International Journal of Science and Research (IJSR)
ISSN (Online): 2319-7064
Index Copernicus Value (2015): 78.96 | Impact Factor (2015): 6.391

Role of Transportation in Tourism Sector in Manipur: (A Case Study)

Dr. Chithung Mary Thomas[1], Waikhom Nichinta Devi[2]

[1]Associate Professor, Dept. Of Management & Business Studies, D.M. College of Commerce, Imphal, Manipur -795001 -India

[2]Assistant Professor, Dept. of Tourism & Hospitality Management, Kha Manipur College, Kakching, Manipur-795103 - India

Abstract: ***Tourism involves the movement of people. As a consequence, the relationship between transportation and tourism is a very important aspect of tourism studies. In most cases, tourism has developed in those areas where extensive transportation networks are available. Transportation may be defined as the means to reach the destination and also the means of movement at the destination. Tourism demand has stimulated the rapid development of transportation. As bulks of tourism expect to be transported safely, quickly and comfortably to their destinations at a reasonable cost. This paper attempts to examine the organisational analysis and entrepreneurial aspects of some select transport agencies operating within the city of Imphal. The key importance of the study is the assessment of the existing deficiencies in the transport agencies undertaken in the study and to suggest measures so that supply meets the potential demand.***

Keywords: Tourism Competitiveness, Environmental Sustainability, Transport Infrastructure, Accessibility, Destination.

1. Introduction

Transport contributes significantly to our socio – economic needs. Transport industry has acquired a fundamental place in the global network system by facilitating mobility of persons and goods from one place to another through various modes of transportation. The development of tourism depends on the transport industry. A tourist always thinks of safe, comfortable and convenient mode of transport. And of course, costs and time are also important considerations while deciding on the mode of travel. Here lies the challenge before the transport industry to attract the tourist by offering suitable means of travel as per their requirements.

2. Transport Development in Manipur

Manipur being a hilly terrain, it requires such as infrastructural set up which provides physical accessibility to all parts of the state. Adequate and efficient provision of a well- connected road, rail, and aviation network is an important pre-condition for the social and economic development of the state.

Besides, a sound and telecom power infrastructure is necessary to improve the quality of life. Imphal, the state capital, has the second largest airport in the northeast region of the country. The Imphal airport is well connected by air with Delhi, Kolkata and Guwahati. The national highways in the state link it with the rest of the country. Almost all the villages of the state are connected by all-weather roads

2.1 Government Initiatives and Transport Operation in Manipur

NER Vision 2020 and XIthFive Year Plan also emphasise critically of expansion,maintenance and improvement of the road network at all levels from NH to rural roads and even poster tracks to provide the essential basis for trade and economic development. Even though the road network per capita is significantly higher in NER related to the rest of the country, the road length per unit area is low.

By the end of March 2013, the state had a total road network of 12,628 km, which include national highways, NEC (North East Council), BRTF (Border Roads Task Force) and other roads. The 12th Five Year plan (2012-17) target is to make roads of 12,618 km including major district roads of 1,179 km, other district roads of 1,063 km and interior village roads of 8,280 km.

Manipur has ten national highways (NH), the arterial one being NH-39. The NH-39 connects Imphal with Dimapur in the neighbouring state of Nagaland. From Imphal,it runs for another 110 km south-east to the international border town of Moreh on the Indo-Myanmar border. The NH-53 is also another major highway that connects Imphalwith Jirighat on the Manipur –Assam border. The NH- 150, the other crucial highway, runs southwards, connecting Manipur with Seling in Mizoram. The Central government has a trilateral agreement with Thailand and Myanmar to construct a trans-Asian highway connecting India (through Manipur) to the two countries.

The Government of Manipur has a domestic airport in Imphal the Tulihal airport, which is located about 8 km from the heart of the city.Imphal airport is the second largest airport in the north-eastern region with postal air cargo services for six days a week. In October 2013, the airport was given an international status. The airport is being expanded to increase parking space for more aircraft and to make it an international standard airport. A new terminal building with cold-storage facilities is in the pipeline. The major functional rail head linking Manipur with the rest of India is at Dimapur in the state of Nagaland, 215 km away from Imphal.

The Manipur State Road Trasport Corporation (MSRTC) provides state road transport services. As of 2011, the state had a road density of 56.51 km per 100 sq. Km. As of May 2014, the state had 1,488.7 km of national highways.

Manipur State Road Transport Corporation was incorporated on 27th March, 1976 with operating units like transport unit, catering unit and tourist unit.

Rail link to Imphal

Initial work on gauge conversion from Silchar to Jiribam started in December 2009 and finished in early 2016 and goods services resumed. First Locomotive test run held on 15 May 2012 on JiribamImphal line. Freight train started to run on SilcharJiribam segment from 21 March 2016. Passenger service started on 27 May 2016 and one pair of Passenger train (55665/55666) is running on this section between Silchar and Jiribam. Now broad gauze line is complete up to Dholakhal station and freight train are running up to Dholakhal station on Jiribam – Tupul section of JiribamImphal rail line. There is also a plan to connect this line to Moreh to link Myanmar with Rail.

3. Research Design

3.1 Objectives of the Study

The main objective of this research paper is aimed at evaluating the role of Transportation in Manipur in promotion of tourism. To case archive the main objective, some specific objectives are considered as follows.

1) To find out the nature & characteristic of the Transport agencies under study.
2) To analyze different types of products offered.
3) To find out the number and quality of manpower employed in the Transport agencies.
4) To study the marketing mix employed.

3.2 Hypothesis

Ho – There is no significant relationship between Transport agencies & growth of tourism in Manipur.

