

RURAL TOURISM A MEANS OF COMMUNITY DEVELOPMENT & ECONOMIC SUSTAINABILITY FOR THE TRIBAL OF ARUNACHAL PRADESH

By
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(Established by the Ministry of Education, Govt of India)
Jote, District: Papum Pare, Arunachal Pradesh - 791 113

July, 2025

RURAL TOURISM A MEANS OF COMMUNITY DEVELOPMENT & ECONOMIC SUSTAINABILITY FOR THE TRIBAL OF ARUNACHAL PRADESH

Thesis

*Submitted in partial fulfilment of the
requirements for the award of a degree of*

Doctor of Philosophy

By

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(00062/B/2017)

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July, 2025

Dedicated to my Family...



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NATIONAL INSTITUTE OF TECHNOLOGY ARUNACHAL PRADESH

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CERTIFICATE OF APPROVAL

The dissertation entitled “**Rural Tourism: A Means of Community Development & Economic Sustainability For the Tribal Of Arunachal Pradesh,**” submitted by **Kago Mariam** being Registration No. **00062/B/2017**, is presented satisfactorily to warrant its acceptance as a prerequisite for the degree of Doctor of Philosophy in (Department of Management & Humanities) of the National Institute of Technology, Arunachal Pradesh. It is understood that by this approval, the undersigned does not necessarily endorse or approve any statement made, opinion expressed, or conclusion drawn therein, but only for the purpose for which it has been submitted.

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PLAGIARISM UNDERTAKING CERTIFICATE

This is to certify that the dissertation entitled “**Rural Tourism: A Means of Community, Development & Economic Sustainability For The Tribal of Arunachal Pradesh**” submitted by **Kago Mariam** bearing Registration No. **00062/B/2017** to the Department of Management & Humanities of the National Institute of Technology, Arunachal Pradesh, as partial fulfilment of her Ph. D Degree in (Department of Management & Humanities) of the Institute is free from any plagiarism articles (with a similarity index of 9%). Each chapter is an outcome of independent and original work; thus, it duly acknowledges all sources from which the ideas and extracts have been taken in adherence to the law of anti-plagiarism.

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ABSTRACT

Rural Tourism often focuses on culture, tradition, people, and exclusivity, which need protection and economic growth. Tourism has positive and negative sides. Economic motives often prevail over other aspirations in the development of tourism. Hence, villages are slowly losing their charm. Due to ecological disturbance, cultural diffusion, and poor perception, tourism can sometimes be regarded as a liability for locals and the area. If these perceptions are not addressed effectively, it could lead to a chain of conflicts. Community participation is crucial to maintaining this delicate balance between conservation and development in tourism.

The research aims to study the community's level of involvement in tourism. It is also carried out to gauge the general attitude of people towards tourism activities, their desire to volunteer, their level of awareness, and any training they have received in the tourism sector. This study also examines people's perceptions of tourism in their locality, as the study area, Arunachal Pradesh, is ecologically sensitive and geographically remote, and very few studies have been conducted to investigate the scenario of rural tourism in the state.

The approach is a mixed method (qualitative and quantitative) based on primary and secondary data. Data were collected through structured and unstructured interviews, as well as a questionnaire. Respondents were asked to rank their views on a 5-point Likert scale.

Studies show that local communities are willing to volunteer, even if they do not engage in tourism-related activities. The involvement of the Government and community, along with the creation of a tourism policy, is necessary to establish a favourable tourism ecosystem. For rural tourism to thrive and endure, it requires a sense of ownership and active community involvement. The results also indicated that the local community is happy to welcome tourists to their villages. However, they have specific concerns that need to be resolved for the sustainable growth of tourism. Antisocial activities like drugs, alcoholism, prostitution and no measures to protect the ethnicity from outside influence are some of the key areas that need immediate attention. Emphasis was also put on preserving the environment and forest areas to sustain rural tourism in the state.

Keywords: Ownership; Rural Tourism; Community mobilisation; Community Participation; Perception, Sustainable Development, Attitude.

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ACRONYMS/ABBREVIATIONS

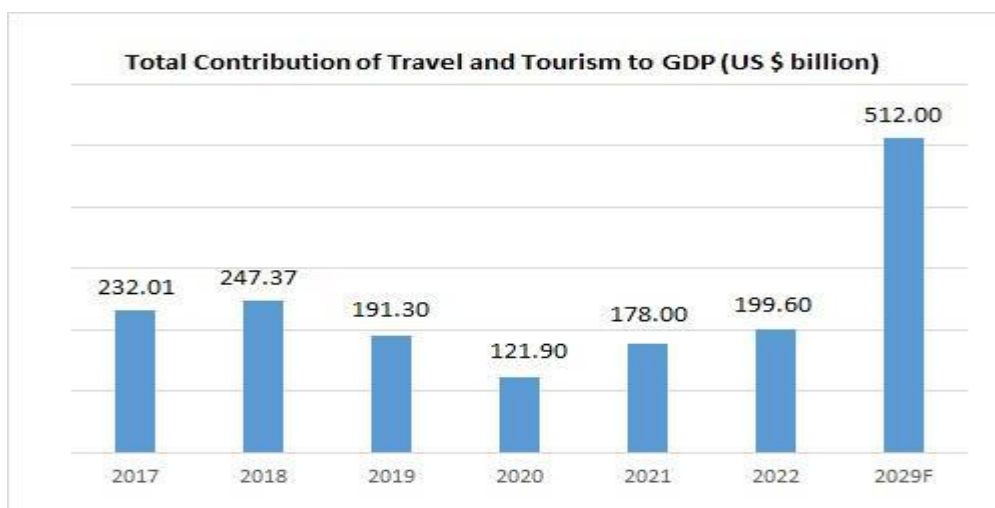
APST	: Arunachal Pradesh Scheduled Tribe
BEFR	: Bengal Eastern Frontier Regulation
BMC	: Biodiversity Management Committee
CBO	: Community-based organisations
CMPSY	: Chief Minister Paryatan Siksha Yojna
CMPVY	: Chief Minister Paryatan Vikas Yojna
DV	: Dependent Variable
e-ILP	: Electronic- Inner line permit
GRL	: Gontse Gaden Rabgyel Lling Monastery
IV	: Independent variable
IBA	: India Biodiversity Award
ILP	: Inner Line Permit
JICA	: Japan International Cooperation Agency
NALC	: National Agricultural Law Center
NGO	: Non-Government Organization
OVOP	: One Village, One Product Movement
PAP	: Protected area permit
RIWATCH	: Research Institute of World's Ancient Traditions, Cultures and Heritage
SFCI	: State Food Craft Institute
SHG	: Self-Help Group
SOPs	: Standard Operating Procedures
SPSS	: Statistical Package for Social Sciences
TALC	: Tourism Area Life Cycle
UNESCO	: United Nations Educational, Scientific and Cultural Organization
UNWTO	: United Nation World Tourism Organization

CHAPTER 1: INTRODUCTION AND OBJECTIVES

1.1 Background

Tourism holds a central position in many countries, as it plays a crucial role in their development. It supports growth and stimulates entrepreneurial spirit within the region and the country as a whole (UNWTO, 17 May 2023). The tourism industry catalyzes socioeconomic development and promotes economic growth. It is also a crucial source of foreign exchange earnings in many countries. India, with its diverse physical landscapes ranging from mountains to deserts, plains, rivers, coastal areas, plateaus, islands, and rich cultural heritage, attracts a considerable number of tourists throughout the year. Understanding the importance of tourism in job creation and socio-economic upliftment, the Union Budget 2025-26 allocates a significant amount for tourism development, up to Rs 2,541.06 crore, representing an increase of Rs 850.36 crore from the previous allocation in 2024-2025. Focus on upgrading tourism infrastructure, enhancing domestic and international travel, and ensuring the safety of tourists, particularly women. With this goal, India aims to promote various tourist destinations, particularly in the Northeast region and Jammu and Kashmir. Skill development and training programmes also receive an allocation of ₹ 60 crore to meet the demand for a trained tourism workforce (TOI, 1 Feb 2025).

Figure 1.1 Contribution of tourism to the GDP of India



Source: World Travel & Tourism Council's (WTTC's) Economic Impact 2021

According to the WTTC, in terms of travel and tourism's total contribution to GDP, India is ranked 10th among 185 countries for the year 2019. According to the WTTC, in

2022, India's travel and tourism sector contributed a whopping US\$199.6 billion to its economy. It projected the contribution of tourism to the country's GDP as US\$512 billion for the year 2029, as shown in Figure 1.1. The tourism industry's direct contribution to India's GDP is expected to grow at an annual rate of 7-9% between 2019 and 2030 (IBEF, 2025).

The significance of rural tourism grew with the protection of rural areas. It focuses on developing rural areas and eradicating poverty to create a beautiful countryside for living and working in peace (He et al., 2021). In many developed nations, the pressure of visitors and the rise of severe developmental stress on the countryside led to the development of initial thoughts of sustainable rural tourism (Bramwell, 1994). It is widely recognised that sustainability should be the primary factor in any progressive development work in tourism. Environmental, physical, economic, social, and cultural factors all contribute to tourism planning. The United Nations recognises the importance of rural tourism in the overall development of the village and community. Hence, the initiative to award and recognise the best tourism villages began through the UN platform. It not only recognizes the fantastic achievements of these villages but also highlights the transformative power of tourism. UN Tourism Secretary-General Zurab Pololikashvili stated that "Tourism is a vital tool for inclusion, empowering rural communities to protect and value their rich cultural heritage while driving sustainable development". Through this initiative, Dhudmaras village in Chhattisgarh, India, was recognised as the only village in the country to be named one of the world's best tourism villages by the UN (UN Tourism, 15 Nov 2024). Rural tourism harnesses the natural and cultural potential of the village, thereby commercialising it and enhancing its value (Rural.gov.in). It enhances its agricultural products, traditional lifestyle, and hospitality towards guests. With care, rural community participation, and local government support, rural tourism has enormous potential for developing rural areas, boosting economies, and promoting sustainable development (UNWTO, 2023). It has a ripple effect in terms of its contribution to protecting, preserving, and enhancing the local economy, culture, local products, and traditions. The current trend following COVID-19 shows that people are more willing to spend on travelling and exploring new places rather than on material needs or luxury goods, such as diamonds, which has led to a decrease in the price of diamonds (Chaturvedi, 2023). Following the COVID-19 pandemic, governments are increasingly focusing on domestic and rural tourism. With proper awareness and support, both have a huge tourism market (Rural.gov.in). Tourism in rural areas has shown great potential for recovery post-pandemic, supporting the growth of rural communities and promoting sustainable and inclusive development (UNWTO, 2020). There indeed is a

positive trend worldwide in the development of tourism, both at the domestic and international levels. People are becoming increasingly creative and adventurous in their travel choices. Buzz of social media and television has also boosted the growth of tourism. Travelling to new places and experiencing new cultures is now becoming a trend. However, at times, local residents may also be burdened by this vast and eager tourist footfall. Instead, they would have a negative attitude towards this unmanaged influx of tourists (Wilson, 2001). Therefore, tourism has both positive and negative aspects and needs to be managed carefully, with the support of the local community and sound government policy.

1.2 Rural Tourism

Rural tourism refers to tourism that occurs in rural areas, away from the hustle and bustle of urban life. UN World Tourism Organisation (UNWTO) defines rural tourism as "a type of tourism activity in which the visitor's experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyle/culture, angling and sightseeing. Rural Tourism activities occur in non-urban (rural) areas characterised by low population density, landscape dominated by agriculture and forestry and traditional social structure and lifestyle" (UNWTO, 2024). It includes farm-based tourism or agri-tourism and consists of a whole umbrella of ecotourism or nature-based tourism, ethnic tourism, wellness tourism, etc., with more importance on conservation and focusing mainly on nature-based tourism products (OECD, 1994), (Kantar et al., 2017). Rural tourism is multifaceted, and all these forms of tourism are entailed and inevitable (Rural.gov.in). NALC defines Agritourism as the combination of tourism and agriculture, with the main attraction being a farm, ranch, or other agricultural business, that entertains and/or educates tourists while generating income. The term "agritourism" is often used interchangeably with "agri-tourism," "agrotourism," "farm tourism," "agricultural tourism," or "agritainment" (nationalaglawcenter.org). Ecotourism is a type of nature-based tourism activity where tourists travel to natural areas with the motive of being responsible towards the environment, being sensitive to the host culture, and protecting as well as experiencing, learning from, and observing nature's richness (UNWTO). Ethnic tourism is a type of tourism where tourists aim to experience authentic cultural practices by interacting closely with the local community, particularly those from marginalized groups, to create economic opportunities (Rinzing & Debagni, 2023). Wellness tourism is a type of tourism activity that aims to enhance and balance the physical, mental, emotional, occupational, intellectual and spiritual status of humans. Some activities

involved are fitness, healthy eating, relaxation, pampering and healing treatments (UNWTO). A rush-free rural location with natural landscapes provides an ideal setting for a wellbeing vacation driven by the pursuit of relaxation, comfort, and a break, without any physical luxurious elements (Pesonen & Komppula, 2010). Activities involved in rural tourism could include trekking, sightseeing, walking, climbing, hunting, fishing, bird watching, riding, farming, learning local culinary, art, handicraft, custom, traditional sports, listening to folklore, special interest nature holidays, educational travel, adventure sports etc. all in a rural setting (Lela et al., 2019), (Keyim et al., 2005). It is the opposite of mass tourism, where a large tourist population visits for recreational purposes

Rural tourism is perceived as a valuable and rising sector of the overall tourism market. It not only adds economic value to rural income but also helps in solving various issues of rural areas, such as depopulation, as in the case of migration of rural people to urban areas in search of employment, new market creation, maintenance of public services and renewal of local products (Keyim et al.,2005). Urban entrepreneurs, in collaboration with local parties, are moving to rural areas, especially during peak seasons, to receive and coordinate tourists for hospitality and tourism-related business purposes. Since the very essence of rural tourism is an emphasis on the natural setting for which tourists visit the area, it helps conserve both the natural environment and the local culture. Without this, rural tourism would have no meaning. Therefore, it places importance on the conservation, protection, and sustainable development of rural areas and the people. The primary goal of rural tourism is to protect the environment, support local communities, maintain business profitability, and satisfy visitors (Clark & Chabrel, 2007).

Village womenfolk also contribute hugely to the tourism business due to their inbuilt capacity to manage household and culinary skills. Homestays are one of the most popular means of accommodation in rural areas where formal infrastructure is not well-developed. Through this homestay, like a farm stay business in some countries, many rural communities also benefit economically. They take responsibility for the entire homestay business, including upkeep, maintenance, security, and household chores. It provides rural people with alternative sources of income beyond farming and animal husbandry. Visitors also have the opportunity to experience rural life through a homestay and explore areas that may not be accessible otherwise. Since the entire community is responsible for the tourists' stay in their homestay, there is a greater sense of responsibility towards ensuring their comfort, safety, and a smooth experience in the village.

Other than homestay business there are also various ways in which the rural community can take part in tourism activities such as decision-making related to any tourism development, a local guide, a team of exploration, a tourist hub where local handicrafts and cuisines could be sold, identifying trek or walking lane for tourist, cultural showcase, photography on request, carpet weaving, wine making for tourist fest, tourist information centre, porter, folklore etc. Product diversification and hospitality would keep the tourists happy and ensure repeat visits. Various creative ways could be introduced at the community level with the support of urban entrepreneurs and local government. Care should be taken to maintain the authenticity of local tradition without diluting it too much to appease commercial tastes (Bramwell, 1994).

1.3 Community development & economic sustainability

With the development of rural tourism, the role of rural communities cannot be ignored. The relationship between rural tourism and community development has piqued the interest of many stakeholders and continues to do so. Sustainable rural tourism was studied using two indicators: economic benefits, measured by tourism revenue, and the Number of rural tourists' arrivals. Rural community development is measured by the number of rural community service institutions (He et al., 2021). Community development can be defined as the process of building active and sustainable communities that are based on social justice and mutual respect. It is about allowing the change of power structures to remove the barriers that prevent people from participating in the issues that affect their lives. These principles are learned through social justice, participation, equality, learning, and cooperation (Gilchrist, 2003). The "practice" of community development is based on the following principles: i) anti-oppressive practice, ii) environmental protection, iii) networking, iv) access and choice, v) working from community perspectives, vi) prioritising the issues of people experiencing poverty and social exclusion, vii) promoting long-term change, viii) tackling inequalities, ix) supporting collective action (Gilchrist, 2003). Another author reasoned that four approaches to community development might be considered: a process, a method, a program, and a movement (Sanders, 1970).

Mair & Reid (2007) presented a model of the continuum of approaches to tourism and community development planning in Figure 1.2 below. On the left-hand side of the figure, the goal of tourism is economic development. On the right-hand side, the goal is community development, of which economic considerations are surely a part. The tool of the left-hand approach is marketing and promotion, with the least information or control being given to

community members. The result of this planning may yield some economic benefits and amenity improvements. However, if local needs and issues are not taken into account, resistance will inevitably arise in the long run.

On the other hand, the right-hand side of the continuum recognises the potential for tourism to contribute to community development and also addresses the host's needs and issues. The process involved is collaborative and participatory with a long-term focus. It advocates a process that empowers the community, fosters local democracy, and addresses other pressing needs, including poverty alleviation and environmental concerns. It prioritises the needs of community members over those of tourists, thereby laying the foundation for community trust and support. It views community development as its primary focus, then sees the potential to attract tourists, and subsequently, economic gain. Additionally, the likelihood of leakage is reduced since locals are involved in the tourism planning process and may feel more invested and responsible for it. In short, planning for community development to meet the community's needs must be the primary goal; tourism is simply one of the mechanisms used to help meet these needs. Reliance upon societal guidance saw significant attention due to the dependence of developmental activities on the hands of business and, to a lesser extent, government. The current shift to participatory planning in tourism has created a healthy arrangement about the role of the community, knowledge, power, and control. (Mair & Reid, 2007).

Figure 1.2: Approaches to Tourism and Community Development Planning

Reforming tourism (managing its impacts)		Restructuring tourism (changing its role)	
Tourism as economic development	Goals	Tourism as community development	
Societal guidance: "rational," industry-led, top-down, short-term	Planning Process	Social transformation: bottom-up, oppositional, long-term, collaborative	
Research, marketing, promoting, competing, and informing	Methods & Tools	Visioning, dialogue, empowerment, learning	
Development for (potential or existing visitors)	Outcomes	Development for residents and (potential or existing) visitors	

Reference: Mair & Reid, 2007

Rural tourism can be developed locally with participation from local government and small businesses, and its development is not dependent on larger outside firms. It can be developed with little investment in credit, training and capital (Wilson et al., 2014). The platform given to rural communities through tourism is immense. The goal is to achieve sustainable growth, maintain ecological balance, meet the needs of the rural population, and implement sound government policy. It is the responsibility of the rural population to participate in rural tourism development, whether through planning, decision-making, or performing roles. It is a mutually beneficial way of intrinsic development between tourism and the local community, without which both may not continue. Sustainable rural development is a sensitive area for rural communities. Many constraints may arise, such as financial scarcity, limited knowledge, and negative demographic factors, including the migration of the young population to urban areas and a high share of the elderly population, who may be sceptical of tourism changes and outsiders (Curcic et al., 2021). Other factors, such as environmental, social, economic, and community welfare, also arise. Lack of awareness, poor marketing access, and fewer capacity-building opportunities (Forstner, 2004) are also present. A lack of shared vision for community development among the shareholders could also lead to poor tourism development and pose a challenge to improving the tourism scenario. Therefore, a shared vision or long-term strategy for rural tourism and community development is needed, and various short-term goals are needed to support and uphold this vision. The general attitude of the local community and community support towards tourism development also plays a significant role in the success of tourism in the region (Wilson et al., 2014).

Economic sustainability implies economic practicality, well-being, and a sustainable approach to tourism business. Many community members find it challenging to finance their projects, which may come from either the public sector or private sources. Local governments and banks often lack sufficient funds for tourism development. A community approach to tourism development becomes increasingly important, especially in securing funding for tourism (Wilson et al., 2001). At times, external financial public funding becomes crucial when rural people are unable to invest in rural tourism development projects, whether small or large. Collective action in business can help the community achieve its economic practical goals. It helps them to deal with external threats from a local perspective (Freudenburg & Gremling, 1994). This collective action involves community members pooling a range of resources, including financial support, ideas, practical knowledge, and action, to achieve a common goal (Tilly & Tilly, 1981; Kelly & Breinlinger, 1996). Collective action can also take the form of a shared financial investment burden among the community,

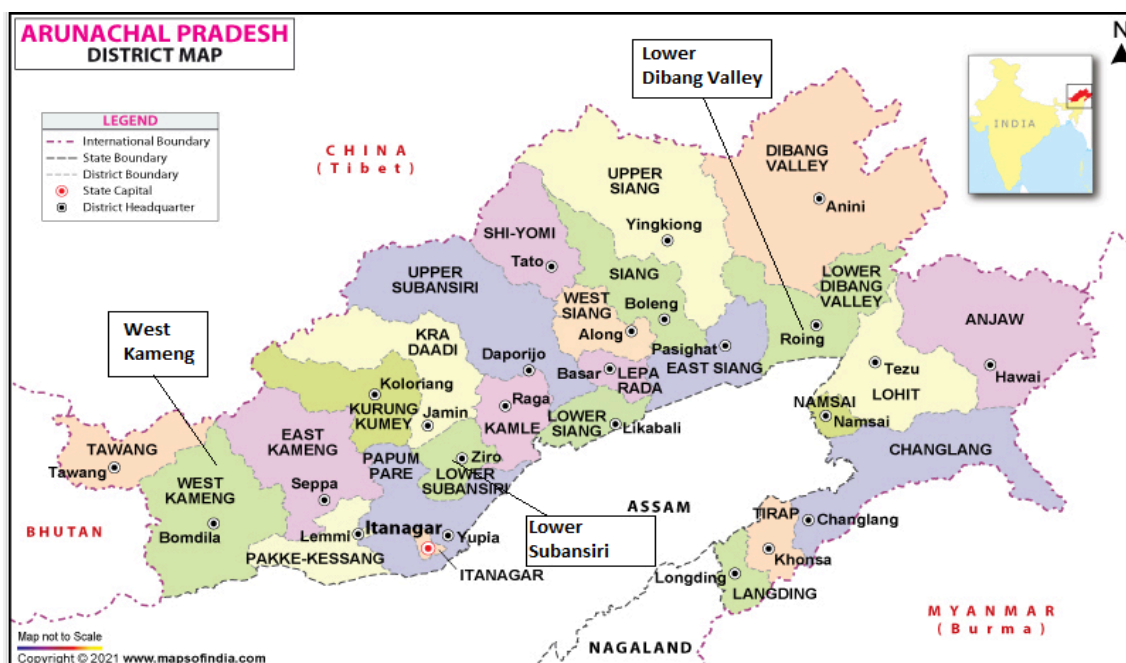
local banks, and the local government, as seen in the case of self-help groups, which are running successfully in many regions. A SHG (Self-Help Group) is a community-based group comprising 12-30 members. Where community members with common interests come together, work towards a common goal, and achieve some small financial benefits. Such collaboration could help generate local entrepreneurship, employment, and sustainable financial resources for rural communities, ultimately leading to improved economic conditions.

1.4 Introduction to the Study Area: The state of Arunachal Pradesh, Northeast India.

The northeastern zone of India comprises eight states: Arunachal Pradesh, Assam, Meghalaya, Mizoram, Nagaland, Tripura, Manipur, and Sikkim. Arunachal Pradesh is the largest state among these states, with an area of 83,743 square kilometers, located in the farthest corner of the country. It witnesses the first sunrise of the country in Dong village. It is also known as the Land of Dawn-lit Mountains. Internationally, it is surrounded by China (Tibet) to the north, Bhutan to the west, and Myanmar to the east. Internally, the states of Assam and Nagaland stand in the south. There are 25 districts in the state, with approximately 26 major tribes and various sub-tribes that have distinct languages, cuisines, cultures, and traditions. The state is blessed with vast natural resources, including a diverse array of flora and fauna, rivers, mountains, plains, beautiful scenery, a rich tribal culture, a vibrant population, colourful festivals, unique crafts, and handlooms that have huge tourism potential. Arunachal Pradesh has the country's second-largest forest cover and forest area. It has five major rivers, i.e., Kameng, Lohit, Siang, Subansiri, and Tirap. All the rivers are snow-fed except Tirap.

The state's 25 districts are divided into three zones: Central, Western, and Eastern. The districts studied in the western zone are the West Kameng district, in the central zone, the Lower Subansiri district, and in the eastern zone, the Lower Dibang Valley district. These three districts witness significant tourist arrivals in their respective zones.

Figure 1.3. The map of Arunachal Pradesh is shown below.



Source: <https://www.mapsofindia.com>

1.5 Introduction to the tribal communities of Arunachal Pradesh

Arunachal Pradesh, with its vast area comprising 25 districts that span and share borders with Tibet, Myanmar, Nagaland, and Assam, is home to 26 major tribes and various sub-tribes. Some of the tribes in the state include the Monpa, Sherdukpen, Apatani, Nishi, Khampti, Adi, Galo, Nockte, Wancho, Tangsa, Mishmi, among others. The communities studied are the tribes inhabiting the selected districts of Arunachal Pradesh. These select districts are West Kameng, Lower Subansiri and Lower Dibrang Valley. The basis for selecting these districts is mentioned in the methodology section of Chapter 3. All the tribes of Arunachal Pradesh have their unique traditions, dialects, attire, jewellery, food habits, house construction patterns, cuisine, and more. The richness and abundance of natural and cultural resources in these tribal communities have great potential for attracting tourists, allowing them to understand, explore, and experience this wealth. Despite the distinctness of each tribe, the one thing that is common in all the tribes are ‘community involvement’ irrespective of the nature of socio-cultural activities such as house construction, folk dance and rituals, festivals, marriage celebration, birth of new baby celebration, cultivation, community forest or land

management, burial formalities etc. Tribes are close-knit communities with a sense of belonging and responsibility towards each member of the clan. Within the tribe, there can be various clans. These clans can be identified by their title (surname) or the village with which they are associated.

