

TOURISM ASPECTS OF NAGALAND: AN EMPIRICAL ANALYSIS

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Abstract: *Tourism in Nagaland was a late starter however the state has quite a lot in store for tourists to explore owing to the state's rich culture and assorted festivals and vicinity with interesting destination to visit. The measurement of tourist perception help identify the weakness and shortcoming aspects related to satisfaction, so the authorities may take necessary actions to improve tourist satisfaction based on the measurement. In this study, the authors tried to focus on the need for attaining tourist satisfaction and perception over different aspects of Nagaland tourism. Activities that attract tourists at the destination are obtained from the tourists during the study. The paper seek to contribute to the literature on the perception of tourists visiting Nagaland over different tourism aspects and examine whether there exist any significant difference on the basis of their demographical variables and the impact on the visitors' repeated visit to Nagaland during the study period. Primary data with a structured questionnaire is set to get the information and later the data was analysis through non-parametric test using Kruskal Wallis test because the data was not normally distributed. The analysis was also done using 27 statements on destination related as independent variables and four dependent variables i.e., type of tourist, age, gender, occupation. Even though the tourists are satisfied and like to behave positive, a considerable number of tourists are dissatisfied about certain areas at the destination.*

Keywords: *Nagaland tourism, tourism, tourist's perception, satisfaction*

1. INTRODUCTION

Tourism development is one of the key aspects that attract tourists travelling and visiting tourism destinations around the world (Hary Jocom, Dodi Setiawan, Indah Andesta, Aprilyana Kusuma Dewi, 2021). United Nation World Tourism Organisation (UNWTO) defines tourism as a social, cultural and economic phenomenon which entails the movement of people to countries or place outside their usual environment for personal or business purposes. It is defined as the act and process of spending time away from home in pursuit of relaxation, recreation, and pleasure, at the same time making use of the commercial setup of services (Walton, 2022). Over the decades, tourism has experienced continued growth and becoming one of the fastest-growing economic sectors across the world (UNWTO), its contribution to employment, revenue to government and generally economic development of the country. The most direct effects occur within the primary tourism sectors like accommodation, transportation, recreation, amusements and other related tourism

services. The tourism sector can be considered as an economic cure for a state like Nagaland who has limited primary resources with only a small industrial base. Tourism in Nagaland has over the years, played a major role in boosting the economy and infrastructure of the state; created jobs, and led to overall growth and development (Mirror desk, 2019). It is a vibrant development instrument and an ideal economic alternative to develop the state since the area provides attractive destination, activities, and unique natural and pleasant climate, cultural and scenic resources. Nagaland state government has viewed the tourism and related service sector as one of the key areas which can positively contribute to the enhancement of the local economy (The Morung express, 2020). The benefits that brought about from the vibrant tourism activities can act as a catalyst to the economic development of the state, like any other state and countries which have adopted tourism as development tools.

Tourism aspects are defined as the attributes that satisfies the tourist and creates a revisit intention (Guzel, 2017). It represents a set of destination landscapes that describe the place as tourist destination, which affects the image of a destination. The aspects of tourism in Nagaland can also be précised as cultures, events, livelihood of people, hospitality, language, religion, festivals, heritage buildings and monuments, natural resources, infrastructures, hotels and restaurants, entertainment, shopping, etc that evokes interest, liking and desire for the tourists to visit. Many studies suggest that destination attractiveness depends on destination specific attributes and visitor satisfaction (Boit, 2014). Every destination has a unique attributes and attractions that lead to identify the area, potential for development to the large extent. Nagaland has its own attractions that continue to draw tourist from across the world. Tourism has been an important source for contributing economic development in the state for the past years. Dimapur and Kohima are two districts that are receiving over thousands of both foreign and domestic tourists annually.

