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EXECUTIVE SUMMARY

1.0 INTRODUCTION

The Department of Tourism, Ministry of Tourism, Government of India assigned the job of preparation of 20 Years Perspective Tourism Master Plan for Arunachal Pradesh to M/s Consulting Engineering Services (India) Pvt. Limited - CES, New Delhi. The present task of preparation of a tourism plan for the State of Arunachal Pradesh is to produce a meaningful plan report to comprehensively undertake all facets of tourism development in the State. The Tourism Master Plan for Arunachal Pradesh has been prepared as per the guidelines suggested by the Department of Tourism, Government of India by developing sustainable tourism giving year wise phasing of investment indicating short term and long term plans for implementation of identified potential development schemes/ project/ products.

Arunachal Pradesh Located at the top of North-Eastern India lies between 26°30' north and 29°30' north Latitude and 91°30' east and 97°30' east Longitude. It is bounded by Bhutan in the west, China in the north and Burma in the east and the state of Assam in the south, covers an area of 83,743 sq. km. Picturesque and hilly terrain, Arunachal Pradesh is criss-crossed by innumerable mighty rivers and rivulets which drain the waters of this vast area to empty in the Brahmaputra. The state is endowed with number of rare and endangered flora & fauna. Evergreen forest covers more than 60% of Arunachal Pradesh and is rich in magnificent trees of high economic value. The state is proved of having above 525 species of orchids, which adorn the land and the landscape. The rich and diverse forest types provide natural shelter, food and habitat for wide varieties of wild animals. It is perhaps the only state, which harbours four major cats, i.e. Tiger, Leopard, Clouded-leopard and the snow leopard and also the rare feline species like the golden cats & the marbled cats. The large herbivores like elephants, gaur and wild buffaloes are found in the foothill areas.

Being located in part of the Eastern Himalayan ranges, Arunachal Pradesh is the most picturesque tourist destination of India. With its numerous turbulent streams, roaring rivers, deep gorges, lofty mountains, snow-clad peaks, thousands of species of flora and fauna and an endless variation of scenic beauty, there is tremendous potential for development of tourism in Arunachal Pradesh; especially, adventure and eco-tourism. Arunachal has a number of wild life sanctuaries, national parks and biosphere reserves, its lush green tropical forests teeming with wildlife. Arunachal Pradesh is also famous for its Buddhist Circuit. Though the state has a high tourism potential, owing to lack of infrastructure facilities such as, transport, communication, accommodation and other tourism supported facilities, most part of it remains out-of bound to the tourist. Arunachal Pradesh does not have a state level tourism policy. Hence, the National Tourism Policy – 2002 is being reviewed for the formation of Tourism Plan.

Objectives in the National Tourism Policy for Tourism Development in the State of Arunachal Pradesh defines that tourism products based on village tourism should be actively promoted in the Northeast states to spread tourism and its socio-economic benefits to rural and new geographical areas. The other tourism products emphasized in the northeast states policy are Adventure Tourism and Eco-tourism, which should be made a grass-root, community based movement. It also states that the potential for river cruises need to be developed for the North-Eastern States i.e., for river Brahmaputra.

The consultant formulated the following objectives after making further study of the tourism plan;

- To trigger higher growth of economy balancing sustained socio-cultural and physical environment
- To introduce new tourism products i.e. adventure tourism, heritage tourism, sports tourism, education tourism,
- To Identify infrastructure and other developmental needs for tourism
- Projection i.e. identification of projects, their financing & management strategies
- To formulate integration of various department to promote tourism

The vision that the consultant see is tourism as an inter-related system of demand and supply factors. The basic approach to planning and managing tourism development, is:

- The effective development, operation and management of tourism require certain institutional elements, such as: legislation and regulations, standards and licensing requirements.
- Organizational structures; government tourism offices and private sector tourism associations such as hotel associations.
- Education and training programmes and training institutions to prepare persons to work effectively in tourism



- Availability of financial capital to develop tourist attractions
- Marketing strategies and promotion programme
- Travel facilitation of immigration
- Enhancing and distributing the economic benefits of tourism
- Environmental protection measures

2.0. EXISTING AREAS OF TOURISTS INTEREST

Arunachal Pradesh is the most picturesque tourist destination of India. Places of tourist attraction in the state can be broadly classified as;

- Places of Religious Importance and Archeological/Historical Sites,
- Wildlife Sanctuaries and National Parks,
- Adventure tourism,
- Arts and Craft, Fairs & Festivals, Dances.

Malinithan, Tawang, Parsuram Kund are the places of Religious and Historical Importance. Malinithan, a Pilgrimage center for Hindus is located at Likabali, headquarters of sub-division of West Siang District. Ruins of a big temple belonging to 14th –15th century. Tawang is famous for the 300-year-old Buddhist monastery. Parsuram Kund, another important religious place. On the day of *Makar Sankranti*, thousands of pilgrims take holi dip in the Kund to wash off their sins.

The important historical and archaeological Sites in the State are, an excavated 18th Century Buddhist Stupa, Vijaynagar, 8th to 17th Century old excavated fortress, Bhismaknagar, 9th Century Temple, Malinithan, 17th –18th century Largest Stupa in Zimithang Chorten. Ita fort In Itanagar, which bears elegant testimony to the past glory of this area of ancient capital.

There are eight wild life sanctuaries and two national parks where a variety of wildlife animals and birds could be sighted. Prominent among them include elephants, tiger, gaur, musk deer, clouded leopard, red panda, Himalayan black bear, capped langur, hilllock, gibbon, hornbills, peacock, pheasants, florican, and host of other migratory birds. The State is famed for 50 species of orchids.

The wild life sanctuaries are;

- | | |
|---|---------------|
| - Pakhui Wild Life Sanctuary- (861.95 sq.km) | East Kameng |
| - Itanagar Wildlife Sanctuary (140.30 sq.km) | Papumpare |
| - Dr. D. Ering Memorial Wildlife Sanctuary (190.0sq.km) | East Siang |
| - Mehao Wildlife Sanctuary (281.50.0sq.km) | Debang Valley |
| - Kamlang Wildlife Sanctuary (783.0sq.km) | Lohit |
| - Eagle's Nest Wildlife Sanctuary (217.0sq.km) | East Kameng |
| - Kane Wildlife Sanctuary (55.0 sq.km) | West Siang |
| - Sessa Orchid Sanctuary (100.0sq.km) | West Kameng |
| - Dibang Biosphere Reserve (4149.0sq.km) | Dibang Valley |

National Parks

- | | |
|--|----------------|
| - Namdapha National Park (Project Tiger) at Miao (1985.23) | Tirap District |
| - Mouling National Park at Jenging (483.0sq.km) | East Siang |

Arunachal Pradesh is endowed with thick evergreen forests with numerous streams, rivers and gorges ideal for angling, boating and rafting and its terrain is suitable for trekking, hiking and holidaying in a serene atmosphere. The Government has identified four major trekking routes namely:

- Pashighat- Jengging – Yinkiong,
- Bhalukpung – Bomdila –Tawang
- Roing – Mayodia – Anini &
- Tezu – Hayuliang
- Pashighat-Jengging-Yinkiong



The State is also endowed with local arts & craft skills; thus we find exquisite carpets, painted wooden vessels and silver articles furniture from cane and bamboo, shawls and jackets, shoulder bags and ivory, boar's tusks, beads of agate, paper making etc. The festivals celebrated by the Arunachalees, mirror the people, culture, their artistic genius and skill in music and dance, which is a vital element in the life of every tribe. Important festivals are Losar, Nyokum, Boori Boot, Si-Donyi, Aran, Mopin, Oriah, Mol Solung, the Ojiyale Festival, Tamladu and so on. Apart from the monastic dance performed by the lamas during the Torgya festival, the Monpas have extremely attractive traditional dances.

Apart from the biodiversity there are many more natural tourist sites such as lakes, valleys, peaks and waterfalls. Nuraneng Waterfalls, Babteng-Kang (BTK) Waterfalls, Sangetsar Lake (Tawang), Bagga-Tang Lake, Gorichen Lake, Sela Pass and Peak at a height of 13714 feet are major attractions.

3.0. TREND AND FORECAST OF TOURIST FLOW

The growth of world tourist arrival was registered as 4.5 percent. Europe and America continue to be the most important tourist receiving regions, accounting for 77.8% of world tourist arrivals in 1999. Europe's share was almost 60%, followed by America with 20%. The share of the South Asian region was an abysmally low 0.8%. Organisation (W.T.O.) in its forecast on World tourism titled "Tourism -2020 Vision" has estimated 692 million tourists in the Year 2000; more than one billion in 2010 and around 1.6 billion in 2020. According to WTO estimates, Europe will continue to remain the most popular tourist destination. East Asia and the Pacific region will surpass America by 2010 to become the second most visited destination. India is expected to fuel 4.5 times growth in international tourist arrivals, more than half of the total arrivals in South Asia.

India received nearly 2.4 million international tourist arrivals in 1999, a 1.1% increase over year 1998. Tourism is already somewhat developed in India; this sector has much potential for expansion. The share of foreign tourist in Arunachal Pradesh to the Country is 0.007 % i.e very insignificant in comparison with other States. During the years from 1998 to 2000, the share of foreign tourists as visiting Arunachal Pradesh is not constantly increasing. The arrival of foreign tourist has decreased in the Year 1999. As regards domestic tourists, the share of Arunachal Pradesh is very insignificant to the total domestic tourist visits in the country. Only 0.0035% of the total domestic tourist visits the State.

Taking into account the Compound Annual Growth Rate (CAGR), the projected domestic tourist and international tourist would grow at an annual rate of growth of about 7.79% and 10.34% respectively. After enhancement of tourism activities in Arunachal Pradesh as per the suggestions of perspective plan, it would be reasonable to project the domestic and foreign tourists at a level 10% and 15% respectively. In view of a number of interventions, which would be suggested in the Tourism Master Plan to be adopted to enhance the tourism activity in Arunachal Pradesh, it would be reasonable to project the domestic at 10% and foreign tourists at a level 15%. The projected domestic tourist would be 32224 and foreign tourist at 3708 by the year 2021.

4.0 ASSESSMENT OF TOURISM SUPPORTED INFRASTRUCTURE

Road is the only means of transportation in the State. The entire road network of Arunachal Pradesh is connected with two National Highways No. 52 and 37. The National Highway-52 also passes through Pasighat, Roing and Tezu. The road connectivity is poor. The total road length in Arunachal Pradesh is 17655.09 km. There are settlements in the state, which are totally dependent on air dropping for their daily supply. Arunachal Pradesh was brought under railway map of India with the opening of Balipara- Bhalukpong metre gauge line. Arunachal Pradesh is not adequately connected by air links. A few centres are connected by Pawan Hans Helicopter Services for which helipads are constructed.

Accommodation facilities include Hotels (36), Circuit houses (16), Inspection Bungalows (8), Tourist Lodges (11), Guest Houses (6). Arunachal Pradesh is devoid of any star category hotels. The total rooms available are 382. At present, there are 145 beds per 1000 tourists are available in the State.

The present system of water supply is a gravity-based system where the river water is directly pumped to a tank located at the highest point of a habitat. In Arunachal Pradesh, 10 towns and 3599 villages have drinking water facilities serving 1.7 lakh and 7.2 lakh people respectively.



The present power demand in Arunachal Pradesh is met from mini/micro hydel stations, D. G. Sets and by importing power from the central grid (Assam/ NEEPCO). The total hydropower potential available in the state is estimated to be 30000 MW, which is one third of the entire hydro potential of the country (84,000 MW). Only 23.64 MW (just about 0.05% of the total potential) has been harnessed due to its limited resources.

5.0 REVIEW OF EXISTING TOURISM DEVELOPMENT /INVESTMENT PLAN

The IXth Five Year Plan focuses the following activities for the development of tourism in the state:

- Preparation of tourism master plan and identification of tourist circuits and tourist spots.
- Construction of tourist lodge, Luxury hotels, tourist huts etc.
- Construction/building up of other tourist infrastructure like luxury buses, cars, wayside STD facilities etc.
- Information, propagation and publicity campaign through national advertisement, documentary film, video clips, print posters, pamphlets, leaflets etc.
- Creation of tourist facilities in historical and other places of tourist interest.
- Organisation of local festivals and fairs during tourist season.
- Develop adventure tourism.

It also states that efforts should be made to induce private Capital inflow in tourism sector to build up location/villages of tourism interest. The approved outlays for the IXth Plan is Rs. 1904 lakhs. The Annual outlays for year 1997-98, 1999-2000 and 2001-02 are 294, 128 and 150 lakhs for tourism development.

6.0 OPINION SURVEY OF TOURIST

Primary data was conducted by means of an open-ended questionnaire as well as through focus group interviews. These were conducted at different locations within the State of Arunachal Pradesh, including Bom Di La & Itanagar among others. Questionnaires were distributed among tourists (foreign & domestic) and hoteliers.

The findings from the survey indicate;

- Traveling in a group or with their families were mostly domestic tourist
- Traveling alone by a person who is on a business trip and indulge in some sight-seeing in their spare time.
- Foreign tourists had availed of package tours and had got their information from magazines and websites. The foreign tourists were however unanimous those procedures for obtaining Inter Line Permit (ILP) should be simplified.
- The spending habits of the foreign and domestic tourists differed substantially with the Indian tourists spending Rs. 300/- per day on average on food and lodging compared to Rs. 1000/- per day of their foreign counterparts. However, cost was an important factor for both groups.
- 34% of the respondents preferred traditional food. Among other cuisine, North Indian was the most popular, being the preferred food 46% of the time followed by Chinese and others, which were preferred only 20% of the time.

On the whole, all the tourists were unanimous in their view that the transport infrastructure and the amenities offered by the hotels need to be improved. The survey of hoteliers also revealed that some of even the better hotels did not have such basic facilities.

7.0 SWOT ANALYSIS

Strengths

- Aunachal Pradesh has a rich inventory of world class tourism resources, both natural as well as manmade which include picturesque landscape, large forest areas, beautiful mountains, lakes, springs- and waterfalls.
- Arunachal Pradesh is called the Power- House of the North- Eastern States with highly significant power production. The total hydropower potential available in the state is estimated to be 30000 MW, which is one third of the entire hydro potential of the country (84,000MW).

Weaknesses

Inadequate marketing of tourism products of Arunachal Pradesh



Deficiencies in infrastructure especially connectivity and accessibility

Opportunities

Arunachal Pradesh has enormous potential for development of new product ideas, some of which are the latest craze in the western world today.

- Heritage Tourism: The state has an abundance of historical places, Religious Places, Archeological Sites and forts which can be suitably renovated and opened up for tourism.
- Health Tourism: Arunachal Pradesh is rich in plants having medicinal values.
- Entertainment Tourism: Arunachal Pradesh have a great potential for features like; entertainment complexes such as amusement parks, water parks, cable car rides, aquariums, casinos, sound and light shows, etc
- Adventure Tourism : Arunachal Pradesh has significant potential for water sports (wind-surfing, water skiing, sailing, crocodile dandies, etc), para-gliding, river rafting, scuba diving, etc and trekking, mountaineering.
- Cultural Tourism: Arunachal Pradesh has rich cultural heritage which is exhibited through the various fairs and festivals and dances.

Threat

Being location in isolation in terms of development, the State is facing challenges, which directly and indirectly curb the growth of tourism. The existing infrastructure, safety & Security, local awareness and others are the major hindrance for the development of the tourism in the State.

These are as such:

- Competition by other developed Tourist Destination of the Country:
- Long Distance to Access to Arunachal Pradesh
- Absence of other major developed tourist destination except Assam in the North Eastern part, tourists break their trip without visiting Arunachal Pradesh.
- Social problems like causes of insurgency etc.
- Poor infrastructure and basic amenities
- Lack of Awareness of Tourism Activity

8.0 REQUIREMENT OF SUPPORT INFRASTRUCTURE

- As on 2000-2001, the total number of beds available in Arunachal Pradesh was 943, which accounts to 145 average beds per 1,000 tourists. The hotel accommodation in Arunachal Pradesh is inadequate for a quality accommodation. At present the State does not have any star categories of hotels. In order to attract the tourists, the government of Arunachal Pradesh needs to take immediate steps to create Star categories of hotels for the tourists. Budget Hotels for Domestic Tourists and 3 Star and 2 Star Hotels of international standards for foreign tourists are required. Keeping in view this factor, new accommodation facilities has been proposed at Star categories of hotels in Itanagar, bed facilities at Mechuka, Dirang, Tuting, Hayyuliang, Dong etc.
- The water requirement for domestic case is taken as 150 lpcd, for tourist purposes the same is assumed to be around 250 lpcd. Thus for the year 2021, the water requirement calculated on the basis of the available beds works out to be 0.24 MLd.
- For the project tourists of 2021, the extra sewerage generation will be around 0.2 Mld. Provisions have to be made for the proper disposal of the same.
- Help Line and Improved Health Facilities
- Centres imparting Hospitality education, Research & Training

9.0 OPTIONS AND IDENTIFICATION OF TOURISM PROJECTS

Arunachal Pradesh has a wide range of tourism potential, which has not been utilized to its fullest because of the critical geographical location of the state, insecure environment and inaccessibility. While exploring the options for development of tourism products, Tourist Composition, future target segment and potential tourist activities etc have been considered. For this The Consultants have carried out an in-depth study of literature and views of local people,



collected through opinion surveys and on-the-spot reconnaissance to assess the ranges of tourists destinations in the state which are still unaccessed and unexplored. As a result of which following potential sites have been identified.

Circuit No.1 : Bhalukpong-Bomdila-Tawang-*Zemithiang-Dirang Rupa-Lumla-Sheregaon-Jamiri*

Circuit No.2 : Itanagar-Ziro-Daparijo-Along-Pasighat-*Dambuk*

Circuit No.3 : Pasighat-Jengging-Yingkiong-Tuting

Circuit No.4. : Roing-Mayudia-Anini

Circuit No.5 : Tezu-Hayuliang-Parsuramkund-Wakro-Walong-Pukhuri-Dong

Circuit No. 6 : Margherita-Miao-Namdapha-Vijaynagar-Changlang-Deomali

Circuit No. 7 : Parsi Parlo-Mechuka-Monigaong-Tuting (New Circuit)

The consultants have identified some destinations for eco-tourism such as;

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|--------------------------------|----------------------------------|
| • Springs- | Dirang |
| • Hills and Valleys | Rupa |
| • Orchids- | Sheregaon, Dirang |
| • Scenic Beauty and Snow Fall- | Tuting, Walong, Dong, Vijaynagar |
| • Jungle Safari | Namdafa |
| • Camping/Nature Camp | Mechuka |
| • Theme Park /Amusement Park | Itanagar, Tawang |
| • Filming / Viewing | Mechuka |

The consultants have identified few mega projects to bring notice for the development of tourism in the State. Schemes and other projects have also been identified to upgrade the existing tourist facilities. Mega Projects are as follows;

- ◆ Shopping mall-cum-entertainment centre at Itanagar
- ◆ Holistic healing cum rejuvenation centre at Gekar sinyi (ganga lake), Itanagar
- ◆ Development of Mechuka as a potential tourist site
- ◆ Water park at tipi near Bhalukpong
- ◆ Health resort at Dirang in west kameng
- ◆ Library cum exhibition centre at menga cave near Passighat
- ◆ Eco-tourism at Tuting in Upper siang
- ◆ Development of tribal village at Deomali in Tirap
- ◆ Eco-tourism at Hayuliang in Lohit District
- ◆ Health tourism at Dong
- ◆ Development of village culture at koma
- ◆ Theme park/amusement park/sculpture park at Itanagar
- ◆ Multi-functional modern exhibition center at Itanagar, Tawang and Bomdila stalls showing various arts, crafts and textile, products of the -state lined traditional architectures.
- ◆ Establishing a inter-state bus terminal (ISBT) at Itanagar

The Consultant has proposed the promotion of tourism through fair and festivals, cultural programs, arts & crafts and establishing the advertisement in Media etc. For the marketing and promotion, more than 80% of the investment would be through Central Govt. and rest of the amount would be through the State Government. These activities would be executed through Department of Tourism, Arunachal Pradesh / Arunachal Pradesh Tourism Development Corporation.

10.0 INVESTMENT PLAN AND FUNDS REQUIREMENT

The required sizable capital investment for development of basic infrastructure, tourism infrastructure, tourism product development, human resource development and marketing and promotion development, as per broad estimates an aggregate sum of Rs 174.65 crores would be required for the 20 year Tourism Plan for the Perspective Year - 2021, bifurcated into immediate phase (2002-2004), short term phase (2005-2009) and long term phase (2010-2021).



Financial plan and phasing of funds requirement of Arunachal Pradesh Tourism Master Plan

	Immediate Phase (3 years) Rs in lakhs	Short Term Phase (5 years) Rs in lakhs	Long Term Phase (12 years) Rs in lakhs	Total Rs in Lakhs
A) Basic Infrastructure	750	6310	2200	9260
B) Tourism Infrastructure	1362	1857	720	3939
C) Tourism Product Development	482	2447	657	3586
D) Human Resource Development	80	80	120	280
E) Promotion & Marketing	145	75	180	400
TOTAL	2819	10769	3877	17465

The plan schemes for the development of tourism infrastructure and improvement of tourism products mainly consist of Central Financial Assistance to State Govt. for developing tourist facilities and product development Institutional Assistance and Package of incentives for promoting private investment in the tourism sector.

The Ministry of Tourism Govt of India extends financial assistance to States/UTs for augmentation of tourist infrastructure facilities, production of publicity material and for celebration of certain identified fairs & festivals that are important from tourists interest point of view. Assistance is provided every year on the basis of specific proposals received from the State/UT Govts., and in respect of the projects that are short-listed for consideration during that particular year. The institutional assistance for developing tourism facilities is available from domestic financial institutions viz. TFCI, IFCI, SIDBI, SFCs, HUDCO, NEDFI (North-Eastern Development Finance Corporation Ltd.) and multilateral institutions Viz. OECF (now called Japan Bank of International Cooperation (JBIC) etc.

Pattern of Financial Assistance

- Specified projects taken up for financial assistance under various schemes of the Ministry are assisted either under normal funding pattern or under 'equity' pattern.
 - All commercially viable projects and projects of State/UT tourism Development Corporations are assisted under equity scheme under which 28% of the project cost is provided by the Ministry of Tourism, 12% by the State/UT Governments or Tourism Development Corpn. And the balance 60% funded by loan assistance from financial institutions.
 - Assistance to State/UT Govts. and tourism Development Corporations for taking up projects which are commercially viable.
 - State/UT Govts. or Tourism Development Corporations as the case maybe would prepare the project proposals and approach the concerned Financial Institutions viz. SFCs or SIDCs, in cases of projects with capital cost upto Rs 3.00 crores and TFCI in cases of projects costing more than Rs 3.00 crores for appraisal of the projects and approval of loan assistance of at least 60% of the project cost.
 - The equity capital would be up to 40% of the project cost
 - Assistance from the Ministry of Tourism would be limited to 28% of the project cost and it would be released to the concerned State/UT Govt. as a grant
 - The concerned State/UT Govt. or Tourism Development Corporation would provide the balance of the equity capital i.e. 12% of the project cost.
 - As per the present norms adopted by the Financial Institutions, only up to 10% of the Project cost would be reckoned towards the value of land.

Keeping in view the funding mechanism described above, the Perspective Tourism Plan of Arunachal Pradesh is proposed to be financed from different sources are;



Financial /Investment Analysis of Arunachal Pradesh Tourism Master Plan (Rs In Lakhs)

	Central Financial Assistance Scheme	State Financial Assistance	Private Sector	Total
A. Basic Infrastructure	3839	121	5300	9260
B. Tourism Infrastructure	661	215	3063	3939
C. Tourism Product Deptt.	1531	515	1340	3386
D. Human Resource Devpt.	250	30	---	280
E. Promotion & Marketing	250	50	---	300
T O T A L	6531	931	9703	17165

It would be observed from the above analysis that Arunachal Pradesh Perspective Tourism Plan costing Rs 17165 lakhs is proposed to be fund to the extent of Rs 6531 lakhs under Central Financial Assistance Scheme and Rs 931 lakhs under State assistance leaving Rs 9703 lakhs to be funded by the Private Sector.

11.0 ENVIRONMENTAL CONSERVATION

Though the state has unparallel potential as far as natural resources, places of scenic beauty with numerous places of historical and cultural significance to attract a significant number of domestic and international tourists. Several Archeological monuments in Arunachal Pradesh have been declared protected by Government of India in the "Ancient Monuments and Archeological Sites and Remains Preservation Act. 1957." Such monuments are located at Bhalukpong, Tamreshwari temple at Lohit District, Bhismarknagar, Itafort at Itanagar and Naksaparbat (East Kameng Dist) have come under State Government protection. For the conservation of areas of heritage value, Arunachal Pradesh has "The Arunachal Pradesh Ancient Monuments, Archaeological Sites And Remains Preservation Act, 1990."

Strategy for conservation of the monuments is under;

- Identification of periods or style in which the historic, architectural, periods could be documented for their continuity, protection or maintenance and could be retained for public or touristic interest.
- Building Envelope of Historic Structures & Settlement
 - Areas within 100m radius of the historic temples, churches & other such buildings should be declared as conservation zone.
 - The building regulations such as FAR or ground coverage may not be the answer for any development in the historic areas if they are designated as such.
 - Zoning with incentive could be framed to promote the necessary development for the promotion of tourism etc.
 - The tourists' areas/natural area, zones or historic settlements can be earmarked for their specific values.
- Establishment of Arunachal Pradesh Heritage Foundation to frame and implement policies for conservation of Built and Natural heritage to be protected nourished and nurtured by all citizens and pass it on to the coming generations.

Bio – Diversity conservation

Around 10178 sq.km of forest area has been demarcated and notified as reserved forest, Anchal and village Reserve Forest. So far ten active wildlife sanctuaries, two national parks covering a total protected area of 9483 sq.km for conservation and presentation of rich bio-diversity of the State have been created.

The Wildlife Protection Act. (WPA) of 1972 was amended in 1990 to include, first time a ban on export of live Indian birds. A year later, local trade was also banned. Before the 1990 amendment, only limited trade of about 20 species, such as munias, weaver birds and buntings, placed in Schedule IV of the Act. – birds that can be hunted with official permits – was allowed. Since 1995, the Supreme Court has banned the felling of trees.



Strategies for the restoration of bio – diversity

- To make a detail programme and a realistic approach to implement for conservation of bio-diversity.
- single species management should be replaced by conservation of bio-diversity as a whole. It means, we need to conserve various habitat types, in various geographical locations to ensure that maximum number of bio-diversity are covered and protected in the process.
- Important wetland in a region, can be conserved in order to maintain sustainability of bio-diversity of the region.
- Awareness camp can also be organized with village-people to make them understand the importance of conservation of flora and fauna.
- In Arunachal Pradesh, Ethno-political problems should be taken care of and proper security cover should be given to concerned officials.
- Destruction of forests, other unique/ sensitive habitats or cultural, historical and archeologically important sites. Areas considered for development should have zoning plans to account for natural geographic and socio-economic condition

12.0 MARKETING STRATEGY AND PROMOTION PROGRAMME

The marketing strategy should also include the need to portray a favorable but realistic image of the State. Image building is especially important because of the publicities that have taken place about the natural calamities as well as ethnic development.

- o Develop the perception of Arunachal Pradesh in the major source market areas of India and abroad as a destination offering quality attraction, facilities and experiences.
- o Design and execute marketing activities which build on Arunachal Pradesh - distinctive features and advantages
- o Expand penetration in the Asian markets, particularly Japan, South Korea, Bangladesh and Sri Lanka and European markets, viz. U.K., Germany, U.S.A., Australia etc.
- o Publicize tourism through newspaper holiday supplements and editorial coverage, audiovisual material - slide, film and video shows for use in travel seminars, world TVs, etc.
- o Tourist Information Services
- o The respective roles of the government and private sector should be clearly defined, with their promotional activities closely coordinated.

13.0 ECONOMIC BENEFITS

Tourism is highly labor intensive as compared to any other industry. The Economic & Social Commission for Asia and Pacific (ESCAP) study report on 'Economic Impact of Tourism in India' revealed that 1.2 international tourist visits provide employment to one person. Similarly, 17 domestic tourists generate employment for one person. By using these employment ratios and projections of additional tourist traffic and employment multiplier as 1.358 (Refer report by Dr G Raveendran on Tourism, Planning and Measurement Methods, 1993), the projections of direct employment and indirect employment after implementation of APPTP, about 25,000 man-years of jobs will be created due to construction activity. The economic impact that would accrue as a result of implementation of the proposed plan can be categorized as Direct, Indirect and Incidental.

14.0 DEVELOPMENT CONTROL AND PLANNING

Areas of archaeological value and historic buildings or sites are to be adequately protected from Damages because of lack of adequate maintenance. Construction work should commence having secured the consent of the appropriate authority for the provision of infrastructure services, i.e electricity, telephone, road access, water, etc. Control of advertisements is also essential to protect environment from visual pollution in all areas, urban and rural. Hotels and



other establishment should have adequate sewage system, garbage storage facilities. As it is the practice now, biological treatment plants should be the minimum requirement. Rivers should also be protected from similar dangers of pollution. Dumping of waste into the river & Water bodies should be prohibited. Industrial activities should be under constant control so that smoke, chemical effluents or other pollutants are eliminated. The tendency to diversify industry and substitute existing heavy and polluting industries with industries of high technology is environmentally sound and should be encouraged.

15.0 TOURISM POLICY

The Policy on tourism in Arunachal Pradesh does not exist. To strengthen the tourism, Product Diversification/Improvement is needed. Wild Life Sanctuary, Golfing and religious tourisms are the mainstream activities in Arunachal Pradesh. The natural resources in the state of Arunachal Pradesh like hills, waterfalls, springs, rivers seneric beauty and wild life reserves has not received enough attention and did not grow to its fullest potential. Similarly, Arunachal Pradesh's natural sceneric beauty remains untapped.

- Keeping in view the potential of the State, cultural tourism, Eco-Tourism, Adventure Tourism, Rural Tourism, Health tourism and Science Tourism.
- Keeping in view, preventing the diversion of tourist flow, a joint effort is needed by the North Eastern Hill Council (NEHC) to create an inter-state tourism circuit, starting the circuit from Arunachal Pradesh to Mizoram.
- The inter-district inner line permit is required to enter one district from another should be such that at every check post the facility to get the same made should be available. These relaxations should be done in knowledge of the national security and defense mechanism.
- Establish Tourist Information Center at all District Headquarters of the state.
- An urgent need felt for requirement of overall improvement of infrastructure facilities and also providing better quality facilities in places of tourist attractions, inter-state tourist traffic movement, road connections and road transport infrastructure need to be improved. Hill railway can be introduced as special tourist attraction system

16.0 IMPLEMENTATION PLAN AND INSTITUTIONAL MECHANISM

It is essential that for effective implementation of the 20 year Perspective Tourism Plan for Arunachal Pradesh needs political commitment to develop tourism on a planned basis, and strong leadership exercised in both the public and private sectors of tourism. Through adoption of the Plan with commitments, the legal basis for its implementation is established.

In the implementation approach, the respective roles of the State Govt., the private sectors and special bodies (such as Deptt. of Tourism, Town & Country Planning Deptt., Pollution Control Board, Arunachal Pradesh; Arunachal Pradesh Tourism Development Corporation((ATDC) under formation), Travel and Tourism Association of Arunachal Pradesh, have to be decided at the first instance. With the respective roles decided, a close co-operation and coordination between the State Govt. bodies and private sector on implementation must be maintained.

The consultant suggests on the lines of California Tourism Commission, *an Arunachal Pradesh Tourism Commission/* Board chaired by an executive in the Government at a very high level say the Chief Minister or the Minister of Tourism. The Board shall, with the office of tourism adopt, annually update a tourism marketing plan for the State of Arunachal Pradesh for international and domestic tourists. Further, the Consultant also defines the role of Department of Tourism, which shall establish different cell for the implementation of the Tourism Master Plan such as; Monitoring and Evaluation Cell, Investment Facilitation Cell, Task Forces, Rural Tourism Cell, Disaster management Cell etc.

CHAPTER-1



Introduction

Arunachal Pradesh – an Overview

Tourism Potential

National Level Tourism Policy

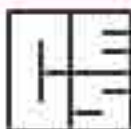
*General Perspective of Global Tourism
Scenario*

Scope of Works

Objectives

Approach & Methodology

P R O J E C T B A C K G R O U N D





CHAPTER-1

PROJECT BACKGROUND

1.1 INTRODUCTION

The Tourism Department, Ministry of Tourism, Government of India, invited offers from reputed Consultancy firms for preparation of a 20 years perspective plan. Based on the technical & financial offers submitted by various firms, M/s Consulting Engineering Services (India) Pvt. Limited - CES, New Delhi has been assigned the job of preparation of Tourism Master Plan for Arunachal Pradesh.

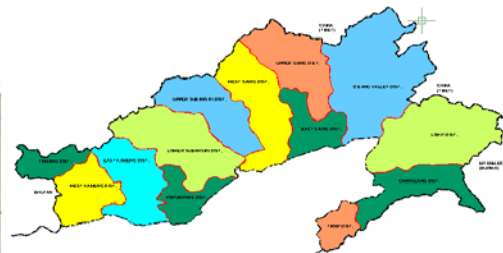
The present task of preparation of a tourism plan for the State of Arunachal Pradesh, Tourism Dept. Government of India, is to produce a meaningful plan report to comprehensively undertake all facets of tourism development in the State

The Ministry of Tourism and Planning Commission suggested to all the states to prepare their tourism policy and tourism master plan. Under these circumstances, the Department of Tourism, Govt. of India has taken initiative for the preparation of 20 year Perspective plan (Tourism Master Plan) for Arunachal Pradesh. The Tourism Master Plan for Arunachal Pradesh is being prepared as per the guidelines suggested by the Department of Tourism, Government of India.

1.2 ARUNACHAL PRADESH- AN OVERVIEW

1.2.1 Regional Setting

At the top of North-Eastern India, crowning its six clustered sisters like a protective hamlets, is Arunachal Pradesh, the 'Land of the Dawn-lit-Mountains'. This is the first Indian Soil to greet the morning sun. It lies between 26°30' north and 29°30' north Latitude and 91°30' east and 97°30' east Longitude. It is bounded by Bhutan in the west, China in the north and Burma in the east and the state of Arunachal Pradesh in the south. Part of the Eastern Himalayan ranges, it covers 83,743 sq. km. and has a population of 8,64,558. It has the largest area as compared to other states of north-east.



1.2.2 Climate

The Climate of Arunachal Pradesh varies from sub tropical in the south to alpine in the north. The rainfall is amongst the heaviest in the country. The annual average rainfall in Arunachal Pradesh is more than 300 cm. The rainfall varies from 450 cm in the foothill areas to 80 cm. in the upper reaches.

1.2.3 Physiography, Flora & Fauna

Physiographically the State is divided into 4 major division- namely, a) The Greater Himalya b) The Shivalik c) The Purvanchal d) The Brahmaputra Plains (Refer Map no. 1.2)

Evergreen forest covers more than 60% of Arunachal Pradesh. A picturesque and hilly terrain, Arunachal Pradesh is criss crossed by innumerable mighty rivers and rivulets. The five major rivers – Kameng, Subansiri, Siang, Lohit and Tirap with a large number of tributaries drain the waters of this vast area to empty in the Brahmaputra. (Refer Map No. 1.3)





The vegetation of the whole of Arunachal varies greatly in relation to the elevation of the different regions. It ranges from a wide belt of swampy rain forests along the foothills and the low-lying areas to tropical and sub-tropical. There is a great variety of plantation to be found. There are climbers and an abundance of cane, bamboo, and orchids. The lower attitudes are remarkable for their deciduous forests with patches of evergreen tropical vegetation. (Refer Map no. 1.4)

The state is endowed with number of rare and endangered flora. Its forests are rich in magnificent trees of high economic value such as Diptiropus, Terminalia, Mesua, Shorea, Altingia, Dysoxylum etc. The State also abounds with a number of ferns, bamboo species, conifers, rhododendrons and other interesting and wild ornamentals. The state is proved of having above 525 species of orchids which adorn the land and the landscape. Arunachal Pradesh is also a home of a number of medicinal plants.

The rich and diverse forest types provide natural shelter, food and habitat for wide varieties of wild animals. It is perhaps the only state which harbours four major cats, i.e. Tiger, Leopard, Clouded-leopard and the snow-leopard and also the rare feline species like the golden cats & the marbled cats. Seven species of primates and all three Arunachal Pradesh antelopes are also found here. Arunachal Pradesh is the only place in India where Takin is found. The large herbivores like elephants, gaur and wild buffaloes are found in the foot-hill areas. The highly endangered species – the hispid hare also is reported in the low grassy areas of Arunachal Pradesh. The state is also rich in aquatic fauna and is a paradise for anglers. Mithun is a semi-domesticated animal revered by the people of the state.

1.2.4 History & Administration

The state finds mention in the ancient literature such as the Kalika Purana, the Mahabharata & the Ramayana. Its recorded history begins from the time the Ahom kings ruled in the northeast and later when the British took control of the areas around 1838. It became a union territory of India in 1972 and later on 20th February, 1987 it was declared as a full-fledged state.

The State of Arunachal Pradesh has now 15 (fifteen) districts, which were created from time to time by dividing the original 5 (five) districts known as Tirap, Lohit, Siang Subansiri and Kameng. The name of these five districts were derived from the name of the five principal rivers each flow in the respective districts. The headquarters of these districts were Khonsa, Tezu, Along, Ziro and Bomdila respectively.

On 1st June, 1980, the four districts except Tirap were divided and a total of 9 (nine) districts were created. Subsequently on 6th October, 1984, the Tawang district was created by bifurcating of Tawang sub-division of the West Kameng district. Afterwards on 14th November, 1987 the Changlang district was created by curving out the Changlang sub-division of the Tirap district. Later on, on 22nd September 1992, the Papumpare district was created by curving out 6 (six) administrative circles of the Lower Subansiri district. Recently on 4th November, 1994 the Upper Siang district was created by bifurcating the East-Siang district.

At present there are 15 districts in Arunachal Pradesh. The two new districts made are Kurung Kumey and Lower Dibang Valley. Since the data available district wise is for the older 13 districts, the consultants have prepared the whole report considering only 13 districts. The State has 56 Community Development Blocks and 116 Revenue Circles (Ref. Map No.1.5)

1.2.5 People

The people of Arunachal Pradesh are of Indo-Mongoloid stock. The population is pre-dominantly tribal with around twenty-five identifiable tribes. The main tribes are Adi, Aka, Apatam, communions, Hill Miri, Khamba, Khowa, Tism, Mishm, Miji, Mikir, Memba, Mishing, Moopa, Na, Sherdukpen, Subeng, Socte, Singpho, Tangsa,



Tagin, Wangcho, Zobarings. They are rich in culture and heritage of arts & crafts and enchanting folk songs. They are extremely simple in living, friendly by nature and are very hospitable.

The population of Arunachal Pradesh according to Census 1991 was 8,64,558 with a density of about 10 persons per sq.km. – the lowest amongst the states in India. (refer Map No. 1.6) The average literacy rate is 41.6% - the second lowest in the country. The work participation rate was however one of the highest of about 46.2

Table1.1
Decadal Population of Arunachal Pradesh

<i>Year</i>	<i>Population</i>
<i>1971</i>	4,68,511
<i>1981</i>	6,31,839
<i>1991</i>	8,64,558
<i>2001</i>	10, 91,117

Table 1.2
District wise Population Characteristics

<i>Sl.No.</i>	<i>Name of the District</i>	<i>Area (in Sq.km)</i>	<i>Population</i>	<i>Density Persons/sq .km</i>	<i>Literacy Rate</i>	<i>Workforce Participation Rate (WFPR)</i>
1.	Tawang	2,172	28287	13	29.8	55.6
2.	W Kameng	7,422	56421	8	46.3	44.1
3.	E Kameng	4,134	50395	12	26.2	50.8
4.	L Subansiri	10135	83167	8	30.07	45.5
5.	U Subansiri	7,032	50086	7	38.3	47.4
6.	Papum Pare	2,875	72811	25	55.1	50.0
7.	U Siang	6188	27779	4		
8.	W Siang	7643	89936	11	45.6	43.1
9.	E Siang	4687	71864	18	44.3	44.4
10.	Dibang Valley	13,029	43068	3	46.9	45.8
11.	Lohit	11,402	109706	10	49.2	44.1
13.	Tirap	2,362	85508	36	32.1	51.8
Total		83743	864558	10	41.59	

1.2.6 Economy

The State's economy has been primarily agrarian & forest based. The principal crop of this area is rice and other important crops include maize, millets, wheat, pulses, potato, sugarcane & oilseeds. The ecological conditions are suitable for horticulture & fruits like pineapple, orange, lemon, papaya, plum, pear, guava, cherries, walnut & peach. Arunachal Pradesh is endowed with an abundant forest cover, mineral and hydel power resources (refer Map No. 1.7). Coal reserves of the state comprising of the Namchik-Nampchuk coal mine in Tirap district, are estimated at 90 million tones and the crude oil reserves are estimated to be 1.5 million tones. Deposits of dolomite, limestone, graphite, quartzite, kyanite, mica, iron and copper are also found here. The net domestic product (Rs. Million at current prices in 1992-93) is 5,720 and per capita income (Rs at current prices in 1992-93) is 6,359.

1.2.7 Industries & Market

The major industries in Andhra Pradesh include Saw Mills, Plywood Mills, Oil and coal Production, Cement Factory, Sericulture and weaving, Handicrafts and Food Processing. (refer Map. No. 1.8) Itanagar is the main distribution center of the State. But the State has depending on the market centres of Arunachal Pradesh.



(Refer Map No. 1.9)

1.2.8 Connectivity

The State is connected to India through the state of Arunachal Pradesh

Railways: The important railway stations lying inside Arunachal Pradesh for entry into Arunachal Pradesh are Rangapara, North Lakhimpur, Dibrugarh, Tinsukia and Naharkatia. The state has a small network of railways approaching through Harmuty in Arunachal Pradesh.

Airways: The nearby airports are Guwahati, Tezpur, Jorhat, Dibrugarh and Lilabari.

Roadways: The State has a network of fair-weather roads.

1.3 TOURISM POTENTIAL

Part of the Eastern Himalayan ranges, Arunachal Pradesh is the most picturesque tourist destination of India. With its numerous turbulent streams, roaring rivers, deep gorges, lofty mountains, snow-clad peaks, thousands of species of flora and fauna and an endless variation of scenic beauty, there is tremendous potential for development of tourism in Arunachal Pradesh especially adventure and eco-tourism. The state has vast potential for offering various attractions to the tourists like river rafting, angling, hiking, trekking, mountaineering, Land gliding, snow skiing etc. For the wild life enthusiasts and nature lovers, Arunachal has a number of wild life sanctuaries, national parks and biosphere reserves, its lushgreen tropical forests teeming with wildlife. Arunachal Pradesh is also famous for the Buddhist Circuit.

But, the tourism potential of the state for generating much needed income & employment remains under utilized. Though the state has high tourism potential, owing to lack of infrastructure facilities such as, transport, communication facilities, accommodation and other tourism supported facilities, most part of it remains out-of bound to the tourist.

1.4 NATIONAL LEVEL TOURISM POLICY

Arunachal Pradesh at present does not have a state level tourism policy. Hence, the National Tourism Policy – 2002 is being reviewed for the formation of Tourism Plan.

Broadly the policy paper attempts to: -

- position tourism as a major engine of economic growth;
- harness the direct and multiplier effects of tourism for employment generation economic development and providing impetus to rural tourism;
- focus on domestic tourism as a major driver of tourism growth
- position India as a global brand to take advantage of the burgeoning global travel and trade and the vast untapped potential of India as a destination;
- acknowledges the critical role of private sector with government working as a pro-active facilitator and catalyst;
- create and develop integrated tourism circuits based on India's unique civilization, heritage, and culture in partnership with states, private sector and other agencies;
- ensure that the tourist to India gets physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated and " feel India from within".



The policy document takes into consideration seven key areas that will provide the thrust to tourism development. These are: Swagat (Welcome), Soochana (Information), Suvidha (Facilitation), Suraksha (Safety), Sahyog (Cooperation), Samrachana (Infrastructure Development), and Safai (Cleanliness).

1.4.1 Defined Objectives in the National Tourism Policy for Tourism Development in the State of Arunachal Pradesh

The overall objective and strategy for the development of the tourism industry should be to ensure that its development is closely tied to the national development priorities of the country. In this context the Government of India's vision for the development of the tourism sectors is:

"Achieve a superior quality of life for India's people through Tourism which would provide a unique opportunity for physical invigoration, mental rejuvenation, cultural enrichment and spiritual elevation".

Key Objectives

To achieve the overall vision for the development of tourism five key strategic objectives need to be achieved they are:

- Positioning and maintaining tourism development as a national priority activity
- Enhancing and maintaining the competitiveness of India as a tourism destination.
- Improving India's existing tourism products and expanding these to meet new market requirements
- Creation of world class infrastructure
- Developing sustained and effective marketing plans and programs

The National Tourism Policy recommends that the following tourism products should be explored for Tourism development in India:

- Expansion of cultural tourism
- Traditional cuisines
- Village tourism
- Greatest variety of fauna
- The wildlife sanctuaries and national parks
- Adventure tourism
- World class international convention center in State Capital
- Holistic healing and rejuvenation
- Shopper's paradise
- India has unique events, fairs and festivals
- Business travel

The policy states that tourism products based on village tourism should be actively promoted in the Northeast states to spread tourism and its socio-economic benefits to rural and new geographic areas. The other tourism products emphasized for the northeast states in the policy are Adventure Tourism and Ecotourism which should be made a grassroot, community based movement. It also states that the potential for river cruises need to be developed for the North-Eastern States i.e., for river Brahmaputra and the Ganges.

1.5 GENERAL PERSPECTIVE OF GLOBAL TOURISM SCENARIO

Since the end of the Second World War, tourism has grown into one of the world's largest industries with a growth rate in excess of 5 percent per annum over the past twenty years. International tourism flows across frontiers in the year 2000 reached 698 million while receipts from these flows reached US\$ 595 billion



(including receipts from international transport fares). Estimates prepared by the World Tourism Organisation indicate that global domestic tourism flows are at least ten times greater than international tourism flows indicating that there were at least 6,980 million domestic arrivals in 2000. (The global, national and state level tourist arrival is assessed in Chapter3 of the report).

A forecasting study undertaken by the World Tourism and Travel Council estimated that in 2001, tourism would account for 10.7 percent of global Gross Domestic Product, 207.1 million jobs: US\$ 1,063.8 billion in export value and US\$657.7 billion in capital investment. A study on the economic impact of tourism conducted by the World Tourism and Travel Council estimated that in 2001, the consumption activity arising from domestic and international tourism will contribute 5.3 percent of India's Gross Domestic Product. Tourism will also sustain 25 million equivalent full time jobs or 6 percent of India's workforce, and contribute more than US\$ 3 billion in gross foreign exchange receipts. Separate estimates prepared by the Department of Tourism using a multiplier based on 1980 research suggests that the actual employment generation effect of (direct & indirect) tourism in India is around 42 million (includes full time/part time/casuals).

The forecasting study undertaken by the World Tourism and Travel Council further indicates that between 2001 and 2011:

- Global Gross Domestic Product will increase from 10.7 percent to 11 percent;
- Global employment contribution will increase from 207.1 million to 260.4 million jobs or 9 percent of total global employment;
- The global value of tourism related exports will increase from US\$ 1,063.8 billion to US\$ 2,538.3 billion or 12.8 percent of global export value;
- And
- Global capital investment in tourism will increase from US\$ 657.7 billion to US\$ 1,434 billion or 9.3 percent of global investment.

Forecast data from the World Tourism Organisation shows that the share of tourism volumes and related receipts, Gross Domestic Product, employment and export earnings is expected to move away from the developed countries towards the less developed countries as a result of favorable economic, motivational, technological and policy factors.

WTTC's status paper, "The India Imperative" has analysed India tourism in the light of the latest Tourism Satellite Accounting Research TSA (2001) and projections for the year 2011. Subject to addressing key policy issues highlighted in the paper, WTTC has identified India as one of the foremost growth centres in the world in the coming decade.

1.6 TERMS OF REFERENCE

1.6.1 Scope of Work

The Tourism Master Plan shall be prepared for the perspective year 2021 AD, keeping in view a perspective of next 20 years, The Tourism Master Plan shall be prepared as per the Guidelines suggested by the Department of Tourism Govt. of India.

The Suggested Guidelines is as follows:

- i) A perspective plan with a time frame of 20 years needs to be developed for developing sustainable tourism giving year wise phasing of investment having regard to the resource available. Department of Tourism shall provide Central financial assistance for this purpose subject to the maximum of Rs. 20 lakhs.



- ii) The plan should indicate short term and long term plans, targets and ground realities.
- iii) The plan should indicate all activities to be undertaken by different agencies clearly indicating the time frame for each activity.
- iv) The Plan should be able to assess the existing tourism scenario in the State/ Union Territory with respect to existing traffic levels and inventory.
 - a. Natural resources
 - b. Heritage and other socio-cultural assets
 - c. Quantitative/demographic factors like population, employment, occupation, income levels etc.
 - d. Service and infrastructure already available.
- v) The plan should review the status of existing development/ investment plans of schemes for the development of tourism in the region.
- vi) The plan should list and evaluate existing potential tourist destinations and centers and categorise them on the basis of inventory of attractions, infrastructure availability, degree of popularity, volume of traffic flow etc.
- vii) The plan should analyse and categorise existing / potential destinations and centers, as stand alone destination, part of a circuit and / or as major attractions for special interests groups etc.
- viii) The plan should assess the existing infrastructure levels at identified destinations/centers in terms of quality of roads / transportation facilities, civic amenities, en route transit facilities, boarding and lodging facilities etc.
- ix) The plan should be able to broadly assess traffic flow to identified destinations & centers of assessment of infrastructure requirements taking into account past growth trends suggested linkages and integration, future expected developments including likely investments by the State and investment climate/ incentive for the private sector etc.
- x) The plan should attempt and arrive at an indicative cost configuration of likely investment on infrastructure development under different heads and to prioritize investment needs by drawing up a phased investment plan covering the next 20 years.
- xi) The plan should identify the existing as well as new tourism projects including projects for expansion/augmentation, Upgradation of facilities and services destinations & centers, which have potential for development.
- xii) The plan should undertake product conceptualization cum feasibility exercise inter-alia for identified projects covering aspects like locational evaluation, schematic product planning & conceptualization including quantification of individual project parameters, assessment of overall investment levels and of project viability cum feasibility study exercise etc.
- xiii) The plan should prepare an action plan for implementation of identified potential development schemes/ project/ products and for development of infrastructure in conformity with policy objectives and guidelines provided by the concerned State / Central agencies/departments and the requirements of national development and funding agencies. The overall development plan to also take into accounts WTO's Bali Declaration on tourism development.
- xiv) The plan should include project-wise potential employment generation; a reasonable percentage of potential employment is to be reserved for women.
- xv) The plan should indicate actual and the projected number of domestic and foreign tourist arrivals for each proposed tourist place.



- xvi) Prioritise the scheme on the basis of employment potential of the project and the tourist arrivals at the proposed place.
- xvii) An inventory of existing infrastructural facilities (including paying guest facility) is to be made; after which the proposed infrastructure needs to be split up into various segments concerning different State Government Departments, such as PWD, Forest, Culture, Handicraft etc. and dovetailed with the Tourism Plans.
- xviii) Since the perspective plan would be used for external assistance, it would be desirable to suggest State Tourism projects to foreign funding agencies for scrutinized and finalized accordingly.
- xix) Other sources of funding such as loans from the Financial Institutions, the Tourism Financial Corporation of India (TFCI) etc. need to be explored. Besides proper incentives need to be suggested for private sector participation.
- xx) Further the available institutional machinery in the State to oversee / coordinate the development of tourism infrastructure has to be specifically suggested.
- xxi) Facilities for performance by local artists; cultural troupes should built into the perspective plan.
- xxii) Cultural complexes can be suggested with the financial help from the State Department of Culture and later made economically viable on pattern of Dilli Haat.
- xxiii) Handicraft shop should be suggested at various tourist places; these should be run by women.
- xxiv) Perspective plan should include potential developing health resorts at /near the tourist places. Yoga classes nature cure facilities, ayurvedic system of medicines should be available at these places to attract tourists.
- xxv) Consultant preparing the perspective plans should be asked to give an executive summary of the plan along with the report.
- xxvi) The Perspective Plans should incorporate attractive packages /schemes
 - a. to attract private sector investment.
- xxvii) It is necessary that the environmental issues are dealt with in sufficient details and environmental impact assessment studies made in respect of all new projects.
- xxviii) The perspective plans should include carrying capacity studies., instruments of spatial and land use planning, instruments of architectural controls for restoration of old properties and construction of new ones in old towns and cities, strategy for local community participation and protection of cultural identity, awareness programmes for local commitment to the project.
- xxix) Measures necessary for mitigating the adverse environmental impacts and rehabilitating the tourist places already environmentally damaged should be incorporated in the perspective plan.
- xxx) The perspective plan should include strategy for privatization of the tourism related properties owned by the State and the State Tourism Corporations.

1.6.2 Deliverables

The Consultant will submit the following reports to the Client:

1. Inception Report
2. Draft Report
3. Final Report



1.7 OBJECTIVES

The consultant formulated following objectives after going further study the tourism plan;

- ❑ To trigger higher growth of economy, also balancing for sustained socio-cultural and physical environment?
- ❑ To introduce new tourism products i.e. Adventure tourism, heritage tourism, sports tourism, education tourism etc
- ❑ To Identify infrastructure and other developmental needs for tourism
- ❑ Projection i.e. identification of projects, their financing & management strategies
- ❑ To formulate integration of various department to promote tourism

1.8 APPROACH

Tourism is a major social phenomenon of the modern society with definite economic, social and environmental consequences. Tourism in Arunachal Pradesh has assumed the role of major economic activity having direct and/or indirect correlation with all other sectors. To prepare a master plan for tourism having diverse implications, it is pertinent to appreciate the physical, social and environmental issues in the region in order to achieve an overall understanding of dynamics of tourism in the state. The method of approach has been framed by the Consultants, which consist of sequential tasks, wherein each one of them becomes co-related and inter-dependent, and the output of each task leads for input for other tasks.