3.3 Research Methodology

The methodology which was followed, for conducting the study, is discussed under the following heads:

1) Topic: "Role of Transportation in Tourism Sector in Manipur, (A Case study)"
2) Operational area of the study: The study was conducted in Imphal.
3) Type of research: The study is mainly exploratory and descriptive in nature.
4) Type of Universe: The units of the study are those elite Transport agents in Imphal as provided by the Transport Department Govt. of Manipur.
5) Size of the Units: Twelve Transport Agencies were selected as sample size of the study.
6) Type of sampling used: Stratified random sampling was conducted for the Transport agencies under study.
7) Type of data used: Both primary and secondary data were used for the study.
8) Method of data collection: Questionnaire cum interview method was used to collect primary data. The questions were structured and undisguised consisting of both open ended and close ended.
9) Data presentation & analysis: Data collected are presented in tables & graphs and mainly descriptive analysis was made.

4. Observational Analysis

a) Type of Transportation Provided

Table 1: Showing Transportation Provided

	Particulars	*No.*	*%*
a.	Roadways	12	100
b.	Railways	0	0
c.	Waterways	0	0
d.	Airways	0	0
	Total	**12**	**100**

Source: Field survey/schedule

Interpretation: All the 12 transport providers' respondents are found to be providing Road transport only.

b) Mode of Transport in operation

Table 2: Showing mode of Transport

Sl. No	*Particulars*	*No.*	*%*
a.	Buses	2	19
b.	Wingers	10	81
c.	Jeeps	-	-
d.	Autorickshaws/scooters	-	-
e.	Others	-	-
	Total	**12**	**100**

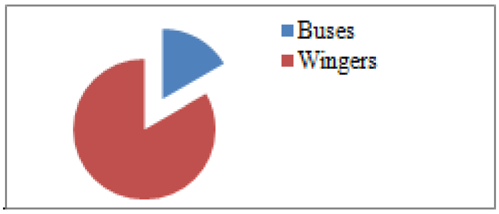


Figure 2: Showing mode of Transport

Interpretation: Out of the 12 respondents, 81% were operating Winger service while 19% i.e., 2 respondents operated buses.

c) Category service provided by

Table 3: Showing category of service provided

Sl. No	*Particulars*	*No.*	*%*
a.	Wholesale	1	9
b.	Retail	11	92
c.	Both	0	0
	Total	**12**	**100**

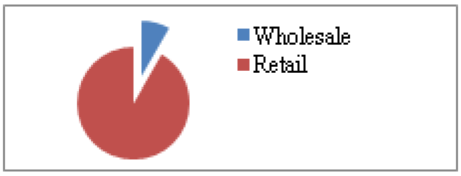


Figure 3: Showing category of service provided

Interpretation: The survey showed that only 1 out of the 12 respondents carried out wholesale service and the rests 11 of them were retailers.

d) Nature of Business

It is found that all 12 operators are Road Transport operators and 1 operator provided Advisory and consultancy together with road operating service.

e) Type of Tours Operated

Table 4: Showing Type of Tours Operated

Sl. No	*Particulars*	*No.*	*%*
a.	Inbound Tours	3	25
b.	Outbound Tours	3	25
c.	Both	6	50
	Total	**12**	**100**

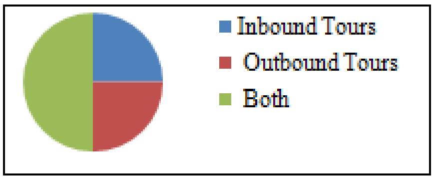


Figure 4: Showing Type of Tours Operated

Interpretation: Regarding the type of tours operated, it is found that 25% operated Inbound Tours only, 25% operated Outbound Tours only while 50% operated both inbound as well as outbound tours.

f) Some Important Operational Aspects

Table 5: Showing some operational aspects

Sl. No	*Particulars*	*Yes*	*%*	*No*	*%*
a.	Does your Transport agency operate tours?	9	75	3	25
b.	Do you feel it is important to linkages with other agencies?	12	100	0	0
c.	Do you have formed organisational structure?	11	92.7	1	7.27
d.	Do you prepare itineraries for your tourist?	8	66.67	4	33.33
e.	Does your transport agency offer by reservation facilities?	11	92.7	1	7.27
f.	Do you offer incentives?	12	100	0	0
g.	Do you have recognition from Govt. of Manipur?	8	4	4	33.33

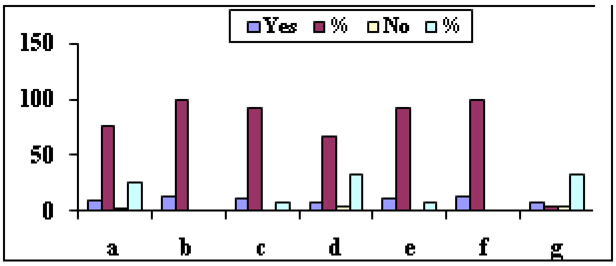


Figure 5: Showing some operational aspects

Interpretation: An analysis of some operational aspects shows that 75% operates tours, 100% feel linkage with other agencies are important, 92.7% have formal organisational structures, 66.67% prepare itineraries for tourists, 66.67% have recognition from the Govt. of Manipur

g) Linkages with agencies

Table 6: Showing linkages with other agencies

Sl. No	*Particulars*	*No.*	*%*
a.	MSRTC	11	
b.	NST	-	
c.	Private Bus/Winger Operator Assn.	11	
d.	Others	1	
e.	Insurance Co's (LIC)	3	
f.	Banks (SBI)/UBI	5/1	
g.	Accommodation companies	4	
h.	Ministry of External Affairs	1	