2. LITERATURE REVIEW

There are several research studies that contribute to the tourism from different aspects. According to Philemon (2015) tourism industry is very much affected with the perception the tourists carry with

them about a destination. Likewise, Um and Crompton (1990) approaches towards tourism destination attributes are evaluated in terms of satisfying specific motives for travel pleasure. The destination selection process is greatly influenced by the tourists' motives, attitudes, and perceptions. Edward and George (2008) pointed out that attraction is the perceived ability of destination to deliver individual attractiveness and encourages tourists repeat visitation. They highlights the importance of specific destination attraction elements as core demands of the destination using qualitative stage involving an unstructured survey with tourists knowing the various relevant destination attraction and experience elements at Kerala tourist destination. Blázquez et al., (2012), applied Logistic Regression Analysis to establish a model of indicators of global quality of the destination advised to the companies that operate in the different tourist destinations when planning their activities that focus on better quality. Sukiman et al., (2013) study on tourist's satisfaction among international and domestic visitors in Pahang, Malaysia have used Holiday Satisfaction model (HOLSAT) to determine the gap between tourist's expectations and experiences based on 47 positive and negative attributes that were grouped into; accessibility, accommodation, tourist amenities, tourist activities, food/meal and tourism attractions. Similarly, Ortaleza and Mangali (2021), Jocom et al., (2021) also presented 5A's that attributes travel destination obtained from the tourists. Rajesh (2013) developed conceptual framework model on the basis of existing theoretical and empirical research in the field of destination marketing. The models include tourist perception, destination image, satisfaction, destination loyalty and the outcomes of the study have significant managerial implications for destination marketing managers. Ragavan et al., (2014) contributes to the literature on tourists' perception by evaluating the relationship between destination travel attributes and tourist satisfaction. To analyse the influence of travel attributes on satisfaction and the moderating effect of demographic factors, the researcher employed Partial Least Square (PLS), structural equation model (SEM) and the result shows that travel attributes had satisfactory predictive relevance and explained the changes in the variance of the endogenous variable tourist satisfaction. Similarly, Polas et al., (2021) also employed PLS to analyses the hypothesized that tourist perception mediates the relationships between tourist knowledge, tourist health risk, and destination personality with tourist hesitation at Bangladesh. Furthermore, Gnanapala (2015) calculate that the tourist satisfaction is depended on their perception related to the destination and associated factors in Sri Lanka and that there is a positive correlation and linear relationship between the tourists' perception and

their satisfaction. Singh and Tiwari (2016) explore how destination attributes serve as incentives to promote an emerging destination, Udaipur, Rajasthan and based on the survey, the results indicate the services offered by the hotels/restaurants, and accessibility were the most important attribute for tourist satisfaction whereas, the recreational activities was the least important attribute by using one sample t-test analysis, regression analysis, multivariate analysis of variance (MANOVA). Haarhoff (2018) employed Chi-square tests to determine the difference in perception of first-time visitors compared to repeat visitors and argue that a good perception leads to a positive destination image, leads tourist satisfaction, which in turn results in destination loyalty. Mistry (2018) identified that tourists visiting Gujarat have certain expectations about various kinds of services at the destination which plays an important role towards satisfaction. The researcher then adopt descriptive research design to examine tourists' satisfaction in relation with the destination attributes importance using five-point Likert scale with the significant influence on satisfaction measured by 38 items with quantitative data and factor analysis technique. Kruskal-Wallis test is useful as a general nonparametric test for comparing more than two independent samples Ostertagová et al (2014). Nazakati et al (2013) study on Malaysia sport tourism have performed Kruskal-Wallis test for demographic components and logistic regression analysis and correlation analysis for studying relationship between the sport fan motivation component and travel constraints components. Konwar and Chakraborty (2013) highlight the views of local people with respect to geographical and structural factors associated with tourism in Majuli Island, on the basis of 50 statements an occupational based perception difference is tested with the help of Kruskal-Wallis test. It is found that the perceptions of locals towards the preconceived statements are satisfactory.