The basic approach to planning and managing tourism development are as under:

1.8.1 Planning Tourism as an Integrated System

- 1) Tourism should be viewed as an inter related system of demand and supply factors-

Demand Factors	Supply Factors (also called Tourism Products)
<ul style="list-style-type: none">• International Tourist Markets• Domestic Tourist Markets• Residents use of tourist attractions, facilities and services	<ul style="list-style-type: none">• Attractions viz. natural, cultural and special types of features and activities related to these attractions.• Accommodation – hotels, motels, guesthouses etc.• Other tourist facilities and services - tour and travel operations, restaurants, shopping, banking and money exchange and medical and postal facilities and services.• Tourism infrastructure - transportation (air, road, rail and water), water supply, electric power, sewerage and solid waste disposal and telecommunications.

- 2) The effective development, operation and management of tourism requires certain institutional elements, such as:
 - Tourism related legislation and regulations, such as standards and licensing requirements for hotels and tour and travel agencies



- Organisational structures, especially government tourism offices and private sector tourism associations such as hotel associations.
 - Education and training programmes and training institutions to prepare persons to work effectively in tourism
 - Availability of financial capital to develop tourist attractions, facilities, services and infrastructure, and mechanism to attract capital investment
 - Marketing strategies and promotion programme to inform tourists about the country or region, and induce them to visit it, and tourist information facilities and services in the destination areas
 - Travel facilitation of immigration (including visa arrangements), customs and other facilities and services at the entry and exit points of tourists
 - Enhancing and distributing the economic benefits of tourism
 - Environmental protection measures
 - Reducing adverse social impacts and conservation of the cultural heritage of people living in the tourism areas.
- 3) Planning for integration of tourism into overall development policies, plans and patterns of a region.

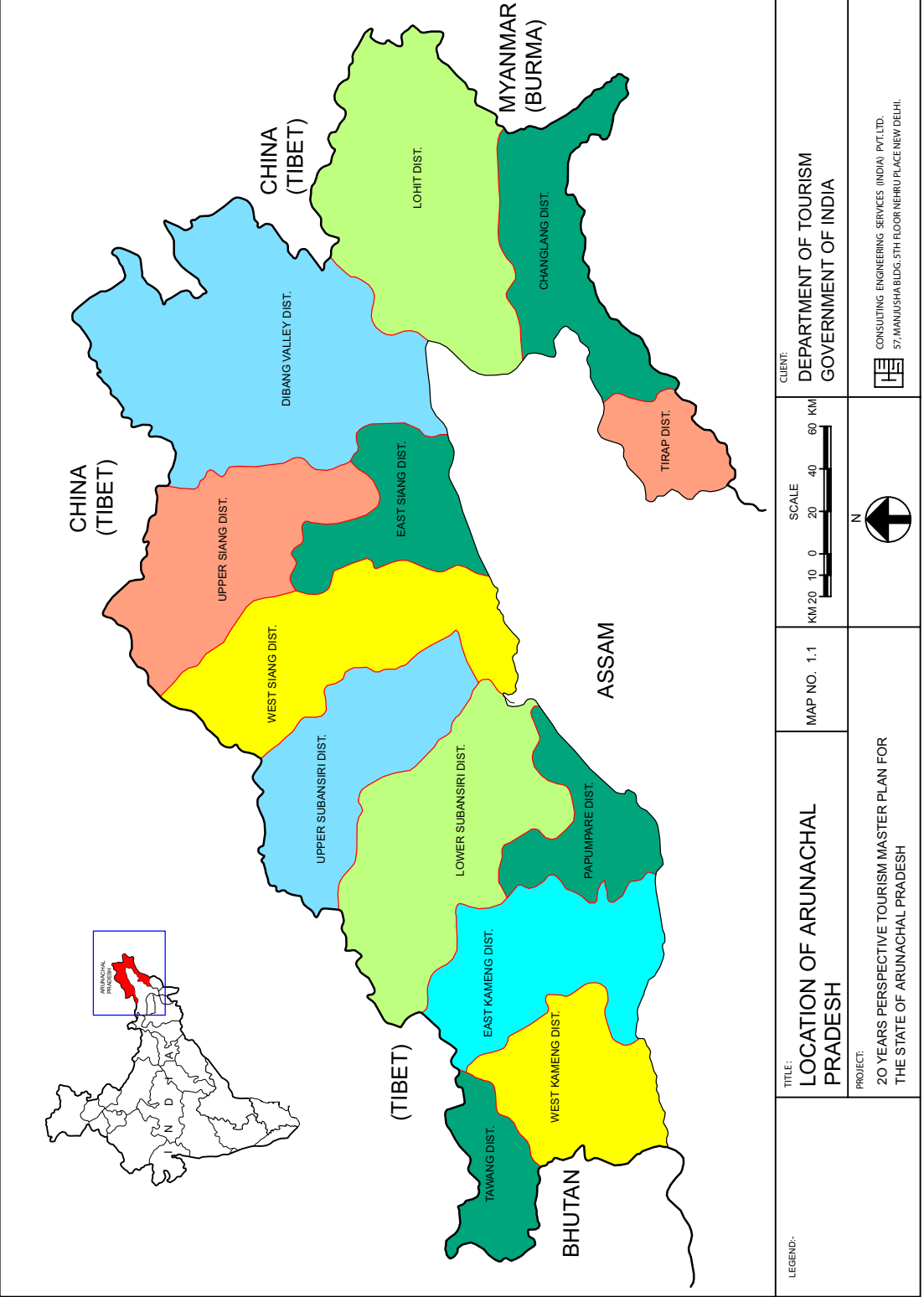
1.8.2 Planning for Sustainable Tourism Development

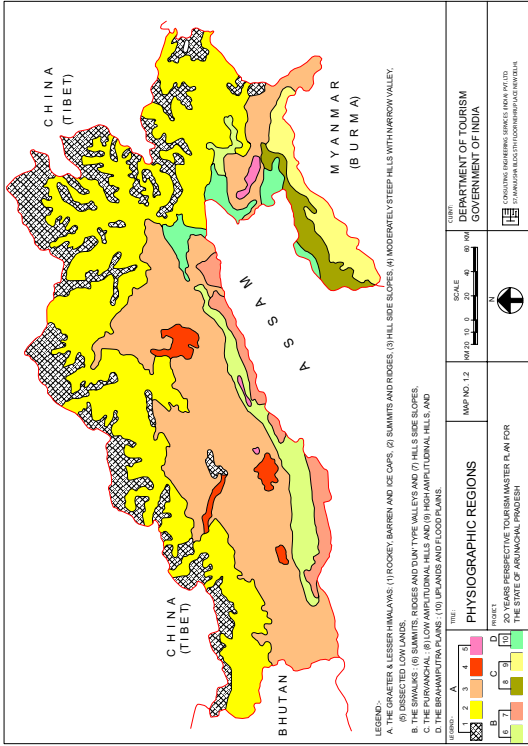
The sustainable development approach implies that the natural, cultural and other resources of tourism are conserved for continuous use in the future, while still bringing benefits to the present society. This approach is actually important because most tourism development depends on attractions and activities related to the natural environment, historic heritage and cultural patterns of areas. If these resources are degraded or destroyed, then the tourism areas cannot attract tourists and tourism will not be successful. More generally, most tourists seek destinations that have a high level of environmental quality they like to visit places that are attractive, clean and neither polluted nor congested. It is also essential that residents of the tourism area should not have to suffer from a deteriorated environment and social problems.

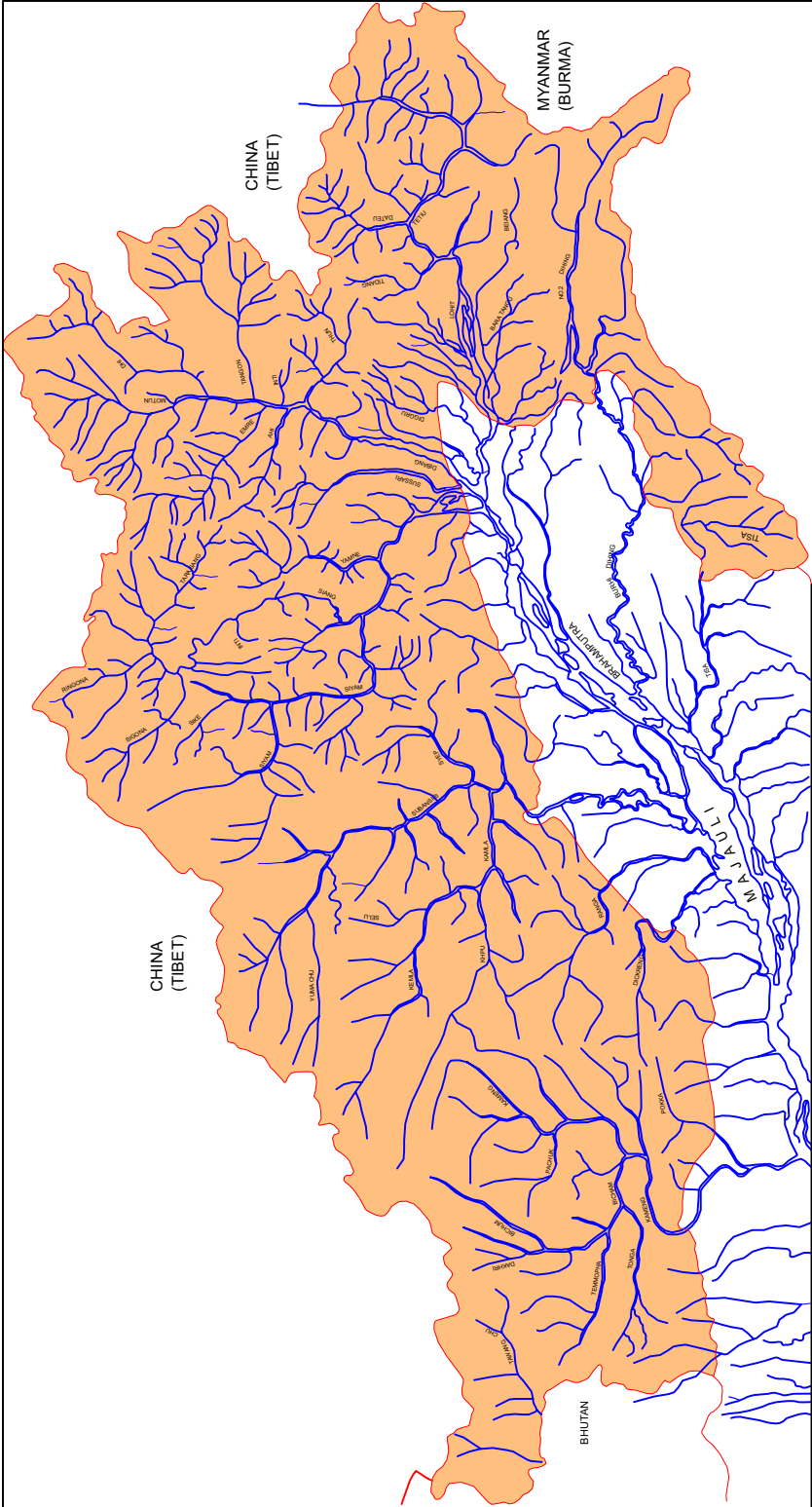
Other important aspects of sustainable development relate to emphasis on community -based tourism and quality tourism. This approach to tourism focuses on community involvement in the planning and development process, and developing the type of tourism which generate benefits to local communities, besides providing tourist attractions, facilities and services that offer 'good value for money' protecting tourism resources and attract the kinds of tourists who will respect the local environment and society.

1.8.3 Long Range and Strategic Planning

Tourism development policies and plan will be prepared for relatively long-term periods - for 20 depending on the predictability of future events in the region. Strategic planning typically is to be oriented to rapidly changing future situations and how to cope with changes organizationally. It will be more action oriented and concerned with handling unexpected events.







LEGEND:

INTERNATIONAL

STATE

STREAMS

RIVERS

TITLE:

DRAINAGE SYSTEM

PROJECT:

20 YEARS PERSPECTIVE TOURISM MASTER PLAN FOR
THE STATE OF ARUNACHAL PRADESH

MAP NO. 1.3

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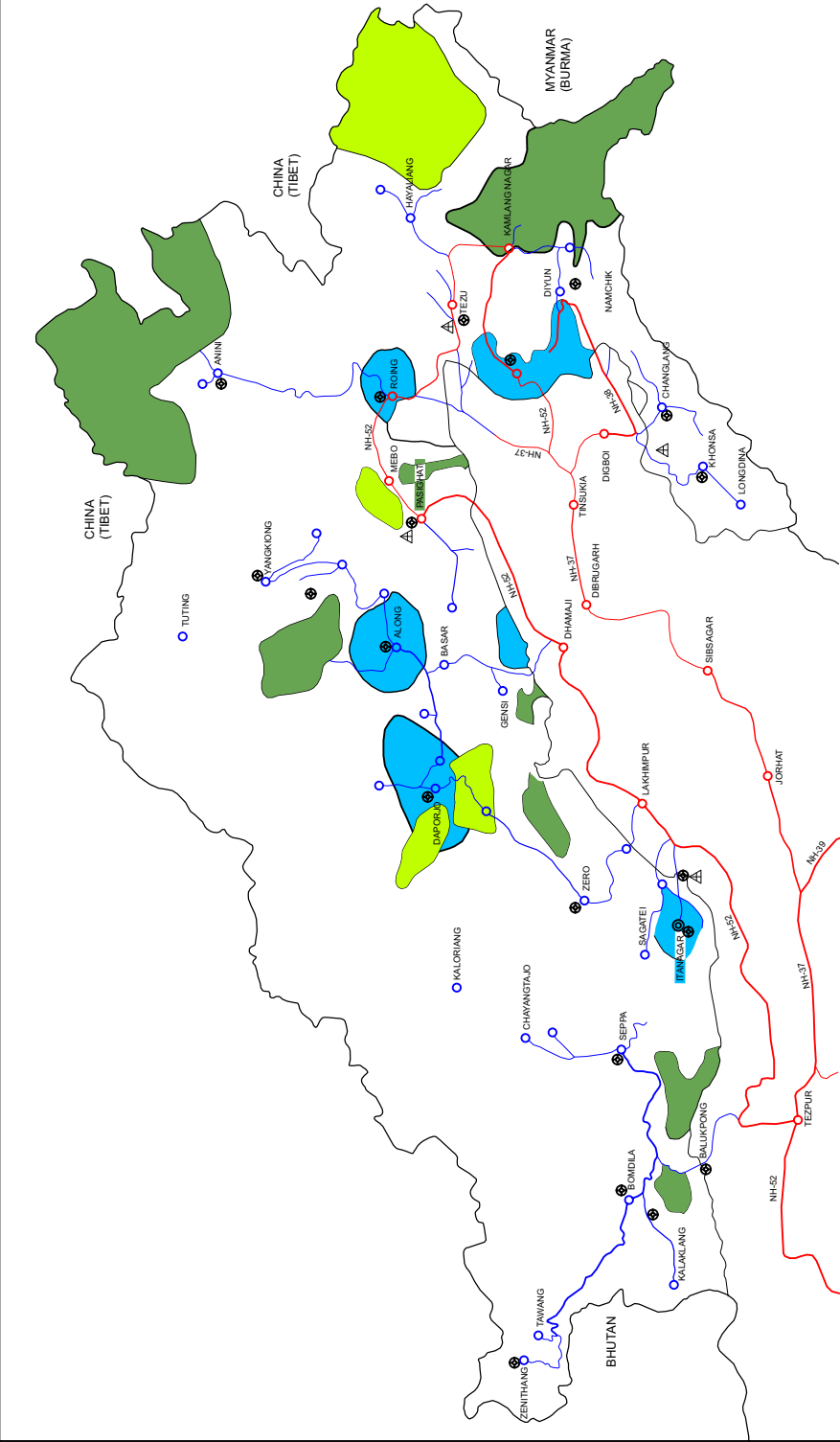
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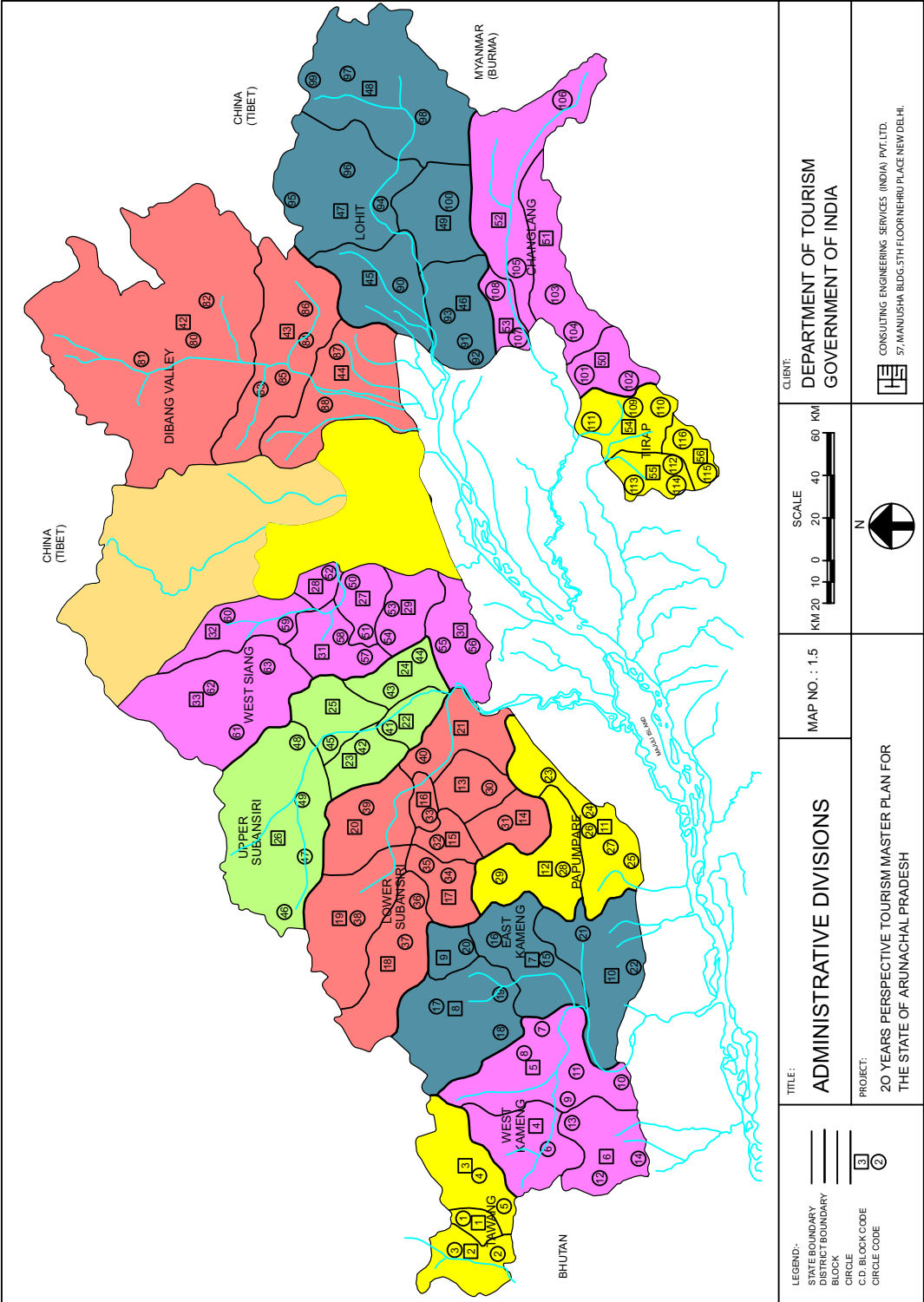
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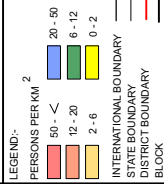
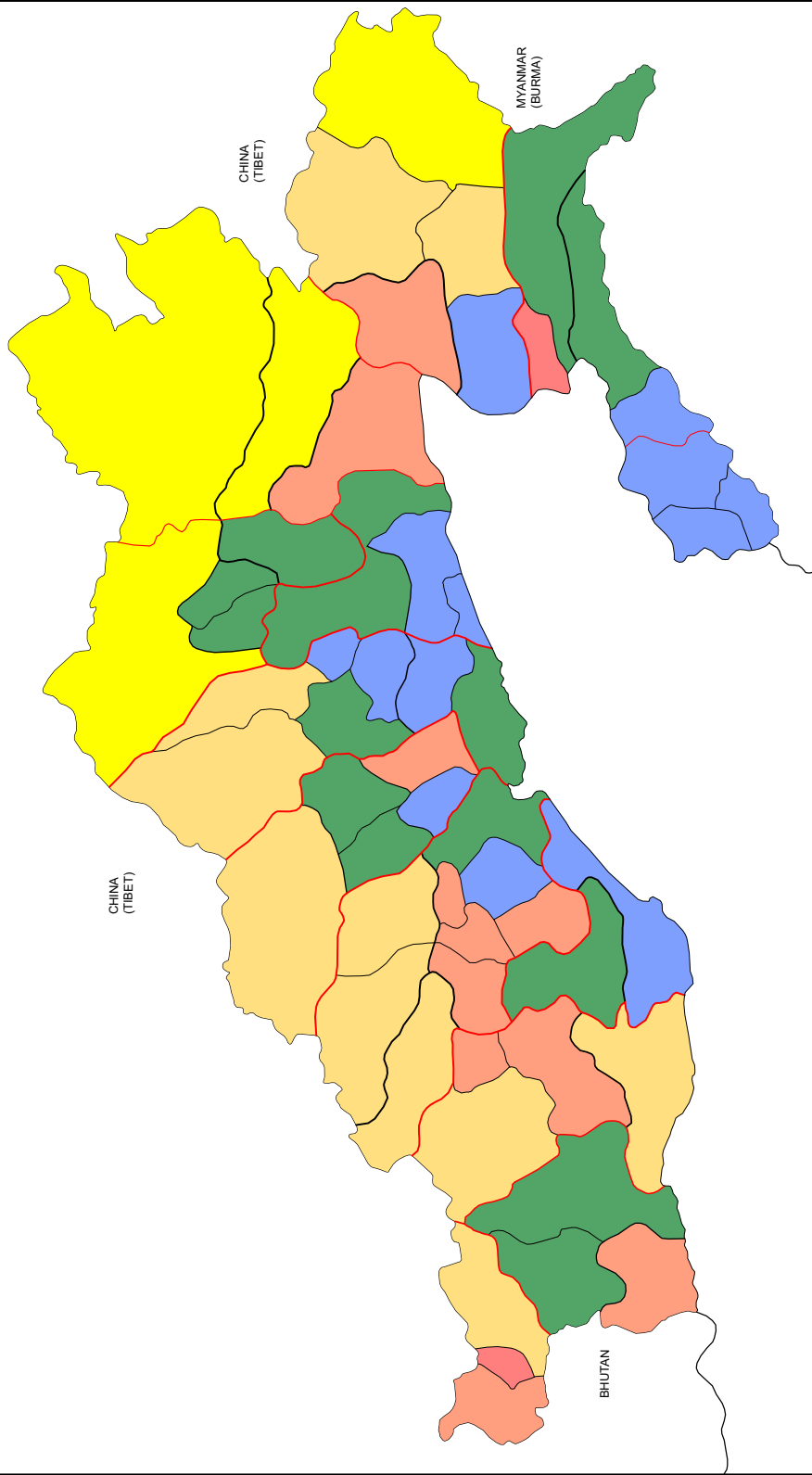
DEPARTMENT OF TOURISM
GOVERNMENT OF INDIA

CONSULTING ENGINEERING SERVICES (INDIA) PVT.LTD.
57, MANJUSHA BLDG. 5TH FLOOR NEHRU PLACE NEW DELHI.



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PROJECT: 20 YEARS PERSPECTIVE TOURISM MASTER PLAN FOR THE STATE OF ARUNACHAL PRADESH				 CONSULTING ENGINEERING SERVICES (INDIA) PVT.LTD. 57, MANJUSHA BLDG. 5TH FLOOR NEHRU PLACE NEW DELHI.





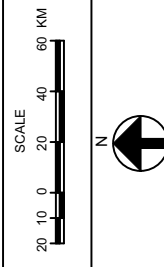
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POPULATION DENSITY (1991)

PROJECT:

**20 YEARS PERSPECTIVE TOURISM MASTER PLAN FOR
THE STATE OF ARUNACHAL PRADESH**

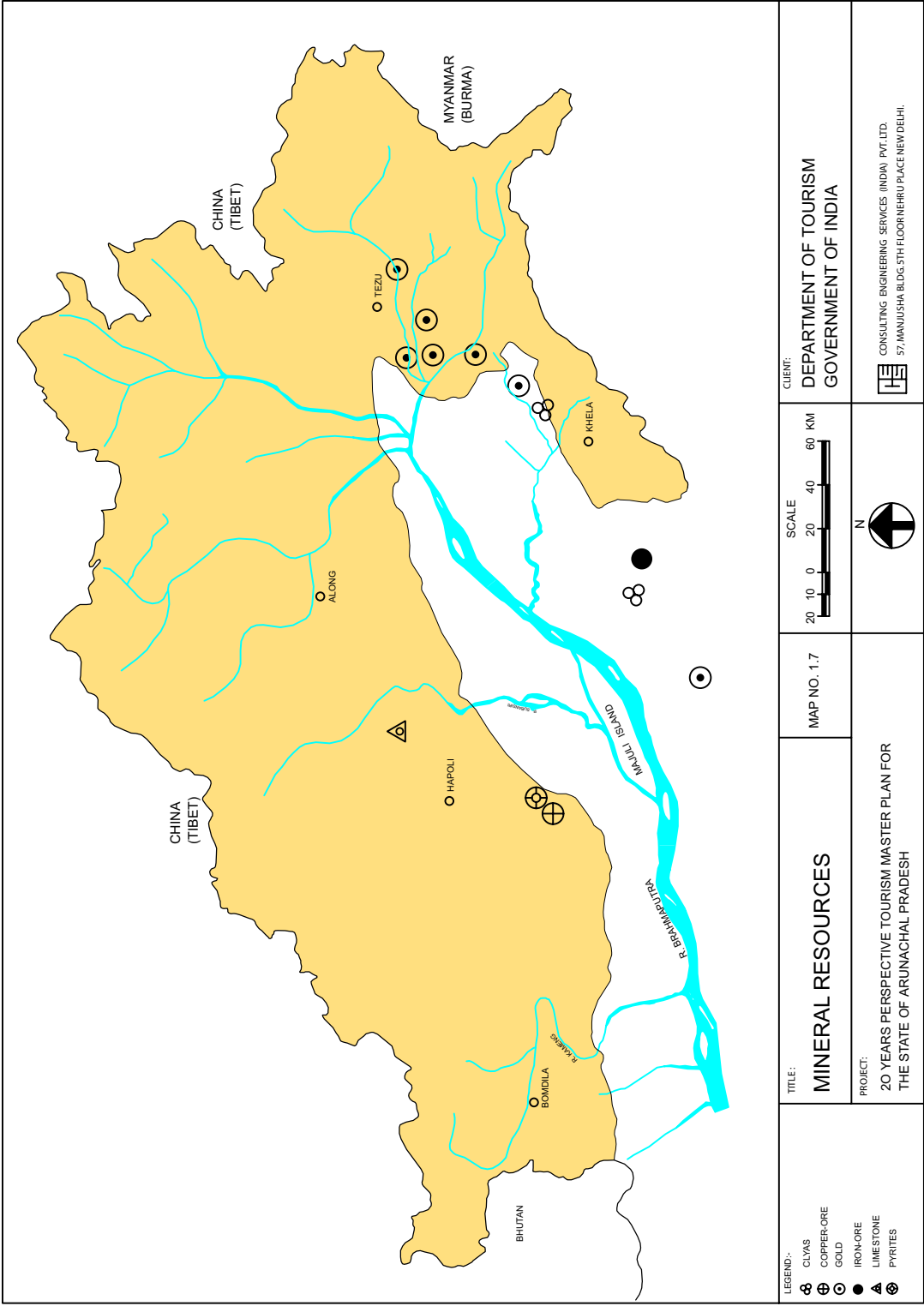
MAP NO. 1.6



CLIENT:

**DEPARTMENT OF TOURISM
GOVERNMENT OF INDIA**

CONSULTING ENGINEERING SERVICES (INDIA) PVT.LTD.
57, MANUJSHA BLDG. 5TH FLOOR NEHRU PLACE NEW DELHI.



LEGEND:-

- CLUYS
- COPPER-ORE
- GOLD
- IRON-ORE
- LIMESTONE
- PYRITES

TITLE:-

MINERAL RESOURCES

MAP NO. 1.7

SCALE



CLIENT:

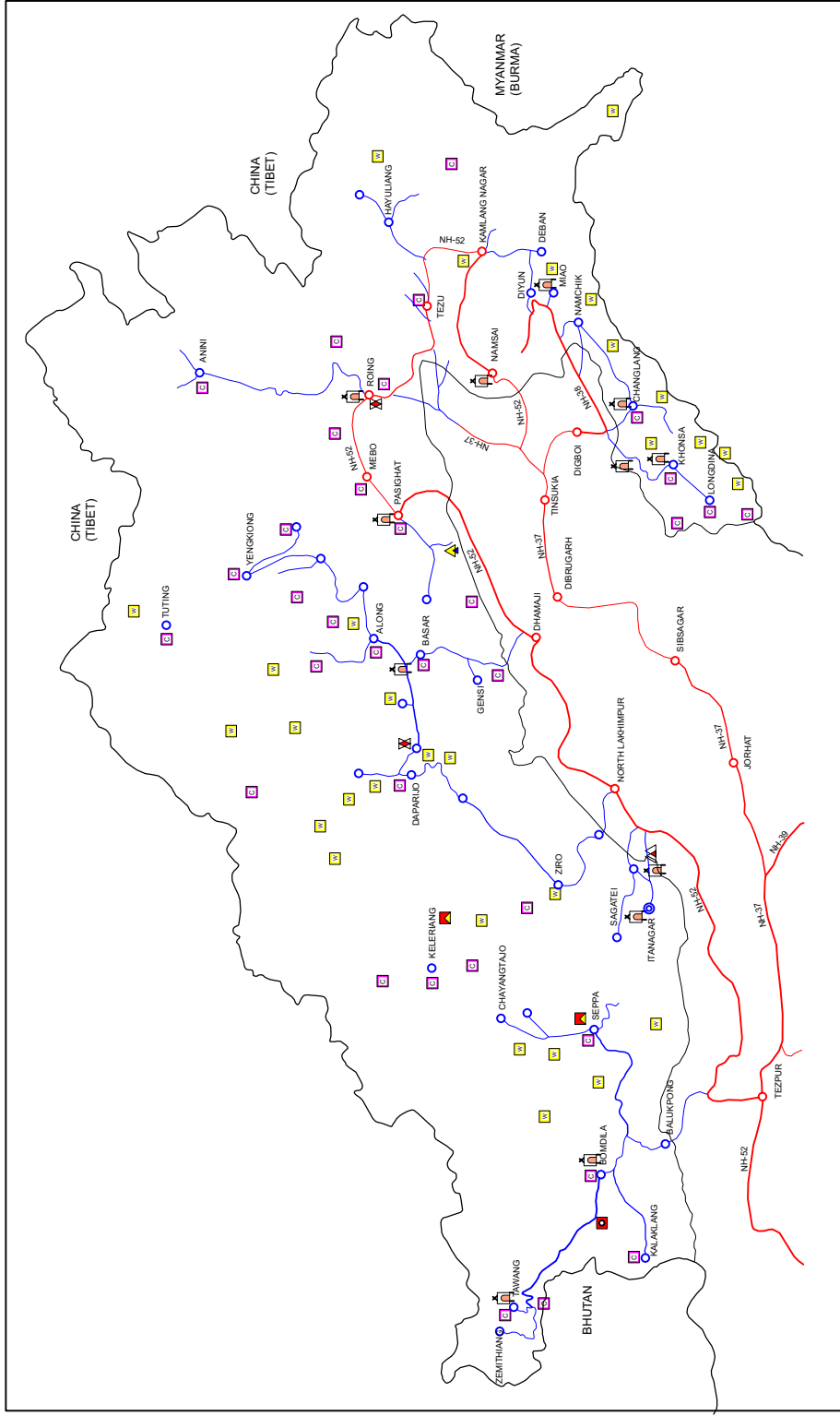
DEPARTMENT OF TOURISM
GOVERNMENT OF INDIA

PROJECT:

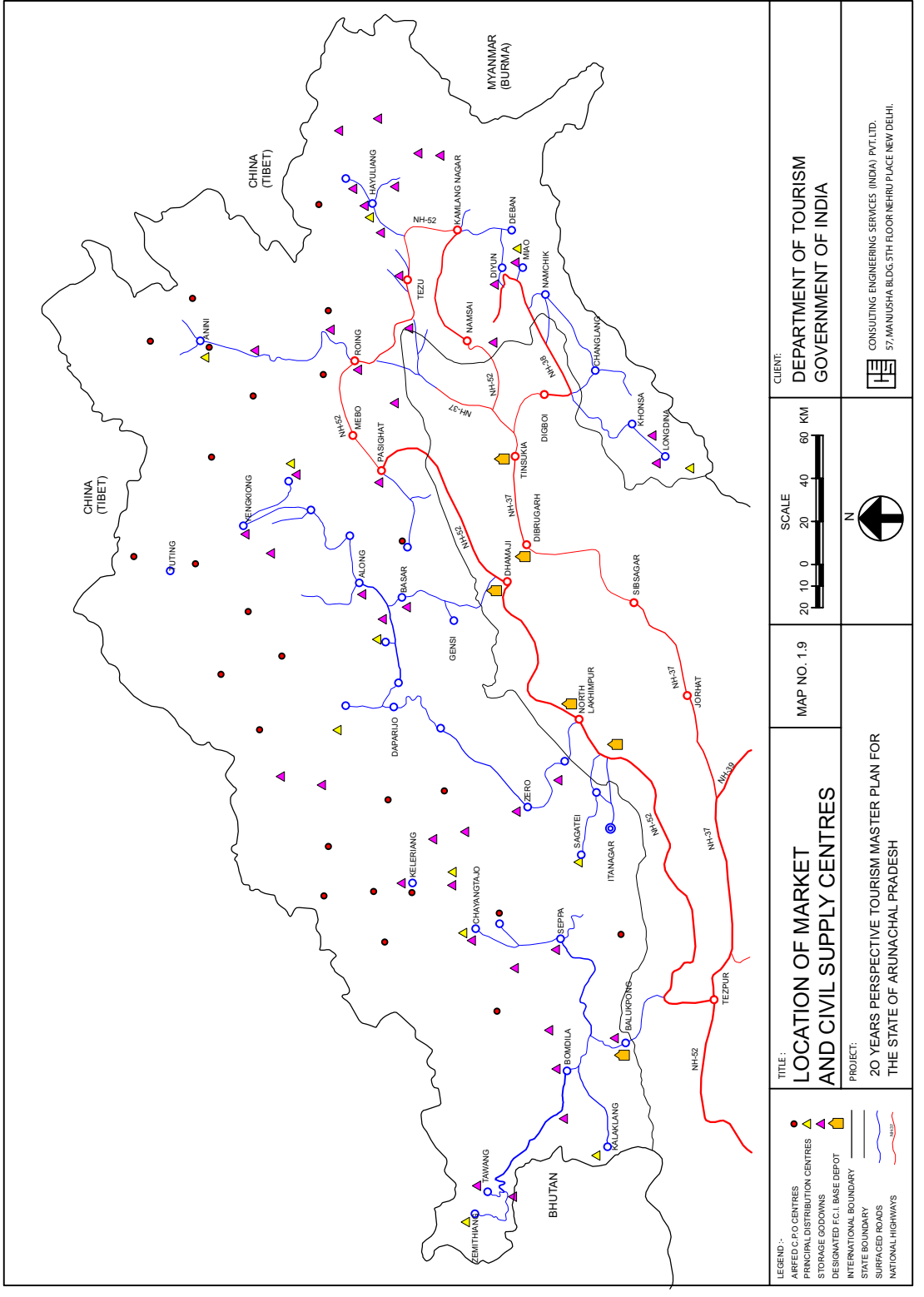
20 YEARS PERSPECTIVE TOURISM MASTER PLAN FOR
THE STATE OF ARUNACHAL PRADESH



CONSULTING ENGINEERING SERVICES (INDIA) PVT. LTD.
57, MANJUSHA BLDG. 5TH FLOOR NEHRU PLACE NEW DELHI.



<p>LEGEND:</p> <ul style="list-style-type: none">X INDUSTRIAL TRAINING INSTITUTEA RESEARCH & DESIGN CENTREB CRAFT CENTREC INDUSTRIAL ESTATED GROWTH CENTREE RURAL INDUSTRIES CENTREF REGIONAL INDUSTRIAL DEVELOPMENT CENTREG WEAVING CENTRE	<p>TITLE:</p> <h1>LOCATION OF INDUSTRIAL CENTRES</h1> <p>PROJECT:</p> <h2>20 YEARS PERSPECTIVE TOURISM MASTER PLAN FOR THE STATE OF ARUNACHAL PRADESH</h2>	<p>MAP NO. 1.8</p>	<p>SCALE</p> <p>N</p>	<p>CLIENT:</p> <p>DEPARTMENT OF TOURISM GOVERNMENT OF INDIA</p> <p>CONSULTING ENGINEERING SERVICES (INDIA) PVT. LTD. 57, MANJUSHA BLDG. 5TH FLOOR, NEHRU PLACE, NEW DELHI.</p>
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CHAPTER-2



EXISTING AREAS OF TOURISTS INTEREST

PLACES OF TOURISTS INTEREST

Places of Religious and Historical Importance

Wild life Sanctuaries and National Parks

Adventure Tourism

Arts & Crafts

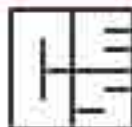
Culture Tourism

Fairs & Festivals

Dances

Natural Tourism

Tour Operators & Travel Agents





CHAPTER-2

EXISTING AREAS OF TOURISTS INTEREST

Arunachal Pradesh is the most picturesque tourist destination of India. Places of tourist attraction in the state can be broadly classified as following:

2.1 PLACES OF TOURISTS INTEREST *(Refer Map. No. 2.1)*

- i) Places of Religious Importance and Archeological/Historical Sites
- ii) Wildlife Sanctuaries and National Park
- iii) Adventure tourism
- iv) Arts and Craft
- v) Culture Tourism (Fairs & Festivals, Dances)

A brief description of important places of tourist attraction are as follows:

2.1.1 Places of Religious and Historical Importance

Malinithan

Malinithan a Pilgrimage center for Hindu located at Likabali, headquarters of sub-division of West Siang District. Ruins of a big temple belonging to 14th –15th century include sculptures of Indra, Airavanta, Surya, Nandi Bull, Akashi-Ganga waterfalls etc. 5 km away from Malinithan a bathing Ghat is located where people take a holy bath.



Tawang

The district headquarters of Tawang District is situated at a distance of 180 km from Bomadila. The place is easily approachable by road from Bomadila. The place is famous for the 300-year-old Buddhist monastery.



Parsuram Kund

It is located in Lohit District, has been the pilgrimage centers from the ancient time. On the day of Makar Sankranti, thousands of pilgrims take holi dips in the Kund to wash off their sins. It is believed the sage Parsuram washed his hand free of the murderous axe with which he had killed his mother.



Archeological/Historical Sites

Some of the historical and archeological finds in Arunachal Pradesh have rich material of cultural contacts in the past. (Refer Map. No. 2.2)



The following table shows the Archeological sites and monuments in Arunachal Pradesh.

Table 2.1
Archeological Sites and Monuments in Arunachal Pradesh

Sr.No.	Name	District	Date	Remarks
1	Vijaynagar	Changlang	18 th Cen, A.D.	Khampti Buddhist Stupa excavated
2	Ahom relics near Phansau Pass	Changlang		
3	Miao-Bum	Changlang		
4	Bhismaknagar	Dibang Valley	8 th to 17 th cen, A.D.	Ancient Fortress excavated and maintained
5	Tamreshwari Temple	Lohit	14 th to 15 th Cen, A.D	Lost under river be
6	Shivaling Temple	Lohit	14 th to 15 th Cen, A.D.	Excavated and Shivalinga re-installed
7	Mud Fort	Lohit		Explored and Mapped
8	Padam Pukhuri near Jia & some other parts	Dibang Valley		Partially explored
9	Agom Pukhuri	Dibang Valley		Reported
10	Chidu-Chimiri	Dibang Valley		Under Excavation
11	Rajgor Ali	East Siang		Under Survey
12	Brick Structures near Rani Village	East Siang		Partially Explored
13	Basudev than near Nari Village			Reported
14	Malinithan	West Siang	9 th to 10 th Cen. A.D	Temple, site in A.P.
15	Itanagar	Papum Pare		Brick Structures
16	Borgong	Kameng		Stone sculptures reported
17	Dikkalmukh	Kameng		Brick Structures reported
18	Bhalukpong	West Kameng		Brick structures, destroyed in road building
19	Dirang Dzong	West Kameng		Largest Monastery in India and Fort
20	Tawang Monastery	Tawang		Archive of historical importance
21	Zimithang Chorten		17 th to 18 th Cen, A.D.	Largest Chorten (Stupa in AP)

Source: Dr. B.B. Pandey, "Millenium Book, Wonder Land, Arunachal Pradesh"

Bhismaknagar

It has now been established that the oldest site of archeological importance is Bhismaknagar. Discovered in and around these structures are quite a good number of pottery terracotta and other objects of interest.



Vijayanagar

The recently discovered (1969) along the Nao Dihing Valley in Tirap district throws light on the heritage of the tribes like the khamptis and Singphos. The discovery renealed stupa and monuments of archaeological interest at Vijayanagar and Miaobum. The ruins of the stupa at Vijayanagar was discovered in April, 1969. The finds are now dated as of the 17th Century.

The other important site in Nao dihing valley is Miobum. It is reported that this site contains a cylindrical stone structure about 250 feet in height. The remains of ancient road probably of the famous Rajgarh Ali are seen at various places in the foot-hills of AP specially up the Lohit, the Siang and the Subansire districts





Pukhuris

Another category of historical monuments frequently reported from the Lohit District are tanks or Pukhuris. At present proper survey has been made in regard to the Paduni Pukhuri near Jia and Ahom Pukhuri near Koronu. Quite a good number of such tanks are known to exist in this area.

Itanagar

Buried here under thick vegetation are ruins of an ancient capital which bears elegant testimony to the past glory of this area. The place has been identified as Mayapur or Kalyanpur which was the Capital of King Ramachandra, the last of the Titari Kings who ruled the North bank areas in the 11th Century A.D. Historians suggest that when Ahoms extended there political authority to the North Bank area of the Brahmaputra river.



2.1.2 Wild life Sanctuaries and National Parks

There are eight wild life sanctuaries and also two national parks where a variety of wildlife animals and birds could be sighted. (Refer Map. 2.3) Prominent among them include elephants, tiger, gaur, musk deer, clouded leopard, red panda, Himalayan black bear, capped langur, hillock, gibbon, hornbills, peacock, pheasants, florican, and host of other migratory birds. The State is famed for 50 species of orchids.

The wild life sanctuaries are:

- i) Pakhuri
- ii) Eagles' nest
- iii) Itanagar
- iv) Dr Daying Ering Memorial
- v) Mehao
- vi) Mehao Memorial
- vii) Kamalang Memorial
- viii) Kane
- ix) Dibang
- x) Sesa Orchid Memorial

The National Parks are:

- i) Namdapha
- ii) Mouling



Table 2.2
Wildlife Sanctuaries and National Park

Name of Sanctuary/National Park	District	Divisional Hq.	Area in Sq. Kms.	Major animals
WILDLIFE SANCTUARIES				
Pakhui Wildlife Sanctuary	East Kameng	Seijosa	861.95	Elephant, Tiger, Gaur, Sambar Barking Deer, Binturong, Leopard, four Hornbill species, Pea-cock-Pheasant, Kalij pheasant.
Itanagar Wild life Sanctuary	Papumpare	Naharlagun	140.30	Elephant, Barking Deer, Tiger, Leopard, Serow, Birds, Orchids.
Dr. D. Ering Memorial Wildlife Sanctuary	East Siang	Pasighat	190.00	Honger, Hispid Hore, Bengal florican, Raptors, and migratory water birds.
Mehao Wildlife Sanctuary	Dibang Valley	Roing	281.50	Hoolock Gibbon, Tiger, Leopard, Red panda, Elephant, Tiger, etc.
Kamlang Wildlife Sanctuary	Lohit	Miao	783.00	Hoolock, Gibbon, Tiger, Leopard, Capped Langur, Red panda, Takin.
Eagle Nest Wildlife Sanctuary	East Kameng	Seijosa	217.00	Elephant, Tiger, Leopard, Sambar, Serow, Goral, Red panda, Himalayan, Black bear.
Kane Wildlife Sanctuary	West Siang	Along	55.00	Elephant, Small Cats, Deer.
Sessa Orchid Sanctuary	West Kameng	Tipi	100.00	Varieties of orchids, Red panda, pheasants, Serow, Goral, etc.
Dihang-Debang Biosphere Reserve	Dibang Valley	-	4149.00	Musk deer, Serow, Takin, Goral, Black bear, Red panda, Leopard, Monal Tragapan, Kalij and other pheasants, rare birds.
NATIONAL PARKS				
Namdapha National Park (Tiger Project)	Tirap	Miao	1985.23	Hoolock gibbon, Capped Langur, Red panda, Takin, Musk deer, Tiger, Leopard, Snow-leopard, Clouded leopard, rare birds, etc.
Mouling National Park	East Siang	Jengging	483.00	Takin, Serow, Goral, Clouded Leopard, Black bear, Leopard, Red panda, Pheasants, etc.

Namdapha National Park

NNP is a few kilometers away from Micro in Changlang district. For the truly dedicated wilderness and wildlife fan, a visit to the namdapha NP is challenging,

covering a wide range of attitudes from 200 mts to 4,500 mts. The park largely inaccessible, has diverse habitats and flora and fauna that are typical of this area. The majestic gaur or mithun, elephant, Himalayan black bear, takin, the wild goat peculiar to the Patkoi range, musk deer, slow loris, bitnturong and the red panda are all found here. The predators include the tiger, leopard, the rare snow leopard and clouded leopard in the higher reaches of the hills. A number of primate species are seen in the park, such as the Arunachal Pradeshese macaque, pig-tailed macaque, stump-tailed macaque and the distinctive hoolock gibbon. Hornbills, jungle fowl and pheasants flap their noisy waythrough the jungle, which harbours other coloured bird species. The inaccessibility of the greater part of the park has helped to keep the forests in their pristine state.



Dr Daying Ering Memorial

13 kms. From Pasighat, the Sanctuary is a series of river islands. The unique ecosystem of water bodies is home to thousands of migratory birds from Siberia and Mengolia and is of interest to the amateur and the serious Ornithologist alive. The grassy and forested islands are home to deers, wild buffalo, elephants and other rainforest species. The lucky may also catch a glimpse of the Tiger.



2.1.3 Adventure Tourism

Arunachal Pradesh is endowed with thick evergreen forests with numerous streams, rivers and gorges and hundreds of thousands of species of flora and fauna covering more than 60% of the total area. The five rivers of the state namely Kameng, Subansiri, Lohit, Siang and Tirap wind their way through the syluen green of the hills. Its rivers are ideal for angling, boating and rafting and its terrain is suitable for tripping, hiking and holidaying in a serene atmosphere. The upper reaches offer an ideal landscape for promoting adventure tourism of all kinds and is best suited for the tourist, looking for such opportunities.

Four major trekking routes have been identified by the Government namely:

- 1) Pashighat- Jengging – Yinkiong,
- 2) Bhalukpung – Bomdila –Tanwang
- 3) Roing – Mayodia – Anini &
- 4) Tezu – Hayliang





Pashighat-Tengging-Yinkiong

This trek starts from the plains of Siang and leads through the thick forest area. The route is a photographer's delight and also a promising tract for catch and release mahaseer angling.

Bhalukpung – Bomdila –Tanwang

This route passes through the Tipi orchidarium to Bomdila. It crosses the crest of the Sela pass at 14,000 ft. above sea level which runs through a small ridge and along a placid lake called the Paradise lake. All through the way, the kameng river roaring down the hill provides excellent scope for angling, trekking and hiking.

Roing – Mayodia – Anini

This trekking route located in the Dibang valley district with its highest peak at Mayudia (2443 mts) on the way to Anini, has a picturesque beauty with a unique photography, floral and faunal diversity and a favourable natural setting. The main tourist trekking spots are Mehao lake sanctuary and boating in Salley lake.

Tezu – Hayliang

The hills in the Tezu-Hayuliang route are rich in flora and fauna. A large number of migratory species of birds visit this region from the Sino-Himalayan area during the winter. The route is ideal for hiking, trekking and bird watching.

2.1.4 Arts & Crafts

The people of Arunachal Pradesh have a tradition of artistic craftsmanship and sense of aesthetics manifested through a variety of crafts such as weaving, painting, pottery, smithy work, basket making, wood carving etc.

Monpas are known for their artistry in carpet weaving and making painted wooden vessels. Beautiful rugs are also woven in the area. Vivid colours and exquisite patterns are the hallmark of their weaving.

Apatanis, Hills Miris and Adis make attractive articles in cane and bamboo. The Wanchis are famous for their wood and bamboo carved figurines. They also make intricate necklaces of colourful beads, the width of which indicate the status of the person they adorn.

Sl No	Name of District	Items
1.	Tawang/West Kameng	Carpet, Tangka Painting Painted Musk, Wooden Statue, Drift wood
2.	East Kameng/Kurung/Kumey/ Lower/Subansiri/Papum Pare/ Upper Subansiri/West Siang/ East Siang/Upper Siang/Lower Dibang Valley	Cane & Bamboo articles like –Egin (Ladies Backsack) Tali (Gents Backsack) Murah, Cane furniture, decorative Items and domestic used Items
3.	Lohit/Dibang Valley	Silversmithy Like – Ladies traditionally decorated headgear, Earring etc. Cane & Bamboo items
4.	Changlang/Tirap	Wooden Statue, Carpet, and Cane & Bamboo Items – furniture, domestic used Items and decorative item etc.

From the view point of the art and culture the state may be very conveniently divided into three zones. The first of these zones includes the Buddhist tribes, the second occupies the central part (from east Kameng in the west to Lohit in the east) and the third zone is the south eastern part of the state.

The people of the first zone make beautiful masks. They also periodically stage pantomimes and masked dances. They also make exquisite carpets, painted wooden vessels and silver articles. Those of the second zone



are expert workers in cane and bamboo. They weave articles that are in common use in their daily lines. The shawls and jackets, shoulder bags and coats all stand for the perfection that the people have attained in this art. The people of the third zone are famous for their wooden carvings. They weave beautiful bags and loin cloths too. Goat's hair, ivory, boar's tusks, beads of agate and other stones as well as of brass and glass are the specialities of the people of this zone.

Weaving

Weaving is the occupation of the womenfolk throughout the territory. They have an excellent sense of colour. The basic colours that dominate the weaver are black, yellow, dark blue, green and scarlet all put together in the most fascinating combinations. Originally natural dyes were used which today have given way to synthetic dyes. The designs are essentially geometric varying from a formal arrangement to lines and bends. Items that could make excellent buys are Shadukpen and shawls, Apatani jackets and scarves, Adi Skirts, jackets and bags, Mishani shawls, blouses and jackets and Wancho bags.

Cane & Bamboo Work

The cane and bamboo industry of the state has made a name for itself. As a matter of fact most of the domestic requirements are made of these materials. Hats, Baskets, cane vessels, cane belts- Woven and plain bamboo mugs with carvings, a wide variety of ornaments and jewellery items are all crafted by workmen.

Carpet Making

A speciality of the Monpas, the Buddhist community, is Carpet weaving, with exotic designs of dragons, geometric and floral patterns. Carpet weaving has today become a major occupation of the womenfolk and with increase in demand, production of the carpets now being undertaken on a large scale.

Wood Carving

Wood carving is a tradition with some of the tribes of the state. The Monpa wood carver scoops out beautiful cups, dishes and fruit bowls and magnificent ceremonial masks for dances and pantomimes. Another tribe that is famed for this art is the Khanipis who carve out beautiful religious images, figures of dancers, toys and other objects.

Ornaments

Crafting ornaments is another art widely practiced by the Arunachalis. Besides multi coloured beads, feathers of birds and wings of the green beetles are also used as embellishments. The Akas make bamboo bangles and ear rings which are occasionally decorated with pockwork designs.

Other Crafts

Paper making, smithy work, carpentry, pottery and ivory work are the other crafts practiced by the Arunachalis. The monpas make paper locally, from pulp of trees called Sukso or the paper trees. This hand made paper is used for writing religious prayers on them, Hunting, fishing also form the subsidiary occupations. There are many more minor arts such as pockwork, doll making, ivory work etc. practiced in different parts of AP.

With a view to help developing arts and crafts and to substantiate the livelihood of the people, local boys and girls are imparted training in specially set up craft centers. The rich heritage of arts & crafts of Arunachal Pradesh is sure to add colour to the cultural heritage of the country.



2.1.5 Culture Tourism

2.1.5.1 Fairs & Festivals

Festivals are an essential part of the socio-cultural life of the people. The festivals are connected with agriculture and celebrated with ritualistic gaiety either to thank god for his providence or to pray for a bumper harvest. The large fairs and festivals are linked with the people and religions. (Refer.Map No.2.4).The festivals celebrated by the Arunachalees, mirror the people, culture, their artistic genius and skill in music and dance, which is a vital element in the life of every tribe. Animal sacrifices are a common ritual in most of the festivals, particularly in the non-bodic tribes.

The spring-time festivals are celebrated during the period from January to April by the different groups. In the celebration of all these festivals, the religious rites and the sacrifices are generally performed by their priests assisted by some select male members.

The following table shows the major festivals celebrated in various districts of the state.

