



# Promotion and Development of Tourism in Nagaland through Cultural Preservation

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**Abstract:** Tourism is a thriving industry and a vital employment sector in many developing countries. Today many travellers flocking to different parts of the world, and tourism is considered as one of the most practical commercial markets in the world. Nagaland is a land of treasure trove of culture, developed over many years and manifested in the form of arts, works of literature, customs, traditions, linguistic expressions, artifacts, heritage sites preservation and more. Cultural tourism is one of the fastest growing sectors of the tourism industry, it includes the conservation and promotion of Culture in the midst of Cultural diversity in Nagaland. Culture and tourism have a shared beneficial relationship to strengthen the attractiveness, beauty and competitiveness helps for the development of tourism. Tourism helps to bring the sustainable development, and to solve the balance in economic development and cultural preservation in Nagaland. Tourism and culture in Nagaland often made more visitors to use suitable tourist sites as a means of cultural identity. Promotion and preservation of traditional culture helps identifying, recording, analysing the changing world of future generations and keep up the identity of the State. This article examines how Nagas—the Indigenous peoples of Nagaland—Conservation of culture and cultural self-determination through touristic cultural performances held during the festivals brings tourist attraction and development. Preserving rich Naga culture and traditional heritage helps for the promotion of tourism in Nagaland, and tourism helps for the conservation of culture as inter- related.

**Keywords:** Nagaland, Tourism, Culture, Preservation, Promotion, Development.

Nagaland is a mountainous state in northeast India, it's a home of diverse indigenous tribes with festivals and culture. A land of transition, a satisfying compromise between the old order and the new, a fusion of styles and cultures of the hill tribes. On the 1<sup>st</sup> December 1963, Nagaland was inaugurated as the 16<sup>th</sup> state of India consisting of 16 administrative district and inhabited by 17 major tribes along with other sub-tribes. Nagaland is known as land of festivals, aims at protecting and preserving the richness of the Naga culture and heritage. Nagaland has plenty of tourist locations, recognised cultural heritage sites of the state are, ruins the medieval Kachari kingdom, the Diezephe craft village, the Handloom and Handicraft Emporium, the North East Zone

Cultural Centre, in Dimapur district; the World War II Cemetery, the State Museum, then Catholic Cathedral, the State Emporium for souvenirs and ethnic crafts, the Great shop, the Belho Weavers, the Naga heritage Complex at Kisama; the Heritage Museum and Crafts Centre at Khonoma; the Heritage DC's Bungalow, in Kohima district etc. are most important tourist centres, still many are existing in Nagaland. Each location speaks in volume about the state and the pride of Nagaland.

Tourism derived from the Latin word *tornus* meaning a circle or a turner's wheel, the word *tourist*, in the 17<sup>th</sup> century, denoted an excursion from one place to another or a circular journey touching the important places of a region or a country (Bora, 2005). Difficult to define but in general term a tourist is a temporarily leisured person who voluntarily visits a place away from home for the purpose of experiencing change. The World Tourism Organization defines tourism more generally, in terms of being limited to holiday activity only, as people travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. Tourism is an important, vital source of income for many regions and countries. (Behera,2014). Nagaland has tremendous tourism potential mainly the eco-tourism, nature tourism, adventure tourism, cultural or heritage tourism, leisure tourism etc. The government realised the importance of tourism development support to cultural and socio-economic development of the state.

Nagaland is referred as the Switzerland of the East, because of the picturesque landscapes, the vibrantly colourful sunrise and sunset, lush and verdant flora and fauna, cliffs, waterfalls, springs, virgin forest, lakes, rivers and mountains of the state (Zarenthung, 2011). The department of tourism trying to develop tourist facilities in the state. Culture can be defining in many ways, (UNESCO, 2002) defined culture as the set of distinctive spiritual, material, intellectual and emotional features of society and that encompasses, in addition to art, literature, lifestyles, value systems, traditions and beliefs. Tourist enjoy and take benefit from this cultural wealth, in the form of visiting Hornbill festival, experiencing hospitality of local people, purchasing handicrafts and handmade textiles, reading the literature of Nagas, appreciating music and art, and many other aspects. It is this cultural and natural wealth of Nagaland truly makes *Incredible Nagaland* like the India's tourist slogan *Incredible India*.