Some research paper on tourism in Nagaland from different perspective that centred around Problem and prospects, hidden resources of rural tourism, ethnic and cultural identity, unique dimension of cultural tourism, tourist satisfaction level with experiences have been reviewed. Jena (2000) paper on Problem and prospects of tourism industry in Nagaland address that it is important to investigate if there is any gap between the proposed goals and objectives set by Tourism Department and its actual performance and the fact that tourism has not only the economic dimension but social, political, cultural and environmental dimensions also. The study comprised 150 domestic tourists and 60 foreign tourists selected at random from three Government recognised tourist centres viz. Kohima, Dimapur, and Mokokchung. Statistical techniques like, Frequency distribution, percentage, mean,

range, standard deviation and regression analysis with the help of SPSS and Microsoft Excel Software. Ezung (2011) identify the potential of rural tourism in Nagaland and analysis that the state has abundant virgin forests, varieties of animals, rich culture and a rich set of organic agricultural products which are a boon for rural tourism. However, the inflow of tourists in the state is meagre due to many different reasons, that is, government restriction policies, insufficient infrastructure and a sense of insecurity. Kreditsu (2017), employs a cultural studies approach using qualitative, exploratory and explanatory research at Kohima and hornbill festival. Sinha (2020) presented in what method Zutho, the traditional rice beer can be used as a trend of beer tourism or locally Zutho tourism and to evaluate the impact of Zutho tourism in improvising the overall tourism of Nagaland to bring economic growth in future and to utilize hornbill festival as a platform to promote it globally. Pongen (2021) applied ANOVA tool to analyse satisfaction of tourist visiting Hornbill festival with 5-point Likert scale. The researcher pointed that understanding Tourist satisfaction allows service providers to provide amenities and services that match the expectations of the tourist and ensure the satisfaction level with the experience they have perceived. However, Aomatsung (2021) in his paper mentioned that pandemic has deeply impacted on the tourism sectors and all tourism related activities. These are considered that tourism plays an important role in attracting tourist and the destination has all the important components to full fill the demands and needs of the tourists. Bhuiyan et al., (2021) argued that tourists are attracted to visit nature-based attractions to fulfil their different purposes and that it is necessary to measure tourist perception in an extensive context to identify the relevant attributes.

3. RESEARCH OBJECTIVES AND METHODOLOGY

The researchers have identified that previous studies focused only on tourism in Nagaland. However, the perception and satisfaction of the tourists are not found although many related papers have been studies apart for Nagaland. Few studies conducted in Nagaland are focused only on tourism related activities, culture and destinations. The research gap is that there is lack of studies on tourist's perception and their satisfaction on tourism in the state. These encourage the researcher to undertake the topic to focus on the need for attaining tourist satisfaction and perception over different aspects of Nagaland tourism. With this, the study tries to examine the inflow of the tourist and tourist perception over different tourism aspects with the help of the following objectives below. There are two major objectives of this research:

1. To study the perception of tourist in Nagaland over the different tourism aspects

2. To examine whether there exists any significant difference in perception of the tourist in Nagaland over the different tourism aspects on the basis of their demographical variables.

The study is empirical in nature. The study is carried out at different tourism destination under Dimapur and Kohima district of Nagaland. The sampling frame includes both Domestic and Foreign Tourists visiting various destinations in the sample region during the period of 2019-2021. The sampling method adopted for the data collection is random sampling method. The data from the respondents are collected randomly from various destinations under study area. The sample unit is determined using Cochran (1963) method. The sample size for the study is 384, which is divided into two groups of 288 domestic tourists and 96 foreign tourists. Therefore, for the present study 3:1 ratio of domestic tourist and foreign tourist in the sample size is maintained. In order to attain the objectives of the study, primary data is collected with the help of a well- structured questionnaire using a five-point Likert scale in order to derive the importance of different destination attributes. Some government and non-government agencies also store data that can be used for research purposes and has been retrieved from them. The data was not normally distributed therefore the study has applied non-parametric test. Statistical tools such as Kruskal Wallis test is used for analysing the data. Further simple statistical tools such as mean, percentage and compound annual growth rate (CAGR) are used for the study.

