

**COMMUNITY PARTICIPATION IN TOURISM: A CASE STUDY
OF ARUNACHAL PRADESH**

*Thesis submitted to Pondicherry University in partial fulfilment of the requirements
for the award of the degree*

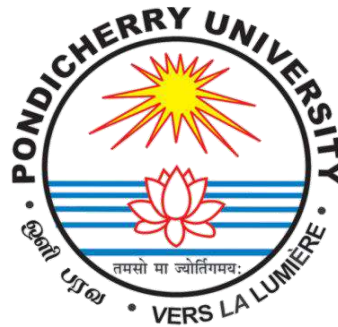
**DOCTOR OF PHILOSOPHY
in
TOURISM STUDIES**

**By
MILLO YAJA**

Research Scholar (Full Time)

Under the Guidance of

DR. G. ANJANEYA SWAMY
Professor
Department of Tourism Studies
School of Management



**DEPARTMENT OF TOURISM STUDIES
SCHOOL OF MANAGEMENT
PONDICHERRY UNIVERSITY
PUDUCHERRY-605014**

August 2021

**COMMUNITY PARTICIPATION IN TOURISM: A CASE STUDY
OF ARUNACHAL PRADESH**

*Thesis submitted to Pondicherry University in partial fulfilment of the requirements
for the award of the degree*

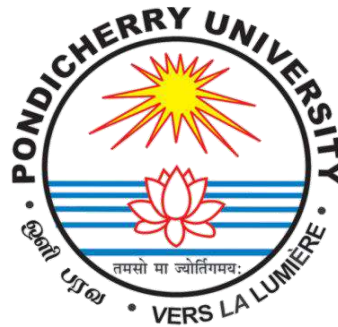
**DOCTOR OF PHILOSOPHY
in
TOURISM STUDIES**

**By
MILLO YAJA**

Research Scholar (Full Time)

Under the Guidance of

DR. G. ANJANEYA SWAMY
Professor
Department of Tourism Studies
School of Management



**DEPARTMENT OF TOURISM STUDIES
SCHOOL OF MANAGEMENT
PONDICHERRY UNIVERSITY
PUDUCHERRY-605014**

August 2021

Prof. G. Anjaneya Swamy
Dean in Charge,
Central University of Andhra Pradesh
Ananthapuramu, Andhra Pradesh – 515002

Professor (Retd.), Department of Tourism Studies,
School of Management, Pondicherry University, Kalapet, Puducherry – 605014

CERTIFICATE

This is to certify that Ph.D. thesis entitled, “**Community Participation in Tourism: A Case Study of Arunachal Pradesh**” submitted by **Ms Millo Yaja**, Full Time research scholar of the Department of Tourism Studies, School of Management, Pondicherry University, Puducherry, for the award of Degree of *Doctor of Philosophy in Tourism Studies* is a record of original research work completed under my supervision and guidance.

To the best of my knowledge, it is an original piece of research work and the contents of the thesis have not been earlier submitted in part/ parts for any Degree/ Diploma to any other institute/ university. It is worthy of consideration for the award of degree of Doctor of Philosophy.

Place:

Prof. G. Anjaneya Swamy

Date:

Supervisor

Millo Yaja

Ph.D. Full-Time, Research Scholar, Department of Tourism Studies,
School of Management, Pondicherry University, Kalapet, Puducherry – 605014

DECLARATION

I do hereby declare that the thesis entitled “**Community Participation in Tourism: A Case Study of Arunachal Pradesh**” submitted to Department of Tourism Studies, School of Management, Pondicherry University in partial fulfillment of the requirement for the award of the Degree of Doctor of Philosophy in Tourism Studies is a record of original research work done by me under the supervision and guidance of Dr. G. Anjaneya Swamy, Professor, Department of Tourism Studies and that it has not formed the basis for the award of any Degree/Diploma/Associateship/ Fellowship or similar title to any candidate of any other Universities or institutes.

Date:

Millo Yaja

Place:

ACKNOWLEDGMENTS

The Ph.D. journey has been an exhilarating experience for me. I am grateful to my supervisor Dr. G. Anjaneya Swamy for giving me this opportunity without whom this work would have not been possible.

I am also grateful to all the respondents for their cooperation, support and sparing their valuable time. I would like to sincerely thank Mr. Sange Tsering Thungon and Mr. Sange Tsering for hosting me during my field visits, Mr. Hano Bobby for allowing me to the site of 'Ziro Festival of Music' during the event, and also Mr. Millo Tasser, Indian Forest Service officer, DFO Shergaon Forest Division for helping me to connect with locals. I would also like to express my gratitude to the officials of the Department of Tourism, Govt. of Arunachal Pradesh for their kind cooperation throughout the study.

I am blessed with loving and supportive siblings. Without mentioning their indirect contribution to this journey, it would be incomplete. I am thankful for their kindness and taking good care of our parents during my absence all these years.

I am grateful to the Department of Tourism Studies, School of Management, Pondicherry University, Head of the department, Prof. Sampad Kumar Swain, Prof. Y. Venkata Rao and Prof. R.Venkatesakumar for giving moral support. I also thank all the faculty, office staff, and all the research scholar friends of the department, and so many friends and well wishers for all their love and affection bestowed on me throughout my journey.

I dedicate this work to Tourism and Hospitality Fraternity and my parents, mother, Smt. Millo Yam, and father, Shri Millo Lampung. Their unstinted love and belief in me enabled me to complete the work. I am blessed to have parents who raised me to be myself and let me fly on my own to explore life.

Finally, I thank the almighty for blessing me with such a profound environment.

Millo Yaja

LIST OF TABLES	Page No.
Table 2.1 Models of Community Participation in decision making	32
Table 2.2 Typology of Community participation in Tourism Operations	38
Table 2.3 Opportunities for host communities' involvement in tourism	56
Table 3.1 Reliability Statistics	64
Table 3.2 List of Tourism units in Districts of Arunachal Pradesh	68
Table 3.3 Numbers of various Tourism units in top 5 districts	68
Table 4.1 Demographic Characteristics of Respondents	82
Table 4.2 Key Respondents	84
Table 4.3 Nature of Participation in Tourism	85
Table 4.4 Nature of participation * Gender Crosstabulation	85
Table 4.5 Types of Tourism businesses * Gender wise distribution	86
Table 4.6 Preferred Existing Tourism Activities in the region	87
Table 4.7 Respondents' views on Barriers to Tourism in the region	89
Table 4.8 Respondents' views on Integration in Tourism Development	91
Table 4.9 Capacity Building Programme and Inclusive Approach	92
Table 4.10 Mode of Assistance for Creation of Tourism Services and Marketing	93
Table 4.11 Features of products and services	94
Table 4.12 Medium of Marketing Channel by community tourism service Providers	95
Table 4.13 Frequency of Promotion	95
Table 4.14 Respondents' views Experience on dealing with tourists	96
Table 4.15 Respondents' views on Professional Experience as a Tourism Service Provider	97
Table 4.16 Respondents Views on Possible participation and Opportunity in the Tourism Industry in Arunachal Pradesh	98
Table 4.17 Respondents' opinions for Tourism Development	100

LIST OF FIGURES

Page No.

Figure 1.1 Map of Arunachal Pradesh	7
Figure 1.2 Tourist Arrival data of Arunachal Pradesh 2007-2019	9
Figure 1.3 Five districts' location on the map of Arunachal Pradesh	24
Figure 1.4 Stages of Research Process	27
Figure 2.1 Ladder of Citizen Participation	30
Figure 2.2 Tourism Area Life Cycle	33
Figure 2.3 Conceptual Framework of the Study	60
Figure 3.1 Shivalinga at Kardo, Lower Subansiri	70
Figure 3.2 Ziro Music Festival Site, Lower Subansiri	70
Figure 3.3 Ganga Lake (Geker Sinying), Papum Pare	72
Figure 3.4 Monastery of Thupten Gatseling ,Papum Pare	72
Figure 3.5 Tawang Road View, Tawang	74
Figure 3.6 Tawang Monastery, Tawang	74
Figure 3.7 Dirang Valley, West Kameng	76
Figure 3.8 Thembang Fortified, West Kameng	76
Figure 3.9 Yomgo River, West Siang	78
Figure 3.10 Kane Wildlife Sanctuary, West Siang	78
Figure 5.1 Suggestive Model for Community Participation in Tourism for Arunachal Pradesh	152

LIST OF IMAGES	Page No.
Image 1: Homestay, West Siang	195
Image 2: Homestay, Tawang	195
Image 3: Homestay, Lower Subansiri	196
Image 4: Hotel, Tawang	196
Image 5: Hotel, Papum Pare	197
Image 6: Transport Service, West Kameng	197
Image 7: Transport Service, Tawang	198
Image 8: Performing Artists, Shyo Village Welfare Association	199
Image 9: Performing Artists, Hong Farmer Club	200
Image 10: Souvenir Shop, Lower Subansiri	201
Image 11: Respondents while filling questionnaire, Lower Subansiri	201
Image 12: Tour Operator, Papum Pare	202
Image 13: Tour Operator and President of APTOA, Papum Pare	202
Image 14: With Award Winning Local Tour Guide, Mr. Indiglow, Rupa, West Kameng	203
Image 15: Meeting with Staffs of Dept. of Civil Aviation, Govt. of Arunachal Pradesh, Naharlagun, Papum Pare	203
Image 16: Meeting with Director, Directorate of Tourism, Govt. of Arunachal Pradesh, Itanagar, Papum Pare	204

LIST OF ABBREVIATIONS

AE = Assistant Engineer

APTOA = Arunachal Pradesh Tour Operators Association

ATS = Arunachal Tourism Society

BRO = Border Roads Organisation

CRF = Community Reserve Forest

EE = Executive Engineer

ENWS = Eagle's Nest Wildlife Sanctuary

FSI = Forest Survey of India

Govt. = Government

ILP = Inner Line Permit

NGOs = Non-government organizations

SHGs = Self-help community groups

SIT = Special Interest Tourism

SPSS = Statistical Packages for Social Sciences

TALC = Tourism Area Life Cycle

TRS = Tourism Revenue Sharing

PAP = Protected Area Permit

PSU = Public Sector Undertaking

USP = Unique Selling Proposition

UNESCO = United Nations, Educational, Scientific, and Cultural Organization

W.A.S.V = Welfare Association of Shyo Village

WOM = Word-of-mouth

WWF = World Wide Fund for Nature

ZPM = Zila Parishad Member

TABLE OF CONTENTS

Certificate	i
Declaration	ii
Acknowledgments	iii
List of Tables	iv
List of Figures	v
List of Images	vi
List of Abbreviations	vii
Abstract	viii-ix

	Page No.
Chapter I: Introduction	1
1.1 Background	1
1.2 Community Participation in Tourism	2
1.3 Introduction to Arunachal Pradesh	6
1.4 Tourism in Arunachal Pradesh	8
1.5 Research Problem	11
1.6 Challenges of Arunachal Pradesh Tourism	12
1.6.1 Research gap	14
1.7 The need for the study	16
1.8 Major research problem outlined for the study	21
1.9 Objectives of the study	22
1.10 Data and sample selection	22
1.11 Pilot Study	24
1.12 Significance of the Study	24
1.13 Statistical tools used	25
1.14 Chapters Organisation	26
Chapter II: Review of Literature	28
2.1 Introduction	28
2.2 Evolution of Community Participation	29
2.2.1 Stages of Community Participation in Tourism	32
2.2.2 Community Participation in Tourism	35

2.2.3 Typology of Community Participation in Tourism	37
2.3 Barriers to Community Participation in Tourism	39
2.4 Capacity Building Programme for Local Community	44
2.5 Marketing of Community Produced Tourism Products and Services	48
2.6 Integration of Local Community in Tourism Development	52
2.7 Opportunities for Host Communities in Tourism	55
2.8 Pro Tourism Governance and Local Participation	57
2.9 Conclusion	59
2.10 Conceptual Framework of the Study	60
Chapter III: Research Approach and Methodology	61
3.1 Introduction	61
3.2 Primary data	61
3.3 Secondary data	61
3.4 Mixed Methodology	62
3.5 Data Validity and Research Instrument	63
3.6 Survey questionnaire	64
3.7 Directorate of Tourism in Arunachal Pradesh	65
3.8 Selection of Respondents	65
3.9 Data collection Process	66
3.10 Sample Districts Surveyed and Places of Interest	69
3.10.1 Lower Subansiri	69
3.10.2 Pare Papum	71
3.10.3 Tawang	73
3.10.4 West Kameng	75
3.10.5 West Saing	77
3.11 Conclusion	79
Chapter IV: Results and Discussion	81
4.1 Introduction	81
4.2 Demographic Characteristics of Respondents	82
4.3 Key Respondents	83
4.4 Nature of Participation in Tourism Services	84
4.4.1 Gender and Participation in Tourism	85

4.5 Preferred Existing Tourism Activities in the region	86
4.6 Barriers to Tourism of Service Providers	87
4.7 Integration of Tourism Service Providers	91
4.8 Capacity Building Programme and Inclusive Approach for Tourism Development	92
4.9 Marketing of Community Produced Tourism Products and Services	93
4.9.1 Mode of assistance for creation of Tourism Services	93
4.9.2 Branding of Native/Indigenous Tourism Products and Services	94
4.9.3 Medium of Marketing Channel	94
4.9.4 Frequency of Promotion	95
4.10 Professional Experiences of local Tourism Service Providers	96
4.10.1 Experiences on dealing with tourists	96
4.10.2 Professional Experience as Tourism Services Providers	96
4.11 Respondents views on opportunities to participate in Tourism Industry	98
4.12 Respondents' opinions for Tourism Development	100
4.13 Findings from the field Survey	108
4.13.1 Planning and Development of Directorate of Tourism	108
4.13.2 Major Awards Won by Arunachal Tourism in the last 5 years	109
4.13.3 Arunachal Tourism Society (ATS)	110
4.13.4 Special Interest groups and Initiatives of locals in Tourism	111
4.14 Discussion	114
4.14.1 Nature and forms of Participation in Tourism from Locals	115
4.14.2 Barriers of Community Participation in Tourism Services	116
4.14.3 Tourism Capacity Building and Support System for Local Community	122
4.14.4 Integration of Locals in Tourism Development	126
4.14.5 Marketing the Community Tourism Products and Services	130
4.15 Conclusion	136
Chapter V: Findings, Recommendations and Conclusion	138
5.1 Introduction	138
5.2 Summary of Major Findings	138
5.2.1 Participation in Tourism Services	138

5.2.2 Nature of Participation in Tourism Services in the Region	138
5.2.3 Existing Tourism Activities in the Region	138
5.2.4 Region Lacks Basic Support System for Tourism Development	139
5.2.5 No Visible Hindrance to Participating in the Tourism Profession	139
5.2.6 Integration of Tourism Service Providers	139
5.2.7 Capacity Building Programme and Inclusive Approach	140
5.2.8 Mode of Assistance for Service Providers	140
5.2.9 Absence of Branding of Products and Services	141
5.2.10 Service Providers' Comfortability in Tourism Profession	141
5.3 Finding from the Field Survey Observation	141
5.4 Recommendations	142
5.4.1 Third Parties Involvement in Tourism Activities	143
5.4.2 Awareness Camps on Available Schemes and Benefits	144
5.4.3 Assistance Channel or Help Desk	144
5.4.4 Training and Capacity Buildings Programs	144
5.4.5 Executive Plans and Rapid Development of Tourism Infrastructure	145
5.4.6 Tourism Policy	145
5.4.7 Addressing Key Barriers of Tourism	146
5.4.8 Recommendation for Tourism Potential Exploitation	146
5.4.9 Pro Tourism Governance	147
5.5.10 Local Community as a Stakeholder in Tourism Development	149
5.5.11 Model for Inclusive Community Participation in Tourism	150
5.5 Research Contributions	158
5.6 Limitations of the Study	160
5.7 Researcher's Note	161
5.8 Suggestions for Future Research	161
5.9 Conclusion	162
Bibliography	165 -188
Appendix	189 - 204

ABSTRACT

Research on community participation in tourism development has been carried out in various dimensions. The importance of the participation of the local community and integration of their resources is a crucial element of the tourism development process. Arunachal Pradesh is blessed with a unique blend of both natural and cultural diversity. The distinctive socio-cultural structure, strategic location, and rich flora and fauna make the state one of the biodiversity hotspots in the world. Despite diverse resources, the state hardly reflects on the tourism map of the country in terms of tourist arrivals rate and revenue generation from the tourism industry. To diversify the economic dimension of tourism and to extend the benefits to the local community, local involvement is considered as a prime step. Since tourism is a fragmented industry, promotion of tourism in any destination leads to the creation of economic opportunities in various systems.

With this juncture, the present study attempted to explore the extent of community participation as well as the support system underlying for tourism development for local tourism service providers in the state of Arunachal Pradesh. To understand the extent of integration of local service providers, identifying barriers of participation for locals and the nature of marketing of local tourism services/products are considered as prime objectives. Responses from the participants were obtained using structured and unstructured questionnaires. The study found that infrastructural issues as the major barrier for locals to participate in the tourism industry. However, it is found that local people did not face any hurdles to enter to tourism profession from family members' despite being first-generation entrepreneurs in the tourism services. Also, they face no apparent socio cultural barriers to participate in tourism. It is found

in the study that the integration of the local community into tourism is less in the region. The involvement of interest groups like local welfare associations, NGOs, WWF, and the state's forest department was found to have a significant contribution to the tourism development of the state in the study. The study identified channelization of tourism opportunities and participation in forum/awareness camps related to tourism for locals as the major ways for inclusive approach to integration. The study concludes with a suggestive model of tourism development for Arunachal Pradesh. These findings may be useful to developing countries with regard to participation of the local community and support systems in tourism development.

Key words: Community Participation, Barriers to Tourism, Community Tourism, Tourism Marketing, Integration of locals, Arunachal Pradesh Tourism

INTRODUCTION

CHAPTER I

1.1 Background

Tourism is widely accepted as an important economic driver across the globe. Most developed and developing countries alike share significant contributions from the tourism industry. In India, the tourism industry has reached several milestones in the last few decades with a tremendous impact on tourist destinations in terms of making a difference in the overall economic development of the country. Though tourism is overgrowing in some tourist destinations, compared to others, the growth is not all-inclusive. Therefore, the integration of locals in the tourism development process is essential for the inclusive growth of tourism and a more significant impact on the local community.

According to Tosun (2000), Community Participation is an adjustive process and requires compliance with flexible perspectives that accommodate the local community to participate in different tourism services. Therefore, community participation is a most acknowledged concept for sustainable development in tourist destinations. For this reason, it is imperative to include locals for inclusive development and effective utilization of local resources in the process of tourism development. Scrutiny of the existing dependency on land use by the community and understanding the cultural value attached should be the prime step before leasing out for tourism purposes (Alexander et al., 2018).

Integrating local community and resources in tourism planning propels the rural economy (Gu & Ryan, 2008). Integration creates a higher orbit for socio-

economic development. The local community's participation can be in various forms depending on resources and social systems prevailing at a destination. The sustainability of the tourism industry at a destination can be achieved through an entrepreneurial approach in promoting rural tourism.

1.2 Community Participation in Tourism

Integration of local community increases tourism participation (Clausen & Gyimóthy, 2016; Ladkin & Bertramini, 2002). According to Mensah and Ernest (2013), integration of the local community in tourism is considered an essential part of the planning; it is a tool to determine the nature and level of participation in the tourism industry. It enhances benefits, for example, the inclusion of socio-cultural aspects in tourism services; better navigation and representation of the destination; infrastructure development; and these small initiatives can create satisfaction for locals (Ladkin et al., 2002; Mitchell & Eagles, 2001; Novelli & Scarth, 2007). Malek and Costa (2015) argues integration of local community in the planning and development of a destination contributes for the sustainability of tourism in the long run.

Marketing-related tasks are challenging for community service providers, and most of these service providers depend on third-party stakeholders for marketing and promotion of their products and services. In other words, local tourism services are integrated with the larger market pool and are delivered to customers by third-party agencies, like NGOs, commercial tour operators, guides, and governmental bodies. And these social networks work in tourism as the connection between different stakeholders (Viren et al., 2015). Social media in marketing acts as a strategic medium for communication and marketing for both host community and guests

(Chang et al., 2018; Dey & Sarma, 2010; Kachniewska, 2015; Mangold & Faulds, 2009; Wang et al., 2002).

The barriers in tourism are interrelated and closely associated with the overall tourism growth (Cole, 2006; Tosun, 2000). The vertical organization act as a barrier for locals to enter the tourism market (Adiyia et al., 2015). Community tourism encounters constraints such as capacity building, marketing, access to finances, and livelihood (Forstner, 2004). A study conducted by Tasci et al. (2014) in Costa Rica showed a lack of shared vision amongst stakeholders to build capacity for the local community. As a result, participating in the tourism business can be challenging, especially for the local community where there is limited knowledge about the industry and for the destinations which are not self-equipped with the necessary facilities for tourism development. Studies have provided a positive relationship between capacity building and people's participation in tourism.

Capacity building is considered an essential component of any tourism project (Aref, 2011; Aref & Redzuan, 2009a; Sithole et al., 2018). Lack of support in capacity building for the local community from authorities results in a lack of support and participation in tourism development (Tasci et al., 2014). Hence, the capacity building creates a positive attitude toward tourism and prepares the local community for tourism services.

Understanding the community's existing skills and tourism resources helps government bodies to identify gaps to design a capacity building program for a community to become tourism entrepreneurs (Lucchetti & Font, 2011). The capacity building acts as a tool to determine the community's capacity and long term benefits of sustainable tourism development (Bec et al., 2016; Bello et al., 2018; Bennett et al., 2012; Lucchetti & Font, 2011).

Capacity building in a community largely alters resilience and the community's long-term structure (Bec et al., 2016). According to Briedenhann and Wickens (2004), in order to ensure long-term sustainable development, capacity building is vital to focus on, especially for new tourism firms. It is a prerequisite in rural settings where communities do not have much prior knowledge about tourism.

Community participation in tourism is an essential step for inclusive regional development, especially in third-world countries, and it is an essential element of sustainable tourism (Moscardo et al., 2017; Sutawa, 2012). Most of the time, community tourism firms find it challenging to adapt to the changing demands and skills required in tourism (Nair and Hamzah, 2015). The integration of decision-making of local people in the tourism development has a significant role in the development of the tourism industry (Aref, 2011; Chang et al., 2018; Haniza & Hamzah, 2013; Mak et al., 2017; Muganda et al., 2013).

Traditionally tourism industry is known to have catered to the creation of employment in dynamic tiers of skill set ranging from unskilled, semi-skilled, skilled, and highly skilled. Each set of employees has something to hold and tasks to perform. Those who possess a blend of all these skills stand a better chance for employment in the tourism industry. Moreover, the distinct characteristics of the industry accommodates and provides space for diverse professions giving each one an opportunity to participate.

The benefits of tourism at times lead to conflicts at the destination due to a variety of reasons. Eshliki and Kaboudi (2012) observed that the community at Ramsar in Iran faced all consequences of distortion of natural resources left after the tourist leaves the destination. The socio-cultural exchange between the host community and tourists may give rise to specific conflicts due to cultural differences.

A study conducted by Ajagunna et al. (2014) found that maintaining strategic alliances with various stakeholders like private and government organizations, institutes, youth groups, and academicians is an ultimate gateway to maximize the benefits to the local community. Active partnership with such players of the industry takes tourism to the next level.

Sustenance of the system itself is challenging due to the ever demands and needs of customers. The study conducted by Nair and Hamzah (2015) addressed the need for effective processes to prepare a community to participate effectively in tourism development. According to Seeland (2008), to reduce the industry's leakage, community managed micro enterprises could be viable which require support from appropriate policy initiatives.

Needless to say that project's core sustainability needs genuine opportunities given as a participatory manner from a bottom-up development model (Coros et al., 2017; Hall, 1998). The resources of the rural areas can be curated into forms of viable tourism products and communicated to the tourism market; it would eventually lead to the creation of value to the rural resources, besides resulting in optimum utilization of the resources for the benefit of the society (Alexander et al., 2018). Several stakeholders in the tourism sector fail to consider and incorporate the community's views in tourism planning (Prabhakaran et al., 2014).

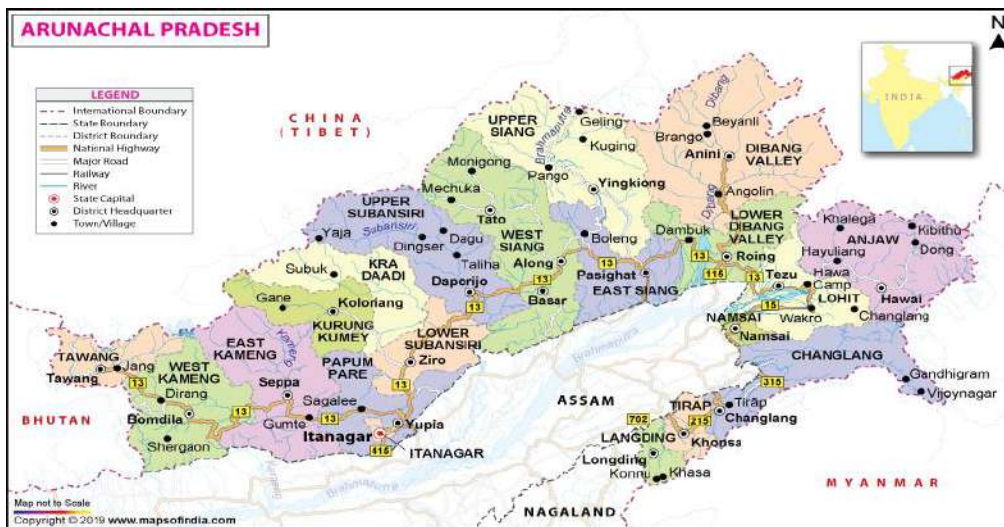
Conceiving indigenous ideas to create a new product for the market can be fruitful (Sloan *et al.*, 2015); it gives new identification to the destination. Sloan et al. (2015) argued that involving locals in the industry will reinforce human and social capital. Transforming tradition and culture linked with a concrete value system into an entrepreneurship opportunity needs a strategy where both parties will be mutually benefited.

A study conducted by Mak et al. (2017) found that communities prefer helping hands from external sources, enhancing them in honing required skills to fulfil the market demand in tourism service. The strength of community involvement in developing resources for tourism services at destinations cannot be compromised (Gurung & Seeland, 2008). Absence of whole hearted involvement, however, may lead to resentment of the local community due to frustration as they are deprived of the benefits of tourism. Such a phenomenon may even threaten the very existence of tourism activities, leave alone the development (Prabhakaran et al., 2014).

1.3 Introduction to Arunachal Pradesh

Arunachal Pradesh is one of India's largest north eastern states with 83,743 sq. kms spreading across 25 districts scattered over 26 towns and 3863 villages (Census of India, 2011). And the state has a population of 13.84 Lakhs (Census of India, 2011). Itanagar is the capital of the state and various government offices are established there. Itanagar is a populous city as people from across the state come for various business purposes. Arunachal Pradesh is also known as '*Land of Rising Sun in India.*' The state is also known by many names, such as the '*Orchid State of India*' and '*Paradise of the Botanists*'. Figure 1.1 shows the map of Arunachal Pradesh. It is located on the tip of north-east India surrounded by international borders touching border with Bhutan (160kms) on the west, China-Tibet on the north and north-east (1,080 kms), on the eastern side by Myanmar (440 kms), and borders with Indian states of Assam and Nagaland to the south.

Figure 1.1 Map of Arunachal Pradesh



Source:- Official website of Arunachal Pradesh, <https://www.arunachalpradesh.gov.in/> accessed on 15th January 2021.

Arunachal Pradesh is a land of lush, evergreen forests, deep rivers, hills, sloppy valleys, and beautiful plateaus. The state's area is mainly covered under Himalayan ranges with mountains from the northern borders and crisscrossing mountain ranges running till north-south. These carve up the entire state into five river valleys, *the Kameng, the Lohit, the Subansiri, the Siang, and the Tirap*. The snows from the Himalayan Mountains, countless rivers, and rivulets fed these rivers, except the Tirap, mostly fed by Patkai Range. Saing (Tsangpo in Tibet) is conjoined by the Dibrang and the Lohit from the lower areas of the Arunachal Pradesh which transform into the mighty Brahmaputra in Assam that flows into Bangladesh, a neighbouring nation.

The climate of Arunachal Pradesh changes with elevation. One can find windy, cool, and hot to humid climate in the low altitude (100–1500 m) areas; alpine climate, cold and extreme cold in a high altitude and very high altitude areas (3500–

5500 m). And one can find extreme colder temperatures in the higher elevation of above 5500 m.

1.4 Tourism in Arunachal Pradesh

Arunachal Pradesh is blessed with a unique blend of both natural and cultural diversity. The state has a diverse culture with 26 major tribes and 100 plus sub-tribes spread across hillocks and mountains of the state. It is interesting to note that the different tribes living in different river valleys did not have much intercommunication in earlier times. However, the geographical isolation allowed these tribes to bloom and evolve differently in terms of customs, traditions, dialects, practices, and expressions in songs, dances, and crafts with distinct identities.

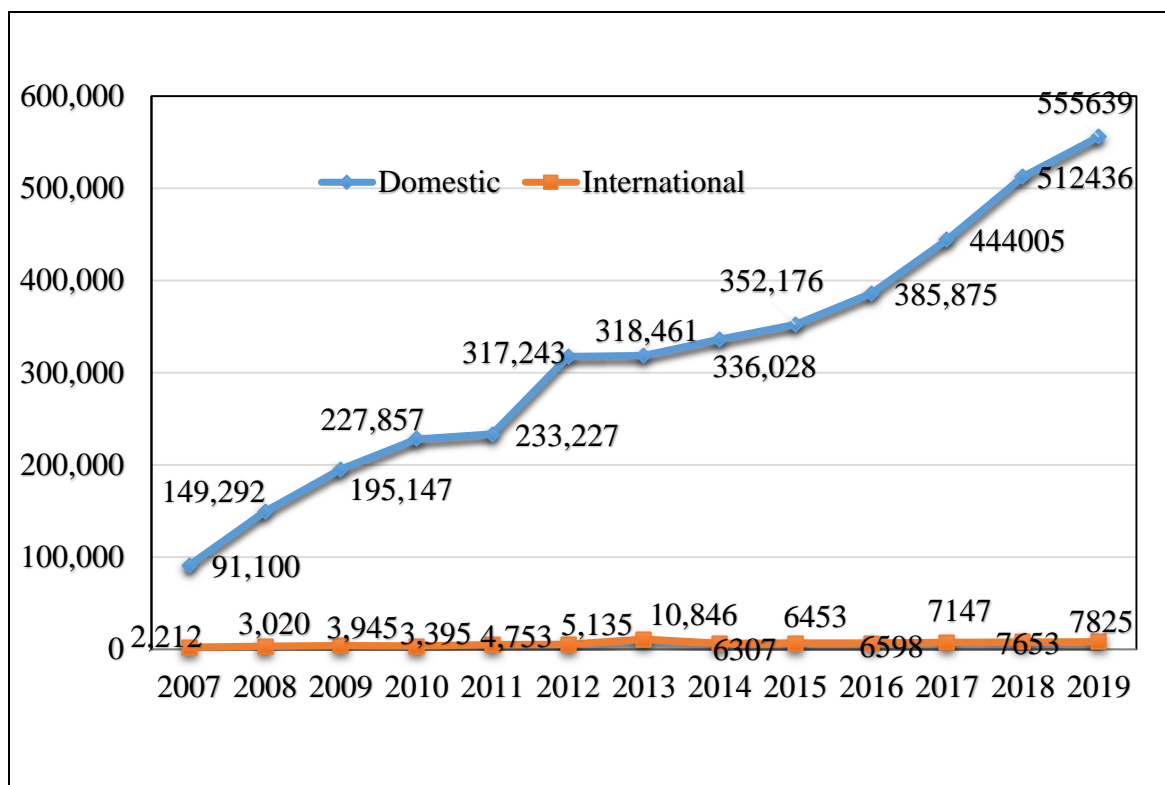
The state offers a complete package that fulfills the thirst of a diverse range of travelers. The area stretches from breath-taking snow capped mountains in the north to the lush green plains of Brahmaputra valley in the south. The state's climate varies from cold in high altitudes in the; to hot and humid in the plain of the Shivalik range with heavy rainfall.

Arunachal is a paradise for botanists due to its wide variety of climbers, shrubs, home to many species, and pine trees in the tropical rainforest. It is the second largest in state covered with forest next only to Madhya Pradesh in the country as per Forest Survey of India (FSI), 2019.

Tourism development in Arunachal Pradesh is in the initial phase, and its development is on a low key with respect to tourist arrival compared to other Indian states and union territories. According to India Stat's 2019 report, the state of Arunachal Pradesh ranked 30th out of 36 State-wise (including union territories) in a number of Foreign Tourist Visits (2010- 2018) and 32nd in Domestic Tourist Visits (2011-2018). Figure 1.2 shows the domestic and foreign tourist arrival data for the

last 13 years. From the data, it is evident that domestic tourists outnumbered foreign tourists. Though tourism industry in Arunachal Pradesh is currently in an nascent stage, It is heartening to note that of late, local people began exploring various business possibilities related to tourism, thanks to the initiatives taken by the government and other development agencies of the region.

Figure. 1.2 Tourist Arrival data of Arunachal Pradesh 2007-2019



Source: Department of Tourism, Government of Arunachal Pradesh

Arunachal Pradesh has the potential to attract tourists throughout the year owing to its scenic beauty endowed with a wide range of flora and fauna. The distinctive socio-cultural structure, strategic location, and rich flora and fauna make the state one of the world’s important biodiversity hotspots. Vast diversity of resources make the state an attractive destination for many natural scientists to study and explore. Due to this profound diversity both in natural and cultural resources, it

has the potential to be an ideal destination for distinctive interest groups. The inherent strengths and advantages that the region boasts of has prompted the stakeholders realize the benefits of tourism development in the region. A new awakening that tourism development is the key for overall economic development of the state has dawned which is a welcome change in the attitude of local communities.

The Directorate of Tourism, Government of Arunachal Pradesh, identified 12 circuits across 83,500 sq. kms in the state which are approved by the Ministry of Home Affairs, Government of India. Each tourist circuit is distinctive in character with diverse ethnic culture, topography, and vegetation. The tourist destinations in these circuits can be visited throughout the year as the state of Arunachal Pradesh is blessed with diverse weather types from windy, hot summer to snowy chilly in winter. Some of the travel seasons are March to June (summer season) temperature ranging from 10 - 31°C, July to September (monsoon season) ranges 19 - 34°C, October to February (winter season) where one can expect with temperature from 4°C and it may also reach upto -11°C.

The said 12 circuits cover important places of interest all across the state. The list of these circuits is given below (as of 31st September 2019).

- i. Tezpur – Bhalukpong – Bomdila – Tawang
- ii. Itanagar – Ziro – Daporijo – Aalo – Pasighat
- iii. Pasighat – Jengging – Yingkiong – Tuting
- iv. Tinsukia – Tezu – Hayuliang
- v. Margherita – Miao – Namdhapa – Vijoynagar
- vi. Roing – Mayudia – Anini
- vii. Tezpur – Seijosa – Bhalukpong
- viii. Ziro – Palin – Nyapin – Sangram – Koloriang
- ix. Doimukh – Sagalee – Pake Kessang – Seppa
- x. Aalo – Mechuka

- xi. Daporijo – Taliha – Siyum – Nacho
- xii. Jairampur – Manmao – Nampong – Pangsau Pass

Two of important cultural and historical sites of Arunachal Pradesh are under UNESCO's tentative list and now competing for the world heritage sites (accessed on 16th January 2021). One of the two sites is the *Apatani cultural landscape* in Ziro Valley, Lower Subansiri district, and the other is *Thembang Dzong*, a fortified village from the West Kameng district. The state is home to the largest monastery in India, Tawang Monastery and it is also the second largest in the world. The Tawang Monastery is among a few monasteries saved from Mao's Cultural Revolution and escaped alteration.

The tourism industry in India on whole has reached several milestones in the last few years with a satisfactory increase in tourist arrivals at several Indian tourist destinations. However, the tourism development of Arunachal Pradesh is rather at a slow pace. And its growth rate is very negligible as compared to other states in the country. In the quest for development, the state government of late initiated several measures to uplift the tourism by involving local people in various tourism activities.

One of the measures is involvement of the local community as an integral part of development process. Accordingly, the region's support system is geared up to improve infrastructure and amenities for the smooth operation of tourism services. As such, the residents interested in the tourism business have to be prepared to integrate with the industry.

1.5 Research Problem

Several factors influence the tourists' inflow into Arunachal Pradesh largely due to abundant natural and cultural diversity in spite of several inadequacies. There is an urgent need to identify the bottlenecks and to enthuse the stakeholders to work

on strategies to promote tourism in the region. Keeping in view the diversified nature and multiplicity of tourism services and the benefits that accrue to the local community, it is high time that the local community is prepared to participate more enthusiastically in scaling up tourism activity in Arunachal Pradesh.

The importance of involving the community and their participation in tourism is lately realized by the state because of which it also realized the need for development for tourism infrastructure and amenities. As the growth of tourism in the state is at a nascent stage in the region, it is imperative to assess the community participation in the tourism development process. Then only tourism on a sustainable and all inclusive mode is possible.

Another dimension of the study is to examine the challenges in the marketing of community owned tourism products and services. The impact of modern marketing approach in this context is a welcome change. The change is quite visible and needs further impetus. In this regard, community participation in tourism in a big way need no emphasis.

The situation warrants far more attention to the development of tourism from all segments - government, industry captains and academics. A cursory look at this region enables one to appreciate the various recourses waiting to be tapped. If the region's resources are properly converted into tourism products and communicated to the tourism market, it would eventually lead to the creation of value to the rural resources and their optimum utilization.

1.6 Challenges of Arunachal Pradesh Tourism

Arunachal Pradesh in general and the study area in particular lack basic infrastructure worth mentioning for tourism development. It is an irony though the state is endowed with picturesque locations which are so unique offering tremendous

scope for the tourists to revel, the region has to wait this long to get noticed. The region offers a basket of nature based tourism products such as ecotourism, wildlife tourism, and educational tourism for botanists and nature lovers. In fact the whole region is a nature lover's delight .Needless to say that many natural scientists visit the place for their study and exploration. Thanks to their interest and studies, many a species of flora and fauna have been discovered in the region in the last five decades.

The unique socio-cultural structure, strategic location, and rich flora fauna make the state as one among the world's top bio-diverse hot spots. The rich resources make the state one of the attractions for many natural scientists to visit the state in pursuit of their research. This profound diversity in natural and cultural resources makes the state an ideal destination for distinctive interest groups. The state government took cognizance of the interest evinced by nature lovers and started its act together in a focussed manner.

There is a general perception in the public that the governments - both at the centre and state level have not paid much attention to the development of the region leave alone tourism promotion. As a result, the region remained secluded from outside world for a long time. Though the whole world has changed much in the last few decades, sadly Arunachal Pradesh remained insulated from the so called changes. Transportation facilities connecting various parts of the state with the outside world are very poor and far from satisfactory. A blessing in disguise, however, is the state is now connected to Delhi and other parts by train services since 2015. The state lacks air transportation though few chopper services are available with limited operations due to its rough terrain. Therefore, the primary transportation network is only through surface transport service. And for many remote villagers, good road connectivity is still a distant dream.

The long-term negligence of the government is one the reasons often cited by the local public for inadequate infrastructure in the state. However, with the '*Look East Policy*' (1992) - a central government of initiative, the state is now poised for improvement in the infrastructure facilities. On the other hand, the progress has been slow due to region-specific political issues and turmoil. Many organizations in the state, both government and non-government, are putting in their best efforts to motivates and involve local people in the growth of the state than ever before.

It is mandatory that all domestics and international tourists have to get an entry permit called *Inner Line Permits* (ILP) under the Bengal Eastern Frontier Regulation Act. (BEFR), 1873 and *Protected Area Permits* (PAP) order, 1958, respectively. However, the state government has eased this process by providing e-ILP for domestic tourists, and ILP can also be obtained on arrival from concerned authorities, while the foreign tourists who wish to visit the state required to obtain the permit from a registered tour operator or directly from government authorities.

1.6.1 Research gap

Tourism in Arunachal Pradesh can significantly change for the better, especially in society's underprivileged sections (Rishad & Pradesh, 2016; Pradesh, 2017). Another such example, a study conducted by Patowary and Borgohain, (2008) observed that many residents at Ziro Valley of Arunachal Pradesh feel that their views are not incorporated in tourism activities. These studies also point out the importance of integrating local tourism firms and developing awareness for integration. Hitherto, opportunities and benefits are confined to a few elite segments in society. Earlier studies which are few and far between, did not cover tourism related barriers and their impact on perception. Broader community involvement is missing preventing

society's overall development and making less ground for reaping benefits for the residents.

Considering the need for integration of local community which has not yet been addressed in the region, it is felt necessary to understand how tourism entrepreneurs perceive the involvement of the local community. There are many reasons and arguments favouring community participation in tourism development. Marketing of community's tourism products and services need scholarly attention. Few studies are done on general tourism marketing services in the domain. However, the marketing of community's products and services was not touched in the earlier studies. That apart, it is also necessary to assess general barriers whatsoever to tourism from the participating local communities and to chalk out appropriate policies to overcome impediments for tourism development

Given Arunachal's current socio-economic status in terms of the high poverty index of 34.67 percent, which is much higher than the national average of 21.92 (India census report, 2011), it is no surprise that the state lagged far behind in infrastructures and consequently industrial development. Therefore, there are hopes the tourism industry can uplift the socio-economic conditions to a larger extent with proper integration of the local community in the development process. Involving local population highly dispersed and living in far-flung rural areas will make 'Tourism for all.'

Since tourism is a fragmented industry, tourism promotion in any destination leads to creating economic opportunities in various spheres like transport, accommodation sector, and various allied commercial establishments that cater to tourists' need. Needless to say that the tourism industry is a highly people-intensive

industry, and therefore the need for capacity building programs in various tourism related activities is more pronounced now than ever before.

1.7 The need for the study

Earlier studies have associated Community Participation in Tourism with areas like sustainable tourism, ecotourism, socio capital, economic enhancement, and preservation of natural, and cultural heritage of the destination and so on. However, various dimensions of local community's involvement and integration with tourism promotion and development of services, nature of participation, integration of locals in tourism development initiatives of both public and private sector agencies, visibility issue of local tourism services, development of community tourism services, perceptions about tourism from the indigenous tribes largely remained unexplored.

Previous studies on community participation were mostly focused on the policymakers' perspective and the importance of participation in tourism while the perceptions and viewpoints of local community were not studied in depth. Previous researches have scarcely touched on the marketing of community produced and owned tourism products and services. Therefore, it is pertinent to study how tourism products and services are designed, produced, and distributed with the support of the local community.

Tourism has managed to be reckoned as a developmental tool in many countries - both developed and underdeveloped. Most of the tourism stakeholders fail to consider and incorporate the community's views in tourism planning (Prabhakaran et al., 2014). As a result local communities who are the real stakeholders in the development process remain at the receiving end. This lopsided approach of development breeds negative sentiments and emotions impacting tourism development.

The vertical organizational value chain is a barrier for locals to enter the tourism market (Adiyia et al., 2015). Brouder and Eriksson (2013) identified that absence of knowledge in the tourism business acts as a barrier for locals to enter the high profile business. Goodwin (2002) found lack of capital along with the right awareness deters local community and consequently they play a second fiddle in the whole gamut of tourism development. Reed (1997) discussed the role of power and the role of government as a facilitating agency in creating the right ecosystem.

Barriers to tourism often are related to sustainability of tourism business and development. Sustainability of tourism in the region broadly needs a genuine opportunity given to the host community by allowing them to participate through a bottom up development model (Coros et al., 2017; Hall, 1998). Further, fostering entrepreneurial spirit in the local community is the need of the hour (Triantafillidou & Tsiaras, 2018). The nature of barriers to tourism varies depending on the level of tourism products life cycle and the host's socio-cultural structure. The quite often barriers may be region specific too.

Capacity building is the prerequisite to achieve active community participation. However, many local tourism authorities and agencies ignore tourism planning in a professional way and not so effective in instituting the right capacity building programs where as the local community requires knowledge, expertise and skills to establish and organise business entities (Bello et al., 2018). Acharya and Halpenny (2013) conducted a study in rural Nepal where they found that capacity building triggers creation of various traditional businesses for sustainable community development. Capacity building with respect to operational aspects of business and training in making and marketing artefacts, cooking, and baking skills helps locals set up businesses related to the tourism industry.

Carlisle et al. (2013) argued that capacity building workshops create right disposition towards entrepreneurship and innovation as it brings a positive perspective from supporting tourism stakeholders, which may eventually lead to contribution to tourism development. However, there is more to explore the role of capacity building and instil professionalism in the local community to enable them to succeed in tourism.

In this regard, partnership with other tourism service providers in the region helps in meeting the needs of empowerment of local community (Mayaka et al., 2019). Local tourism firms require partnerships for better reach in the market. As such, integration of the local community is an essential step in creating formal structures for broader economic development (Oliver & Jenkins, 2003; Saxena & Ilbery, 2008; Van Niekerk, 2014). The study conducted by Panyik et al., (2011) opines integrating local community in tourism acts as a tool to formulate consensual strategies for tourism development.

Integration of local community is challenging in developing countries (Chiutsi & Saarinen, 2017), and the counters of integration change according to the nature of the destination and level of participation of local community in tourism. To create an inclusive model of participation of local community in tourism, proper integration of the local population in the various upliftment programs in the socio economic front is crucial (Gu & Ryan, 2008). Thus in a way integration of local culture and tradition is necessary to achieve sustainable development (Shen et al., 2008). Therefore, proper integration entails inclusion of local culture, traditions and values in tourism development.

Several studies identified that local community's integration in tourism creates new economic opportunities and activities at the destinations (Saarinen &

Lenao, 2014). Tosun and Jenkins (1998) observed integrated tourism planning calls for tourism markets to be subnational, national, or international in the establishment of linkages between tourism development agencies and the local community.

However, Saxena and Ilbery (2008) commented that many studies reported lack of a coordinated approach in policy making which is the principal reason for inadequate attention to the local community and their views. For example, absence of concern for the Agenda 21 of *Sustainable Development* has been observed in tourism development of Northern Ireland (Jackson & Morpeth, 1999) as well.

Local tourism services providers often face challenges in adapting to changing demands of the work and skills required to perform them effectively (Nair & Hamzah, 2015). For example, Luo and Lee (2017) found that aboriginal people in Taiwan lack decision making skills and confidence as exhibited in various meetings related to tourism development for livelihoods. The corporate culture and methods of communication in transforming traditional knowledge of the local community quite often contributes for conflicts and ad hoc decision-making in tourism development (Munar, 2012; Prince, 2017).

The existing literature is extensive in integrating the local community in tourism planning and development paving the way for successful partnership for a better economy. Sound policies and approaches brought a substantial change in the local economy through various livelihood opportunities in tourist destinations. However, service providers' participation in various forums related to tourism and its effect on integration has not been studied systematically and is yet to find a prominent place in existing literature. Hence, the current study also focusses on this gap.

Many developing nations often aim for a strategic marketing approach for destination planning and development and identify an image to represent the place

(Chen et al., 2013; Moertini, 2012). Furthermore, images, themes, and words used during tourism promotion for any destination become 'identity' and 'brand' for a long time. An examination of developing nations' tourism markets and marketing patterns reveal a distinct and systematic study for each region is essential as each place and the variables are distinct (Echtner and Prasad, 2003). Another study done by (Zeng & Gerritsen, 2014) observes that social media in tourism marketing is still in the infant stage and in the days to come the role of social media in tourism industry is immense.

To achieve sustainable tourism, residents' attitude toward tourism and wellbeing is a prerequisite for tourism planning (Amir et al., 2015; Hrvatska & Kilipiris, 2005; Saufi et al., 2014). Lack of long term planning in tourism hampers the business (Choi and Murray, 2010). In order to boost up community based tourism, marketing of products and services needs to be considered an essential part of the tourism project (Dangi & Jamal, 2016). A similar study conducted by Hede and Stokes (2009) found that marketing practices are the key to achieve sustainable tourism goals.

Government agencies encourage local people to participate in tourism and allied services through various schemes and campaigns. However, local service providers often are not able to come to the frontline in the tourism market and ultimately receive fewer tourists, less income, and in few cases lose their service identity. Therefore, this study explores how community tourism services and products are conceived and how local tourism firms market them. The study also aims to establish a fundamental understanding of the market system and the creation of community produced tourism products and services.

Previous studies have explored different dimensions of tourism mostly focussed on barriers to tourism participation, while this study focuses on tourism

firms that are locally owned and run by the local community. The study aims to understand perspectives on tourism barriers from local tourism firms and allied service owners.

Further, Arunachal Pradesh has a wide scope to study and procure diverse insights in tourism front. It is because the state is in a nascent stage in tourism development. The local communities of the region, of late, started experiencing tourism growth and exploring various possibilities of the industry. Thus, the impact and perspective of tourism from the local service providers would profoundly influence tourism of Arunachal Pradesh.

1.8 Major research problem outlined for the study

- Arunachal Pradesh, the state as a whole, despite abundant natural and cultural diversity is yet to figure in the tourism map of India;
- Many areas in the region are gearing up for tourism activities where community participation is conspicuous by absence in the planning process. And this led to the exclusion of the local community's views and opinions in tourism activities. As a result, conflicts between tourists and hosts affect the growth and prosperity of tourism;
- Despite poor accessibility of the various places in the region, tourism activities are happening on a low key and therefore the need for skilled human resources at the local level; and
- There are gaps in channelizing the efforts of tourism authorities and community stakeholders, which have a bearing on the tourism industry's sustainability.

1.9 Objectives of the study

Considering the current stage of tourism development in Arunachal Pradesh and the existing research gaps, the present study is pursued with the following objectives.

1. To find out the nature and type of local community participation in tourism in the select tourism destinations of Arunachal Pradesh;
2. To understand the extent of integration of local Tourism service providers in the development of tourism of the state;
3. To assess and understand the barriers, if any, faced by service providers of the region for effective integration;
4. To explore the marketing opportunities of community produced/owned tourism products and services; and
5. To seek the views of local service providers about their aspiration and experience in tourism.

1.10 Data and sample selection

Five districts of the state were considered for data collection based on the participation of the local community in tourism activities, Department of the Tourism, Government of Arunachal Pradesh (www.arunachaltourism.com). The five districts are Lower Subansiri, Papum Pare, Tawang, West Kameng, and West Saing. Figure 1.3 shows selected five districts of the state. Data was collected from homestays, hotels, local performing artists, tour guides, tour operators, souvenir shops, and transport service providers.

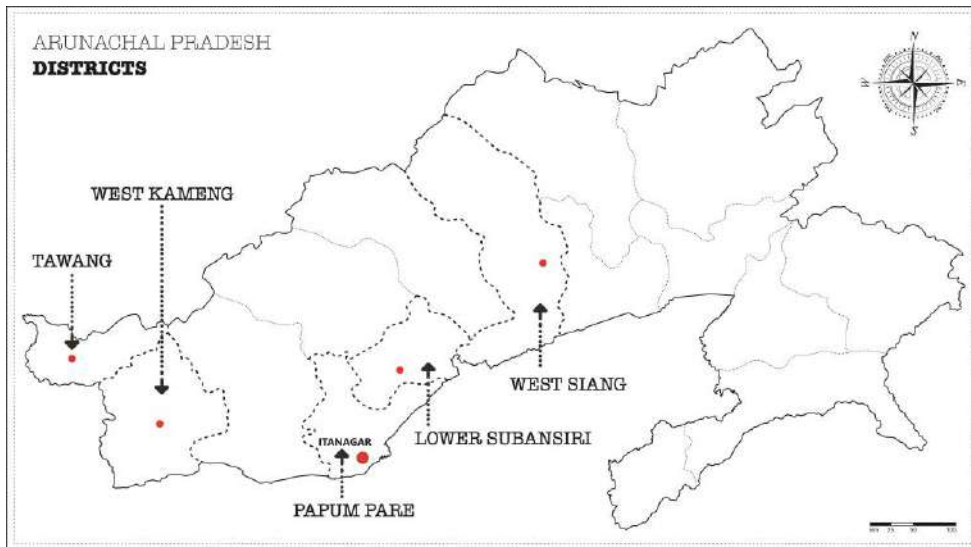
During the study period, it was found that 135 tourism service units that includes homestays, hotels, and tour operators listed in the Arunachal tourism's website in these five selected districts. However, during data collection, non-

registered, registration under process service providers, local tour guides, performing artists, souvenir shops, and transport service providers not registered/listed with the directorate of tourism in state were also included in the study. The pilot study was done in 2018 between Septembers – November (more details in section 1.11). Data was collected from sample respondents during June-September, 2019. Further, the researcher had met and interviewed resource persons, respondents and officials concerned with tourism and allied services of Arunachal Pradesh in between September 2018 - September 2019.

