



PAHLE INDIA FOUNDATION
FACILITATING POLICY CHANGE

**INTEGRATED PAPER ON DEVELOPING A
COMPREHENSIVE TOURISM POLICY FOR
ARUNACHAL PRADESH**

www.pahleindia.org



Contents

Part A: Draft Background Paper.....	1
Chapter 1: Tourism – Literature Review	1
1.1 Introduction	1
1.2 Downside of Tourism	3
1.3 The Need for a Tourism Policy	3
1.4 Why Responsible Tourism.....	4
1.4.1 <i>Benefit Local Community.....</i>	<i>4</i>
1.4.2 <i>Preserve Culture</i>	<i>5</i>
1.4.3 <i>Conserve Environment.....</i>	<i>5</i>
1.4.4 <i>Educate Tourists</i>	<i>5</i>
1.4.5 <i>Save it for the Future.....</i>	<i>5</i>
Chapter 2: Sustainability and Tourism.....	8
2.1 Sustainability and Tourism	8
2.2 International Experience	10
Chapter 3 Domestic Scenario	12
3.1 Tourism in India	12
3.2 Current Status	14
3.2.1 <i>Incredible India 2.0.....</i>	<i>14</i>
3.2.2 <i>Special Tourism Zones</i>	<i>15</i>
3.2.3 <i>Capacity Building</i>	<i>15</i>
3.2.4 <i>Promoting Heritage Tourism.....</i>	<i>15</i>
3.3 Tourism in the North Eastern Region.....	16
Chapter 4: A New Tourism Policy for Arunachal Pradesh.....	20
4.1 Rationale for Tourism Policy for Arunachal Pradesh.....	20
4.2 Rationale Behind the Objectives	21
4.2.1 <i>Responsibility Towards Ecology</i>	<i>21</i>
4.2.1.1 <i>Objective 1: All weather roads will be planned without compromising existing trekking routes with special focus on afforestation.....</i>	<i>22</i>
4.2.1.2 <i>Objective 2: Renewed focus on developing various modes of eco-friendly transportation catering within city-limits and inter-city connectivity</i>	<i>23</i>
4.2.1.3 <i>Objective 3: Develop a fresh approach towards ecotourism in protected areas focussing on sustainable infrastructural development, capacity building and easier access to government assets</i>	<i>23</i>
4.2.1.4 <i>Objective 4: Better promotion of bird watching and butterfly trails across the state.....</i>	<i>25</i>
4.2.1.5 <i>Objective 5: Implementation of sustainable waste management practices and developing technical know-how for eco-friendly waste disposal</i>	<i>26</i>



4.2.1.6 Objective 6: Spread awareness among locals about the importance of ecological conservation and incentivise such conservation drive.....	27
4.2.2 <i>Responsibility Towards People</i>	27
4.2.2.1 Objective 1: Undertake documentation of indigenous culture and local traditions through commissioned studies.....	28
4.2.2.2 Objective 2: Better dissemination of information by updating tourist brochures with more information on the local dishes, customary wears, traditional handicrafts and games ..	28
4.2.2.3 Objective 3: The Government will collaborate with various skill development institute for upskilling and training of local youths for better integration into the tourism industry and facilitating easy access to credit.....	29
4.2.2.4 Objective 4: Local emporiums will be upgraded and more emporiums will be set up in major cities and/or district headquarters for sale of local made handicrafts with zero dependence of import from other states	30
4.2.2.5 Objective 5: Locals will be encouraged to organise cooking of local cuisine classes, handicraft classes, dance and music lessons, and indigenous occupations such as farming and agriculture for tourists staying at homestays	30
4.2.2.6 Objective 6: All districts will be encouraged to replicate existing best practices in neighbouring districts.....	31
4.2.2.7 Objective 7: Accreditation of guides, eateries, food courts, hotels and local service providers for better tourist experience to be undertaken initially by Department of Tourism and then by State Tourism Corporation.....	32
4.2.3 <i>Responsibility Towards Good Governance</i> :.....	32
4.2.3.1 Objective 1: A State Tourism Corporation will be set up for better monitoring and evaluation of tourism needs in the State	33
4.2.3.2 Objective 2: Handholding among the various departments of the state government for better planning and administrative coordination for a holistic development of tourism in the state.....	33
4.2.3.3 Objective 3: Setting up of municipalities or allied organisation/ department for better cleanliness and sustainable development of towns.....	34
4.2.3.4 Objective 4: Monetisation of unmanned and unprotected tourist areas for revenue generation and further utilisation of the revenue for development and maintenance of the area	34
4.2.3.5 Objective 5: Uniformity will be brought in issuance and checking of inner line permits (ILPs) and Protected Area Permit (PAP)	35
4.2.3.6 Objective 6: A single window grievance redressal mechanism will be set up for tourists visiting Arunachal Pradesh.....	35
4.2.3.7 Objective 7: Strategic rest stops and SOS points will be built in designated 'rest towns' for road travellers	36
4.2.3.8 Objective 8: The district administrations, particularly in the terrains will be mandated to have public emergency/ utility vehicles	36
4.2.3.9 Objective 9: Alternative modes of transportation such as air and rail transport will be explored for cost and time saving	37
4.2.3.10 Objective 10: Ground survey will be undertaken to set up air strips and heliports at strategically important locations that would connect areas that are geographically inaccessible	37



4.2.3.11 Objective 11: Renewed focus on publicity and advertisement of Arunachal Pradesh tourism through print, electronic and social media, billboards, and kiosks	37
4.2.3.12 Objective 12: Reducing carbon footprints for enabling green bonus	38
4.2.3.13 Objective 13: Re-evaluation of financing under the government schemes with special focus on selection of beneficiaries for the scheme, flow of credit, efficiency of subsidies in the scheme, and introduction of new private public partnership (PPP) model	39
4.2.3.14 Objective 14: Emphasis will be to push digital transaction keeping in line with the Digital India initiative of the Central Government with compulsory digitisation of government assets within 2 years	39
4.2.3.15 Objective 15: PAP policy will be reviewed to see that all valid Indian visa holding tourists are allowed to enter Arunachal Pradesh without additional formalities	40
4.2.3.16 Objective 16: Director of the Department of Tourism will be empowered to authorise ILP in line with what is allowed for the Secretary of Department of Tourism	40
4.2.3.17 Objectives 17: Start deluxe and semi deluxe, overnight bus services from bigger cities such as Guwahati, Dibrugarh, Shillong, and Pasighat which are common tourist entry points	40
4.2.3.18 Objective 18: Exploring innovative tourism options	41
Part B - Draft Tourism Policy 2019	38
Vision	38
Mission.....	38
Products/Focus Areas for Tourism	38
Guiding Principles and Objectives	41
Timeframe and Outcome.....	46
Impact Assessment	46

List of Tables

Table 1.1 Total Contribution of Tourism to Global GDP	2
Table 3.1 FTAs and Domestic Tourists between 2011 and 2018.....	13
Table 3.2 Foreign Exchange Earnings (2011-2018)	13
Table 4.1 Tourist Arrivals (Domestic and International) Average between 2012 and 2016.....	20

List of Figures

Figure 3.1 Tourism Footfall in NER Compared to the Top Ten Tourist Destinations 17	
Figure 3.2 Tourism Footfall in NER Compared to the Top Ten Tourist Destinations 17	
Figure 3.3 International and Domestic Tourism Footfall in NER (2009-2017)	18



List of Boxes

Box 1.1 The Benefits of Tourism.....	2
Box 1.2 The Tenets of Responsible Tourism.....	4
Box 1.3 Responsible Tourism in Kerala	6
Box 1.4 Responsible Tourism in Bhutan	7
Box 3.1 Success Story	19
Box 4.1	27



Part A: Draft Background Paper



Part A: Draft Background Paper

Chapter 1: Tourism – Literature Review

1.1 Introduction

The emergence of tourism as an important socio-economic pillar can be gauged by the direct and indirect contribution of the sector in the development of many countries across the globe. According to the World Travel and Tourism Council (WTTC), “The sector accounted for 10.4 per cent of global GDP, and supported 319 million jobs or 10 per cent of total employment in 2018.” (WTTC, 2019). Recent numbers reflect how the sector has been consistently evolving into a tool for development. 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 Organisation for Economic Co-operation and Development (OECD),

“Tourism is defined as the activities of persons travelling 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)

The United Nations World Tourism Organization (UNWTO) defines tourism,

“...as the activities of persons identified as visitors. A visitor is someone who is making a visit to a main destination outside his/her usual environment for less than a year for any main purpose [including] holidays, leisure and recreation, business, health, education or other purposes....This scope is much wider than the traditional perception of tourists, which included only those travelling for leisure.” (UNWTO Statistics Guidelines, 2010)

Between 2001 and 2010, 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 part of their policy structure mainly because of its contribution towards economic growth, socio-economic development, and environmental conservation. Tourism as an industry brings with it substantial economic value for a country. The sector is a crucial source for employment generation and foreign exchange earnings.

Table 1.1 Total Contribution of Tourism to Global GDP

S.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 (F1)	9.13

Source: WTTC Travel and Tourism Economic Impact 2019

The contribution of tourism to global GDP has consistently increased in the last few years (Table 1.1). By 2029, contribution of tourism to global GDP is expected to reach USD 13.9 trillion (WTTC, 2018). Domestic tourism accounts for 71.2 per cent of all tourism spending, with highest growth in developing countries. The strong inter-linkages between tourism and other sectors (Box 1.1) means that of every five jobs across the globe, one supports travel and tourism (WTTC, 2019). Tourism also spurs social development in the form of encouraging community development and entrepreneurship, especially women entrepreneurship.

Box 1.1 The Benefits of Tourism

DIRECT	INDIRECT	INDUCED	TOTAL
COMMODITIES Accommodation Transportation Entertainment Attractions INDUSTRIES Accommodation services Food and beverage services Retail Trade Transportation services Cultural, sports and recreational services SOURCES OF SPENDING Residents' domestic T and T spending Businesses' domestic travel spending Visitor exports Individual government T and T spending	T and T investment spending Government collective T and T spending Impact of purchases from suppliers	Food and Beverages Recreation Housing Clothing Housing Household goods	To GDP To Employment

Source: WTTC Travel and Tourism Economic Impact 2019

¹ Forecasted



1.2 Downside of Tourism

While the upside of tourism is plenty, we are now beginning to witness the downside of tourism. Unchecked tourism and tourist infrastructure development can have an irreversible impact on the ecology and the environment. This can also lead to rampant cultural erosion (UNWTO and UNDP, May 2018). In the last decade alone, there have been several cases of unplanned and inefficient tourism operations leading to severe ecological damage. The recent water crisis in Shimla is an excellent case in point. Another negative externality of tourism has been the amount of waste that is generated, which according to the United Nations Environment Programme (UNEP), it is estimated 4.8 million tonnes per year, produced solely by tourists ([Resource, 2016](#)). Lack of rigorous waste management treatment systems can only exacerbate the problem.

Another increasing problem is that of conflict between local communities and tourists. With many destinations being overrun by tourists, there is greater demand for a limited amount of resources. The long term impact of such pressures are borne by the local communities and not tourists. While tourism can be a virtuous circle that creates many positive externalities, beyond a point of inflexion, it can just as quickly turn into a vicious cycle.

1.3 The Need for a Tourism Policy

A tourism policy is required to ensure that the virtuous cycle of tourism does not turn into a vicious cycle, but the ambit of policy will extend to beyond just this. A tourism policy should reflect the overall development agenda of the country/region. It is also important to ensure that a policy is economically and socially relevant and in line with the broader development agenda. A tourism policy will also help in outlining the priorities for the government, suitable economic targets, and also visualise the positive impact that tourism can have on local communities and ecosystems. A tourism policy will also detail ways in which local communities can be engaged and how their culture and traditions are preserved rather than eroded because of tourism.

Since the tourism policy would essentially help in shaping the path for tourism development in a country, the authorities responsible for policy planning need to consider certain factors which would help in making the policy more inclusive and robust. These will include the ability of the policy to meet its stated objectives in a time bound manner, the ability of the policy to be able to adapt to changes in the ecosystem and suitable evolve, and also on the nature of incentives and encouragement offered



by governments to local communities and businesses to adopt sustainable practices ([Tarafa Shuraiki, 2016](#)).

1.4 Why Responsible Tourism

The tourism industry is one of the largest growing industries. Tourism has made remarkable progress with the current advancement in technology and trends, which has helped many countries boost their overall development. In today's context of global environmental peril, it is not just necessary to draft a tourism policy, but draft one that is responsible and sustainable. "Responsible Tourism," is a term coined by Harold Goodwin in 2002, to mean "using tourism to make better places for people to live in and better places for people to visit, in that order." There are many benefits to Responsible Tourism.