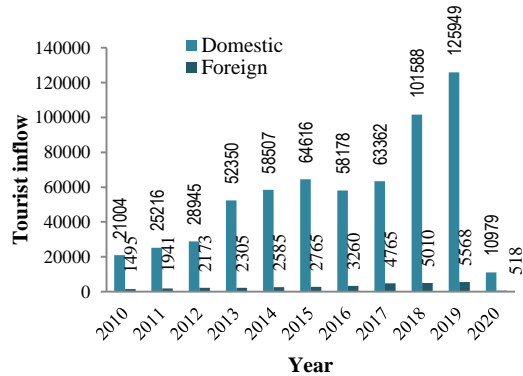
4. STATUS OF TOURIST INFLOW IN NAGALAND

The state has come a long way over the year and etched a name for itself in the world's tourist destination. The people, colourful culture and traditions, beautiful valleys and mountains, excellent handloom, handicrafts, arts, vibrant festivals, queer food, etc together make the places of tourist interest and scenic beauty and the tribal cultural activities, festivities, historical places attract tourist in Nagaland. With its moderate climate most of the year, scenic splendours and varied cultural attraction, the state is ideal for tourism as it has a number of sites that are worth visiting to get an insight into its rich art, culture and history. The hospitality of the people and their culture, tradition simply touch the heart of tourist.

Tourism in Nagaland at the early stage was not able to take off on its own due to the lack of infrastructure facilities and travel restrictions, insurgency and turbulent socio-political situation in the state for over two decades adversely affected in resulting to negligible tourism in the state. However, with the upliftment of protected area permit (PAP) the number of tourist has started to increase. According to the data, Nagaland received 11497 tourists in

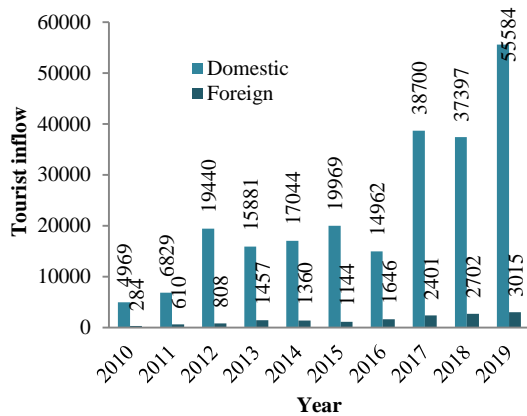
2020 while in 2019 the total number of tourists' inflow was 131517 which show a decline due to the Covid-19 pandemic.

Fig 1. Tourist arrivals in Nagaland



Source: Nagaland tourism 2021

Fig 2. Tourist arrivals during Hornbill Festival



Source: Nagaland tourism 2021

The Naga's history, culture, nature and the people are closely associated with tourism. It is a land of charm, diverse in landscape and culture and offers opportunities for a whole range of tourism activities, which to date has not been fully tapped. Tourism, however, was a late starter in Nagaland as it was only in 1981, that the Department of Tourism came to its own when it was bifurcated from the department of Information and Public Relation. The last two decade or so has not witnessed much development and at present the number of tourists coming to Nagaland is negligible. The number of tourist inflow to the state is expected to increase where most tourists come to witness the hornbill festival.

Nagaland state is characterized with unique features of distinct cultural heritage that distinguishes the state from the rest of the country. The state is also known as "Land of Festivals", and different festivities are a source for promotion of tourism. Most of the festivals in Nagaland revolve around agriculture since majority of the population in Nagaland depends on agriculture. To encourage

inter-tribal interaction and to promote cultural heritage of Nagaland, the state government organises Hornbill festival every year to revive and protect the rich culture of Nagaland and display its extravaganza and traditions. And since then Hornbill festival has being one of the main sources of attraction to the tourists worldwide. Through hornbill festival it provides a platform for the locals to generate income through display and trade various traditional and cultural items giving opportunity to thousands of tourist every year who visits the state to witness and experience the essence of the festival.

5. RESULT AND DISCUSSION

The perception of tourists over different tourism aspects has been studied by measuring tourist satisfaction. From others research studies, it is understood that the satisfaction score on tourist perception over their visit to the destination has huge effect on the development to the tourism. In order to determine the statement of satisfaction, tourists were asked to respond to the statement by assigning score to them using five point Likert scale, ranging from 1 (highly dissatisfied) to 5 (highly satisfied) with the mean difference value, 3=neutral, less than 3=dissatisfied and more than 3= satisfied (A Singh and R Tiwari, 2016).