The operational definition of Community Participation in tourism for the study:

Local community members participating in any economic activity related to tourism with established business in tourism and allied service with an objective of making a living.

Figure 1.3 Five districts' location on the map of Arunachal Pradesh



The map is marked with icons for selected districts. This map is only for representative purposes and not to be scaled. Adapted from source:- Official website of Arunachal Pradesh, <https://www.arunachalpradesh.gov.in/> accessed on 15th January 2021.

1.11 Pilot study

The pilot study was conducted to assess the validity of the questionnaire with a sample of 40 locals participating in the tourism industry. Key resource persons like Tourism officials, Local community leaders, Shelf Help Group associated with tourism, concerned officials of the Department of Forests, and Department of Textile & Handicrafts were met, and their views and suggestions were obtained and incorporated in the final questionnaire. The variables for the study were selected from literature review and from multiple field visits prior to the final collection of data from the study area. The validity of the research instrument is presented in Chapter III (Table 3.1).

1.12 Significance of the Study

The state of Arunachal Pradesh rarely received scholarly attention from the tourism perspective. Very few studies were conducted by academics and government agencies. The importance of involving community participation in tourism and

integration of the locals in tourism development in Arunachal Pradesh remained by and large an untouched area of study. Given the importance of the local community, it is disheartening to note that the participation of the local community is low. The reason for less participation may be due to a variety of reasons. Therefore, it is high time that the barriers to participation as encountered by the local community are explored.

The primary reason could also be due to lack of awareness and ignorance about benefits of tourism. Therefore, the present study focuses on the support system for tourism and the extent of integration of local community in tourism development process.

- This study maps how local service providers are integrated with capacity building programs in tourism destinations;
- This study attempts to understand how community-produced tourism products and services are marketed;
- The study helps to understand how tourism services are marketed to tourists;
- It also explores the support systems and identifies possible barriers to tourism development;
- It also identifies other tourism ventures where the residents could be involved which facilitates the growth of local enterprises.

1.13 Statistical tools used

For open-ended questions and semi-structured questions, qualitative data analysis is used. Thematic analysis for comments and interviews was carried out for responses regarding opinions and barriers specific to the service providers for tourism in the region. Statistical tools, including, mean, standard deviation, frequency, and

percentage analysis, were used using SPSS 21 software for quantitative data analysis.

The research was carried out with step-wise progression as shown in Figure 1.4.

1.14 Chapters Organisation

The study is presented in five chapters. Each chapter addresses various possibilities and illustrates issues relating to the objectives of the study. In addition, all chapters are interlinked with each other in a logical manner.

Chapter-I: Chapter I introduces the background of the study. It also presents a statement of the problem, and the need for the study on issues related to community participation in tourism and challenges of the tourism industry in the state of Arunachal Pradesh. Objectives and a brief introduction to the research area are also included in this chapter.

Chapter-II: Chapter II comprises of review of literature related to the objectives of the study. The review includes a discussion of empirical works related to community participation in tourism in different parts of the world. It also presents a conceptual framework used for the study.

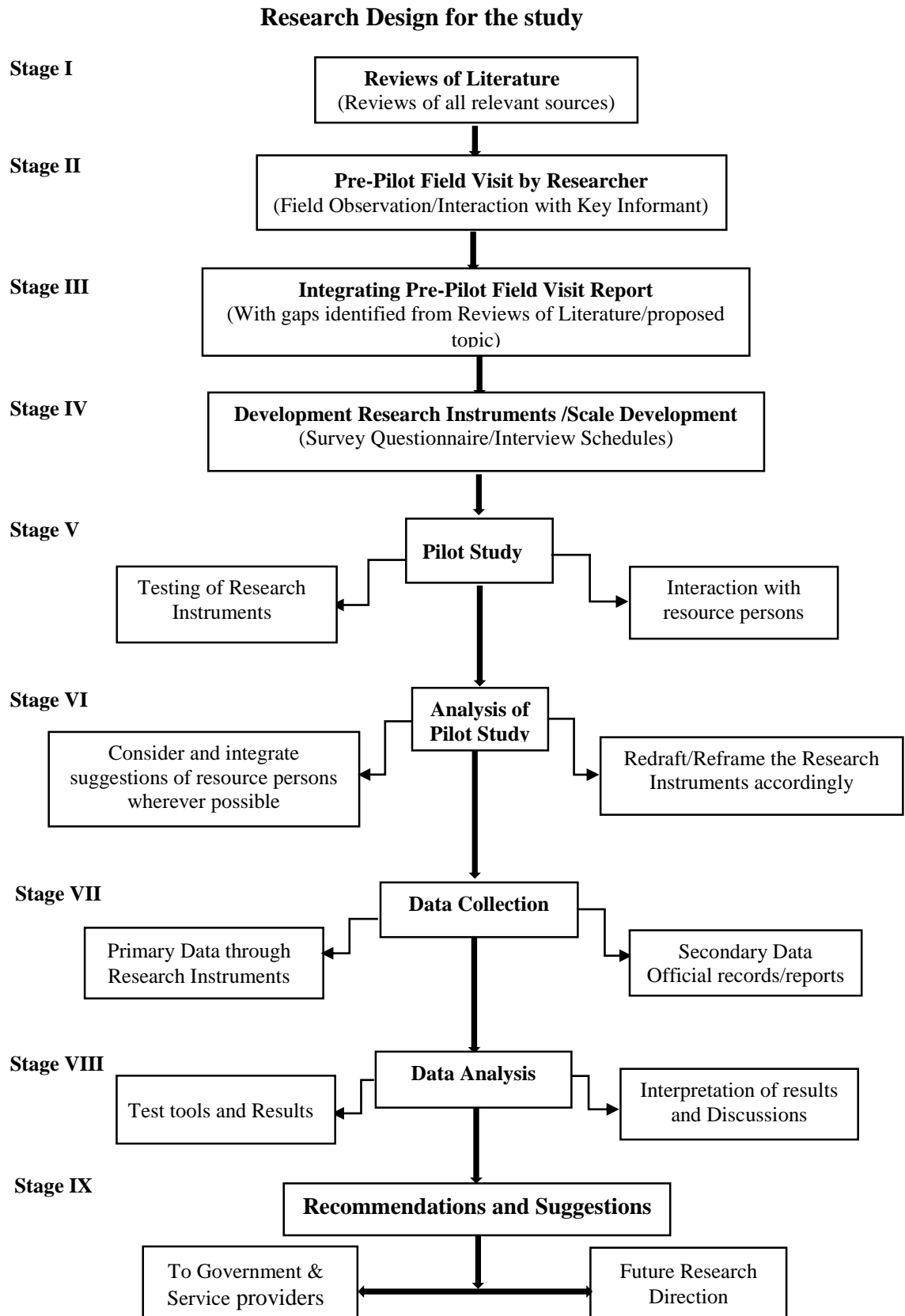
Chapter-III: Chapter III presents the methodology and research approaches used in the study. These comprise tools and applications, research design, source of primary and secondary data, validity and research instrument, data collection process.

Chapter-IV: This chapter consists of two parts. Part one presents the analysis of primary data, which was analyzed with the help of the SPSS package. Part two presents an interpretation of the results and findings along with discussion.

Chapter-V: This is the last chapter of the study. The chapter is arranged logically and recommends strategic actions oriented points ensuring inclusive and participative model of the local community in tourism and allied services in Arunachal Pradesh. The chapter also includes limitations of the study, future research options, research

contributions, and implications. Finally, the chapter provides a suggestive model for inclusive tourism development in the state.

Fig 1.4 Stages of Research Process



CHAPTER II

REVIEW OF LITERATURE

Development Involves Reducing Deprivation- Amartya Sen (1999)

2.1 Introduction

This chapter aims to understand the previous work carried out in the sphere of local community participation in tourism. The review includes a broader spectrum of the participation of locals in various activities related to tourism.

The tourism industry is known to create ample employment in a wide array of tourism activities involving varying skills. Due to this distinct feature of the industry, it accommodates diverse professions and provides each one an opportunity to participate. The antecedents of community participation could be traced back to the late 1960s. Since then, many scholars have been using the term ‘participation’ in tourism, alternatively with ‘involvement’ and ‘engagement’ of local people in tourism. Though these words are conceptualized in various ways, in this review, the use of ‘Participation’ relied upon without disregarding the other terms.

From literature, it has been found that scholars have interpreted the term community participation in different contexts and dimensions. However, in a broader perspective, the theme revolves around the local communities and their welfare through creating employment opportunities for residents. Community participation is one of the most debated elements for any tourism developmental project. The need for the inclusion of locals in decision-making is widely considered worldwide, especially when policy makers’ main agenda is to alleviate the poor and create employment opportunities in the host community.

The theoretical concepts are explored through existing literature, from stages to types of participation from the local community. Further, the discussion is carried

out to interpret barriers to tourism participation, capacity building, integration of local community, marketing of community tourism products and services, and explores community as a stakeholder and its importance. In this context, an attempt was made to bring out a workable research framework for the study. In short, this chapter focuses on the literature review on the local community's participatory approach in various dimensions of tourism and the concerns associated with the host community.

2.2 Evolution of Community Participation

Arnstein (1969, p. 216) defines citizen participation as:

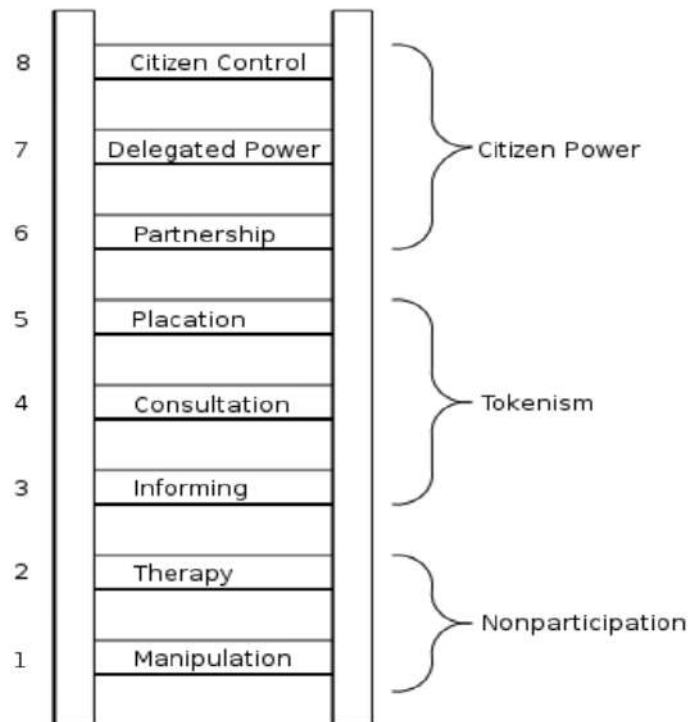
“The redistribution of power that enables the have-not citizens...to be deliberately included in the future. It is the means by which they can induce significant social reform, which enables them to share in the benefits of the affluent society.”

Timothy (2002, p. 153) defines public participation in decision-making in tourism as:

“Participation in decision-making entails community members determining their own goals for development and having a meaningful voice in the organisation and administration of tourism.”

Arnstein's (1969) ladder of participation is the first proposed model called “ladder of citizen participation”, where he discussed eight rungs (manipulation, therapy, informing, consultation, placation, partnership, delegated power, and citizen control) and further, these rungs are categorized into three different segments based on participation as shown in Figure 2.1

Figure 2.1 Ladder of Citizen Participation



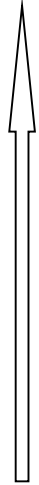
Source: Ladder of Citizen Participation (Arnstein, 1969)

The highest level, **Citizen Power**, consists of three rungs citizen control, delegated power, and partnership. Citizen control is the top level in terms of citizen participation, where they have the freedom to initiate the idea and have control of decision-making power in the whole project while running the firm with full control. Under delegated power and partnership, dominant decision-making power and negotiation related to the project can be expected, which is still under citizen power control. The second segment, **Tokenism**, consists of placation, consultation, and informing infer that this category hinge on how the local community can be conciliated and nurtured for participation in projects. And the third segment, **Non-participation**, consists of the last two rungs therapy and manipulative focuses in molding the perspective and educating the basic system respectively through the industry consultants' in a persuasive manner.

McIntosh and Goeldner's (1986) model combines two facets of resident participation: earning benefits from tourism and engaging in operations. Being on the receiver side can be defined in several ways as using the public space with the growth of infrastructure for the tourism industry and the influx of other facilities to meet tourists' needs in a destination. However, in terms of economic and job prospects, being on active participation in operations and management can be more satisfying. Besides, having power over the facilities and linked to policy gives more scope.

After Arnstein 1969's model, many models have been developed to ascertain the degree of community participation, as shown in Table 2.1. Pretty (1995) proposed another model of community participation in decision-making, including 'self-reliance' at a community level. Further, this model was modified by Pretty et al. (1995), which consists of seven levels of community participation. According to Choguill (1996), Arnstein's citizen participation model may be less likely applicable for less developed countries. Further, Choguill (1996) proposed an extended version of Arnstein's model starting from 'empowerment' (control by community members) to 'conspiracy' under non-participation; these echo the model of Arnstein's 1969. Further, Choguill (1996) added modified 'manipulative' and 'self-management' terms referring to the situation where certain development and initiatives originate from the community itself without assistance from other parties.

Table 2.1 Models of Community Participation in decision making

	Arnstein (1969)	Pretty (1995) & Pretty et al., (1995)	Choguill (1996)	 The power of decision-making increases as the arrow moves upward
Citizen Power	Citizen control	Self-mobilisation	Empowerment	
	Delegated power	Interactive participation	Partnership	
	Partnership			
Tokenism	Placation	Functional participation	Conciliation	
	Consultation	Participation for material Incentives	Dissimulation	
			Diplomacy	
	Informing	Participation by consultation	Informing	
Non-participation	Therapy	Passive participation	Conspiracy	
	Manipulation	Manipulative participation	Self-management	

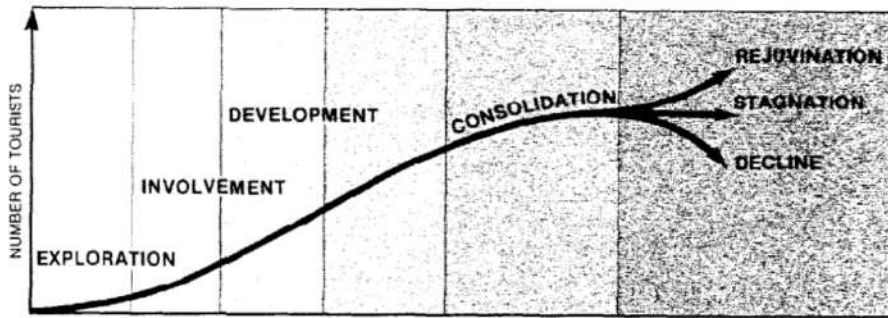
Source: (Arnstein, 1969; Pretty, 1995, Pretty et al., 1995; Choguill, 1996)

Note: Power of decision-making increases as the arrow moves upward

2.2.1 Stages of Community Participation in Tourism

Community participation stages can be theorized and reasonable in building conceptualization of participation from Butler's 1980 contribution as shown in Figure 2.2. The Tourism Area Life Cycle (TALC) consists of five stages, i.e., Exploration, Involvement, Development, Consolidation, and the fifth stage is subdivided into Rejuvenation, Stagnation, and Decline state. Through this diagram, Butler relates the number of tourists to participation from the local community in tourism. Scholars widely cite Butler's TALC to relate tourism development and local participation.

Figure 2.2 Tourism Area Life Cycle



Source: The Tourism Area Life Cycle (TALC), Butler (1980, p.7)

The first stage of TALC, **Exploration**, has few visitors who put up with less infrastructure and no dedicated tourist service facilities at the destination. Thus, there are high chances of interaction between tourists and the local community. However, at this stage tourism is new to the locals, and few local tourism participants in the exploration stage are not professionally trained. Some locals may not perceive tourism with much interest at this stage, but some participating groups may have complete control over the tourism business.

In the second stage of TALC, **Involvement**, visitors increase, and some locals start operating accommodation and catering facilities. Still, there are high chances of interaction between tourists and the local community through various service outlets. In this stage, more locals involve in the tourism business induced by lucrative income. Though, some groups which are enterprising may have more control over the tourism business. At this stage, some conflicts of interest may begin among local participants.

In the third stage of TALC, the **Development** stage, the destination becomes popular and more tourists flock in, increasing the pressure on local services. It is the starting point when external agencies make entry to fill the gap. Local involvement and control over services gradually decline. Most of the tourists in this stage are demanding and consume more services. Outside intervention occurs with more capital

investment and professionally trained human resources. Keller (1987) explains that the shift of power happens from local to external investors due to the nature of the supply chain and the development of tourism infrastructure.

In the fourth stage of TALC, **Consolidation**, tourist inflow starts declining, though its overall inflow still occurs and total visitors exceed the local residents' population. At this stage, most of the tourism infrastructure, economy, and chain of supplies are controlled by external agencies. These impact residents' well-being and lead to dissatisfaction among local residents. Doxey (1975) calls this phenomenon as residents' deprivation and dissatisfaction 'Annoyance'. The higher the community's participation level, the lesser degree of the host irritation (Doxey, 1975).

The fifth stage of TALC, **Rejuvenation, Stagnation, and Decline**, depending on the responses whether any alternative is created to curb the negative impacts of tourism. **Stagnation** may occur when features of destinations become less attractive to tourists due to lack of maintenance and the addition of new facilities. At this stage, tourism services and their ownership may change several times due to unpredictability in the market scenario. However, the stagnation stage may change to a declining and rejuvenation stage depending on the managerial interventions. In this regard, **Rejuvenation** may happen if the destination revamps its attractions and facilities to retain and attract more visitors. A **Decline** may happen when a destination reached its highest capacity or exceeded its limit when a destination is not repositioned or re-branded in a new look. At this stage, tourist inflow decreases dramatically.

New opportunities in the services industry can be explored depending on the circumstances, interests, and availability of resources – both physical and human resources. Excessive control over the services means preventing competition from outsiders players and stakeholders. From TALC, we can infer local participation in the

tourism development process results in minimum leaking at the destination when many of the produced items are procured from the local community thereby creating a multiplier effect within the economic zone. It may also be inferred when local actors are self-motivated and drive the services without much influence from outside, and the benefits tend to be more harmonious.

2.2.2 Community Participation in Tourism

Community participation in tourism is widely encouraged and promoted in developing countries worldwide, where the agenda is to reduce poverty and create job opportunities in the host community. Many countries realized that community plays a key role in the implementation of any tourism project in rural areas. Creating community-based entrepreneurship is a feasible option for tourism sustainability (Xavier et al., 2012; Gurău & Dana, 2017; Eshun & Tichaawa, 2020). Rural resources may be classified into various types of viable tourism products and services and could be communicated well to the tourism market, leading ultimately to the creation of value for rural resources and also to the effective use of resources to support the society (Alexander et al., 2018). The local community's participatory approach has become an integral part of tourism development (Inskeep, 1987, 1994; Woodley, 1993, Simmons, 1994; Tosun & Jenkins, 1998; Vincent & Thompson, 2002).

Transforming tradition and culture into tourism products linked with concrete value systems needs strategic planning and entrepreneurial intervention to create more opportunities (Sloan et al., 2015; Kantsperger et al., 2019). This requires the involvement of locals in the tourism industry to strengthen the destination's human resources potential for better participation. In Indonesia, Cole (2006) found that local people have an awareness of tourism opportunities, but some of them do not see a reason to participate. Tosun (2000) also pointed out that residents are found in low

profile jobs with lower pay scale than staff who are outsiders and have professional knowledge of the industry. The influence of tourism growth in a destination is regarded favorably by locals who deeply connect to the city (Choi & Murray, 2010).

Further, Mowforth and Munt (2003) argued that community participation in tourism in most developing countries is in a manipulative and passive way. McIntyre et al. (1993) also found such pseudo and manipulative participation in Zambia and Mexico. Maharjan (2005) proposed two forms of development with regards to community development: *general* and *ad-hoc*. The general form programs are social and can be a development idea of a long-term perspective. On the other hand, an ad-hoc form is more problem-specific, which is a short-term perspective.

Tuson (2006) conducted a study on Urgup, Turkey, about community participation and found that different interest groups of residents expected different community participation types. Barkin (2006) observed that it is challenging for nature-based tourism to meet the basic principles of income and employment for locals without integrating locals in the program's sustainable tourism. The degree of people's participation in any project can be a strong link with the degree of power distribution and decentralization of the power by stakeholders (Havel, 1996; Tosun, 2004; Wang & Wall, 2005).

The rationale for community participation in tourism activities lied in the concept of sharing tourism benefits (Timothy, 1999; Tosun, 2000). Ironically, even though these companies could use the host's social capital, tourism businesses are primarily operated and run by private parties who would have the slightest interest in poverty reduction through the tourism industry. Instead of sincerely considering the local voice, these private owners will often be more concerned and focused on profit-making. Although the initial motive for starting the company could somehow be

appealing to the local government, after some time, however, these businesses break the standards and focus more on profit-making. In such situations, elected local officials and local governments may investigate the loss of initial euphoria.

2.2.3 Typology of Community Participation in Tourism

Ashley and Roe (1998) suggested a typology of community participation in tourism with a detailed interpretation of passive and active ways of involvement, as shown in Table 2.2. Various passive ways of classifying participation have been discussed and how it differs from the local's active or full participation.

The model encourages full participation for accruing an optimum level of benefits from the tourism industry. The active local participation prevents outside players in the system. However, it is impossible to influence residents' full participation as many may not like to associate with the tourism industry due to their personal preferences or may be more inclined to pursue other careers and professions. Tuson and Jenkins (1998) highlighted that community participation in developed countries is better formalized than in developing countries.

Initially, tourism development used to be generally initiated by a few influential individuals or governments, which often proceed without much discussion with the local residents (Leksakundilok, 2004). Even if they welcome suggestions and feedback from the local community, the responses will be considered only if they are beneficial to their project, and on the whole, the views and opinions of local residents are unheard.

Table 2.2 Typology of Community participation in Tourism Operations

	Passive involvement	Active involvement	Full participation
Individuals	Local people fill jobs and sell resources	Enterprises run by local entrepreneurs	Network of local industries supplying majority of goods and services
Community institutions /leaders	Receive collective income, e.g., given by private operators as donation or to comply with regulation	-Earn income, e.g. lease resources, commit cooperation, own community enterprises -Give approval for planning decisions	-Decide what to earn and how -Have a decisive say in planning decisions -Collectively manage common resources
All community members	Learn of community decisions	-Receive shares of community -Consulted on community decisions	Participation in decisions on resource use, revenue and conflicts

Source: Ashley and Roe (1998, p. 25)

It is essential to identify the real potential of a destination to induce correct participation in tourism from the local community. The role of information and awareness about the tourism opportunities have a crucial role in public participation. Authentic participation in the business needs complete information about the industry's market. In the absence of information, as in the case of rural and remote, it is natural that the involvement or participation remains low (Keogh 1990; Murphy, 1988). As such, in order to correct the situation and to involve larger local residents' participation, external assistance is required for capacity building in a destination. Reid (2003) claims that community participation is a continuous process where constant engagement in events occurs. According to Cole (2006), the highest level of community involvement in tourism is spontaneous participation.

Locals who have a strong attachment with the community view positive impact through tourism development in the destination (Choi & Murray, 2010). This particular study infers that tourism activities in any destination to flourish, and hosts' cultural entity should be respected. Welcoming their views in tourism proposals augurs well as that leads to the creation of an authentic and happy experience for the tourists. With such initiatives involving the local community, a visit to the destination would be practical, authentic, reflecting the host communities' aspirations.

2.3 Barriers to Community Participation in Tourism

Tourism development in a destination sometimes come with an unavoidable barrier for the local community. Barriers in tourism can be found in many areas, for instance, conflicts between nations, labour, and capital (Telfer & Wall, 1996; Goodwin & Roe, 2001; Murti & Boydell, 2008), tourism and resident conflicts (Moscardo et al., 2013); and ethnic conflicts (Coroş et al., 2017). Barriers can also come from different sources, and their impact may vary from region to region across the globe, for example, a study conducted by Luo and Lee (2017) on aboriginal people in Taiwan discovered non-inclusion in decision-making and a lack of trust in local participants in meeting related to tourism, except for their livelihood.

The gap in communication between corporate and conventional knowledge base systems can contribute to conflict and lead to ad hoc decision-making for the local community (Munar, 2012; Prince, 2017). As time passes, the community lacks the requisite skills and resources to keep up with the industry's evolving demands (Nair et al., 2013). Both international tourism authorities and local tourism firms should be aware of various concerns related to tourism growth to mitigate negative consequences (Misso & Foundation, 2018).

Residents encounter challenges in many ways, especially in developing nations, relate to inadequate infrastructures, connectivity and the availability of basic civic amenities. Community participation is considered plural and dynamic. Most of the time, community leaders take the initiative or idea from a few influential people, and voices of the most vulnerable strata of the society may not be heard. Wang and Wall (2005) argued such imbalance can be found more in developing countries where the central government plays a dominant role in creating the right ecosystem.

A study on the Sengwe community in Great Limpopo Transfrontier Conservation Area, Zimbabwe, found that poor resource governance, bureaucracy, and corruption are significant hindrances for community participation in tourism (Chiutsi & Saarinenand, 2017). Communities also view that representative leaders filled with corrupt people diminish the transparency of the benefits that accrue from tourism activities. This study found out that the tourism industry needs a stable environment closely associated with stable political conditions in a destination. It is prevalent that some groups and individuals can reflect more significant influence than others (Hall & Jenkins, 1995). Hall (2003) argued that decision-making initiative and power remain in few hands and are distinguished as Tokenism.

The community's socio-economic barriers at times may hinder local community from participating in the tourism services. And for some, despite having capital, might not know to convert resources into service. For these reasons, many tourism analysts recommend interfering with external assistance to formulate ideas into touristic products. Tosun (2000) also highlighted that residents often end up doing low profile mundane tasks that pay lower than employees who possess technical knowledge about the industry who are generally outsiders. Consequently, tourism growth does not give much voice to locals in decision-making.

According to Gurung and Seeland (2008), community-managed tourism companies can better minimize leakages, which requires policy support. Leaders worldwide, especially in developed countries, are seized of the issue as to how to help their country grow sustainably. The solution lies in the rapid and inclusive growth of tourism. However, internal disputes and conflicts are highly debatable and disrupt the much awed tourism development because of resource management problems (Apipalakul et al., 2015); alienation, and abuse of power (Lee et al., 2010).

Market failures are common in the service sector, and tourism companies are no exception (Franklin, 2004; Thomas, 2000). The several challenges faced by partnerships remain as stumbling blocks for small tourism businesses that need to coordinate strategy among various stakeholders of varying sizes (Forstner, 2004). Due to a shift in consumer expectations and desires, the system's and market's fundamental sustenance has become complex. A study conducted in Shiraz, Iran, Aref (2011) found lack of decision-making, finances, sense of ownership, requisite skills, and education are some of the barriers to participate in tourism projects

By procuring local resources, tourism firms can generate more employment opportunities and develop entrepreneurial culture through tourism. This approach, if given a try, may reduce barriers and challenges in rural areas (Lordkipanidze et al., 2005). Some locals are reluctant to engage in the tourism industry because of the opposing view (Saufi et al., 2014). To minimize conflicts, rural tourism requires a detailed understanding of local people and their socio-cultural structure (Nair & Hamzah, 2015). Active participation eliminates barriers to tourism development (Tosun, 2000; Van der Duim et al., 2006; Zhao and Ritchie, 2007).

Research on community involvement in Tuva village in Xinjiang, China (Wang et al., 2010) found that local communities are indifferent with respect to

participation in venture due to a lack of harmony among various tourism service providers. The study also found misuse of natural resources affecting the biodiversity of the region and emphasized the need for environmental education to conserve natural resources. However, it may be noted that too much stress acts as a limitation and an impediment to tourism growth (Pengelly et al., 2012). Thus, local communities are often stuck between preservation and tourism growth (Akbar et al., 2020). In this context, needless to say, that tourism services heavily draw from nature's bounty (Drosos & Skordoulis, 2018).

Jaafar et al. (2015) conducted a study at the Kinabalu National Park that revealed difficulties in the interface between the government and rural tourism businesses regarding providing training and financial assistance. Such differences create a gap between local service providers and policymakers. Further, a lack of community presence in tourism projects will leave a gap in the management of natural resources (Bockstael et al., 2016; Amoako-Atta et al., 2020). Thus, most discussed aspect of any tourism project is community participation in the decision-making process (Clifford, 2019).

The strength of community engagement in creating resources for tourism services cannot be substituted (Gurung & Seeland, 2008). However, if residents are not satisfied with the system and the locals resent tourism-related activities, no wonder tourism development remains a far cry (Prabhakaran et al., 2014). Eshliki and Kaboudi (2012) observed that the community of Ramsar in Iran faced all consequences of distortion of natural resources after tourists leave the destination. If the inflow of tourists turns out to be positive, they will prosper in society. Say, for example, when a tourist exhibits respect for the host culture and does not influence and lure the youth into a negative dimension. In such a case, the destination sustains

uniquely without getting affected by external influences. Exploitation is more common in remote and rural areas, where local people cannot make their own decisions due to many obstacles. Therefore, difficulties are faced by residents in many areas, especially in developing countries, for various reasons such as poverty, illiteracy, socio-economic status, connectivity, or lack of basic civic amenities.

Research on the Sengwe community by Chiutsi and Saarinenand (2017) found that weak resource control, bureaucracy, and corruption are significant barriers to the community's participation. According to this report, unethical individuals in society colluded with external agencies. As a result, transparency and percolation of benefits of tourism activities are the most significant causalities. As locals' capacity to engage in tourism and overall development is constrained by political factors, a healthy social and political climate is necessary for tourism to prosper (Palmer & Bejou, 1995; Kim et al., 2007). A study conducted by Clausen et al. (2016) in Mexico found a strong link between tourism policies and citizen participation in tourism development.

Tourism development analysts have identified several barriers for the communities to participate effectively in the tourism industry. The barriers are closely associated with the tourism industry's overall growth (Tosun, 2000; Cole, 2006; Manyara & Jones, 2007). Following are some of the limitations which hamper tourism growth.

- i. Limited enthusiasm from the community side
- ii. Cultural variances
- iii. Structural limitations
- iv. Lack of coordination between various agencies
- v. Lack of proper information/ communication gap
- vi. Lack of ownership of the resources
- vii. Lack of capital to initiate
- viii. Lack of knowledge and skill

- ix. Lack of a policy framework
- x. Lack of technical know-how
- xi. Lack of clear guideline
- xii. Lack of trust among participants

These problems are frequently encountered in many developing countries where most citizens strive to meet their basic needs and absorb themselves in them.

2.4 Capacity Building Programme for Local Community

Multiple studies have been carried out since the early 1980s on capacity building initiatives in local communities and their engagement in tourism services. Mobilizing tourism activities in a rural area and considering local community participation as stakeholders required various capacity building programs in a destination. Programs like public awareness campaigns and training local communities in various tourism services can enhance participation (Timothy, 1999). Moreover, over the past two decades, studies have focused more on developing capacity building projects for indigenous communities, establishing schemes, and targeting particular inclusion groups. Capacity building is considered a crucial method for promoting indigenous communities (Carr et al., 2016). Tourism will bring both benefits and threats; therefore, the local community should be prepared to solve such problems through capacity building and management skills (Khanal & Babar, 2007). Investment in tourism related capacity building schemes also solves other economic issues (Forstner, 2004).

Capacity building in a group generates networking skills necessary for sustainable growth (Manyara & Jones, 2007; Laverack & Thangphet, 2009; Ghaderi et al., 2018). Tosun (2000) argued that to be a forum for the common good for community engagement in tourism, consultation by designated local officials and elected members of the community should be part of the decision-making process. As

an essential part and parcel of the decision-making process, societies should act. Capacity building for tourism increases local people's understanding of the environment and conservation of vital resources for sustainable tourism (Hiwasaki, 2006; Ezeuduji & Rid, 2011). It promotes a sensitive approach to general environmental protection through appreciating and responsible actions of local people.

Traning programs help to identify local assets and their value (Colton & Whitney-Squire, 2010) and fosters strong relationships and harmony among aboriginal communities. Skills and awareness are two primary components of tourism growth that come from capacity building, which provides a base for local communities (Aref et al., 2009; Chiutsi & Mudzengi, 2012; Dolezal & Burns, 2015; Dodds et al., 2018). Community capacity building is essential for fostering leadership in local communities (Aref & Redzuan, 2009b). This study discovered that capacity building perceptions differed among service providers depending on their level of tourism involvement and length of stay in the region.

Capacity building should be an essential part of sustainable policymaking in protected areas (Crabbe et al., 2010). It also offers exposure and connects the local community with experts from Govt. agencies and Non-Governmental Organizations (NGOs) to raise awareness of tourism and create power for sustainable growth. Magigi and Ramadhani (2013) highlight the need for a capacity building program to address obstacles and boost the local community to participate smoothly and earn better remuneration from tourism businesses.

In the early stages of tourism growth, external agencies and NGOs typically support and provide capacity building programs (Simpson, 2008; Mizal et al., 2014). Capacity building with the latest skills needed in the industry should be coordinated

intermittently by the authority concerned with local tourism service providers (Haniza & Hamzah, 2013). Such an authority should provide the best preparation to ensure an active working system for the local tourism community. Thereby skilled professionals are available at the destination (Teare et al., 2013).

Capacity building programs serve as a powerful tool to train residents to engage in tourism and related services (Muganda et al., 2012), and in the process of capacity building, aims to reduce poverty by strengthening and empowering the local community (Jamal & Dredge, 2014; Nayomi & Gnanapala, 2015; Tolkach et al., 2013). Capacity building is essential to local communities' meaningful and long-term involvement in tourism (Jamal & Stronza, 2009); it also leads to inclusive growth and increases tourism projects' overall growth (Imbaya et al., 2019). In addition, capacity building program acts as a motivation factor for local tourism service providers and thereby influences non-participants kins to participate in the tourism business (Yaja & Swamy, 2020).

An essential aspect of community participation in tourism is to develop human resources in destinations and create ownership of the services (Tosun, 2000; Simpson, 2008). A positive link between capacity building and poverty alleviation was found by Nadkarni (2008). Many developing nations support and emphasize community-based tourism policy to prepare and encourage their rural residents to participate in the tourism industry. According to Pongponrat and Pongquan (2007), there is a correlation between the local community's satisfaction in the tourism industry and their participation.

Koutra and Edwards (2012) suggest that capacity building is not critically measured on growth; instead, a short-term target in many initiatives. Furthermore, the top-down approach to the capacity building provides minimal space for developing

ideas and creativity from indigenous communities (Nadkarni, 2008). In this approach, strategy and goals are focused on policymakers' generated material, which rarely addresses problems at the grassroots level and may make a big difference if implemented correctly, keeping the owner's best interests in mind.

In Kedeh, Malaysia, Liu (2006) found that lack of local community participation in tourism business may result from omission of capacity building by tourism officials. Sometimes, rural communities are unfamiliar with tourism and its benefits. Lack of local enthusiasm may be all-pervasive. Govt. officials are responsible for inspiring and encouraging locals to involve in action-oriented capacity building programs. External interference in community capacity building may cause local people to misunderstand (Manyara & Jones, 2007). To avoid misinterpretation of external interference, ground-level officials and tourism-related community members need to be educated and sensitized to understand the tourism programs. Wu and Tsai (2016), in Marine Nature Park, Taiwan, confirm that any project must get local support, and the same holds good for capacity building programs as well. Therefore, successful of tourism may come from solid cooperation and mutual support from stakeholders in a destination.

The tourist destination's culture often does not receive due attention. As a result, most of the projects slip into a one-sided planning strategy and lead to tourism's adverse effects. The transformation of tradition and culture into an opportunity for entrepreneurship involves a strategy where all parties profit. Lack of capacity building and un-informed community tourism professionals can lead to constraints and disputes between tourism development stakeholders (Ngubane & Diab, 2005). In rural areas, social belief structures are often tricky for the industry's

academics and stakeholders to understand. Such challenges may be resolved through well-crafted capacity building programs.

In order to engage in the tourism growth process, local community groups need to be inspired and influenced in several ways. For small-scale tourism companies in less developed areas, capacity building is a prerequisite (Dangi & Jamal, 2016). Capacity building initiatives contribute to the enhancement of income and the quality of life with improvements in skills. However, the community's consideration as a tourism stakeholder has been noted only recently. This gap can be bridged by introducing a capacity building program and raising tourism awareness.

2.5 Marketing of Community-produced Tourism Products and Services

According to recent tourism marketing reports, social media and text mining from customer-generated content were found to be lucrative (Sotiriadis, 2019). However, for local tourism firms competing with the international service providers is highly difficult, and survival is often doubt. Presence in social media is important for tourism firms (Chang et al., 2018). Internet-based tourism marketing effectively uses content derived from experience-based knowledge, photos, and words combined with technological intervention (K. Wöber & Gretzel, 2000; K. Wöber, 2003). Customers are learning more about the tourist destination in era of digitalization as many details about the destination are put up on social media sites. Social media, as such, functions as a mediating role for tourist traffic (Tajvidi & Karami, 2017).

Tourism companies rely on the investment and return from marketing media and promotional activities (Wöber, 2003; Molina et al., 2010). The primary goal of having social media presence for any company is the promotion of the destination. For effective communication, presentations about the destination and its information on social media are substantial and define how well the business operates. Digital

contact serves as a catalyst and an engine for rapid growth (Inversini & Rega, 2020; Labanauskaitė et al., 2020).

Social media became the platform for developing a win-win seller-buyer and acts as a strategic tool for customer interaction (Mangold & Faulds, 2009; Sashi, 2012; Li et al., 2017). In addition, social networking and the maintenance of active networks with others are an integral part of marketing for sustainable business (Saxena & Ilbery, 2008; Galloway, 2011; Pesonen, 2011). However, with a poor presence in social media and without access to the modern management system, the marketing of resources for small rural tourism firms is a daunting task. This eventually undermines the sustainability of small rural tourism firms (Saxena & Ilbery, 2008; Munar, 2012; Spencer et al., 2012).

The management of community tourism resources in rural areas, especially in developing countries, is in the hand of third parties, who connect these services to customers in an unregulated manner. Therefore, service delivery may not happen smoothly. Marketing of tourism destinations is a value proposition, and if the value is built correctly, the tourism business turns lucrative and promises capable economic chains (Moscardo et al., 2017). All these benefits may accrue if marketing a destination is embedded in the socio-cultural milieu of the place (Moscardo et al., 2017; Rahmawati et al., 2014; García-Rosell et al., 2007).

Destinations' properties are undoubtedly an undeniable part of the environment, whether they are human-made or natural resources. Local resources' importance gets obviously enhanced and highlighted in the tourism products' marketing campaign (d'Angelo & Go, 2009). The socio and cultural capital created from the destinations' uniqueness is an asset for the tourism industry (Rastogi et al., 2015; Viren et al., 2015). If effectively packaged, tourism products will turn the

region's culture into an asset and immensely contribute to economic growth (Lansing & De Vries, 2007).

The current trends in tourism marketing are mostly based on artificial intelligence and follow advanced management principles giving less space for understanding finer aspects of community tourism products and services. The study conducted by Sørensen (2007) shows a strong relationship between the product innovation capabilities of tourism firms and their success in marketing. The importance of knowing the characteristic of destinations helps in market segmentation (Polo Peña et al., 2012). Similar studies by (Alford & Page, 2015; Rahab, 2012) argue that innovations in marketing require more technological intervention. The study conducted by Polo Peña et al. (2013) confirms the effect of market orientation on firms' performance and tourists' behaviors. Furthermore, there is a strong relationship between financial availability and improvement in services, and this also reflects soundness of firms' market penetration.

Brand building in tourism is close to commercial marketing due to the nature of its fierce competition of promotion and selling of services (Anholt, 2010). Marketing in tourism and using images for branding depend more or less on systematic planning of a knowledge-based approach (Bramwell & Rawding, 1996). The service industry's growth necessitates constant change and interference in its structure (Lay et al., 2009). In this regard, brand-building as a strategy to accelerate tourism growth needs no emphasis (Dey and Sarma, 2010; Molina et al., 2010; Kamboj et al., 2018; Papadimitriou et al., 2018). Effective branding using technology may enhance the growth of small tourism firms. The problem comes from inadequate knowledge to turn ideas into concrete projects, one of the challenging tasks frequently encountered by the local community.

Previous studies on tourism firms are based on the conceptualization of tourism marketing and the usefulness of strategic marketing (Thomas et al., 2011). For example, informal tourism firms' business networks featuring unexploited tourism destinations will take the unique features of the destination and various distinct services to the global level (Tinsley & Lynch, 2007, 2008; Young, 2010). Dey (2013) advocated that due consideration and potential incorporation of places and services in marketing campaigns requires a clear understanding of local tourism firms' culture and practices. In this context, many local tourism products and services and their marketing patterns are untapped.

The local community's role in the tourism industry is an integrated sustainable approach (Triantafillidou & Tsiaras, 2018). Knowing the complexities and characteristics of products and services is therefore vital for accurate marketing. Previous research points to the gaps in identifying community tourism firms' distinct marketing needs (García-Rosell et al., 2007). Local entrepreneurs handling the business will fetch better remuneration for local artisans, handicraft manufacturers, and other related service providers (Cohen, 2001). It also offers the local population to participate and ventilate their voices.

Nevertheless, community tourism's products and services are often informal and low profile, which is challenging. This is due to an unstructured production line and lack of information at the macro level about small tourism firms, mostly run by the local community. These small and local tourism firms are not much visible in the mainstream sector, and because of the unstructured market, it is challenging for the local community to channelize their products and services. Therefore, how local community produces tourism products and services, and how they could integrate with the tourism industry's broader market need a closer look.

2.6 Integration of Local Community in Tourism Development

Policymakers in the tourism sector often fail to integrate the local community's views in tourism planning (Prabhakaran et al., 2014). The local community is mainly seen as a receiving end concerning several advantages of tourism at a tourist destination. As a result, most project visions take a one-sided approach to growth, leading to negative effects. The study conducted by Nair and Hamzah (2015) emphasized an elaborate and systematic process to prepare the community for tourism. For example, a study conducted by (Patowary & Borgohain, 2008) observed that many residents at Ziro Valley of Arunachal Pradesh, India feel that their views are not integrated into tourism activities.

Integration of the local community is fundamental in a bottom-up development model of tourism (Hall, 1998; Coros et al., 2017). It improves the human and social capital of the local community at a destination (Sloan et al., 2015). To meet the growing demands for tourism operations local community prefers assistance from external sources with respect to training programs, technical skills, and marketing strategies (Mak et al., 2017). Local cultural assets could be converted into tourism services through proper integration to accrue the intended benefits to the destination's inhabitants (Alexander et al., 2018). Therefore, strategic planning turns an indigenous and cultural asset into a commercial value proposition in tourism. The integration of the local community in decision-making ensures that residents continue to profit and prevents future business conflicts between external entities and local tourism services providers (Keller, 1987).

Opposing views and problems impede local participation in tourism services (Choi & Murray, 2010; Stone & Stone, 2011). Due to lack of knowledge, poor technical skills, socio-cultural stigma, and lack of opportunities, many locals simply

do not engage in a tourism venture. All these setbacks may be minimized with inclusive policy and integration of the local community in policymaking.

Participation of the local community in decision-making amounts to recognizing their stake in tourism development (Marisa & Ghogaill, 1996). Integration of locals in the planning and decision-making process in the design and delivery of tourism services directly contributes to local upliftment.

Tourism businesses are usually run by more wealthy people who are attracted by profit potential and are primarily short-term in approach (Saufi et al., 2014; Kilipiris, 2005). But the socio-cultural issues and environmental problems are born by the destination's less wealthy local population. Such types of exploitation are more prevalent in rural areas where the local population is unable to get awareness and the correct information.

Integration of the local population into tourism is vital to address poverty (Xue & Kerstetter, 2019). Ironically, as tourism businesses are owned and operated by outside agencies, they are more oriented towards exploiting local resources than addressing poverty alleviation. Every tourism destination provides a wide array of entrepreneurial opportunities (Kline et al., 2019). However, decision-making and control of the resources remain in a few hands (Hall, 2003). According to Kamarudin (2013), involvement of local political leaders in the decision-making process in a destination has a greater positive effect on the local community. This mechanism induces equilibrium in a destination's workforce.

Leakages may be avoided during the tourism development phases if the destination's tourism planner hires local human resources and collects raw materials from local sources at the destination. Entrepreneurship development in the local community is an alternative type of a sustainable business model (Xavier et al., 2012;

Haniza et al., 2013; Gurău & Dana, 2017). Especially in a remote and rural destination where technological constraints are too many, integration of indigenous ideas and improvisation in developing innovative novel tourism products is a pragmatic solution (Sloan et al., 2015).

One of the most traditional approaches to development in rural areas is giving a developmental training module. A scholarly study conducted by Mak et al. (2017) found that local communities look for helping hands from external sources to help them hone required skills to fulfill the market demand in tourism service. Though residents have a tremendous knowledge of native practices/traditional methods, this knowledge and ability to integrate with modern technology are very limited. This hampers the development of tourism products and services.

Society's cultural assets such as local values, ethos, practices, and traditions of the destination may stand in the way of commercialization of these. In this regard, a tourism forum with the representation of all the stakeholders may serve as a bridge between enterprises and the local community. It is here the integration of the local community in the tourism development process matters a lot (Scheyvens, 2000; Wang & Wall, 2005). Furthermore, if the local community is given a role to handle infrastructure and policy-related programs, the entire exercise will have built-in flexibility. In such a scenario, active participation in the local community is possible and would be more rewarding. Scheyvens (2003) claims that high-end outside investors may limit local involvement and seldom considered local people in lagging the capacity of providing a less standard approach in providing services.

Hamilton and Alexander (2013) conducted a study on the 'Adopt a Station' scheme of Scotland, where the local community is considered a key player in the co-creation of services at the railway stations in a locality. This scheme allows the local

community to use unused space within the station without rent, though, in return, the participants have a moral responsibility to keep the station aesthetic with their creativity. Each participant has been given a station to beautify with local artifacts, flower, gardening, and participate in small business ventures such as bookshops, art galleries, charity shops, and toy shops. These initiatives offer ample opportunities to exhibit their ingenuity and creativity. This approach provides a platform to preserve and nurture distinctive features of the local culture. Many participants of this scheme acknowledged the station is similar to main entrance of destinations and it acts as the stage to showcase the community or ‘flags of identity’ for people passing by or those who are visiting the place for the first time. Adopt a Station scheme is an excellent example of an integrated approach model from policymakers. Hence, this is more dynamic, and community participation is diverse (Jamal & Getz, 1995).

Integrating local communities and their resources in tourism is the core idea that propels the rural economy into a higher orbit of socio-economic development (Gu & Ryan, 2008). Furthermore, a study conducted by Ajagunna et al. (2014) found maintaining strategic alliances with various stakeholders like private and government organizations, institutes, youth groups, and academicians is an ultimate gateway to maximize the benefits at the local level. As such, lack of community presence in tourism can create a void in natural resources management (Bockstael et al., 2016).

2.7 Opportunities for Host Communities in Tourism

The term community participation has been interpreted in various ways by both academic and industry practitioners. Ashley and Roe (1998) discussed the involvement of residents based on the level of participation, and they proposed opportunities for host community involvement and management of tourism as shown in Table 2.3.

Table 2.3 Opportunities for host communities' involvement in tourism

Type of enterprise or institution	Opportunities for management roles by locals	Examples
Private business run by outsiders	<ul style="list-style-type: none"> •Employment •Supply of goods and services 	<ul style="list-style-type: none"> •Kitchen staff in a lodge •Sale of food, building material, etc.
Enterprises or operations run by local entrepreneurs	<ul style="list-style-type: none"> •Agreement of Benefits for the wider community •Enterprise ownership •Self-employment •Supply of goods and services 	<ul style="list-style-type: none"> •Guiding services •Hawking, sale of fuelwood and food •Jobs for local people or donations to a community fund based on the number of visitors •No more than two busloads of tourists to visit an attraction within the community in a day • Sales of crafts, food kiosks, campsites, homestays •Tours in the area to take place only at prescribed times and to be postponed during community rituals
Community enterprise	<ul style="list-style-type: none"> •Collectively owned and managed •Collectively-owned but individually managed 	<ul style="list-style-type: none"> •Community campsite run by a management committee •Craft centers owned by the community but managed by an individual with business training
Joint venture between the community and private operators	<ul style="list-style-type: none"> •Participation in decision making •Revenue sharing agreement 	<ul style="list-style-type: none"> •Community has equity in a lodge and representatives sit on board of directors •Community leases land for tourism development and sets conditions upon which development may proceed
Tourism planning body or conservation authority	<ul style="list-style-type: none"> •Consultation •Participation •Representation 	<ul style="list-style-type: none"> •Community representatives on tourism board or parks board •Local consultation in regional tourism planning

Source: Ashley and Roe, 1998

Further, tourism's benefit may broadly be identified in the establishment of business ventures and the creation of employment. Zhao and Ritchie (2007) considered the simplest way to involve the locals in the tourism industry is by

providing them with opportunities. The non-economic benefits range from positive perception, cultural exchange, and awareness to local resources both natural and cultural assets. These elements reassure the preservation and conservation of the resources. Psychological empowerment and positive perception are by-products of positive tourism impact (Scheyvens, 1999; Mitchell & Eagles, 2001). The proponents of community participation in tourism highlighted it as a democratic tool in tourism management (Syme et al., 1991; Simmons, 1994).

2.8 Pro Tourism Governance for Local Participation

Tourism development in a destination is immensely influenced by government initiatives rather than merely local community interest in tourism-related activities (Joppe, 1996, pp.475). Spencer observed that (2012) the level of success and failure of community involvement in tourism development is determined by a destination's ability to create economic enhancement through the creation of new jobs and employment opportunities for the local community. There are shifts in community association between public and private enterprises in the services industry. Further, globalization has accelerated the shift, where community involvement and the consistent emergence of new jobs in the travel, tourism, and hospitality sectors have seen a spurt. Luvanga and Shitundu (2003) illustrated that tourism could be developed in poor, marginal, and remote areas, and earnings from tourism development contribute to the all-around development of society.

According to Seeland (2008), to reduce the industry's leakage, community managed microenterprises, which serve as an alternative, require policymakers' support. Seeland (2008) found that many Bhutan's tourism firms were importing resources from neighboring countries, leading to economic leakages. As a result, many Bhutanese did not get the intended economic benefits from tourism. Leakages in the planning process can be taken care of if the destination's tourism planners use

the indigenous human resources and also source the material from within the destination.

Iorio and Wall (2012) highlighted how the interrelationship between external agencies and the local community of service providers positively impacts tourism. Further, they argued that for the success of any project, external inputs are essential. However, the relationship quite often is unequal (Mowforth & Munt, 2009). These two interpretations show that relations between outsider investors and locally governed tourism enterprises may not be equally effective in all scenarios and may not always be beneficial.