Box 1.2 The Tenets of Responsible Tourism

The tenets of Responsible Tourism were founded in the Cape Town Declaration (2002)² and its characteristics are:

"minimises negative environmental, social and cultural impacts;
generates greater economic benefits for local people and enhances the wellbeing of host communities, by improving working conditions and access to the industry;
involves local people in decisions that affect their lives and life chances;
makes positive contributions to the conservation of natural and cultural heritage and to the maintenance of the world's diversity;
provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural and environmental issues;
provides access for physically challenged people; and
is culturally sensitive and engenders respect between tourists and hosts"

1.4.1 Benefit Local Community

Local communities are crucial for a destination's maintenance and sustenance. Responsible tourism helps in benefiting the local community as it empowers the locals. It also offers them the opportunity to showcase their livelihoods and their crafts and also provides employment and entrepreneur opportunities in the form of guides, local cuisine eateries and homestays for tourists while preserving the ethos of the destination.

² The Cape Town Conference on Responsible Tourism in Destinations was organised by the Responsible Tourism Partnership and Western Cape Tourism as a side event preceding the World Summit on Sustainable Development in Johannesburg in 2002, and attended by 280 delegates from 20 countries.



1.4.2 Preserve Culture

One of the most felt negatives of tourism has been cultural erosion. Responsible tourism can guide the way to minimise this type of erosion. Encouraging tourists to experience the unique culture of that place and to highlight the uniqueness will not only kindle the interest and curiosity of the tourist but help host communities to understand the importance and relevance of it for tourism. It also acts as an incentive for local communities to encourage the newer generations to learn about local traditions. Even a rudimentary knowledge of local culture will make for better guides.

1.4.3 Conserve Environment

With increased pressure on the environment due to climate change and extensive developmental activities, unplanned tourism development is also leading to unmitigable environmental damage. There is a need to understand that much of tourism across the globe is dependent on nature and environment and there is a need to share responsibility amongst tourists, host communities and the government for conserving the ecological resources. Adopting a responsible tourism approach could help in reducing the environmental degradation. Responsible tourism framework could introduce certain steps such as walking whenever possible instead of driving, carrying reusable water bottles, minimising non-degradable waste among others for reducing tourist footprint. Furthermore, based on this approach certain programs promoting ecotourism and sustainable tourism could be introduced to preserve the environment.

1.4.4 Educate Tourists

Responsible tourism could help in educating tourists about the downsides of tourism and the ways tourist footfall could damage tourist sites, and affect the habitats of the host communities. A responsible tourism approach could help in promoting and advertising a tourist site underlining how the tourists can contribute in preserving the local ecosystem and respect the host community's cultural practices and way of living. This would help in promoting the tourist sites and at the same time educating the tourists what they should avoid and what they should do while travelling. As responsible tourism is a collective effort, educating tourists would make them important stakeholders in achieving sustainability through tourism.

1.4.5 Save it for the Future

The ultimate goal of Responsible Tourism is to ensure sustainability for a tourist site. Thus, a responsible tourism approach would help in preserving nature and culture for



the coming generations. Responsible tourism would help in promoting sustainable tourism so that one day the future generation can travel to the same places and enjoy the generation old culture and natural wonders. This could be only possible if the tourism resources are maintained collectively with all the stakeholders playing their roles. Thus, responsible tourism is essential as it makes certain responsibilities for the preservation of natural and cultural heritage thinking about the present and the future.

It is important for the tourism industry to promote responsible tourism and take actions accordingly in order to develop the sector better and preserve the culture and heritage of one's country. The importance of developing sustainable tourism through a responsible tourism approach can be reflected in the policies of certain countries in the world and even a few states in India.

Box 1.3 Responsible Tourism in Kerala

Famous as 'Gods Own Country', Kerala is one of the most popular destinations across the world. With different types of rich tourism resources, the state has been consistently getting more tourists each year. For instance, since the state saw an increase of 11.39 per cent domestic tourists from 2016 to 2017. Similarly, the state saw an increase of 5.15 per cent of foreign tourists since 2016 to 2017 (Kerala Tourism, 2017).

Table: Foreign Tourist Arrivals and Domestic Tourist Visitors in Kerala (2011-2017)

Year	FTAs	DTVs
2011	732985	9381455
2012	793696	10076854
2013	858143	10857811
2014	923366	11695411
2015	977479	12465571
2016	1038419	13172535
2017	1091870	14673520

Source: Kerala Tourism Statistics, 2017

Tourism is a key contributor to the state's economy as the total revenue (direct & indirect) from tourism during 2017 was INR 33383.68 crores, showing an increase of 12.56 per cent over previous year's figure of INR 29658.56 crores (Kerala Tourism, 2017). Furthermore, FEE for the year 2017 was INR 8392.11 crores showing an increase of 8.29 per cent from 2016 which was INR 7749.51 crores (Kerala Tourism, 2017).

Kerala is one of the first states in India which adopted 'Responsible Tourism' in their policy planning where the focus was on developing tourism in a responsible manner which benefits all. Responsible Tourism in Kerala has its origins in the protests by local people and the local government panchayats regarding the problem of waste and the lack of community benefits from tourism. The local consensus was that tourism was taking advantage of their villages and the local communities were not benefitting from it. Thus, "following the 2nd International Conference on Responsible Tourism in Destinations, held in Kerala in 2008, the state experimented with Responsible Tourism initiative in four villages - it was most successful in Kumarakom where a census in 2015 found that 70% of households were involved in tourism and where less than 1% thought the impact of tourism was entirely bad" (Harold Goodwin, 2019)³.

³ WTM blog: Responsible tourism in India, Harold Goodwin, 2019

Kerala has been trying to successfully address the challenge of over tourism by focusing on waste management and creating an environment where the local communities can benefit by securing additional incomes and employment in the tourism sector. The state has also started the 'Green protocol' for responsible tourism promotion via Green Carpet Action Plan (GCAP). For greater inclusivity, the state has started 'Barrier Free Kerala Tourism' which aims at improving mobility and accessibility for disabled tourists. The state is also looking at providing employment opportunities to all the sections of the society especially the transgender communities for greater income inclusivity. Most importantly, Kerala is using tourism for local development, rather than allowing it to take advantage of the state.

Box 1.4 Responsible Tourism in Bhutan

With 38,394 sq. km of geographical area, the mountain kingdom of Bhutan is one of the few countries which has completely set up their tourism development through responsible tourism approach and is considered as the top responsible and sustainable tourism destinations in the world. Predominantly isolated from the world, Bhutan has remained relatively unchanged as the rest of the world became more globalized. Something that makes Bhutan incredibly unique, is their strategy to help preserve their culture through tourism.

The tourism policy of Bhutan is based on the doctrines of greater inclusivity of local communities, environmental sustainability and resource optimization. It is important to understand that due to the topographical nature of the country, there is scarcity of resources which makes resource efficiency very important. To avoid over-exploitation of resources due to mass tourism, the country regulates the number of tourists it receives each year. For instance, the number of guests entering the country in a year is limited and they have to pay a daily tariff while visiting the country. Depending on the season, the tariff ranges between 200 to 250 USD per day. This tariff covers all hotels/home-stays, transportation, meals and guides during a visit.

The rationale behind such high tariff is that Bhutan aims for 'quality of tourists than quantity' and most importantly, "30 per cent of the tariff goes back into environmental preservation, community development, such as free health care for all residents and visitors, as well as community-based tourism projects setup for families to host guests during their stay" ([WSE, 2019](#)).

Thus, this system of daily tariffs ensures fair, liveable wages to all those involved and keeps a high standard for all guests that visit the country. It also helps protect their natural environment, with minimal social impact and highlights the local culture.

With rich history, culture and natural resources, Bhutan is one of the best examples of a country practicing responsible tourism which is regulated by the government, supported by the operators and ensures greater participation of the local communities.



Chapter 2: Sustainability and Tourism

2.1 Sustainability and Tourism

With the ever-increasing threat of climate change or climate emergency and its recurring impact on the people and environment, the UNDP's Sustainable Development Goals (SDGs) were formulated with the sole objective of equitable and sustainable growth. The 17 recognised SDG goals follow the Millennium Development Goals (MDGs) and have been expanded in accordance with pressing issues such as climate change, social and economic inequality and innovation, to name a few.

Tourism has the capacity to fuel growth, create jobs, and provide livelihood. It is also becoming an apt tool to raise awareness around conservation and sustainability. Aspiring for sustainable tourism will ensure that all other sectors that tourism has linkages with will also have to adopt sustainable practices. Furthermore, according to the 2030 Agenda⁴ it is believed that tourism can play a critical role in achieving 3 of the 17 SDGs. These 3 goals are 'Life Below Water' (SDG 14), 'Decent Work and Employment' (SDG 8), and SDG 12 'Responsible Consumption and Production' (SDG 12). Moreover, it is believed that tourism sector is a means to eradicating poverty, advancing gender equality, and protecting the environment.

Although the potential of tourism for sustainability looks great, it is imperative to put more focus on tourism planning especially in the ecologically fragile areas. One such tool that should be considered in tourism planning is the Tourism Carrying Capacity (TCC). Middleton and Hawkins Chamberlain (1997) considered TCC as an important tool in maintaining the balance between development and conservation and defined it as,

"...the level of human activity an area can accommodate without the area deteriorating, the resident community being adversely affected or the quality of visitors experience declining."([Sustainable Tourism](#)).

UNWTO defines it as,

⁴ The 2030 Agenda for Sustainable Development was launched by a UN Summit in New York on 25-27 September 2015 and is aimed at ending poverty in all its forms. The UN 2030 Agenda envisages "a world of universal respect for human rights and human dignity, the rule of law, justice, equality and non-discrimination".



“The maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic, socio-cultural environment and an unacceptable decrease in the quality of visitors' satisfaction.”
(UNEP 1997)

TCC helps in assessing a particular destination and coming out with a system which maintains the tourism component without compromising the other elements. Carrying capacity considerations revolve around three basic components or dimensions: physical-ecological, socio-demographic, political-economic. These dimensions reflect the range of issues considered in the existing tourism activities of a site.

With the potential that tourism has in achieving the SDGs, new niches of tourism are being developed which would cater to the socio-economic and cultural sustainability and at the same time manage the sector's vulnerabilities. Hence, niches like ecotourism, responsible tourism are being actively adopted for mitigating the negative aspects of tourism. But merely adopting a sustainable tourism practice maybe helpful for only a certain destination. For magnification of such sustainable tourism practices, they have to be inculcated in the tourism policies of countries. Countries like Costa-Rica and Seychelles have benefited tremendously after they came out with tourism polices which focused on ecological conservation and local community empowerment.

As pointed out by OECD,

“Tourism faces a range of challenges, in particular: (i) the complexity of tourism policy development due to its cross-cutting, multilevel, and fragmented nature, and competing policy priorities and budgetary constraints; (ii) the impact of external factors on tourism, including macro-economic conditions, exchange rates, safety and security, and natural disasters; (iii) the global shift to a resource-efficient economy; and iv) the continued transformation of tourism services linked with emerging technologies and digitalisation of the economy.” (OECD Tourism Policy Guidelines, 2017)

Hence the OECD has come out with a set of guidelines for tourism policy making because it is believed that if tourism has to be more inclusive economically, socially, culturally and environmentally, it has to be based on policies which focus on stakeholder engagement and sustainable development principles. Hence with an inclusive policy,



“Tourism can also raise awareness of cultural and environmental values, and help finance the protection and management of protected areas, and the preservation of biological diversity.” (OECD Tourism Policy Guidelines, 2017)

Especially in developing countries which depend on tourism for development, a sustainable tourism policy would help in coming out with a

“...forward-looking agenda for the tourism sector, governments at all levels would benefit from developing, as appropriate, comprehensive long-term plans. This provides the consistency and certainty the tourism industry requires, and creates a framework for sustainable and inclusive growth.” (OECD Tourism Policy Guidelines, 2017)

2.2 International Experience

Across the globe, there are many instances where countries have focussed on developing tourism as growth engine for their economies. The cases given below illustrate that despite having a strong economy, some countries are still focusing on tourism and its “benefits from foreign exchange earnings, employment creation, economic diversification and growth and a variety of other factors” (Sharples and Tefler, 2014). Hence more countries are looking at tourism as a tool for development.

For instance, a country like United Arab Emirates (UAE) which is already rich with oil deposits have been investing in massive infrastructural development in places like Dubai and Abu Dhabi for making them tourism hubs. Investing in tourism infrastructure has been important policy of UAE which is evident from the fact that the total contribution of the travel and tourism sector to the UAE’s GDP in 2016-17 was AED 159.1 billion (USD 43.3 billion) which is 12.1 per cent of GDP ([Government of UAE, 2018](#)).