Table 1 Satisfaction level of the tourist (n=384)

Statements	HD%	D%	N%	S%	H%	Mean
Personal safety and security	9.63	14.32	25.52	29.94	20.57	3.38
Interesting culture and tradition	0	7.55	25.52	35.67	31.25	3.91
Cultural and historical attraction	5.20	13.80	23.43	26.30	31.25	3.65
Attractiveness of fairs and festivals	5.20	17.96	22.39	27.34	27.08	3.53
Scenic and natural environment	9.63	11.45	28.12	30.98	19.79	3.40
Opportunities for adventure	18.7	34.37	20.31	14.58	11.97	2.67
Varieties of tourism related-activities	17.96	32.29	20.83	17.18	11.71	2.72
Efficient local transportation services	17.70	29.16	28.90	15.36	8.85	2.68
Availability of quality accommodation	15.10	34.63	23.43	15.62	11.19	2.73
Availability of homestay and guesthouse	10.67	15.10	29.68	22.13	22.39	3.30
High quality restaurant	22.3	24.47	25	18.22	9.89	2.69
High quality hotels	12.23	19.53	29.42	20.83	17.96	3.13
Quality of local food	7.29	14.06	24.73	29.16	24.73	3.50
Local products as a souvenir	5.20	16.40	27.60	31.77	19.01	3.43
Tourists information center	25.52	26.30	22.91	15.36	9.89	2.58
Health care center	21.35	28.64	28.12	13.28	8.59	2.59
Money withdrawal facilities (ATM)	20.05	30.20	25	16.66	8.07	2.63
Banking facilities	21.61	29.42	22.39	17.18	9.37	2.63
Shopping facilities	10.67	20.57	34.37	20.83	13.54	3.06

Local tour guides/ tour operators	14.06	26.56	25.52	23.17	10.67	2.90
Availability of public toilets	27.08	27.60	24.47	14.32	6.51	2.46
Cleanliness	9.11	27.60	26.30	24.21	12.76	3.04
Language difficulties	20.31	38.28	20.05	14.32	7.031	2.49
Friendly people	11.71	15.10	25.26	25.52	22.39	3.32
Easily accessible of ILP/RAP	18.75	35.41	22.13	15.10	8.59	2.59
Availability of information sites like, brochure & website	4.88	9.22	5.76	3.93	2.23	2.99
Is it an expensive destination	15.88	27.08	25.26	19.27	12.5	2.85

Source: Own calculation using SPSS 16.0

HD= Highly dissatisfied, D=Dissatisfied, N=Neutral, S= satisfied, HS= Highly Satisfied

The above result shows that the tourists who visited Nagaland during the study were satisfied with 10 out of 27 statements. The study also found 15 statements dissatisfied and 2 neutral aspects of tourism. In the present study satisfied is defined as those statements with satisfaction scores are more than 3 mean values and with a t-value significant at the 0.5 level (Significant value $\leq .05$). Out of 10 satisfied statement, the tourist were highly satisfied in interesting culture and tradition with the highest mean score (3.91) followed by second highest mean (3.65) cultural and historical attraction. Shopping facilities (3.06) and cleanliness (3.04) seems to be neutral in the aspect of tourism according to the tourists. The result also shows that availability of public toilets (2.46), language difficulties (2.49), tourists information center (2.58), health care center (2.59), easily accessible of ILP/RAP (2.59), banking facilities and money withdrawal facilities (ATM) (2.63), opportunities for adventure (2.67), efficient local transportation services (2.68) are some highly dissatisfied statements during their visit to Nagaland tourism destination.

The study further examined whether there exist any significant difference in perception of the tourist in Nagaland over the different tourism aspects on the basis of their demographical variables. Since assumption of normality could not be assumed, a Kruskal-Wallis test which is more suitable for non-parametric data has been conducted to find out whether there exist any significant difference in perception over different tourism aspects in Nagaland by the types of tourists. The result of p-value which falls above the scale level of neutral in 5-point likert scale, justifying that the respondents are more or less positive towards the tourism aspects carried in Nagaland with relation to destination and related activities.