### **Inter- relation between Tourism and Culture**

Tourism is a cultural phenomenon by the impacts culture and society. Cultural tourism is based on the national cultural identity with the participation of the community to preserve and promote traditional cultural values. The cultural impact of tourism is concerned with the question of protecting and maintaining the cultural heritage. Culture is an important element of the tourism product, as it creates uniqueness and provides an important means of enhancing culture and creating income to support and strengthen cultural heritage, and creativity. Nagaland is one of the richest regions in Northeast because this region has potential for a vibrant cultural heritage and the tourism is a major source of revenue to the Nagaland. The Naga Heritage Complex is a permanent site built at Kisama, where the annual Hornbill festival is held in December. The purpose of the complex is to serve as a 'Window to Nagaland' (WTN), aiming to provide a preview of the entire state on a single platform. It showcases the traditional houses or Morung, representing the 17 recognized Naga tribes and display in terms of crafts, handlooms, cuisine, modern music, fashion, paintings and cultural activities will

give more charm to the tourist. The main objectives of this heritage site are to protect and preserve all ethnic cultural heritages by establishing a common management approach for promotion of culture and tourism. The government of Nagaland welcomes everyone, to offer in terms of culture, traditions tourism industry for domestic and international tourists to witness this festival last for ten days.

### **Importance of Tourism through Cultural preservation**

Tourism has become a great economic importance to many countries, and to have better socio-cultural understanding among peoples. Tourism can help the poor communities to increase awareness of cultural, environmental and economic issues and values. Tourism had an impact on state economy, environment, culture and creates income, jobs, investments and infrastructure.

#### **1. Tourism Promotes Values of Cultural Heritage**

Today Cultural heritage aims to attract visitors to find source values, learn, interact, and experience to absorb cultural heritage values imbued with the identities of ethnic groups. The tourism policy of Nagaland has taken tourism development on the basis of preserving and promoting the fine traditional cultural heritages, thus development of tourism becomes a forefront economic sector. Tourism can promote and protect the nations cultural treasures by motivating the government and appreciating the people to be proud, take care of, preserve, restore, and clarify and promote the values of cultural heritage. Tourism actively supports to improve the quality of life, increase understanding, respect for diversity and cross cultures, as a basis for forming a suitable code of conduct between people and tourists. Tourism makes a great contribution to the conservation and sustainable promotion of cultural heritage. Culture is considered as a product of attracting many international and local tourists and interested in researching and exploring local culture and customs. The preservation and promotion of cultural wealth must have high priority for the country, as it is truly important for the nation's identity as well as for its economy.

#### **2. Tourism helps for Cultural Interaction**

Tourism also contributes to the national integration and respect for culture and subculture. Tourism offers educational opportunities for local people as a part of capacity building, and for visitors who learn to respect and protect the natural and cultural heritage. Tourism provides funding to preserve and conserve cultural heritage, give back cultural pride, revitalise customs and traditions as well as opens door for cultural sharing and learning (Smith, 2009). Tourism helps for increasing cross cultural interaction, understanding, maintaining and keeping local culture, arts, crafts and traditions, empowering the communities and strengthening cultural values. Tourism helped for the cultural identities of houses, clothes, and megaliths dress and recognition of political power through photographing and marketing these identities in promotional materials. At the interface between culture and tourism lies a series of deep and challenging issues relating to how we deal with issues of political engagement, social justice, economic change, belonging, identity and meaning. Tourism encourages respect, preservation of monuments, heritage properties and help for the promotion of tourism.

