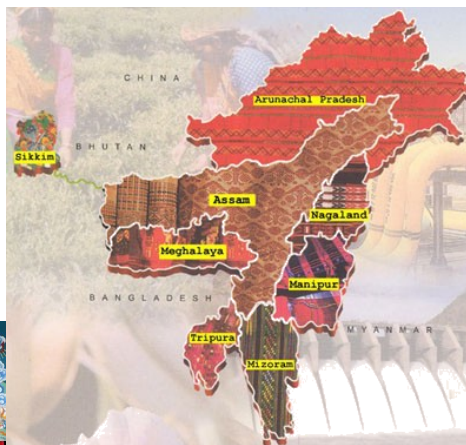


TOURISM MASTER PLAN – EXECUTIVE SUMMARY

PROJECT GENESIS AND SCOPE OF PROJECT

The North Eastern Region (NER) of India occupies unique tourism resources. In spite of having rich tourism attractions in terms of nature, wild life, biodiversity, culture, heritage, religious, intangible resources, community etc, North East Region is lagging behind in tourism. North East Region accounts to 7.9% of India's Geographical Area. However, it attracts **only 0.9%** of Domestic Tourists and **0.3%** of International Tourists to India.



Thus it was felt that a Comprehensive Tourism Master Plan is required. North Eastern Council (NEC) appointed Tata Consultancy Services Ltd. to prepare Tourism Master Plan for North Eastern Region encompassing the **Eight States of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura.**

The **objective** is to prepare Tourism Master Plan that will provide the broad framework to guide the tourism development in the North East Region.

The **expected outcomes** from tourism development of the Region are as follows:

- Drive more tourists to North East Region: Increase in tourist inflow to show marked improvement thus boosting regional economies.
- Create positive brand image & brand recall for 'Paradise Unexplored- the North East Region'.
- Increase employment and income opportunities: Tourism is expected to be a key economic driver to the Region, as it has very high backward linkages and very high trickle down effect reaching the community. Its multiplier effect is higher compared to other industries.
- Community mobilisation to engage people effectively in tourism economic activities.
- Have a long term sustainable view with focus on tourism capacity considerations, capacity building, sustainable management mechanisms, private sector participation etc.

The scope of the Master Plan Consultancy Project is as follows:

- | | |
|--|---|
| i. Review of Identified Tourism Circuits | iv. Projectisation |
| ii. Tourism Infrastructure Gap Analysis | v. Executable Action Plan |
| iii. Tourism Product Identification | vi. Conceptualisation of a North East Tourism Website |

PROJECT STUDIES

The Master Plan project studies started in March 2010. The team has done secondary studies, carried out discussions/ consultations with tourism and other key Government departments of the 8 States, MoT, tourism industry stakeholders and undertaken 232 person days of Field trips.

TCS has conducted tourism resource analysis, tourism infrastructure analysis, tourism trends analysis including tourist, stakeholder surveys to arrive at tourism development strategy, formulation of circuits and demand estimation.

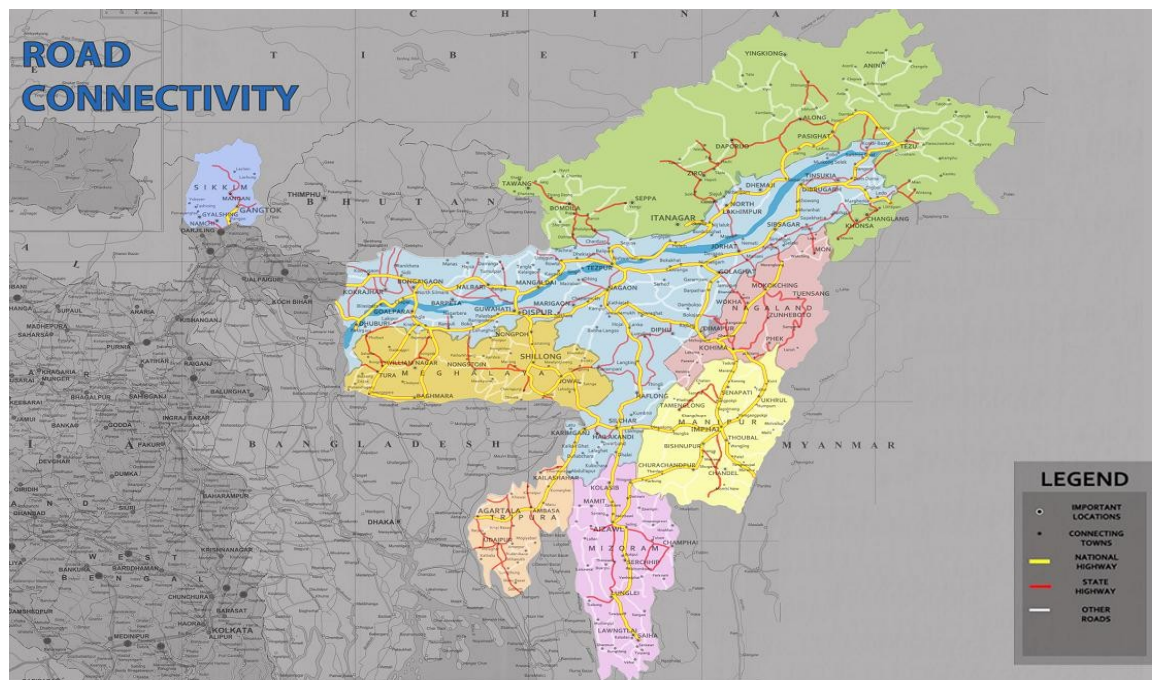
TOURISM SITUATIONAL ANALYSIS

Accessibility:



Accessibility and seamless travel is one of the key challenges the region faces in terms of tourist movement. Analysis has been done on key gaps in transportation sector from tourism perspective. Air connectivity is weak in the region and railways, one of the key forms of large domestic movement is lacking except in Assam. Roadways remain the principal mode of intra region travel and due to the

topography, development and condition, results in high travel time.