Sr. No.	District	Headquarter	Festivals	Date & Month (Apprx.)
1	Tawang	Tawang	Losar (Monpas)	11 February
2	West Kameng	Bomdila	Losar (Monpas) Khan (Mijis)	11 February February/March
3	East Kameng	Seppa	Nyokum (Nishi) Gomkum Gumpa (Sulungs)	26 February 15 April
4	Lower Subansiri	Ziro	Boori Boot (Hill Miris) Nyokum (Nishi) Dree (Apatanis)	6 February 26 February 5 July
5	Upper Subansiri	Daporijo	Si-Donyi (Tagins) Boori Boot (Hills Miris) Mopin (Adis)	6 January 6 February 5 April
6	West Siang	Along	Si-Donyi (Tagins) Solung (Adis)	6 January 1 September
7	East Siang	Pasighat	Aran (Adis) Mopin (Adis) Solung (Adis)	7 March 5 April 1 September
8	Lohit	Tezu	Tamladu (Taraon & Kamman Mishmis) Sangken (Khampti) Shapawng Yawng Mannu Poi (Singpho)	15 February 15 April 14 February
9	Dibang Valley	Anini	Reh (Idu Mishmis) Solung (Adis)	1 February 1 September
10	Tirap	Khonsa	Oriah (Wanchos) Chalo-Loku (Noctes)	16 February 25 November
11	Changlang	Changlang	Mol (Tangsas)	April
12	Papum Pare	Itanagar	Nokum (Nishing)	26 February
13	Upper Siang	Yingkiong	Mopin Solung	5 April 1 September

The major festivals which attract tourists are explained below:

The Losar Festival

It is new year of the Monpas and is celebrated in Tanang and West Kameng districts. This 15 days festival falls in January/February. The houses are cleaned, lamps lighted, prayer flags are hoisted. It is a common belief that the wind carries the prayers to the heaven. Various dances like the Agi Lhamu dance, Lion and Peacock dance and the Yak dance are performed during the festival.



The Khan Festival

It is celebrated in the month of February in West Kameng District. It is considered as an Occasion for the se-union of the people. Besides the usual festivities, the significance of the festival lies in a ceremony whereby the priest ties a piece of wool around everybody's neck. The belief is that the enchanted thread will bring good luck to each one of them.

The Key Festival

It is celebrated in the month of February in the Diabng valley district. Appeasement of the deities who control the peace and prosperity of the people is the thought behind the six day celebrations. It is essentially associated with the Idu Mishnis. The festival comes to an end with great fanfare and the priest dance performed, during the six days is its special attraction.

The Ojiyale Festival

The Ojiyale festival is celebrated by the Wanehos in Tirap district during March-April for a period of six to 12 days interspersed with prayer, songs and dance. Villagers exchange bamboo tubes of rice beer as a mark of greeting and goodwill. Pig's skin is offered to the village chief as a mark of respect.

The Tamladu Festival

This is essentially celebrated by the Digaru Mishmis tribe in Lohit district. During the festival, prayers are offered to the God of the Earth and the God of the Waters for protection against natural calamities. The Supreme Lord Jebmalu is worshipped for the prosperity and welfare of human beings, the stand of crops and domestic animals.

The Mopin Festival

It is celebrated in East Siang and Upper Siang districts for wealth prosperity, good health and universal happiness. Sonearing of rice powder on each others faces marks the beginning of the festival which is celebrated for five days.

The Targya Festival

It is a 3-days affair celebrated in Tawang when the courtyard of the monastery becomes a hive of activity. The lamas make a torgya (a pyramidal structure of barley flour). Pujas are offered and the monastery is illuminated with with colourful lights. The lamas perform the monastic dance wearing rich in colour and frightening masks of animals. The dance and the festival signify the destruction of evil spirits and harmful forces and seek the rule of prosperity and happiness amongst the people.

3.1.5.2 Dances

Tribal dances expressing the various elements of nature and human emotions is a classic example of cultural efflorescence of this state.

Apart from the monastic dance performed by the lamas during the Torgya festival, the Monpas have extremely attractive traditional dances. The dancers wear masus, which have a human, an animal or a bird face and through their rhythmic movements and gestures they depict some mythical stories. They use musical instruments like trumpets, drums, cymbals, clarion and conch shell.

Aji Lhamu Dance

One of the most prominent of the traditional dances, this dance drama is performed during `Losai' festival. The five people who perform it represent Gueli, the Chief protagonist, Nyapa and Nyaro the antagonists and Lhamu and Lhum the female characters.





Yak Dance

This dance celebrates the joy of the discovery of yak many hundreds of years ago. It is quite interesting to note that the importance of yak in the life of the people is completely realized. The yak has a major role in the prosperity and economy of people with its multi-purpose use.



Lion and Peacock Dance

This dance displays the story of saint Tenteling who performed an extremely difficult fast and meditation of the mythical mount Gangikarpo in the Himalayas for three years. The two snow lions that lined in the ridges of the mountain and witnessed this severe and pious life of the saint befriended him and offered him milk and their company. Overjoyed by this strange relationship between man and animals the people danced. And till today the people perform this dance on every important occasion for they know peace and prosperity comes when there is a harmony between all living neatness of the world.

The Ponung Dance

This dance of the Minyong group of Adis is performed especially on the occasion of the solung festival. The priest called Miri rattles an ancient sword and sings legends.



The Popi Dance

Similar to Ponung but is performed on the occasion of Mopin, festival of the Galos. The dancers wear white dresses and elaborate headgear of straw.

The Dishang Dance

It is performed by the men folk. It is a community dance using sticks.



The Tapu Dance

It is an interesting martial dance, performed with long swords, vigorous cries and rapid movements.



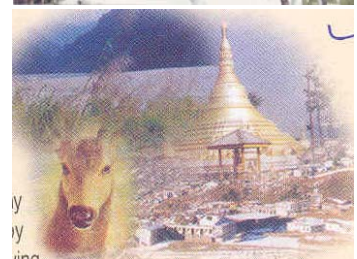
2.1.6 Natural Tourism

Apart from the biodiversity there are many more natural tourists sites such as lakes, valleys, peaks and waterfalls.

Gekar Sinyi (Ganga lake)

Ganga lake situated in the foothills of the Himalayas is a unique part of the capital, Itanagar. The lake locally known as Geuar Sinyi (confined water) abounds in natural beauty with an

Unpolluted healthy environment. The lake is surrounded by land mass and hard rock with slopes varying from 10^0 to 60^0 . These hill slopes support a dense semi-evergreen type of forest consisting many interesting plant species which are academically and economically important.





Talley Valley

Tale in Apatani dialect is the name of a plant and to many other tribes the word means paradise. Talley valley is 30 km from Hapoli (Ziro) the densely populated township in the Apatani Plateau and the headquarters of Lower Subansiri district. It is a picturesque little township with the local population growing paddy, which is the main agricultural produce in terraces. The concept of paddy-cum-pisci-culture has attracted people and the practice is flourishing. The water management system for the paddy fields is remarkable. The lush green paddy fields in terraces makes it more attractive and a very soothing sight which gives the essence of Eco-tourism.

Pangang-Tang-Tso Lake

17 km away from Tawang, the Pangang-Tang-Tso lake looks straight out of a picture postcard or perhaps straight out of the master painter's canvas. For God changes its hue with the seasons. It is blue on a clear day, Coily hidden under the mists on the rainy days, surrounded by flowers of all colours in October and Stark white with snow in the winter.



Sangetsar lake

It is located at 42 km. from Tawang. The lake was formed during the earthquake of 1950. It has bare trees standing like guards in vigil. A reflection of the azure sky, the lake is beautiful like a samaritan's soul and captivating like a gypsy's eye.

Bagga-Tang Lake

At the distance of 10 km away from Sela Top diversion is the Bagga-Tang lake. The stories of mystical sights like candle burning in the nights, apparitions of gumpa, gold coins and jewels makes the place more alluring.

Gorichen Lake

The highest in the region, the towering Gorichen Park has fascinated the minds of many mountaineers to scale its height of 22500 feet. At a distance of 164 km from Tawang, it is ideal for mountaineering expeditions.

Sela Pass and Peak

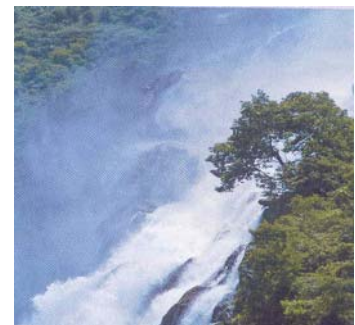
At a height of 13714 feet the pass meets the traveler on his way to Tawang and marks the beginning of the district. With its two lakes and tiny flowers of enchanting shades the Sela Pass fills one with escatsy.

Nuraneng Waterfalls

About 42 kms. From Tawang and 2 km. from Tang, the administrative circle, is enticing beauty of milky white water, which is thunderous and enthralling like an oration.

Babteng-Kang (BTK) Waterfalls

People say that to watch its beauty even the sun lingers wistfully here, creating rainbows across the waterfalls. And the sound of water is like music.





2.2 TRAVEL CIRCUITS

Travel Circuits

This circuit takes the visitors to the seventeenth century Tawang Monastery built on a jutting spur over looking the wide Tawang Valley at a height of 10,000 ft. The monastery is a vast complex of 65 building housing Lamas and antique scriptures written in gold letters. The route traverses through Nuranang, which offers snow and rainbow trout fishing.

There are seven Travel Circuit approved by the Government of Arunachal Pradesh.

1) Passighat- Jengging- Yenkiang

The circuits start from Passighat the district Head quarter of East Siang District, the oldest administrative center of erstwhile North Eastern Frontier Area (NEFA). The circuit comprises with numerous beautiful destinations, lofty mountain with snow clad peaks and rivers. The circuit offers natural tourism, adventure tourism, adventure tourism and cultural tourism. The Namdapha National Park also comes within the circuits. The Circuit is also famous for its Arts & Crafts; woolen carpets of various design are produced by Tibetan Refugees are well known.

2) Roing-Mayudia-Anini

The Circuits starts at Roing, the District Headquarter of Dibang Valley. Mayudia, which is located approximate 56 km from Passighat. Places of Interest in and around are Bhismarknagar, Salley Lake, Mehao Lake. The nearest railhead is Tinsukia which links the circuits with other parts of the country.

3) Tezpur –Bomdila-Tawang

The circuit is very famous for its Buddhist monasteries. The route transverse through Naurang which offers snow clad and rainbow trout fishing. Sela Pass runs through high altitude lake viewing crystal blue color. Another important destination along the route is Tipi, which is famous for orchidarium, and Botanical Garden). The circuits also offer several waterfalls on the bank of River Kameng. The circuit encompassing through Bhalukpong, Tipi, Chessa, Bomdila, Dirang, Sela Pass, and Jaswant Garh,



4) Tinsukia-Tezu-Hayulyang

This circuit starts at Tinsukia, a railhead in Assam and also a major urban center in Upper Assam, leading to Tezu, Parsuram kund, and Hayulyang in the Lohit Districts. The circuit is very important from the religious point of view. Pursuram Kund, which is famous for its pious believe and organize a mela every year on the day of Makar Sankranti.



5) Tezpur- Seijo (Pakhui)-Bhalukpong-Tipi-Tezpur

This circuit is considered as inter-state travel circuit, which connects entry point at Tezpur (Assam) to seijosa and Bhalukpong of Assam. The circuit takes to Pakhui Wildlife Sanctuary, is one of the largest Wild Life Sanctuary of Arunachal Pradesh.



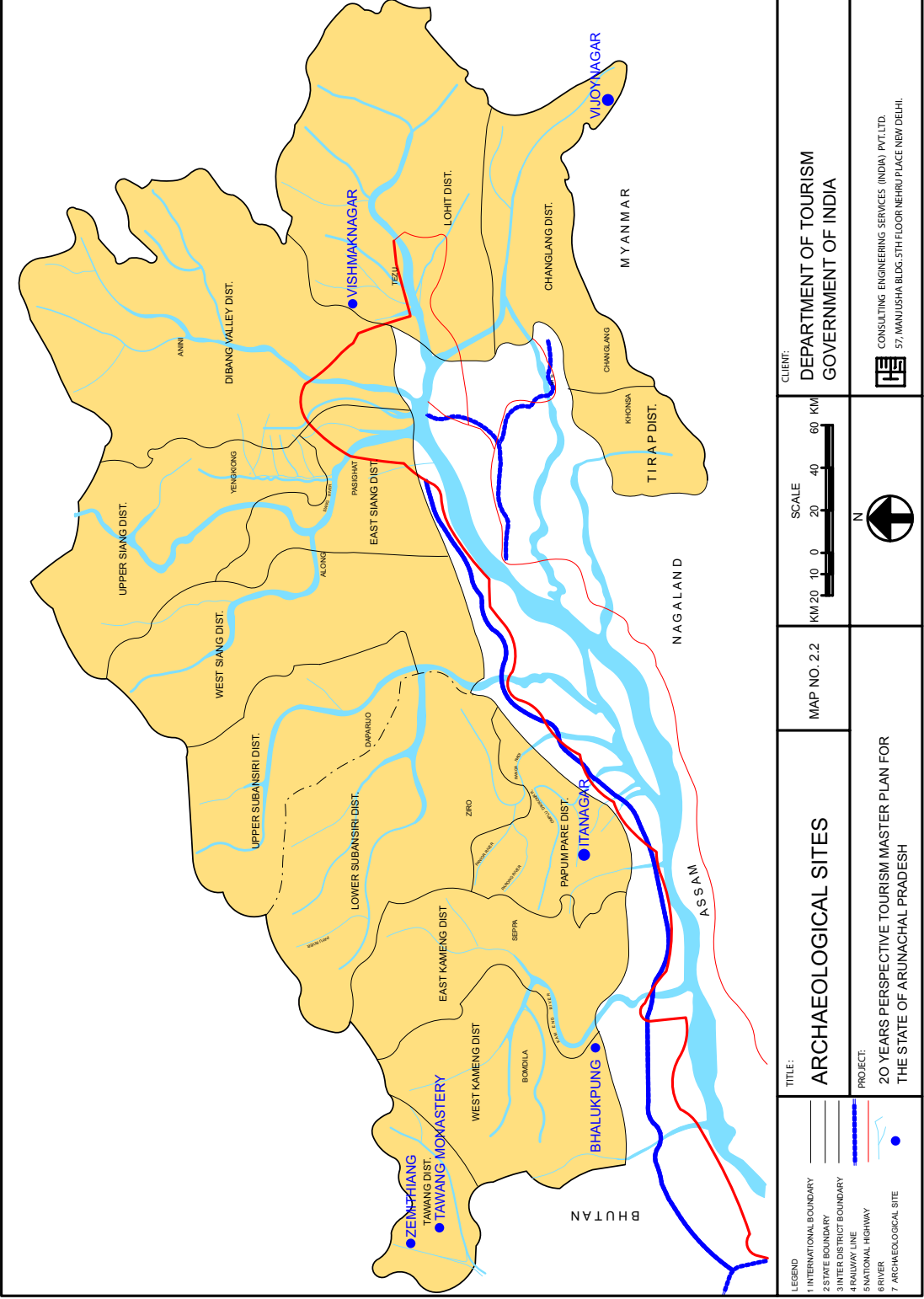
6) Margerita-Miao- Namdapha

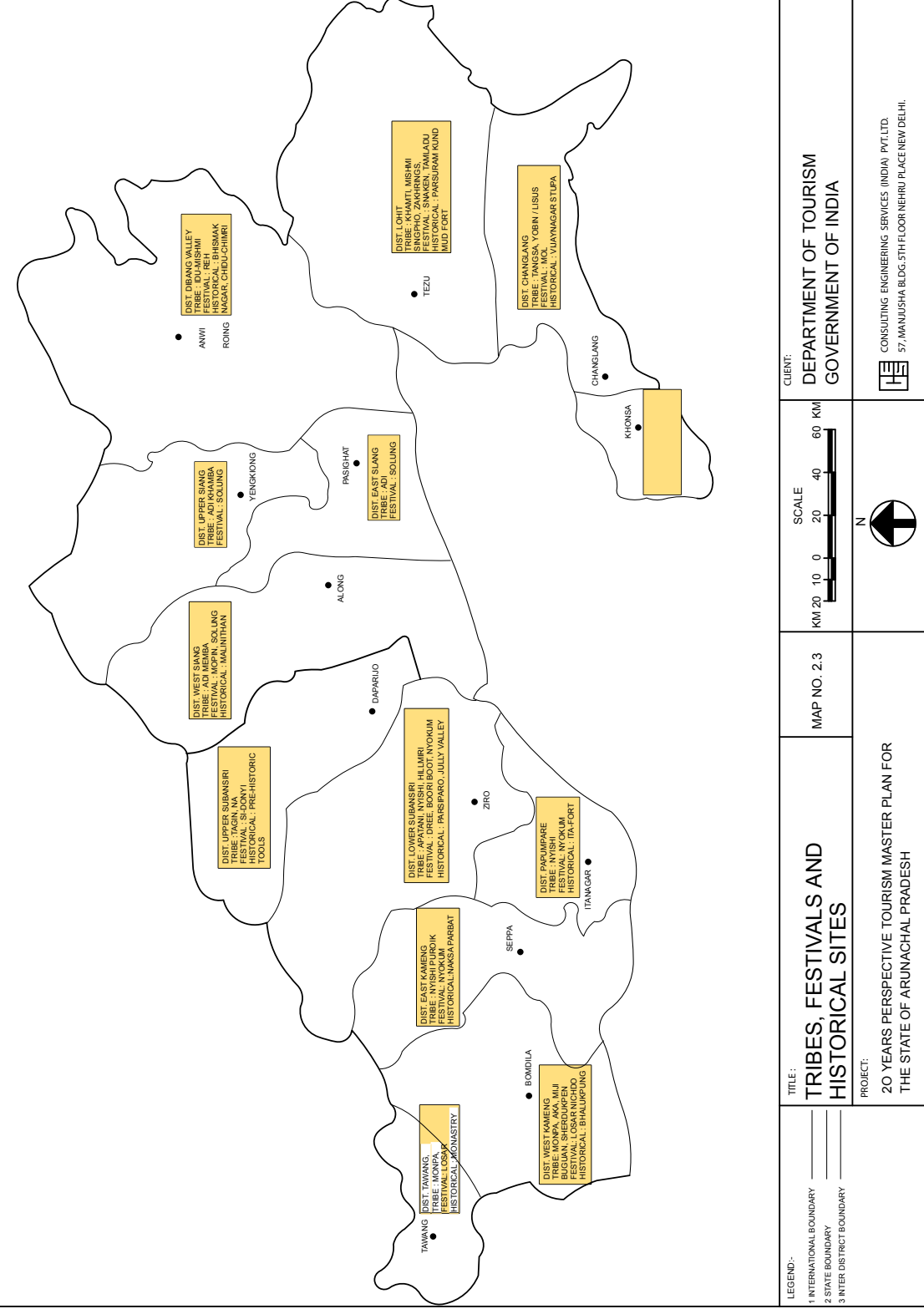
This circuit is also an inter-state tourist travel circuit. Margarita, located in Assam is railhead and also linked with National Highway connects to Namdapha National wildlife Sanctuary through Miao.

7) Itanagar-Ziro-Daporijo-Along-Passighat

This travel circuit links all major tourist destinations located in central Arunachal Pradesh. Itanagar, the State Capital has several places of interest within its vicinity such are; Itafort, Ganga Lake, Jawahar Lal Nehru Museum, Baba Visahwnath Temple, Kali mAndir, Legi Shopping Complex.







CHAPTER-3



BACKGROUND

WORLD TOURIST SCENARIO

INDIAN TOURIST SCENARIO

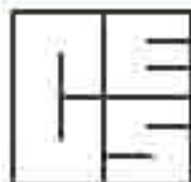
*REGIONAL SCENARIO-ARUNACHAL
PRADESH*

Foreign Tourist to Arunachal Pradesh

Domestic Tourists to Arunachal Pradesh

Forecast of Tourist

TREND AND FORECASTS OF TOURIST TRAFFIC





CHAPTER-3

TREND AND FORECASTS OF TOURIST TRAFFIC

3.1 BACKGROUND

Tourism is one of the world's largest and fastest growing industries. There has been particularly strong growth in foreign travel to developing countries during recent years and this trend is expected to continue. Tourism provides employment for 255 million people, almost one in nine of all jobs.

3.2 WORLD TOURIST SCENARIO

The world tourist arrivals in year 1999 were 664.4 million, which was 636.0 million during 1998. Thus the growth was registered as 4.5 percent. Europe and America continue to be the most important tourist receiving regions, accounting for 77.8% of world tourist arrivals in 1999. (Source – tourist statistics year 1999). The international tourist arrivals in different regions over the last 2 years, is shown in the table as given below:

Table: 3.1: International Tourist Arrival & percentage share

1999 Rank	Country	Tourist Arrivals (in million)		% change in year 1998/1999	Market share in year 1999
		1998	1999		
1.	France	70.0	73.0	4.3	11.0
2.	Spain	47.4	51.8	9.2	7.8
3.	United States	46.4	48.3	4.5	7.3
4.	Italy	34.9	36.1	3.3	5.4
5.	China	25.1	27.0	7.9	4.1
6.	United Kingdom	25.7	25.7	0.0	3.9
7.	Canada	18.9	19.6	3.7	2.9
8.	Mexico	19.8	19.2	- 2.9	2.9
9.	Russian Fed	15.8	18.5	17.0	2.8
10.	Poland	18.8	18.0	- 4.4	2.7

Source – World Tourism Organisation (WTO) Data – 1999

Globally, there will be one billion international tourist arrivals in 2010, and 1.55 billion by 2020. WTO's tourism 2020 vision study, concludes that the 21st century will see a higher percentage of total population traveling internationally – up from 3.5% of the world's population currently to double that proportion by year 2020 with especial growth in developing countries (both for international and domestic travel), and that people will be going on holiday more often – sometimes two, three or four times a year.

3.3 SHARE OF INDIAN TOURIST TO GLOBAL

In 1995, the World Tourist arrival were about 567.4 million of which Europe's share was almost 60%, followed by America with 20%. The share of the South Asian region was an abysmally low 0.8%.



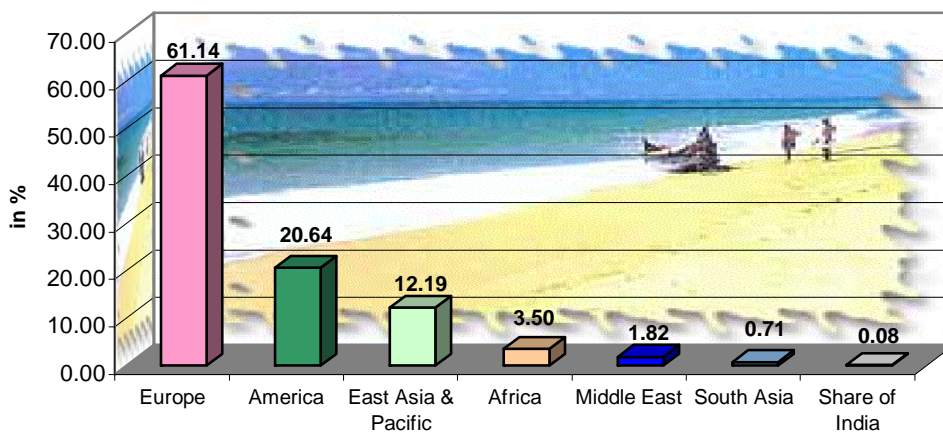
Table No. 3.2 Share of Indian Tourist to Global

Region	1991		1995		1999	
	No. of Tourists (in Million)	% Share	No. of Tourists (in Million)	% Share	No. of Tourists (in Million)	% Share
Europe	282.9	61.14	338.4	59.9	394.1	59.32
America	95.5	20.64	108.9	19.3	122.7	18.47
East Asia & Pacific	56.4	12.19	81.4	14.4	97.5	14.67
Africa	16.2	3.50	20.1	3.6	26.8	4.03
Middle East	8.4	1.82	12.4	2.2	17.6	2.65
South Asia	3.3	0.71	4.2	0.7	5.7	0.86
Total	462.7	100.00	565.4	100.0	664.4	100.00
Share of India	0.36	0.08	0.38	0.1	0.37	0.06

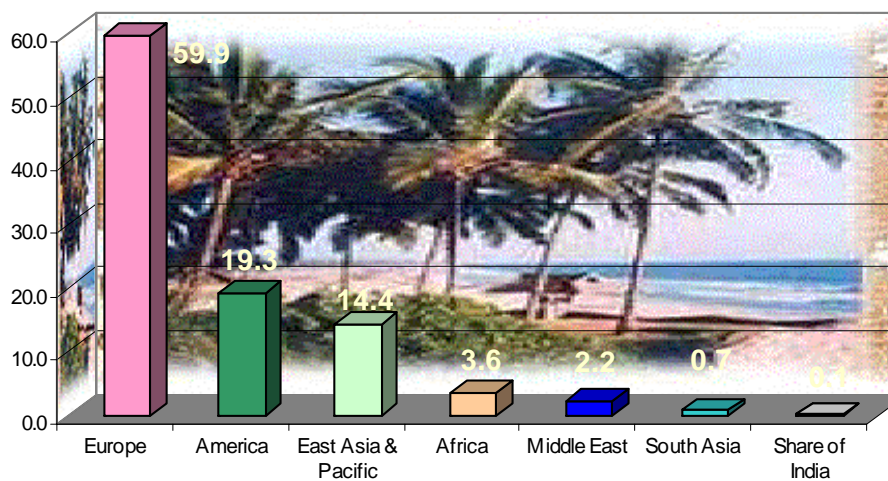
Source: Tourist Statistics 1995, Deptt. of Tourism, Govt. of India

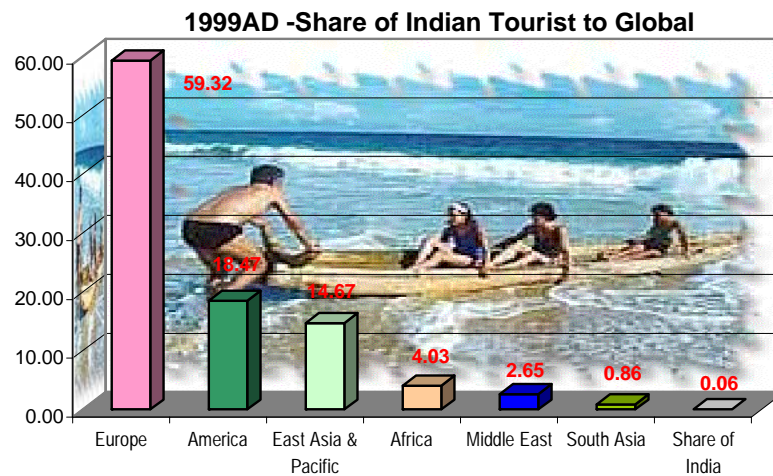
FIG: 3.1 SHARE OF INDIAN TOURIST TO GLOBAL

1991- Share of Indian Tourist to Global



1995-Share of Indian Tourist to Global



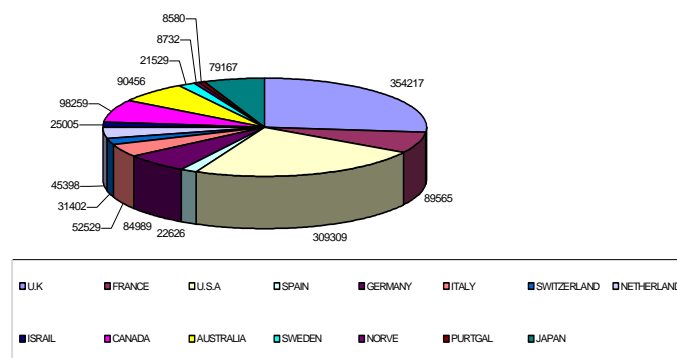


The World Tourism

Organisation (W.T.O.) in its forecast on World tourism titled "Tourism -2020 Vision" has estimated 692 million tourists in the Year 2000; more than one billion in 2010 and around 1.6 billion in 2020.

According to WTO estimates, Europe will continue to remain the most popular tourist destination with about 717 million tourists estimated for the year 2020. East Asia and the Pacific region will surpass America by 2010 to become the second most visited destination. International tourists arrival i South Asia is expected at 19 million in 2020, which is almost five times that of 1995, but still quite low compared to other destinations. India is expected to fuel 4.5 times growth in international tourist arrivals, more than half of the total arrivals in South Asia.

FIG: 3.2 WORLD TOURIST ARRIVALS IN INDIA 2000





3.4 INDIAN TOURIST SCENARIO

Indian received nearly 2.4 million international tourist arrivals in 1999, a 1.1% increase over year 1998. Europe is the most important generating region of tourist to India. The American and Japanese markets are also significant. In addition, there are many travellers from Bangladesh, Shrilanka and other South and Southeast Asian countries with most of these visiting friends and relatives or engaging in business activities. Domestic tourism is expanding rapidly in the country.

Although tourism is already somewhat developed in India, this sector has much potential for expansion. As one of the largest countries in the world with many outstanding and diverse historic, cultural and nature – based tourist attractions, India is receiving only a small percentage of international tourist arrivals less than 0.4 percent of the worlds arrivals in 1998. Domestic tourism also has much opportunity for growth, as the economy continues to expand and income rises.

Table 3.3 Tourist Arrivals in India

Sr.No	Year	Foreign Tourist (in millions)	Domestic Tourist (in millions)
1	1997	2.37	159.87
2	1998	2.35	168.19
3	1999	2.48	190.67
4	2000	2.64	210.11

The strategy as defined for the development of tourism, during the Ninth Plan period of 1997 – 2002, as prepared by Ministry of Tourism, Govt. of India, specifies the components of the development activities and institutional elements to meet the needs of products/market segments to be targeted i.e.

- Cultural tourism
- Eco – tourism covering mountains, forests wild life and scenic landscape
- Adventure tourism
- Sea and inland water cruise tourism
- Health tourism including Ayurvedic and Naturopathy Centres
- Pilgrim and spiritual tourism
- Science and technology tourism based on scientific and technological institutions
- Education tourism
- Theme park

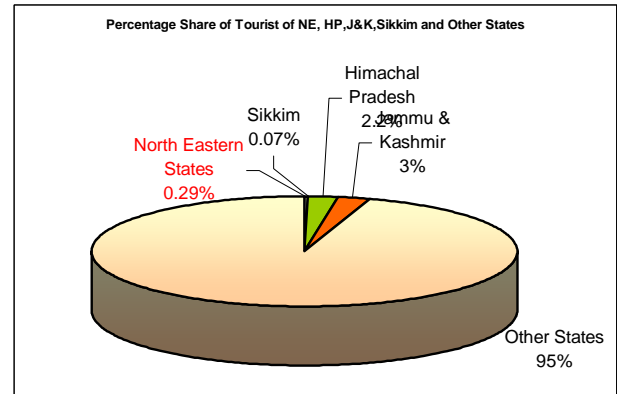
As mentioned above, the component of development activities during 9th plan have been outlined below:

- Infrastructure Development
- Enhanced tourism facilitation
- Human resource development
- Promotion and marketing
- Environmental protection and cultural preservation
- Provision of incentives
- Research and computerization
- Monitoring and evaluation
- Strengthening of organization



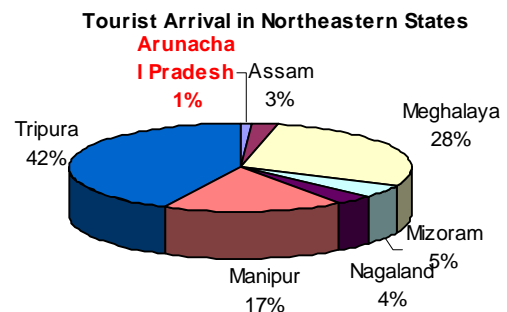
3.5 REGIONAL SCENARIO: ARUNACHAL PRADESH AND OTHER STATES

3.5.1 Comparative Analysis of Tourist Arrival in Northeastern States and other Hill States of India
The Northeastern States contributes only 0.29% of the total tourist arrival in the country. All seven States together receives much less tourists in comparison to even Himachal Pradesh and Jammu & Kashmir.



3.5.2 Comparative Analysis of Tourist Arrival in Arunachal Pradesh and its neighboring States

Arunachal Pradesh receives lowest tourist arrival among Northeastern States. Out of the total tourist arrival in North Eastern States during the year 1999-2000, Tripura recorded the maximum of 42% followed by Meghalaya (28%), Manipur (17%), Mizoram (5%), Nagaland (4%), Assam (3%) and Arunachal Pradesh at only 1%.



The above diagram shows the growth trend among the North-eastern States. During 1999, tourist arrival among the North-eastern State, Meghalaya recorded the maximum growth of 17% followed by Mizoram (13%), Manipur (11%), Assam (5%), Tripura (4%), Arunachal Pradesh (-0.3%) and Nagaland (-27%). The negative trend in Nagaland may be insurgency within the state while in the case of Arunachal Pradesh may be due to lack of accessible roads and infrastructure.

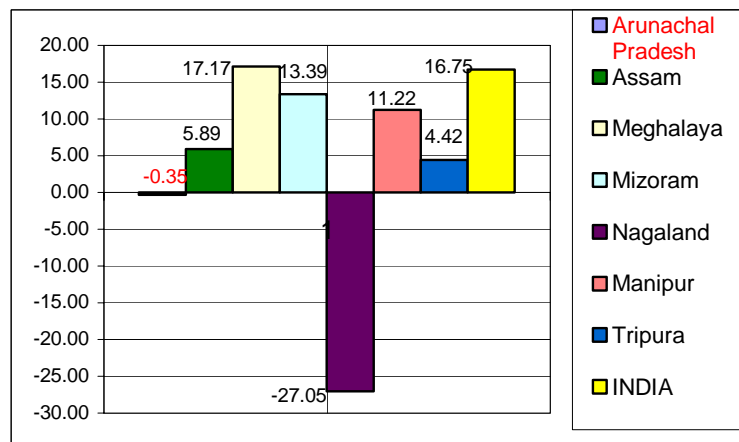




Table:3.4 Comparative Analysis of Tourist Arrival in Arunachal Pradesh with other States

	Diomestic	Foreign	Total	% to total tourist arrival in India
Arunachal Pradesh	6058	405	6463	0.00
Assam	14336	604	14940	0.01
Meghalaya	159730	1971	161701	0.08
Mizoram	27139	216	27355	0.01
Nagaland	21041	119	21160	0.01
Manipur	97523	277	97800	0.05
Tripura	246507	335	246842	0.13
Total North Eastern States	572334	3927	576261	0.29
Sikkim	138785	8554	147339	0.07
Himachal Pradesh	4352863	1608	4354471	2.22
Jammu & Kashmir	4984773	26799	5011572	2.55
Other States	180622259	5791217	186413476	94.87
INDIA	190671014	5832105	196503119	100.00

Source: Tourist Statistics, 1999, Govt. of India

Foreign Tourist to Arunachal Pradesh: The share of foreign tourist in the State to the Country is 0.007 % i.e very insignificant in comparison to other State of the Country. During the years from 1998 to 2000, the share of foreign tourists as visiting Arunachal Pradesh is not constantly increasing. The arrival of foreign tourist has decreased in the Year 1999.

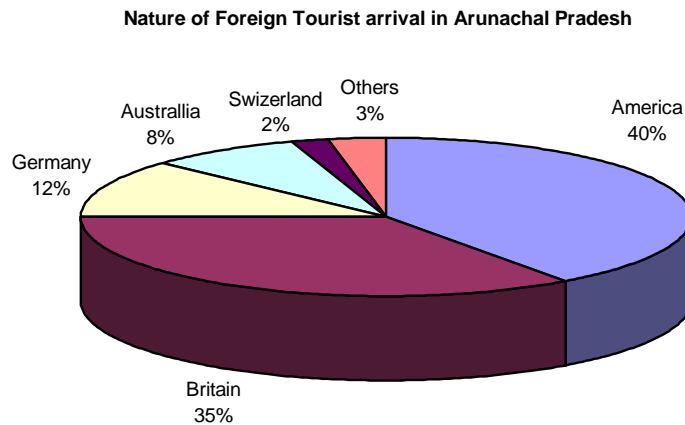
Table No. 3.5 Foreign Tourists to Arunachal Pradesh

Year	International Tourists	in %
1998	377	6.7
1999	273	4.8
2000	405	7.2

Source market of Foreign tourists to Arunachal Pradesh

Out of the total number of foreign tourist arrival (40) for the year 2000 in Arunachal Pradesh, the maximum percentage are from America(40%) followed by Britain (35%), Germany(12%), Australlia(8%), Switzerland(2%) and others(3%).A large chunk of these tourists come for sight seeing.The number of arrival of foreign tourists are very less due to facts such as:

- There is no international airport in Arunachal Pradesh.The only international airport close by is in Kolkata.The tourists have to do break journey to reach Arunachal Pradesh.Lack of proper transportation is one of the problem in Arunachal Pradesh.
- There are no accommodation facilities as per international standards where the foreign tourist can stay.
- Various formalities for entering the state and lack of safety .



Domestic Tourists to Arunachal Pradesh: As regards domestic tourists, the share of Arunachal Pradesh is very insignificant to the total domestic tourist visits in the country as evidenced in table-3.6

Table No.3.6 Percentage Distribution of Domestic Tourists visiting Arunachal Pradesh

Year	India	Arunachal Pradesh	%
1997	159877008	1567	0.0010
1998	168196000	5262	0.0031
1999	176082442	6213	0.0035

Table No. 3.7 Share of Domestic Tourists of Arunachal Pradesh

Year	Domestic Tourists	%
1998	5262	93.3
1999	6213	95.8
2000	6058	93.7

Source: Tourist Statistics, 1999 Department of Tourism, Govt. of India

Source market of Domestic tourists to Arunachal Pradesh

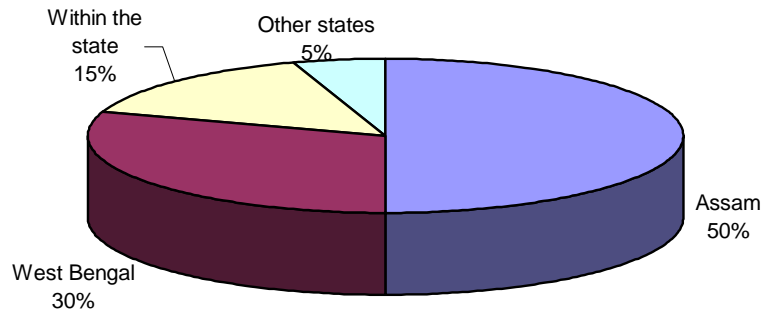
Out of the total number of domestic tourist arrival (6213) for the year 1999 in Arunachal Pradesh, the maximum percentage are from Assam (50%) followed by West Bengal (30%), Within the state(15%), Other states(5%). There is a slump in the domestic tourism in Arunachal due to the fact that:

- Deficiencies in connectivity and accessibility. There is no regular flight service which would take the tourist to Arunachal Pradesh



- Improper Infrastructure facilities, especially solid waste management, power and accommodation, are creating major hindrances in the development of tourism in Arunachal Pradesh.

Nature of Domestic tourist arrival in Arunachal Pradesh



3.5.3 Tourist Arrival in important Destination

Arunachal Pradesh does not show an increasing growth trend in arrivals of tourists. During 1998-99, the traffic declined by – 0.4% while the growth in 1997-1998 was 15%. Similar pattern shows in domestic tourist arrivals in the State where it was 18.07% during 1997-98, declined it to –2.49%. Though foreign tourists has registered an increase of 48.35% during 1998-1999 from – 27.59% during 1997-1998. The overall average compound annual growth registered in the State at 4.65%.



Table No. 3.8 Tourist arrival to important Tourist Destination

	Year	No. of Tourists			Compound Annual Growth Rate			Average Growth Rate
		Domestic	Foreign	Total	Domestic	Foreign	Total	
Total	1997-98	5262	377	5639				4.65
	1998-99	6213	273	6486	18.07	-27.59	15.0	
	1999-2000	6058	405	6463	-2.49	48.35	-0.4	
Tawang	1997-98	2646	92	2738				-15.14
	1998-99	1499	93	1592	-43.35	1.09	-41.9	
	1999-2000	1592	81	1673	6.20	-12.90	5.1	
Bomdila	1997-98	1825		1825	14.64		9.1	3.12
	1998-99	1529		1529	-16.22		-16.2	
	1999-2000	2001		2001	30.87		30.9	
Miao	1997-98	629		629	-68.57		-68.6	16.01
	1998-99	668		668	6.20		6.2	
	1999-2000	982		982	47.01		47.0	
Ziro	1997-98	23	12	35	-97.66		-96.4	59.87
	1998-99	99	157	256	330.43	1208.33	631.4	
	1999-2000	76	67	143	-23.23	-57.32	-44.1	
Tezu	1997-98	337		337	343.42		135.7	-22.98
	1998-99	466		466	38.28		38.3	
	1999-2000	154		154	-66.95		-67.0	
Pasighat	1997-98		154	154			0.0	
	1998-99							
	1999-2000							
Other Destination	1997-98	NA	119	119				133.24
	1998-99	1952	23	1975		-80.67	1559.7	
	1999-2000	1253	257	1510	-35.81		-23.5	

As per the available tourist traffic data for major tourist destination, Tawang and Bomdila receive maximum number of tourists of the State. During the Year 1999-2000 Tawang received 2738 followed by Bomdila (1825), Miao (982), Ziro (143), Tezu (154) and rest 1510 tourists visited different tourist places of the State such as Itanagar, Roing, Passighat and others. The following table makes shows tourists arrivals and its annual growth.

3.6 FORECAST OF TOURIST

Taking into account the Compound Annual Growth Rate (CAGR), the projected domestic tourist and international tourist would grow at an annual rate of growth of about 7.79% and 10.34% respectively.

Table:3.9 Tourist arrivals in Arunachal Pradesh – Compound Annual Growth Rate

Sr No.	Year	Domestic Tourist	Growth rate in %	Foreign Tourist	Growth rate in %
1	1998	5262		377	
2	1999	6213	18.07	273	-27.59
3	2000	6058	-2.49	405	48.35
		AVERAGE	7.79	AVERAGE	10.38



The following table shows the projected tourist (domestic & foreign tourist) for the State of Arunachal Pradesh.

Table: 3.10 Projected Tourist Arrivals in Arunachal Pradesh

	Projected Tourist	
1998	5262	377
1999	6213	273
2000	6058	405
2001	6530	447
2002	7038	493
2003	7587	545
2004	8178	601
2005	8815	664
2006	9501	733
2007	10241	809
2008	11039	893
2009	11899	985
2010	12826	1088
2011	13825	1201
2012	14901	1325
2013	16062	1463
2014	17313	1615
2015	18662	1782
2016	20115	1967
2017	21682	2172
2018	23371	2397
2019	25191	2646
2020	27154	2921
2021	29269	3224

However after enhancement of tourism activities in Arunachal Pradesh as per the suggestions of perspective plan, it would be reasonable to project the domestic and foreign tourists at a level 10 % and 15 % respectively. This increase will be effective for domestic tourist from year 2003 onwards and for foreign tourists from year 2006 onwards.

In view of a number of interventions, which would be suggested in the Tourism Master Plan to be adopted to enhance the tourism activity in Arunachal Pradesh, it would be reasonable to project the domestic and foreign tourists at a level 15% above the projections given in the previous table (Ref Table No.3.9)



Table 3.11 Projection of Tourist Arrivals in Arunachal Pradesh in (After Intervention measures)

Year	Domestic	Projection Considering Intervention (1.10 X b)	Foreign	Projection Considering Intervention (1.15 X b)
a	b	C	d	E
2001	6530	7183	447	514
2002	7038	7742	493	567
2003	7587	8346	545	627
2004	8178	8996	601	691
2005	8815	9697	664	764
2006	9501	10451	733	843
2007	10241	11265	809	930
2008	11039	12143	893	1027
2009	11899	13089	985	1133
2010	12826	14109	1088	1251
2011	13825	15208	1201	1381
2012	14901	16391	1325	1524
2013	16062	17668	1463	1682
2014	17313	19044	1615	1857
2015	18662	20528	1782	2049
2016	20115	22127	1967	2262
2017	21682	23850	2172	2498
2018	23371	25708	2397	2757
2019	25191	27710	2646	3043
2020	27154	29869	2921	3359
2021	29269	32196	3224	3708

The Consultants have also projected the tourist traffic of some important tourist destination in the State. Most of the destinations have shown its negative trend. If considering the same trend the projection would be in negative. It has been worked out considering the promotional growth after number of project intervention in the tourist destination. After enhancement of tourism activities in the destination, projection has been done considering the growth of the State's domestic and foreign tourist.





Table 3.12 Projection of Tourist Arrivals in important Tourist Destination

	Projected Tourist Traffic in Major Tourist Destination					
Year	Tawang	Bomdila	Miao	Ziro	Tezu	Passighat
1997	2738	1825	629	35	337	154
1998	1592	1529	668	256	466	-
1999	1673	2001	982	143	154	-
2000	1844	2201	1080	159	169	165
2001	2033	2421	1188	179	186	190
2002	2242	2663	1307	201	205	218
2003	2473	2930	1438	226	225	251
2004	2727	3223	1582	255	248	289
2005	3008	3545	1740	287	273	332
2006	3318	3899	1914	323	300	382
2007	3660	4289	2105	365	330	439
2008	4039	4718	2316	411	363	505
2009	4457	5190	2547	464	399	580
2010	4919	5709	2802	524	439	668
2011	5430	6280	3082	592	483	768
2012	5994	6908	3390	670	532	883
2013	6619	7599	3729	757	585	1015
2014	7309	8359	4102	857	643	1167
2015	8073	9195	4512	969	708	1343
2016	8918	10114	4963	1098	778	1544
2017	9854	11125	5460	1244	856	1776
2018	10889	12238	6006	1409	942	2042
2019	12036	13462	6606	1598	1036	2348
2020	13306	14808	7267	1813	1140	2700
2021	14713	16289	7994	2057	1254	3106



CONNECTIVITY AND TRANSPORTATION

Distribution of Road length by Hierarchy

Distribution of Road Length by Type of Surface

Potential and Constraints

Settlement Dependent on Air Dropping

Linkages to Important Tourist Destinations

Rail Networks

Air Transport Facilities

ACCOMMODATION

PHYSICAL INFRASTRUCTURE

TOUR OPERATORS & TRAVEL AGENTS





CHAPTER-4

ASSESSMENT OF TOURISM SUPPORTED INFRASTRUCTURE

Tourism Development of any state cannot be accomplished without proper development of support infrastructure facilities including accessibility, accommodation, water supply, power and drainage.

4.1 CONNECTIVITY AND TRANSPORTATION

4.1.1 Road Network

Road transport is still virtually the only means of communication. Consequently road is being treated as basic infrastructure for the development of the state. Rail and airways are yet to gain pace while waterways potential except as ferries, is negligible in the state. An important achievement under surface transport system is that Arunachal Pradesh was brought under railway map of India with the opening of Balipara-Bhalukpong metre gauge line. The entire road network of Arunachal Pradesh is connected with two National Highways No. 52 and 37, which pass through Brahmaputra valley of Assam. NH-52 also passes through Pasighat, Roing and Tezu district head quarters situated in the lower part of 'Central Himalayan Loop' of the state and joins NH-37 at Rupai (near 20 kms southward from Saikhowa Ghat) which is the last point of NH-37 in Upper Assam (Refer Map No. 4.1). In spite of construction of roads of the state by different road agencies, the road connectivity is poor. The major agencies, which have constructed the roads in the state, are PWD, BRTF, NEC, RWD and Forest Department.

Amongst North-East states Arunachal Pradesh ranks fifth in road length. Assam has the maximum length of 68079 km. Road density is the lowest in Arunachal Pradesh and maximum in Tripura. The total road length in Arunachal Pradesh is 17655.09 km of which 5195.87 km is under construction and 5880.59 km are yet to be constructed. The network density of Arunachal Pradesh based on completed roads and roads under construction are 14.06-km/100 sq. km of total geographical area. In the Road Development Plan 1981-2001, two level of road density in hilly areas have been proposed (Table 4.1). Based on these criteria the requirement of road length in Arunachal Pradesh is estimated to be 23443.7 km. There are four agencies engaged in the maintenance and construction of roads in Arunachal Pradesh. These are:

1. Public Works Department (PWD)
2. Border Road Task Force (BRTF)
3. Rural Works Department (RWD)
4. Forest Department

PWD holds the maximum share (61 percent) of total road length in the state followed by BRTF (21 percent) (Table 4.1)

Table 4.1 : Distribution of Road Length by Agencies and District

District	Agencies				Total (in km)
	PWD	BRTF	RWD	Forest Deptt.	
Tawang	252.550	539.250	122.682	0.000	914.482
West Kameng	920.880	514.100	110.690	306.960	1852.630
East Kameng	502.770	59.750	315.230	12.000	889.750
Papam Pare	643.730	324.250	116.850	0.000	1084.830
Lower Subansiri	1509.180	195.970	145.285	222.750	2073.185
Upper Subansiri	1446.310	293.700	171.620	2.080	1913.710
West Siang	1433.130	379.660	240.880	79.470	2133.140
Upper Siang	440.640	257.320	111.540	101.690	911.190
East Siang	866.870	169.900	181.135	0.000	1217.905
Dibang Valley	519.240	319.170	99.320	51.840	989.570
Lohit	526.680	430.270	251.720	163.110	1371.780
Changlang	1024.730	22.600	155.633	110.680	1313.643
Tirap	678.490	216.610	94.174	0.000	989.274
Total	10765.200	3722.550	2116.759	1050.58	17655.089

Source: i) Data from PWD, RWD & BRTF ii) Statistical Hand Book of Arunachal Pradesh, 1997-98



4.1.1.1 Distribution of Road length by Hierarchy

According to Road Development Plan for India (1981-2001) road network can be classified into three main categories. They are:

- a) Primary System
 1. Expressway
 2. National Highways
- b) Secondary System
 3. State Highways
 4. Major District Roads
- c) Tertiary System (Rural Roads)
 5. Other District Roads
 6. Village Roads

The construction of National Highway in the state has been undertaken by BRTF. The length of total designated National Highway in the state is 349.18 km. There is no state highway in the state. The length of major district roads in the state is 207 km, which are under BRTF. Inadequate functional hierarchy of the network is a major deficiency in the state road network. Of the total road network, ODR's have the maximum share of 79.8 percent. Nearly 76 percent of the ODRs are being constructed and maintained by PWD. The remaining length of ODRs (24 percent) is under supervision of BRTF. Distribution of road length by category and agency is given in Table 4.2

Table 4.2: Distribution of Road Length by Category and Agency (1998) (in km)

Category of Road	PWD	BRTF	RWD	Total
National Highway (NH)	-	349.18	-	349.18
State Highway (SH)	-	-	-	-
Major District Roads (MDR)	-	207.02	-	207.02
Other District Roads (ODR)	9492.32	3019.25	-	12511.57
Village Road (VR)	344.97	147.10	2116.76	2608.83
Total	9837.29*	3722.55	2116.76	15676.60**

* Length of Approach Roads(156.72) and Township roads(771.19) not included

** Forest roads not included (1050.50 km)

Source: Based on Data from PWD, BRTF & RWD

District wise distribution of network by hierarchy shows that Lohit district has the highest share of National Highways. West Siang has maximum share of MDRs. Share of ODRs is maximum in Upper Subansiri followed by Lower Subansiri. Distribution of total road length shows that West Siang has the maximum road length.

4.1.1.2 Distribution of Road Length by Type of Surface

The network length can be classified into four categories by surface type of roads. These are

1. Black Topped Road (BT)
2. Water Bound Macadam Road (WBM)
3. Earthen Roads (ER)
4. Proposed Roads (to be constructed)

The WBM and ER have been taken as the road under construction while BT roads as completed roads. Length of roads by surface type under PWD and BRTF is presented in Table 4.3. Public Works Department has completed 16.2 percent of the roads under its administration, 36.1 percent of the roads are under construction and 47.8 percent are still to be constructed. BRTF has completed 90.8 percent of its roads. RWD has completed 19.4 percent of the roads and 45.8 percent are under construction. There are in total 844 roads under PWD and BRTF of which 758 are under PWD.

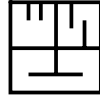


Table 4.3
Distribution of Road Length by Surface Type

District	PWD					BRTF				RWD				Total Lengths of PWD + BRTF + RWD		
	WBM	BT	Earthen	Total Constructe d	To be Constructe d	Total Length	BT	Earthen	Total Constructe d	To be Constructe d	Total Length	Completed Length	Under Constructio n		Balance Length	Total
West Siang	91.5	81.0	486.3	658.8	774.4	1433.1	0	379.66	0	379.66	0	379.66	37.910	106.350	96.620	240.880
East Siang	71.3	238.7	339.9	649.9	216.9	866.9	0	169.9	0	169.9	0	169.9	53.190	58.489	69.456	181.135
Upper Subansiri	63.4	17.8	393.6	474.9	971.4	1446.3	0	293.7	0	293.7	0	293.7	31.820	65.410	74.390	171.620
Upper Siang	66.3	52.1	141.6	259.9	180.8	440.6	0	257.32	0	257.32	0	257.32	22.290	48.420	40.830	111.540
Dibang Valley	31.4	139.3	180.3	351.0	168.2	519.2	53.63	170.22	95.32	319.17	0	319.17	22.620	58.455	18.245	99.320
Lohit	22.3	224.4	135.9	382.6	144.1	526.7	11.52	361.51	57.24	430.27	0	430.27	20.100	112.970	118.650	251.720
Changlang	138.0	291.1	270.6	699.7	325.0	1024.7	0	22.6	0	22.6	0	22.6	64.950	55.040	35.643	155.633
Tirap	62.5	215.7	208.6	486.7	191.8	678.5	31.09	139.13	46.39	216.61	0	216.61	27.310	43.593	23.271	94.174
Tawang	20.9	36.1	79.6	136.6	115.9	252.6	0	502.75	36.5	539.25	0	539.25	24.410	72.894	25.378	122.682
West Kamang	203.6	138.1	145.9	487.6	433.3	920.9	0	502.5	11.6	514.1	0	514.1	30.340	45.630	34.720	110.690
East Kamang	26.6	36.3	144.6	207.5	436.3	643.7	0	59.75	0	59.75	0	59.75	21.400	57.555	37.895	116.850
Pupmpare	44.3	192.2	152.4	388.9	113.9	502.8	0	324.25	0	324.25	0	324.25	47.010	184.084	84.136	315.230
Lower Subansiri	144.4	76.5	217.5	438.3	1070.9	1509.2	0	195.97	0	195.97	0	195.97	6.450	60.285	78.550	145.285
Total	986.5	1739.0	2896.9	5622.4	5142.8	10765.2	96.24	3379.26	247.05	3722.55	0	3722.55	409.800	969.175	737.784	2116.759
																16604.509

Source: Data from PWD, RWD & BRTF



4.1.1.3 Topographic Factor for Roads

Arunachal Pradesh is a mountainous region with the alignment of the roads following a winding pattern. The actual distance between two points may be less but the travel distance because of the topographic factors is more. The topographic factors for Dibang Valley district and Lohit district are lowest and near to one. This implies a relatively lower travel distance for the road users in these districts. The topographic factors for East Siang, West Siang, Papumpare and Subansiri districts are nearly 2 or more. This results in long road length to serve the population. Also the road users have to move twice the spatial distances between the two nodes or settlements. So this adds to more time of travel and more road user cost. Only 50 % of the State is accessible by roads. (Refer Map. No. 4.2)

4.1.1.4 Potential and Constraints

Based on the analysis the following constraints and potential could be identified:

Constraints

- Mountainous topography and high altitudes are major constraints in construction of roads
- 51 percent of the state's total area is in the latitudinal zones of more than 2000m. Construction of roads above altitude 2000 m is difficult
- More than 50 percent area of Arunachal Pradesh falls under slope greater than 12 percent, which is a major constraint to road constructions.
- Major portion of the road length in the state is either under construction or yet to be constructed
- Arunachal Pradesh has insufficient functional road network hierarchy

Potentials

- Arunachal Pradesh has reasonably good network length
- By completing the upgrading the existing road network and adding few new links, the network of the state can meet the travel demand for the next 20 years.

