

Tourism Industry in East Siang District of Arunachal Pradesh: A Study of the Prospects and Problems through SWOT Analysis

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Abstract- Arunachal Pradesh can be a perfect tourist hot spot in the global tourism map! The state is blessed with incredible and unique natural, historical, socio-cultural and religious resources that can capitalize upon profitably to make it big in tourism sector. A huge amount of opportunities in tourism sector are looming large over the state. The state could offer diverse tourist attractions and products making it a perfect 365-day holiday destination waiting to be explored. In fact, tourism as an industry in the state is in its initial stage. The state accorded industry status to the sector very lately i.e., in the year 2003 when the maiden and exclusive state-specific tourism policy was rolled-out. The state must grab the golden opportunity to bring about sustainable tourism in the state. East Siang district is coming up as a tourist hotspot and is presently, one of the top five most sought-after tourist destinations in the state. The district received 19,720 tourists in the year 2017 which is around 16.66 percent more than that (16,435 tourists) received in the previous year i.e., in the year 2016. The district has a huge potential to varied categories of tourism can be developed in the district catering to the diverse interests of the travelers. In this backdrop, the paper intends to study the district's vast tourism potential through SWOT analysis. Further, the paper studies various problems in the process of successful tourism promotion and development in the district and tries to put forth suggestions.

Keywords — Destinations, Incredible, Industry, Tourism, Sustainable, Tourist hotspot.

I. INTRODUCTION

Tourism is a temporary, short-term movement of people to destinations outside of the places they normally live and work, and their activities at the destinations. It is considered as one of the fastest growing industries in the world. It is a multi-dimensional economic activity covering a plethora of economic activities and hence, its spread effect is much wider and far-reaching than any other economic activity in the economy. It has proved to be a major source of foreign exchange earnings for any nation banking on it. Tourism is seen as a major engine for inclusive growth and employment. It offers a vast scope for generating employment and income in the economy thereby solving the acute menace of unemployment and poverty in a developing economy. It plays an indispensable role in mitigating conflicts and misunderstandings by enhancing mutual understanding, tolerance, and awareness among people thereby, establishing global harmony and peace across the globe. Besides, being smokeless, it has the least environmental concerns!

Arunachal Pradesh cannot afford to miss the golden opportunity of gaining from its tourism sector. Tourism can be a major economic game changer for a revenue-strapped state like Arunachal Pradesh. One can aptly put, "What oil is to the Arab countries, tourism can be to Arunachal Pradesh!" In the days ahead, tourism will be the largest source of revenue for the state. In fact, state's economy will be a tourism-driven economy. However, in spite of the state being blessed with tremendous tourism potential in terms of varied incredible tourism resources, the state is a late starter in the sector. Of late, the state has been putting its sincere efforts capitalize on its tourism resources to carve out a brand image for itself and make it a big in the ever-promising sector. The process of promotion and development of tourism in the state has just begun.

East Siang district with its headquarters at Pasighat is coming up as a potential 365-day tourist hotspot destination in the state. The district is adequately covered under two (2) out of the total twelve (12) government approved tourist circuits in the state viz., Itanagar-Ziro-Daporijo-Aalo-Pasighat tourist circuit and Pasighat-Jenging-Yingkiong-Tuting tourist circuit. It ranks among the top five (5) tourist

destinations of the state. The district is blessed with rich and varied tourism resources. A total of 19,720 tourists and 15,947 tourists (till October only) visited the district during the years 2017 and 2018 respectively (Data collected from Department of Tourism, East Siang district on 02.11.2018.). At this moment when the state has just embarked on an ambitious venture of tapping its tourism resources, it is pertinent to study the tourism industry in East Siang district from the perspectives of its prospects and the problems.

II. OBJECTIVES OF THE STUDY

The following are the objectives of the study:

- i. To study the present status of tourism industry in East Siang district by analyzing its strengths, weaknesses, opportunities and threats.
- ii. To suggest measures for promotion and development of tourism industry in East Siang district.