Tourism resources:

The North Eastern region of 8 States is a reservoir of rich natural resources & biodiversity and, amalgamation of different tribes and cultures. NER is blessed with rich biodiversity, huge forest wealth, fruits and vegetables, flowers, herbs and aromatic plants, rare and rich flora and fauna, rich culture and tribal/ local traditions, India's largest perennial water system - the River Brahmaputra and its tributaries, horticultural products/plantation crops/vegetables/spices and rare forest products, handlooms and handicrafts throughout, unique Intangible resources and above all the diverse people of region. With more than 220 ethnic groups with equal number of dialects makes it hugely diverse region. Handlooms are a rich village industry in most of the states in the region. The North East India is rich in biological diversity and contains more than one-third of the country's total biodiversity. The region is considered one of the 18 hotspots of the world.

The Region is endowed with diverse tourist attractions and each state has its own distinct features. The attractions are scattered over the entire region and are largely located in remote areas within highly fragile environments.

The tourism resources can be categorised principally into:

**Tourism Trends:**

The tourism trends have been analysed to understand the existing tourism profile, potential tourism scenario, and the trend projections of the North East region. In addition to primary surveys across the 8 States, Stakeholder discussions formed a major part of the trend analysis and the approach to tourism strategy and products development. Nominal Group Techniques (NGT)s were conducted at the States involving Tour Operators, Hoteliers, Other tourism service providers.

Despite its vast tourism resources, the North East region attracts only 0.83% of the domestic tourist flows of the whole country. Even within the North East region, around 86.5% of the domestic tourist arrivals are in the states of Assam, Meghalaya, and Sikkim only.

The percentage of foreign tourist arrivals in the total arrivals in North East region is only 0.82%, which is negligible in comparison to the country. The main concentration of foreign tourists within the North East region is in Sikkim and Assam.

Tourist Arrivals	2005	2006	2007	2008	2009	2010
Arunachal Pradesh	50873	80843	93312	152312	199092	231252
Assam	2478438	3279808	3449589	3631732	3866000	4066081
Manipur	94615	117279	101880	112400	124300	114451
Meghalaya	381010	404546	462952	554873	595920	656933
Mizoram	46312	50786	44961	57635	58314	58023
Nagaland	18353	16276	23021	22000	22376	22226
Sikkim	258524	310512	349100	479718	565540	720768
Tripura	225047	232712	246704	249745	324931	347485

There has been an increase in tourist arrivals in the North East region and the rate of growth has been consistent. A CAGR of **11.84%** has been witnessed for the North Eastern region over the period of 2005-2010. The average stay of the tourists in the North East region in a single trip is 4.39 days as per the analysis from primary survey.

Some of the major challenges expressed by tourists are:

- ⤴ Lack of fast and seamless mode of travelling
- ⤴ Travel cost acts as a major deterrent
- ⤴ Lack of proper infrastructure support in many parts of the region
- ⤴ Security concerns in certain pockets and security perception of region
- ⤴ Lack of consistency in North East branding has led to confusion, unaware of attractions
- ⤴ Lack of proper alignment between tour operators in North East and other states

TOURISM DEVELOPMENT CONCERNS/ ISSUES

The tourism development issues are identified and categorised under:

- Resource related issues
- Development issues (Accessibility, Infrastructure, Destination/ circuit development, tourist amenities, information systems etc)
- Management issues (Safety issues and safety perception, Non/ late Implementation of Packages, Multiple Destination Focussed Approach of States resulting in thinned development, Statewise Promotion without strong Regional Branding, lack of Tourism Service Providers, Institutional & Policy Framework for Regional tourism, Absence of Visitor Management Plan etc)
- Environmental issues

TOURISM STRATEGY

Tourism has emerged as one of the prospective sectors of industry in the Northeast. The future economic development of NER will be greatly influenced by the economic opportunities arising out of tourism growth.

The Tourism Development Strategy takes into consideration the economic, political, administrative and environmental aspects of the region that create either opportunities or constraints for the development of tourism and defines the macro-level policy.

The Tourism Development Strategy emphasises on:

- ⤴ Harnessing the tourism potential of the region through planned, growth-oriented and sustainable development of the Regional circuits.
- ⤴ Developing tourism to ensure the overall development of the region.

The Unique Selling Proposition of North Eastern Region is framed as “**EXPERIENTIAL TOURISM**” with a strong **ECO-CULTURE** positioning and the regional branding continuing with ‘**PARADISE UNEXPLORED**’.