Similarly, developing countries are also looking at strengthening their economy through the tourism sector. Countries like Maldives are increasingly depending on tourism development which is directly accounting for 39.6 per cent of total GDP. Similarly, in Cambodia tourism accounts for 14.1 per cent of total GDP and in Vietnam its 9.3 per cent of the total GDP. To offer some perspective, tourism accounts for 3.7 per cent of the UK's economy and for 2.6 per cent for the US ([Smith, The Telegraph, 2018](#)). The focus of the above-mentioned Asian countries on making tourism their main growth engine can also be reflected on the fact that the respective governments have made the necessary changes since the 1990s especially on infrastructural development, visa policy relaxation and international openness which has led to the increase in number of international tourists visiting these countries.



From a sustainability perspective, countries like Costa Rica which have completely shifted to eco-tourism, have done incredibly well. The country's tourism policy has been formulated considering the overall development of Costa Rica and achieving the SDGs and is based on 'sustainability, innovation and inclusion'. Tourism contributed to 12.9 per cent of GDP in 2017, and it is expected to rise by 4.3 per cent per annum to 14.7 per cent by 2018 (WTTC, Costa Rica, 2018). Furthermore, the sector accounted for 12.5 per cent of total employment in 2017 whereas it was 7.2 per cent in 2016 and is expected to rise by 2.6 per cent per annum to 14.6 per cent of total employment by 2028 (WTTC, Costa Rica, 2018). Based on the contribution of tourism to the country's economy, "the International Monetary Fund estimates that the Costa Rican economy as a whole will grow at an average of 3.9 per cent per year" ([OECD, 2018](#)).



Chapter 3 Domestic Scenario

3.1 Tourism in India

The Tourism Policy of 1982 was revamped in 2002 to augment infrastructural development for making India an important tourist destination by showcasing her geographical diversity, attractive beaches, 30 World Heritage sites and 25 biogeographic⁵ zones. Over the last few years, Indian tourism policy has evolved, with tourism emerging as one of the major contributors to the Indian GDP. India is the seventh largest tourism economy in the world in terms of GDP and contributes approximately 9.4 per cent to GDP (WTTC India, 2018). Since the early 2000s, Indian tourism has seen exponential growth and is becoming a popular destination for international tourists. This is reflected in the increase in Foreign Tourist Arrivals (FTAs), Foreign Exchange Earnings (FEEs), and overall infrastructure development. The Ministry of Tourism is looking for ways to use tourism not only as an economic development tool, but also as a socio-cultural and environmental development tool as well.

Multiple approaches and schemes have been created by various government over the years to enhance tourism development in India. The 'Incredible India Campaign' launched in 2002 reflected the intent of making India a popular tourism destination internationally. Some other notable schemes were 'Visa on Arrival' in 2011 to make travelling to India a simple process thus encouraging international tourists and Clean India campaign in 2010-11 for hygiene and cleanliness awareness, and the Atith Devo Bhava (treat the guest as god) campaign under Incredible India, for better tourist experience. Another scheme, 'Hunar se Rozgar' in 2010-11 was aimed at capacity building for locals, so that they could find employment within the tourism industry. These schemes have played an important role in strengthening the tourism industry and making it more inclusive for all stakeholders.

⁵ The Biogeography deals with the geographical distribution of plants and animals. There are 10 biogeographical Zones in India. The bio-geographical province is an eco-systematic or biotic subdivision of realm. India is divided into 25 bio-geographic provinces.



Table 3.1 FTAs and Domestic Tourists between 2011 and 2018

Year	FTAs (in million)	Percentage change from previous year	Domestic Tourist Visits (in million)	Percentage change from previous year
2011	6.31	9.2	864.53	15.6
2012	6.58	4.3	1045.05	20.9
2013	6.97	5.9	1142.53	9.3
2014	7.68	10.2	1282.80	12.3
2015	8.03	4.5	1431.97	11.6
2016	8.80	9.7	1615.39	12.8
2017	10.04	14.0	1652.496	2.3
2018 ⁷	5.16	7.9		

Source: India Tourism Statistics, 2018, Ministry of Tourism

The inflow of international tourists in India between 2010 and 2014, was around 6.5 million, which between 2014 and 2018⁸, increased to approximately to 9.4 million ([Ministry of Tourism, 2018](#)). By 2027, international tourist arrivals in India are expected to reach 15 million, according to the World Economic Forum (WEF). The number of Domestic Tourist Visits (DTV) in India in the period 2010-2013 averaged around 9 billion, whereas from 2014 to 2018 the average had increased to approximately 16 billion ([Ministry of Tourism, 2018](#)).

Table 3.2 Foreign Exchange Earnings (2011-2018)

Year	FEE from Tourism (USD million)	Percentage change over the previous year
2011	17707	22.2
2012	17971	1.5
2013	18397	2.4
2014	19700	7.1
2015	21013	6.7
2016 ⁹	22923	9.1
2017 ¹⁰	27310	19.1
2018 ¹¹	14625	12.9

Source: India Tourism Statistics, 2018, Ministry of Tourism

⁶ Provisional

⁷ For the months of January to June

⁸ Provisional

⁹ Revised estimates

¹⁰ Revised estimates

¹¹ Provisional (for months of January to June)



With respect FEEs¹² from tourism, between the period of 2010-2013 the average earnings generated was approximately USD 16 billion (INR 1,120 billion) and in the next two years it averaged USD 21 billion (INR 1,470 billion) ([WTTC, India, 2018](#)). Travel and Tourism is the third largest foreign exchange earner for India with visitor exports being approximately USD 27.3 billion (INR 1,911 billion), 5.8 per cent of total exports in 2017 ([WTTC, India, 2018](#)). Travel and Tourism investment in 2017 was USD 41.6 billion (INR 2,912 billion), 6.3 per cent of total investment. Overall, from 2000 to 2018 the foreign direct investment (FDI) inflow has been approximately USD 11.3 billion (INR 791 billion) in the tourism industry ([Data.gov, 2017](#)).

3.2 Current Status

The potential of tourism for the India's overall development has been realised by the government with both domestic and international tourists increasing in the last 5 years. Schemes like Swadesh Darshan Yojana¹³ and PRASHAD (Pilgrimage Rejuvenation Spiritual and Heritage Augmentation Drive)¹⁴ helped boost domestic tourism. The Ministry of Tourism along with state governments have been looking at ways of making tourism better through novel schemes.

3.2.1 Incredible India 2.0

Ministry of Tourism launched "Incredible India 2.0 Campaign" which marks a shift from the present generic promotions being undertaken across the world, to market specific promotional plans and product specific creatives, with greater focus on digital and social media presence. Niche tourism products like Heritage Tourism, Adventure Tourism, Cruise Tourism, Rural Tourism, Wellness and Medical Tourism, MICE, Golf, are being promoted through the Incredible India 2.0 Campaign.

¹² Foreign Exchange Earnings from tourism are the receipts of the country as a result of consumption expenditure, i.e. payments made for goods and services acquired, by foreign visitors in the economy out of the foreign currency brought by them.

¹³ Scheme for integrated development of theme based tourist circuits in the country in 2014-15. This scheme is envisioned to synergise with other Government of India schemes like Swachh Bharat Abhiyan, Skill India, Make in India etc. with the idea of positioning the tourism sector as a major engine for job creation, driving force for economic growth, building synergy with various sectors to enable tourism to realise its potential.

¹⁴ The scheme was launched in 2014-15, aims at integrated development of pilgrimage destinations in planned, prioritised and sustainable manner to provide complete religious tourism experience. It focuses on the development and beautification of the identified pilgrimage destinations



3.2.2 *Special Tourism Zones*

Creation of 'Special Tourism Zones' in partnership with the states was announced in Budget 2017-18. The Ministry of Tourism has formulated guidelines for implementation of the new scheme in consultation with state governments and private sector. Creation of Special Tourism Zones would lead to overall development of the areas and offer diverse tourism experiences which would help in creating livelihood and improve the standard of living of local communities in those areas.

3.2.3 *Capacity Building*

In the year 2017 Ministry of Tourism approved the setting up of State Institute of Hotel Management, Catering Technology and Applied Nutrition at Jhalawar, Udaipur and Dholpur in Rajasthan and Food Craft Institute (FCI) at Deoghar, Jharkand. An approval has also been accorded for setting up of Applied Training Centre at Institute of Hotel Management, Shillong. FCI Rewa, Madhya Pradesh has become operational from academic year 2017-18.

3.2.4 *Promoting Heritage Tourism*

The Ministry of Tourism's vision is to develop tourism in a holistic manner. This means an integrated cluster based development approach that focuses not only on building tourism infrastructure, but also paying equal attention to skill development and interpretation centres in an effort to world class destinations. As a step in this direction, the Ministry of Tourism has recently launched the 'Adopt a Heritage' project. Heritage sites are being offered for adoption to the public sector, private sector and individuals to become 'Monument Mitras' for developing amenities and facilities at these sites under this programme.

Besides these initiatives, considerable work has been done to boost connectivity across India, with greater priority given to airline connectivity the central government. Especially for tier 2, and tier 3 cities where there is minimal direct air connectivity. Ude Desh ka Aam Nagrik (UDAN) or Regional Connectivity Scheme (RCS) has been launched to make flights affordable for the common citizen. Development of infrastructure for improving air connectivity and the introduction of new routes under this scheme for cities like Bhatinda, Kadapa, Kandla, Nanded, Bikaner, Jalgaon, Ozar, Kolhapur, Shillong, Dimapur, Jagdalpur, and Pathankot, to name a few. This was done to improve travelling to destinations directly rather than using three or four different modes of travel. Regions like the northeast have been given higher priority to increase the frequency of flights from the four major metro cities. The biggest



achievement arguably has been the construction of Pakyong airport in Sikkim at 4500 feet.

3.3 Tourism in the North Eastern Region

In the last decade, the North Eastern Region (NER), has gained prominence in India. This is evident from the priority accorded to it by the central government. In 2008, under the then government created a vision 2020 document with the purpose of setting up the path for development of the NER. The NER consists of Assam, Arunachal Pradesh, Manipur, Mizoram, Meghalaya, Nagaland, Tripura and Sikkim. The region is considered as one of the most ecologically and culturally rich areas in India and yet, it is also the most economically and strategically fragile area. Situated at the eastern tip of India, almost all its borders are international. The Vision 2020 document's objective was to recognise the issues and set up goals which would help in developing the region. The goals identified for the region were in the areas of agriculture, industrial development, reviving the services sector, and inclusive governance.

In 2015, Prime Minister Narendra Modi revitalised the development approach of the NER by announcing the Act East policy (AEP).

"The objective of "Act East Policy" is to promote economic cooperation, cultural ties and develop strategic relationship with countries in the Asia-Pacific region through continuous engagement at bilateral, regional and multilateral levels thereby providing enhanced connectivity to the States of North Eastern Region including Arunachal Pradesh with other countries in our neighbourhood" (PIB, [December, 2015](#)).

The incumbent government's AEP is intended to strengthen the economic integration of this region with the rest of India, to encourage border trade with surrounding nations, and as a means to reinvigorate India's economic and political significance in Association of Southeast Asian Nations (ASEAN) region.

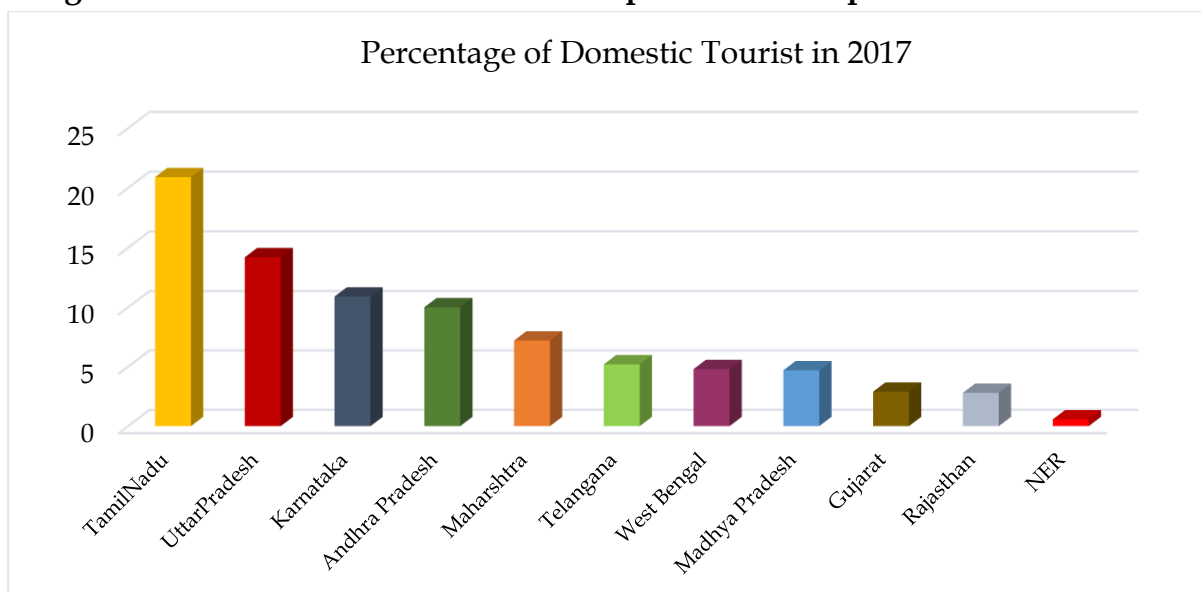
Famous for their ecologically rich with lush green hills, vast flourishing plains, deep valleys, natural caves, free flowing rivers, and a large variety of flora and fauna, the NER also boasts of vibrant culture, traditions, tribes, and cuisines. Clearly the region is poised for attracting many tourists, and yet, it remains one of the most under explored parts of India. Poor connectivity, lack of world class physical infrastructure and, lack of availability of modern amenities have all acted as barriers for low tourist footfalls.



