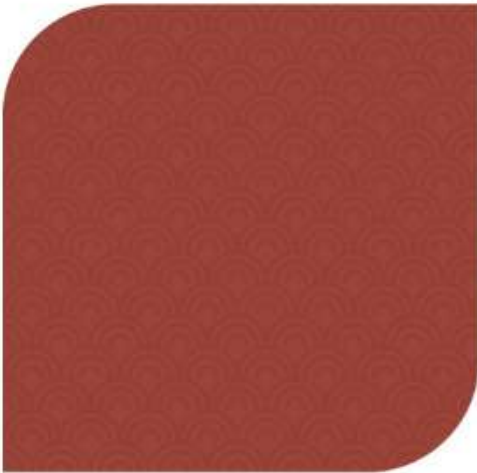




Department of Tourism  
Government of Manipur



# MANIPUR TOURISM POLICY 2022



**MANIPUR TOURISM**  
NORTH AOC, IMPHAL, MANIPUR

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# 1

## INTRODUCTION

Tourism better known as fragmented smokeless industry with sunrise- prospect has gained increasing significance in view of the fact that successful tourism involves chain of interventions of organised businesses at different levels. It is essentially a product of various organisations of social and economic activities. It is less capital-intensive but highly labour intensive with huge potential of redistribution of income, knowledge and employment. Higher per capita income and higher demand for tourism normally go together.

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

Tourism has been the most affected sector by the Covid-19 pandemic. It has highlighted the vulnerabilities of the tourism sector and our capacity to respond to such a crisis. Post COVID-19, it is improbable that tourism will return to business as usual. Safety and hygiene will become critical factors in selecting destinations. Sustainability will become more prominent in tourism choices due to greater awareness of climate change and the adverse impacts of tourism. The crisis is an opportunity to consider the long-term implications of the problem, reimagining the future of tourism, and coordinate action across governments at all levels and in the private sector.

Manipur Tourism could be the 'Gateway to South-East Asia' in conformity with its modern outlook, relevance, competitiveness, strategic location, and commercial aspects. It is felt that once the appropriate infrastructure and services are suitably placed, Manipur will become a popular tourist hotspot in South-East Asia, akin to its Southeast Asian neighbours. In addition, the tourism industry could create employment opportunities in every sector like Luggage handlers, Porters, Front Desk Officials, Managers, Accountants, etc. Tourism would lead to making an employment potential to the tune of 10-15%, as against 6-7% globally. With its inherent tourism potential, rich cultural heritage, and deep pool of youth with an excellent grip over the English language, Manipur is an ideal place for the promotion of Tourism as its primary industry to generate employment substantially.

Manipur and its tourism policy have become more critical given India's Act East Policy, the Trans-Asian Highways, and the Railways. The Government is keen to take advantage of these developments and seeks to create a unique brand in the market. Manipur Tourism was given an industry status in January 1987. Since then, the benefits of developing tourism in Manipur have been broadly discussed, argued, and acted upon.

Improvement in law and order would lead to increased tourist arrivals and attract investors from outside the State. Relaxation and exclusion of Manipur from the Protected Area Regime since January 2011 has started attracting foreign tourists to the State. In principle, the Ministry of Home Affairs has conveyed its approval for establishing the VISA on Arrival (VoA) facility at Moreh and Imphal International Airport. 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.

India is emerging as a superpower of the world. Location of Manipur plays the role of a strategic gateway to South East Asia and for the Southeast Asian countries to the Indian sub-continent. This coupled with India's Act East Policy; there will be more focused attention towards the Southeast Asian Countries. In addition, there is tremendous scope to advance health care tourism and pilgrimage tourism with a better network of AH1 and AH2.

## MISSION STATEMENT & PRINCIPLES

The Manipur Tourism Policy, 2022 aims "to create an enabling policy framework and strategic plan in partnership with various Department and Industry Stakeholders to improve framework conditions for tourism in the State, support tourism industries, strengthen tourism support functions and develop allied tourism sub-sectors." The 'Policy' seeks to harness the tourism potential of Manipur and to attract tourists and investments in the development of hotels, restaurants, transport, communication, heritage sites, homestays, and ancillary trades/activities. These developments will ultimately help create jobs, earn revenue, and thus contribute to the economy of the State, which would enhance the income level of the people. Revenue so earned may account for 5 percent of the Gross Domestic Product of the State by 2030.

### **2.1 To promote sustainable, responsible, and inclusive tourism**

The primary guiding principle of the policy is to promote sustainable, responsible, and inclusive tourism, which will cut across all the initiatives to make Manipur one of the top destinations in NE India for sustainable and responsible tourism. The policy aims at promoting sustainable tourism by minimizing the negative impact of tourism on social, environmental, and economic aspects and maximizing the positive impact. The policy further advocates responsible tourism to bring all stakeholders together for achieving sustainable tourism and create better places for people to live and visit. The policy also focuses on the inclusive growth of tourism by creating opportunities for marginalized sections of society, including people living in remote areas.

### **2.2 To promote digitalization, innovation, and technology in the tourism sector**

Use of digitalization, innovation, and technology is one of the fundamental guiding principles for promoting and developing the tourism sector. The policy aims to use technology for several initiatives under the policy and help the tourism industry make the most of the opportunities presented by the digital economy.

### **2.3 To follow an approach**

The Policy follows a Government-led-policy approach keeping in view that tourism is multi-disciplinary and wholehearted coordination amongst various Govt Departments; private stakeholders are the essence of a booming Tourism Industry. A Government-led-approach can address the significant and multi-faceted challenges the tourism industry faces, including the infrastructure and skills needed to meet expected future demand.

Development of an Inter-departmental Working Committee for better coordination amongst the various departments with a quarterly meeting plan. Commissioner/Secretary/Tourism may chair with participation of other Departments like PWD/Forest/Town Planning and private stakeholders to enlist their views.

### **2.4 Private Sector led growth**

The principle guides the policy that growth in the tourism sector needs effective role of private sector, and the public sector has to play an enabling and facilitating role. The tourism policy places great importance on promoting entrepreneurship. The tourism policy aims to create a tourism-

friendly regulatory environment by revising regulations and easing administrative and regulatory burdens of tourism businesses. The policy also aims to support various tourism stakeholders to extend all the facilities to Micro and SME enterprises.

## **2.5 To promote Ek Bharat Shreshtha Bharat**

The Tourism Policy will take advantage of India's flagship program Ek Bharat Shreshtha Bharat. India's strength lies in its unity in diversity. Ek Bharat Shreshtha Bharat will be a central idea under the policy to enhance interaction and promote mutual understanding between people of different States/ UT and to promote a sustained and structured cultural connection in tourism and related areas of culture, traditions & music, cuisine, sports and sharing of best practices, etc.