The proposed tourism development strategy is based on the following key activities:

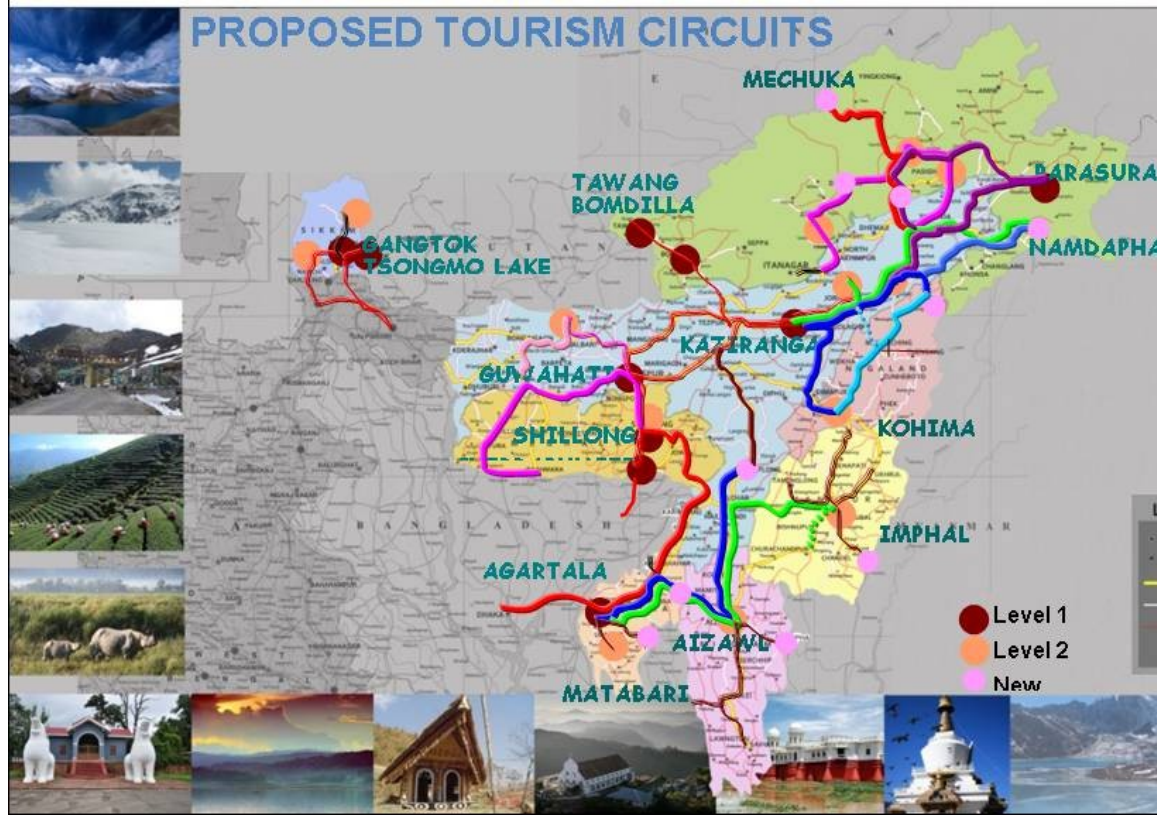
- **REGIONAL CIRCUITS DEVELOPMENT:** Tourists identify with regions, not States- with geographical proximities, not administrative boundaries. Hence it is most important to have regional tourism circuits and market them.
- **DEVELOP 3-4 MEGA PROJECTS IN EACH SUB REGION/ STATE TO DRIVE TOURISM DEVELOPEMENT:** The traditional approach is to have many projects at different destinations. However for North East to develop, there has to be 3 or 4 Mega tourism developments in each State/ sub region. These will become success stories and would further drive tourism growth.
- **FOCUS ON QUALITY TOURISM THAN MERE NOS, ESPECIALLY IN SENSITIVE REGIONS:** Though the number of tourists visiting North East w.r.t India is very low and the gap is too much, the objective should not be focused on mere numbers. Quality tourism should be resorted to due to various factors: Eco-cultural sensitivities, carrying capacity limitations, probable conflicts etc.
- **HOLISTIC & UNIFIED NORTH EAST TOURISM POLICY & INCENTIVES:** North East needs special treatment for tourism development rather than fitting to a singular approach for entire nation.

Thus we arrive at a priority road map that will focus on creating:

- Critical infrastructure development- particularly connectivity & accommodation key to tourism development
- Conducive environment & safety critical for tourists to feel confident enough to travel
- Integrated sub projects (regional circuits) implemented in phases
- Community involvement for sustainable tourism
- Capacity building to be taken up as first priority- as there are severe capacity building needs
- North east as a region- brand promotion: create a strong brand recall for the region
- More intra region institutional co-operation
- Holistic and Unified policy with incentives

PROPOSED CIRCUITS, ENTRY POINTS, NODES, HUBS

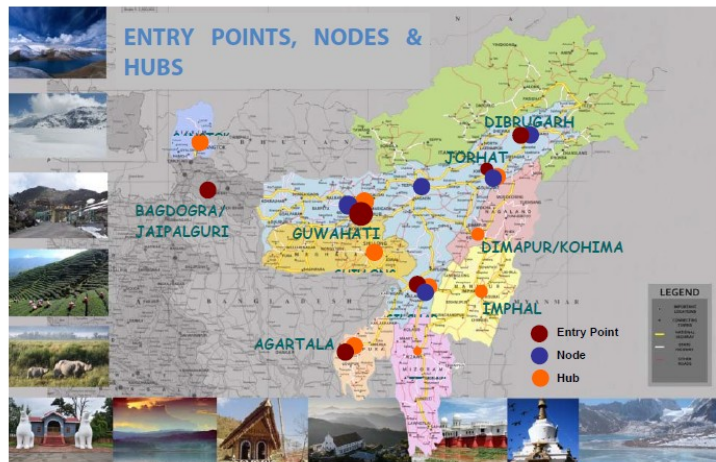
Formulation of Regional Circuit is one of the most important part of the Master Plan.