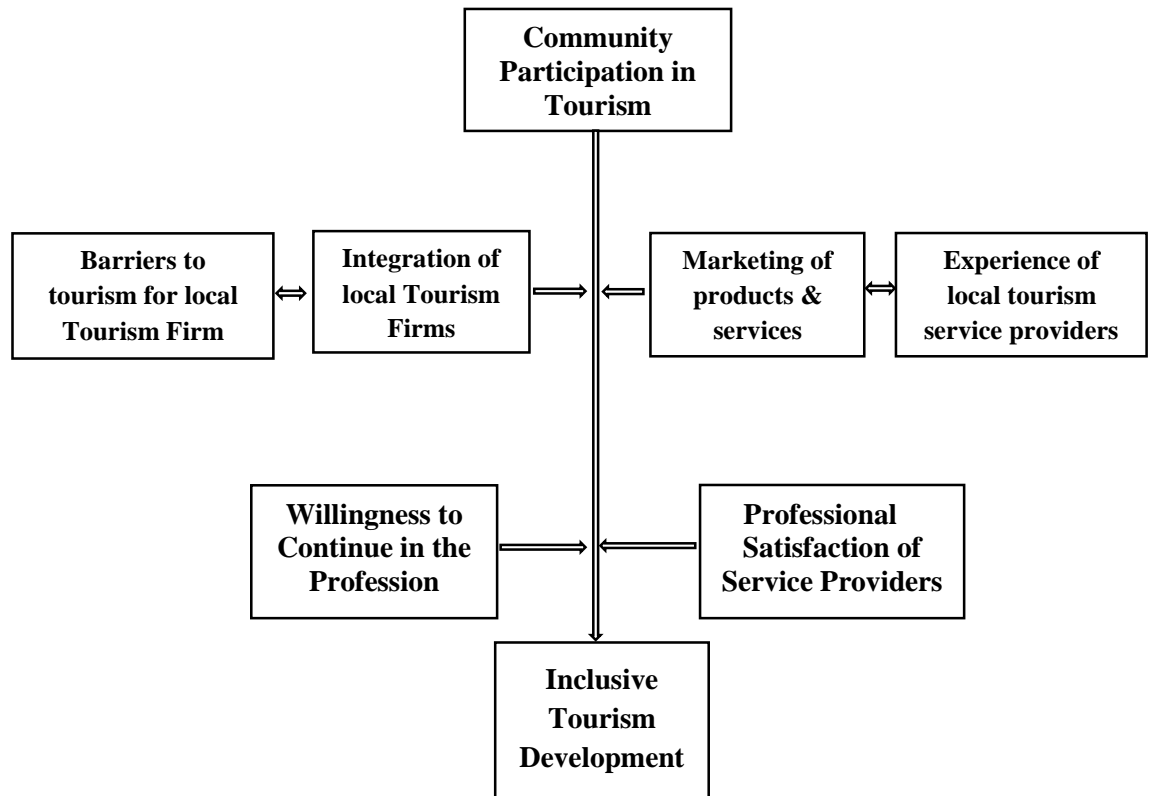
McIntosh and Goeldner (1986) proposed public participation model in tourism decision-making and residents' involvement in the tourism development process. The model given by McIntosh and Goeldner (1986) incorporates two aspects of participation by residents as receivers of benefits from tourism and actual participation in business operations. First, the tourism industry is an economical vehicle for many countries irrespective of developed, developing, and underdeveloped. Second, the multiplier effect of tourism economic activities is indispensable whether it is generated directly or indirectly. In similar context, other studies also echoed that economic activities is an important segment where local community should get considerable share from tourism (Mitchell & Eagels, 2001; Leksakundilok, 2004).

2.9 Conclusion

The review reveals gaps with respect to local community participation in terms of tourism development at a destination. There are differences in approaches from the local community and policymakers. The importance of community participation in tourism and enhancing community tourism produces is the crux of many interpretations.

Indeed, the tourism destination needs a support system and a conducive social-cultural environment for better business operation; most of the time, tourist destinations also entangle with conflicts and barriers to the tourism industry. These issues and concerns in relation to local community participation in tourism are highlighted in this chapter, and a conceptual framework is designed for the study (Fig. 2.3). The literature review brings out a fundamental understanding of problems and issues associated with local community participation in tourism, explores the integration of local community, and the need for capacity building for professional growth, and elements to pitch community-produced tourism products and services. However, gaps can be addressed and underline for possible remedial issues related to community participation through this study. The next chapter introduces the methodology used in the study for data collection, including both quantitative and qualitative approaches considered.

Figure. 2.3 Conceptual Framework of the Study



CHAPTER III

RESEARCH APPROACH AND METHODOLOGY

3.1 Introduction

This chapter discusses sources of primary and secondary data used for the study, sampling methods, selection of respondents, validity of instruments, and the research plan of the study. Brief description of the inception and initiatives of Arunachal Pradesh's tourism department are also presented.

3.2 Primary data

The primary data was collected through questionnaires, interviews, and observations from the local community engaged in providing tourism and allied services. These are primary sources that are directly related to with research problem and are in line with study's objectives. These responses of the participants are both written and verbal, which are gathered through administering questionnaires and through personal interviews, telephonic conversations, etc. According to Cohen et al. (2007), all resources which reflect transmitting a direct and first account of information of an incident may be considered primary data.

3.3 Secondary data

The secondary data was collected from multiple sources of information both directly and indirectly. The sources include peer-reviewed publications, publicly available government and non-government reports, textbooks, catalogues, and web pages. In addition, numerous studies on the participation of the local community and their engagement in the planning process, especially in rural areas have also been chosen for critical examination of the research problem from all perspectives.

3.4 Mixed Methodology

For the study, a judicious mix of both qualitative and quantitative approaches have been adopted to capture information from all angles and for a thorough appreciation of the community participation in tourism as discussed in Chapter II. Because of the complexity and scope of data collection and analysis, a mixed method of research was adopted chosen for the study. The mixed method has been chosen for an in depth analysis using sound data collection techniques (Kohn-Wood & Diem, 2012; Wisdom et al., 2012; Decrop, 1999).

The mixed approach included observation and data collection through questionnaire. To ascertain the study's sample scientifically, the researcher first checked at the list of tourism units on the official website (www.arunachaltourism.com) of Directorate of Tourism, Govt. of Arunachal Pradesh. However, during the field survey, many tourism firms were found which were not listed on the government website, and these firms which are not listed in Govt. website also included in the survey. Interestingly, a few registered firms which were listed but not operational were also found. However, these firms were not included in the study. As a result, the study's sample includes all tourism service providers engaged in tourism and allied activities during the study period, both registered and unregistered.

The data was collected through a questionnaire involving both quantitative and qualitative interpretation. The opinions, viewpoints and perspectives of respondents were captured in personal interviews and focus group discussions. The researcher's systematic observations in the field visits have also been incorporated to substantiate the interpretations.

3.5 Data Validity and Research Instrument

Research Methodology in Tourism is evolving in nature and is heavily drawing from other disciplines thus making the studies truly interdisciplinary. Using several research methods to investigate the problem from various perspectives will help to enrich, improve, and extend the knowledge base of the research problems (Creswell et al., 2007). During the study design and data collection, the researcher took a several steps to ensure data's rigor, accuracy, and validity. Firstly, all relevant information was reviewed through existing literature in line with research objectives. Secondly, familiarisation visits were made in the study area for observation and meeting with local tourism service providers. Thirdly, the first draft of the survey questionnaire was made after a thorough review of literature in related studies and consultation with the doctoral committee. Fourthly, the pilot study was conducted with 40 samples, and the researcher met several key resource persons during the field study who are associated with tourism. Fifthly, the feedback and suggestions of these resource persons were incorporated in the questionnaire.

Further, in order to strengthen the scope of the questionnaire, some of the variables used in developing countries in related studies, for example, Hong Kong, China (Mak et al., 2017), Himachal Pradesh, India (Sood et al., 2017), Taiwan (Luo and Lee, 2017), Mexico (Clausen et al., 2016), Tanzania (Muganda et al., 2013), Iran (Aref, 2011), Peru (Ladkin et al., 2002) have been included in the questionnaire. Thus, the researcher refined and fine-tuned the questionnaire before finalising its relevant contents and information. The questionnaire adopted for the study has been given in Appendix A of this dissertation.

To enhance the reliability of the research instruments, *reliability statistics* were run after a pilot study through SPSS for identifying important variables and

constructs through the Cronbach alpha test shown in Table 3.1, where all constructs reached .701 to .854 indicating consistency of the instrument. Alpha more than 0.70 considered higher consistency and in case of an exploratory study 0.65 or more is also considered acceptable.

Table 3.1 Reliability Statistics

Constructs	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
Integration of local community in Tourism Development in the region	.690	.701	4
Elements of Barrier for Tourism Development in the region	.712	.716	20
Experience as a Tourism Service Providers	.853	.854	8

3.6 Survey questionnaire

Due to the absence of any widely known scripts in the region and a common language among tribes, the survey questions were in English, and respondents were also explained in Hindi and local dialects wherever required. English is the official language of the state. People of the state widely speak Hindi and Assamese along with respective tribal dialects. The survey questionnaire which is more structured took 20-30 minutes for its completion where as a semi-structured questionnaire took more than 30 minutes and in some cases even one hour. Before administering the questionnaire, the researcher tried to build trust and establish credentials with respondents in order to make the respondents feel at home.

Many respondents candidly shared their views on many issues related to tourism development in the semi-structured questionnaire where they took relatively

longer time to complete the survey. While some respondents were reluctant to spare time for personal interviews. Some preferred to be anonymous, and avoided being photographed.

3.7 Directorate of Tourism in Arunachal Pradesh

The state's Tourism Department was under the administrative control of Department of Information and Public Relations till 1992. The full-fledged Directorate of Tourism was established in Arunachal Pradesh on in December 1992 (No. SECTT./TOU-5/95) which marked the true beginning of systematic tourism planning and development concerning all aspects of tourism development. These include:-

- i. Opening of Tourist Information Centre, inside and outside the state.
- ii. Holding of exhibition related to Tourism Department.
- iii. Printing and distribution of publicity material such as pamphlets, brochures, signboards etc.
- iv. Supply of information, reservation of accommodations, and provision of all other amenities to tourists.

The Directorate of Tourism in Itanagar works as the head office, and all major districts have a District Tourism Office for administrative functions. Some of the smaller districts where there is no tourism office are supported nearby district tourism office or directly by the head office.

3.8 Selection of Respondents

The data was collected from a local residents who are directly engaged in tourism activities at tourist destinations. These include Tour operators, owners of commercial accommodation like Hotels and Resorts, Homestay Service providers, Souvenir shops, Transport Services, Guides, and Local Artists (performers) who are associated with the tourism industry in the state. The officials working in the state

tourism department were not considered as respondents of the study; however, they were considered as key resource persons.

Selection of Sample Respondents

The researcher attempted sincerely to catch hold of the owner of the unit. Whenever the owners were not available in spite of the best efforts of the researcher, in lieu of the answer, the manager/caretaker of the service unit was considered as the respondent. As such, one respondent from each firm/ service unit was considered as the respondent instead of the whole lot of employees of the unit.

3.9 Data Collection Process

The data was collected using a purposive sampling method in the initial phase, and later, it turned out as snowball sampling. Tourism service units, which are listed on the official website of the state department were taken as leads for identifying other respondent like a local Guides, Souvenir shops, Transport Services, and Local performing Artists who are not listed with the tourism department. The reason for including these services is to incorporate their views and reach out to maximum participants.

Data was collected between September 2018 - September 2019 from the five districts of the state of Arunachal Pradesh (Figure 1.3) in Chapter-I. The five districts were selected on the basis of the numbers of Tourism services hosted on the Arunachal Tourism website, as could be seen in Table no.3.1, which includes accommodation (Hotels & Resorts), Homestays, and Tour Operators in the state. While Table no. 3.2 presents selected districts for data collection, which were selected on the basis of higher concentration of tourist units, viz., Lower Subansiri, Papumpare, Tawang, West Kameng, and West Saing. These 5 districts consisted 135 units including commercial accommodation establishments (Hotels and Resorts),

Tour Operators, and Homestays. However, during the data collection process, other tourism professionals who participate in the tourism businesses such as local Guides, Souvenir shops, Transport Service providers, and Local performing Artists not registered themselves with tourism department but have started the services were also included in the survey.

Snowball's method of data collection process was adopted for non-registered service units. 450 local community members participated in the survey who are involved in tourism and allied businesses. However, 421 samples were considered for final analysis. The **survey questionnaire** was used along with semi-structured questions in the interview to support scale-based items. Since the study is a mixed methods approach, the questionnaire comprises both quantitative and qualitative questions.

Table 3.2 List of Tourism units in of Arunachal Pradesh Districts Wise

Name of the Districts	Accommodation units(Commercial, Hotels & Resorts)	Homestay Units	Tour Operators	Total unit
1. Changlang	3	Nil	1	4
2. Dibang Valley	5	Nil	1	6
3. East Kameng	Nil	2	Nil	2
4. East Siang	1	10	Nil	11
5. Lohit	4	Nil	Nil	4
6. Lower Saing	1	Nil	Nil	1
7. Lower Subansiri	4	24	1	29 (1 st)
8. Papumpare	8	Nil	20	28 (2 nd)
9. Tawang	4	17	4	25(4 th)
10. Upper Subansiri	1	Nil	Nil	1
11. West Kameng	12	11	4	27 (3 rd)
12. West Siang	13	12	Nil	25(4 th)
	(Total 56)	(Total 76)	(Total 31)	(Total 163)

12 out of 25 districts have tourism service units hosted on the official website of Arunachal Tourism. Source: Arunachal Tourism, the official website of Directorate of Tourism, Government of Arunachal Pradesh, www.arunachaltourism.com (31st August 2018).

Table 3.3 Numbers of various Tourism units in Top 5 Districts

Sl. No	Districts	Hotels & Resorts	Home Stays	Tour Operators	Total units
1	Lower Subansiri	4	24	1	29
2	Papumpare	8	Nil	20	28
3	West Kameng	12	11	4	27
4	Tawang	4	17	4	*25
5	West Saing	13	12	Nil	*25
		41	64	29	134

*: Two districts Tawang and West Siang have equal no. of units; therefore, these two districts are numbered on the basis of alphabetical order.

3.10 Sample Districts Surveyed and Places of Interest

As noted earlier, the data was collected from five select districts (Figure 1.3), namely Lower Subansiri, Papum Pare, Tawang, West Kameng, and West Siang of the state of Arunachal Pradesh. Some of the prominent tourist destinations of the selected districts from where primary data collected are:- Siiro, Yazali, and Ziro from Lower Subansiri; Itanagar, Naharlagun, and Chandannaar from Papum Pare; Bomdila, Rupa, Dirang, Santhi Valley, Shergaon, Eagle's Nest Wildlife Sanctuary (ENWS) from West Kameng; Shyo village, Zemithang, and Lebrang from Tawang; Aalo and Mechuka from West Kameng. Some of the important places of interest from these five districts were presented below.

3.10.1 Lower Subansiri

Lower Subansiri has a total area of 3,460 sq. Km. It has a population of 82,839 and a literacy rate of 76.33% (Census, 2011). Apatani and Nyishi tribes are the inhabitant of the district. The district has diverse Tourism products and in endowed with rich cultural and traditional resources. The *Apatani cultural landscape* in Ziro valley, which is currently on the tentative list of heritage sites under UNESCO. Ziro Music Festival is held every year since 2012 in the district, which attracts many young and music lovers from all over the world. It is being organized and co-founded by local youth, Mr. Hano Bobby, and his team. This festival scaled up the tourist inflow and also boosted economic advancement for locals in the region.

Some Tourists Places of Lower Subansiri



Figure 3.1 Shivalinga at Kardo, Lower Subansiri

Source- Arunachal Tourism



Figure 3.2 Ziro Music Festival Site, Lower Subansiri

Source: Author, 2018

Talley Valley Wildlife Sanctuary

Talley is a plateau with a thick forest of silver fir trees. It is a stunning pine clad plateau with vast wasteland. Some of the most important endangered species such as the clouded leopard can be seen in Talley Valley Wildlife Sanctuary. The sanctuary is situated at 2400 meters above sea level, 30 kilometers from Ziro the district headquarters of Lower Subansiri.

Shivalinga

The Shivalinga stands 25 feet tall, making it the world's tallest natural Shivalinga. It's about 4 kilometers from Hapoli town via Sibey village, which is nestled in the Kardo forest. Due to its link to Hindu mythology, it attracts a large number of domestic tourists and devotees from other Indian states as well as from all over the world. The goddess of water, the Ganga is also said to dwell with Lord Shiva. As a result, one can find the steady flow of water from the Linga's base.

Tarin Fish Farm

A beautiful high-altitude fish farm is raised about 3.5 km from Hapoli town. The farm is managed by the District Fishery Development Department, Government of Arunachal Pradesh. During paddy cultivation season, fingerlings are sold to locals for rearing in the paddy field. Paddy cum fish farming is a unique cultivation practice of the Apatani Tribe in the region.

Flowers and Orchids

Rare orchids and other flowers such as *Rhododendron arboretum* (Sanji Apu), *Hedychium ellipticum* (Pappi Apu), and others are abundant and popular in the district. The climate in the region is suitable for growing orchids and other flowering plants. Currently, a local entrepreneur has raised an orchid farm where a wide variety of rare and exotic orchids are grown for sale and research purposes.

Tahi Lampw

A mysterious stone cave in Reru village's Paki Halyang is said to be the sole refuge for leprosy sufferers in the olden days. This cave draws a large number of curious visitors.

3.10.2 Papum Pare

The state's capital, Itanagar, is located in this district. The district's name is derived from the names of two main rivers, Papum and Pare. The district is approximately 3462 sq km in size, with a total population of 1,76,573 people and a literacy rate of 68.55% (Census, 2011). Itanagar is situated above 1700 feet from sea level. The Nyishis are the natives of the Papum Pare district, but one can also find other tribes who have flocked in for economic advancement in the capital city.



Figure 3.3 Ganga Lake (Geker Sinying), Papum Pare
Source- Arunachal Tourism



Figure 3.4 Monastery of Thupten Gatseling, Papum Pare
Source: Papumpare.nic.in

Some Tourists Places of Papum Pare

Ita Fort

Ita Fort, located in the town of Itanagar, is one of the most important historical sites in the Indian state of Arunachal Pradesh. The name literally translates to "Fort of Bricks" (the Assamese word for brick is "Ita"). Ita Fort in Arunachal Pradesh was built in the 14th or 15th century. The fort has an irregular shape and was made predominantly of bricks dating from the 14th to 15th century. Total brickwork measured 16,200 cubic meters and was constructed by kings of the Chutiya kingdom, who controlled the region at the time. The fort has three entrances: one on the western side, one on the eastern side, and one on the southern side.

Monastery of Thupten Gatseling

This temple, which sits in a peaceful spot surrounded by mighty hills all around, was consecrated by the Dalai Lama (14th) in 1983. This lovely, well-kept Buddhist temple is located on the top of a small hill about 12 kilometres from

Itanagar. From here, one can get a panoramic view of Itanagar. It is the most tranquil and serene place in Itanagar to visit.

Buddhist Temple of the Theravada Sect

A very beautiful and well maintained place where any tourist can get a glimpse of Theravada Buddhist life in Itanagar despite its small size.

Ganga Lake

The Ganga Lake, also known as Geker Sinying, is a lake in Itanagar. It is one of Itanagar's most visited locations. People visits this spot for fun and for a picture perfect view of the lake. The lake's color is green because it has no relation to moving water bodies. Many mythological stories about the Ganga Lake's color are in circulation forming part of the place's folklore.

3.10.3 Tawang

The area of the district is 2,172 sq. Km (approx.), with a population of 49,977 and literacy rate of 60.61% (Census, 2011). The region is covered with scenic hills and mountains with an altitude ranging from 3,500 to 22,500 feet. *Gourichen* is the highest peak of the region, which is 22,500 feet above sea level on the Northern Himalayas. The inhabitants of the Tawang district are Monpa tribes.

Some Tourists Places of Tawang

Tawang Monastery

The Tawang Monastery, also known as Ganden Namgyal Lhatse is Asia's second largest and oldest monastery. The monastery has a residential building for the monks, a well stacked library, a museum, and a primary school for basic education. An enormous yellow roofed Tawang monastery, pierced atop a hill dominating all around and below it was originally a massive and fortified complex strategically located where the caravan routes from Tibet, Bhutan, and West Kameng meet.

Jaswantgarh War Memorial

It is located below the Sela pass at Nuranang which is approximately 25 kms from the main town of Tawang. The memorial was built for brave Jaswant Singh Rawat, who was a martyred Indian soldier of the 1962 Indo China war. He was awarded Mahavir Chakra (Posthumous) during the 1962 India China war. Jaswant demonstrated his bravery by fighting all alone and stopped invading the Chinese army for 72 hours till his last breath.



Figure 3.5 Tawang Road View,
Tawang
Source: Arunachal Tourism



Figure 3.6 Tawang Monastery,
Tawang
Source: Google Image

Currently, it is heartening to note that army staff provide excellent service to travelers and visitors who visit the memorial to pay tribute to Jaswant Singh Rawat. Apart from rescuing travelers at times when they are need of any help, army staff also operate a snack shop where they sell tea, coffee, and snacks to exhausted visitors for a small fee that goes for maintenance of the war memorial. It's a rare opportunity to come across such a heroic story for many visitors.

Sangestar Tso (Madhuri Lake)

Madhuri Lake also known as Shonga-tser Lake, is one of the most famous lakes in Tawang. As the legend goes it was formed by a flash flood following an earthquake in 1950. After the filming of Bollywood's movie *Koyla*, starring actress Madhuri Dixit, the lake gained fame overnight. The lake is surrounded by breathtakingly beautiful valleys and snow capped mountains. The best way to see the lake's beautiful scenery is to take a leisurely stroll.

Jang Water Fall

Also popularly known as Nurongneng waterfall or the Jang Falls. This enticing beauty of milky white water is so enthralling that it evokes thunderous ovation from visitors.

Gorzam Chorten Zemithang

The sky looming high stupa was built by Lama Prathar of Kharman village in Zemithang in the 13th century A.D., with a 186 foot base and a 93 foot height, and is modeled after Nepal's Boudhinath stupa. Thousands of devotees flock during the Gorzam Kora festival to commemorate the virtuous day on the last day of the lunar calendar's first month.

3.10.4 West Kameng

West Kameng's topography is largely mountainous. The district name 'Kameng' is inspired by the Kameng River, which is a tributary of the mighty Brahmaputra Rivers. It has a total area of 7,422 square kilometers. Aka, Bugun, Monpas, Miji (Sajalong), and Sherdukpen are the major tribes of the district. According to the Population Census (2011), the literacy rate is 67.07%. *Thembang Dzong*, a fortified village from West Kameng, is on the tentative list of UNESCO world heritage sites.

Some Tourists Places of West Kameng



Figure 3.7 Dirang Valley, West Kameng
Source: Author, 2019



Figure 3.8 Thembang Fortified
Village, West Kameng
Source: Author, 2019

Tippi Orchid Research Centre

Inaugurated by Shri B.K. Nehru then the Governor of Nagaland on 26th December, 1972, Tippi Orchid Research Centre is located on the west bank of the Kameng River and is surrounded by semi-evergreen tropical rain forest vegetation. The garden spreads out over ten hectares of flat land and is home to over 1000 exotic orchids which provide a visual feast for visitors.

Lhagyala Gompa

The Gompa was founded in the 7th century by Kachen Lama in the mountainside of Morshing. It is a treasure trove of Buddhist sectarian antiquities, socio-political importance and religious lives of the people of the region. The word 'Lhagyala' refers to a set of over a hundred large icons.

Upper Gompa

This Gompa(monastery) is built on the highest point of a hill. The monastery is a significant Buddhist institution that practices Mahayana Buddhism. There is a school for monks who show interest in educating themselves in subjects other than Buddhism. The monks' residential area is on the ground floor of the Gompa. For the people to offer prayers, a buddha temple has also been built there. The Gompa reveals different facets of life as well as the rich culture and values of the locals. The monastery is also known as the Gontse Gaden Rabgyel Lling.

Sangti Valley

Sangti valley is home for several migratory birds, like Siberian black necked cranes and others. It is encircled by the Eastern Himalayan Mountains. The place is known for pleasant summer, and mild snow during winter. The region is covered with fruit orchards such as apple, apricot, and orange with dotted pristine forests and irrigated by meandering swift hill rivers.

Nyukmadong War Memorial

The Nyukmadong War Memorial covers 1.5-acre of land that overlooks the famous battlefield of November 1962. It is surrounded by majestic coniferous trees and nestled in a three tiered landscape. The main monument is a 25 foot high 'Chorten,' which represents the socio culture of locals. In traditional Buddhist style, the entrance looks like a key entryway to a monastery. A visit to this memorial is invariably a poignant occasion with every visitor leaving with a sad and heavy heart.

3.10.5 West Siang

With a population of 112,274 people and a literacy rate of 57.67%, the district spreads across 8,325 Sq. Km. The region has a salubrious climate throughout the year, with many orchid species, varied flora, and fauna. This place is home for various

tribes such as the Galo, Minyong, Bori, Bokar, Pailibo, Ramos, and Memba. It is situated at a height of 300 meters above sea level, and one can enjoy scenic beauty of the place.



Figure 3.9 Yomgo River, West Siang
Source: Arunachal Tourism



Figure 3.10 Kane Wildlife
Sanctuary, West Siang
Source: Google Image

Kane Wildlife Sanctuary

Kane Wildlife Sanctuary located in the West Siang District's forest is a perfect for an exciting wildlife vacation in Arunachal Pradesh. It is one of the state's lesser-known nature destinations. Those who visit the place will be in for an exciting adventure. The sanctuary's biodiversity invites birdwatchers and nature enthusiasts to enjoy themselves. It's an evergreen, semi-evergreen, and sub-tropical thickets protect the sanctuary. The sanctuary is home to 70 different species of birds and an eye-catching white winged wood duck, Rufous necked Hornbill, black bear, lions, panthers, and many others.

Some Tourists Places of West Siang

Mechuka Valley

Mechuka also known as Menchukha is a small town located at an elevation of 6,000 feet (1,829 meters). It was a part of West Saing until December 2018, before it was split and carved out a new district called Shi Yomi district.

Mechukha Valley hosts the Mechuka festival mostly in the winter months where one can experience adventure activities and sports. The festival is a conglomeration of many activities such as aero modeling, paragliding, propelled glider and micro-light glider flights, shooting, mountain biking, and so on. It contains a variety of competitions, including **Bike Downhill Championships**. This mountain biking championship is the first in North East India and the second in the world, after the Himalayan Biking Festival in Manali; **Paragliding Accuracy Championship**, which is sponsored by the Paragliding Association of Arunachal (PAA) where pilots demonstrate their breath taking landing skills; **Kayak Challenge** - The Arunachal Pradesh Water Sports Association organizes this competition, which draws kayakers from all over India.

Siang River Festival

During Siang River Festival in Aalo, one can find adrenaline experience from rafting adventure in Yomgo River. The festival also showcases colorful dances and the cultural value of the region. The festival's key goal is to highlight the state's enormous tourism potential and draws both domestic and international visitors. This festival is a respite from the hustle and bustle of city life for those seeking solace in the arms of Mother Nature.

3.11 Conclusion

This chapter has presented the research design and approaches used in the study. These include the introduction of study locations, sources of data, methodology used, research instruments, and selection of respondents. It is believed and intended that the research process and approaches used for the study could contribute for achieving the objectives of the study. The next chapter presents analysis of primary

data collected through various sources and also includes interpretation of results which is followed by discussion.

CHAPTER IV

RESULTS AND DISCUSSION

4.1 Introduction

This chapter consists of two parts. Part one includes results and analysis of both qualitative and quantitative data. And part two includes discussions, interpretation of information based on the findings of the results. Quantitative data is analysed with the help of Statistical Packages for Social Sciences (SPSS version 21). Thematic analysis for qualitative data such as semi-structured questionnaire, interviews, and comments were done accordingly. The survey questionnaires and semi-structured interviews are analysed as per the objectives of the study which are given below for quick reference.

1. To find out the nature and type of local community participation in tourism in the select tourism destinations of Arunachal Pradesh;
2. To understand the extent of integration of local Tourism service providers in the development of tourism of the state;
3. To assess and understand the barriers, if any, faced by service providers of the region for effective integration;
4. To explore the marketing opportunities of community produced/owned tourism products and services; and
5. To seek the views of local service providers about their aspiration and experience in tourism.

Part – I Results

4.2 Demographic Characteristics of Respondents

As presented in the previous chapter, 450 respondents participated in the survey. Out of the 450 who participated in the survey, 421 were found to be complete in all respects and as such 421 were considered for final analysis. The demographic profile of the respondents plays an important role with regard to participation in tourism and allied services. Demographic factors include age, gender, marital status, occupation, monthly income, and education qualification of the respondents. It was found that participation of male respondents was higher than the female respondents (61.5% of male and 38.5% female respondents) as shown in Table 4.1. Respondents in the age group of 18 to 28 years were found to be substantial constituting a little over one-third of the sample respondents (37.1%).

Table 4.1 Demographic Characteristics of Respondents

Category	Frequency	Percentage	Category	Frequency	Percentage
Gender			Marital Status		
Female	162	38.5	Married	257	61.0
Male	259	61.5	Unmarried	164	39.0
Age (Years)			Monthly Income (Indian Rupees)		
18-28	156	37.1	Less than 10,000	209	49.6
29-38	131	31.1	10,001-20,000	115	27.3
39-48	70	16.6	20,001-40,000	73	17.3
49 and above	64	15.2	40,001 and above	24	5.7
Occupation			Education Qualification		
Farmer	115	27.3	No formal Education	43	10.2
Govt./PSU	44	10.5	Primary	115	27.3
Private Job	114	27.1	Secondary	122	29.0
Self Employed	148	35.2	Graduation	116	27.6
			Post-Graduation and above	25	5.9

N-421

From Table 4.1, it may be noted that 61% of the sample respondents are married. Almost half of the population (49.6%) are in below 10,000 per month income group. 27% of the respondents are in the income range of ₹10,001-20,000, 17% in ₹20,001-40,000 and only 6% are in above ₹40,001 and above.

Majority of participants in the survey are from primary, secondary, and graduate-level of education which constitute 27.3%, 29.0%, and 27.6%, respectively. 10% of the respondents did not have any formal education, and interestingly 6% are post-graduates in different disciplines.

Tourism industry in the state is currently at the infant stage, as evident from the number of tourists' inflow to the region. Most of the respondents are engaged in various occupations. For example, 27% are in farming activities while another 27% are in private jobs. In comparison, 35% of respondents are self-employed, and only 10% are from government and public sector undertakings (PSU).

Participants in the survey are associated with various tourism service units, which are classified broadly under 7 categories, namely Homestays, Hotels, Tour operators, Tour Guides, Transport Services, Souvenir shops, and local performing artists (Table 4.2). Among them homestays and hotels constitute 26% each; and transport services, tour operators, performing artists, tour guides and souvenir shops constitute 18%, 9%, 7%, 6% and 8%, respectively.

4.3 Key Respondents

The key respondents of the study are from Homestays, Hotels, Transport Services, Tour Operators, Souvenir Shops, Tour Guides, and performing local Artists who organize and perform special cultural events for tourists. These respondents are local farmers operating some forms of tourism services or others. Some government/PSU employees are also engaged in tourism activities, though number is relatively less. Respondents

also include employees from private sector and self employed people. Employees working in the Directorate of tourism, Govt. of Arunachal Pradesh, were not considered as respondents though the researcher had met them during the time of study for procuring officials data and information.

Table 4.2 Key Respondents

Units	Frequency	Percent
Homestay	110	26.1
Hotel	110	26.1
Transport Service	75	17.8
Tour Operator	36	8.6
Souvenir Shop	35	8.3
Performing Artist	31	7.4
Tour Guide	24	5.7
Total	421	100.0

4.4 Nature of Participation in Tourism Services

Most of the locals constituting 68.4 % are participating in tourism services as a primary occupation, while the remaining 31.6% as a secondary occupation as shown in Table 4.3. Further, as could be seen in Table 4.4, three-fourths of the male respondents took tourism as primary occupation. Interestingly more than half of the female respondents were found to take up tourism related activities as a primary occupation supplement family income. In this regard, it may be noted that on the whole, women in the north-east region are in general large in the work force and the present study also corroborates the same.

Table 4.3 Nature of Participation in Tourism

421	Frequency	Percent
Tourism as Primary Occupation	288	68.4
Tourism as Secondary Occupation	133	31.6
Total	421	100.0

Table 4.4 Nature of participation * Gender Crosstabulation

Nature of participation	Gender		Total
	Female	Male	
Tourism as Primary Occupation	92	196	288
Tourism as Secondary Occupation	70	63	133
Total	162	259	421

4.4.1 Gender and Participation in Tourism

Tourism is a fragmented industry where in several services provided by different agencies make up the tourism market. Tourist satisfaction, therefore, obviously depends on how well all the services are organised and delivered to tourists. The difference in the nature of activities with respect to male and female respondents' participation may be gauged from Table 4.5.

In other word, nearly two-thirds of the female respondents are engaged operating homestays, along with managing souvenir shop, while a few of them are into performing arts too as it is more comfortable to them involving working in the home environment. In contrast, close to three-fourths (73.6%) of male respondents were

found in larger numbers in hotels and transport services, and as tour operators and tour guides.

Table 4.5 Types of Tourism businesses * Gender wise distribution

Types of Tourism businesses	Gender		Total
	Female	Male	
Homestay	70	40	110
Hotel	29	81	110
Transport Service	03	72	75
Tour Operator	11	25	36
Souvenir Shop	26	09	35
Performing Artist	21	10	31
Tour Guide	02	22	24
Total	162	259	421

4.5 Preferred Existing Tourism Activities in the Region

To understand perceptions of respondents about various tourism activities in the region, the respondents were asked on a 5-point Likert Scale to give their preferences on statements. For example, Never=N, Rarely=R, Sometimes=S, Often=O, and Always=A for the 12 different tourist activities as shown in Table 4.6. The most preferred option among the tourism activities from the given list is “Interacting with local community” (M=4.04) 46.1% of the respondents found it is often happening in the region. This is followed by the “Visiting Sacred & Ritual sites” (M=3.99) as 38.7% of the respondents observed it as happening always in the region.

From the mean rank, it may be found that “Volunteering to teach in schools/communities” is the least preferred activity by the tourists in the region. The

lower Mean not only symbolizes the least preferred activities but also may be interpreted an area of opportunity which needs attention from stakeholders.

Table: 4.6 Preferred Existing Tourism Activities in the region

N-421 Statements	M	SD	N %	R %	S %	O %	A %	Mean Rank
Interacting with local community	4.04	.880	.4	4.0	15.9	46.1	32.5	1
Visiting Sacred & Ritual sites	3.99	.983	0	9.0	21.6	30.6	38.7	2
Trying local cuisine	3.88	.890	0	8.1	22.1	43.7	26.1	3
Trekking & Nature Walk	3.78	.781	.5	5.5	24.5	54.6	15.0	4
Visiting farm/agriculture field	3.38	.856	.2	16.2	36.6	39.2	7.8	5
Listening to local folklore	3.26	1.017	1.0	27.6	28.0	31.8	11.6	6
Visiting zoos/wildlife/sanctuaries	3.14	.980	2.1	26.1	36.3	26.1	9.3	7
Visiting crafts centre & museum	3.01	.977	1.2	36.1	31.1	24.0	7.6	8
Adventure/Mountaineering/ Rafting	2.56	.686	1.7	48.7	42.5	5.9	1.2	9
Visiting on study purposes	2.52	.735	2.4	52.0	39.7	2.9	3.1	10
Trying local handloom/crafts items	2.35	.955	15.9	48.0	25.4	6.9	3.8	11
Volunteering to teach in schools/communities	1.29	.602	75.8	22.1	.7	.5	1.0	12

Mean=M, Std. Deviation=SD, Never=N, Rarely=R, Sometimes=S, Often=O, Always=A

Mean*: The higher the mean (M) score, the stronger the agreement is with the given statements.

4.6 Barriers to Tourism of Service Providers

To capture the existing barriers to tourism development and to identify challenging areas in the tourism profession, 20 different statements were asked on a 5-point Likert scale how strongly they agree or disagree. The weightage on the scale ranging from 1 indicating strongly disagree, 2 to disagree, 3 to without agree nor disagree, 4 to agree, 5 to strongly agree.

In the category of **Infrastructural Barriers** the statement “Poor transportation network” acts as the most prime barrier for tourism in the region with (M = 3.88, SD = .988) with 51.8 % of the respondents agreeing to the

statement as shown in Table 4.7. This is followed by “Inadequate telecommunication facilities” with ($M = 3.80$, $SD = .878$) with 56.3% respondents strongly agreeing to the statement. “Lack of sanitation & rest rooms in public places” scored ($M = 3.71$, $SD = .953$) with 48.7% agreeing to the statement. Likewise, “Lack of Route Maps & Road Signs” and “Insufficient ATM & Banking facilities” with ($M = 3.66$, $SD = 1.019$) and ($M = 3.57$, $SD = 1.075$) respectively.

Under **Operational Barriers**, “Lack of trained workforce for tourism” is rated as the major area of concern with ($M = 3.83$, $SD = 1.005$) with 50.1 % agreeing and 24.5% strongly agreeing to the statement. This is followed by “Lack of promotion about tourism job opportunities,” with ($M = 3.81$, $SD = .851$) 50.8% agreeing to the statement. 37.3% of respondents agreed to the statement “Low level of Marketing & Promotion of tourist places” with ($M = 3.69$, $SD = 931$). Statement “Lack of Support from Government” scored ($M = 3.55$, $SD = .996$) 33% opting neutral opinion. However, the statement “Lack of awareness about tourism as a profession in the region” scored ($M = 3.48$, $SD = .903$) 72.7% strongly agreeing to the statement.

Table 4.7 Respondents' views on Barriers to Tourism in the region

Types	N=421 Statement	M*	SD*	SD %	D %	N %	A %	SA %
Infrastructural Barriers	Poor transportation network	3.88	.988	3.6	7.4	11.9	51.8	25.4
	Inadequate telecommunication facilities	3.80	.878	1.9	1.4	8.6	31.8	56.3
	Lack of sanitation & rest rooms in public places	3.71	.953	3.3	7.1	23.0	48.7	17.8
	Lack of Route Maps & Road Signs	3.66	1.019	5.2	6.7	23.0	46.8	18.3
	Insufficient ATM & Banking facilities	3.57	1.075	7.6	8.1	18.8	51.1	14.5
Operational Barriers	Lack of trained workforce in the region for tourism	3.83	1.005	2.4	11.6	11.4	50.1	24.5
	Lack of promotion about tourism job opportunities	3.81	.851	.2	4.8	12.8	31.4	50.8
	Low level of Marketing & Promotion of tourist places	3.69	.931	2.4	4.8	34.9	37.3	20.7
	Lack of Support from Government	3.55	.996	.7	15.0	33.0	31.4	20.0
	Lack of awareness about tourism as profession in the region	3.48	.903	.7	6.9	3.3	16.4	72.7
Personal Barriers	Lack of professional skills in Tourism	3.83	1.005	2.4	11.6	11.4	50.1	24.5
	Lack of Education	3.55	1.003	1.7	17.6	20.4	45.1	15.2
	Lack of financial backup	3.32	1.036	3.8	21.9	22.8	42.0	9.5
	My opinion is not included in tourism planning	2.94	.820	3.3	29.2	41.4	23.2	3.0
	Encouragement from family member is less	1.47	.903	72.7	16.4	3.3	6.9	.7
Socio-cultural Barriers	Strikes and bandh call* ^b in the region	3.60	.928	4.3	8.8	19.2	58.4	9.3
	Leadership for tourism is less amongst locals	2.95	1.187	17.6	16.2	24.0	38.2	4.0
	Lack of Support & Coordination from locals	1.72	.879	50.8	31.4	12.8	4.8	.2
	Community is not ready for tourism development	1.71	.798	4.9	42.0	36.8	14.7	1.6
	Local Culture not Conducive for tourism	1.61	.851	56.3	31.8	8.6	1.4	1.9

Note: SD= Strongly Disagree, D= Disagree, N=Neither Agree nor Disagree, A=Agree, SD= Strongly Agree; M=Mean, SD*= Standard Deviation

*a=Highers Mean indicate higher intensity for barriers for tourism in the region.

*b- Bandh calls are temporary blocks/shutting down of vehicle movements due to social or political issues.

“Lack of professional skills in Tourism” in the **Personal Barriers** category scored highest ($M = 3.83$, $SD = 1.005$) 50.1% agreeing and 24.5% strongly agreeing to it, which is followed by the statement “Lack of Education” with ($M = 3.32$, $SD = 1.036$). “Lack of financial backup” scored with ($M = 3.32$, $SD = 1.036$) 42% agreeing to the statement. “My opinion is not included in tourism planning” scored with ($M = 2.94$, $SD = .820$) 41.4% opting neutral option. The statement “Encouragement from family member is less” remained lowest among all statements with ($M = 1.47$, $SD = .903$) 72.7% strongly disagreeing to the statement.

“Strikes and bandh call in the region” scored highest in **Socio-cultural Barrier** with ($M = 3.60$, $SD = .928$) which is followed by “Leadership for tourism is less amongst locals” with ($M = 2.95$, $SD = 1.187$). While other variables under socio-cultural barrier scored lesser Mean; “Lack of Support & Coordination from locals” with ($M = 1.72$, $SD = .879$) 50.8% strongly disagreeing to it, “Community is not ready for tourism development” scored ($M = 1.71$, $SD = .879$) with 42% disagreeing to it. “Local culture not conducive for tourism” lowest under socio-cultural barrier with ($M = 1.61$, $SD = .851$) with 56.3% strongly disagreeing to the statement.

As regards to barriers to tourism which are classified into two categories, namely, socio-cultural barriers and personal barriers, it may be seen that tourism development in the study area is confronted with several issue, mostly region specific barriers. In spite of so many constraints, it is heartening to note that the awareness level of the respondents for tourism development is high but crippled by different constraints. Therefore, it is a high time that policy makers and development agencies pay attention to remove the barriers and facilitate the growth of tourism in the region.

4.7 Integration of Tourism Service Providers

In order to assess the perceived integration of local tourism service providers, responses were obtained through certain statements as showed in Table 4.8. As regard to integration of tourism service providers in design and development of tourism products of the region, as little as one- fourths of the respondents (28.6%) were positive towards the involvement of local people. About 38% of the respondents expressed the view that outside agencies have taken out the tourism projects of the region with little space for involvement of local people. 42% of the respondents were of the view that tourism products development are not fairly distributed between the external and local agencies. It is hence, unfortunate that majority of the respondents (56.5 %) were not aware of the development of the region with respect to tourism projects and various schemes included for tourism development.

Table 4.8 Respondents' views on Integration in Tourism Development

N=421 Statement	Mean	Std. Deviati on	SD %	D %	N %	A %	SA %
Involvement of local population in developing tourism products	2.85	1.018	10.1	34.9	22.1	28.6	4.4
Outside agencies have taken up tourism projects in the region	2.81	.839	4.4	37.6	35.1	20.7	2.2
Tourism projects in the region are fairly distributed	2.71	.798	4.9	42.0	36.8	14.7	1.6
Awareness of the various tourism development schemes in the state	2.63	1.038	6.9	56.5	5.9	28.7	2.1

Note: SD= Strongly Disagree, D= Disagree, N=Neither Agree nor Disagree, A=Agree, SD=

Strongly Agree. Higher Mean indicated higher agreement with the statements

The above Table 4.8 and results depict that most of local people are not included, or locals do not involve much in the tourism development process. When respondents were asked whether they feel outside agencies have taken up tourism projects in the region, the result shows a mixed view, with 37.6% being disagreeing, while 35.1% opted for Neutral and 20.7% still agreeing to the statement.

With regard to fair distribution of Tourism projects in the region, 42.0% of the respondents disagreeing with the statement “Tourism projects in the region are fairly distributed,” and 36.8% were neutral. This shows that respondents perceive that tourism projects in the region are not fairly distributed. And 36.8% who opted for Neutral shows that they do not have a clear idea or not aware of project distribution in the region.

4.8 Capacity Building Programme and Inclusive Approach for Tourism

Development

To understand the inclusiveness of local tourism service providers in the various capacity building program for tourism, responses were elicited which are in Table 4.9. The result shows the need for massive groundwork for capacity building and training programs for tourism service providers in the region.

Table 4.9 Capacity Building Programme and Inclusive Approach

N-421	Respondents who opted “YES.”	Percent	Respondents who opted “NO”	Percent
Did you receive any financial assistance for a tourism project/ business?	99	23.5	322	76.5
Did you receive any training/capacity building program to manage tourism services?	168	39.9	253	60.1
Did you attend any meeting or public discussion forum related to tourism?	217	51.5	204	48.5

As could be seen in Table 4.9 about half of the respondents participate in meetings or discussion related to tourism's development of the region. Only close to one-fourth of the respondents (23.5%) had even received financial assistance under various schemes of tourism development. About 40% received training in operating tourism services.

The integration of the locals in the overall tourism development process is less in the region due to lack of awareness among local community about the tourism schemes of the region. Another reason could be that they participate less or do not participate in the public meetings or events organised related to tourism development.

4.9 Marketing of Community Produced Tourism Products and Services

4.9.1. Mode of assistance for Tourism Services and Marketing

To understand and identify the mode of assistance for Tourism Services marketing following questions were asked as shown in Table 4.10. It is found that majority of participants in the tourism service providers design the services and also fix the price of service by themselves (on their own) with 81% and 80.8%, respectively. Only 5% of service providers seek assistance from a consultant and only 14.3% of the respondents seek suggestions from government officials with regard to fixation of the price of tourism products.

Table 4.10 Mode of Assistance for Creation of Tourism Services and Marketing

N=421	Self %	Through consultant %	Government official %
a. Designs of tourism Products	81	6.9	12.1
b. Fixation of the price	80.8	5	14.3
c. Marketing of products/ services	84.6	5.5	10

It is found that 84.6% of respondents do marketing of their products and services by themselves. Only 5.5% of market their products with the help of intermediaries while 10% of respondents seek government support. This results amply indicate that service providers themselves take full charge of their products from the design stage to marketing which is quite laudable. It is heartening to note that by and large they don't depend on intermediaries.

4.9.2 Branding of Native/Indigenous Tourism Products and Services

The result shows (Table 4.11) that 62.5% of respondents opine that agreeing to not having a brand name in their services, this is added by 97.7% and 91.9 % confirming that they do not have sales target and marketing strategy for the tourism products and services in the region. In results depict that majority of tourism services in the region are missing contemporary brand-building feature.

Table 4.11 Features of Tourism Products and Services

N-421	Yes %	No %
Brand/logo for tourism product or services	37.5	62.5
Presence of sales targets	2.9	97.1
Formulation of any marketing strategy	8.1	91.9
Alliance with other agencies for marketing of services	73.2	26.8
Priority for tourists interests while designing products and services	85.3	14.7

4.9.3 Medium of Marketing Channel

From Table 4.12 it may be seen that 56.3% of respondents informed that they are using social media, which is followed by 55.8% who depend on word of mouth to

market their tourism services. Only 2.9% make use of television ads and 1.9 % billboards & hoardings as their marketing tools.

Table 4.12 Medium of Marketing Channel by community tourism service providers

N=421	Yes%	No%
Social Media	56.3	43.7
Word of mouth	55.8	44.2
Television ads	2.9	97.1
Billboards & Hoardings	1.9	98.1

4.9.4 Frequency of promotion for Tourism services in a year

As regards the frequency of promotion and marketing of products and services it may be found from Table 4.13 that 90.5% of service providers promote their products 0-2 times, 4.5% do promotion just 3-6 times, and only 5% indulge in promotion 7 times and more in a year. It may be inferred from the data that most of the local tourism service providers are not active in marketing their tourism services.

Table 4.13 Frequency of Promotion in a year

N -421	Frequency	Percent
0-2 times	381	90.5
3-6 times	19	4.5
7 times and more	21	5.0
Total	421	100.0

4.10 Professional Experience of local Tourism Service Providers

4.10.1 Experience in dealing with tourists

To obtain the respondents' experience in dealing with tourists, two different statements were given on a 5-point Likert scale: how strongly they agree or disagree, (1) as “strongly disagree” and (5) as “strongly agree.” 56.1% of respondents strongly agreed to the statement “I feel happy and comfortable in dealing with tourists” with (M =4.40, SD = .826) and 50.8% to the statement “I feel Tourists are happy & satisfied with my services” with (M = 4.26, SD = .978) as shown in Table 4.14.

Table 4.14 Respondents’ views Experience on dealing with tourists

N-421	Mean	Std. Deviation	SD %	D %	N %	A %	SA %
Statement							
I feel happy and comfortable in dealing with tourists	4.40	.826	0	5.5	5.7	32.5	56.3
I feel Tourists are happy & satisfied with my services	4.26	.978	3.1	4.3	6.7	35.2	50.8

4.10.2 Professional experience as a tourism Service Provider

In a similar passion, an attempt was made to obtain satisfaction level of the respondents in the tourism profession. The question include job satisfaction and other issues associated with the professions as shown in Table 4.15. Responses to the statements, “I feel proud that I am associated with the Tourism Industry” scored (M = 4.30, SD = .984) with 56.3% of the respondents strongly agreeing to the statement. “I encourage my friends and relatives also to participate in tourism business” scored (M = 4.17, SD =1.113) 52.5% of the respondents strongly agreeing to the statement.

The statement, “I am willing to continue in this profession” scored (M = 4.01, SD = 1.222) with 47.5% strongly agreeing to the statement. The statement, “I am

satisfied with my engagement & participation in tourism,” scored ($M = 3.99$, $SD = 1.079$) with 40.4% strongly agreeing to the statement.

Table 4.15 Respondents’ views on Professional Experience as a Tourism Service

Provider

N-421 Statement	Mean	Std. Deviation	SD %	D %	N %	A %	SA %
I feel proud that I am associated with the Tourism Industry	4.30	.984	2.4	4.5	10.0	26.8	56.3
I encourage my friends and relatives also to participate in tourism business	4.17	1.113	4.0	6.9	10.0	26.6	52.5
I am willing to continue in this profession	4.01	1.222	4.8	13.3	5.5	29.0	47.5
I am satisfied with my engagement & participation in tourism	3.99	1.079	1.7	12.1	12.4	33.5	40.4
My business/job is steady & stable	3.96	1.128	3.1	10.7	14.7	29.7	41.8
My business/job is able to support myself and my family financially	3.51	1.359	7.4	25.2	9.3	25.9	32.3

Responses to the statement “My business/job is steady & stable” scored ($M = 3.96$, $SD = 1.128$) with 41.8% strongly agreeing to the statement. However, only 3.1% of respondents still strongly disagreeing with the same statement. This indicates some respondents have concerns about their business/job is not stable. And 14.7% of respondents were for neutral which implies they are still unsure about the stability of job/business for the future.

The statement, “My business/job is able to support myself and my family,” scored ($M = 3.51$, $SD = 1.359$) with 32.3% of respondents strongly disagreeing with

the statement. At the same time, 9.3% of respondents neutral for the given statement. And 7.4% of the respondent strongly disagreeing with the statement.

4.11 Respondents’ views on opportunities to participate in Tourism Industry

Respondents were asked to comment and express their views on their participation in the tourism industry. Respondents’ comments are illustrated in Table 4.16. It is reasonable to interpret from comments that there is an opportunity for locals to participate in tourism. Respondents perceived job opportunities in tourism such as *Chef, Guide, Accommodation Services* and requirement to document traditional ways of cooking of the region. In addition, some respondents consider tourism as an *alternative source* of income.