Interpretation: From the above table it can be seen that 11 transport operators are linked with MSRTC (Manipur State Road Transport Corporation) and 11 with Private Bus/ Winger Operators Association, 3 are linked with Insurance Company LIC, 5 have links with SBI, 1 with UBI, 4 are linked with Accommodation Companies and 1 has links with Ministry of External Affairs.

h) Membership in Transport Associations

The field survey provided information that all the 12 Transport operators were affiliated member of Inter- state Taxi Workers Association (ISTA) and one (1) among them was also member of All Nagaland Transport Association (ANTA).

i) Functions/Services offered by the Transport Operators

Table 7: Functions/ Services Provided

		Particulars	No.	%
1.		**Tourism Promotion Activities**		
		Advance Booking	12	
	ii)	Concessions	4	
	iii)	Special Arrangement	4	
	iv)	Promotion/Advertisement	1	
	v)	Amenities & Facilities	2	
2.		**Itinerary Preparation**	**2**	
3.		**Airline Ticketing & Reservation**	**2**	
	i.	International	0	
	ii.	Domestic	10	
4.		**Accommodation Reservation (Hotels)**	**3**	
5.		**Reservation of surface/Sea transport**		
	i)	Rail	6	
	ii)	Road	7	
	iii)	Sea	0	
6.		**Travel Insurance**		
	i)	Personal	6	
	ii)	Baggage	0	
7.		**Organising**		
	i)	Seminars	3	
	ii)	Symposiums	0	
	iii)	Conference	3	
	iv)	Exhibitions	4	
8.		**Reservation for**		
	i)	Entertainment	1	
	ii)	Cultural Program	1	
	iii)	Others	9	
9.		**Inter-State Bus Services Operated**		
	i)	Imphal- Guwahati	2	
	ii)	Imphal-Shillong	1	
	iii)	Imphal-Dimapur	11	

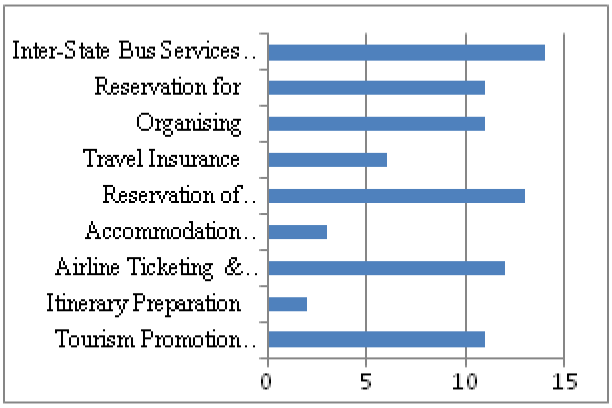


Figure 7: Functions/ Services Provided

j) Types of Journey Provided

Table 8: Showing types of journey provided

Sl.No	*Particulars*	*No.*	*%*
1.	One way Trip only	5	41.65
2.	Round Trip	7	58.31
3.	Circle Trip	0	0
4.	Around the World Trip	0	0
5.	Open Saw trip	1	8.33

Source: Field survey schedule

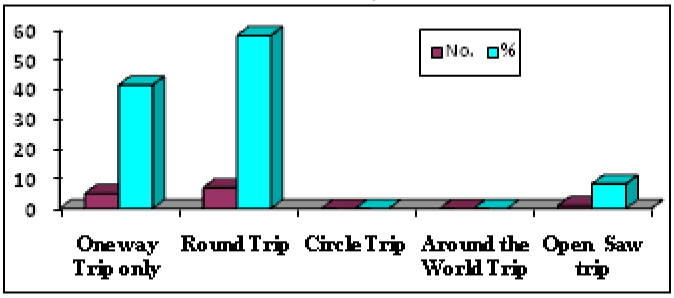


Figure 8: Showing types of journey provided

Interpretation: From the table given above, it is found that 41.65% offered one way trip only; 58.31% offered round trip; 8.33% i.e., one transporters provided open saw trip. There were none who offered Circle trip and around the world trip.

k) Pricing Method of Tours

Table 9: Showing pricing methods of Tours

Sl.No	*Pricing method*	*No.*	*%*
1.	Cost plus pricing	4	33.32
2.	Going rate pricing	6	50
3.	Product line pricing	0	0
4.	Discriminatory own	0	0
5.	Regulated	2	16.68
	Total	**12**	**100**

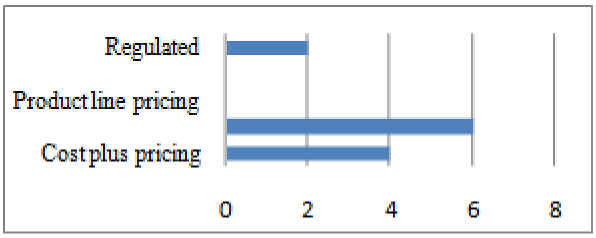


Figure 9: Showing pricing methods of Tours

Interpretation: 33.32% i.e., four (4) transport operators adopted cost plus pricing method, 50% i.e., six (6) adopted Going rate price, 16.68% or two (2) adopted Regulated pricing method. None adopted Product line pricing or discriminatory pricing.

l) Conditions for offering incentives/discount

Table 10: Showing conditions for offering discounts

Sl.No	*Conditions*	*No.*	*%*
1.	Long duration	2	16.66
2.	Large number	6	60.00
3.	Frequent customers	8	67
4.	Others (Patients & students)	1	8.33
5.	Holding /Festive discounts	1	8.33
6.	All of the above	1	8.33