The key criteria for Circuit formulation are:

- Key tourism attractions, themes
- Safety and security
- Duration of stay
- Accessibility from Entry points
- Connectivity between destinations & time taken
- Travel cost
- Entry points, Nodes, Hubs
- Regional Dynamics

Regional Entry points, Nodes and Hubs are very important for effective tourism circuits. The first priority will be to develop Dibrugarh, which is well connected as the major entry point and this will intun develop several circuits in the region. In addition, all the State capitals and entry points will be developed along with Nodes and Hubs.



The proposed circuits (Regional and International) are discussed in detail in the Report. The main circuits are:

REGIONAL CIRCUITS

- Guwahati- Shillong- Kaziranga- Majuli- Jorhat
- Guwahati- Tezpur- Bombdilla- Tawang/
Guwahati- Shillong- Kaziranga- Majuli- Tezpur- Bhalukpong- Bomdilla- Tawang
- Guwahati- Balpakram- Guwahati
- Guwahati- Shillong- Nongstoin- Balpakram-Tura- Guwahati
- Guwahati- Tura- Balpakram- Tura-Manas- Guwahati
- Guwahati- Manas- Tura- Balpakram -Nongstoin- Shillong- Guwahati
- Guwahati- Silchar- Agartala- Jampui Hills- Agartala
- Kaziranga- Majuli- Namdapha
- North Lakhimpur/ Itanagar- Ziro- Daparijo- Along- Dibrugarh/
North Lakhimpur/ Itanagar- Ziro- Daparijo- Along- Pasighat- Roing- Tezu- Dibrugarh/
North Lakhimpur/ Itanagar- Ziro- Daparijo- Along- Mechuka- Dibrugarh
- Dibrugarh- Lixhabali- Along- Mechuka/
Dibrugarh- Pasighat- Along- Mechuka/
Dibrugarh- Lixhabali- Along- Mechuka- Pasighat-Dibrugarh
- Dibrugarh- Lixhabali- Parasuramkund- Sibsagar- Jorhat
- Dibrugarh- Parasuramkund- Namdapha- Digboi-Dibrugarh
- Dibrugarh- Namdapha- Mon- Sibsagar-(Majuli-)Jorhat/Dibrugarh
- Dimapur-Kohima-Wokha-Mokokchung-Jorhat
- Dimapur-Kohima-Wokha-Mokokchung-Mon- Sibsagar
- Dimapur-Kohima-Senapati-Imphal-Moreh* (*not feasible at present*)
- Silchar- Imphal- Aizawl- Silchar/ Silchar- Imphal- Aizawl- Agartala
- Silchar- Haflong-Shillong-Guwahati
- Silchar/Lumding- Haflong- Imphal Loktak lake (–Moreh) (- Silchar)
- Silchar- Haflong- Aizawl- Blue Mountain- Palak lake
- (Silchar-) Aizawl-Reiek- Champai/Zokatwar- Aizawl- Silchar/ Agartala
- Imphal - Loktak lake –Moreh – Imphal- (Silchar, Haflong)/ (Aizawl)/ (Silchar/Shillong)
- Agartala- Silchar- Shillong- Guwahati
- Agartala- Udaipur- Dumboor Lake- Unakoti- (Jampui Hills-) Silchar
- Agartala- Aizawal - Dumboor Lake - Jampui Hills - Silchar
- Agartala- Jampui Hills- Aizawl- Imphal (–Silchar)
- (Silchar-) Aizawl- Champai/Zokatwar-Reiek- Silchar
- Bagdogra- Gangtok- Pelling- Darjeeling
- Bagdogra- Kalimpong- Gangtok- E/W/N Sikkim- Darjeeling- Bagdogra
- Gangtok- Guwahati- Shillong
- Gangtok- Guwahati- Tawang

Few of the above circuits are thematic. For specific category of tourists like those who are interested in Buddhist tourism, Buddhist circuits (in addition to those within the region) can be

planned including Bodh Gaya etc into the circuit. International thematic circuits are discussed in the section below.

INTERNATIONAL CIRCUITS

WITH BHUTAN

- **Buddhist Circuit:** Sikkim- Bhutan and Sikkim-Tawang- Bhutan
- At present, tourists can drive to and back Thimpu via Phuntsholing in West Bengal (near Siliguri)- W Bhutan. Proposed circuit of Guwahati – Manas – Samdrup Jonkhar (entry point for Bhutan) – Trashigang – Tawang.