Table 4.16 Respondents Views on Possible participation and opportunity in the Tourism Industry in Arunachal Pradesh

What are the possible ways, according to you, in which the local community can participate in the Tourism Industry?	
Comments	Opportunity
<i>“Guides are less during the season; there is ample opportunity in the accommodation sector also. We have a tie-up with the tour operators. During the season they contact us for the tourist service.”</i> (Hotel Manager, Respondent no. 05)	Guide and in accommodation sector
<i>“Local people should be involved in the tourism industry for alternative income even if they are working in other professions. For example, Tourists can be offered a farm visit (visit to paddy field, orchard, bamboo garden etc.) as they love to visit farm areas. The local community, especially those who are actively farming, needs to integrate with this profession to share a small share of income with them. We need to promote our culture and natural resources as key USPs of the state to right audiences.</i> (Tour Operator, Respondent no. 202)	Tourism as a source of alternative income
<i>“It is very difficult to get a local chef. There are lots of opportunities as a guide /chef. It is challenging to find a local chef. If we hire chefs from outside, they tend to alter tests as there is no written recipe or handbook;</i>	Requirement of Chef with specialised in

<p><i>our traditional food making comes with practice, all knowledge has passed down through oral tradition. Some of our local people think that working in this profession is not credible, and they do not understand the value of tourism. And more importantly, our leaders have to understand the value of tourism for the region.” (Homestay owner, Respondent no. 297)</i></p>	<p>traditional cuisine and Guide</p>
<p><i>“There are lots of opportunities in culinary. We are compelled to hire chef who are not trained in local cuisine, generally from outsiders, It’s hard to find no local chef. One of our drawback is we do not have proper documentation on our food style and delicacies, as everything is pass down to us with oral tradition or by practically involving. We need to focus on this for the future generation We should retain our original food for authenticity. We should not imitate others culture.” (Tour Operator, Respondent no. 202)</i></p>	<p>Local Chef and requirement to document traditional ways of cooking</p>
<p><i>“It is challenging to find a guide most of the time. We are compelled to hire locals who have little knowledge about guiding tourists and who can deliver decent service. We even needed to approach school teachers as the guide for our clients. “Tourist guides for culture and traditional dress are in demand as tourists express interest to know them more. We also need nature guide. Most of the times taxi drivers act as a guide. And they, are not trained in the profession.” (Hotel Owner, Respondent no. 01)</i></p>	<p>Guide and Special local guide for cultural tourism</p>
<p><i>“We should have more accommodation units because it is difficult to accommodate all of them during the peak season; when I tried to arrange them to neighbour house/ alternate arrangement, they do not feel like going there. So need more trained hospitality service providers in the regions.” (Hotel Owner, Respondent no. 84)</i></p>	<p>Accommodation units</p>
<p><i>“The best guide is the local guide; our youth should be trained as a guide. We should build solid human resources from youth.” (Tour Operator, Respondent no. 168)</i></p>	<p>Guide</p>

4. 12 Respondents opinions about Tourism Development

To ascertain respondents' opinions about the tourism development in Arunachal Pradesh, services providers were asked to give their opinions on the areas that need attention from the directorate of tourism in the state. Being asked helps extract perceived opinions and understanding of factors that required immediate attention for tourism development in the region. Respondents' views are presented in Table 4.17.

Table 4.17 Respondents' opinions about Tourism Development

Comment/opinion on area(s), Directorate of Tourism, Govt. of Arunachal Pradesh could focus on.	
Comments	Focused Area
<p><i>“Officials should travel more in the state’s interior and remote locations rather than staying and focusing in Itanagar (capital city of Arunachal Pradesh). They need to know the ground reality. And training should be provided in the villages rather than in cities like homestay concept is for rural areas and how villagers will come to cities. For villagers, it is challenging to travel, and they cannot afford it. The government should take emphasis on skill-building.”</i></p> <p>(Hotel Manager, Respondent no. 06)</p>	<p>-Seeking focused in rural areas from concerned officials</p> <p>-training and capacity building</p>
<p><i>“Passes (Permits) should be made an easy process for the tourists. Copy of the same should also be sent in the state’s check posts where police personnel can quickly check and save time.”</i> (A hotel Manager, Respondent no. 54)</p>	<p>-Sensitization about tourism to personnel in check gates</p>
<p><i>“We need more coordination from both government and local villagers.</i></p> <p><i>The government needs to give more awareness campaigns about tourism to villagers. We needed to do a village tour for our tourists and for this reason villagers should also work for this.</i></p> <p><i>Government and reviewers, especially private websites, should clearly message our facilities and give tourists a clear message as they read some information and expect those services.</i></p>	<p>- Coordination locals and government</p> <p>-proper review of the services in various online portal/website</p>

<p><i>In a homestay, we could only provide whatever we have at our hands.” (Homestay owner, Respondent no. 111)</i></p>	
<p><i>“Most of our youth need to be motivated; I have observed those who did a Tourism and Hospitality course and look for another government Job elsewhere after a few years of working in the industry. There should be proper channelization of job and job security in this line. Every year, Department of Tourism in the state conducts training programs for guide. But none of them have been registered themselves and listed on the tourism website of Arunachal Pradesh.” (Tour Operator, Respondent no.201)</i></p>	<p>- Creation of jobs through Tourism</p>
<p><i>“Every youth is running for a government job here or go out in metro cities of other Indian states, and there is so much competition. I feel the government should create some alternatives jobs through tourism in the region.” (Hotel manager, Respondent no. 294)</i></p>	<p>-Creation of jobs through Tourism</p>
<p><i>“Here, locals do not understand the value of tourism; therefore, they are missing out on many golden opportunities. Arunachal Pradesh is such a wonderful state in term of its culture and topography. The state is blessed with a unique natural gift. Most of the locals do not understand the power and potential of their resources.”</i> (Tour Operator, Respondent no. 211)</p>	<p>-Sensitization about tourism industry for locals - preservation of culture and tradition</p>
<p><i>“Our people require sensitization programs on tourism even if they are not associate with tourism to understand its pros and cons.”</i> (Tour Operator, Respondent no.219).</p>	<p>- Sensitization about tourism industry for locals</p>
<p><i>“The department should focus on local people’s sensitization about tourism and its working style. It should also be imparted to all locals’ concerned sectors/departments related to tourism, like transport sector and various outlets eateries. Department is not focusing on the right audience. It is my honest opinion. The concept of Atithi Devo Bhawa should be instigated in every mind of residents of the state, not only tourism professionals. Then only tourism can grow here in a sustainable way.</i></p>	<p>- Sensitization about tourism industry for locals -focus on the right audience for tourism promotion</p>

<p><i>People here do not understand the importance of traditional value and their culture through tourism angles. They need to promote this through tourism.” (Hotel manager, Respondent no. 228)</i></p>	<p>-preservation of culture and tradition</p>
<p><i>“Government should provide us some basic training for communication with tourists. We do not have enough parking place. There should be sufficient space for parking, and it should be maintained well. Authority should check and inspect in between over it is management. Government should work on infrastructure building in the regions.” (Transport Service, Respondent no. 135-145)</i></p>	<p>- Training for communication skills -infrastructure for tourism and parking spaces in tourist sites</p>
<p><i>“Police personnel in the check gate should be trained well, as sometimes they are rude to tourists while checking for passes in the check post. They should be a little sensitive to tourists. There should be a separate team/ police personnel for tourists in the check post.” (Tour Operator, Respondent no. 177)</i></p>	<p>-Sensitization of police personnel in check gates about tourism and tourists</p>
<p><i>“Still, we have no tourism board or Tourism Policy in the state. We need to create a tourism policy in the state, and it is still on frame and consideration.” (Tour Operator, Respondent no. 202)</i></p>	<p>-Emphasised on Tourism Policy/ tourism board in the state</p>
<p><i>“Our tourist information should be updated on the official website of tourism. Many of the information and photos need an update. Sometimes, tourists feel cheating if they do not find the same in the destination. Need more publicity and promotion of the destinations.</i></p> <p><i>Specific promotion for the destination. e.g., like adventure destinations, monastery sites, agriculture tourism should be the emphasis.” (Homestay owner, Respondent no. 306)</i></p>	<p>-Updating information about tourism on websites -promotion of destination Specifications</p>
<p><i>“The department should work in consultation with local people, as we know what we can offer and what not in the industry. And our villager needs to be given the right ideas to generate income in the line.” (Homestay owner, Respondent no. 315)</i></p>	<p>-Integration of locals</p>
<p><i>“The department does not know much about the resources we have; we have to work together to develop. The department should</i></p>	<p>- Integration of locals</p>

<p><i>instigate us to work more and motivate it for better participation. Before any initiative, they should consult us, as ultimately whatever effect will come to us.” (Guide, Respondent no.327)</i></p>	
<p><i>“There can be one window system for accessing permits. Currently, in check gate police forces are deployed, officers can be trained for handling tourists. There is a need of sensitization for all concerned departments related to this hospitality and tourism industry. This permit should be handy and easy to cater all groups of tourist, many elders those who are not that ease with technology handling are missing out, they do not want to hassle in this process, therefore they choose another state in the region, which do not has such permit is for this, this also gives some kind second thought/work as a barrier to visiting the state. And clean and proper maintenance of the tourist sites, cities and towns is need of the hour. Most tourist places are in dilapidated conditions.</i></p> <p><i>Connectivity in the region is the major hindrance for tourism in the state. More awareness camps in the villages and remote level as villagers cannot go to towns and cities. People from cities know more about tourism, our villages need to know it more.” (Transport Service, Respondent no. 330)</i></p>	<ul style="list-style-type: none"> -Easy access of permits -trained personnel at check gates - proper maintenance of the tourist sites - connectivity as a barriers for tourism - awareness and campaign about tourism in villages
<p><i>“Government should develop better infrastructure and service in the existing tourist circuits. First, Primary investment should be made wisely. As there are many imprecise investments made by departments like building circuit houses in remote places and where tourists do not go, and no one lives, and is not in a good condition. As a result, the cattle and other animals are making it their home. Second, Good roads and proper mobile network coverage.” (Homestay owner, Respondent no. 86)</i></p>	<ul style="list-style-type: none"> -Better infrastructure for tourism -timely maintenance of existing tourism facilities
<p><i>“Our government needs to tap the potential for other areas like- Religious tourism, Buddhist study site of the state should come under the Buddhist circuit of India, in Tawang we have India’s largest monastery and second largest in the world after Tibet Monastery; still, the Indian government does not cover that it is under Buddhist circuit map of India.</i></p>	<ul style="list-style-type: none"> - Promotion of destination based on its specific/uniqueness

<p><i>Another issue is cleaning the surrounding, which we can manage, but the government has to provide other necessary infrastructure to run the business.</i></p> <p><i>There is no regular taxi service in the town. We homestay owners have to arrange them.</i></p> <p><i>We have a cleaning drive camp once every week, and I am currently in charge of our colony.”</i></p> <p>(Homestay owner, Respondent no. 262)</p>	<p>-cleaning of tourist sites</p> <p>- seeks necessary infrastructure for tourism businesses</p>
<p><i>“Government should focus on the maintenance of tourist spots, and there should be some more activities for tourists so that they can stay some more days in the region. We receive different types of tourists; for this reason, there should be different activities to cater to them. We need bigger support for them. Need more support from the department, like giving training to local youth. The government has built some circuits house, but nobody is there to manage and run them for the tourist.”</i> (Guide, Respondent no. 192)</p>	<p>- Maintenance of tourist sites</p> <p>- seeks more support from the department(tourism)</p>
<p><i>“Our government should promote our state to in the right target audience and in the proper channels.”</i></p> <p>(Tour Operator, Respondent no. 201)</p>	<p>-Promotion of tourism to right audience</p>
<p><i>“There should be specific destination promotions about its specialties like segregation of tourist interest, religious site, Monastery, trekking site, culture, wildlife, etc.</i> (Tour Operator, Respondent no. 210)</p>	<p>- Specific destination promotions</p>
<p><i>“Update of tourist information on websites is urgent attention of the region. Many a times tourists follow the information given on the tourist website of the department. Photos and scenic are no longer like on the website, so all current images should be updated at least one year to reduce misconception. The images they are using are more than 10 years old.”</i> (Homestay owner, Respondent no. 320)</p>	<p>- Updation of tourism information on websites</p>

<p>“Our festivals should be promoted well, and they should be incorporated with a resident as these festivals happened in the local villages.” (Guide, Respondent no. 326)</p>	<p>-Promotion of various festivals</p>
--	--

The interpretation of comments are presented in the table under *the focused area* (Table 4.17). Some of the key important points which need urgent attention from the concerned department are:

i. **Awareness about tourism opportunities in remote/rural areas:**

The need for vigorous campaigns to create awareness about the natural endowment of rural areas was expressed by many respondents. Service providers in rural areas seek more attention from concerned officials for smooth functioning of business (comment of respondent no. 06). In addition to the awareness campaigns, concerted efforts are required for **training and capacity building** programs for tourism service providers. (Respondent no. 06, 135-145).

ii. **Sensitization of police personnel at check gates:** The police personnel handling the tourists at the check gate for Permits (tourist permits) should be given additional training to handle tourists. They need to be sensitised in dealing with tourists as it is at these check gates, tourists gain the first impression about the culture and hospitality of the host community. A feeling that tourists are welcome to the region needs to be created. (Respondent no. 177, 211, 219, 228, & 330).

iii. **Coordination of locals and government:** Tourism is strongly interlinked with destinations’ socio-cultural and other resources. Respondents

expressed the need for coordination among residents and government agencies for creating memorable experiences for the tourists.

(Respondent no. 111 & 192).

- iv. **Authentic review of tourism services:** These are the days of social media. Social media touches our lives day in and day out to the extent that perceptions are formed and influence the decision making behaviour of tourists. In this regard, online reviews play an important role in influencing customers. A homestay owner expressed concern for authentic reviews of services on the various online platforms (Respondent no. 111). Authentic reviews help the services providers identify the gaps in the service delivery and improve upon. Further, good reviews present the service in a positive manner and connect the guest with the hosts leading to a win-win situation.
- v. **Targeting the right audience:** Respondents expressed the need for promotion of tourism of the state to the right audience (Respondent no. 228). The Focus on the right audience for promotional activities save time and resources in meeting the objectives of service firm.
- vi. **Better Infrastructure for tourism operation:** Infrastructure at a tourist destination plays an important role for successful business operations. Lack of infrastructure in the region was expressed by respondents (Respondent no. 086, 135-145, 330). Lack of adequate infrastructure as a significant barrier has also been identified from perceived barriers in the study's quantitative analysis.
- vii. **Preservation of culture and tradition:** Respondents expressed concern about local culture and traditions and needs for preservation (Respondent

no. 211 & 228, 326). Similarly, the promotion of local culture and festivals were opined (Respondent no. 326).

- viii. **Emphasized the importance of Tourism Policy:** There is a strong concern for the need for tourism policy in the state. The need for tourism policy is expressed by a senior tour operator (Respondent no. 202).
- ix. **Updation of information related to tourism:** The importance and need for updating information about tourism on official websites were raised by respondents (Respondent no. 306 & 326).
- x. **Destination Specific Tourism Promotion:** The importance of promoting specific to destinations' specialty was emphasised by many service providers (Respondent no. 210, 262 & 306). The region's diverse tourism resources may be marketed and promoted accordingly rather than promoting the whole region as a destination for a particular type of customer. Promoting each destination with its niche resources is a sure way to maximize diverse customers.
- xi. **Creation of Jobs through Tourism:** Respondents suggest the government should create more jobs through tourism as youth of the region is forced to migrate to other states in search of livelihoods, primarily to many cities and towns of other Indian states. (Respondent no. 201 & 294).
- xii. **Easy access of permits:** Less cumbersome and tourist friendly procedures for issuing permits was expressed by a respondent (Respondent no. 330). During the field study, it was found that the process was much easier for a domestic tourists to obtain e-ILP from the official website of Arunachal Tourism. One could also get a permit on arrival from Lokpriya Gopinath Bordolio International Airport, Guwhati and Railway stations of Assam and Arunachal Pradesh. However, a foreign tourist is required to apply for

PAP only through registered tour operators and other concerned government authorities.

- xiii. **Proper maintenance of tourist sites:** Proper maintenance of existing tourism facilities and upkeep of tourist sites were considered to be a paramount importance by the service providers (Respondent no. 086, 192, 262 & 330).
- xiv. **Integration of locals:** The local service providers feel that the department should work in tandem with locals and host community's views as they(locals) know what they could offer and what not in the industry (Respondent no. 315 & 327). Respondents also feel that villagers be given the right ideas and motivation for better income generation.

4.13 Findings from the Field Survey

Findings and observations from the field survey contribute significantly to achieve objectives of the study. It is pertinent to consider important elements and findings from field survey in case of qualitative studies. For this study, several field visits were made to meet to resource persons and respondents in order to integrate the results of the qualitative data with quantitative data. Important imparts from field survey and observation are included in this report.

4.13.1 Planning and Development of Directorate of Tourism

Directorate of Tourism, Govt. of Arunachal Pradesh, has rolled out several development projects for tourism and allied activities in the state. This includes infrastructural and human resources development for tourism in the state. Some such schemes and initiatives of 2018-2019 are:

- i. Tourism Promotion and Marketing

- ii. Professional fees (Lawyers and Chartered Accountant) & Brand Consultant)
- iii. Grant-in-Aid: Arunachal Tourism Society
- iv. Chief Minister Paryatan Vikas Yojana
- v. Maintenance and Restoration Tourism Facilities
- vi. Development of Wayside Amenities
- vii. Development of Adventure Tourism
- viii. Eco-Tourism & Rural Tourism
- ix. Spiritual Tourism
- x. Film Tourism as per Film Tourism policy of the state Govt. (Logistic Support)
- xi. Human Resource Development(Workshop& Training/Children Summer Camp)
- xii. Inviting journalists & Editors of reputed newspapers and Journals
- xiii. Gender budgeting (Training of Women Self Help Groups) & gender sensitization workshop
- xiv. Campaign Clean India- Arunachal Pradesh
- xv. Tourism cum ILP facilities center at Airport (Guwahati, Kolkata) & Railway station (Gumto, Naharlagun and Guwahati, Assam)

4.13.2 Major Awards Won by Arunachal Tourism in the last 5 years (2015-2019)

Arunachal Tourism, an official entity of the Directorate of Tourism, Govt. of Arunachal Pradesh, won several awards for its tourism development. Some of them are:

- i. Best Emerging Indian Destination Award at Lonely Planet Travel Award 2019;
- ii. Best destination at OTM, Mumbai Travel Award 2018;
- iii. Chhattisgarh Government has conferred the 9th prestigious CNBC-AWAZZ Travel Award 2015 in the category of best “Adventure Tourism Destination” to Arunachal Pradesh; and

- iv. Best “Eco Tourism Destination” at the 9th Annual Today’s Traveller Awards, 2015.

4. 13.3 Arunachal Tourism Society (ATS)

Arunachal Tourism Society is an initiative of the tourism department and other concerned departments of Arunachal Pradesh for tourism development in the state.

ATS was registered on 15th Dec. 2016 under the Society Regd. Act. 1860 to guide and monitor overall development of Tourism activities in Arunachal Pradesh.

The main objective of the society is to promote travel, tourism, leisure activities, and management of tourism infrastructures in Arunachal Pradesh. ATS has a administrative governing body that includes officials and elected local members to carry out planning and development of tourism.

Governing Bodies of the society (ATS) Include:

- i. Home Minister of Tourism – Chairmen
- ii. Secretary, Tourism – Secretary
- iii. Director Tourism – Convener
- iv. HoD, Travel and Tourism, Rajiv Gandhi Polytechnic College – Member
- v. Director, Research – Member
- vi. Dy. Secretary (Finance) – Member
- vii. Director, Sports – Member
- viii. Director, Urban Development – Member

Approved members of ATS at district level are:

- i. Deputy Commissioner – Chairman
- ii. District Tourism Officer – Member Secretary & Convener
- iii. District, Sports Officer – Member
- iv. District, Research officer – Member

- v. District Art & Culture officer – Member
- vi. Dy. Director, Urban Development – Member
- vii. Zila Parishad Member (ZPM) – Member
- viii. Divisional Forest Officer – Member
- ix. Executive Engineer (EE) or Assistant Engineer (AE) – Member

4.13.4 Special Interest groups and Initiatives of locals in Tourism

During a field survey by the researcher between September 2018 - September 2019, it was found that some special interest groups were actively participating in tourism related activities. These groups include:

- I. Bugun tribe in Eagle’s Nest Wildlife Sanctuary (ENWS),
- II. Ngunu Ziro Homestay Group,
- III. World Wide Fund (WWF) for Nature, at Zimithang and Thembang,
- IV. Hong Farmer Club in Hong Village, and
- V. Welfare Association of Shyo Village (W.A.S.V)

Bugun Tribe of Singchung Village, was found participating in ecotourism activities in Eaglenest Wildlife Sanctuary. The activities include a nature guide, birding guide, and adventure activities apart from patrolling in the forest. Some unemployed village youth were picked from Bugun by the state's forest department under Community Reserve Forest (CRF) initiative. These youths are trained in nature guide and adventure activities. They are given a monthly salary from the department. It is a remarkable initiative of the Department of Forest in the state though their primary role is not related to tourism.

Another such example is **Ngunu Ziro Homestay Group**, whose initial motive was to keep Ziro Valley clean and preserve the local culture but later, some of the members started running successful homestay services in the region. When ‘Ngunu

Ziro' is translated in English, it means 'Our Ziro' *Ngunu* means 'Us' or 'Our' in this context. Initially, six families from the group visited Sikkim in 2010 to experience the homestay concept at the cost of their own expenses. After that members renovated their houses and made some changes to suit the tourist needs, and gradually this group expanded homestay accommodation facilities. Here is an excerpt of an interview with a local community member.

“Our initial aim was to clean Ziro Valley, and preserve our culture, later on we heard of the homestay concept, and we liked the idea. Here we intended to promote our culture and preserve the same. Our motive was never a profit-making from this business in tourism. Still, our motto of running homestay within our group is clean and preserving culture, cleaning the region, and promoting awareness of the same. Our team has around 12 homestays; none of us promote it for running a business and commercialize it. For this reason, we do not have a board and name/brand it on social media. In our system, it works on a references.” - Shri Pura Tama, Member of Ngunu Ziro, 2019

WWF's Homestay Initiative in Zimithang and Thembang

WWF officially initiated homestay service in 2007, gave incentives and livelihoods for villagers in Zimithang and Thembang of the state. And these selected villagers are trained in basic hospitality to serve tourists and to maintain hygiene while providing services. Officials also postulated Do(s) and Don'ts for the tourist and homestay service providers. The comment of WWF's Project Manager of the region is given below:

“In homestay, we distributed tables and dinner sets, as most of them were not having any such utilities. We kept the basic necessities for the tourists. Initially, our main objective was to conserve and protect the wildlife in the

region though protection of red panda has given special emphasis in the region. Earlier, villagers were involved in the extraction of timber, hunting. We started to figure out what could be the socio-economic income for the locals. Our team did several surveys, like biodiversity survey, habitat survey in the region. We started a conservation organization that can involve locals and also provides some means for livelihood. Then we identified tourism as a source of livelihood for the local community. We did a feasibility study of livelihood; tourism can be a sustainable approach for the locals, as the area is a bit rocky mountain, so for this reason, production from agriculture is also not possible. The area is unique for tourism. We made the team from the village consisting of Tent Manager, cook, pony men, porter, guide, etc. usually, this consisting of 10 -15 participant from villages.” -Project Manager, Mr. Pema Wanghe, WWF, 2019

Hong Farmer Club

Hong Farmer Club is all female farmers club in Hong village from Ziro Valley of Lower Subansiri district. The group usually performs when Hotels, Homestays, tour guides, and tour operators approach them for special performance for a tourist group, where they showcase their culture, dances, folklore, songs, and preparing exotic tribal delicious. Tourists group also get a chance to visit the agriculture fields and experience the traditional lifestyle of tribal culture. Hong Farmer Club received appreciations from both local authorities and the central government of India. The farmer club won several accolades for their initiatives in other social causes too.

Welfare Association of Shyo Village (W.A.S.V)

Welfare Association of Shyo Village is a unique initiative by youth from the Tawang district of the state. This welfare association organises cultural shows especially for tourists in Shyo Village of Tawang. The group consists of approximately 50 participants most of whom were school students, unemployed youth and farmers. This group took permission from local authority to host the event for the tourists. The association made all arrangements. A visitor can enjoy the program for just 100 Rupees (Indian Rupee), including three different local dances, tea and snacks, and free dress trail for guests. A comment from a Member:

“We do it every day; even for three visitors, we did it. So far, we have received maximum of guests of 200 in the evening. We start our program at 6 pm, and it lasts up to 8 pm, which is for two hours. We have received positive feedback so far from both visitors and local authorities. The age groups of our members, ranges between 15-40 years old, all our team members are local youths, who are students, farmers, unemployed youths, and youth who are searching for a job elsewhere.” (Member of the welfare association, 2019)

Part II -Discussions

4.14 Discussion

This part of the thesis discusses findings of the research. Findings include nature and forms of participation in tourism, a discussion on prevailing barriers to tourism, perceived integration of local community in tourism development, the need for capacity building for local tourism firms, issues, and challenges in marketing local tourism products and services.

4.14.1 Nature and forms of Participation of Local Community in Tourism

As noted earlier in this chapter, most tourism firms have taken up tourism profession as a primary occupation, and accommodation service is the preferred segment of business for many local entrepreneurs followed by transport service. However, from the respondents' comments, it may be inferred that there are critical issues and gaps in the transportation business in the region. Benefits of transportation business are not adequately channelized to benefit the locals and quite often outsiders snatch away business from locals in the transport segment.

The results also show that there is a shortage of tourist guides due to which service providers have make other alternatives like hiring school teachers or local youth and sometimes drivers also act as guides. Despite several training programs held for tourist guides by the state tourism department, surprisingly, the official tourism portal of the state government does not contain even a single registered guide. The situation calls for an immediate action so much so that a good number of local youth are picked up and inducted as tour guides equipping them with necessary skills.

Prevailing tourism activities are by and large confined to rural and cultural tourism in the region. Nature based activities, for example, trekking and farm visits, are on a low key. The region lacks other visitor engaging activities like experiential tourism activities like handloom and craft making, despite rich potential and adequate local talent. Another critical point to note from tourist activities is that despite aggressive promotion of *adventure tourism* by the state's tourism department, adventure centric tourism activities are few and far between (Table 4.6).

4.14.2 Barriers of Community Participation in Tourism Services

Over the past two decades, though efforts have been made to understand the barriers to participation in the tourism business in a casual manner, systematic identification of the barriers had not taken place. Therefore, an attempt is made in the present study to comprehend more thoroughly issues that block the local community participation in a big way. The several barriers thus identified are classified into four distinctive categories: Infrastructure barrier, Operational barrier, Personal barrier, and Socio-cultural barrier.

Among the four types of barriers, infrastructural barriers are viewed as the most significant barriers. In that inadequate transport facilities are rated to be dominant one. Needless to say that adequate tourist trails infrastructure at a tourist destination is the backbone and adds value to tourism growth. This is further corroborated by a few other studies conducted in the region.

On the whole lack of necessary connectivity and infrastructure in North East India is a major issue for indigenous villages (Ziipao, 2018). The lag in project development under India's Act East Policy is more pronounced in the region than elsewhere (Bajpae & Bajpae, 2017). Such a slow of development aggravates the situation and naturally hampers development, let alone tourism development. Central government's 'Act East' Policy proposed in the early 1990s as 'Look East', decades have passed and the project has undergone various changes during the course of time. Still the project is struggling to take off in full swing.

For decades, the North East region of India has suffered and remained off the radar of growth, especially in terms of infrastructure. Local community is severely handicapped from engaging in tourism due to lack of infrastructure facilities, such as road network, transport, sanitation facilities, etc.

Comments from respondents related to lack of sanitation and other basic civic facilities in the region:

“There are no wayside facilities like washrooms, and it is challenging for women, children, and old age. We are compelled to request them to go in nature. Very challenging during rainy session and winter.” (Tour Operator, Respondent no. 211)

The lack of telecommunication facilities and poor telephone connectivity in the region, according to service providers is another significant barrier to tourism. This is more specific to the region due to the region’s landscape and topography. Research conducted by Çalışkan and Yeşilyurt (2020) and Prado (2020) also pointed out transportation barriers playing spoil sport for tourism development in remote regions. Comments of respondents are also in line with this finding: Some of the observations are:

“The mobile networks do not operate properly here, and our location is very far from town; thus, we are getting fewer tourists. We cannot depend only on tourism; on off seasons, we work with Border Roads Organization (BRO) as a daily laborer.” (Homestay Service providers, Respondent no. 99, 100 & 101)

“Mobile network and access to internet is a major barrier. We have to go to a nearby town’s cyber cafe to communicate to our customers for checking email and bank work. It is a primary concern here.” - (Homestay owner, Respondent no. 262)

“Network problems are a significant barrier here, and our business works only with a reference and word of mouth. Our guest is our brand ambassadors.” (Homestay owner, Respondent no. 264)

“Better transportation system, connectivity through Air/ land/ and railway is required. Our state in the current situation, expensive to travel compared to other Indian states, and it should be changed and improved in many areas. We do not have an airport that can cater to regular flights, a major setback for tourism. I heard a project had been proposed for an airport in the state, and if that is true, it will change the shape of the Tourism Industry in the state.”(Homestay owner, Respondent no. 266)

“The current condition of roads is extremely poor and acts as a barrier for tourism. Government should focus on sustainable tourism, should involve local youths. I feel our youth also need motivation. Need waste management in the region. Local food and beverages should be promoted instead of importing from outside.” (Homestay owner, Respondent no. 295)

“Our road condition is the most difficult and hurdle for visitors in the region. If the road became better, everything would fall on the right track, and tourism could be in full swing. Right now, the mobile network connection is terrible, and it reduces our customers for the region.” (Tour Operator, Respondent no. 172)

Shortage of professionally trained and qualified human resources in tourism is a major operational barrier. The region's tourism industry is still at its early stages of growth. Locals are still unfamiliar with tourism opportunities and requirements. Furthermore, the few locals involved in tourism industry poses limited knowledge and information and rely on trial and error methods. Locals largely perceive government officials support is far from satisfactory (Patowary & Borgohain, 2017). Operational barriers are inextricably related to other variables that lead to overall tourism barriers. Pro tourism development policy by the concerned authority changes the operation of businesses in the destination and also lowers the barriers to participation in tourism for the local community (Goodwin, 2002; Neto, 2003). However, Directorate of Tourism of the state is still in the process of drafting its tourism policy.

“There are no lifts/elevators in most hotels in the regions, which acts as barriers for elders tourists and to those who required them. Even if we installed a lift, it would be challenging, especially during winter as electricity is not regular. Our government should provide regular electricity.” (Caretaker of a Hotel, Respondent no. 52)

With regard to personal barriers, many respondents confessed that they lack technical skills, as a result of which they are not able to participate in the tourism activities more rigorously. This result is in line with the study by Su et al. (2019), where the authors found lack of expertise with right skills is a barrier to tourism. Responses in the present study related to personal barriers are also in line with quantitative finding of the study. Systematic training and commitment to overall capacity building for tourism professionals in the region is paramount. Some of the comments are:

“I prefer domestic tourists due to the language compatible with them. (Hotel Manager, Respondent no. 284)

“I am comfortable with Hindi. I generally do not keep foreign tourists; it is not that I do not want to keep them; it is because of my language barrier and as I have to report to local police about their stay. I run the business alone, and most of the staff are ladies. For us, it is challenging to deal with such issues. And to avoid these, sometimes I excuse tourists, by saying that --no vacant room available, for which I feel bad later and as I am also losing the business.” (Hotel owner. Respondent no. 293)

The research did not find clear signs of resistance from the local community or society's elders and as such socio-cultural factors are in no way among the parameters tested. Findings suggest that there are no obstacles to tourism growth in the area from the socio-cultural front. However, the socio-cultural findings contrast with those of other studies on the rural destinations, as in Sood et al. (2017) found that socio-cultural factors hindered locals' participation in tourism and act as a major barrier. This finding of the present study is a one-of-a-kind example where the first-generation local community members participate in the tourism industry without any socio-cultural dogmas. However, the region suffer from other barriers especially from poor infrastructural facilities for tourism industry which are also highlighted in comments by tourism services providers. Some of the observation of respondents are given below:

“Leadership is less in the communities for tourism. We find it difficult to hire locals and sometimes they are not regular on work, mostly they tend to be

absent for their work in the village. We need an employee who can be here in the hotel on duty on time.” (A hotel Manager, Respondent no. 47)

“Lack of promotion and not able to target the right audience are important barriers apart from general infrastructure barriers. Local communities should participate more in tourism-related awareness camps and training. The local participant should be encouraged to promote themselves on various social media platforms to reach audiences.

And our state is not yet ready for the tourism industry in full-fledged due to many barriers, and lots of groundwork is required at the grassroots level.”

(Tour Operator, Respondent no. 208)

“Since 2004, I am in this industry, and I found there is no proper marketing for the destination. I have many areas to points out in barriers to tourism in the region. Some of them are:-

- i. The involvement of locals is less in my observation; most of the human resource personnel in accommodation units are from Assam.*
- ii. There is a logistic problem in the state, especially in the transport system for tourists.*
- iii. There is No tourism board / Corporation in the state. Whereas other states like Sikkim and Himachal have a corporation, every work related to tourism is systematic.*
- iv. Helicopter service within the state should be made available; there was no single domestic airport, but one started very recently at Pasighat. The first commercial flight commenced on 21st May 2018. We lose many tourists*

because we do not have airports to connect with the rest of India and International.

- v. *The politician of the state are promoting tourism in such a way that people have high expectations from destinations of the region, but in reality, it is challenging to meet the expectation due to the low level of infrastructure and poor road conditions of the state. And some locals do not understand the working nature of tourism, and sometimes they are not friendly to the tourists. If the state wants to promote the tourism industry, there should be massive mobilization from the ground level, from village to high-level authority.”*

(Tour Operator, Respondent no. 211)

From the above observations, it is evident that there is a gap in the job channelization in the region despite many guide training programs conducted by the tourism department. Ironically, none of the participant in the guide training programs are empaneled as guide in the official portal of tourism (comment of respondent no. 201). This is further supported by many respondents' views that there is no good representation of the local talent in the tourism sector in the region. There is an urgent need to step up awareness camps in the rural areas of the region. So that all interested people can participate without worrying about traveling to the city. People from cities may know more about tourism than villagers. Many respondents expressed lack of a support system for tourism development in the region in various dimensions.

4.14.3 Tourism Capacity Building and Support System for Local Community

Capacity building at the local level by giving local youth hands on training in tourism related services is considered crucial in strengthening the quality services.

Stem et al. (2003) mentioned that proper education and through creating awareness in a campaign mode help maintain long-term sustainable tourism and help the locals.

Timothy's (1999), study in Indonesia found that entrepreneurship training programs in English language, accounting, hygiene and housekeeping services, guesthouse management, and business opportunities in food business had a positive outcome in capacity building.

Locals need access to English education in order to participate in tourism businesses. Because of the language barrier and low educational level some locals are hesitant to interact with international visitors. Their options are limited as a result of these factors. All these problems may be solved with proper awareness programs and training.

Providing the needed skills and awareness about the opportunities reassures the locals to participate vigorously in tourism business activities. The native culture and tradition could be promoted as unique tourism products apart from bestowing appreciation and acknowledgement of the local culture and indigenous products and services. Social transformation in the rural areas due to tourism and the allied sectors is commendable in many parts of the world, with few negative impacts on the destination if regulate carefully. This process integrates the many marginalized groups in economic activities while advancing the lives of participants.

Without right training, awareness and participation of the locals in tourism the so called exploitation of the local resources will continue unabated. Exploitation is common in rural tourist destinations where local communities are unable to make their own decisions due to several barriers. These problems can be alleviated by implementing capacity building programs and motivating locals. Through knowledge

in local community about the positive impact of tourism can act as a prolepsis for removing tourism's negative aspects in the destination.

The nature of participation, especially rural folks in tourism depends on their many socio-cultural factors. The degree and mode of participation is based on their own perspective about tourism rather than the imposed perspectives about the value of their indigenous resources. Authentic expression of the value of local norms is possible only through enlightening the local population. Community participation has to be essential component in policy making (Tosun, 2000). Citizens of developed nations are more aware of the opportunities and their rights. This enables better utilization of resource and a better approach to tourism business. The concept of participation in developed nations is more formal than in developing nations.

Participation of local community immensely contributes for the capacity building which opens up a slew of new opportunities at tourism destinations. Capacity building programs connected with other industry stakeholders creates opportunities that enhance the business skills, training and knowledge. Benefits of capacity building include: *firstly*, serves as a platform for addressing ground level issues and preparing communities with international perspective. *Secondly*, it also helps to plug leakages in the system apart from the growth of indigenous human capital and positioning the local resources. As a result, capacity building acts as a sieve for economy's multiplier impact within the social circle.

Here are some comments from respondents related to capacity building:

“Locals do not have awareness about how it can be promoted and the potential of their resources. For these reasons, they need an expert to help them out. Local also should cooperate for the development. Locals do not

involve much in tourism, very few understand and participate in this profession.” (Tourist Guide, Respondent no. 185 and 186)

“Our society should be encouraging more. Need more involvement, we know about our culture and local resources. We need some expert assistance for greater exposure. Many of our youth are unemployed here, and few are going out to other cities in the country in search of a job. Our youth should be trained in this profession to be able to get a job and serve our state. I have observed many outsiders are taking up the job.” (Hotel Owner, Respondent no. 198)

“Locals here do not understand the value of tourism, and it is potential for development. Therefore, Govt. should give us training so that we can perform better in the job.” (Transport Service, Respondent no. 234-235)

“Our tour guide and professional need better trainings and exposure. We need strong leadership in this profession. Our youth can create lots of opportunities in this line, rather than looking for jobs outside. (Hotel Owner, Respondent no. 301)

“Many of us never attended any training in tourism and did not have much business idea about it. But two of our members have attended such programs.” (Transport Service, Respondent no. 334-343)

4.14.4 Integration of Locals in Tourism Development

Most of the respondents do have a fair idea about various tourism schemes in vogue in the state. As regards distribution of tourism projects, responses are mixed; many respondents (42%) feel that projects are distributed equally while approximately 37% opted for neutral opinion, which indicates certain respondents are not sure about the benefits or are not aware of available tourism schemes.

Majority of respondents perceived involvement of local community is less in the decision making process of the implementation of tourism projects in the region and opined that outside agencies have taken up tourism projects in the region.

Tourism transport services in the region are operated by the outside agencies.

Some of the observations are:

“Transportation is generally hired from Guwahati, and they book it for the entire trip, and here locals are missing out on the opportunities.” (Transport Service, Respondent no. 235)

“Transport service opportunities always go to outsiders, and tourist hires taxi/cab from Guwahati for the entire trip in Arunachal in that scenario we are not getting any transport service from tourist here. We should channelize local transportation system efficiently and properly.” (Homestay owner, Respondent no. 295)

“There is a conflict in the transport business; Guwahati acts as the entry point to Arunachal Pradesh; it gives people of Assam a better transport service opportunity as many tourist groups hire taxis/ book cabs for the whole tour package. And, tours last for 5 to 15 days, in such case only accommodation

and food business is going to local service providers.” (A hotel Manager, Respondent no. 221)

Incorporating community views as expressed in various fora, gatherings, and other activities may help to understand local community views and could be used as inputs in decision making process and to monitor the delivering of services Many (Wang & Wall, 2005). Many earlier studies have also pointed out the need for incorporating local community in decision making of the tourism development issues (Muganda et al., 2013; Haniza et al., 2013; Mak et al., 2017; Chang et al., 2018).

Arunachal Pradesh is a state with a complex socio-cultural landscape and abundant natural resources, including diverse flora and fauna. These resources have the potential to be a vital source of economic livelihood if they are properly channeled. This will eventually result in the creation of value for rural resources, and residents can reap the benefits in terms of income generating livelihoods through proper utilization of the sources (Alexander et al., 2018).

As lack of knowledge and awareness hampers the growth of local community, involvement of the local communities in various tourism development activities will help bridge the gap between stakeholders and minimize barriers (Stone & Stone, 2011). Tourism development will be sustainable if local residents are involved. Initiatives regarding creation of awareness about the potential benefits of tourism will enhance the morale of the local community (Arbolino et al., 2021). Some comments relating to integration of locals:

“Any project in the region should be well informed to locals, and the department should be should bring success stories of similar destinations like

Sikkim. It can be challenging to include everybody's decision, but some consultation with locals should be initiated. For that reason, an expert should have broad perspectives in the project where all get benefits from tourism."

(Homestay owner, Respondent no. 86)

"Whenever projects come, planning should carry out only after consultation with village elders and local resource persons for better integration; Projects should not directly be given to outside experts; this process should always go hand in hand." (Homestay owner, Respondent no. 88)

"Locals can take the best decision as whatever tourist attraction is available is the intangible asset of the local, but they need some help from the government and an expert who are in the industry for a sustainable." (Tour Operator, Respondent no. 168)

"While initiation for any tourism project, there should be proper consultation from all stakeholders. They should implement policy with proper consultation and successful stories while integrating local resources and cultural diversity." (Tour Operator, Respondent no. 177)

"Locals should produce more products needed for tourism. Hotel and resorts should use local resources for tourism. The folk dance participants should be given a monthly salary for the same, if they are called to perform. Hoteliers can make even this payment in the region from their revenue. This creates

extra income/revenue for locals and also promotes local culture.” (Guide, Respondent no.185)

“We need to promote our culture and nature as key USPs of the state to the right audiences. The benefit of tourism is not delivered to locals, and I strongly feel that we really need to do something about this.” (Tour Operator, Respondent no. 209)

“One drawback of our people is that, we do not have a record and well documented of traditional practices. All practices and tradition are passed on to us from our ancestors as an oral tradition. Our way of crafting various household utilities from cane and bamboo items is also replaced with plastics and glasses. If we observe our ancestor’s way of living, it was sustainable and friendly to the environment. We should bring back those values and integrate them through tourism in the region. So that it preserves and saves the unique practices of our ancestors.” (Tour Operator, Respondent no. 210)

“Everything is difficult in the transport business, locals need sensitization about human behavior, and we are not treated well by customers. Income from this business is very negligible and challenging to survive just on it. We needed to borrow money from our friends and relatives during the maintenance of vehicles. It’s difficult to depend on this business to run the family.” (Transport Service, Respondent no. 252)

“For any decision regarding hotel and tourism, all stakeholders should be integrated into the region; we know the issues. The tourism department should be encouraged to participate in the meeting related to such issues.” (Hotel Manager, Respondent no. 291)

“I have observed that tourists are looking for small items. So we need to cater to that. Our handicrafts should be promoted as a souvenir for tourists; we have beautiful crafts available and all these features can be a part of tourism.” (Homestay owner, Respondent no. 300)

“I do not know about the schemes and promotions; only a few people who are in touch with the department must be knowing them well. Department should inform elders in the village about upcoming tourism projects without informing them there will not be a healthy start.” (Homestay owner, Respondent no. 311)

4.14.5 Marketing the Community Tourism Products and Services

Many tourism service providers exclusively conceptualize the products and services and price them on their own tourism. At the same time, a few businesses follow the advice of government officials and consultants.

In this study, social media is found to be the most effective mode of marketing, accompanied by word of mouth resources. It is worth noting that in the region, word-of-mouth canvas is still a trusted and effective tool. Tourism service providers’ promotional activities were found low. As a result, many of the local

tourism businesses are not able to integrate with larger business system (Yaja & Kumar, 2021).

Findings reveal that community tourism products and services lack integrated marketing, communication, and branding strategies. Some of the key findings related to marketing of tourism products and services by local firm are:

Finding 1: Local tourism businesses are more likely to use social media in their marketing. However, word of mouth promotion is perceived as a trusted method of developing customer relationships and receiving referrals from local tourism firms. This finding is supported by respondents' comments as presented earlier.

Local tourism businesses do place a higher value on word of mouth marketing, but they cannot rely solely on it (Yaja & Kumar, 2021). Because the trends are shifting, local tourism businesses must incorporate both WOM (word-of-mouth) and e-WOM (electronic word-of-mouth) into their marketing strategies (Mehraliyev et al., 2019; Nusair, 2020). The gap or lag in marketing activities can be bridged by incorporating technology into word-of-mouth marketing.

Finding 2: Local tourism companies' promotional activities in the region are relatively low. This could explain why many service providers believe strongly in the value of word of mouth marketing, despite the fact that most service providers use social media for marketing, as evidenced by the interview excerpts. The use of social media in general, as well as its ability to induce consumers is poor in the region.

The reasons could be due to a variety of barriers, such as lack of telecommunication facilities in remote villages, lack of education, and other related issues. Sharing destination experiences on social media create business opportunities

and influences customers in choosing the destinations (Dedeolu et al., 2019; Gupta, 2019; Wong et al., 2020). Building a positive image of a tourist destination through social media is a trend in the market (Asongu & Odhiambo, 2019). Local community tourism businesses may use social media as a strategic tool for increasing exposure and reap the benefit (Yaja & Kumar, 2021).

Finding 3: Majority of tourism companies conceptualize their own goods and services in the region. During the interview, it was discovered that several service providers had been tourists before starting their business outside of the state. They learned the idea and conceptualized their services from their previous experiences as guests in other destinations. Furthermore, as previously mentioned, service providers' marketing and promotion are mostly done through various conventional methods.

Finding 4: Majority of local tourism services in the area lack strategies related to market targeting, branding and integrated marketing communication which are key elements of overall marketing strategy. Local tourism firms' products/services are rather haphazard.

Most community tourism service providers form into associations and collaborations with other tourism businesses in the area in order to generate business leads and improve their exposure (Yaja & Kumar, 2021). Tourists preferences are taken into consideration by the region's tourism companies and service providers are trying to keep up with the trends, even though they lag in other marketing segments (Yaja & Kumar, 2021). Respondents' comments also give us more insights into current trends in the marketing of tourism resources. Some of them are:

“Our state is virgin in tourism, and we need to work on policy and sensitization to locals on tourism. Try to use maximum local resources. We need to aim for sustainability in this industry and should target responsible tourism practices. This idea should be incorporated while marketing the destination. We need to understand our target audiences rather than mass tourism.” (Tour Operator, Respondent no. 208)

“We should promote state tourism in various available resources, should not be limited to cultural tourism, nature-based tourism, adventure tourism. There should be aware of tourism, and our people need to be sensitized for the same. Our infrastructure is not yet ready to cater to mass tourism. Therefore, we should look for responsible tourism. Our people and culture are also fragile, so we need to target responsible tourists who are concerned with the conservation of local culture. I have found that private rating agencies for accommodation facilities can be deceptive and mislead tourists. Therefore, the government should suggest tourists to cross-check with reliable sources. (Tour Operator, Respondent no. 210)

“The telecommunication do not work in the remote locations and remain days and sometimes for months without telecommunication. There are challenges in online payment system in remote locations due to poor coverage of internet; as a result only cash payment works here and many tourists find it challenging as they are habitual to online payment mode. Sometimes, we need to give cash to our guests(tourists) for onward travel expense as there are No

ATM in remote regions. Hoping to get it back after they return their home destination. Only trust and hope work here.

And promotion should feature the diversity of culture. First, our leaders have to understand the industry, and then they can motivate residents.” (Hotel Manager, Respondent no. 226)

“Since I am mostly occupied with household tasks and I am not an internet person, tourists come from referrals and word-of-mouth. I get a lot of new clients from satisfied and happy customers. Internet and mobile network is not good in our village. In this situation, former customers are my only hope for new customers.” (Homestay, Respondent no. 306)

For a better operational convenience and positioning of the community produced tourism services, they need social media’s support to increase brand awareness (Coulter et al., 2012). Understanding the scope and nature of services will help authorities and businesses in making the right steps. Integrated marketing is a key aspect of any enterprise, and organizations must incorporate numerous integrated marketing tools to promote community tourism services.

Recent studies have also discovered the importance of social media in the tourism industry. Tourists use social media as a tool and destination determinant (Koutras et al. 2020; Hu & Olivieri, 2020). Owning social media for business growth is a more effective means of influencing purchasing decisions of consumers (tourists). Brand awareness is a necessary component for systematic tracking and reaching out to consumers and this can be accomplished by using social media as an engaging platform for business owners and customers.

Community tourism firms operate on the basis of referrals from consumers who have visited them, used their services, and then recommended them to other potential customers. The success and failure of tourism services depend on visibility and strategic marketing. It is more prevalent in rural regions where there is not very much affluence with social media and is not very active. The effectiveness tourism marketing depends on the visibility of products and services amongst netizens. Hence, tourism product marketing is one of the fundamental tools for collaboration between stakeholders.

Peaty and Portillo (2009) observed that government and private stakeholders in tourism have a crucial role in marketing rural tourism destinations. Tourism businesses are found to be more successful in doing collaborative work with other players of the industry. This also allows tide over the difficulties during crisis time. Sound alliances among the stakeholders enables all the firms to leverage this strengths and sustain in the long run.

Tourism industry is indeed people's industry; it works well with more association of people. In a competitive market appeasing customers, adopting to a changing demands of the industry, and thrust for an authentic experience, targeting the right customer segments according to the destinations' features constitute the core of the marketing action.

The nature of tourism industry has been epitomized as "People's Industry" works very effectively with the idea of collaborating. Many scholars found that collaborative channelization of the objectives among service providers is an ideal way to meet sustainable tourism development. The collaborative approach's power, especially in service industries like tourism is a core strength for successful and sustainable functioning (Lin & Simmons, 2017; Snyman & Snyman, 2014;

Briedenhann & Wickens, 2004). Opinion of locals on economic impact influences overall tourism growth in a destination (Eslami et al., 2019). As a product tourism services go through a life cycle, and require specific measures for sustaining. Tourism industry's immense contribution to the local community is integrating socio economic value in the host destination.

4.15 Conclusion

It was found that all of the respondents were first generation in tourism business. And the current tourist activities of the region are mostly skewed on rural and ecotourism activities. The highest number of participants in the survey are from accommodation units and homestay. The highest participants in the survey are from the secondary level of education and the lowest participation from respondents who have post-graduation level of education.

The study found that the destination lacks an essential support system for tourism development and needs much assistance both from state and central government to escalate the tourism in the region. At the same time, there is no restrictions and barrier from the socio cultural perspectives to take up tourism as a profession. However, the integration of respondents is very minimal as most respondents are not aware of the ongoing tourism scheme and tourism benefits in the state.

The current tourism services in the region lacks a branding approach. Instead the "Happy Customers," help the local community in the promotion tourism. The business line works on the recommendation basis from the previous customers. Word of mouth promotion is a strong component that is running by the majority of service providers. The service providers of the region are happy about their participation in the tourism profession. But on a contrasting note, they are not satisfied with the

income they are making from tourism ventures. And the study found out that the service providers feel that income from tourism is not sufficient for them to meet their needs. And this is also due to fewer tourists and the seasonality of the tourist inflow.

The next chapter concludes the study's findings and recommends suggestive points for tourism developments in the region where the local community may prosper through tourism.

CHAPTER IV

RESULTS AND DISCUSSION

4.1 Introduction

This chapter consists of two parts. Part one includes results and analysis of both qualitative and quantitative data. And part two includes discussions, interpretation of information based on the findings of the results. Quantitative data is analysed with the help of Statistical Packages for Social Sciences (SPSS version 21). Thematic analysis for qualitative data such as semi-structured questionnaire, interviews, and comments were done accordingly. The survey questionnaires and semi-structured interviews are analysed as per the objectives of the study which are given below for quick reference.

1. To find out the nature and type of local community participation in tourism in the select tourism destinations of Arunachal Pradesh;
2. To understand the extent of integration of local Tourism service providers in the development of tourism of the state;
3. To assess and understand the barriers, if any, faced by service providers of the region for effective integration;
4. To explore the marketing opportunities of community produced/owned tourism products and services; and
5. To seek the views of local service providers about their aspiration and experience in tourism.