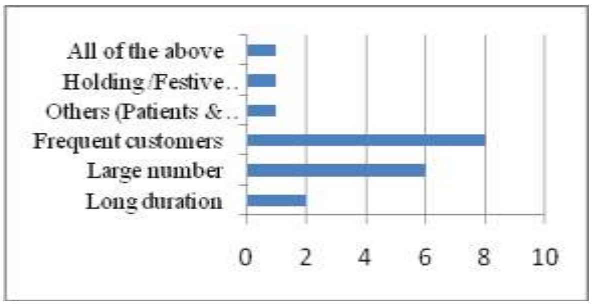


Figure 10: Showing conditions for offering discounts

Interpretation: The table shows that frequent customers is 67% the main reason for giving discounts followed by large numbers 50% and Long duration i.e., 16.66%. It is found that 8.33% each offered discount for patients and studnets/ It is interesting to find one travel operator offering discounts for all the given conditions.

m) Other Services

It was encouraging to learn that 6 transporters operate tours to Hill stations, 3 to Historical Monuments sites, 2 of them operated Pilgrimage Tours, 3 to wild life sanctuaries, 3 to Adventure sport tours etc.

n) Recognition from Official Bodies

The field survey showed that 2 transport operators had recognition from the Ministry of Tourism, 2 from the Ministry of Transport, India and 8 were recognised by the Directorate of Transports, Govt. of Manipur.

o) Promotional Method used

Table 11: Showing Promotional method used

Sl.No	*Pricing method*	*No.*	*%*
a.	Newspapers	6	50
b.	T.V.	5	42
c.	Magazine	0	0
d.	Posters	1	8.33
e.	Billboard	3	25
f.	Hoarding	3	25
g.	Events	5	42
h.	Personal selling	7	58
i.	Referrals	0	0

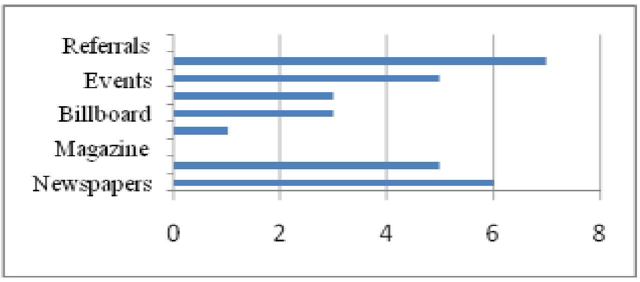


Figure 11: Showing Promotional method used

Interpretation: From the table above, it is seen that personal selling is the most used method of marketing being used by 58% of the transport promoters followed by Newspapers 50%, T.V. and events at 42%, Billboard and hoardings at 25% each and posters at 8.33%. None used magazine or referrals.

B. Analysis of Entrepreneurial Aspects

I. Personal Aspects

a) Age of Respondent

Sl.No	*Age*	*No. of Respondents*	*%*
1.	Below 20		
2.	20-25		
3.	26-30		
4.	31-35		
5.	36-40		
6.	41-45		
7.	46-50		
	Total		
8.	Referrals	0	0

b) Sex

Sl.No	*Sex*	*No. of Respondents*	*%*
1.	Male		
2.	Female		
	Total		

c) Community

Sl.No	*Community*	*No. of Respondents*	*%*
1.	Meiteis		
2.	Nagas		
3.	Kuki		
4.	Meitei Pangals		
5.	Others		
	Total		

d) Educational Qualifications

Sl.No	*Qualification*	*No. of Respondents*	*%*
1.	Below Matric		
2.	Matric		
3.	10+2		
4.	Graduate		
5.	Post-Graduate		
	Total		

e) Occupational Preferred

Sl.No	*Particulars*	*No. of Respondents*	*%*
1.	Govt. service	3	25
2	Corporate services	3	25
3.	Own enterprise	6	50
	Total	**12**	**100%**

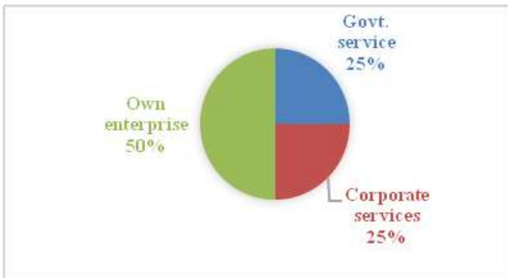


Figure e: % of Occupational Preferred by different agencies

Interpretation: Out of the 12 respondents 50% wanted to own their own enterprise, 25% preferred Govt. and 25% preferred corporate services.

f. Reasons to start the Agency

Sl.No.	*Reasons for starting Agency*	*No. of Respondents*	*%*
1.	Failure to get Govt. job	5	42
2.	Economic compulsions	3	25
3.	Desire to own personal enterprise	3	25
4.	Inherited from family	1	8
	Total	**12**	**100%**

Figure f: Reasons to start the Agency (X- axis) plotted with the no. of respondent in Y axis

Interpretation: The above table shows that failure to get a government job (45%) was the most compelling factor for starting the agency. 25% each stated economic compulsions and desire to run personal enterprise. One enterprise was inherited from family.

g. Motivation provided by

Sl.No	*Motivation*	*No. of Respondents*	*%*
1.	Parents	1	8
2.	Friends	8	67
3.	Own	3	25
	Total	**12**	**100%**

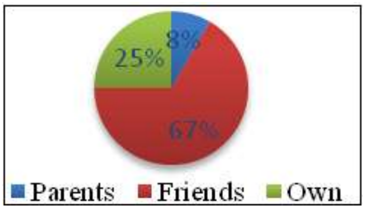


Figure g: Motivational source showing the % of respondent

Interpretation: 67% of the responded stated that friends were the greatest influence in starting the agency. 25% opined it was self-motivated while 8% started his enterprise due to family influence.