WITH BANGLADESH

- Dhaka- Agartala- Shillong
- Bangladesh to Meghalaya through Barengapara for West side or Dawki to Shillong

WITH MYANMAR

- From Mizoram to Sittwe port
- At Zokatwar in Mizoram to Rih Dil Lake side
- From Saiha side w.r.t Kaldan project in south connecting to Sittwe port
- At Moreh in Manipur

CIRCUITS WITH THAILAND

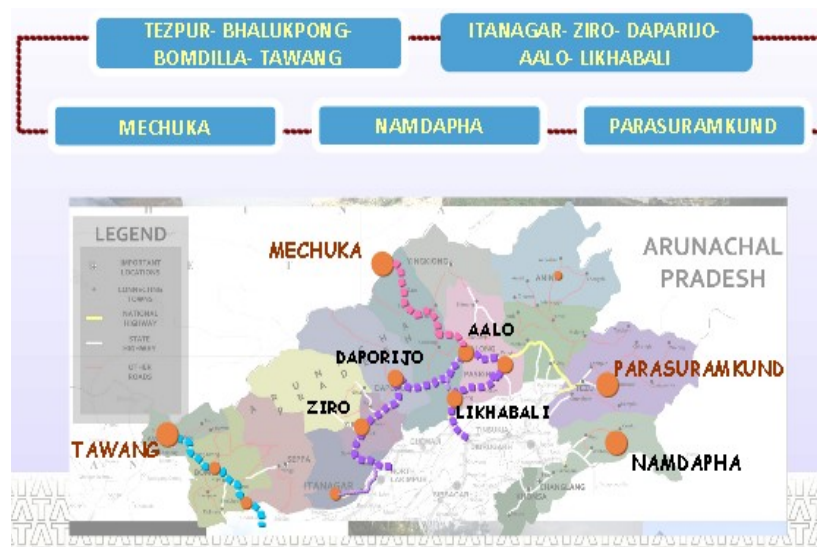
TOURISM PRODUCT PLANNING IN STATES

The development proposals under the 8 State Sections are presented in Volume II. The inter State circuit level projects are also split into parts and presented in different Sections to aid States to get funding under existing pattern.

**At a State level, there are many other destinations which also need development; however the scope of this Master Plan looks at circuits/destinations from a Regional perspective. The level 1 and 2 priority developments are mentioned here, refer to Volume II for complete set of projects.*

ARUNACHAL PRADESH

Arunachal Pradesh is the subregion to visit if a tourist wants to explore the Paradise within the Paradise unexplored. Development of tourism in this State needs to be tackled with sensitivity within the 'Limits of Acceptable Change' perspective due to the ecological, environmental and cultural sensitivities.



The **LEVEL-1** priority developments to create the big success stories in Tourism:

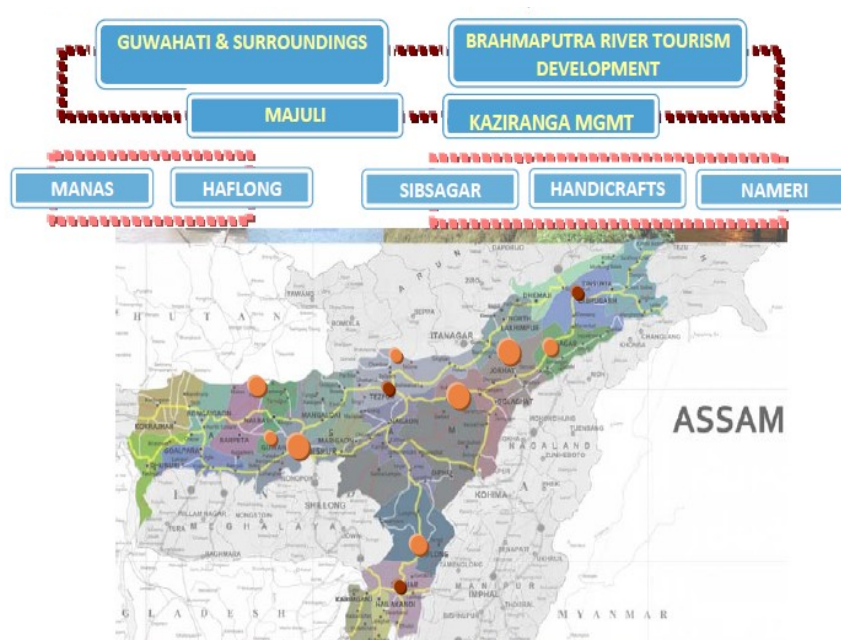
- Tezpur- Bhalukpong- Bomdila-Tawang Circuit
- Itanagar- Ziro- Daporijo- Along- Likhali Circuit
- Mechuka – a new destination development with high stand alone potential
- Parasuramkund
- Namdapha

ASSAM

It is very important to get the Tourism roadmap right in Assam in order for other circuits along with other states to succeed.