Figure 3.1 Tourism Footfall in NER Compared to the Top Ten Tourist Destinations

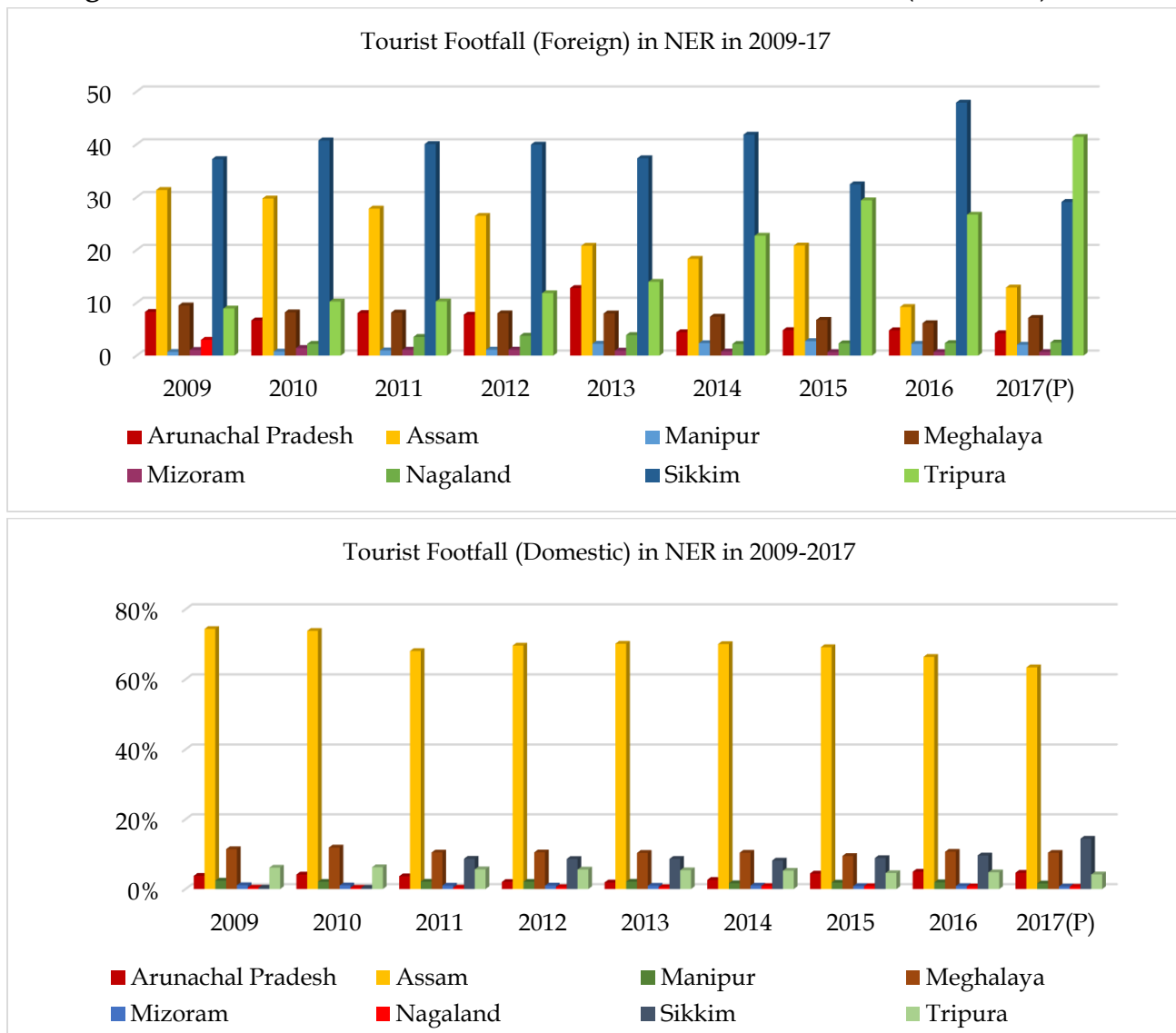


Figure 3.2 Tourism Footfall in NER Compared to the Top Ten Tourist Destinations



When compared to the top ten tourist destinations in India for the year of 2017, Tamil Nadu had the maximum tourist footfall in the domestic circuit with 20.9 per cent. On the other hand, Maharashtra had the highest foreign tourist footfall in India with 18.9 per cent. Yet the NER with eight states accounted for a measly 0.57 per cent with respect to domestic tourist footfall and 0.62 per cent for foreign tourist footfall respectively, and this despite the fact that the figures are cumulative figures of the entire region and not individual states. This reflects the disparity between rest of the states and the NER.

Figure 3.3 International and Domestic Tourism Footfall in NER (2009-2017)



Data suggests that tourist footfall in the eight states of NER is quite divergent, suggesting that polarised development can be successful for some but not so much for others. Assam, Sikkim, Meghalaya, and Manipur had put in place a tourism policy. Only Assam (domestic footfall) and Sikkim (international footfall) have been able to garner more tourists in the region. The other six states have not yet been able to fulfil their tourism potential as they should have been able to do. This is why a well-planned tourism policy is important. Barring Assam, all the other states in the region have the potential to support economic growth in their respective state on the back of tourism alone. A well thought through tourism policy will automatically also account for the growth of allied industries, such as, hospitality, handicrafts, textiles, to name a few. At its heart, a tourism policy will help in setting both economic and social development goals for the state.



NER has rich potential to transform into one of the most attractive tourism hubs not just in the country but across the world, and timely government interventions can help the region reach its true potential as a tourist destination.

Box 3.1 Success Story

Sikkim

The last state to be included in the northeast region by the North East Council (NEC) in 2002, Sikkim has quickly become a popular tourist destination domestically and internationally. With the majority of its geographical area being mountains, the footfall of tourists has gradually increased in the last few years.

Table: FTAs and DTVs in Sikkim (2011-2017)

Year	FTVs	DTVs
2011	23945	552453
2012	26489	558538
2013	31698	576749
2014	49175	562418
2015	38479	705023
2016	66012	740763
2017	49111	1375854

Source: Department of Tourism, Sikkim

The state has prioritized 'mountain tourism' as one third of the state is above 3000 meters. Over the last decade, Sikkim has seen a growth rate of 10-12 per cent. The state has developed a robust tourism policy which is based on the principles of SDGs. In 2017, tourism contributed approximately 7.68 per cent the states GDP making the sector an important growth engine. Based on the accommodations and service providers in the state, tourism sector directly generates approximately 12000 to 15000 employment opportunities (Sikkim Tourism policy, 2018).

Since tourism sector is an important driver for the state economy, and with the state's first and only airport being operational in Pakyong, an increase in tourism footfall is estimated. Hence, the state is aiming at establishing low impact sustainable tourism and transform itself into a round the year destination. The state is taking steps to share the profits from tourism for socio-economic development of the region and at the same time maintain consistency and high standards in tourism infrastructure development and services industry.



Chapter 4: A New Tourism Policy for Arunachal Pradesh

4.1 Rationale for Tourism Policy for Arunachal Pradesh

In spite of having great tourism potential, the share of tourist inflow to Arunachal Pradesh has not been as expected. When compared to other states in India, the share of tourist foot fall of Arunachal Pradesh has been quite low. Among the eight states in NER, Arunachal Pradesh ranks fifth on the basis of calculation of average tourist footfall.

Table 4.1 Tourist Arrivals (Domestic and International) Average between 2012 and 2016

S.no.	States	Average of 5 years (2012-2016)
1	Assam	4,790,360.8
2	Mizoram	65,705
3	Manipur	136,130.2
4	Nagaland	46,658
5	Arunachal Pradesh	279,123
6	Tripura	378,523.8
7	Sikkim	624,924.8
8	Meghalaya	708,048.2

Source: Sustainable Tourism in the Indian Himalayan Region, NITI Aayog, 2018

This indicates that the tourism potential of Arunachal Pradesh is yet to be fully explored. Research suggests that 50 per cent of the tourist footfall in Arunachal Pradesh is from Assam, followed by West Bengal at 30 per cent, local tourists at 15 per cent and a meagre 5 per cent from other states (Baruah and Goswami, 2017). This is a clear indication that Arunachal Pradesh is not yet a favourite among travelers beyond North East India and West Bengal. Hence there is a need to explore the reasons for the minimal tourist footfall and optimise the utilisation of the tourism resources to push it higher up on the tourism map of India.

A robust tourism policy identifies constraints, explores new niches, and at the same time directs tourism development for the benefit of the local communities and ecology. The importance of developing an inclusive tourism policy has been echoed by the OECD in its policy directives document. The OECD Tourism Guidelines says that,



“Moving towards coherent and comprehensive approaches to tourism policy making, will help countries to reframe tourism growth to better spread the benefits, address inequalities and improve the resilience of economies. Long-term strategies and policies focused on promoting quality employment and job creation, skills development, entrepreneurship, innovation, effective investment, and integrated regional development, are integral to achieving sustainable and inclusive tourism growth – growth that takes into account current and future economic, social and environmental impacts, and addresses the needs of visitors, the industry, the environment and host communities.”

A robust tourism policy in Arunachal Pradesh will help spur growth in Arunachal Pradesh for certain. However, it also runs the risk of ecological and cultural erosion, which has become a common factor among tourist run economies. While a tourism policy is necessary, the true merits of a policy will only be felt if the policy in itself is responsible. Hence the guiding principles of the tourism policy should be based on responsible tourism. This will help in providing greater inclusivity, identifying new unexplored regions of the state without compromising the environment, and in achieving the SDG goals.

Bearing this in mind, the “Vision” of the Tourism Policy of Arunachal Pradesh is,

“To make Arunachal Pradesh a responsible tourism destination, free from ecological and cultural erosion, in a time bound manner.”

A “Responsible Tourism Policy” entails two specific aspects – responsibility to whom and responsibility of whom. The Tourism Policy will owe its responsibility to the ecology, to people, and towards good governance. The responsibility, and by extension accountability, will rest with all relevant stakeholders, and not just limited to the government alone.

4.2 Rationale Behind the Objectives

4.2.1 Responsibility Towards Ecology

Leo Tolstoy had said, “One of the first conditions of happiness is that the link between Man and Nature shall not be broken.” The Government of Arunachal Pradesh should focus on preserving the local ecosystem and protect it from mindless destruction out



of human greed. The focus should be on providing sustainable solutions for achieving streamlined objectives aimed at conserving the ecology.

4.2.1.1 Objective 1: All weather roads will be planned without compromising existing trekking routes with special focus on afforestation

To enhance connectivity and enable comfortable commute, the Government of Arunachal Pradesh has been active in construction of highways and connecting roads under the Pradhan Mantri Gram Sadak Yojana. Over the years, although this development led to better connectivity, it has had severe repercussion on the environment. Building new roads need clearing of hills, which means deforestation, which is usually the primary reason for landslides. Due to limited means of connectivity in the state, commute comes to a standstill in the state due to landslides. Moreover, extreme climatic conditions in Arunachal Pradesh results in excessive wear and tear of roads rendering them often unusable. In recent years, road construction has also led to destruction of the many trekking routes and hiking trails which were a chief attraction among adventure tourists.

On the other hand, the Government of Arunachal Pradesh is committed to development and at the same time to maintain an ecological balance in the state. Hence, the Government plans to bring in a suitable policy for road construction which will mandate immediate replantation wherever trees are felled for road construction. The onus of replantation will lie with the road contractors. This will prevent landslides and help in ecological conservation. Moreover, due diligence will be carried out before planning for roads, especially in hills and forests so as not to destroy the existing trekking routes and hiking trails. The concerned departments will hold due consultations with relevant departments (such as the Department of Tourism (DoT), Department of Forest and Environment (DoF&E)) before construction of roads in these areas.

Furthermore, since Arunachal Pradesh receives heavy rainfall (an average of 300 mm per year) with some parts receiving medium to heavy snowfall round the year, the focus should be on developing all weather roads using advanced technology. The government will also add greater emphasis on maintenance of the existing roads across the state.



4.2.1.2 Objective 2: Renewed focus on developing various modes of eco-friendly transportation catering within city-limits and inter-city connectivity

The geographical distribution of Arunachal Pradesh varies from hills to valley and plains to plateau. While the locals prefer to walk, even long distances, tourists visiting the state may not be as comfortable doing the same. Hence, local modes of transportation would be a welcome addition.