h. Reason for choice of business

Sl.No	*Reason for choice*	*No. of Respondents*	*%*
1.	Easy to start	2	17
2.	High demand	4	33
3.	Lack of agents	6	50
4.	High profile	0	0
	Total	**12**	**100%**

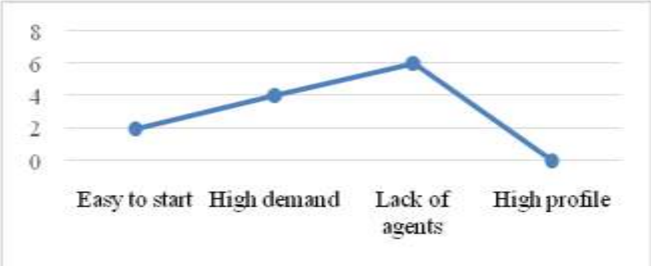


Figure h: Reason for choice of business (X axis) with the no. of respondents in Y axis

Interpretation: 50% of the respondents felt that Lack of agents was the most compelling reason for choosing the business. 33% chose the business due to high demand while 17% chose it because it was easy to start.

i. Initial challenges faced

Sl.No	**Challenges**	**No. of Respondents**	**%**
i)	Lack of finance	8	67
ii)	Opposition from family	1	8
iii)	Risk of failure	4	3.4
iv)	Lack of knowledge	1	8
v)	Lack of customers	4	33
	Total	**18**	**100%**

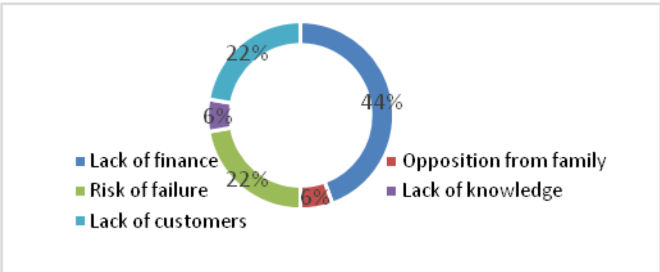
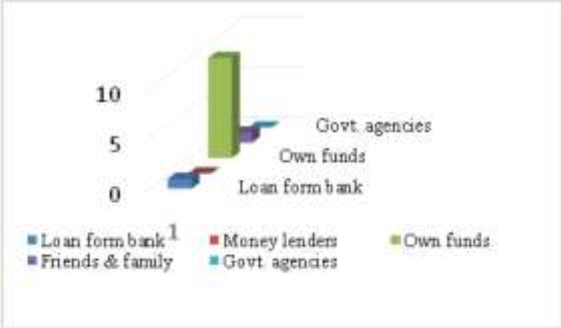


Figure i: Percentage of Initial challenges faced by the no. of respondent

Interpretation: The table shows that 67% opined that lack of finance is the most challenging factor in establishing the enterprise, followed by risk of failure and Lack of customers. Opposition from family and lack of knowledge were not significant.

j. Initial source of finance/ capital

Sl.No	**Source**	**No. of Respondents**	**%**
i)	Loan form bank	1	8
ii)	Money lenders	0	0
iii)	Own funds	10	84
iv)	Friends & family	1	8
v)	Govt. agencies	0	0
	Total	**12**	**100%**



k. Initial capital invested

Sl.No	*Capital*	*No. of Respondents*	*%*
i)	Less than 10,000	0	0
ii)	Rs. 10,000- Rs. 20,000	2	17
iii)	Rs. 20,000-Rs. 50,000	4	33
iv)	Rs. 50,000-Rs. 1,00,000	2	17
v)	More than Rs. 1,00,000	4	33
	Total	**12**	**100%**

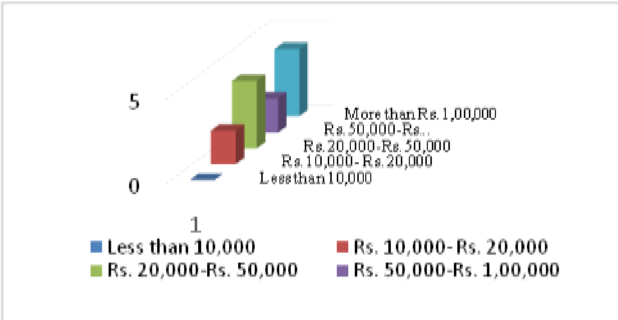


Figure k: Initial capital invested by the respondent

Interpretation: 33% of the respondents invested Rs. 20,000 –Rs. 50,000. Also 33% made an initial investment more than RS. 1,00,000/-. While 17% each invested an amount of Rs. 10,000 –Rs. 20,000 and 50,000- Rs. 1,00,000 respectively.

l. Monthly Income from business

Sl.No	*Income*	*No. of Respondents*	*%*
1.	Rs. 10,000- Rs. 20,000	4	33
2.	Rs. 20,000-Rs. 30,000	5	42
3.	Rs. 30,000-Rs. 40,000	1	8
4.	Rs. 40,000-Rs. 50,000	1	8
5.	Rs. 50,000-Rs. 1,00,000	1	8
	Total	**12**	**100%**

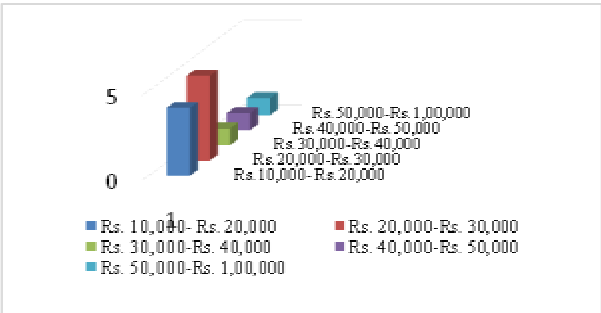


Figure i: Monthly Income from business by no. of respondent

Interpretation: From the above table it can be seen that 42% of the respondents earn a monthly income within the

