspect.

### **10.2.2 Objectives:**

**a)** New circuits and destinations are developed in potentially viable circuits and destinations only and when responsible and sustainable tourism development strategy is adopted in line with the Mizoram Responsible Tourism Policy 2020;

**b)** Arbitrary development of projects including new tourist circuits and tourist infrastructure are prevented from both the other line departments and private players;

**c)** All tourism development projects shall conform to the National Building Code of India in the case of civil works;

**d)** All tourism development projects from private sectors are screened by Project Appraisal Committee;

**e)** Land ownership in the proposed project sites is transferred or donated to the Government by the private players;

**f)** Development project proposals include practical and feasible Operation and Maintenance Plan after project completion and the sustainability of the project;

### **10.2.3 Impact Measures:**

**a)** New tourist circuits and destinations are developed only when all feasibility studies and SWOT Analysis are conducted keeping in mind the Mizoram Responsible Tourism Policy 2020;

**b)** Enhancement of sustainable economic livelihood for the people;

**c)** Job opportunities are created for the rural population.

### **10.3 Target 3: Promotion of the brand ‘Mystical Mizoram: A paradise for everyone**

Ensure contract compliance, fair pricing in tourism based on demand and quality, incentivize, and enforce standards of quality, sustainability, authenticity, health, safety, and security for all tourism sector products and services.

**10.3.1 Goal:** The complete visitor experience reflects on the tourism products and experiences that are traditional in character as well as on the market demands and expectation of visitors with an interest in supporting responsible and sustainable tourism development through the brand ***Mystical Mizoram: A paradise for everyone.***

#### **10.3.2 Objective**

**a)** Standards of quality, authenticity, health, safety, and security are established, incentivized, and enforced for all tourism sector products and services. Market research and promotion through social media market and website;

**b)** Policies and practices support Mizoram’s identity as a natural beauty and a paradise unexplored;

**c)** Ensuring strategic and sustained marketing and publicity on Mizoram’s tourism brand and engaging professionals for development of a strong brand equity for Mizoram Tourism with comprehensive long term marketing plan;

**d)** Promotion of high value and high quality tourism products through nature-based adventure tourism, MICE, golf and health and wellness tourism;

**e)** Sustainable management of waste through promotion of zero waste destinations by imposing fines to those who leave non bio-degradable hazard materials or garbage. The norms of Solid Waste Management Rules 2016 and the Plastic Waste Management Rules 2016 shall be implemented in all tourist places;

**f)** Strengthening of Tourist Police and security of the travellers;

**g)** Complete ban on disposable non-biodegradable items for packing food such as plastics, Styrofoam cups, spoons, forks and plates etc;

**h)** Efficient waste management system for hotel and other hospitality industries to be developed in collaboration with the Aizawl Municipal Corporation, Line Departments, Urban Local Bodies or Village Councils.

**i)** Tourism standards for certification and operation in all sectors;

**j)** Incentives to local tourism local entrepreneurs in the form of infrastructure support, subsidy, marketing and training etc;

**k)** Promote and market high quality tourism products through social media, print and online.

### **10.3.3 Impact Measures:**

**a)** Travellers are satisfied with improved service delivery and brand experience;

**b)** Travellers are satisfied with their experiences during their stay in the State with positive feedback towards the brand marketing;

**c)** General awareness, sensitization, activity of both visitors and locals enhanced and revenues to State's economy increase;

**d)** Industry certifications program including eco-friendly program is in place and is enforced through sustainable and responsible tourism;

**e)** Volume of solid waste minimized;

**f)** Increase in local products enterprises and revenue;

**g)** Increase in the number of repeat visitors.

### **10.4 Target 4: Responsible product development attracts targeted high quality niche tourism markets.**

Set priority for the development of accommodation units based on potentiality, services, and experiences that meet the market demands and expectations of travellers in the targeted niche tourism markets.

**10.4.1 Goal:** Diverse niche tourism markets, high quality services, low-impact consumer segments are the core emphasis of Mizoram's tourism industry.

#### **10.4.2 Objective**

**a)** The development of accommodation units, services, and experiences that meet the market demands and expectations of high-value visitors and targeted niche markets such as nature study, bird watching, eco-adventure, cultural heritage, golf, ecotourism, aero sports and water sports activities etc. is prioritized;

**b)** Marketing activities focus on a variety of high-performing, niche and diverse geographic source markets in pursuit of highest-value customers-those who stay the longest and spend the most;

**c)** Promote high quality primary and secondary tourism products such as golf, health and wellness, religion-based, MICE, nature-based and rural tourism.