The following are the **LEVEL-1A** priority areas to create the big success stories:

- Guwahati and surroundings including North East Pavilion centre, Riverfront development, conference centre, recreational park and so on
- Majuli as a sought after Eco tourism destination
- Brahmaputra River Tourism Development
- Kaziranga – limiting some further development and with more focus on management measures



LEVEL 1B priorities (areas with high potential, with different level of disturbances) include the following:

- Manas National Park
- Haflong Hill Station/ Jatinga

LEVEL 2 priority developments would include:

- Handicrafts promotion and product development catering to tourists, Sualkuchi etc
- Sibsagar
- Nameri National Park/ Bhalukpong & others

Tourism Nodes/ Hubs:

It is very important that the tourism nodes and hubs are appropriately developed so that tourists can swiftly transition within and between circuits and accommodation/facility hubs. Thus the following are the priority development tourist locations:

- Guwahati (already covered above)
- Dibrugarh (to be major development focus, along with tea tourism)
- Jorhat
- Silchar
- Tezpur

MANIPUR

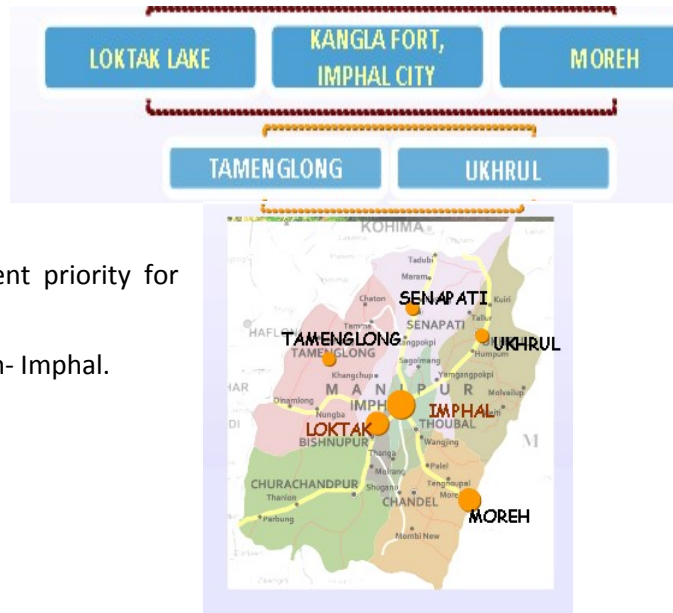
Manipur has unique Loktak lake as attraction to build around tourism development. There is good scope for tourism growth, addressing the security perception.

The **LEVEL-1** (initial) circuit development priority for tourism to grow is proposed as:

- Imphal - Loktak lake- Imphal- Moreh- Imphal.

The other development proposals are:

- Ukhrul
- Senapati
- Tamenglong
- Others



MEGHALAYA

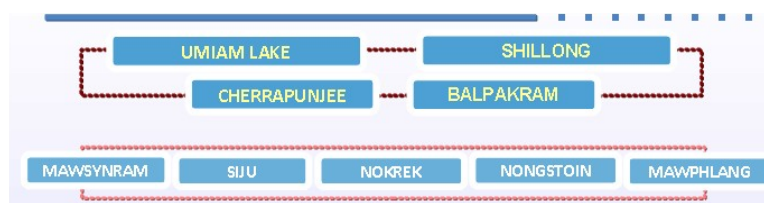
Meghalaya already has easy recall destinations like Shillong, Cherrapunjee etc. Meghalaya needs to make use of this and expand its base to potential destinations, and be able to drive much more tourists to the State.

The major regional circuits of **LEVEL-1** priority, touching Meghalaya state in priority will be:

- Guwahati- Umiam Lake- Shillong- Cherrapunjee- other sites, joining with Kaziranga/ Majuli circuit or even for a longer duration with Tawang circuit or with Kohima
Other sites here would be optional to be grouped into the circuit depending on duration of travel, like Mawphlang, Mawsynram, Mawlynnong etc.
- Guwahati- Tura- Balpakram- Siju- Tura /
(option of Guwahati- Shillong- Nongstoin- Balpakram- Siju- Tura- Guwahati/
Guwahati- Tura- Balpakram- Nokrek- Tura – Manas)

The following are the **LEVEL-2** priority developments:

- Guwahati- Shillong- Jowai- Silchar- Agartala



The Destinations in the order of importance for development will be:

- Shillong, Uiam Lake, Cherrapunjee, Balpakram, Siju, Tura
- Mawphlang, Mawsynram, Nokrek, Nongstoin
- Jaintia Hills, Dawki & others



INTERNATIONAL CIRCUITS

There is a lot of demand for Shillong and Hill Stations as potential tourist visitation by tourists of Bangladesh. Since Meghalaya shares long border with Bangladesh, this could be utilised either directly, or through other entry into North Eastern Region. The following are proposed:

- Dhaka- DAWKI- Shillong.
- AGARTALA is well connected by Dhaka. An Agartala - Shillong shuttle bus service is proposed for easy transport of Dhaka tourists.
- As a third alternative, visits from Bangladesh via BARENGAPARA (Killappara) SIDE to Tura/ Balpakram

In view of probable security concerns on allowing single tourists from Bangladesh, it is proposed that Group Tourists (group of 10 or more) be targeted in a strong focussed marketing approach.

MIZORAM

Mizoram because of its remoteness, connectivity, time taken and resource level, it is very important to be part of regional circuits for tourism promotion and will benefit most from Regional Circuit approach.



The following are the **LEVEL 1A** priority developments planned:

- Aizawl and surroundings -Reiek, Vantawng Waterfalls
- Champai- Zokhawthar circuit

LEVEL 2 A priority developments are:

- Pawngpui National Park- Saiha- Palak Lake Circuit

LEVEL 2 B priority developments are:

- Thenzawl- Lunglei- Tlabung circuit

Regional/ International Circuits:

Regional:

- Agartala- Jampui Hills- Aizawl circuit through Kanhmun should be promoted as a key circuit of the region.
- With Assam through Silchar.
- With Manipur through Nupah in North East.