III. METHODOLOGY

The study is quantitative, analytical and descriptive in nature. The Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis is undertaken basing on both secondary and primary data. Interview and observation methods have been used extensively. The Department of Tourism, East Siang district (Government of Arunachal Pradesh) and the local communities formed the major sources of data. Besides, data have also been collected from relevant websites, books, magazines, journals, newspapers, pamphlets, etc.

IV. PROFILE OF EAST SIANG DISTRICT

The name of the district 'East Siang' is derived from the river Siang which flows through the district. 'Pasighat', the district headquarters is the first administrative centre in the history of Arunachal Pradesh which was opened in the year 1911 (Directorate of Census Operations, 2011, p. xix; Directorate of Census Operations, 2011) during the British era and hence is the oldest town in the state. The table 1 offers a brief glance of the profile of the study area.

Table 1: A brief profile of East Siang District

Location	Latitudes: 27° 43' and 29° 20' North Longitudes: 94° 42' and 95° 35' East
Area	4,005 sq. km.
Inhabiting Tribes	Adi, Mishing, Mishmi and Galo
Population	99,214 (2011 census)
Population Density	27 persons per sq. km (2011 census)
Sex Ratio	962 females per 1000 males (2011 census)
Literacy Rate	73.54 percent
Villages	167
Police stations	5

Source: <https://eastsiang.nic.in>

V. TOURIST SEASON IN EAST SIANG DISTRICT

The district has a long tourist business season spanning eight (8) months viz., January, February, March, April, September, October, November and December barring the monsoon seasons during May, June, July and August. As the district experiences heavy showers during the monsoons, tourists generally avoid visiting the district during the period.

VI. ACCOMMODATION FACILITIES IN EAST SIANG DISTRICT

Of late, a good number of accommodation facilities have come up in the district. Tourists can choose from both government and private accommodation facilities like hotels, tourist lodge, and homestays. It is observed that the private individuals play the dominant role when compared to government in providing accommodation facilities. Table-2 shows the name of hotels/ lodge, their ownership type and the number of rooms therein in the district.

Table 2: Hotels / Lodge in East Siang District

Sl./ No.	Name of Hotel/Lodge	Ownership Type	Total Rooms
1.	The Serene Abode	Private	19
2.	Aane	Private	19
3.	Siang	Private	29
4.	Paaying Regency	Private	24
5.	East	Private	08
6.	Oman	Private	17
7.	Paane	Private	23
8.	Pasighat Tourist Lodge	Government	13

Source: Field Survey, November-December, 2018.

Besides the above, a good number of home stays too have come up in the rural pockets in the district serving the accommodation in the incredible tribal socio-cultural setting. Table -3 lists out the names of the homestays and the villages wherein these are located in the district.

Table 3: Homestays in East Siang District

Sl. No.	Name of Homestay	Village wherein located
1.	Pineapple	Napit
2.	Aane Gumin	Tigra (Mirbuk)
3.	Tuniang	Taki Lalung
4.	Nanam	Runne
5.	Aayi Remi	Taki lalung
6.	Takar (Donyi Hango)	Tebo
7.	Abor Country River Camp	Ranaghat
8.	Tayeng	Bodak
9.	Keyi Gumin	Mebo
10.	Narmi	Runne

Source: Field Survey, November-December, 2018.

VII. ACCESSIBILITY OF EAST SIANG DISTRICT

In terms of physical connectivity, East Siang district with its headquarters at Pasighat is far better connected to the outside world when compared to its counterparts in the state. The district is well connected especially through roadways, and airways thereby saving precious time and energy of the visitors. It is to be noted that as a tourist one would wish to spend more and more of the limited time in the destination rather than wasting it in long and tiresome journeys to the destinations. Tourists can easily access the district through the following modes:

i. Roadway: The district is well connected from Jonai (Assam) and rest of the world through the National Highway 52 (NH 52).

ii. Railway: Murkongselek (Jonai, Dhemaji district, Assam) at a distance of 35 kms is the nearest railhead. From there on one can avail taxi or bus services to Pasighat.

iii. Airway: The district is connected to the rest of India and the world through commercial flights. As of now, the Alliance Air operates its flight thrice-a-week, on the Kolkata (West Bengal) - Guwahati (Assam) - Pasighat (East Siang district, Arunachal Pradesh) circuit. Besides, the district can also be accessed easily from Mohanbari (Assam) through helicopter flight services for three times a week.