## **2.6 To follow a destination centric and tourist-centric approach**

The Policy will envisage providing a wholesome and complete experience of the destination on the various unique services and products offered to the tourist. The policy aims at enriching the tourist experience throughout his journey from arrival to return, and it will be a crucial element of planning for tourism development under the policy. A tourist-centric approach would ensure the availability of all relevant information and services to the tourists online. It should also allow feedback and rating of services. There must also be a mechanism for tourists to register their grievances and seek resolution of the same.

## **2.7 Marketing Branding and promotion:**

- A continuous effort should be initiated for better Tourism marketing and promotion. An all-out effort to present a positive image of Manipur highlighting the improved law and order situation, scenic wonders, unique culture, flora, fauna, and the various state levels festivals to be incorporated.
- To have a fixed brand/tagline to promote Manipur Tourism and revolve all the communications and events around the tagline/USP.
- To create a brand reflecting the total of all the unique things of the State and add them as offerings to travelers visiting Manipur.
- A consistent and continuous effort to synergize the brand with branding and promotion activities, events, seminars, and FAM Tours with crucial role of social media for creating a positive impact.
- To redraw a plan to correlate all the festivals and promotions. The Department of Tourism organize various festivals like the Manipur Sangai Festival, Shirui Lily Festival, Barak Festival, and Orange Festival annually.
- To enact an international event of importance, promote it continuously and make Manipur known for this particular event. Explore the possibility of organising some sporting events of national and international importance, such as the ultrathon, an endurance cycling event, a SE Asian Cultural Event or a theatre festival of international repute.
- To develop strong digital/internet enable strategies to reach the desired market, both international and domestic market.
- To develop Manipur as an all-season travel destination.
- To develop a new tourism concept and conduct an online campaign. Create robust digital footage showcasing Manipur's new destinations.
- To promote experiential tourism, rural tourism, craft tourism, textile tourism, and heritage site tourism.
- To promote luxury, honeymoon destination along with heritage destination.



- To develop calendared brand promotion strategies that will help increase tourist footfall all year round.
- To develop a public-private partnership model and focus on building new media content and having a consistent campaign.
- To create robust digital information centers such as the Manipur Tourism app to create ease of access for travelers across the globe.
- To manage robust data of the traveler through easy track and trace device to promote traveler safety.
- To collaborate with international tourism forums to develop consistent brand promotion.
- To allocate 8-9% of State Tourism budget for the brand promotion campaign.

## **2.8 Easy documentation and arrival systems:**

As the ILP system is imposed for the arrival of domestic travelers and tourists alike, efforts should be made to provide an easy and hassle-free online fully functional portal for the ILP system including payment option.

## **2.9 Foreign Tourist Arrival:**

Facilitating E-visa for entry of foreign nationals traveling and arrival through landport at Moreh for entering India. Documentation of international tourist arrivals at all entry points and Bir Tikendrajit Airport, Moreh, and Border Entry Point should be made seamless and easy.

## **2.10 Tourist Facilitation Centres at the Destinations:**

The tourists shall be welcomed at prominent arrival points by air, rail, or road at various destinations. Tourist Facilitation Centers will be set up at all such essential locations, and these Facilitation Centers will be operated and maintained in PPP Model.

Upgradation enhancement of information on the existing tourism destinations in the State.

## **2.11 Infrastructure and Connectivity:**

With India Act East Policy, Manipur, which was earlier a land locked state, has become a land linked State with AH1 and AH2 crisscrossing the State. With the emergence of new tourism concepts such as road trips, the State will focus on developing Roadside amenities on all the major tourist routes.

## **2.12 Continuous engagement of community:**

Community sensitization workshop to continuously engage communities continuously at the grass-root level will be initiated. The Tourism Department will carry out an annual survey of major tourist destinations to assess the ranking of significant Destinations on cleanliness, hygiene, and public convenience. Based on the assessment, plans and remedial measures for improving the standards will be worked in partnership with Towns and Villages and Tourist destinations. Non-government organizations, other stakeholders, and civil society organizations will also be roped in the campaign. The ranking of the destinations such as Towns and Villages and Tourist destinations will also inculcate a sense of healthy competition amongst the States and motivate the States to do better to improve their rank.

### **2.13 Impact Study:**

A study on the impact of Tourism on the State's Economy needs to be carried out.

### **2.14 Capacity Building:**

To encourage capacity-building training of manpower through State institute of Hotel Management.

### **2.15 Job Creation:**

To enhance job creation both direct and Indirect employment and continuously engage local tour operators, mandatory use of approved Tour Operators of Manipur to carry out tour operations inside the State.

### **2.16 Rewards/Award:**

To establish reward system to encourage outstanding contributors for promotion of Tourism in the state. The stakeholders include tourism destinations, Tour Operators, Hospitality units, and Cab companies.

### **2.17 Hospitality sector and Homestays**

Hospitality Sector is an integral part of Tourism. Schemes such as Central Govt. Subsidies will be provided to facilitate and encourage stakeholders to create accommodations in villages and rural areas offering authentic local cuisine and experiences.

Emphasis will be given to bringing in Homestays under the ambit of Micro-enterprises to ensure availability of benefits under existing schemes



## 3

### AIMS & OBJECTIVES

#### **3.1 Vision**

Vision is delineation of best possible future based on present realities. The Vision of Manipur Tourism Policy 2022 seeks to transform from the present level to world class tourist destination by 2030 by taking special care of three cornerstones such as 'see, feel and admire'.

#### **3.2 The broad objectives of tourism policy are:**

- To enhance Manipur's reputation as a safe and friendly tourist destination.
- To enhance the contribution of tourism to the State economy by increasing the visitation, stay, and spend
- To create jobs and entrepreneurial opportunities in the tourism sector and ensure the supply of skilled workforce
- To take advantage of the unique historical importance of WWII and aggressively promote WWII Heritage sites and remembrance Tourism.
- To promote Polo Tourism vigorously.
- To preserve and enhance the cultural and natural resources of the country
- To ensure sustainable, responsible, and inclusive development of tourism in the state
- To market Manipur as a newly emerging global brand focusing both on domestic, international, and Local Markets
- To develop New brand promotion to target International (UK, US, France, Germany, Australia) & Domestic (West Bengal, MP, Rajasthan, Gujarat, Bengaluru, Delhi & Haryana) markets other than just local markets
- To tap new and emerging markets like Russia, South East Asian, UAE, Middle East, and countries.
- To continue to tap exiting domestic markets
- To position Manipur as a destination for emerging corporate events location and MICE destination.

The goal of Manipur Tourism Policy, 2022 is to make Manipur one of the leading destinations in North East India in terms of international arrivals and domestic arrivals by 2030. This would be in tune with Manipur's traditional philosophy of giving the highest honour to a guest as the principle of "Atithi Devo Bhava" (The guest is equivalent to God).

#### **3.3 Tourism A Multi-Dimensional Activity**

- a. By developing effective coordination structures, the department would strive to achieve the essential links and synergies in all related Departments/Agencies' policies and programs. As a result, the policy's primary goal will be to promote tourism as a collaborative effort involving all key stakeholders.
- b. The Government shall encourage individuals, including Panchayati Raj Institutions, Local Bodies, Co-operatives, Non-Governmental Organizations, and Enterprising Local Youth, to participate in tourism development to raise public awareness and expand tourist facilities. However, the integrated story of specified places with well-directed public engagement will receive special attention.

