



**ORIGINAL RESEARCH PAPER**

**Tourism**

**PUBLIC PRIVATE PARTNERSHIP IN MANIPUR TOURISM**

**KEY WORDS:**

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**ABSTRACT**

Manipur is graced with many natural tourist hotspots and never ending flora and fauna . Manipuri are rich in arts, crafts, culture and sporting talents. Recently Manipur government has taken up various steps to develop Manipur tourism. Most of the steps are taken up with public private partnership models. There are *various* steps under which involvement of public private partnership for the development of Manipur tourism are going to be studied .By understanding problems facing by Manipur tourism this study will present various suggestion which could be brought in through ppp models.

**INTRODUCTION**

Manipur, a small state in North East India has a big plain in the middle surrounded by nine ranges of hills. Nature graced Manipur with many tourist Hotspots and never ending flora and fauna. Manipur is rich with arts , craft, cultural heritage and general and adventure sporting talents. But, due to unsound financial condition of Manipur Government and its undertaking (public sector) ,week technical and managerial ability on the part of tourism authority of Manipur, unstable law and order situation and unhealthy corrupt practices of Government Employee and politicians Manipur has become totally handicapped in the tourism development.

Recently Manipur Government changed its mind and realized need of Public Private Partnership (PPP) for the development of Manipur tourism. Private investors are interested to invest tourism sector only when scope and feasibilities of tourism development project are wide realistic. Advance technology and dynamic managerial abilities can be brought in when private sector investment are welcomed.

Safety, Security and statutory requirement can be ensured when the public sector (govt.) involve in those PPP. Corrupt practice of government .Authorities (public sector) and politician cannot have impact on PPP type of tourism Development.

Government of Manipur has recently taken up PPP model with corporate houses, civil and social organization, individual etc and could bring some changes in the development of tourism in Manipur .

**RATIONAL OF THE STUDY**

Since Manipur is graced by nature with various tourist places it is very much required to give support to the gifted nature beauties and Flora and Fauna. On the other hand Manipur is very close to South East Asian countries and share boundary with Myanmar There is a big prospect to attract tourist from different part of the world especially from South East Asia if the tourism condition or facilities are developed to the best extent.

For Manipur, Tourism many become one of best possible source which can be improved economic condition of the people. Hotel Classic group of Manipur have recently taken up P.P.P. model with govt. of Manipur to bring up Sendra a Tourist resort at Loktak Lake, Moirang to standardized tourist spot.

Tourism with PPP Model can generate various employment to the highly unemployed population of Manipur subsequently there will be development to socio- economic condition of Manipur

**OBJECTIVE OF THE STUDIES**

1. To study tourism prospects and infrastructure of Manipur
2. To identify the problem in Manipur tourism development.

3. To analyse and interpreted the data in connection with Manipur tourism development.
4. To suggest improved and realistic PPP model for Manipur tourism development.

**RESEARCH MYTHOLOGY AND INTERPRETATION**

This study is a way to evaluate current position of PPP model in connection with development of Manipur tourism. It is to motivate entrepreneur and corporate houses to pick up PPP model in the context of Manipur tourism.

The primary data will be collected through questionnaires, onsite observation interviews and expert opinion from entrepreneur and secondary data will be collected through tourist statistics at level, books and used in classified and analyzed manner in the form of table, graph and charts.

**FINDINGS**

1. The aggressive marketing of Manipur tourism would lead to create an employment potential to the tune of 10-15% as against 6-7% globally
2. The state government of Manipur has been making efforts in developing Manipur tourism by developing infrastructure, hotels and restaurant, human resource and through active marketing, publicity , promotion programmes , marketing research etc.
3. The Manipur tourism development tied up with airport, hospitals, and hotels etc, the strategies alliance was also established under the PPP to developed destination.
4. Through PPP model Manipur tourism development was planning for comprehensive development of tourism industry.
5. The state has immense scope for promotion of tourism through PPP efforts are being made to developed an ecotourism park at Nongmaiching and Sadu chiru waterfalls are tourist spots . During the year 2015-16 , 3102 foreign tourist and 1,32,013 domestic tourist visited the state (as per the latest data)

To maximize tourist development and for sustained growth of tourism, creating a tourism development society consisting of senior officials of the government, tourism experts and professionals from the private sector is needed.

**SUGGESTIONS**

1. Development of infrastructure in and around already existed tourist spots by using public private's partnership model.
2. Development of virgin or row tourist spots with the help of private organizations.
3. Improvement of roadways heading towards tourist places
4. Providing hospitality and security in and around tourist places with the help of private organizations
5. Inviting entrepreneurs, firms and corporate houses to come into PPP understanding with the government.

6. Advertising various tourism potentials of Manipur to the national and international tourism forums and media.

**CONCLUSION**

It is quite sure that Manipur will become one of the best tourist places of the world if the government works hand in hand with private organizations, individuals, firms and corporate houses no tourism can be developed without support from the people of particular tourism place. So it is very important to provide earning possibility to the people of the places where tourism spots are located. In the meantime people, individuals, firm's private organizations and corporate houses must give full support to the government of Manipur to make the state a tourist heaven.