1.5.1. Tribes inhabiting West Kameng District:

Monpa, Sherdukpen, Aka, Miji, Khawa (Buguns) and Sartang are the six tribes inhabiting the West Kameng district. The tribes may be divided into two cultural groups based on their socio-religious affinities. The Monpa and Sherdukpen follow Mahayana Buddhism practices. Their villages stand witness to richly decorated Buddhist temples, locally called 'Gompas'. Although largely agriculturalists, many of the tribal people raise herds of yaks and mountain sheep. The second group is the Aka, Mijis, Khawa (Buguns), and Sartang, who worship the Sun and Moon God, namely, Donyi-Polo and Abo-Tani, the original ancestors of most of these tribes. Their religious rituals, festivals, and practices essentially correspond to the stages of the agricultural cycle. They pray to nature deities and make animal sacrifices. Few are also practising Buddhism. Most tribal people traditionally practice jhum, or shifting cultivation, as a form of subsistence farming (<https://westkameng.nic.in>). Popular food of the local people are momo, thukpa, butter tea (huuh jo), khapse (deep fried snacks made from flour dough), dried pressed corn (ka-kum), milk, locally made dry cheese called churghum, churpi, which are consumed in many forms, such as in vegetable curry, etc, fermented soybean (chugh-chuhroh), buckwheat, etc. Churpi and churghum are made from yak milk and are a vital part of their livelihood and cuisine. It is also a very popular snack among other tribes. Yak churpi is GI tagged, highlighting its socio-cultural and economic significance (MyGov India, 2024). Yak is a locally available, hairy cattle, and holds significant value in local livelihood. From wool to milk to dairy products, all are obtained from the yak. Handlooms, craft and the traditional weaves of the district are very popular. Since the climatic conditions are cold, warm woollen clothes made of yak wool and sheep wool are a vital part of traditional clothing and in high demand. One can find numerous government-run and private-run craft centres, emporia, and weaving units throughout the district.

Few popular festivals of the districts are Pham-Kho Sowai Festival (festival of harvest) of Bugun tribe; Nyethrii'dow Festival (agro based and festival of protection from disease, danger etc.) of Aka tribe; Losar (new year festival) and Choskar Festival (for better cultivation and prosperity) of Monpa tribe; Chindang Festival (good harvest, prosperity and happiness) of Miji tribe, Tang festival (harvest festival) of Sartang tribe; Khiksaba festival (worship of mountain deities) and Losar festival (new year festival) of Sherdukpen tribe. Apart from these festivals, the Eagle Nest Bird Festival in Khellong and Thongre village, as well as the Rhododendron festival in Shergaon, are celebrated with great enthusiasm to showcase the region's unique biodiversity and promote tourism. It also plays an essential role in promoting sustainable eco-tourism and community-driven conservation efforts. Cycling, rock climbing, birdwatching, trekking and other events are organized during the festival. (<https://arunachaltimes.in>)



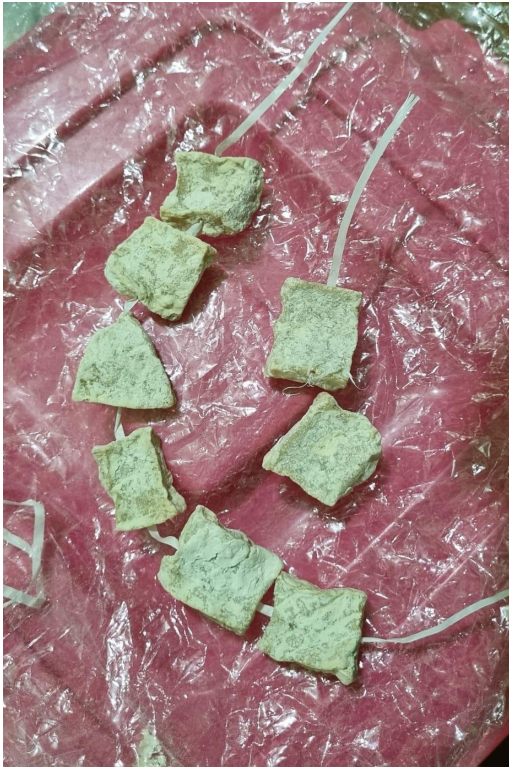
Pic 1.1: Sherdukpen Man and Woman in traditional attire



Pic 1.2: A Yak (locally found hairy cattle).



Pic 1.3: A traditional Sherdukpen House.



Pic 1.4: Churghum, a local milk product similar to dried cheese.



Pic 1.5: A traditional Monpa House



Pic 1.6: Sartang girl in her traditional dress



Pic 1.7: Sherdukpen girl in her traditional attire

1.5.2. Tribes inhabiting Lower Dibang Valley District:

The Idu Mishmi and the Adi tribe reside in the Lower Dibang Valley district. The Idu Mishmi's are a part of the larger Mishmi tribe. Digaru Mishmi, Idu Mishmi, and Miju Mishmi are sub-tribes of the Mishmi tribe. They can be found in four districts of Arunachal Pradesh, namely Dibang Valley, Lower Dibang Valley, Lohit, and Anjaw. The Idu Mishmi can be distinctly identified by their typical hairstyle, distinctive dialect, beautiful attire, and artistic patterns inspired by nature that are incorporated into their clothing. Traditionally, Idus believe in animism. They worship several spirits. Nani-Intaya and Masello Zino are worshipped as creators of mankind and the universe. A shaman or Igu (Idu Priest), locally referred to, holds a high place and respect among the people. The major festivals of the Idus are 'Reh' and 'Ke-meh-ha'. The Reh festival is held in February. It is an occasion for people to relax, enjoy, dance, eat and drink. Reh is a festival to celebrate family ties and rekindle brotherhood. 'Ke-meh-ha' is a harvest festival celebrated in September to seek prosperity. In all the festival merrymaking, community feasting, shamanism, and animal sacrifice are part of the celebration. The food of Idus consists of rice, maize, millet, sweet potatoes, dried fish and meat, bamboo shoots, and locally grown vegetables, including yams, mustard leaves, and pumpkins. Home-brewed rice beer, locally known as 'Yu', is a popular evening drink that helps people relax and enjoy themselves and is an integral part of various occasions and rituals. Idu traditional houses are constructed using wood, bamboo, and cane. Granaries, locally called 'aka', are constructed separately near human dwellings to protect them from fire incidents. The Idus are expert craftsmen and their expertise can be seen in bamboo and cane items. The Idu women are excellent weavers, showcasing exquisite designs in their traditional coats, gales (long skirts or wraparound skirts), bags, and many handloom products (<https://roing.nic.in/culture-heritage/idu-mishmi/>). Such is the vibrancy and beauty of the weave that Idu attires/ textiles are GI tagged (MyGov India, 2024)

The Adis are one of the largest tribes of Arunachal Pradesh. The Padams, Milangs, Komkars, Minyongs, and Pasis are some of the sub-tribes of the Adi. They are found in many districts, including Lower Dibang Valley, East Siang, West Siang, Upper Siang, Siang, Lohit, Namsai, and Shi Yomi. The Adi people are expert hunters. Fishing is part of daily life. They are dependent on agriculture. Ginger, Rice, orange, pineapple, cotton plant, maize, etc. are grown by them. Many have also started their tea gardens. Adi men are also skilled in making cane and bamboo handicrafts, such as baskets, trays, backpacks, locally known as tali, mats, hats, and headgear for daily use. Women are proficient weavers, as evident in their coats, jackets, bags, skirts, shawls, blankets, and many other handloom products. Houses are constructed using locally available natural products, such as wood, bamboo, and cane. During the construction of a house, all the male members of the clan or village come together and work harmoniously. Womenfolk help in cooking food. They serve food, water, tea, and snacks to the people who are busy constructing a house. All of these are completed within a day or two, depending on the size and complexity of the house. Similar to the Idu tribe, the granary of the Adi people is constructed separately near the house to protect grains, rice, maize, and other crops from fire incidents. The granary is locally called Kumsung. Solung is the main festival of the Adi tribe, celebrated annually on September 1. It is a post-harvest festival to express gratitude for the plentiful harvest and to wish for prosperity. Etor Festival is celebrated on

May 15 as the beginning of the agricultural cycle. Etor means fencing in Adi. Additionally, they worship the deities for the well-being of domestic animals and the protection of the village. During Etor, the male Adi member performs ‘Delong’ nonstop consecutively for three nights. Gathering the public to witness this is a gratifying experience. The Aaran festival is celebrated on March 7th. It commemorates the Adi New Year by engaging in hunting activities, singing, dancing, and performing ‘Yakjong’, a community folk dance where males, females, and children come together to visit houses, wearing colourful traditional attire, to bless the occupants. During all festivals, animals such as the Mithun and Pigs are sacrificed, community feasts are organised, and offerings are made to deities. Local rice beer, ‘Apong,’ is served in huge quantities; merry-making, songs, and dance for days are all part of the celebration. (<https://echoofarunachal.in>), (<https://roing.nic.in/culture-heritage/adis/>)

Mithun (*Bos frontalis*), a semi-domesticated cattle species locally found in the hilly regions of the state, is important to both the Idu and the Adi tribes. Mithun serves as a symbol of pride. It is given as a bride price and is used to settle any legal disputes. Additionally, the mithun is commonly used as a sacrificial animal in various social and cultural ceremonies, festivals, and other events (Dorji et al., 2021). The skeleton of a mithun's head or skull, with its horns, is often adorned in many houses, signifying the wealth and status of the homeowner. Throughout the state, mithun holds significant status in the lives of local people.



Pic 1.8: Idu gale (long skirt/ wraparound)



Pic 1.9: Idu ladies coat locally called Atoma



*Pic 1.10: Idu ladies necklace
'tampili & laykaypo'*



Pic 1.11: Idu girl in traditional attire



Pic 1.12: An Idu couple in their traditional wear.



Pic 1.13: Igu/ Shaman performing rituals.



Pic 1.14: An Idu traditional house.



Pic 1.15: A traditional Adi house at Balek village, Roing.



Pic 1.16: An Adi man inspecting his field.



Pic 1.17: An Adi couple in their traditional wear.



Pic 1.18: Adi Gale (women traditional skirt/ wraparound)



Pic 1.19: Adi traditional ornaments of women



Pic 1.20: Idu Rekho (Traditional Meeting platform of Idu tribe)



Pic 1.21: Adi musup (traditional meeting platform of Adi tribe)



Pic 1.22: Adi Kumsung (traditional granary of Adi tribe)



Pic 1.23: Idu Aka (traditional granary of Idu tribe)

1.5.3. Tribes inhabiting Lower Subansiri District:

The Apatani tribe resides in the Lower Subansiri district. Literally and agriculturally, they are included among the most advanced tribes of Arunachal Pradesh. They are also popular for their tattoos, which are now banned by the government, regardless of whether they are male or female. Ziro is the district headquarters. It is tentatively listed under the UNESCO World Heritage Site due to its cultural landscape. Wet cultivation of paddy along with fish rearing is a prominent agriculture cum pisciculture system in valley. The fish cum paddy cultivation is done most organically without use of any chemical fertilizer or pesticides. The women of the tribe use locally available manure, such as paddy straw, animal droppings, and weeds, sincerely to ensure the conservation and continuity of rich soil health. It demonstrates a unique approach to ecological practices and effective land use (UNESCO, 2014). Agricultural practices are extensive and largely dependent on manual labour rather than the use of animals or machines. The paddy field is further supplemented by millet and maize plantations in the bund of the rice plot. Thus, no land in the field is left unutilized. One can observe the judicious use of rainwater and surface water in the Apatani's agricultural practices, as the valley lacks major rivers. With the use of communal labour, a communal

supervisor, a water distribution schedule, local techniques, and locally available materials such as bamboo and wood, a very efficient utilisation of water for irrigation purposes is achieved (Sundriyal & Dollo, 2013). Plots near the water source and plots extremely far away from the water source both get a healthy water supply, which is very commendable. Rice, millet, maize, and fish make a significant contribution to the local people's economic earnings. In addition to paddy cultivation, there are many locally grown fruits, such as kiwi, apples, pears, and peaches, as well as a variety of vegetables, including mustard leaves, pumpkins, squash, beans, and bamboo shoots. Apatani men are experts in bamboo and cane work, which are used in daily life and many rituals. Apatani women are very hardworking in their daily chores and farming. They are very skilled in making handlooms such as coats, gales, bags, etc. Popular festivals include Dree, Myoko, and Murung, among others. Women, men, and children all participate in the festivals wearing their colourful traditional attire (<https://lowersubansiri.nic.in/tribes>). Animal sacrifice, community feast, dance, presence and chanting of a priest (Nyibu), serving of local rice beer (locally called 'O') are common scenarios in every festival. Pike Pila, a traditional Apatani cuisine, is a local delicacy and is favoured even by other tribesmen. Tapyo, an indigenous salt prepared by women, is credited with its distinctive taste and nutritional value. Many more local delicacies, such as kaji (rice prepared in pig fat and ginger), peron peya (fermented soybean), khejja (animal intestine), and paro pakhu (chicken innards prepared with egg in bamboo), are a must-try for all who visit the valley. The house is primarily constructed from bamboo and wood. The settlements of houses in the village are very close and compact. There is a separate area for the house, granary (nesu), vegetable garden (balu and yorlu), pig pen, wet cultivation agriculture field (aji), forest area (morey), bamboo groves (bijje), pine groves, community burial ground, community land, etc. All these are planned and placed systematically, zone by zone (Hatai & Tripathi, 2023). Efficient division of labour within the family and community can be seen. Men are involved in making fence, terrace or walkway (ager) maintaining irrigation canals, planting trees, managing bamboo groves and pine groves, fire woods, community forest and land, burial formalities while women looks after the wet cultivation field (aji) such as nurseries, transplanting seedlings, weeding, manure like rice husk and hay and animal droppings; fish management, harvesting, threshing, drying, and storage. Dry land cultivation, such as a vegetable garden (yorlu), is also looked after and managed by women. All traditional practices related to agriculture, forests, and water sources are carried out cooperatively within the community (Sundriyal & Dollo, 2013). All socio-cultural practices,

such as marriage, childbirth, burial, health and sickness, cultivation, festivals, and house construction, are performed together as a family or clan.



Pic 1.24: Apatani men work as community participation during a marriage program.



Pic 1.25: Apatani women in a social gathering.



Pic 1.26: An Apatani Lady with a nose piercing and face tattoo.



Pic 1.27: Nesu (Granary apatani people)



Pic 1.28: Apatani priest



Pic 1.29: Apatani women harvesting their field



Pic 1.30: Apatani women preparing Ager (pathway between the rice plots)



Pic 1.31: Apatani village showing traditional houses in close proximity

1.6 Rural tourism and Traditional economic activities:

Arunachal Pradesh is naturally blessed with a diverse range of flora, fauna, rivers, mountains, forests, and plains. As one moves from place to place in the state, one will also find different climatic conditions in various locations. For instance, some places may be cold, while others may be warm; some may be dry, while others may be wet, and some may experience snowfall or heavy rainfall. All these climatic conditions also contribute to the state's rich ecosystem. Human settlements, food habits, attire, and cultivation, among other things, are all significantly influenced by these environments. Traditional economic activities are also very much influenced by these climatic conditions. For example, places in the West Kameng district are very cold. Therefore, yak (locally available, hairy cattle) makes a significant contribution to the local people's economy. From wool for warm clothes to milk and dairy products like churpi and churghum (dried cheese), the yak provides a range of products. Likewise, local carpets made from yak wool and locally produced soybeans are a popular source of income for the community. Momo, thukpa (noodle soup), and other popular regional dishes can be found in almost every household. Selling and serving these dishes in a

small outlet has been a long-standing tradition. A pickle-making business that utilises locally grown products is also gaining momentum in the region. Pickles such as bamboo shoots, chilli, radish, garlic, etc., are available. Horticulture is a good source of income for local people. Numerous orchards featuring walnuts, apples, persimmons, kiwis, and other fruits can be found in the district. Another example of traditional economic activities taken from the Lower Dibang Valley District is textile weaving and paddy cultivation. Animal husbandry (pig and mithun) and poultry farming (hen) are all done at the village level. Basket making and other handicraft items were made at the household level. Additionally, orange orchards, pineapple gardens, mustard oil fields, ginger fields, cotton crops, maize fields, betel nut plantations, and others were traditionally carried out at the village or district level for a long time. Orange and ginger were also traded to other states. Additional examples of traditional economic activities in the Lower Subansiri district include fish rearing and paddy cultivation. Apple and pear gardens, as well as pig and mithun husbandry, are practised on a household level (very small scale). Timbering business also exists. Currently, the locals are growing kiwi and cardamom as commercial crops. Overall, agriculture is the dominant traditional economic activity of the entire state. Traditional economic activities are the pillar of rural people's livelihood; however, at times, they may not be adequate to fulfil the demand of sustainable economic development. These traditional economic activities often face roadblocks, such as low income, environmental external threats like climate change, floods, and droughts (The Hindu Bureau, 2024), inadequate infrastructure, limited market access, and a lack of manpower. Additionally, locals may struggle during times of crop failure or natural calamities, emphasising the need to search for alternative sources of income.

Rural tourism has the potential to promote and enhance community development and economic sustainability of the region. With a mind full of action, rural tourism can boost and have a positive ripple effect on these economic activities. Rural tourism can offer substantial opportunities for local residents. Due to its complementarity, it has a ripple effect on the creation and retention of jobs, the creation of new business opportunities, and the revival of local art and crafts, among other benefits, which aligns with the vision of “Atmanirbhar Bharat” and the mantra of “Vocal for Local” (<https://rural.tourism.gov.in/aboutRT.html>). For example, Khonoma, a small village in Nagaland, India, is considered the country's first “green village,” where villagers primarily relied on farming and weaving to sustain themselves. However, for the younger generation, these practices did not bring financial security and moving to bigger cities for opportunities was inevitable. Then, the idea of opening the village door to outsiders arose, which was not easy at first. However, as the

community came together, it became possible and is now reaping its benefits. The advantage of rural tourism is that it does not require substantial investments to get started. It builds upon what the community already has, i.e., traditions, landscapes, and people. With the proper support, these villages can transform their assets into sustainable and noble livelihoods. (Pradhan, 2024). The Japan International Cooperation Agency (JICA) is utilising the concept of OVOP (One Village, One Product Movement) to revive the local economy and support the community's capabilities. OVOP is a government initiative, but is voluntarily led by local residents. It promotes at least one product of the village, such as local agricultural products, speciality products, and tourism resources. The reason for initiating this initiative was the difficulty of making a living solely from farming or primary industry for rural people, which led to young people from rural areas migrating to big cities in search of better employment and opportunities. For example, Kanra town in Japan, which emphasises agritourism and patchwork farming as OVOP, receives many young people from Japan and overseas.

1.7 Tourist Arrival Trend in Arunachal Pradesh

Travel regulations exist for both domestic and foreign visitors to enter Arunachal Pradesh. Only the local population (APST - Arunachal Pradesh Scheduled Tribe) is exempt from this regulation. For non-APST visitors or domestic visitors, an Inner Line Permit (ILP) is required to enter the state. For the comfort of domestic visitors, whether their purpose of visit is tourism, business, or domicile, one can also apply for an e-ILP directly via the Government website. For foreign visitors, a PAP (Protected Area Permit) is required to enter the state, subject to various guidelines of the Ministry of Home Affairs.

The Inner Line Permit is an official travel document required by Indian citizens to enter the states of Arunachal Pradesh, Mizoram, Nagaland, and Manipur, issued by the respective state governments under the Bengal Eastern Frontier Regulation (BEFR), 1873. A Regulation that was created for the peace and good governance of certain districts on the Eastern Frontier of Bengal during the time of the British Raj. The British also introduced the system to protect their commercial interest, particularly in oil, tea, elephant and timber. Despite free India, it is still in practice in independent India to protect the tribal culture of the Northeast.

The state capital, Itanagar, has very recently received an airport, which was opened to the public in December 2022. Other than Itanagar, the district headquarters have three smaller airports: Ziro, Tezu, and Pasighat. However, these airports operate once or twice a week. However, it may not be reliable due to unpredictable weather conditions that can significantly interfere with smooth flight operations. Compared to other parts of mainland India, the railways in Arunachal Pradesh started late, in April 2014. So far, only the capital city, i.e., Itanagar, has been correctly connected through the railway route, and many more railway projects are in the pipeline.

As seen from Table 1.1: There has been no significant growth in tourist arrival percentage in the state despite the introduction of railways and airlines. This may be because these airlines and railways are still not operational on a larger scale, and the frequency of schedules is also lower. However, it is a boon for the residents of the state who need to travel outside the state for medical, study, or other varied reasons.

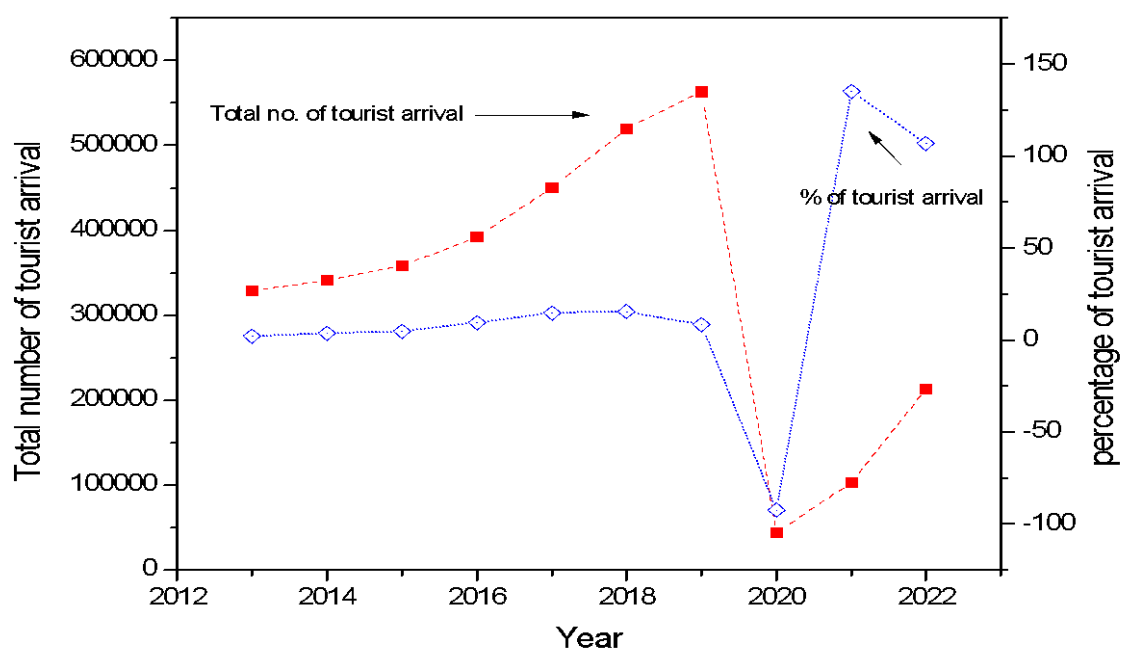
Figure 1.3 shows that in 2020, due to the COVID-19 pandemic, tourist arrivals in Arunachal Pradesh declined by 92.22%. However, it bounced back to 135.21% in 2021, and there was a further increase in growth to 106.93% in 2022, providing a significant boost to the state's tourism sector. However, much work remains, and numerous challenges and opportunities for tourism growth in Arunachal Pradesh persist.

Table 1.1: Tourist arrival data in the state

Year	Total Number of Tourist Arrivals	Percentage increase in tourist arrivals
2013	329307	2.15 %
2014	341178	3.60 %
2015	357933	4.91 %
2016	392473	9.65 %
2017	450358	14.75 %
2018	520089	15.48 %
2019	563464	8.34 %
2020	43832	-92.22 %
2021	103097	135.21 %
2022	213340	106.93 %

Source: Directorate of Tourism, the Government of Arunachal Pradesh.

Figure 1.4. Graph showing tourist arrival and year-wise growth in percentage:



1.8 Research Gap

Arunachal is blessed with numerous natural resources and cultural diversity, and the local people play a crucial role in safeguarding these traditions. Various studies have been conducted to understand the tourism potential of the state. However, there is very little research to understand the local people's perspective, their contributions, and involvement, especially in the area of tourism development. The local people are the backbone and the pillar of the state. Any future development in any area cannot be fruitful and sustainable if the perspectives and involvement of local people are not taken into account, especially in the case of Northeast India, where various factors such as geography, connectivity, and technicality have always posed significant challenges. Hence, in the absence of such studies on people's participation, any overall research on tourism would always be incomplete and inadequate.

1.9 Objective of the study

The objective of the study is to find out the following:

- 1) To find out the level of awareness and engagement in rural tourism among the rural population in their village.
- 2) To find out the interest of local people in volunteering for tourism activities in their locality.
- 3) To determine the level of community participation in tourism activities among local people.
- 4) To find out the perception of rural people towards tourism development in their locality.
- 5) To understand the relationship between rural tourism, community development and economic sustainability.

1.10 Significance of the study

The study area, Arunachal Pradesh, is the easternmost state of India. The state's population, as per the 2011 census, is approximately 13 lakhs and is estimated to be 17 lakhs in 2023. Out of the total population of Arunachal Pradesh, 22.94% of people live in urban regions, while 77.06% are in rural areas. Therefore, from the perspective of tourism development and the geographic location of the state's largest rural population, the significance of rural tourism in Arunachal Pradesh is enormous. However, there are not many studies on rural tourism and its relationship to community development and economic sustainability. Hence, this study was greatly needed for the state's rural population and the development of tourism as a whole.

1.11 Organisation of the Thesis

Chapter 1: Introduction and Objectives - This chapter provides an overview of the study's background, including rural tourism, community development, and economic sustainability. It also presents the study area, which is Arunachal Pradesh, and its tourism scenario. It also discusses the research gap, objectives and significance of the study.

Chapter 2 Literature Review - This chapter presents a review of the existing research related to the current study. Literature reviews on concepts of rural tourism, the relationship between rural tourism and community development, the relationship between rural tourism and economic sustainability, obstacles to rural tourism, people's participation, attitude, and other stakeholders of tourism are discussed and reviewed.

Chapter 3 Methodology - This chapter presents the methodology and research approaches used in the study. It involves a data collection process, validation, reliability tests, and statistical analysis tools used to analyse the data and obtain results.

Chapter 4: Results and Discussion - This chapter provides an in-depth analysis of the demographic profile of the study area. Various analyses and tests were conducted using the SPSS package and MS Office Excel to understand and discuss the survey findings in the study area. These findings are tabulated and systematically arranged to make them simpler and easier to understand. The implications of the research are also discussed in this chapter.

Chapter 5: Conclusion and Future Scope - This chapter concludes **the** thesis. It includes the contribution made in this research and suggested research recommendations. It also highlights the limitations and future work.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

This chapter aims to understand the previous work carried out in the area of rural tourism and its relationship to community development and economic sustainability. Many scholars have highlighted the benefits of rural tourism; therefore, this study aims to explore the multifaceted arena of rural tourism, its benefits, and strengths, with the goal of promoting sustainable community development and economic growth. Tourism not only provides opportunities for the exposure of local products to tourists and vice versa, but also influences many formal infrastructure developments, such as road construction and upkeep, insurance, banking, construction, and electricity. Sustainable tourism covers economic, socio-cultural and environmental factors. It embodies the notion of 'think globally, act locally'. It is helping the community by inculcating a sense of responsibility towards their resources and converting it into their strength. It also enhances the employability of rural residents and promotes their overall well-being. However, there are obstacles to rural tourism, including depopulation, the absence of local entrepreneurs, a lack of self-confidence among rural people in undertaking tourism activities, a shortage of funding and technical expertise, among others. Capacity building for rural people to enhance their capabilities is the need of the hour. The inclusion of local people in tourism-related development activities is another important criterion for the long-term success of tourism projects. Therefore, their thoughts, perception, attitude and suggestions should not be ignored.