Rs. 20, 000 – 30, 000 bracket. 33% earn Rs. 10,000 –Rs. 20, 000 and 8% each earn Rs. 40,000- Rs. 50,000, Rs. 50,000- Rs. 1,00,000 and Rs. 1,00,000 – 2,00,000 income bracket.

m. Number of employees

No. of employees	*Initial*	*Latest*	*Male*	*Female*
2	2	-	2	-
3	5	3		
4	3	5		
5	2	1		

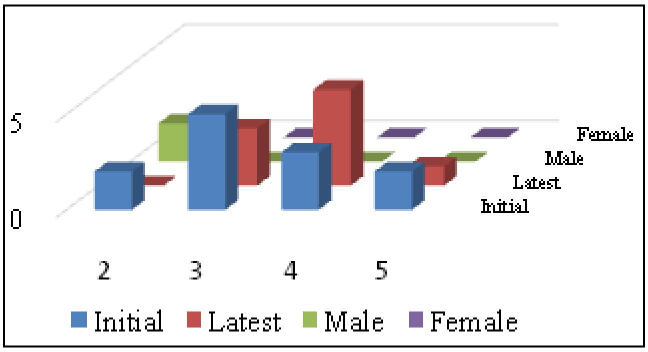


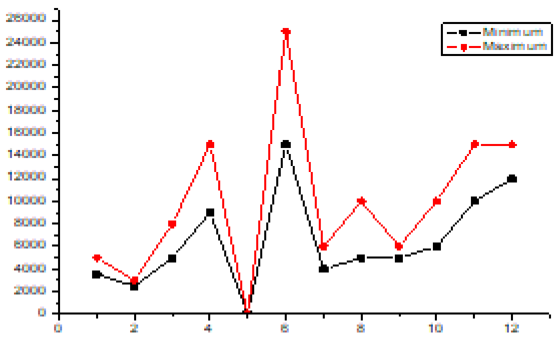
Figure m: Number of employees at different stages

Interpretation: Most of the firms employed 3 people in the initial year, 2 firms employed 2 people, 3 firms employed 4 people and two firms employed 5 employees.

n. It was fund that all the employees were male

o. Salary paid to employees

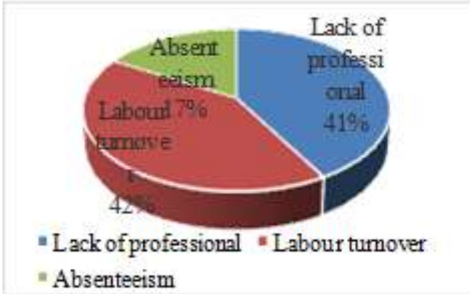
	Firm 1	2	3	4	5	6
Min.	3500	2500	5000	9000	-	15000
Max.	5000	3000	8000	15000	-	25000
	7	**8**	**9**	**10**	**11**	**12**
Min.	4000	5000	5000	6000	10000	12000
Max.	6000	10000	6000	10000	15000	15000



Interpretation: From the table we can see that the minimum salary paid is Rs. 2500 by firm No. 2 ( ) and the highest salary paid is Rs. 25,000 by firm No. 6. 3 Firms paid salary of Rs. 15,000.

p. Labours Problems faced

Sl.No	*Problems*	*No. of Respondents*	*%*
i)	Lack of professional	5	42
ii)	Labour turnover	5	42
iii)	Absenteeism	2	16
	Total	**12**	**100**



Interpretation: Lack of professional and Labour turnover are the major labour problems faced by the respondents. Absenteeism was a also a problem.

q. Organisational climate

Sl.No	*Particulars*	*No. of Respondents*	*%*
a.	High trust & confidence	10	84
b.	Cordial but unfriendly	1	8
c.	Hostile	1	8
	Total	**12**	**100**

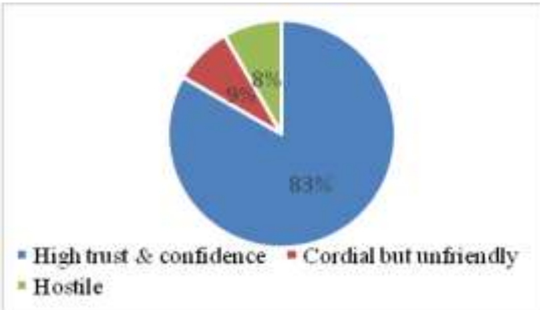


Figure q: Organisational climate

Interpretation: As high as 84% of the respondents reacted that their organisation enjoyed high trust and confidence while 8% each were of the opinion that the organisational climate was cordial but unfriendly and hostile.

r. Quality of service provided

	Quality	No. of Respondents	%
i)	Very Poor	4	34
ii)	Moderate	7	58
iii)	High	1	8
	Total	**12**	**100**

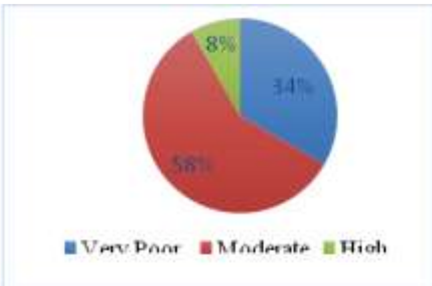


Figure r: % of Quality of service provided the different class

Interpretation: 38% of respondents said that the quality control, 7 given was moderate, 34 said it was very poor and 8% was high.

s. Demand for service

	Quality	No. of Respondents	%
i)	High	4	33
ii)	Moderate	6	50
iii)	Low	2	17
	Total	**12**	**100**