International:

- Development of International Circuits with Myanmar through Zokhawthar. Since Rih Dil is a very attractive destination and is just 4 kms into Myanmar from Zokhawthar border. Through joint marketing, this can become a very good circuit, along with Champhai, the attractive location.
- Bangladesh through water route at Tlabung.
- Sittwe Port entry

NAGALAND

Nagaland has scope for tourism development in view of the strong culture, people's pride in the Culture and easy connectivity of few main sites to various entry with Assam and circuit formulation potential.

The priority developments are:

- Kohima and surroundings
- Dayang dam – Wokha
- Mokokchung and surrounding villages
- Mon district
- Dimapur including Kachari ruins



SIKKIM

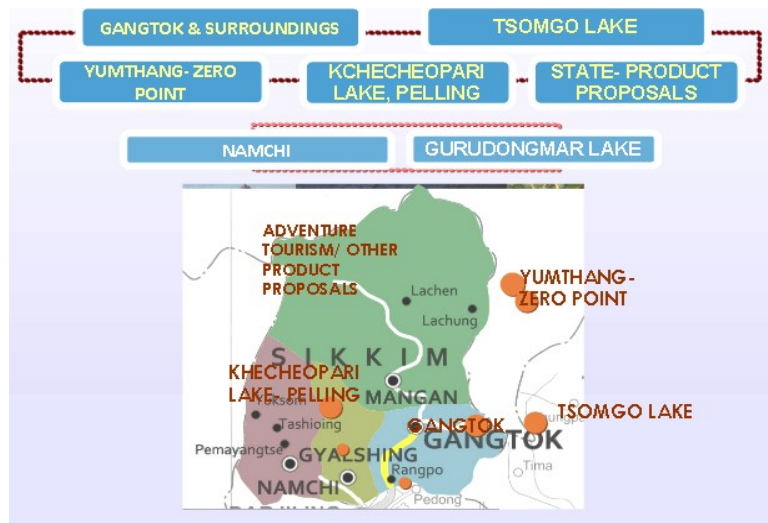
Sikkim has high scope for further growth in tourism, and is the most sought after of subregions at present. The crime free society adds to the potential. In addition to the present forms of tourism, Wellness tourism, Geo tourism and Heli tourism are added.

The following are the **LEVEL-1** priority developments:

- Gangtok and surroundings
- Tsomgo Lake
- Yumthang- Zero Point
- Khecheopari Lake, Pelling
- Product proposals for State like Adventure tourism

The following are the **LEVEL-2** priority developments:

- Gurudongmar Lake
- Namchi



TRIPURA

Tripura has many medium level tourism resources and few tourism resources which could become Regional level attractions. There is very good scope for tourism development contributing to local economy.

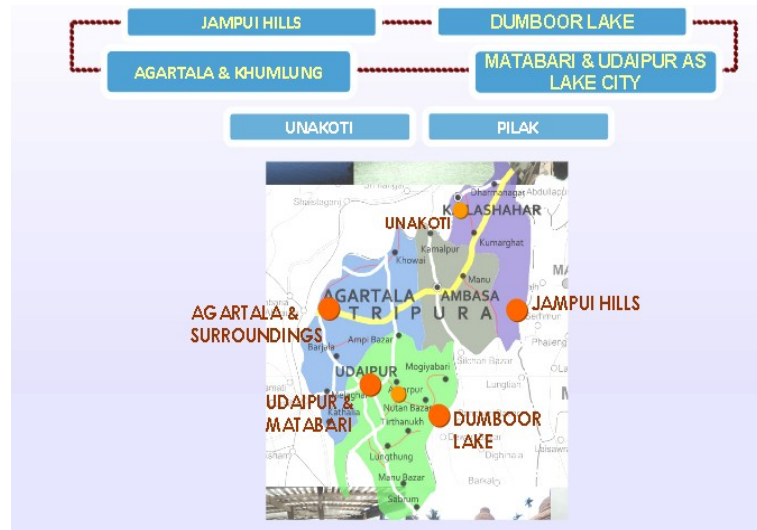
The following are the priority developments planned:

LEVEL 1 priority (regional tourism) destinations with huge potential to become success stories are, if full development is done to these relatively less developed destinations are:

- Jampui Hills
- Dumboor Lake

The other top priority destinations are:

- Agartala and nearby areas like Tribal Heritage village at Khumlung, Neermahal area etc
- Udaipur as Lake city and Matabari area development
- Heritage projects at Unakoti and Pilak



INTERNATIONAL CIRCUIT:

Agartala is well connected by Dhaka. Agartala- Shillong shuttle bus service is proposed. In view of Security concerns on allowing single tourists from Bangladesh, it is proposed that Group Tourists (group of 10 or more) be allowed.