- c. **Public and Private Sector Partnership:** The Government's policy is to support the formation of a constructive and mutually beneficial collaboration between the public and private sectors to maximize tourism development. The framework outlined in the 'Policy' will make it easier for the business sector to participate in tourism development operations. This will be accomplished by forming a Tourism Development Society comprised of government officials, tourism specialists, and private-sector professionals.
- 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 coordination. It also has to play a pivotal role in tourism management and promotion. The specific part 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 area's potential.
  - IV. Provide the necessary support facilities and incentives to 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 and the safety and security of tourists.
  - VII. Ensure that the type and scale of tourism development are 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 workforce, mainly from the local population, jointly with the industry.
  - X. Undertake research, prepare master plans, and facilitate the formulation of marketing strategies.
  - XI. Organize overseas promotion and marketing jointly with the industry.
  - XII. Initiate specific measures to ensure the 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 water, road connectivity and power for all tourism projects in the State
- e. **Role of Private Sector:** The private sector has to consider investment in tourism from a long-term perspective and create the required facilities, including accommodation, timeshare, restaurants, entertainment facilities, shopping complexes, etc., in areas identified for tourism development. Non-core activities in an airport, major stations, and inter-state bus terminus 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 a 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 the right measure.
  - VI. Undertake industry training and workforce development to achieve excellence in quality of services.
  - VII. Participate in the preparation of investment guidelines and marketing strategies and assist in database creation and research.
  - VIII. Facilitate the safety and security of tourists.
  - IX. Endeavor to promote tourism from a sustained and long-term perspective.
  - X. Collaborate with the 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 actions of other sectors to provide the human touch to tourism and foster local initiatives. All such efforts shall be encouraged.
- g. **Role of PRIs:** The need to involve village-level institutions is more relevant given the national policy of decentralisation of planning and development State's current State of law and order. Huge investments can be made towards providing tourist infrastructure in deep interior locations across the State where urban entrepreneurs may not be keen to operate. Therefore, it is necessary to address the issue of ownership of tourism assets already created on community lands and those assets that may be in the pipeline.

### **3.4 Tourism Development Fund and Resources for Development**

The Policy of the Government would facilitate larger flow of funds to tourism infrastructure and create a Tourism Development Fund. State Plan funding would be involved in the initial stage. Priority would be given to developing tourist infrastructure in selected areas of tourist importance.

### **3.5 Foreign Investments and Incentives**

Tourism and tourism-related industries will continue to be on the priority list of sectors for foreign investment. It would also be the endeavor of the Government to allocate suitable land for tourism development purposes, and harmonize the movement of tourists transport across State borders, etc.

The incentives/subsidies should be outcome-based and not investment-based. They should be performance-linked and transparent parameters for this purpose would be devised.

### **3.6 Adoption of New Technologies**

Efforts will be made to adopt the technological advances in the tourism sector to provide better facilities to tourists and market the tourism product to the benefit of all concerned. Information Technology will bring pride to promoting Manipur tourism.

The State Government will set up a modern Tourist Interpretation Centre to cater to various needs of travelers, foreign and domestic, and offer facilities for air and train reservations, money exchange counters and information of all tourist centers/ destination. The Centre will be equipped with e-connectivity and networking facility.

### **3.7 Safety and Security**

The safety and security of tourists are of primary importance for tourism development. Therefore, it will give higher priority to the strategy for tourism development. In addition, the State Government would enact appropriate legislation on travel trade/ tourist police for protection and security of the Tourist.

### **3.8 Facilitation Services**

The Government would endeavour to improve efficiency in providing such facilitation services and make travel to and within state a pleasant experience. Introduction of Visa on Arrival at least for 15 days at the airport, computerization of the issue of Visa, streamlining of luggage handling system at airports are part of the plan.

### **3.9 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, the potential for development, and availability of resources in these zones. Air, road, and rail connectivity to these areas to facilitate direct and easy access to these zones from international and domestic destinations shall be improved.
- b. Manipur, with vast cultural and religious heritage, has immense potential for growth in the tourism sector. Department would develop Travel circuits and destinations through joint efforts of the Central Government, the State Government, and the Private Sector. Loktak Lake and its vicinity would be declared a Special Tourism Area for integrated development.
- c. Creation of Tourism Zones in forest land will be as per the provisions of the Forest Conservation Act, 1980.

### **3.10 Sustainable Development and Perspective Plans**

The principle of sustainable development stipulates that the level of activity does not exceed the area's carrying capacity. Therefore, efforts will be made to diversify the tourism products to supplement the mainstream of cultural tourism. Comprehensive perspective plans for developing sustainable tourism by assessing will create the existing tourism scenario.

### **3.11 Conservation and Development**

Tourism development needs to be guided appropriately and regulated to avoid adverse impacts on the natural environment and cultural heritage which constitute the tourist attraction. The Government will continue its policy of maintaining balance through planning restrictions and by educating the people in appreciating their rich heritage and elicit their cooperation in preserving and protecting it.

### **3.12 Promotion and Marketing**

The Policy of the Government will be to develop and implement cost-effective marketing strategies based on market research and segment analysis in each of the tourist-generating countries. In addition, sustained efforts would be made to identify potential domestic and overseas markets after carefully studying the connectivity with the key cities.

### **3.13 International Co-operation**

The Government's objective will promote beneficial win-win partnerships with all international organizations and other countries. For example, with Imphal Airport now being designated as an 'Bir Tikendrajit International Airport,' the immediate priority should be to modernize it and add international flights, such as Imphal-Mandalay-Yangon-Bangkok, and so on.

## 4

# CURRENT SCENARIO & SWOT ANALYSIS

### 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 complemented 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 fascinating discoveries 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 into an art form with its intricate designs.

Despite the enormous potential of Tourism in Manipur, its development in the bygone years remained trivial due to various reasons. First, 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 coordination 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 in social unrest. 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 the number of air flights reaching Imphal, the capital city of the State, the introduction of night landing facilities in 2011, the ongoing extension of the railways' line to Imphal from Jiribam, the exclusion of Manipur from the Protected Area Regime since January 2011, improved law & order situation, the establishment of a 3-star category hotel in 2009, ongoing development of other 4-star category hotels, proposed Institute of Hospitality Management (IHM) and other tourism project developments have all resulted in a steady rise in many 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 would help increase both domestic tourists arrivals and generate the much-needed employment, socio-economic benefit, revenue, and other ancillary benefits to the State.



The State Government, in 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.