VIII. TOURIST ARRIVALS IN EAST SIANG DISTRICT

Table 4 depicts the trend of tourist arrivals in the district during the five-year span period w.e.f. 2013 up to 2017.

Table 4: Trend of Tourist Arrivals in East Siang District

Year	Number of Tourist		Total
	Domestic	Foreign	
2013	18,403	760	19,163
2014	13,302	718	14,020
2015	17,609	364	17,973
2016	16,208	227	16,435
2017	19,447	273	19,720
Total	84,969	2,342	87,311

Source: Tourism Department, East Siang district.

It is evident that although fluctuating, there is a general increase in the tourist arrivals of the tourists into the district. Majority (97.3 percent) of the total tourists visiting the district are domestic tourists i.e., from other states within the country. It is observed that neighboring states viz., Assam and West Bengal are the main domestic tourist generating markets for the district. Though foreign tourists also visit the district but their number as of now is very less, i.e., only 2.7 percent. The observation calls for more efforts and incentives so as to attract more of the foreign tourists. Foreign tourists being high-end consumers will benefit both the government and the communities at the destination with larger economic returns than the domestic tourists.

Please include a brief summary of the possible clinical implications of your work in the conclusion section. Although a conclusion may review the main points of the paper, do not replicate the abstract as the conclusion. Consider elaborating on the translational importance of the work or suggest applications and extensions.

IX. TOURIST ATTRACTION SITES IN EAST SIANG DISTRICT

The district is dotted with numerous attraction sites. However, the table 5 depicts the important destinations in the district, besides the activities undertaken therein and their respective distances from the district headquarters.

Table 5: Tourist attraction sites in East Siang district

Sl. No.	Attraction Site	Activities Undertaken	Distance (in Kms)*
1.	Komli Ghat (Siang River Bank)	Sightseeing, hanging out Photo shooting, angling	2
2.	Rana Ghat (Siang River Bank)	Sightseeing, photo shooting, hanging out, picnicking, camping, angling	5
3.	Bodak (Siang River Bank)	Sightseeing, photo shooting, picnicking, hanging out, camping, angling	12
5.	Daying Ering Wild Life Sanctuary	photo shooting, birding / bird-watching, wild life touring, wild-life research / study	41
6.	Oriyam Ghat	Sightseeing, picnicking, hanging out, photo shooting	25
7.	Donyi Polo Tea Estate	Sightseeing, photo shooting, research / study	29
8.	Dangaria Baba Shiv Mandir	Sightseeing, worshipping, photo shooting	5
9.	Donyi Polo Central Gangiang	Sightseeing, worshipping / meditation, photo shooting	2
10.	Sirki Water Fall	Sightseeing, photo shooting, hanging out, picnicking	6

*Distance from Pasighat (District headquarters)

Source: Field Survey, November-December, 2018.

X. SWOT ANALYSIS OF TOURISM INDUSTRY IN EAST SIANG DISTRICT

The prospects and constraints of tourism industry in East Siang district is studied through the use of the analytical technique of SWOT analysis hereunder.

Strengths: From tourism point of view, the district has various merits offering a strong foundation for a variety of incredible and rich tourism experiences which a person as a tourist can wish for in a life time. The following are the strengths:

i. Exquisite and inimitable natural beauty: The district is truly a treasure house nature, with picturesque landscapes, large forest areas, with numerous and beautiful mountains, peaks, hills, valleys, rivers, waterfalls, etc. The nature has blessed the district with all its mesmerizing beauty and freshness.

ii. Religious and spiritual sites: There is a good scope for religious and spiritual tourism in the district. The district is dotted with numerous religious and spiritual sites. Donyi Polo Central Gangiing (Donyi-Poloism¹, the indigenous religion of the Tani tribes of the state), Pasighat Buddhist temple (Buddhism), Mirbuk Baptist Church (Christianity) and the Dangoria Baba Shiva temple (Hinduism) are the main attraction. Visitors can visit these places for spiritual rejuvenation.