The Government of Arunachal Pradesh aims to introduce eco-friendly and green transportation such as e-rickshaws (battery operated rickshaws) within city limits to make short distance commute within a town comfortable. This will further aid employment generation among locals. Similarly, the Government will encourage and incentivise the use of green vehicles (e.g. CNG, LPG operated vehicles) for long distance travel.

4.2.1.3 Objective 3: Develop a fresh approach towards ecotourism in protected areas focussing on sustainable infrastructural development, capacity building and easier access to government assets

Arunachal Pradesh has the largest forest cover in the country which covers 62 per cent of its land area, and a number of national parks, wildlife sanctuaries and tiger reserves. However, the state has been unable to capitalise on ecotourism to increase tourism in the state. Common reasons for these have been unavailability and inaccessibility of forest guest houses within the tourism zone of these national parks, lack of basic amenities, and often poor maintenance of these government assets among other infrastructural shortcomings. Lack of organised safaris, underdeveloped and non-existent jungle trails, and rampant usage of noisy diesel vehicles in these locations have further led to non-sighting of birds and animals which are supposed to be the major attraction among tourists. As a results tourists seems to prefer other wildlife sanctuaries and national parks in neighbouring states where the chances of animal sightings are higher. Moreover, a shortage of qualified forest guides, experienced animal trackers, and trained guards have made the protected areas and reserves unattractive for tourists, but also for botanists, ornithologists and conservationists visiting these areas for research and for sheer love of nature.

The Government of Arunachal Pradesh has been proactive in already notifying a ecotourism policy in May 2018. The policy was drawn up by the Department of



Tourism in consultation with the Department of Environment and Forests¹⁵. The existing ecotourism policy will be a part of this policy. For cohesive implementation of this policy and the ecotourism policy, it is best to identify which one of the departments will be in charge of what aspect of the policies. Ideally, the Department of Tourism will be the nodal ministry for the implementation of all policies, including those of ecotourism, with the exception of those initiatives and policies that pertain to protected areas. All aspects of tourism policy that pertain to initiatives inside of protected areas, will be the responsibility of the Department of Environment and Forests. This will promote and encourage better handholding between the Department of Tourism (DoT), Department of Forest and Environment (DoF&E), and the local communities to overcome existing problems. The DoT will work in tandem with DoF&E to upgrade the infrastructure and amenities at national parks and wildlife sanctuaries.

First, the accessibility to book guest houses at these locations will be made more transparent and easy, possibly with the use of digital technology. The government will look to create alternative routes for national parks and wildlife sanctuaries with one way entry and exit which will enable easy exit in case of an untoward episodes.

Second, organised safaris will be conducted at these locations. To improve the safari experience, the government will look to introduce less polluting and low sound, all-terrain vehicles (such as Maruti Gypsy) in these locations. The government will also ensure that the departments too have vehicles of their own for emergency situations.

Third, local youths will be encouraged and trained by the departments to become skilled guides, animal trackers and guards at the national parks and wildlife sanctuaries. The concerned departments will be also directed to employ relevant experts in ornithology, biologists and nature conservation to better educate tourists on their tour. Alternatively, such experts can be invited to organise workshops and special tours in relevant seasons.

Fourth, guards should be also be provided with tranquiliser guns and blank bullets instead of just live bullets, so that wild animals can be scared off in case of a possible attack. The Government of Arunachal Pradesh understands the need to protect the privacy and sanctity of the wild and hence, utmost care will be taken to maintain the ecological balance in these locations so as to minimise the negative impact of any increase in tourist footfall.

¹⁵ http://www.arunachalpradesh.gov.in/wp-content/uploads/normal_gazette/1529661253_10%20NG%202018%20PART-I.pdf



Fifth, for existing places where a concept of eco-tourism already exists, the Government will take due care before allowing any new tourism venture so as not to disrupt the existing ecosystem. For example, the concept of paragliding in Sangti Valley in recent times have attracted adventure tourism. However, this has disrupted the pattern of migratory black neck cranes which arrive only once a year. Not only does this affect the delicate ecosystem for the birds, it has also caused severe disappointment among many tourist who specifically goes to the valley to see the coming of these migratory birds. The Government will take due care while allowing such adventure sports operators and advise them to stop operation during the visiting season of the migratory birds.

Sixth, the proposed Arunachal Pradesh Ecotourism Development Society, under the ecotourism policy, will be set up for overseeing all initiatives under ecotourism. A separate non-taxable budget account will be created for the same. A separate budget allocation for ecotourism will also be created, the monies of which will be used to train guides and trackers. The Society will also develop a detailed tracking manual for this purpose.

Seventh, the State Board of Wildlife, of which the Chief Minister is the Chairman, will not grant any approvals to development projects unless a detailed Animal Passage Plan for every project is submitted and vetted by experts. This Board will also ensure that the submitted Plan is carried out and that no changes to the submitted plan are made without approval from the Board. This will be minimise human-animal conflicts, which have sadly become collateral damage to development.

Eighth, in the interest of protecting and promoting tourism in protected areas, reserves, and national parks, a separate “Wildlife Circuit,” “Birding Circuit,” and “Butterfly Circuit” will be created in consultation with Department of Environment and Forests. This circuit will identify only a handful of protected areas for tourist access and develop ecotourism camps there. The rest of the areas will remain closed to tourists.

4.2.1.4 Objective 4: Better promotion of bird watching and butterfly trails across the state

Discussion with wildlife experts and ecological scientists shows that apart from mammals, Arunachal Pradesh houses a large variety of birds, butterfly, flowers and orchids. While there are documented evidence of close to two hundred species of indigenous and migratory birds being found in the state, some ornithologists claim this figure may in reality be more than four hundred. Some of these can be seen round



the year and some are only visible in specific seasons. Birds apart, a wide variety of colourful and exotic butterflies also inhabit Arunachal Pradesh. The state is also home to various types of orchids, flowers, and medicinal plants.

Arunachal Pradesh prides itself on the availability of exotic species of mammals such as red panda, snow leopard, gaur, and takins. However, the Government realises the need to focus on the rich variety of birds and butterflies that are available in the different locations throughout the state. Hence, in addition to promoting these locations as wildlife sanctuaries, the Government of Arunachal Pradesh will develop, rebrand and promote the existing national parks and wildlife sanctuaries as bird sanctuaries and butterfly parks. The Government also plans to focus on organising more environmental festivals in these national parks and wildlife sanctuaries on the lines of Pakke Paga Hornbill Festival and butterfly walks. The Government will review its existing locations and add more locations to focus and promote various orchids found in the state. The Government plans to organise an annual 'orchid walk festival' to promote these.

4.2.1.5 Objective 5: Implementation of sustainable waste management practices and developing technical know-how for eco-friendly waste disposal

The Government of Arunachal Pradesh understands the relevance of keeping the state clean and is committed to achieving the same. It is a well-established fact that cleaner cities attract more tourists and are less prone to be polluted by them than an already polluted one. Due to its extreme geography, waste management has been a challenge for the state. In fact, dumping waste outside city limits and burning of non-degradable waste are common practices in the state.

However, the Government of Arunachal Pradesh will take adequate measure to address these issues. Keeping up with the 'Swachh Bharat Mission' initiative of the Government of India, the state government pledges to bring down pollution in air, water and land across the state. Waste Management is an important aspect of responsible tourism. Dumping of waste outside town and city will be prohibited and burning of non-degradable waste will be controlled. Special emphasis will be laid in setting up of recycling plants and segregation of bio degradable and non-degradable solid waste. The Government will encourage the use of the compost pits as a way of recycling organic waste into manure that can be sold or used in home gardens and farms. The Government will also involve local leaders and find ways of incentivising local communities to segregate their waste. The Government will encourage using eco-friendly designs and material to develop infrastructure such as hotels, eco-camps, and homestays. Sustainable and environment friendly projects such as rainwater



harvesting for ground water, solar panels and micro hydro projects for power will be encouraged and incentivised. Best practices in other towns such as waste management practices carried out in the city of Tawang will be replicated and adopted in other cities.

4.2.1.6 Objective 6: Spread awareness among locals about the importance of ecological conservation and incentivise such conservation drive

For holistic growth of tourism, the participation of the society at large is a must. As long as the local communities are not aware about importance of nature and environment conservation, tourism and more specifically ecotourism will never grow. Societies will only feel the need for nature conservation when the symbiotic relationship between man and nature is brought to forefront. Moreover, showcasing the downfall of destroying the nature and environment invokes the urgency for environmental preservation.

The people of Arunachal Pradesh share a longstanding and intricate bond with the nature which is evident from their traditions, culture and folklores. The Government of Arunachal Pradesh will educate the local communities about the ecology, and highlight the traditional relationship between the people and nature. Traditional practices and folklore could be one such medium for introducing the importance of environmental conservation to the younger generations. The village elders or *gaon buras* will be further encouraged and awarded for such conservation drive in the village and among communities. The Government will bring forth best practices such as conservation and protection of Hornbills at Pakke by the Nyishi Community to showcase it among other communities.

4.2.2 Responsibility Towards People

Box 4.1

There are 26 major tribes and more than 100 sub-tribes in Arunachal Pradesh with its own different traditions and customs. Tribes such as the Monpas and Sherdukpens in West Kameng and Tawang districts of Arunachal Pradesh follow Mahayana sect of Buddhism. Their worship centre is known as Gompa (Buddhist Monastery). Tribes like Membas and Khambas are also followers of Mahayana Buddhism. Whereas, tribes like Khamptis and Singphos follow Hinayana sect of Buddhism. Then there are tribes like Adis, Galos, Apatanis, Nyishis, Mishimis etc. who are the worshipers of the Sun and the Moon God namely Donyi-Polo. They believe in one common ancestor known as Abo-Tani. Tribes like Noctes, Wangchos, Tangsas etc. of Tirap, Longding & Changlang Districts practice the elementary form of Vaishnavism (Gurung and Pant, 2013). This just shows the diversity of tribal cultures in the state. There is a certain beauty to the cultural practices that attract tourists, especially international tourists.



The people and their culture are valuable assets and there is need for safeguarding their interest. It is understood that tourism has its impact on local people and culture and hence the Arunachal government should aim at certain steps to minimise the same. The government should aim at promoting responsible tourism which would help in increasing livelihood without cultural erosion and other adverse effects.

4.2.2.1 Objective 1: Undertake documentation of indigenous culture and local traditions through commissioned studies

Arunachal Pradesh considers its people to be one of its primary asset. The Government of Arunachal Pradesh is committed to working towards the development of its people, promote unity while maintaining their cultural and individual identities. In the past, collecting information about places, cultures and traditions have been a challenge due to the geographical limitations of the state. This has resulted in a lack of documentation of information about people and places in Arunachal Pradesh. Similarly, for festivals, there has been limited documentation for visiting tourists, making them completely dependent on local guides.

However, with evolving technology and better means of communication, information accessibility is easier now. To better preserve the local culture and traditions, the Government of Arunachal Pradesh plans to document all cultures and traditions across the state. Moreover, commissioned studies will be undertaken for better transcription of history of the various tribes, background to relevant places, customs, traditions, rituals, festivals, textiles, handicrafts, food and other interesting stories from the state. Some of these compilations on food and textiles will be brought out as coffee table books for tourists to buy. Furthermore, information that is collated must be incorporated into museum displays and websites for the convenience of tourists.

4.2.2.2 Objective 2: Better dissemination of information by updating tourist brochures with more information on the local dishes, customary wears, traditional handicrafts and games

Before visiting any place, most tourists like to know what to expect from their destination. Simple knowledge on what to do, what to buy and where to buy, cultural dos and don'ts at the tourist locations are basic information that a tourist desires before travelling to a place. Although some private magazines and trip organisers have started putting such contents into their itinerary, the state government is yet to update this information in their records. The Government of Arunachal Pradesh has in the past printed district wise brochures, however the accessibility is limited. At



present, tourists have the option of visiting the local tourism office or collect these from the District Tourism Officer (DTO)/Tourist Information Officer (TIO).

The Government plans to introduce detailed brochures with relevant information on the places of interest with literature, accessibility information such as best route, mode of transport, travel time, prominent and approved hotels and homestays, local specialities like cuisine, handlooms and handicrafts and their availability. These brochures, in addition to being available at the local tourism office, will also be made available with hotel and home stay owners, at bus stand and taxi stands, railway stations, tourist emporiums, and other major places of interest. In addition, the Government will add more information and promote local specialities on the tourism website such as the indigenously produced kiwi wine and traditional delicacies. Such small additions are bound to make the trip an immersive experience for the tourist.