Part – I Results

4.2 Demographic Characteristics of Respondents

As presented in the previous chapter, 450 respondents participated in the survey. Out of the 450 who participated in the survey, 421 were found to be complete in all respects and as such 421 were considered for final analysis. The demographic profile of the respondents plays an important role with regard to participation in tourism and allied services. Demographic factors include age, gender, marital status, occupation, monthly income, and education qualification of the respondents. It was found that participation of male respondents was higher than the female respondents (61.5% of male and 38.5% female respondents) as shown in Table 4.1. Respondents in the age group of 18 to 28 years were found to be substantial constituting a little over one-third of the sample respondents (37.1%).

Table 4.1 Demographic Characteristics of Respondents

Category	Frequency	Percentage	Category	Frequency	Percentage
Gender			Marital Status		
Female	162	38.5	Married	257	61.0
Male	259	61.5	Unmarried	164	39.0
Age (Years)			Monthly Income (Indian Rupees)		
18-28	156	37.1	Less than 10,000	209	49.6
29-38	131	31.1	10,001-20,000	115	27.3
39-48	70	16.6	20,001-40,000	73	17.3
49 and above	64	15.2	40,001 and above	24	5.7
Occupation			Education Qualification		
Farmer	115	27.3	No formal Education	43	10.2
Govt./PSU	44	10.5	Primary	115	27.3
Private Job	114	27.1	Secondary	122	29.0
Self Employed	148	35.2	Graduation	116	27.6
			Post-Graduation and above	25	5.9

N-421

From Table 4.1, it may be noted that 61% of the sample respondents are married. Almost half of the population (49.6%) are in below 10,000 per month income group. 27% of the respondents are in the income range of ₹10,001-20,000, 17% in ₹20,001-40,000 and only 6% are in above ₹40,001 and above.

Majority of participants in the survey are from primary, secondary, and graduate-level of education which constitute 27.3%, 29.0%, and 27.6%, respectively. 10% of the respondents did not have any formal education, and interestingly 6% are post-graduates in different disciplines.

Tourism industry in the state is currently at the infant stage, as evident from the number of tourists' inflow to the region. Most of the respondents are engaged in various occupations. For example, 27% are in farming activities while another 27% are in private jobs. In comparison, 35% of respondents are self-employed, and only 10% are from government and public sector undertakings (PSU).

Participants in the survey are associated with various tourism service units, which are classified broadly under 7 categories, namely Homestays, Hotels, Tour operators, Tour Guides, Transport Services, Souvenir shops, and local performing artists (Table 4.2). Among them homestays and hotels constitute 26% each; and transport services, tour operators, performing artists, tour guides and souvenir shops constitute 18%, 9%, 7%, 6% and 8%, respectively.

4.3 Key Respondents

The key respondents of the study are from Homestays, Hotels, Transport Services, Tour Operators, Souvenir Shops, Tour Guides, and performing local Artists who organize and perform special cultural events for tourists. These respondents are local farmers operating some forms of tourism services or others. Some government/PSU employees are also engaged in tourism activities, though number is relatively less. Respondents

also include employees from private sector and self employed people. Employees working in the Directorate of tourism, Govt. of Arunachal Pradesh, were not considered as respondents though the researcher had met them during the time of study for procuring officials data and information.

Table 4.2 Key Respondents

Units	Frequency	Percent
Homestay	110	26.1
Hotel	110	26.1
Transport Service	75	17.8
Tour Operator	36	8.6
Souvenir Shop	35	8.3
Performing Artist	31	7.4
Tour Guide	24	5.7
Total	421	100.0

4.4 Nature of Participation in Tourism Services

Most of the locals constituting 68.4 % are participating in tourism services as a primary occupation, while the remaining 31.6% as a secondary occupation as shown in Table 4.3. Further, as could be seen in Table 4.4, three-fourths of the male respondents took tourism as primary occupation. Interestingly more than half of the female respondents were found to take up tourism related activities as a primary occupation supplement family income. In this regard, it may be noted that on the whole, women in the north-east region are in general large in the work force and the present study also corroborates the same.

Table 4.3 Nature of Participation in Tourism

421	Frequency	Percent
Tourism as Primary Occupation	288	68.4
Tourism as Secondary Occupation	133	31.6
Total	421	100.0

Table 4.4 Nature of participation * Gender Crosstabulation

Nature of participation	Gender		Total
	Female	Male	
Tourism as Primary Occupation	92	196	288
Tourism as Secondary Occupation	70	63	133
Total	162	259	421

4.4.1 Gender and Participation in Tourism

Tourism is a fragmented industry where in several services provided by different agencies make up the tourism market. Tourist satisfaction, therefore, obviously depends on how well all the services are organised and delivered to tourists. The difference in the nature of activities with respect to male and female respondents' participation may be gauged from Table 4.5.

In other word, nearly two-thirds of the female respondents are engaged operating homestays, along with managing souvenir shop, while a few of them are into performing arts too as it is more comfortable to them involving working in the home environment. In contrast, close to three-fourths (73.6%) of male respondents were

found in larger numbers in hotels and transport services, and as tour operators and tour guides.

Table 4.5 Types of Tourism businesses * Gender wise distribution

Types of Tourism businesses	Gender		Total
	Female	Male	
Homestay	70	40	110
Hotel	29	81	110
Transport Service	03	72	75
Tour Operator	11	25	36
Souvenir Shop	26	09	35
Performing Artist	21	10	31
Tour Guide	02	22	24
Total	162	259	421

4.5 Preferred Existing Tourism Activities in the Region

To understand perceptions of respondents about various tourism activities in the region, the respondents were asked on a 5-point Likert Scale to give their preferences on statements. For example, Never=N, Rarely=R, Sometimes=S, Often=O, and Always=A for the 12 different tourist activities as shown in Table 4.6. The most preferred option among the tourism activities from the given list is “Interacting with local community” (M=4.04) 46.1% of the respondents found it is often happening in the region. This is followed by the “Visiting Sacred & Ritual sites” (M=3.99) as 38.7% of the respondents observed it as happening always in the region.

From the mean rank, it may be found that “Volunteering to teach in schools/communities” is the least preferred activity by the tourists in the region. The

lower Mean not only symbolizes the least preferred activities but also may be interpreted an area of opportunity which needs attention from stakeholders.

Table: 4.6 Preferred Existing Tourism Activities in the region

N-421 Statements	M	SD	N %	R %	S %	O %	A %	Mean Rank
Interacting with local community	4.04	.880	.4	4.0	15.9	46.1	32.5	1
Visiting Sacred & Ritual sites	3.99	.983	0	9.0	21.6	30.6	38.7	2
Trying local cuisine	3.88	.890	0	8.1	22.1	43.7	26.1	3
Trekking & Nature Walk	3.78	.781	.5	5.5	24.5	54.6	15.0	4
Visiting farm/agriculture field	3.38	.856	.2	16.2	36.6	39.2	7.8	5
Listening to local folklore	3.26	1.017	1.0	27.6	28.0	31.8	11.6	6
Visiting zoos/wildlife/sanctuaries	3.14	.980	2.1	26.1	36.3	26.1	9.3	7
Visiting crafts centre & museum	3.01	.977	1.2	36.1	31.1	24.0	7.6	8
Adventure/Mountaineering/ Rafting	2.56	.686	1.7	48.7	42.5	5.9	1.2	9
Visiting on study purposes	2.52	.735	2.4	52.0	39.7	2.9	3.1	10
Trying local handloom/crafts items	2.35	.955	15.9	48.0	25.4	6.9	3.8	11
Volunteering to teach in schools/communities	1.29	.602	75.8	22.1	.7	.5	1.0	12

Mean=M, Std. Deviation=SD, Never=N, Rarely=R, Sometimes=S, Often=O, Always=A

Mean*: The higher the mean (M) score, the stronger the agreement is with the given statements.

4.6 Barriers to Tourism of Service Providers

To capture the existing barriers to tourism development and to identify challenging areas in the tourism profession, 20 different statements were asked on a 5-point Likert scale how strongly they agree or disagree. The weightage on the scale ranging from 1 indicating strongly disagree, 2 to disagree, 3 to without agree nor disagree, 4 to agree, 5 to strongly agree.

In the category of **Infrastructural Barriers** the statement “Poor transportation network” acts as the most prime barrier for tourism in the region with (M = 3.88, SD = .988) with 51.8 % of the respondents agreeing to the

statement as shown in Table 4.7. This is followed by “Inadequate telecommunication facilities” with ($M = 3.80$, $SD = .878$) with 56.3% respondents strongly agreeing to the statement. “Lack of sanitation & rest rooms in public places” scored ($M = 3.71$, $SD = .953$) with 48.7% agreeing to the statement. Likewise, “Lack of Route Maps & Road Signs” and “Insufficient ATM & Banking facilities” with ($M = 3.66$, $SD = 1.019$) and ($M = 3.57$, $SD = 1.075$) respectively.

Under **Operational Barriers**, “Lack of trained workforce for tourism” is rated as the major area of concern with ($M = 3.83$, $SD = 1.005$) with 50.1 % agreeing and 24.5% strongly agreeing to the statement. This is followed by “Lack of promotion about tourism job opportunities,” with ($M = 3.81$, $SD = .851$) 50.8% agreeing to the statement. 37.3% of respondents agreed to the statement “Low level of Marketing & Promotion of tourist places” with ($M = 3.69$, $SD = 931$). Statement “Lack of Support from Government” scored ($M = 3.55$, $SD = .996$) 33% opting neutral opinion. However, the statement “Lack of awareness about tourism as a profession in the region” scored ($M = 3.48$, $SD = .903$) 72.7% strongly agreeing to the statement.

Table 4.7 Respondents' views on Barriers to Tourism in the region

Types	N=421 Statement	M*	SD*	SD %	D %	N %	A %	SA %
Infrastructural Barriers	Poor transportation network	3.88	.988	3.6	7.4	11.9	51.8	25.4
	Inadequate telecommunication facilities	3.80	.878	1.9	1.4	8.6	31.8	56.3
	Lack of sanitation & rest rooms in public places	3.71	.953	3.3	7.1	23.0	48.7	17.8
	Lack of Route Maps & Road Signs	3.66	1.019	5.2	6.7	23.0	46.8	18.3
	Insufficient ATM & Banking facilities	3.57	1.075	7.6	8.1	18.8	51.1	14.5
Operational Barriers	Lack of trained workforce in the region for tourism	3.83	1.005	2.4	11.6	11.4	50.1	24.5
	Lack of promotion about tourism job opportunities	3.81	.851	.2	4.8	12.8	31.4	50.8
	Low level of Marketing & Promotion of tourist places	3.69	.931	2.4	4.8	34.9	37.3	20.7
	Lack of Support from Government	3.55	.996	.7	15.0	33.0	31.4	20.0
	Lack of awareness about tourism as profession in the region	3.48	.903	.7	6.9	3.3	16.4	72.7
Personal Barriers	Lack of professional skills in Tourism	3.83	1.005	2.4	11.6	11.4	50.1	24.5
	Lack of Education	3.55	1.003	1.7	17.6	20.4	45.1	15.2
	Lack of financial backup	3.32	1.036	3.8	21.9	22.8	42.0	9.5
	My opinion is not included in tourism planning	2.94	.820	3.3	29.2	41.4	23.2	3.0
	Encouragement from family member is less	1.47	.903	72.7	16.4	3.3	6.9	.7
Socio-cultural Barriers	Strikes and bandh call* ^b in the region	3.60	.928	4.3	8.8	19.2	58.4	9.3
	Leadership for tourism is less amongst locals	2.95	1.187	17.6	16.2	24.0	38.2	4.0
	Lack of Support & Coordination from locals	1.72	.879	50.8	31.4	12.8	4.8	.2
	Community is not ready for tourism development	1.71	.798	4.9	42.0	36.8	14.7	1.6
	Local Culture not Conducive for tourism	1.61	.851	56.3	31.8	8.6	1.4	1.9

Note: SD= Strongly Disagree, D= Disagree, N=Neither Agree nor Disagree, A=Agree, SA= Strongly Agree; M=Mean, SD*= Standard Deviation

*a=Highers Mean indicate higher intensity for barriers for tourism in the region.

*b- Bandh calls are temporary blocks/shutting down of vehicle movements due to social or political issues.

“Lack of professional skills in Tourism” in the **Personal Barriers** category scored highest ($M = 3.83$, $SD = 1.005$) 50.1% agreeing and 24.5% strongly agreeing to it, which is followed by the statement “Lack of Education” with ($M = 3.32$, $SD = 1.036$). “Lack of financial backup” scored with ($M = 3.32$, $SD = 1.036$) 42% agreeing to the statement. “My opinion is not included in tourism planning” scored with ($M = 2.94$, $SD = .820$) 41.4% opting neutral option. The statement “Encouragement from family member is less” remained lowest among all statements with ($M = 1.47$, $SD = .903$) 72.7% strongly disagreeing to the statement.

“Strikes and bandh call in the region” scored highest in **Socio-cultural Barrier** with ($M = 3.60$, $SD = .928$) which is followed by “Leadership for tourism is less amongst locals” with ($M = 2.95$, $SD = 1.187$). While other variables under socio-cultural barrier scored lesser Mean; “Lack of Support & Coordination from locals” with ($M = 1.72$, $SD = .879$) 50.8% strongly disagreeing to it, “Community is not ready for tourism development” scored ($M = 1.71$, $SD = .879$) with 42% disagreeing to it. “Local culture not conducive for tourism” lowest under socio-cultural barrier with ($M = 1.61$, $SD = .851$) with 56.3% strongly disagreeing to the statement.

As regards to barriers to tourism which are classified into two categories, namely, socio-cultural barriers and personal barriers, it may be seen that tourism development in the study area is confronted with several issue, mostly region specific barriers. In spite of so many constraints, it is heartening to note that the awareness level of the respondents for tourism development is high but crippled by different constraints. Therefore, it is a high time that policy makers and development agencies pay attention to remove the barriers and facilitate the growth of tourism in the region.

4.7 Integration of Tourism Service Providers

In order to assess the perceived integration of local tourism service providers, responses were obtained through certain statements as showed in Table 4.8. As regard to integration of tourism service providers in design and development of tourism products of the region, as little as one- fourths of the respondents (28.6%) were positive towards the involvement of local people. About 38% of the respondents expressed the view that outside agencies have taken out the tourism projects of the region with little space for involvement of local people. 42% of the respondents were of the view that tourism products development are not fairly distributed between the external and local agencies. It is hence, unfortunate that majority of the respondents (56.5 %) were not aware of the development of the region with respect to tourism projects and various schemes included for tourism development.

Table 4.8 Respondents' views on Integration in Tourism Development

N=421 Statement	Mean	Std. Deviation	SD %	D %	N %	A %	SA %
Involvement of local population in developing tourism products	2.85	1.018	10.1	34.9	22.1	28.6	4.4
Outside agencies have taken up tourism projects in the region	2.81	.839	4.4	37.6	35.1	20.7	2.2
Tourism projects in the region are fairly distributed	2.71	.798	4.9	42.0	36.8	14.7	1.6
Awareness of the various tourism development schemes in the state	2.63	1.038	6.9	56.5	5.9	28.7	2.1

Note: SD= Strongly Disagree, D= Disagree, N=Neither Agree nor Disagree, A=Agree, SA=

Strongly Agree. Higher Mean indicated higher agreement with the statements

The above Table 4.8 and results depict that most of local people are not included, or locals do not involve much in the tourism development process. When respondents were asked whether they feel outside agencies have taken up tourism projects in the region, the result shows a mixed view, with 37.6% being disagreeing, while 35.1% opted for Neutral and 20.7% still agreeing to the statement.

With regard to fair distribution of Tourism projects in the region, 42.0% of the respondents disagreeing with the statement “Tourism projects in the region are fairly distributed,” and 36.8% were neutral. This shows that respondents perceive that tourism projects in the region are not fairly distributed. And 36.8% who opted for Neutral shows that they do not have a clear idea or not aware of project distribution in the region.

4.8 Capacity Building Programme and Inclusive Approach for Tourism

Development

To understand the inclusiveness of local tourism service providers in the various capacity building program for tourism, responses were elicited which are in Table 4.9. The result shows the need for massive groundwork for capacity building and training programs for tourism service providers in the region.

Table 4.9 Capacity Building Programme and Inclusive Approach

N-421	Respondents who opted “YES.”	Percent	Respondents who opted “NO”	Percent
Did you receive any financial assistance for a tourism project/ business?	99	23.5	322	76.5
Did you receive any training/capacity building program to manage tourism services?	168	39.9	253	60.1
Did you attend any meeting or public discussion forum related to tourism?	217	51.5	204	48.5

As could be seen in Table 4.9 about half of the respondents participate in meetings or discussion related to tourism's development of the region. Only close to one-fourth of the respondents (23.5%) had even received financial assistance under various schemes of tourism development. About 40% received training in operating tourism services.

The integration of the locals in the overall tourism development process is less in the region due to lack of awareness among local community about the tourism schemes of the region. Another reason could be that they participate less or do not participate in the public meetings or events organised related to tourism development.

4.9 Marketing of Community Produced Tourism Products and Services

4.9.1. Mode of assistance for Tourism Services and Marketing

To understand and identify the mode of assistance for Tourism Services marketing following questions were asked as shown in Table 4.10. It is found that majority of participants in the tourism service providers design the services and also fix the price of service by themselves (on their own) with 81% and 80.8%, respectively. Only 5% of service providers seek assistance from a consultant and only 14.3% of the respondents seek suggestions from government officials with regard to fixation of the price of tourism products.

Table 4.10 Mode of Assistance for Creation of Tourism Services and Marketing

N=421	Self %	Through consultant %	Government official %
a. Designs of tourism Products	81	6.9	12.1
b. Fixation of the price	80.8	5	14.3
c. Marketing of products/ services	84.6	5.5	10

It is found that 84.6% of respondents do marketing of their products and services by themselves. Only 5.5% of market their products with the help of intermediaries while 10% of respondents seek government support. This results amply indicate that service providers themselves take full charge of their products from the design stage to marketing which is quite laudable. It is heartening to note that by and large they don't depend on intermediaries.

4.9.2 Branding of Native/Indigenous Tourism Products and Services

The result shows (Table 4.11) that 62.5% of respondents opine that agreeing to not having a brand name in their services, this is added by 97.7% and 91.9 % confirming that they do not have sales target and marketing strategy for the tourism products and services in the region. In results depict that majority of tourism services in the region are missing contemporary brand-building feature.

Table 4.11 Features of Tourism Products and Services

N-421	Yes %	No %
Brand/logo for tourism product or services	37.5	62.5
Presence of sales targets	2.9	97.1
Formulation of any marketing strategy	8.1	91.9
Alliance with other agencies for marketing of services	73.2	26.8
Priority for tourists interests while designing products and services	85.3	14.7

4.9.3 Medium of Marketing Channel

From Table 4.12 it may be seen that 56.3% of respondents informed that they are using social media, which is followed by 55.8% who depend on word of mouth to

market their tourism services. Only 2.9% make use of television ads and 1.9 % billboards & hoardings as their marketing tools.

Table 4.12 Medium of Marketing Channel by community tourism service providers

N=421	Yes%	No%
Social Media	56.3	43.7
Word of mouth	55.8	44.2
Television ads	2.9	97.1
Billboards & Hoardings	1.9	98.1

4.9.4 Frequency of promotion for Tourism services in a year

As regards the frequency of promotion and marketing of products and services it may be found from Table 4.13 that 90.5% of service providers promote their products 0-2 times, 4.5% do promotion just 3-6 times, and only 5% indulge in promotion 7 times and more in a year. It may be inferred from the data that most of the local tourism service providers are not active in marketing their tourism services.

Table 4.13 Frequency of Promotion in a year

N -421	Frequency	Percent
0-2 times	381	90.5
3-6 times	19	4.5
7 times and more	21	5.0
Total	421	100.0

4.10 Professional Experience of local Tourism Service Providers

4.10.1 Experience in dealing with tourists

To obtain the respondents' experience in dealing with tourists, two different statements were given on a 5-point Likert scale: how strongly they agree or disagree, (1) as “strongly disagree” and (5) as “strongly agree.” 56.1% of respondents strongly agreed to the statement “I feel happy and comfortable in dealing with tourists” with (M =4.40, SD = .826) and 50.8% to the statement “I feel Tourists are happy & satisfied with my services” with (M = 4.26, SD = .978) as shown in Table 4.14.

Table 4.14 Respondents’ views Experience on dealing with tourists

N-421	Mean	Std. Deviation	SD %	D %	N %	A %	SA %
Statement							
I feel happy and comfortable in dealing with tourists	4.40	.826	0	5.5	5.7	32.5	56.3
I feel Tourists are happy & satisfied with my services	4.26	.978	3.1	4.3	6.7	35.2	50.8

4.10.2 Professional experience as a tourism Service Provider

In a similar passion, an attempt was made to obtain satisfaction level of the respondents in the tourism profession. The question include job satisfaction and other issues associated with the professions as shown in Table 4.15. Responses to the statements, “I feel proud that I am associated with the Tourism Industry” scored (M = 4.30, SD = .984) with 56.3% of the respondents strongly agreeing to the statement. “I encourage my friends and relatives also to participate in tourism business” scored (M = 4.17, SD =1.113) 52.5% of the respondents strongly agreeing to the statement.

The statement, “I am willing to continue in this profession” scored (M = 4.01, SD = 1.222) with 47.5% strongly agreeing to the statement. The statement, “I am

satisfied with my engagement & participation in tourism,” scored ($M = 3.99$, $SD = 1.079$) with 40.4% strongly agreeing to the statement.

Table 4.15 Respondents’ views on Professional Experience as a Tourism Service Provider

N-421 Statement	Mean	Std. Deviation	SD %	D %	N %	A %	SA %
I feel proud that I am associated with the Tourism Industry	4.30	.984	2.4	4.5	10.0	26.8	56.3
I encourage my friends and relatives also to participate in tourism business	4.17	1.113	4.0	6.9	10.0	26.6	52.5
I am willing to continue in this profession	4.01	1.222	4.8	13.3	5.5	29.0	47.5
I am satisfied with my engagement & participation in tourism	3.99	1.079	1.7	12.1	12.4	33.5	40.4
My business/job is steady & stable	3.96	1.128	3.1	10.7	14.7	29.7	41.8
My business/job is able to support myself and my family financially	3.51	1.359	7.4	25.2	9.3	25.9	32.3

Responses to the statement “My business/job is steady & stable” scored ($M = 3.96$, $SD = 1.128$) with 41.8% strongly agreeing to the statement. However, only 3.1% of respondents still strongly disagreeing with the same statement. This indicates some respondents have concerns about their business/job is not stable. And 14.7% of respondents were for neutral which implies they are still unsure about the stability of job/business for the future.

The statement, “My business/job is able to support myself and my family,” scored ($M = 3.51$, $SD = 1.359$) with 32.3% of respondents strongly disagreeing with

the statement. At the same time, 9.3% of respondents neutral for the given statement. And 7.4% of the respondent strongly disagreeing with the statement.

4.11 Respondents’ views on opportunities to participate in Tourism Industry

Respondents were asked to comment and express their views on their participation in the tourism industry. Respondents’ comments are illustrated in Table 4.16. It is reasonable to interpret from comments that there is an opportunity for locals to participate in tourism. Respondents perceived job opportunities in tourism such as *Chef, Guide, Accommodation Services* and requirement to document traditional ways of cooking of the region. In addition, some respondents consider tourism as an *alternative source* of income.

Table 4.16 Respondents Views on Possible participation and opportunity in the Tourism Industry in Arunachal Pradesh

What are the possible ways, according to you, in which the local community can participate in the Tourism Industry?	
Comments	Opportunity
<i>“Guides are less during the season; there is ample opportunity in the accommodation sector also. We have a tie-up with the tour operators. During the season they contact us for the tourist service.”</i> (Hotel Manager, Respondent no. 05)	Guide and in accommodation sector
<i>“Local people should be involved in the tourism industry for alternative income even if they are working in other professions. For example, Tourists can be offered a farm visit (visit to paddy field, orchard, bamboo garden etc.) as they love to visit farm areas. The local community, especially those who are actively farming, needs to integrate with this profession to share a small share of income with them. We need to promote our culture and natural resources as key USPs of the state to right audiences.”</i> (Tour Operator, Respondent no. 202)	Tourism as a source of alternative income
<i>“It is very difficult to get a local chef. There are lots of opportunities as a guide /chef. It is challenging to find a local chef. If we hire chefs from outside, they tend to alter tests as there is no written recipe or handbook;</i>	Requirement of Chef with specialised in

<p><i>our traditional food making comes with practice, all knowledge has passed down through oral tradition. Some of our local people think that working in this profession is not credible, and they do not understand the value of tourism. And more importantly, our leaders have to understand the value of tourism for the region.” (Homestay owner, Respondent no. 297)</i></p>	<p>traditional cuisine and Guide</p>
<p><i>“There are lots of opportunities in culinary. We are compelled to hire chef who are not trained in local cuisine, generally from outsiders, It’s hard to find no local chef. One of our drawback is we do not have proper documentation on our food style and delicacies, as everything is pass down to us with oral tradition or by practically involving. We need to focus on this for the future generation We should retain our original food for authenticity. We should not imitate others culture.” (Tour Operator, Respondent no. 202)</i></p>	<p>Local Chef and requirement to document traditional ways of cooking</p>
<p><i>“It is challenging to find a guide most of the time. We are compelled to hire locals who have little knowledge about guiding tourists and who can deliver decent service. We even needed to approach school teachers as the guide for our clients. “Tourist guides for culture and traditional dress are in demand as tourists express interest to know them more. We also need nature guide. Most of the times taxi drivers act as a guide. And they, are not trained in the profession.” (Hotel Owner, Respondent no. 01)</i></p>	<p>Guide and Special local guide for cultural tourism</p>
<p><i>“We should have more accommodation units because it is difficult to accommodate all of them during the peak season; when I tried to arrange them to neighbour house/ alternate arrangement, they do not feel like going there. So need more trained hospitality service providers in the regions.” (Hotel Owner, Respondent no. 84)</i></p>	<p>Accommodation units</p>
<p><i>“The best guide is the local guide; our youth should be trained as a guide. We should build solid human resources from youth.” (Tour Operator, Respondent no. 168)</i></p>	<p>Guide</p>

4. 12 Respondents opinions about Tourism Development

To ascertain respondents' opinions about the tourism development in Arunachal Pradesh, services providers were asked to give their opinions on the areas that need attention from the directorate of tourism in the state. Being asked helps extract perceived opinions and understanding of factors that required immediate attention for tourism development in the region. Respondents' views are presented in Table 4.17.

Table 4.17 Respondents' opinions about Tourism Development

Comment/opinion on area(s), Directorate of Tourism, Govt. of Arunachal Pradesh could focus on.	
Comments	Focused Area
<p><i>“Officials should travel more in the state’s interior and remote locations rather than staying and focusing in Itanagar (capital city of Arunachal Pradesh). They need to know the ground reality. And training should be provided in the villages rather than in cities like homestay concept is for rural areas and how villagers will come to cities. For villagers, it is challenging to travel, and they cannot afford it. The government should take emphasis on skill-building.”</i></p> <p>(Hotel Manager, Respondent no. 06)</p>	<p>-Seeking focused in rural areas from concerned officials</p> <p>-training and capacity building</p>
<p><i>“Passes (Permits) should be made an easy process for the tourists. Copy of the same should also be sent in the state’s check posts where police personnel can quickly check and save time.”</i> (A hotel Manager, Respondent no. 54)</p>	<p>-Sensitization about tourism to personnel in check gates</p>
<p><i>“We need more coordination from both government and local villagers.</i></p> <p><i>The government needs to give more awareness campaigns about tourism to villagers. We needed to do a village tour for our tourists and for this reason villagers should also work for this.</i></p> <p><i>Government and reviewers, especially private websites, should clearly message our facilities and give tourists a clear message as they read some information and expect those services.</i></p>	<p>- Coordination locals and government</p> <p>-proper review of the services in various online portal/website</p>

<p><i>In a homestay, we could only provide whatever we have at our hands.” (Homestay owner, Respondent no. 111)</i></p>	
<p><i>“Most of our youth need to be motivated; I have observed those who did a Tourism and Hospitality course and look for another government Job elsewhere after a few years of working in the industry. There should be proper channelization of job and job security in this line. Every year, Department of Tourism in the state conducts training programs for guide. But none of them have been registered themselves and listed on the tourism website of Arunachal Pradesh.” (Tour Operator, Respondent no.201)</i></p>	<p>- Creation of jobs through Tourism</p>
<p><i>“Every youth is running for a government job here or go out in metro cities of other Indian states, and there is so much competition. I feel the government should create some alternatives jobs through tourism in the region.” (Hotel manager, Respondent no. 294)</i></p>	<p>-Creation of jobs through Tourism</p>
<p><i>“Here, locals do not understand the value of tourism; therefore, they are missing out on many golden opportunities. Arunachal Pradesh is such a wonderful state in term of its culture and topography. The state is blessed with a unique natural gift. Most of the locals do not understand the power and potential of their resources.”</i> (Tour Operator, Respondent no. 211)</p>	<p>-Sensitization about tourism industry for locals - preservation of culture and tradition</p>
<p><i>“Our people require sensitization programs on tourism even if they are not associate with tourism to understand its pros and cons.”</i> (Tour Operator, Respondent no.219).</p>	<p>- Sensitization about tourism industry for locals</p>
<p><i>“The department should focus on local people’s sensitization about tourism and its working style. It should also be imparted to all locals’ concerned sectors/departments related to tourism, like transport sector and various outlets eateries. Department is not focusing on the right audience. It is my honest opinion. The concept of Atithi Devo Bhawa should be instigated in every mind of residents of the state, not only tourism professionals. Then only tourism can grow here in a sustainable way.</i></p>	<p>- Sensitization about tourism industry for locals -focus on the right audience for tourism promotion</p>

<p><i>People here do not understand the importance of traditional value and their culture through tourism angles. They need to promote this through tourism.” (Hotel manager, Respondent no. 228)</i></p>	<p>-preservation of culture and tradition</p>
<p><i>“Government should provide us some basic training for communication with tourists. We do not have enough parking place. There should be sufficient space for parking, and it should be maintained well. Authority should check and inspect in between over it is management. Government should work on infrastructure building in the regions.” (Transport Service, Respondent no. 135-145)</i></p>	<p>- Training for communication skills -infrastructure for tourism and parking spaces in tourist sites</p>
<p><i>“Police personnel in the check gate should be trained well, as sometimes they are rude to tourists while checking for passes in the check post. They should be a little sensitive to tourists. There should be a separate team/ police personnel for tourists in the check post.” (Tour Operator, Respondent no. 177)</i></p>	<p>-Sensitization of police personnel in check gates about tourism and tourists</p>
<p><i>“Still, we have no tourism board or Tourism Policy in the state. We need to create a tourism policy in the state, and it is still on frame and consideration.” (Tour Operator, Respondent no. 202)</i></p>	<p>-Emphasised on Tourism Policy/ tourism board in the state</p>
<p><i>“Our tourist information should be updated on the official website of tourism. Many of the information and photos need an update. Sometimes, tourists feel cheating if they do not find the same in the destination. Need more publicity and promotion of the destinations.</i></p> <p><i>Specific promotion for the destination. e.g., like adventure destinations, monastery sites, agriculture tourism should be the emphasis.” (Homestay owner, Respondent no. 306)</i></p>	<p>-Updating information about tourism on websites -promotion of destination Specifications</p>
<p><i>“The department should work in consultation with local people, as we know what we can offer and what not in the industry. And our villager needs to be given the right ideas to generate income in the line.” (Homestay owner, Respondent no. 315)</i></p>	<p>-Integration of locals</p>
<p><i>“The department does not know much about the resources we have; we have to work together to develop. The department should</i></p>	<p>- Integration of locals</p>

<p><i>instigate us to work more and motivate it for better participation. Before any initiative, they should consult us, as ultimately whatever effect will come to us.” (Guide, Respondent no.327)</i></p>	
<p><i>“There can be one window system for accessing permits. Currently, in check gate police forces are deployed, officers can be trained for handling tourists. There is a need of sensitization for all concerned departments related to this hospitality and tourism industry. This permit should be handy and easy to cater all groups of tourist, many elders those who are not that ease with technology handling are missing out, they do not want to hassle in this process, therefore they choose another state in the region, which do not has such permit is for this, this also gives some kind second thought/work as a barrier to visiting the state. And clean and proper maintenance of the tourist sites, cities and towns is need of the hour. Most tourist places are in dilapidated conditions.</i></p> <p><i>Connectivity in the region is the major hindrance for tourism in the state. More awareness camps in the villages and remote level as villagers cannot go to towns and cities. People from cities know more about tourism, our villages need to know it more.” (Transport Service, Respondent no. 330)</i></p>	<ul style="list-style-type: none"> -Easy access of permits -trained personnel at check gates - proper maintenance of the tourist sites - connectivity as a barriers for tourism - awareness and campaign about tourism in villages
<p><i>“Government should develop better infrastructure and service in the existing tourist circuits. First, Primary investment should be made wisely. As there are many imprecise investments made by departments like building circuit houses in remote places and where tourists do not go, and no one lives, and is not in a good condition. As a result, the cattle and other animals are making it their home. Second, Good roads and proper mobile network coverage.” (Homestay owner, Respondent no. 86)</i></p>	<ul style="list-style-type: none"> -Better infrastructure for tourism -timely maintenance of existing tourism facilities
<p><i>“Our government needs to tap the potential for other areas like- Religious tourism, Buddhist study site of the state should come under the Buddhist circuit of India, in Tawang we have India’s largest monastery and second largest in the world after Tibet Monastery; still, the Indian government does not cover that it is under Buddhist circuit map of India.</i></p>	<ul style="list-style-type: none"> - Promotion of destination based on its specific/uniqueness

<p><i>Another issue is cleaning the surrounding, which we can manage, but the government has to provide other necessary infrastructure to run the business.</i></p> <p><i>There is no regular taxi service in the town. We homestay owners have to arrange them.</i></p> <p><i>We have a cleaning drive camp once every week, and I am currently in charge of our colony.”</i></p> <p>(Homestay owner, Respondent no. 262)</p>	<p>-cleaning of tourist sites</p> <p>- seeks necessary infrastructure for tourism businesses</p>
<p><i>“Government should focus on the maintenance of tourist spots, and there should be some more activities for tourists so that they can stay some more days in the region. We receive different types of tourists; for this reason, there should be different activities to cater to them. We need bigger support for them. Need more support from the department, like giving training to local youth. The government has built some circuits house, but nobody is there to manage and run them for the tourist.”</i> (Guide, Respondent no. 192)</p>	<p>- Maintenance of tourist sites</p> <p>- seeks more support from the department(tourism)</p>
<p><i>“Our government should promote our state to in the right target audience and in the proper channels.”</i></p> <p>(Tour Operator, Respondent no. 201)</p>	<p>-Promotion of tourism to right audience</p>
<p><i>“There should be specific destination promotions about its specialties like segregation of tourist interest, religious site, Monastery, trekking site, culture, wildlife, etc.</i> (Tour Operator, Respondent no. 210)</p>	<p>- Specific destination promotions</p>
<p><i>“Update of tourist information on websites is urgent attention of the region. Many a times tourists follow the information given on the tourist website of the department. Photos and scenic are no longer like on the website, so all current images should be updated at least one year to reduce misconception. The images they are using are more than 10 years old.”</i> (Homestay owner, Respondent no. 320)</p>	<p>- Updation of tourism information on websites</p>

<p>“Our festivals should be promoted well, and they should be incorporated with a resident as these festivals happened in the local villages.” (Guide, Respondent no. 326)</p>	<p>-Promotion of various festivals</p>
--	--

The interpretation of comments are presented in the table under *the focused area* (Table 4.17). Some of the key important points which need urgent attention from the concerned department are:

i. **Awareness about tourism opportunities in remote/rural areas:**

The need for vigorous campaigns to create awareness about the natural endowment of rural areas was expressed by many respondents. Service providers in rural areas seek more attention from concerned officials for smooth functioning of business (comment of respondent no. 06). In addition to the awareness campaigns, concerted efforts are required for **training and capacity building** programs for tourism service providers. (Respondent no. 06, 135-145).

ii. **Sensitization of police personnel at check gates:** The police personnel handling the tourists at the check gate for Permits (tourist permits) should be given additional training to handle tourists. They need to be sensitised in dealing with tourists as it is at these check gates, tourists gain the first impression about the culture and hospitality of the host community. A feeling that tourists are welcome to the region needs to be created. (Respondent no. 177, 211, 219, 228, & 330).

iii. **Coordination of locals and government:** Tourism is strongly interlinked with destinations’ socio-cultural and other resources. Respondents

expressed the need for coordination among residents and government agencies for creating memorable experiences for the tourists.

(Respondent no. 111 & 192).

- iv. **Authentic review of tourism services:** These are the days of social media. Social media touches our lives day in and day out to the extent that perceptions are formed and influence the decision making behaviour of tourists. In this regard, online reviews play an important role in influencing customers. A homestay owner expressed concern for authentic reviews of services on the various online platforms (Respondent no. 111). Authentic reviews help the services providers identify the gaps in the service delivery and improve upon. Further, good reviews present the service in a positive manner and connect the guest with the hosts leading to a win-win situation.
- v. **Targeting the right audience:** Respondents expressed the need for promotion of tourism of the state to the right audience (Respondent no. 228). The Focus on the right audience for promotional activities save time and resources in meeting the objectives of service firm.
- vi. **Better Infrastructure for tourism operation:** Infrastructure at a tourist destination plays an important role for successful business operations. Lack of infrastructure in the region was expressed by respondents (Respondent no. 086, 135-145, 330). Lack of adequate infrastructure as a significant barrier has also been identified from perceived barriers in the study's quantitative analysis.
- vii. **Preservation of culture and tradition:** Respondents expressed concern about local culture and traditions and needs for preservation (Respondent

no. 211 & 228, 326). Similarly, the promotion of local culture and festivals were opined (Respondent no. 326).

- viii. **Emphasized the importance of Tourism Policy:** There is a strong concern for the need for tourism policy in the state. The need for tourism policy is expressed by a senior tour operator (Respondent no. 202).
- ix. **Updation of information related to tourism:** The importance and need for updating information about tourism on official websites were raised by respondents (Respondent no. 306 & 326).
- x. **Destination Specific Tourism Promotion:** The importance of promoting specific to destinations' specialty was emphasised by many service providers (Respondent no. 210, 262 & 306). The region's diverse tourism resources may be marketed and promoted accordingly rather than promoting the whole region as a destination for a particular type of customer. Promoting each destination with its niche resources is a sure way to maximize diverse customers.
- xi. **Creation of Jobs through Tourism:** Respondents suggest the government should create more jobs through tourism as youth of the region is forced to migrate to other states in search of livelihoods, primarily to many cities and towns of other Indian states. (Respondent no. 201 & 294).
- xii. **Easy access of permits:** Less cumbersome and tourist friendly procedures for issuing permits was expressed by a respondent (Respondent no. 330). During the field study, it was found that the process was much easier for a domestic tourists to obtain e-ILP from the official website of Arunachal Tourism. One could also get a permit on arrival from Lokpriya Gopinath Bordolio International Airport, Guwhati and Railway stations of Assam and Arunachal Pradesh. However, a foreign tourist is required to apply for

PAP only through registered tour operators and other concerned government authorities.

- xiii. **Proper maintenance of tourist sites:** Proper maintenance of existing tourism facilities and upkeep of tourist sites were considered to be a paramount importance by the service providers (Respondent no. 086, 192, 262 & 330).
- xiv. **Integration of locals:** The local service providers feel that the department should work in tandem with locals and host community's views as they (locals) know what they could offer and what not in the industry (Respondent no. 315 & 327). Respondents also feel that villagers be given the right ideas and motivation for better income generation.

4.13 Findings from the Field Survey

Findings and observations from the field survey contribute significantly to achieve objectives of the study. It is pertinent to consider important elements and findings from field survey in case of qualitative studies. For this study, several field visits were made to meet to resource persons and respondents in order to integrate the results of the qualitative data with quantitative data. Important imparts from field survey and observation are included in this report.

4.13.1 Planning and Development of Directorate of Tourism

Directorate of Tourism, Govt. of Arunachal Pradesh, has rolled out several development projects for tourism and allied activities in the state. This includes infrastructural and human resources development for tourism in the state. Some such schemes and initiatives of 2018-2019 are:

- i. Tourism Promotion and Marketing

- ii. Professional fees (Lawyers and Chartered Accountant) & Brand Consultant)
- iii. Grant-in-Aid: Arunachal Tourism Society
- iv. Chief Minister Paryatan Vikas Yojana
- v. Maintenance and Restoration Tourism Facilities
- vi. Development of Wayside Amenities
- vii. Development of Adventure Tourism
- viii. Eco-Tourism & Rural Tourism
- ix. Spiritual Tourism
- x. Film Tourism as per Film Tourism policy of the state Govt. (Logistic Support)
- xi. Human Resource Development(Workshop& Training/Children Summer Camp)
- xii. Inviting journalists & Editors of reputed newspapers and Journals
- xiii. Gender budgeting (Training of Women Self Help Groups) & gender sensitization workshop
- xiv. Campaign Clean India- Arunachal Pradesh
- xv. Tourism cum ILP facilities center at Airport (Guwahati, Kolkata) & Railway station (Gumto, Naharlagun and Guwahati, Assam)

4.13.2 Major Awards Won by Arunachal Tourism in the last 5 years (2015-2019)

Arunachal Tourism, an official entity of the Directorate of Tourism, Govt. of Arunachal Pradesh, won several awards for its tourism development. Some of them are:

- i. Best Emerging Indian Destination Award at Lonely Planet Travel Award 2019;
- ii. Best destination at OTM, Mumbai Travel Award 2018;
- iii. Chhattisgarh Government has conferred the 9th prestigious CNBC-AWAZZ Travel Award 2015 in the category of best “Adventure Tourism Destination” to Arunachal Pradesh; and

- iv. Best “Eco Tourism Destination” at the 9th Annual Today’s Traveller Awards, 2015.

4. 13.3 Arunachal Tourism Society (ATS)

Arunachal Tourism Society is an initiative of the tourism department and other concerned departments of Arunachal Pradesh for tourism development in the state.

ATS was registered on 15th Dec. 2016 under the Society Regd. Act. 1860 to guide and monitor overall development of Tourism activities in Arunachal Pradesh.

The main objective of the society is to promote travel, tourism, leisure activities, and management of tourism infrastructures in Arunachal Pradesh. ATS has a administrative governing body that includes officials and elected local members to carry out planning and development of tourism.

Governing Bodies of the society (ATS) Include:

- i. Home Minister of Tourism – Chairmen
- ii. Secretary, Tourism – Secretary
- iii. Director Tourism – Convener
- iv. HoD, Travel and Tourism, Rajiv Gandhi Polytechnic College – Member
- v. Director, Research – Member
- vi. Dy. Secretary (Finance) – Member
- vii. Director, Sports – Member
- viii. Director, Urban Development – Member

Approved members of ATS at district level are:

- i. Deputy Commissioner – Chairman
- ii. District Tourism Officer – Member Secretary & Convener
- iii. District, Sports Officer – Member
- iv. District, Research officer – Member

- v. District Art & Culture officer – Member
- vi. Dy. Director, Urban Development – Member
- vii. Zila Parishad Member (ZPM) – Member
- viii. Divisional Forest Officer – Member
- ix. Executive Engineer (EE) or Assistant Engineer (AE) – Member

4.13.4 Special Interest groups and Initiatives of locals in Tourism

During a field survey by the researcher between September 2018 - September 2019, it was found that some special interest groups were actively participating in tourism related activities. These groups include:

- I. Bugun tribe in Eagle’s Nest Wildlife Sanctuary (ENWS),
- II. Ngunu Ziro Homestay Group,
- III. World Wide Fund (WWF) for Nature, at Zimithang and Thembang,
- IV. Hong Farmer Club in Hong Village, and
- V. Welfare Association of Shyo Village (W.A.S.V)

Bugun Tribe of Singchung Village, was found participating in ecotourism activities in Eaglenest Wildlife Sanctuary. The activities include a nature guide, birding guide, and adventure activities apart from patrolling in the forest. Some unemployed village youth were picked from Bugun by the state's forest department under Community Reserve Forest (CRF) initiative. These youths are trained in nature guide and adventure activities. They are given a monthly salary from the department. It is a remarkable initiative of the Department of Forest in the state though their primary role is not related to tourism.

Another such example is **Ngunu Ziro Homestay Group**, whose initial motive was to keep Ziro Valley clean and preserve the local culture but later, some of the members started running successful homestay services in the region. When ‘Ngunu

Ziro' is translated in English, it means 'Our Ziro' *Ngunu* means 'Us' or 'Our' in this context. Initially, six families from the group visited Sikkim in 2010 to experience the homestay concept at the cost of their own expenses. After that members renovated their houses and made some changes to suit the tourist needs, and gradually this group expanded homestay accommodation facilities. Here is an excerpt of an interview with a local community member.

“Our initial aim was to clean Ziro Valley, and preserve our culture, later on we heard of the homestay concept, and we liked the idea. Here we intended to promote our culture and preserve the same. Our motive was never a profit-making from this business in tourism. Still, our motto of running homestay within our group is clean and preserving culture, cleaning the region, and promoting awareness of the same. Our team has around 12 homestays; none of us promote it for running a business and commercialize it. For this reason, we do not have a board and name/brand it on social media. In our system, it works on a references.” - Shri Pura Tama, Member of Ngunu Ziro, 2019

WWF's Homestay Initiative in Zimithang and Thembang

WWF officially initiated homestay service in 2007, gave incentives and livelihoods for villagers in Zimithang and Thembang of the state. And these selected villagers are trained in basic hospitality to serve tourists and to maintain hygiene while providing services. Officials also postulated Do(s) and Don'ts for the tourist and homestay service providers. The comment of WWF's Project Manager of the region is given below:

“In homestay, we distributed tables and dinner sets, as most of them were not having any such utilities. We kept the basic necessities for the tourists. Initially, our main objective was to conserve and protect the wildlife in the

region though protection of red panda has given special emphasis in the region. Earlier, villagers were involved in the extraction of timber, hunting. We started to figure out what could be the socio-economic income for the locals. Our team did several surveys, like biodiversity survey, habitat survey in the region. We started a conservation organization that can involve locals and also provides some means for livelihood. Then we identified tourism as a source of livelihood for the local community. We did a feasibility study of livelihood; tourism can be a sustainable approach for the locals, as the area is a bit rocky mountain, so for this reason, production from agriculture is also not possible. The area is unique for tourism. We made the team from the village consisting of Tent Manager, cook, pony men, porter, guide, etc. usually, this consisting of 10 -15 participant from villages.” -Project Manager, Mr. Pema Wanghe, WWF, 2019

Hong Farmer Club

Hong Farmer Club is all female farmers club in Hong village from Ziro Valley of Lower Subansiri district. The group usually performs when Hotels, Homestays, tour guides, and tour operators approach them for special performance for a tourist group, where they showcase their culture, dances, folklore, songs, and preparing exotic tribal delicious. Tourists group also get a chance to visit the agriculture fields and experience the traditional lifestyle of tribal culture. Hong Farmer Club received appreciations from both local authorities and the central government of India. The farmer club won several accolades for their initiatives in other social causes too.

Welfare Association of Shyo Village (W.A.S.V)

Welfare Association of Shyo Village is a unique initiative by youth from the Tawang district of the state. This welfare association organises cultural shows especially for tourists in Shyo Village of Tawang. The group consists of approximately 50 participants most of whom were school students, unemployed youth and farmers. This group took permission from local authority to host the event for the tourists. The association made all arrangements. A visitor can enjoy the program for just 100 Rupees (Indian Rupee), including three different local dances, tea and snacks, and free dress trail for guests. A comment from a Member:

“We do it every day; even for three visitors, we did it. So far, we have received maximum of guests of 200 in the evening. We start our program at 6 pm, and it lasts up to 8 pm, which is for two hours. We have received positive feedback so far from both visitors and local authorities. The age groups of our members, ranges between 15-40 years old, all our team members are local youths, who are students, farmers, unemployed youths, and youth who are searching for a job elsewhere.” (Member of the welfare association, 2019)

Part II -Discussions

4.14 Discussion

This part of the thesis discusses findings of the research. Findings include nature and forms of participation in tourism, a discussion on prevailing barriers to tourism, perceived integration of local community in tourism development, the need for capacity building for local tourism firms, issues, and challenges in marketing local tourism products and services.

4.14.1 Nature and forms of Participation of Local Community in Tourism

As noted earlier in this chapter, most tourism firms have taken up tourism profession as a primary occupation, and accommodation service is the preferred segment of business for many local entrepreneurs followed by transport service. However, from the respondents' comments, it may be inferred that there are critical issues and gaps in the transportation business in the region. Benefits of transportation business are not adequately channelized to benefit the locals and quite often outsiders snatch away business from locals in the transport segment.

The results also show that there is a shortage of tourist guides due to which service providers have make other alternatives like hiring school teachers or local youth and sometimes drivers also act as guides. Despite several training programs held for tourist guides by the state tourism department, surprisingly, the official tourism portal of the state government does not contain even a single registered guide. The situation calls for an immediate action so much so that a good number of local youth are picked up and inducted as tour guides equipping them with necessary skills.

Prevailing tourism activities are by and large confined to rural and cultural tourism in the region. Nature based activities, for example, trekking and farm visits, are on a low key. The region lacks other visitor engaging activities like experiential tourism activities like handloom and craft making, despite rich potential and adequate local talent. Another critical point to note from tourist activities is that despite aggressive promotion of *adventure tourism* by the state's tourism department, adventure centric tourism activities are few and far between (Table 4.6).

4.14.2 Barriers of Community Participation in Tourism Services

Over the past two decades, though efforts have been made to understand the barriers to participation in the tourism business in a casual manner, systematic identification of the barriers had not taken place. Therefore, an attempt is made in the present study to comprehend more thoroughly issues that block the local community participation in a big way. The several barriers thus identified are classified into four distinctive categories: Infrastructure barrier, Operational barrier, Personal barrier, and Socio-cultural barrier.

Among the four types of barriers, infrastructural barriers are viewed as the most significant barriers. In that inadequate transport facilities are rated to be dominant one. Needless to say that adequate tourist trails infrastructure at a tourist destination is the backbone and adds value to tourism growth. This is further corroborated by a few other studies conducted in the region.

On the whole lack of necessary connectivity and infrastructure in North East India is a major issue for indigenous villages (Ziipao, 2018). The lag in project development under India's Act East Policy is more pronounced in the region than elsewhere (Bajpae & Bajpae, 2017). Such a slow of development aggravates the situation and naturally hampers development, let alone tourism development. Central government's 'Act East' Policy proposed in the early 1990s as 'Look East', decades have passed and the project has undergone various changes during the course of time. Still the project is struggling to take off in full swing.

For decades, the North East region of India has suffered and remained off the radar of growth, especially in terms of infrastructure. Local community is severely handicapped from engaging in tourism due to lack of infrastructure facilities, such as road network, transport, sanitation facilities, etc.