4.1.1.5 Village Connectivity by Districts

In the state of Arunachal Pradesh 1480 villages (41 percent) and 5.08 lakh population (66.8 percent) are connected by road. There is wide variation in village connectivity status at district level. Lower Subansiri has only 17.5 percent of its villages connected and East Siang has 73.5 percent of its villages connected. In terms of population connectivity East Kameng has only 48.4 of its population connected whereas East Siang has more than 87 percent of its population connected (Table 4.4).

Table 4.4 : Village Connectivity by Districts

Districts	Population	No of Villages	Connectivity		Percentage Connectivity	
			Population	Villages	Population	Villages
Tawang	28287	163	14720	51	52.04	31.29
West Kameng	50766	170	40732	103	80.24	60.59
East Kameng	50395	275	24393	77	48.4	28.0
Papumpare	41897	263	26049	114	64.32	43.35
Lower Subansiri	74305	595	31570	104	42.49	17.48
Upper Subansiri	50086	405	29663	124	59.22	30.62
West Siang	76697	408	51367	192	66.97	47.06
East Siang	57225	132	50341	97	87.97	73.49
Upper Siang	27779	72	19669	34	70.81	47.22
Dibang Valley	36092	238	31402	106	87.01	44.54
Lohit	86460	487	64963	202	75.02	41.48
Changlang	85508	157	58317	91	68.2	57.96
Tirap	95150	284	64259	185	67.53	65.14
Total	760647	3649	508375	1480	66.83	40.56



Source: Village Connectivity Report (PWD), 1998

4.1.1.6 Settlement Dependent on Air Dropping

There are settlements in the state, which are totally dependent on air dropping for their daily supply. The list of these settlements is given in Table 4.5. These settlements need to be considered while evolving the Master Plan for roads in the state.

Table 4.5 : Location Dependent on Air Supply

Sl. No.	Name of Post Location	District	F/S CPO	F/S RPDS	Station	Air Service
1	Damin	Lower Sabansiri	3067	4947	Ex-Rowriah (Assam)	AN-32
2	Tali	Lower Sabansiri	2394	9014		
3	Kesange	East Kameng	1095	1038		
4	Lada	East Kameng	650	1626		
5	Pipu	East Kameng	1250	3953		
6	Tuting	Upper Siang	4930	1065	Ex-Mohanbari (Assam)	
7	Mechuka	West Siang	1920	1991		
8	Taksing	Upper Subansiri	1579	1126		
9	Limeking	Upper Subansiri	1366			
10	Vijoynagar	Changlang	624	4274		
11	Pumao	Trip	544	544		
12	Sarli	Lower Sabansiri	1624	1173	Ex-Ziro	MI-8
13	Chambang	Lower Sabansiri	1750	4892		
14	Mengio	Papumpare	1966	1719		
15	Parsiparlo	New CPO Centre				
16	Monigong	West Siang	2675	1375	Ex-Along	MI-17
17	Pidi	West Siang				
18	Payum	West Siang	628	1578		
19	Palling	East Kameng	412	1000	Ex-Pasighat	
20	Anini	Dibang Valley	5904	2586		
21	Alinye	Dibang Valley	1095	1402		
22	Anelieh	Dibang Valley	509	505		
23	Desali	Dibang Valley	586	599		
24	Kronly	Dibang Valley	225	1190		
25	Chagagam	Lohit	396	228		
26	Gelling	Upper Siang	670	883		
27	Singha	Upper Siang	344	881		
28	Mipi	Dibang Valley	329	59		
29	Koyu	East Kameng	450	173		

Source : Director of Supply & Transport

FS : Feeding Strength

CPO : Central Purchase Organisation

RPDS : Revamped Public Distribution System

Note : i) Figures in Column (5) & (6) indicate population served

ii) Population under Column (5) are Govt. Employee and (6) are village population



4.1.1.7 Linkages to Important Tourist Destinations

The following table shows the existing accessibility status of the important tourist sites.

Table 4.6

Linkages to Important Tourist Destinations

Sl. No.	Tourist Place	District	Existing Accessibility (by road)
Circuit No. 1 Bhalukpong-Bomdila-Tawang			
A	Tawang	Tawang	The Capital City is located along BRTF BT Road, which connects NH-52 at Gohpur Assam. The city also links with the NH-52 at Banderdewa of Assam by BRTF Road
	Selapass	Tawang	Connected by BRTF BT road running between Tawang and Zemithiang
	Garila Peak	Tawang	-do-
	Papu Valley	Tawang	-do-
	Pangang-Tang-Tso Lake	Tawang	-do-
	Sangetsar lake	Tawang	-do-
	Bagga-Tang Lake	Tawang	-do-
	Gorila Lake	Tawang	-do-
	Nuraneng Waterfalls	Tawang	-do-
B	Bomdila	West Kameng	Located along BRTF BT Road and ODR is considered a strong linkages due to a Buddhist pilgrimage center linking Tezpur (Assam). The BRTF BT road, which connects Tawang with Tezpur (Assam) via Bomdila.
C	Tipi Bhalukpong	West Kameng West Kameng	Located along BRTF BT Road and ODR is considered a strong linkages due to a Buddhist pilgrimage center linking Tezpur (Assam). The BRTF BT road, which connects Tawang with Tezpur (Assam) via Bomdila.
D	Zemithiang	Tawang	Connected by BRTF BT Road from Tawang
E	Dirang	West Kameng	Located on PWD Road which links to BRTF BT Road between Bomdila & Tawang
F	Eagle's Nest	West Kameng	Located at the proposed PWD Road which shall connect to NH-52
G	Sessa Orchid Memorial	West Kameng	Connected by BRTF BT Road which passes through Bhalukpong and links to NH-52
H	Rupa	West Kameng	Connected by BRTF BT Road which joins to the BRTF BT Road running from Bhalukpong to Tawang
I	Jamiri	West Kameng	Located on BRTF BT Road between Bhalukpong and Bomdila-Tawang which links to NH-52



Sl. No.	Tourist Place	District	Existing Accessibility (by road)
Itanagar-Ziro-Daporijo-Along Pasighat			
A	Itanagar	Papum-Pare	Connected by NH-52. The Capital City is located along BRTF Road, which connects NH-52 at Gohpur Assam. The city also links with the NH-52 at Banderdewa of Assam by BRTF Road
B	Naharlagun	Papum-Pare	Connected by NH-52 between Itanagar and Banderdeva
	Gekar Sinyi (Ganga Lake)	PapumPare	-do-
	Itafort (Itanagar)	Papum Pare	-do-
	Itanagar WLS	Papum-Pare	-do-
C	Ziro	Lower Subansiri District	BRTF Road that connects the place with Lakhimpur (Assam) passing through Yazali and further links with important center Daporijo.
	Talley Valley	Lower Subansiri	Located on the proposed PWD Road which connects to BRTF BT Road between Ziro and Daporijo
D	Daporijo	Upper Subasari District	BRTF Road, which connects Daporijo with Lakhimpur (Assam) passing through Ziro and Yazali.
E	Along	West Siang Dist.	Located on BRTF BT road passing through Ziro-Daporiji-Along-Boleng. A BRT BT Road from Along alos links to NH-52 at Akajan in Assam
	Malinithan	West Siang	Located on BRTF BT Road linked to NH-52 at Akajan in Assam
F	Pasighat	East-Siang Dist	The section of PWD Road which originate from National Highway-52 at Jonai passing through Passighat which further links with Yingkoing in the north.
	Dr. Dying Ering Memorial (Pashighat)	East Siang	Located at Pasighat. The section of PWD Road which originate from National Highway-52 at Jonai passing through Pasighat which further links with Yingkoing in the north.
	Mouling NP	West Siang	Connected by propoed PWD road, which is then linked to BRTF road
Pasighat-Jengging-Yingkiong			
A	Pasighat	East-Siang Dist	The section of PWD Road which originate from National Highway-52 at Jonai passing through Passighat which further links with Yingkoing in the north.
	Dr. Dying Ering Memorial (Pashighat)	East Siang	Located at Pasighat. The section of PWD Road which originate from National Highway-52 at Jonai passing through Pasighat which further links with Yingkoing in the north.
	Mouling NP	West Siang	Connected by propoed PWD road, which is then linked to BRTF road
B	Jengging	Upper-Siang Dist	Located on BRTF BT Road through Along. Also connects to Pasighat
C	Yingkiong	Upper-Siang Dist	Located on BRTF Katcha Road which is linked to BRTF BT road running between Along and Jengging
	Monigaong (near Mechuka)	West Siang	Connected by proposed PWD road which is then connected to BTF BT Road through Along
D	Mechuka	West Siang	A proposed PWD road nearby
Sl. No.	Tourist Place	District	Existing Accessibility (by road)



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E	Likabali	West Siang	Located on BRTF BT Road which connects Along. It is linked to NH-52 at Akajan in Assam
F	Parsi Parlo	Lower-Subansiri	Located on proposed PWD road which then connects to BRTF BT road from Yazali to Ziro
Roing-Mayadia-Anin			
A	Roing	Dibang Valley	Located along NH-52, BRTF, which connects Roing with Tinsukia and Dibrugarh Town in the South to Anini in the North
B	Bhismaknagar	Dibang Valley	Weak Linkages, no proper road. Located on Katcha PWD road which is connected to NH-52 running from Roing in the north to Tezu in the south
C	Anini	Dibang Valley	located on BRTF Road which is partly BT and partly katcha, connects to Roing
Tezu-Hayuliang-Parsuramkund			
A	Tezu	Lohit District	BRTF Road that connects the place with Lakhimpur (Assam) passing through Yazali and further links with important center Daporijo
B	Hayuliang	Lohit District	Located on BRTF BT which is linked to NH-52 running from Tezu to Namsai
C	Parsuramkund	Lohit	Loacted on NH-52 road which connects Tezu to Namsai
D	Wakro	Lohit	Located on NH-52 which connects Tezu to Namsai
E	Walong	Lohit	BRTF BT Road nearby connected to NH-52 between Tezu and Namsin
Margherita-Miao-Namdapha			
A	Miao	Changlang	Loacted on NEC BT Road which is connected to NH-52 at Jagun
B	Namdapha NP	Changlang	Connected by partly katcha and partly WBM PWD Road to Miao
C	Changlang	Changlang	Connected by BRTF BT Road to NH-52 at Margherita
F	Vijonagar	Changlang	Connected by partly Katcha nad partly WBM PWD road to Miao
G	Seppa	East Kameng	Connected by BRTF BT Road which is linked to BRTF Bt Raod-Tawang-Bomdila-Bhalukpong
H	Tuting	Upper Siang	Proposed BRTF Road neraby
I	Lumla	Tawang	Connected by BRTF Bt Road to Tawang
J	Sheregaon	West Kameng	Connected by NEC BT Raod to Orang in Assam. Connected by BRTF Bt Road to Rupa and then to Tawang-Bomdial-Bhalukpong
K	Dambuk	Dibang Valley	Connected by NH-52 between Pasighat and Roing
L	Deomali	Tirap	Connected by PWD Bt Road which is linked to NH-52 at Margherita

4.1.2 Rail Networks

Arunachal Pradesh is barely connected by railways. An important achievement under surface transport system is



that Arunachal Pradesh was brought under railway map of India with the opening of Balipara-Bhalukpong metre gauge line. As such there is no railway network in the state.

4.1.3 Air Transport Facilities

Arunachal Pradesh is not adequately connected by air links. A few centres are connected by Pawan Hans Helicopter Services for which helipads are constructed. These are essentially tourist centers, which are inaccessible by roads. There was a small airport at Lilabari, which has now become non-operational.

4.1.4 Water Transport

The potential of water transport is not explored in Arunachal Pradesh as yet except as ferries.

4.2 ACCOMMODATION

Table 4.7 shows the accommodation facilities available in the major tourist centres. It also shows the accommodation facilities available in each circuit. Information regarding star and non-star hotels was not available to the consultants.

Table 4.7
Accommodation Facilities Available in The Major Tourist Centres

Sl. No.	Tourist Place	Travel Circuit	District	Administrative Status	Hotel Accommodation									
					Circuit House	Inspection Bungalow	Tourist Lodge	Guest Houses	Hotels	Others	Single Bedded Rooms	Double Bedded Rooms	Total Rooms	Total Beds
1	Tawang	Bhalukpong-Bomdila-Tawang	Tawang	DCHQ	1	1	1		9					250
2	Bomdila	Bhalukpong-Bomdila-Tawang	West Kameng	DCHQ	1		1	1	7		17	61	78	139
3	Bhalukpong	Bhalukpong-Bomdila-Tawang	West Kameng	EACHQ	1			2				12	12	24
Sub-Total					3	1	2	3	16		17	73	90	413
4	Itanagar	Itanagar-Ziro-Doairuhi-Along Pasighat	Papum-Pare	Capital/DCHQ	1		5		10		47	120	167	287
5	Ziro	Itanagar-Ziro-Daporijo-Along Pasighat	Lower Subansiri	DCHQ	1		1	1	1		1	34	35	69
6	Daporijo	Itanagar-Ziro-Dalporijo Along Pasighat	Upper Subasari	DCHQ	1				1		6	10	16	26
7	Along	Itanagar-Ziro-Dalporijo Along Pasighat	West Siang	DCHQ	1									
8	Pasighat	Itanagar-Ziro-Dalporijo Along & Pasighat-Jengging-Yingkiong	East-Siang	DCHQ	1			1	5			20	20	40
Sub-Total					5		6	2	17		54	184	238	422
9	Jengging	Pasighat-Jengging-Yingkiong	Upper-Siang	COHQ	1	1								
10	Yingkiong	Pasighat-Jengging-Yingkiong	Upper-Siang	DCHQ	1	2			2					15
Sub-Total					2	3			2					
11	Tourist	Travel Circuit	District	Administrative Status	Hotel Accommodation									



	Place				Circuit House	Inspection	Bungalow	Tourist Lodge	Guest Houses	Hotels	Others	Single Bedded Rooms	Double Bedded Rooms	Total Rooms	Total Beds
11	Roing	Roing-Mayadia-Anini	Dibang Valley	SDOHQ	1	1									
Sub-Total					1	1									
12	Tezu	Tezu-Hayuliang	Lohit	DCHQ	1	1	1						16	16	32
Sub-Total					1	1	1						16	16	32
15	Namdapha NP	Margherita-Miao-Namdapha	Changlang	OTHER	1										
17	Miao	Margherita-Miao-Namdapha	Changlang	SDOHQ	1	1	1						16	16	32
Sub-Total					2	1	1						16	16	32
13	Dirang		West Kameng	E A C HQ		1	1			1			12	12	24
14	Likabali		West Siang	SDOHQ	1				1				10	10	20
16	Tipi		West Kameng		1						1				
Grand Total					16	8	11	6	36	1	71	311	382	943	

Source: Directorate of Tourism, Govt. of Arunachal Pradesh

Beds availability in Tawang and Yingkiong is assumed as only information on no. of hotels was available

The following table shows the total tourist arrivals in the state and also at some major tourist centres.

Table 4.8 Beds Capacity with respect to Tourists arrival

	Tourists			No. of Beds	Beds/1000 Population
	Domestic	Foreign	Total		
Total	6058	405	6463	943	145
Tawang	1592	81	1673	250	149
Bomdila	2001		2001	139	70
Miao	982		982	32	33
Ziro	76	67	143	69	483
Tezu	154		154	32	208

From the above two tables it is observed that there are 943 beds for 6463 total tourists for the year 2000, which means that at present there are 145 beds per 1000 tourists

4.3 PHYSICAL INFRASTRUCTURE

4.3.1 Water Supply: Arunachal Pradesh faces no dearth of streams and rivers from where water can be directly tapped. The present system of water supply is a gravity-based system where the river water is directly pumped to a tank located at the highest point of a habitat. The state government has undertaken surveying of the state of water supply with the intention to bring all the villages under water supply scheme. All the urban centres and administrative centers are covered with potable water supply schemes/systems.

The following table shows district wise status of water supply in Arunachal Pradesh.



Table 4.9
District-Wise Number of Towns/ Villages Covered Under Drinking Water Supply in Arunachal Pradesh as on 31-3-1999

District	No. of towns/ distm Hqrs. Covered under drinking supply	No. of villages under drinking water supply habitations	Population benefited	
			Urban	Rural
Tawang	-	247	-	27961
West Kameng	1	248	9808	49244
East Kameng	-	333	-	49916
Papum pare	2	211	48208	36935
Lowr Subansiri	1	487	12451	68592
Upper Subansiri	-	423	-	52967
West Siang	1	383	20883	75498
East Siang	1	138	13317	56529
Upper Siang	-	87	-	27551
Dibang Valley	1	203	10107	34407
Lohit	2	429	34984	87210
Changlang	-	263	-	85684
Tirap	1	147	10938	75005
TOTAL IN A.P.	10	3599*	170696	727499

* Note: In addition 102 habitation villages identified after 1991 Census brought under drinking water supply scheme.

Source:- Chief Engineer, PHED, Arunachal Pradesh, Itanagar

Table 4.10 shows the water supply status in some of the major tourist centers. It is observed that most of the tourist centers have the facility of water supply in the form of tap water.

Table 4.10
Status of Water Supply in major Tourist Centres

Sl. No.	Tourist Place	District	Drinking Water
Bhalukpong-Bomdila-Tawang			
A	Tawang	Tawang	T
B	Bomdila	West Kameng	T
	Tipi	West Kameng	T
C	Bhalukpong	West Kameng	T
D	Zemithiang	Tawang	T
E	Rupa	West Kameng	T
F	Lumla	Tawang	T
G	Sheregaon	West Kameng	T
H	Jamiri	West Kameng	T
Itanagar-Ziro-Daoiruhi-Along- Pasighat			
A	Itanagar	Papum-Pare	T
	Naharlagun	Papum-Pare	T



Chapter 4: Assessment of Tourism Supported Infrastructure

B	Ziro	Lower Subansiri District	Stream Sources (OHT) & of surface water pipe
C	Daporijo	Upper Subasari District	T
D	Along	West Siang Dist.	T (RCC Tank 25000 ITS)
E	Pasighat	East-Siang Dist	T (OHT)
Pasighat-Jengging-Yingkion			
A	Pasighat	East-Siang Dist	T (OHT)
B	Jengging	Upper-Siang Dist	T
C	Yingkiong	Upper-Siang Dist	T
D	Rani Gonsi (Pasighat)	East-Siang	W, T
E	Monigaong (near Mechuka)	West Siang	T
F	Parsi Parlo	Lower-Subansiri	S
G	Tuting	Upper Siang	T
Roing-Mayadia-Anini			
A	Roing	Dibang Valley	T
B	Bhismaknagar	Lohit	
C	Anini	Dibang Valley	T
Tezu-Hayuliang-Parsuramkund			
A	Tezu	Lohit District	T
B	Hayuliang	Lohit District	T
C	Parsuramkund	Lohit	W
D	Dambuk	Dibang Valley	T
E	Walong	Lohit	T
F	Dong	Lohit	R
G	Pukhuri	Lohit	T
Margherita-Miao-Namdapha			
A	Miao	Changlang	T
B	Changlang	Changlang	T
C	Deomali	Tirap	T

4.3.2 POWER



The present power demand in Arunachal Pradesh is met from mini/micro hydel stations, D. G. Sets and by importing power from the central grid (Assam/ NEEPCO). However, there still is a huge gap between generation and requirement. The state of Arunachal Pradesh is known as the Power House of the North East. The state has been endowed with innumerable natural resources. It is one of the richest states in terms of hydropower potential. The total hydropower potential available in the state is estimated to be 30000 MW, which is one third of the entire hydro potential of the country (84,000MW). Only 23.64 MW (just about 0.05% of the total potential) has been harnessed due to its limited resources. Some 15 projects with a total installed capacity of 49.25 MW are under implementation. Despite the fact that the infrastructure has been opened to private participation no investor has taken serious interest in North-Eastern states, primarily because of political, technical and logistic reasons. Tawang and East Siang districts of the state have four each of mini micro Hydel projects. The installed capacity is higher (25.5 MW) in Tawang a need of East Siang (6MW). One hydel project of 405 MW at Ranganadi is under construction executed by NEEPCO. There are four projects, which are under review in Subansiri, Dibang, Dimwe and Kameng areas, and three projects are under sanctioning and investigation. These new projects are of 22042.50 MW capacity which will full-fill the need of north-eastern states. (Refer Map. 4.3 & 4.4)

Table 4.11: District Wise List, Location, Capacity, Accessibility by Roads etc. of Mini Micro-Project in the State

Sl. No.	District	Name of Project	Location	Installed Capacity (in MW)	Firm Capacity (in MW)
1	Tawang	Nuranang	Jang	6.0	4.00
2	Tawang	Khangtang	Siru	7.5	5.00
3	Tawang	Mukto	Mukto	9.0	6.00
4	Tawang	Kitpi ph-II	Kitpi	3.0	2.00
5	West Kameng	Domkhong	Kalaktang	2.0	1.0
6	East Kameng	Pacha	Seppa	3.0	1.5
7	Upper Subansiri	Jugdin Nalah	Taliha	3.0	2.00
8	Upper Subansiri	Sippi	Daporijo	3.0	2.00
9	Lower Subansiri	Kush	Sangram	2.0	1.00
10	Lower Subansiri	Payu	Koloriang	1.0	0.50
11	Upper Siang	Sipit	Gette	2.0	1.00
12	Upper Siang	Sirnyuk	Jengging	2.0	1.00
13	Upper Siang	Sidip	Mariyang	3.0	2.00
14	West Siang	Liromoba	Liromoba	3.0	2.00
15	West Siang	Kambang	Kambang	6.0	4.50
16	East Siang	Pesighat Ph-II	Padighat	0.25	0.25
17	East Siang	Rina	Rina	1.50	1.00
18	East Siang	Subbung	Supsing	3.0	2.00
19	East Siang	Siku	Mebo	0.75	0.50
20	Dibang Valley	Deopani Ph-II	Roing	0.50	0.50
21	Dibang Valley	Eme River	Roing	1.50	0.75
22	Lohit	Mati Nallah	Chingwinti	0.50	0.25
23	Lohit	Haloipani	Hayuliang	9.50	6.00

Source: Directorate of Power, Arunachal Pradesh



Table 4.12 List of Project Currently under Survey and Investigation Location

Sl. No	Name of the Project	Installed Capacity	Name of executing agency	Present Status
1	Ranganadi HEP	405MW	NEEPCO	Under Construction
2	Kameng HEP	600MW	NEEPCO	MOU reached between NEEPCO & Govt. of A.P
3	Subansiri HEP	4500MW	Brahmaputra Board	Under review
4	Dihang HEP	14000MW	Brahmaputra Board	Under review
5	Dimwe HEP	600MW	NEEPCO	Under review
6	Kameng Dam Ph-II	400MW	Brahmaputra Board	Under S&I
7	Ranganadi Ph-II	415MW	NEEPCO	Under review
8	Sissiri Multi Purpose Dam	300MW	CWC	Under S&I
9	Kamalang HEP	22.5MW	CWC	Under S&I
	Total	22042.50MW		

Source: Directorate of Power, Arunachal Pradesh

Table 4.13 : Consumption of Electric Power by Uses In A.P. During 1998-99

District	Domestic	Commercial	Industrial	Public lighting	Agriculture (any other category)	Total Consumption
1	2	3	4	5	6	7
Tawang	17.51	3.88	0.08	4.00	4.02	29.49
West Kameng	35.86	5.48	-	6.44	12.95	60.73
East Kameng	4.69	0.90	-	1.12	2.98	6.69
Papum pare	52.83	14.27	0.39	20.14	55.67	143.30
Lowr Subansiri	13.05	2.65	0.09	8.48	7.44	37.71
Upper Subansiri	0.78	1.16	0.03	0.80	2.03	4.80
West Siang	NA	NA	NA	NA	NA	NA
East Siang	NA	NA	NA	NA	NA	NA
Upper Siang	NA	NA	NA	NA	NA	NA
Dibang Valley	10.81	2.26	0.01	2.04	2.67	17.79
Lohit	27.53	4.12	2.62	2.11	8.38	44.76
Changlang	NA	NA	NA	NA	NA	NA
Tirap	NA	NA	NA	NA	NA	NA
TOTAL IN A.P.	163.06	34.72	3.22	45.13	96.14	342.27

Source:- Chief Engineer (Power) Arunachal Pradesh, Naharlagun

Map no. 4.1 show the existing Power supply network of Arunachal Pradesh



Table 4.14 Power Supply Status in Tourist Sites

Sl. No.	Tourist Place	Travel Circuit	District	Power Supply	Power Projects
1	Tawang	Bhalukpong-Bomdila-Tawang	Tawang	ED, EA	
2	Bomdila		West Kameng		
2A	Tipi		West Kameng	ED	
3	Bhalukpong		West Kameng	ED	
4	Zemithiang		Tawang	ED	
5	Dirang		West Kameng		Mini
6	Sessa Orchid Memorial		West Kameng	ED	
7	Rupa		West Kameng	ED	
8	Sheregaon		West Kameng	ED	
9	Jamiri		West Kameng	ED	
10	Itanagar	Itanagar-Ziro- Daoiruhi-Along Pasighat	Papum-Pare	EA	
10A	Naharlagun		Papum-Pare	EA	
11	Ziro		Lower Subansiri District	EA	
12	Daporijo		Upper Subasari District	ED	MIn
13	Along		West Siang Dist.	EA	Mini
14	Pasighat		East-Siang Dist	EA	Mini
15	Jengging		Upper-Siang Dist	ED	Mini
16	Yingkiong		Upper-Siang Dist	ED	Mini
17	Rani Gonsi (Pasighat)		East-Siang	ED	
18	Mechuka		West Siang		Mini
19	Roing	Roing-Mayadia- Anini	Dibang Valley		Mini
20	Anini		Dibang Valley	ED	Mini
21	Tezu	Tezu-Hayuliang- Parsuramkund	Lohit District	EA	Mini
22	Hayuliang		Lohit District	EA	Mini
23	Parsuramkund		Lohit	ED	
24	Walong		Lohit	ED	
25	Pukhuri		Lohit	ED	
26	Miao	Margherita-Miao- Namdapha	Changlang	ED	
27	Changlang		Changlang	EA	
28	Seppa		East Kameng		Mini

LEGEND

1 ARUNACHAL PRADESH BOUNDARY

2 INTER-DISTRICT BOUNDARY

3 ROADS

I NATIONAL HIGHWAY

II B.R.T.F ROADS

III P.W.D ROADS

IV N.E.C ROADS

4 CAPITAL

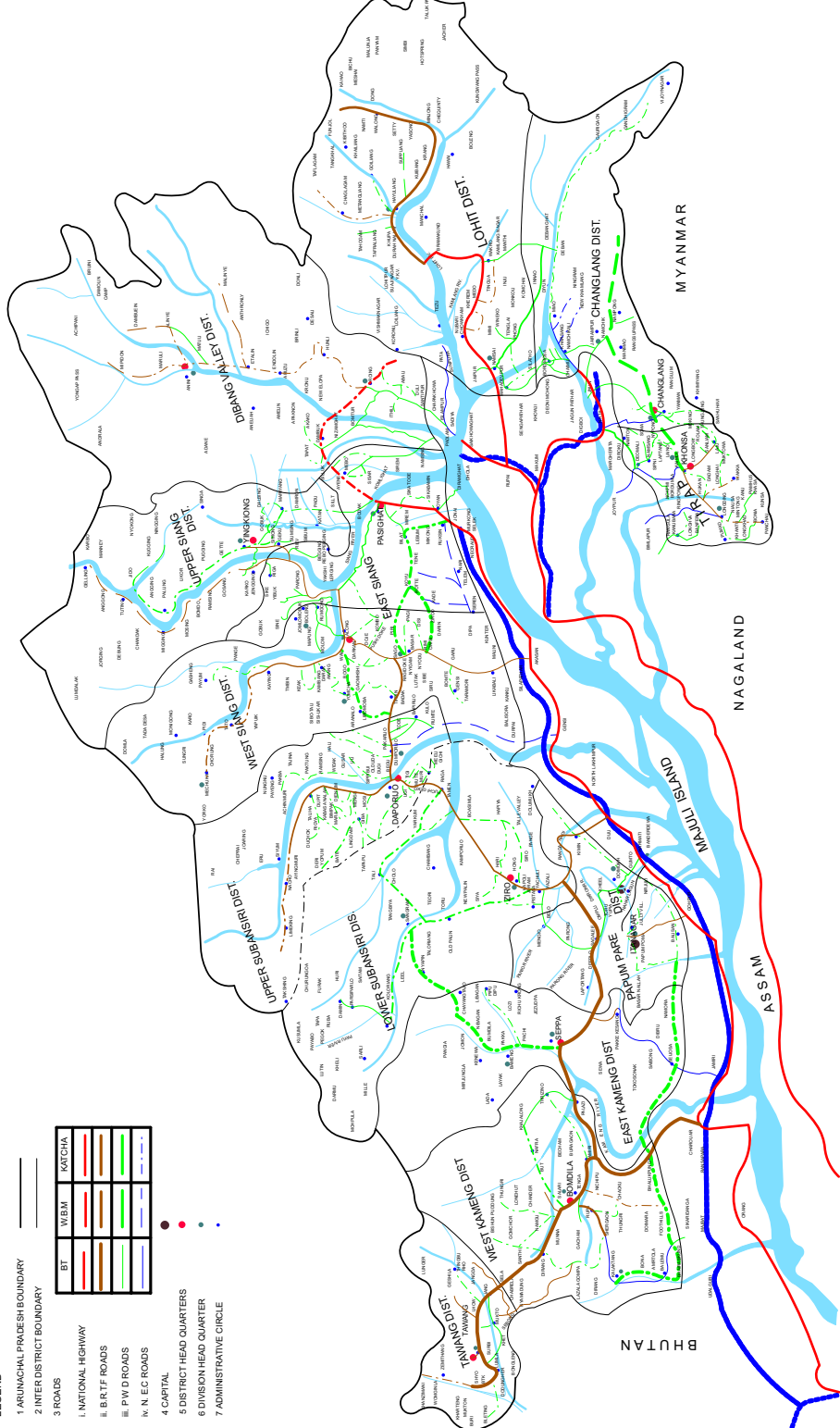
5 DISTRICT HEAD QUARTERS

6 DIVISION HEAD QUARTER

7 ADMINISTRATIVE CIRCLE

BT	W.B.M	KATCHHA

- CAPITAL
- DISTRICT HEAD QUARTERS
- DIVISION HEAD QUARTER
- ADMINISTRATIVE CIRCLE



TITLE :

EXISTING ROAD NETWORK

MAP NO. 4.1

SCALE

KM 20 10 0 20 40 60 KM

PROJECT:

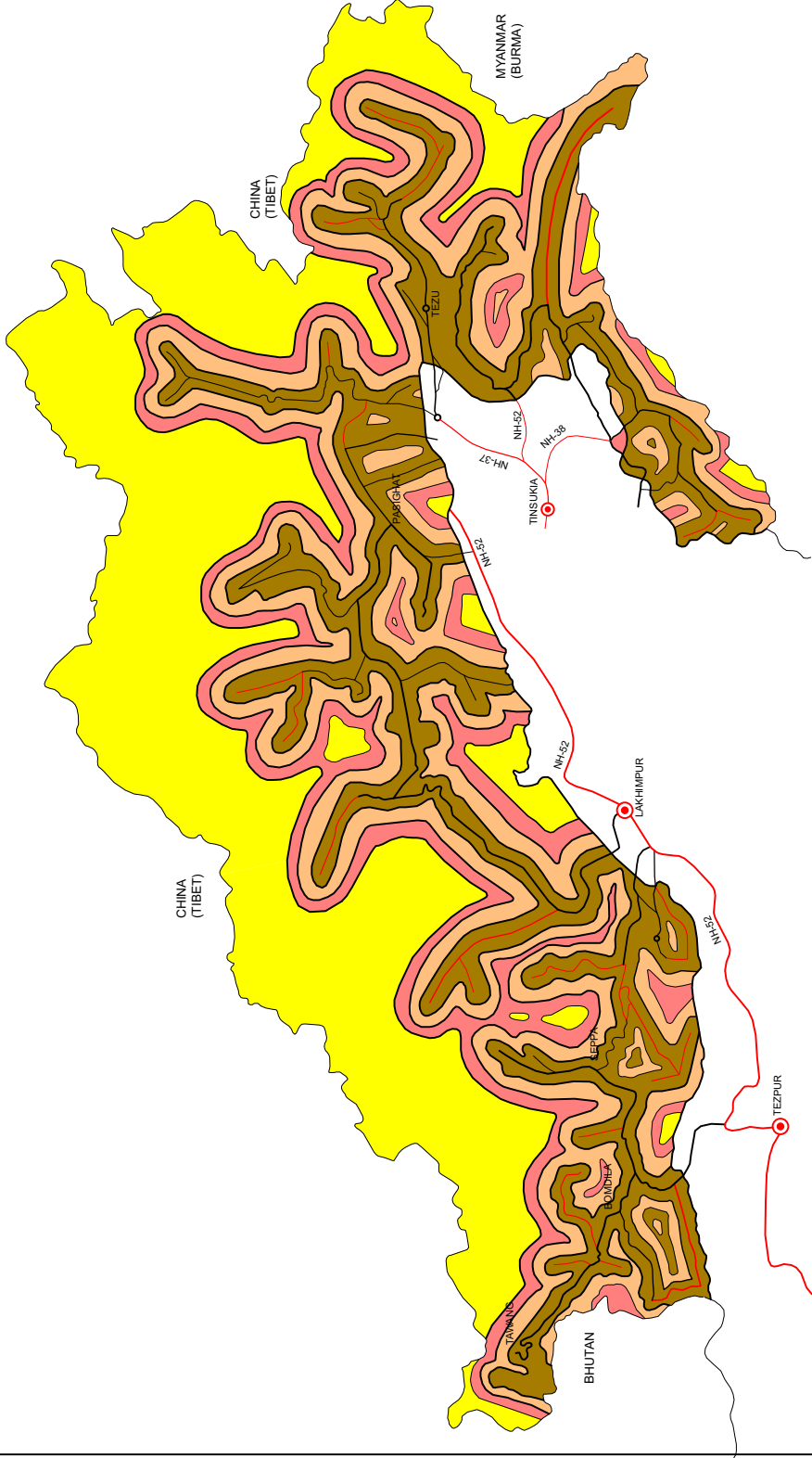
20 YEARS PERSPECTIVE TOURISM MASTER PLAN FOR
THE STATE OF ARUNACHAL PRADESH

CLIENT:

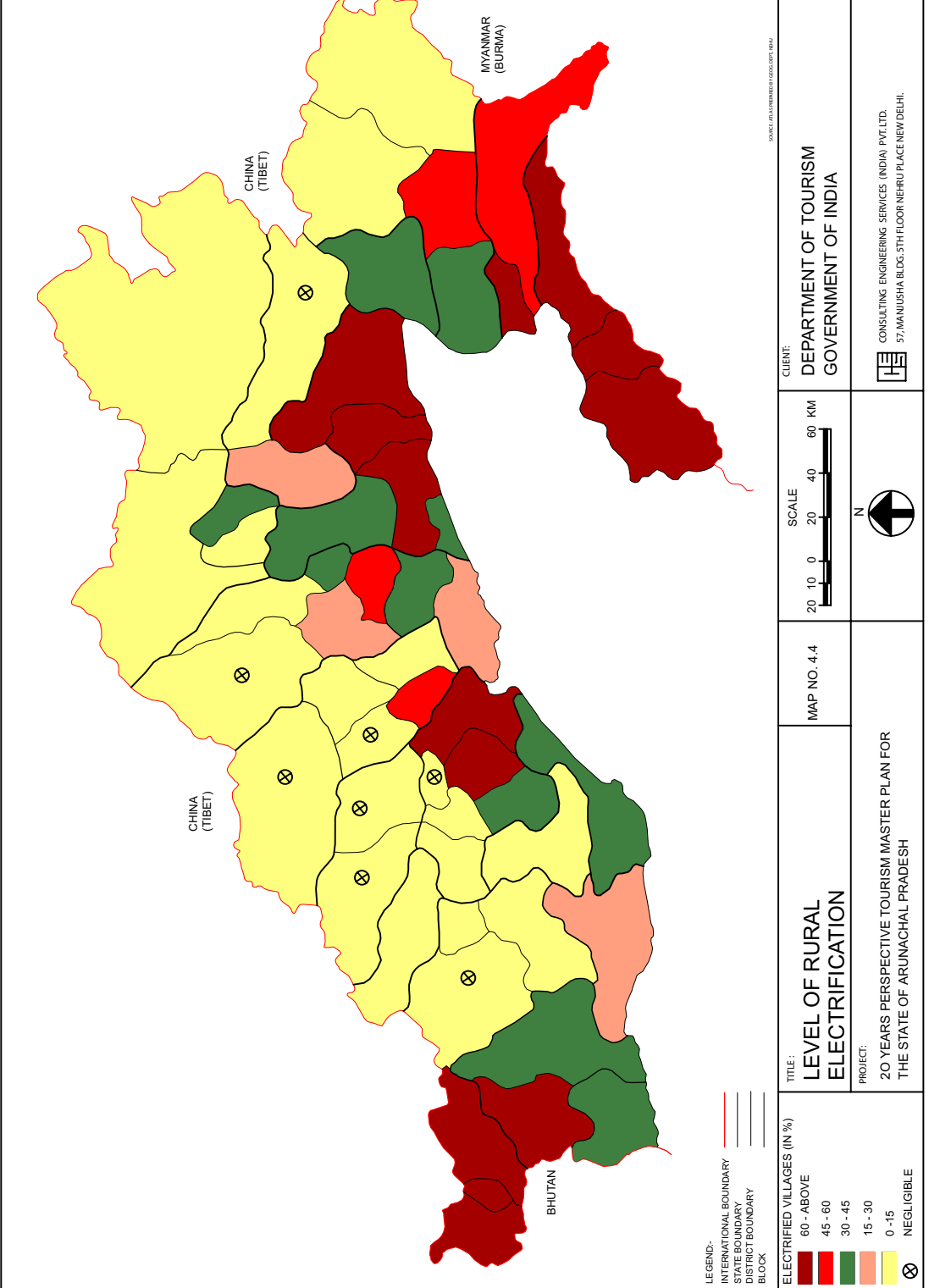
DEPARTMENT OF TOURISM
GOVERNMENT OF INDIA



CONSULTING ENGINEERING SERVICES (INDIA) PVT. LTD.
57, MANUJSHA BLDG- 5TH FLOOR NEHRU PLACE NEW DELHI.



<p>LEGEND:-</p> <p>ROAD ACCESSIBILITY (IN KM)</p> <ul style="list-style-type: none">0 - 55 - 1010 - 1515 - ABOVE <p>SURFACED ROAD</p> <p>UNSURFACED ROAD</p> <p>INTERNATIONAL BOUNDARY</p> <p>STATE BOUNDARY</p>	<p>TITLE :</p> <p>MAP SHOWING AREAS OF ACCESSIBILITY BY ROADS</p> <p>PROJECT:</p> <p>20 YEARS PERSPECTIVE TOURISM MASTER PLAN FOR THE STATE OF ARUNACHAL PRADESH</p>	<p>MAP NO. 4.2</p>	<p>SCALE</p> <p>20 10 0 20 40 60 KM</p> <p>CLIENT:</p> <p>DEPARTMENT OF TOURISM GOVERNMENT OF INDIA</p>	<p>SOURCE: PLAS PREPARED BY GEOG. DEPT. & IIRBU</p> <p>CONSULTING ENGINEERING SERVICES (INDIA) PVT. LTD. 57, MANJUSHA BLDG. 5TH FLOOR NEHRU PLACE NEW DELHI</p>
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*IXTH FIVE YEAR PLAN AND ANNUAL
PLAN PROPOSALS
CENTRAL AND STATE SPONSORED
SCHEMES FOR
DEVELOPMENT OF TOURIST SITES
STATE GOVERNMENT'S FUTURE
INVESTMENT PLANS*

REVIE OF EXISTING TOURISM DEVELOPMENT INVESTMENT





CHAPTER-5

REVIEW OF EXISTING TOURISM DEVELOPMENT /INVESTMENT PLAN

Tourism has been declared as an industry in the state. Despite of innumerable tourist attractions and tourism potential, Arunachal Pradesh is still not developed as a major tourist attraction. This is because of poor accessibilities, infrastructure and low budget for tourism development. The state is yet to have its tourism policy. The state does not have Tourism Development Corporation.

5.1 IXTH FIVE YEAR PLAN AND ANNUAL PLAN PROPOSALS

The IXth Five Year Plan focuses on the following activities for the development of tourism in the state:

- Preparation of tourism master plan and identification of tourist circuits and tourist spots.
- Construction of tourist lodge, Luxury hotels, tourist huts etc.
- Construction/building up of other tourist infrastructure like luxury buses, cars, way-side STD facilities etc.
- Information, propogation and publicity campaign through national advertisement, documentary film, video clips, print posters, pamphlets, leaflets etc.
- Creation of tourist facilities in historical and other places of tourist interest.
- Organisation of local festivals and fairs during tourist season.
- Develop adventure tourism.

It also states that efforts should be made to induce private Capital inflow in tourism sector to build up location/villages of tourism interest.

The approved outlays for the IXth Plan is Rs. 1904 lakhs. The Annual outlays for year 1997-98, 1999-2000 and 2001-02 are 294, 128 and 150 lakhs for tourism development.

Item	9 th Plan (1997-02)		Annual Plan (1997-98)		Annual Plan (1999-2000)		Annual Plan (2001-2002)	
	Rs. In lakhs	%	Rs. In lakhs	%	Rs. In lakhs	%	Rs. In lakhs	%
Direction and Administration	250	13.1	65	22.11	55	43.0	82.1	54.7
Tourist Transport Services	50	2.63	10	3.4	2	1.6	1.0	0.7
Tourist Information promotion & publicity	50	2.63	20	6.8	8	6.3	2.0	1.3
Maintenance of Tourist Centre	50	2.63	14	4.76	10	7.8	5.0	3.3
Construction of Tourist Lodge	100	5.25	-	0				0.0
Adventure Tourism	200	10.5	15	5.1	2	1.6	0.5	0.3
Building	400	21	70	23.81	5	3.9	2.0	1.3
State share towards CSS	150	7.88	18	6.12	2	1.6	21.9	14.6
Fair and Festivals	50	2.63	10	3.4	10	7.8	13.5	9.0
Development of places of Tourist interest/centers	489	25.7	70	23.81	33	25.8	19.5	13.0
Training Programme	15	0.79	2	0.68	1		1.0	0.7
Assistance in public sector and other undertaking	100	5.25	-	0		0.8		0.0
Hopitality							1.0	0.7
Setting up of APTDC							0.5	0.3
Total	1904	100	294	100	128	100.0	150	100.0



The total outlay of the IXth Five year plan was Rs. 3569.9 crores. Hence, the percentage outlay allocated to tourism for the IXth Five year plan was 0.53%. Similarly the total outlay of the 1997-98 annual plan was Rs. 600 crores. Hence, the percentage outlay allocated to tourism for the 1997-98 annual plan was 0.49%. The total outlay for the annual plan 1999-2000 was Rs. 665 crores out of which the percentage outlay allocated to tourism is 0.19%.

The Department of Tourism was bifurcated from the IPR Department in February 1995.

The department is the nodal agency for many on-going centrally sponsored schemes. It has been in need of higher allocation of fund to provide as matching share to these on going CSS schemes. The Department of Tourism is yet to have an office building of its own. With the lack of fund many committed projects remained unattended both in CSS and state scheme sector and even the basic maintenance of created assets, vehicle and POL has been adversely affected.

During the last financial year the Department was allocated an amount of Rs. 253.00 lakhs within which the Department could successfully complete few projects i.e., construction of coffee house at Mayudia, Renovation and furnishing of Tourist lodge at Salley lake and celebration of mega events, like Brahmaputra darshan festival at Roing.

The allocation for tourism development for the financial year 2001-02 is Rs. 150.00 lakhs out of which Revenue Section is Rs. 101.10 lakhs and Capital Section is Rs. 48.90 lakhs.

5.2 CENTRAL AND STATE SPONSORED SCHEMES FOR DEVELOPMENT OF TOURIST SITES

The following table shows the type of scheme and its status for development of various tourist Sites:



Table .1 Status of Centrally sponsored and state sponsored schemes

Sl. No.	Tourist Place	Travel Circuit	District	Centrally Sponsored Schemes during 11th Five Year Plan		State Sponsored Scheme		Centrally Sponsored Schemes during 11th Five Year Plan		Centrally Sponsored Schemes during 11th Five Year Plan	
				Scheme	Status	Scheme	Status	Scheme	Status	Scheme	Status
1	Tawang		Tawang	Refurbishment of Tawang Monastery	Ongoing			C/O Twenty beds Tourist Lodge and Cultural Complex at Tawang	Completed and Functioning		
				Multipurpose Hall	Ongoing						
				Refurbishment of Chorten at Gorsam	Ongoing						
				Beautification	Ongoing						
2	Bomdila	Bhalukpong-Bomdila-Tawang	Tawang	Cafeteria	Ongoing						
				1. Refurbishment of Rabgyaling Monastery	Ongoing			Tourist Lodge	Operational		
				2. C.C Steps, resting huts, toilets & water facilities at Lagyala Camp	Yet to be taken up						
				Tourist Lodge	Yet to be taken up					Cafeteria-cum-Souvenir Shop	Completed
	Tipi		West Kameng							Tourist Lodge	Completed
	Zemithiang		Tawang	Basic Amenities	Ongoing					Tourist Lodge	Completed
	Dirang		West Kameng							Tourist Lodge	Operational



Sl. No.	Tourist Place	Travel Circuit	District	Centrally Sponsored Schemes during 10th Five Year Plan		State Sponsored Scheme		Centrally Sponsored Schemes during 11th Five Year Plan		Centrally Sponsored Schemes during 12th Five Year Plan	
				Scheme	Status	Scheme	Status	Scheme	Status	Scheme	Status
	Eagle's Nest		West Kameng								
	Sessa Orchid Memorial		West Kameng								
	Lumla		Tawang							Cafeteria	Under Construction
4	Itanagar	Itanagar-Ziro- Daoiruhi- Along Pasighat	Papum-Pare			Cafeteria at Indira Gandhi Park	Completed			Cafeteria	Under Construction
	Gekar Sinyi (Ganga Lake)		PapumPare					C/O of Cafeteria and other facilities at Ganga lake	Completed		
5	Ziro		Lower Subansiri District	Boundary Fencing	Ongoing	C/O Tourist Hut	Ongoing				
	Talley Valley		Lower Subansiri	Trekkers Hut	Yet to be taken up						
6	Daporijo		Upper Subasari District	Tourist Lodge	Ongoing						
	Malinithan		West Siang	Tourist Hut/Dormitory	Ongoing						
7	Pasighat		East-Siang Dist	Tourist Lodge	Ongoing						
				Rafting Equipment	Yet to be taken up						

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Sl. No.	Tourist Place	Travel Circuit	District	Centrally Sponsored Schemes during 1xth Five Year Plan		State Sponsored Scheme		Centrally Sponsored Schemes during Vllth Five Year Plan		Centrally Sponsored Schemes during Vllth Five Year Plan	
				Scheme	Status	Scheme	Status	Scheme	Status	Scheme	Status
	Bodak			Development of angling facilities	Ongoing						
	Boleng			Tourist Lodge	Yet to be taken up						
	Bodak			Procurement of angling equipment for angling facilities	Ongoing						
				Development of Aero Sports Centre	1st Installment deposited into government account						
	Jang					C/O Cafeteria	Under Construction				
	Aohali					C/O Tourist Hut	Completed				
	Bodak					C/O War Memorial	Completed				
	Tenga Valley										
	Patum Bridge Point									Cafeteria	Ongoing
										Cafeteria	Yet to be started



5.2 STATE GOVERNMENT'S FUTURE INVESTMENT PLANS

The Government of Arunachal Pradesh has projected the investment plan for tourism development for three plan periods, which are shown in the following table:

	9 th Plan	10 th Plan	11 th Plan	Total
Organisation and APTDC set up and share of sanctioned loan	700.00	600.00	50.00	1350.00
Tourist Information Centre	150.00	100.00	10.00	260.00
Renovation & Development of tourist spots	400.00	200.00	100.00	350.00
Development of adventure tourism	100.00	150.00	100.00	350.00
Awareness & publicity	1100.00	700.00	400.00	2200.00
Construction of fair & festival area	300.00	250.00	200.00	750.00
Tourist lodges	320.00	200.00	160.00	680.00
Tourist huts	100.00	70.00	60.00	230.00
Luxury hotels with 50% government share	1650.00	450.00	450.00	2250.00
Resorts	450.00	230.00	230.00	910.00
Vehicle subsidy	50.00	80.00		130.00
Govt. share of rope ways company		300.00	300.00	600.00
Govt. share of Airtaxi company		500.00	500.00	1000.00
Total	5320.00	3830.00	2560.00	11710.00

The Government of Arunachal Pradesh has the following Action Plan for Tourism Development:

- i) Formation of APTDC
- ii) Preparation of tourism master plan and identification of circuits and tourist spots.
- iii) Construction of luxury hotels, huts and lodges

a) Tourist Lodges (13 in no.)

Ixth Plan – Itanagar, Tawang, Ziro, Tezu, Roing, khonsa

Xth Plan – Itanagar, Bomdila, Seppa and Changlang

Xith Plan- Basar, Daparizo, Pasighat

Tourist Huts

- IX th Plan - 16

Xth Plan - 11

Xith Plan - 9

Identified Place

Rupa, Narottam Nagar, Dirang, Longding, Sela Pass, Tuting, Damin, Miao, Takshing, Tali, Bordumsa, Anini, Hawaii, Tangsaare, Nacho, Akashi Ganga, Pangiv, Mailinithan, Mukso, Mechuka, Ruskin, Deomali etc.



- Tourist clusters, specially in orange and apple orchard area, with landscaped huts strewn across hillside will be promoted to be taken up by private entrepreneurs.

b) Luxury hotels (4 no.) with star facilities

IX plan	-	Itanagar and Bomdila
During Xth plan	-	Along
Xith Plan	-	Changlang

These shall be joint sector undertakings. APTDC to tie-up with nationally known tourits/hotel chains to participate in the venture.

c) Luxury Resort

Four luxury resorts which shall be joint venture efforts. Two resorts one each in Itanagar and Bhalukpong in IXTh plan, One resort in Garu in Xth plan and one at Namsai in the Xith plan.

iv) Constructing other tourist infrastructure

Govt. shall encourage private operators to create luxury mini bus and car fleets exclusively dedicated to tourism. Infrastructural facilities like helipad, helicopter, and small aircraft with short landing run up will be constructed at suitable places by private operators or by joint ventures.

APTDC shall incorporate one aerial passenger rope way company with 6 rope ways at different location of the state and one air taxi operating company to provide helicopter sorties for tourists.

v) APTDC to liaise with industries department and set up units serving tourists in selected areas.



RESEARCH OBJECTIVE

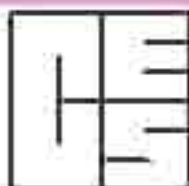
METHODOLOGY

SCOPE OF THE STUDY

FINDINGS

*CONSTRAINTS AND
POTENTIALS*

OPINION SURVEY OF TOURISTS





CHAPTER-6

OPINION SURVEY OF TOURIST

6.1 RESEARCH OBJECTIVE

Tourism has become a very important contributor to a nation's GDP and this holds true for India as well as other countries of the world. As compared to other countries, India is in a unique position with regard to the choices it can offer to a tourist, simply because her diversity of culture and environment is unparalleled.

In this context, the North-Eastern State of Arunachal Pradesh offers the footloose and fancy-free traveler a panorama of natural beauty, playing host to myriad species of flora and fauna that have made these idyllic surroundings their home. Apart from living in the lap of nature, the state also has a rich heritage and offers the erudite and even the ordinary traveler a fascinating glimpse into the pages of Indian history. A land of mystery and magic, it beckons the weary traveler and the accidental tourist like a lighthouse beckons a ship on a stormy night.