4.2.2.3 Objective 3: The Government will collaborate with various skill development institute for upskilling and training of local youths for better integration into the tourism industry and facilitating easy access to credit

As discussed earlier, the government is committed to integrating the locals into the tourism industry as it would provide multiple benefits to the local communities. There is need for providing local youth employment opportunities especially in the tourism and hospitality sector. Currently, a majority of the staff recruited by the local hospitality industry are from outside the state. The reason for this could be attributed to the non-availability of trained and skilled people in the local areas and also to the lack of awareness on part of the locals. Anecdotal evidences suggests that such a situation is detrimental to the development of the local youths and often leads to resentment against outsiders.

The Government plans to encourage local communities to participate more actively in the development of tourism. Local youths will be trained and upskilled for better involvement in the tourism industry. Strategic partnership will be undertaken by the state along with various skill development institutions and training centres to enable smooth and easy admission of locals in such institutions. This will further enable institution to create customised programme according to the need of the local tourism industry and scopes of tourism. Upskilling and training of youths will further enable local youths attract better pay grades in the services industry as well access formal credits easily for starting own ventures.

Furthermore, existing business owners will and new owners will not only be taught skills pertaining to the tourism sector, but also business skills on how to run a



business, maintain basic books of account, accessing and understanding market demand and preferences, and other pertinent business skills, to help owners price their services appropriately and grow.

4.2.2.4 Objective 4: Local emporiums will be upgraded and more emporiums will be set up in major cities and/or district headquarters for sale of local made handicrafts with zero dependence of import from other states

A visit to a dream destination is a cherished memory etched in the heart of a traveller for his/her life and most likely to be remembered through a souvenir from the place of visit. The Government of Arunachal Pradesh understands the need for development of such souvenir shops which would make a trip to the state a lifetime experience for a traveller. The Government plans to set up such souvenir shops in the form of emporiums and gift shops across the state. The current handicraft centres and emporiums will be upgraded and better supplied with art, handicraft, clothes and other articles. The Government will also authorise private establishments to sell indigenously built, crafted, produced and designed articles so that tourist can trust the authenticity of such shops. The government will also minimise the selling of exported items from neighbouring countries and states and promote the sale of local goods in these shops. This would also encourage local artists and craftsmen to continue with their passion and provide them with an additional source of livelihood. This would also help in preservation of local culture and traditions through art and craft. To this end, an exclusive tag line of “Made in Arunachal Pradesh” will be created that will verify the authenticity of handicrafts that are exclusively designed, made and produced in the state. The name of the tribe whose design it belongs to will also be part of the tag.

4.2.2.5 Objective 5: Locals will be encouraged to organise cooking of local cuisine classes, handicraft classes, dance and music lessons, and indigenous occupations such as farming and agriculture for tourists staying at homestays

With the abundance of cultural resources in the state, the potential for showcasing those resources are yet untapped. One of the most important tenets of cultural tourism is to enable the tourist to enjoy the local activities of the host community. For instance, in countries such as China and Hong Kong there are traditional noodle and dumpling making classes available to the tourists/visitors. These kinds of activities make the tourist experience the local lifestyle and makes tourism an engaging activity. The tourist also learns about ‘the local way of living’ making it a complete experience.



The Government of Arunachal Pradesh will explore the opportunities of developing similar curriculum in the state with the help of the locals. Homestay owners will be encouraged to organise such activities such as cooking of local cuisine, handicraft making, dance and music lessons, and involve tourists in indigenous occupations such as farming and agriculture activities that can be organised to experience local lifestyle. Moreover, innovative tourism opportunities such as wine tasting classes and tours of kiwi wine vineyards can be also developed wherever possible. Hotel owners and homestay owners will be encouraged to tie up with vineyard owners to organise such trips as a part of the stay programme for tourist. Such activities can be charged suitably and will be an additional income source for the organisers.

4.2.2.6 Objective 6: All districts will be encouraged to replicate existing best practices in neighbouring districts

It has been observed that all districts of Arunachal Pradesh has some good practices that they carry out as a community. These practices often set good precedents for others to see and learn. The Government intends to highlight and showcase such good practices among other communities for a positive impact and as a source of inspiration for other communities to adopt. Three such initiatives have been identified.

First, Tawang town undertakes cleanliness drive in the city with the help of government officials and school children, on a monthly basis. This initiative, initially started by the district administration, saw the involvement of school children when they realised the importance of cleanliness and saw the precedent set by their elders. Today, the city of Tawang is possibly one of the cleanest city in Arunachal Pradesh and has been awarded the same under the 'Swachh Bharat Mission' initiative. Such initiatives help in raising awareness about cleanliness among children, inculcates a sense of environmental preservation in the society, and of course keep the society and town clean.

In the town of Menchukha, the local community wears their traditional dress one day every week. This helps in preserving their local tradition and inspires the younger generations to learn more about their roots and culture. These activities help in community participation and gives a sense of togetherness. This is also an excellent way of showcasing local culture to tourists in an unobtrusive manner.

In Pakke Tiger Reserve, the Nyishi community has been active in environmental conservation and protecting wildlife. Traditionally, the community used hornbill beaks as part of their traditional head gear. However, the state government and conservationists were able to work with the community to impress upon them the



need to protect the species. By involving the community members around the forest assist forest officials in tracking and providing medical assistance to injured animals and birds, the community soon realised the importance of wildlife conservation and therefore voluntarily moved away from killing the hornbills for their beaks, to using other materials as substitutes for their head gear. The exemplary work of the Nyishi community in wildlife conservation has resulted directly in reducing illegal poaching, black-marketing sale of exotic animals and birds, and illegal felling of trees. Similar example of community participation in conservation is also true of Eagle's Nest.

4.2.2.7 Objective 7: Accreditation of guides, eateries, food courts, hotels and local service providers for better tourist experience to be undertaken initially by Department of Tourism and then by State Tourism Corporation

Ratings have become an important instrument of consumer decision making. The tourism sector, and the average tourist is no different. From choice of hotels and homestays, to that of restaurants, shops, services, and destinations, tourists rely on ratings provided by fellow tourists and other agencies. However, in the absence of these consumer/tourist driven ratings, it is important for the government to establish a certain minimum quality of service. In an effort to provide good quality of services, the Government will accredit/register various tourism service providers such as guides, homestays, eateries, and other service providers. Based on tourist feedback and the extent and quality of service provided, service providers will also be rated. This will enable those services providers with highly skilled employees (such as trackers, wildlife experts, guides, adventure sport instructors) to charge a differentiated fee that is in line with their expertise.

4.2.3 Responsibility Towards Good Governance:

The Vision 2020 document clearly describes the need for improving the level of governance in the North Eastern Region (NER) which will eventually pave the way for development. As the document states,

“Good governance calls for probity, transparency and accountability. This is a matter of both ethics and governance systems. Effective devolution, reinforced by social audit, will considerably strengthen monitoring and vigilance at the grassroots level and, hopefully, gradually impact higher echelons of governance. Equally, the importance of capacity building and institution-building cannot be over-emphasized. It is no longer the availability of financial resources but the capacity of institutions and individuals in the North East to make effective use of available resources that is proving the critical constraint to growth.” (Vision 2020, 2008)



The government plays an important role in promotion and sustenance of any industry. In the case of tourism, the government needs to focus its efforts in addressing the interlinkages between its people, resources and the various departments maintaining different portfolios.

4.2.3.1 Objective 1: A State Tourism Corporation will be set up for better monitoring and evaluation of tourism needs in the State

The role of a state tourism department largely involves macro-level management such as formulation and review of state tourism policies, financial planning and allocation, and coordination of activities between different central and state government departments/agencies for development of tourism in the state. On the other hand, a state tourism corporation is better equipped for implementation of these policies. A state tourism corporation further helps to identify new tourist destinations in the state, provide auxiliary support to develop a tourist destination, develop suitable ways for promotion of tourism in and outside state, coordinate with private stakeholders for developing tourism, construct/acquire and maintain public properties for tourism, and most importantly, act as a single window framework for interaction with tourists and stakeholders of tourism. A state tourism corporation will act as a nodal tourism development organisation. Other states in India have benefitted by setting up this institution.

The Government of Arunachal Pradesh aims to set up a tourism corporation in state that will help in implementation of policies, working closely with stakeholders, working on ground in development of tourism assets, monetising tourism assets, possibly even entering into public private partnership for the development of tourist infrastructure. The corporation will also be best suited to seek and record tourist feedback, of running coordinated advertising and marketing campaigns, and also accrediting and registering tourist service providers.

4.2.3.2 Objective 2: Handholding among the various departments of the state government for better planning and administrative coordination for a holistic development of tourism in the state

The day-to-day tourism operations require the department of tourism to work with other state authorities such as the departments of forest, transport, roads, civil aviation, and municipal bodies among others. Coordination between the state tourism department and other state agencies need to be smooth and efficient for growth of tourism sector in the state. Most often, delays in implementation of projects are due to the lack of cohesive approach between the state departments which ultimately affects



tourism development. The Government of Arunachal Pradesh will ensure better coordination among the various departments of the state government for optimising administrative coordination for a holistic development of tourism in the state.

One way to involve other departments in the state is to seek their assistance in marketing Arunachal tourism. For example, the transport department should be roped in and their assets such as state buses and other vehicles can be used for marketing Arunachal Pradesh tourism. This could be done by painting iconic places of the state on these vehicles along with the state tourism logo. Similarly, the trains travelling to the state should also be used as a canvas for promoting the state's tourism. Nationally, partnerships with certain authorities could also be explored for carrying out similar promotional displays on metros, trains and airlines in other cities.

4.2.3.3 Objective 3: Setting up of municipalities or allied organisation/department for better cleanliness and sustainable development of towns

At present, barring Itanagar, towns in Arunachal Pradesh have no dedicated municipal bodies. Without a municipal body at the local level, there is no formal structure for localised development or management, including waste management. Incorrect methods of waste disposal is not only an eyesore for tourists, but it also has a deep impact on the environment. Dumping ground of waste poses threats of fire, noxious vapours, contamination of ground water, to name a few. However, the challenge lies in educating the local communities in the importance of proper waste disposal. In the absence of local governance bodies, this feat is difficult to achieve.

In the absence of dedicated municipalities, the government plans to provide assistance/incentives from the administrative side, to the local communities for undertaking sustainable waste management practices. The government will further concentrate on setting up municipalities or allied department for better cleanliness and sustainable development of towns.

4.2.3.4 Objective 4: Monetisation of unmanned and unprotected tourist areas for revenue generation and further utilisation of the revenue for development and maintenance of the area

There are many tourism sites which are unmanned and unregulated in the state. It has been observed that due to lack of supervision, these places end up being misused by some visitors which hampers both ecology and society at large.



Taking cognisance of this, the Government has decided to monetise such sites by charging a nominal fee for visitors, which will be further used for development and maintenance of the site. Code of conduct and rules of behaviour will be set for each site to ensure that the cleanliness, ecology, and general welfare of the site is maintained. Violators will be fined. This will lead to generation of employment for the locals as well as act as a source for revenue for the exchequer. The government also intends to develop assets in the form of hotels, guest houses, and cafeterias near such destinations for better promotion of these sites.

4.2.3.5 Objective 5: Uniformity will be brought in issuance and checking of inner line permits (ILPs) and Protected Area Permit (PAP)

It has been brought to notice that there is a lack of uniformity for checking and verification of ILPs and PAPs. The Government of Arunachal Pradesh understands that while issuance and verification of ILPs and PAPs have been brought into practice for enhancing security measure, these should not become an opportunity for harassing tourists by local authorities.

Hence, to smoothen the process for tourists travelling to Arunachal Pradesh, the government plans to bring uniformity in checking and verification of ILPs and PAPs. One way of doing it would be to just checking the original ILP/PAP document and register the ILP/PAP numbers, instead of keeping photocopies. This will save time and avoid any unnecessary harassment for the visiting tourists.

4.2.3.6 Objective 6: A single window grievance redressal mechanism will be set up for tourists visiting Arunachal Pradesh

Research has shown that tourists prefer destinations where their feedback and grievances can be recorded and addressed promptly. At present, Arunachal Pradesh is yet to develop a more ubiquitous method for registering complaints. Currently, complaints have to be registered in person at a Tourism Information Centre. Furthermore, not many sites in the state have mechanism in place for tourists to leave suggestions.

The government will set up of a uniform grievance redressal portal and suggestion facility for tourists visiting Arunachal Pradesh. This will be linked to the ILP/PAP for audit and verification. This will further help in crowd sourcing of tourist experiences and other important information.



4.2.3.7 Objective 7: Strategic rest stops and SOS points will be built in designated 'rest towns' for road travellers

As mentioned earlier, due to the extreme geography of Arunachal Pradesh, one is predominantly dependent on road travel as a mode of commute. As the largest state in the NER and given the difficult terrain, the average time taken for commute from one city to another is invariably around six to eight hours irrespective of the distance. Moreover, weather conditions present tourists with several challenges while travelling by road in the state. Few recurring issues are landslides, road-blocks, road accidents among others. With limited mobile connectivity in terrains and long routes, reporting such emergencies are impossible. Furthermore, narrow roads in the terrains make it difficult for vehicles to turn around, creating long traffic lines in the hills.

