

**SPEECH OF SHRI P.B. ACHARYA, HON'BLE GOVERNOR OF
NAGALAND ON THE OCCASION OF THE BUSINESS PROMOTION AND
TOURISM SUMMIT AT HOTEL JAPFU CONFERENCE HALL ON 4TH
DECEMBER 2014.**

Guest of Honours Shri T.R. Zeliang, Hon'ble Chief Minister of Nagaland and Shri Neiphiu Rio, Hon'ble M.P. Lok Sabha

Hon'ble Minister, Industries & Commerce,

Hon'ble Minister Agriculture,

Delegates from the Maharashtra Chamber of Commerce, Industries and Agriculture,

Delegates from Dimapur Chamber of Commerce and Kohima Chamber of Commerce,

Distinguished guests

Ladies and Gentlemen,

It gives me a great pleasure to have this opportunity to speak at the MACCIA event. MACCIA is keen to organize such events for betterment of the Industry in Nagaland and it plays pivotal role in supplementing and augmenting the efforts of Government for the economic development of the State and advancement of its people. Firstly, I wish to thank the Organisers for inviting me for this Summit. Summits like Business Promotion and Tourism receive enormous attention and active participation of business circles and it exchanges ideas intensively and frankly on issues of regional development and cooperation of common concern. This Summit will engage tourism outfitters in market promotion strategies and the operators involved in the region's tourism industry to grow their business by attracting more tourists. The aim of this Summit to make tourism more sustainable by ensuring that the people should contribute their knowledge to tourism which they can reap the benefits and we can do this by growing awareness about responsible tourism to travellers, assisting tourism business to operate more sustainably.

The pros and cons of tourism development in rural areas are varied. It can provide new entrepreneurial opportunities for community residents. Developing the local tourism industry makes sense of small communities that are experiencing drastic economic changes.

I am sure, discussions always promote mutual understanding and friendly contact. It compliments each other and brings out the best in each other in business circles. This event is an extremely vital and beneficial platform for us. Nagaland State is an organic zone which can focus more on youth entrepreneurship through promotion of local food & eco-tourism. The Summit will create space for promotion and preservation of indigenous knowledge and local products. Tourism itself doesn't do anything but the associated services/products created around tourism sector benefits of affects people and places. We ought to introspect other new ways of tourism promotion approach to cause socio-economic impact in our state. We have to find out How many local businesses benefits from the visit of tourists (local or national or foreign) during the event and what is the incremental economic impact in the following year after this year's event Local businesses and people should be benefited in some ways.

We can see lots of tourist coming here during hornbill festival so if we can promote it, there is always definitely a good chance more tourists will be coming here and as a result economy that is related with the inflow of tourist will grow. Rural tourism can thrive as we can showcase our rural life, art, culture and heritage at rural locations and in villages, which have core competence in art and craft, handloom, and textiles as also as asset base in the natural environment. By developing rural tourism, there will be economic development in the villages and thereby preventing the exodus of rural people to the urban area.

We can analyse the area development through the promotion of tourism. The concern of business or professional tourism is for exchanging views for seeking collaboration between different parties. It is bringing more and more business tourists to our State. It is an era of economic reforms within the prospective of globalised economy to our metropolises and other growing centre of industry and commerce.

The tourism sector needs to adopt standardised classification of tourism businesses; increasing business tourism in Nagaland will improve the success of Nagaland as a place to do business and raise the profile of its destinations.

In conclusion, tourism can have effects on the environment, economy and the culture. I believe, this Summit will help the rural economy what I have been suggesting is that tourism has been playing a critical role in helping to sustain those of the regional economies that have managed to establish even a small tourist industry.

With these words, I wish the MACCIA, the DCC and the KCC that they will continue to play a most relevant and constructive role in the future.

THANK YOU, JAI HIND