#### **10.4.3 Impact Measures:**

**a)** Percentage increase in number of rooms reflecting higher standard accommodations in Mizoram's tourism profile;

**b)** Development of new market demand, a high value niche tourism markets increase;

**c)** Number of tour operators specializing high value market, niche tourism increase;

**d)** Revenue to State's economy significantly increases from niche tourism markets.

#### **10.5 Target 5: Local entrepreneurs, business, service providers and transport providers are protected and incentives and recognition through awards:**

**10.5.1 Goal:** Interest of the local business, local entrepreneurs and service providers is protected through coordinated effort of the concerned departments.

#### **10.5.2 Objectives:**

**a)** Use of local transport service providers is made mandatory for tourism purposes in the State;

**b)** Service of local tour and travel agents is made mandatory for the State Government employees for reimbursement purposes on official duty, medical purposes and other official purposes;

**c)** Recognition through annual awards for hotels, tour operators, homestays, travel agents, tourist car rentals, restaurants and other service providers is institutionalized;

**d)** Support and facilitate credit linkages to start-ups, entrepreneurs for tourism development in line with declaration of tourism as an 'industry' by the State Government vide No. F. 14016/5/83 - TOUR the 18th March, 1993.

#### **10.5.3 Impact Measures:**

**a)** Contribution of tourism sector to the State GDP increases significantly;

**b)** Local entrepreneurs are encouraged to take up tourism related industries;

**c)** Service providers are morally boosted through awards.

**d)** Credit linkages is facilitated to tourism service providers through financial institutions.

### **10.6 Target 6: Mizoram's tourism products and resources are responsibly managed**

Minimize unethical practices and manage tourist arrivals, behaviour, and access to fragile sites to reduce negative impacts on environment, culture, and communities.

**10.6.1 Goal:** Tourism development and tourists arrivals are managed through sustainable carrying capacity. Tourism products and resources are managed on the basis of a broad-based local socio-economic development and spreading benefits to local community, encouraging local entrepreneurship to secure livelihood for women and youth.

#### **10.6.2 Objective**

**a)** Sustainable carrying capacity ranges are established, determining acceptable levels of environmental, cultural, and community impacts;

**b)** Visits to tourist sites which are considered fragile is closely monitored with carrying capacity, accommodation stock, and targeted markets;

**c)** User fees levied appropriately for sustainability of specific tourist sites;

**d)** Strengthened visitor communications and outreach ensure that all visitors are provided with clear and compelling information about respectful, appropriate behaviour and environmental dos and don'ts;

**e)** Visitor's feedback mechanism is developed to assess tourism pattern and trends;

**f)** Designs of local motifs and local culture theme-based are encouraged and introduced;

**g)** Checking the smuggling of valuable orchids and medicinal plants and restriction of non native invasive species of plants.

**h)** Checking child abuse, exploitation of children and women, human trafficking and prevention of drug and narcotic abuse.

### **10.6.3 Impact Measures:**

- a)** Key data is collected to facilitate understanding of the percentage of capacity used, trends relative to capacity, and number of instances where capacity limits are reached or exceeded;
- b)** Use of locally available raw materials such as bamboos, local timbers etc are introduced;
- c)** Increase in the number of tourism sites with active policies designed to minimize environmental, social and cultural impacts;
- d)** People are aware and sensitized on unethical practices in the tourism related services.
- e)** User fees are collected to prevent negative impact on desired markets.

### **10.7 Target 7. Mizoram's tourism industry provides improved visitor yield**

Increase local profile and preparation for tourism careers through local entrepreneurs to attract high quality visitors. Improve access to finance and support mechanisms for small, medium, and micro community enterprises; promote high quality niche tourism.

**10.7.1 Goal:** Responsible tourism practice supports optimum generation of revenue in the local economy through promotion of local entrepreneurs and women self help groups.

#### **10.7.2 Objective**

- a)** Tourism development projects are evaluated and approved based on their contributions to the local upliftment of the poor;
- b)** Local entrepreneurs are encouraged and fostered to take up activities on preservation and promotion of local culture and heritage and use of local resources;
- c)** Local level enterprises working towards preservation and enhancement of environment are encouraged;
- d)** Creation of jobs for local youth and women for increased revenue generation for the State's economy is encouraged;
- e)** Niche tourism markets are strengthened to improve local entrepreneurship, food security, and enhancement of rural economy;

**f)** Public-private partnerships support a local made or micro industry production, including the development of handloom, handicraft and artisan products with market links;

**h)** Preparation for tourism careers such as tour guides, tourist porters, outdoor photographers and adventure-based activity operators through local tourism entrepreneurs and support through IT services and social media.

### **10.7.3 Impact Measures:**

**a)** Responsible tourism principles and strategies are integrated into key planning processes such as Tourism Department, Planning Department etc;

**b)** Small, medium-sized, and micro industries have financing opportunities through financial institutions and business management support;

**c)** Rate of employment in the tourism industry increases;

**d)** Tourism and hospitality skills are integrated and skill development and capacity building imparted;

**e)** Strengthening linkages with other sectors of the economy.

## **10.8 Target 8: Mizoram's tourism development is community-based**

**10.8.1 Goal:** Communities are actively engaged in responsible tourism in planning and decision making process. They are involved in tourism development and investment activities.