### **Annual Events and Festivals (Tourism Events Calendar)**

<b>Month/Date</b>	<b>Name of Festival</b>	<b>Region/Place of celebration</b>
January	Gaan-Ngai	Celebrated at Kabui Naga inhabited areas like Imphal, Tamenglong. Gaan-Ngai is a famous festival of the Kabui Naga. The festival opens with a ceremony on the first day and the rest of the days are observed with feasts, dances of men and women of all ages and also presentation of farewell gifts etc.
14 <sup>th</sup> to 16 <sup>th</sup> January	Lemon Festival	The Kachai Lemon Festival is organized every year to promote this unique type of lemon fruit and to encourage lemon farmers. Kachai lemon of Manipur has been given Geographical Indication (GI) registration tag and is widely grown in Kachai village of Ukhrul district. Unlike other lemon varieties grown in other parts of the world, Kachai lemon is considered unique as it is a rich source of ascorbic acid and is famous for its juice content.
17 <sup>th</sup> to 21 <sup>st</sup> January	Manipur Statehood Day Women's Polo Tournament	The Manipur Statehood Day Women's Polo Tournament is one of the flagship events of Manipur Tourism aimed at promoting the state as a preferred destination for polo tourism in the world. The tournament is organised in co-ordination with the All Manipur Polo Association and Huntre! Equine. The pioneering showcase of international women's polo establishes Manipur as India's center for women's polo. It is held every year from 17th to 21st January to commemorate Manipur statehood Day. It is played at Mapal Kangjeibung-the oldest living pologround in the world.

25th January	National Tourism Day	The event is organised with a motive to appreciate the beauty of the country and spread awareness of the importance of tourism and its impact on the country's economy. Manipur Tourism Department observed the event for the first time at Ibudhou Marjing, Heingang, Imphal East on 25th January 2022.
February	Lui-Ngai-Ni	Celebrated at Tangkhul Naga inhabited areas. It is a festival of Nagas observed on the 15 <sup>th</sup> day of February every year. This is a festival of seed sowing after which tribes belonging to Naga groups start their cultivation. Social gathering, songs, dances and rejoicing highlight the festivity.
March	Yaosang (Dol-Jatra)	Celebrated for five days commencing from the full-moon day of Phalgun (Feb/March), Yaosang is a premier festival of Manipur. The Thabal Chongba, a kind of Manipuri folk dance in which boys and girls hold hands and dance in the evening is an inseparable part of the festival.
April	Cheiraoba	A festival organized to usher in Meitei New Year where ancestors as well as Gods are prayed for their blessings.
25 <sup>th</sup> to 28 <sup>th</sup> May	Shirui Lily Festival	Celebration of State Flower-SHIRUI LILY ( <b>Lilium mackliniae</b> ). Shirui Lily Festival is celebrated in honour of the state flower, Shirui Lily. The celebration is during the peak blooming season of the Shirui Lily, a rare and endangered flower that can only be found in Manipur.
May	Paoki Festival	It is a traditional paddy transplantation Festival at Purul village, Senapati District.
May – June	Lai Haraoba	Celebrated in honour of the sylvan deities known as Umang Lai, the festival represents the worship of traditional deities and ancestors. A number of dances by both men and women are performed before the ancient divinities. The Lai Haraoba of God-Thangjing, the ruling deity of Moirang, is the most famous one and attracts huge gatherings.
July	Rath Jatra	One of the greatest festivals of the Hindus of Manipur, the festival is celebrated for about 10 days in the month of Ingen (June/July). Lord Jagannath leaves his temple in a Rath locally known as Kang pulled by pilgrims who view with one another for this honour.
22 <sup>nd</sup> & 23 <sup>rd</sup> August	Pineapple Festival	This festival is mainly celebrated by the Gangte People at Khousabung Village, Churachandpur District. For the pineapple farming community, the festival means a lot as they get opportunity for wider exposure of their products. The pineapple cultivators of Khousabung and adjoining villages have been cultivating pineapple as a major source of income since six decades.
September	Heikru Hitongba	Celebrated at the moat of Shri Bijoy Govindajee Temple, Imphal West. Heikru Hidongba (Boat race) is an annual festival which is held in September every year with traditional rituals.

27 <sup>th</sup> September	World Tourism Day	World Tourism Day (WTD) is held annually on 27 September. This date was chosen to coincide with an important milestone in world tourism: the anniversary of the adoption of the UNWTO Statutes on 27 September 1970.
October	Mera Houchongba	Celebrated at Shri Shri Govindajee Temple, Imphal East to foster and promote solidarity, peace and integrity among the various ethnic communities of the State. People from different communities inhabiting both the hills and plain, irrespective of caste, creed or colour, bring goods available in their region and assemble at the Kangla, the ancient seat of power of the rulers of Manipur.
1 <sup>st</sup> November every year	Kut Festival	Generally held in the 1 <sup>st</sup> Bn. Manipur Rifle Parade Ground or some other places as decided by the State Level Kut Committee. It is an autumn festival of the tribes belonging to the Kuki-Chin-Mizo ethnic group of Manipur.
November	Ningol Chakkouba	It is a remarkable social festival of the Meities celebrated in November every year. Married daughters and sisters come to their parental house along with their children and enjoy sumptuous feasts. It is a much awaited occasion for family reunion.
21 <sup>st</sup> to 30 <sup>th</sup> November, every year	Manipur Sangai Festival	The festival is celebrated for 10 (ten) days from 21 <sup>st</sup> Nov. to 30 <sup>th</sup> November every year. Showcases the art and culture, handloom, handicrafts & fine arts, indigenous sports, cuisines & music, eco & adventure sports as well as the scenic natural beauty of the land.
4 days (In December Every year)	Barak Festival	It is organised at Mini Stadium at Senapati District HQ, Willong Khullen, Yangkhullen, Makhel, Liyai Khullen, Dzuko Valley- Senapati District. Following the trend of glorifying nature, the Barak festival honours the Barak river in Manipur, one of its most important natural water sources. The festival is organized to highlight the district of Senapati, this festival has the beautiful theme of sustaining peace and harmony, celebrating a river that allow this civilization to flourish. The festival is a showcase of traditional hospitality, richness of culture, nature's abundance and social-economic affinity of the Barak communities. The festival aims to rejuvenate and revive the cultural heritage and values of the people by bringing them together. The events organized during the festival include musical nights, folk tales, local cuisine, indigenous dance and music, camping, trekking and a lot more. Join in celebrating the sources that give us life on this festive occasion.

3 Days (In December Every year)	Orange Festival	Tamenglong District is often referred to as the orange bowl of Manipur, and it hosts the Orange Festival every year in December. More than 231 orange cultivators exhibit different varieties of oranges at the festival. One of the main aims of organizing the festival is to encourage the orange farmers to grow more oranges. The event features many entertainment programmes besides flower exhibitions and others.
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### **Marketing, Publicity & Promotion activities**

- I. Pictorial Book on Manipur.
- II. Development of Photo CD-ROMs about various tourist interests 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.
- VI. Promotional videos on the national platform regularly.
- VII. Participation in fairs in different states to showcase Manipur tourism.

