

Strategies for Development of Tourism in Anjaw District of Arunachal Pradesh

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Abstract: *Tourism has come to mean more than just leisure and recreation. It has become a dynamic sector, which helps in the development of other sectors. More and more countries are focusing on developing a robust tourism framework as a part of their policy structure mainly because of its contribution towards economic growth, socio economic development. The tourism sector is a crucial source for employment generation. It creates employment especially for tourist guides, restaurants, hoteliers, local shopkeepers, merchants etc and brings in foreign currency to economically marginal areas. Anjaw district by the virtue of its scenic beauty of rivers, mountains, valleys, rich flora and fauna, has potential to be developed into a hub for tourism, both domestic and international. Tourism industry in Anjaw district can be improvised to accommodate a larger number of quality tourists. To achieve the goal, key factors which affect the tourism inflow need to be identified and addressed. The tourism policy of the state needs to be analyzed and the loopholes need to be closed, and new proposals and new modern tourist friendly policies need to be incorporated. In addition there are many factors play an important role in improving overall quality of the region which includes infrastructural development, communication network, tour package for the district, coordination with other northeast state, community participation, promotion of tourist products, cross border tourism are some of the area where emphasis need to be given in order to maximize the extend of tourism sectors.*

Keywords: Tourism, strategy, Anjaw district, development, promotion.

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