### **10.8.2 Objective**

**a)** Industry partners work together to educate and inform local media and communities about Mizoram tourism success stories and positive impacts;

**b)** Mizoram Tourism Development Authority to engage bottom-up responsible tourism development and follow through;

**c)** Public-private partnerships focus on community-driven cultural and nature-based ecotourism at the local level;

**d)** Homestay Support to villagers for establishment of guesthuts (thlam) with modern amenities by using concrete and locally available raw materials such as bamboos and timbers without breaching environmental concern;

**e)** Engaging local women self help groups under MzSRLM as agents of tourism development at the village level.

### **10.8.3 Impact Measures:**

- a) Income of local women self help group at village levels increases;
- b) Conduct survey of residents' attitudes towards tourism to assess resident perception of tourism value and impacts;
- c) Sustainably managed cultural and nature-based ecotourism products increase and state tourism revenue increases.

**10.9 Target 9: Skill Development and capacity building for quality service delivery through human resource development:**

**10.9.1 Goal:** Training and capacity development through human resource development on tourism related services for the personnel in the service sectors and development of tour guides, tourist porter etc with active engagement of women self help groups.

**10.9.2 Objectives:**

- a) HRD Plan for Tourism shall be prepared with standardized training module, manuals etc after identifying gaps in terms of capacity building programmes;
- b) Training and capacity building for employees of the State Government, tourism service providers, and women self help groups;
- c) Familiarization Tour being organized for public and private sector service providers;
- d) Instilling awareness on tourism concepts for local taxi drivers, bus drivers etc and continuous certification process for drivers with proper Identity Cards for all tourist drivers;
- e) Development and promotion of allied sectors in tourism such as handloom and handicrafts, local souvenirs etc;
- f) Identification of tourism related institutes in the State and in the North East Region such as SIHM Shillong, Guwahati and Aizawl for centre of excellence in tourism related training and capacity building;
- g) Women entrepreneurs, independent women tourism vendors are given priority on training and capacity building.

**10.9.3 Impact Measures:**

- a) Skills are developed for State Government employees, tourism service providers, local entrepreneurs and women self help group;

**b)** Best practices from other States or countries through familiarization tours replicated and introduced in the State;

**c)** Positive trends visible among taxi drivers for tourists visiting the State.

**10.10 Target 10: Facilitating sustainable tourism through inter-sectoral convergence and coordination:**

**10.10.1 Goal:** Other line departments and other private service providers are included in the development of tourism in Mizoram.

**10.10.2 Objectives:**

**a)** Better coordination with other line departments and other private sectors in the industry for promotion of tourism through formation of Inter-Departmental Coordination Committee on Tourism;

**b)** Regulation of arbitrary development and promotion of tourism in isolation by other line departments and private players;

**c)** Converging resources and pooling of resources through inter-departmental convergence/coordination committee;

**d)** Development of trekking infrastructure on eco-friendly sustainable high quality basis;

**e)** Conservation of ecology, heritage buildings and historically important structures;

**f)** Improvement of directional signages at all tourist places in collaboration with other agencies such as banks, CSR etc;

**g)** Establishing grievance redressal mechanism through online and manual forms.

**10.10.3 Impact Measures:**

**a)** Rationalization of development of tourism in the areas potentially viable for tourism;

**b)** Streamlining the roles and responsibilities of each Department for promotion of tourism in each aspect.

**11. PLEDGE ON 'RESPONSIBLE TOURISM':**

**11.1** Travellers visiting the State of Mizoram are required to take a pledge on 'responsible tourism' while visiting the State as below:

-----**Responsible Travel Pledge**-----

I pledge to be a responsible traveller;

When I explore new places,  
I will leave nothing but footprints,  
and take away only memories;  
I shall not harm,  
what does not harm me;

I shall travel clean and green,  
I shall respect the local culture;

And I shall promote sustainable tourism.

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**11.2** Responsible Travel Pledge shall also be made visible to all entry points and strategic locations across the State through promotion and marketing the Mizoram brand. The State Government would also make stamping of the Pledge on the Inner Line Permit at designated entry points.

## **12. IMPLEMENTATION**

The organizational framework for implementing the Responsible Tourism Policy Framework involves the Department as the main agency for tourism development in collaboration with other entities or departments through inter-departmental coordination committee on tourism under the chairmanship of the Chief Secretary. The Inter-Departmental Coordination Committee on Tourism will include representation from key Government departments, private sector organizations, and NGOs, especially those in the tourism related services.