iii. Rural Tourism: The district is a rural one in the sense that there are 167 villages and the majority of the population i.e., 72.15 percent (2011 Census) lives in the rural areas. The villages showcase the rich and incredible traditional ways of life of the tribes in the natural setting which could be a life-time treat for the visitors.

iv. Repository of rich wildlife: The district has a rich flora and fauna. Many of the flora and fauna species are endemic to the district and are not found anywhere else. The Daying Ering Wildlife Sanctuary is a home to different and exotic species of plants, wild animals, birds and trees. It is a home to two of the big cats - tigers and leopards. The sanctuary also houses the endangered takins, hoolock gibbons, red pandas, slow lorises, capped langoors, etc. Apart from these animals, wild buffaloes, elephants, hog deers are also found in abundance in the sanctuary. The sanctuary is also a home to numerous species of resident birds and migratory birds. These incredible wildlife resources offer a strong base for developing robust wildlife tourism in the district.

v. Adventure Tourism: The district can be a perfect spot for the tourists having the motivation to achieve the mental states of rush or flow. It has the perfect natural treasure which can be leveraged to promote adventure tourism. It's a whole new world out here offering rare adventure pleasure and which beckons adventure junkies seeking for the perfect adrenaline rush or flow. The following two broad categories of adventure tourism can be promoted in the district:

River-based Adventure Tourism: The district is blessed with the majestic and dramatic Siang river possessing the best quality rapids of Grade III and IV. Adventure sports

¹ Donyi-Poloism refers to the animistic and shamanic type of indigenous religion followed by the Tani group consisting of Adi, Mishing Galo, Apatani, Nyishi, and Tagin tribes of the state. Donyi means 'Sun' and Polo means 'Moon'. The religion has been founded by 'Golgi Bote' Talom Rukbo.

activities such as white-water rafting, angling, river crossing, kayaking etc. can be undertaken.

Terrain-based adventure tourism: The district possesses the perfect landscapes for terrain-based adventure tourism. Activities like mountaineering, mountain-biking, mountain-cycling, paragliding, rappelling, trekking, hiking, camping, ziplining, golfing, bungee jumping, 4x4 off road car racing, etc. adventure sports activities can be undertaken.

vi. Cultural Tourism: The district is a home to four (4) different culturally rich tribes viz., Adi, Mishing, Galo and Idu Mishmis adding four different leaves to the cultural stockroom of the district. The time-tested cultural traditions / resources of these tribes offer a strong podium for the growth of cultural tourism in the district. The festivals, folk songs and dances, rituals, and many other cultural traditions and nuances of the tribes can be offered as never-before-experienced incredibly attractive tourism products.

vii. Festival Tourism: Each and every tribe of the district celebrates numerous traditional festivals since time immemorial. The festivals can be offered as tourism products. Solung (Adi tribe), Mopin (Galo tribe), Ali-Aye Ligang (Mishing tribe), Keh-Meh-Ha (Idu Mishmi tribe), etc. are the names of few of the varied festivals celebrated. The age-old festivals could be monetised profitably by the communities for tourism purposes.

viii. Educational tourism / Edu-tourism: Pasighat, the district headquarters has come up as an educational hub in the state. There are 7(seven) higher learning institutes including 6 colleges and a polytechnic, catering to the educational needs of the students from both across the state and country. The Jawaharlal Nehru College, Pasighat which was established in 1964 is the first and the oldest college of the state.

ix. Easy accessibility: The district is easily accessible from Assam and from there on rest of the world through road and airways. The operationalizing of the Advanced Landing Ground (ALG) at Pasighat for commercial flights besides defense purposes since May 22, 2018 has greatly increased the accessibility of region. As of now, it is the only district in the state to have an operational airport. Commercial flight services from Guwahati (Assam) and Mohanbari (Assam) are available. The district is well-connected with Jonai (Assam) and rest of the world through road (National Highway 52).

x. Long tourist season: The district boasts of a long favorable tourist season spanning ten (10) months. viz., January, February, March, April, September, October, November and December barring the monsoon seasons during May, June, July and August. The district could have a remarkable business in the sector.