It was the objective of this market research study to address such tourism issues as

- Identify the issues facing tourism and tourism related infrastructure in Arunachal Pradesh.
- Evaluate the perception of tourists vis-à-vis the facilities available
- The missing linkages for high end tourism
- The willingness to subscribe to such specialized projects as water sports, heritage tourism, adventure sports, etc.
- Identify areas of improvement

All these factors would serve as inputs in the preparation of a 20 years perspective Tourism Master Plan for the State of Arunachal Pradesh

6.2 METHODOLOGY

For this survey, a two-stage research design was implemented.

Secondary data was collected partly by recording the observations made during site visits and partly by consulting published matter and information available on various online travel portals.

Primary data was conducted by means of an open-ended questionnaire as well as through focus group interviews. The survey questionnaires as well as the focus group interviews were conducted at different locations within the State of Arunachal Pradesh, including Bom Di La & Itanagar among others.

The questionnaire was divided into 3 categories based upon the type of respondent:

- a) Tourists
 - Foreign Tourists
 - Domestic Tourists
- b) Hoteliers
- c) Prominent Persons

The purpose behind the subdivision was to address all major issues that contribute to Tourism in Arunachal Pradesh as well as to minimize bias.



For each of the subdivisions a separate sample was chosen at random in order to minimize bias.

The sample size of the tourists was 100, while that of the hoteliers and prominent persons were 20 and 10 respectively.

An initial open-ended questionnaire was provided to all the three types of respondents. Subsequently, based on the responses to the questionnaire the survey groups were selected.

1. Tourists

The Respondents in this case comprised of the following

- Independent Foreign tourist
- Non resident Indian
- Indian Resident
- Chartered Tourists
- Honeymooners
- Corporate-Leisure Segment

2. Hoteliers

In this case, the respondents were owners and managers of hotels, lodges and guesthouses located at various tourist locations all over Arunachal Pradesh. The survey was not limited to a particular class of hotel (such as 5 star), but was spread over a wide spectrum in terms of budget and facilities.

3. Prominent Persons

In order to provide objectivity and balance to the survey, a number of persons in key positions in the Arunachal Pradesh government or having a high social standing were also consulted. Their ideas and responses were also recorded by means of a questionnaire.

6.3 LIMITATIONS

One of the limitations of the focus group interview is that it addresses a very small sample and the chances of such a sample being biased or skewed is relatively higher. On the other hand many of the issues, which are qualitative or subjective to individual perception, cannot be adequately addressed in a questionnaire survey. In order to rationalize the research process while at the same time ensure that the perceptions of the respondents were also recorded a combination of open-ended questionnaires and focus group interviews were used. The questionnaires were initially administered to a large sample and based on the willingness of the respondents to participate in a discussion; smaller focus group interviews were conducted.

Because of limitations of time, the method of sampling was convenience and random sampling. Though all efforts have been made to minimize bias, some amount of bias may still creep in because the survey took place just after the peak tourist season (October – April) was over.

6.4 SCOPE OF THE STUDY

A number of parameters were considered for the purpose of the research. Different parameters were identified according to their relevance for each of the subdivisions

For tourists some of the parameters that were considered are:



- Demographic information
- Nationality (in case of foreign tourists)
- Place of origin (for domestic tourists)
- Duration of stay
- Travel Arrangements including Mode of transport
- Average daily expenditure
- Food habits, etc

For hoteliers some of the parameters that were considered are

- Location
- Price
- Facilities Available
- Occupancy rate, etc

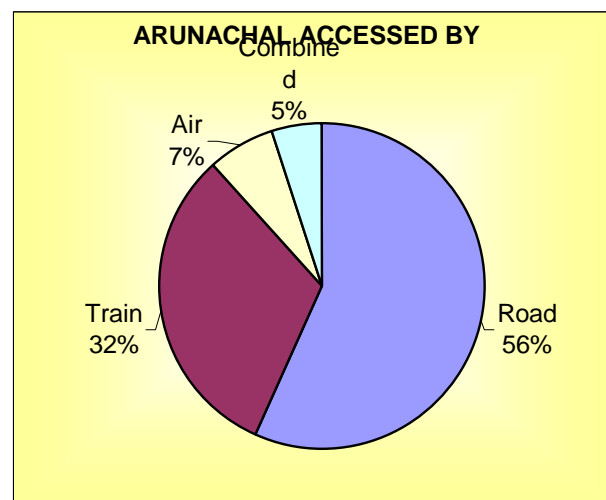
For prominent persons, some of the parameters that were considered are

- Perception of present condition of tourism in Arunachal Pradesh
- Potential for tourism development
- Constraints to tourism development
- Local people involvement in tourism development
- Government involvement in tourism development
- Environment for tourism development in Arunachal Pradesh, etc

The key issues involved in the preparation of a 20 years tourism master plan were sought to be identified from these parameters.

6.5 FINDINGS

In our survey, we made a clear distinction between tourists who were Indian nationals and those who were foreign nationals. Out of the total sample, only about one-twentieth of the total number of tourists surveyed were foreign nationals. While most of the foreign tourists were on package tours, the Indian tourists were mostly travelling independently. The majority of these surveyed were travelling in a group or with their families and in most of the cases where a person was travelling alone, they were on business and were putting in some sight-seeing in their spare time. As for the age group, almost all the tourists fell within the 30-60 age group, with very few below 30 and none over 60.



The findings for foreign tourists were similar in some respects and remarkably different in others. It was seen that foreign tourists had availed of package tours and had got their information from magazines and websites whereas their Indian counterparts had mostly made their own travel arrangements and had been influenced a lot by word of mouth recommendation. The foreign tourists were however unanimous that procedures for obtaining Inter Line Permit (ILP) should be simplified, and reporting to IB should be dispensed with.



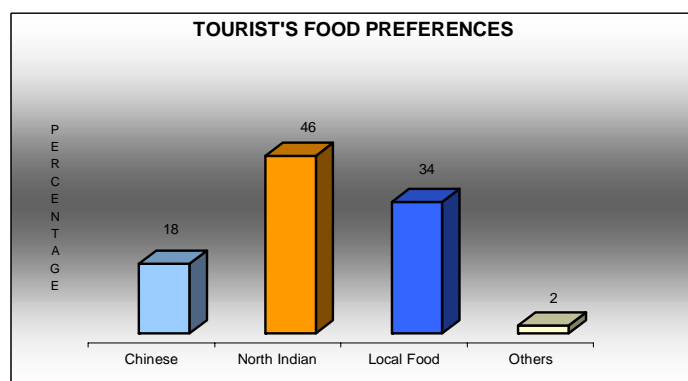
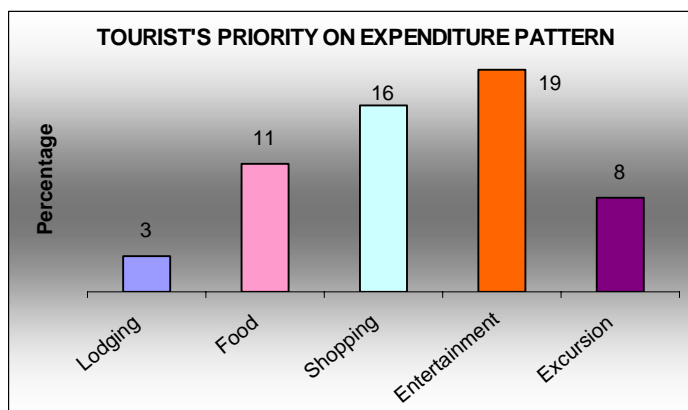
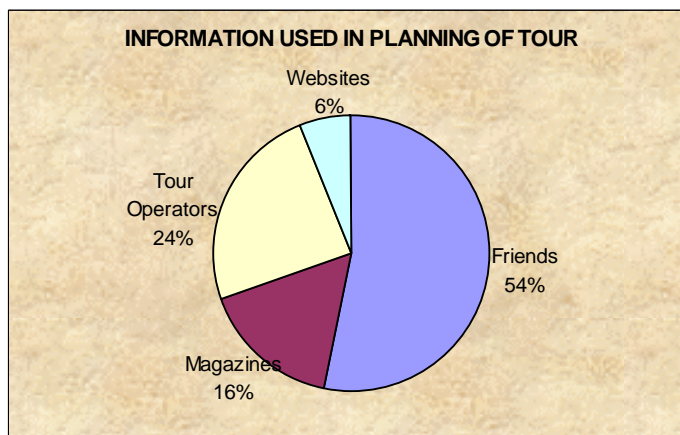
Domestic tourists also agreed that ILP should be made easily available at all entry points and that the process should be simplified.

Furthermore, though the foreign tourists were from all over the world, the Indian tourists, in about 50% of the case, were hailing from different parts of Assam. As for the remainder 50%, they were distributed between Arunachal Pradesh, West Bengal and other states, claiming 18%, 14% and 14% respectively with tourists from North-Eastern states other than Assam totaling the remaining 4%.

The spending habits of the foreign and domestic tourists differed substantially with the Indian tourists spending Rs. 300/- per day on average on food and lodging compared to Rs. 1000/- per day of their foreign counterparts. However, cost was an important factor for both groups. There was a distinct gender bias with only about 12% of the entire sample being female. When it came to food, 34% of the respondents preferred traditional food. Among other cuisine, North Indian was the most popular, being the preferred food 46% of the time followed by Chinese and others, which were preferred only 20% of the time.

When it came to hotels, all tourists, irrespective of place of origin or budget, showed a distinct bias towards hotels offering better facilities at a lower price. Domestic tourists were more price conscious than their foreign counterparts, and were willing to make compromises on quality for the sake of price. This was not the case with foreign tourists. On the whole, all the tourists were unanimous in their view that the transport infrastructure and the amenities offered by the hotels need to be improved.

The survey of hoteliers also revealed that some of even the better hotels did not have such basic facilities as running hot and cold water, and a TV in each guest room.





All types of respondents agreed that some of the constraints to tourism were the lack of basic infrastructure, accessibility problems and lack of publicity. They were however unanimous in stating that there was tremendous tourist potential, and that they would love to come back again.

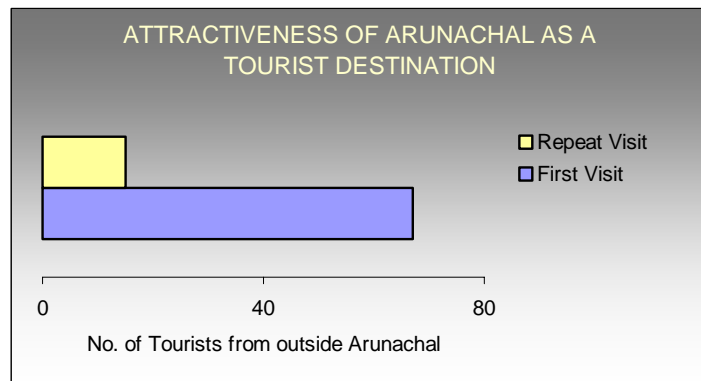
Some of the key attractions for all tourists, whether domestic or foreign, were the hill station Mechuka, the Terai forest and the Bom Di La Monastery. The facilities for adventure sports were a very big draw for foreign tourists.

6.5 CONSTRAINTS AND POTENTIALS

POTENTIAL

Arunachal Pradesh is land of breathless beauty that lies in the shadows of the Himalayas. The state has an incomparable mix of scenic beauty that allures both nature and wildlife lovers. On one hand Arunachal Pradesh entices nature lovers by its sylvan surroundings, while on the other, it spell bounds them with its plethora of flora and fauna, not to mention its wonderful climate. The residents of the state proudly and firmly claim that the hill station Mechuka is by far the Switzerland of India. Terai forest is yet

another attraction of the state. Visitors who seek a blend of hilly harmony and forest flora and fauna will undoubtedly attain nirvana here. Menigeng is another upcoming tourist spot. The caves discovered here demand admiration. Bom Di La located in the widespread valley is one of the largest Buddhist monasteries of Asia. This location attracts a lot of Buddhists and occupies a religious niche. Apart from these, facilities for leisure sports such as golf and angling, picnic spots and heritage spots augment Arunachal Pradesh as a tourism destination.

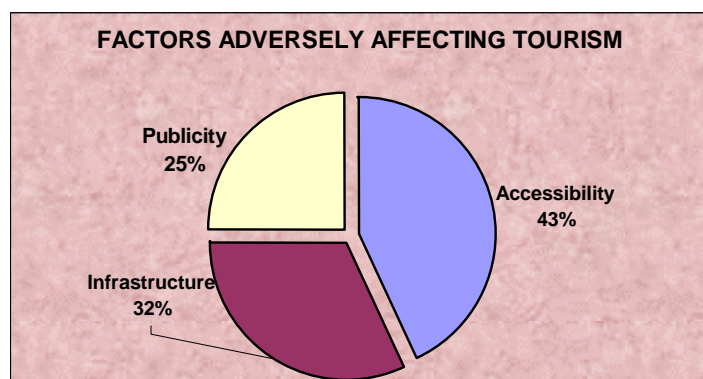


CONSTRAINTS

The geographic location of the state has been a reason why tourists do not regard it among the popular tourist spots in India. Accessibility has always been a genuine problem in developing Arunachal Pradesh as a tourist destination.

Nevertheless, if we take a look at this problem from the opposite perspective we may unfurl a bounty of opportunities. The more unknown and inaccessible the state, the more mystic and attractive it becomes to the tourists.

Poor infrastructure with regard to transportation, health amenities, and the hospitality sector has added to the problem. Tourists are not always adventurers or explorers that they will be able to endure every kind of hardship. In fact, most of the tourists are found to be on a pleasure trip, just to get rid of the drabness of their daily humdrum existence. Thus, they search for all kinds of comforts that come within their budget. Lack of adequate infrastructure deprives them from fulfilling their desire. And once appropriate measures are taken to establish adequate infrastructure facilities, a number of hurdles in the way of making Arunachal Pradesh a more preferred tourist destination will be removed.





TOURISTS

The expectation of a foreign tourist from a tourist location is pretty high. And this is true with respect to almost everything – be it the inherent beauty of the spot or the quality of amusement or be it the standard of hospitality services. Thus, it is quite important to elevate the standard of the hotels and the services offered by them to an international level. It would also be prudent to make available foreign exchange counters, cyber cafes and foreign language speaking guides at their disposal.

It is a usual practice for foreign tourists to India to come along with some international tour operators. It may be recommended that the tourism marketing authorities can urge such tour operators to include Arunachal Pradesh in their itinerary. Other foreign tourists who come independently often look for travel desks at the aerodromes of their landing city, which is mostly one of the metros. Setting up of a separate travel desk by the Arunachal Pradesh tourism development authorities at the important airports to entice foreign tourists is expected to address this need.

The survey also reveals annoyance on the part of the foreign tourists with the discriminatory price structure vis-à-vis local tourists in the entrance fee as well as other charges such as camera carrying charges while visiting the various tourist places. Hence a balanced price structure can serve as an incentive to the foreign traveler.

Another aspect of the foreign travelers is their inclination towards adventure sports like rock climbing, gliding and high altitude diving. Nature has gifted all these attributes to Arunachal Pradesh and it is only a question of initiative and implementation to take full advantage of this natural boon.

Both domestic and foreign tourists are also eager to come in contact with various socio-cultural aspects of Arunachal Pradesh such as the local culture and traditions. Traditional fairs backed by songs and dances by the tribal community will definitely enthrall the tourists. Tourists also seek interest in gathering relics from places where they visit. Accordingly, the market for handicraft items may be developed.

Since domestic tourists showed a marked preference for North Indian and local food, arrangements for providing the same may also be made. Furthermore, there should be an upgradation of facilities available at hotels. At present, all tourists felt that the cost of their stay in Arunachal Pradesh was quite reasonable and compared favorably with other tourist destinations.

The potential aspects, which can draw tourists towards the state, are numerous.

- However, such wonderful spots need to be well connected by means of roads and railways. Roads must also establish links with the nearest airport and the national highways. Proper security arrangements must be ensured for the tourists. All tourists, whether foreign or domestic, bother quite deeply about their security. Thus, their security must be ensured first, before eyeing the other aspects.
- It may be noted that economic development is gradually taking place in the state and the poor villagers and tribals are witnessing an improvement in their plight. Their local culture may be well utilized to attract foreign tourists and henceforth earn substantial revenue.

Since the tourism industry also provides a fillip to related industries such as the hospitality industry and the handloom and handicrafts industry, and provide employment opportunities to the local people and raise the living standard on the whole, a well directed effort at realizing the potential of Arunachal Pradesh as a tourist destination will go a long way in making the state prosperous and improve the country's GDP.



SWOT ANALYSIS

STRENGTHS

WEAKNESS

OPPORTUNITIES

THREATS





CHAPTER-7

SWOT ANALYSIS

The consultant from their observation, discussion with a cross section of people and literature surveys have attempted on analysis of strengths, weakness opportunities and threats (SWOT) to development of tourism in Arunachal Pradesh. These are outlined in the following sections:

7.1 STRENGTH

Arunachal Pradesh has a rich inventory of world class tourism resources, both natural as well as manmade which include:

- i) Picturesque landscape, large forest areas, beautiful mountains – Himalayan ranges, deep valleys such as Talley valley, serene rivers like the Kameng, the Subansiri, the Siang, the Lohit and the Tirap. All these rivers are fed by snow from the Himalayas and countless rivers and rivulets. The mightiest of these rivers is Siang, Called the Tsangpa in Tibet, which becomes the Brahmaputra after it is joined by the Dibang and the Lohit in the plains of Assam.
- ii) Natural beauty in the form of Lakes – Ganga Lake, Sangestor Lake, Bagga – Tang Lake and others, springs- and water falls – Naraneng, Bakteng – Kang (BTK)
- iii) Luxuriant greenery dotted with beautiful villages.
- iv) Wildlife sanctuaries including Dr. Daying Ering memorial, Eagles nest and others, National Parks including Nandapha NP and Mouling NP
- v) Heritage monuments such as Malinithan, Tawang, Parasuramkund, Archaeological sites such as Bhismakanagar, Vijaynagar, and others.
- vi) Rich cultural heritage – celebration of various fairs and festivals of respective tribes including the Losar, and the local dances including Aji Lhamu, Yak, Lion and Peacock and other dances.
- vii) Warm, hospitable, peace – loving nature of the ethnic groups and hard working people.
- viii) A wide variety of flora and fauna. There are around 525 species of orchids. It is the only state, which harbors four major Cats: Tiger, Leopard, Clouded – leopard and Snow leopard.
- ix) Arunachal Pradesh is called the Power – House of the North – Eastern States with highly significant power production. The total hydropower potential available in the state is estimated to be 30000 MW, which is one third of the entire hydro potential of the country (84,000MW).
- x) Rich in Arts and Crafts
- xi) Fairly developed tourism related and supportive industries.



7.2 WEAKNESSES

The weaknesses that have been identified are:

- i) Inadequate marketing of tourism products of Arunachal Pradesh both in domestic and international market
- ii) Lack of sufficient awareness, education and publicity amongst local residents regarding economic, social and cultural benefits of tourism.
- iii) Deficiencies in infrastructure especially connectivity and accessibility
- iv) Lack of adequate professional training facilities for human resource development and quality of services
- v) Various formalities for entering the state and lack of safety
- vi) Mountainous topography and high altitudes are major constraints in construction of roads
- vii) 51 percent of the state's total area is in the latitudinal zones of more than 2000m. Construction of roads above altitude 2000 m is difficult
- viii) More than 50 percent area of Arunachal Pradesh falls under slope greater than 12 percent, which is a major constraint to road constructions.
- ix) Major portion of the road length in the state is either under construction or yet to be constructed
- x) Arunachal Pradesh has insufficient functional road network hierarchy

7.3 OPPORTUNITIES

Arunachal Pradesh has enormous potential for development of new product ideas, some of which are the latest craze in the western world today.

i) Heritage Tourism

The state has an abundance of historical places, Religious Places, Archeological Sites and forts which can be suitably renovated and opened up for tourism.

ii) Health Tourism

Arunachal Pradesh is rich in plants having medicinal values. Foreign tourists have great regard for the ancient Indian practices of treatment and Arunachal Pradesh can capitalise on the same by opening health parlours similar to those in Kerala.

iii) Entertainment Tourism

Tourism activity in the state of Arunachal Pradesh thrives mainly on the few architectural marvels. One of the features of modern tourism, completely absent in Arunachal Pradesh, is entertainment complexes such as amusement parks, water parks, cable car rides, aquariums, casinos, sound and light shows, etc. These features are highly popular in the west as well as in India, wherever available. These features have a great potential in Arunachal Pradesh as they will introduce a variety of recreational facilities to tourists.



iv) Adventure Tourism

Arunachal Pradesh has significant potential for water sports (wind-surfing, water skiing, sailing, crocodile dandies, etc), para-gliding, river rafting, scuba diving, etc and trekking, mountaineering. These features if properly developed will definitely attract a lot of tourists to the state.

v) Cultural Tourism

Arunachal Pradesh has rich cultural heritage which is exhibited through the various fairs and festivals and dances. The food and cultural festival exhibiting the culinary delights and ethnic tradition, is another popular festival which if properly marketed (in India and abroad) can give a major boost to tourism in Arunachal Pradesh.

7.4 THREAT

Arunachal Pradesh-the land of rising sun, endow with the potential to develop as a major tourist destination of India. Being location in isolation in terms of development, the State is facing challenges, which directly and indirectly curb the growth of tourism. The State's income can be generated through tourism on the line of uttranchal and Himachal Pradesh. In these State where the share of income through tourism is very high. The existing infrastructure, safety & Security, local awareness and others are the major hindrance for the development of the tourism in the State.

These are as such:

- *Competition by other developed Tourist Destination of the Country:*
Other tourist destinations as Maharastra, Kerala, Rajasthan etc. are posing stiff competition for Arunachal Pradesh through providing better tourism based infrastructures, developing the resources and by marketing aggressively about themselves as a great tourist destination.
- *Long Distance to Access to Arunachal Pradesh*
Tourists daunted long distances to access to Arunachal Pradesh and its districts due to poor transportation system, conditions of roads and poor tourist facilities.

In the absence of other major developed tourist destination except Assam in the North Eastern part, tourists break their trip without visiting Arunachal Pradesh.

- *Social Problems:*
Social problems like causes of insurgency etc. should be curbed or resolved and provisions to give complete security cover for the tourists.
- *Poor infrastructure and basic amenities*
Infrastructures, if not improved, specially roads, solid waste management, power and accommodation, it would create major hindrances in the development of tourism in Assam
- *Lack of Awareness of Tourism Activity*
General public requires be educating and informing about tourism and their supports to its developments.





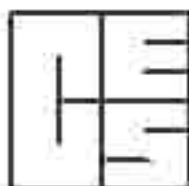
EXISTING STATUS OF ACCOMMODATION

*Formulation of Assumptions for
Projection of Bed Requirements*

PHYSICAL INFRASTRUCTURE

OTHER TOURISM FACILITIES

Tourist lifeline





CHAPTER-8

REQUIREMENT OF SUPPORT INFRASTRUCTURE

8.1 EXISTING STATUS OF ACCOMMODATION

As on 2000-2001, the total number of beds available in Arunachal Pradesh was 943, which accounts to 145 average beds per 1,000 tourists. The hotel accommodation in Arunachal Pradesh is inadequate for a quality accommodation. At present State does not have any star categories of hotels. At the national level, on an average more than 50 per cent of the hotels are in 3 Star and 2 Star categories, which accommodate more than 40 per cent of the tourists.

In order to attract the tourists, the government of Arunachal Pradesh need to take immediate steps to create Star categories of hotels for the tourists. Budget Hotels for Domestic Tourists and 3 Star and 2 Star Hotels of international standards for foreign tourists are required.

The existing status of availability of accommodation in Arunachal Pradesh by tourist spots is given in Table 10.1.

Table 8.1
Accommodation Facilities available in the Major Tourist Centres

Sl. No.	Tourist Place	Travel Circuit	District	Administrative Status	Hotel Accommodation									
					Circuit House	Inspection Bungalow	Tourist Lodge	Guest Houses	Hotels	Others	Single Bedded Rooms	Double Bedded Rooms	Total Rooms	Total Beds
1	Tawang	Bhalukpong-Bomdila-Tawang	Tawang	DCHQ	1	1	1		9					250
2	Bomdila	Bhalukpong-Bomdila-Tawang	West Kameng	DCHQ	1		1	1	7		17	61	78	139
3	Bhalukpong	Bhalukpong-Bomdila-Tawang	West Kameng	EACHQ	1			2				12	12	24
Sub-Total					3	1	2	3	16		17	73	90	413
4	Itanagar	Itanagar-Ziro-Doiruhi-Along Pasighat	Papum-Pare	Capital/ DCHQ	1		5		10		47	120	167	287
5	Ziro	Itanagar-Ziro-Daporijo-Along Pasighat	Lower Subansiri	DCHQ	1		1	1	1		1	34	35	69
6	Daporijo	Itanagar-Ziro-Dalporijo Along Pasighat	Upper Subasari	DCHQ	1				1		6	10	16	26
7	Along	Itanagar-Ziro-Dalporijo Along Pasighat	West Siang	DCHQ	1									
8	Pasighat	Itanagar-Ziro-Dalporijo Along & Pasighat-Jengging-Yingkiong	East-Siang	DCHQ	1			1	5			20	20	40
Sub-Total					5		6	2	17		54	184	238	422



Sl. No.	Tourist Place	Travel Circuit	District	Administrative Status	Hotel Accommodation								Total Rooms	Total Beds
					Circuit House	Inspection Bungalow	Tourist Lodge	Guest Houses	Hotels	Others	Single Bedded Rooms	Double Bedded Rooms		
9	Jengging	Pasighat-Jengging-Yingkiong	Upper-Siang	COHQ	1	1								
10	Yingkiong	Pasighat-Jengging-Yingkiong	Upper-Siang	DCHQ	1	2			2					15
Sub-Total					2	3			2					
11	Roing	Roing-Mayadia-Anini	Dibang Valley	SDOHQ	1	1								
Sub-Total					1	1								
12	Tezu	Tezu-Hayuliang	Lohit	DCHQ	1	1	1					16	16	32
Sub-Total					1	1	1					16	16	32
15	Namdapha NP	Margherita-Miao-Namdapha	Changlang	OTHER	1									
17	Miao	Margherita-Miao-Namdapha	Changlang	SDOHQ	1	1	1					16	16	32
Sub-Total					2	1	1					16	16	32
13	Dirang		West Kameng	COHQ		1	1		1			12	12	24
14	Likabali		West Siang	SDOHQ	1			1				10	10	20
16	Tipi		West Kameng		1					1				
Grand Total					16	8	11	6	36	1	71	311	382	943

Source: Directorate of Tourism, Govt. of Arunachal Pradesh

Beds availability in Tawang and Yingkiong is assumed as only information on no. of hotels was available

Table 8.2 : Beds Capacity with respect to Tourists arrival (2000)

TOURIST SPOTS	TOURISTS			NO. OF BEDS	BEDS/1000 POPULATION
	Domestic	Foreign	Total		
Tawang	1592	81	1673	250	149
Bomdila	2001		2001	139	70
Miao	982		982	32	33
Ziro	76	67	143	69	483
Tezu	154		154	32	208
Total in Arunachal Pradesh	6058	405	6463	943	145

Source: Directorate of Tourism, Govt. of Arunachal Pradesh

8.1.1 Formulation of Assumptions for Projection of Bed Requirements

- Total number of available beds = 943
- Total number of tourists arrival in 2000 = 6463
- Average number of beds per 1000 tourists = 145

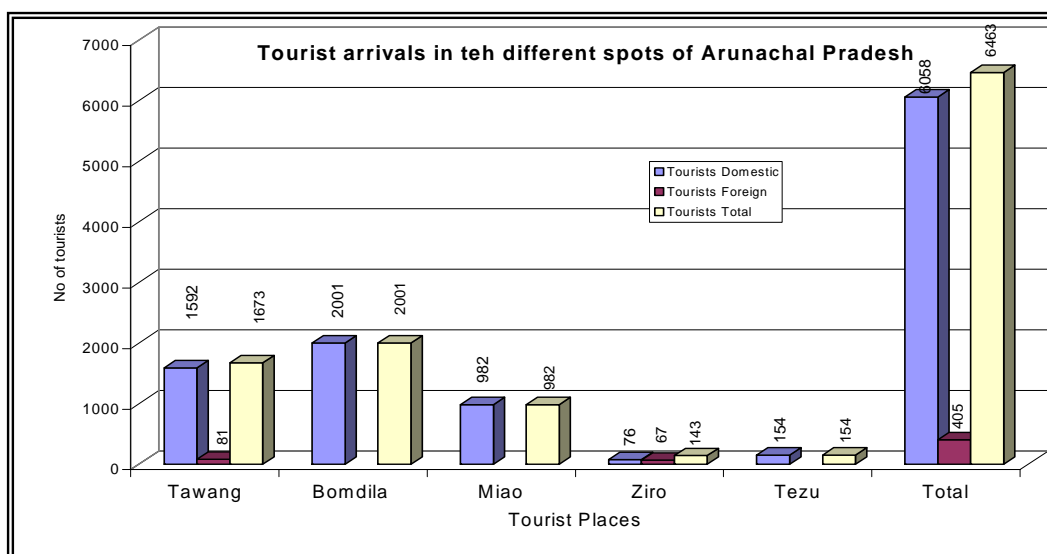


The consultants have formulated a few important assumptions to project the future bed requirements on the basis of increase in tourist arrival. Some of the governing parameters for the assumptions as given below are the existing socio-political situation in Assam, outcome of the primary surveys and inferences from the study of the secondary data.

The assumptions are as under:

- The peak season occupancy rate is assumed to be 90%.
- The peak season duration is from November to April.

Fig 8.1: Tourist Arrivals in Arunachal Pradesh



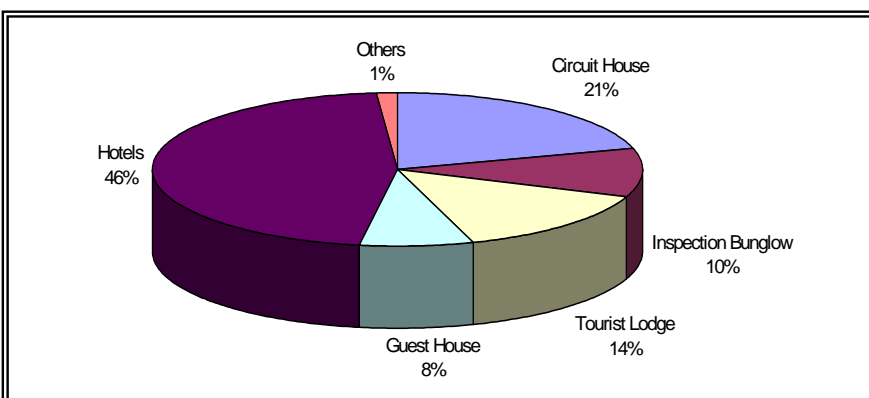
However, the statistics of Arunachal Pradesh show that number of beds per tourist is much higher than the average. While in Assam, the neighboring state, only 8 beds per thousand tourists are available, in Arunachal Pradesh, the same is 145 beds per 1000 tourists.

Thus, the present number of hotels in the entire state of Arunachal Pradesh seems to be sufficient. But there is a total absence of Star category hotels. Taking into consideration the growth of tourism, which has been predicted to be around 35,904 tourists per year by 2021, proper measures for the upgradation of some of these hotels to star category need to be done so as to attract tourists, both domestic and foreign.

However, the spatial distribution of the hotels is not uniform. Some of the important tourist spots lack proper accommodation facilities in terms of standard hotels. Keeping in view this factor, new accommodation facilities has been proposed at the following sites:

- Itanagar : 1 no 3 star category hotel
- Mechuka : 50 roomed tourist resort
- Dirang, West Kameng: Health resort with 50 beds capacity
- Tuting, Upper Siang: A tourist resort with 20 hutment facility
- Hayuliang, Lohit District: 1. Health resort of 25 beds
2. Hotel resort with 10 rooms
- Dong: 1. Health resort with 10 rooms
2. Tourist resort

Fig 8.2 : Distribution of Accommodation availability in Arunachal Pradesh



The distribution of available accommodation in Arunachal Pradesh shows that almost 46% of the accommodation facilities are hotels and the rest are other types of accommodation facilities. More than 50% of the accommodations are Bungalows, Circuit House, Tourist lodge and guesthouses, which are mainly for government use and are few left for tourists.

8.2 PHYSICAL INFRASTRUCTURE

Tourism on any substantive scale and in cohesive form will only take place in a destination if the fundamental infrastructures are properly available.

8.2.1 Water Supply

The water demand for tourists will definitely be higher than the normal requirement. Although the water requirement for domestic case is taken as 150 lpcd, for tourist purposes the same is assumed to be around 250 lpcd. Thus for the year 2021, the water requirement calculated on the basis of the available beds works out to be 0.24 MLd.

8.2.2 Sewerage

On an average the sewerage generation is 80% of the piped water supply. Thus, for the tourism population of 2021, the extra sewerage generation will be around 0.2 Mld. Provisions have to be made for the proper disposal of the same.

8.3 OTHER TOURISM FACILITIES

8.3.1 Help Line and Improved Health Facilities

Arunachal Pradesh has wide range of natural which can be major tourist attractions. In order to improve the qualities of facilities and make those accessible to tourists readily, helpline centres need to be set up at tourists spots. These helpline will be equipped with latest telecommunication equipments i.e. satellites telecom, internet etc.

Besides providing information these Helpline centres will also render emergency health services to the tourists, on the spot.

8.3.2 Centres imparting Hospitality education, Research & Training

For the promotion of tourism proper initiative should be taken to set up centers imparting training in hospitality education.

- Conduct short term courses or crash courses in identified areas for the existing manpower engaged in the tourism industry.
- Start new courses, vocational at the undergraduate level and regular courses of the post-graduate level in Hospitality Services and Tourism.
- Undertake scientific market research from time to time and devise marketing strategies for the development of this sector.
- Organise meet of the Government Department's industry and the associations of tourism and supportive industries for mutual interaction.



8.3.3 Tourists lifeline

The following tourist lifeline projects should be realized:

- Twenty four hours tourists lifeline – manned phones for assisting tourists to contact in case of emergency
- Program to launch the complaint and definite follow-up procedure to book the erring establishments
- Utilization of computers and other latest equipment in processing of all tourism based activities including police complaints etc. in order to process them at shortest time duration.



EXISTING CONDITION

*OPTIONS FOR DEVELOPMENT
OF TOURISM PRODUCTS*

*STRATEGIES TO IDENTIFY AND
DEVELOP THE TOURIST
ATTRACTION*

*OPTIONS FOR TOURISM
ATTRACTION*

*APPROACH FOR
IDENTIFICATION OF NEW AREAS*

CANDIDATE SITES

Potential Sites

Potential Tourism Activity





CHAPTER-9

OPTIONS FOR DEVELOPMENT OF NEW TOURISM SITES

9.1 EXISTING CONDITION

Arunachal Pradesh has a wide range of tourism potential, which has not been utilized to its fullest because of the critical geographical location of the state, insecure environment and inaccessibility. It is realized that a little can be done for the impacts of strategic location and insecure environment but the existing tourist sites and the travel circuits need to be strengthened, new tourist sites and travel circuits to be identified and made more accessible to enhance the state's tourism potential.

9.2 OPTIONS FOR DEVELOPMENT OF TOURISM PRODUCTS

While exploring the options for development of tourism products, the following aspects are to be kept in view.

- i) Tourist Composition
- ii) Tourist requirement/expectation on various tourism activities and facilities as revealed in the tourist survey
- iii) Future target segment
- iv) Potential tourism activities
- v) The Plan for Tourism Development should be in conformity with the plans mentioned in the IXth Five Year Plan, the State Governments development policies, the Industrial Policy for the State and the National Tourism Policy.
- vi) The overall development plan to take into account WTO's Bali declaration on tourism development which emphasizes that the Government should be committed to the preservation of cultural diversity in the world by incorporating cultural heritage principles into their development projects and related activities.
- vii) The tourist products identified should encourage local community participation and protection of cultural identification, awareness programmes for local participation and local commitment to the project. It should also encourage women folks participation.

The basic tourist composition shows that majority of tourists are domestic. Choice of options does vary among the domestic and foreign tourists

A close examination of potential places, which have been identified through various surveys, reveals that, a lot of developments are possible to enhance tourism. A destination must be perceived in the market place as being an attractive place to visit. Destination image is crucial.

9.3 STRATEGIES TO IDENTIFY AND DEVELOP THE TOURIST ATTRACTION

In order to provide an extensive range of tourist attraction features across the State, appealing to various tourist market segments. The Consultants have formulated strategies to identify and develop the tourist attractions.

- a) Strategy to Identify Tourist Attractions
 - Maintain and highlight the State's unique and special attributes
 - Establish a strong sense of place and local identity
 - Identify diverse base of special interest attractions in designated Notified Areas
 - Create tourism magnets through integrated tourism based activities
 - Minimise the adverse impact of tourism on the State's natural resources and cultural values
 - Help in establishing quality visitor experiences which meet expectations and will encourage positive word of mouth promotion by those who have enjoyed visit to Arunachal Pradesh



b) Strategy to Develop Tourist Attractions

- Bring a balance of many attractions as per the categories given below:
 - natural features
 - historic and cultural heritage attributes
 - shopping and entertainment facilities
 - educational and interactive learning facilities
 - sport and recreational facilities
- Bring clusters of attractions to provide unique experiences to tourists and their involvement in the attractions
- Create tourism development which is low impact and non-degrading to the environment.
- Provide basic amenities and reliable services on all tourist circuits and in all tourist centers to be developed in the State
- Select and priorities those sites which embody qualities that attract broad market interest, have attributes which are unique to Arunachal Pradesh
- Package the State's array of attractions and tourist infrastructure in such a manner as to draw visitors to and disperse them to other tourist destinations in the State.
- Preserve the country's patrimony which enabling tourism to contribute to the social and economic well being of the Arunachal Pradesh

9.4 OPTIONS FOR TOURISM ATTRACTION

i. *Eco-Tourism*

This is a very popular tourism product and is widely accepted form of tourism. This essentially means, tourism activities related to the ecology and natural environment. This may include wildlife observation, trekking, bird watching, study tour on botany & zoology and so on. The Eco Tourism Options are as follows;

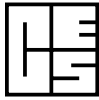
a) Jungle Safari

Jungle Safari is the ride in the dense forest on elephants or by jeep. Tourists enjoy the bold and beautiful creations of God – wild animals, sweet note of birds, and smooth sizzling sound of breeze passing between the pages of leaves give tourists a mixed feeling of enjoyment and adventure.



b) Camping/ Nature Camps

Camping/ Nature camps is one of the old concepts, older than the term "ecotourism" itself. Nature camps are meant mainly for enjoying the environment and adventure activities. Students, foreigners, and adventure tourists like to visit these places as excursion or in search of thrill. Safety of the campers needs taken care of. Campers often like to cook food for them. If attractive and delicious food options are accompanied with camps, these can also lead to increased employment opportunities to the local people.



c) Theme/ Amusement Parks

Theme parks in the area where no plantations are there will give a boost to grow the place as a major tourist destination. Some interesting concepts of artificial lakes for boating, different interesting rides like Water Shooters, Roller coasters, Ride in caves, toy train and rain dance will attract many tourists.



d) Filming (plus Viewing)

This can be a very prospective place for shooting of films where artificial sets can be made as per the requirement of the films.

The place shall be on hire basis that would yield good revenue to the tourism department. Additionally, there could be an entry fee to the general public including tourists, for viewing the shooting of the movie. This shall provide added attraction to tourists. This will even be a very good promotion for the new tourist place in the making.



ii) Heritage Tourism

This form of tourism has gained immense popularity among the tourists. Arunachal Pradesh with its historical sites including Buddhist Monasteries and Archeological sites can offer a great deal of potential for heritage tourism. As such, a reasonable part of the tourists, surveyed, has shown interest for heritage tourism. The activities under this category include guided tour to forts, monasteries, gompas and other archeological sites, arts & cultural events etc. This would attract both domestic and foreign tourists.

iii) Adventure Tourism

The state of Arunachal Pradesh offers excellent scope for adventure sports due to abundance availability of favourable natural condition. Sports/activities like `scuba diving, snorkeling, paragliding, para sailing, yatching, river rafting, trekking and even sea surfing and many other similar activities can be explored. The tourist opinion survey revealed that a majority of foreign as well as domestic tourists favour such activities. This would attract both foreign and domestic tourists.

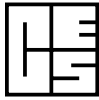
iv) Rural Tourism

A relatively new concept - rural tourism can be developed based on a model traditional Arunachali village to attract tourism. This form of tourism may particularly enthuse foreign tourists, who take interest in ethnic lifestyle, day-to-day activities, cultural events and food habits.

v) Health Tourism

The State of Arunachal Pradesh has a rich bio-diversity. There are numerous plants having medicinal value. The state has traditions that focus on the holistic healing of individuals and on elevation the individual to a higher plane of consciousness and awareness.

Apart from the development of new tourism products it is imperative that the existing travel circuits are strengthened and enhanced and for tourism development. The consultants also suggest that the North-Eastern States should formulate Joint Tourism Promotion Plan to promote the north eastern circuit of India. *The consultants have identified a few travel circuits which shall run into two states i.e., Arunachal Pradesh and Assam.*



The conclusion of the above discussion is that aforementioned four categories are the basic tourism products, which if innovatively packaged could unleash a new era in the tourism sector of the state. But to make the efforts fruitful a set of strategies is believed to be a must, which shall provide the broad framework of guidelines to effectively initiate such activities.

Strategies

i) Creation of Special Tourism Area. The new potential sites shall be suitably delineated and shall be declared Special Tourism Area. The purpose would be to draw the attention of private developers and tourists as well. Projects involving development of Special Tourism Area in the state should be taken up on a priority basis. Suitable tax incentives strategies could be formulated for private sector funding on development projects in these areas.

ii) Speedy development of infrastructure i.e. roads, water supply system, sanitation, power and telecommunication facilities for connecting new areas with existing major urban nodes and transport hubs should be focus of policy.

iii) Exclusive marketing strategies for promoting new areas and innovative tourism products.

9.5 APPROACH FOR IDENTIFICATION OF NEW AREAS

The consultants for identification of potential tourist centres have adopted a two-pronged strategy.

- i) Preparation of a long list of candidate sites through study of literature and opinion of local people.
- ii) Preparation of a shortlist of candidate sites through reconnaissance and evaluation of potential.

The Consultants have carried out an in-depth study of literature and views of local people, collected through opinion surveys and on-the-spot reconnaissance to assess the ranges of tourists destinations in the state which are still unaccessed and unexplored. As a result of which following potential sites have been identified.

9.6 CANDIDATE SITES

The Consultants have identified a few candidate sites, which are proposed to be included in the existing tourist circuits. (Refer.Map. No.9.1)

Circuit No.1 : Bhalukpong-Bomdila-Tawang-Zemithiang-Dirang Rupa-Lumla-Sheregaon-Jamiri

Circuit No.2 : Itanagar-Ziro-Daparijo-Along-Pasighat-Dambuk

Circuit No.3 : Pasighat-Jengging-Yingkiong-Tuting

Circuit No.4. : Roing-Mayudia-Anini

Circuit No.5 : Tezu-Hayuliang-Parsuramkund-Wakro-Walong-Pukhuri-Dong

Circuit No. 6 : Margherita-Miao-Namdapha-Vijaynagar-Changlang-Deomali

Circuit No. 7 : Parsi Parlo-Mechuka-Monigaong-Tuting (New Circuit)



9.6.1 POTENTIAL SITES

A list of potential candidate sites capable of attracting more tourists alongwith types of attractions and district where they are located obtained through opinion of local people, which are existing, underutilised and/or unexplored is given below. The consultants have proposed a few extensions to the existing tourist circuits. A new tourist circuit is also proposed as shown in the table:

Table No. 9.2 Potential Sites of Tourist Attraction

Sl. No.	Tourist Place	District	Tourism
Circuit No.1 Bhalukpong-Bomdila Tawang-Zemithiang- Dirang-Rupa-Lumla-Sheregaon-Jamiri			
A	Tawang*	Tawang	Hill Stations Scenic Beauty Trekking and Hiking Rock Climbing 350 Yrs Old Buddhist Monastery Tourist Spot-a14000 ft high, angling, trekking, hiking Tourist Spot Tourist Spot
	Selapass*	Tawang	
	Garila Peak*	Tawang	
	Papu Valley*	Tawang	
	Pangang-Tang- Tso Lake*	Tawang	17 km from Tawang, Scenic Beauty
	Sangetsar lake*	Tawang	42 km from Tawang, Scenic Beauty
	Bagga-Tang Lake*	Tawang	10 km away from Sela Top, Scenic Beauty
	Gorichen Lake*	Tawang	22500 feet, 164 km from Tawang, ideal for mountaing expeditions
	Nuraneng Waterfalls*	Tawang	42 kms. From Tawang, enticing beauty of milky white water, which is thunderous and enthralling like an oration.
B	Lumla	Tawang	Monastery
C	Zemithiang*	Tawang	Gorcham Chorten (Stupa), Scenic Beauty,
D	Pakhui WLS*	East Kameng	Wid Life Sanctuary Hill Station Scenic Beuty Trekking and Hiking Craft Centre Buddhist Monastery Pakhui Wildlife Sanctuary
E	Bomdila*	West Kameng	Rafting and Angling on river Kameng, Orchid Centre Tipi Orchid Centre (3 kms.from Bhalukpong) Nyethidow festival in March
F	Tipi*	West Kameng	Trekking, hiking and angling on the river Kameng picnic on the river banks Kiwi Cultivation
G	Bhalukpong*	West Kameng	Kalchakra Gompa & Hot Spring Yak Research Centre Wid Life Sanctuary
H	Dirang*	West Kameng	Wid Life Sanctuary
I	Eagle's Nest*	West Kameng	
J	Sessa Orchid* Memorial	West Kameng	
K	Rupa	West Kameng	Landscape scenic beauty, Mona slay
L	Sheregaon	West Kameng	Apple Orchid
M	Jamiri	West Kameng	Scenic beauty and trekking Megalithic Site, Historical /Religious Site



Circuit No. 2 Itanagar-Ziro-Daparijo- Along Pasighat-Dambuk

Sl. No.	Tourist Place	District	Tourism
A	Itanagar*	Papum-Pare	Capital city, Itafort, Jawaharlal Nehru Memorial Museum, Ganga lane, Polo Park, Naharlagun, Boating & canoeing
	Naharlagun*	Papum-Pare	Craft Centre Pachin River-Fishing Spot Handicrafts Centre
	Gekar Sinyi *(Ganga Lake)	Papum-Pare	Situated in the foothills of the Himalayas, surrounded by land mass and hard rock, dense semi-evergreen forest, Many interesting plant species
	Itafort *(ItanagarAR)	Papum Pare	Historical fort of an irregular shape build mainly with bricks
	Itanagar WLS*	Papum-Pare	Wild Life Sanctuary
B	Ziro*	Lower Subansiri District	High altidue fish farm Pine and bamboo groves, trekking & hiking, talley valley sanctuary
	Talley Valley*	Lower Subansiri	Valley (30km from Ziro), picturesque township, lush green paddy fields, paddu cum pisciculture, eco-tourism
C	Daparijo*	Upper Subasari District	Trekking & hiking Beautiful canes
D	Along*	West Siang Dist.	Scenic Beauty, Confluence of white water river, breeding farms, trekking, angling and hiking
	Malinithan*	West Siang	Regional Hindu Temple Ruins of a big temple 14th – 15th century, Akshi-Ganga water falls 5 km. away from Malinithan Trekking and hiking
	Akashi Ganga*	East Siang	Associated with the legend of Parvati, magnificent bird's eyeview of the Brahmaputra
E	Pasighat*	East-Siang Dist	Dr. Daying Ering Wildlife Sanctuary, Flora & Fauna, river rafting boating and angling
	Dr. Dying Ering Memorial* (Pasighat)	East Siang	Wild Life Sanctuary
	Mouling NP*	West Siang	National Park
	Menga cave* (Pasighat)	East-Siang	Temple (Shiva)
F	Rani Goms (Pasighat)	East-Siang	Neolithic Site
G	Koma (2 km from Ziro)	Lower Subansiri	Village Culture
H	Likabali	West Siang	
I	Kane WLS*	West Siang	Wild Life Sanctuary
J	Dambuk	Dibang Valley	War Memorial

Circuit No. 3: Pasighat-Jengging-Yingkiong

Sl. No.	Tourist Place	District	Tourism
A	Pasighat*	East-Siang Dist	Dr. Daying Ering Wildlife Sanctuary, Flora & Fauna, river rafting boating and angling
	Dr. Dying Ering Memorial* (Pasighat)	East Siang	Wild Life Sanctuary
	Mouling NP*	West Siang	National Park
	Menga cave* (Pasighat)	East-Siang	Temple (Shiva)
	Sirki Water Fall*		Ideal for Trekking, Hiking, Picnic Spot, Outing
	Anchal Ghat*		
	Kaker Monying*	East Siang District	Historical Importance (Abor fought Britisher (Mr. William) and won)
B	Jengging*	Upper-Siang Dist	Hill Station, Namcharna, Pean, Trekking & hiking, River rafting, Tea Gardens at Ramsing, Pegulane
C	Yingkiong*	Upper-Siang Dist	



Circuit No. 4: Roing-Mayadia-Anini

S. No.	Tourist Place	District	Tourism
A	Roing*	Dibang Valley	Mehao Lake, Sanctuary, Snowfall areas, Trekking and Hiking, Boating in Salley Lake
	Salley Lake*	Dibang Valley	Boating, Scenic Beauty
	Mehao (Roing)*	Dibang Valley	Wild Life Sanctuary
	Mehao Memorial (Roing)*	Dibang Valley	Wild Life Sanctuary
	Kamlang Memorial*	Lohit	Wild Life Sanctuary
	Bhismaknagar*	Lohit	Dikrong and the Dibang rivers. The Fortress has an elongated semi circle shape extending over an area of about 10 sq. km. The name originated from its king Bhismaka..
B	Anini*	Dibang Valley	Scenic Beauty
C	Mayudia*	Dibang Valley	Tourist Spot-2443 mts high, Snowfall and Scenic Beauty
D	Mecha	Dibang valley	Beautiful Valley, Scenic beauty
E	Tale	Dibang valley	Wild Life Sanctuary, Talley valley

Circuit No. 5: Tezu-Hayuliang-Parsuramkund-Wakro-Walong-Pukhuri-Dong

S. No.	Tourist Place	District	Tourism
A	Tezu*	Lohit District	Parasuram Kund, Glow Lake, Trekking & Hiking
B	Hayuliang*	Lohit District	Hills rich in flora and fauna, ideal for trekking, hiking and bird watching
C	Parsuramkund*	Lohit	Religious importance, pilgrims take a dip in the kund during Makar-Sankranti in jan.
D	Wakro	Lohit	Scenic beauty and trekking
E	Walong	Lohit	1962 Chinese War Memorial Scenic Beauty
F	Pukhuri*	Lohit	Archeological Site Scenic Valley,
G	Dong	Lohit	Millenium sunrise, Hot Spring

Circuit No. 6 : Margherita (Assam)-Miao-Namdapha-Changlang-Vijoyngar-Deomali

S. No.	Tourist Place	District	Tourism
A	Miao*	Changlang	Mini Zoo, Tibetan refugee settlement area, where colourful woolen carpets of various designs are produced. Namdapha National Park, a few kilometres away from Miao.
B	Namdapha NP*	Changlang	Trekking, hiking and angling in the river Nao-dihing National Park
C	Changlang*	Changlang	JaiRampur Iind World War Cemetary
D	Vijoyngar*	Changlang	Historiacl Site/Religious Snow World, Scenic Beauty
E	Deomali	Tirap	Tribal Villages



Circuit No. 7 : Parsi Parlo-Mechuka-Monigaong-Tuting (New Circuit)

No.	Tourist Place	District	Tourism
A	Monigaong (near Mechuka)	West Siang	cave investigated made of lime stone
B	Mechuka	West Siang	Scenic beauty, small springs, folwers snow fall, fauna
C	Parsi Parlo	Lower-Subansiri	Scenic beauty, Neolithic Site, Historical/Religious Site
D	Tuting	Upper Siang	Scenic Beauty, Snow Fall

* These sites though already visited by tourists but suggested in the opinion survey.

Further, a classification of new areas in terms of potential tourism activity is given below:

9.6.2 POTENTIAL TOURISM ACTIVITY

Eco-Tourism

Types of Activities	Places
<input type="checkbox"/> Springs-	Dirang
<input type="checkbox"/> Hills and Valleys	Rupa
<input type="checkbox"/> Orchids-	Sheregaon, Dirang
<input type="checkbox"/> Scenic Beauty and Snow Fall-	Tuting, Walong, Dong, Vijaynagar
<input type="checkbox"/> Jungle Safari	Namdafa
<input type="checkbox"/> Camping/Nature Camp	Mechuka
<input type="checkbox"/> Theme Park /Amusement Park	Itanagar, Tawang
<input type="checkbox"/> Filming / Viewing	Mechuka

Heritage Tourism

- Historical/Religious Site:	Vijoynagar
- Megalithic site:	Jamiri
- Neolithic site:	Rani Goms, Parsi Parlo
- Caves:	Monigaong
- War Memorials:	Dambuk, Walong, Changlang
- Archeological Site:	Pukhuri, Naksaparnbat

Rural Tourism

- Village Culture:	Koma, Deomali
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Adventure Tourism

Trekking:	Rupa
Mountaineering, Trekking:	Mechuka, Tuting, Dong

Health Tourism

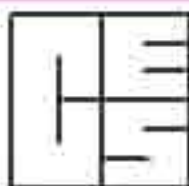
- Hot Springs, sunrise:	Dong, Dirang
- Hills rich in flora and fauna:	Hayuliang, Ganga lake



*IDENTIFIED PROJECTS & ITS
COSTS*

*IMPROVEMENT OF
TRANSPORTATION*

LINKAGES TO CIRCUITS





CHAPTER-10

PROPOSED TOURISM PROJECTS AND COSTING

10. INTRODUCTION

Arunachal Pradesh has enormous potentiality in terms of employment and income generation through strategic development in Tourism. The project identification has been done after reviewing the tourism potential of the candidate sites and the centrally sponsored or state sponsored schemes already in pipeline for those sites, a new set of tourism development proposals for the state of Arunachal Pradesh has been identified. Further the proposed projects at identified candidate site in Arunachal Pradesh shall be able to tap a significant domestic and foreign tourist float to the North-Eastern which at present the flow of tourist in these States are much less.