REGIONAL LEVEL RECOMMENDATIONS

The various regional level recommendations include, but are not limited to:

POLICY LEVEL & INSTITUTIONAL MECHANISM

- Formation of **North East Tourism Development Council under NEC**
- Focussed North East Tourism Policy and Incentives for North Eastern Region
- **Special MoT Scheme** to fund for Integrated Regional Circuit projects for NER
- Dedicated Infrastructure Fund for North East, for maintenance as well
- Co-ordination between different Departments and States
- External Funding for Integrated Projects
- Online Permit System etc

OTHER DEVELOPMENT PROPOSALS

Other development proposals include:

- Infrastructure development- Infrastructure is the most lacking aspect in region, but budgeting for all infrastructure inside tourism project is not considered. However, critical infrastructure from a tourism point of view are planned.
- Tourism Infrastructure recommendations including Accommodation requirements, Restaurants, Tourism Information requirements, Enroute amenities, Tour and Travel services (need to 'Influence the Influencers'), Tourist guides and site services, Shopping facilities, ATM, Internet facilities, Tourism Police etc.

TOURISM SUPPORT PROGRAMS/ PLANS

Several tourism support programs are planned, as these will really decide transformation of local community, local economy and ensure tourism growth in a sustainable manner. In the case of North East, for tourism to be a key economic driver, these plans are essential to be implemented over long term.

COMMUNITY PARTICIPATION PROGRAMS

Community participation is key to sustainability of tourism projects in North East. Projects are planned with community in centre and as partners of the development. This in addition to making the projects economically contributing will also make it sustainable and reduce possible cultural conflicts. An effective way to improve the economy is to enable communities to improve the quality of life through social mobilisation of the people. Village tourism councils are formed who will handle the tourism activities in their villages and in turn generate employment. This will also remove the feeling of not directly benefiting from tourism. The key plan components include:

Handicrafts promotion and product development catering to tourists- one of the major support programs proposed, North East scores highest among handloom and handicraft attractions, however product reorientation, development, trainings and marketing required for economic benefiting.

The activities include large capacity building programme for craftsmen- training in products/ packaging for tourists (eg: instead of Meghala Chader- develop and market in form of skirts, scarfs, salwars material, wrap arounds, shawls etc). A Design Institute will be appointed for

designing products based on handlooms, and with help of NGOs the trained local community will be linked with Fis and Marketing platforms.

Other programs include Community based souvenir shops, Artisans village; Ecommerce portal for marketing products to tourists as well as wider reach; Cultural tourism management including community based tourism policing etc; Way Side Amenities scheme where local houses enroute be given subsidy for long term provision of small WSAs where outside/ amenity cluster is not sustainable; Handling of Site Services, Joint Partnerships with outside investors etc.

HUMAN RESOURCE DEVELOPMENT AND TRAINING PLAN

Skills development is an integral part of tourism development plan. People are undoubtedly the most important resource in tourism. As the tourism industry is purely customer driven, it is imperative that tourism development be integrally linked with HRD in the region.

Training plan is prepared for Govt tourism related stakeholders, tourism (private) stakeholders, local community, potential entrepreneurs, hospitality trainings, Women and Youth oriented trainings etc. Various courses are planned for different sections and based on the requirements.

MARKETING STRATEGY AND PROMOTION PLAN

Marketing audit was conducted and marketing plan arrived along with the strategic/ product planning and demand estimation.

Product strategy is worked out including Target Market, Distribution mechanism etc. The promotion strategy focusses on Brand experience, Brand image, Brand name and promise statement, Brand logo, Brand awareness, Brand orientation etc. The activities include Advertising, Public Relations, use of various Media materials, Public outreach programs etc.

COMPREHENSIVE WEB PORTAL

The screenshot shows a comprehensive web portal for North East India tourism. The header includes the slogan "Welcome to North East India... Paradise Unexplored" and navigation links: Home, About, Login, Contact, Hindi, and a search bar. Below the header is a large image of tea plantation workers. A horizontal menu lists states: NE Circuits, Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, and Tripura. The main content area includes a "Creative Zone" with "Photography Contest" and "eGreetings", a "NorthEast India- Circuits" section with a map and text, and "Online Services" for "Handicraft" and "Accommodation".

Comprehensive Online Tourism Portal is conceptualised including regional circuit planner, information availability, online booking facilities, Ecommerce for handicrafts etc.

PRIVATE SECTOR PARTICIPATION STRATEGY & FACILITATION

It is very important to have more private sector participation to scale up. Availability of land remains a critical challenge due to land holding rules as well as lack of land banks in most States. Detailed strategy has been worked out to facilitate private sector participation including policy/ incentives and individual projects have been studied with respect to possibilities.

ENVIRONMENT MANAGEMENT MEASURES

Environment management is a key in all the development works as serenity of the region needs to be maintained and limits of acceptable change framework is considered.

EMERGENCY RESPONSE SYSTEM

Given the geological and other sensitivity of the region, an emergency response system needs to be in place and has been suggested.

INVESTMENT SUMMARY

The investments are phased into Phase I (first 3 years), Phase II (3 years), Phase III (4 years).

The proposed investment for the prioritised development of North East Regional tourism development tourism circuit has been estimated to be **Rs. 395935 lakhs** or **3959.35 crores** with a 10 years tourism development horizon.

The total summary of investment is as follows:

State/ Investment Head	Cost in INR Lakhs
Tourism Projects in 8 States	321550
Infrastructure Development	34950
Total marketing	14240
Total for Community Participation and HRD	6700
Technical support and Professional Services	18495
Total Project Investment	395935

In addition,

Private sector- Accommodation infrastructure* (excl. theme resorts included above), other tourism infrastructure	253515
Total Development Costs	649450

** for 10 year horizon, though projections are given till 2025.*

The detailed investment tables with funding options and implementing agency against each project are presented in Report.