### **3. Cultural Tourism Enhances Economy of the State**

Tourism focuses upon the rich past of people or the major economic and social phenomenon of the main international commercial exchange sectors (Harish, Badan, 2006). Tourism can contribute to the economic order by eliminating the economic gap between developed and developing countries and ensure the steady rise of economic and social development and progress. As the words of Dr. A.P.J. Abdul Kalam at the inaugural function of Tourism in New Delhi in 2005 said “Today, the Indian economy depends a lot upon its invisibles and the tourism sector is a major part of it”. Tourism contributing close to 5.5 percent to the total Gross domestic product (GDP) to the Indian economy. Development does not mean increase in GNP and GDP alone, but add to prosperity and happiness. Heritage tourism creates both income and employment, both creating motivation and creating resources to preserve and promote heritage values. (Van Hong, 2020). Tourism has the potential to create the maximum number of jobs related fields like hotel, transport, shopping and catering etc. Tourism is an important source for the increased income and improved standard of living from tourist expenditure. Tourism is an activity essential to the life of nations. Tourism is an important industry and tool for generating income as well as employment opportunities.

### **4. Tourism Attracts and Encourages more Visitors towards Culture**

Tourism contributes in enhancing an individual’s awareness about the nation’s culture, both for its own people as well as for foreigners, thus making the national wealth. The intervention of tourists’ the contact between people shows a good image to the tourists. The contact helped to show morality, honesty and hospitality to strangers by the Nagas and reduced the misconceptions. It builds up friendships between the Nagas and tourist, and face to face interaction for sharing ideas, information, and activities. Culture and tourism have a beneficial relationship to strengthen the attractiveness and competitiveness of places, region and countries. The disruption of ecosystem virtually abolishes the uniqueness of the culture which has served all along as a main attraction for mass tourism. Tourism has become one of the fastest growing industries in the world economy and opens space for to show something valuable to the world that can contribute to human wellbeing. Tourism helps for social equity and development of the society and improve the quality of life of tribal people.

### **5. Tourism Utilises Natural and Free Infrastructure for Promotion of Culture**

Tourism certainly increases awareness among local people those are not involved in their traditional art and crafts business. By building some institutional infrastructure, tourism keeps these cultural components alive (Witt, 1991). Tourism helps for increased resources for the protection and conservation of natural and cultural heritage resources. Tourism may renew local architectural traditions on the condition that regional peculiarities, the ancestral heritage and the cultural environment are respected. Tourism offers a way to revive the social and cultural life of the local population, attracting young people and favouring local activities. Tourists are highly satisfying their needs and try to maintain the quality of environment. Cultural resources are the main reason for the tourism development of a country, region, and locality. The value of cultural heritage: historic sites, architectural works, art forms, customs, festivals, traditional professions, etc. together with

economic, political, and communal achievements associations, cultural and art establishments, museums, etc. are objects for tourists to explore, enjoy, for tourism. The profit from natural resources and the construction of tourist sites reflects the intelligence and creativity of people.

## 6. Development of Tourism Industry and Culture

Tourism is the world's largest industry and continues to grow (Chauhan,2009). The traditional lifestyle has helped for the development of tourism. Tourism provides monetary incentives for the development of many local crafts and culture; thus, it has an effect on the income of the local artisans and artists. Tourism also helps to preserve, retain and enrich the culture. Tourism had effect on traditional customs and profound influence on traditional way of life; on art, music and folklore; on habits and customs; on daily living. An important feature of the tourism industry is its contribution to the national integration and creation of harmonious social and cultural environment. Every Naga knew that it was better to die hungry than to acquire wealth and food through unjust means, they are truthful and respected (Jamir, 2000). Tourism helps culture, subculture and micro cultures reached far off lands via photographs and videos and foreigners started to write about the life of the Nagas and their culture. Tourist often choose festivals of countries to organise foreign tours, attracting tourists to create a new flow and improving the lives of local people (Van Hong, 2020). The people of Nagaland have a welcoming attitude and made the tourist to feel at home.