Weaknesses: The following are the weaknesses / issues inherent in both the district and state tourism sector which

act as the bottlenecks in the process of tourism growth in the district:

- i. **Late starter:** The state as such is a late starter in tourism sector. It has recognized tourism as an industry very lately. The independent tourism department could be established only in the year 1995. The maiden and exclusive state-specific tourism policy could be formulated very lately in the year 2003 i.e., only after more than a decade of inception of the tourism department in the state.
- ii. **Inconclusive tourism policy:** The maiden tourism policy is inconclusive and lacks a detailed policy framework for the vast tourism sector in the state. The policy lacks clear-cut policies and plans regarding tourism growth in the state.
- iii. **Inconclusive state industrial policy:** Tourism sector as such has been given a step-motherly treatment in the sense that it has hardly any mention in the state's industrial policies rolled-out until now. Subsequent policies have accorded the least importance to the sector. These emphasize on Medium, Small and Micro Enterprises (MSMEs) under manufacturing and processing sector.
- iv. **Safety and security issues:** Insurgency problems in Tirap, Changlang and Longding districts in the state have brought the state in bad light. Many of the tourists consider the whole of the state as a disturbed state and there is sense of insecurity among the tourists. They fear for their safety and security of life and property. An exclusive and a dedicated tourist police is yet to be raised in the state. Special security measures for the tourists are lacking.
- v. **Non-monetization of tourism products:** Most of the district's tourism resources especially natural scenic attractions and cultural attractions are not yet monetized at all. The natural scenic assets like waterfalls, valleys, etc. and the cultural nuances / assets like the festivals, dances, etc. are yet to be monetized properly. This has resulted in the loss of opportunity for revenue generation especially by the local community.
- vi. **Absence of an exclusive professional institute of travel, tourism and hospitality:** There is a lack of professional institute exclusively for education and training in the travel, tourism and hospitality that can cater to the demand for skilled and trained manpower required by the young and growing state tourism industry.
- vii. **Lack of proper amenities:** Most of the tourist attraction sites in the district lack proper amenities such as pure drinking water facility, proper sitting arrangement, wash-room and toilet facility, cafeteria, etc. adding to the inconvenience of the tourists.
- viii. **Lack of tourism promotional event:** The district is devoid of any regular annual tourism calendar event or festival.
- ix. **Absence of proper amusement and theme parks:** There is no proper amusement and theme park in the district.

Opportunities: The following are the opportunities which can be capitalized up on by the district so as to bring about a robust tourism industry:

i. **Act East Policy:** Under the Act East Policy of the Government of India, the North-eastern India is being accorded with unprecedented support in all the spheres of economic development. The state tourism sector too would be receiving the required thrust.

ii. **Railway connectivity:** The central and state governments have an ambitious plan to expand railway networks deep into the state and up to frontier border districts. As of now, the project survey is being carried out. This would increase the accessibility of the various destinations in the state. The Rangia-Murkongselek railway network under the Northeast Frontier Railways is proposed to be extended up to Pasighat and further to Tezu and then to Parasuram Kund. A preliminary survey in this regard has already been conducted².

iii. **Ambitious tourism schemes for augmented infrastructural development:** The Ministry of Tourism, Government of India has off late begun to give unprecedented and tremendous attention to the growth of tourism sector in the country in general and the Northeastern region in particular. Many schemes such as Swadesh Darshan, Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD), etc. are being rolled out. The tourism infrastructural base in the state too would be augmented under the schemes.

iv. **Coming up of state-of-the-art outdoor stadium:** A state-of-the-art outdoor stadium with sitting capacity of 11 thousand people with all ultra-modern facilities is coming up at Pasighat, the district headquarters. The project costing Rs. 40.90 crore which is in its final stage of completion is being executed by the Department of Urban Development, Government of Arunachal Pradesh. Sports tourism will definitely see the light of the day in the district soon.

v. **Nascent stage of state tourism:** The fact that tourism in the state has just begun, can be taken as an opportunity by the district tourism stakeholders to plan and support tourism promotion on sustainable lines by keeping the carrying capacity, the sustainability and the associated socio-cultural and environmental issues in mind.