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

- I. Promotion of Cultural Festivals at various locations of the State.
- II. Participation in Arts & Crafts Exhibitions and Melas.
- III. Promotion of Handloom products.
- IV. Organize trade fair inviting stakeholders from different States.

### **Human Resource Development**

- I. Establishment of the Institute of Hotel Management (IHM).
- II. Tourists Reception-cum-Information Centres.
- III. Development of Human Resources, Training, and Capacity Building Programmes from Grass root level.
- IV. Network of travel agents, tour operators, and other services providers.
- V. All stakeholders to be registered with Tourism Department to smooth operation and coordination.

### **Participation in National and International events**

- I. South Asia Travel and Tourism Exchange (SATTE).
- II. North-East International Tourism Mart.
- III. WTM (World Travel Market), London.
- IV. ITB Berlin (Internationale Tourismus-Börse Berlin).
- V. TTF (Travel and Tourism Fair).
- VI. Participation in major tourism events throughout the year through proper analysis and preparation.

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

- i. Integrated Cable-Car and Lakeside Tourism Development at Loktak Lake, Manipur.'
- ii. Night Tourism at the leading tourist destination allocating food stalls, entertainment, etc. on weekends through a ticketing system

## **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**

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

- Proper infrastructures in terms of availability of transport,
- Suitable accommodation and information centers,
- Wayside amenities,
- Readiness of the product to attract new tourists and increase repeat visitors.

Manipur scores low in terms of 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 State's ancient capital. This is one of the most important archeological sites of Manipur. It is famous for this fortress and 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 is 'Yaoshang' – a Manipuri Hindus festival celebrated with festivities.

Another great advantage for Manipur is its variety in 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, provide a serene environment for nature lovers. In addition, there are opportunities and hot spots to develop many forms of adventure sports like rafting, para-gliding, and angling.

### **A. STRENGTHS**

- Various terms of tourism offerings. The State has destinations that can cater to religious, adventure, and eco/leisure tourism segments of the market.
  - It offers a cultural treat through the Manipuri dance forms, and adventure treats through avenues for sports.
  - Unique Loktak Lake.
  - Shirui Hills.
  - Dzuko Valley.
  - Kangla Fort.

- Keibul Lamjao National Park.
- Polo.
- Indigenous sports.
- Exploration of caves and waterfalls.
- INA, Moirang.
- Khongjom War Memorial Complex.

## **B. WEAKNESSES**

- Security and internal conflicts – both in terms of perception and reality.
- Lack of Visa-on-Arrival facility for Myanmar's citizens at Moreh-Tamu border.
- Limited tourism infrastructure facilities, particularly quality, experience, and site services.
- The lack of good road infrastructure leads to poor connectivity with the Tourist spots/destinations.

## **C. OPPORTUNITIES**

- The presence of border towns like Moreh and the international boundary with Myanmar has been looked at as an opportunity to develop border markets.
- Linkages to the circuits within the region with significant highway development connecting destinations across States and Southeast Asian Countries.
  - We are fostering coordination with other States on developing tourism.
  - Opening up of Railway line up to Imphal.
  - Declaration of Imphal Airport as an 'International Airport.'

## **D. THREATS**

- Instability and perception of lack of security in the region can potentially affect tourism movement.
- The continuous fear of an unstable environment can make the tourism investment climate unattractive.
- Overuse and commercialization of sensitive eco-zones may lead to depletion of resources and dilution of attraction.
- Inability to utilize the currently available assets due to lack of workforce in Manipur tourism



## 5

### THRUST AREAS: NICHE TOURISM PRODUCTS

The department will endeavor to enhance existing tourism products and offer new products enriched with experiences. For this, the department shall identify the special sports for tourists to see assess what do they feel and ascertain the special potentials and unique attractions admired by them and plan accordingly.

#### **5.1 NATURE/ECO-TOURISM**

- Eco-tourism zone for potential sites need to be identified and demarcated via Remote sensing/ GIS and banned polythene use in these zones.
- Formulation of eco-tourism policy and a joint task force, which may include the adoption of the regime for regulation of tourism activities in and around Keibul Lamjao National Park and Loktak Lake.
- Working in close coordination with the Department of Forest, Department of Ecology & Environment, and Loktak Development Authority to provide civic and tourist amenities in national parks, Loktak Lake, and wildlife sanctuaries to ensure visitor satisfaction.
- Planning for such destinations as Dzukou Valley, Hills, Tamenglong, Koubu Hills, Baruni Hills, Jiri-Makru Wildlife Sanctuary, etc., will engage the local communities to ensure equitable distribution of benefits and socio-economic upliftment of the local population may propagate/disseminate.
- Getting up of Nature Interpretation Centers, Nature Camps, Bird watching, Nature Tour Programs, etc., of international standards shall be organized.
- Training of Eco-tourism guides and naturalists.

#### **5.2 CULTURAL TOURISM**

- Efforts will be made to develop heritage sites/monuments as cultural centers by incentivizing/organizing departmental and State programs/evening concerts at these places like Various Exotic Dances of the State, viz., Raas Leela, Khamba-Thoibi Dance, Pung Cholom, Maibi Dance, etc.
- Promoting and organizing indigenous sports national level competitions like Sagol Kangjei (Polo), Thang-Ta, Sarit Sarak, Yubi Lakpi, Kang Sanaba, Arambai, etc
- Promoting Heritage hotels in rural areas as venues for performing and visual arts cultural festivals.
- Villages with rich cultural performing arts traditions to be identified and promoted as destinations for local festivals.
- Focus on select fairs and festivals and reinvent them to make them more tourist-friendly and engaging.
- Promotion of Indigenous Music, Cuisines, Fine arts, Handloom, and Handicrafts

#### **5.3 MEDICAL TOURISM**

Manipur today has the requisite medical expertise, equipment, and professionals to fulfill criteria like better nursing facilities, faster-personalized services, cutting-edge technology, and lower cost of

treatment. Immediate demand for medical tourism is expected from neighboring States like Mizoram and Nagaland and neighboring 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. A comprehensive plan shall be drawn up to encourage investors, entrepreneurs, and healthcare professionals to boost medical tourism in Manipur. Strategic Action Plans that need to be taken up to develop medical tourism in Manipur are as follows.