2.2 Concept of Rural Tourism

Rural tourism is experiencing rapid growth as more people seek to escape the busy and chaotic urban lifestyle. Tourism should safeguard the environment, support host communities, retain the sustainability of businesses and satisfy tourists (Clark & Chabrel, 2007). Rural tourism has the potential to promote a village as a leading tourist attraction in the tourism industry, providing fertile ground for rural culture, lifestyle, art, heritage, crafts, textiles, handlooms, exotic explorations, and agriculture, resulting in an amalgamation of economic growth and social progress. It encourages the rural population to self-employment rather than migrating to cities in search of jobs and earnings. It provides opportunities for direct interaction between locals and tourists, offering a chance to have a rich experience. It also allows the tourists to relax from their hectic lives and have enthralling experiences of serene and straightforward rural life. Thus, tourism is a socioeconomic activity that can create

massive employment opportunities (Choudhury, K. et al., 2018). Countries like India and other developing nations with diverse geographic topographies, unique indigenous rural populations, and unexploited natural resources have the potential to develop and grow rural and community-based tourism. However, it is essential to note that development should be sustainable and not compromise the ecology and environment of the affected areas (Bhatia et al., 2022). Tourism and development should go hand in hand without hampering the local climate and natural setup. One should not engage in tourism activities that could lead to the destruction of nature and the erosion of the population's culture. If the natural setup is disturbed, the very essence of experiential rural tourism and community-based development will be lost. For any development and growth, it is essential to have good infrastructure and expand connectivity. These are the needs and requirements for economic and social mobility, as well as market integration. (Mize, T., Kanwal, K. et al., 2016). Creating a hospitable environment is also vital for tourism growth in the region. Services related to tourism generate numerous employment opportunities, thereby fostering harmony and progress. It also has ripple effects that extend beyond tourism activities, benefiting other areas, such as vendors, small shop owners, and local sellers. It also influences other formal business sectors, such as insurance, banking, and construction.

Product diversification and local entrepreneurship could be one factor in increasing tourist satisfaction, which in turn could lead to repeat visits and the sustainability of the tourism industry. Tourist happiness is considered an essential factor in the sustainability of rural tourism (An & Alarcon, 2020). Although tourists are highly attracted to rural destinations due to their pristine landscapes, unique cultures, and cleaner environments, these rural tourism attributes may be threatened by the impacts of tourism activities (Hall, 2004). Sustainable rural tourism is inextricably linked to the development of rural communities. Active community participation in rural tourism is advantageous, facilitating the sustainable and healthy development of rural tourism, as well as the expansion of local economic benefits. When communities are engaged in decision-making and capacity building, they are empowered and contribute significantly to the sustainability of rural tourism (He et al., 2021). Individual tourism entrepreneurs can get technical information and assistance through their efforts. However, that would be costly, and going through the community would be more effective (Wilson et al., 2001). Rural tourism not only generates employment in rural areas but also helps revive local crafts, arts, and traditions. It has benefited from renovating and restoring various old and traditional properties that would have otherwise been left depleted

and unattended (Su, 2011). Sustainable rural tourism is based on the notion of “Think globally and act locally.” It is crucial to support and encourage local small businesses in rural tourism to develop sustainably (Simkova, 2007). Many authors have suggested that the increase in tourism arrivals in rural areas is a measure of the success of rural tourism. Tourism development in rural areas must include agricultural variation, public investment in tourism infrastructure, training of local communities and financial support (Hjalager, 1996). Worldwide, sustainable tourism has emerged as a promising solution to various negative impacts of tourism. Many businesses have developed or instead coined their businesses according to these trends to attract conscious tourists. Sustainable tourism covers economic, socio-cultural, and environmental factors. However, at times, a holistic method of operation is difficult to achieve due to uneven inter-sectoral linkages, private dominance and profit-seeking motives. (Lansing & Vries, 2007). Therefore, the moralization of tourism and the recognition of ethical attitudes among stakeholders have been anticipated as a substantial answer to it (Jovicic, 2014). Some other reasons for the poor sustainable growth of tourism in the area may be due to the government's inactive role and the fact that it is not perceived as a responsibility of the whole community (Kantar & Svrznjak, 2017).

2.3 Relationship between Rural tourism and community development.

It is essential to have a positive encounter between the host community and tourists, as rural tourism can bring changes to the community’s living area in either a positive or negative way. This is also true from a sustainable perspective (Gursoy et al., 2010; van Rekom & Go, 2006). Local residents are the most directly affected by the impact of tourism. If residents have a strong sense of community and responsibility, they will mitigate the negative impacts and maximise the positive ones (Hwang et al., 2012). Community participation is an action that fosters community identity and harmony among community members (Goodwin & Jasper, 2009). It is important to carefully review the environmental, economic and social aspects without being biased towards any (An & Alarcon, 2020). Some benefits of rural tourism in the locality include the ability to raise income, stabilize populations, sustain cultures, redistribute economic roles within rural households, and promote positive ecological images (Hall, 2004). Rural areas should look towards their own local and natural resources to develop tourism. The cultural features and varieties of local communities often have significant implications for the sustainability of rural tourism (Lo et al., 2012). However, at times, lack of finance, local entrepreneurship, and local expertise are the main reasons for the poor development of tourism and the community. The need for an organised network that

links all tourism suppliers and promotes cooperative marketing is emphasized to develop rural tourism and enhance community development (Bramwell, 1994). Community-based tourism would help eradicate poverty in rural areas (He et al., 2021). This term is often used in developing countries that lack basic infrastructure but have a substantial local entrepreneurial spirit. It not only provides income and employment opportunities to locals but also helps energize local crafts and handlooms of rural people, as well as the restoration of traditional properties and other infrastructure in the locality that would have otherwise been left unattended. Another interesting fact is that younger generations are returning to their villages from urban areas and getting engaged in small tourism ventures, thanks to the help of technology and the experiences they have gained working away (Su, 2010). The community should not only handle marketing, financing, and accounting, but also deal with public relations. After all, tourism is about good customer relations. Hence, there is a need for capacity building and training within the community to succeed in the tourism business (Su, 2010). Rural infrastructure construction, rural ecological environment, agricultural fiscal expenditure, agricultural technological progress, and rural human capital are identified as the primary forces behind rural community development (He et al., 2021). A dual relationship exists between rural community development and rural tourism (Guo & Han, 2010).

2.4 Relation between rural Tourism and Economic Sustainability

The nature of tourism is to bring external capital into the local economy or community, which is a highly beneficial and essential requirement for the survival of rural communities and economies (Hjalager, 1996). Rural economic development through tourism is not straightforward because of the multiplicity of resources and stakeholders involved (Cawley & Gillmor, 2008). Stakeholders could include local, national, and international travel agents; tour operators; business owners; host community members; tourists; government bodies; organisations; and agencies supporting and promoting the tourism industry, among others. There is a vast inter-sectoral linkage in the tourism ecosystem, where, at times, dependency increases, and the benefit is distributed, so the final recipient of the output may be minimal. The lack of a policy to manage this variety of stakeholders has been acknowledged as a weakness. Economic sustainability analyses the livelihood of local people through tourism and new sources of income that can be generated for the welfare of the local public (An & Alarcon, 2020). The need for public-private partnerships and the improvement of rural infrastructure would benefit long-term rural tourism development (Hall, 2004). Resource controllers and financial institutions are key stakeholders and facilitators in planning for

sustainable development; hence, their involvement in tourism planning is strategically essential (Cawley & Gillmor, 2008). Due to the individual, small-scale nature of tourism jobs, it is challenging to obtain bank loans to start a business (Su, 2010). A community approach to tourism development has been successful, particularly in securing funding for tourism-related development activities (Wilson et al., 2001). Tourism products, especially in the case of rural tourism, can be relatively remote and isolated; hence, most of the time, these products and entrepreneurs will benefit from collaboration and networking in promotion and marketing (Hall, 2004). Integrated rural tourism (IRT) has been considered beneficial in a bottom-up approach, emphasising intersectoral linkages and optimum use of local resources (Cawley & Gillmor, 2008). Rural Tourism increases the employability of the rural residents and promotes the well-being of the local residents (Yan et al., 2007; Lin et al., 2017). The more tourists spend on leisure and entertainment, the greater the benefit a destination receives, ultimately leading to the area's economic development. Therefore, local governments should promote rural tourism in the locality and invest in rural infrastructure, agricultural development, and the protection of the ecological environment to encourage rural tourism (He et al., 2021). To create diverse rural tourism products for tourist, the community should develop and combine the natural and cultural potentials of the village with the added value of their locally grown agricultural products and traditional food. Another noteworthy element in attracting tourists is the kindness and politeness of the hosts, as well as their traditional lifestyle and local hospitality towards guests (Curcic et al., 2021).

2.5 Obstacles to Rural Tourism.

One of the main obstacles to rural tourism is depopulation, characterised by the migration of local people, especially the youth, from rural areas to urban areas in search of employment, as well as the unavailability of a trained young workforce. Many rural areas have suffered from emigration, resulting in a decline in the quality of rural services and hindering the development of rural communities (Bramwell, 1994). The majority of the elderly population may be sceptical and have a negative impression of tourism development and the influx of excessive outsiders in the locality, which may hinder rural tourism (Ćurčić et al., 2021).

Many tourists from diverse backgrounds and nationalities visit rural areas. These visits may bring economic benefits to the areas, but also have many adverse problems, such as environmental and ecological problems (Guo & Han, 2010).

Not all rural areas are alike, and some rural destinations are indistinguishable from urban ones. However, these rural areas may share some similar attributes, such as a relatively low

density of people, buildings, and activities; limited social and cultural diversity; less economic variety; and a certain degree of physical remoteness from general economic, social, and political networks. Some rural destinations, due to their similarity to urban areas, may fail to attract a large number of rural tourists despite their efforts to develop rural tourism and seek economic benefits. To create tourism products, rural areas should look inward to their natural resources. Some weaknesses may include the absence of local entrepreneurs and the limited availability of local capital and expertise. Therefore, it is sensible to seek external support. However, to what extent do these supports and profit sharing become a challenge for the local parties to have sound economic stability and independence? The fear and challenge of the commoditization of rural tourism by powerful external third parties may exist (Bramwell, 1994).

For the survival and growth of tourism, it is important to have sound intersectoral linkages. However, these linkages and trust do not happen overnight but are the result of long-term shared action within the community and other services (Hwang et al., 2012)

Rural individuals often undervalue themselves in terms of knowledge and technical expertise and therefore lack confidence in addressing important development-related matters. Therefore, a change in this attitude is essential. Various capacity-building programs, such as women's empowerment training programs and youth development programs, should be promoted at the village level to address these negative attitudes (Ćurčić et al., 2021).

The seasonality factor of the tourist destination, combined with the misconception that tourism jobs are low-paying, may influence the mindset of local people who would like to make tourism a primary source of employment. Tourism is seen as a supplementary source of income. It is not viable to rely solely on tourism; therefore, it must also pursue agriculture or other income sources as a primary means of economic survival (Kantar & Svrznjak, 2017). Lack of marketing and diversity in tourism products may also be another obstacle (Keyim et al., 2005).

2.6 Capacity Building Programs for the Local Community.

One of the critical issues in the development of rural tourism is the lack of training to improve the quality and relevance of rural tourism (Hall, 2004). The government, along with various private parties and NGOs, should actively look for measures and ways to build the capacity of the local. At times, NGOs may be active in urban areas but may have poor connections in rural areas, leading to a loss of trust and support from the local community (Hall, 2004). Supporting and participating in rural tourism development is the responsibility

of rural communities. Rural communities are not onlookers. Instead, they are active participants (He, 2003). Any discrepancy or disruption that occurs in a tourist destination, where local people can act as problem solvers and caretakers, highlights the need to train and equip rural people in these situations (Guo & Han, 2010). The impacts of tourism bring the communities together and enable them to perform in their joint interest. Rather than being frightened of damaging future development, tourism helps the community unite and influence their future (Hwang et al., 2014). People in rural areas strive to be self-confident and self-reliant, shaping their destinies and avoiding dependence on external forces for growth and survival. They also want the development to be sustainable and in harmony with the natural environment. This, however, is possible by first empowering the local residents of the region, and one cannot simply depend on the government to provide employment. Hence, there is a need for capacity building and the development of non-farming activities among the rural populations.

The development and utilisation of human resources are significant for the advancement of any region. For meaningful employment and to provide professional hospitality personnel who could provide quality services and stand by their roots, various skill sets based on training and entrepreneurial classes could be provided (Bhan & Singh, 2014).

2.7 Inclusion of Local People in Decision-Making Related to Tourism Development.

For the sustainability of rural tourism, it is essential to engage rural communities in decision-making, empowerment, and the acquisition of tourism knowledge (Fong & Lo, 2017). Local community engagement in decision-making, the sharing of information, and empowerment and knowledge about the tourism business have a positive influence on the sustainability of rural tourism (Fun et al., 2014). However, the involvement of the host community in tourism development was often overlooked (De Jesus, 2013). When a community is actively engaged in negotiation, it becomes more dynamic, stronger, responsible, and better equipped to address future tourism threats and opportunities (Pretty & Ward, 2001). The long-term development and success of tourism rely on the local community's support and upkeep of tourism (Gursoy et al., 2010). The successful development of sustainable tourism in rural areas is mainly dependent on community involvement. Local communities are the most critical stakeholders, as they will experience the significant impact of such tourism activities, whether positive or negative (Patowary et al., 2016). With the growth of tourism, there is also an increase in other impacts. Initially, the local community may support the positive effects; however, as the intensity of the negative

impact grows in the destination, locals may become reluctant to support it (Ozturk et al., 2015).

Local participation and community-based planning should be a fundamental measure of tourism management (Ozturk et al., 2015). The host community's attitude affects tourism planning, management, and development. The adverse effects of tourism include inflation, facilitation of crime, pressure on local infrastructure, sanitation problems, environmental degradation, and erosion of local culture. Impacts range from "socio-cultural to environmental devastation" to excluding residents from tourism planning exercises. Tourism can change locals' behaviour, lifestyle, and quality of life. Tourism can have both positive and negative effects on communities. A study on community participation in tourism found that, despite having abundant tourism resources in destinations, many local communities fail to reap the benefits and utilize the full potential of these resources due to a lack of skills in channeling ideas (Yaja & Kumar, 2021).

It is essential to encourage local people to participate in policymaking for welfare schemes alongside officials from rural projects, as they can only protect their interests and bear the consequences of implementing policies. Hence, they should be aware of their surroundings, be vigilant and actively participate in development projects in their area. The tourism industry is favourable to the community, which plans and executes initiatives through collaboration, taking into consideration the entire local population, dissipating doubts and fears, and providing support to undertake new welfare projects. With the help of various entrepreneurial consultants, banking and private agencies can guide, consult, and involve the rural population in understanding the benefits of community-based tourism. (Patowary & Borgohain, 2017), (Kumari & Omo, 2020).

2.8 Attitude of Local Community Towards Tourism.

Local residents are crucial to a tourism destination where tourism activities occur. Therefore, their perception and behaviour towards tourism significantly contribute to the success of tourism in the destination. Tourism development is justified if it only improves the quality of life for residents or at least does not worsen it (Marzo Navarro et al., 2015).

Pristine and geographically sensitive areas need genuine development planning for sustainable tourism development. Since economic motivations often outweigh other intentions, careful, sustainable planning needs to be carried out. Otherwise, it may lead to a negative perception of tourism. This could obstruct the development process and terminate the upcoming projects entirely, even if it could bring out maximum benefits. Considering

these impacts on communities is vital for preserving and sustaining tourism projects (Diedrich et al., 2009).

Many communities, particularly tribal ones, are very mindful of their surroundings and the natural world. Since their lifestyle is heavily inclined towards nature and the environment (Mahapatra, 2020). However, people sometimes tend to ignore the negative impacts of tourism, even if it causes environmentally detrimental activities such as deforestation, earth cutting, and pollution, as well as societal issues like drug abuse, traffic congestion, and other problems. Instead, they would encourage tourism activity, especially if they are the direct beneficiaries. People also did not bother about these issues if they were settled away from tourism hotspot areas (Thomason et al., 1979). Therefore, the host's attitude or perception towards the impacts of the tourism industry is diverse. Some would view it as having more favourable benefits, whereas others would perceive it as having more negative impacts (Gursoy et al., 2004; Diedrich et al., 2009).

There are hasty and uncontrolled changes in the Tourism Area Life Cycle (TALC) at the development stage. The negative associations often outdo the positive ones, thereby deteriorating the tourism market (Butler, 2006; Diedrich et al., 2009). These negative associations may include the rise in the cost of living, drug incidence, poor traffic management, the excessive influx of outsiders or visitors creating congestion, and an increase in criminal activity (Deery et al., 2012; Jaafar et al., 2015; Latkova & Vogt, 2012). Even while implementing tourism-related development projects, local governments tend to focus solely on the immediately perceived economic benefits (Perdue et al., 1987). There is a fear of over-commercialising culture, an increase in property taxes, low-paying jobs in tourism, toxic effects on family relationships and values, garbage cluttering, and open alcoholism (Jaafar et al., 2017). It may also lead to social and cultural differentiation at the host destination due to differences in sociocultural values and economic and purchasing power gaps between the locals and the tourists (Tosun, 2002). Those who are direct beneficiaries of tourism or are economically dependent on it have a more favourable attitude towards it. Non-participants in tourism activity will tend to be viewed more negatively towards tourism development. They would be in favour of tourist taxes or so (Perdue et al., 1987).

What is worrisome is that individuals who receive significant benefits from tourism may tend to overlook other environmental and societal impacts (Milman & Pizam, 1988; Murphy, 1983; Pizam, 1978; Diedrich et al., 2009). Environmental concerns are steadily emerging in various areas of the world, and if left uncontrolled, they can create an ecological nuisance for visitors. At times, awareness of the adverse effects of tourism need not diminish the

acceptance and support of the local people (Lansing & Vries, 2006). Therefore, there is a need for control measures and policies to be introduced (Liu, 2003).

2.9 Research Gaps

It was found that a minimal study on the indigenous tribal society of Arunachal Pradesh for rural tourism has been done. Despite having rich cultural and natural resources, Arunachal still lags in tourism. Rural tourism and the local community's perception of tourism gaps were identified. The involvement or participation of the indigenous community in addressing the tourism gap was found. There is a need for studies to understand the multidimensional facets of tourism and its ripple effect on the local population. It will enable the efficient implementation of tourism successfully. Across the literature, it has been observed that studies on these interlinkages of tourism are viewed as a challenge due to various external and internal influences. The need for an organised network that links all the tourism suppliers and cooperative marketing is emphasised to develop rural tourism and community empowerment. However, a gap in how to achieve these formal networks was visible. Throughout the study, concerns were raised about over-commodifying the tourism product, as well as environmental concerns and cultural diffusion; however, it articulated very few suggestions for addressing these concerns. The study has revealed that the local community holds a range of perceptions towards tourism, from negative to positive. Nevertheless, very few suggestions were found on how to address and mitigate the negative perceptions. A gap in the discussion was evident regarding attracting youth to tourism entrepreneurship and developing conscious infrastructure that promotes nature.

CHAPTER 3: METHODOLOGY

3.1 Introduction

This chapter discusses the methodology employed for the study, which examines rural tourism in Arunachal Pradesh, focusing on its contributions to community development and economic sustainability. Both primary data and secondary data were used. Due to challenges such as geographic constraints, cultural diversity, sparse population density, and the recovery phase from COVID-19, a tailored methodology was needed for data collection, analysis, and understanding. Therefore, a mixed-methods approach was employed to achieve the best possible outcome of the research. The chapter also consists of data validity, pilot study, reliability test, selection of respondents, data collection process, district selection process for the study, and places of interest in the selected districts

3.2 Data Source

3.2.1 Secondary Data Source

Various secondary data sources, including journal publications, government reports, and news articles published on websites, as listed in the references section below, were utilised in the study to enhance understanding and clarify the research area. A systematic review of the literature was conducted to identify the research gap and pinpoint critical areas for focus. This also helped establish the research instruments specific to the study area, i.e., Arunachal Pradesh.

3.2.2 Primary Data Source

The primary data were collected through questionnaires, interviews (both telephonic and face-to-face), field visits, and observations from local people in select districts of Arunachal Pradesh (the study area), who may or may not be involved in tourism activities.

3.3 Mixed Methodology

For the research, both qualitative and quantitative approaches were used. Due to the vast geographic location, sparse population density, rugged terrain, and the recovery phase from COVID-19, it was at times challenging to collect samples; therefore, the mixed-methodology approach was ideally suited to bring out the best from the research. The data were collected

through a questionnaire that included both open-ended and Likert scale questions. A five-point Likert Scale (Albaum, 1997; Joshi, 2015) was used, where one denotes Strongly Disagree and five denotes Strongly Agree.

For the quantitative category, the structured portion of the questionnaire, which had a Likert scale, was used. Various analyses, including demographic analysis, series frequency, descriptive statistics, cross-tabs, Pearson correlation, and regression analysis, were performed using SPSS software. It provided measurable insights and concrete interpretations of the study, offering guidance and understanding of the tourism scenario.

For the qualitative portion, open-ended questions in the questionnaire and interviews were used to allow participants to share their thoughts and perceptions without hindrance on tourism-related topics and scenarios. Further inductive thematic analysis was conducted using Microsoft Excel software for interpretation. Open-ended questions provided the respondent with flexibility to express their views and offer suggestions on tourism development and community participation in their region. Through this process, the study could accumulate and synthesise the maximum amount of information.

Origin software was also used to create a few graphs and figures for the study.

3.4 Data Validity

To ensure the accuracy and validity of the data, the researcher took several steps. Firstly, a systematic literature review of existing secondary data, such as research papers from various journals, will be conducted through Google Scholar under similar topics or objectives. These research papers were selected based on keywords such as rural tourism, community development, capacity building, sustainable tourism, economic sustainability, and rural people. Secondly, I visited the study area and met with the local people to gain an understanding of rural tourism in the locality. Thirdly, the first draft of the survey questionnaire was made after a thorough review of the literature in related studies and consultation with the guide. Fourthly, a pilot study and reliability test were conducted using an initial sample of 40. Meanwhile, met and spoke over the telephone with several people in the study area; they were very resourceful during the field study associated with tourism. However, we had to consider various travel restrictions and other Government SOPs (standard operating procedures) imposed during the recovery phase of COVID-19, which resulted in some delays and hiccups. Lastly, feedback received from these samples and various resource persons was incorporated into the questionnaire.

3.5 Pilot Study & Reliability Test

A pilot study involving 40 respondents was conducted. The questionnaire was tested for reliability and scored 0.88 Cronbach's Alpha, indicating that it is highly reliable (Chmielewski, 2009; Cortina, 1993; Cronbach, 2004).

3.6 Selection of Respondents

Data were collected from local residents aged 18 and above who are permanently residing in the study area. Only those residents of the select three districts were considered for the study. The basis for selecting these districts is outlined in subsection 3.8 below. Native people of the state who are working or studying in other states were not included to obtain a clear picture of the current state of the region.

3.6.1 Directorate of Tourism

The Directorate of Tourism, Itanagar, Government of Arunachal Pradesh, was also considered for the research. Officials from the directorate were taken up as a crucial source of information. A separate questionnaire, comprising both structured and open-ended questions, was designed to gain insight into the tourism scenario from the department's perspective.

3.6.2 SFCI

Likewise, the State Food Craft Institute (SFCI) under the Department of Tourism, Itanagar, Government of Arunachal Pradesh, was also taken up for research purposes. SFCI is responsible for all the short-term training courses conducted by the Department of Tourism. The institute conducts various types of training, including tour guide, front office, baking, housekeeping, and homestay. A different, short questionnaire (structured and open-ended) was prepared to focus primarily on the type of training, the number of training sessions conducted, the number of participants, and other relevant details.

3.7 Data Collection Process

The selected district for the study was selected based on purposive sampling. The selection criteria are outlined in subsection 3.8 below. After the selection of districts, data were collected using a simple random sampling technique (probability sampling) to ensure a representative sample of the state's total population. Later, it also turned into snowball

sampling. Data for the present study were collected from October 2021 to March 2022. Due to the recovery phase from COVID-19, which involved various travel restrictions and government-imposed SOPs, the questionnaire was distributed both offline and online (via Google Forms forwarded through WhatsApp and email). Later, I requested that the participants forward it to their known people or groups. The total number of questionnaires received was around 475. However, it also contained questionnaires from other districts and other states; hence, these were removed from the study. Many blank questionnaires with only a few profile details were also there, which were removed. Finally, after considering the sample size calculation and the number of valid data available, the sample size was fixed at 361.

The survey questionnaire was distributed both online and offline, and the questions were set in English. In the case of offline mode, the questions were explained to local people in Hindi, English and local dialects wherever needed. On average, the structured questionnaire part took 20-30 minutes to complete. Whereas the semi-structured questionnaire portion took more than 30 minutes and, in some cases, even more than one hour. For the online survey, since the state was recovering from COVID-19 and many respondents were cautious about their health, meeting everyone face-to-face was not possible. Therefore, many were reluctant to spare their time for personal interviews. However, field experts, as mentioned in the acknowledgement section, were kind enough to share their expertise and were willing to provide any information needed during field visits, which took half a day of their time in some cases and a whole day in others. Additionally, they were available by phone whenever needed.

Before distributing the questionnaire, the researcher attempted to explain and establish credibility with respondents to gain their trust and elicit genuine responses. The declaration about the reason for taking the survey and ethical use of the response for 'research purposes' only was mentioned in the first part of the questionnaire. Contact details, including the researcher's name, address, phone number, and email address, were also provided in the questionnaire to demonstrate the researcher's genuine intention. Proper consent was taken for the photographs presented in the study.

3.7.1 Sample Size

According to the 2011 census, the total population of Arunachal Pradesh is approximately 13 lakhs, and it is estimated to be around 17 lakhs in 2023. The sample size was calculated using the equation (Cochran, 1963; Yamane, 1967):

$$\text{Sample Size} = \frac{\frac{z^2 \times p(1-p)}{\varepsilon^2}}{1 + \left(\frac{z^2 \times p(1-p)}{\varepsilon^2 N}\right)}$$

Where N = Population Size. (i.e. 1700000)

ε = Margin of error (i.e. 0.0516)

p = Population proportion (i.e. 0.5)

z = z-score (i.e. 1.96)

The sample size derived was 361 (at a 95% confidence level and 5.16% margin of error). The number of respondents for the study was finalized at 361.