Comments from respondents related to lack of sanitation and other basic civic facilities in the region:

“There are no wayside facilities like washrooms, and it is challenging for women, children, and old age. We are compelled to request them to go in nature. Very challenging during rainy session and winter.” (Tour Operator, Respondent no. 211)

The lack of telecommunication facilities and poor telephone connectivity in the region, according to service providers is another significant barrier to tourism. This is more specific to the region due to the region’s landscape and topography. Research conducted by Çalışkan and Yeşilyurt (2020) and Prado (2020) also pointed out transportation barriers playing spoil sport for tourism development in remote regions. Comments of respondents are also in line with this finding: Some of the observations are:

“The mobile networks do not operate properly here, and our location is very far from town; thus, we are getting fewer tourists. We cannot depend only on tourism; on off seasons, we work with Border Roads Organization (BRO) as a daily laborer.” (Homestay Service providers, Respondent no. 99, 100 & 101)

“Mobile network and access to internet is a major barrier. We have to go to a nearby town’s cyber cafe to communicate to our customers for checking email and bank work. It is a primary concern here.” - (Homestay owner, Respondent no. 262)

“Network problems are a significant barrier here, and our business works only with a reference and word of mouth. Our guest is our brand ambassadors.” (Homestay owner, Respondent no. 264)

“Better transportation system, connectivity through Air/ land/ and railway is required. Our state in the current situation, expensive to travel compared to other Indian states, and it should be changed and improved in many areas. We do not have an airport that can cater to regular flights, a major setback for tourism. I heard a project had been proposed for an airport in the state, and if that is true, it will change the shape of the Tourism Industry in the state.”(Homestay owner, Respondent no. 266)

“The current condition of roads is extremely poor and acts as a barrier for tourism. Government should focus on sustainable tourism, should involve local youths. I feel our youth also need motivation. Need waste management in the region. Local food and beverages should be promoted instead of importing from outside.” (Homestay owner, Respondent no. 295)

“Our road condition is the most difficult and hurdle for visitors in the region. If the road became better, everything would fall on the right track, and tourism could be in full swing. Right now, the mobile network connection is terrible, and it reduces our customers for the region.” (Tour Operator, Respondent no. 172)

Shortage of professionally trained and qualified human resources in tourism is a major operational barrier. The region's tourism industry is still at its early stages of growth. Locals are still unfamiliar with tourism opportunities and requirements. Furthermore, the few locals involved in tourism industry poses limited knowledge and information and rely on trial and error methods. Locals largely perceive government officials support is far from satisfactory (Patowary & Borgohain, 2017). Operational barriers are inextricably related to other variables that lead to overall tourism barriers. Pro tourism development policy by the concerned authority changes the operation of businesses in the destination and also lowers the barriers to participation in tourism for the local community (Goodwin, 2002; Neto, 2003). However, Directorate of Tourism of the state is still in the process of drafting its tourism policy.

“There are no lifts/elevators in most hotels in the regions, which acts as barriers for elders tourists and to those who required them. Even if we installed a lift, it would be challenging, especially during winter as electricity is not regular. Our government should provide regular electricity.” (Caretaker of a Hotel, Respondent no. 52)

With regard to personal barriers, many respondents confessed that they lack technical skills, as a result of which they are not able to participate in the tourism activities more rigorously. This result is in line with the study by Su et al. (2019), where the authors found lack of expertise with right skills is a barrier to tourism. Responses in the present study related to personal barriers are also in line with quantitative finding of the study. Systematic training and commitment to overall capacity building for tourism professionals in the region is paramount. Some of the comments are:

“I prefer domestic tourists due to the language compatible with them. (Hotel Manager, Respondent no. 284)

“I am comfortable with Hindi. I generally do not keep foreign tourists; it is not that I do not want to keep them; it is because of my language barrier and as I have to report to local police about their stay. I run the business alone, and most of the staff are ladies. For us, it is challenging to deal with such issues. And to avoid these, sometimes I excuse tourists, by saying that --no vacant room available, for which I feel bad later and as I am also losing the business.” (Hotel owner. Respondent no. 293)

The research did not find clear signs of resistance from the local community or society's elders and as such socio-cultural factors are in no way among the parameters tested. Findings suggest that there are no obstacles to tourism growth in the area from the socio-cultural front. However, the socio-cultural findings contrast with those of other studies on the rural destinations, as in Sood et al. (2017) found that socio-cultural factors hindered locals' participation in tourism and act as a major barrier. This finding of the present study is a one-of-a-kind example where the first-generation local community members participate in the tourism industry without any socio-cultural dogmas. However, the region suffer from other barriers especially from poor infrastructural facilities for tourism industry which are also highlighted in comments by tourism services providers. Some of the observation of respondents are given below:

“Leadership is less in the communities for tourism. We find it difficult to hire locals and sometimes they are not regular on work, mostly they tend to be

absent for their work in the village. We need an employee who can be here in the hotel on duty on time.” (A hotel Manager, Respondent no. 47)

“Lack of promotion and not able to target the right audience are important barriers apart from general infrastructure barriers. Local communities should participate more in tourism-related awareness camps and training. The local participant should be encouraged to promote themselves on various social media platforms to reach audiences.

And our state is not yet ready for the tourism industry in full-fledged due to many barriers, and lots of groundwork is required at the grassroots level.”
(Tour Operator, Respondent no. 208)

“Since 2004, I am in this industry, and I found there is no proper marketing for the destination. I have many areas to points out in barriers to tourism in the region. Some of them are:-

- i. The involvement of locals is less in my observation; most of the human resource personnel in accommodation units are from Assam.*
- ii. There is a logistic problem in the state, especially in the transport system for tourists.*
- iii. There is No tourism board / Corporation in the state. Whereas other states like Sikkim and Himachal have a corporation, every work related to tourism is systematic.*
- iv. Helicopter service within the state should be made available; there was no single domestic airport, but one started very recently at Pasighat. The first commercial flight commenced on 21st May 2018. We lose many tourists*

because we do not have airports to connect with the rest of India and International.

- v. *The politician of the state are promoting tourism in such a way that people have high expectations from destinations of the region, but in reality, it is challenging to meet the expectation due to the low level of infrastructure and poor road conditions of the state. And some locals do not understand the working nature of tourism, and sometimes they are not friendly to the tourists. If the state wants to promote the tourism industry, there should be massive mobilization from the ground level, from village to high-level authority.”*

(Tour Operator, Respondent no. 211)

From the above observations, it is evident that there is a gap in the job channelization in the region despite many guide training programs conducted by the tourism department. Ironically, none of the participant in the guide training programs are empaneled as guide in the official portal of tourism (comment of respondent no. 201). This is further supported by many respondents' views that there is no good representation of the local talent in the tourism sector in the region. There is an urgent need to step up awareness camps in the rural areas of the region. So that all interested people can participate without worrying about traveling to the city. People from cities may know more about tourism than villagers. Many respondents expressed lack of a support system for tourism development in the region in various dimensions.

4.14.3 Tourism Capacity Building and Support System for Local Community

Capacity building at the local level by giving local youth hands on training in tourism related services is considered crucial in strengthening the quality services.

Stem et al. (2003) mentioned that proper education and through creating awareness in a campaign mode help maintain long-term sustainable tourism and help the locals.

Timothy's (1999), study in Indonesia found that entrepreneurship training programs in English language, accounting, hygiene and housekeeping services, guesthouse management, and business opportunities in food business had a positive outcome in capacity building.

Locals need access to English education in order to participate in tourism businesses. Because of the language barrier and low educational level some locals are hesitant to interact with international visitors. Their options are limited as a result of these factors. All these problems may be solved with proper awareness programs and training.

Providing the needed skills and awareness about the opportunities reassures the locals to participate vigorously in tourism business activities. The native culture and tradition could be promoted as unique tourism products apart from bestowing appreciation and acknowledgement of the local culture and indigenous products and services. Social transformation in the rural areas due to tourism and the allied sectors is commendable in many parts of the world, with few negative impacts on the destination if regulate carefully. This process integrates the many marginalized groups in economic activities while advancing the lives of participants.

Without right training, awareness and participation of the locals in tourism the so called exploitation of the local resources will continue unabated. Exploitation is common in rural tourist destinations where local communities are unable to make their own decisions due to several barriers. These problems can be alleviated by implementing capacity building programs and motivating locals. Through knowledge

in local community about the positive impact of tourism can act as a prolepsis for removing tourism's negative aspects in the destination.

The nature of participation, especially rural folks in tourism depends on their many socio-cultural factors. The degree and mode of participation is based on their own perspective about tourism rather than the imposed perspectives about the value of their indigenous resources. Authentic expression of the value of local norms is possible only through enlightening the local population. Community participation has to be essential component in policy making (Tosun, 2000). Citizens of developed nations are more aware of the opportunities and their rights. This enables better utilization of resource and a better approach to tourism business. The concept of participation in developed nations is more formal than in developing nations.

Participation of local community immensely contributes for the capacity building which opens up a slew of new opportunities at tourism destinations. Capacity building programs connected with other industry stakeholders creates opportunities that enhance the business skills, training and knowledge. Benefits of capacity building include: *firstly*, serves as a platform for addressing ground level issues and preparing communities with international perspective. *Secondly*, it also helps to plug leakages in the system apart from the growth of indigenous human capital and positioning the local resources. As a result, capacity building acts as a sieve for economy's multiplier impact within the social circle.

Here are some comments from respondents related to capacity building:

“Locals do not have awareness about how it can be promoted and the potential of their resources. For these reasons, they need an expert to help them out. Local also should cooperate for the development. Locals do not

involve much in tourism, very few understand and participate in this profession.” (Tourist Guide, Respondent no. 185 and 186)

“Our society should be encouraging more. Need more involvement, we know about our culture and local resources. We need some expert assistance for greater exposure. Many of our youth are unemployed here, and few are going out to other cities in the country in search of a job. Our youth should be trained in this profession to be able to get a job and serve our state. I have observed many outsiders are taking up the job.” (Hotel Owner, Respondent no. 198)

“Locals here do not understand the value of tourism, and it is potential for development. Therefore, Govt. should give us training so that we can perform better in the job.” (Transport Service, Respondent no. 234-235)

“Our tour guide and professional need better trainings and exposure. We need strong leadership in this profession. Our youth can create lots of opportunities in this line, rather than looking for jobs outside. (Hotel Owner, Respondent no. 301)

“Many of us never attended any training in tourism and did not have much business idea about it. But two of our members have attended such programs.” (Transport Service, Respondent no. 334-343)

4.14.4 Integration of Locals in Tourism Development

Most of the respondents do have a fair idea about various tourism schemes in vogue in the state. As regards distribution of tourism projects, responses are mixed; many respondents (42%) feel that projects are distributed equally while approximately 37% opted for neutral opinion, which indicates certain respondents are not sure about the benefits or are not aware of available tourism schemes.

Majority of respondents perceived involvement of local community is less in the decision making process of the implementation of tourism projects in the region and opined that outside agencies have taken up tourism projects in the region.

Tourism transport services in the region are operated by the outside agencies.

Some of the observations are:

“Transportation is generally hired from Guwahati, and they book it for the entire trip, and here locals are missing out on the opportunities.” (Transport Service, Respondent no. 235)

“Transport service opportunities always go to outsiders, and tourist hires taxi/cab from Guwahati for the entire trip in Arunachal in that scenario we are not getting any transport service from tourist here. We should channelize local transportation system efficiently and properly.” (Homestay owner, Respondent no. 295)

“There is a conflict in the transport business; Guwahati acts as the entry point to Arunachal Pradesh; it gives people of Assam a better transport service opportunity as many tourist groups hire taxis/ book cabs for the whole tour package. And, tours last for 5 to 15 days, in such case only accommodation

and food business is going to local service providers.” (A hotel Manager, Respondent no. 221)

Incorporating community views as expressed in various fora, gatherings, and other activities may help to understand local community views and could be used as inputs in decision making process and to monitor the delivering of services Many (Wang & Wall, 2005). Many earlier studies have also pointed out the need for incorporating local community in decision making of the tourism development issues (Muganda et al., 2013; Haniza et al., 2013; Mak et al., 2017; Chang et al., 2018).

Arunachal Pradesh is a state with a complex socio-cultural landscape and abundant natural resources, including diverse flora and fauna. These resources have the potential to be a vital source of economic livelihood if they are properly channeled. This will eventually result in the creation of value for rural resources, and residents can reap the benefits in terms of income generating livelihoods through proper utilization of the sources (Alexander et al., 2018).

As lack of knowledge and awareness hampers the growth of local community, involvement of the local communities in various tourism development activities will help bridge the gap between stakeholders and minimize barriers (Stone & Stone, 2011). Tourism development will be sustainable if local residents are involved. Initiatives regarding creation of awareness about the potential benefits of tourism will enhance the morale of the local community (Arbolino et al., 2021). Some comments relating to integration of locals:

“Any project in the region should be well informed to locals, and the department should be should bring success stories of similar destinations like

Sikkim. It can be challenging to include everybody's decision, but some consultation with locals should be initiated. For that reason, an expert should have broad perspectives in the project where all get benefits from tourism.”
(Homestay owner, Respondent no. 86)

“Whenever projects come, planning should carry out only after consultation with village elders and local resource persons for better integration; Projects should not directly be given to outside experts; this process should always go hand in hand.” (Homestay owner, Respondent no. 88)

“Locals can take the best decision as whatever tourist attraction is available is the intangible asset of the local, but they need some help from the government and an expert who are in the industry for a sustainable.” (Tour Operator, Respondent no. 168)

“While initiation for any tourism project, there should be proper consultation from all stakeholders. They should implement policy with proper consultation and successful stories while integrating local resources and cultural diversity.” (Tour Operator, Respondent no. 177)

“Locals should produce more products needed for tourism. Hotel and resorts should use local resources for tourism. The folk dance participants should be given a monthly salary for the same, if they are called to perform. Hoteliers can make even this payment in the region from their revenue. This creates

extra income/revenue for locals and also promotes local culture.” (Guide, Respondent no.185)

“We need to promote our culture and nature as key USPs of the state to the right audiences. The benefit of tourism is not delivered to locals, and I strongly feel that we really need to do something about this.” (Tour Operator, Respondent no. 209)

“One drawback of our people is that, we do not have a record and well documented of traditional practices. All practices and tradition are passed on to us from our ancestors as an oral tradition. Our way of crafting various household utilities from cane and bamboo items is also replaced with plastics and glasses. If we observe our ancestor’s way of living, it was sustainable and friendly to the environment. We should bring back those values and integrate them through tourism in the region. So that it preserves and saves the unique practices of our ancestors.” (Tour Operator, Respondent no. 210)

“Everything is difficult in the transport business, locals need sensitization about human behavior, and we are not treated well by customers. Income from this business is very negligible and challenging to survive just on it. We needed to borrow money from our friends and relatives during the maintenance of vehicles. It’s difficult to depend on this business to run the family.” (Transport Service, Respondent no. 252)

“For any decision regarding hotel and tourism, all stakeholders should be integrated into the region; we know the issues. The tourism department should be encouraged to participate in the meeting related to such issues.” (Hotel Manager, Respondent no. 291)

“I have observed that tourists are looking for small items. So we need to cater to that. Our handicrafts should be promoted as a souvenir for tourists; we have beautiful crafts available and all these features can be a part of tourism.” (Homestay owner, Respondent no. 300)

“I do not know about the schemes and promotions; only a few people who are in touch with the department must be knowing them well. Department should inform elders in the village about upcoming tourism projects without informing them there will not be a healthy start.” (Homestay owner, Respondent no. 311)

4.14.5 Marketing the Community Tourism Products and Services

Many tourism service providers exclusively conceptualize the products and services and price them on their own tourism. At the same time, a few businesses follow the advice of government officials and consultants.

In this study, social media is found to be the most effective mode of marketing, accompanied by word of mouth resources. It is worth noting that in the region, word-of-mouth canvas is still a trusted and effective tool. Tourism service providers’ promotional activities were found low. As a result, many of the local

tourism businesses are not able to integrate with larger business system (Yaja & Kumar, 2021).

Findings reveal that community tourism products and services lack integrated marketing, communication, and branding strategies. Some of the key findings related to marketing of tourism products and services by local firm are:

Finding 1: Local tourism businesses are more likely to use social media in their marketing. However, word of mouth promotion is perceived as a trusted method of developing customer relationships and receiving referrals from local tourism firms. This finding is supported by respondents' comments as presented earlier.

Local tourism businesses do place a higher value on word of mouth marketing, but they cannot rely solely on it (Yaja & Kumar, 2021). Because the trends are shifting, local tourism businesses must incorporate both WOM (word-of-mouth) and e-WOM (electronic word-of-mouth) into their marketing strategies (Mehraliyev et al., 2019; Nusair, 2020). The gap or lag in marketing activities can be bridged by incorporating technology into word-of-mouth marketing.

Finding 2: Local tourism companies' promotional activities in the region are relatively low. This could explain why many service providers believe strongly in the value of word of mouth marketing, despite the fact that most service providers use social media for marketing, as evidenced by the interview excerpts. The use of social media in general, as well as its ability to induce consumers is poor in the region.

The reasons could be due to a variety of barriers, such as lack of telecommunication facilities in remote villages, lack of education, and other related issues. Sharing destination experiences on social media create business opportunities

and influences customers in choosing the destinations (Dedeolu et al., 2019; Gupta, 2019; Wong et al., 2020). Building a positive image of a tourist destination through social media is a trend in the market (Asongu & Odhiambo, 2019). Local community tourism businesses may use social media as a strategic tool for increasing exposure and reap the benefit (Yaja & Kumar, 2021).

Finding 3: Majority of tourism companies conceptualize their own goods and services in the region. During the interview, it was discovered that several service providers had been tourists before starting their business outside of the state. They learned the idea and conceptualized their services from their previous experiences as guests in other destinations. Furthermore, as previously mentioned, service providers' marketing and promotion are mostly done through various conventional methods.

Finding 4: Majority of local tourism services in the area lack strategies related to market targeting, branding and integrated marketing communication which are key elements of overall marketing strategy. Local tourism firms' products/services are rather haphazard.

Most community tourism service providers form into associations and collaborations with other tourism businesses in the area in order to generate business leads and improve their exposure (Yaja & Kumar, 2021). Tourists preferences are taken into consideration by the region's tourism companies and service providers are trying to keep up with the trends, even though they lag in other marketing segments (Yaja & Kumar, 2021). Respondents' comments also give us more insights into current trends in the marketing of tourism resources. Some of them are:

“Our state is virgin in tourism, and we need to work on policy and sensitization to locals on tourism. Try to use maximum local resources. We need to aim for sustainability in this industry and should target responsible tourism practices. This idea should be incorporated while marketing the destination. We need to understand our target audiences rather than mass tourism.” (Tour Operator, Respondent no. 208)

“We should promote state tourism in various available resources, should not be limited to cultural tourism, nature-based tourism, adventure tourism. There should be aware of tourism, and our people need to be sensitized for the same. Our infrastructure is not yet ready to cater to mass tourism. Therefore, we should look for responsible tourism. Our people and culture are also fragile, so we need to target responsible tourists who are concerned with the conservation of local culture. I have found that private rating agencies for accommodation facilities can be deceptive and mislead tourists. Therefore, the government should suggest tourists to cross-check with reliable sources. (Tour Operator, Respondent no. 210)

“The telecommunication do not work in the remote locations and remain days and sometimes for months without telecommunication. There are challenges in online payment system in remote locations due to poor coverage of internet; as a result only cash payment works here and many tourists find it challenging as they are habitual to online payment mode. Sometimes, we need to give cash to our guests(tourists) for onward travel expense as there are No

ATM in remote regions. Hoping to get it back after they return their home destination. Only trust and hope work here.

And promotion should feature the diversity of culture. First, our leaders have to understand the industry, and then they can motivate residents.” (Hotel Manager, Respondent no. 226)

“Since I am mostly occupied with household tasks and I am not an internet person, tourists come from referrals and word-of-mouth. I get a lot of new clients from satisfied and happy customers. Internet and mobile network is not good in our village. In this situation, former customers are my only hope for new customers.” (Homestay, Respondent no. 306)

For a better operational convenience and positioning of the community produced tourism services, they need social media’s support to increase brand awareness (Coulter et al., 2012). Understanding the scope and nature of services will help authorities and businesses in making the right steps. Integrated marketing is a key aspect of any enterprise, and organizations must incorporate numerous integrated marketing tools to promote community tourism services.

Recent studies have also discovered the importance of social media in the tourism industry. Tourists use social media as a tool and destination determinant (Koutras et al. 2020; Hu & Olivieri, 2020). Owning social media for business growth is a more effective means of influencing purchasing decisions of consumers (tourists). Brand awareness is a necessary component for systematic tracking and reaching out to consumers and this can be accomplished by using social media as an engaging platform for business owners and customers.

Community tourism firms operate on the basis of referrals from consumers who have visited them, used their services, and then recommended them to other potential customers. The success and failure of tourism services depend on visibility and strategic marketing. It is more prevalent in rural regions where there is not very much affluence with social media and is not very active. The effectiveness tourism marketing depends on the visibility of products and services amongst netizens. Hence, tourism product marketing is one of the fundamental tools for collaboration between stakeholders.

Peaty and Portillo (2009) observed that government and private stakeholders in tourism have a crucial role in marketing rural tourism destinations. Tourism businesses are found to be more successful in doing collaborative work with other players of the industry. This also allows tide over the difficulties during crisis time. Sound alliances among the stakeholders enables all the firms to leverage this strengths and sustain in the long run.

Tourism industry is indeed people's industry; it works well with more association of people. In a competitive market appeasing customers, adopting to a changing demands of the industry, and thrust for an authentic experience, targeting the right customer segments according to the destinations' features constitute the core of the marketing action.

The nature of tourism industry has been epitomized as "People's Industry" works very effectively with the idea of collaborating. Many scholars found that collaborative channelization of the objectives among service providers is an ideal way to meet sustainable tourism development. The collaborative approach's power, especially in service industries like tourism is a core strength for successful and sustainable functioning (Lin & Simmons, 2017; Snyman & Snyman, 2014;

Briedenhann & Wickens, 2004). Opinion of locals on economic impact influences overall tourism growth in a destination (Eslami et al., 2019). As a product tourism services go through a life cycle, and require specific measures for sustaining. Tourism industry's immense contribution to the local community is integrating socio economic value in the host destination.

4.15 Conclusion

It was found that all of the respondents were first generation in tourism business. And the current tourist activities of the region are mostly skewed on rural and ecotourism activities. The highest number of participants in the survey are from accommodation units and homestay. The highest participants in the survey are from the secondary level of education and the lowest participation from respondents who have post-graduation level of education.

The study found that the destination lacks an essential support system for tourism development and needs much assistance both from state and central government to escalate the tourism in the region. At the same time, there is no restrictions and barrier from the socio cultural perspectives to take up tourism as a profession. However, the integration of respondents is very minimal as most respondents are not aware of the ongoing tourism scheme and tourism benefits in the state.

The current tourism services in the region lacks a branding approach. Instead the "Happy Customers," help the local community in the promotion tourism. The business line works on the recommendation basis from the previous customers. Word of mouth promotion is a strong component that is running by the majority of service providers. The service providers of the region are happy about their participation in the tourism profession. But on a contrasting note, they are not satisfied with the

income they are making from tourism ventures. And the study found out that the service providers feel that income from tourism is not sufficient for them to meet their needs. And this is also due to fewer tourists and the seasonality of the tourist inflow.

The next chapter concludes the study's findings and recommends suggestive points for tourism developments in the region where the local community may prosper through tourism.

CHAPTER V

FINDINGS, RECOMMENDATIONS, AND CONCLUSION

5.1 Introduction

This chapter presents summary of interpretations of significant findings of research. These include recommendations based on findings, a model for an inclusive framework for community tourism in Arunachal Pradesh, theoretical research contribution, limitations, and suggestions for future research.

5.2 Summary of Major Findings

5.2.1 Participation in Tourism Services

Participation in tourism from the local community is found more actively engaged in accommodations sector by owning and operating hotels and homestays (Table: 4.2). There is less participation as tour guides as noted from the respondents' comments.

5.2.2 Nature of Participation in Tourism Services in the Region

Majority of tourism service providers in the region are taking tourism services as a primary occupation. For 68.4 % of respondents tourism and related activities are primary occupation (Table 4.3). And all of the service providers incidentally are found to be first-generation participants in tourism domain.

5.2.3 Existing Tourism Activities in the Region

Current tourism activities are more focused on cultural, rural tourism, and a few adventure tourism activities in the region (Table 4.6). Action orientated tourism activities leading to the upliftment of locals like volunteering to teach in schools and communities are minimal in the region.

5.2.4 Region Lacks Basic Support System for Tourism Development

The study found that the region lacks primary support system for tourism development and needs assistance both from state and central government to take tourism new heights in the region. Poor transportation network acts as the prime barrier for tourism development in the region. Most of the respondents confirmed they lack professional skills in tourism. This hampers overall development of tourism. Thus lack of professionally trained workforces is a significant operational barrier in the region. In addition, inadequate support system for tourism like poor infrastructure facilities and political disturbance do play an adverse role in the development of tourism. Most of the places in the region are not accessible throughout the year due to poor transportation facilities. Many of the worth visiting places are inaccessible.

5.2.5 No Visible Hindrance to Participating in the Tourism Profession

Although all the local tourism entrepreneurs are first generation entrepreneurs in tourism services, they did not face any hurdles to enter to tourism profession from family members. Further, the region's culture is also conducive to tourism development as per responses from the respondents. The community in the region faces no apparent socio cultural barriers to participating in tourism and allied businesses which is uncommon in tribal communities.

5.2.6 Integration of Service Providers' Opinion for Tourism Development

It is found in the study that integration of local community in tourism development process is less in the region. This could be one of the reasons why service providers are not aware of various tourism schemes and projects in the state. In this regard, comments of the respondents are compiled (Table 4.17) and analysed on the basis of which concerned authorities may initiate necessary steps to create a

better ecosystem for tourism development in the region. Following are some of the action points suggested:

- i. Awareness and campaign about tourism in villages
- ii. Training and capacity building
- iii. Sensitization of police personnel at check gates
- iv. Coordination of locals and government
- v. Authentic review of tourism services
- vi. Targeting right audience
- vii. Better infrastructure for tourism operation
- viii. Preservation of culture and tradition
- ix. Written documentation for local/traditional ways of cooking
- x. Emphasis on the importance of Tourism Policy
- xi. Updation of information related to tourism
- xii. Destination Specific Tourism Promotion
- xiii. Generating of Jobs through Tourism
- xiv. Easy access of tourist permits
- xv. Proper maintenance of the tourist sites
- xvi. Integration of locals' voices

5.2.7 Capacity Building Programmes and Inclusive Approach

The current service providers need basic training in service management and operation skills of business. For example, training in marketing and branding products and services to reach out to more customers. Such that, tourism services may be recognized and identified in the market by customers. There is also lot of scope for job as guides and local chefs which require special training.

5.2.8 Mode of Assistance for Service Providers

It may be inferred from the comments of the respondents that the quantum of assistance for tourism service providers from govt. or concerned departments is not adequate. Simultaneously, curating tourism products and services are also solely held

by service providers (Table 4.10). One of the reasons for this could be that most respondents do not have exposure to programs related to tourism.

5.2.9 Absence of Branding for Products and Services

Service providers were found lacking in business management skills and no knowledge of branding and positioning their products and services. Service providers do not have sales targets and marketing strategies (Table 4.11) which is reflected by low frequency of promotion and marketing activities related to products and services (Table 4.13). The current tourism services in the region do not have any brand identification. Most of the business is generated on referral basis from old customers. It is found that 'Happy Customers' help these service providers in contacting new customers through word of mouth. Word of mouth promotion is a major component of marketing activity of service providers.

5.2.10 Service Providers' Comfortability in Tourism Profession

Majority of tourism service providers of the region are happy about their participation in tourism. It also was found that most service providers are comfortable dealing with tourists and are proud to be associated with the Tourism Industry. But on a contrasting note, they are not satisfied with the income they are making from tourism ventures, and the responses amply made it clear that the income generated from tourism services is not sufficient to meet the basic needs of the family.

5.3 Findings from the Field Survey (Observation)

- Government bodies and agencies are obsessed with promoting ecotourism and adventure tourism at the destinations. It is due to the nature of challenging terrains and mountainous ranges. However, they miss out on other potential areas like cultural tourism, agro-tourism, village tourism, pilgrimage tourism,

educational tourism, which require immediate attention from the state government;

- ▶ The respondents who are involved in tourism to make livelihoods are not very happy with the region's current phase of tourism growth. But, on the other hand, those who take up tourism business out of passion are motivated and enthusiastic with respect to their participation in the region's tourism activities.
- ▶ Some Tourist sites and government accommodation units were found to be not maintained properly; and
- ▶ The field survey found that other stakeholders like NGOs, interest groups, allied departments like the Forest Department and WWF all did phenomenal work to scale up tourism development in the state. However, these stakeholders were not officially connected with the Directorate of Tourism. All these interest groups were found working independently on their own to assist local people directly or indirectly in the tourism business.

5.4 Recommendations

The role of information and awareness about tourism opportunities is crucial in public participation. True engagement in business needs a complete information about the industry's market. These problems are frequently encountered in many developing countries.

On the whole, quite often local communities lack basic business skills and as a result find it difficult to sustain in business, more particularly in rural remote destination where modern amenities are not established well. Therefore, business units from such places mostly keep a low profile and the business are also on a low key. The current study found many issues confronting the local community which

need immediate interventions from concerned authorities for inclusive tourism development. Therefore, it is recommended based on a thorough analysis of the findings that it is time the government tourism department play an active role in redressing many challenges faced by the local community.

5.4.1 Third Parties Involvement in Tourism Activities

Tourism industry calls for a multi pronged approach involving NGOs, central and state government machinery, local leaders, and SHGs, and other voluntary groups at the village level. From the perspective of tourism entrepreneurship, several resources of rural areas need attention for tourism development in the region. The nature of the tourism industry is multifaceted. Therefore, engagement of stakeholders of the host community provide ample scope showcase artifacts, local cuisine, farm practices, community life, and traditions of rural areas. These opportunities are owned mainly by rural masses.

Many tourism services operators approach local community for consultation in a passive way where local residents act mostly as information givers instead of actual participation. This led any project to not thoroughly squeeze its full benefits, which affects the project's sustainability in a destination. The agenda mentioned by the United Nations under seventeen goals on various approaches for inclusive and sustainable development to be achieved by the end of 2030 by and large remains on paper only. In the light of the goals of the United Nations, the current study found that, on the action part Arunachal Pradesh tourism has to go a long way in achieving goals, viz., poverty alleviation, gender equality, and economic growth, etc., in a broader perspective of social empowerment.

5.4.2 Awareness Camps on Available Developmental Schemes and Benefits

Government has to create awareness about tourism schemes and projects at the village level with detailed explanation and interpretation in local dialect for clear understanding of the local community. Then only, schemes related to tourism in the region reach the maximum members of people at the grass root level for better and active participation. Training and capacity building programs related to tourism need to be well informed to the participants. Therefore, tourism department has to pay immediate attention to it. Disbursement of financial assistance and awareness of schemes related to tourism need to reach out the beneficiaries without bias and on a need basis.

5.4.3 Assistance Channel or Help Desk

There is a need for strengthening the distribution mechanism of the community produced and owned tourism products and services. It's observed that tourism authorities somehow motivate and assist locals, but effective the follow up is conspicuous by absence. As a result, service providers end up without customers due to poor knowledge and skills to promote the products and services in the market. Therefore, creating the help desk for converting local communities' resources into tourism products and services is the need of the hour. Indigenous knowledge base may be used and transformed into tourism resources, which can lead to a better way of creation of livelihoods without fear of losing cultural identity.

5.4.4 Training and Capacity Buildings Programs

Training and capacity building programs related to tourism need to be well informed to service providers irrespective of nature and types of activities they are engaged in. There are opportunities in a broad spectrum in food business, as tourist guides and in accommodation services. Therefore, tourism department has to enlist

all the activities and conduct training programs for skill enhancement based on the needs of the service providers. Further, service providers need basic training largely in the area of marketing and in particular branding. That apart, there is also a pertinent need for assistance from the tourism department and the concerned government bodies in the marketing of products and services.

5.4.5 Executive Plans and Rapid Development of Tourism Infrastructure

The state is in immediate need for a better basic infrastructure to scale up new heights in tourism industry. Therefore, state and central government on a priority basis focus on improving infrastructure facilities, especially with respect to road network, air and rail connectivity, among others.

Instead of a one shot activity, on a continuity basis necessary follow up measures need to be there in place. It is observed that government machinery somehow motivates and assists in the initial stage, but failed to follow up in the later stages. And this led to an absence of mechanism where service providers are not connected to the market in a systematic way.

5.4.6 Tourism Policy

The study shows that having a friendly socio-culture is not enough to make a good tourism destination. For a tourism firm to operate smoothly, the requisite facilities and amenities must be provided. The tourism department should draft a viable tourism policy for Arunachal Pradesh after an in depth understanding of the nature of tourism resources in the light of socio-cultural aspects of locals to create a better ecosystem for the tourism industry.

It is time that central and state governments looked into all issues related to tourism development highlighted in this report and work hand in hand for the greater good. Directorate of Tourism, Govt. of Arunachal Pradesh may concentrate micro-

level planning for tourism development in the region by coordinating with local service providers with regard to creating a better platform for tourists while accessing information related to tourism, and through innovative measures to solve gaps, if any, in the hosts guests issues. The region requires a dedicated micro and macro-level approach to infrastructure planning to overcome hurdles related to transportation.

5.4.7 Addressing Key Barriers of Tourism

In order to create a favourable business climate, state's administration and various other should work in unison for improving the telecommunication facilities, connectivity, and sanitation facilities all the designated tourist sites and important transit points.

5.4.8 Recommendation for Tourism Potential Exploitation

The existing tourism infrastructure and facilities lacked modern amenities and are insufficient to cater to large number of tourist inflows. However, socio-cultural diversity of the state has the potential to cater to target responsible tourism activities. Both natural and cultural resources of the state have the attractions to create Special Interests Tourism (SIT) activities. For example, the state tourism department can collaborate with other educational institutes for educational tours and research projects to boost tourism and preserve culture and traditions, instead of making Bollywood celebrities as tourism brand ambassadors of the state. Bollywood celebrities and their groups mostly seek high-end luxury tourism facilities, which the state does not currently have.

Local community participation varies depending on the phase of tourism development at a destination. As regards the relationship between community participation in tourism and tourist arrival data in Arunachal Pradesh, the state's tourism development falls under the Explorations stage of Butler's (1980) Model of

The Tourism Area Life Cycle. Therefore, promotion of the tourism activities should be consciously monitored keeping the current phase of development of the state.

Current tourism activities centred around cultural tourism, ecotourism, and few adventure tourism activities. Other types of tourism products that can be developed in the state include:

- Agri-tourism
- Religious Tourism
- Doomed Tourism (Example, Apatani Facial Tattoo)
- Rural Tourism
- Educational Tourism
- Ethnic Tourism
- Wine Tourism
- Avitourism
- Military Tourism
- Border Tourism

The rich biodiversity and culture of the state should be explored more through tourism. Visits for study-related purposes in the state may be encouraged through educational tourism and excursions. The actions driven activities like trying local handloom/crafts items, may be promoted through homestay and promoting crafts centres for a better experience for the tourist. These activities create value for the natural and human-made resources in the destination.

5.4.9 Pro Tourism Governance

A peaceful political climate and support system from the local government is of utmost importance. Unrest and political instability is less conducive to make headway in tourism as investors do not come forward to invest in tourism ventures. Reed (1997) discussed the role of power and relation of government's interest in tourism as a support system for the overall development of the business environment.

Pro tourism government initiatives such as visa on arrival and speeding up the visa process makes the destinations tourist friendly with fewer procedural hustles.

Further, aviation industry's growth in terms of connectivity and foreign policy of the host government play a key role in promoting tourism, particularly with respect to attracting foreign tourists. Setting up an airport and improvement in road transportation system and fine tuning the inter-city movements are some of the issues need to be addressed. As such, in order to make Arunachal Pradesh gain visibility in the tourism map as an important destination for the domestic and international tourists a multi pronged approach is required.

The economic impact in terms of revenue generation from business like selling agriculture products, dairy and farm products, performing cultural events for the guests, sale of souvenirs etc., create multiplier effect in a host destination. All these small businesses encourage farmers, artisans and local micro enterprises. The local groups can effectively work towards community's welfare through the development ushered in by tourism. Beside, all these activities ensure empowerment of the local community which eventually leads to preservation of local culture and traditions. Appreciation by the outsiders gives locals a sense of pride. Such an appreciation from guests from outside the system builds cohesiveness and builds trust amongst hosts and guests in tourism destinations.

Social and political empowerment are possible only when economic and psychological well being of the local the community is assured. These elements are interdependent and ensure smooth development of the destination. Neglecting these measures is like knocking down the stepping stone of growth and acting like a catalyst for adverse impact. Therefore, tourism department in a strategic manner collaborate

with allied departments related to tourism through inclusive planning to carry forward tourism development in Arunachal Pradesh.

5.4.10 Local Community as a Stakeholder in Tourism Development

Various stakeholders of the tourism industry consider local community to be the biggest beneficiary with the benefits that accrue through infrastructure development which in turn boosts up tourism. If local community is not made a partner in the process, it may create negative impact and overall objective of tourism development remains unattained. With the possibility of healthy exchange of socio-cultural aspects between host community and tourists, the process of development gets accelerated with few conflicts between the guests and hosts.

In the last few decades, community participation and its success rate awed many tourism policymakers and tourism administrators worldwide. As a result, many successful projects have come up where community participation played an important role in executing the projects. And these projects contributed significant benefits to its participating communities through Tourism Revenue Sharing (TRS) programs.

Community participation in tourism manifests in different types of tourism business ventures. But policymakers and academicians often associate it with ecotourism, ethnic tourism, village tourism, farm tourism, agro-tourism. For example, wildlife areas are in close proximity to some of the villages in Arunachal Pradesh. In each of these tourism types, the intensity of participation from residents differs from one type to another. Participation of residents in urban and rural settings also differs in services. In urban areas, they focus could be on services like casinos, bars, clubs, amusement parks, etc., which have modern technological touch and well connected to the lifestyles of urban population. While in rural areas, the focus could be on nature based activities closely associated with the rural settings.

As mentioned above, the community's social life is the core asset that attracts tourists to the villages. In this regard, the diverse cultural and rich natural resources of the region may lose their basic identity due to unplanned development. Such negative consequences may be mitigated through a concerted approach aimed at preservation of the core rural identity. The tribes of the state of Arunachal Pradesh have not yet experienced mass tourism. Therefore, maintaining the authenticity of social life and cultural in their original form are of utmost importance for the development of the region.

Any types of intrusion into the cultural identity for economic benefit for the sake of revenue generation may have adverse impact and affects sustainability of tourism. This sensitive issues in this regard should be taken care of by involving the interested local groups in tourism development by addressing the industry's pros and cons. The nature of tourism resources and services in the region are unique in opportunities and challenges. Therefore, showcasing the local resources with minimum adverse effects ensures a win-win situation.

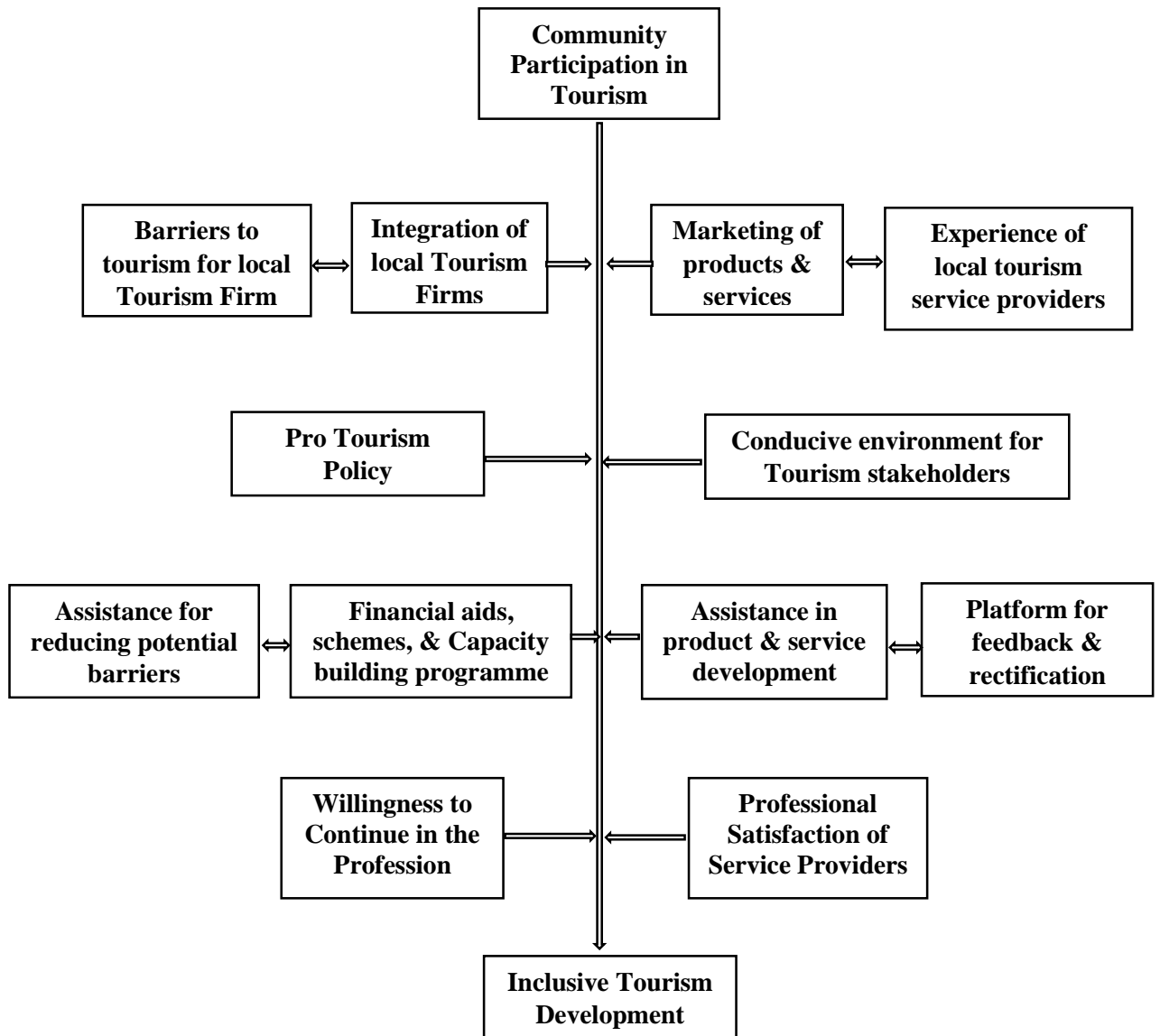
5.4.11 Model for Inclusive Community Participation in Tourism

Community participation and promotion of rural tourism are highly dependent on the destination's socio-cultural and environmental factors. In many rural tourist destinations, there is a significant gap in participation of the local community in tourism and allied services. Local community is often unaware of the tourism business opportunities due to lack of education and general awareness. Those who volunteer to participate in certain initiatives such as homestay services learn about the opportunities only after attending tourism-related programs and forums. Therefore, local authorities should regularly organise awareness camps for the local community.

Further, quite often community participation in tourism and rural tourism are associated with pro poor tourism. Connecting the local community with the global economy through tourism industry is a widely accepted interpretation. Despite the rich diversity of the state and one of the vital biodiversity hotspots globally, the state's potential in terms of tourism is not yet explored. Further, 34.67 percent of people of Arunachal Pradesh are below the poverty line, which is much higher than the national average of 21.92 percent as per the 2011 census report of India.

The current economic conditions of Arunachal Pradesh warrants intervention where locals can be involved in the tourism industry which is a viable alternative or solution to overcome the poverty to some extent. Results of the study also reveal more community tourism firms and their production of services and marketing patterns. As mentioned earlier, the study also presents barriers to tourism and the necessary support systems required to overcome the barriers for better participation of local community. Therefore, the study recommends a model for Inclusive Community Participation in Tourism based on the findings as shown in Figure 5.1.

Figure 5.1 Suggestive Model for Community Participation in Tourism for Arunachal Pradesh



With proper integration of locals tourism industry will help to improve the socio-economic status to some extent. The state also has the lowest population density in the country (India), with 17 persons per square km. (Census, 2011). The low population in the state may offer a conducive environment with good carrying capacity and a promising ecosystem for tourism development if professionally managed.

Arunachal Pradesh is blessed with serene landscape, picturesque hills, valleys, and a salubrious climate. All these complement with its hospitable and honest people, rich heritage of arts and crafts and colourful festivals that reflect their close connection with nature. Vibrant tribal life of 26 major and 100 plus sub tribes make the state an emerging destination for tourism. Because of the region's ethnic and a distinct socio-cultural context, the state is often referred to as 'Mini India' by visitors. Therefore, the state's resources should be translated appropriately into tourism goods and services.

In addition, the tourism potential and the strengths of the place need to be efficiently conveyed to the tourism industry. These would result in the creation of value for rural resources for the benefit of local community. Only then tourism development can serve as a source of income with proper integration of residents and service providers.

The community may be motivated and influenced in many ways to participate actively in the tourism development process. Kamarudin (2013) found that involving local leaders in the decision-making process of any tourism activity in a destination significantly empowers the local community. This process makes a conducive environment for business in the destination.

Many studies have shown that the local community should be used as a primary source of human capital. Tourism industry through capacity building will create a favourable market for local entrepreneurs, and consequently tourism services can improve people's lives (Xue & Kerstetter, 2019). Policymakers may rely on capacity building as a strategic tool to reduce poverty (Jamal & Dredge, 2014); capacity building increases the local community's well-being and empowers locals (Nayomi & Gnanapala, 2015). Capacity building programs help establish leadership,

cultivate an entrepreneurial environment, facilitates achievement goals, boosts the overall tourism activity, and encourages inclusive development (Imbaya et al., 2019). It is observed in the present study, capacity building can work as a stepping stone to create a viable tourism service that will help reduce poverty and improve the state's economy.

Effective marketing of tourism products and services contributes significant to profits and growth. For a better positioning of tourism services as a brand, community produced tourism services need regulations. Understanding community tourism facilities and nature will assist tourism officials, politicians, educators, and companies in implementing the required steps and measures in the marketing strategy. Tourism regulatory bodies may channelize community tourism firms' goods and services to make tourism businesses attractive to the local community. Marketing companies that operate in the region promote tourism programs to support local tourism businesses.

Tourism market is often vulnerable poignant with concerns and issues for community tourism firms due to unstructured business units. Predominantly community driven tourism units need assistance for business operations. As a result, understanding the connections and the role of local community is critical for tourism growth (Misso & Foundation, 2018). People in rural areas often lack technological skills needed to use social media platforms for marketing effectively. Therefore, local tourism firms should seek assistance from government officials and other relevant authorities to channelize their tourism activities and business operations more effectively and productively.

There is a significant difference in service types and their participation in tourism related meetings/ forums. Participating in tourism forums will improve

the morale of local service providers and acts an essential tool for successful project implementation. Conferences and workshops involving local tourism service providers may be organised frequently by tourism authorities to enlighten and impart skills to the local community (Kibicho, 2008).

Local members from less established tourism destinations have a lower level of awareness about tourism; however, involvement in tourism forums helps to mitigate negative stereotypes about tourism's effects as observed in previous studies (Moscardo et al., 2013; Saufi et al., 2014; Lindberg et al., 2021). However, by showcasing opportunities in tourism forums, a region specific model for tourism growth can be created. Rather than blindly copying popular stories and models, local government should involve local voices in the planning process and take a more grass roots approach while launching any tourism project or tourism scheme. Adopting outside development models is not always a good idea because what works in one place may not work in another. Further, obtaining supplies from outside suppliers to replicate the model may be expensive and may have a detrimental impact on the destination.

The benefits of local community involvement are manifold in creation of meaningful work and generation of income are obviously the most important benefits. Programs and schemes should be adequately designed to spread awareness any local community without prejudice. Tracking community tourism firms' perceived integration provides tourism governing bodies an unbiased opinion on projects and schemes and a basic understanding of how locals are responding to tourism initiatives.

Proper integration of resources and effective coordination propels the rural economy into higher orbit. For example, giving ownership to the local community

for their resources will empower them to participate in decision making and management at the local level (Zielinski et al., 2020). While integration is essential for project planning and development, it is hampered at times by restrictions imposed by authorities and local community.

The benefits of tourism at a destination come in many ways, starting from recognizing identity and portraying local image internationally. All these actions reflect in the long run and can transform dormant native arts. This happens when their authentic cultural value is considered and also respected by visiting tourists. Many arts of remote destinations in many corners of the world are dying and fading away due to the modernization. Another phenomenon that happening rampantly is a mass migration of youth from rural villages to other metro cities for better job opportunities. This leads to the fading away of local culture indigenous populations. Unfortunately, native wisdom and old cultural practices of noble value are declining due in course and some are already extinct. Therefore, there is a ray of hope on the potential of tourism industry for revival and sustenance of many native local arts.

Nature based tourism is an integral part of community participation. Its base is in rural areas which are endowed with abundant natural resources. Therefore, people of nature based destinations have a natural love for nature. Garrod's (2003) study on ecotourism and local community participation in tourism found that promotion of ecotourism can mitigate the local communities' social and economic problems. Li (2004) suggested that for effective community participation in tourism, beneficiaries should be motivated to mobilize resources based on their preferences to ensure their participation. Tosun (2006) argued that consultations with local people' representation holds paramount importance as they influence the mood of the local community for galvanising local resources in the right direction.

Local community should be made as an integral part and parcel of the decision-making process. In the case of Arunachal Pradesh, as per the available nature of resources of the region may be promoted for nature-based tourism which includes: ecotourism, agritourism, farm tourism, educational tourism, avitourism etc. All these activities create a lively, positive, and lasting experience for visitors.

Promotion of a destination in the long run is possible by involving locals in decision making process. Locals' genuine involvement will increase tolerance level of the community for tourists indulgences (D'Amore, 1983). Otherwise, hostile attitude of local community dampens tourism as they are not sure of the benefits of tourism. Tourism sustainability in the long run depends on active involvement and whole hearted support of local community. When the local community actively participates in tourism the intervention of outside players is less (Butler, 1980).

In rural areas, the social belief systems are sometimes difficult to comprehend by industry's practitioners due to distinctive features intertwined with the diverse cultural and social setting. Conceiving indigenous ideas and converting them into viable tourism products need a strategic approach (Sloan et al., 2015). Replicating success stories and procuring material from outside to replicate the system may cost a substantial financial burden for the project planner and negative impact on the destination. Therefore, while developing tourism related project, concerned authorities should try out the best possible ways to curate a model which is sustainable and self reliant. Arunachal Pradesh needs such an approach of planning for tourism development in the region.

5.5 Research Contributions

Analysing and findings of the study brought out that the barriers that affect community tourism services. Identification and a thorough understanding of the barriers enable the policy makers to come to the grips of problems which could be effectively addressed. Methods used include: empirical confirmation of the infrastructural support system; a thorough understanding of the service provider's current operational barriers; understanding possible socio-cultural barriers; and assessing personal barriers if any, for participation.

This research suggests that community tourism firms and their marketing of products and services may be looked at distinctly from other general forms of tourism marketing. The environment of a tourist destination affects tourism development and the design of appropriate infrastructure is crucial (Drosos & Skordoulis, 2018). Therefore, policymakers may consider a critical approach in developing any destination and incorporating issues, especially in the rural tourism sector.

Recognizing the challenges faced by first-generation tourism service providers would assist project formulation at emerging tourist destinations. The research also can lead to a deeper understanding of the various types of tourism barriers in different regions and communities. This research brings into focus assist in the better implementation of tourism related schemes and initiatives for the local community. After analysing new opportunities in different fields, required workforces may be created in the tourism development of the region. The study could also help governmental bodies to build a support system for tourism projects depending on the circumstances, interests, and availability of the destination's resources.

Awareness raised through motivation adds value to the process and establishes a chain of activities which is critical for capacity building initiatives, especially in

rural and community based tourism projects and schemes. Therefore, community tourism firms should be provided a dedicated and exclusive help desk for assistance in business operations which may act as a One Stop-Services facilitation centre for information about schemes and projects concerning tourism and allied services.

Government should channelize local firms' goods and services into more viable operations easily accessible to customers. Establishment of an exclusive help desk for the local community is an important move in the right directions as the region is still in the early stages of tourism growth with limited marketing infrastructure. Secondly, accessibility issues and their effect on the region's tourism development needs constant support and cooperation.

Another subject worth exploring is the understanding of socio-cultural aspects of marketing and its effect on brand value creation on the community and rural tourism segments. The data provided in this study may be helpful to tourism development organizations. For example, while holding forums, conferences and meetings related to tourism, concerned authorities may take an inclusive approach for local tourism firms' and service providers' views which is often missing in the early tourism development stage.

The literature substantiates that community participation in rural areas is in a passive mode where they are solely adjudged to consult and gather the resources. In this regard, it is desirable that local tourism entrepreneurs are involved in such forums/meetings to enable them to ventilate their views and perspectives in tourism growth.

