

# Strategies for Development of Tourism in Anjaw District of Arunachal Pradesh

**Jimailu Yun**

Ph.D, Scholar, Department of Commerce  
Rajiv Gandhi University, Rono Hills, Diomukh, India

**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.

## I. INTRODUCTION

The modern world has recognized the potential of tourism for economic development. The emergence of tourism as an important socio-economic pillar. According to the world Travel and Tourism Council the sector accounted for 10.4 percent of global GDP, and supported 319 million jobs or 10 percent of total employment in 2018.” (WTTC) 2019. The definition of tourism has changed over time. Initially tourism was defined as temporary movement of an individual for recreation and leisure. According to the organization for economic co-operation and Development (OECD, 2001). The United Nations World Tourism Organization (UNWTO) defines Tourism, “ as the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited (OECD, 2001)

Basically tourism involves traveling for a fairly long distance with a specific purpose other than for changing one’s permanent residence. Between 2001 and 2010, Tourism has come to mean more than just leisure and recreation. Tourism as an industry brings substantial economic value for a country. The sector is a crucial source for employment generation and foreign exchange earnings.

CONTRIBUTION OF TOURISM TO GLOBAL GDP

SL.NO	YEAR	TOTAL CONTRIBUTION (USD TRILLION)
1	2013	7.14
2	2014	7.39
3	2015	7.77
4	2016	8.10

5	2017	8.50
6	2018	8.81
7	2019	9.13

Source: WTTC Travel and Tourism Economic Impact 2019

The contribution has increased in the last few years of tourism to global GDP (TABLE 1.1). By the end of 2029, the contribution is expected to reach USD 13.9 Trillion (WTTC, 2018). Domestic tourism accounts for 71.2 percent of all tourism spending, with highest growth in developing countries. The strong linkage between tourism and other sectors means that every five jobs across the globe, one supports travel and tourism (WTTC). Tourism also spurs social development in the form of encouraging community development and entrepreneurship.

**BENEFITS OF TOURISM**

DIRECT	INDIRECT	INDUCED	TOTAL
COMMODITIES Accommodation Transportation Entertainment	T and T investment Spending Government Collective T and T Impact of purchases From suppliers	Food and beverage Recreation Housing Clothing Housing Household Goods	TO GDP TO EMPLOYMENT
INDUSTRIES Accommodation service Food and beverage services Retail trade Transportation service Cultural, sports, and recreational services			
SOURCES OF SPENDING Residents domestic T and T spending Business domestic travel spending Visitor exports Individual government T and T spending			

Source : WTTC travel and Tourism Economic Impact 2019

**II. BACKGROUND OF TOURISM**

Tourism has a rich history, evolving from early pilgrimages and trade routes to today's diverse industry. It became more accessible with transportation, advancement fostering economic growth and cultural exchange globally. Basically, tourism involves traveling for a fairly long distance with a specific purpose other than for changing one's permanent residence. Tourism is one of the world's most important economic sectors. It employs one in every ten people on earth and provides livelihoods to hundreds of millions of people. It allows people of different countries to experience their rich culture and brings people closer to each other, highlighting our common humanity.

Tourism is an essential pillar of the 2020 agenda for sustainable Development and the commitment to our sustainable development goals. It works as a first entry point to the world of work, especially for women, youth, migrant workers, and rural populations in developing and least developed countries. Majority of tourism sectors are represented by the women workforce, while half of the workforce is under 25 years of age. Furthermore, in many parts of the world, the protection of biodiversity and conservation rely heavily on the tourism sectors and the revenue it generates. The growth of tourism sectors during the last six decades reflects more progressive access to tourism thanks to the decline in the cost of transport and the world wide growth of middle classes. The tourism sector has experienced almost uninterrupted growth despite challenges such as global economic crisis and natural disasters.

### **III. OBJECTIVES OF THE STUDY**

- To identify factors responsible for tourism growth
- To find out a proper policy for tourism to be implemented
- To investigate strategies to be developed for various tourism industries to attract more tourist in the district

### **IV. METHODOLOGY**

The paper is based on Explanatory study in scrutinizing the potential from the district which will maintain a vivid prospect of economic development for the tourism industry. The present study is based on primary data obtained from various site visitation in the district of various tourist circuits and tourist destinations by the researcher, along with the secondary data collected from various published sources like books, journals, magazines, government and NGO reports, publication etc.

### **V. RESULT AND DISCUSSION**

After the study, it was found that the extent of tourists visiting the state is determined by many factors. Some of these can be improvised. There are certain other factors that are not very feasible. All the factors are taken into consideration while developing the strategies for designing an effective tourism policy for the district and development of the tourism industry in the state.