- The Government shall endeavor to accord "Industry Status" to the Accredited Healthcare Facilities in the State under the NEIIPP-2007
- Identification and accreditation by NABH, Joint Commission International (JCI), or ISO 9001:2000, which is the generic standard for Quality Management systems across the world, of healthcare facilities is essential to improve the quality of services as well as to receive admissible support from the Government
- To check global standards, the quality and services for treatments and therapies shall be standardized and finalized per national and international best practices.
- A healthcare facility with a track record of service and catering to domestic and foreign patient-tourists shall be deemed a 'tourism unit' and get all admissible incentives accordingly from the Government.
- 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.
- Investment in the health sector through the establishment of hospitals offering primary, secondary, and tertiary level health care facilities, including medical, educational institutes, and allied services like pharmacies, diagnostics, pathological laboratories, training, and skill development for para-medical services shall be given maximal priority
- 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.
- A perfect coordination between doctors, tour operators, hotels, hospitals, and insurance agencies is essential to develop this sector. The Government shall introduce new schemes and policies to approve and tie-up with these companies and other local medical tourism service facilitators for a proper direction in boosting medical tourism in Manipur.
- Myanmar citizens cannot visit the State beyond the mandatory 16 Kms without further clearances and permits. Visas may be issued only to patient tourists booked with a local licensed tour/medical service operator. This will also boost the Indo-Myanmar Border Trade to a great extent.
- Digital health program integration for pre and post follow up care and coordination to save time and cost and increase customer satisfaction
- Financing a Scalable Sustainable **South East Asian Regional Medical Excellence Hub** through PPP, JICA/ADB/DONER
- International health/billing/insurance processing capability
- Projecting medical tourism opportunity as a state priority to earn dignified export revenue as well as nurture potential healthcare resources at scale to serve the regional skill need gaps

## **5.4 ADVENTURE TOURISM**

- Private sector participation shall be encouraged to develop adventure tourism activities in the State. These activities will include water sports, Hill and its 'Lily' and Kangkhui Cave Trekking, paragliding, parasailing, hot air ballooning, Rafting at Barak River, mountaineering, rock climbing, Rowing at Loukoipat, Take, etc.
- Regulations and certification for adventure tourism operators and National Level Guidelines for Adventure Tour Operators to be adopted
- Use of latest technologies like GPS, Satellite phones, etc., to be encouraged for adventure tour operators recognized by the Government for client safety.
- Introduction of training courses for adventure guides and adventure tourism subjects in the proposed Institute of Hotel Management at Imphal
- The commission will work with certified and licensed organizations, agencies, and NGOs like the Manipur Mountaineering and Trekking Association, etc.

## **5.5 REMEMBRANCE TOURISM:**

Considering the unique historical importance of 2nd WW, Manipur can be promoted as a place of remembrance Tourism, especially to Commonwealth Countries and Japan as Battle of Imphal 1944 was one of the fiercest Battle of Britain. Different Battle field, memorials located in the state can be developed and promote aggressively for WWII Heritage site and remembrance Tourism. Imphal Peace Museum (IPM) Maibam Lokpa Ching need proper management and maintenance by creating provision of funds for operation and maintenance.

## **5.6 MICE Tourism**

- Meetings, Incentives, Conventions and Exhibitions (MICE) shall be encouraged to capitalize on the seasonal trends of nature tourism.
- Facilitate setting-up of Convention Centres in the State for development of MICE Tourism.
- Creation of a database of scientific, technical, medical associations, convention centers, and convention services.
- Training manpower specifically for the MICE industry

## **5.7 COMMUNITY TOURISM**

Any Tourism Policy needs to be committed to enhancing community-based tourism, which is all about sharing the local natural resources with the world.

### **Textiles & Handicrafts at Tourist Destinations:**

It may envisage dedicated Handlooms and Handicrafts Centers at Major Tourist destination of the State such as Loktak, Shirui Hills wherein creativeness and artisan talent/expertise of various communities of the State in Handloom and Handicraft artisans are showcased.

Through aforesaid establishment much needed revenue and employment can be generated. Subsidies/incentives may be provided to entrepreneurs and artisans to encourage development of these crafts.

## **5.8 Film Tourism**

- The Department of Tourism shall facilitate production houses for faster approvals for filming sites and thus strengthen the symbiotic relationship between the production houses and the State and shall focus on development of film city.
- Department of Tourism shall identify places of interest for the film industry, make an online catalog of destinations, and liaison with the information department.

## **5.9 Prospects of Agro-Tourism in Manipur**

An innovative agri-business activity related to tourism and agriculture both shall be energized with focus on:

- Organic Farming
- Fishing
- Floriculture
- Rural Tourism/Homestay etc

## 6

### ACTION PLAN

The following is a list of action points emerging from the Manipur Tourism Policy, 2022, indicating the Ministries/Departments/Agencies responsible for implementing these actions:

#### **6.1 Action points relating to Facilities**

##### **a. Augmentation of Air Seat capacity**

- Up-gradation of Imphal Airport with a world-class facility. Assessing sector-wise and season-wise air seat capacity and load factors. Giving impetus to Heli Tourism and Helicopter services to areas not serviceable by fixed-wing aircraft.
- In a move to provide more excellent aerial connectivity for Northeast from Delhi and other major cities in the late evening, especially on weekends.

[Action: Ministry of Civil Aviation]

##### **b. Rail Services**

- The Government needs to set aside special funds for improving facilities and hygienic conditions in and around railway stations serving important tourist centers and introducing budget hotels at critical nodes of the network.

[Action: Ministry of Railways]

##### **c. Road Network**

- Public Works Department (PWD) will strive to provide seamless road connectivity to major tourist spots. Development of public transport infrastructures like bus terminals, parking yards equipped with public conveniences, and hygienic eating joints are part of the plan.
- State Transport Authority may also consider grant of contract carriage permits for intermediate public transport vehicles.
- Providing roadside amenities, standard signages, and single-point collection of taxes.

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

##### **d. Maintenance of Heritage Sites and Improvement of Tourist Facilities**

- Involving local authorities, trusts, Archaeological Survey of India/State Archaeology Department, etc., in the restoration/preservation of tourist attractions and maintenance of the surroundings. Providing world-class tourist facilities, amenities, and landscaping of the area around important monuments in a phased manner. Identify documentation, and video publishing of all the monuments which are significant for tourist attractions.

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

##### **e. General Improvement of Tourist Facilities**

- Introduction of issue of Visas on arrival at the airport and at India- Myanmar border at Moreh.
- Distribution of tourist information brochures through Indian Embassies/High Commissions and providing international standard signages at tourist centers, airports, railway stations, bus stands, etc.
- Mounting Video-Cameras in strategic places inside and outside arrival areas to prevent corruption and security.
- Streamlining 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., along with the provision of money-changing facilities in all the tourist centers.
- Augmenting information services at the airports. Introduction of air-conditioned taxis with electronic fare meters at the airports.

[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 essential to have a proper Tourist information center both online and offline concerning tourist information system availability of public transport/intermediate public transport system having link with respective information for important parking places/halting stations/terminal points.
- Setting up a chain of exclusive souvenir shops specially manufactured and beautifully packed information books and other souvenir items at important tourist places and Tourist information centers professionally.
- Information Technology for improving visitor information and facilitation should be effectively used. Touch Screen Information Kiosks, development of Tourism Portals, use of virtual reality systems and video-conferencing for tourism promotion, etc., are some of the activities proposed in this regard.