To counter such instances and avoid being stranded in isolated places, the government will build strategic rest stops and SOS points throughout the state. The government plans to designate certain towns and villages as 'rest towns' for road travellers and will build basic amenities in these places. Certain basic amenities such as toilets, eateries, chemists, automated teller machines (ATMs), telephone, and internet data connectivity will be enabled at these rest towns.

In today's era of social media, photographs and visual images are important aspects of tourism. Considering the scenic beauty throughout Arunachal Pradesh, the government will develop strategic viewpoints and watchtowers where tourists can click photos or just stop to admire the beauty of the nature without hindering traffic movement.

4.2.3.8 Objective 8: The district administrations, particularly in the terrains will be mandated to have public emergency/utility vehicles

There are several pockets in Arunachal which are accident prone, due to geographical and climatic factors. For example, Sela Pass which sees major traffic on a daily basis turns into a difficult drive when it snows, especially for drivers from outside the state. At present, due to unavailability of emergency vehicles with the local administration, travellers have to rely on the armed forces for emergency services. Poor phone connectivity makes it difficult for tourists to communicate with administration. Moreover, tourists may not know how to approach or can be apprehensive about approaching the armed forces for help.

Taking cognisance of this, the Government of Arunachal Pradesh will ensure availability of emergency vehicles such as recovery cranes, ambulances, fire engines,



and back up vehicles with the local administrations, in case of accidents. This will reduce the dependence on the armed forces. The Government further plans to put detailed information of officials, who can be contacted in case of emergencies, at the planned SOS points. The Government also plans to introduce tourism police force that will reach out to tourists in distress. This will help in fostering safety of the tourists in the state.

4.2.3.9 Objective 9: Alternative modes of transportation such as air and rail transport will be explored for cost and time saving

With the unpredictability of road connectivity in the state, there is a need to upgrade other modes of transportation. The development of airports in Pasighat, Tezu, and Holongi are expected to make long distance travel easier and less time consuming.

The Government will consider options of possible upgradation of few Advanced Landing Grounds (ALGs) under the control of security forces to allow landing of small passenger aircrafts. Moreover, existing ALGs will be made operational and flight service will be started at these locations. Wherever possible, small airstrip should be constructed for the use of single and twin-engine small aircrafts. The state government will also work closely with the Ministry of Railways to explore the possibility of laying railway tracks in other parts of the state.

4.2.3.10 Objective 10: Ground survey will be undertaken to set up air strips and heliports at strategically important locations that would connect areas that are geographically inaccessible

Helicopter services have been quite successful in making emergency commute easy in the past. At present there are six routes in the state on which helicopter services are available.

To improve helicopter connectivity, the Government of Arunachal Pradesh will allow helicopter service providers to undertake ground survey for developing more feasible routes. The Government will further allow helicopter service providers to undertake requisite surveys needed to set up heliports at strategically important locations that would further connect geographically inaccessible areas. Alternatively, the Government will upgrade the existing commercially viable helipads to heliports.

4.2.3.11 Objective 11: Renewed focus on publicity and advertisement of Arunachal Pradesh tourism through print, electronic and social media, billboards, and kiosks



It is a well-documented fact that states adopting innovative tourism promotion strategies have done considerably well. Several states use popular mediums such as television, newspapers, and magazines for publicity; have strong social media presence, and have kiosks and banners of tourism at major airports and railway stations. Many states have made famous Bollywood and sports personalities as their brand ambassador which enable them to have a better reach in the other states. Some states have set up Tourism Information Centre in foreign locations to have a wider reach among international tourists. This shows that promotion is one of the crucial aspects for attracting tourists across the world.

The Government of Arunachal Pradesh will push to increase its visibility on the tourist map of India. To ensure this, Arunachal Pradesh tourist information centres will be set up across the country. Kiosks and tourism hoardings will be displayed in major airports, railways stations and bus terminals. Special emphasis will be laid on social media presence, advertorials and advertisements through prints and digital media. Official tourism website will be supplemented with adequate information. Better designed tourist brochures with accurate maps and information will be made available at strategic locations to help better tourism experience. The Government will also enter into strategic partnerships with travel magazines and channels as a means of popularising Arunachal Pradesh as a coveted tourism destination.

Currently, the Department of Tourism does not have any presence or strategy for marketing Arunachal Pradesh as a tourist destination on social media. Platforms such as Twitter, Facebook and Instagram will have to be used effectively to market Arunachal Pradesh tourism. A separate social media strategy will be prepared and executed for this purpose.

4.2.3.12 Objective 12: Reducing carbon footprints for enabling green bonus

The state of Arunachal Pradesh has a huge green cover and comparatively lower carbon footprint than other states. To put in perspective, the state has close to 82 per cent of its land under green cover. The Government of Arunachal Pradesh will strive to keep the green cover intact as much as possible, while taking necessary actions on other parameters such as sewage treatment, air quality, climate change preparedness among others. This will enable the state to further acquire green bonus.



4.2.3.13 Objective 13: Re-evaluation of financing under the government schemes with special focus on selection of beneficiaries for the scheme, flow of credit, efficiency of subsidies in the scheme, and introduction of new private public partnership (PPP) model

The tourism industry is important because of its strong interlinkages. It is also important because it offers plenty of employment opportunity to micro and small enterprises and new entrepreneurs. How these businesses to grow, access to credit is important. Only through timely availability of credit will businesses be able to expand. The Chief Minister's Paryatan Vikas Yojana, credit link subsidies have been offered to entrepreneurs starting businesses linked to tourism, such as adventure sports, eateries, food courts, and home stays. The credit is disbursed through the Apex Bank. For more efficient utilisation of this subsidy scheme, an impact evaluation of the scheme will be undertaken to compute the extent of benefits accrued to the beneficiaries. This way, the scheme may either be streamlined more, or expanded to cover more tourism related sectors, as a means of encouraging business owners to grow and in turn create employment.

4.2.3.14 Objective 14: Emphasis will be to push digital transaction keeping in line with the Digital India initiative of the Central Government with compulsory digitisation of government assets within 2 years

It has been observed that most business transactions in Arunachal Pradesh is being carried out in cash. Further due to unavailability of enough ATMs and cash withdrawal facilities in the state it often leads to a shortage of cash among travellers. Although, the Cooperative Bank of Arunachal Pradesh also known as the APEX Bank has recently launched mobile ATM facilities but it may not be able to serve the purpose fully due to the vast geography of the state. To overcome this, the Government of Arunachal Pradesh plans to push digital transaction in the state which would also be in line with the Government of India's Digital India initiatives which aims for a less cash society. To start with, all government held establishments and assets will be mandated to compulsorily have the option of digitally payments apart from cash, for undertaking business transactions. The Government also plans to incentivise digital transactions at such establishment. This will also encourage local traders and service providers to take up this initiative. Additionally, POS machines will be offered to local traders in association with banks at minimal cost. Mobile wallets and UPI will also be encouraged.



4.2.3.15 Objective 15: PAP policy will be reviewed to see that all valid Indian visa holding tourists are allowed to enter Arunachal Pradesh without additional formalities

Currently, only those foreigners in possession of a tourist visa to India are permitted to apply for a PAP. In today's globalised world, we must not fail to recognise that there are a number of eligible foreign residents in India who are on either a diplomatic visa, student visa, or work visa. Any of these category of people would want to visit Arunachal Pradesh, but currently cannot on account of PAP rules.

In an effort to tap into the potential of foreign residents in India, the PAP rules will be amended to allow for any eligible foreign resident in India with a valid Indian visa to apply for PAP as per the prescribed process.

4.2.3.16 Objective 16: Director of the Department of Tourism will be empowered to authorise ILP in line with what is allowed for the Secretary of Department of Tourism

As tourist footfalls increase, it will be become important to ensure that approvals are handled in a timely manner. From an ease of doing business point of view, it is necessary to ensure that apart from the Secretary of Tourism, the Direct is also empowered to share some of the responsibilities, in terms of granting licenses and approvals, along the same lines of responsibility assigned to resident commissioners situated in other cities. This will ensure timely dispensation of duties.

4.2.3.17 Objectives 17: Start deluxe and semi deluxe, overnight bus services from bigger cities such as Guwahati, Dibrugarh, Shillong, and Pasighat which are common tourist entry points

Currently, tourists are largely dependent on private taxis and shared cabs for travelling to Arunachal Pradesh. It has been observed that operating deluxe and semi deluxe night buses have been extremely successful for attracting tourists, in many states across India. Hence, the Government of Arunachal Pradesh plans to start deluxe and semi-deluxe bus services from major towns, with air and trains connectivity, to some of the popular destinations in the state. Since cities like Guwahati, Tezpur and Pasighat have air and train connectivity the Government plans to use these routes as pilot project to start operation. The Government also plans to start similar operations between major destinations in Arunachal Pradesh and Shillong as the latter is one of the major city attracting tourist in NER and is also part of the Tawang circuit.



4.2.3.18 Objective 18: Exploring innovative tourism options

The Government of Arunachal Pradesh is exploring opportunities to develop innovative tourism options. The Government plans to explore the introduction of hot air balloon rides in feasible location such as Menchukha valley, Ziro valley, Sangti Valley. The Government will also explore the options of advertising through Balloons during the various festivals in Arunachal Pradesh.

Yet another innovative opportunity is the introduction of Rhododendron wine. Rhododendron wine is made from Rhododendron flower, which is widely available in Arunachal Pradesh. Arunachal Pradesh is home to the highest number of Rhododendron species, that is 119 taxa (74 species, 21 sub species and 24 varieties), and hence have enough potential for production and sale of Rhododendron wine. This will help in employment generation, revenue generation and horticultural development.



Part B - Draft Tourism Policy 2019



Part B - Draft Tourism Policy 2019

Vision

To make Arunachal Pradesh a responsible tourist destination free from ecological and cultural erosion in a time bound manner.

Mission

To increase tourism contribution to GSDP to 10% by ensuring an increase in the annual tourist footfall by 2030.

To market, develop and promote five tourist towns, apart from Tawang, such as Menchukha, Ziro, Roing, Miao, Bomdila by 2024. First detailed project report (DPR) for one town to come out before the end of 2021.

To attract private investment through good governance and ease of doing business.

To build capacity in terms of tourism infrastructure, skill development, and digital inclusion.

To preserve local culture and heritage, through community involvement and showcasing local champions.

Products/Focus Areas for Tourism

Eco-Tourism: Arunachal Pradesh has more than 62 per cent of its area under forest cover and hence eco-tourism is the most important tourism vertical here. The state is blessed with a diverse flora and fauna that enables tourist to choose from a large basket of tourism options ranging from orchid trails (flora) to bird watching and wildlife parks (fauna). Arunachal Pradesh is a paradise for wildlife enthusiasts. The Eaglenest Wildlife Sanctuary in West Kameng District is a hotspot for birdwatchers all over the world. Arunachal Pradesh has three designated tiger reserves namely Pakke in East Kameng district, Namdapha in Changlang district, and Kamlang in Lohit district. Coincidentally, unknown to most tourists, these places are fantastic location for ornithology with more than 400 plus species of birds available there. Arunachal Pradesh is perhaps the largest butterfly spotting region in India. Large varieties of butterfly can be found all over the state. In the last few years, the locals have started organising butterfly trails in various pockets throughout the state, attracting a large number of tourist every year.



Adventure Tourism: The varied geography of Arunachal Pradesh provides excellent opportunities for various adventure activities here. The foothills of Himalayas have exceptional trekking and hiking opportunities across the state. Of late, mountaineering and paragliding too have gained popularity among tourists. There are five mighty rivers in the state that provide excellent opportunity for water sports such as rafting, kayaking, and zip lining. The more laid back tourists have the option of angling and fishing in these rivers. Setting up of the National Institute of Mountaineering and Allied Sports (NIMAS) at Dirang in West Kameng District, has provided new momentum to the development of adventure sports in the area, and is expected to cater to adventure sports enthusiasts from all over India.

Spiritual and Heritage Tourism: For centuries, Arunachal Pradesh has been a spiritual destination for both Buddhists and Hindus, with pilgrims from Tibet, Bhutan and Myanmar crossing the mighty Himalayan terrains to visit Arunachal Pradesh. Both Mahayana and Hinayana Buddhism is practiced in Arunachal Pradesh. The Gaden Namgyal Lhatse commonly known as the Tawang Monastery located in Tawang is the second largest Buddhist monastery in the world. The Ugyelling Gumpa in Tawang built in 1487 is known to be the birth place of His Holiness the 6th Dalai Lama. Gorsam Chorten Zemithang is a replica of the Boudhinath stupa of Nepal constructed by Lama Prathar in the 13th Century. The Sang-Ngag Choekar Dargeyling or Chillipam Gumpa in West Kameng District is a riot of colours with an exquisite view. Towards Eastern Arunachal Pradesh, the recently built Golden Pagoda in Namsai is a Burmese styled Buddhist temple of the Theravada sect of Hinayana Buddhism.