Tourism Department at the State Government shall be the apex decision making body for all tourism development purposes while Directorate of Tourism shall be the nodal agency for the promotion of tourism and its development in the State.

Directorate of Tourism will also act as institutional arrangement needed to effectively implement the policy framework and Tourism Action Plans. The Mizoram Tourism Development Authority (MTDA) and the State Institute of Hotel Management (SIHM) shall provide necessary support in the form of project management and capacity building respectively.

State's Tourism Department will provide leadership and policy guidance to steer implementation of the Responsible Tourism Policy Framework and Action Plan; provide guidance to related departments, direct the functions of the Directorate of Tourism, MTDA, SIHM and oversee and coordinate the implementation of the actions called for by this framework. While Directorate of Tourism, with the support of MTDA and SIHM, must take the leading role in

coordinating these efforts to ensure needed outcomes, the implementation of this framework will require a whole-of-industry approach. Both the government and the private sector must commit to the actions called for in this framework.

## **13. ROLES AND RESPONSIBILITIES OF KEY AGENCIES AND ORGANIZATIONS**

### **13.1 State Government**

The State Government will provide leadership and policy guidance to steer implementation of the Responsible Tourism Policy Framework and Action Plan; provide guidance to related departments, seek support from development partners for priority projects, and convene meetings such as Inter-Departmental Coordination Committee on Tourism under the chairmanship of the Chief Secretary to formulate responses to unforeseen events requiring high-level decision making.

### **13.2 Directorate of Tourism**

The primary government agency charged with the systematic development and management of Mizoram's tourism industry, the Directorate of Tourism will implement and coordinate the policies, projects, and programs endorsed by the State Government, promote national and international investment in the tourism sector; organize programs and training to upgrade the quality and technical skills of the tourism industry, measure the flows and impacts of tourism activity (research), and manage the regulation and enforcement of standards and certifications.

### **13.3 Mizoram Tourism Development Authority (MTDA)**

The MTDA shall be tasked with execution, brand management, promotion, and strategic marketing of Mizoram as a preferred tourism destination. The MTDA shall act as a nodal agency for execution of all civil works under the Tourism Department

### **13.4 State Institute of Hotel Management (SIHM)**

State Institute of Hotel Management (SIHM) shall provide necessary support in the form of capacity building and training for the service providers. The SIHM shall be prepared for the 'centre of excellence' in tourism sector in the North East Region.

### **13.5 General Administration Department**

The General Administration Department through Protocol & Hospitality Wing shall provide data and statistics on foreign tourist arrivals and official visitors to the State every month.

### **13.6 Home Department**

Home Department through Superintendent of Police (CID) shall prepare detailed data and statistics on domestic tourist's arrivals and foreign tourist arrivals every month.

### **13.7 Other Line Departments**

Other line departments, reputed institutes of tourism, private service providers and Non-Government Organization will also provide services to the development and promotion of tourism in Mizoram.

### **13.8 Recognized Associations of tourism related services**

The Mizoram Hotel Owners Association, Association of Tour Operators in Mizoram, Travel Agents Association of Mizoram, All Mizoram Car Rental Association, Mizoram Taxi Association, Aizawl City Bus Owners Association, Mizoram Maxi Cab Owners Association, Mizoram Inter-State Maxi Cab Service Association etc will also provide vital statistics to the Government and their services will also be utilized for the promotion of tourism in the State.

## **14. MONITORING**

While the State Government will provide leadership and policy guidance to steer implementation of the Responsible Tourism Policy Framework and Action Plan; Directorate of Tourism is the primary government agency charged with the systematic development and management of Mizoram's tourism industry. The MTDA will implement and coordinate the projects, and programmes endorsed by the Directorate of Tourism, and are responsible for monitoring and evaluating Mizoram's Responsible Tourism Policy Framework objectives and activities.

## **15. FINANCING**

The success of the Responsible Tourism Policy Framework is contingent upon sufficient funding support for the Ministry of Tourism, Ministry of DoNER, North Eastern Council, and Other Union Ministries, State Government and other agencies and approved projects. Key priorities will be tourism infrastructure with economic development for the people, support for visitor and impacts research, community outreach, and regulatory and/or standards enforcement. While funding support for some activities has been identified, the majority of the actions necessary for the viability of Mizoram's tourism industry, which are keys to reaching Mizoram's sustainable development goals, require the government's investment.

## **16. REPEAL AND SAVING**

The Mizoram Tourism Policy 2014 notified under Memo No. F. 12011/11/2009 - TOUR the 15<sup>th</sup> May, 2014 shall stand repealed by the Mizoram Responsible Tourism Policy 2020 with immediate effect.

Notwithstanding such repeal, anything done or any action taken under the policy so repealed shall be deemed to have been made or taken under the corresponding provisions of this policy.