3.8 Selected Districts of Arunachal Pradesh for Study and Places of Interest

There are a total of 25 districts in the state of Arunachal Pradesh, covering an area of 83,743 square kilometres. For ease of administration and political connectivity, these districts are broadly divided into three zones: the Central Zone, the Western Zone, and the Eastern Zone. As already mentioned in the Introduction chapter, the districts selected for study are as follows: under the western zone, the West Kameng district; under the central zone, the Lower Subansiri district; and under the eastern zone, the Lower Dibang Valley district.

3.8.1 Reason for selecting these districts for study

The three districts studied have experienced an average of significant tourist arrivals in their respective zones, as shown in Table 3.1 below. Also, we received maximum response during the pilot study from these selected districts. Another reason for selecting West Kameng District and Lower Subansiri District is that both districts have destinations that are shortlisted for a tentative list of UNESCO World Heritage Sites. Ziro in Lower Subansiri District is listed as an Apatani cultural landscape famous for fish cum paddy cultivation practices in harmony with nature. Thembang Dzong, a fortified village of the Monpa tribe in West Kameng District, built in the 18th century, is listed on the tentative list of UNESCO World Heritage sites. This fortified Monpa village was built to protect the villagers from

inter-tribal wars and holds vast cultural and historical significance, with villagers still residing within the village today.

In short, the three main reasons for selecting these districts are:

- 1) These districts witnessed major tourist arrivals on average in their respective zones
- 2) Received maximum response during the pilot study
- 3) Two destinations in the selected districts are listed in the tentative list of UNESCO World Heritage Sites.

Table 3.1: District-wise tourist arrivals.

District	2018	2019	2020	2021	2022
<i>Western zone</i>					
West Kameng	67257	57681	5538	9918	39165
Tawang	44239	53152	4902	19095	44726
Papumpare	34026	31335	5007	3826	20982
<i>Eastern zone</i>					
Lower Dibang Valley	41335	35787	4467	1104	120
Changlang	3941	3917	696	2928	3348
Lohit	32802	17400	4011	2324	11343
<i>Central zone</i>					
Lower Subansiri	24360	25690	3397	2324	18636
East Siang	19933	17671	7065	11553	14972
West Siang	15846	20219	2628	3700	8624

Source: Directorate of Tourism, Arunachal Pradesh.

Figure 3.1: Graph showing the western zone tourist arrival trend for five years.

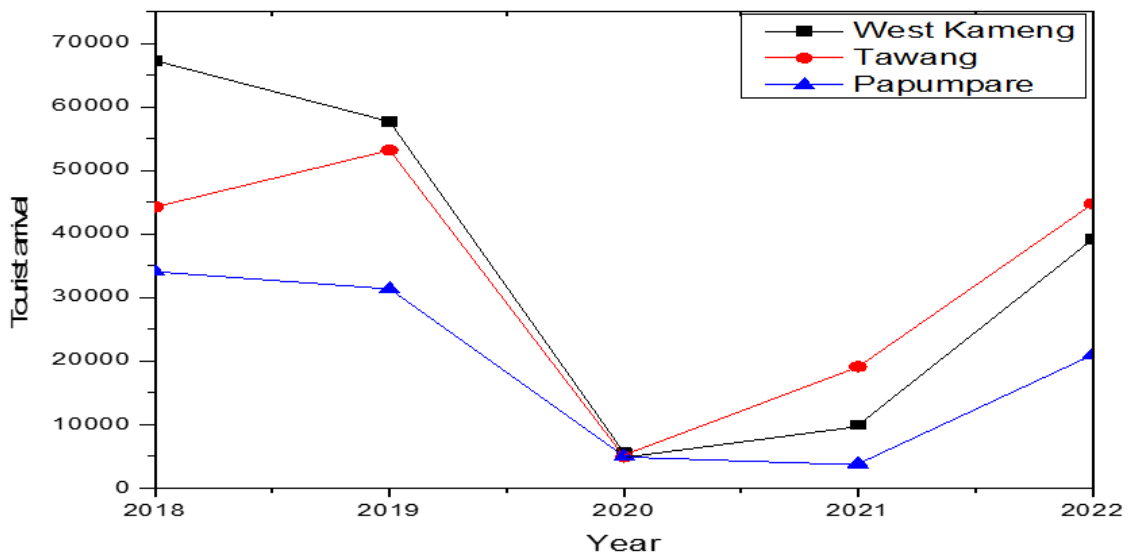


Figure 3.2: Graph showing the eastern zone tourist arrival trend for five years.

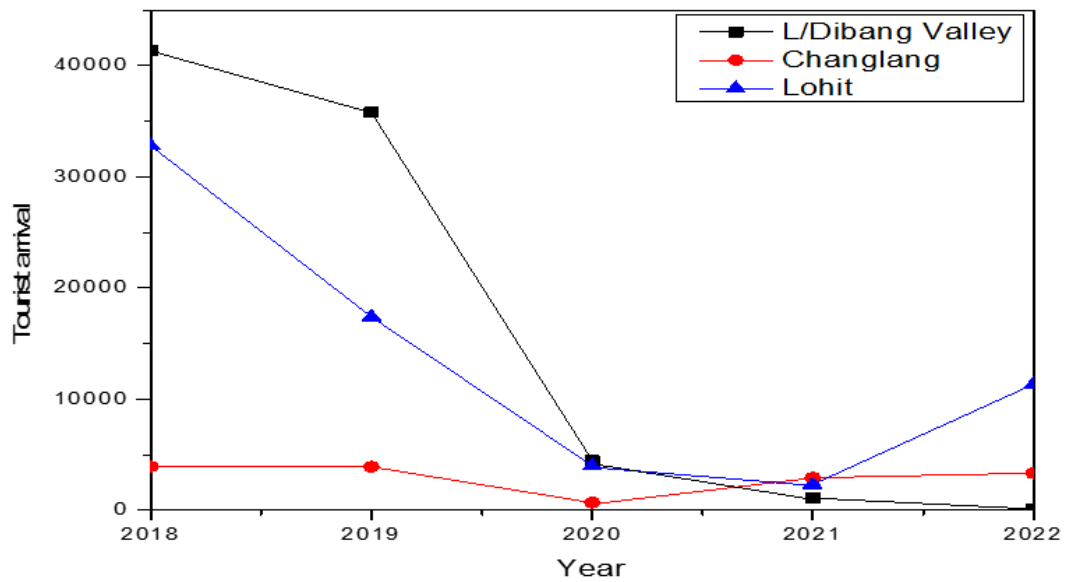
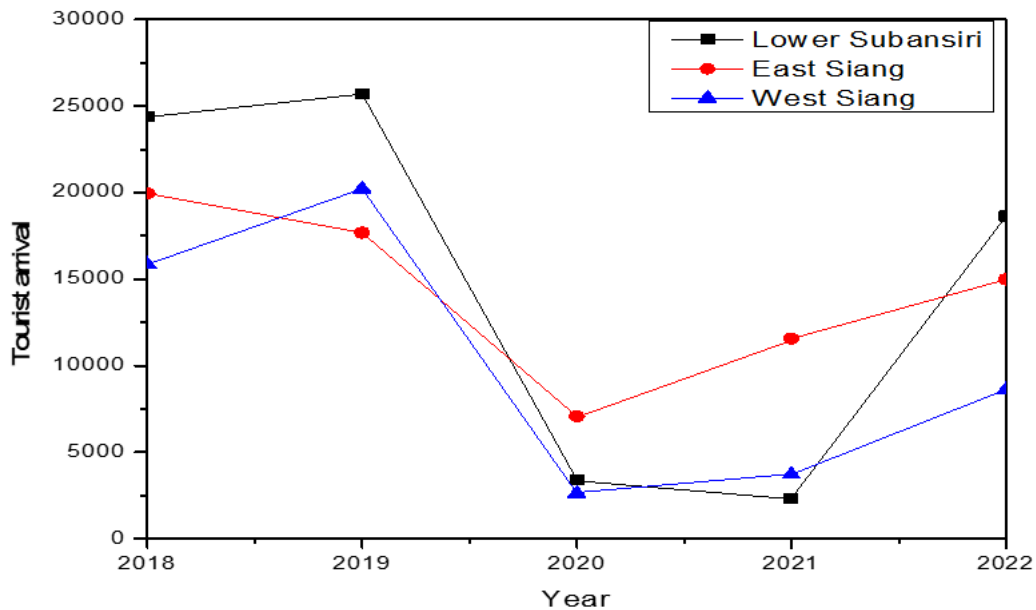


Figure 3.3: Graph showing central zone tourist arrival trend for five years.



3.8.2. Lower Dibang Valley District

It spans an area of 3,900 sq. km. with a total population of 54,080. The population density is 14 people per square kilometre. The literacy rate is 70.38%, covering approximately 314 villages. Roing town is the headquarters of the district. Predominantly, the Adi and the Idu-Mishmi tribes inhabit the district, both having distinct dialects, traditions, food habits, handicrafts and handlooms, attire, jewellery (local beads), culinary, house construction, festivals, and customs. The area is characterised by lush green forests, deep valleys, and vast rivers, making it one of the most stunning natural attractions. It is also popular for various organic agricultural products, such as ginger, oranges, pineapples, mustard seeds, and many other locally produced items. The district annually organises an orange festival in December in Dambuk. The best time to visit would be during the winter season. Some of the popular tourist destinations are:

Mehao Wildlife Sanctuary: The sanctuary, situated in the Mishmi Hills, features a diverse array of flora and fauna, including birds, butterflies, mammals, and orchids that may be unique to the area. The Mishmi hills are a birdwatcher's paradise and a delight for wildlife enthusiasts. They also have many popular treks for nature lovers.



Pic 3.1: Mehao Wildlife Sanctuary



Pic 3.2: Mishmi Hills at Mehao Wildlife Sanctuary

Mehao Lake: This natural lake is located within the Mehao Wildlife Sanctuary, nestled amidst a lush, virgin forest. The pristine lake, approximately 4 square kilometres in size, attracts many seasonal birds, including ducks. It also offers various beautiful treks. The lake is crystal clear and low in nutrients, so it lacks fish.



Pic 3.3: Crystal clear Mehao Lake



Pic 3.4: Mehao Lake Surrounded by Pristine Forest

Sally Lake: The lake is 3.8 km from Roing town, amidst lush green forest. It is an excellent spot for picnickers to enjoy a break. The lake is famous among domestic day visitors. A boating facility is also available.

Nehru Van Udyan (Forest Park): It is situated on the bank of the river Deopani, near Roing town. The park has a beautiful garden, and children love to play here. Many health-conscious people often take morning and evening walks in the park.



Pic 3.5: Forest Park at Roing



Pic 3.6: Mini Zoo at Roing

Mipi Pene: It is located at Ezenggo, Roing. Mipi Pene discusses the Igu, or the shaman. This centre was started in 2017 with the motive of preserving and promoting the Igu system of the Idu Mishmi tribe. Interested students and scholars can stay in the dorms and learn about the Igu system.



Pic 3.7: Mipi Pene (Igu centre) @Roing

Mayudia Pass: Mayudia Pass is situated at 56 km from the district headquarters, Roing. The Mayudia Pass is 2655 meters (8711 ft.) above sea level. It receives snowfall from December to February. A thick cover of snow increases the gorgeous tranquillity and beauty of the place, attracting vast numbers of domestic tourists, even from the neighbouring state of Assam. Due to heavy snowfall, even the road gets blocked for days. It passes through another picturesque town, Hunli, where a night stopover is a must to explore the nearby areas amid nature.



Pic 3.8: Mayudia Pass receiving heavy snowfall.



Pic 3.9: Frozen Mayudia.

Sisiri/Sisar River ghat, a picnic spot: A few kilometers away from Roing Township is the Sisiri/ Sisar River ghat, where you can have a great view and recreation. It is a snow-fed river; hence, it is incredible and lovely to enjoy. You can delight in picnicking with your friends and family amidst the roaring sound of the river and the breeze. You can also enjoy fishing, angling, and a short swim in the cold water.



Pic 3.10: Picnic spot @ Sisiri/ Sisar river.



Pic 3.11: Picnic Spot at Koronu riverbank.

RIWATCH (Research Institute of the World's Ancient Traditions, Cultures, and Heritage): This research centre was inaugurated in 2017 and is situated in Khinjili village, Roing, Arunachal Pradesh. It serves as a point of exchange for the cultural values of various tribes in the state, as well as those in northeast India. It has a world-class museum showcasing beautiful artefacts, textiles, and replicas of the lifestyles of various state tribes. It also highlights student exchange and study abroad programs, libraries, faculty development initiatives, and various community welfare initiatives, such as health camps and literary activities. It was established to research and document the preservation of the state's age-old culture and traditions, so that future generations could learn, exchange, preserve, and enjoy their rich and vulnerable heritage. It emphasises the cultural empowerment of ethnic communities for sustainable development.



Pic 3.12: RIWATCH (Research Institute of World's Ancient Traditions, Cultures and Heritage)



Pic 3.13: Library at RIWATCH.

Some other popular tourist destinations in Lower Dibang Valley include the hot springs at Jia Village, numerous picturesque picnic spots along the riverbanks, such as Deopani and Nizamghat, the picturesque town of Hunli, the scenic 12 Gulai Village, and the beautiful Dambuk Village, which is popular for Its Oranges, among others. Famous festivals of the Adi tribe include Solung, Etor, and Aaran, which are celebrated with great enthusiasm by all age groups and genders. Among the Idu Mishmi tribe, the most popular festivals are Reh and Ke-Meh-Ha. Animal sacrifices, such as pigs and Mithuns, are a common feature of this celebration, and rice beer and local delicacies are a must-try.



Pic 3.14: Sisiri/Sisar bridge connecting two districts, i.e. Lower Dibang Valley & East Siang.



Pic 3.15: 12 Gulai village on the way to Hunli.



Pic 3.16: An Idu lady working on her harvest.



Pic 3.17: An Idu girl with her pumpkins



Pic 3.18: A local Adi girl selling oranges in traditional bamboo packaging/ basket.



Pic 3.19: An Adi mother (having a traditional Haircut) with her daughter.

3.8.3. Lower Subansiri

Ziro is the headquarters of the Lower Subansiri district. The Apatani tribe inhabits the district and has distinct dialects, traditions, food habits, handicrafts and handlooms, attire, jewellery (local beads), culinary practices, house construction, festivals, and customs. The district is primarily famous for Ziro Valley. Ziro is included in the tentative list of UNESCO World Heritage sites for its landscape. The Apatani tribe of Ziro practices sustainable & eco-friendly wet cultivation of paddy cum pisciculture, which is distinct to the region in the entire state. They also used to practice face tattooing and large nose piercings (both nostrils, in females only), unique to the tribe, which has now been discontinued in the younger generation, a decision made commonly for their welfare. One can still find the male and female village elders donning tattoos and nose piercings. The Ziro Music Festival is popular among music lovers and millennials and is held annually in September, attracting a vast number of visitors worldwide. Some famous places of interest in the district are:

Siikhe Lake: This was a community rice field converted into a community artificial lake. In addition to fish farming, visitors can also enjoy the lake by taking a boat ride. This is the first artificial lake in Ziro and Arunachal Pradesh. It is a Water Conservation Project Scheme of the government of Arunachal Pradesh converted into a man-made lake.



Pic 3.20: Boat ride at Siikhe lake.

Talley Valley Wildlife Sanctuary: The sanctuary is situated 30 kilometres from the town of Ziro at an altitude of 2400 metres. It boasts a vast diversity of flora and fauna, attracting a massive footfall of tourists and visitors. Talle Valley trekking is one of the most popular treks in Arunachal Pradesh.

Sii Lake: This is the second artificial lake in Ziro Valley, with fish farming and various recreational activities. The main aim is water conservation, irrigation, and economic purposes. One can explore the lake by boating or walking around it. There is also a children's aquatic park and family restaurants inside the lake premises.



Pic 3.21: Picturesque Sii Lake amidst the pine groves.

Tarin Fish Farm: It is a beautiful fish farm where high-altitude fish breeding is conducted. During the paddy cultivation season, fingerlings are sold to the local farmers to cultivate along with the paddy cultivation. Paddy cultivation in Ziro Valley is a unique wet cultivation method where paddy is grown along with pisciculture. This cultivation method is unique to the Ziro Valley in the state of Arunachal Pradesh. The Tarin fish farm is under the care of the District Fishery Development Officer of the Government of Arunachal Pradesh. It is about 3.5 km from Hapoli town in Ziro, surrounded by beautiful pine groves and greenery.



Pic 3.22: Tarin Fish Farm at Ziro.



Pic 3.23: Wet paddy cultivation at Ziro.

Other popular tourist attractions in the Lower Subansiri district include the Hakhe Tari trek, Shivalinga, Kasa Resort, and Children's Park, all located in Ziro Valley. Beautiful, green-maintained bamboo groves are a must-visit for a serene walk. Visiting Kiwi orchards, Yorlu (vegetable garden), and paddy fields would make you want to be part of nature forever. Pike-Pila is the most famous cuisine of the Apatani tribe, which is enjoyed by everyone, including those from other tribes in Arunachal Pradesh. Famous festivals of the Apatani tribe are the Dree and Myoko festivals. Dree is an agricultural festival, and Myoko is celebrated for friendship and harmony among the community. The central and most famous festival of the Nishi tribe is Nyokum. It is celebrated for a bumper harvest and good health. One can witness colourful dance and merry-making during these festivals, where local delicacies and local rice beer are abundantly distributed and relished. Animal sacrifice, such as Mithun and pigs, is a common sight.



Pic 3.24: Fireplace inside a traditional Apatani bamboo house.



Pic 3.25: Apatani priest (Shaman) chanting his prayers



Pic 3.26: Apatani ladies in traditional wear during the Myoko festival (Getting ready for the animal sacrifice).



Pic 3.27: Lapang (Traditional meeting platform for male members)



Pic 3.28: Pine groves at Ziro.



Pic 3.29: Apatani men in traditional attire at Hija village.



Pic 3.30: Kiwi orchard at Ziro Valley.



Pic 3.31: Kiwi fruit.



Pic 3.32: Apatani people getting ready for marriage ceremony; 3rd & 4th person from The right-hand side is the bride and groom.



Pic 3.33: Apatani women waiting to receive the bride and groom.



Pic 3.34: Butterfly Park at Ziro.



Pic 3.35: Kasa Resort cum Recreational Park at Ziro.



Pic 3.36: An Apatani lady welcoming guest into her home.

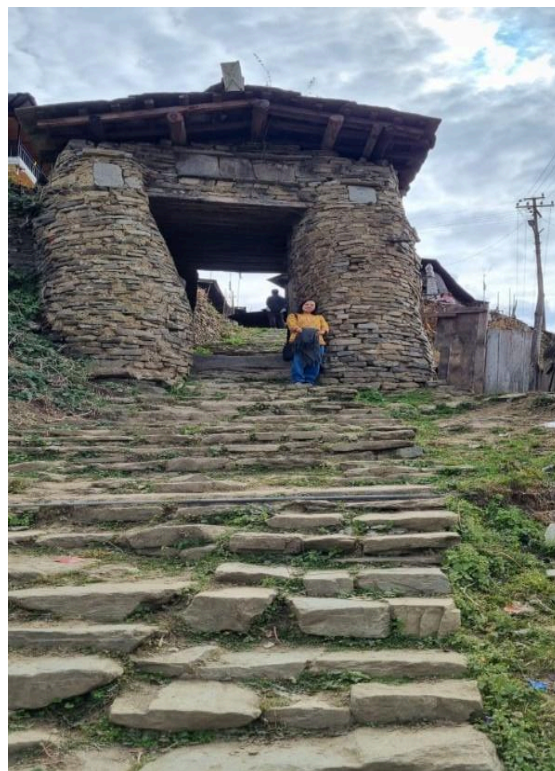


Pic 3.37: Guests enjoying local food.

3.8.4. West Kameng

It is spread across an area of 7,422 sq. km and has a population of 83,947 (As per the 2011 census). The population density is eight people per square kilometre. The literacy rate of the district is 67.07%. It has around 260 villages. Bomdila is the headquarters of the West Kameng district. Most areas of West Kameng are covered with mountains, forests, and cold temperatures. There are six major tribes inhabiting the district: the Monpa, Sherdukpen, Miji, Aka, Khawa (also known as Buguns), and Sartang. Some famous tourist attractions in the district are:

Thembang Dzong: This ancient, fortified village, built in the 18th century A.D. in West Kameng District, is included in the tentative list of UNESCO World Heritage sites. Inside the dzong (fort), one will witness many traditional Monpa houses built of rocks and wood. All aspects of life within the dzong still adhere to indigenous practices. It attracts a considerable tourist population throughout the year.



Pic 3.38: Entrance of Thembang Dzong (Fort).



Pic 3.39: A traditional Monpa house inside Thembang Dzong.

Tippi Orchid Research Centre is situated on the west bank of the Kameng River, bounded by beautiful hills covered with lush green forests. It spans 10 hectares of flat land and comprises office buildings, an orchidarium, a tissue culture laboratory, a museum, a herbarium, and a garden. One of the centre's main attractions is the orchid glasshouse, which boasts a vast and exotic collection of orchids.



Pic 3.40: Tippi orchid centre.



Pic 3.41: Orchid bloom in Tippi Orchid Centre

Lhagyala Gompa: It is located approximately 80 km from Bomdila, situated in Morshing. Kachen Lama constructed it in the 7th century. It is a repository of immense treasures and antiquities of Buddhist Sectarians. The term ‘Lhagyala’ means a repository of more than a hundred large icons. It is situated next to the Tawang monastery.

Chillipam Monastery: Situated 15 kilometres from Rupa village, this gompa is built on a cliff, offering a beautiful view of the surrounding hills. It is an isolated refuge decorated with some of the region’s most outstanding Buddhist art.

Upper Gompa: It is situated at the top of a hill, 275 km from Bomdila. This gompa has a school where young monks are educated on various subjects, including Buddhism. It also has a residential area for the monks. It is also known as the Gompa Rabgyel Lling monastery. This monastery is a significant institution that practices Mahayana Buddhism.

Lower Gompa: One of the divisions of the Gontse Gaden Rabgyel Lling Monastery, also known as the GRL Monastery, Lower Gompa is situated at the end of the main market area in Bomdila. The monastery is renowned for its distinctive Tibetan architecture and expansive prayer hall.

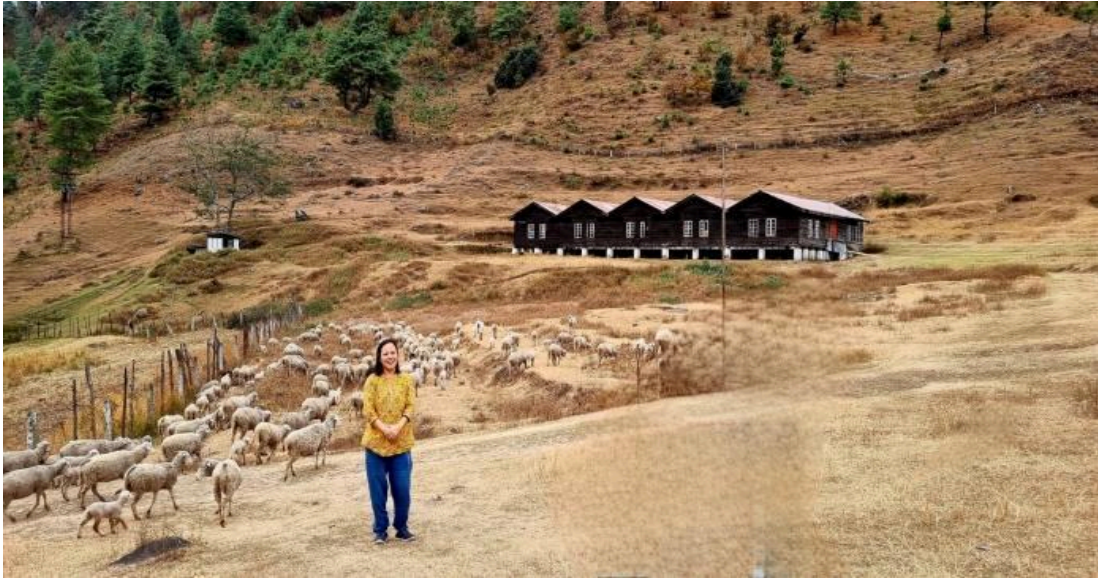


Pic 3.42: Gontse Gaden Rabgyel Lling Monastery at Bomdila.



Pic 3.43: Picturesque town of Dirang

Sangti Valley: It is situated approximately 14 kilometres from Dirang. Blessed with lovely weather throughout the year, this valley consists of various fruit orchards, such as kiwi, apple, apricot, and orange. A sheep-rearing centre with thousands of sheep is a must-visit in the valley. Virgin forests and cold rivers surround the valley, which is a reminder of paradise on earth. It is also home to the migratory bird, the famous black-necked cranes, which visit every winter.



Pic 3.44: Sheep rearing centre at Sangti Valley.



Pic 3.45: Inside the Sheepfold.

Nyukmadong War Memorial: The Nyukmadong War Memorial is situated on a 1.5-acre plot of land overlooking the famous battleground of November 18, 1962. It snuggles in a three-tiered terraced landscape with beautiful coniferous trees planted around it. Plaques bearing the names of brave martyred officers and Jawans have been erected on both sides of the memorial.

Garung Thuk: An NGO in Shergaon is a community-level organisation that works sincerely towards the sustainable development of the villages, making a considerable contribution to rural life, education, health, tribal art and culture, eco-tourism, and biodiversity conservation through active community participation. They have organised many activities at the village level, such as exposure tours, eye screening, teacher orientation workshops, biodiversity training programs, cultural participation, initiated traditional Sherdukpen home museum, awareness on drugs abuse, plantation drive, etc., with such commendable initiatives in the village level with the collaboration of local community, government body and many like-minded organisations, Shergaon was awarded the best tourism village 2023 in the silver category under the ministry of tourism, Government of India. The Shergaon Biodiversity Management Committee (BMC) has also won the Best BMC award in the India Biodiversity Award (IBA) 2021, under the Ministry of Environment, Forests, and Climate Change, Government of India.



Pic 3.46: Garung Thuk (Community Organisation) “Library cum common room”.

Other popular places of interest in West Kameng are the hot spring at Dirang; Thupsung Dhargye Ling (Monastery) at Dirang; Sela Pass (which receives heavy snowfall in winter) connecting Dirang in West Kameng with Tawang, Trout fish farm and hatchery at Shergaon; beautiful oak grove, orchards of apple, walnut, kiwi, persimmon and avocado; a mesmerising town of Shergaon locally known as Seinthuk; craft center & museum at Bomdila; yak research center (responsible for conserving & breeding of yak) at Dirang, Eagle Nest wildlife sanctuary, rhododendron festival at Shergaon etc.



Pic 3.47: Craft centre at Bomdila.