Table 2: Kruskal-Wallis Test for tourist perception over different tourism aspects with grouping variable 'type of tourist' (n=348)

Parameters	Chi square(x ²)	df	p-value
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Personal safety and security	16.794	1	.000*
Interesting culture and tradition	.231	1	.630
Cultural and historical attraction	7.783	1	.005*
Attractiveness of fair and festivals	1.698	1	.193
Scenic and natural environment	1.933	1	.164
Opportunities for adventure	20.974	1	.000*
Varieties of tourism related-activities	9.159	1	.002*
Efficient local transportation services	12.516	1	.000*
Availability of quality accommodation	71.035	1	.000*
Availability of homestay and guesthouse	29.556	1	.000*
High quality restaurant	2.560	1	.110
High quality hotels	14.123	1	.000*
Quality of local food	8.977	1	.003*
Local products as a Souvenir	.339	1	.560
Tourists information center	3.092	1	.079
Health care center	1.008	1	.315
Money withdrawal facilities	18.495	1	.000*
ATM			
Banking facilities	20.823	1	.000*
Shopping facilities	.956	1	.328
Local tour guides/tour operators	4.565	1	.033*
Availability of public toilets	.061	1	.805
Cleanliness	1.266	1	.261
Language difficulties	.044	1	.833
Friendly people	.691	1	.406
Easily accessible of ILP/RAP	15.425	1	.000*
Availability of information sites like, brochure & websites	3.322	1	.068
Is it an expensive destination	.548	1	.459

Source: Own calculation using SPSS 16.0

*Statistically Significant at 5% level of CL

As shown in the above table type of tourists was significantly affected by personal safety and security, $\chi^2(1)=16.794$, $p<0.05(.000)$, Cultural and historical attraction, $\chi^2=7.783$, $p<0.05$, Opportunities for adventure $\chi^2=20.974$, $p<0.05$, Varieties of tourism related-activities $\chi^2=9.159$, $p<0.05$, Efficient local transportation services $\chi^2=12.516$, $p<0.05$, Availability of quality accommodation $\chi^2=71.035$, $p<0.05$, Availability of homestay and guesthouse $\chi^2=29.556$, $p<0.05$, High quality hotels $\chi^2=14.123$, $p<0.05$, Quality of local food $\chi^2=8.977$, $p<0.05$, Money withdrawal facilities (ATM) $\chi^2=18.495$, $p<0.05$, Banking facilities $\chi^2=20.823$, $p<0.05$, Local tour guides/ tour operators $\chi^2=4.565$, $p<0.05$, Easily accessible of ILP/RAP $\chi^2=15.425$, $p<0.05$. The result of Kruskal-Wallis test from the above table shows there is a difference between some mean score that are statistically significant for type of tourist and that not all the parameters are equal. It is seen that 13 out of 27 parameters are found that there is a significant difference by the type of tourists.

Table 3: Kruskal-Wallis Test for tourist perception over different tourism aspects with grouping variable 'age' (n=348)

Parameters	Chi square(x ²)	df	p-value
Personal safety and security	8.362	3	.039*
Interesting culture and tradition	6.524	3	.089
Cultural and historical attraction	2.273	3	.518
Attractiveness of fairs & festivals	12.157	3	.007*
Scenic and natural environment	1.877	3	.598
Opportunities for adventure	2.415	3	.491
Varieties of tourism related-activities	.394	3	.942
Efficient local transportation services	1.401	3	.705
Availability of quality accommodation	1.951	3	.583
Availability of homestay and guesthouse	1.190	3	.756
High quality restaurant	.396	3	.941
High quality hotels	10.259	3	.016*
Quality of local food	.792	3	.851
Local products as a Souvenir	14.334	3	.002*
Tourists information center	4.943	3	.176
Health care center	.389	3	.942
Money withdrawal facilities (ATM)	3.301	3	.348
Banking facilities	1.623	3	.654
Shopping facilities	.932	3	.818
Local tour guides/ tour operators	2.153	3	.541
Availability of public toilets	3.045	3	.385
Cleanliness	1.194	3	.755
Language difficulties	.247	3	.970
Friendly people	.976	3	.807
Easily accessible of ILP/RAP	.609	3	.894
Availability of information sites like, brochure & websites	5.845	3	.119
Is it an expensive destination	3.203	3	.361