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

## **6.3 Action Points relating to Safety and Security**

- Manipur is an important state for tourists, but the existing laws need to be enforced, and police would have to take preventive steps to ensure the safety and security of tourists. Launch campaigns through local bodies, non-governmental organizations, youth centers, etc., to create awareness about the traditions of Manipuri hospitality.
- Police Outposts/ Tourist Booths may be set up under the control of the concerned Police Stations and District SPs to deal with complaints from tourists and the industry. This could be done after the official announcement of tourist spots in the State, if necessary.
- Introducing tourist police in major tourist destinations. The State Government would provide the necessary infrastructure and equipment for the nominated Police Outposts/ Tourist Booths, with the staff assigned receiving specific training.
- State Government to enact suitable legislation on travel trade/tourist police for protection and security of tourists. Strict prohibition of soliciting and enticing tourists both within the airport premises and in its immediate neighborhood. Keeping both the airports and their vicinity tout free.

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



#### **6.4 Action Point relating to Infrastructure Development**

- Incentive schemes would be considered for developing tourism infrastructure in the State. It would also be the endeavor of the State Government to rationalize taxes and allocate suitable land for tourism purposes at reasonable prices, harmonize the movement of tourist transport across State borders, etc.
- A Master Plan for land use in each tourist destination/urban center for infrastructure purposes is to be prepared by the Department of Tourism and Art & Culture.
- The Government will endeavor to provide facilities such as allotment of lands, electricity, water, etc., 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. Financial viability and commercial returns are the guiding factors in such investments. Special funds from institutions like Tourism Finance Corporation of India (TFCI) may be approached, therefore, created for such investments to ensure their commercial viability. 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.
- Encouragement of non-governmental organizations to create and manage tourist facilities, environmental awareness, etc.
- Involvement of local community in the formulation and implementation of tourism development plans.

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

#### **6.6 Action Point relating to conservation**

- Apart from providing the necessary legal framework for ensuring social, cultural, and environmental sustainability, actions in this regard include the formulation and dissemination of suitable policies and guidelines.
- Conservation and restoration of monuments and tourist sites of historical importance will be undertaken in collaboration with the Department of Art and Culture

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

## **6.7 Action Points relating to International Cooperation**

- Enhancing multilateral cooperation in tourism with different groups of countries like the Association of South-East Asian Nations (ASEAN), Bangladesh-India-Myanmar-Sri Lanka-Thailand-Economic Co-operation (BIMSTEC), etc.
- Ensuring active participation in the activities of international agencies like UNDP, World Tourism Organization, Pacific Asia Travel Association, etc.

[Action: Tourism Department]

## **6.8 Action Point relating to Product Development and Promotion**

- Identification of tourism resources, focus on the development of Eco-tourism sites, Prioritize the development circuits and provide guidance and financial assistance for preparing tourism Master Plans and perspective plans.
- Involvement Town and Planning Department and integration of spatial-economic development plans with tourism development.
- Implementation of intensive development of tourist destinations after assessing the carrying capacity, local aspirations, and the benefits likely to accrue to the community.
- Developing the places of pilgrimage by providing the requisite infrastructural facilities to promote domestic and international pilgrim tourism.
- Develop clear themes & details for tourist spots in the State and make attractive tourist packages.
- Expand various forms of tourism like 'Events Tourism' Shopping Tourism' by organizing various events to showcase the local products of state & cultural and religious festivals for tourist attractions.
- Developing heritage and village tourism as a package by identifying and developing villages around heritage properties that have already been restored.
- Adopt a model village for tourists, which will also showcase the State's indigenous culture, tradition, heritage, skills, Handlooms & Handicrafts, etc.
- Diversifying the tourism product for a unique multi-attraction tourism destination that will have all forms of tourism like rural tourism, eco-tourism, adventure tourism, incentive tourism, conference and convention tourism, Agri-Tourism, and Medical Tourism, Adventure Tourism, etc.
- Development of potential tourism spots through PPP mode, increase Community Participation, encourage youth, entrepreneurship development programs, promote local products, and create public awareness about the economic and social benefits of tourism.
- Integrated Development of Tourist destinations considering the fair level of seasonality in the tourist arrivals. Adequate backward and forward linkages will also be established to

ensure an adequate flow of benefits to the local community.

- Constitution of Tourism Development Authorities/ Committees.

### **6.9 Action Points relating to Promotion and Marketing**

- Presence of State Tourism in international and national tourism events/marts, roadshows, expos, etc., shall be ensured.
- shall ensure strengthening of ICT infrastructure to provide year-round access to all destinations in the State, especially the remote tourist locations
- A four-digit 24X7 Tourism Helpline number shall be set up to provide instant help to tourists. This service will be made available and run in Hindi, English, and other prominent foreign languages, which may be added in due course.
- Providing information, ticketing, details of tourist Packages.
- Marketing and Branding through a tourism brand ambassador who has an international face.

[Action: Tourism and Art & Culture Departments]

### **6.10 Action Point relating to the economic and social benefits**

- Strengthening of statistical machinery and improvement of statistical systems on tourism. Development of Tourism Satellite Accounts to estimate the economic benefits of tourism precisely and regularly.
- Standardization of statistical definitions and methods of data collection, tabulation, and dissemination. Launching of tourism awareness campaigns at all levels of society.

[Action: Tourism and Economics & Statistics Departments]

### **6.11 Action Points Relating to Professional Excellence**

- Involving the tourism industry in human resource development activities and encouraging them to set up independent training facilities.
- Strengthening the institutional set-up for human resource development, including the setting-up of an accredited Advanced Institute of Hotel Management, Food Craft Institute, and a Culinary Institute. Qualitative improvement and modernization of existing training institutions
- 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 to meet the requirement of trained personnel in this sector.
- Setting up a Manipur Tourism Documentation Centre equipped with modern technology to function as a repository of research findings and publications on tourism.

[Action: Tourism Department]

### **6.12 Action Points Relating to Clash of Policy**

- Whenever and wherever there is a policy conflict between Tourism Policy and other Government policies, it must be submitted to the "Cabinet" for resolution.

## **STRATEGY FOR IMPLEMENTATION OF ACTION PLAN & PROMOTION OF THRUST AREAS**

The overall vision of the development of tourism in Manipur embodied in this policy is sought 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 programs. Thus, the strategies and action plan to be adopted to fulfill the dream of making Manipur a 'tourism hotspot' in the coming years are underlined as follows:

### **7.1 PRIORITIZATION OF DESTINATIONS & INFRASTRUCTURE**

Prioritization of projects is 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 are 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.

### **7.2 HUMAN RESOURCE DEVELOPMENT & CAPACITY BUILDING**

Human Resource Development for the hospitality sector and capacity building for the service providers is essential for the growth of the tourism industry. The Government shall strive for excellence in the tourism sector by ensuring the availability of trained manpower. Regular interactions and meetings with various stakeholders to maintain a continuous flow of ideas and take new/corrective measures to perform its task efficiently shall be taken up. Knowledge and capabilities of the officers and staff shall be enhanced through refresher training programs and deputing them to be national and international seminars/workshops on new areas of the tourism development site, visits to successful tourism spots, and learning from the best practices around the world, etc.