Pic 3.48: Trout Fish farm and hatchery at Shergaon.



Pic 3.49: Entrance of Thupsung Dhargye Ling Monastery at Dirang.



Pic 3.50: Outside view of Thupsung Dhargye Ling Monastery at Dirang.



Pic 3.51: Willow resort at Shergaon, run by a local Sherdukpen youth.



Pic 3.52: Sela Pass is located between West Kameng and Tawang.

CHAPTER 4: RESULTS AND DISCUSSION

4.1 Introduction

This chapter consists of the results and analysis of the data. It also consists of discussion and findings. Quantitative data is analysed using the Statistical Package for Social Sciences. Thematic analysis is carried out for qualitative data based on open-ended questions. The chapter presents the findings of the study covering various analysis such as analysis of the demographic profile of the respondent, engagement in any tourism or hospitality related activities, analysis to see any training attended, analysis to see level of interest in volunteering for tourism among the residents, correlation analysis between engagement-training-volunteering, analysis to understand the level of community partition, perception of residents towards tourism, regression analysis and thematic analysis.

4.2 Demographic Profile of the Respondents

Table 4.1 illustrates the demographic profile of the respondents. The study had 361 respondents, with a higher participation rate among females, who accounted for 52.9% of the respondents. 46.9% of the respondents are in the 18–30 age group (Figure 3.1). Respondents with a graduate degree comprised 37.4%, followed by the postgraduate group (26.4%). This suggests that the respondent population was aware of the essence of tourism and its potential impact on their locality. Government service employees are the largest group of respondents, accounting for 42%, followed by self-employed individuals or business owners, who make up 27% (Figure 3.2).

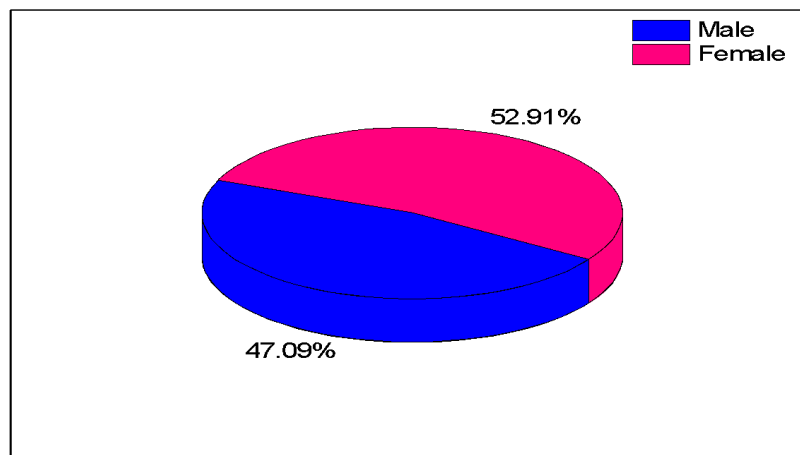
Table 4.1: Demographic profile of the respondents

Demographic Characteristics	Number of Respondents	%	Demographic Characteristics	Number of Respondents	%
Gender			Marital Status		
Male	170	47.1	Unmarried	198	55.6
Female	191	52.9	Married	157	44.1
			Divorced	1	.3
Age (Years)			Education		
18-30	165	46.9	Below Matric	14	4.2
30-50	150	42.6	10th pass	25	7.4
50-65	23	6.5	12th pass	83	24.6

Above 65	14	4.0	Graduation	126	37.4
			Post-graduation	89	26.4
Annual Income			Occupation		
<1 lakh	141	50.2	Farming & Allied activities	39	11.1
1-5 lakh	83	29.5	Govt. Service	147	42.0
5-10 lakh	51	18.1	Private service	10	2.9
10 lakh & above	6	2.1	Self-employed/ Business	30	8.6
			Student/ researchers	95	27.1
			Others	29	8.3
N-361					

Source. Authors

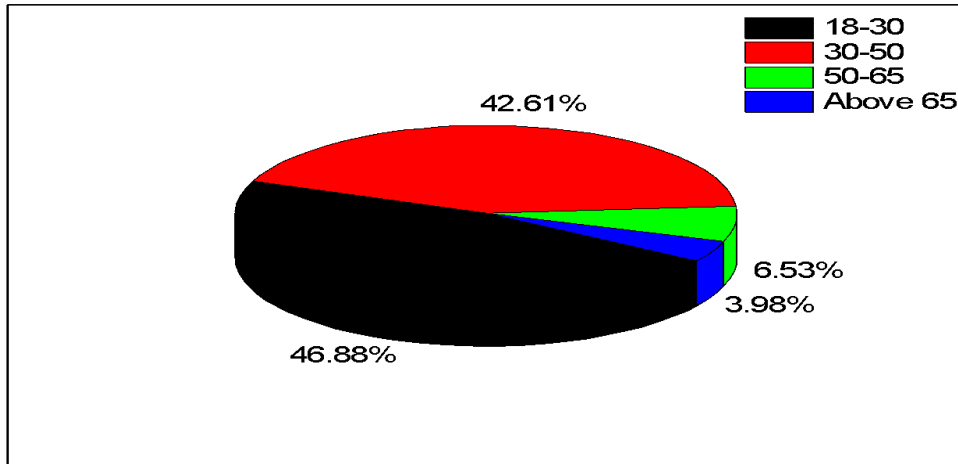
Figure 4.1: Pie chart showing the gender distribution of the respondents.



Women are not shying away; they are actively participating in all survey activities, with more than fifty per cent (52.91%) of the respondents being female. This is a very encouraging trend regarding women's independence in sharing their thoughts on tourism development in their locality. They feel very responsible for their locality and hope to contribute in any way to the positive development of tourism in their village.

46.88% of the respondents fall within the 18-30 age group, as shown in Figure 4.2. These residents were either involved in or not involved in the tourism activity in their region, as shown in Figure 4.3.

Figure 4.2: Pie chart representing the age of the respondents:



The majority of respondents were government servants, accounting for 42%, followed by students, accounting for 27.14%, as shown in Figure 4.3.

Figure 4.3: Pie chart representing the occupation of the respondents:

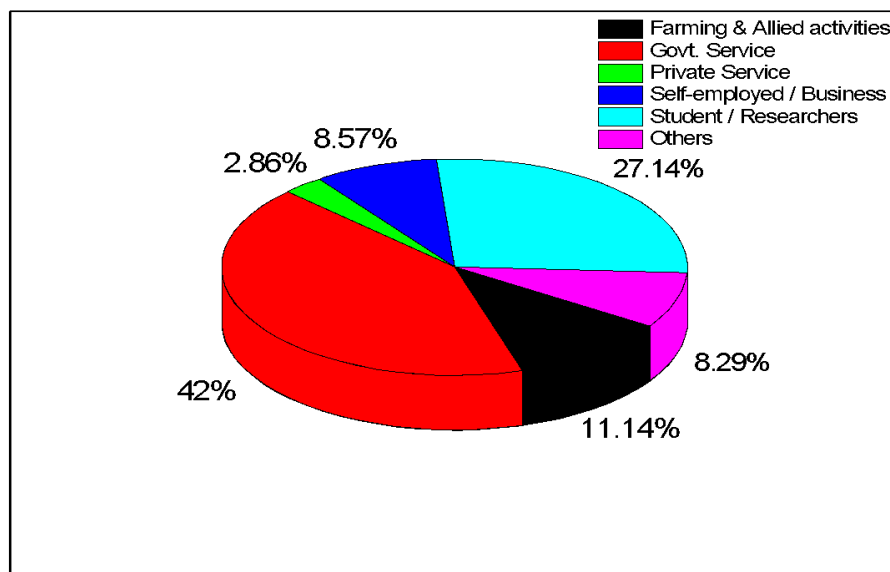


Figure 4.4: Pie chart representing the annual income of the respondents.

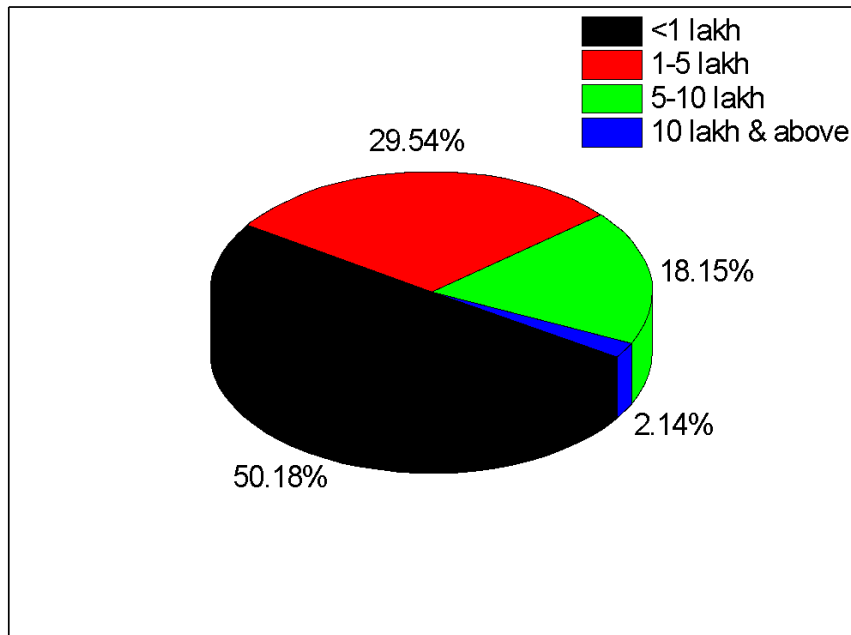


Figure 4.5: Pie chart representing the marital status of the respondent.

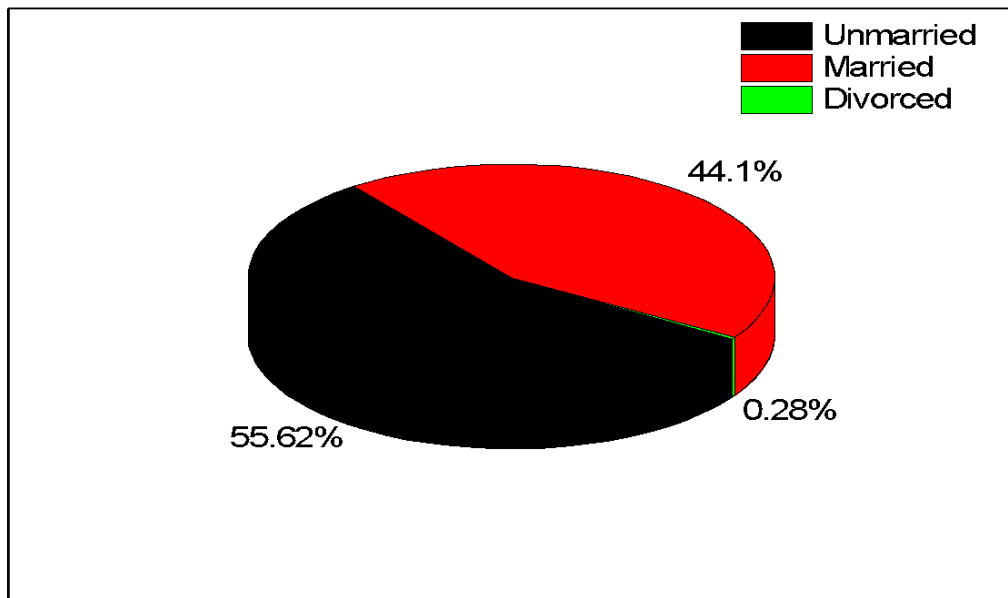
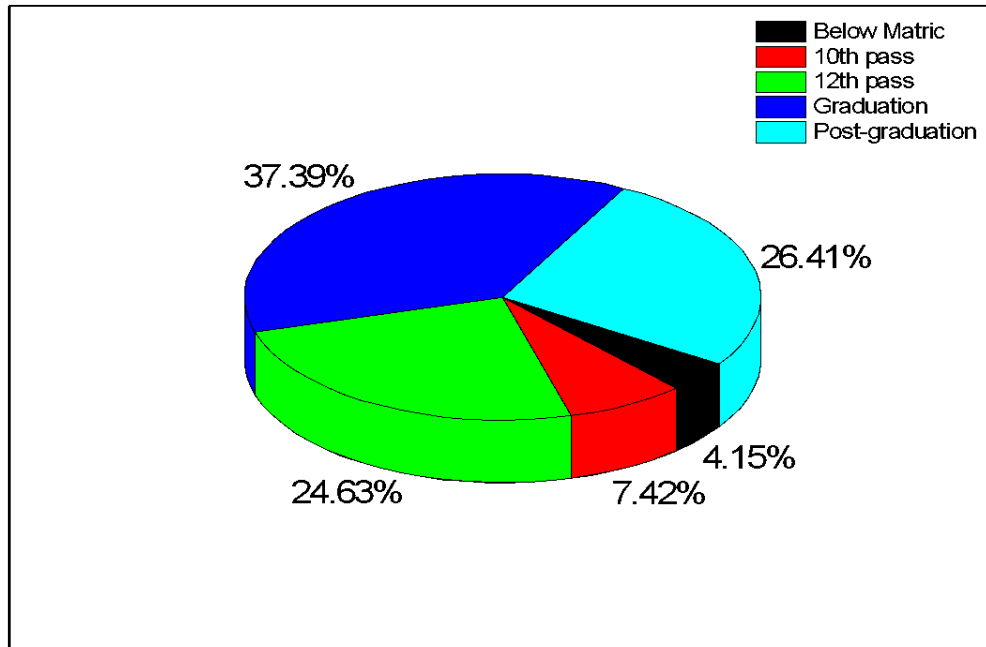


Figure 4.6: Pie chart representing educational qualifications of the respondents:



4.3 Analysis to see if the people from the selected three districts were engaged in any tourism or hospitality-related activities.

According to Table 4.2, in Lower Subansiri, there were 177 respondents, of whom only nine (5.1%) were engaged in tourism or hospitality-related activities. In contrast, in the Lower Dibang Valley district, there were 149 respondents, but none were engaged in the stated field. West Kameng district has 18 respondents, out of which a total of 4 (22.2%) responses were positive towards the stated field. When an inter-district comparison was made, it was found that the Lower Subansiri district had the highest percentage of respondents engaged in tourism or hospitality-related activities, at 69.2%. In contrast, for the W/Kameng district, the percentage is about 30.8%, while none are found in the L/Dibang Valley district. It is graphically represented in Figure 4.7 below.

Table 4.2: Comparison of three districts to see the engagement in any tourism or hospitality-related activities:

	L/Subansiri		L/Dibang		W/Kameng	
	Frequenc y	Percentag e	Frequenc y	Percentag e	Frequenc y	Percentag e
Yes	9	5.1%	0	0%	4	22.2%
No	168	94.9%	149	100%	14	77.8%
Total	177		149		18	

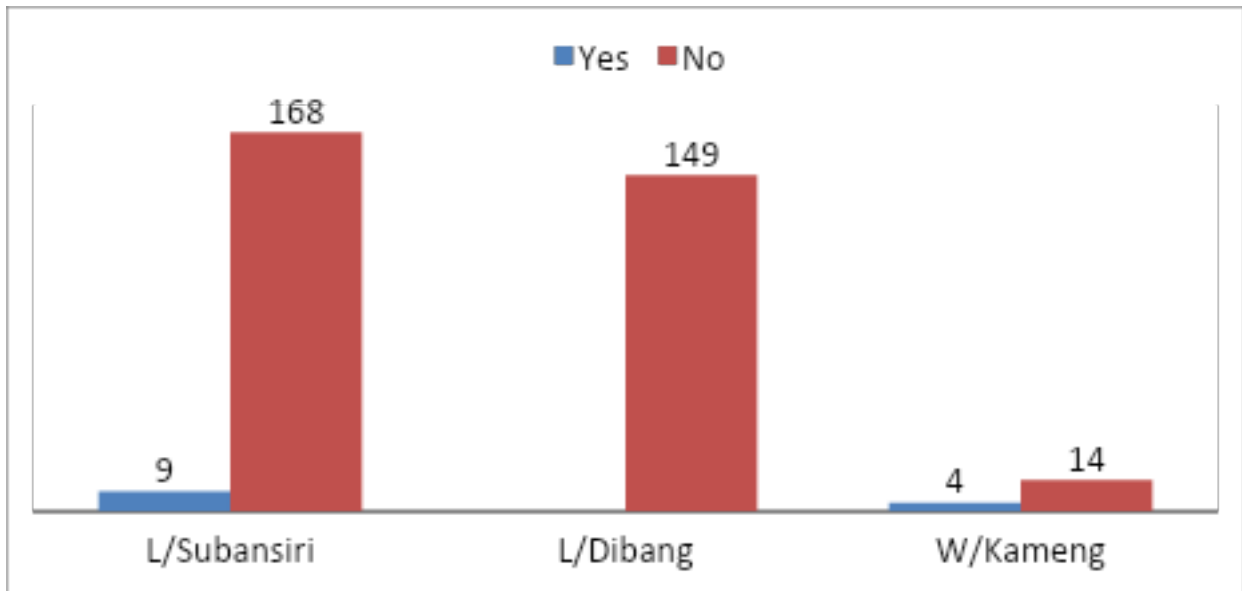


Figure 4.7: District-wise engagement of people in tourism activity.

4.4 Analysis to see if the people from the selected three districts have attended any training related to tourism and hospitality conducted by the government. Or any other organisation

Table 4.3 shows that out of 189 respondents in the Lower Subansiri district, only 10 have attended training. In the Lower Dibang Valley district, out of 151 respondents, only one person attended the training. In the West Kameng district, there are 18 respondents. Only five people attended the training. When an inter-district comparison was made, it was found that in the Lower Subansiri district, most respondents had undergone training in tourism, at 62.5%. In contrast, the figures were 31.2% and 6.2% for the W/Kameng and L/Dibang Valley districts, respectively. It is graphically shown below in Figure 4.8.

Table 4.3: Comparison of three districts for any training attended related to tourism and hospitality:

	L/Subansiri		L/Dibang		W/Kameng	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Yes	10	5.3%	1	0.7%	5	27.8%
No	179	94.7%	150	99.3%	13	72.2%
Total	189		151		18	

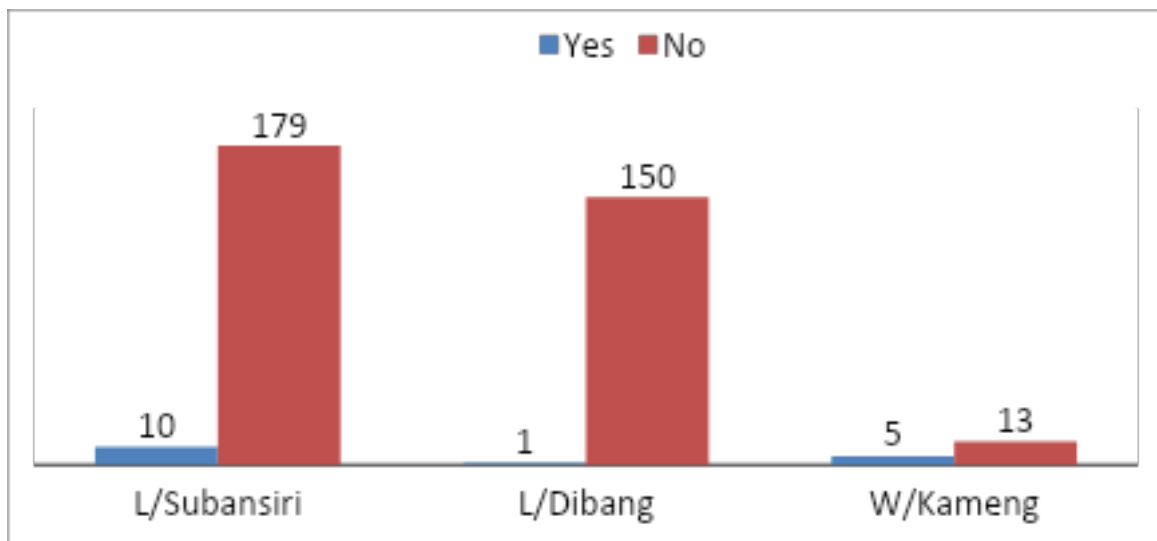


Figure 4.8: Training attended by the local people of three districts.

4.5 Analysis to see the level of interest in volunteering in tourism activities among the residents of three districts.

Table 4.4 illustrates that a survey was conducted to determine the interest of residents in three districts in volunteering for tourism-related activities. The interested volunteer work included being a local tour guide or showing around the village; cooking & hosting large group tourists; participating in the traditional welcome of tourists on request; showcasing traditional wear for photography; involvement in performing local group dance for tourists; helping tourists for shopping in the local market for native products such as traditional dress, crafts,

ornaments, agri- horti products; accompanying tourist if the tourist is interested in engaging in fieldwork or farming; teaching local culinary or cooking.

In the Lower Subansiri districts, out of 187 respondents, 102 expressed interest, and 85 did not. Similarly, for L/Dibang Valley, out of 148 respondents, 97 expressed interest, whereas 51 did not. For the W/Kameng districts, out of 18, all 17 respondents expressed interest, whereas only one did not. The total of the three districts shows that, out of 353 respondents, 216 (61.18%) expressed interest, and 137 (38.8%) did not. This is graphically illustrated in Figure 4.9 below.

Table 4.4: Comparison to Check the level of interest for volunteering in tourism activities:

	L/Subansiri		L/Dibang		W/Kameng	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Yes	102	54.54%	97	65.54%	17	94.44%
No	85	45.46%	51	34.46%	1	5.56%
Total	187		148		18	

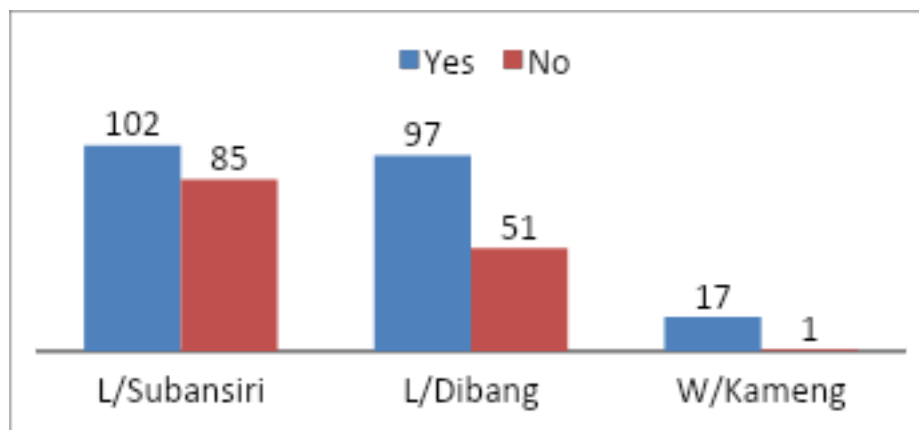


Figure 4.9: Level of interest in volunteering in tourism activity.

4.6 Correlation analysis to understand the relationship between engagement, training and voluntary participation among the local residents:

Table 4.5.1 shows a correlation between “Are you engaged in any tourism or hospitality-related activities?” and “Have you attended any kind of training related to tourism & hospitality conducted by the government or any other organisation?”. A significant,

moderate positive relationship exists between training attended and engagement in tourism activities ($p = .000$).

Table 4.5.1 Correlation between engagement in tourism activity and training attended:

		*engaged in any tourism activities	*attended training related to tourism
*engaged in any tourism activities	Pearson Correlation	1	.463**
	Sig. (2-tailed)		.000
	N	344	343
*attended training related to tourism	Pearson Correlation	.463**	1
	Sig. (2-tailed)	.000	
	N	343	358

** Correlation remains significant for 0.01 points (2-tailed).

Table 4.5.2 Correlations between training attended and desire for voluntary work in tourism:

		The desire for voluntary work	training attended
The desire for voluntary work	Pearson Correlation	1	.090
	Sig. (2-tailed)		.092
	N	353	353
training attended	Pearson Correlation	.090	1
	Sig. (2-tailed)	.092	
	N	353	358

Table 4.5.2 shows a correlation between “Will you be interested in volunteering for any tourism-related activities?” and “Have you attended any kind of training related to tourism &

hospitality conducted by the government or any other organization?” There is no significant relationship between interest in volunteer work and training attended in tourism ($p = .092$).

4.7 Analysis to understand the level of community participation in tourism development:

The mean score, as seen in Table 4.6.2 for statements 1, 3, 4, and 5, as shown in Table 4.6.1, ranges from 2.61 to 3.40, suggesting a neutral response, i.e., neither agreeing nor disagreeing with the statement. Awareness is the first and foremost aspect of any development work (statement 1). Hence, people need to be made aware of the prospects for tourism. The government, NGOs, and private stakeholders should rigorously promote and train the public. Lack of awareness may also be a reason behind the findings in Table 4.2, as shown above.

Table 4.6.1: Local community participation in tourism development:

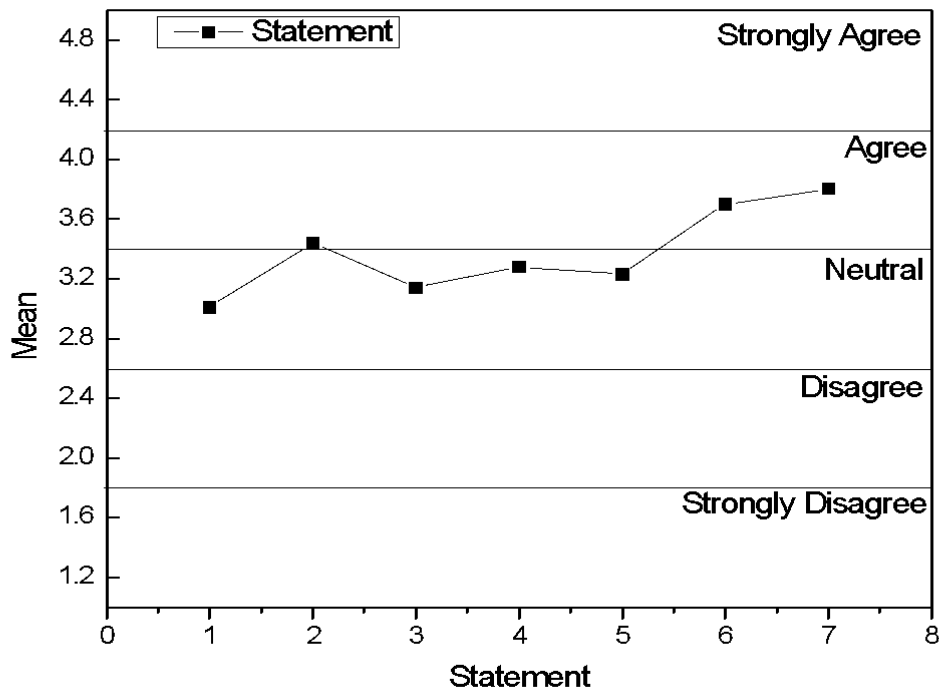
Sl. No.	Statements:	Mean	SD
1.	Awareness Programs about tourism and community development are often organised by the government or private organisations in your village.	3.0114	1.25579
2.	NGOs and SHGs are actively participating in and collaborating with the local community to encourage and create awareness about the positive effects of tourism when planned and implemented correctly.	3.4403	1.06049
3.	Officials from the tourism department and local body leaders involve local people/villages in deciding on tourism projects in your locality.	3.1437	1.16483
4.	Local people or local communities have a significant influence over any decision-making process involving the government and its officials.	3.2808	1.11994
5.	The government provides loans, incentives, subsidies, and technical support to local people who want to start their tourism businesses at the village level.	3.2330	1.20173
6.	Because of tourism, traditional heritage is protected and preserved.	3.7020	1.09204

7.	Given an opportunity, would you like to start a tourism business in future?	3.8052	1.12540
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*The higher the mean score, the stronger the agreement.