Source: Own calculation using SPSS 16.0

*Statistically Significant at 5% level of CL

In the table 3, age was significantly affected by Personal safety and security $x^2(3) = 8.362$, $p < 0.05$ (.039), Attractiveness of fairs & festivals $x^2 = 12.157$, $p < 0.05$, High quality hotels $x^2 = 10.259$, $p < 0.05$, Local products as a Souvenir $x^2 = 14.334$, $p < 0.05$. In the case of age 4 parameters are found that there is a significant difference on tourist perception over different tourism related activities and that not all the parameters are equal.

Table 4: Kruskal-Wallis Test for tourist perception over different tourism aspects with grouping variable 'gender' (n=348)

Parameters	Chi square	df	p-value
Personal safety and security	.597	1	.440
Interesting culture and tradition	.095	1	.757
Cultural and historical attraction	.007	1	.933
Attractiveness of fairs & festivals	1.086	1	.297
Scenic and natural environment	2.785	1	.095**
Opportunities for adventure	3.432	1	.064**

Varieties of tourism related-activities	1.716	1	.190
Efficient local transportation services	.002	1	.966
Availability of quality accommodation	.369	1	.543
Availability of homestay and guesthouse	.186	1	.666
High quality restaurant	1.159	1	.282
High quality hotels	.081	1	.775
Quality of local food	.261	1	.609
Local products as a Souvenir	1.281	1	.258
Tourists information center	.791	1	.374
Health care center	.562	1	.453
Money withdrawal facilities ATM	.472	1	.492
Banking facilities	.134	1	.714
Shopping facilities	1.512	1	.219
Local tour guides/ tour operators	.444	1	.505
Availability of public toilets	.425	1	.515
Cleanliness	.311	1	.577
Language difficulties	.339	1	.561
Friendly people	.744	1	.388
Easily accessible of ILP/RAP	3.479	1	.062**
Availability of information sites like, brochure & websites	.522	1	.470
Is it an expensive destination	.442	1	.506

Source: Own calculation using SPSS

** Statistically significant at 10% level of CL

In table 4, gender was significantly affected by scenic and natural environment $x^2(1) = 2.785$, $p < 0.1$ (.095), opportunities for adventure $x^2 = 3.432$, $p < 0.1$ (.064), easily accessible of ILP/RAP $x^2 = 3.479$, $p < 0.1$ (.062) which are measured statistically significant of p value 0.1. Three parameters from the variable gender are seen to be significantly different on tourist perception over different tourism related activities and that not all the parameters are equal.

Table 5: Kruskal-Wallis Test for tourist perception over different tourism aspects with grouping variable 'occupation' (n=348)

Parameters	Chi square	df	p-value
Personal safety and security	2.267	4	.687
Interesting culture and tradition	1.478	4	.830
Cultural and historical attraction	4.683	4	.321
Attractiveness of fairs & festivals	10.862	4	.028*
Scenic and natural environment	.784	4	.941
Opportunities for adventure	4.010	4	.405
Varieties of tourism related-activities	.889	4	.926
Efficient local transportation services	.639	4	.959
Availability of quality accommodation	11.182	4	.025*
Homestay & guesthouse availability	4.807	4	.308
High quality restaurant	5.272	4	.261
High quality hotels	3.525	4	.474
Quality of local food	1.130	4	.889
Local products as a Souvenir	4.937	4	.294
Tourists information center	5.343	4	.254
Health care center	4.698	4	.320