## 7. Tourism Helps for the Foreign Exchange

Austrian economist defined the tourism in 1910 as an economic culture was the foundation of tourism. Tourism as an economic exchange, as a result of a tourist's visit to another city or country, his board and lodging, as well as his travel in and around the city or the country, which he visits (Bora, 2005). The international tourism provides a valuable source of earning for the nation and the major economic benefits of tourism in promoting tourism is in earning of foreign exchange, brings development in income. The preservation and promotion of cultural wealth is important for the nation's identity as well as for its economy. The domestic tourism contributes to balance of the national economy through redistribution of the national income. Domestic tourism contributes to the development of activities, which are in turn favourable to the general economy of the country. The most compelling reason for pursuing tourism as a development strategy is to contribute to the local or national economy, but international tourism represents an important source of foreign exchange earnings and contribute to the national balance of payments.

## Negative impact of tourism on Culture in Nagaland

Even though there are many progresses but sometimes the destruction of social fabric of a community. The tourist cultural centres are the subversion of value systems, i.e., the overturn of norms, customs, and traditions that causes enormous moral and social problems. The most important negative impact of tourism on culture is the transformation and deterioration of value in religion, social and moral values. Tourism has a corrupting influence by lowering of artistic values or commercialization of local traditions and customs.



Tourism will lead to illegal trade and erosion of aesthetic values. Commercialisation of cultural events will lead to the creation of pseudo-cultural performance for the tourist. Tourism brings quantitative and qualitative changes and would develop in the cultural expression and heritage are presented even to the art and crafts.

### **Problems of Reinventing tourism in Nagaland**

The department of Tourism in Nagaland started in 1981, but last two decade has not much development and at present the number of tourists coming to Nagaland is negligible. As the studies shows that during the 5 years the number of domestic tourists is ranged from 13000 – 15000 per year, while foreign tourists have not even crossed 200 – 300. It shows that the visitors experiences difficulties like - Poor communication linkage with Nagaland and the region and also within the state and infrastructure like roads, wayside amenities almost not found, no cleanliness and hygiene, do not have decent affordable lodging of reasonable standard. Government is not given priority for tourism as it deserves because meager budget allocation coupled with less distribution of resource over too many schemes to satisfy the local demands. Travel restrictions such as the RAP/PAP for foreigners and ILP for the domestic visitors has limited the entry of the tourists to Nagaland. Lack of effective policies, marketing, and private entrepreneurs etc. are the setbacks for the development of tourism in the state.

### **Tourism Developmental Policies of Nagaland**

Understanding the importance of tourism, state government taken certain policies on (2003), for tourism development based on domestic and international tourism. The tourist potential areas and resources, should support with practical infrastructures for the state economy. Provide necessary facilities like power, water, roads, transportation, accommodation etc. for the development of tourism and improve and expand the marketing of tourism products in the state. Promote private entrepreneurship and gradually shift towards selective privatization of the government infrastructure. Preserve handicrafts, folk arts and culture of the state to attract more tourists. Protect natural resources like flora and fauna, natural beauty, forests and unique features of the state. Upgrade of rural, ethnic, cultural, eco and adventure tourism, to create awareness to have tourist-friendly culture, but these policies are still to accomplish in the state.

To conclude, tourism in Nagaland is mainly in the form of cultural tourism, traditions and rich cultural heritage helps for the development tourism. Tourism is one of the most important incomes generating source. The natural surroundings, the architectural masterpieces, the music, dance, paintings, customs, and festivals make Nagaland as tourist paradise. Tourism contributes to the maximum extent to the economic and the socio-cultural well-being of the state and provides a rewarding recreational and cultural experience for the tourists. Nagaland Tourism has over a short span tried to create substantial tourism infrastructure in this remote and rugged region in spite of difficulties. Nagaland is fortunate to have natural beauty as a major asset for the tourism and tremendous boost to attract tourist from varied interest. Protecting and respecting the culture will bring development of tourism and economic progress of the state.

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