Regarding the involvement of the public in decision-making (statements 3 & 4), locals would know better about their locality. Therefore, they should be consulted and listened to whenever decisions are made. Local people were also unaware of the financial or technical support available if they wanted to start their own business (statement 5). Financial consultancy firms and technological knowledge hubs should be established, collaborating with the tourism department, experts, and banking bodies, so that local people feel free to approach them for help, guidance, or training related to their tourism businesses, essentially creating a walk-in help desk. A start-up-friendly tourism scheme should be introduced. The mean score of statements is shown in Table 4.6.1. Also, the graphical representation of Table 4.6.1 is shown in Figure 4.10 below. The interpretation of this mean score is presented in Table 4.6.2 below.

Figure 4.10: Graphical representation of Table 4.6.1



The mean score (Table 4.6.2) for statements 2, 6, and 7 (Table 4.6.1) ranges from 3.41 to 4.20. It shows agreement with the statement. More support from the government should be

given to NGOs to bring positive change in the community (statement 2). Many locals felt that tourism helped protect their traditional heritage (statement 6). This is a very encouraging quality of tourism. They have also agreed with the statement that they would like to start their own tourism business (statement 7). A progressive approach to the public would help create a capable workforce and foster community development that is currently in poor condition.

Table 4.6.2: Interpretation of mean score

Mean	Level	Statement
1.00 - 1.80	Strongly Disagree (SD)	-
1.81 – 2.60	Disagree (D)	-
2.61 – 3.40	Neutral (N)	1, 3, 4, 5
3.41 – 4.20	Agree (A)	2, 6, 7
4.21 – 5.00	Strongly Agree (SA)	-

4.8 Residents’ perception toward tourism development in their village

Rural populations may view tourism as either a positive or negative influence in their locality, as it has both positive and negative aspects. If proper and sensible development is not implemented, the natives may vehemently oppose tourism in their locality, despite its enormous potential.

4.8.1 Residents’ positive perception towards tourism development in their village

To understand the respondents' positive perspective, we administered a questionnaire with five-point Likert scales, as shown in Table 4.7.1. The statement ‘Tourism encourages & gives a boost to various cultural activities of the local people’ received the highest positive agreeing percentage of 82%. This was followed by the statement ‘Benefit from tourism has encouraged more development of recreation facilities for the residents, such as creating parks, resorts, lakes, etc., receiving an agreement percentage of 77%. A more positive agreement percentage in the questionnaire has brought to the limelight a positive or happy perspective of tourism in rural villages. The following perspective is graphically represented in Figure 4.11 below.

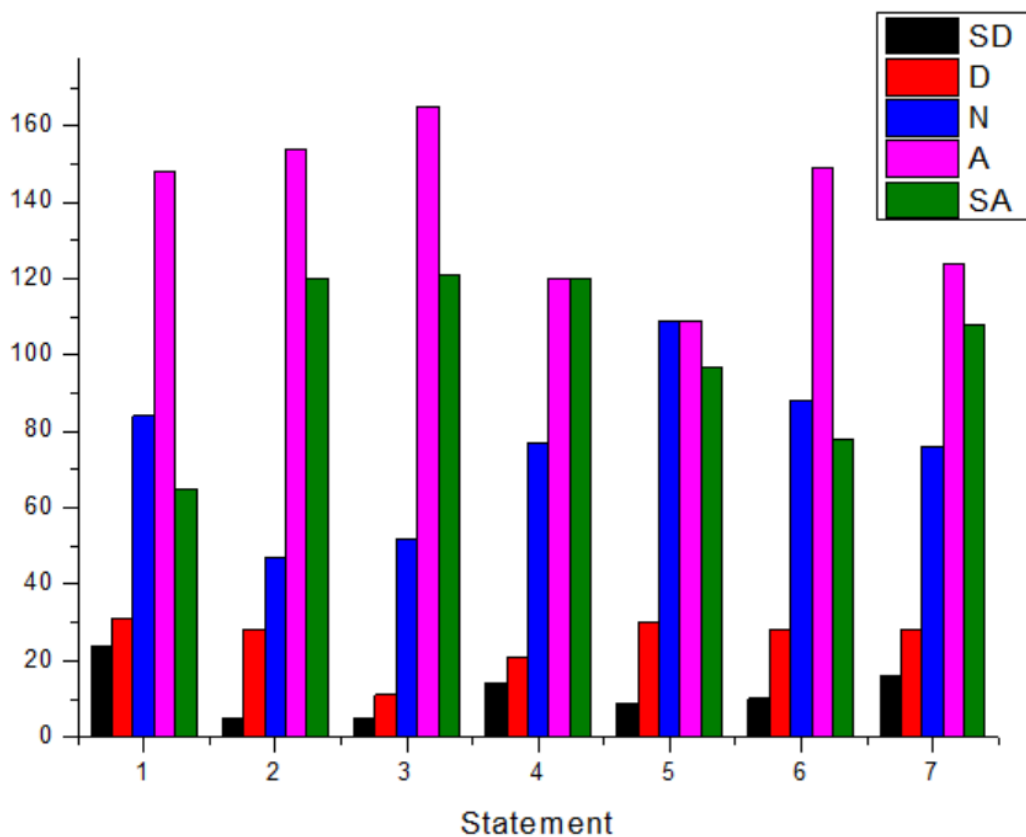
Table 4.7.1: Distribution of respondents on the positive tourism statements

Sl.no	Statements	No.	SD	D	N	A	SA	Total Agree%
1.	Tourism has brought positive changes in your village/ community	352	24	31	84	148	65	61%
2.	Benefits from tourism have encouraged the development of recreation facilities for local residents, such as the creation of parks, resorts, and lakes.	354	5	28	47	154	120	77%
3.	Tourism encourages and boosts various cultural activities among the local people.	349	5	11	52	165	121	82%
4.	Tourism activities have provided rural women with a means of earning a living.	352	14	21	77	120	120	68%
5.	Tourists like to buy local & handmade products, which has increased demand for local products and benefited the local economy.	354	9	30	109	109	97	58%
6.	Tourism has influenced youth to get involved in tourism-related jobs and activities	353	10	28	88	149	78	64%

7.	You are interested in participating in your village's upcoming tourism development project.	352	16	28	76	124	108	66%
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Note: No. = number of responses for each statement, SD = strongly disagree
D = Disagree, N = neutral, A = agree, SA = strongly agree

Figure 4.11: Graphical representation of positive perception of respondents towards tourism



4.8.2 Residents' negative perception towards tourism development in their village

According to Table 4.7.2, 80.2% of the respondents expressed happiness about receiving tourists in their village. This is a considerable portion of the respondent population. However, they were concerned about some negative issues due to tourism activity. Based on the total agreeing percentage alone, 77.5% Of the respondents were worried about the influence of tourists on their tribal culture; therefore, to protect the ethnicity of local culture and tradition

from tourist influence, they wanted the government, public leaders, and local people to work out some plan so as not to lose the original essence of the tribal culture. 60.4% of the respondents also felt that big players usually take away larger benefits from tourism. 58.2% of the respondents also felt that tourists and their modern culture have a significant influence on younger generations. 53.3% of the respondents believed that tourism contributed to congestion, littering, garbage, and pollution in their locality. 52.6% of the respondents felt that there are no adequate environmental conservation or protection measures, as tourist infrastructure development leads to extensive clearance or cutting down of mountains and trees.

The most minor concern among the statements was ‘Tourism disturbs the peaceful environment of your village’ at 35.6 per cent. Followed by 36.9 % who felt ‘government developmental activities are more focused on tourists rather than the local public’. 39.9% of the respondents said “tourism-related jobs are low paying”. However, 47% of the respondents agreed upon the statement that with more outside people coming to your place due to tourism, cases of antisocial activities have increased, such as drugs, alcoholism, prostitution, etc. 41.6% of the respondents agreed that tourism generates more job and opportunities for non-residents rather than for the locals. Another 43.7% of the respondents agreed that this has increased the cost of living for the locals. Table 4.7.2. is graphically represented in Figure 4.12.

Figure 4.12: Graphical representation of negative perception of respondents towards tourism

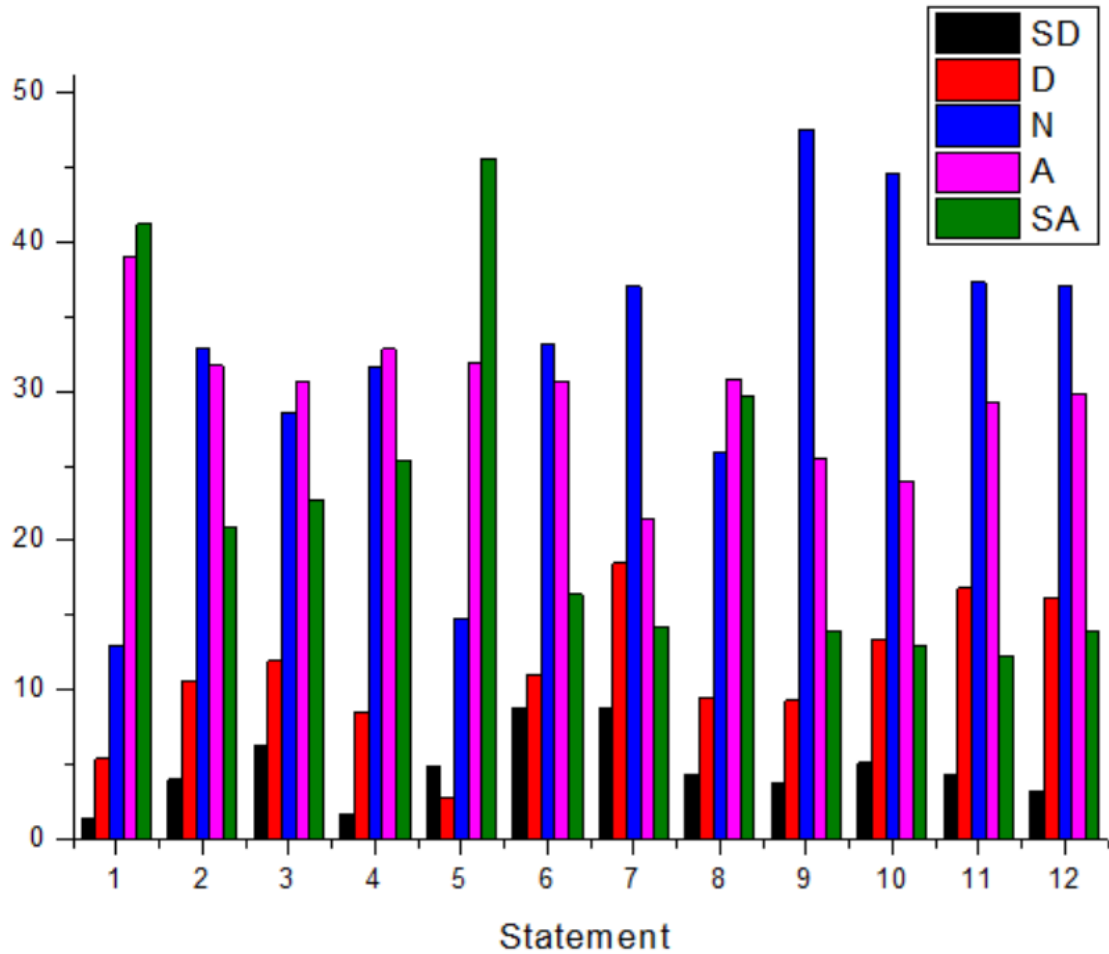


Table 4.7.2: Distribution of respondents on the negative tourism statements

Sl. No.	Statement	No.	SD	D	N	A	SA	Total Agree%
1	You feel happy when more people or tourists come to your village.	354	1.4	5.4	13.0	39.0	41.2	80.2
2	There are no adequate environmental conservation or protection measures. (Since tourist infrastructure and development lead to ample clearance/cutting down of mountains and trees.)	350	4.0	10.6	32.9	31.7	20.9	52.6

3	Tourism has caused congestion, littering, garbage, and pollution in your place.	353	6.2	11.9	28.6	30.6	22.7	53.3
4	The younger generation gets easily influenced by tourists and their modern culture.	351	1.7	8.5	31.6	32.8	25.4	58.2
5	To protect the ethnicity of local culture and tradition from the influence of tourists, public leaders and local people should devise a plan to preserve the original essence of tribal culture.	351	4.8	2.8	14.8	31.9	45.6	77.5
6	With more outside people coming to your place due to tourism, cases of antisocial activities have increased, such as drugs, alcoholism, prostitution, etc.	353	8.8	11.0	33.1	30.6	16.4	47.0
7	It disturbs the peaceful environment of your village.	351	8.8	18.5	37.0	21.4	14.2	35.6
8	Big players take away larger benefits from tourism, and local people do not gain much from tourism activities.	351	4.3	9.4	25.9	30.8	29.6	60.4
9	Tourism-related jobs are low-paying.	345	3.8	9.3	47.5	25.5	13.9	39.4
10	Govt developmental activities are more focused on tourists than the local public, resulting in a negative attitude towards tourists and tourism development.	350	5.1	13.4	44.6	24.0	12.9	36.9
11	Tourism creates more jobs and opportunities for non-residents than for locals.	351	4.3	16.8	37.3	29.3	12.3	41.6

12	It has increased the cost of living for the locals.	346	3.2	16.2	37.0	29.8	13.9	43.7
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Note: No. = number of responses for each statement, SD = strongly disagree

D = Disagree, N = neutral, A = agree, SA = strongly agree

4.9 Regression Analysis for Tourism impacts that concern (IV) most local people's happiness (DV):

The enter method was used to interpret the data, i.e., all the requested variables are entered. (Independent Variables impacting the overall happiness of locals {Dependent Variable} were taken based on the highest agreement percentage in Table 4.7.2)

According to the model summary, the R-squared value was found to be 0.232. This means 23.2% of the variability in the dependent variable (i.e., local people's happiness regarding tourism activity in their locality) is accounted for by the regression on the independent variable (i.e., the need to come up with measures to protect the ethnicity from tourist influence, young generation influenced by tourist and their modern culture, Larger Benefits taken by big players, Tourism concern such as congestion, littering, garbage, and pollution, No adequate environment conservation measures).

The ANOVA test yielded a significant value of 0.000 (less than 0.05) for the F-statistic. Thus, the overall model is significant (fit).

For multiple regression analysis, a Standard Regression Coefficient (β) is chosen rather than Unstandardized Coefficients (B) because a small coefficient may be more important than a larger one (Siegel, 2022). From the table, it can be seen that the highest positive correlation is found to be between the view of the need for measures for protecting the ethnicity from the tourist influence ($\beta = 0.385$) and the host's happiness towards tourist activity. This is followed by apprehension about most benefits being taken by deep pockets ($\beta = 0.142$). Lastly, there is concern about youths being negatively influenced by tourists, esp. with their modern culture ($\beta = 0.077$). The highest negative correlation is the concern about pollution created by tourism ($\beta = -0.092$) followed by worry about the absence of adequate environmental conservative measures ($\beta = -0.022$).

From Table 4.8, Collinearity Statistics, it can be seen that the value of the Variance Inflation factor (VIF) for all independent variables is less than 10 (i.e. need to come up with measures to protect the ethnicity from tourist influence (1.391), young generation influenced by tourist and their modern culture (1.209), Larger Benefits taken by big players (1.506), Tourism concern such as congestion, littering, garbage, and pollution (1.243), No adequate env. Conservation measures (1.348). Thus, it can be concluded that there is no severe multicollinearity, i.e., the independent variables in our regression model are not correlated. Thus, the estimated result of the present model is accurate and unbiased.

Table 4.8: Regression Analysis for concerns affecting most local people's happiness (DV) regarding tourism activity in their locality:

Notes: $R^2 = 0.232$; $F = 20.455$; Significance $F = 0.000$; **significance ≤ 0.05

Variable	Unstandardized Coefficients B	Standardized Coefficients Beta (β)	t	Collinearity Statistics VIF
(Constant)	2.329		9.395	
We need to come up with measures to protect the ethnicity from tourist influence.	.344	.385	6.844	1.391
Measures to curb larger benefits taken by big players.	.119	.142	2.427	1.506
No adequate env. Conservation measures.	-.019	-.022	-.391	1.348
Tourism concerns include congestion, littering, garbage, and pollution.	-.077	-.092	-1.736	1.243
Policy to assess the impact of tourists and their modern culture on the young generation.	.072	.077	1.466	1.209

4.10 Thematic Analysis of Open-ended Question.

To better understand the respondents' view towards tourism in their locality, the role played by the community in the conservation and development of the village, and any suggestions for developing tourism in their village/ locality, some open-ended questions were put up in the questionnaire as such-

Q23. Does your community play any part in the conservation and development of the village?

(Yes _____/No _____)

i) If your answer is yes, please specify how? _____

Q24. Do you have any suggestions for developing tourism in your village that you would like to share with the public, officials, or the government?

4.10.1. Role of community in conservation & development of the village

In response to Q23 (*Does your community play any part in the conservation & development of the village?*), out of 361 respondents, 175 respondents, accounting for 48% of the total, answered 'yes'. However, many responses were confined to 'yes' only, without giving brief or extended open-ended comments. Hence, an open-ended comment received was limited to approximately 134 responses only. Furthermore, 166 respondents, representing 46% of the total, responded with a 'no'. They felt that their community played no role in the conservation and development of their village. Twenty respondents, representing 6% of the total, neither answered 'yes' nor 'no' to question number 23, as shown in Table 4.9.1.1 and Figure 4.13.

Table 4.9.1.1: Frequency of response to Q23

Frequency	Code	Numbers	Percentage
Nil	l	20	6%
No	n	166	46%
Yes	y	175	48%
Total		361	100%

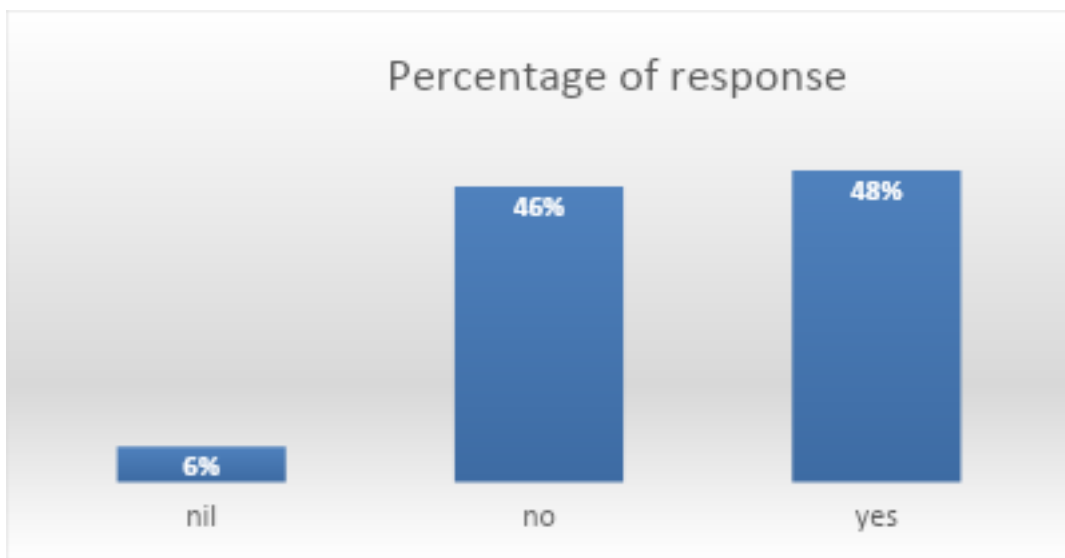


Figure 4.13: Column showing the percentage of response towards Q 23.

Next, these 134 open-ended responses received in question 23 were serially laid out. After repeatedly reviewing these responses, familiarising myself with and understanding them in relation to the research topic, they were grouped into themes and codes. Similar answers or related answers were identified and kept under a common theme. Eventually, these themes are categorized under ten varied themes, as shown in Table 4.9.1.2 and Figure 4.14. Therefore, these responses were grouped under different themes and codes and further analysed in Microsoft Excel. The data were examined and tabulated by frequency of respective codes, as shown in Table 4.9.1.2 and Figure 4.14. Theme ‘Cleanliness’ received the highest responses (24) in the contribution of the community in the conservation and development of the village, followed by ‘Conservation of environment (22)’ and ‘Preservation of landscape and tradition (19)’.

It was also observed that the conservation methods adopted were at their current level and required further government reinforcement and support in introducing strict measures and policies.

Table 4.9.1.2: Frequency of theme under conservation and protection measures at village level.

Sl. No.	Theme	Code	Frequency	Percentage
1	Infrastructure development	ID	17	13%
2	Awareness & knowledge	AK	12	9%
3	Panchayat/ elders	PE	8	6%
4	Conservation of the environment	CE	22	16%
5	Cleanliness	CL	24	18%
6	Youth participation	YP	5	4%
7	SHG	SG	10	7%
8	Preservation of landscape & tradition	PL	19	14%
9	Promotion and conservation of culture	PC	8	6%
10	Community development committee	CD	9	7%
		TOTAL	134	100%

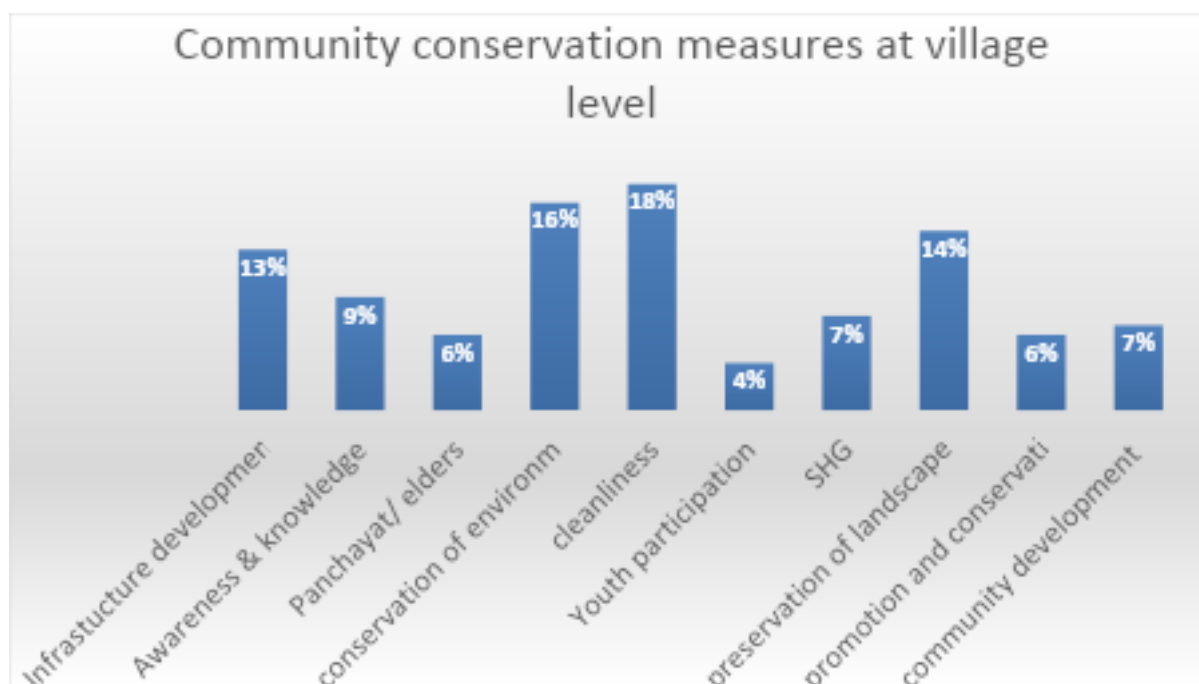


Figure 4.14: Graphical representation of responses towards community conservation measures at the village level.

A few prominent comments on question number 23 are reflected below. These comments echo the role and significance of community in the tribal lifestyle of Arunachal Pradesh. How being part of an age-old community system has directly and indirectly contributed to the preservation and conservation of their tribal lifestyle, community forest, community river, and community land, among other resources. It also highlights the close dependence of tribes in Arunachal Pradesh on nature and its well-being. Comments received are as follows:

Yes, if tourists are attracted to our culture, then we will take more care and consideration in developing our culture and village (respondent no 138).

Yes, our Hija village youth do conduct social services regularly on the 2nd Saturday of the month (respondent no 144).

Yes, for forest conservation, our village adopted a zero-tolerance policy on the cutting of trees for any purpose. For firewood, villagers are allowed to collect only branches and logs of dead trees (Respondent No. 180).

Yes, conservation of community forests, participation in various social group activities, such as cleanliness drives in the village and awareness campaigns on social issues (respondent no. 233).

Yes, we preserve our genealogy for our future ones (respondent no. 271).

Yes, Hunting is banned, preservation of natural resources (respondent no. 277).

Yes, Protection and preservation of community land, rivers and forest (respondent no. 289).

Yes, local self-government. Still plays important roles (respondent no. 305).

Yes, by forming a community development forum, etc., to protect the village and surroundings (respondent no. 309).

Yes, we still follow our customary system (respondent no. 321).

4.10.2 Suggestions from respondents for improving tourism in their locality.

Regarding question no. 24 (*Any suggestion you would like to give to the public/officials/ govt. for developing tourism in your village?*) In the questionnaire, out of 361 respondents, only 138 respondents provided suggestions for improving tourism to the public, officials, or the government in their locality. The frequencies of responses are recorded as shown below in Table 4.9.2.1 and Figure 4.15.