#### **Factors responsible for Tourism growth**

The steady growth of tourism is influenced by the economic, social, and technological condition of the state. Factors like raising per capita income leading to higher purchasing power, and increasing disposable income have made tourism accessible to a large majority of people. A large number of people in developed countries can afford holidays for longer duration in comparison to developing and underdeveloped countries.

In the case of more affluent members of the society, recreation homes like cottages, tents, and caravans, home stay etc. Have become fashion and status symbols. There are many different types of holiday recreation that are becoming popular such as rafting, riding, safari, skiing, mountaineering, boating, and sports. The improvement in the means of transport and communication and infrastructural facilities are the most essential factors responsible for the growth of the tourism sector in the district.

The growth of tourism is linked with attitudes towards leisure. The modern tourist comes from a wide social background and their taste and ambitions are much more varied with limited time for their leisure and they design their trip accordingly. The rich society people usually do not attract all the sections of tourists. Other activities like riding, boating, and rafting. Trekking, shooting, food, festivals, bird watching, sightseeing etc provide a wider range of tourists. The development of modern technology, especially in the aviation field has brought about a completely new dimension to tourism. Travel to long distance destinations has now become so fast and less time consuming which have made it possible for millions of people to travel to any place in the world.

The tourism marketing strategy like package tour and holiday trip complete with all arrangements like transport, accommodation, sightseeing and selling these on a large scale to potential tourists have brought down the average cost per tour significantly, which is much below the cost trip arrange individually. The factors like opening new travel destinations in developing countries, creation of new facilities to receive bigger inflow of tourists and increasing tourism promoting efforts by tourism service enterprises have boosted up the inflow of tourists.

### **VI. STATE POLICY FOR TOURISM**

The state policy of tourism for the state of Arunachal Pradesh as well as for its sister state has to be in line with the National policy of Tourism which incorporated board guidelines to attract both domestic and foreign visitors. The general principles for four 's' announced by the Ministry of Tourism as soochna (information), Swagat (welcome), Suvidha (Facilities), and Suraksha (security) should form the core of the strategy for Northeast Tourism.

For tourism planning it is essential to understand the future trends and issues that will shape the future. The main influences have been summed up in the categories like socio Demographic characteristics, consumer and taste, technological status, human resource development, concern for sustainable development.

Tourism is a serious business which needs proper planning and management. If we want to revolonized tourism, the strategy for product development and infrastructure development should be taken into account.

### **VII. STRATEGY FOR DEVELOPMENT OF TOURISM**

The strategy for tourism development should start with a policy. The tourism policy of the state should put tourism on higher priority. The policy must be futuristic and imaginative and considering the multidisciplinary nature of tourism, the policy must not be just the sectoral policy of the tourism department but the policy of the state as a whole. To increase effectiveness in tourism development in the district in particular and the state as a whole must be integrated and should work in coordination with the other Northeast states. The recent development in the airline connectivity network for the state is a very welcome development. The government needs to capitalize on this And draw marketing strategies so that the airline operation becomes viable. The policy for tourism must be translated into an action plan within a definite time frame. As the resources are scarce, our pragmatic approaches should be prolonged selective planning, coordination with other departments, and partnership with private sectors.

There are three types of tourism: international, national, domestic i.e national tourists from outside the state and local and regional tourists. The tourism products which are available should be identified and classified according to their importance for each of these categories. The planning should also start from the lowest level. The district should draw up a benchmark survey of the tourism potential of the area. Thereafter those potential areas which satisfy the local requirement should be included in the district development plans. The regional attraction should be taken care of by the state plans scheme and schemes of national and international agencies. So the available resources will be able to cover a wide area.

In the modern era tourism marketing plays a very crucial role, modern tourism marketing is characterized by IT driven marketing. Tourists visiting different areas ask for special information on their specific area of interest. Tourism managers must be trained and cupped to handle this new competition. Generally tourists are looking for a friendly and efficient service without hassles, clean sheets, toilet in place of accommodation, good road and connectivity, good wayside amenities, proper information and guidance things that are eminently doable without very huge resources. The war memorial and Indo-China border such historical places could be developed as a center of attraction for national and international visitors.

The above mentioned objectives could be attained by adhering to the following action, which will create a positive impact on the development of tourism in the District in particular and state in general.

**INFRASTRUCTURE SUPPORT:** To attract more tourism, there must be good infrastructure facilities, adequate transportation facilities, affordable and reliable communication, and clean and hygienic food, accommodation and toilets. Most of the tourist attraction places are not by the side of national highways and approach road conditions are awful. This is one of the strong discouraging factors which works against the inflow of tourism in the district. There is also lack of coordination among various departments like department of tourism and department of archeology in handling demands of the tourists in place of both historical and religious importance. There is almost little coordination among the public and government. There is a need for proper coordination between government and public so that the tourism sector can be developed to attract more visitors in the district.