Threats: The following are the prominent threats in the process of tourism promotion and development in the district:

i. **Tough competition in tourism market:** There is a tough competition from other destinations at the state level (eg. Tawang, Ziro, Dirang, Mechukha, etc.), at the regional level (eg. Sikkim, Assam, Meghalaya, etc.), at the national level (eg. Rajasthan, West Bengal, Kerala, Goa, Orissa, Madhya Pradesh, etc.), and at the international level (eg. Thailand, China, Spain, Bhutan, Nepal, etc.) which are far more developed.

ii. Uncertainty of the volatile and dynamic tourism market: Tourism market being volatile and dynamic remains very uncertain in the sense that the tastes and preferences of the potential tourists may fluctuate or change at any time. Tourists' perception may change and they may not like the tourism products and other offerings.

iii. Loss of authenticity of the indigenous cultures: Acculturation due to the interactions or contacts with the tourists from foreign cultural backgrounds may take place there by drastically affecting the indigenous cultural nuances of the inhabiting tribes. The originality of the tribal culture may get lost forever.

iv. Moral and societal degeneration: There is a high propensity of the tourists indulging in sexual and other immoral activities such as prostitution, drug menace, etc. in the destination. The effect of such activities could have cascading negative effects on both the health and the morality of the society in the long-run. The host community may contract sexually transmitted diseases like the dreaded acquired immunodeficiency syndrome (AIDS), etc.

v. Environmental degradation: If proper measures are not taken, there is a high chance of pollution and environmental degradation at the destinations across the district due to mass tourism and uncontrolled tourist traffic in the days ahead. The destinations may turn into litter-dumping sites.

vi. Insecurity feeling: There is a general apprehension of insecurity of life and property among the tourists in the state due to the insurgency activities in Tirap, Changlang and Longding districts of the state.

XI. SUGGESTIONS

On the basis of the SWOT analysis, the following suggestions are put forth for the proper growth of tourism industry in East Siang district:

- i.* Basic infrastructures / amenities at the destinations such as cafeteria, pure drinking water facility, washroom and toilet facilities, etc. must be constructed at the destinations.
- ii.* Existing basic infrastructures / amenities at the destinations such as hotels, lodges, guest houses, homestays, roads, cafeteria, restaurants, washroom and toilet facilities, etc. should be adequately maintained and cleaned periodically so that the assets remain in good condition and hygienic.
- iii.* Proper amusement parks and theme parks must be constructed at various locations in the district.
- iv.* A comprehensive, customized and state-specific tourism policy must be formulated by the state government by involving all other tourism stakeholders so that there is a clear cut road map for the promotion and development of all the tourism categories in the state. The policy must be actualized in letter and spirit by the stakeholders.
- v.* In view of the tough competition amongst the tourist destinations not only in the state, but also in both national and international tourism markets, the stakeholders must shun their lackluster and passive attitudes, and take an

aggressive and a proactive approach towards marketing its tourism products so as to project the district as a leading 365-day tourism destination in the global tourism map.