Accordingly, there is need of mega projects for the State to attract tourists and can compete with other hill state in terms of tourist traffic. Besides of these, projects and schemes have also been identified for the development and up gradation of existing tourist facilities for further strengthening the integrated tourist circuits.

No project can be said to be complete without adequate measures being taken towards its day today functioning and maintenance. Important aspects of tourism development are efficient transportation system, accommodations in terms of class and categories, modern communication system etc. To achieve the strategic objectives of perspective tourism master plan, the need is an integrated infrastructure facility to be provided.

The Consultant has proposed general schemes on which investment is required for the promotion and upgradation of existing tourist support infrastructure. The improvement of transport linkages to the tourist circuits have been considered within the framework of draft 20-Year Master Plan for Roads and Bridges in Arunachal Pradesh. The upgradation and construction of roads would be the responsibilities of PWD of the State, BRTF, NEHC and the transportation department of the state. Hence the cost incurred in the upgradation would be born by these departments.

The costing of the project has been done on the basis of Consultants past experience in the similar projects. The combining project cost is of the order is Rs.16,745 lakh. A detail phasing also has been done considering three development phases. (Refer Annex-1). More than 55% of the total investment has been proposed for the development of infrastructure. The proposed structure allows the investors in specific areas of the tourism activities like, Amusement Park, Theme Park, golf course etc. Other supplementary projects also offer investment opportunities in the hospitality sector luxury hotels and restaurants.



10.1 GENERAL SCHEMES FOR TOURISM DEVELOPMENT

The Consultant has proposed the promotion of tourism through fair and festivals, cultural programs and establishing the advertisement in Media etc. The exhibition schemes to assist other organization in marketing of local product for holding exhibition and promotion of tourist activities etc. For the marketing and promotion, more than 80% of the investment would be through Central Govt. and rest of the amount would be through the State Government. These activities would be executed through Department of Tourism, Arunachal Pradesh / Arunachal Pradesh Tourism Development Corporation.

The efficiency and skill of the administrating and research activities should be upgraded through providing training. The training activities not only to increase the skill of the administrative activities but also to provide the training to the local Handicrafts Artisans. The State Government may avail the schemes from Development Commissioner (Handicraft) Government of India. For these activities more than 80 % of investment would be through central Government and rest of the amount would be invested through the State Government.

Air Port Authority of India and Arunachal Pradesh Tourism Development Corporation would execute the up gradation of Itanagar Airport. The investment would be through the central Government. The Improvement of road would be taken care under the Public Works Department. The Following table shows the general schemes and its implementing agencies.

Development Scheme	Executing Agency	Est. Cost	Financing Pattern		
			Central Govt	State Govt./ AIDC	Private Sector
Marketing & Promotion	DOT AP/APTDC	300	Central Govt	State Govt./ AIDC	-
Human Resource Development including Administrative & Research	DOT AP/APTDC	280	Central Govt	State Govt./ AIDC	-
Fairs & Festivals	DOT AP/APTDC	200	Central Govt	State Govt./ AIDC	-
Upgradation of Airport at Itanagar	AAI /APTDC	1000	Central Govt	-	-
Ropeway	DOT AP/PVT.	500	Central Govt	-	Private Sector
Improvement of road network	PWD	1000	1000	-	-
Air Taxi	PVT.	2000	1000	-	1000



10.2 IMPROVEMENT OF TRANSPORTATION LINKAGES TO CIRCUITS

The Consultants feel that major improvement is required in the areas of transportation facilities for transition of tourist and internal transport system. The details for road network proposals for existing tourists circuits are given below:

Circuit No.1 Bhalukpong-Bomdila-Tawang-Zemithiang-Dirang Rupa-Lumla-Sheregaon-Jamiri

The proposed accessibility for all the tourist sites is road upgraded to NH passing through Nelva, Zemithiang, Tawang, Dirang, Bomdila, Bhalukpong and meeting in Assam. The other sites are also accessible by roads upgraded to National Highway in the circuit.

Sl. No.	Road Name	Hierarchy		Length (n Km)	Cost (Rs. In Lakhs)
		Existing	Proposed		
1	Bomdila-Bhalukpong	ODR-SL	NH-Int. L	81.58	2319.25
2	Nelva-Tawang	ODR-SL	NH-SL	123.16	3079.0
3	Tawang-Bomdila	ODR-SL	NH-SL	178.18	4,454.5
4	Sikaridanga-Balemu-Shargaon-Rupa-Bomdilla Road	ODR-SL	NH-SL	157.33	3,933.250
Total				540.25	13786

Circuit No.2 Itanagar-Ziro-Daporijo-Along-Pasighat-Dambuk

All the tourist sites are located on proposed National Highway passing through Itanagar-Ziro-Daporijo-Along-Pasighat. Dambuk is connected to Pasighat through the existing National Highway.

Sl No.	Road Name	Hierarchy		Length	Cost (Rs. in Lakhs)
		Existing	Proposed		
1	Naharlagun-Sagalee	ODR-SL	NH-2L	70.00	3,080.000
2	Banderdewa-Itanagar	NH-2L	NH-2L	31.50	693.000
3	Pasighat-Dambuk	NH-SL	NH-4L	34.22	3,593.100
4	Sagalee-Ziro	ODR-MDR-SL	NH-Int. L	116.96	3934.32
5	Daporijo-Along	ODR-SL	NH-4L	140.95	9938.72
6	Along-Pasighat	ODR-SL	NH-2L	84.66	3725.04
7	Naharlagun-Doimukh-Kheel-Toru-Sagalee	ODR-SL	NH-2L	70.00	3,080.000
8	Ziro-Daporizo	ODR-SL	NH-Int. L	161.42	5326.86
Total				709.71	33371.04

Circuit No.3 Pasighat-Jengging-Yingkiong-Tuting

Pasighat is located on existing National Highway. All tourist sites are located on road proposed to be upgraded to State Highway passing through Pasighat, Jengging, Yingkiong and Tuting.



SI No.	Road Name	Hierarchy		Length	Cost (Rs. in Lakhs)
		Existing	Proposed		
1	Yingkiong - Tuting	ODR-SL	MDR,SH-SL	144.45	4119.75
3	Passighat-Yingkiong	ODR-SL	SH-SL	147.0	5145.0
Total				291.45	9264.75

Circuit No.4. Roing-Mayudia-Anini.

Roing is located on existing National Highway passing through Dambuk-Roing-Tezu. Mayudia and Anini are connected to Roing by road which is proposed to be upgraded to State Highway.

SI No.	Road Name	Hierarchy		Length	Cost (Rs. in Lakhs)
		Existing	Proposed		
1	Santipur-Roing	ODR-SL	NH-SL	261.29	8935.15
2	Roing – Anini	ODR-SL	SH-SL	225.29	7885.15
Total				486.58	16820.30

Circuit No.5 Tezu-Hayuliang-Parsuramkund-Wakro-Walong-Pukhuri-Dong

Tezu And Wakro are located on existing National Highway. Hayuliang and Walong are connected to Tezu by road, which is proposed to be upgraded to State Highway.

SI No.	Road Name	Hierarchy		Length	Cost (Rs. in Lakhs)
		Existing	Proposed		
1	Tezu-Hayuliang-Parsuramkund	NH-SL	SH-SL, NH-Int. L	138.27	4713.75
2	Hayuliang-Kibithoo	ODR-SL	SH-SL	124.95	4,373.250
Total				263.22	9087.0

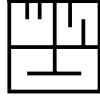
Circuit No. 6: Margherita-Miao-Namdapha-Vijonagar-Changlang-Deomali

Miao is located on proposed National Highway joining Balingong to Wakro. Namdapha and Vijonagar are located on proposed MDR joining National Highway at Deban. Changlang and Deomali are located on proposed National Highway joining existing National Highway at Jairampur.

SI No.	Road Name	Hierarchy		Length	Cost (Rs. in Lakhs)
		Existing	Proposed		
1	Deban-Miao	ODR-SL	NH-SL	56.82	1,420.500
2	Deban – Vijonagar	ODR-SL	MDR-SL	100.18	2,504.500
3	Miao-Balingong	ODR-SL	NH-SL	17.12	428.000
4	Balingong-Jairampur	ODR-SL	NH-SL	15.00	375.000
5	Jairampur-Namchick	ODR-SL	NH-SL	15.00	375.000
6	Namchick-Manmao	ODR-SL	NH-SL	32.00	800.000
7	Manmao-Changlang	ODR-SL	NH-SL	35.00	875.000
8	Margherita-Changlang	ODR-SL	NH-Int. L	44.00	1,452.000
Total				315.12	4305.00

Circuit No. 7 Parsi Parlo-Mechuka-Monigaong-Tuting (New Circuit)

The tourist sites in this circuit are located at higher altitudes, which are not accessible by roads. These tourist sites have helipads. Tourists can travel in helicopters in this circuit. The consultants propose to develop helipads at Itanagar and Pasighat to make an integrated circuit within the state.



10.3 IDENTIFIED MAJOR PROJECTS AND ITS PROFILE

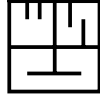
1.	PROJECT PROFILE:			
7	PROJECT NAME: SHOPPING MALL-CUM-ENTERTAINMENT CENTRE AT ITANAGAR			
2	Project Background and Rationale: Arunachal Pradesh is rich in Arts and Crafts. There are around 88 crafts centre spread in the thirteen (now fifteen) districts of Arunachal Pradesh. There is a need for a centralized shopping-cum-Entertainment centre to exhibit all the specialties of the state at one place and thus attract tourists. Arunachal Pradesh also has a lack of Entertainment Complexes and Auditoriums for display of the cultural heritage. Itanagar being the State Capital and located on existing NH-52 connecting major centres in Arunachal Pradesh is chosen for the establishment of the centre. It is also accessible from the adjoining states and hence will encourage inter-state tourism.			
3	Expected Impacts / Benefits:			
	- Proper utilization of available tourism based potential	- Increase in Tourist Flow and Tourist Expenditure in the State		
	- Employment Generation			
4	Framework of the Project: The project will involve the following activities:			
A	A Shopping Centre consisting of stalls showing various arts, crafts and textile products of the state.	Rs. 200 Lakha	e. A Cafeteria	Rs. 4 Lkaha
B	Air-conditioned Auditorium of 100 people's seating arrangement for promotion and organization of Arts & Cultural programmes and shows	Rs. 100 Lakh	f. Banking and Foreign Exchange Facilities	Rs. 4 Lakhs
C	An Open Air Theatre of 100 people's seating arrangement showing Dramas, Documentaries, Movies and Enhancing late evening activities for tourists in terms of 'Light & Sound' shows showing the glimpses of all major tourist sites and tourists products.	Rs.100.0 Lakh	g. Tourists Information Centre	Rs. 100.Lakh
D	A three-star category hotel of 100 beds capacity	Rs. 600.Lakh		
	Total Cost : Rs. 1108 lakh			
5	Financial Arrangements: The investment in establishment of Shopping Mall-cum-exhibition center will be 30 percent assistance by the Central Government, 20 percent by the State Government and rest 50 percent by the Private institution or agencies.			
6	Executing Agency: Department of Tourism, Govt. of Arunachal Pradesh.			



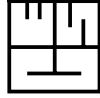
2.	PROJECT PROFILE:													
1	PROJECT NAME: HOLISTIC HEALING CUM REJUVENATION CENTRE AT GEKAR SINYI (GANGA LAKE), ITANAGAR													
2	<p>Project Background and Rationale: Ganga Lake situated in the foothills of the Himalayas is a unique part of the capital, Itanagar. The lake locally known as Gekar Sinyi (confined water) abounds in natural beauty with an unpolluted healthy environment. The lake is surrounded by land mass and hard rock with slopes varying from 100 to 600. These hill slopes support a dense semi-evergreen type of forest consisting many interesting plant species, which are academically and economically important. Itanagar being the State Capital and located on existing NH-52 connecting major centres in Arunachal Pradesh is chosen for the establishment of the centre. It is also accessible from the adjoining states and hence will encourage inter-state tourism. It has a large potential, which needs to be explored and developed to attract tourists. A Holistic Healing cum Rejuvenation Centre is proposed where the focus will be on traditional and natural healing of individuals from every dimension-physical, mental, emotional and spiritual. The objective is to attract tourist for traditional and natural healing. After providing the infrastructure & facilities Tourist Flow will increase which in turn will generate employment to the local people of Arunachal Pradesh.</p>													
3	<p>Expected Impacts / Benefits:</p> <ul style="list-style-type: none">- Proper utilization of available tourism based potential- Increase in Tourist Flow and Tourist Expenditure in the State- Employment Generation													
a. b. c. d. e.	<p>Project Framework: The project will involve the following activities:</p> <table><tr><td>Health Resort on</td><td>Rs. 40 lakh</td></tr><tr><td>Botanical Garden-cum-nature park on 50 ha land</td><td>Rs. 200 Lakh</td></tr><tr><td>Tourist Information Centre</td><td>Rs. 10 lakh</td></tr><tr><td>World Class Hospital (treatments based on natural Therapies) of 150 bed capacity- 0.5 ha</td><td>Rs. 1500 lakh</td></tr><tr><td>Banking and Foreign Exchange Facilities</td><td>Rs. 4 lakh</td></tr><tr><td>Total Cost</td><td>Rs. 1754 lakh</td></tr></table>		Health Resort on	Rs. 40 lakh	Botanical Garden-cum-nature park on 50 ha land	Rs. 200 Lakh	Tourist Information Centre	Rs. 10 lakh	World Class Hospital (treatments based on natural Therapies) of 150 bed capacity- 0.5 ha	Rs. 1500 lakh	Banking and Foreign Exchange Facilities	Rs. 4 lakh	Total Cost	Rs. 1754 lakh
Health Resort on	Rs. 40 lakh													
Botanical Garden-cum-nature park on 50 ha land	Rs. 200 Lakh													
Tourist Information Centre	Rs. 10 lakh													
World Class Hospital (treatments based on natural Therapies) of 150 bed capacity- 0.5 ha	Rs. 1500 lakh													
Banking and Foreign Exchange Facilities	Rs. 4 lakh													
Total Cost	Rs. 1754 lakh													
4.	<p>Financial Arrangements: The financial arrangement for Health Resort project will be 50 % by private institution and 25% each by State and Central Government assistance. For Botanical Garden, 80% of the Central assistance and the 20% of the investment will be from the investment by the State Government. The World Class Hospital would be 100% investment by the Central Government.</p>													
5	<p>Executing Agency: Department of Tourism, Govt. of Arunachal Pradesh will execute the activities such as Health Resort, Tourist information center while the Private agencies will also be involved in hospital, and health resort.</p>													



3.	PROJECT PROFILE:	
1	PROJECT NAME: Development of Mechuka as a Potential Tourist Site	
2	Project Background and Rationale: Mechuka is a small settlement in West Siang District. It is known for its scenic beauty, small springs, snowfall, flora and fauna. It is also called the Switzerland in North-Eastern India. The town can be developed as a movie town. At present this settlement is totally dependent on air dropping for the daily supply. There is a helipad operated by Pawan Hans Helicopter Services. This settlement offers a great tourism potential and hence should be developed. Since there is no proper accessibility by road, it is proposed that to attract tourists from adjoining states and countries a helipad should be developed at Itanagar. Hence, the tourists coming to Arunachal Pradesh can reach Mechuka by Helicopter Services and relish the scenic beauty.	
3	Expected Impacts / Benefits: Expected Impacts / Benefits: Mechuka, being a hill town will attract tourist to see the picturesque location. Providing the infrastructure & facilities Tourist Flow will increase, which in turn will generate employment to the local people of Arunachal Pradesh. <ul style="list-style-type: none">- Proper utilization of available tourism based potential- Increase in Tourist Flow and Tourist Expenditure in the State- Employment Generation	
a.	Developing a helipad at Itanagar to provide direct access from the capital to Mechuka through helicopter services	Rs. 2250 lakh (including cost of 1 helicopter of 10 persons capacity – Rs. 18.5 crores)
b.	A Tourist Resort of 50 rooms	Rs. 250 lakh
c.	A botanical garden on 50 Ha land	Rs. 200 lakh
d.	A Golf Course and clubs/restaurants	Rs. 200 lakh (excluding cost of land)
	Total	Rs. 2900 lakh
4.	Financial Arrangements: More than 75% of investment would be done by the private agencies to establish the Helipad and Golf course, Botanical Garden, 75% of the investment would be done from the Central assistance and 25% will be from the investment by the State Government. Investment in World Class Hospital would be 100% by the Central Government. It is proposed that investment in the development of tourist resort would be done by the private agencies or institutions.	
5	Executing Agency: Department of Tourism, Govt. of Arunachal Pradesh will execute the projects such as Botanical Garden, helipad, Golf Course. It is proposed that Tourist resort would be executed by the private agencies. Private agencies would also be involved with the Department of Tourism, Arunachal Pradesh in the execution of Golf Course and helipad project.	



4.	PROJECT PROFILE:	
1	PROJECT NAME: WATER PARK AT TIPI NEAR BHALUKPONG	
2	Project Background and Rationale:	Asia's largest orchidarium, the Orchid Research Centre is located here in the West Kameng district. The Orchid centre on the bank of river Bharali, surrounded by evergreen forest has more than 500 species of orchids. On display are some of the finest species with names like the Dainty Lady's Slipper or the more formal sounding Dendrobium. Arunachal has the largest range of orchids in India and at Tipi; scientists are creating new, hybrid species using the latest techniques of biotechnology. Tipi also has immense scope for river rafting and angling.
3.	Project Framework:	The project will involve the following activities:
a	Floating Restaurant (on Steamer) Size: 400sqm (area: Double Deck)	
i.)	Type of construction: Steel floating steamer with wooden deck & colored PVC sheet roofing complete with table chair, bar table & Kitchen	Rs. 40 lakh
ii.)	Cost of Construction: 400 @ 10,000/sqm	Rs. 32 lakh
iii.)	Cost of fitting & fixture @ 80% of construction cost	Rs. 10 lakh
iv)	Furniture	Rs. 50 lakh
b.	Navigational and mechanical unit	Rs. 132 lakh
c.	Sub-Total	Rs. 60 Lakh
d.	Water Park	Rs. 200 lakh
e.	Water sports training centre cum hostel on 0.4ha of land	Rs. 20 Lk
f.	Food Park on 0.05 ha	Rs. 100 lakh
	Recreational Centre: Bowling alley, Billiards Room, Cyber cafe, Cineplex on 1.5 ha	Rs. . 512 lakh
	Total	
4.	Financial Arrangements: For the development of floating restaurants, it is proposed that all the investment through Private sectors.	
5.	Executing Agency: Execution would be done through the Private agencies only.	

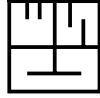


5	PROJECT PROFILE:			
1	PROJECT NAME: HEALTH RESORT AT DIRANG IN WEST KAMENG			
2	Project Background and Rationale : Of interest are Apple orchards, yak breeding farms, hot springs where people go for a holy dip to wash away sins and diseases and Kalachakra, Gompa. Dirang is ideal for Trekking and hiking.			
3.	Project Framework: The project will involve the following activities:			
	a. Health Resort on 4 ha land having 50 beds	Rs. 40 lakh	c.	Tourist resort in one ha. Rs. 250Lakh
	b. Upgradation of existing trekking and hiking facilities	Rs. 10Lakh	d.	Cafeteria Rs. 4 lakh
	<i>Total Cost : Rs. 304 lakh</i>			
4.	Financial Arrangements: 80% of investment in the establishment of Tourist Resort would be through the assistance from the Central Government and rest 20% would be through the State Government itself. For Health Resort, the investment would be done fully by the Private agencies or institution. The existing trekking facilities would be up graded through the 80% financial assistance from the Central Government and rest 20 % is suggested through the State Government.			
5.	Executing Agency: : Arunachal Pradesh Tourism Development Corporation would be the executing agency for the establishment of activities such as tourist huts, Tourist Resort and up gradation of existing trekking facilities. Health resort would be executed through the private agencies.			
6	PROJECT PROFILE:			
1	PROJECT NAME: : LIBRARY CUM EXHIBITION CENTRE AT MENGA CAVE NEAR PASSIGHAT			
2	Project Background and Rationale: Menga cave near Pasighat is famous for the Shiv temple and is under the Centrally sponsored scheme for construction of CC steps and railings for the betterment of its status. The consultant proposes to develop an additional tourist magnet at the site after providing library-cum-exhibition center.			
3.	Project Framework: The project will involve the following activities:			
	Library cum Exhibition Centre on 0.4ha			Rs. 12 lakh
	A cafeteria 0.1 ha			Rs. 4 lakh
	Total			Rs. 16. lakh
4.	Financial Arrangements: : More than 80% of investment in the establishment of library-cum-exhibition center at Menga would be through the assistance from the Central Government and rest 20% would be through the State Government itself. For Cafeteria the investment would be done by the Private Agencies only.			
5.	Executing Agency: : Department of Tourism, Government of Arunachal Pradesh would be the executing agency for the establishment of the library-cum-exhibition center.			



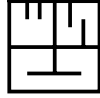
7	PROJECT PROFILE:
1	PROJECT NAME: ECO-TOURISM AT TUTING IN UPPER SIANG
2	Project Background and Rationale : Tuting is located in the upper Siang District and is famous for scenic beauty and snowfall. The site can be developed as the center for filming and camping. Nature Camping, Filming /viewing
3.	Project Framework: A tourist resort (of 20 hutment / 20 tents facility on 0.1 ha with toilet facilities and Upgradation of facilities for mountaineering). Total Cost Rs. 250 lakh
4.	Financial Arrangements & Execution : The assistance from Central Government would be 40 percent and same percentage would be invested by the Private agencies. Only 20 percent would be through the State Government. Arunachal Pradesh Tourism Development Corporation (APTDC) and the Department of Tourism, Government of Arunachal Pradesh would be the executing agency for the eco-tourism development in Tuting

8	PROJECT PROFILE:
1	PROJECT NAME: DEVELOPMENT OF TRIBAL VILLAGE AT DEOMALI IN TIRAP
2	Project Background and Rationale: Deomali is located in the Tirap district and offer a good scope for model tribal village. The villages of Arunachal Pradesh have outlook of traditional values, cultures, arts & crafts, festivals & fairs and dances. Keeping in view to the traditional values of the tribal culture, the consultants have proposed to develop the village of Deomali, a traditional seat of the Monpa
3.	Project Framework: An exhibition Centre showing traditional outfits, arts and crafts, food park and auditorium Total Cost Rs. 40 lakh
4.	Financial Arrangements & Execution: 75% of investment in the establishment of ethnic shopping center would be through the assistance from the Central Government and rest 25 % would be through the State Government. Department of Tourism, Govt. of Arunachal Pradesh would be the executing agency for the establishment of exhibition center, auditorium and food plaza.



9	PROJECT PROFILE:												
1	PROJECT NAME: ECO-TOURISM AT HAYULIANG IN LOHIT DISTRICT												
2	Project Background and Rationale Hayuliang is known for hills rich in flora and fauna, ideal for trekking, hiking, bird watching. Hayuliang is located near Parsuramkund and Dong. The consultants propose to develop Hayliang as major tourist destination within the circuit starting from Tezu linking Hayliang, Parsuram Kund, Walong and Dong.												
3.	Project Framework: The project will involve the following Activities; <table><tr><td>a.</td><td>Botanical Garden</td><td>Rs. 300 lakh</td></tr><tr><td>b.</td><td>Health Resort</td><td>Rs. 40 lakh</td></tr><tr><td>c.</td><td>Hotel Resort</td><td>Rs. 100 lakh</td></tr><tr><td></td><td>Total Cost</td><td>Rs. 440 lakh</td></tr></table>	a.	Botanical Garden	Rs. 300 lakh	b.	Health Resort	Rs. 40 lakh	c.	Hotel Resort	Rs. 100 lakh		Total Cost	Rs. 440 lakh
a.	Botanical Garden	Rs. 300 lakh											
b.	Health Resort	Rs. 40 lakh											
c.	Hotel Resort	Rs. 100 lakh											
	Total Cost	Rs. 440 lakh											
4.	Financial Arrangements & Execution: : In the establishment of Botanical Garden, Health Resort and Tourist lodge, the investment by the Center would be 75% or more and the State Government will share rest. Maximum investment (i.e. more than 75%) in the establishment of Hotel Resort would be through Private Sector. Department of Tourism of Arunachal Pradesh would be the executing Agency for the establishment of Botanical Garden, Health resort and Tourist Lodge and the hotel Resort would be executed along with the Private agency.												

10	PROJECT PROFILE:																	
1	PROJECT NAME: HEALTH TOURISM AT DONG																	
2	Project Background and Rationale: Dong is located in Lohit District and is known for Scenic Valley, Millennium sunrise and Hot Spring; It makes a circuit along with Tezu, Hayulong, Parsuram Kund and Walong																	
3.	Project Framework: The consultant proposes to upgrade the existing trekking and hiking facilities with the establishment of health resort, tourist resort and a a. cafeteria. <table><tr><td>a.</td><td>Health Resort</td><td>Rs. 40 lakh</td></tr><tr><td>b.</td><td>Upgradation of existing trekking and hiking facilities</td><td>Rs. 10 lakh</td></tr><tr><td>c.</td><td>Tourist resort</td><td>Rs. 100 lakh</td></tr><tr><td>d.</td><td>Cafeteria</td><td>Rs. 4 lakh</td></tr><tr><td></td><td><i>Total Cost</i></td><td><i>Rs. 154 lakh</i></td></tr></table>			a.	Health Resort	Rs. 40 lakh	b.	Upgradation of existing trekking and hiking facilities	Rs. 10 lakh	c.	Tourist resort	Rs. 100 lakh	d.	Cafeteria	Rs. 4 lakh		<i>Total Cost</i>	<i>Rs. 154 lakh</i>
a.	Health Resort	Rs. 40 lakh																
b.	Upgradation of existing trekking and hiking facilities	Rs. 10 lakh																
c.	Tourist resort	Rs. 100 lakh																
d.	Cafeteria	Rs. 4 lakh																
	<i>Total Cost</i>	<i>Rs. 154 lakh</i>																
4.	Financial Arrangements & Execution: : In the establishment of Tourist resort and cafeteria, the investment would be through private sector. Central and State Government would invest at the ratio of 75:25. Tourist resort and cafeteria would be executed by the Private agencies while the rest of activities would be through the Department of Tourism, Arunachal Pradesh.																	



11	PROJECT PROFILE:
1	PROJECT NAME: DEVELOPMENT OF VILLAGE CULTURE AT KOMA, MONPA, SHERDUKPEN AND MIJI
2	Project Background and Rationale: Koma is located at 2 kms from Ziro in Lower Subansiri District and offer a good scope for create a model tribal villages. The villages would have an outlook of traditional values, cultures, arts & crafts, festivals & fairs and dances. Keeping in view to the traditional values of the tribal culture, the consultants have proposed to develop the village as a tourist destination. Similar Projects may be proposed for the other three villages.
3.	Project Framework: An exhibition Centre showing traditional outfits, arts and crafts, food park and auditorium Total Cost Rs. 200 lakh (including cost for provision of public utilities
4.	Financial Arrangements & Execution: 75% of investment in the establishment of ethnic shopping center would be through the assistance from the Central Government and rest 25 % would be through the State Government. Department of Tourism, Govt. of Arunachal Pradesh would be the executing agency for the establishment of exhibition center, auditorium and food plaza.

12	PROJECT PROFILE:
1	PROJECT NAME: THEME PARK/AMUSEMENT PARK/SCULPTURE PARK AT ITANAGAR
2	Project Background and Rationale: A theme park showing the traditional values and outfit of Arunachalees people will give boost to grow the place as major tourist destination. Some interesting concept such as Ridge cave, artificial waterfalls, rain dance will attract many tourists
3.	Project: Amusement Park Total Cost Rs. 100 lakh
4.	Financial Arrangements & Execution: The investment in the establishment of theme park or amusement park would be from the private sector. The project would also be executed by the private agencies.

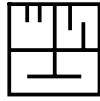


13	PROJECT PROFILE:																														
7	PROJECT NAME: MULTI-FUNCTIONAL MODERN EXHIBITION CENTER AT ITANAGAR, TAWANG AND BOMDILA STALLS SHOWING VARIOUS ARTS, CRAFTS AND TEXTILE, PRODUCTS OF THE -STATE LINED TRADITIONAL ARCHITECTURES.																														
2	Project Background and Rationale: Arunachal Pradesh is rich in Arts and Crafts. There are around 88 crafts centre spread in the thirteen (now fifteen) districts of Arunachal Pradesh. There is a need to exhibit all the specialties of the state and thus attract tourists. Bomdila and Tawang, which is the Buddhist Centre where the maximum number of foreign tourist arrives. Itanagar being the State Capital and located on existing NH-52 connecting major centres in Arunachal Pradesh is chosen for the establishment of the centre.																														
3.	<p>Project Framework: The project will involve the following Activities</p> <table><tr><td>a.</td><td>Construction Cost</td><td></td></tr><tr><td>i.</td><td>Itanagar (bigger than other two)</td><td>Rs. 20 Lakh</td></tr><tr><td>ii.</td><td>Tawang</td><td>Rs. 15 lakh</td></tr><tr><td>iii.</td><td>Bomdila</td><td>Rs. 15 lakh</td></tr><tr><td>b.</td><td>Air-conditioned Auditorium of 50 people's seating arrangement</td><td>Rs. 100 lakh</td></tr><tr><td></td><td>Arrangement for promotion and organization of Arts & Cultural programmes, and showing dramas, movies, documentaries.</td><td>Rs. 5.0 lakh</td></tr><tr><td>c.</td><td>A Cafeteria</td><td>Rs. 4 lakh</td></tr><tr><td>d.</td><td>Banking and Foreign Exchange Facilities</td><td>Rs. 4 lakh</td></tr><tr><td>e.</td><td>Tourists Information Centre</td><td>Rs. 10 lakh</td></tr><tr><td></td><td>Total Cost</td><td>Rs.173Lakh</td></tr></table>	a.	Construction Cost		i.	Itanagar (bigger than other two)	Rs. 20 Lakh	ii.	Tawang	Rs. 15 lakh	iii.	Bomdila	Rs. 15 lakh	b.	Air-conditioned Auditorium of 50 people's seating arrangement	Rs. 100 lakh		Arrangement for promotion and organization of Arts & Cultural programmes, and showing dramas, movies, documentaries.	Rs. 5.0 lakh	c.	A Cafeteria	Rs. 4 lakh	d.	Banking and Foreign Exchange Facilities	Rs. 4 lakh	e.	Tourists Information Centre	Rs. 10 lakh		Total Cost	Rs.173Lakh
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d.	Banking and Foreign Exchange Facilities	Rs. 4 lakh																													
e.	Tourists Information Centre	Rs. 10 lakh																													
	Total Cost	Rs.173Lakh																													
4.	Financial Arrangements & Execution: 75% of investment in the establishment of Multifunctional modern exhibition center would be through the assistance from the Central Government and rest 25 % would be through the State Government																														



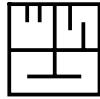
14	PROJECT PROFILE:
1	PROJECT NAME: ESTABLISHING A INTER-STATE BUS TERMINAL AT ITANAGAR
2	Project Background and Rationale: The road transport is the only means of transport in the State. The State still depend on the transportation services of Assam. There is need to develop a major Inter State Bus Terminal (ISBT) in the Northeastern Hill Council States which will integrate the movement pattern and interstate goods movement. To form the integrate tourism Circuits in Northeast, the ISBT will help to smooth traveling for the adjacent tourist destination
3.	Project Framework: Inter-State Bus Terminal Total Cost Rs. 300 lakh
4.	Financial Arrangements & Execution.: The investment in the establishment ISBT would be from the assistance from the Central Government and the State Government. Private agencies would be the executing agency.

15	PROJECT PROFILE:
1	PROJECT NAME: DEVELOPMENT OF BAMGA-JANG
2	Project Background and Rationale: Bamga-jang is a very important religious destination. Large number of pilgrims visit the place from Bhutan & Arunachal Pradesh. There is a huge lake and Gompa having much religious significance. However, no facilities exist for the tourists. There is a need to create accommodation and other related facilities including beautification of lake.
3.	Projects:
	Beautification of Lake Rs. 15 lakh
	Cafeteria/Food Park Rs. 10 lakh
	Landscaped Garden Rs. 30 lakh
	Boating Facilities Rs. 5 lakh
	Public Utilities Rs. 20 lakh
	Total Cost Rs. 80 lakh
4.	Financial Arrangements & Execution.: The investment in the establishment of the above facilities would be from the assistance from central & state Government. The involvement of the private agencies would be in operation & maintenance.



16	PROJECT PROFILE:			
1	PROJECT NAME: ROPEWAY FROM TAWANG MONASTERY TO ANNE GOMPA			
2	Project Background and Rationale: The Anne Gompa is a nunnery located on a hill across the Tawang Monastery. There is no approach road to the nunnery and one has to trek for few hours to reach the Anne Gompa.			
3.	Project: Ropeway			
	Total Cost	Rs. 500 lakh		
4.	Financial Arrangements & Execution: The investment in the establishment of the above facilities would be from the assistance from Department of Tourism. The involvement of the private agencies would be in operation & maintenance.			

17	PROJECT PROFILE:			
1	PROJECT NAME: NATURE INTERPRETATION CENTRE AT BHALUKPONG			
2	Project Background and Rationale: Bhalukpong being rich in orchids, there is immense scope development of a Nature Park			
3.	Project: Nature Park			
	Theme Park	Rs. 100 lakh		
	Library & Meditation Hall	Rs. 40 lakh		
	Public Utilities	Rs. 20 lakh		
	Total Cost	Rs. 160 lakh		
4.	Financial Arrangements & Execution: The investment in the establishment of theme Park would be from private sector. Library cum meditation would be above facilities would be from the assistance from central and State Government. The involvement of the private agencies would be in operation & maintenance.			



18	PROJECT PROFILE:	
1	PROJECT NAME: HIGH ALTITUDE GOLF COURSE AT SANGTE, NEAR DIRANG	
2	Project Background and Rationale: ... Sangte falls under Bhalukpong-Tawang-Bomdila circuits, which provides excellent scope for golf course.	
3.	Project: Development of Golf Course with club/Restaurants	
	Total Cost	Rs. 200 lakh (Excluding the cost of land)
4.	Financial Arrangements & Execution: More than 75% of investment would be done by the private agencies to establish the Golf course and 25% will be from the investment by the State Government. Private agencies would also be involved with the Department of Tourism, Arunachal Pradesh in the execution of Golf Course	

19	PROJECT PROFILE:	
1	PROJECT NAME: PREPARATION OF MASTER PLAN FOR THE TAWANG MONASTERY	
2	Project Background and Rationale: The Tawang Monastery is one of the oldest and largest Monasteries in Asia. This could be developed as International Buddhist destination. It requires proper planning and infrastructure development to reach international standard. A Master Plan is required to prepare for the Monastery identifying the major infrastructure requirement and its recommended projects projects.	
3.	Project Cost: 100 lakh	
4.	Financial Arrangements & Execution: The cost of preparation of the Comprehensive Plan would be through financial assistance from Central Government. Private agencies would be involved in the preparation of the Plan. The plan would be implemented through the Department of Tourism Government of Arunachal Pradesh.	

Total Cost of major Proposed Project = 9131 lakhs or say 91.31 crores

10.4 Other Projects & Schemes								
Sl No.	Destination/ Attraction District	Characteristics of Destination	Development Scheme	Executing Agency	Est. Cost (Rs in lakhs)	Financing Pattern		
						Central Govt.	State Govt./ AIDC	Private Sector
Circuit No.1 Bhalukpong-Bomdila -Tawang-Zemithiang-Dirang-Rupa-Lumla-Sheregaon-Jamiri								
1	Tawang* (Tawang)	Hill Stations,Scenic Beauty, Trekking and Hiking, Rock Climbing, 350 Yrs Old Buddhist Monastery	Tourist Lodge Multi purpose Hall Cafeteria at BTK fa;s Upgradation of trekking	DOTAP DOTAP DOTAP DOTAP	15 12 4 10	Central Govt. Central Govt. Central Govt. Central Govt.	State Govt./ AIDC State Govt./ AIDC State Govt./ AIDC State Govt./ AIDC	-- -- -- --
2	Selapass* (Tawang)	Tourist Spot-a14000 ft high, angling, trekking, hiking	Tourist Huts	DOTAP/ APTDC	18	Central Govt.	State Govt./ AIDC	--
3	Garila Peak* (Tawang)	Tourist Spot	Public Facilities	DOTAP	20	Central Govt.	State Govt./ AIDC	--
4	Papu Valley* (Tawang)	Tourist Spot	Public Facilities	DOTAP	20	Central Govt.	State Govt./ AIDC	--
6	Sangetsar lake* (Tawang)	42 km from Tawang, Scenic Beauty	Public Facilities	DOTAP	20	Central Govt.	State Govt./ AIDC	--
7	Gorichen Lake* (Tawang)	22500 feet, 164 km from Tawang, Ideal for mountaine expeditions	Trekking facilities	DOTAP	20	Central Govt.	State Govt./ AIDC	--
8	Nuraneng Waterfalls* (Tawang)	42 kms. From Tawang, enticing beauty of milky white water, which is thunderous and enthralling like an oration.	Public Facilities	DOTAP	20	Central Govt.	State Govt./ AIDC	--
9	Bomdila* (West Kameng)	Hill Station, Scenic Beuty, Trekking and Hiking, Craft Centre, Buddhist Monastery, Pakhui Wildlife Sanctuary	Tourist Lodge Luxury Hotel Shopping Centre with Auditorium	DOTAP PVT. DOTAP/ APTDC	45 500 80	Central Govt. -- Central Govt.	State Govt./ AIDC -- State Govt./ AIDC	-- Private Sector ...
10	Zemithiang* (Tawang)	Gorcham Chorten (Stupa), Scenic Beauty,	Public Facilities	DOTAP	20	Central Govt.	State Govt./ AIDC	...
11	Eagle's Nest* (West Kameng)	Wild Life Sanctuary	Watch Tower	DOTAP	4	Central Govt.
12	Sessa Orchid* Memorial (West Kameng	Wild Life Sanctuary	Watch Tower	DOTAP	4	Central Govt.
13	Rupa (West Kameng)	Landscape scenic beauty, Monaslay	Tourist Hut	DOTAP/ APTDC	18	Central Govt.	State Govt./ AIDC	...
14	Lumla (Tawang)	Monastery	Public Facilities	DOTAP	20	Central Govt.	State Govt./ AIDC	
15	Sheregaon (west Kamenal)	Apple Orchid	Orchard Centre	PVT.	40	Private Sector
16	Jamiri 9West Kameng)	Scenic beauty and trekking Megalithic Site, Historical /Religious Site	Trekking facilities upgradation	DOTAP	10	Central Govt.

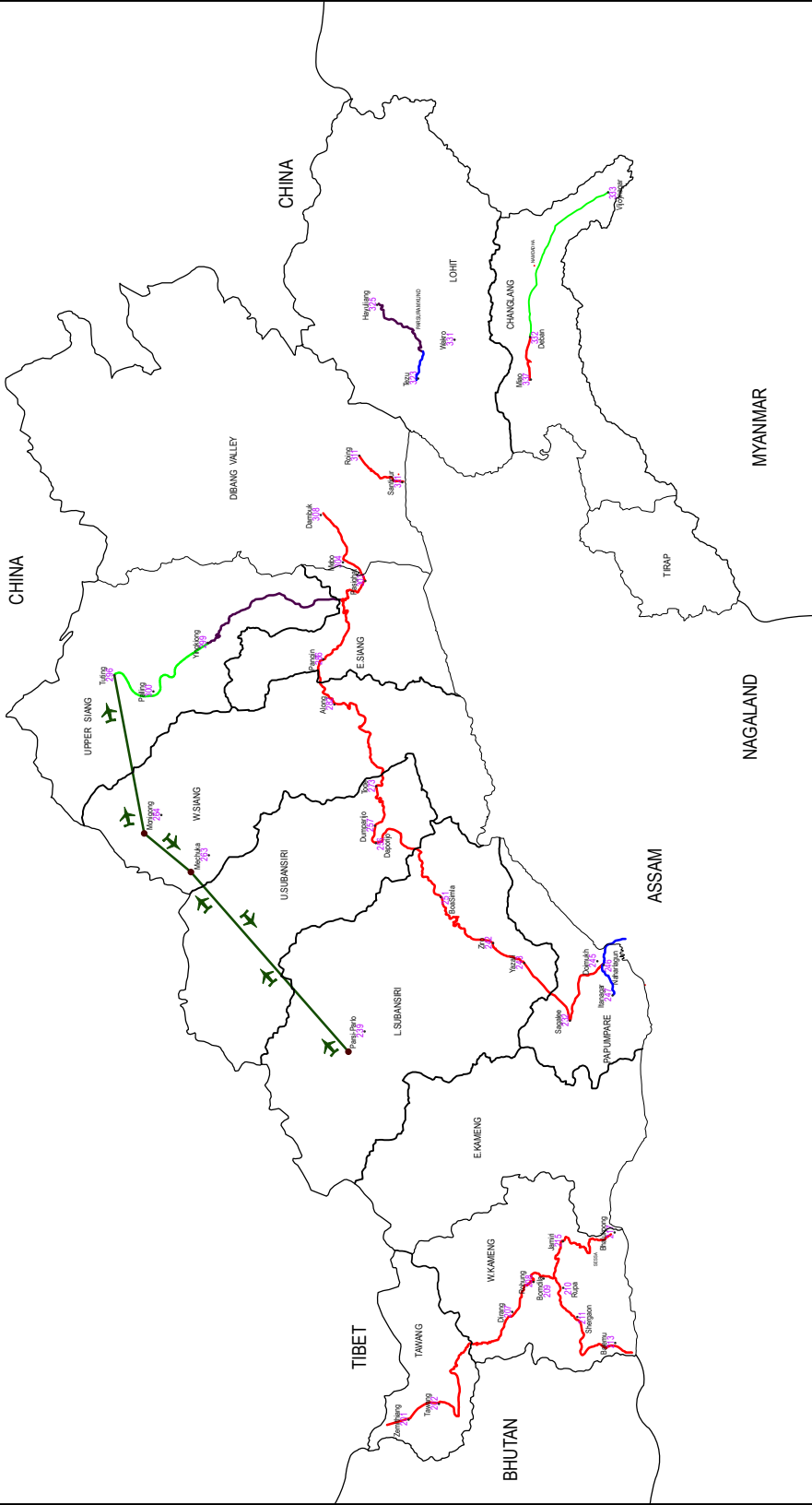
Sl No.	Destination/ Attraction District	Characteristics of Destination	Development Scheme	Executing Agency	Est. Cost (Rs in lakhs)	Financing Pattern		
						Central Govt.	State Govt./ AIDC	Private Sector
Circuit No. 2 Itanagar-Ziro-Daparijo- Along Pasighat-Dambuk								
17	Itanagar* (Papum-Pare)	Capital city, Itanfort, Jawaharlal Nehru Memorial Museum, Ganga lane, Polo Park, Naharlagun, Boating & canoeing	Tourist Lodge	DOTAP	45	36	9	...
			Luxury Hotel	DOTAP	500			Private Sector
			Luxury Resort/I	DOTAP	250			Private Sector
			Shopping Centre with Auditorium & Craft	DOTAP	120	Central Govt.	State Govt./ AIDC	Private Sector
18	Naharlagun* (Papum-Pare)	Craft Centre, Polo Park, Pachin River-Fishing Handicrafts CentreSpot,	Ethnic Shopping Centre	DOTAP	40	Central Govt.	State Govt./ AIDC	
19	Gekar Sinyi *(Ganga Lake) (papum Pare)	Situating in the foothills of the Himalayas, surrounded by land mass and hard rock, dense semi-evergreen forest, Many Interesting plant species	Speciality Hospital	Pvt	100	Private Sector
			Tourist Lodge	DOTAP/APTDC	30	Central Govt.	State Govt./ AIDC	...
			Health Resort	DOTAP/Pvt	40	Central Govt.	State Govt./ AIDC	50% private Sector
			Botanical Garden	DOTAP/APTDC	100	Central Govt.	State Govt./ AIDC	...
20	Itanagar WLS* (Papum Pare)	Wild Life Sanctuary	Tourist Lodge	DOTAP	15	Central Govt.	State Govt./ AIDC	...
21	Ziro* (Lower Subansiri)	High altitude fish farm Pine and bamboo groves, trekking & hiking, talley valley sanctuary	Tourist Lodge	DOTAP	15	Central Govt.	State Govt./ AIDC	...
22	Talley Valley* (Lower Subansiri)	Valley (30km from Ziro), picturesque township, lush green paddy fields, paddu cum pisciculture, eco-tourism	Trekkers Hut	DOTAP	5	Central Govt.	State Govt./ AIDC	...
23	Daporijo* (Upper Subansiri)	Trekking & hiking Beautiful canes	Tourist Lodge	DOTAP/APTDC	30	Central Govt.	State Govt./ AIDC	...
24	Along* (west Siang)	Scenic Beauty, Confluence of white water river, breeding farms, trekking, angling and hiking	Tourist Lodge Luxury Hotel	PVT.	500	Private Sector
25	Malinithan* (West Siang)	Regional Hindu Temple, Ruins of a big temple 14th - 15th century, Akshi-Ganga water falls 5 km. away from Malinithan, Trekking and hiking	Tourist Hut/Dormitory	DOTAP	12	Central Govt.	State Govt./ AIDC	...
26	Akashi Ganga* (East Siang)	Associated with the legend of Parvati, magnificent bird's eyview of the Brahmaputra	Tourist Huts	DOTAP/APTDC	12	Central Govt.	State Govt./ AIDC	...
27	Pasighat* (East Siang)	Dr. Daying Ering Wildlife Sanctuary, Flora & Fauna, river rafting boating and angling	Tourist Lodge Helopad	DOTAP/APTDC DOTAP/PVT.	30 2200	Central Govt. Central Govt.	State Govt./ AIDC	Private Sector
28	Dr. Dying Ering Memorial* (Pasighat) (Esat Siang)	Wild Life Sanctuary	Watch Tower	DOTAP	4	Central Govt.
29	Mouling NP* (West Siang)	National Park	Watch Tower	DOTAP	4	Central Govt.
30	Koma (2 km from Ziro) (Lower Subansiri)	Village Culture	Ethnic Shopping Centre with Auditorium	DOTAP/APTDC	40	Central Govt.	State Govt./ AIDC	...
			Food Park	DOTAP/APTDC	5	Central Govt.
31	Kane WLS* (west Siang)	Wild Life Sanctuary	Watch Tower	DOTAP	4	Central Govt.

SI No.	Destination/ Attraction District	Characteristics of Destination	Development Scheme	Executing Agency	Est. Cost (Rs in lakhs)	Financing Pattern		
						Central Govt.	State Govt./ AIDC	Private Sector
Circuit No. 3: Pasighat-Jengging-Yingkiong								
32	Pasighat* (Esat Siang)	Dr. Daying Ering Wildlife Sanctuary, Flora & Fauna, river rafting boating and angling	Covered earlier
33	Dr. Dying Ering Memorial *(Pashighat) (East Siang)	Wild Life Sanctuary	Covered earlier
34	Mouling NP* (West Siang)	National Park	Covered earlier
35	Menga cave* (Pasighat) (East Siang)	Temple (Shiva)	Covered earlier
36	Sirki Water Fall* (east Siang)	Ideal for Trekking, Hiking, Picnic Spot, Outing	Upgradation of trekking	DOTAP	20	Central Govt.	State Govt./ AIDC
37	Kaker Monying* (East Siang)	Historical Importance (Abor fought Britisher (Mr. William) and won)	Wayside facilities	DOTAP	40	Central Govt.	State Govt./ AIDC
38	Jengging* (Upper Siang)	Hill Station, Namchama, Pean, Trekking & hiking , River rafting, Tea Gardens at Ramsing, Pegulane	Public Facilities	DOTAP	20	Central Govt.	State Govt./ AIDC
Circuit No. 4: Roing-Mayadia-Anini								
39	Roing* (Dibang valley)	Mehao Lake, Sanctuary, Snowfall areas, Trekking and Hiking, Boating in Salley Lake	Tourist Lodge	DOTAP	15	Central Govt.	State Govt./ AIDC	...
40	Salley Lake* (Dibang Valley)	Boating, Scenic Beauty	Beautification of Sella Lake	DOTAP	10	Central Govt.	State Govt./ AIDC	...
41	Mehao (Roing)* (Dibang Valley)	Wild Life Sanctuary	Watch Tower	DOTAP	4	Central Govt.
42	Mehao Memorial (Roing)* (Dibang Valley)	Wild Life Sanctuary	Watch Tower	DOTAP	4	Central Govt.
43	Kamlang Memorial* (Lohit)	Wild Life Sanctuary	Watch Tower	DOTAP	4	Central Govt.
44	Bhismaknagar* (Lohit)	Dikrong and the Dibang rivers. The Fortress has an elongated semi circle shape extending over an area of about 10 sq. km. The name originated from its king Bhismaka..	Wayside amenities	DOTAP	20	Central Govt.	State Govt./ AIDC	...
45	Anini*	Scenic Beauty	Tourist Huts	DOTAP/APTDC	12	Central Govt.	State Govt./ AIDC	...
46	Mayudia*(Dibang Valley)	Tourist Spot-2443 mts high Snowfall and Scenic Beauty	Public Facilities	DOTAP	20	Central Govt.	State Govt./ AIDC	...

SI No.	Destination/ Attraction District	Characteristics of Destination	Development Scheme	Executing Agency	Est. Cost (Rs in lakhs)	Financing Pattern		
						Central Govt.	State Govt./ AIDC	Private Sector
47	Tale (Dibang Valley)	Wild Life Sanctuary, Talley valley	Tourist Huts	DOTAP/APTDC	12	Central Govt.	State Govt./ AIDC	...

SI No.	Destination/ Attraction District	Characteristics of Destination	Development Scheme	Executing Agency	Est. Cost (Rs in lakhs)	Financing Pattern		
						Central Govt.	State Govt./ AIDC	Private Sector
Circuit No. 5: Tezu-Hayuliang-Parsuramkund-Wakro-Walong-Pukhuri-Dong								
48	Tezu* (Lohit)	Parasuram Kund, Glow Lake, Trekking & Hiking	Tourist Lodge	DOTAP	15	Central Govt.	State Govt./ AIDC	...
49	Parsuramkund* (Lohit)	Religious importance, pilgrims take a dip in the kund during Makar-Sankranti in Jan.	Public Facilities	DOTAP/APTDC	20	Central Govt.	State Govt./ AIDC	...
50	Wakro (Lohit)	Scenic beauty and trekking	Upgradation of trekking	DOTAP	10	Central Govt.	State Govt./ AIDC	...
51	Pukhuri* (Lohit)	Archeological Site	Public Facilities	DOTAP	20	Central Govt.	State Govt./ AIDC	...
Circuit No. 6: Margherita (Assam)-Miao- Namdapha-Changlang-Vijoyngar-Deomali								
52	Miao* (Changlang)	Mini Mo, Tibetan refugee settlement area, where colourful woolen carpets of various designs are produced. Namdapha National Park, a few kilometres away from Miao, Trekking, hiking and angling in the river Nao-dihing	Recreation Centre	DOTAP	20	Central Govt.	State Govt./ AIDC	...
			Tourist Huts	DOTAP	7	Central Govt.	State Govt./ AIDC	...
53	Namdapha NP* (Changlang)		Ethnic Shopping Centre	DOTAP/APTDC	18	Central Govt.	State Govt./ AIDC	...
			Upgradation of trekking	DOTAP	10	Central Govt.	State Govt./ AIDC	...
54	Changlang* (Changlang)	National Park	Watch Tower	DOTAP	10	Central Govt.	State Govt./ AIDC	...
54	Changlang* (Changlang)	JaRampur,	Tourist Lodge	DOTAP	45	Central Govt.	State Govt./ AIDC	...
		Ind World War Cemetery	Luxury Hotel	PVT.	1000	Private Sector
55	Vijoyngar* (Changlang)	Historical Site/Religious/Snow World, Scenic Beauty	Wayside facilities	DOTAP	20	Central Govt.	State Govt./ AIDC	...
56	Deomali		Tourist Hut	DOTAP	6	Central Govt.	State Govt./ AIDC	...
		Tribal Villages	Ethnic Shopping Centre with Auditorium	DOTAP/PVT.	40	Central Govt.	State Govt./ AIDC	...
Circuit No. 7 Parsi Parlo-Mechuka-Monigaong-Tuting (New Circuit)								
57	Monigaong (near Mechuka) (West Siang)	cave investigated made of lime stone	Wayside facilities	DOTAP	20	Central Govt.	State Govt./ AIDC	...
58	Parsi Parlo (Lower Subansiri)	Scenic beauty, Neolithic Site, Historical/Religious Site	Wayside facilities	DOTAP/APTDC	20	Central Govt.	State Govt./ AIDC	...

Note: A ----- identified destination to include in the Proposed Sector



<p>LEGEND:</p> <ul style="list-style-type: none">International BoundaryState BoundaryRoads to be upgraded to NHExisting NHRoads to be upgraded to SHNew SHRoads to be upgraded to MDRExisting MDRExisting ODRProposed Routes of Helicopter, Chopper/Planes	<p>TITLE:</p> <h1>PROPOSED ROAD NETWORK</h1> <p>PROJECT:</p> <p>20 YEARS PERSPECTIVE TOURISM MASTER PLAN FOR THE STATE OF ARUNACHAL PRADESH</p>	<p>MAP NO. 10.1</p> <div data-bbox="997 506 1152 766"><p>SCALE</p><p>20 10 0 20 40 60 KM</p><p>N</p></div>	<p>CLIENT:</p> <p>DEPARTMENT OF TOURISM GOVERNMENT OF INDIA</p> <p>CLIENT:</p> <p>CONSULTING ENGINEERING SERVICES (INDIA) LTD. 57, MANUJSHA BLDG. 5TH FLOOR NEHRU PLACE NEW DELHI.</p>
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INVESTMENT PLAN AND FUNDS REQUIREMENT

FUNDING MECHANISM

*CENTRAL FINANCIAL ASSISTANCE TO
STATE GOVERNMENT*

Equity Scheme

INSTITUTIONAL ASSISTANCE

*PACKAGE OF INCENTIVES FOR PROMOTING
PRIVATE INVESTMENT IN THE TOURISM
SECTOR*

FINANCIAL/INVESTMENT ANALYSIS





CHAPTER-11

INVESTMENT PLAN AND SOURCES OF FUNDING

11.1 BACKGROUND

The Consultants have worked out the cost of envisaged tourism based infrastructure in the 20 years Perspective Tourism Plan for the state of Arunachal Pradesh. A summary of the financial and sectoral plan for investment of the sizable capitals has been detailed out below to facilitate the creation of facilities and amenities to cater the needs of projected flow of tourist traffic.