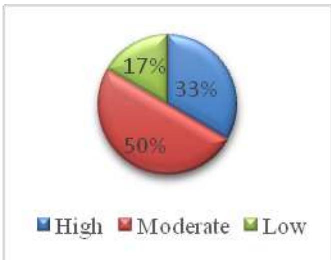


Figure S: % of Demand for service by the different quality respondent

Interpretation: The table shows that demand for transport operator services are moderate at 50%. Out of the respondents 33% showed high demand and 17% opines demand is low.

t. Importance of Transport agencies in promoting turnover

S.No	Particular	No. of Respondents	%
1	Very important	10	86
2	Moderate	2	14
3	Not important	0	17
	Total	**12**	**100**

Figure t: % of Importance of Transport agencies in promoting turnover by the different category of respondent

Interpretation: 86% of the respondents agree that transport agencies are very important for promoting tourism. 14% say it is moderately important. All disagree that it is not important.

6. Findings of the Study

After in-depth analysis of the data the following findings are being summarised:-

I. Organisational aspects:

1) 100% of the respondents provide road transport only.
2) 81% operated Winger services while 19% operated bus services.
3) The nature of business was found to be transports services except one agency were found to be providing advisory and consultancy service.
4) Regarding the type of tours being operated 25% operated Inbound tours only, 25% operated outbound tours only and 50% operated both inbound and outbound tours.
5) As far as linkages with other agencies (transport) 11 transport operators had linkages with MSRTC (Manipur State Road Transport Corporation) as well as with Private Bus/ Winger Associations 3 were found to be linked with LIC Insurance Co., 2 had links with SBI, 1 with UBI, 4 had linkages with accommodation company and only n1 agency had links with Ministry of External Affairs.
6) Almost all the transport operators were affiliated members of Inter-State Taxi Workers; Association (ISTA).
7) Among the various functions provided by Transport operator in promoting tourism, Advance booking, Domestic Airline ticketing, Reservation etc. were the main priorities. Other promotional efforts like hotel reservations, Insurance, advertisement concessions, ammonites etc. were found minimal or totally lacking.
8) 100% of the respondents provide road transport only.
9) 81% operated Winger services while 19% operated bus services.
10) The nature of business was found to be transports services except one agency were found to be providing advisory and consultancy service.
11) Regarding the type of tours being operated 25% operated Inbound tours only, 25% operated outbound tours only and 50% operated both inbound and outbound tours.
12) As far as linkages with other agencies (transport) 11 transport operators had linkages with MSRTC (Manipur State Road Transport Corporation) as well as with Private Bus/ Winger Associations 3 were found to be linked with LIC Insurance Co., 2 had links with SBI, 1 with UBI, 4 had linkages with accommodation company and only n1 agency had links with Ministry of External Affairs.
13) Almost all the transport operators were affiliated members of Inter-State Taxi Workers; Association (ISTA).
14) Among the various functions provided by Transport operator in promoting tourism, Advance booking, Domestic Airline ticketing, Reservation etc. were the main priorities. Other promotional efforts like hotel reservations, Insurance, advertisement concessions, ammonites etc. were found minimal or totally lacking.
15) An analysis of some operational aspects showed that 75% operate tours, 92.7% had formal organisational structures, 92.7% provided reservation facilities, 66% prepare iterinary for tourist, 66.67% have recognition under the Govt. of Manipur. It was interesting to find that all the respondents acknowledged the importance of establishing backward as well as forward linkage and were agreeable to give incentives.
16) The type of journey provided were mostly round tips- 58.31%, one way trip- 41.65% and Jaw Trips were provided by 8.33% of the tour operators.
17) Pricing policy method analysis shows that a maximum of 50% followed the ‘Going rate price policy, 33.32% adopted ‘Cost Plus Pricing’ while 16.68% followed regulated pricing. None were found to have adopted Product Line Pricing or discriminating pricing.

18) Concessions/Discounts/ Incentives were offered based on Large numbers (groups) 50%, 67% to frequent customs, 16.66 for long duration and 8.33% each as concessions for patients/students, holiday/festive discount etc.
19) It was also found that 6 transporters operate tours to hill stations, 3 to historical monumental sties, 2 organised pilgrimage tours. 3 to wild life sanctuary, 3 to Adventure tours etc. Only 5 offered travels insurance, 1 has his own website, 5 managed events and 4 transacted with credit cards.
20) Only 8 transport operators were recognised by Govt. of Manipur, 2 had recognition from Ministry of Tourism and only 2 were recognised by Ministry of Transport.
21) By analysis the promotional methods used by these transport operators, newspapers were found to be the most sought after method of promotion of 50% followed by T.V. and conducting events at 42%. Personal selling was at 58%, Bill –Boards and hoarding were a mere 25% with posters a minimal 8.33%, none used magazines or through referrals.

II. Entrepreneurial Aspects
1) The most preferred occupation was to own personal enterprises followed by Govt. and Corporate services.
2) 42% stated that their reason for undertaking their enterprise was due to failure in securing government jobs 25% due to economic compulsions, 25% desire to own personal enterprise and 8% inherited form family.
3) The main source of motivation i.e., 67% were friends, 25% were self-motivated and 8% by parents.
4) The reason for choice of business was due to Lack of Agents (50%), High demand (33%), easy to start (17%).
5) 67% stated lack of finance as the biggest challenge followed by fear of failure at 34%, Lack of customers at 33%, opposition from family and lack of knowledge stood at 8%.
6) 84% of the respondents initial source of capital was their own funds while 8% each from family and banks.

The amount of initial capital Invested showed that 33% of respondents invested Rs. 20,000- Rs. 50,000, 33% invested an initial amount of more than 1,00,000 while 17% each invested an amount of Rs. 10,000 to Rs. 20,000 and Rs. 50,000 to Rs. 1,00,000 respectively.