**TELECOMMUNICATION NETWORK:** communication is one major factor which plays an important role in attracting tourists in any state. Efforts should be made to improve the condition of approaching roads to tourist spots on priority basis. Each spot should have at least minimum speed of communication network for facilitating the visitors to get connected with the rest of the world.

**MARKETING OF TOURISM PRODUCT :** The development and marketing of tourism products across the globe requires comprehensive strategic planning and development of a variety of tourism products. The annual reports of the Ministry of Tourism: 1999-2000 states that tourists invariably seek “a pleasant and delectable experience on their trips.” Hence, an environment of peace and stability, an assurance of safety and security, an affable host society, absence of extortion and hostility, an accessible tourist attraction and affordable tour package should be considered the most desired tourism product in this regard.

**PROMOTION OF CROSS BORDER TOURISM :** Indian economy encourages widening area of operation from all the fronts. The northeast region specially Arunachal Pradesh seems to be an exception to this. The region shares

international borders with Myanmar, China, Bhutan, Nepal, and Bangladesh making progress to become a Getaway to Southeast Asia". The Anjaw district shares borders with China and Myanmar. But unfortunately there is hardly any specialized tour organizer for promoting tourism with neighboring Asian countries.

**TRAINED AND SKILLED TOUR GUIDES :** The district does not have much trained and skilled tour guides placed in important places of tourist attraction. Though the department of tourism of the state initiated few programmes to train a few professionals as tourist guides, the effort did not yield a remarkable result for the purpose. There is a need for more such initiatives to encourage people to earn their livelihood through tourism, especially the youth of the district.

**TOURIST PACKAGE FOR ANJAW DISTRICT:** Tourism Arunachal Pradesh cannot be viewed in isolation. The state is the gateway of ASEAN in the northeast region which is the reservoir of natural beauty with great variety. Many people visit the district to see a number of different places like Dong, kibithoo, hawai, wallong. In the absence of a tourism package, visitors may feel discouraged to visit these places in the near future. There should be an integrated approach to promote tourism in the region with an attractive tour package of nature, eco, cultural, and adventure tourism.

**COMMUNITY PARTICIPATION:** community participation is crucial in promoting tourism as it fosters a sense of local pride and encouragement. Since the adoption of "our common future" as an agenda of common action by the world community, and the Rio declaration, Local agenda 21 has been adopted by the numerous communities around the globe for positive sustainable development. When communities actively contribute to tourism initiatives, they often enhance culture preservation, create authentic experiences, and improve local infrastructure. This is not only to attract visitors but also ensure sustainability tourism by balancing economic benefits with environmental and cultural consideration.

**SUSTAINABLE TOURISM:** sustainable tourism is essential for the growth of tourism in a responsible manner. Tourism is not worthwhile if it destroys the very roots on which it grins. It must not affect the cultural and natural heritage the present generation has inherited and is obligated to leave behind for the next generation. Sustainable tourism help in minimize negative impact on the environment ,

Supports local communities and preserved cultural heritage. Sustainable tourism depends on awareness and understanding, both tourism and the host community. Wherever mass movement of tourists takes place, an orientation center to give first hand knowledge about the place should be established. The training programme should include the tour operator, the travel agent, guides, taxi drivers, hotel boys etc .

### **VIII. CONCLUSION**

Various factors such as infrastructural facilities, road connectivity, communication network, development of tourism products, quality man resource, entrepreneurial skill and incentives and growth center of tourism play an important role in the development of tourism in the District.

The diverse array of vector strategies for tourism development play a vital role in shaping the industry's trajectory. Whether focused on community engagement, sustainability practice, or technological advancement, these vectors collectively contribute to a more robust, resilient and inclusive tourism sector. By intertwining these strategies, destinations can navigate challenges, capitalize on opportunities, and foster an environment where tourism not only flourish economically but also thrives harmoniously with the environment and local cultures, ensuring a more sustainable and enjoyable travel experience.

### **REFERENCES**

- [1]. Lonchung. K (2018).Strategy for Development of Tourism in Arunachal Pradesh, International Research Journal of Nature and Applied Science, Volume 5, Issue 3, March 2018, pp 193-203
- [2]. Lama. M (2016). Tourism Development and Conservation of Environment in Eastern Himalayas: A case Study of Arunachal Pradesh. North Eastern Economic Review, Volume I, Number I, pp 1-7
- [3]. National Tourism Policy, 2002, Department of Tourism and Cultural, Government of India
- [4]. Integrated paper on Developing Comprehensive Tourism Policy for Arunachal Pradesh
- [5]. [www.pahleindia.org](http://www.pahleindia.org)
- [6]. <https://www.un.org/en/page/world-tourism-day-background>