11.2 INVESTMENT PLAN AND FUNDS REQUIREMENT

11.2.1 The required sizable capital investment for development of basic infrastructure, tourism infrastructure, tourism product development, human resource development and marketing and promotion development, as per broad estimates an aggregate sum of Rs 174.65 crores would be required for the 20 year Tourism Plan for the Perspective Year - 2021, bifurcated into immediate phase, short term phase and long term phase and respective tourism sectors vide Annexure (i). A summary of the financial and sectoral plan, indicating phasing of funds requirement for the perspective plan is given in Table 11.1.

Table 11.1
Financial Plan and Phasing of Funds Requirement of
Arunachal Pradesh Tourism Master Plan

	Immediate Phase (3 years) Rs in lakhs	Short Term Phase (5 years) Rs in lakhs	Long Term Phase (12 years) Rs in lakhs	Total Rs in Lakhs
A) Basic Infrastructure	750	6310	2200	9260
B) Tourism Infrastructure	1362	1857	720	3939
C) Tourism Product Development	482	2447	657	3586
D) Human Resource Development	80	80	120	280
E) Promotion & Marketing	145	75	180	400
TOTAL	2819	10769	3877	17465



11.3 FINANCIAL/INVESTMENT ANALYSIS

Keeping in view the funding mechanism described above, the Perspective Tourism Plan of Arunachal Pradesh is proposed to be financed from different sources as analyzed in Table 11.3.

Table 12.3 :Financial/Investment Analysis of Arunachal Pradesh Tourism Master Plan
Rs In Lakhs

	Central Financial Assistance Scheme	State Financial Assistance	Private Sector	Total
A. Basic Infrastructure	3839	121	5300	9260
B. Tourism Infrastructure	661	215	3063	3939
C. Tourism Product Deptt.	1531	565	1490	3586
D. Human Resource Devpt.	250	30	---	280
E. Promotion & Marketing	350	50	---	400
T O T A L	6631	981	9853	17465

It would be observed from the above analysis that Arunachal Pradesh Perspective Tourism Plan costing Rs 17465 lakhs is proposed to be fund to the extent of Rs 6631 lakhs under Central Financial Assistance Scheme and Rs 981 lakhs under State assistance leaving Rs 9853 lakhs to be funded by the Private Sector.

11.3.1 For working out the investment plan, the following broad structure has been adopted:

i) Sector wise Classification

The classification of capital expenditure has been done in the following categories.

- A) Basic Infrastructure
- B) Tourism Support Infrastructure
- C) Tourism Product Development
- D) Human Resource Development
- E) Promotion and Marketing

ii) Phasing of Capital Expenditure

The phasing of capital expenditure of the Perspective Plan into immediate phase, short-term phase and long term phase has been made as under:

Phase	Start Year	End Year
I . IMMEDIATE PHASE	2002	2004
II . INTERIMEDIATE PHASE	2005	2009
III. LONG TERM PHASE	2010	2021



11.3.2 The annual requirement of funds for respective sectors, has been indicated in table 11.2

Table 11.2 Annual Requirement of funds for Arunachal Pradesh Tourism Perspective Plan (Rs in lakhs)

i. IMMEDIATE PHASE

Year	Basic Infrastructure	Tourism Infrastructure	Tourism Product Development	Human Resource Development	Promotion & Marketing	Total
2002	-	20	17	5	15	57
2003	200	362	97	35	15	709
2004	550	980	368	40	115	2053
Sub Total	700	1362	482	80	45	2819

ii. INTERMEDIATE PHASE

Year	Basic Infrastructure	Tourism Infrastructure	Tourism Product Development	Human Resource Development	Promotion & Marketing	Total
2005	700	1167	693	40	15	2615
2006	1305	578	670	10	15	2578
2007	1805	30	510	10	15	2370
2008	1500	53	364	10	15	1942
2009	1000	29	210	10	15	1264
Sub Total	6310	1857	2487	80	75	10769

III. LONG TERM PHASE:

Year	Basic Infrastructure	Tourism Infrastructure	Tourism Product Development	Human Resource Development	Promotion & Marketing	Total
2010	800	49	125	10	15	999
2011	-	9	95	10	15	129
2012	-	125	95	10	15	245
2013	-	222	107	10	15	354
2014	200	209	60	10	15	494
2015	-	15	25	10	15	65
2016	-	30	40	10	15	95
2017	-	40	25	10	15	90
2018	600	15	35	10	15	675
2019	400	2	25	10	15	452
2020	200	4	15	10	15	244
2021	-	-	10	10	15	35
Sub Total	2200	720	657	120	180	3877
GRAND OTAL	9260	3939	3426	280	300	17465



11.4 FUNDING MECHANISM

The plan schemes for the development of tourism infrastructure and improvement of tourism products mainly consist of the following:

- i) Central Financial Assistance to State Govt. for developing tourist facilities and product development.
- ii) Institutional Assistance.
- iii) Package of incentives for promoting private investment in the tourism sector.

11.4.1 CENTRAL FINANCIAL ASSISTANCE TO STATE GOVERNMENT

The Ministry of Tourism extends financial assistance to States/UTs for augmentation of tourist infrastructural facilities, production of publicity material and for celebration of certain identified fairs & festivals that are important from tourists interest point of view. Assistance is provided every year on the basis of specific proposals received from the State/UT Govts., and in respect of the projects that are short-listed for consideration during that particular year.

11.4.1.1 Criteria for Central Assistance

Central financial assistance is based on the following criteria:

- a) Tourism potential of the place in terms of unique attractions and the volume of present traffic.
- b) Inclusion of the place in the travel/water-way circuits, list of specified areas identified by the Ministry for intensive development or in the list of Pilgrim Centres identified for development of infrastructural facilities in cooperation with charitable institutions, trusts or local bodies.
- c) Existing shortage of tourist facilities at the place as established by feed back from tourists, travel intermediaries, tourist offices or as per master plans prepared for its development.
- d) Past performance of the State/UT in timely implementation of projects sanctioned by the Central Govt.
- e) Priority assigned to tourism by the State/UTs and their capacity to absorb central assistance i.e., financing state/UT components of the assisted projects.
- f) Projects in potential tourist places where basic amenities and infrastructure like roads, transport, water, electricity, sewerage, telecom facilities etc., are available and they can be developed with minimum investment.
- g) Proposals where all preliminary formalities for taking up of the projects (like land acquisition, approval of plans etc.,) have already been completed and the work can be started immediately after sanction of the project.



11.4.1.2 Pattern of Financial Assistance

Specified projects taken up for financial assistance under various schemes of the Ministry, are assisted either under normal funding pattern or under 'equity' pattern. In normal funding, while the Ministry of Tourism the cost of land meets the cost of construction/acquisition of the asset up to the amount prioritized for it, external facilities, furnishing, etc. are met by the State/UT Governments. Projects of developmental nature are assisted under normal funding pattern.

All commercially viable projects and projects of State/UT tourism Development Corporations are assisted under equity scheme under which 28% of the project cost is provided by the Ministry of Tourism, 12% by the State/UT Governments or Tourism Development Corpn. And the balance 60% funded by loan assistance from financial institutions.

11.4.1.3 General guidelines applicable to all Infrastructural projects

Proposals should be duly approved by the State/UT Secretary/Director (Tourism) and submitted in the prescribed Performa.

- a) In case the project is approved, central assistance is released to the concerned State/UT Director tourism/MD Tourism Development Corporation who is responsible for ensuring effective and timely utilization of the funds.
- b) Only proposals, which have been short-listed for consideration during the relevant year, are entertained.
- c) The State/UT Govt. should make available details (project costs, dates of sanction, reasons for non-utilization etc.) of the Central Govt. funds remaining unutilized with them for the projects sanctioned more than a year back.
- d) Proposals should be self-contained covering all the information necessary for their consideration and approval.
- e) While projects costing upto Rs. 50 lakhs can be got executed by any State/UT Govt. agency, those costing above Rs 50 lakh but and upto Rs 1 crore should be executed by State/UT PWD or Construction Corporation, State tourism corporation (with construction wing). Project costing Rs 1.00 crore and above would be executed only by CPWD, if specific no objection is not given by it.
- f) In the cases of infrastructural projects, the States/UTs should provide approach road, water & sewerage system, electricity, transport, telecom and other essential facilities (if not already available) in the proposed project site. The Govt. should also meet, the liability on site development, compound wall/fencing of the site, architect's fee, tentage/agency charges (where CPWD or ASI is not the executing agency), furniture and furnishing, normal recurring and non-recurring expenditure



(like staff salary, normal repairs and maintenance etc.) liability on account of time and cost over-runs of the project would also be met by them.

- g) The assets created will remain the property of Government of India with the right of inspection but they will be given to the State/UT Govt. for operation and management on payment of Rs 1/- p.m.
- h) The State/UT Government would be free to charge for the facilities/services provided and surplus revenue earned from the project would be used for creation of additional facilities or for improvement of the facilities already created.
- i) The State/UT will not sub-lease of assets to a third party without specific approval of the Ministry.
- j) The State/UT Govts. Should follow the cordial formalities (like competitive tendering, expenditure guidelines etc.) prescribed in the relevant rules and regulations of the Govt.
- k) State/UT Govts. are not free to change the location or scope of the project after the Central Govt approves it.
- l) Funds released for a specific purpose should be utilised strictly for the same purpose and as per the terms and conditions attached thereto.
- m) The State/UT Govt. should start the work on the project within 6 months from the date of project within a maximum period of one year.
- n) The State/UT Govt. will make available to the Ministry of Tourism in the first week of April and October every year reports on the physical and financial progress of the project.

11.4.1.4 Development of Pilgrim/Tourist Centres and Major tourism Projects

- a) Composite projects for identified Tourist Centre/Pilgrim Centres would be considered for Central Financial Assistance.

Funding for major projects costing more than one crore would be considered subject to there being a proper Master Plan. Funds would be provided for identified components such as:

- 1) Internal small link roads, internal water supply, internal drainage and waste disposal systems/signage,
- 2) Land escaping and development, Development of parking areas,
- 3) Development, conservation and restoration of heritage properties,



- 4) Development of Ghats and Lakes,
- 5) Development of Skis Slopes,
- 6) Construction of ropeways and ski-lifts,
- 7) Development of Tourist bus stands, tourist parking areas,
- 8) Development of Tourist Computer Centre,
- 9) Construction of jetties,
- 10) Restoration of old fountains,
- 11) Development of picnic spots,
- 12) Flood lighting of monuments,
- 13) Health resorts,
- 14) Toilets,
- 15) Budget accommodation/Tourist Bungalows/Tourist Reception Centers etc.
- 16) Cafeteria

The maximum assistance is provided up to Rs 2-00 crores for each project. And the release is made in phased manner.

11.4.1.5 Equity Scheme

This scheme is mainly intended to provide assistance to State/UT. Govts. and tourism Development Corporations for taking up projects which are commercially viable. Assistance under the scheme is provided on merits on case-to-case basis. The salient features of the scheme are as under:

- State/UT Govts. or Tourism Development Corporations as the case maybe would prepare the project proposals and approach the concerned Financial Institutions viz. SFCs or SIDCs, in cases of projects with capital cost upto Rs 3.00 crores and TFCI in cases of projects costing more than Rs 3.00 crores for appraisal of the projects and approval of loan assistance of at least 60% of the project cost.
- The equity capital would be up to 40% of the project cost
- Assistance from the Ministry of Tourism would be limited to 28% of the project cost and it would be released to the concerned State/UT Govt. as a grant
- The concerned State/UT Govt. or Tourism Development Corporation would provide the balance of the equity capital i.e. 12% of the project cost.
- As per the present norms adopted by the Financial Institutions, only up to 10% of the Project cost would be reckoned towards the value of land.

After the financial institution has approved the project for loan assistance, the State/UT Government would approach the Ministry of Tourism for approval of its share of the project cost in principle. The central assistance that may be approved would be released in two installments viz. 50% after the State/UT Government/ Tourism Development Corporation as



the case may be has brought in its share of the project cost and the FI has released at least 50% of the term loan sanctioned by it and the balance after disbursement of the full loan by the Financial institution and assessment of the physical and financial progress of the work.

11.4.1.6 Assistance for Promotion & Publicity

In addition to assistance for creation of tourist infrastructural facilities, the Ministry of Tourism also extends financial assistance to States & UTs under the following two schemes boosting their promotion and publicity efforts.

- *Assistance for Production of Literature:*

This scheme has been devised to meet the needs of States/Union Territories in the Northeastern region and Jammu & Kashmir to promote their tourist destinations. The features of the scheme are:

- i) Literature to be produced by the State/Union Territory Government should not be the same or similar to those produced by the Ministry of Tourism
- ii) Adequate amount of material should be produced and a specified quantity the same should be given to the Ministry of Tourism for its use.
- iii) Competitive tendering system has to be followed
- iv) Assistance will be upto 50% of the total cost of production excluding sales tax.

- *Assistance for Promotion of Fairs & Festivals:*

Under the second scheme, assistance upto 50% of the expenditure incurred on creation of permanent/semi permanent structures, setting up of stage, production of posters and pamphlets and release of advertisements in two national newspapers subject to an overall ceiling of Rs. 5 lakhs per festival is extended by the Ministry of Tourism. The assistance is given only for celebration of certain selected festivals, which are important from tourism angle. The assistance is subject to the following conditions:

- i) The State/UT Govt. should give a brief write-up on the tourist importance of the festival.
- ii) The State/UT Governments should follow all the cordial formalities like competitive tendering etc. prescribed in the rules before incurring any expenditure.
- iii) Only 50% of the approved assistance would be given as advance. The balance amount would be released only as reimbursement after full details of expenditure (including State/UT components) and utilization certificate for the amount released by MOT and a brief note on the advantages gained as a result of the celebrations are furnished to the MOT within 6 months of conclusion of the Fair/Festival.
- iv) No assistance will be given for creation of permanent/semi-permanent assets in the same place where creation of such assets was financed earlier by the MOT either in connection with the same or a different festival.
- v) Prior approval of the Ministry should be taken before committing any expenditure. No assistance would be extended on ex-post facto basis.



11.4.1.7 Development of Pilgrim Centres

The Department of Tourism has formulated a scheme for development of infrastructure facilities in certain selected pilgrim centers, in cooperation with charitable institutions, trusts or local bodies responsible for maintenance of the pilgrim centers/shrines and creation of facilities for the pilgrims. The facilities to be provided under the scheme include toilets, drinking water, food outlets, dormitory accommodation, bathing facilities etc. Under the scheme, Central assistance upto 25% of the project cost is extended for creation of additional facilities in the selected pilgrim centers, the balance of 75% being met by the bodies administering the pilgrim places.

Assistance under the scheme is extended subject to the following guidelines apart from the relevant item in the general guidelines applicable for all projects.

- a) The scheme will cover pilgrim centers of all religions communities and which are frequented regularly by pilgrim tourists.
- b) The trusts/charitable institutions concerned should be registered under the Income Tax Act and should be eligible for tax deduction under section 80 G or other applicable sections of the Act.
- c) Proposal for financial assistance should be accompanied by audited statements of accounts of the trust/charitable institution/local body for the previous three years.
- d) Assistance will be available only for new projects or additional facilities in the existing projects
- e) Responsibility for provision of basic infrastructure like roads, water supply, sanitation, sewerage, drainage, parking facilities etc. will rest with the religious trusts/charitable institutions/local bodies/State Govts.
- f) Detailed cost estimates and blue prints of the projects should be certified by a qualified engineer.
- g) Grants given by the Govt. shall be kept in a separate account by the trust/charitable institution/local body and it will be operated solely for the purpose for which it has been sanctioned. No diversion of funds for any other purpose is permissible.

11.4.1.8 Upgradation and Development of Golf Courses

The Ministry of tourism extends financial assistance for Upgradation and development of facilities in certain identified golf courses in the country. The golf course to be assisted will be selected by the Golf promotion Committee headed by the Director General (Tourism). Assistance for Upgradation/development/modernization of golf courses, will be subject to the following conditions:

- a) The golf course must be well planned and designed and located in identified travel circuits/places of historic or cultural importance or of natural scenic beauty but not in metro cities.



- b) The courses must be well equipped with dining and bar facilities of high standard, a pro-shop with reasonable amount of equipments, good transport and communication links with the nearby city, adequate and active local membership of golfers to sustain their activities and the financial capacity to maintain them in improved conditions after completion of the developmental works.
- c) The proposal should be sponsored by the State-UT governments that should also accept the responsibility for the efficient and timely utilization of the funds and overall supervision of the developmental activities of the courses.
- d) The title/lease hold rights of the golf course on the land from where it is functioning, should be confirmed by the local revenue authorities and the area has to be protected by suitable compound wall/fencing by the Golf Course Management at its own cost.
- e) The proposal for financial assistance should be accompanied by audited statements of accounts of the golf course for the previous three years, income tax clearance certificate and a brief note on its financial health and whether it will be able to maintain the facilities after completion of the development works.
- f) Financial support will normally be restricted to a maximum of Rs 20 lakhs for provision of specified facilities namely good irrigation system, improvement of greens and fairways/club house facilities, course maintenance equipments and cost of a maximum of five golf sets of international standards as assessed by a committee setup for the purpose by the MOT.
- g) Prior to release of any assistance the management has to enter into an agreement with the Central Govt. (on non judicial stamp paper) for the efficient management of the facilities and also to abide by the terms and conditions attached to the assistance. The agreement should also be registered with the appropriate authorities.
- h) Central assistance, if approved, will normally be released in 3 installments in the ratio of 30:50:20 depending on the requirements as certified by the Golf Promotion Committee. Release of the last installment will be in the form of reimbursement after completion and commissioning of the whole project (including the components not assisted by the MOI) and fulfillment of all the conditions attached to the assistance as confirmed by the Golf Promotion Committee.
- i) The beneficiary golf course must have adequate finance for maintenance of the capital works sanctioned by the government and where such funds do not exist the club must raise the membership as well as membership fees to adequate levels to raise the sources required.



- j) The Govt. of India retains the right to inspect the facilities as and when needed and give directions wherever considered necessary for promotion of golf tourism in the country.

114.2 INSTITUTIONAL ASSISTANCE

The institutional assistance for developing tourism facilities is available from domestic financial institutions viz. TFCI, IFCI, SIDBI, SFCs, HUDCO, NEDFI (North-Eastern Development Finance Corporation Ltd.) and multilateral institutions Viz. OECF (now called Japan Bank of International Cooperation (JBIC) etc.

11.4.2.1 Assistance from Tourism Finance Corporation of India (TFCI)

TFCI is a specialized all India development finance institution to cater to the needs of the tourism and related activities, facilities and services viz. hotels, restaurants, holiday resorts, amusement parks & complexes, safari parks, ropeways, cultural centres, convention halls, transport, travel and tour operating agencies, air, taxi service etc. The salient features of providing assistance by TFCI are:

- Providing all forms of financial assistance for new, expansion, diversification and renovation projects, related activities, facilities and services.
- Providing assistance by way of rupee loans, direct subscription/underwriting of public issues of shares/debentures.
- Providing financial assistance to projects with capital cost of Rs 3 crores and above; projects costing upto Rs 3 crores are financed by TFCI along with the state level institutions/banks, major projects are financed with other All India Institutions like IFCI, IDBI, ICICI.
- General norms of assistance are:
 - a. Minimum Promoters' contribution 30% of project cost
 - b. Debt:Equity Ratio - 1.5:1
 - c. Interest Rate band 13% to 17% p.a.
 - d. Repayment period 8 to 12 years

11.4.2.2 Assistance from Overseas Economic Corporation Fund (OECF) (now JBIC)

OECF is the Japanese government's bilateral Official Development Assistance (ODA) leading agency to governments and governmental institutions. The salient features of OECF assistance are as under:

- Assistance is available to finance upto 85% of the eligible components of the total project cost.
- Items ineligible for OECF finance are:
 - a) Cost of land
 - b) Compensation/rehabilitation cost
 - c) Duties and taxes



d) Interest during construction

- Terms and conditions of the loan to States would be as per the instructions issued from time to time by Ministry of Finance, Deptt. of Economic Affairs regarding loans and advances by the Central Government.
- External assistance is passed on to the State Govt. as 70% loan and 30% grant.

11.4.3 PACKAGE OF INCENTIVES FOR PROMOTING PRIVATE INVESTMENT IN THE TOURISM SECTOR

For Attracting Private Investment in the Tourism Sectors, the following incentives are available:

i) Priority Status

Hotels and tourism related activities are declared as priority sector for foreign investment. As a result, 100% foreign equity is permissible in the sector and automatic approvals are also granted by the Reserve Bank of India for foreign equity upto 51% and subject to specified parameters.

ii) Interest Subsidy

Approved hotels upto 3 star category and heritage hotels outside the 4 metro-cities (Delhi, Mumbai, Calcutta & Chennai) are eligible for interest subsidy ranging from 3% to 5% in respect of loans taken from IFCI, TFCI and State Financial Corporations. This subsidy increases in the case of hotels constructed in the travel circuits-cum-destinations identified for intensive development under the National Action Plan for Tourism (NAPT).

iii) Capital subsidy for Heritage Hotels

Capital subsidy of 10% of the project cost or Rs 5 lakhs whichever is less is available for developing any structure (palace/fort/ haveli etc.) of 75 years or above as a heritage hotel, provided they are located outside the limits of corporations/municipalities and areas having more than 100 hotel rooms.

iv) Concessional Customs Duty

Customs duty on specified items has been reduced to the level as applicable to project imports i.e. 25% provided the goods imported are required for the initial setting up of the hotel or for any substantial expansion of the hotel. Equipment for adventure sports can also be imported at a concessional rate of duty. Customs duty on specialized food items have also been reduced to 25%.

v) Income Tax Exemptions

50% of the profits derived by hotels, travel agents and tour operators in foreign exchange are exempt from income tax under section 80 HHD of the Income Tax Act. The remaining profits in foreign exchange are also exempt if reinvested in tourism related project. Further, hotels located in the hilly areas, rural areas, places of pilgrimage or a specified place of tourist importance will be eligible to 50% deduction from profit/gains if they start operating between 1.4.1997 and 31.3.2002. They will also be exempt from payment of Expenditure



Tax for 10 assessment years. In respect of hotels that start operating between the aforesaid period in other places except Delhi, Calcutta, Mumbai and Chennai, the deduction allowed is 30% only (for 10 assessment years).

vi) Import of Essential Goods

Hotels and travel agents/tour operators and restaurants approved by the Deptt. of Tourism, Govt. of India are entitled to import essential goods relating to the hotel and tourism industry upto a value of 25% and 10% respectively of the foreign exchange earned by them during the preceding licensing year.

vii) Export Promotion Capital Goods (EPCG) Scheme

The import of capital equipment (including upto 10% under scheme at sl. no. (v) above) by hotels and restaurants, travel agents and tour operators is allowed at a concessional rate of customs duty of 10% subject to an export obligation four times of cost, insurance & freight (CIF) value of the imports to be fulfilled in a period of 5 years. In case of CIF value of the imports of Rs 20 crores or more, no duty is payable subject to export obligation to be 6 times the CIF value and the period to be 8 years.

viii) Liberalized Exchange Rate Management Scheme (LERMS)

Hotels, travel agents, tour operators and other organisations connected with the tourist trade are covered under LERMS. Authorized dealers can release foreign exchange for business visits, participation in conferences, seminars, training, etc. with prior approval of the Deptt. of tourism. Under the Exchange Earners Foreign Currency (EEFC) Accounts scheme (extended to hotels, travel agents, tour operators etc), 25% of inward remittances in foreign exchange can be credited to this account and utilized for specified purposes.

ix) Assistance for Development of International Tourism (ADIT)

Travel agents and tour operators in the country are being given assistance under the scheme for market research, promotional visits abroad etc to develop markets abroad.

x) Investment Facilitation Cell

This cell has been set up in the Deptt. of tourism for providing assistance to perspective entrepreneurs, including the following:

- Prepare investment profile for each state
- Establishing linkages with embassies and other institutions.
- Process investment proposals received from both local and foreign investors and obtain various approvals and clearances from various agencies like FIB, SIA, MOEF etc.
- Assist entrepreneurs in getting import licenses, finance, land etc.
- Provide technical assistance



11.5 STATE GOVERNMENT INCENTIVES TO THE PRIVATE SECTOR

To attract the Private sector participation in tourism related projects, the Consultants propose that the State Government may also provide State support by providing need based incentives including the following:

1. Land

- Acquisition of land : Government land may be provided, at concessional rates. Where it is not possible for private investors to obtain land required for the project on their own, the state government may acquire the land required for project charging concessional administrative charges.
- Interest – free loan for the site development relating to tourism development activities.

2. Accommodation

- Paying Guest Accommodation-The Government may give necessary publicity through its various offices and ensure that commercial tariffs are not charged from the owners of such units for electricity/water use etc.
- Units may not come under the purview of the local taxes such as sales tax, luxury tax etc; since the units are required to provide the facility of only bed and breakfast.
- Incentive may be provided by the government for the conversion of any heritage building into heritage hotel.

3. Infrastructure Services

- Upgradation of Air, rail, road access, improvement of power by setting up power generating systems and water supply by making available portable water.
- Tourist buses, conducting package tours etc ,can be handed over to the private sector by the state government. The government shall introduce some innovative packages for the private sector.
- Subsidy by the state government on captive power generation set including non conventional energy generator set.
- Subsidy on telephone connection- 50% subsidy on one time investment on telephone connection.
- Incentives may be provided to the private sector for activities connected with adventure tourism such as hang gliding, Para sailing, river rafting, boating, trekking.

4. Tourist while traveling through states , the inter-state travel taxes to tourist vehicle be abolished.

5. Luxury tax- New projects may be exempted from Luxury Tax for five to ten years from the date of commencement of commercial operations.



6. Sales Tax -New projects may be exempted from Sales Tax for five to ten years from the date of commencement of commercial operations.
7. Entertainment Tax-Entertainment centres may be exempted from Entertainment Tax for five to ten years from the date of commencement of commercial operations.
8. Tax holidays- A tax holiday of 5-10 years in respect of following taxes may be made available upto 100% of capital investment to various tourism projects located in Special Tourism Areas.
9. Stamp duty-An exemption of 50%-75% of stamp duty may be provided to assist entrepreneurs in executing deeds for financial assistance from bank/Financial institutions.
10. Exemption from payment of extra tax on machines, equipment, capital goods and construction material procured for implementation of infrastructure projects.
11. Tourism development fund should be created for financial incentives such as loans and grants which would be provided for private and public tourism investment projects.

11.6 PRIVATE SECTOR PARTICIPATION (PSP)

a) Background

It has been a well known established fact that Govt. is retreating from owning and operating infrastructure and focusing, now, more on regulating and facilitating infrastructure services provided by private sectors. This offers the promise of more efficient investment in and operation of infrastructure services provided by private sectors. This offers the promise of more efficient investment in and operation of infrastructure services, as well as the potential to shift the burden of new investment from public budgets to the private sectors. The PSPs in development of infrastructures increased along with the development of new operational concept including build-own-operate (BOT), build-own-operate-transfer (BOOT), and concessions.

b) Governing Parameters to Promote PSP

However, to promote private sector participation/investment in infrastructure, the Consultants have identified the following governing parameters to make PSP fully effective.

- Government should specialize in planning, structuring, and regulation while the private sector should specialize in management, investment, construction and financing.
- The transfer of responsibility to the private sector should be accomplished through deregulation and open competition of well established contractual arrangements including management contracts, capital leases, concessions, sale of assets and rights to operate.
- Economic regulation should be applied where there is insufficient competition but it should be transparent and predictable while still accommodating the concerns of the affected parties.
- Long term domestic financing sources must be developed



- Commercial risks should be assigned to the private sector but other risks should be assigned according to which party is able to mitigate the risks.

C) State Government's Objectives and Strategy for Privatisation of Tourists Properties

The Consultants propose that the State Government should have following objectives, while transferring the tourism infrastructure projects to private sector:

- Benefit the consumers,
- Reduce state/national debt,
- Stimulate domestic capital market,
- Reduce capital and operating subsidies,
- Invest in new infrastructure or rehabilitate existing infrastructure,
- Improve quality of services,
- Increase range of services,
- Reduce price for services,
- Client oriented operations and more effective marketing

All the above objectives could be achieved by the State government under the following guidelines:

- There are two ways of privatization of tourist properties. The state government can either give the whole property in lease/sale to the private sector or it can allow the private sector to provide tourists services /facilities in the place of tourist attractions.
- The private sector has always been playing a bigger role in the field of tourism. The Government should therefore aim to encourage the private sectors especially in building and managing the required tourist facilities in all places of tourist interest, ensuring preservation and protection of tourist attractions.
- State Government will have to co-ordinate the efforts of other concerned Departments and concentrate in infrastructural development in selected areas as well as provide special incentives to the private sector to set up tourism facilities of international standards.
- Department of Tourism, Arunachal Pradesh should set up a Land Bank under the Arunachal Pradesh Tourism Development Corporation to provide land belonging to the various departments of the government, municipalities, village panchayats to the private investors for setting up tourism units.
- Identified Arunachal Pradesh Tourism Development Corporation properties should also being licensed to the private sector for management. The identified land and buildings will be provided to the entrepreneurs by a transparent process of two-stage bidding, either by way of lease/licensing agreement or by sale.



- Joint venture can also be formed with reputed companies in the field of tourism and trade for setting up of tourism units in old government properties. Detailed terms and conditions for this bidding process have been formulated.
- The Government should recognize that private participation in infrastructure projects requires the projects to be commercially viable. The Government should make efforts to ensure that the projects are conceived with the objective that they are commercially viable before offering them to private investors.

D) Project Selection Criteria for PSP

In order to make the PSP effective and successful to achieve the above objectives, the Consultants suggest some of the important factors about tourism infrastructure projects.

- i. Size and complexity of the infrastructure sector.
- ii. Rate of growth in demand and the competitiveness of the market
- iii. Legal regime regarding ownership of land and other critical assets
- iv. Capacity for economic regulation

With a view of above issues, objectives and selection guidelines, the Consultants have proposed tourism projects with the involvement of private sector in Arunachal Pradesh as stated below:

- **Adventure Tourism :** This is also a territory with possibility of development as a sub-sector which will be examined and activities like trekking, horse riding, parachuting, boating etc. shall be promoted. The five rivers of the state namely Kameng, Subansiri, Lohit, Siang and Tirap are ideal for angling, boating and rafting and its terrain is suitable for trekking, hiking and holidaying in a serene atmosphere. Four major trekking routes are 1) Pashighat- Jengging – Yinkiong, 2) Bhalukpung – Bomdila – Tanwang 3) Roing – Mayodia – Anini & 4) Tezu – Hayliang
Such activities will create large scale employment opportunities for guides, coolies, traders for hire of tents and equipments etc. and will also encourage paying guest accommodation in such areas. Private entrepreneurs and institutions will be encouraged to develop such facilities.
- **Natural tourism:** Arunachal Pradesh has got natural tourists sites such as lakes, valleys, peaks and waterfalls. Some of the important places are Gekar Sinyi (Ganga lake), Pangang-Tang-Tso Lake, Sangetsar lake, Bagga-Tang Lake, Gorichen Lake, Sela Pass and Peak, Nuraneng Waterfalls, Babteng-Kang (BTK) Waterfalls, and Talley Valley. These Sites can either be privatized (sold/lease) or the private participation can be in terms of providing facilities.
- **Wildlife-tourism:** The State Government should also propose to harness the tourism potential of forests and wild life sanctuaries in the State. There are around 10 wildlife sanctuaries and 2 National Parks in Arunachal Pradesh. Camping sites with adequate infrastructure facilities for trekking trails, bird watching towers, rain-shelters, public conveniences and parking shall be developed. A reasonable fee shall be determined by the government to the private sector for use of camping sites for the maintenance and conservation of these forests.



- **Highway Tourism :** There is a good network of State and National highways which criss-cross the State and a large number of travellers prefer road journey. Because of large geographical expanse of the State, these journeys tend to be quite long and boring. There is a need for creating necessary facilities like hotels, motels, restaurants, picnic spots, water parks etc. along the highways at suitable intervals for the highway travellers to relax.. Highway facilities and wayside amenities are so well developed in some states that this has become the mainstay of tourism. State shall encourage private investors to create such facilities on highways.
- **Village Tourism:.** Village tourism also needs to be encouraged to broaden the base of tourism industry and provide employment opportunities in the rural areas. The procedure for registration of village tourism and farmhouses shall be simplified. Farm houses, Small village tourism units should be constructed, adequate facilities should be provided within the village . Private parties can either adopt the village or can provide infrastructural facilities within the village.
- **Pilgrimage Tourism:** Large number of tourists visits sacred shrines of Arunachal Pradesh. Malinithan is a pilgrimage center for Hindu located at Likabali, Tawang is famous for the 300-year-old Buddhist monastery, Parsuram Kund has been the pilgrimage centers from the ancient time.

The state Govt. Should propose to encourage development of cheap accommodation, parking, Sulabh Shalayas, STD/ISD facilities, air, rail and hotel bookings, drinking water, garbage disposal etc at these religious places by private participation.
- **Entertainment Industry:** To make visit to Arunachal is pleasant experience and to prolong the stay of visitors/ tourists, there is a need to provide facilities for entertainment in the State. Efforts should be made to develop the entertainment industry in the State in a big way so that amusement parks, ropeways, film cities, tourism cities etc. should be developed in a planned manner in different parts of the State. Private sector will be encouraged to invest in entertainment industry. The State Government will provide govt. land on reasonable terms or acquire private land for such projects .



CONSERVATION OF HERITAGE AREA

Archaeological Sites/Monuments

Strategy for conservation

BIO – DIVERSITY

CONSERVATION

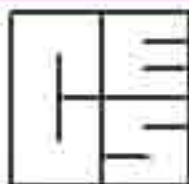
Wild life Sanctuaries and National Parks

Existing scenario and threat to

bio-resources

Government effort to protect bio – resources

Strategies for the restoration of bio – diversity





CHAPTER-12

CONSERVATION OF HERITAGE AND BIO-DIVERSITY

121. CONSERVATION OF HERITAGE AREA

For the conservation of areas of heritage value, Arunachal Pradesh has "The Arunachal Pradesh Ancient Monuments, Archaeological Sites And Remains Preservation Act, 1990."

12.1.1 Archaeological Sites/Monuments

Several Archeological monuments in Arunachal Pradesh have been declared protected by Government of India in the "Ancient Monuments and Archeological Sites and Remains Preservation Act. 1957."

- Bhalukpong West Kameng District
- Tamreshwari Temple Lohit District
- Bhismanagar Near Roing in Dibang Valley
- Vijaynagar Changlang District

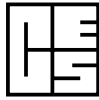
A few other important historical remains like;

- Itafort (Itanagar, Papumpare Dist),
- Malinithan (Likabali, West Siang),
- Naksaparnat (East Kameng Dist) have come under State Government protection.

Areas of conservation need very special effort to maintain their ambience, the introduction of different development controls and Building regulations does help but has its limitations.

12.1.2 Strategy for Conservation

- i) Conservation, Development & Tourism is an ongoing process and integrated with the planning which could identify significant period of a town or an area for its uniqueness, characteristics and its contribution to society. The guidelines for which depend upon the following criteria.
- Identification of periods or style in which the historic, architectural, periods could be documented for their continuity, protection or maintenance and could be retained for public or touristic interest.
 - This may include individual structures, group of buildings, Streetscape, Roofscape or some composite structures etc. The various elements of structures could be identified for their unique features. These may become part of strategic consequences.
 - Any alteration or redevelopment depends upon the inference drawn from this strategy for positive contribution.
 - Any new development or infill development on vacant sites or extension to the rear or adjoining areas depends upon the uniqueness of the area and the nature of extension required, if the structure has been adjudged for its merit for protection. A set of guidelines may allow a variety of architectural interpretation, which will remain compatible of its historicity.



ii) Building Envelope of Historic Structures & Settlement

Historic structures were built under the patronage of the rulers or by merchants and were governed by basic norms for their aspiratory nature exploring icons employing artisan works of the times. They must be recognized in the same context for their ambience.

- However when new structures are planned adjoining these structures, special studies need to be conducted for their likely impact on the surroundings, appropriate solutions have to be examined and looked into. Areas within 100m radius of the historic temples, churches & other such buildings should be declared as conservation zone.
- The building regulations such as FAR or ground coverage may not be the answer for any development in the historic areas if they are designated as such.

Special areas once designated, should have a set of guidelines for keeping their historicity intact.

- Zoning with incentive could be framed to promote the necessary development for the promotion of tourism etc.
- The term historic may be used if such structures, areas, sites, traditional centers happen to be part of Historical records or events that give them their significance. In the wake of urbanization or expansion programme, such pockets could be earmarked and can be termed as historic areas, or precincts etc.
- These areas however modest they may be in scale, but have contributed to the social and cultural aspect of the community or part of human collective memory must come under protection.
- Planning and development of historic towns should be based upon a preliminary multi-disciplinary study involving a wide range of specialists. The Conservation/Preservation or Restoration plans must take into account the economic and financial resources of the Region. The plans should be supported by the community residents. Administrative and financial measures are necessary to attain their objectives.
- Sympathetic understanding of the value of historic structures historic towns and areas of natural, scenic or of archeological, art and architectural values must be expressed and given full publicity for public awareness.
- Key areas of such values must be taken up for systematic studies.

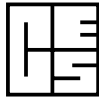
The tourists' areas/natural area, zones or historic settlements can be earmarked for their specific values.

12.1.3 Establishment of Arunachal Pradesh Heritage Foundation

The Consultants suggest for the establishment of "Arunachal Pradesh Heritage Foundation". This should be under the chairmanship of a very senior Govt. functionary with the expert members (like conservation specialist) and other concerned from the Government.

Aims & Objectives of the foundation

- i) To frame and implement policies for conservation of Built and Natural heritage to be protected, nourished and nurtured by all citizens and pass it on to the coming generations.
- ii) To promote conservation of the civic and urban heritage which includes.
 - Architecturally significant and artisanary works.
 - Historical Landmarks
 - Focus on technical & scientific significance of civic and urban heritage.
 - Living monuments having socio-cultural value, and



- iii) To protect and improve environmental assets of the state.
- iv) To conserve and improve historically significant streets and roof scapes.
- v) To promote reuse of old buildings for appropriate utilisation.
- vi) To promote conservation as an attitude to the development process.
- vii) To provide assistance to individuals, institutions and NGOs in their efforts to save all or in parts components of urban heritage.
- viii) Conservation of heritage buildings, heritage zones and areas of significant value.
- ix) To recommend guidelines related to special areas as designated by the Foundation.
- x) To review the policies and programmes of areas as designated by the Foundation.

Functions of the Foundation

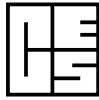
The foundations shall perform the functions with reference to the Urban Heritage in the following manner;

- i) To alter, modify or relax provisions of existing regulations, with the approval of Govt/Authority if it is needed for protection, conservation, preservation or retention of historical, aesthetic, architectural quality of any heritage building, heritage precincts or zones as well as natural assets of Arunachal Pradesh.
- ii) To permit major alterations to heritage or areas excluding those which are under ASI, only in exceptional cases, without changing the character, architectural/historical features of the building or areas.
In addition, the Foundation shall also exercise the following powers:
- iii) To do all such other acts and things either alone or in conjunction with other Organisations or persons as the Foundation may consider necessary incidental or conducive to the attainment of the objectives.
- iv) To form an Advisory Committee comprising of experts in the field of conservation members from government and Local Bodies, Institutions and NGOs associated with heritage to advise on matters related to the Foundation.

12.2 BIO – DIVERSITY CONSERVATION

Arunachal Pradesh comprising an area of 17655.09 sq. km. was covered by more than 62% of its geographical areas. Around 10178 sq.km of forest area has been demarcated and notified as reserved forest, Anchal and village Reserve Forest. So far ten active wildlife sanctuaries, two national parks covering a total protected area of 9483 sq.km for conservation and presentation of rich bio-diversity of the State have been created.

12.2.1 Wild life Sanctuaries and National Parks



The important wild-life include elephants, tiger, gaur, musk deer, clouded leopard, red panda, Himalayan black bear, crapped langur, hillock, gibbon, hornbills, peacock, pheasants, florican, and host of other migratory birds.

The wild life sanctuaries are:

- i) Pakhuri
- ii) Eagles' nest
- iii) Itanagar
- iv) Dr Daying Ering Memorial
- v) Mehao
- vi) Mehao Memorial
- vii) Kamalang Memorial
- viii) Kane
- ix) Dibang
- x) Sesa Orchid Memorial

The National Parks are:

- i) Namdapha (Photo NA)
- ii) Mouling (Photo NA)

The richness in overall bio diversity of Arunachal Pradesh seems more because of its bio-geographical location. The State has a rich variety of flora and faunal life and is categorized as one of the mega diversity hot spot accounting for more than 20% species of country's faunal life. The State is famed for 50 species of orchids.

12.2.2 Existing scenario and threat to bio-resources

Arunachal Pradesh is located in a geologically unstable area with high rate of Soil erosion resulting from land degradation, cutting of hill slopes in unstable terrain condition prone to land slides or soil erosion, flooding and snowfall effect geology of the area. Tree felling is also common which makes the state environmental threat. It is evident that the Shifting cultivation is practices on the degraded lands of river valley of Ranga, Subansiri, Siang and Dibang. These lands are the forest lands, which has beend, deforested.

12.2.3 Government effort to protect bio – resources

The Wildlife Protection Act. (WPA) of 1972 was amended in 1990 to include, first time a ban on export of live Indian birds. A year later, local trade was also banned. Before the 1990 amendment, only limited trade of about 20 species, such as munias, weaver birds and buntings, placed in Schedule IV of the Act. – birds that can be hunted with official permits – was allowed. The trade, however, was far from limited: traders would mix 'Highly Endangered Schedule – I Species' – those that cannot be hunted at any cost – with the abundant species. But after 1991, it was a total ban on trade in live birds, national or international, in India. With the official exception of the common crow. Since 1995, the Supreme Court has banned the felling of trees.

12.2.4 Strategies for the restoration of bio – diversity



The north – eastern Himalayan region presents a diverse system of habitats ranging from tropical main forests to alpine meadows. These varied eco-systems distributed along different latitude as well as altitude limits contain flora and fauna derived from varied bio – masses of the world.

Arunachal Pradesh in one of the most important areas in this territory, for developing a comprehensive network of bio – diversity conservation. It includes a number of varied natural habitats and is rich in communities, in species, in varieties and in endemic. Ironically, very little has been done to either study or project these areas in the past.

The Consultants have suggested the following restoration measures:

- To make a detail programme and a realistic approach to implement it for conservation of bio-diversity, it is quite essential to assess the strength and varieties of flora and fauna found in the region.
- It has also been observed that, while preparing conservation action programme of bio-diversity, often the large animals like Rhinos, Tigers and Elephant get priority in conservation while the other species specially the lower vertebrates, and invertebrates, and plant kingdom remain unattended. Thus the Consultants suggest here that the single species management should be replaced by conservation of bio-diversity as a whole. It means, we need to conserve various habitat types, in various geographical locations to ensure that maximum number of bio-diversity are covered and protected in the process.
- Some key forest habitats can be identified for declaration as sanctuary or National Park in order to get more protection. Similarly, some evergreen forests can be brought under the Protected Area Network to enhance the chance of bio-diversity conservation including the threatened flora and fauna.
- Important wetland in a region, can be conserved in order to maintain sustainability of bio-diversity of the region.
- Initiate Environmental Orientation and small-scale community support Programme. The Community Support Programmes includes handloom development programme, a community forest development programme, training for plantation and for raising the forest to raise forest for their own need and reduce the villages, dependency on the forest. Such acts will also help the concerned authority to win back the support of the local people the poor fringe villagers as needed for the protection of the park/sanctuary/forest. The community support programme will help in to eradicate easy money culture of fringe villagers i.e. money earned by unlawful jobs for the flora and fauna.
- Awareness camp can also be organized with village-people to make them understand the importance of conservation of flora and fauna.
- In Arunachal Pradesh, Ethno-political problems should be taken care of and proper security cover should be given to concerned officials.



INTRODUCTION

POSITIVE & NEGATIVE ENVIRONMENTAL IMPACTS

ENVIRONMENTAL IMPACT DUE TO NEW PROJECTS

TOURIST RESORTS

CULTURAL TOURISM

HEALTH TOURISM

ECO-TOURISM SITES

OTHER TOURIST SPOTS

POTENTIAL NEGATIVE IMPACTS AND THEIR MITIGATION





CHAPTER- 13

ENVIRONMENTAL IMPACT ASSESSMENT

13.1 INTRODUCTION

Tourism development at both the national and international levels can make a positive contributions to the life of a nation provided the supply is well planned and of high standard and protects, respects the cultural heritage and values and the natural, social and human development. It indirectly indicates that in no way should the carrying capacity of a particular site be exceeded. Tourism has to be related to this, not that we should indiscriminately, inject tourists into a particular site, which has got a limited or no carrying capacity at all. Tourism must be directly correlated to the resources that are available and this aspects needs to be closely looked into very carefully. So it is high time that we should develop and manage tourism from the resource point of view so that it is compatible with the environment and does not degrade it, is a major factor in achieving of sustainable development.

Development of tourism itself has some positive and some negative effects.

13.2 POSITIVE ENVIRONMENTAL IMPACTS

- i) Tourism helps justify and pay for conservation of important natural areas and wildlife, including riverine environment, and development of historical monuments, protected and reserve forests and parks, because these are major attractions for tourists.
- ii) Tourism helps improve the envisaged environmental quality of the area as tourists like to visit places that are attractive, clean and non-pollutant. Well sited and designed tourist facilities, themselves can contribute to the attractive appearance of both urban and rural environments. Improvement of infrastructure, especially of water supply and sewage and solid waste disposal, also contribute to improved environmental quality.
- iii) Tourism helps in revival of dying arts and crafts. It is due to enhanced tourism only that all our rare artistic wealth is finding its way to prosperous countries through both legitimate and illegitimate channels.

13.3 NEGATIVE ENVIRONMENTAL IMPACTS

If tourism development is not well planned, developed and managed, it can generate several types of negative environmental impacts.

- i) Development of mountainous tourist spots will involve construction and development of Roads and Highways through forest areas. This in turn is likely to increase the vehicular traffic along with the pedestrian in this region. This activity is likely to create environmental disturbances, which will directly have an adverse impact on the surrounding vegetation and mountain ecology. This does not means that road in the hills are not important, but they need to be constructed in coherence with the terrain, nature of geological functions etc.
- ii) Development of Tourism indirectly has an impact on the wildlife, which is likely to be affected due to large scale hunting, by the invasion of tourists into natural habitat for photography and filming etc. Then impact on large-scale mammals and birds is apparent. If tourism is to be handled on a sustainable basis we must pay much attention for the maintenance of tourism infrastructure and maintenance as well as of the wildlife. Large-scale invasion of tourists to



national parks, wildlife sanctuaries and reserve forests also affects the feeding and breeding habitats of the wild animals.

- iii) Another major impact of increased tourist activity is that large scale of tourist developments also brings a large number of people together which leads to marked changes that are detrimental to the eco-system as a whole. The influx of large number of tourists is also likely to increase the piles of litter and garbage. These will attract rodents, which in turn draw bigger animals and birds, which alters the entire habitat.
- iv) With the increase in the number of tourists due to availability of better infrastructure facilities, the needs and demands of the tourists also increases. Thereby there is an increase in the demand of wildlife souvenirs, furs skins, ivory ornaments, horns, and tails, key rings made from hooves, so on and so forth. This results in the indiscriminate slaughtering of wild animals along with birds for the above said purposes.
- v) Water pollution resulting from improper development of sewage and solid waste disposal systems for hotels and other facilities. There has been severe pollution of river, lake and beaches from sewage outfall lines, and of ground water by seepage of waste material. Sewage disposal is also effected either through septic tanks and absorption pits or as in tourist projects, disposal of wastewater through biochemical treatment plants, into inland drainage, which may have detrimental effects on the fauna in areas of disposal owing to certain substances that may be contained in the disposed effluent.
- vi) Air pollution resulting from excessive use of internal combustion vehicles (cars, taxis, buses, motorcycles, etc.) in tourism areas.
- vii) Noise pollution generated by a concentration of tourists and tourist vehicles.
- viii) Visual pollution resulting from poorly designed hotels and other tourist facilities, badly planned layout of facilities, inadequate landscaping of facilities, use of large and ugly advertising signs etc.
- viii) Ecological disruption of natural areas by overuse and misuse by tourists and damage to archaeological and historic sites by overuse or misuse by tourists.
- ix) Water supply is in most cases gained from boreholes in the ground. At the same time, in the area, absorption pits are used for disposing off effluent or percolation to the ground in areas irrigated by treated water from biochemical system, as stated at point (i) above. The danger of polluting underground water, if such practice is intensified, is imminent.
- xi) Garbage disposal seems to be the most acute problem contributing to soil and environmental pollution. Usually, only scanty service for collection exists and therefore every hotelier solves the problem by burying the waste in ditches. During the monsoon, when sunshine is rather poor, contamination of the adjacent area is possible.
- xi) Thus environmental hazards and land use problems resulting from poor planning, siting and engineering of tourist attractions and facilities, could be serious.



It can be seen that with the boom of tourist traffic into those areas where there is poor planning, the tourist traffic, itself becomes counter productive to the tourist industry. Though the increase in tourism is a boom for the economic development of a nation, it cannot survive on its own. Tourism, economic development and environment should go hand in hand and a symbiotic relationship should exit between these three aspects. Tourism should not affect our eco-system for whatever they are worth. The equilibrium between these three aspects is very delicate and their relations should not be strained further by adding of other new elements for whatsoever reason may be so.

13.4 TOURIST PLACES IN ARUNACHAL PRADESH

Arunachal Pradesh is situated near the Tropic of Cancer, lying between 26°28' and 29°30' N latitude and between 91°30' and 97°30' E longitude. It is considered as a frontier area because it is bounded by the international boundaries with China (Tibet) on its North and NorthEastern sides, Myanmar (Burma) on its southeastern side, Bhutan on the Western side and the state boundaries of the Arunachal Pradesh and Nagaland states on the southern sides. Till 1914, the state was a part of the Erstwhile Province of Arunachal Pradesh. Thus, it shares a very long common cultural and historical background with the state of Arunachal Pradesh. Recorded history of the state is available only from the 16th Centaury when the Ahom kings began to rule Arunachal Pradesh. Arunachal Pradesh was made a full-fledged state on 20th Feb 1987.

The greatest attraction of the state is its dazzling array of flora and fauna, trekking opportunities, a habitat that comprises glacial terrain, alpine meadows and sub-tropical rain forests. It is greener than the other parts of the world situated on the same latitudes as the dry desert of the Thar. It is only because of its specific location on the southern face of the southeastern steep slopes of the "World Roof" or the Tibetan Plateau. The state has diverse flora and fauna and is categorized as one of the mega diversity hot spots, a counting for more than 20% species of the countries faunal life.

Places of tourist interest include Bomdila, Tawang and the nearby Buddhist monastery, which happens to be the largest in India. Itanagar is famous for its excavated ruins of the historical Ita fort and the attractive Gyaker Siri or Ganga lake. Malinithan and Bhismaknagar are the two important archeological sites in the state and Parashumkund is a prominent pilgrimage site.

There are six major tourist circuits in the state. They are as follows:

- I. Bhalukpong – Boudila – Tawang Circuit covering districts of Tawang and west Kamang.
- II. Itanapur – Ziro – Daoimili – Alag – Posighat Tenggin – Iingkong circuit covering the district of Papun, lower Subausini, upper Subausini, West Siang and East Siang
- III. Pasighat – Jengging – Fingkong circuit in the district of upper siang
- IV. Doing Mayadia – Anini circuit in district of District of Dibang valley
- V. Tezu – Hayuliang circuit in the district of Tohit
- VI. Margherita – Miao – Namdapha circuit in the district of Changlang.

13.5 ENVIRONMENTAL IMPACT DUE TO NEW PROJECTS

Though the state has unparallel potential as far as natural resources, places of scenic beauty with numerous places of historical and cultural significance to attract a significant number of domestic and international tourists. No positive or significant planning approach has been taken up by the any of development authorities of the state in this direction to develop the tourist destinations with sufficient recreational support system.



But recently the state Govt. of Arunachal Pradesh has taken up adequate positive steps in this direction to provide for an extensive range of tourist attraction features across the state of Arunachal Pradesh catering to various categories of tourist demand. The various strategies of identifying and developing these facilities have been detailed out in Chapter 9 (New Tourists Attraction) of this report.

As these selected tourism sites have been identified for the development of tourist infrastructure facilities. Development of these tourist infrastructure facilities in the form of promoting Wildlife Tourism, Eco Tourism, Health Tourism, Adventure Tourism, Historical/Archeological Tourism, Cultural Tourism are likely to have some impact on the surrounding environment of whatsoever scale it may be so. Thus in the following sections some of the project specific impacts have been discussed in details along with their respective mitigation measures.

13.6 TOURIST RESORTS

Tourist resorts are proposed to be developed in *Mechuka*, a small settlement in *West Siang* district and in *Tipi near Bhalukpong*.

With its planned new tourist infrastructure development these tourists destinations are likely to face the problem common to many tourists destinations in developing countries with the certain inclusion of a tourist population into a under developed area of special interests and attraction which can permanently damage the area of interest if the development is not treated with great care. Introduction of Recreational Tourism activities like Golf Course, Tennis Court and other such sporting activities, water sports, Hand gliding trekking and Rock Climbing has a great potential of degrading the fragile ecosystem which houses some of the endemic species of wildlife which exist in coherence.