Table 4.9.2.1: Frequency of responses to Q. 24

Frequency	code	Nos	%
Nil	L	221	61%
No	N	2	1%
Yes	Y	138	38%
Total		361	100%

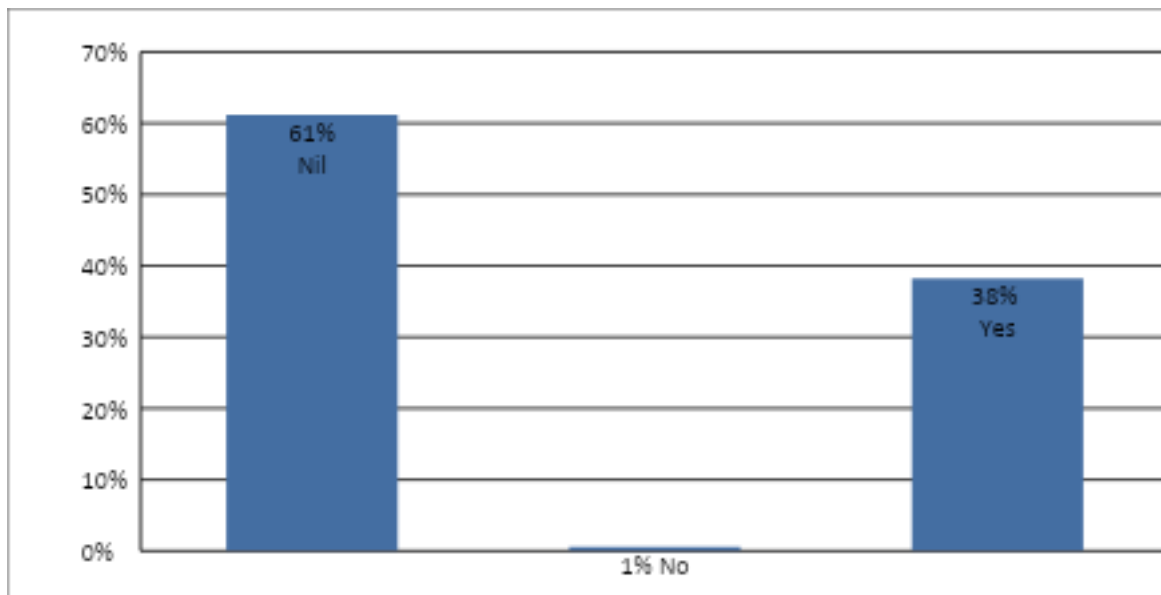


Figure 4.15: Graph representing the responses towards Q24.

Like question 23, responses received for question no. 24 underwent rigorous thematic analysis. Similar responses were grouped under common themes and codes and analyzed using Microsoft Excel. The themes identified from the responses received are presented in Table 4.9.2.2 and graphically illustrated in Figure 4.16. Out of all the themes, ‘Training & Awareness about tourism’ received the highest response (15%), followed by ‘Road

connectivity & Creation of more tourism infrastructure’ (receiving 12% response). Simultaneously, it is followed by ‘Preserve and promote culture & tradition’ and ‘Community participation’, receiving equal responses each (9%). Interestingly, negative comments having a response percentage of 6% were also recorded, where the respondents felt that the government. Only pays attention to officials and political parties. Benefits and works are given only to their kit and kin.

Table 4.9.2.2: Frequency of theme under suggestions to improve tourism.

Sl. No	Theme	Code	Frequency	Percentage
1	Preserve and promote culture & tradition	PT	23	9%
2	Hygiene & cleanliness	HC	18	7%
3	Community participation	CP	21	9%
4	Training & Awareness about tourism	TA	37	15%
5	Village consent before tourism development	VC	4	2%
6	Maintenance of existing tourism infrastructure	ME	13	5%
7	The government should provide more loans and subsidies	LS	13	5%
8	Control measures & policies	CM	12	5%
9	More investment and employment generation in the tourism sector	IE	19	8%
10	More promotion and marketing of tourism	PM	13	5%
11	Road connectivity & Creation of more tourism infrastructure	RI	29	12%
12	Maintenance of basic public utilities	PU	13	5%
13	Conserve natural beauty and landscape	NB	14	6%
14	The government pays attention and benefits only to big players	GB	14	6%
				100%

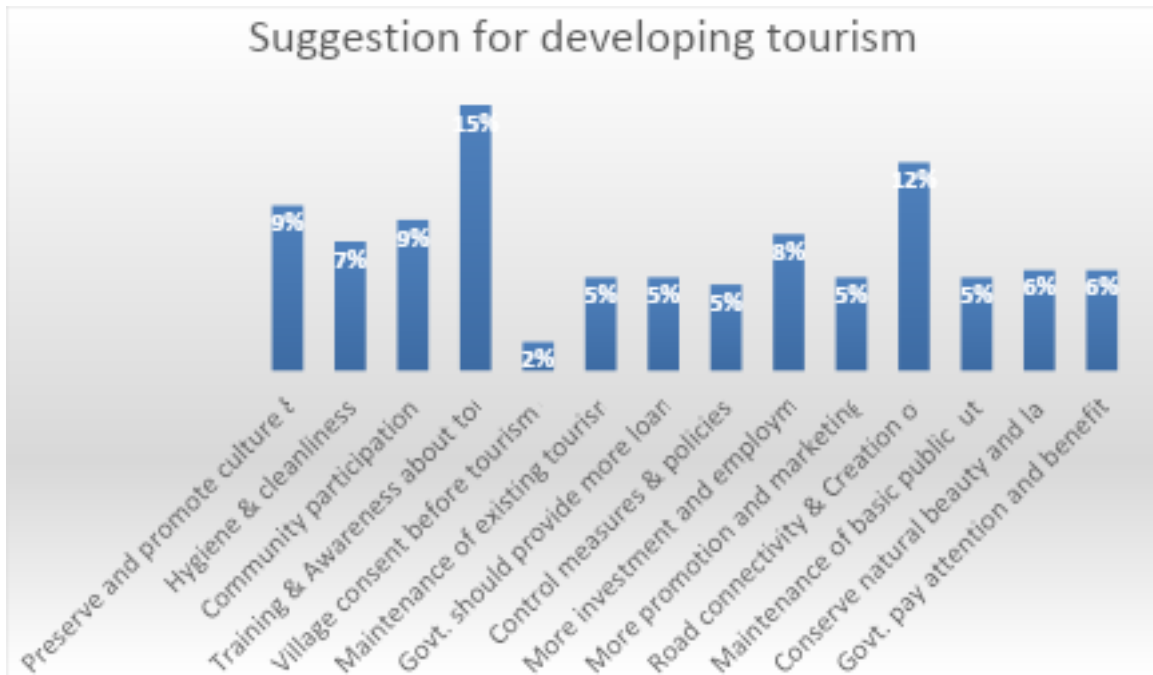


Figure 4.16: Graphical representation of suggestions received for improving tourism in the village.

A few prominent comments on question number 24 of the questionnaire are reflected below:

Development of local entrepreneurship (respondent no. 3).

Initiating integrated participation of local people & dept. and creating awareness about the tourism industry (respondent no. 13).

Village consent and the village sentiments should be heard before developing tourism in the village (respondent no. 17).

The government can focus more on attracting tourists by maintaining the already developed tourist area (respondent no. 19).

Road condition, strict traffic rules, drainage system, and public awareness scheme (respondent no. 37).

Promote tourism in our locality and involve the local/public in decision-making. Create awareness on anti-social activities like drugs, alcoholism, etc., as well as on cleanliness drive (respondent no. 53).

We need to promote the local market, traditional dress, and a clean environment, as well as sustainable development along the riverside (respondent no. 113).

Advertisement of tourism programs and schemes is required to reach the grassroots level of society (respondent no. 141).

Rural tourism has had a significant impact on Ziro, my hometown. Rural tourism has been a source of income at the village level, with many business establishments emerging to cater to tourists who visit our villages to experience their cultural heritage. Many homestays have emerged in villages, offering a unique village experience to tourists. Such activities have boosted the economy of Ziro. Proper road conditions and additional lodging facilities would provide a significant boost to rural tourism in Ziro. The government should provide loan subsidy facilities to villages to boost rural tourism activities, and proper cleaning and maintenance of tourism spots should be undertaken (respondent no. 179).

Local traditional attire shop; Kindly pay attention to the impact of traffic and garbage with the increase in the flow of tourism. Localities should be educated on the importance of nature preservation and local riverside cleanliness (respondent no. 189).

Employment generation, encouraging local crafts and handlooms, and involving the local community in the decision-making process are key aspects. Additionally, tourist intake should be regulated (respondent no. 198).

Sanitation and cleanliness should be the primary focus for developing tourism in the first place (respondent 205).

Earlier, it was common for everyone to be busy with their lives. No one takes an active part in organising a community development program. I have no idea about it. Local level participation is necessary for promoting tourism. During this period of development, the village's uniqueness is losing its identity. Every house is converted to RCC building. The forest is cut down to make way for the plantation of cash crops. Villages are becoming towns. Such activities should be discouraged in villages by providing alternatives and imposing fines (respondent no. 225).

Employment generation; Awareness program about tourism in rural areas, along with financial incentives for tourism development in the village (respondent no. 266).

Suggestions can be many, but one should be determined and focused to develop their place rather than fall into the trap of "corruption" (respondent no. 277).

Needs tourism awareness training at the village level (respondent no. 292).

Give more importance to local products(respondent no. 340).

The government should provide loans to all the public, not just to selected officers (respondent no. 343).

The government is giving benefits only to the near and dear of officials and political parties (respondent no. 360).

4.11 Analysis to see the conduct of training by SFCI:

As shown in Table 4.10 below, various types of training were conducted by the State Food Craft Institute (SFCI) under the Directorate of Tourism, Arunachal Pradesh, over the past five years. The outcome of the training is presented in Table 4.11 below. SFCI Itanagar is the sole training institute under the Department of Tourism in the state that imparts various training programs in the tourism and hospitality field. It was inaugurated in 2017.

Table 4.10: Types of training conducted for the last five years.

Year	Name of the training	The place where it was conducted	Number of participants	Places where the participants belong to
2020	No record available	-	-	-
2021	Multi-cuisine cook, Homestay, Bakery	Likabali	80	-
	Homestay, bakery, Food & Beverage service, Multi-cuisine cook	Mechuka	109	-
	Bakery & Homestay	Ziro	53	-
	Bakery & Homestay	Namsai	85	-
2022	Multi-cuisine cook & Bakery	Tippi	51	-
	Food & Beverage service	SFCI	14	Itanagar
	Bakery	Pasighat, Panging & Roing	64	-
2023	Multi-cuisine cook	Roing	26	-
	Homestay	Panging & Palin	47	-
	Front Office associate	SFCI	18	Itanagar
	Homestay	Bana	50	Bana
	Homestay	Tezu	44	Tezu
2024	Multi-cuisine cook	SFCI	22	Itanagar
	Bakery	SFCI	41	Itanagar
	Homestay	Kamle	105	-

Table 4.11: Training outcome

Sl. No.	Place of Training	Batch	Code of participant	Employed in
01	Tippi	MCC 01 (Multi-cuisine cook)	001	Working in the Pine Ridge Hotel, Itanagar
			002	Working in the Pine Ridge Hotel, Itanagar
			003	Working in the hotel PYBSS, Itanagar
			004	Working in the hotel PYBSS, Itanagar
			005	Working in the hotel PYBSS, Itanagar
			006	Working in Waii International Hotel
02	SFSCI	MCC 01 (Multi-cuisine cook)	001	Working in Jessiez's fast food restaurant, Itanagar
			002	Working in the Taste of the Dawn restaurant, Naharlagun
			003	Working in the Mara Hotel, Itanagar
			004	Working in Cloud kitchen, Itanagar
			005	Working in the café, Itanagar
03	Roing	MCC 02 (Multi-cuisine cook)	001	Started own homestay
			002	Working in a New Family restaurant, Roing
			003	Working in a New Family restaurant, Roing
			004	Working in the Dibang Valley jungle camp
			005	Working at Anini hut
			006	Working at Zeemuko Hotel, Roing
04	SFCI	FBS 01 (Food & Beverage Service)	001	Working in the ABC restaurant, Itanagar
			002	Working in the DK convention hall, Itanagar

			003	Started a homestay at Yingkiong
			004	Started a homestay at Yingkiong
05	Roing	BKE 02 (Bakery)	001	Started home baking
			002	Started home baking
			003	Started home baking
			004	Started home baking
			005	Started home baking
			006	Started home baking
			007	Started home baking
06	Pasighat	BKE 03 (Bakery)	001	Started home baking
			002	Started home baking
			003	Started home baking
			004	Started home baking
			005	Started home baking
			006	Started home baking
07	SFCI	FOA 01 (Front Office Associate)	001	Working in Happy Hollocks, Itanagar
			002	Working in Arun Subansiri Hotel, Itanagar
			003	Working in SFCI, Itanagar
			004	Working in Cygnet Inn, Itanagar
			005	Working in SFCI, Itanagar

As seen in Table 4.10, the number of participants in various training programs provided by SFCI over the last five years appears nominal. Even in the outcome section, Table 4.11, very few participants were recorded as being employed in various fields. If we examine the frequency of training conducted by SFCI on an annual basis, it appears insignificant to the public of the entire state. When enquired about the mode of circulation of information about the training, it was mainly through the newspaper.

This interpretation can also contribute to the analysis presented in Table 4.2 (engagement) and Table 4.3 (training attended), which highlights the poor public engagement with tourism activities and the low attendance at training sessions.

4.12 Department of Tourism, Govt. of Arunachal Pradesh:

4.12.1 Statistics of Tourism businesses registered under the Department of Tourism:

The number of registered homestays is a remarkable 784 throughout the state. The highest number of homestays was registered in the Tawang district, followed by the West Kameng district, with 86 and 78 registered in both districts. All the other businesses' statistics are given below in Table 4.12

Table 4.12: Tourism businesses in the state registered with the department. of tourism

Sl. No.	Particulars	Number
1	Homestay	784
2	Tour Operator	328
3	Dept runs lodges	02
4	Leased assets	09
5	Caravan	05

4.12.2 Training conducted by the tourism department:

Training data for the last five years has been requested from the tourism department. However, data for 2024 were only provided by the department, as shown in Table 4.13. Considering the strength of the department and the number of districts in Arunachal, the numbers and types of training provided appear to be very low.

Table 4.13: Training given by the tourism dept.

Year	Name of the training	The place where it was conducted	Number of participants
2024	Front Office Management	SFCI, Itanagar	-
	Homestay Orientation program in	Itanagar, Papum Pare	-
	Upskill & awareness program	Bana, Sinchung and Tippi	-
	Homestay training program	Bomdila & Tawang	-
	Guide Training	Ziro and Namsai	-

4.12.3 Revenue earned by the Department of Tourism:

Data on revenue earned by the department for the last five years was requested; however, the department only provided data for the year 2024-2025, as shown in Table 4.14 below.

Table 4.14: revenue data of the tourism dept

Sl. No	Particulars	Year: 2024-2025
1.	Homestay	1,73,300
2.	ILP	33,11,300

3.	PAP	10,33,200
4.	Caravan	2,51,000
5.	Leased out Assets	8,05,181
6.	Dept runs tourist lodges	14,17,800
7.	Tour Operator Licenses	3,90,900
8.	Monthly asset	1,81,500
	Total	75,64,181

ILP stands for Inner Line Permit. Any visitors or non-Arunachal Pradesh Scheduled Tribe individuals, other than the state's natives, require an ILP to enter Arunachal Pradesh. It can be applied both online and offline. One can apply online through the state's official website or submit an application offline at various deputy commissioner offices, resident commissioner offices, and other designated locations. For tourists, the permit costs approximately 100 rupees per person and is valid for one month.

Likewise, PAP stands for Protected Area Permit. Non-Indian citizens need to possess a PAP to enter the state. Foreign tourists in a group of at least two or more may get the PAP from the state website or may collect from offices such as the Government of India, the Ministry of Home Affairs, New Delhi; the Resident Commissioner, New Delhi; the Secretary of Tourism, Arunachal Pradesh; the Commissioner (Home), Arunachal Pradesh. Charges for PAP are approximately USD 30, depending on specific criteria such as the number of group members and the length of the visit. Applications for PAP must be submitted through approved and registered tour operators only.

The department leases five caravans. The names of the leased assets of the department are the tourist lodge Boleng, resort at Lumla, mini resort at Nuranang, tourist lodge Kalaktang, tourist lodge Dirang, tourist lodge Tipi, tourist lodge at Lada, angling centre, and tourist viewpoint at Komlightat. Department-run tourist lodges are in Tawang and Bomdila. Only one monthly asset exists for the department, which is situated at Oyan.

On further investigation, is any data available on the revenue earned by private organisations in the tourism business? The department has no records of it.

4.12.4 Tourism scheme available for the state of Arunachal Pradesh:

There are two tourism schemes available to benefit the public and students in the state of Arunachal Pradesh. These are Chief Minister Paryatan Vikas Yojna (CMPVY) and Chief Minister Paryatan Siksha Yojna (CMPSY).

The state government initiated the Chief Minister Paryatan Vikas Yojna to develop tourism facilities in the state, thereby enhancing the livelihoods of local residents. It consists of three components. These are: support for Patisseries and Food courts; support for Homestays; and financial Support for adventure sports, including the procurement of adventure equipment.

Initially, the scheme was formulated to provide beneficiaries with a subsidy for a tourist vehicle or taxi. However, it was later discovered that the vehicle intended for tourist use was often used for personal purposes by many. Hence, due to the poor outcomes of the schemes, it was restructured to provide loans for various tourism trades, such as running food courts, patisseries, homestays, and the purchase of adventure sports equipment.

The state government started the Chief Minister Paryatan Siksha Yojna to promote and develop tourism through trained manpower. Students taking various courses, such as hospitality and catering, food and beverage service, food production, front office, housekeeping, and bakery, are being sponsored by the government. Degree courses in hospitality, as well as PG diploma and diploma courses in hospitality and catering, are mostly covered by this scheme, subject to certain conditions.

On further probing into the availability of records of how many people have availed of these schemes in the last five years? Their response is recorded in Table 4.15 below.

Table 4.15: Tourism scheme and people

Sl. No.	Name of the scheme	Number of people	Place or origin of the beneficiaries who availed of the schemes
1.	CMPVY	1090	-
2.	CMPSY	59 (FY 2022-24)	-

4.12.5 Employment statistics of the department:

Overall, there are 141 people employed in the Department of Tourism, Government of Arunachal Pradesh, in various capacities, including tourism information officer, district tourism officer, deputy director, and director. The department maintains no record of people employed in the private sector in the tourism field.

4.13 Major findings from the above results and analysis:

Finding 1: It was found that 331 respondents out of a total of 344 respondents, or 96.2%, were not engaged in any tourism business, as shown in Table 4.2. Only 3.8% of the respondents were engaged in the tourism industry. Those who were engaged were primarily involved in the homestay and hotel business.

Finding 2: 4.5 % of respondents attended training in tourism and hospitality, whereas 95.5 % did not attend any training in tourism (Table 4.3). They attended training sessions primarily on homestays, tour operations, hospitality, the Chief Minister's Paryatan Vikas Yojna, tour guiding, and trekking. On further asking if this training was helpful to them? Most of them have agreed that it is beneficial to them. Therefore, the Department of Tourism, NGOs, and various private bodies should collaborate to provide more such training in the tourism industry, allowing many local people to take advantage of it and start their small ventures.

Finding 3: 61.2% of the respondents were interested in volunteer work in tourism. 38.8% were not interested (Table 4.4). However, the 'interested' percentage is a very encouraging figure. Among the types of volunteer work, the most favoured activities were – (1) local tour guide or showing around the village, (2) participating in the traditional welcome of tourists on request, and (3) showcasing traditional wear for photography.

Finding 4: A Positive relationship between engagement and training indicates that the more training is imparted to the public, the more they will be interested in undertaking self-employment or engaging in tourism activities, as shown in Table 4.5.1. That can lead to the creation of an efficient tourism workforce. This can not only solve the issue of unemployment but also reduce the burden of seeking government jobs, a widespread and persistent problem in the state.

Finding 5: Since there is no significant relationship between volunteer and training, the desire to volunteer will not be influenced by any training attended (Table 4.5.2). People

without formal training can be interested in volunteering for tourism work. This is a very encouraging and good trait for developing tourism and the tourism workforce in the area.

Finding 6: The mean score for statements 1,3,4, and 5 is between 2.61 and 3.40, suggesting neutral, i.e. neither agreeing nor disagreeing with the statement (Table 4.6.1 and 4.6.2). Awareness is the first and foremost aspect of any development work (statement 1). Hence, people need to be made aware of the prospects for tourism. The government, NGOs, and private stakeholders should rigorously promote and train the public. Lack of awareness may also be the reason behind Finding #1, as seen above. The lack of awareness among local people about loans, incentives, subsidies, technical support, and other resources available to them to start a business in their village, as provided by the government, could also be a reason behind Finding #1.

Regarding the involvement of the public in decision-making (statements 3 & 4), locals would know better about their locality. Therefore, they should be consulted and listened to whenever decisions are made. Local people were also unaware of the financial or technical support available if they wanted to start their own business (statement 5). Financial consultancy firms and technological knowledge hubs should be established, collaborating with the tourism department, experts, and banking bodies, so that local people feel free to approach them for help, guidance, or training related to their tourism businesses, essentially creating a walk-in help desk. A start-up-friendly tourism scheme should be introduced.

The mean scores for statements 2, 6, and 7 range from 3.41 to 4.20. It means agreeing with the statement. More support from the government should be given to NGOs to bring positive change in the community (statement 2). Many locals felt that tourism helped protect their traditional heritage (statement 6). This is a very encouraging quality of tourism. They have also agreed upon the statement that they would like to start their own tourism business (statement 7). A progressive reinforcement to the public would help create a capable workforce that is otherwise lacking.

Finding 7: Most of the statements regarding the positive perception of respondents on tourism in their village have received more than 60% of the ‘agree percentage’ as seen in Table 4.7.1. Statement 3, i.e., Tourism encourages & gives a boost to various cultural activities of the local people, received the highest agreement percentage of 82%. This is followed by statement 2, which states, ‘Benefits from tourism have encouraged more development of recreation facilities for the local residents, such as the creation of parks,

resorts, lakes, etc.’, with an agreeing percentage of 77%. Statement 4, i.e., ‘Tourism activities have given rural women an opportunity to have their means of earning’, received a total agreeing percentage of 68%. According to the demographic profile (Table 4.1) and the gender analysis (Figure 4.1), it was found that 52.91% of the total respondents were female. Therefore, it can be assumed from statement 4 that Women are happy with tourism activities in their village and hope that it will provide them with a better source of income in the future. The total agreeing percentage on statement 1, which is ‘Tourism has brought positive changes in your village/ community’, is 61%. According to Table 4.7.1, villagers have a positive perception of tourism in their village. With proper tourism planning and policies, it will not only boost tourism but also improve the economic condition and livelihood of the locality.

Finding 8: Based on the above results and analysis, we have observed that the local community in Arunachal Pradesh was pleased to receive tourists in their locality (Tables 4.7.2 and 4.8). They were in favour of tourism activity; however, they had particular concerns that need to be addressed to maintain the sustainability of the tourism development, as also suggested by Ozturk et al. (2015); initially, locals may support however, as the negative impact grows, they may be hesitant to favour it. 77.5% of the respondents wanted all stakeholders, including the government, public leaders, and the local community, to work together and develop a specific plan to protect the ethnic identity of local culture from the negative influence of tourists on the host tribal culture. This is also evident from the regression analysis, which yields the highest score ($B = 0.344$). Measures should be taken to prevent economic profits from leaking out of the locality to the outside. Since 60.4% of the local community believes that a significant portion of the benefits from tourism are taken by large players, and local individuals do not gain much from these tourism activities. One can note from Butler’s TALC model that during the early phase of tourism development in any destination, there is a high probability or chance that locals will view tourism development in their region negatively. This negative perspective can escalate when the economic benefits from tourism development do not reach local community members. It will be challenging to achieve sustainable tourism development if the concerned authority does not take this negativity seriously and take immediate action to rectify it. The negative attitude of locals can be addressed through proper consultation and by building trust with community members. It is the role of local authorities to hold a public meeting for local community members and inform them of the benefits, job opportunities, and other infrastructural developments related to tourism in their region.

Therefore, locals should be encouraged to start their own startups or small businesses and serve as vocal advocates for the local community. More development work favouring the local community and their culture should be encouraged. For example, practices such as traditional agriculture, i.e., paddy cum fish farming along with millet in Ziro, should be encouraged by initiating lots of incentives by the government; Organic farming of apple, kiwi, walnut, orange, pineapple orchard in Bomdila, Ziro, Roing etc. should be given boost along with their cultural tourism; Medicinal practices & plants grown wildy or cultivated to be supported as part of medical tourism or wellness tourism; Local traditional food of all tribes recipe can be documented and promoted as a culinary tourism or food tourism; Local ornament & attire can be promoted for the youth to relate & value their customs.

Environment and natural geographic location play a crucial role in attracting a significant share of tourism in our state, as also described by Jaafar et al. (2017). Over-commercialization of a destination's culture and natural resources can have negative impacts on both socio-cultural and environmental terms. Therefore, there should be adequate conservation measures to protect the environment from the negative impacts of infrastructure development, such as deforestation and earth cutting, which have a direct or indirect effect on the state's natural weather conditions. 53% of the respondents feel that tourism has caused congestion, littering, garbage and pollution in their place; whereas 47% of the respondents feel there is an increase in antisocial activities such as drugs, alcoholism, and prostitution. These cases were also highlighted in various previous studies (Deery et al., 2012; Jaafar et al., 2015; Latko & Vogt, 2012). Similar concerns were also highlighted in the recent study by Singh (2022), where concerned environmental officials needed to intervene to stop fans of Harry Potter from further harming the environmental hazard at the film location. Therefore, the local governing bodies or government should be careful and carry out smart vigilance on antisocial activities such as drugs, open alcoholism, prostitution, littering, garbage, pollution, congestion, rampant destruction of natural habitat, etc., to protect the social well-being of the local community. For this, we cannot always depend on the police or government to check, but we should also involve the local community by conducting vigorous campaigns and awareness programs. 58.2% of respondents stated that tourists and their modern culture have a significant influence on the younger generation. According to the demographic profile (Table 4.1), 47% of the respondent population falls within the 18- to 30-year age group. The fundamental nature of experiencing cultural and rural tourism can be in jeopardy if such diffusion continues without any control measures.

Finding 9: To understand the role of the community in the conservation and development of the village, various themes emerged from the open-ended responses (Table 4.9.1.1 and 4.9.1.2). Upon further thematic analysis, it was found that the theme ‘Cleanliness’ received the highest number of responses (24) in the community's contribution to the conservation and development of the village, followed by ‘Conservation of the environment’ (22) and ‘Preservation of landscape and tradition’ (19). A cleanliness drive in a particular village was conducted every second Saturday of the month by the village youth. Many cleanliness initiatives, such as the Clean River project and the 'No to Plastics' campaign, have brought an immense boost to village cleanliness efforts. Conservation of the environment was primarily focused on the plantation drive and the protection of existing community forests from tree felling, as well as the implementation of a hunting ban and fishing control. Under the theme of preserving landscape and tradition, most villagers urged the government and private bodies to bring development without jeopardising the existing landscape and natural beauty. Preserving tradition and culture holds extreme importance, as it ensures the continuity of these elements in the younger generation and serves as a platform for cultural tourism. Villagers continue to follow their ancestral customary system. Local self-government is still active in the area, and many community development forums exist to protect the village and neighbourhood.