### **7.3 PUBLIC-PRIVATE PARTNERSHIP (PPP)/PUBLIC-PRIVATE COMMUNITY PARTNERSHIP (PPCP)**

The strategic vision is to enhance the tourism potential of Manipur by integrated development of tourism infrastructure by tapping tourism potential along with key tourism circuits and leveraging the sectoral & product development through Public-Private Partnership (PPP)/Public Private Community Partnership (PPCP) to achieve sustainable and economic development. PPP has been given a strong push by the Government of India and the department will also endeavour to focus more on this area - for funding tourist infrastructure projects, management and operation of tourism assets etc. Further for Manipur which is a resource poor State, this model is deemed the right way forward.

### **7.4 MARKETING, PROMOTION & PUBLICITY**

Manipur needs to develop a 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 particular 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.

## 7.5 COMMERCIAL APPROACH

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 with respect to the cost involved.

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 the prior concurrence of the Finance Department. These incentives are an essential prerequisite to attracting investment from the private sector.

## 7.7 SUSTAINABLE AND RESPONSIBLE TOURISM

Development should not be at the cost of the environment. Harmony between man and nature should be maintained at all costs. The tourists can be a great source of development but also lead to unmanageable pollution if not tackled properly. The Tourism Policy aims at creating 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"> <li>• Facilitating increased tourist volumes, tourist spend and geographical spread of tourism.</li> <li>• Enhancing service quality levels.</li> <li>• Facilitating investment in infrastructure and product development into tourism priority areas.</li> <li>• Creating awareness of the economic potential and impacts of tourism.</li> <li>• Promoting domestic tourism.</li> <li>• Monitoring tourism trends and timely provision of information to the public and private sectors.</li> </ul>
2.	Promote the conservation and sustainable development of natural resources	<ul style="list-style-type: none"> <li>• Promoting eco-tourism through policy initiatives, product development and awareness campaigns.</li> <li>• Encouraging community involvement and partnership in tourism development.</li> </ul>
3.	Protect and improve the quality and safety of the environment	<ul style="list-style-type: none"> <li>• Promoting responsible tourism practices within the tourism industry</li> </ul>
4.	Promote a State sustainable development Agenda	<ul style="list-style-type: none"> <li>• Promoting responsible tourism principles and practices through international tourism structures.</li> </ul>
5.	Transformation	<ul style="list-style-type: none"> <li>• Empowering the tourism industry through public sector procurement practices, training, tourism awareness creation and tourism enterprise funding instruments.</li> </ul>

## 7.8 RESEARCH, ANALYSIS, MONITORING & EVALUATION

Resource allocation in the budget for tourism is very negligible. A realistic approach and higher allocation are 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.

- I. Market research and impact studies to facilitate policies and programs. 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 required corrective or new policy initiatives.
- II. **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.
- III. Regular interaction with stakeholders of the hospitality sector for review of guidelines on approval and classification every two years to incorporate best practices and to meet contemporary challenges.
- IV. Concrete and efficient compilation of tourism statistics by adopting a uniform methodology for formulation of policies and programs and dissemination of data for use in industry, by stakeholders and research scholars, and the general public.
- V. Dissemination of data through the website for better citizen awareness.
- VI. Prepare a panel of consultants for tourism-related studies.
- VII. 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 a greater understanding of the opportunities and needs of these segments.
- VIII. Assess the requirement of manpower in the Hospitality and Travel Trade Sector and assess the effectiveness of financial incentives.
- IX. Performance management to achieve better development orientation.
- X. 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 suggesting steps for improving the quality of the tourism experience.
- XI. 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.
- XII. State to play a pro-active role and approach in involving tourism stakeholders.
- XIII. A Tourism Satellite Accounting System (TSA) is to be adopted to gauge more precisely the contribution of tourism to the State's economy.



## 7.9 TOURISM DEVELOPMENT COMMITTEES

For effective monitoring and Coordination, 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 coordination. 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
xviii.	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
xxiii.	Administrative Secretary (Tourism), Government of Manipur	Member-Secretary
xxiv.	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 the tourism industry in the State.

- II. A tourism think tank shall be constituted for fostering inter-departmental and inter-agency cooperation & coordination, 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 up 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 the promotion of the Travel and Tourism Industry in Manipur. Definite timelines would be defined by the Tourism Department for the

implementation of the Manipur Tourism Policy, 2014 and the 'Master Plan,' which would be reviewed & monitored by TAC every three months.

This 'TAC' will directly look into the creation of infrastructure and push the Rail connection and may operate based on 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. Eco-tourism Sub-committees:**

- a) Development of 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.

**[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 created around the lake and 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 a 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 members of this 'Sub-committee.'

**C. Heritage, Culture & Art Craft:**

This Sub-committee will formulate suggestions to promote the Built & Tangible Heritage of the State. Among the Heritage Assets mention may be made of:

- 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 the 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 with total community involvement and also showcase the diverse culture of different tribes & assets like indigenous medicine, crafts, etc.

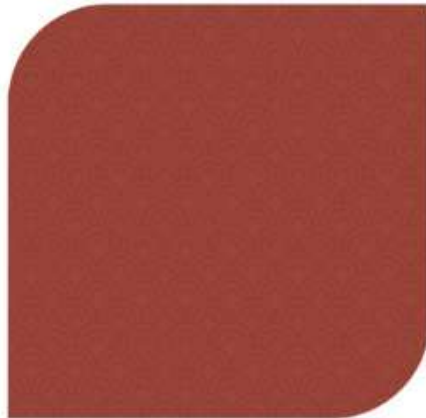
### **7.10 TOURISM CORPORATION OF MANIPUR LIMITED (TCML)**

Translating the vision of Manipur Tourism policy on the ground is a challenge for the department. Toward this end, the TCML (Tourism Corporation of Manipur Limited) need to be strengthened by entrusting the operation and maintenance of the tourism assets on PPP (Public Private Partnership) mode through open tender. Also, with the establishment of TCML, it becomes inevitable for the Corporation to look for means of generating revenues and make TCML a self sustaining corporation. The events organized by the Directorate are managed by TCML and could be instrumental in strengthening activities that generate revenue for the corporation. A significant challenge here is to adopt practices adopted by the Ministry of Tourism, Government of India, where the events are looked after by the India Tourism Development Corporation (ITDC), and 15 % of the event management fees go to the ITDC. In a similar arrangement, the management of events of the Department of Tourism Government of Manipur could be entrusted to the Tourism Corporation of Manipur Limited (TCML). This will help support the staff engaged on a contractual basis by way of providing financial support as per their performance and overtime works. Since TCML is planning to take over the major role for tourism promotion in the State, the provision of regular staff in the corporation needs consideration.

### **7.11 TOURISM LITERATURE**

Government would update the tourism literature (both print and electronic) from time to time and disseminate it professionally besides uploading it on the concerned websites. E-book, E-broacher shall be taken advantage of wider reach.

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## DEPARTMENT OF TOURISM

GOVERNMENT OF MANIPUR



ADVENTURE



ART  
&  
CULTURE



RURAL  
TOURISM

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