The local community is a treasure of knowledge to tourists who seek authentic service and experience from host community. These services can be in any form; for example, homestay services can offer a different experience to tourists in their

traditional manner. At the same time, the accommodations facilities like model villages and huts and community lodging areas may miss a few aspect compared to staying in homestay services. Meyer (2007) highlighted the linkages between accommodation sector and local communities with respect to employment. Today, tourists always seek original content and unconventional services.

Since the study's findings bring to the fore various barriers in tourism industry, a thorough understanding of the barriers can help the practitioners and policy makers overcome them. The findings may help in implementing tourism projects in destinations with similar contexts by taking into account local community's resources for tourism and related businesses. Policymakers can comprehend barriers to tourism (socio-cultural, infrastructural, operational, and personal barriers) while executing tourism projects. The scope of the present study on tourism in Arunachal Pradesh is limited, and hence in that sense, the study contributes to understanding existing local tourism service providers and their perspectives on various dimensions of tourism development. Accordingly, policymakers and industry practitioners may create a business friendly environment and curate a region specific model for the state.

5.6 Limitations of the Study

While assessing the data, it is possible that the researcher might have missed out on some information. Some of the registered tourism service units from the government's list did not respond to calls and could not be contacted due to the non availability of proper address and contact numbers. Even some of the respondents were reluctant to give financial information about their businesses.

The study's findings thus are not free from limitations. Firstly, the data for this study were collected only from five districts of the state. However, constant effort

was made to gather genuine data throughout the survey. Secondly, the study does not include residents who were not directly participating in tourism. Therefore, the data and information are limited to respondents' opinions, views, and available information during the time of the field survey. Thirdly, respondents of the study are found to be first generation local community tourism service providers. Time and budget constraints also are another set of limitation.

Therefore, findings may not be relevant to other states in India as challenges and issues differ from region to region with varying impacts depending on the socio-cultural framework of the communities. The results may not be generalized, though a similar approach of study can be made elsewhere.

5.7 Researcher's Note

There were some difficulties in collecting data during field surveys due to rough terrains and the long distances between districts' transit points. Since the final field survey was conducted from June 2019 to September 2019, which falls under heavy monsoon months, landslides and roadblocks added extra difficulty to the task. Therefore, it is suggested that academician(s) or researcher(s) intend to take field study or survey may choose spring season or choose early or late winter when the temperature becomes mild to cold. One may make arrangements for travel, accommodation, and transit points beforehand.

5.8 Suggestions for Future Research

Findings of the study offer exposure to other important dimensions of the research local community participation in tourism and allied services. For example, assessing parameters of barriers, perceived integration, professionals' experience of service providers for the community, and intervention of allied departments for

scaling up tourism development in the state. Thus, the study provides future research options.

Further studies may be conducted to access an in depth understanding of the contribution of allied groups of the region like local interest groups, NGOs, SHGs, WWF, the forest department, and others in tourism development. All these groups contributed significantly in scaling up tourism development in the state, as discussed in Chapter IV. An in depth understanding of these groups and their initiatives in tourism promotion would help tourism policymakers and practitioners for better collaboration with them leading to better synergy in tourism development in the region. This study may be further extended to understand tourists' perceptions and their experience.

Further study may also look at gender based barriers to participate in tourism. The longitudinal approach of study can be made on of barriers to tourism and perceived integration. A similar study and approach can also be conducted on other emerging tourist destinations in developing countries with a focus on local community participation in tourism, and the service provider's perspectives on support systems for tourism development.

5.9 Conclusion

Tourism industry is one of the prominent drivers for rapid economic growth. Lately, developing nations acknowledge the community as a stakeholder of tourism and initiated various projects and schemes involving community participation in tourism. Such initiatives and schemes primarily focus on integrating the community in the tourism industry.

Many enlightened groups in developed countries consider tourism as a medium for fast and inclusive development. Therefore, policymakers should initiate

necessary programs training and schemes for better inclusion. As a result smooth running of programs without much interference or external involvement is possible with benefits accruing to the local community equally.

Entrepreneurship implies identification of economic opportunities and exploiting them for societal good. It involves the recognition of new economic opportunities. Needless to say, that entrepreneur is the kingpin in the growth process. In the absence of entrepreneurship, society's resources do not mean anything from the development perspective. A cursory look at rural areas enables one to tap and appreciate the myriad resources in unexplored destinations. Local communities may take charge of business opportunities and reap benefits, creating a sound balance in the socio economic sphere.

The new opportunities in the services industry may be explored based on circumstances, interests, and availability of destination's resources and workforce. When local tourism firms have more say in the creation and distribution of services, it lessens outside players' involvement. This process reduces the ill feelings of the local community as many of the services are designed and offered by themselves.

The current study offers vital information about community participation in tourism and allied businesses of Arunachal Pradesh. The state's current status of tourism development requires attention from tourism regulatory bodies in the light of rich resources for tourism. The state is yet to exploit its full potential. Through this study and with proper guidance and channelization of resources, tourism industry of the region can be uplifted to support the local economy and carry forward to preserve local culture.

In order to gain visibility in the tourism map of the country. Arunachal Pradesh requires collaborative approach from various stakeholders of the region involving NGOs, SHGs, interest groups, government's machinery, local community, and other departments which are closely related to tourism development. Tourism resources of region such as artefacts, local cuisine, farm practices, and community life may be put to optimum use through converting the resources into sources of livelihoods through tourism. Therefore, appropriate initiatives focused on rural destinations as focal points will ensure achieve the larger objective of 'Tourism for All.'

Bibliography

- Acharya, B. P., & Halpenny, E. A. (2013). Homestays as an alternative tourism product for sustainable community development: A case study of women-managed tourism product in rural Nepal. *Tourism Planning & Development*, 10(4), 367-387.
- Adiyia, B., Stoffelen, A., Jennes, B., Vanneste, D., & Ahebwa, W. M. (2015). Analysing governance in tourism value chains to reshape the tourist bubble in developing countries: The case of cultural tourism in Uganda. *Journal of Ecotourism*, 14(2-3), 113-129. <https://doi.org/10.1080/14724049.2015.1027211>
- Ajagunna, I., Pinnock, F., Kerr, R., & Ajagunna, I. (2014). Wilderness tourism – alleviating poverty through empowering local people A case of Bangor Ridge. <https://doi.org/10.1108/WHATT-03-2014-0016>
- Akbar, I., Yang, Z., Mazbayev, O., Seken, A., & Udahogora, M. (2020). LOCAL RESIDENTS' PARTICIPATION IN TOURISM AT A WORLD HERITAGE SITE AND LIMITATIONS: AKSU-JABAGLY STATE NATURE RESERVE, WESTERN TIAN-SHAN, KAZAKHSTAN. *GeoJournal of Tourism and Geosites*, 28 (1), 35-51.
- Alexander, K. A., Ramotadima, M., & Sanderson, C. E. (2018). The power of consensus: Developing a community voice in land use planning and tourism development in biodiversity hotspots. *Ecosystem Services*. <https://doi.org/10.1016/j.ecoser.2018.02.008>
- Alford, P., & Page, S. J. (2015). Marketing technology for adoption by small business. *Service Industries Journal*, 35(11-12), 655-669. <https://doi.org/10.1080/02642069.2015.1062884>
- Amir, A. F., Ghapar, A. A., Jamal, S. A., & Ahmad, K. N. (2015). Sustainable Tourism Development: A Study on Community Resilience for Rural Tourism in Malaysia. *Procedia - Social and Behavioral Sciences*, 168, 116-122. <https://doi.org/10.1016/j.sbspro.2014.10.217>
- Amoako-Atta, E. E., Dayour, F. F., & Bonye, S. Z. (2020). Community Participation in the Management of Wechiau Community Hippo Sanctuary, Ghana. *Ghana Journal of Development Studies*, 17(1), 1-24.
- Anholt, S. (1998). Nation-brands of the twenty-first century. *Journal of Brand Management*, 5(6), 395-406.

- Anholt, S. (2010). Definitions of place branding-working towards a resolution. *Place Branding and Public Diplomacy*, 6(1), 1–10. <https://doi.org/10.1057/pb.2010.3>
- Apipalakul, C., Wirojangud, W., & Ngang, T. K. (2015). Development of Community Participation on Water Resource Conflict Management. *Procedia - Social and Behavioral Sciences*, 186, 325–330. <https://doi.org/10.1016/j.sbspro.2015.04.048>
- Arbolino, R., Boffardi, R., De Simone, L., & Ioppolo, G. (2021). Multi-objective optimization technique: A novel approach in tourism sustainability planning. *Journal of Environmental Management*, 285, 112016.
- Aref, F. (2011). Barriers to community capacity building for tourism development in communities in Shiraz, Iran. *Journal of Sustainable Tourism*, 19(3), 347–359. <https://doi.org/10.1080/09669582.2010.517314>
- Aref, F., & Redzuan, M. (2009a). Assessing the level of community participation as a component of community capacity building for Tourism Development. *European Journal of Social Sciences*, 8(1), 68–75.
- Aref, F., & Redzuan, M. (2009b). Community Leaders' Characteristic and their Effort in Building Capacity for Tourism Development in Local Communities. *International Journal of Business and Management*, 4(10). <https://doi.org/10.5539/ijbm.v4n10p187>
- Arnstein, S. R. (1969). A ladder of citizen participation. *Journal of the American Institute of planners*, 35(4), 216-224.
- Ashley, C., & Roe, D. (1998). Enhancing community involvement in wildlife tourism: issues and challenges.
- Asongu, S., & Odhiambo, N. M. (2019). Tourism and social media in the world: An empirical investigation. *Journal of Economic Studies*.
- Bajpae, C., & Bajpae, C. (2017). Dephasing India's look east/act east policy. *Contemporary Southeast Asia*, 39(2), 348–372. <https://doi.org/10.1355/cs39-2d>
- Baker, S. (2006). *Sustainable development*. Routledge. London and New York.
- Bec, A., McLennan, C. L., & Moyle, B. D. (2016). Community resilience to long-term tourism decline and rejuvenation: a literature review and conceptual model. *Current Issues in Tourism*, 19(5), 431–457. <https://doi.org/10.1080/13683500.2015.1083538>
- Bello, F. G., Lovelock, B., & Carr, N. (2018). Enhancing community participation in

tourism planning associated with protected areas in developing countries: Lessons from Malawi. *Tourism and Hospitality Research*, 18(3), 309–320.

<https://doi.org/10.1177/1467358416647763>

Bockstael, E., Bahia, N. C. F., Seixas, C. S., & Berkes, F. (2016). Participation in protected area management planning in coastal Brazil. *Environmental Science and Policy*, 60, 1–10. <https://doi.org/10.1016/j.envsci.2016.02.014>

Bramwell, B. and Rawding, L. (1996) 'Tourism marketing images of industrial cities', *Annals of Tourism Research*, Vol. 23 No. 1, pp.201–221

Briedenhann, J. and Wickens, E., 2004. Tourism routes as a tool for the economic development of rural areas—vibrant hope or impossible dream?. *Tourism management*, 25(1), pp.71-79.

Brouder, P., & Eriksson, R. H. (2013). Staying Power: What Influences Micro-firm Survival in Tourism? *Tourism Geographies*, 15(1), 125–144.

<https://doi.org/10.1080/14616688.2011.647326>

Butler, R. W. (1980). The concept of a tourist area cycle of evolution: implications for management of resources. *Canadian Geographer/Le Géographe canadien*, 24(1), 5-12.

Çalışkan, C., & Yeşilyurt, H. (2020). Problematic of Tourism in Adıyaman: Multidimensional Barriers with a Community Perspective. *Journal of Multidisciplinary Academic Tourism*, 5(1), 55-62.

Carr, A., Ruhanen, L., & Whitford, M. (2016). Indigenous peoples and tourism: the challenges and opportunities for sustainable tourism. *Journal of Sustainable Tourism*, 24(8–9), 1067–1079. <https://doi.org/10.1080/09669582.2016.1206112>

Census of India (2011). *Provisional Population Totals*. New Delhi: Government of India, 409-413. http://censusindia.gov.in/2011-proresults/paper2/prov_results_paper2_india.html

Census of India. (2011). Provisional Population Totals Paper 1 of Arunachal Pradesh - 2011. Retrieved from https://censusindia.gov.in/2011-prov-results/prov_data_products_arunachal.html

Chang, H. L., Chou, Y. C., Wu, D. Y., & Wu, S. C. (2018). Will firm's marketing efforts on owned social media payoff? A quasi-experimental analysis of tourism

- products. *Decision Support Systems*, 107, 13–25.
<https://doi.org/10.1016/j.dss.2017.12.011>
- Chiutsi, S., & Saarinen, J. (2017). Local participation in transfrontier tourism: Case of Sengwe community in Great Limpopo Transfrontier Conservation Area, Zimbabwe. *Development Southern Africa*, 34(3), 260–275.
<https://doi.org/10.1080/0376835X.2016.1259987>
- Choguill, M. B. G. (1996). A ladder of Community Participation for Underdeveloped Countries. *HABITAT INTL*, 20(3), 431-444.
- Choi, H. C., & Murray, I. (2010). Resident attitudes toward sustainable community tourism. *Journal of Sustainable Tourism*, 18(4), 575–594.
<https://doi.org/10.1080/09669580903524852>
- Clausen, H. B., & Gyimóthy, S. (2016). Seizing community participation in sustainable development: Pueblos Mágicos of Mexico. *Journal of Cleaner Production*, 111, 318-326.
- Clifford Simplican, S. (2019). Theorising community participation: successful concept or empty buzzword?. *Research and Practice in Intellectual and Developmental Disabilities*, 6(2), 116-124.
- Cohen, J. H. (2001). Textile, tourism and community development. *Annals of Tourism Research*, 28(2), 378–398. [https://doi.org/10.1016/S0160-7383\(00\)00060-8](https://doi.org/10.1016/S0160-7383(00)00060-8)
- Cohen, L., Manion, L., & Morrison, K. (2007). *Research methods in education*. Routledge, New York, NY.
- Cole, S. (2006). Information and empowerment: The keys to achieving sustainable tourism. *Journal of sustainable tourism*, 14(6), 629-644.
- Colton, J. W., & Whitney-Squire, K. (2010). Exploring the relationship between aboriginal tourism and community development. *Leisure/ Loisir*, 34(3), 261–278. <https://doi.org/10.1080/14927713.2010.521321>
- Coros, M. M., Gica, O. A., Yallop, A. C., & Moisescu, O. I. (2017). Innovative and sustainable tourism strategies: a viable alternative for Romania's economic development. *Worldwide Hospitality and Tourism Themes*.
<https://doi.org/10.1108/WHATT-07-2017-0033>

- Coulter, K. S., Bruhn, M., Schoenmueller, V., & Schäfer, D. B. (2012). Are social media replacing traditional media in terms of brand equity creation?. *Management research review*.
- Crabbe, M. J. C., Martinez, E., Garcia, C., Chub, J., Castro, L., & Guy, J. (2010). Is capacity building important in policy development for sustainability? A case study using action plans for sustainable marine protected areas in Belize. *Society and Natural Resources*, 23(2), 181–190. <https://doi.org/10.1080/08941920802409593>
- Creswell, J. W., & Plano Clark, V. L. (2007). *Designing and conducting mixed methods research*. Sage Publications.
- D'Amore, L.J. (1983). Guidelines to Planning in Harmony with the Host Community. In P.E. Murphy (Ed.), *Tourism in Canada: Selected Issues and Options* (pp. 135-159). Victoria BC: University of Victoria, Department of Geography.
- d'Angella, F., & Go, F. M. (2009). Tale of two cities' collaborative tourism marketing: Towards a theory of destination stakeholder assessment. *Tourism Management*, 30(3), 429–440. <https://doi.org/10.1016/j.tourman.2008.07.012>
- Dangi, T. B., & Jamal, T. (2016). An integrated approach to "sustainable community-based tourism." *Sustainability (Switzerland)*, 8(5). <https://doi.org/10.3390/su8050475>
- Decrop, A. (1999). Triangulation in qualitative tourism research. *Tourism management*, 20(1), 157-161.
- Dedeoğlu, B. B., Okumus, F., Yi, X., & Jin, W. (2019). Do tourists' personality traits moderate the relationship between social media content sharing and destination involvement?. *Journal of Travel & Tourism Marketing*, 36(5), 612-626.
- Dey, B. (2013). Identifying Environmentally-Conscious Segments of Tourists To the Biodiversity-Rich Destinations of North-East India. *ASEAN Journal on Hospitality and Tourism*, 12(2), 73. <https://doi.org/10.5614/ajht.2013.12.2.01>
- Dey, B., & Sarma, M. K. (2010). Information source usage among motive-based segments of travelers to newly emerging tourist destinations. *Tourism Management*, 31(3), 341–344. <https://doi.org/10.1016/j.tourman.2009.03.015>
- Dodds, R., Ali, A., & Galaski, K. (2018). Mobilizing knowledge: determining key elements for success and pitfalls in developing community-based tourism. *Current Issues in Tourism*, 21(13), 1547–1568. <https://doi.org/10.1080/13683500.2016.1150257>

- Dolezal, C., & Burns, P. M. (2015). ABCD to CBT: asset-based community development's potential for community-based tourism. *Development in Practice*, 25(1), 133–142. <https://doi.org/10.1080/09614524.2015.982075>
- Doxey, G. V. (1975, September). A causation theory of visitor-resident irritants: Methodology and research inferences. In *Travel and tourism research associations sixth annual conference proceedings* (pp. 195-98).
- Echtner, C. M., & Prasad, P. (2003). The context of third world tourism marketing. *Annals of Tourism Research*, 30(3), 660–682. [https://doi.org/10.1016/S0160-7383\(03\)00045-8](https://doi.org/10.1016/S0160-7383(03)00045-8)
- El-Gohary, H. (2012). Factors affecting E-Marketing adoption and implementation in tourism firms: An empirical investigation of Egyptian small tourism organisations. *Tourism Management*, 33(5), 1256–1269. <https://doi.org/10.1016/j.tourman.2011.10.013>
- Eshliki, S. A., & Kaboudi, M. (2012). Community Perception of Tourism Impacts and Their Participation in Tourism Planning: A Case Study of Ramsar, Iran. *Procedia - Social and Behavioral Sciences*. <https://doi.org/10.1016/j.sbspro.2012.03.037>
- Eslami, S., Khalifah, Z., Mardani, A., Streimikiene, D., & Han, H. (2019). Community attachment, tourism impacts, quality of life and residents' support for sustainable tourism development. *Journal of Travel & Tourism Marketing*, 36(9), 1061-1079.
- Eshun, G., & Tichaawa, T. M. (2020). Community Participation. *Risk Management and Ecotourism Sustainability Issues in Ghana. GeoJournal of Tourism and Geosites*, 28(1), 313-331.
- Ezeuduji, I. O., & Rid, W. (2011). Rural tourism offer and local community participation in the Gambia. *Tourismos*, 6(2), 187–211.
- Forest Survey of India (2019) <https://fsi.nic.in/isfr-volume-i?pgID=isfr-volume-i>
- Forstner, K. (2004). Community ventures and access to markets: The role of intermediaries in marketing rural tourism products. *Development Policy Review*, 22(5), 497–514. <https://doi.org/10.1111/j.1467-7679.2004.00262.x>
- Franklin, A. (2004). Tourism as an ordering: Towards a new ontology of tourism. *Tourist Studies*, 4(3), 277–301. <https://doi.org/10.1177/1468797604057328>

- Galloway, L., Sanders, J., & Deakins, D. (2011). Rural small firms' use of the internet: From global to local. *Journal of Rural Studies*, 27(3), 254–262.
<https://doi.org/10.1016/j.jrurstud.2011.05.005>
- García-Rosell, J. C., Haanpää, M., Kylänen, M., & Markuksela, V. (2007). From firms to extended markets: A cultural approach to tourism product development. *Tourism*, 55(4), 445–459.
- Garrod, B. (2003). Local participation in the planning and management of ecotourism: A revised model approach. *Journal of Ecotourism*, 2(1), 33-53.
- Gilmore, A. (2011). Entrepreneurial and SME marketing. *Journal of Research in Marketing and Entrepreneurship*, 13(2), 137–145.
<https://doi.org/10.1108/14715201111176426>
- Goodwin, H. (2002). Local community involvement in tourism around National Parks: Opportunities and constraints. *Current Issues in Tourism*, 5(3–4), 338–360.
<https://doi.org/10.1080/13683500208667928>
- Goodwin, H., & Roe, D. (2001). Tourism, livelihoods and protected areas: opportunities for fair-trade tourism in and around National parks. *International Journal of Tourism Research*, 3(5), 377–391. <https://doi.org/10.1002/jtr.350>
- Grootaert, C. (2001). The missing link. *Social capital and participation in everyday life*, 8.
- Gu, H., & Ryan, C. (2008). Place attachment, identity and community impacts of tourism-the case of a Beijing hutong. *Tourism Management*.
<https://doi.org/10.1016/j.tourman.2007.06.006>
- Gündüz, E., & Rahmi ERDEM, D. (n.d.). Is There A Conflict Between Local Communities And Tourism? Mardin Sample.
- Gupta, V. (2019). The influencing role of social media in the consumer's hotel decision-making process. *Worldwide Hospitality and Tourism Themes*.
- Gurău, C., & Dana, L. P. (2017). Environmentally-driven community entrepreneurship: Mapping the link between natural environment, local community and entrepreneurship. *Technological Forecasting and Social Change*, 129(December 2016), 221–231. <https://doi.org/10.1016/j.techfore.2017.11.023>
- Gurung, D. B., & Seeland, K. (2008). Ecotourism in Bhutan. Extending its Benefits to Rural Communities. *Annals of Tourism Research*.
<https://doi.org/10.1016/j.annals.2008.02.004>

- Hall, C. M., & Jenkins, J. M. (1995). Tourism and public policy. *A Companion to Tourism*, 1(1), 523-540.
- Hall, D. R. (1998). Tourism development and sustainability issues in Central and South-Eastern Europe. *Tourism management*, 19(5), 423-431.
- Hall, C. M. (Ed.). (2003). *Politics and Place: an Analysis of Power in Tourism Communities*. Oxon: CABI Publishing.
- Hamilton, K., & Alexander, M. (2013). Organic community tourism: A cocreated approach. *Annals of Tourism Research*, 42, 169-190.
- Havel, V. (1996). Chapter I - Reflections: What is Participation? In The World Bank (Ed.), *The World Bank Participation Sourcebook* (pp. 280). Washington D.C.
- Hede, A. M., & Stokes, R. (2009). Network analysis of tourism events: An approach to improve marketing practices for sustainable tourism. *Journal of Travel and Tourism Marketing*, 26(7), 656–669.
<https://doi.org/10.1080/10548400903280758>
- Hiwasaki, L. (2006). Community-based tourism: A pathway to sustainability for Japan's protected areas. *Society and Natural Resources*, 19(8), 675–692.
<https://doi.org/10.1080/08941920600801090>
- Honeck, D. (2008). LDC Poverty Alleviation and the Doha Development Agenda: is tourism being neglected?. Available at SSRN 1259785.
- Hu, L., & Olivieri, M. (2020). Social media management in the traveller's customer journey: an analysis of the hospitality sector. *Current Issues in Tourism*, 1-12.
- Hussain, K., Ali, F., Ragavan, N.A. and Manhas, P.S., 2015. Sustainable tourism and resulting resident satisfaction at Jammu and Kashmir, India. *Worldwide Hospitality and Tourism Themes*, 7(5), pp.486-499.
- Hrvatska, O., & Kilipiris, F. (2005). HOTELSKI MENADŽMENT SUSTAINABLE TOURISM DEVELOPMENT AND LOCAL COMMUNITY INVOLVEMENT. *Tourism and Hospitality Management*, 11(2), 27–39.
<https://doi.org/10.31838/jcr.07.16.484>
- Imbaya, B. O., Nthiga, R. W., Sitati, N. W., & Lenaiyasa, P. (2019). Capacity building for inclusive growth in community-based tourism initiatives in Kenya. *Tourism Management Perspectives*, 30(May 2018), 11–18.
<https://doi.org/10.1016/j.tmp.2019.01.003>

- India Stat 2019. State-wise Number of Domestic Tourist Visits in India, 2011-2018 (various years) (<http://www.indiastat.com>) Retrieved on 07/11/2019 from <https://www.indiastat.com/tourism-data/29/domestic-tourists/29340/stats.aspx>
- India Stat 2019. State-wise Number of Foreign Tourist Visits (FTVs) in India, 2010-2018 (various years) (<http://www.indiastat.com>) <https://www.indiastat.com/tourism-data/29/foreign-tourists/280/stats.aspx>
- Inskeep, E. (1987). Environmental planning for tourism. *Annals of Tourism Research*, 14(1), 118-135.
- Inskeep, E. (1994). *National and regional tourism planning: methodologies and case studies*. Routledge.
- Inversini, A. and Rega, I. (2020) 'Digital Communication and Tourism for Development. *Handbook of Communication for Development and Social Change*', pp.667-677.
- Iorio, M., & Wall, G. (2012). Behind the masks: Tourism and community in Sardinia. *Tourism Management*, 33(6), 1440-1449.
- Jaafar, M., Rasoolimanesh, S. M., & Lonik, K. A. T. (2015). Tourism growth and entrepreneurship: Empirical analysis of development of rural highlands. *Tourism Management Perspectives*, 14, 17–24. <https://doi.org/10.1016/j.tmp.2015.02.001>
- Jackson, G., & Morpeth, N. (1999). Local Agenda 21 and Community Participation in Tourism Policy and Planning: Future or Fallacy. *Current Issues in Tourism*, 2(1), 1–38. <https://doi.org/10.1080/13683509908667841>
- Jamal, T. B., & Getz, D. (1995). Collaboration theory and community tourism planning. *Annals of tourism research*, 22(1), 186-204
- Jamal, T., & Stronza, A. (2009). Collaboration theory and tourism practice in protected areas: Stakeholders, structuring and sustainability. *Journal of Sustainable Tourism*, 17(2), 169–189. <https://doi.org/10.1080/09669580802495741>
- Jones, S. (2005). Community-based ecotourism: The significance of social capital. *Annals of tourism research*, 32(2), 303-324.
- Joppe, M. (1996). Sustainable community tourism development revisited. *Tourism management*, 17(7), 475-479.

- Kachniewska, M. A. (2015). Tourism development as a determinant of quality of life in rural areas. *Worldwide Hospitality and Tourism Themes*.
<https://doi.org/10.1108/WHATT-06-2015-0028>
- Kachniewska, M. A. (2015). Tourism development as a determinant of quality of life in rural areas. *Worldwide Hospitality and Tourism Themes*.
<https://doi.org/10.1108/WHATT-06-2015-0028>
- Kamarudin, K. H. (2013, February). Local stakeholders participation in developing sustainable community based rural tourism (CBRT): the case of three villages in the East Coast of Malaysia. In *International Conference on Tourism Development* (pp. 33-40).
- Kamboj, S., Sarmah, B., Gupta, S., & Dwivedi, Y. (2018). Examining branding co-creation in brand communities on social media: Applying the paradigm of Stimulus-Organism-Response. *International Journal of Information Management*, 39(December 2017), 169–185. <https://doi.org/10.1016/j.ijinfomgt.2017.12.001>
- Kantsperger, M., Thees, H., & Eckert, C. (2019). Local Participation in Tourism Development—Roles of Non-Tourism Related Residents of the Alpine Destination Bad Reichenhall. *Sustainability*, 11(24), 6947.
- Kashif Hussain, I., Ali, F., Ari Ragavan, N., Singh Manhas, P., & Hussain, K. (1108). Worldwide Hospitality and Tourism Themes Sustainable tourism and resulting resident satisfaction at) "Sustainable tourism and resulting resident satisfaction at, 7(5), 486–499.
- Keller, C. P. (1987). Stages of peripheral tourism development—Canada's Northwest Territories. *Tourism Management*, 8(1), 20-32.
- Keogh, B. (1990). Public participation in community tourism planning. *Annals of tourism research*, 17(3), 449-465.
- Khanal, B. R., & Babar, J. T. (2007). Community Based Ecotourism for Sustainable Tourism Development in the Mekong Region. Policy Brief. *CUTS Hanoi Resource Centre*, 2–8.
- Kibicho, W. (2008). Community-based tourism: A factor-cluster segmentation approach. *Journal of Sustainable Tourism*, 16(2), 211–231.
<https://doi.org/10.2167/jost623.0>

- Kiss, A. (2004). Is community-Based Ecotourism a Good Use of Biodiversity Conservation Funds?. *Trends in Ecology and Evolution, Journal of Sustainable Tourism*, 9 (5), pp. 245-256.
- Kim, S. S., Timothy, D. J., & Han, H. C. (2007). Tourism and political ideologies: A case of tourism in North Korea. *Tourism Management*, 28(4), 1031–1043. <https://doi.org/10.1016/j.tourman.2006.08.005>
- Kline, C., McGehee, N., & Delconte, J. (2019). Built Capital as a Catalyst for Community-Based Tourism. *Journal of Travel Research*, 58(6), 899–915. <https://doi.org/10.1177/0047287518787935>
- Kohn-Wood, L., & Diem, J. (2012). Novel approaches to qualitative methods with ethnocultural populations.
- Koutras, A., Nikas, I. A., & Panagopoulos, A. (2019). Towards developing smart cities: evidence from gis analysis on tourists' behavior using social network data in the city of Athens. In *Smart Tourism as a Driver for Culture and Sustainability* (pp. 407-418). Springer, Cham
- Labanauskaitė, D., Fiore, M., & Stašys, R. (2020). Use of E-marketing tools as communication management in the tourism industry. *Tourism Management Perspectives*, 34, 100652.
- Ladkin, A., & Martinez Bertramini, A. (2002). Collaborative tourism planning: A case study of Cusco, Peru. *Current Issues in Tourism*, 5(2), 71–93. <https://doi.org/10.1080/13683500208667909>
- Lansing, P., & De Vries, P. (2007). Sustainable tourism: Ethical alternative or marketing ploy? *Journal of Business Ethics*, 72(1), 77–85. <https://doi.org/10.1007/s10551-006-9157-7>
- Laverack, G., & Thangphet, S. (2009). Building community capacity for locally managed ecotourism in Northern Thailand. *Community Development Journal*, 44(2), 172–185. <https://doi.org/10.1093/cdj/bsm058>
- Lay, G., Schroeter, M., & Biege, S. (2009). Service-based business concepts: A typology for business-to-business markets. *European Management Journal*, 27(6), 442–455. <https://doi.org/10.1016/j.emj.2009.04.002>
- Li, Y. (2004). Exploring Community Tourism in China: The Case of Nanshan Cultural Tourism Zone. *Journal of Sustainable Tourism*, 12 (3), pp.173-193.

- Lin, D. and Simmons, D., 2017. Structured inter-network collaboration: Public participation in tourism planning in Southern China. *Tourism Management*, 63, pp.315-328.
- Lindberg, K., Munanura, I. E., Kooistra, C., Needham, M. D., & Ghahramani, L. (2021). Understanding Effects of Tourism on Residents: A Contingent Subjective Well-Being Approach. *Journal of Travel Research*, 0047287520988912.
- Liu, A. (2006). Tourism in rural areas: Kedah, Malaysia. *Tourism Management*, 27(5), 878–889. <https://doi.org/10.1016/j.tourman.2005.05.007>
- Lee, T. J., Riley, M., & Hampton, M. P. (2010). Conflict and progress: Tourism development in Korea. *Annals of Tourism Research*, 37(2), 355–376. <https://doi.org/10.1016/j.annals.2009.10.001>
- Leksakundilok, A. (2004). Community participation in ecotourism development in Thailand.
- Li, Y., Hu, C., Huang, C., & Duan, L. (2017). The concept of smart tourism in the context of tourism information services. *Tourism Management*, 58, 293–300. <https://doi.org/10.1016/j.tourman.2016.03.014>
- Lordkipanidze, M., Brezet, H., & Backman, M. (2005). The entrepreneurship factor in sustainable tourism development. *Journal of Cleaner Production*, 13(8), 787–798. <https://doi.org/10.1016/j.jclepro.2004.02.043>
- Luo, S. W., & Lee, Y. C. (2017). A research on community participation in eco-tourism of aboriginal people in Taiwan. *Proceedings of the IEEE International Conference on Advanced Materials for Science and Engineering: Innovation, Science and Engineering, IEEE-ICAMSE 2016*, (1), 23–26. <https://doi.org/10.1109/ICAMSE.2016.7840221>
- Luvanga, N., & Shitundu, J. (2003). The role of tourism in poverty alleviation in Tanzania.
- Magigi, W., & Ramadhani, H. (2013). Enhancing Tourism Industry through Community Participation: A Strategy for Poverty Reduction in Zanzibar, Tanzania. *Journal of Environmental Protection*, 04(10), 1108–1122. <https://doi.org/10.4236/jep.2013.410127>

- Mak, B.K., Cheung, L.T. and Hui, D.L., 2017. Community participation in the decision-making process for sustainable tourism development in rural areas of Hong Kong, China. *Sustainability*, 9(10), p.1695. <https://doi.org/10.3390/su9101695>
- Malek, A., & Costa, C. (2015). Integrating Communities into Tourism Planning Through Social Innovation. *Tourism Planning and Development*, 12(3), 281–299. <https://doi.org/10.1080/21568316.2014.951125>
- Maharjan, K. L. (2005). Community participation in forest resource management in Nepal. *Journal of Mountain Science*, 2(1), 32-41.
- Manyara, G., & Jones, E. (2007). Community-based tourism enterprises development in Kenya: An exploration of their potential as avenues of poverty reduction. *Journal of Sustainable Tourism*, 15(6), 628–644. <https://doi.org/10.2167/jost723.0>
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365. <https://doi.org/10.1016/j.bushor.2009.03.002>
- Marisa, B., & Ghogaill, C. (1996). A Ladder of Community Participation for Under Developed Countries. *Habitat International*, 20(3), 431-444.
- Mayaka, M., Croy, W. G., & Wolfram Cox, J. (2019). A dimensional approach to community-based tourism: Recognising and differentiating form and context. *Annals of Tourism Research*, 74(December 2018), 177–190. <https://doi.org/10.1016/j.annals.2018.12.002>
- McIntyre, G. (1993). *Sustainable tourism development: guide for local planners*. World Tourism Organization (WTO).
- McIntosh, R.W., & Goeldner, G.R. (1986). *Tourism: Principles, Practices, Philosophies* (5 ed.). New York: Wiley.
- Mehraliyev, F., Choi, Y., & Koseoglu, M. A. (2019). Social structure of social media research in tourism and hospitality. *Tourism Recreation Research*, 44(4), 451-465.
- Mensah, I., & Ernest, A. (2013). Community Participation in Ecotourism : The Case of Bobiri Forest Reserve and Butterfly Sanctuary in Ashanti Region of Ghana. *American Journal of Tourism Management*, 2(June 2013), 34–42. <https://doi.org/10.5923/s.tourism.201304.04>
- Misso, R. and Foundation, S. C. (2018) 'Sustainable development and green tourism : new practices for excellence in the digital era Zacharoula Andreopoulou * Gian

- Paolo Cesaretti Safwat Shakir Hanna Ioakeim Tzoulis' *Journal of International Business and Entrepreneurship Development*, Vol. 11, No. 1, pp.65–74.
- Mitchell, R. E., & Eagles, P. F. J. (2001). An integrative approach to tourism: Lessons from the Andes of Peru. *Journal of Sustainable Tourism*, 9(1), 4–28.
<https://doi.org/10.1080/09669580108667386>
- Mizal, K., Fzlinna, N., Khairul, F. &, & Pazim, H. (2014). Financial Sustainability of Community-Based Tourism (Cbt): the Case of Tourism Cooperative Limited (Kopel Berhad). *International Journal of Research in Business Management*, 2(1), 2321–2886.
- Mize, T., Kanwal, K. S., Rangini, N., Yama, L., Patuk, O., & Lodhi, M. S. (2016). The Current Development of Ecotourism in Ziro Valley and its significance in Arunachal Pradesh, India, 2(6), 2395–4396.
- Moertini, V. S. (2012). Small Medium Enterprises: On Utilizing Business-to-Business e-Commerce to Go Global. *Procedia Economics and Finance*, 4(Icsmed), 13–22.
[https://doi.org/10.1016/s2212-5671\(12\)00316-4](https://doi.org/10.1016/s2212-5671(12)00316-4)
- Molina, A., Gómez, M., & Martín-consuegra, D. (2010). Tourism marketing information and destination image management. *African Journal of Business Management*, 4(5), 722–728.
- Moscardo, G., Konovalov, E., Murphy, L., & McGehee, N. (2013). Mobilities, community well-being and sustainable tourism. *Journal of Sustainable Tourism*, 21(4), 532–556. <https://doi.org/10.1080/09669582.2013.785556>
- Mowforth, M., & Munt, I. (2003). Tourism and sustainability: development and new tourism in the Third World.
- Mowforth, M., & Munt, I. (2009). *Tourism and Sustainability: development, globalisation and new tourism in the third world*. New York: Routledge.
- Muganda, M, Sirima, A., Moshy, B., & Mkumbo, P. (2012). Sharing Tourism Benefits with the Local Community: A Business Perspective from the Grassroots in Tanzania. *Ethiopian Journal of Environmental Studies and Management*, 5(3), 239–251. <https://doi.org/10.4314/ejesm.v5i3.4>
- Muganda, Michael, Sirima, A., & Ezra, P. M. (2013). The Role of Local Communities in Tourism Development: Grassroots Perspectives from Tanzania. *Journal of Human Ecology*, 41(1), 53–66. <https://doi.org/10.1080/09709274.2013.11906553>

- Munar, A. M. (2012). Social Media Strategies and Destination Management. *Scandinavian Journal of Hospitality and Tourism*, 12(2), 101–120.
<https://doi.org/10.1080/15022250.2012.679047>
- Murti, R., & Boydell, S. (2008). Land, conflict and community forestry in Fiji. *Management of Environmental Quality: An International Journal*.
<https://doi.org/10.1108/14777830810840336>
- Murphy, P. E. (1988). Community driven tourism planning. *Tourism management*, 9(2), 96-104.
- Nadkarni, S., & Venema, M. (2011). Tourism Capacity Building in Developing Geographies: A Case for Open Educational Resources. *Information Technology & Tourism*, 13(1), 27–37. <https://doi.org/10.3727/109830511x13167968595705>
- Nair, V., Hussain, K., Ramachandran, S., Mohamad, N. H., & Hamzah, A. (2013). Tourism cooperative for scaling up community-based tourism. *Worldwide Hospitality and Tourism Themes*.
- Nair, V., & Hamzah, A. (2015). Worldwide Hospitality and Tourism Themes Successful community-based tourism approaches for rural destinations: The Asia Pacific experience. *Worldwide Hospitality and Tourism Themes*, 7(5), 429–439.
 Retrieved from <https://doi.org/10.1108/WHATT-06-2015-0023>
- Neto, F. (2003). A new approach to sustainable tourism development: Moving beyond environmental protection. *Natural Resources Forum*, 27(3), 212–222.
<https://doi.org/10.1111/1477-8947.00056>
- Ngubane, J. S., & Diab, R. D. (2005). Engaging the local community in tourism development planning: A case study in maputaland. *South African Geographical Journal*, 87(2), 115–122. <https://doi.org/10.1080/03736245.2005.9713834>
- Nimachow, G., Rawat, Dai, J. S., & Loder, O. (2010). A sustainable mountain paddy-fish farming of the Apatani tribes of Arunachal Pradesh, India Background of Ziro Valley. *Aquaculture Asia Magazine*, 25(2), 25–28.
- Novelli, M., & Scarth, A. (2007). Tourism in protected areas: Integrating conservation and community development in Liwonde National Park (Malawi). *Tourism and Hospitality, Planning and Development*, 4(1), 47–73.
<https://doi.org/10.1080/14790530701289697>

- Nusair, K. (2020). Developing a comprehensive life cycle framework for social media research in hospitality and tourism. *International Journal of Contemporary Hospitality Management*.
- Oliver, T., & Jenkins, T. (2003). Sustaining rural landscapes: The Role of integrated tourism. *Landscape Research*, 28(3), 293–307.
<https://doi.org/10.1080/01426390306516>
- Palmer, A., & Bejou, D. (1995). Tourism destination marketing alliances. *Annals of Tourism Research*, 22(3), 616–629. [https://doi.org/10.1016/0160-7383\(95\)00010-4](https://doi.org/10.1016/0160-7383(95)00010-4)
- Palmer, N. J., & Mohammed, A. (n.d.). Valuing natural and cultural resources for Eco-Cultural Tourism development: Libya's Green Mountain, Libya.
- Panyik, E., Costa, C., & Rátz, T. (2011). Implementing integrated rural tourism: An event-based approach. *Tourism Management*, 32(6), 1352–1363.
<https://doi.org/10.1016/j.tourman.2011.01.009>
- Papadimitriou, D., Kaplanidou, K. (Kiki), & Apostolopoulou, A. (2018). Destination Image Components and Word-of-Mouth Intentions in Urban Tourism: A Multigroup Approach. *Journal of Hospitality and Tourism Research*, 42(4).
<https://doi.org/10.1177/1096348015584443>
- Patowary, B., & Borgohain, P. (2017). Community Participation in Sustainable Tourism Development in Ziro Valley of Arunachal Pradesh. *International Journal of Research in Social Sciences Journal Homepage: International Journal of Research in Social Sciences*, 7(6), 2249–2496.
- Peaty, D., & Portillo, A. (2009). Community-based tourism in Bolivia: Projects and perspectives. *立命館国際研究*, 21(3), 481-490.
- Pengelly, Ryan D., and Iain Davidson-Hunt. "Partnerships towards NTFP development: perspectives from Pikangikum First Nation." *Journal of Enterprising Communities: People and Places in the Global Economy* (2012).
- Pesonen, J. (2011). Tourism marketing in Facebook : comparing rural tourism SME' s and larger tourism companies in Citation : Pesonen , Juho (2011). Tourism marketing in Facebook : comparing rural tourism SME' s and larger tourism companies in Finland . In Law , (February 2014).
- Polo Peña, A. I., Frías Jamilena, D. M., & Rodríguez Molina, M. Á. (2013). Market Orientation as a Strategy for the Rural Tourism Sector: Its Effect on Tourist

- Behavior and the Performance of Enterprises. *Journal of Travel Research*, 52(2), 225–239. <https://doi.org/10.1177/0047287512459108>
- Pongponrat, K., & Pongquan, S. (2007). Community Participation in a Local Tourism Planning Process: A Case Study of Nathon Community on Samui Island, Thailand. *Asia-Pacific Journal of Rural Development*, 17(2), 27–46. <https://doi.org/10.1177/1018529120070202>
- Prabhakaran, S., Nair, V. and Ramachandran, S., 2014. Community participation in rural tourism: Towards a conceptual framework. *Procedia-Social and Behavioral Sciences*, 144, pp.290-295. <https://doi.org/10.1016/j.sbspro.2014.07.298>
- Pradesh, A. (2017). Stakeholders Sustenance in Tourism Progression in Ziro Valley of, 05(10), 7324–7328. <https://doi.org/10.18535/ijstrm/v5i10.18>
- Prado, C. (2020). Community Participation and Recognition Justice in Border Environmental Governance. *Journal of Borderlands Studies*, 1-19.
- Pradesh, A. (2017). Stakeholders Sustenance in Tourism Progression in Ziro Valley of, 05(10), 7324–7328. <https://doi.org/10.18535/ijstrm/v5i10.18>
- Pretty, J. (1995). Participatory Learning for Sustainable Agriculture. *World Development*, 23(8), 1247-1263.
- Pretty, J., Guijt, I., Scoones, I., & Thompson, J. (1995). *Trainers' Guide to Participatory Learning and Action*. London: International Institute for Environment and Development.
- Prince, S. (2017). Craft-art in the Danish countryside: reconciling a lifestyle, livelihood and artistic career through rural tourism. *Journal of Tourism and Cultural Change*, 15(4), 339–358. <https://doi.org/10.1080/14766825.2016.1154064>
- Rahab. (2012). Innovativeness Model Of Small And Medium Enterprises Based On Market Orientation and Learning Orientation: Testing Moderating Effect Of Business Operation Mode. *Procedia Economics and Finance*, 4(Icsmed), 97–109. [https://doi.org/10.1016/S2212-5671\(12\)00325-5](https://doi.org/10.1016/S2212-5671(12)00325-5)
- Rahmawati, D., Supriharjo, R., Setiawan, R. P., & Pradinie, K. (2014). Community Participation in Heritage Tourism for Gresik Resilience. *Procedia - Social and Behavioral Sciences*, 135, 142–146. <https://doi.org/10.1016/j.sbspro.2014.07.338>
- Rai, S. (2005). Apatani paddy-cum-fish cultivation: An indigenous hill farming system of North East India. *Indian Journal of Traditional Knowledge (IJTK)*, 04(1), 65–71.

- Rastogi, A., Hickey, G. M., Anand, A., Badola, R., & Hussain, S. A. (2015). Wildlife-tourism, local communities and tiger conservation: A village-level study in Corbett Tiger Reserve, India. *Forest Policy and Economics*, *61*, 11–19. <https://doi.org/10.1016/j.forpol.2015.04.007>
- Reed, M. G. (1997). Power relations and community-based tourism planning. *Annals of tourism research*, *24*(3), 566-591.
- Reid, S. (2003). Community Participation in Rural Events: The Potential To Develop and Utilize Social Capital. In *Advances in convention, exhibition and event research* (pp. 42-51). Hong Kong Polytechnic University Hong Kong.
- Rishad, A., & Pradesh, H. (2016). Research Article Building- A Study On Arunachal Pradesh Dep of Travel and Tourism Management
- Saarinen, J., & Lenao, M. (2014). Integrating tourism to rural development and planning in the developing world. *Development Southern Africa*, *31*(3), 363–372. <https://doi.org/10.1080/0376835X.2014.888334>
- Sashi, C. M. (2012). Customer engagement, buyer-seller relationships, and social media. *Management Decision*, *50*(2), 253–272. <https://doi.org/10.1108/00251741211203551>
- Saufi, A., O'Brien, D., & Wilkins, H. (2014). Inhibitors to host community participation in sustainable tourism development in developing countries. *Journal of Sustainable Tourism*, *22*(5), 801–820. <https://doi.org/10.1080/09669582.2013.861468>
- Saxena, G., & Ilbery, B. (2008). Integrated rural tourism a border case study. *Annals of Tourism Research*, *35*(1), 233–254. <https://doi.org/10.1016/j.annals.2007.07.010>
- Scheyvens, R. (1999). Ecotourism and the empowerment of local communities. *Tourism management*, *20*(2), 245-249
- Scheyvens, R. (2000). Promoting women's empowerment through involvement in ecotourism: Experiences from the third world. *Journal of Sustainable Tourism*, *8*(3), 232–249. <https://doi.org/10.1080/09669580008667360>
- Scheyvens, R. (2003). Local involvement in managing 12 Tourism. *Tourism in destination communities*, 229.
- Seeland, K. (2008). ECOTOURISM IN BHUTAN Extending its Benefits to Rural Communities, *35*(2), 489–508. <https://doi.org/10.1016/j.annals.2008.02.004>

- Shen, F., Hughey, K. F. D., & Simmons, D. G. (2008). Connecting the sustainable livelihoods approach and tourism: A review of the literature. *Journal of Hospitality and Tourism Management*, 15(1), 19–31.
<https://doi.org/10.1375/jhtm.15.19>
- Simpson, M. C. (2008). Community Benefit Tourism Initiatives-A conceptual oxymoron? *Tourism Management*, 29(1), 1–18.
<https://doi.org/10.1016/j.tourman.2007.06.005>
- Simmons, D. G. (1994). Community participation in tourism planning. *Tourism management*, 15(2), 98-108.
- Sloan, P., Legrand, W., Simons-kaufmann, C., Sloan, P., Legrand, W., & Simons-kaufmann, C. (2015). A survey of social entrepreneurial community-based hospitality and tourism initiatives in developing economies.
<https://doi.org/10.1108/WHATT-11-2013-0045>
- Social Conflict and Harmony: Tourism in China's Multi- Ethnic Communities. (2016). *Tourism Social Science Series*, 23(22), 87–111. Retrieved from
<https://doi.org/10.1108/S1571-504320150000023001//doi.org/10.1108/>
- Sood, J., Lynch, P., & Anastasiadou, C. (2017). Community non-participation in homestays in Kullu, Himachal Pradesh, India. *Tourism Management*, 60, 332–347. <https://doi.org/10.1016/j.tourman.2016.12.007>
- Sørensen, F. (2007). The geographies of social networks and innovation in tourism. *Tourism Geographies*, 9(1), 22–48.
<https://doi.org/10.1080/14616680601092857>
- Sotiriadis, M. D. (2019). Social Media as a Channel of Constructive Dialogue for Tourism Businesses. In *Advanced Methodologies and Technologies in Digital Marketing and Entrepreneurship* (pp. 552-564). IGI Global.
- Spencer, A. J., Buhalis, D., & Moital, M. (2012). A hierarchical model of technology adoption for small owner-managed travel firms: An organizational decision-making and leadership perspective. *Tourism Management*, 33(5), 1195–1208.
<https://doi.org/10.1016/j.tourman.2011.11.011>
- Stem, C. J., Lassoie, J. P., Lee, D. R., & Deshler, D. J. (2003). How'eco'is ecotourism? A comparative case study of ecotourism in Costa Rica. *Journal of sustainable tourism*, 11(4), 322-347.

- Stone, L. S., & Stone, T. M. (2011). Community-based tourism enterprises: Challenges and prospects for community participation; Khama Rhino Sanctuary trust, Botswana. *Journal of Sustainable Tourism*, 19(1), 97–114.
<https://doi.org/10.1080/09669582.2010.508527>
- Su, M. M., Wall, G., Wang, Y., & Jin, M. (2019). Livelihood sustainability in a rural tourism destination - Hetu Town, Anhui Province, China. *Tourism Management*, 71(October 2018), 272–281. <https://doi.org/10.1016/j.tourman.2018.10.019>
- Sutawa, G. K. (2012). Issues on Bali Tourism Development and Community Empowerment to Support Sustainable Tourism Development. *Procedia Economics and Finance*, 4(Icsmed), 413–422. [https://doi.org/10.1016/s2212-5671\(12\)00356-5](https://doi.org/10.1016/s2212-5671(12)00356-5)
- Syme, G. J., Macpherson, D. K., & Seligman, C. (1991). Factors Motivating Community Participation in Regional Water- Allocation Planning: A Test of An Expectancy-value Model. *Environment & Planning A*, 23(12), 1779-1795.
- Tajvidi, R., & Karami, A. (2017). The effect of social media on firm performance. *Computers in Human Behavior*, 1–10. <https://doi.org/10.1016/j.chb.2017.09.026>
- Teare, R., Bandara, C., & Jayawardena, C. (Chandi). (2013). Engaging the rural communities of Sri Lanka in sustainable tourism. *Worldwide Hospitality and Tourism Themes*, 5(5), 464–476. <https://doi.org/10.1108/WHATT-06-2013-0037>
- Telfer, D. J., & Wall, G. (1996). Linkages Between Tourism and Food Production. *Annals of Tourism Research*, 23(3), 635–653. [https://doi.org/10.1016/0160-7383\(95\)00087-9](https://doi.org/10.1016/0160-7383(95)00087-9)
- Thomas, R. (2000). Small firms in the tourism industry: some conceptual issues. *International Journal of Tourism Research*, 2(5), 345-353.
- Thomas, R., Shaw, G., & Page, S. J. (2011). Understanding small firms in tourism: A perspective on research trends and challenges. *Tourism Management*, 32(5), 963–976. <https://doi.org/10.1016/j.tourman.2011.02.003>
- Timothy, D. J. (1999). Participatory planning A view of tourism in Indonesia. *Annals of tourism research*, 26(2), 371-391.
- Timothy, D. J. (2002). Tourism and Community Development Issues. In R. Sharpley & D. J.
- Telfer (Eds.), *Tourism and Development: Concepts and Issues*. England: Channel View Publications.