It was also observed that the conservation methods adopted were at their current level and needed further reinforcement and support from the government in terms of introducing strict measures and policies.

Finding 10: Suggestions to improve tourism in your village yielded many open-ended responses that underwent thematic analysis, resulting in various themes (Table 4.9.2.1 & 4.9.2.2). Out of all the themes, ‘Training & Awareness about tourism’ received the highest response (15%), followed by ‘Road connectivity & Creation of more tourism infrastructure’ (receiving 12% response). Simultaneously, it is followed by ‘Preserve and promote culture & tradition’ and ‘Community participation’, receiving equal responses each (9%). Interestingly, negative comments with a response percentage of 6% were also recorded, indicating that respondents felt the government only pays attention to officials and political parties. Benefits and works are given only to their kit and kin. Many respondents felt that prior to any development activity, consent and sentiments of the village should be considered. Additionally, many believe that antisocial activities should be monitored, and measures should be implemented to control them. Government assistance in promoting tourism is

necessary in the form of financial support, loans, subsidies, and other forms of aid. Additionally, awareness about these schemes should reach the grassroots level. Development should be corruption-free and an honest endeavour towards progress. Basic facilities, such as proper sanitation, effective garbage management, well-maintained roads, efficient drainage, access to running water, and electricity, should be prioritised for improving the living conditions of locals. Promoting local handicrafts, generating employment, fostering community involvement in decision-making, and encouraging tourism activities should be supported.

New and prevailing infrastructure may be developed in the tourist area. Local destinations may be divided into active and passive leisure areas (Lisiak et al., 2017). Active areas in the state could include places that tourists frequently visit, such as amusement parks, waterfalls, scenic areas, historical monuments, farms and orchards, lakes, and villages. Passive leisure activities could be angling, bird watching, and tracking. Based on these divisions, infrastructure and tourism regulations may be initiated to encourage and protect the tourism destination in the study area. For example, protected and feasible measures can be implemented in places popular for picnic spots, such as those used for tracking or angling, that are isolated, remote, and ecologically sensitive. As such, in the case of popular picnic spots like Deopani & Ihipani in Roing and Hakhe Tari Trek of Ziro, where garbage and alcohol bottle nuisance is a common sight. Systematic and limited tourists, subject to specific regulations, may be allowed in Mayudia Pass, Roing, where heavy tourist traffic is prevalent during the snow season, resulting in congestion, traffic, and garbage in the vicinity. Small-scale Public Private Partnership or joint ownership/ adoption between locals and corporations may be encouraged as an initiative of corporate social responsibility until the locals are comfortable and capable of running their enterprises, as in cases of orchard management, hotel & resort management or amusement park management, etc., of Roing, Ziro, Bomdila, and Dirang towns.

Finding 11: The State Food Craft Institute (SFCI) in Itanagar is the only training institute in the state of Arunachal Pradesh, under the Department of Tourism, Government of Arunachal Pradesh. It is responsible for imparting various training and skill development programmes in the tourism and hospitality sectors. It plays a key role in creating skilled manpower for the industry. However, as seen in Tables 4.10 and 4.11, the number and type of training conducted, as well as the outcome, appear to be very limited. More focus and effort from the government are needed to create awareness about the training, impart it, and encourage

people's participation. This lack of attention and effort could also be the reason behind findings 1 and 2. More branches of SFCI need to be operational in districts to reach rural and remote areas.

Finding 12: The department maintains a record of tourism businesses that are either registered or owned by the tourism department. Privately owned business entities maintain no records. Data on revenue earned from assets under the tourism department's ownership is presented in Table 4.14. Likewise, the data on employment only applies to individuals employed in the department. The data received is also limited to the current year, i.e., 2024-2025. Tourism records, including those of private business entities, as well as employment and revenue earned by the private sector, are not maintained by the department.

Therefore, it was challenging to portray the total revenue generated by the state's tourism industry as a whole and the number of people employed in it. However, after reviewing the department's data, a rough idea about the tourism scenario is generated, including what the state government is doing to promote tourism. What are the sources of revenue generation? What kind of training is provided to empower the local youth and people of the state to strengthen the tourism workforce? Etc.

Revenue generation for the year 2024-25 was satisfactory, amounting to ₹7,564,181 lakhs, despite the department having very few assets. More collaboration with local people or the community, such as leasing assets or forming partnerships, may be encouraged to generate revenue for the department and benefit the local community. Even the private businesses of local people may be supported by the department or larger external firms to stabilise the local operations. Support, such as financial, training, and technical expertise, may be provided to these private local individuals or the community. Once the local people or community are efficient in managing the operations, the charge may be completely handed over to them.

Training provided by the department requires more attention, as only five types of training were offered in 9 locations of Arunachal for the year 2024. This may not have provided adequate coverage of the places throughout the entire state. Arunachal, with 25 districts and a vast number of villages, requires more training annually to cover and empower its human resources. The department may divide the districts into three zones: an eastern zone, a western zone, and a central zone, and customise the training based on their strengths and weaknesses.

Schemes available to the public are commendable. However, many in the public, especially those from remote districts, find it challenging to take advantage of it. For example, suppose a villager wants to avail himself of the Chief Minister Paryatan Vikas Yojna (CMPVY) to start a homestay. In that case, they may need to go through the filing process at the administration desk. File processing initiates at the district tourism office and then moves to the Directorate office in Itanagar. At times, the patience and motivation of the public may run out due to the desk-to-desk movement of files. Therefore, the need to decentralise the authority of the directorate is the need of the hour. Some decision-making authorities, such as beneficiary selection, training, and fund allocation, may be delegated to the district-level tourism officer to expedite the approval and execution process.

Chief Minister Paryatan Siksha Yojna (CMPSY) is for students who wish to pursue higher education in hospitality. It was started to empower and strengthen the tourism workforce. The scheme covers only a few colleges, such as the Institute of Hotel Management (IHM) and the Food Craft Institutes. All these colleges, which are covered under the schemes, are based outside the state. Polytechnic colleges at Itanagar provide a diploma in tourism management; however, the scheme does not cover this programme. This is unfortunate for students pursuing tourism courses in their home state. Therefore, a larger coverage of colleges is required to utilise the potential of the scheme entirely.

The state of Arunachal Pradesh does not have a state tourism policy. As per the directorate, it is still in process.

CHAPTER 5: CONCLUSION & FUTURE SCOPE

5.1 Conclusion

Communities must get actively involved with planning and policymaking. The success of any tourism project or scheme is extensively dependent on the engagement and hospitality attitude of the local communities. It also depends on the host residents' sense of belonging and optimistic attitude towards development (Acharya & Halpenny, 2013). Profits earned from such tourism projects should be widely distributed among the local communities, rather than being confined solely to government and business officials.

Locals of Arunachal Pradesh are eager to host tourists. They support tourism but have worries about its sustainability. To preserve tribal culture, the majority of respondents urged the government, public leaders, and local communities to collaborate in protecting local culture from the detrimental influence of tourism. Additionally, local profits should not be diverted, as many locals believe that major players capture a significant portion of the tourism benefits. The environment and natural geographic location play a significant role in tourism in the state. Adequate conservation measures should be taken to protect the environment from adverse impacts, such as deforestation and earth cutting, which affect the

state's natural environment. Anti-social elements like drugs, substance abuse, open alcoholism, prostitution, littering, garbage, pollution, congestion, widespread habitat damage, etc., should be monitored carefully to maintain the local community's social well-being.

In the study, we found that negative social change through tourism and tourist activities is one of the leading factors negatively impacting the region's young people. We cannot always rely on the police or government to do the checking. Therefore, we should also involve the local community in awareness efforts. Cultural and rural tourism could be jeopardised if such dissemination continues without regulation.

Sustainable tourism, incorporating ethical measures, needs to be adopted holistically to sustain and maintain tourism in the study area. Since awareness alone may not be sufficient in the long run, sensible policies and regulations must be implemented. Hence, the government needs to play an active role in supporting and regulating tourism with community involvement. Tourism planning could focus on providing quality rather than quantity. Destinations could be divided into active and passive tourism, and development and measures can be adopted based on these divisions to safeguard, promote and sustain tourism.

Most of the local people in the three selected districts are least involved in tourism activities. In total, only 13 respondents out of 344 were engaged in tourism activity, with a percentage of 3.8% of the total respondents. Simultaneously, training attended is also minimal, with only 16 respondents out of 358 saying 'yes' to having attended training in the relevant field, which is a percentage of 4% of total respondents. However, the desire to volunteer shows a very favourable outcome, with 216 respondents out of a total of 353 respondents eager to volunteer, having a percentage of 61.18%. It shows that more people are willing to volunteer, despite not being trained or engaged in the tourism industry. It was also found that 16 people who attended training in this field found the training helpful. Therefore, the Government should organise more such activities for the benefit of the public. Training can be provided in various areas, including tourist guides, travel agency businesses, hospitality, grooming, hygiene and sanitation workshops, cooking classes, and homestays. Collaboration can also be established with educational institutions to offer foreign language courses, English-speaking classes, and computer classes to interested local youths. Most people in the three districts neither agree nor disagree with the survey asking for their involvement by government officials during decision-making. This can be a cause for concern if not addressed appropriately in the future. Hence, the Government, along with community involvement, should invest and encourage more to create a favourable tourism ecosystem. So far, whatever

the government has done is insufficient. More awareness efforts should be undertaken through the tourism department, in collaboration with local youth, local governance, NGOs, and social media, among others. More schemes encouraging new tourism start-ups and tourism models at the village level should be introduced and monitored with the help of the tourism department and designated communities. Awards and recognition should be encouraged to popularise the potential of the tourism business. Familiarisation trips should be sponsored or voluntary (with some discounts and perks). Mapping the villages from a tourism perspective should be undertaken. Local products should be converted into high-value products.

People and the government need to play a more significant role in developing policies and plans that benefit both tourism and the local community. Since awareness alone may not suffice in the long run, sensible policies and regulations need to be developed. Tourism planning could focus on providing quality rather than quantity.

5.2 Recommendations

The study's findings can inform the implementation of research in the region or other similar areas. Local Communities are happy to see tourists coming to their villages; however, specific issues need to be addressed. We have divided these concerns into economic, environmental, social, cultural, tourism workforce, and policy concerns. If these concerns are addressed before undertaking any tourism development planning, it will help the government and planners to successfully initiate, conduct, and complete the tourism projects. Tourism governing bodies should investigate some areas of concern to mitigate negative impacts and perceptions. These are:

5.2.1 Economic disparity: The economic concerns of the studied area are as follows: many local people believe that large players reap significant benefits from tourism. In contrast, local individuals derive little benefit from these activities. They also feel that tourism-related jobs are low-paying and Govt developmental activities are more focused on tourists than the local public, resulting in a negative attitude towards tourists and tourism development. Sustainable tourism development in the area should be encouraged to reduce economic leakage. These leakages could take the form of visitors and service providers, such as hotel owners, shop owners, and travel agencies, purchasing imported goods and services. Leakages could also take the form of the repatriation of revenues by more prominent business

corporations (Mowforth & Munt, 2003). Therefore, joint ownership, as in the case of Mauritius, but with restricted profit sharing, hiring local employees, and local suppliers, needs to be promoted (Lansing & Vries, 2006). To fill the gap in local qualified human resources, more contributions from the government and recognised private institutions in terms of educational, training, and vocational courses are needed.

5.2.2 Fear of job insecurity and the increasing cost of living: The locals of the studied area have also expressed concern that tourism creates more jobs and opportunities for non-residents rather than locals. They also felt that tourism activities have increased the cost of living for the locals. The code of ethics has been instrumental in creating harmony, safeguarding professionals, clarifying what is expected by society, monitoring the activities of establishments, and cautioning against unethical behaviour by businesses. As such, many countries such as Germany, Japan, and Canada have developed codes of ethics and guidelines for tourists and the tourism industry (Fleckenstein & Huebsch, 1999).

5.2.3 Loss of Identity and Cultural Diffusion: The cultural concerns of the studied area are as follows: the younger generation is easily influenced by tourists and their modern culture. This can become serious since young people want to be associated with modernity, hype, and popularity. To protect the ethnic heritage of local culture and tradition from the influence of tourism, the government, public leaders, and local people should collaborate on a plan to preserve the original essence of tribal culture. The socio-cultural traits are drawing growing attention. However, the changes are often complex to trace compared to other aspects, but this should not be overlooked. The struggle to conserve the community's unique tradition may result in poor approval of tourism development (Lansing & Vries, 2006).

5.2.4 Rapid deforestation and rampant pollution: The environmental concerns of the studied area include congestion, littering, garbage, and pollution at the host destination. There are no adequate environmental conservation or protection measures. (Since tourist infrastructure and development lead to ample clearance/cutting down of mountains and trees.) Social Concerns are rising in cases of antisocial activities such as drugs, alcoholism, prostitution, etc. It disturbs the peaceful environment of the villages. One of the Seven Wonders of the World, Machu Picchu, Peru, limits the number of tourist visitors to sustain and help preserve it. Bhutan imposes a compulsory tourist fee that includes a sustainable development fee, which goes towards providing free education, healthcare, and other welfare

programs for Bhutanese citizens (Berdnyk, 2019). Such an initiative may be undertaken to create a positive image of the industry.

5.2.5 Rural Tourism Workforce: One of the critical issues in rural tourism development is the lack of training to enhance the quality and relevance of the rural tourism workforce. The government, various private parties, and NGOs should actively seek measures and ways to enhance the local community's capacity. Supporting and participating in rural tourism development is the responsibility of rural communities. Rural communities are not onlookers. Instead, they are active participants. In the event of any discrepancy or disruption in tourist destinations, local people can act as problem solvers and caretakers; therefore, there is a high need to train and equip rural people in this situation. People in rural areas want to be self-confident and self-reliant. This, however, is possible by first empowering the local residents of the region, and one cannot simply depend on the government to provide employment. Hence, there is a need for capacity building, training and development among the rural populations to act as a rural tourism workforce. Training can be provided in various areas, including tourist guides, travel agency businesses, hospitality, grooming, hygiene and sanitation workshops, cooking classes, and homestays. Additionally, collaboration can be established with various educational institutions to offer foreign language courses, English-speaking classes, and computer classes to interested local youths. Based on the above findings, it is evident that rural residents are interested in participating in tourism activities. However, to maintain the quality, it is vital to impart training. However, very little training was imparted through the government or any private body. Awareness and publicity about these trainings are also essential to reach the maximum number of people. The development and utilisation of human resources are significant for the advancement of any region. To provide meaningful employment and offer professional hospitality personnel who can deliver quality services while maintaining their cultural roots, various skill-based training and entrepreneurial classes could be offered.

5.2.6 Formulation of policy and regulations in favour of tourism: For the sustainability of rural tourism, it is essential to engage rural communities in decision-making, empowerment, and awareness about tourism knowledge. Local community engagement in decision-making, the sharing of information, and empowerment and knowledge about the tourism business have a positive influence on the sustainability of rural tourism. For the fruitful development of sustainable rural tourism, it is mainly dependent on community involvement. Local

communities are the most critical stakeholders, as they will experience the significant impact of such tourism activities, whether positive or negative. With tourism growth, there is also an increase in other impacts. Tourism can have both positive and negative impacts on communities.

The adverse effects of tourism include inflation, facilitation of crime, pressure on local infrastructure, sanitation problems, environmental degradation, and erosion of local culture. Illegal mushrooming of subsidiary tourism suppliers could also compromise the quality of tourist destinations, disrupting the local hosts' day-to-day activities.

Impacts could range from “socio-cultural to environmental devastation” to excluding residents from tourism planning exercises. Therefore, important Government policies supporting local entrepreneurship and checking illegal activities are needed to grow the overall tourism ecosystem.

5.3 Future Scope

As this study has several limitations, such as covering only three districts of Arunachal Pradesh, broader studies covering more districts are recommended to gain a better understanding of the complete rural tourism scenario throughout the state. Also, other stakeholders of tourism in the state can be taken for study, as below-

- a. Tourism service providers, including travel agents, tour operators, hotel owners, homestay owners, and local transport owners, among others.
- b. Ticket counters and management of tourist interest places, such as parks, monuments, and other recreational centres and tourist attractions.
- c. Local souvenir shop owners or local craft & handicraft entrepreneurs.
- d. Government Tourism Department of the respective state and related Government departments, such as the Agriculture, Forest, and Art & Culture Department.
- e. Community-based organisations (CBOs) & Local NGOs

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List of Publications Related to This Work

Journal Publication:

- 1) Kago Mariam, M. Momocha Singh, Millo Yaja, Anuj Kumar (2024). “Negative Perception of the Local Community towards Tourism Development”. *Tourism & Hospitality Management*. 30(1), 15-25. <https://doi.org/10.20867/thm.30.1.2>
- 2) Kago Mariam, M. Momocha Singh, Rupali Khaire, Anuj Kumar (2023). “Evaluating Community Participation as a Rural Tourism Workforce”. *Journal of Statistics & Management Systems*. 26(8), 1939–1954. <https://doi.org/10.47974/JSMS-1126>

International Conference Proceedings:

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Paper Presented in conferences:

- 1) Kago Mariam & M. Momocha Singh, “Impact of Inner Line Permit on Arunachal Pradesh Tourism” in the National Conference on Recent Trends in Engineering Science, Technology and Management (NCRTESTM 2017) held in Rajiv Gandhi

Govt. Polytechnic College, Itanagar, Arunachal Pradesh, under AICTE-NEQIP scheme on 8th -9th Nov 2017.

- 2) Kago Mariam and M. Momocha Singh, “Inner Line Permit: A Reinforcement towards Preservation of Tribal Ethnic Tourism in Arunachal Pradesh, India,” in the international conference on 5S—“Strategy, System and Service for Sustainability of Business” on 23rd and 24th March 2018, held at Pondicherry University.
- 3) Kago Mariam & M. Momocha Singh, “Role of Community Participation in Conservation & Development of Rural Tourism in Villages of Arunachal Pradesh, Northeast India” in the Global Hospitality & Tourism Conference on Experiential Management & Marketing held in North East University, Shillong, Meghalaya on March 18th -20th 2021.
- 4) Kago Mariam & M. Momocha Singh, “Involvement of Community in Conservation & Development of Rural Tourism: A study of select districts of Arunachal Pradesh” in the International Conference on “Enterprise and Entrepreneurialism in Tourism and Hospitality” held in Jamia Millia Islamia, Central University, New Delhi from 28th to 30th January 2022.

https://jmi.ac.in/upload/EventDetail/dthm_conference_2021january28_30_report.pdf

QUESTIONNAIRES

Rural Tourism

"Rural Tourism: A means of community development and economic sustainability for the tribal of Arunachal Pradesh, India"

Dear Respondent,

This survey is carried out for pursuing Doctoral Research at the National Institute of Technology, Arunachal Pradesh. The information received will only be used for research and academic purposes. It will be kept confidential and will not be shared for any other purposes.

In case of any queries, you can contact us at the given email ID: kagomariam@gmail.com

I sincerely thank you for your kind cooperation.

Place:

Date:

.....

Profile of Respondent

- a) Name:
- b) Contact Number:
- c) Email ID if any:
- d) Village:
- e) District:
- f) State:
- g) Gender: Male Female others
- h) Marital Status: Single Married Separated Divorced

- i) Age (in years): 18-30 30-50 50-65 Above 65
- j) Education qualification: Below Matric 10th pass 12th pass Graduation
 Post-Graduation
- k) Length of Residence at the Destination (in years): (tick your answer)
 Less than 5 5 – 10 more than 10 Native
- l) Your Occupation: (tick your answer)
 Farming and allied activities Government Service Private Service
 Self-employed/ Business Student/Researcher other
- m) Your Annual income (in lakhs): (tick your answer)
 less than 1 1 – 5 5 - 10 10 & above

Engagement Section

- a) Are you engaged in any tourism or hospitality-related activities? (Yes/ No)
- i) If your answer is Yes, please specify your job/business related to tourism or hospitality_____
- ii) If yes, approximately how much you earn from tourism related work monthly_____
- b) As per you, what is the stage of tourism growth and development in your locality/village?
(Tick your answer)
- Initial Stage Developing or Growing
 Full-fledged or Maturity Stage Exhausted or Decline Stage
- c) Have you attended any training related to tourism and hospitality conducted by the government? Or any other organization: (Yes/ No)
- i. If yes, Give the training name_____
- ii. Was these training useful to you?_____

Awareness Section

- a) Are you aware of any govt. tourism schemes to help you start your tourism business?
(Yes/ No)
- i. If yes, what are they_____
- ii. Has it benefited you or your village?_____
- b) Are you aware of the "Hunar Se Rozgar" initiative by the Ministry of Tourism, Govt of India?
(Yes/ No)
- i. If yes, have you undergone any training under this initiative?_____
- ii. If yes, specify the training name_____
- c) Are you aware of any tourism model adopted by your village? (Yes/ No)
- i. If yes, specify the model name_____
- ii. Has this adopted model benefited you or your community?
- d) Were you aware of "Pradhan Mantri Kaushal Vikas Yojona", flagship scheme of the ministry of skill development & Entrepreneurship (MSDE)? (Yes/ No)
- i. If yes, have you attended any training under it?_____
- ii. If yes, specify the training name you attended_____
- e) Are you aware of any govt./pvt. Institutions or organization that can help you get financial assistance to start your tourism business? (Yes/ No)

Comment Section

a) Will you be interested in volunteering for any tourism-related activities? (Yes/ No) If yes, what kind of work would you be interested in (you can choose multiple options):

- i. Local tour guide or showing around your village
- ii. Cooking & hosting a large group of tourists.
- iii. Participate in the traditional welcome of tourists on request.
- iv. Showcasing traditional wear for photography.
- v. Involvement in performing local group dance for tourists.
- vi. Helping tourists with shopping in the local market for native products such as traditional dress, crafts, ornaments, agri & horti products, etc.
- vii. Accompanying tourist if the tourist is interested in engaging in field work or farming.
- viii. Teaching local culinary or cooking.

b) Does your community play any part in the conservation and development of the village?
(Yes/ No)

i) If your answer is yes, please specify how _____

ii) If your answer is no, Pls specify why? _____

c) Any suggestions you would like to give to the public/officials/or the government for developing tourism in your

village: _____

Perception Section:						
Please tick (only one) mark your level of agreement on the following given statements, where 1=Strongly Disagree, 2= Disagree, 3=Neither Agree nor Disagree, 4=Agree, 5=Strongly Agree.						
Sl. No.	STATEMENTS	1	2	3	4	5
1.	Tourism has brought positive changes to your village/ community.					
2.	Tourism will create more jobs/options for local people.					
3.	Tourism can bring about significant development in the village, including improved road connectivity, access to electricity, proper garbage disposal, and clean and hygienic surroundings.					
4.	Good transportation, road connectivity, and a reliable internet connection will help boost tourism in your region.					
5.	The benefits of tourism have encouraged the development of recreation facilities for local residents, such as the creation of parks, resorts, and lakes.					
6.	An exclusive shopping hub featuring local products, such as traditional wear, ornaments, crafts, and agricultural and horticultural products, should be developed to encourage local artisans and farmers and attract more tourist movements.					
7.	Tourism encourages and boosts various cultural activities among the local people.					
8.	Tourism helps in the exchange and sharing of knowledge between the host and tourist cultures.					
9.	The government should work more on developing tourism attractions to attract more tourists.					
10.	You feel happy when you see more people/tourists coming to your village.					
11.	Tourism activities have given rural women an opportunity to earn a living.					
12.	Awareness Programs about tourism and community development are often organised by the government organisation or private organisations in your village.					
13.	Tourists like to buy local & handmade products, which has resulted in an increase in demand for local products, which have benefited the local economy.					
14.	Tourism has encouraged young people to get involved in tourism-related jobs and activities.					
15.	Some local people are earning money by leasing their land and property for tourism purposes.					
16.	With more tourists coming to your place, it has given the locals a sense of identity, belongingness and pride.					
17.	Because of this, the traditional heritage is getting protected and preserved.					

18.	Slowly, the locals are shifting from traditional livelihood occupations like farming or field work to tourism entrepreneurship.					
19.	NGOs and SHGs are actively participating in and collaborating with the local community to encourage and raise awareness about the positive effects of tourism when planned and implemented correctly.					
20.	Officials from the tourism department and local body leaders involve local people and villages in any decision related to tourism projects in your locality.					
21.	The government provides loans, incentives, subsidies, and technical support to local people who want to start their tourism businesses at the village level.					
22.	Your village has a visitor or tourism information centre.					
23.	There is a Craft centre in your village to help the local artisans sell their creative local products.					
24.	Your village has earmarked a tourism trail or a heritage walk linking all tourism attractions in your village to show the tourists around.					
25.	You are interested in participating in any upcoming tourism development project in your village.					
26.	Given an opportunity, would you like to start a tourism business in future?					
27.	Local people or the local community have a strong influence over any decision-making process with the government. & officials.					
28.	Public involvement in the decision-making of tourism will bring a positive influence on planning and development.					
29.	I support the development of tourism in my region.					
30.	In order to protect the ethnicity of local culture and tradition from tourist influence, the government, public leaders, and local people should work out a plan so as not to lose the original essence of tribal culture.					
31.	Larger Benefits from tourism are taken away by big players, and a local person does not gain much from the tourism activities.					
32.	There are no adequate environmental conservation or protection measures since tourist infrastructure development leads to large clearance/cutting down of mountains and trees.					
33.	Tourism-related jobs are low-paying.					
34.	With more outside people coming to your place due to tourism, cases of antisocial activities have increased, such as drugs, alcoholism, prostitution, etc.					
35.	Tourism has caused congestion, littering, garbage and pollution in your place.					
36.	Govt developmental activities are more focused on tourists rather than the local public, which has resulted in a negative attitude towards tourists and tourism development.					

37.	Tourism creates more jobs and opportunities for non-residents than for locals.					
38.	It has resulted in an increase in the cost of living for the locals.					
39.	The younger generation gets easily influenced by tourist and their modern culture.					
40.	It disturbs the peaceful environment of your village.					
41.	Do you feel that the growth of tourism activity is happening too fast in your locality, and the locals are unable to manage or cope with it?					

CURRICULUM VITAE



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Education

Degree	University/Institute	Year
Ph.D. (Tourism Management)	Department of Management & Humanities, National Institute of Technology, Arunachal Pradesh	2024
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MTM (Master's in Tourism Management)	IGNOU	2012
B. Sc. (Hospitality & Hotel Administration)	IHM Guwahati	2007

Publication:

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