II. Entrepreneurial Aspects
1) The most preferred occupation was to own personal enterprises followed by Govt. and Corporate services.
2) 42% stated that their reason for undertaking their enterprise was due to failure in securing government jobs 25% due to economic compulsions, 25% desire to own personal enterprise and 8% inherited form family.
3) The main source of motivation i.e., 67% were friends, 25% were self-motivated and 8% by parents.
4) The reason for choice of business was due to Lack of Agents (50%), High demand (33%), easy to start (17%).
5) 67% stated lack of finance as the biggest challenge followed by fear of failure at 34%, Lack of customers at 33%, opposition from family and lack of knowledge stood at 8%.
6) 84% of the respondents initial source of capital was their own funds while 8% each from family and banks.

7) The amount of initial capital Invested showed that 33% of respondents invested Rs. 20,000- Rs. 50,000, 33% invested an initial amount of more than 1,00,000 while 17% each invested an amount of Rs. 10,000 to Rs. 20,000 and Rs. 50,000 to Rs. 1,00,000 respectively.
8) In respect of monthly income earned, 42% earned a monthly income ofRs. 20, 000- Rs. 30,000, 33% earn Rs. 10,000 –Rs. 20,000 and 8% each earn Rs. 40,000- Rs. 50,000, Rs.50,000 – 1,00,000 and Rs. 1,00,000- 2,00,000 income bracket.
9) With regard to employment generation, most of the firms employed 3 persons in the initial year, 2 firms employed 2 persons, 3 firms employed 4 persons and 2 firms employed 5 employees.It was found that all employees were male.
10) The minimum salary paid was Rs. 2500 and the highest salary paid was Rs. 2500. Averages minimum salary stood at Rs. 5,415and average maximum salary was Rs. 9000.
11) Lack of professionalism and Labour turnover are the major labour problems. Absenteeism was also a problem.
12) It was found that 84% affirmed that a high level of trust and confidence excited within the organisation, 8% expressed a cordial but unfriendly climate and 8% expressed hostility.
13) 58% of the respondent expressed that the quality of service provided was moderate, 34% expressed it as very poor and only 8% expressed the organisational climate to be high.
14) It is found that demand for service was moderate at 50%, High at 33% and low at 17%.
15) 83% of the respondents agreed that transport agencies are very important for promoting tourism, 14% express as moderately important.

7. Conclusion

The study reveals that the Organisational transport agency facilities i.e. type of transportation provided, category of service provided strategic and planning management and Entrepreneural standard are presently implemented to promote tourism in Manipur are very low and there is an uegent require to developed appropiate and workable role for promoting tourism sector in Manipur.

References

[1] 20 Years Perspective Plan for Manipur- Ministry of Tourism (Govt. of India, New Delhi), page-28
[2] Transport Development in the North East, 2013 (National Transport Development Policy Committee), page-530-31
[3] Part -3, Development of Tourism in Manipur, page-216
[4] Co-authored with Dr.Chithung Mary Thomas (2014) : "Tourism Marketing : Strategies for Manipur" in National Conference on "Strategic Interventions in Tourism development Regional Perspective".
[5] Co-authored with Dr.Chithung Mary Thomas, Dr.MeinamBinota&WaikhomNichinta Devi (2015) : "Role of Travel Agents in TourisSector in Manipur : A Case Study of Selected Travel Agents of Imphal City in

7th"Inclusive Growth & Sustainable Development" p-157 & 158.
[6] Dixit Saurabh, (2005): Tourism Development, Reference Press Publications, New Delhi.
[7] Sharma Sunil, (2005): Hospitality and Tourism Marketing Akansha Publication, New Delhi.
[8] A.K. Bhatia (1991): Tourism Development – Principles and Practices, Sterling Publishers, New Delhi.
[9] BallabhAnand (2005): Fundamentals of Travels and Tourism, Akansha Publication, New Delhi. S.C. Bargri, (1999): "Status of Travel and Tourism Industry in India: a Futuristic View of Growth" Journal of
[10] Gupta R. (2012, 3rd Edition): tourism Administration and management, Ramesh publication, New Delhi.
[11] AAggarwalPrateck A. (2005): Tourism and Economic growth and Development, Mohit publications, New Delhi.
[12] A.KhanNafeesandRaza Samar (2009): HRM Practices in Indian Tourism,AkanshaPublication,New Delhi.
[13] Directorate of Tourism (2013): Tourist Statistics and Information, Government of Manipur, Imphal.
[14] Directorate of Tourism (2013): Publicity and Information Government of Manipur, Imphal.
[15] India Tourism (2013): Publicity and Information, Government of India, Manipur (Imphal).
[16] Annual Reports, Ministry of Tourism,2011-2013.
[17] Manipur Tourism Policy,2011.
[18] Manipur Tourism Policy 2014
[19] Official website of Manipur Tourism (Government of Manipur,www.manipurtourism.org
[20] Official website of Incredible India (Government of India).
[21] Public Works Department, Govt. of Manipur
[22] www.kbenterprise.co.in
[23] www.sevensisterholidays.com

Author Profile

Dr.Chithung Mary Thomas is serving as Associate Professor, Department of Management and Business Studies, D.M. College of Commerce, Imphal, Manipur. She is a member of ITC. She has written research papers on various areas related with tourism and hospitality industry in Manipur.

Ms.Waikhom Nichinta Devi, M.Sc. in Tourism Management, Asst. Professor, Department of Tourism and Hospitality Management, Kha-Manipur College, Kakching is actively engaged in tourism related researches and is a member of ITC.