- Tinsley, R., & Lynch, P. A. (2007). Small business networking and tourism destination development: A comparative perspective. *The International Journal Of*, 8(1), 15–27. Retrieved from <http://www.ingentaconnect.com/content/ip/ije/2007/00000008/00000001/art00003>
- Tinsley, R., & Lynch, P. A. (2008). Differentiation and Tourism Destination Development: Small Business Success in a Close-Knit Community. *Tourism and Hospitality Research*, 8(3), 161–177. <https://doi.org/10.1057/thr.2008.26>
- Tolkach, D., King, B., & Pearlman, M. (2013). An Attribute-Based Approach to Classifying Community-Based Tourism Networks. *Tourism Planning and Development*, 10(3), 319–337. <https://doi.org/10.1080/21568316.2012.747985>
- Tosun, C. (2000). Limits to community participation in the tourism development process in developing countries. *Tourism management*, 21(6), 613-633.
- Tosun, C. (2006). Expected nature of community participation in tourism development. *Tourism Management*. <https://doi.org/10.1016/j.tourman.2004.12.004>
- Tosun, C., & Jenkins, C. L. (1998). Planning in third-world countries: a critique. *Progress in Tourism and Hospitality Research*, 4, 101–114.
- Triantafyllidou, E. and Tsiaras, S. (2018) 'Exploring entrepreneurship, innovation and tourism development from a sustainable perspective: Evidence from Greece', *Journal for International Business and Entrepreneurship Development*, Vol. 11, No. 1, pp.53–64.
- Turner, K. L., Berkes, F., & Turner, N. J. (2012). Indigenous perspectives on ecotourism development : a British Columbia case study. <https://doi.org/10.1108/17506201211258397>
- Van der Duim, R. E. N. E., Peters, K., & Akama, J. (2006). Cultural tourism in African communities: a comparison between cultural Manyattas in Kenya and the cultural tourism project in Tanzania. *Cultural Tourism in a changing World: Politics, participation and (re) presentation*, 104-123.
- Van Niekerk, M. (2014). Advocating community participation and integrated tourism development planning in local destinations: The case of South Africa. *Journal of Destination Marketing and Management*, 3(2), 82–84. <https://doi.org/10.1016/j.jdmm.2014.02.002>

- Villanueva, J. B., Norte, M., & Rica, C. (2015). Rise and fall of community-based tourism – facilitators , inhibitors and outcomes. <https://doi.org/10.1108/WHATT-03-2014-0012>
- Vincent, V. C., & Thompson, W. (2002). Assessing community support and sustainability for ecotourism development. *Journal of travel research*, 41(2), 153-160.
- Viren, P. P., Vogt, C. A., Kline, C., Rummel, A. M., & Tsao, J. (2015). Social network participation and coverage by tourism industry sector. *Journal of Destination*
- Vlachvei, A., & Notta, O. (2014). Social Media adoption and managers' perceptions. *International Journal of Strategic Innovative Marketing*, (January 2016). <https://doi.org/10.15556/ijsim.01.02.001>
- Wang, H., Yang, Z., Chen, L., Yang, J., & Li, R. (2010). Minority community participation in tourism: A case of Kanas Tuva villages in Xinjiang, China. *Tourism Management*, 31(6), 759–764. <https://doi.org/10.1016/j.tourman.2009.08.002>
- Wang, Y., & Wall, G. (2005). Sharing the benefits of tourism: a case study in Hainan, China. *Environments: a journal of interdisciplinary studies*, 33(1).
- Wang, Y., Yu, Q., & Fesenmaier, D. R. (2002). Defining the virtual tourist community: Implications for tourism marketing. *Tourism Management*, 23(4), 407–417. [https://doi.org/10.1016/S0261-5177\(01\)00093-0](https://doi.org/10.1016/S0261-5177(01)00093-0)
- Wöber, K. W. (2003). Information supply in tourism management by marketing decision support systems. *Tourism Management*, 241-255.
- Wöber, K., & Gretzel, U. (2000). Tourism managers' adoption of marketing decision support systems. *Journal of Travel Research*, 172-181.
- Woodley, A. (Ed.). (1993). *Tourism and Sustainable Development: The community Perspective*. Canada: Department of Geography, University of Waterloo.
- Wisdom, J. P., Cavaleri, M. A., Onwuegbuzie, A. J., & Green, C. A. (2012). Methodological reporting in qualitative, quantitative, and mixed methods health services research articles. *Health services research*, 47(2), 721-745.
- Wong, J. W. C., Lai, I. K. W., & Tao, Z. (2020). Sharing memorable tourism experiences on mobile social media and how it influences further travel decisions. *Current Issues in Tourism*, 23(14), 1773-1787.
- Woolcock, M., & Narayan, D. (2000). Social capital: Implications for development theory, research, and policy. *The world bank research observer*, 15(2), 225-249.

- Wu, C. C., & Tsai, H. M. (2016). Capacity building for tourism development in a nested social-ecological system-case study of the South Penghu Archipelago Marine National Park, Taiwan. *Ocean and Coastal Management*, 123, 66–73.
<https://doi.org/10.1016/j.ocecoaman.2016.02.001>
- Xavier, S. R., Ahmad, S. Z., Nor, L. M., & Yusof, M. (2012). Women Entrepreneurs: Making A Change from Employment to Small and Medium Business Ownership. *Procedia Economics and Finance*, 4(Icsmed), 321–334.
[https://doi.org/10.1016/S2212-5671\(12\)00347-4](https://doi.org/10.1016/S2212-5671(12)00347-4)
- Xue, L., & Kerstetter, D. (2019). Rural Tourism and Livelihood Change: An Emic Perspective. *Journal of Hospitality and Tourism Research*, 43(3), 416–437.
<https://doi.org/10.1177/1096348018807289>
- Yaja, M., & Kumar, A. (2021). An empirical study of marketing of SMEs in the tourism sector. *Small Enterprise Research*, 0(0), 1–15.
<https://doi.org/10.1080/13215906.2021.1962396>
- Yaja, M., & Swamy, G. A. (2020). INFLUENCE OF CAPACITY BUILDING ON KINSHIP MOTIVATION AND HOMESTAY SERVICE. *Journal of Critical Reviews*, 7(16), 3767–3777. doi:10.31838/jcr.07.16.484
- Young, N. (2010). Globalization from the edge: A framework for understanding how small and medium-sized firms in the periphery "go global." *Environment and Planning A*, 42(4), 838–855. <https://doi.org/10.1068/a42315>
- Zeng, B., & Gerritsen, R. (2014). What do we know about social media in tourism? A review. *Tourism Management Perspectives*, 10, 27–36.
<https://doi.org/10.1016/j.tmp.2014.01.001>
- Zielinski, S., Jeong, Y., & Milanés, C. B. (2020). Factors that influence community-based tourism (CBT) in developing and developed countries. *Tourism Geographies*, 0(0), 1–33. <https://doi.org/10.1080/14616688.2020.1786156>
- Ziipao, R. R. (2018). Look/Act east policy, roads and market infrastructure in North-East India. *Strategic Analysis*, 42(5), 476-489.
- Zhao, W., & Ritchie, J. B. (2007). Tourism and poverty alleviation: An integrative research framework. *Current Issues in Tourism*, 10(2-3), 119-143.

Officials documents

Planning and Investment Division (2019). Government of Arunachal Pradesh, A.P
Civil Secretariat Itanagar

Major Awards won in the last five years (2019). Directorate of Tourism, Government
of Arunachal Pradesh.

GOI. (2018). Ministry of Home Affairs, Foreigners Division, Grant of Protected Area
Permit (PAP) and Restricted Area Permit (RAP) to foreign nationals. p.282

Appendix A: Research Instrument

Survey Questionnaire for Local Community Participating in Tourism

Dear Respondent,

I am conducting a survey as a part of my research work entitled ‘**Community Participation in Tourism: A Case Study of Arunachal Pradesh**’ and the study will be submitted to Pondicherry University in the form of a Ph.D. thesis. The collected information would be solely used for academic purposes.

Yours Sincerely,

Millo Yaja

(Research Scholar, Full-Time)

Department of Tourism Studies

School of Management, Pondicherry University, Kalapet, Puducherry-605014

Email: milloyaja@gmail.com

Place:

Date:

Section: A

Profile of Respondent
(a) Age: _____
(b) Gender: <input type="checkbox"/> Female <input type="checkbox"/> Male <input type="checkbox"/> Other
(c) Marital Status : <input type="checkbox"/> Married <input type="checkbox"/> Unmarried
(d) Monthly Income (In Indian Rupees) : _____
(e) Education qualification
<input type="checkbox"/> No formal education <input type="checkbox"/> Primary
<input type="checkbox"/> Secondary <input type="checkbox"/> College
<input type="checkbox"/> Post-Graduation <input type="checkbox"/> Above Post Graduation
(f) What is your occupation?
<input type="checkbox"/> Government/ PSU employee <input type="checkbox"/> Farmer
<input type="checkbox"/> Self-employed <input type="checkbox"/> Private Firm
If any other, please specify _____
(g) Name of Service unit/ business/group

Section: B

1. Mark your participation in Tourism Services on the appropriate box. PLEASE CHOOSE ONLY ONE

Sl. No.	Units	
a	Homestay	
b	Commercial Accommodation Hotel/Resort	
c	Tour Operator	
d	Transport Service	
e	Tour Guide	
f	Performing Artist in Tourism Events	
g	Souvenir Shop	

Any other, Please Specify _____

2. Nature of participation in Tourism? *PLEASE CHOOSE ONLY ONE.

a) Tourism as Main Occupation []

b) Tourism as Secondary Occupation []

3. Kindly, rate your general observation on tourist activities in your region.

Mark your response:-

Sl. No.	Tourist activities	Never	Rarely	Sometimes	Often	Always
a	Trekking & Nature Walk					
b	Visiting farmland or agriculture field					
c	Visiting zoos/wildlife sanctuaries					
d	Trying local cuisine					
e	Listening to local folklore					
f	Visiting crafts centre & museum					
g	Trying local handloom/bamboo crafts					
h	Visiting Sacred & Ritual sites					
i	Interacting with local community					
j	Volunteering to teach in schools/communities					
k	Adventure activities/ Mountaineering/ Rafting					

1	Visiting on Educational tours/purposes					
----------	--	--	--	--	--	--

If any other, please specify_____

4. Kindly share your opinion on “Integration of local community in Tourism Development in the region” To what extent do you agree with the following statements? Mark your response:

Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), Strongly Agree (SA)

Sl. No.	Items	SD	D	N	A	SA
a	I am aware of tourism schemes of the state					
b	Outside agencies have taken up tourism projects in the region					
c	Tourism projects in the region are fairly distributed					
d	Local people are involving in decision making of tourism					

If any other, please share your views_____

5. Kindly share your opinion on “Elements of Barrier for Tourism Development in the region”. To what extent do you agree with the following statements? Mark your response:

Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), Strongly Agree (SA)

Barrier	Items	SD	D	N	A	SA
Infrastructural Barrier	Inadequate telecommunication facilities					
	Insufficient ATM & Banking facilities					
	Lack of sanitation & rest rooms in public places					
	Lack of Route Maps & Road Signs					
	Poor transportation network					
Operational Barrier	Lack of awareness about tourism as profession in the region					
	Low level of Marketing & Promotion of tourist places					

	Lack of promotion about tourism job opportunities in the region					
	Lack of support from government					
	Lack of trained workforce in the region for tourism					
Personal Barrier	Encouragement from family member is less					
	Lack of Education					
	Lack of financial backup					
	My opinion is not included in tourism planning					
	Lack of professional skills in Tourism					
Socio-cultural Barrier	Community is not ready for tourism development					
	Leadership for tourism is less amongst locals					
	Lack of Support & Coordination from locals					
	Local culture “Not Conducive” for tourism					
	Strikes and bandh call in the region					

If any other, please specify _____

6. Please share your opinion on participating in Tourism as a Service Provider. -To what extent do you agree with the following statements? Mark your response: Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), Strongly Agree (SA)

Sl. No.	Items	SD	D	N	A	SA
a	I am satisfied with my engagement & participation in tourism activities					
b	My business/job is able to support myself and my family					
c	My business/job is steady & stable					
d	I am willing to continue in this profession					
e	I encourage my friends and relatives also to participate in tourism activities					
f	I feel proud that I am associated with the Tourism Industry					

g	I feel happy and comfortable in dealing with tourists					
h	I feel tourists are happy & satisfied with my services					

7. Kindly share your opinion on “Capacity Building Programme and Inclusive Approach for Tourism development in the region.” To what extent do you agree with the following statements? Mark your response in YES and NO.

Sl. No.	Items	Yes	No	Comment, If any.
a	Did you receive any financial aid for tourism project/ business?			
b	Did you receive any training to manage tourism services?			
c	Did you attend any meeting or public discussion forum related to tourism?			

8. Marketing Profile of locally produced Tourism Products and Services.

Kindly mark in the appropriate box which has the highest credential. **Please choose only one.**

Sl. No.	Items	Self	Through consultant	Government official
a	Who market your products/ services?			
b	Who do the service design?			
c	Who do the pricing the tourism products/services?			

9. Which is the highest promotional medium of products and services for your firm?

Kindly mark in the appropriate box which has the highest credential. **Please choose only one.**

a	Social Media/Online Stores		c	Television ads	
b	Billboards & Hoardings		d	Word of mouth	

Any other, please specify_____

10. How frequently do you promote your products and services in a year?

_____ (in number)

11. Kindly share the features of your services/organization and nature of the firm's products and services with respect to marketing.

Sl. No.	Items	Yes	No	Please Comment, if any.
a	Does your firm have Brand Management Strategy?			
b	Do you have any sales target to achieve?			
c	Do you have any marketing strategy?			
d	Do you have any alliance with other agencies for marketing or cross-selling the services?			
e	Do you consider customers'/tourists' interest first while designing products and services			

Section: B (Semi- Structured)

12. What are the possible ways, according to you in which the local community can participate in Tourism Industry?

13. Kindly give your comment/opinion on what area(s), Department of Tourism in the state need to focus on?

17. Kindly give your valuable suggestion/observation if I have missed raising any issue on tourism in your area.

Thank you for participating in this survey!

Appendix B: Photos taken during field survey with respondents and resource persons



Image 1: Homestay, West Siang. Source: Author, 2019



Image 2: Homestay, Tawang. Source: Author, 2019



Image 3: Homestay, Lower Subansiri. Source: Author, 2019



Image 4: Hotel, Tawang. Source: Author, 2019



Image 5: Hotel, Papum Pare. Source: Author, 2019



Image 6: Transport Service, West Kameng. Source: Author, 2019



Image 7: Transport Service, Tawang. Source: Author, 2019



Image 8: Performing Artists, Shyo Village Welfare Association.

Top Image: Tourists with Yak Dancers

Bottom Image: Members of Shyo Village Welfare Association

Source: Author, 2019



Image 9: Performing Artists, Hong Farmer Club.

Top Left Image: Members dressed in traditional attire showing tourists

Top Right Image: Tourists in traditional attire

Bottom Image: Members of Hong Farmer Club

Image Source: Member, Hong Farmer Club , 2019



Image 10: Souvenir Shop, Lower Subansiri. Source: Author, 2019



Image 11: Respondents while filling questionnaire, Lower Subansiri.

Source: Author, 2018



Image 12: Tour Operator, Papum Pare. Source: Author, 2019



Image 13: Tour Operator and President of APTOA, Papum Pare.

Source: Author, 2019



Image 14: With Award Winning Local Tour Guide, Mr. Indiglow,
Rupa, West Kemang
Source: Author, 2019



Image 15: Meeting with Staffs of Deptt. Of Civil Aviation, Govt. of Arunachal Pradesh,
Naharlagun, Papum Pare. Source: Author, 2019



Image 16: Meeting with Director, Directorate of Tourism, Govt. of Arunachal Pradesh, Itanagar, Papum Pare. Source: Author, 2018

**COMMUNITY PARTICIPATION IN TOURISM: A CASE STUDY
OF ARUNACHAL PRADESH**

*Thesis submitted to Pondicherry University in partial fulfilment of the requirements
for the award of the degree*

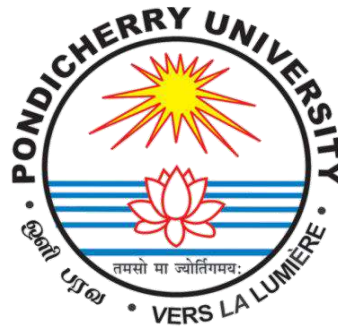
**DOCTOR OF PHILOSOPHY
in
TOURISM STUDIES**

**By
MILLO YAJA**

Research Scholar (Full Time)

Under the Guidance of

DR. G. ANJANEYA SWAMY
Professor
Department of Tourism Studies
School of Management



**DEPARTMENT OF TOURISM STUDIES
SCHOOL OF MANAGEMENT
PONDICHERRY UNIVERSITY
PUDUCHERRY-605014**

August 2021

CHAPTER V

FINDINGS, RECOMMENDATIONS, AND CONCLUSION

5.1 Introduction

This chapter presents summary of interpretations of significant findings of research. These include recommendations based on findings, a model for an inclusive framework for community tourism in Arunachal Pradesh, theoretical research contribution, limitations, and suggestions for future research.

5.2 Summary of Major Findings

5.2.1 Participation in Tourism Services

Participation in tourism from the local community is found more actively engaged in accommodations sector by owning and operating hotels and homestays (Table: 4.2). There is less participation as tour guides as noted from the respondents' comments.

5.2.2 Nature of Participation in Tourism Services in the Region

Majority of tourism service providers in the region are taking tourism services as a primary occupation. For 68.4 % of respondents tourism and related activities are primary occupation (Table 4.3). And all of the service providers incidentally are found to be first-generation participants in tourism domain.

5.2.3 Existing Tourism Activities in the Region

Current tourism activities are more focused on cultural, rural tourism, and a few adventure tourism activities in the region (Table 4.6). Action orientated tourism activities leading to the upliftment of locals like volunteering to teach in schools and communities are minimal in the region.

5.2.4 Region Lacks Basic Support System for Tourism Development

The study found that the region lacks primary support system for tourism development and needs assistance both from state and central government to take tourism new heights in the region. Poor transportation network acts as the prime barrier for tourism development in the region. Most of the respondents confirmed they lack professional skills in tourism. This hampers overall development of tourism. Thus lack of professionally trained workforces is a significant operational barrier in the region. In addition, inadequate support system for tourism like poor infrastructure facilities and political disturbance do play an adverse role in the development of tourism. Most of the places in the region are not accessible throughout the year due to poor transportation facilities. Many of the worth visiting places are inaccessible.

5.2.5 No Visible Hindrance to Participating in the Tourism Profession

Although all the local tourism entrepreneurs are first generation entrepreneurs in tourism services, they did not face any hurdles to enter to tourism profession from family members. Further, the region's culture is also conducive to tourism development as per responses from the respondents. The community in the region faces no apparent socio cultural barriers to participating in tourism and allied businesses which is uncommon in tribal communities.

5.2.6 Integration of Service Providers' Opinion for Tourism Development

It is found in the study that integration of local community in tourism development process is less in the region. This could be one of the reasons why service providers are not aware of various tourism schemes and projects in the state. In this regard, comments of the respondents are compiled (Table 4.17) and analysed on the basis of which concerned authorities may initiate necessary steps to create a

better ecosystem for tourism development in the region. Following are some of the action points suggested:

- i. Awareness and campaign about tourism in villages
- ii. Training and capacity building
- iii. Sensitization of police personnel at check gates
- iv. Coordination of locals and government
- v. Authentic review of tourism services
- vi. Targeting right audience
- vii. Better infrastructure for tourism operation
- viii. Preservation of culture and tradition
- ix. Written documentation for local/traditional ways of cooking
- x. Emphasis on the importance of Tourism Policy
- xi. Updation of information related to tourism
- xii. Destination Specific Tourism Promotion
- xiii. Generating of Jobs through Tourism
- xiv. Easy access of tourist permits
- xv. Proper maintenance of the tourist sites
- xvi. Integration of locals' voices

5.2.7 Capacity Building Programmes and Inclusive Approach

The current service providers need basic training in service management and operation skills of business. For example, training in marketing and branding products and services to reach out to more customers. Such that, tourism services may be recognized and identified in the market by customers. There is also lot of scope for job as guides and local chefs which require special training.

5.2.8 Mode of Assistance for Service Providers

It may be inferred from the comments of the respondents that the quantum of assistance for tourism service providers from govt. or concerned departments is not adequate. Simultaneously, curating tourism products and services are also solely held

by service providers (Table 4.10). One of the reasons for this could be that most respondents do not have exposure to programs related to tourism.

5.2.9 Absence of Branding for Products and Services

Service providers were found lacking in business management skills and no knowledge of branding and positioning their products and services. Service providers do not have sales targets and marketing strategies (Table 4.11) which is reflected by low frequency of promotion and marketing activities related to products and services (Table 4.13). The current tourism services in the region do not have any brand identification. Most of the business is generated on referral basis from old customers. It is found that 'Happy Customers' help these service providers in contacting new customers through word of mouth. Word of mouth promotion is a major component of marketing activity of service providers.

5.2.10 Service Providers' Comfortability in Tourism Profession

Majority of tourism service providers of the region are happy about their participation in tourism. It also was found that most service providers are comfortable dealing with tourists and are proud to be associated with the Tourism Industry. But on a contrasting note, they are not satisfied with the income they are making from tourism ventures, and the responses amply made it clear that the income generated from tourism services is not sufficient to meet the basic needs of the family.

5.3 Findings from the Field Survey (Observation)

- Government bodies and agencies are obsessed with promoting ecotourism and adventure tourism at the destinations. It is due to the nature of challenging terrains and mountainous ranges. However, they miss out on other potential areas like cultural tourism, agro-tourism, village tourism, pilgrimage tourism,

educational tourism, which require immediate attention from the state government;

- ▶ The respondents who are involved in tourism to make livelihoods are not very happy with the region's current phase of tourism growth. But, on the other hand, those who take up tourism business out of passion are motivated and enthusiastic with respect to their participation in the region's tourism activities.
- ▶ Some Tourist sites and government accommodation units were found to be not maintained properly; and
- ▶ The field survey found that other stakeholders like NGOs, interest groups, allied departments like the Forest Department and WWF all did phenomenal work to scale up tourism development in the state. However, these stakeholders were not officially connected with the Directorate of Tourism. All these interest groups were found working independently on their own to assist local people directly or indirectly in the tourism business.

5.4 Recommendations

The role of information and awareness about tourism opportunities is crucial in public participation. True engagement in business needs a complete information about the industry's market. These problems are frequently encountered in many developing countries.

On the whole, quite often local communities lack basic business skills and as a result find it difficult to sustain in business, more particularly in rural remote destination where modern amenities are not established well. Therefore, business units from such places mostly keep a low profile and the business are also on a low key. The current study found many issues confronting the local community which

need immediate interventions from concerned authorities for inclusive tourism development. Therefore, it is recommended based on a thorough analysis of the findings that it is time the government tourism department play an active role in redressing many challenges faced by the local community.

5.4.1 Third Parties Involvement in Tourism Activities

Tourism industry calls for a multi pronged approach involving NGOs, central and state government machinery, local leaders, and SHGs, and other voluntary groups at the village level. From the perspective of tourism entrepreneurship, several resources of rural areas need attention for tourism development in the region. The nature of the tourism industry is multifaceted. Therefore, engagement of stakeholders of the host community provide ample scope showcase artifacts, local cuisine, farm practices, community life, and traditions of rural areas. These opportunities are owned mainly by rural masses.

Many tourism services operators approach local community for consultation in a passive way where local residents act mostly as information givers instead of actual participation. This led any project to not thoroughly squeeze its full benefits, which affects the project's sustainability in a destination. The agenda mentioned by the United Nations under seventeen goals on various approaches for inclusive and sustainable development to be achieved by the end of 2030 by and large remains on paper only. In the light of the goals of the United Nations, the current study found that, on the action part Arunachal Pradesh tourism has to go a long way in achieving goals, viz., poverty alleviation, gender equality, and economic growth, etc., in a broader perspective of social empowerment.

5.4.2 Awareness Camps on Available Developmental Schemes and Benefits

Government has to create awareness about tourism schemes and projects at the village level with detailed explanation and interpretation in local dialect for clear understanding of the local community. Then only, schemes related to tourism in the region reach the maximum members of people at the grass root level for better and active participation. Training and capacity building programs related to tourism need to be well informed to the participants. Therefore, tourism department has to pay immediate attention to it. Disbursement of financial assistance and awareness of schemes related to tourism need to reach out the beneficiaries without bias and on a need basis.

5.4.3 Assistance Channel or Help Desk

There is a need for strengthening the distribution mechanism of the community produced and owned tourism products and services. It's observed that tourism authorities somehow motivate and assist locals, but effective the follow up is conspicuous by absence. As a result, service providers end up without customers due to poor knowledge and skills to promote the products and services in the market. Therefore, creating the help desk for converting local communities' resources into tourism products and services is the need of the hour. Indigenous knowledge base may be used and transformed into tourism resources, which can lead to a better way of creation of livelihoods without fear of losing cultural identity.

5.4.4 Training and Capacity Buildings Programs

Training and capacity building programs related to tourism need to be well informed to service providers irrespective of nature and types of activities they are engaged in. There are opportunities in a broad spectrum in food business, as tourist guides and in accommodation services. Therefore, tourism department has to enlist

all the activities and conduct training programs for skill enhancement based on the needs of the service providers. Further, service providers need basic training largely in the area of marketing and in particular branding. That apart, there is also a pertinent need for assistance from the tourism department and the concerned government bodies in the marketing of products and services.

5.4.5 Executive Plans and Rapid Development of Tourism Infrastructure

The state is in immediate need for a better basic infrastructure to scale up new heights in tourism industry. Therefore, state and central government on a priority basis focus on improving infrastructure facilities, especially with respect to road network, air and rail connectivity, among others.

Instead of a one shot activity, on a continuity basis necessary follow up measures need to be there in place. It is observed that government machinery somehow motivates and assists in the initial stage, but failed to follow up in the later stages. And this led to an absence of mechanism where service providers are not connected to the market in a systematic way.

5.4.6 Tourism Policy

The study shows that having a friendly socio-culture is not enough to make a good tourism destination. For a tourism firm to operate smoothly, the requisite facilities and amenities must be provided. The tourism department should draft a viable tourism policy for Arunachal Pradesh after an in depth understanding of the nature of tourism resources in the light of socio-cultural aspects of locals to create a better ecosystem for the tourism industry.

It is time that central and state governments looked into all issues related to tourism development highlighted in this report and work hand in hand for the greater good. Directorate of Tourism, Govt. of Arunachal Pradesh may concentrate micro-

level planning for tourism development in the region by coordinating with local service providers with regard to creating a better platform for tourists while accessing information related to tourism, and through innovative measures to solve gaps, if any, in the hosts guests issues. The region requires a dedicated micro and macro-level approach to infrastructure planning to overcome hurdles related to transportation.

5.4.7 Addressing Key Barriers of Tourism

In order to create a favourable business climate, state's administration and various other should work in unison for improving the telecommunication facilities, connectivity, and sanitation facilities all the designated tourist sites and important transit points.

5.4.8 Recommendation for Tourism Potential Exploitation

The existing tourism infrastructure and facilities lacked modern amenities and are insufficient to cater to large number of tourist inflows. However, socio-cultural diversity of the state has the potential to cater to target responsible tourism activities. Both natural and cultural resources of the state have the attractions to create Special Interests Tourism (SIT) activities. For example, the state tourism department can collaborate with other educational institutes for educational tours and research projects to boost tourism and preserve culture and traditions, instead of making Bollywood celebrities as tourism brand ambassadors of the state. Bollywood celebrities and their groups mostly seek high-end luxury tourism facilities, which the state does not currently have.

Local community participation varies depending on the phase of tourism development at a destination. As regards the relationship between community participation in tourism and tourist arrival data in Arunachal Pradesh, the state's tourism development falls under the Explorations stage of Butler's (1980) Model of

The Tourism Area Life Cycle. Therefore, promotion of the tourism activities should be consciously monitored keeping the current phase of development of the state.

Current tourism activities centred around cultural tourism, ecotourism, and few adventure tourism activities. Other types of tourism products that can be developed in the state include:

- Agri-tourism
- Religious Tourism
- Doomed Tourism (Example, Apatani Facial Tattoo)
- Rural Tourism
- Educational Tourism
- Ethnic Tourism
- Wine Tourism
- Avitourism
- Military Tourism
- Border Tourism

The rich biodiversity and culture of the state should be explored more through tourism. Visits for study-related purposes in the state may be encouraged through educational tourism and excursions. The actions driven activities like trying local handloom/crafts items, may be promoted through homestay and promoting crafts centres for a better experience for the tourist. These activities create value for the natural and human-made resources in the destination.

5.4.9 Pro Tourism Governance

A peaceful political climate and support system from the local government is of utmost importance. Unrest and political instability is less conducive to make headway in tourism as investors do not come forward to invest in tourism ventures. Reed (1997) discussed the role of power and relation of government's interest in tourism as a support system for the overall development of the business environment.

Pro tourism government initiatives such as visa on arrival and speeding up the visa process makes the destinations tourist friendly with fewer procedural hustles.

Further, aviation industry's growth in terms of connectivity and foreign policy of the host government play a key role in promoting tourism, particularly with respect to attracting foreign tourists. Setting up an airport and improvement in road transportation system and fine tuning the inter-city movements are some of the issues need to be addressed. As such, in order to make Arunachal Pradesh gain visibility in the tourism map as an important destination for the domestic and international tourists a multi pronged approach is required.

The economic impact in terms of revenue generation from business like selling agriculture products, dairy and farm products, performing cultural events for the guests, sale of souvenirs etc., create multiplier effect in a host destination. All these small businesses encourage farmers, artisans and local micro enterprises. The local groups can effectively work towards community's welfare through the development ushered in by tourism. Beside, all these activities ensure empowerment of the local community which eventually leads to preservation of local culture and traditions. Appreciation by the outsiders gives locals a sense of pride. Such an appreciation from guests from outside the system builds cohesiveness and builds trust amongst hosts and guests in tourism destinations.

Social and political empowerment are possible only when economic and psychological well being of the local the community is assured. These elements are interdependent and ensure smooth development of the destination. Neglecting these measures is like knocking down the stepping stone of growth and acting like a catalyst for adverse impact. Therefore, tourism department in a strategic manner collaborate

with allied departments related to tourism through inclusive planning to carry forward tourism development in Arunachal Pradesh.

5.4.10 Local Community as a Stakeholder in Tourism Development

Various stakeholders of the tourism industry consider local community to be the biggest beneficiary with the benefits that accrue through infrastructure development which in turn boosts up tourism. If local community is not made a partner in the process, it may create negative impact and overall objective of tourism development remains unattained. With the possibility of healthy exchange of socio-cultural aspects between host community and tourists, the process of development gets accelerated with few conflicts between the guests and hosts.

In the last few decades, community participation and its success rate awed many tourism policymakers and tourism administrators worldwide. As a result, many successful projects have come up where community participation played an important role in executing the projects. And these projects contributed significant benefits to its participating communities through Tourism Revenue Sharing (TRS) programs.

Community participation in tourism manifests in different types of tourism business ventures. But policymakers and academicians often associate it with ecotourism, ethnic tourism, village tourism, farm tourism, agro-tourism. For example, wildlife areas are in close proximity to some of the villages in Arunachal Pradesh. In each of these tourism types, the intensity of participation from residents differs from one type to another. Participation of residents in urban and rural settings also differs in services. In urban areas, they focus could be on services like casinos, bars, clubs, amusement parks, etc., which have modern technological touch and well connected to the lifestyles of urban population. While in rural areas, the focus could be on nature based activities closely associated with the rural settings.

As mentioned above, the community's social life is the core asset that attracts tourists to the villages. In this regard, the diverse cultural and rich natural resources of the region may lose their basic identity due to unplanned development. Such negative consequences may be mitigated through a concerted approach aimed at preservation of the core rural identity. The tribes of the state of Arunachal Pradesh have not yet experienced mass tourism. Therefore, maintaining the authenticity of social life and cultural in their original form are of utmost importance for the development of the region.

Any types of intrusion into the cultural identity for economic benefit for the sake of revenue generation may have adverse impact and affects sustainability of tourism. This sensitive issues in this regard should be taken care of by involving the interested local groups in tourism development by addressing the industry's pros and cons. The nature of tourism resources and services in the region are unique in opportunities and challenges. Therefore, showcasing the local resources with minimum adverse effects ensures a win-win situation.

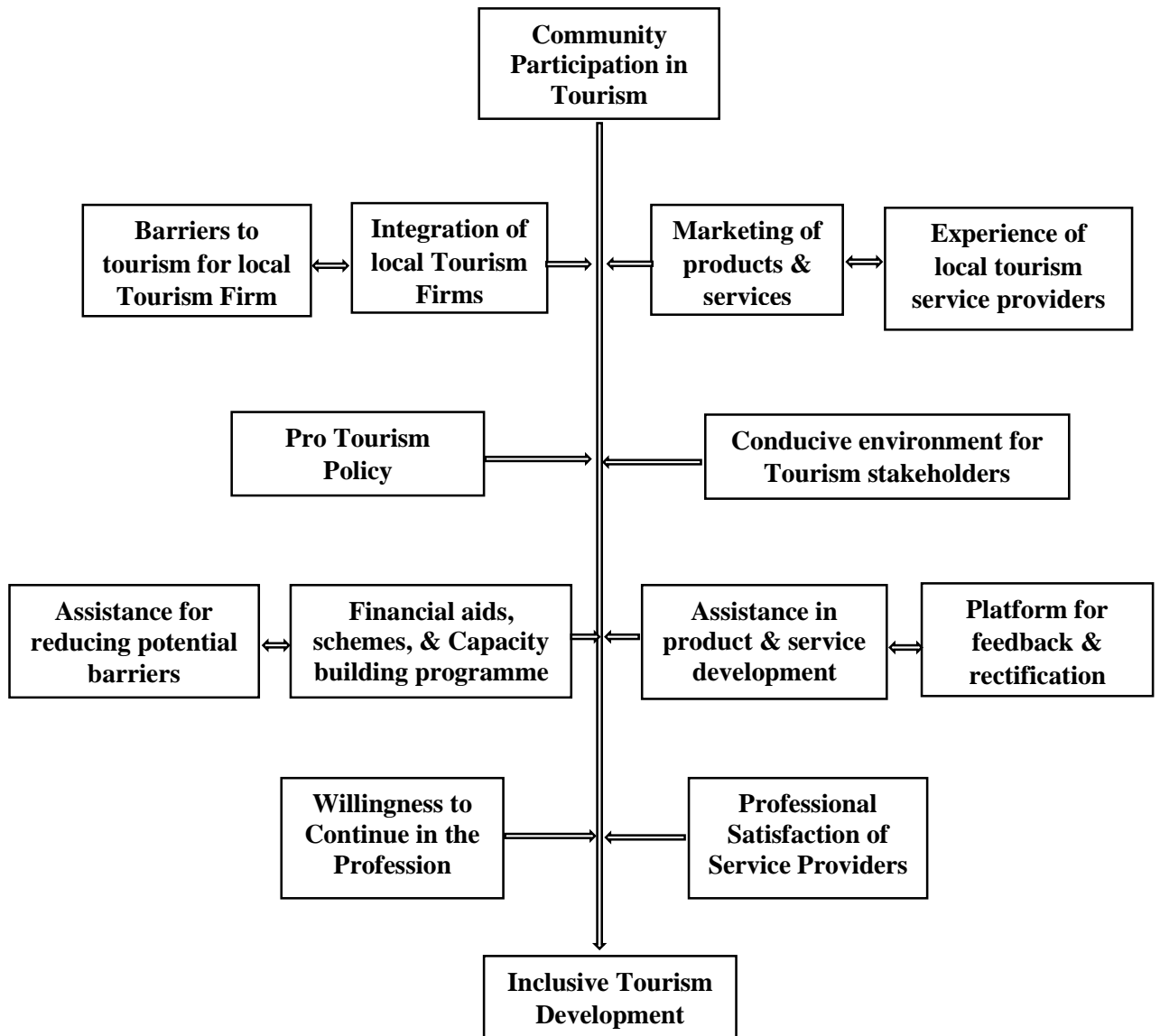
5.4.11 Model for Inclusive Community Participation in Tourism

Community participation and promotion of rural tourism are highly dependent on the destination's socio-cultural and environmental factors. In many rural tourist destinations, there is a significant gap in participation of the local community in tourism and allied services. Local community is often unaware of the tourism business opportunities due to lack of education and general awareness. Those who volunteer to participate in certain initiatives such as homestay services learn about the opportunities only after attending tourism-related programs and forums. Therefore, local authorities should regularly organise awareness camps for the local community.

Further, quite often community participation in tourism and rural tourism are associated with pro poor tourism. Connecting the local community with the global economy through tourism industry is a widely accepted interpretation. Despite the rich diversity of the state and one of the vital biodiversity hotspots globally, the state's potential in terms of tourism is not yet explored. Further, 34.67 percent of people of Arunachal Pradesh are below the poverty line, which is much higher than the national average of 21.92 percent as per the 2011 census report of India.

The current economic conditions of Arunachal Pradesh warrants intervention where locals can be involved in the tourism industry which is a viable alternative or solution to overcome the poverty to some extent. Results of the study also reveal more community tourism firms and their production of services and marketing patterns. As mentioned earlier, the study also presents barriers to tourism and the necessary support systems required to overcome the barriers for better participation of local community. Therefore, the study recommends a model for Inclusive Community Participation in Tourism based on the findings as shown in Figure 5.1.

Figure 5.1 Suggestive Model for Community Participation in Tourism for Arunachal Pradesh



With proper integration of locals tourism industry will help to improve the socio-economic status to some extent. The state also has the lowest population density in the country (India), with 17 persons per square km. (Census, 2011). The low population in the state may offer a conducive environment with good carrying capacity and a promising ecosystem for tourism development if professionally managed.

Arunachal Pradesh is blessed with serene landscape, picturesque hills, valleys, and a salubrious climate. All these complement with its hospitable and honest people, rich heritage of arts and crafts and colourful festivals that reflect their close connection with nature. Vibrant tribal life of 26 major and 100 plus sub tribes make the state an emerging destination for tourism. Because of the region's ethnic and a distinct socio-cultural context, the state is often referred to as 'Mini India' by visitors. Therefore, the state's resources should be translated appropriately into tourism goods and services.

In addition, the tourism potential and the strengths of the place need to be efficiently conveyed to the tourism industry. These would result in the creation of value for rural resources for the benefit of local community. Only then tourism development can serve as a source of income with proper integration of residents and service providers.

The community may be motivated and influenced in many ways to participate actively in the tourism development process. Kamarudin (2013) found that involving local leaders in the decision-making process of any tourism activity in a destination significantly empowers the local community. This process makes a conducive environment for business in the destination.

Many studies have shown that the local community should be used as a primary source of human capital. Tourism industry through capacity building will create a favourable market for local entrepreneurs, and consequently tourism services can improve people's lives (Xue & Kerstetter, 2019). Policymakers may rely on capacity building as a strategic tool to reduce poverty (Jamal & Dredge, 2014); capacity building increases the local community's well-being and empowers locals (Nayomi & Gnanapala, 2015). Capacity building programs help establish leadership,

cultivate an entrepreneurial environment, facilitates achievement goals, boosts the overall tourism activity, and encourages inclusive development (Imbaya et al., 2019). It is observed in the present study, capacity building can work as a stepping stone to create a viable tourism service that will help reduce poverty and improve the state's economy.

Effective marketing of tourism products and services contributes significant to profits and growth. For a better positioning of tourism services as a brand, community produced tourism services need regulations. Understanding community tourism facilities and nature will assist tourism officials, politicians, educators, and companies in implementing the required steps and measures in the marketing strategy. Tourism regulatory bodies may channelize community tourism firms' goods and services to make tourism businesses attractive to the local community. Marketing companies that operate in the region promote tourism programs to support local tourism businesses.

Tourism market is often vulnerable poignant with concerns and issues for community tourism firms due to unstructured business units. Predominantly community driven tourism units need assistance for business operations. As a result, understanding the connections and the role of local community is critical for tourism growth (Misso & Foundation, 2018). People in rural areas often lack technological skills needed to use social media platforms for marketing effectively. Therefore, local tourism firms should seek assistance from government officials and other relevant authorities to channelize their tourism activities and business operations more effectively and productively.

There is a significant difference in service types and their participation in tourism related meetings/ forums. Participating in tourism forums will improve

the morale of local service providers and acts an essential tool for successful project implementation. Conferences and workshops involving local tourism service providers may be organised frequently by tourism authorities to enlighten and impart skills to the local community (Kibicho, 2008).

Local members from less established tourism destinations have a lower level of awareness about tourism; however, involvement in tourism forums helps to mitigate negative stereotypes about tourism's effects as observed in previous studies (Moscardo et al., 2013; Saufi et al., 2014; Lindberg et al., 2021). However, by showcasing opportunities in tourism forums, a region specific model for tourism growth can be created. Rather than blindly copying popular stories and models, local government should involve local voices in the planning process and take a more grass roots approach while launching any tourism project or tourism scheme. Adopting outside development models is not always a good idea because what works in one place may not work in another. Further, obtaining supplies from outside suppliers to replicate the model may be expensive and may have a detrimental impact on the destination.

The benefits of local community involvement are manifold in creation of meaningful work and generation of income are obviously the most important benefits. Programs and schemes should be adequately designed to spread awareness any local community without prejudice. Tracking community tourism firms' perceived integration provides tourism governing bodies an unbiased opinion on projects and schemes and a basic understanding of how locals are responding to tourism initiatives.

Proper integration of resources and effective coordination propels the rural economy into higher orbit. For example, giving ownership to the local community

for their resources will empower them to participate in decision making and management at the local level (Zielinski et al., 2020). While integration is essential for project planning and development, it is hampered at times by restrictions imposed by authorities and local community.

The benefits of tourism at a destination come in many ways, starting from recognizing identity and portraying local image internationally. All these actions reflect in the long run and can transform dormant native arts. This happens when their authentic cultural value is considered and also respected by visiting tourists. Many arts of remote destinations in many corners of the world are dying and fading away due to the modernization. Another phenomenon that happening rampantly is a mass migration of youth from rural villages to other metro cities for better job opportunities. This leads to the fading away of local culture indigenous populations. Unfortunately, native wisdom and old cultural practices of noble value are declining due in course and some are already extinct. Therefore, there is a ray of hope on the potential of tourism industry for revival and sustenance of many native local arts.

Nature based tourism is an integral part of community participation. Its base is in rural areas which are endowed with abundant natural resources. Therefore, people of nature based destinations have a natural love for nature. Garrod's (2003) study on ecotourism and local community participation in tourism found that promotion of ecotourism can mitigate the local communities' social and economic problems. Li (2004) suggested that for effective community participation in tourism, beneficiaries should be motivated to mobilize resources based on their preferences to ensure their participation. Tosun (2006) argued that consultations with local people' representation holds paramount importance as they influence the mood of the local community for galvanising local resources in the right direction.

Local community should be made as an integral part and parcel of the decision-making process. In the case of Arunachal Pradesh, as per the available nature of resources of the region may be promoted for nature-based tourism which includes: ecotourism, agritourism, farm tourism, educational tourism, avitourism etc. All these activities create a lively, positive, and lasting experience for visitors.

Promotion of a destination in the long run is possible by involving locals in decision making process. Locals' genuine involvement will increase tolerance level of the community for tourists indulgences (D'Amore, 1983). Otherwise, hostile attitude of local community dampens tourism as they are not sure of the benefits of tourism. Tourism sustainability in the long run depends on active involvement and whole hearted support of local community. When the local community actively participates in tourism the intervention of outside players is less (Butler, 1980).

In rural areas, the social belief systems are sometimes difficult to comprehend by industry's practitioners due to distinctive features intertwined with the diverse cultural and social setting. Conceiving indigenous ideas and converting them into viable tourism products need a strategic approach (Sloan et al., 2015). Replicating success stories and procuring material from outside to replicate the system may cost a substantial financial burden for the project planner and negative impact on the destination. Therefore, while developing tourism related project, concerned authorities should try out the best possible ways to curate a model which is sustainable and self reliant. Arunachal Pradesh needs such an approach of planning for tourism development in the region.

5.5 Research Contributions

Analysing and findings of the study brought out that the barriers that affect community tourism services. Identification and a thorough understanding of the barriers enable the policy makers to come to the grips of problems which could be effectively addressed. Methods used include: empirical confirmation of the infrastructural support system; a thorough understanding of the service provider's current operational barriers; understanding possible socio-cultural barriers; and assessing personal barriers if any, for participation.

This research suggests that community tourism firms and their marketing of products and services may be looked at distinctly from other general forms of tourism marketing. The environment of a tourist destination affects tourism development and the design of appropriate infrastructure is crucial (Drosos & Skordoulis, 2018). Therefore, policymakers may consider a critical approach in developing any destination and incorporating issues, especially in the rural tourism sector.

Recognizing the challenges faced by first-generation tourism service providers would assist project formulation at emerging tourist destinations. The research also can lead to a deeper understanding of the various types of tourism barriers in different regions and communities. This research brings into focus assist in the better implementation of tourism related schemes and initiatives for the local community. After analysing new opportunities in different fields, required workforces may be created in the tourism development of the region. The study could also help governmental bodies to build a support system for tourism projects depending on the circumstances, interests, and availability of the destination's resources.

Awareness raised through motivation adds value to the process and establishes a chain of activities which is critical for capacity building initiatives, especially in

rural and community based tourism projects and schemes. Therefore, community tourism firms should be provided a dedicated and exclusive help desk for assistance in business operations which may act as a One Stop-Services facilitation centre for information about schemes and projects concerning tourism and allied services.

Government should channelize local firms' goods and services into more viable operations easily accessible to customers. Establishment of an exclusive help desk for the local community is an important move in the right directions as the region is still in the early stages of tourism growth with limited marketing infrastructure. Secondly, accessibility issues and their effect on the region's tourism development needs constant support and cooperation.

Another subject worth exploring is the understanding of socio-cultural aspects of marketing and its effect on brand value creation on the community and rural tourism segments. The data provided in this study may be helpful to tourism development organizations. For example, while holding forums, conferences and meetings related to tourism, concerned authorities may take an inclusive approach for local tourism firms' and service providers' views which is often missing in the early tourism development stage.

The literature substantiates that community participation in rural areas is in a passive mode where they are solely adjudged to consult and gather the resources. In this regard, it is desirable that local tourism entrepreneurs are involved in such forums/meetings to enable them to ventilate their views and perspectives in tourism growth.

The local community is a treasure of knowledge to tourists who seek authentic service and experience from host community. These services can be in any form; for example, homestay services can offer a different experience to tourists in their

traditional manner. At the same time, the accommodations facilities like model villages and huts and community lodging areas may miss a few aspect compared to staying in homestay services. Meyer (2007) highlighted the linkages between accommodation sector and local communities with respect to employment. Today, tourists always seek original content and unconventional services.

Since the study's findings bring to the fore various barriers in tourism industry, a thorough understanding of the barriers can help the practitioners and policy makers overcome them. The findings may help in implementing tourism projects in destinations with similar contexts by taking into account local community's resources for tourism and related businesses. Policymakers can comprehend barriers to tourism (socio-cultural, infrastructural, operational, and personal barriers) while executing tourism projects. The scope of the present study on tourism in Arunachal Pradesh is limited, and hence in that sense, the study contributes to understanding existing local tourism service providers and their perspectives on various dimensions of tourism development. Accordingly, policymakers and industry practitioners may create a business friendly environment and curate a region specific model for the state.

5.6 Limitations of the Study

While assessing the data, it is possible that the researcher might have missed out on some information. Some of the registered tourism service units from the government's list did not respond to calls and could not be contacted due to the non availability of proper address and contact numbers. Even some of the respondents were reluctant to give financial information about their businesses.

The study's findings thus are not free from limitations. Firstly, the data for this study were collected only from five districts of the state. However, constant effort

was made to gather genuine data throughout the survey. Secondly, the study does not include residents who were not directly participating in tourism. Therefore, the data and information are limited to respondents' opinions, views, and available information during the time of the field survey. Thirdly, respondents of the study are found to be first generation local community tourism service providers. Time and budget constraints also are another set of limitation.

Therefore, findings may not be relevant to other states in India as challenges and issues differ from region to region with varying impacts depending on the socio-cultural framework of the communities. The results may not be generalized, though a similar approach of study can be made elsewhere.

5.7 Researcher's Note

There were some difficulties in collecting data during field surveys due to rough terrains and the long distances between districts' transit points. Since the final field survey was conducted from June 2019 to September 2019, which falls under heavy monsoon months, landslides and roadblocks added extra difficulty to the task. Therefore, it is suggested that academician(s) or researcher(s) intend to take field study or survey may choose spring season or choose early or late winter when the temperature becomes mild to cold. One may make arrangements for travel, accommodation, and transit points beforehand.

5.8 Suggestions for Future Research

Findings of the study offer exposure to other important dimensions of the research local community participation in tourism and allied services. For example, assessing parameters of barriers, perceived integration, professionals' experience of service providers for the community, and intervention of allied departments for

scaling up tourism development in the state. Thus, the study provides future research options.

Further studies may be conducted to access an in depth understanding of the contribution of allied groups of the region like local interest groups, NGOs, SHGs, WWF, the forest department, and others in tourism development. All these groups contributed significantly in scaling up tourism development in the state, as discussed in Chapter IV. An in depth understanding of these groups and their initiatives in tourism promotion would help tourism policymakers and practitioners for better collaboration with them leading to better synergy in tourism development in the region. This study may be further extended to understand tourists' perceptions and their experience.

Further study may also look at gender based barriers to participate in tourism. The longitudinal approach of study can be made on of barriers to tourism and perceived integration. A similar study and approach can also be conducted on other emerging tourist destinations in developing countries with a focus on local community participation in tourism, and the service provider's perspectives on support systems for tourism development.

5.9 Conclusion

Tourism industry is one of the prominent drivers for rapid economic growth. Lately, developing nations acknowledge the community as a stakeholder of tourism and initiated various projects and schemes involving community participation in tourism. Such initiatives and schemes primarily focus on integrating the community in the tourism industry.

Many enlightened groups in developed countries consider tourism as a medium for fast and inclusive development. Therefore, policymakers should initiate

necessary programs training and schemes for better inclusion. As a result smooth running of programs without much interference or external involvement is possible with benefits accruing to the local community equally.

Entrepreneurship implies identification of economic opportunities and exploiting them for societal good. It involves the recognition of new economic opportunities. Needless to say, that entrepreneur is the kingpin in the growth process. In the absence of entrepreneurship, society's resources do not mean anything from the development perspective. A cursory look at rural areas enables one to tap and appreciate the myriad resources in unexplored destinations. Local communities may take charge of business opportunities and reap benefits, creating a sound balance in the socio economic sphere.

The new opportunities in the services industry may be explored based on circumstances, interests, and availability of destination's resources and workforce. When local tourism firms have more say in the creation and distribution of services, it lessens outside players' involvement. This process reduces the ill feelings of the local community as many of the services are designed and offered by themselves.

The current study offers vital information about community participation in tourism and allied businesses of Arunachal Pradesh. The state's current status of tourism development requires attention from tourism regulatory bodies in the light of rich resources for tourism. The state is yet to exploit its full potential. Through this study and with proper guidance and channelization of resources, tourism industry of the region can be uplifted to support the local economy and carry forward to preserve local culture.

In order to gain visibility in the tourism map of the country. Arunachal Pradesh requires collaborative approach from various stakeholders of the region involving NGOs, SHGs, interest groups, government's machinery, local community, and other departments which are closely related to tourism development. Tourism resources of region such as artefacts, local cuisine, farm practices, and community life may be put to optimum use through converting the resources into sources of livelihoods through tourism. Therefore, appropriate initiatives focused on rural destinations as focal points will ensure achieve the larger objective of 'Tourism for All.'