Money withdrawal facilities ATM	3.135	4	.536
Banking facilities	2.603	4	.626
Shopping facilities	1.982	4	.739
Local tour guides/tour operators	1.596	4	.809
Availability of public toilets	3.039	4	.551
Cleanliness	1.410	4	.843
Language difficulties	4.495	4	.343
Friendly people	3.160	4	.531
Easily accessible of ILP/RAP	4.593	4	.332
Availability of information sites like, brochure & websites	4.879	4	.300
Is it an expensive destination	1.324	4	.857

Source: Own calculation using SPSS 16.0

*Statistically Significant at 5% level of CL

In the table 5, occupation was significantly affected by Attractiveness of fairs & festivals $\chi^2(4) = 10.862$, $p < 0.05 = .028$, Availability of quality accommodation $\chi^2 = 11.182$, $p < 0.05$. While analysing the grouping variable occupation with the help of Kruskal Wallis statistic it has been found that out of 27 parameters only 2 parameters shows there is a significant difference on tourist perception over tourism related activities and that not all the parameters are equal.

6. CONCLUSION

The study focuses on the inflow of tourist and their perception towards different tourism aspect and their satisfaction during their visit to the destination. Even though the tourists are satisfied and like to behave positive, a considerable number of tourists are dissatisfied about certain areas of the destination such as availability of public toilets, language difficulties, tourist's information center, health care center, easily accessible of ILP/RAP, banking facilities and money withdrawal facilities (ATM), opportunities for adventure and efficient local transportation services. Kruskal Wallis test was used to examine the tourist perception by using and measuring 27 destination related independent variables and four dependent variables i.e., type of tourist, age, gender, occupation. According to the analysis, it is seen that type of tourist, age, occupation variables are significant which means that the dependent factors are influencing the positive perception of the tourist while gender does not have a significant difference with the parameters.

Tourism was a late starter in Nagaland and being located at the borderland area, posturing a huge opportunity in the field of tourism among other spectrum. Simultaneously it also requires strategic marketing plan for developing tourism with target customers, their needs and wants such as tourist spots infrastructure. However, the tourism study shows that Nagaland is still nagging behind. Tourism adds to the local economy in a variety of

ways, through hotels and restaurant, fare and freight paid on transportation and conveyance, attraction of foreign capital in infrastructure development, asset formation in tourist spots, creation of additional jobs in such areas as public services and infrastructure renewal. However, in the case of Nagaland, tourism oriented business is area specific and therefore there is an unequal opportunity unless spots are identified as tourist spots by the government and initiatives taken by the government to develop the area so as to attract tourist. The rich heritage which the people rightly boast about have been attracting tourist from different walks of life, yet the performance has not been up to the mark.

There is still a lot of gap to be filled in enhancing the quality of experience that could be provided to the tourists which would result in a huge return. The performance of the sector is far from satisfactory as it still lacks basic infrastructure such as poor road condition, lack of sanitation facilities, lack of public transport, banking facilities, few good quality hotels, restaurants, etc. The state is lacking behind functioning of social media, websites, tourism information centres. The maintenance on department website is still far behind. As a matter of fact, there are less influential private agencies to take care of tourism industry in the state. The prospect for tourist to flourish in Nagaland could be realized if the required improvements are made. There is a possibility of the region's economy to be generated through tourism. Nagaland being rich in tribal cultural festivities with varieties of traditional display of traditional attire, Ethnic foods, handicrafts, handloom, weaving, that attract the tourist could be enhanced through exposure by the media. Transportation being the key element for the mobility of the people should be well maintained, ensuring cleanliness and comfortably. Availability of tourist's village escorted with well-educated tourist guide would enhance the experience of the visitors which will sequentially attract more tourists. The tourism industry could be the revenue hub of the state since the sector has the opportunity to employ a large portion of the population in the various economic activities with abundant natural resources revolving around the state. Taking all these into consideration, tourism industry to flourish in the state could be realized. The future of tourism in Nagaland is certainly bright. Development of quality infrastructure will be the key to connecting the state full tourism potential. Tourism is the most productive sector for the beautiful state like Nagaland which can contribute to the state economy.

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