- vi.* As word-of-mouth can be an effective promotional tool, tourists (both the domestic and the foreign) who had been to the district, persons from outside the state who had earlier stayed or are presently staying in the district in connection with their services, businesses, education, etc. may volunteer to act as tourism brand ambassadors and speak favorably about the district to their friends, relatives and other countrymen.
- vii.* Both the district tourism department (government) and the private stakeholders may put sincere efforts in marketing the district tourism aggressively through the various social media platforms by bringing out attractive promos about the tourist destinations and the tourism products giving greater insights into the various tourist destinations and the tourism products with finer details.
- viii.* The number of foreign visitors to the district needs to be increased. The foreign tourists being high-end consumers will definitely contribute in terms of higher revenue generation both by the government and the community at the destination. The economic returns will be huge. The district tourism stakeholders must strive hard to attract more and more of the foreign tourists through various marketing strategies and lucrative incentives.
- ix.* The district tourism department must launch an aggressive tourism promotion campaign through both digital and print media. Digital media strategies in the form of social media, websites, television, email, etc., and the print media strategies in the form of tourism calendars, coffee-table books, magazines, newspapers, pamphlets, brochures, flyers, postcards, greeting cards, etc. must be used to market the tourism products of the district.
- x.* The district must also participate in both national and global tourism road shows so as to publicize its tourism potentials.
- xi.* An annual tourism calendar event with a favorable theme for the district tourism must be conceived by the state government and conducted annually in the lines of Tawang Festival, Ziro Festival of Music, etc.
- xii.* As the films form effective media to showcase the state's rich tourism resources to the world, they carry an open invitation to the movie-goers (potential tourists) worldwide to visit the state. Film makers from across the globe especially Hollywood, Bollywood, etc. must be encouraged to shoot films in the district by offering lucrative incentives.
- xiii.* A separate professional institute which is solely dedicated in the creation of high quality professional skills needed in managing the affairs in tourism, travel, hospitality and other allied sectors must be established in the state so that it caters to the demands for the requisite manpower.
- xiv.* Proper signage / board must be put up at the central points in the district such as at ALG-cum-airport, at the Tata sumo / winger counters in the market place, at the

Assam-Arunachal Pradesh inter-state border check gate at Ruksin listing out the tourist attraction centres and their distances from the district headquarters.

- xv. A board at the destination / attraction centre having a brief description including history and significance of the place must be erected at each destination.
- xvi. Tourist information centre / tourist help desk of the Department of Tourism must be shifted to a centralized location which is easily accessible by the tourists so as to facilitate on-the-spot processing of travel related documents, besides providing swift solutions to the queries and grievances.
- xvii. Conservation and protection of the natural environment at the destinations must underscore tourism growth in the district. The carrying capacity, the sustainability and the associated environmental issues must be given due attention in tourism development and promotional initiatives of the district.
- xviii. Clear-cut instructions to prohibit littering in the destinations must be given through notice boards/signage. Proper waste disposal system must be in place in all the tourist destinations. Cleanliness drives at the tourist destinations must be regularly conducted.
- xix. Tourism Trade Act and Rules for the state may be formulated so as to conduct various businesses in the tourism sector. This will provide for ethical and proper administration and conduct of the various tourism activities in the state.
- xx. Proper signage along the roads must be installed at every 10 kilometers indicating the name and direction of the approaching tourist attraction site.
- xxi. Strict measures must be in place so as to conduct the behaviour of the tourists and the local community so as to prevent immoral activities which may earn the district the adage of sex tourism thereby bringing bad reputation.
- xxii. The tourism resources must be adequately monetized so that the golden opportunity to raise revenue is not lost. The local community must be sufficiently benefitted in terms of economic returns.
- xxiii. A separate tourist police must be raised in the district so as to instill a sense of security among the visitors. In this regard, a hotline too must be set up for the tourists so that their queries / complaints / grievances are heard and solution offered at the earliest.

XII. CONCLUSION

Blessed with the vast tourism resources coupled with fairly long tourist-season, enhanced physical accessibility and of course, the endemic tribal hospitality, East Siang district is definitely going to carve a niche for itself as a value-for-money tourist destination across the global tourism map and would certainly make it to the bucket list of every tourist visiting the state in the days ahead.

Tourism could be major revenue generating economic activity in the district alongside horticulture, agriculture, animal husbandry, cottage and small scale industrial units etc. It could induce economic development in the district in particular and state in general by setting in a viable base for entrepreneurial growth. But then the strengths and opportunities must be capitalized upon on one hand, and on the other hand, the weaknesses and threats need to be tackled tactfully so as to turn them as strengths and opportunities through proper plan and strategy. The onus lies on both the government and the community at large to strike the optimal Public-Private Partnership (PPP) in the development of the sector.

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