Chapter 19
Role of Tourism Industry in Employment Generation:
A Case Study of Nagaland

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ABSTRACT

Globally, ‘Tourism industry’ has been considered as the second largest employer amongst other significant sectors contributing to economic growth. It is having a close nexus with employment generation and economic growth. When a country moves forward socially and economically, a need for expansion of employment avenues also grows simultaneously. Hence, Tourism Sector has a tremendous potential, especially in India, for development. The industry extends its territory by launching multifarious allied projects such as setting up of parks, sports clubs, hotels and restaurants, transport operations etc., in North East India. Nagaland is one of the States possessing an enormous potential for development of Tourism industry. This chapter is proposed to study the role of Tourism industry in boosting socio-economic development Nagaland, to focus on contribution of hotels and restaurants towards employment generation, to identify major marketing issues/bottlenecks the industry and to suggest corrective measures to ensure sustainable tourism marketing in the State.

INTRODUCTION

The term ‘Tourism’ is not a confined field rather it is an industry. The term has evolved from the word ‘tower’ or ‘castle’ which means relaxing or sightseeing while moving around the parapets of tower. It is defined as, ‘the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs’.

Tourism can be in any form such as religious tourism, medical tourism, educational tourism, cultural tourism etc. In any developing country like India, socio-economic development is attained through industrial development. On this front, Tourism Industry has been considered as the second largest employer.
Role of Tourism Industry in Employment Generation

It is an engine for economic growth which has a close nexus with employment generation. It is therefore an important economic activity. When the country grows socially and economically, a need for development of employment generation also arises simultaneously. Tourism sector has a tremendous potential especially in India to trigger the engine of the employment vehicle. The tourism industry paves a way for launching of multifarious allied projects such as setting up of parks, sports clubs, hotels and restaurants, transport operations etc., In India; this sector is reportedly growing at 6.5 per cent to the GDP by creating 72 million jobs. Therefore, greater attention is required on the part of the respective State and Central Governments and Policy makers for exploring all the unexplored arenas for the growth and development of this sector and their allied services. Undoubtedly, this venture promotes the socio-economic growth and makes substantial contribution to the growth of the region. In turn, it becomes the input for overall growth and prosperity of the nation as a whole.

According to the latest figures published by the Ministry of Tourism, the number of foreign tourists heading for the North East India has gone up dramatically in the past year because of the government’s relaxation of permit norms. While Arunachal Pradesh saw an increase of almost 112 per cent in 2013 in foreign football as compared to 2012, Manipur saw an increase of 154 per cent. Overall, there has been increase of 27.9 per cent in foreign football to the North Eastern states, including Sikkim. The Ministry of Home Affairs had relaxed the Restricted Area Permit (RAP) needed by foreigners to enter States like Manipur, Mizoram and Nagaland in 2010 and has extended it annually since. This year, the relaxation has been extended till 2016. In North East India, Nagaland is one of the States having an enormous potential for development of tourism as it is abundant with natural resources and human resources. Flora and fauna is an added phenomenon to decorate the tourism industry that spreads its fragrance throughout the State.

BACKGROUND OF THE STUDY AREA

The State of Nagaland was inaugurated as the sixteenth State of the Indian Union on the 01st December, 1963. The State covers an area of 16,579 sq.km. It is bounded by Manipur on the South, Assam on the North and West, Arunachal Pradesh on the North East and also shares a common international boundary with Myanmar on the East. Topographically, the State is mountainous and the altitude varies approximately between 194 metres to 2000 metres high. The state has 11 districts viz; Kohima, Dimapur, Phek, Mokokchung, Wokha, Zunheboto, Tuensang, Mon, Peren, Kephire and Longleng. The entire population of the State consists of several tribes and sub-tribes, having their own distinctive languages and cultures. The major tribes of Nagaland are Angami, Ao, Chakhesang, Chang, Khiamniungan, Konyak, Lotha, Phom, Pochury, Rengma, Santam, Sema, Yimchungru, Zeliang, Kuki and Kachari.

According to the Census (provisional), 2011, the State of Nagaland has 19, 80, 602 persons comprising 10, 25,707 males and 9, 54,895 females. Of them, 7, 31,799 males are literates and 6, 25,783 females.

RATIONALE FOR THE STUDY

Being a global fast growing industry, Tourism Industry has been drawing greater attention as it is a powerful engine for economic growth irrespective of remote areas or geographical isolations or economic dependency. In North Eastern Region, particularly, the State of Nagaland has the best talents and human resources. However, owing to certain inevitable causes such as the lack of infrastructure, proper planning,