Parshuram Kund in Lohit District is one of the oldest Hindu pilgrimage in Arunachal Pradesh frequented by lakhs of Hindu devotees throughout the year. The excavations in Malinithan and Akashi Ganga in West Siang District too see a large number of pilgrims every year. The recent discovery of a twenty five feet Shiva Lingam in Kardo Hills in Lower Subansiri District has caught the attention of tourists visiting that area.

The lesser known tale of Gurdwara Menchukha Sahib in West Siang District, where Guru Nanak Dev is regarded as the Nanak Lama came into limelight few decades back and has started gaining popularity among tourists.

Cultural & Indigenous Festival Tourism: The extant of diversity of Arunachal Pradesh can be comprehended in true sense from the fact that it is inhabited by twenty six different tribes and more than hundred subtribes. There are more than fifty different dialects spoken around Arunachal Pradesh, with some having scripts of their



own. Each tribe has their own set of traditional customs, cuisines, and dresses. Moreover, Arunachal Pradesh is probably the only state in India consisting a large community following indigenous religion, practicing animistic and shamanic rituals. Festive celebrations are an important part of culture in Arunachal Pradesh and are known for food, drinks and merry making. As many as fourteen indigenous tribal festivals are celebrated here. Traditionally, most communities have been agrarian in nature and hence most festivals are celebrated in harvesting season and are related to bounty. Apart from these, as many as six state sponsored festivals are celebrated every year to promote the unity and diversity in the State.

This beauty of these cultures and traditions can be best experienced by spending time among local families in Arunachal Pradesh. This enables tourists to experience the local culture, traditional music, dance, art and crafts, and the indigenous occupational practices. Hence, the focus for tourist lodging in the state has been mostly on developing homestays.

Horticulture Tourism: Arunachal Pradesh is known for its organic agro and horticultural produces. Organic farming is a popular practice followed by some of the communities in Arunachal Pradesh. Almost 90 per cent farmers in Ziro practice organic farming. Moreover, the state is famous for growing kiwi and its production of kiwi wine, a speciality of the state. Exotic wild fruits, flowers like Rhododendron, orchids, medicinal plants and wild spices such as big cardamom and big cinnamon are found in abundance across the state. These products are further being popularised in the form of wine, jams, juice, jellies and so on. Horticultural parks and orchid museums are being developed in the state as major attraction for tourist.

Tea production is yet another farming activity which has gained popularity in modern times. Different kinds of herbal and organic tea are being grown across large estate in Arunachal Pradesh. Purple tea grown in Arunachal Pradesh has become extremely popular among tourists in modern times. Tea tasting in tea estates are fast gaining popularity among tourists visiting the state.

River Tourism: Arunachal Pradesh has five major rivers namely Kameng, Subansiri, Siang, Lohit and Tirap apart from many tributaries. At present, Lohit, Subansiri, Burhi Dihing, Noa Dihing, and Tirap are used for navigation by small country boats in stretches where there are no rapids. Water sports activities such rafting, kayaking, and angling are undertaken in many of these rivers. Furthermore, the State Government is now focusing on exploring the possibility of developing floating water terminals on Dibang, Lohit and Siang rivers with the help of Inland Waterways Authority of India.



The Government of Arunachal Pradesh plan to develop “cruise tourism” in these rivers to provide tourists an opportunity of sailing and pleasure rides.

Film Tourism: Arunachal Pradesh’s tryst with film making goes way back in 1972, when the legendary actor Dev Anand starrer ‘Yeh Gulistan Hamara’ was shot here. Later, Shahrukh Khan and Madhuri Dixit starrer ‘Koyla’ was shot in 1997. In fact the Sangaster Lake in Tawang, where a popular song of the movie was shot, is commonly known as Madhuri Lake among locals today. In recent times, ‘Rangoon’ shot in 2017 was shot in the state and highlighted the diversified geography of the state. The youth-oriented TV shows ‘MTV Roadies’ too shot one entire season in the state. The Government of Arunachal Pradesh, on its part, has extended every possible help such as single window clearance for permits, coordination among local authorities and security clearances for promoting film making in the state. The exquisite locations of Arunachal Pradesh combined with an active push from the State Government is bound to attract more movie makers from the various film industries in India to come and shoot in Arunachal Pradesh.

Guiding Principles and Objectives

The guiding principles of Arunachal Pradesh’s Tourism Policy should be responsible tourism. This responsibility is divided into three distinct parts i.e. ecology, people and good governance. Each objective under each of these three verticals will help to develop tourism in Arunachal Pradesh in a more holistic and responsible manner. The nodal department for supervision will be the Department of Tourism which will coordinate with other departments for implementation of the below mentioned objectives.

Ecology: Leo Tolstoy once said, “One of the first conditions of happiness is that the link between Man and Nature shall not be broken.” The Government of Arunachal Pradesh understands the necessity to preserve the nature and protect it from mindless destruction. The Government intends to bring sustainable solutions for achieving various objectives aimed at conserving the ecology.

Objective 1: All weather roads will be planned without compromising existing trekking routes with special focus on afforestation and regular road maintenance. (Long term, in conjunction with Department of Roadways, Department of Environment and Forest, BRO and private stakeholders)



Objective 2: Renewed focus on developing new modes of eco-friendly transportation catering within city-limits and inter-city connectivity. (Short term, in conjunction with department of transport)

Objective 3: Develop a fresh approach towards ecotourism in protected areas focussing on sustainable infrastructural development, capacity building and easier access to government assets such as guest house, eco camps etc. (Medium term, in conjunction with Department of Environment and Forest)

Objective 4: Rebranding and better promotion of birding, butterfly, and orchid trails across the state. (Short term, in conjunction with Department of Environment and Forest)

Objective 5: Implementation of sustainable waste management practices, and developing technical know-how for eco-friendly waste disposal. (Medium term, in conjunction with the Municipality of Itanagar, Municipality of Pasighat, the Department of Town Planning, APEDA, and Water Resource Department)

Objective 6: Spread awareness among locals about the importance of ecological conservation and incentivising such conservation drive. (Short term, in conjunction with the Department of Environment & Forest, and Department of School Education)

People: The Government of Arunachal Pradesh considers its people and their culture as its valuable assets and is committed to safeguarding their interest. It is understood that tourism has its impact on local people and culture and hence the government aims to take focussed steps to minimise the same. The government aims to promote responsible tourism which would help in increasing livelihood without cultural erosion and adverse effect. The main thrust of the policy will be to create employment among local youths by harnessing the potential of tourism and generate sustainable means of livelihood.

Objective 1: Undertake documentation of indigenous culture and local traditions through commissioned studies. (Short term, in conjunction with the Department of Information and Public Relations)

Objective 2: Better dissemination of information by updating tourist brochures with better information on the local dishes, customary wears, traditional handicrafts, indigenous livelihood methods, rituals, festivals and culture. (Short term, in conjunction with the Department of Information and Public Relations)



Objective 3: Collaborate with various skill development institute for upskilling and training of local youths for better integration in the tourism industry, easy absorption in jobs and facilitating smooth access to credit. (Medium term, in conjunction with the Skill Arunachal and Department of Labour & Employment)

Objective 4: Upgradation of local emporiums and setting up more emporiums in major cities and/or district headquarters for sale of locally made handicrafts and locally procured horticultural produces with zero dependence of import from other states. (Medium term, in conjunction with the Department of Textile, Department of Horticulture, and Department of Trade and Commerce)

Objective 5: Encourage locals to organise classes on cooking local cuisine, making handicrafts, dance and music lessons, and pursuing indigenous occupations such as farming and agriculture for tourists staying at homestays. (Short term, in collaboration with homestays, hotels and tour operators)

Objective 6: Encourage adoption and replication of ongoing best practices in neighbouring districts into day to day curriculum for better community participation and preservation of local culture and tradition. Example, traditional dress day in Menchukha, community cleaning drive in Tawang, nature preservation by Nyishi tribe in Pakke Tiger Reserve etc. (Short term)

Objective 7: Accreditation of guides, eateries, food courts, hotels and local service providers for better tourist experience to be undertaken initially by Department of Tourism and then by State Tourism Corporation. (Short term, in conjunction with the local industry)

Good Governance: The government plays an important role in promotion and sustenance of any industry. In the case of tourism, the Government needs to focus its effort in addressing the interlinkages between its people, resources and the various departments maintaining different portfolios.

Objective 1: Setting up of a State Tourism Corporation for evaluation and better monitoring of the tourism needs in the State. (Short term, in conjunction with the Department of Planning and Department of Administration)

Objective 2: Handholding among the various departments of the state government for better planning, administration, marketing and publicity for a holistic development of tourism in the state. (Short term, in conjunction with the Department of Information and Public Relation)



Objective 3: Setting up of municipalities or allied organisation/department for better cleanliness and sustainable development of towns. (Long term, in conjunction with the Department of Town Planning)

Objective 4: Monetisation of unmanned and unprotected tourist areas for revenue generation and further utilisation of the revenue for development and maintenance of the area. (Short term, in conjunction with the Department of Finance & Investment)

Objective 5: Enforcement of uniformity in issuance and checking of inner line permits (ILPs) and Protected Area Permit (PAP). (Short term, in conjunction with the Ministry of Ministry of Home Affairs (GoI) and State Police)

Objective 6: Setting up of a single window grievance redressal mechanism for tourists visiting Arunachal Pradesh which will further help in crowd sourcing of tourist experiences and other information. (Short term, in conjunction with the Department of IT & e-Governance and Department of Information and Public Relation)

Objective 7: Building strategic rest stops and SOS points in designated 'rest towns' for road travellers with basic amenities such as toilets, eateries, chemists, ATMs, telephone and internet data connectivity. Viewpoints and watchtowers will be built at strategic locations for tourists on the road for nature photography. (Medium term, in conjunction with the Department of Town Planning, Department of Roadways, Department of IT & e-Governance)

Objective 8: The district administrations, particularly in the terrains will be mandated to have public emergency/utility vehicles such as recovery cranes, ambulances, trucks, and back up vehicles with lesser dependency on the security forces. (Short term, in conjunction with the Department of Fire & Emergency, State Police and Department of Supply and Transport)

Objective 9: Alternative modes of transportation such as air and rail transport will be explored for cost and time saving. (Long term, Ministry of Railways (GoI), Ministry of Civil Aviation and Department of Civil Aviation (Government of Arunachal Pradesh))

Objective 10: Ground survey will be undertaken to set up air strips and heliports at strategically important locations that would connect areas that are geographically inaccessible. Alternatively, existing commercially viable helipads will be upgraded to heliports. (Long term, in conjunction with Department of Civil Aviation and industry stakeholders)



Objective 11: Renewed focus on publicity and advertisement of Arunachal Pradesh tourism through print, electronic and social media, billboards, and kiosks. (Short term)

Objective 12: Eco tourism to get separate identity and eco-tourism societies will be revitalised. (Short term, in conjunction with the Department of Environment and Forest)

Objective 13: Re-evaluation of financing under the government schemes with special focus on selection of beneficiaries for the scheme, flow of credit, efficiency of subsidies in the scheme, and introduction of new private public partnership (PPP) model between government and local societies. (Short term, in conjunction with the APEX bank, PSBs and Department of Finance & Investment)

Objective 14: Emphasis will be to push digital transaction keeping in line with the Digital India initiative of the Central Government with compulsory digitisation of government assets within 2 years. (Short term, in conjunction with the Department of IT & e-Governance, APEX Bank and PSBs)

Objective 15: PAP policy will be reviewed to see that all valid Indian visa holding tourists are allowed to enter Arunachal Pradesh without additional formalities. (Short term, in conjunction with the Ministry of Home Affairs (GoI))

Objective 16: Director of the Department of Tourism will be empowered to authorise ILP in line with what is allowed for the Secretary of Department of Tourism. (Short term)

Objectives 17: Start deluxe and semi deluxe, overnight bus services from bigger cities such as Guwahati, Dibrugarh, Shillong, and Pasighat which are common tourist entry points. (Short term, in conjunction with the Department of Transport)

Objective 18: Development and promotion of innovative tourism options such as river tourism, film tourism, organic farm (agro and horticulture) tourism, mountain terrain biking as an adventure activity etc. (Medium term, in conjunction with Department of Transport, Department of Agriculture, Department of Horticulture and local communities)



Timeframe and Outcome

Short Term: 1-3 years

Medium Term: 3-5 years

Long Term: 5-10 years

Impact Assessment

An impact assessment will be conducted by a third party agency in the 4th year and 9th year. The assessment will examine the relevance of vision, mission and guiding principle and the progress made on the objectives and outcomes of the policy and quantify the impact on ecology, local community and good governance.



Pahle India Foundation
C4/54 First Floor, Safdarjung Development Area,
New Delhi - 110016
(+) 91 11 41551498