Restricted Tourism and controlled activity should be promoted in these areas as excess tourist influx to these places will put excess pressure on the water supply and will generate excess of wastewater, solid waste which the existing facility will not be able to cater to, thereby affecting the fragile ecosystem. The wildlife may also be affected by large influx of people at the critical time of migration, feeding, breeding and nesting. On the other hand, where as "eco-tourism" projects can combine conservation of natural and cultural sites with economic and recreational benefits. Their success depends on informed site selection, sound design and follows up of the operating guidelines which take into account the sensitivity and capacity of the resources which form the tourist attraction. Consequently a major concern in planning and other types of development and analyzing their impacts is to avoid far closing tourism development options by degrading resources especially well suited to it. Comprehensive environmental and landuse planning can identify options and alternatives over the long term and balance single and multiple use concepts. Sites such as Bhalukpong which is considered as one of the most attracting angling centre, located on the banks of Jia-Bhareli along with its Orchid garden and hot spring at Tipi can also be identified as one of the ecological fragile zone. Consequently tourism constitutes an additional development pressure in areas already used for various recreational activities. The environmental effects of seasonal population increases can be particularly significant on the river sites, from its aquatic life point of view.

13.7 CULTURAL TOURISM

Some of the environmental impacts which are likely to be faced by these historical and cultural tourism sites of *Itanagar*, *Peomali in Tirap*, *Tawang*, *Bomdila*, *Koma* and *Menga* care near *Passighat* to the development of the various recreational and cultural activities are discussed in the following paragraphs given below:



MAJOR ELEMENTS OF IMPLEMENTATION

Plan Adoption and Allocation of Responsibilities

Staging and Programming Development

Implementing Programmes

MONITORING AND MANAGEMENT

INSTITUTIONAL MECHANISM

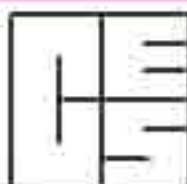
Proposed Arunachal Pradesh Tourism Commission/Board

Structure of the Tourism Commission/Board for Arunachal Pradesh

Functions of the proposed Arunachal Pradesh Tourism Board

Framework of Activities of the Board

Consultancy Services





Socio-cultural considerations are particularly important in environmental assessment to tourism projects. Various tourist activities archeological sites may conflict with local religious beliefs. The influx of large number of foreigners (tourist or migrant workers) into a local cultural site of archeological religious importance is likely to generate clash of contrasting life styles that result and have serious impact on existing local culture. There is also the risk of exploitation of indigenous culture, music and folklore. Related developmental activities associated with tourism development like hotel construction may also cause displacement and involuntary resettlement. Indirect linkages between tourism and local cultures, business, resident populations and work force are potential problems. Failure to recognize them can diminish project benefits as well as inflict adverse socio-economic impacts on the local population. For example commercialization of traditional artisans can lead to loss of authenticity with declining returns for the artisans and possibly for buyers as well.

13.8 HEALTH TOURISM

Holistic healing and health resorts are to be developed at *Singi (Ganga Lake), Itanagar, Dirang in West Kameng* and at *Dong*.

The development of such resort essentially involves a certain amount of initial construction activity. Although this is short term, it is liable to disturb the fragile ecosystems. All such developments have to be made keeping in mind the environmental impacts. Environmental considerations have to be prominent right from the determination of site location itself. An improper selection may ultimately defeat the very purpose of health tourism i.e. improvement of the health of the visitors. Improper development will lead to degradation of environmental quality and subsequent drying up of the flow of tourist.

13.9 ECO-TOURISM SITES

The sites of *Tuting in Upper Siang* and *Hayuling in Lohit* district are being developed from eco-tourism point of view. So utmost care should be taken that while planning for any kind of tourism activity the sensitivity and carrying capacity of these locations should be thoroughly accessed to avoid foreclosing of tourism development options by degrading resources especially well suited to it. The visual as well as the physical impact due to the construction of structures should also be considered. Construction and designing of the structures should be in harmony with the surrounding natural environment and socio-cultural context. The impact of tourism infrastructure on resource value for their aesthetics view should be especially addressed. Tariff for water, sewerage and other services for the tourist should be framed that it should not burden the local community.

13.10 OTHER TOURIST SPOTS

Tourism in the towns of Itanagar, Tawang and Bomdila should be so planned in such a way that it does not pressurize the capacities of public services and physical infrastructure. The new facilities planned are a multi-functional modern exhibition centre at Itanagar, Tawang and Bomdila and an amusement park and inter-state bus terminal at Itanagar. Some of the typical problems faced by these towns are traffic congestion, demand in excess of capacity of water supply, wastewater and solid waste disposal systems. So any other over exertion of these physical infrastructure and service facilities are likely to generate further environmental degradation.



13.11 POTENTIAL NEGATIVE IMPACTS AND THEIR MITIGATION

Some of the potential negative impacts, which are likely to be generated due to the tourism activities as, discussed above and their mitigation measures are as follows:

Potential Negative Impacts	Mitigation Measures
<i>Direct Impact</i>	
Destruction of forests, other unique/sensitive habitats or cultural, historical and archeologically important sites.	<ul style="list-style-type: none">• Areas considered for development should have zoning plans to account for natural geographic and socio-economic condition• Base development phase on an inventory of resources.
Erosion resulting from uncontrolled clearing, Infrastructure construction such as roads and marinas	<ul style="list-style-type: none">• Develop erosion and sediment control plans
Loss of "free" environmental services from natural systems and degradation of air, water, land resources	<ul style="list-style-type: none">• Carrying capacity should be defined so that target tourist population can be sustained without over burdening existing infrastructure and resources.
Water pollution from inappropriate sewage or solid waste disposal <ul style="list-style-type: none">• Marine effluent disposal• Residential sewage disposal• Marinas• Infiltration to groundwater	<ul style="list-style-type: none">• Allowance made for use of existing municipal regional collection and disposal system or construction of on-site sewage treatment plant• Liquid waste should not be discharged into rivers or other sensitive areas• Verify local capacity to monitor and enforce pollution regulations
Solid and liquid waste disposal creates nuisance conditions adjacent to amenities	<ul style="list-style-type: none">• Appropriate waste disposal options required to manage potential problem• Landfill versus incineration alternatives as well as waste minimization will be considered
Access problems created <ul style="list-style-type: none">• Traffic congestion• Noise• Minor and localized air pollution• People density greater than services available	<ul style="list-style-type: none">• Access problems minimized by integrated planning to reduce traffic and pedestrian congesting, noise
Displacement of human population	<ul style="list-style-type: none">• Plan and implementation Programmes of compensation and resettlement
<i>Indirect Impact</i>	
Conflicts with other resource use such as fisheries, agriculture	<ul style="list-style-type: none">• Conceive tourism development in framework of national, regional, local socio-economic development plans to integrate new objectives into development strategies
Stress to capacity to manage the "forest or related environment" <ul style="list-style-type: none">• Legislation and polling constraints• Agency support lacking• Staffing and financial resources to mitigate impacts absent/reduced• Inadequate training in environmental management	<ul style="list-style-type: none">• Comprehensive legislative action frequently required to address direct and indirect impacts and their monitoring and evaluation• Staffing and equipment support must be budgeted, including whatever training necessary to mitigate impacts and monitor the "environmental protection plan" or other mitigation plan
Multiplier effect on other industries causes increased stress on natural resources or services (craft-market, vendor, taxi driver, suppliers, farmers/fisherman)	<ul style="list-style-type: none">• Provide adequate infrastructure and services support to meet physical, social and economic needs of the region• Recognize that "over building" may be a persistent problem
Congestion, over crowding	<ul style="list-style-type: none">• Design (urban areas and transport network etc.) according to carrying capacity of natural setting.
Natural hazards peculiar to developed site such as coastal storms, flooding, landslides earthquakes, hurricanes, volcanoes, may stress infrastructure and reduce long term benefits	<ul style="list-style-type: none">• Design facilities to (a) meet best possible specifications for natural hazard amelioration (b) take advantage of natural resources such as wetlands ability to buffer storms or absorb treated wastewater.



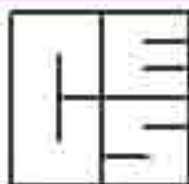
*THRUST AREAS FOR TOURISM
DEVELOPMENT*

STRATEGY FOR TOURISM PROMOTION

Marketing Strategy

Promotion Programme

*Proposed strategy for promoting
tourism*





CHAPTER-14

MARKETING STRATEGY AND PROMOTION PROGRAMME

14.1 THRUST AREAS FOR TOURISM DEVELOPMENT

The Perspective Plan for Arunachal Pradesh has identified the following thrust areas for the development of tourism.

i. Domestic tourists

- Religious Cultural and Historical Tourism
- Wild Life Tourism
- Adventure Tourism
- Leisure Tourism
- Golfing Tourism

ii. Foreign Tourists

- Eco-Tourism - Waterfalls, wild life observation,
- Bird watching etc.
- Heritage Tourism - guided tour to temples & forts
- Adventure Tourism – Para sailing, yachting, river rafting, trekking etc.
- Health Tourism - Ayurvedic Parlors/Health Resorts
- Golfing Tourism
- Fairs & Festivals
- Crafts Villages

14.2 STRATEGY FOR TOURISM PROMOTION

Keeping in view the above thrust areas, four fold strategy for tourism development has been envisaged so as to maximize the economic benefits from APPTP:

- i) Diversify the market mix
- ii) Increase tourist spending by developing and upgrading tourist facilities;
- iii) Increase the emphasis on cultural; natural and other tourist attractions; and
- iv) Create a positive image for Arunachal Pradesh

It has been well recognized that it is the high-end tourist, which should be focused and all-out efforts are required to bring high end tourists in more numbers. Therefore, the high-end tourists, both domestic and foreign, should be targeted and marketing strategies should be adopted accordingly.



14.2.1 MARKETING STRATEGY

To implement the strategy for tourism development mentioned above the following marketing strategy is set forth:

- i) Develop the perception of Arunachal Pradesh in the major source market areas of India and abroad as a destination offering quality attraction, facilities and experiences.
- ii) Design and execute marketing activities which build on Arunachal Pradesh - distinctive features and advantages
- iii) Attract additional high spending tourists, taking account of various ways in which spending can be enhanced.
- iv) Create destination awareness by the State Govt., which facilitates the private sector in its own marketing efforts.
- v) Conduct marketing and promotional activities targeted at market segments identified by ongoing market research.
- vi) Expand penetration in the Asian markets, particularly Japan, South Korea, Bangladesh and Sri Lanka and European markets, viz. U.K., Germany, U.S.A., Australia etc.

The marketing strategy should also include the need to portray a favorable but realistic image of the State. Image building is especially important because of the publicities that have taken place about the natural calamities as well as ethnic development. The recent initiative taken by the Government in releasing the Special Area Permit restrictions will go a long way in creating positive impact for tourists' attraction to the State.

14.2.2 Promotion Programme

The promotion programme for APPTP may be based on four considerations:

The marketing strategy, knowledge of marketing distribution channels; the promotion techniques available and the amount of the budget. This programme has been drawn for a period of twenty years covering three years of Immediate phase and entire period of five years of short term phase and twelve years of long term focussing on overseas promotion, production of literature, public relations and special campaign. A sum of Rs. 15 lakh each year has been provided in the APPTP.

14.2.3 The proposed strategy for promoting tourism is set forth as follows:

- i) Formulate and promote 'Discover Arunachal Pradesh' campaigns.
- ii) Promote one week or weekend - inclusive package.
- iii) Promote holiday taking through seminars and exhibits at various places during 'Carnival' and other fairs and festivals.
- iv) Publicize tourism through newspaper holiday supplements and editorial coverage, audiovisual material - slide, film and video shows for use in travel seminars, world TVs, etc.
- v) Launching a Monthly Magazine on Arunachal Pradesh Tourism by the State Tourism Deptt.



- vi) Enlist the cooperation of the industry, trade unions and service organisations to develop and promote domestic tourism.
- vii) Encourage the extensive use of Internet / World wide Web as a promotional tool for tourism development.
- viii) Prepare printed material such as brochures, posters, maps, postcards and travel agent manuals, and distributing these to travel agents, tour operators and the tourist consumers.
- ix) Participate in travel trade fairs, exhibitions etc.
- x) Undertake special promotional trips to the market countries in order to contact travel agents and tour operators.
- xi) Invite and host visits by tour operators and travel writers and photographers.

14.2.4 Tourist Information Services:

An important function of marketing and promotion is providing information to tourists before and after they arrive at their destinations. Various types of information should be made available - the general geographical, historical and cultural background of the area; the attractions, facilities and services (and their costs) those are available; transportation schedules; location of shopping, medical and postal facilities, consulates, embassies and religious institutions; and other specific information. It is also very important to inform tourists about local customs, dress and behavioural codes, tipping policy, and any security problems they should be aware of.

The absence of an up-to-date information system with quick retrieval facilities leads to poor tourist facilitation. The technological developments in the field of communication and computers, should therefore, be profitably utilised for establishing a tourist information network.

14.2.5 Coordination of Government and Private Sector:

The respective roles of the government and private sector should be clearly defined, with their promotional activities closely coordinated. It is proposed to establish a joint promotion board for coordinating and carrying out promotional activities. The role of Panchayats in developing rural tourism in the state has to be given a special importance.



ECONOMIC IMPACT

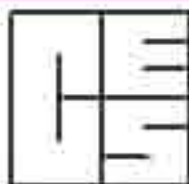
Direct Impact/Benefits

Indirect Impact/Benefits

Cost Benefit Analysis

Employment Generation

ECONOMIC BENEFIT





CHAPTER-15

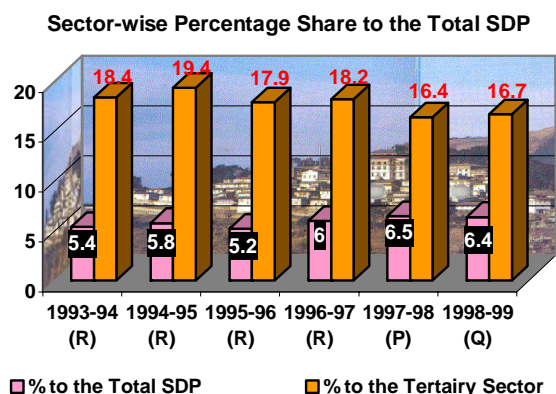
INCOME, EMPLOYMENT GENERATION AND ECONOMIC BENEFIT THROUGH TOURISM

15.1 EXISTING INCOME & EMPLOYMENT GENERATION

Tourism industry also forms an important part of a state's economy. It has a significant share in the state's gross domestic product and provides employment to a significant population. There is no direct information on the NSDP contributed through tourism. Hence, the share from trade, hotel and restaurant is only considered due to its major contribution to the development of Tourism sector.

15.1.1 Proportion of income through tourism to state income

The share of Tourism sector and its allied activities in the State's SDP is very insignificant. The average % share of this sector in the total NSDP is 5.83%. The average (1993-94 to 1998-99), % share of this sector to the NSDP of tertiary sector is 17.83%. During the year 1993-94 only Rs.4234 lakh, which is 5% of the Tourism and its supported allied activities, include Trade, Hotels, Restaurants contributes in the overall SDP of the State.



It is seen that percentage share of tertiary sector is increasing across the years but it has declined during the year 1998-99 at 0.1% from the previous year. The percentage share of primary sector though highest is showing a decreasing trend while the percentage share of secondary sector is showing a mixed trend.

Table15.1 : Net State Domestic Product of Arunachal Pradesh at Factor cost by industry of origin at current prices (Rs. In Lakhs)

Sector	1993-94 (R)		1994-95 (R)		1995-96 (R)		1996-97 (R)		1997-98 (P)		1998-99 (Q)	
		%		%		%		%		%		%
Primary Sector	38933	49.4	41397	47.6	43104	40.4	47601	44.1	53135	44.5	55700	41.3
Secondary Sector	16884	21.4	19431	22.3	32405	30.4	34379	31.9	19072	16.0	27721	20.6
Tertiary Sector	22993	29.2	26122	30.0	31200	29.2	35863	33.3	47172	39.5	51431	38.1
Trade, Hotel & Restaurant		5.4*		5.8*		5.2*		6.0*		6.5*		6.4*
	4234	18.4**	5075	19.4**	5600	17.9**	6522	18.2**	7716	16.4**	8600	16.7**
Total	78810	100.0	86950	100.0	106709	100.0	107843	109.3	119379	100.0	134852	100.0

Source: * - % share of Trade, Hotel & Restaurant to total NSDP

** - % Share of Trade, Hotel & Restaurant to NSDP of Tertiary sector



15.1.2 Existing employment through tourism

Enterprises include the restaurants and hotels by the establishment and OAE, which form a part of tourism industry. At present the total number of Hotel and restaurants are 1475. The employment through this sector of activities is 9,542. Out of which 5563 are usually working in the establishment while 4039 are hired worker.

Table 15.2 : Share of Employment through Tourism, 1999

Activity Group	Total Enterprises			Persons usually working		Hired Workers	
	OAE	Estt.	Total	Total	Female	Total	Female
Restaurant & Hotels	446	1029	1475	5563	707	4039	348
% of total	48.8	8.8	7.1	6.0	6.0	5.4	3.8
Total	913	11629	20812	93274	11793	75187	9083

15.2 ECONOMIC IMPACT

Like any tourism development plan, Arunachal Pradesh Perspective Tourism Plan (APPTP) will have its economic impact. The economic impact that would accrue as a result of implementation of the proposed plan can be categorized as Direct, Indirect and Incidental.

15.2.1 Direct Impact/Benefits

The direct benefits are taken to be the net value addition associated with increased tourist spending in the State due to increase in the number of tourist arrivals in the area. This is calculated by allocating the tourist expenditure to the various sectors that receive them and subsequently applying appropriate ratios of net-value added for each sector. Further, due to the additional facilities and infrastructure being created, the average spending of a tourist would increase as also his length of stay at a site. The spending patterns for tourists are assumed to remain unchanged for the duration of the Perspective Tourism Plan. The money spent by tourists will be received by different segments of the tourism industry, which provide the various services and facilities. These receipts form the direct output of the Plan. In addition to these, direct benefits, an entry fee of say Rs. 10/- per head could be charged for entry to the tourist complexes at the sites. There is scope for imposing charges for the use of various facilities proposed at the sites. However, since the revenue generated can be used for maintenance purposes, this revenue has not been included in the direct benefits computed in Table 15.5. The assumptions made in computing direct benefits are given below:

I) Average Daily Expenditure and Period of Stay

The average daily expenditure incurred by a foreign tourist and a domestic tourist in Arunachal Pradesh in 1996 as per information gathered by the Consultants are Rs 1,100/- and Rs 325/- and the average duration of stay of a foreign tourist and a domestic tourist is 12 days and 5 days respectively.

Average per capita expenditure of a foreign tourist and domestic tourist increased by the annual rise in price level on account of percentage change of wholesale prices of all commodities for the year 1996 to 2021 have been worked out in Table 15.3



Table 15.3 : Average per capita per day Tourist Expenditure

Y E A R	Percentage change of whole sale prices of all commodities (assumed)	Average per capita Expenditure	
		Domestic Tourist (Rs)	Foreign Tourist (Rs)
1996		325	1100
1997	8%	350	1200
1998	7%	375	1280
1999	6.7%	400	1370
2000	6.5%	425	1460
2001	6.0%	450	1550
2002	6.0%	480	1640
2003	6.0%	500	1740
2004	6.0%	530	1850
2005	6.0%	560	1950
2006	6.0%	600	2070
2007	6.0%	640	2200
2008	6.0%	675	2300
2009	6.0%	715	2440
2010	6.0%	750	2600
2011	6.0%	800	2740
2012	6.0%	850	2900
2013	6.0%	900	3080
2014	6.0%	950	3260
2015	6.0%	1000	3460
2016	6.0%	1060	3670
2017	6.0%	1120	3890
2018	6.0%	1200	4120
2019	6.0%	1260	4370
2020	6.0%	1340	4630
2021	6.0%	1400	4910

ii) Tourist Arrival Projection

The Compound Annual growth of tourist traffic has been assumed at 7.79% for Domestic Tourist and 10.38% for Foreign Tourist on the basis of past trend. It is expected that the same growth will continue in future without the implementation of APTP. On the commencement of APPTP in 2003, it is expected that tourist traffic will show the Compound Annual Growth by 10% for domestic tourists and 15% for foreign tourists, as mentioned in para 3.6 of Chapter 3.



iii) Net Value Added

According to 'Pilot Survey of Domestic Tourists' undertaken by the Department of Tourism in 1981-82 and Foreign Tourist Survey 1982-83, the pattern of expenditure by domestic and foreign tourist was observed as per Table 15.4

Table 15.4: Tourist Expenditure Pattern

Tourism Segment	Foreign Tourist (%)	Domestic Tourist (%)
a) Accommodation & Food (i.e. Hotel, & Restaurant)	53.95	58.2
b) Shopping	24.84	26.7
c) Internal Travel	13.63	10.4
d) Entertainment	2.61	1.8
e) Other Misc. Items	4.97	2.9
	100.00	100.00

From the study report on Economic Benefits of Tourism, 1987 of Govt. of India, Ministry of Tourism, and the Net Value Added/Receipt Ratio in respect of different segments of tourism industry is worked out per Table 15.5.

Table 15.5: Net Value Added/Receipt Ratio

Tourism Segment	Net Value Added/Receipt Ratio
Accommodation & Food (Hotel & Restaurant)	0.2623
Shopping	0.2623
Transport	0.4075
Entertainment	0.9091
Others	0.9089

The average ratio for all sectors worked out at 0.3103.

However, as per study by Dr G Raveendran on Tourism, Planning and Measurement Methods, 1993, the net value added/receipt ratio worked out at 0.3854, which has been used in computing direct benefits in Table 15.5



Table 15.6 : Direct Benefits from Additional Tourist Arrivals from Implementation of Arunachal Pradesh Perspective Tourism Plan (APPTP)

Year	Additional Tourist Inflow After APPTP	Direct Receipts (Rs. Lakh)	Direct Value Added (Rs. Lakh)	Total of Col. Direct Benefit (Rs. Lakh)
1	2	3	4 (factor 0.3854)	3 + 4
2002 Domestic Foreign		-		
2003 Domestic Foreign	759 82	36	14	50
2004 Domestic Foreign	818 90	42	16	58
2005 Domestic Foreign	882 100	48	18	66
2006 Domestic Foreign	950 110	56	22	78
2007 Domestic Foreign	1024 121	65	25	90
2008 Domestic Foreign	1104 134	74	28	102
2009 Domestic Foreign	1190 148	86	33	119
2010 Domestic Foreign	1282 163	99	38	137
2011 Domestic Foreign	1383 180	114	44	158
2012 Domestic Foreign	1490 199	133	51	184
2013 Domestic Foreign	1606 219	153	59	212
2014 Domestic Foreign	1731 22	177	68	245
2015 Domestic Foreign	1866 267	204	78	282
2016 Domestic Foreign	2012 295	236	91	327
2017 Domestic Foreign	2168 326	274	105	379
2018 Domestic Foreign	2437 360	324	125	449
2019 Domestic Foreign	2519 397	367	141	508
2020 Domestic Foreign	2715 438	425	164	589
2021 Domestic Foreign	2927 484	490	189	679

Notes:

- 1) Tourist projections in Columns 2 and 3 are based on the assumptions given in para 3.6 of Chapter 3.
- 2) Additional Tourist Inflow is the difference between Tourist Inflow, from Existing Facilities and Tourist Inflow after APPTP in the year 2003 when the APTP is expected to be implemented.
- 3) Direct receipts in col. 3 represents direct tourist expenditure of Additional tourist Inflow by applying Average no. of days stay (Domestic tourist - 5 days and Foreign tourist 12 days) and average per capita per day tourist expenditure) vide Table 18.1 for instance, year 2003 (Domestic tourist 759 x 5 x 500 = Rs 18.90 Lakhs) + (Foreign Tourist 82 x 12 x 1740 = Rs 17.12 Lakh, Total Rs 36 lakhs)
- 4) Direct Value Added in col. 6 represents Direct receipts in col 3 x factor 0.3854)



15.2.2 Indirect Impact/Benefits

The indirect benefits arise out of the multiplier effect of tourist spending in the region as the different segments of the tourist industry have to purchase various commodities and services from other sectors of the economy to meet tourist demands. The additional output produced in other sectors of the economy by the chain of inter-industry spending, initiated by the expenditure of the tourism industry for its inputs is the indirect output of tourism. The direct receipts are multiplied by appropriate output multipliers and the value added is multiplied by appropriate income multipliers to arrive at the indirect benefits of the proposed investment. The indirect benefits of APTP have been computed in Table 16.7 by adopting the output multiplier as 1.058 and income multiplier as 1.412 on the basis of the study of Dr. G Raveendran on Tourism, Planning and Measurement Methods, 1993.

Table 15.7 : Indirect Benefits from Additional Tourist Arrivals from Implementation of Arunachal Pradesh Perspective Tourism Plan

Rs in Crores

Year	Direct Receipts (in Rs.)	Direct Value Added (in Rs.)	Output Col 2 x (factor 1.058) (in Rs.)	Value Added Col. 3 x (factor 1.412) (in Rs.)	Total of Column (4) & (5) (in Rs.)
1	2	3	4	5	6
2002					
2003	36	14	38	20	58
2004	42	16	44	22	66
2005	48	18	51	25	76
2006	56	22	59	31	90
2007	65	25	69	35	104
2008	74	28	78	40	118
2009	86	33	91	47	138
2010	99	38	105	54	159
2011	114	44	121	62	183
2012	133	51	141	72	213
2013	153	59	162	83	245
2014	177	68	187	96	283
2015	204	78	216	110	326
2016	236	91	250	128	378
2017	274	105	290	148	438
2018	324	125	343	176	519
2019	367	141	388	199	587
2020	425	164	450	231	681
2021	490	189	518	267	785

15.2.3 Cost Benefit Analysis

Table in 16.8 gives the cost benefit analysis for the APPTP. This has been done by using the investments that have been estimated for the Investment Plan given in Chapter 12 for the implementation of APTP and the benefits, both direct and indirect, projected in Tables 15.8 & 15.9.



Table 15.8 : Cost Benefit Analysis of Arunachal Pradesh Perspective Tourism Plan (APPTP)

Rs in lakhs

Year	Benefits (Direct and Indirect)			Costs (Investments)	Net Incremental Benefits
	Vide Table 16.4	Vide Table 16.5	Total		
2002				57	(-)57
2003	50	58	108	684	(-)576
2004	58	66	124	1766	(-)1642
2005	66	76	142	2377	(-)2235
2006	78	90	168	2508	(-)2340
2007	90	104	194	2325	(-)2131
2008	102	118	220	1942	(-)1722
2009	119	138	257	1264	(-)1007
2010	137	159	296	994	(-)698
2011	158	183	341	114	227
2012	184	213	397	240	157
2013	212	245	457	354	103
2014	245	283	528	494	34
2015	282	326	608	60	548
2016	327	378	705	95	510
2017	379	438	817	90	727
2018	449	519	968	660	308
2019	508	587	1095	447	648
2020	589	681	1270	244	1025
2021	679	785	1464	35	1429
Net Present Value (@ 12% p.a.)			2462	9238	-5781

$$\text{Benefit-Cost Ratio} = 0.26$$

15.2.4 Employment Generation

Tourism is highly labor intensive as compared to any other industry. The Economic & Social Commission for Asia and Pacific (ESCAP) study report on 'Economic Impact of Tourism in India' revealed that 1.2 international tourist visits provide employment to one person. Similarly, 17 domestic tourists generate employment for one person. By using these employment ratios and projections of additional tourist traffic and employment multiplier as 1.358 (Refer report by Dr G Raveendran on Tourism, Planning and Measurement Methods, 1993), the projections of direct employment and indirect employment after implementation of APPTP, have been computed in Table 16.9. In addition, about 25,000 man-years of jobs will be created due to construction activity.

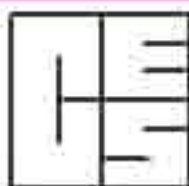


Table 15.9: Generation of Direct & Indirect Employment on Implementation of Arunachal Pradesh Perspective Tourism Plan

Year	Additional Tourist Inflow (in hundreds)		Direct Employment			Indirect Employment
	Domestic Tourists	Foreign Tourists	On a/c of Domestic Tourists	On a/c of Foreign Tourists	Total	(factor 1.358)
2002						
2003	759	82	44	68	112	152
2004	818	90	48	75	123	167
2005	882	100	52	83	135	183
2006	950	110	56	92	148	201
2007	1024	121	60	100	160	217
2008	1104	134	65	112	177	240
2009	1190	148	70	123	193	262
2010	1282	163	75	136	211	286
2011	138	180	81	150	231	313
2012	1490	199	87	166	253	343
2013	1606	219	94	182	276	375
2014	1731	242	102	202	304	412
2015	1866	267	110	222	332	450
2016	2012	295	118	245	363	493
2017	2163	326	127	271	398	540
2018	2437	360	143	300	443	601
2019	2519	397	148	330	478	649
2020	2715	438	160	365	525	713
2021	2927	484	172	403	575	780



VARYING PERSPECTIVES
COMMUNITY PARTICIPATION
TOURIST MANAGEMENT
DEVELOPMENT CONTROL AND PLANNING





CHAPTER-16

DEVELOPMENT CONTROL AND PLANNING

16.1 VARYING PERSPECTIVES

- i) In its most traditional sense, the concept refers to the maximum number of tourists or tourist use that can be accommodated within a specified geographic destination. In this sense, it refers to a specified limit, 'ceiling', or 'threshold' which tourism development should not exceed. Carrying capacity indicators, which describe such benchmarks, are given in terms of volume, density or market-mix (e.g. number of visitor units relative to resident units).
- ii) An environmentally based perspective suggests that carrying capacity management involves maintaining a balance between physical/environmental and visitor experiences. Carrying capacity in this context refers to the maximum number of people who can use a site without an unacceptable alteration in the physical environment, and without an unacceptable decline in the quality of the experience gained by visitors. This implies some prior designation of conditions upon which unacceptable levels of tourism impact can be judged.
- iii) Tourism carrying capacity may be market driven, critical carrying capacity thresholds appear to occur when tourist numbers approach
- iv) Levels which strain the capability of the destination to provide quality tourist experience. In this sense, for any number of physical, economic, social, environmental, psychological or political reasons, tourists begin to display apathy toward the destination.
- iv) A community based perspective suggests that carrying capacity concerns a destination area's capability to absorb tourism before negative effects are felt by the community, levels at which their impact standards are established can be based on values determined by the community on the basis of how they perceive the effects of tourism.

16.2 COMMUNITY PARTICIPATION

There is growing interest in the belief that early and continued involvement of local communities in decision making concerning tourism development in their locality can help to alleviate many of the tourists' negative impacts. This notion is founded on the symbiotic relationship that exists between visitors, local communities and destination areas. These three elements interact with each other and create the negative and positive economic, socio-cultural and environmental impacts discussed in earlier chapters. Host communities vary in their ability and willingness to absorb and benefit from tourist activity. Nevertheless, there are practical measures that can be taken to involve host communities more in their local tourism systems, for example the establishment of local tourism forums where ideas can be exchanged and issues aired, concessionary admission schemes for local people to tourist attractions and facilities, and public awareness programmes highlighting the benefits of tourism to communities.



16.3 TOURIST MANAGEMENT

Whether or not the number of tourists to an area constitutes sufficient of a problem to threaten its carrying capacity, all visitors to resorts, attractions and destinations need to be managed in some way. This may be no more than arranging the safe transfer between an arrival departure airport and the tourists resort accommodation. In areas of high tourism demand, however, visitor management becomes a tool that can be used to minimise the tourists' adverse environmental, cultural and social impacts. The planners and managers of tourism can influence tourists movement patterns and behaviour with the help of sign posting, information leaflets and broadcasts, visitor centres, zoning of areas, temporary restrictions on entry, way marked routes, audio-visual displays, promotion of public transport services and range of similar other measures.

16.4 DEVELOPMENT CONTROL AND PLANNING

- I. Areas of archaeological value and historic buildings or sites to be declared monuments to be adequately protected from:
 - Damages because of lack of adequate maintenance
 - Other building activities taking place in adjoining areas
 - Destruction on natural environment surrounding each area

Further, accessibility to these sites and other "nature reserves" should be provided and in cases this is available, it should be improved.

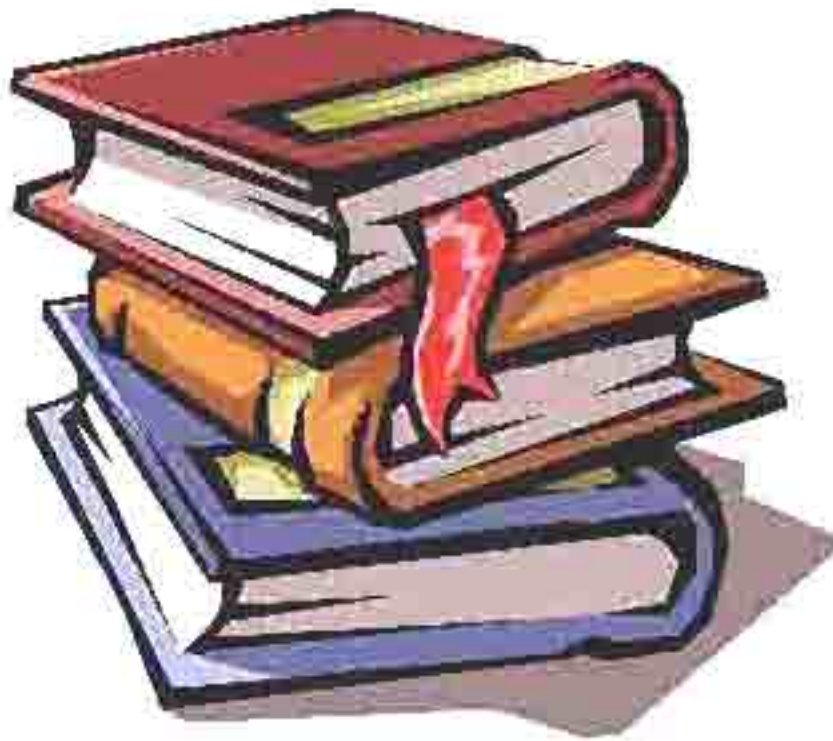
- II. No construction should commence without having secured the consent of the appropriate authority for the provision of infrastructural services, i.e electricity, telephone, road access, water, etc.
- III. Boreholes for water supply to be abandoned as soon as connection with piped water is effected. In new projects such connection is made available prior to the operation of the hotel.
- IV. Control of advertisements is also essential to protect environment from visual pollution in all areas, urban and rural.
- V. Rivers should also be protected from similar dangers of pollution. Dumping of waste into the river & Water bodies should be prohibited.
- VI. Industrial activities should be under constant control so that smoke, chemical effluents or other pollutants are eliminated. The tendency to diversify industry and substitute existing heavy and polluting industries with industries of high technology is environmentally sound and should be encouraged.
- VII. Each hotel must have an adequate garbage storage facility or incinerator for the destruction of garbage, respectively, as the case may be. It is essential that garbage disposal be not solved on an individual basis. In order to make sure that disposition of waste is not detrimental to the environment, each local body should undertake to provide waste collection services.

Hotels and other establishment should have adequate sewage system. As it is the practice now, biological treatment plants should be the minimum requirement. Such plants have compulsory tertiary treatment process adopting the following standards of treated water:

- Biological Oxygen Demand (BOD)	10 mg/1
-Suspended Solids (SS)	10 mg/1
-Turbidity	3 NTU



- VIII. Control of the operation of the system should be exercised regularly to safeguard satisfactory results. Water treated to be reused for irrigation of the gardens contributing in economies on water consumption.
- IX. On completion of the construction of any tourist facility the whole site should be properly landscaped in a manner compatible with the environmental character of the surroundings. No construction should commence without having secured the consent of the appropriate authority for the provision of infrastructure services, i.e. electricity, telephone, road access, water, etc.
- X. The use of speedboats and other engine operated means for water recreation in lakes and in rivers should be controlled so that noise or water pollution from oil spills is avoided. Large boats and other vessels in deep waters should also be controlled so that danger of pollution through their effluent or oil spills is again eliminated.
- XI. In order to ensure an upgrading of the quality in tourism accommodation, it is recommended that hotel regulations expand to include minimum requirements in space used by the public, i.e. lobbies, sitting halls, restaurants, etc. according to requirements of each class. Also, minimum qualification for the manager in each class to be defined.
- XII. Special training Programs and educational institutions should be promoted so that services offered by hotels corresponds to their classification.



BACKGROUND
NEED OF TOURISM POLICY
A REVIEW OF NATIONAL TOURISM POLICY
SUGGESTED POLICY FRAMEWORK





CHAPTER-17

TOURISM POLICY

17.1 BACKGROUND

Tourism is emerging as the largest global industry of the 20th Century and is projected to grow even faster in 21st Century. Account should be taken of the fact that for the last four decades or so, a tourism revolution has been sweeping the world. Number of tourist leaving their homes, worldwide is estimated to be about 700 million in 2001 and likely to increase to 1.5 billion in 2020. If India has to partake in this revolution in a meaningful way, it has to change its strategies as well as the techniques and tools of its machinery of implementation, devise innovative tourism promotion and management techniques to make tourism as an important industry catering to our GDP. India has immense possibilities of growth in the tourism sector with vast cultural and religious heritage, varied natural attractions but a comparatively small role in the world tourism scene. A forecasting study undertaken by the World Tourism and Travel Council estimated that in 2001, the consumption activity arising from domestic and international tourism will contribute 5.3 percent of India's Gross Domestic Product. Tourism will also sustain 25 million equivalent full time jobs or 6 percent of India's workforce.

Arunachal Pradesh being a state rich in natural beauty, tribal festivals and rare handicraft products, attract more than ten lakh tourists throughout the year (2000-2001), which is going to rise in the future. Hence, integrated efforts of the Central and State governments along with the local residents are required in developing the State into an important tourist destination.

17.2 NEED OF TOURISM POLICY

Growth of tourism industry will require heavy demand on land, good quality infrastructure and services, therefore, urgent efforts from the State to upgrade and augment the present conditions and scenario needs to be devised with maintaining the ecological balance and environment of the State. All the above necessitate certain policy interventions to provide for incentives, tax and duty concessions for encouraging potential promoters, institutional arrangements and reforms to undertake implementation of projects and various regulatory and control measures. In view of the above, a policy framework needs to be formulated for the state of Arunachal Pradesh.

17.3 A REVIEW OF NATIONAL TOURISM POLICY

The main objective of the National Tourism Policy is to promote sustainable tourism as a means of economic growth, social integration, chance employment potential and to promote the image of India abroad as a country with a glorious past, a vibrant present and a bright future. The broad aims of the national Policy can be highlighted as:

- i) Promotion of tourism as a major engine of economic growth
- ii) Harness the direct and multiplier effects of tourism for employment generation, economic development and providing impetus to rural tourism.
- iii) Focus on domestic tourism as a major driver of tourist growth.
- iv) Position India as a global brand to take advantage of the burgeoning global travel and trade and the vast untapped potential of India as a destination.
- v) Acknowledge the critical role of private sector with government working as a pro-active facilitator and catalyst.
- vi) Create and develop integrated tourism circuits based on India's unique civilization, heritage and culture in partnership with states, private sector and other agencies.



- vii) Ensure that the tourist to India gets physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated and "feel India from within".

The policy document takes into consideration seven key areas that will provide the thrust to tourism development. These are Swagat (welcome), Soochana (information), Suvidha (facilitation), Swaksha (safety), Sahyog (Co-operation), Samrachana (Infrastructure Development), and Safai (cleanliness). One of the major objectives is the preservation and protection of natural resources and environment to achieve sustainable development.

India possesses a rich and diverse range of unique tangible and un-tangible cultural, natural and man made tourism resources, many of which are world class in quality. The tourism resources of the country have the potential to attract significantly higher levels of market demand from the domestic and international markets provided that sustainable site management practices and principles are adopted and applied and other constraints like the security, safety, health, adverse socio-cultural impact environmental impacts and regional conflicts identified are effectively resolved. Thus to strengthen India's socio-cultural structure, the tourism industry in India needs to be properly planned, developed and managed at all levels of government in partnership with the private sector.

The overall strategy for the development of the tourism industry and Government of India's vision for development of tourism sector is: "Achieve a superior quality of life for India's peoples through Tourism which would provide a unique opportunity for physical invigoration, mental rejuvenation, cultural enrichment and spiritual elevation."

To achieve the overall vision for the development of tourism, five key strategic objectives need to be achieved. They are:

17.3.1 Positioning and Maintaining Tourism Development as a National Priority Activity

- Inclusion of Tourism in the concurrent list of the constitution of India. This will provide a constitutional recognition to the tourism sector, help in channeling the development of tourism in a systematic manner and enable central government to legislate for tourism development.
- Provide effective linkages and close coordination between Departments.
- Constitution of Tourism Advisory Council with Key Stakeholders to act as a "think tank".
- Prepare the basis for the adoption of the Tourism Satellite Account system based on SN 3 protocol for the national accounts.
- Plan and implement a professionally managed integrated communications strategy to be called the "National Tourism Awareness Campaign."

17.3.2 Enhancing and maintaining the competitiveness – India as a tourism destination:

- Implement visa on arrival and consider strategies for the fast issuance of visas and permits
- Computerization of the system of issue of visas by Embassies/High Commission.



- Additional seat capacity provided by the national and international carrier would have a significant benefit for national economy. Opening India's sky for enhancing tourism through increased capacity.
- Improving the standard of facilities and services at the nations international and major domestic airports.
- Creation of special tourism force for deployment at major tourism destinations.

17.3.3 Improving and expanding product and expanding these to meet new market requirement

In relation to the development of products that are related to the special interests of the target markets, the product development strategy should be to:

- i) Growth and expansion of cultural tourism.
- ii) Develop sustainable beach and coastal tourism resort products based on a more flexible approach to developments in the coastal zone.
- iii) Develop & position the Cochin and Andaman & Nicobar Islands as international cruise destination.
- iv) Capitalise by packaging India's unmatched variety of traditional cuisines that are today becoming increasingly popular in the world.
- v) Actively promote the development of village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and new geographic areas
- vi) The wild life sanctuaries and national parks need to be integrated as an integral part of the Indian tourism product, and priority needs to be given to the preparation of site and visitor management plans for key parks.
- vii) Himalayas and mighty rivers in India offers the greatest asset for adventure tourism activities, which can be developed and promoted.
- viii) India needs to construct a world-class international convention centre to cater to the global meetings, incentives, convention & exhibition markets.
- ix) India with its greatest bio-diversity, with a variety of unique natural locals is a perfect candidate for eco-tourism, with the focal points located in the Himalayas, northeastern states, western ghats, Jharkhand, Andaman and Nicobar islands and the Lakshadweep Islands.
- x) Holistic healing and rejuvenation captive the essence of the best of Indian philosophy and culture. It is the most unique tourism product from every dimension – physical, mental, emotional and spiritual which elevates the individual to as higher plane of consciousness and awareness.
- xi) Shopping is an integral part of tourism experience and a most valuable contributor to revenues. The development of dedicated shopping centres for traditional crafts, designed along the lines of ethnic village hosts needs to be encouraged a directory of traditional crafts persons should be produced and the "Made in India" brand to be promoted.
- xii) India has unique events, fairs and festivals, some of which needs to be promoted as a unique product like the "Festivals of India" program which can be reintroduced in the top 12 future markets for India.
- xiii) Business travel is also a form of tourism and typically occurs in urban environments therefore the urban quality, level of physical infrastructure, urban ambience and public services should be developed befitting such a status.



- xiv) A series of themed cultural attractions should be developed based on outstanding site planning and design.

17.3.4 Creation of World Class Infrastructure

India's physical infrastructure is the very foundation on which tourism is to be built and this ranges from ports of entry, to modes of transport to destinations i.e. airways, roads, railways or waterways, to urban infrastructure supporting tourism facilities such as access roads, power, electricity, water supply sewage and telecommunication.

Strategic actions in relation to road, railways, waterways and airport facilities are identified below:

- a) Development of Integrated Circuits:
The emphasis is on identifying up travel circuits and converging all resources and expertise for development of these circuits as International Standard destinations
- b) Roads
Road network is vital to tourism. Many tourist circuits are entirely dependent on roads. There is an urgent need to construct and improve highways linking the world heritage sites and places of tourism significance.
- c) Railways
The Indian Railway system can be an enormous asset in the development of the tourism and hospitality industry in the country. Railways have a special fascination for foreign and domestic tourist. The Railway services need to be equipped to meet the needs for foreign & domestic tourist. The following measures can be incorporated to improve the existing scenario:
- Special tourist trains with a present itinerary.
 - Railway Hotels can be constructed at railway stations serving specific tourist centers
 - Indian Railways owns a number of heritage structures. If effectively maintained and marketed they would serve as places of tourist attractions.
 - India has five hill railways, which are slated to be encrypted by UNWESCO as World heritage. Enormous tourist potential of these products can be tapped by developing these special tourist trains.
 - Special tourism trains like Royal Orient, Budh Parikrama, Palace on wheels and Fairy Queen are extremely popular with tourists, as they are steam helmed tourist trains, such type of steam traction is still operative in India and it can serve as a major attraction for special tourist segment.
 - More trains like Shatabdhi and Rajdhani with a special tourism and hospitality focus should be planned both for the foreign & domestic tourist.
- d) Waterways
In India the vast coastline as well as several navigable rivers have extreme tourism significance. Its 7,000 Km coastline in East, South & West of India can be tapped for promotion of cruises in well as a means of transport. River cruises in India to be developed for the North Eastern states (Brahmaputra and Ganges) and Kerala. These mighty rivers can harness the potential of tourism as well as serve as a means of transport.



17.3.5 Developing sustained and effective Marketing Plans and Programmes

India has to adopt a more aggressive and competitive marketing approach to effectively compete in the markets in the current scenario. India will have to use an array of marketing tools and strategies like:

- e) Unique market position, image and brand that cannot be held by a competitor.
- f) Undertake an extensive qualitative and quantitative market research program in target source markets.
- g) Identify and assemble a highly attractive product offering tailored to the interests of each source market and develop and implement on-going cost effective promotion programmes in each source market formulation and implementation of village tourism programme.
- h) Establish an effective and on-going market representation presence with the travel trade in each source market.
- i) Establish an Internet portal in various languages to service the information, product description and product sales requirements of the target market segments in each source market.

Conclusion:

India's tourism industry through the capacity of its tourism resources facilitates and services as yet is relatively untapped market potential has considerable scope for expansion and development.

The tourism policy stated above aims at setting up a framework that will allow the various stakeholders to fully develop the potential of tourism and to harness this to the national development priorities.

17.4 SUGGESTED POLICY FRAMEWORK FOR ARUNACHAL PRADESH

However, it has been found that tourism policy in Arunachal Pradesh does not exist. To strengthen the tourism, the Consultants have suggested a policy for the State to develop a sustainable tourism.

17.4.1 Product Diversification/Improvement

Wild Life Sanctuary, Golfing and religious tourisms are the mainstream activities in Arunachal Pradesh. The natural resources in the state of Arunachal Pradesh like hills, waterfalls, springs, rivers seneric beauty and wild life reserves has not received enough attention and did not grow to its fullest potential. Similarly, Arunachal Pradesh's natural sceneric beauty remains untapped. The recommendations are, thus, towards diversifying Arunachal Pradesh Tourism product and are mentioned below:

- a) Arunachal Pradesh has a unique cultural heritage. It has vast array cultural heritage sites, which provides an opportunity for growth and expansion of cultural tourism in India.
- b) Eco-Tourism Development with focus on the mountain ranges, wild life, waterfalls, lakes, riverine system shall be promoted on priority basis.
- c) Adventure tourism activities have immense potential for development Activities like parasailing, river rafting, trekking in the mountainous ridges, paragliding shall be given support through appropriate institutional mechanisms.



- d) Rural Tourism should be promoted to exploit spirit of rural Arunachal Pradesh. Model Arunachal Pradesh village could be developed on traditional style & form to be called Theme Village. Handicraft village can be developed initially.
- e) Science Tourism can be based on research and experiment of the vast variety of flora and fauna available in Arunachal Pradesh. *Botanical Garden-cum-Nature Park* can be developed as an alternative subject of choice specially to attract students and people with a scientific bent of mind from within and outside the State. Similarly, the State can establish and develop a large Technological park along with North Eastern Regional Inst. of Science & Technology.
- f) Holistic healing and rejuvenation tourism product for physical, mental, emotional and spiritual manifestations of the people to capture the essence of the best of Indian philosophy and culture for international and Indian visitors alike.
- g) The State has the potential to develop a center of filming and viewing to attract the film industry to shoot their films.

17.4.2 Creating Regional Transportation Node Inter-State Tourism Circuit

Keeping in view, preventing the diversion of tourist flow, a joint effort is needed by the North Eastern Hill Council (NEHC) to create an inter-state tourism circuit, starting the circuit from Arunachal Pradesh to Mizoram.

17.4.3 Inner-Line Permit

The consultants propose to make the process of getting Inner-Line Permit simpler. The inter-district inner line permit required to enter one district from another should be such that at every check post the facility to get the same made should be available. These relaxations should be done in knowledge of the national security and defense mechanism.

17.4.4 Tourist Information Centre

The consultants propose to establish Tourist Information Center at all District Headquarters of the state.

17.4.5 Improvement & up gradation of Tourism Infrastructure

There is an urgent need felt for requirement of overall improvement of infrastructure facilities and also providing better quality facilities in places of tourist attractions.

a) Air connection

In view of attracting more high-end foreign tourists the following policy measures are suggested:

- The proposed (by the Government) Itanagar airport to be developed to international standard equipped with all modern facilities.
- Direct flight connection to be facilitated between Arunachal Pradesh and other States as well as linking with other countries.
- The airport should have facilitation service center to provide visa issuance customs clearance and other necessary permits at one point.
- Establishing direct air connections with all metro cities and places of major tourists attractions in India and Arunachal Pradesh



- b) Rail connection
- Hill railway can be introduced as special tourist attraction system
 - Launching Palace on wheel type super luxurious train service to view the Nature's scenic beauty.
- c) Road Transport
- To achieve efficient and fast inter-state tourist traffic movement, road connections and road transport infrastructure need to be improved.
- Introduction of specially built air-conditioned tourists coaches for transportation of tourists to different places in the State.
 - Transport Department to control plying of taxi, auto rickshaw on either pre-determined fixed rate fixed route basis or meter basis.
 - Connecting Arunachal Pradesh by Express Road with main cities of neighbouring states.
 - Existing conditions of roads to be improved for faster and safer means of travel
- d) Basic Infrastructure
- Power supply needs to be augmented through setting up power generating stations. Private sector to be invited in such endeavor.
 - Availability of potable water, good sanitation and drainage facilities through implementation of integrated infrastructure development scheme.
 - Establishing 24-hour telephone booth at all tourist places in the State, which offers STD, ISD, fax and e-mail facilities.
- e) Entertainment and Support Facilities:
- A host of entertainment and support facilities need to be developed all over the State.
- Organizing night river cruise with on board restaurant and bar arrangements
 - Organizing late evening city tours
 - Establishing 'Light and Sound' shows at important heritage centres
 - Setting up amusement park and water sports.
 - Improvement and diversification of water sports facilities.
 - Organizing safari tour/eco-tourism at Wild life sanctuaries. Specially designed glass fitted vehicle could also be used in monsoon period to attract tourists.
 - Information & Booking facilities at Airports, Railway stations to facilitate tourists to know about accommodation reservation situation, names of hotels and facilities they offer, city tour, travel guide, police station and emergency medical facilities availability.

17.4.5 Role of State Government

- a) The Consultant reiterate the proposal of TCS to establish an "Arunachal Pradesh Tourism Development Corporation."

Institutional Measurements

Setting up 'Tourism Promotion Board' under the chairmanship under the Chief Minister or Minister of Tourism of the State.

- b) The State Tourism Department should provide institutional backup support to appropriate endeavors for creation of desired tourism products. As such, the



State Tourism Department should setup inter governmental linkages and co-ordination.

- c) The State Tourism Department should coordinate with Town Planning Department and local bodies to plan tourism development as a part of over all area development strategy.
- d) The State Tourism Department should arrange fund and ensure speedy clearance and implementation of all projects leading to creation of tourist facilities and enhancement of quality of tourism products.
- e) A special 'Task Force' should be created under State Tourism Department, which would look after all problems & issues of pollution and environmental degradation.
- f) It should constitute guidelines under the Travel & Trade Act, 1982 to ensure local people participation in setting up, running and management of tourist facilities.
- g) The State Tourism Department should pursue State Education Department to introduce tourism as a subject in the school & college curricula for greater awareness among local people.
- h) It should ensure higher studies like Tourism Management, Hotel Management, Food Technology & Catering through setting up Institutes to ensure supply of locally trained skilled manpower.
- i) The State Tourism Department should create a special GIS based Information & Data Base Cell which would undertake appropriate data collection, synthesis and research on suitable format. In this regard, the department can open up a new direction in management & use of tourism related information by creating appropriate GIS Map and bringing out CD for sale in the domestic & international market.
- j) Appropriate marketing and promotional activities should be undertaken through private parties and NGOs.

17.4.6 Role of Private Sector

Following areas have been identified for direct participation of private sector.

- i) Creation of accommodation facilities
- ii) Creation of entertainment facilities and develop tourism based infrastructures
- iii) Setting up world class shopping plaza
- iv) Power generation
- v) Setting up telephone booths
- vi) Running of tourist coaches
- vii) Conducting packaged tours
- viii) Marketing

17.4.7 Incentives

- i) To enhance the revenue generation from tourism related activities by way of
 - Giving tourism Industry Status
 - along-with Export House Status



- Insurance of Tourism Infrastructure Bond preferably tax free with rating for private placement
- Concession on private sector infrastructure investment by providing 100% tax incentives for first 5 years and 30% for the next five years.
- Increasing municipal property tax and channelising part of it to create Special Tourism Development Fund
- Diverting part of the Tourism related Excise Tax to the tourism development fund and increase budgetary provision for tourism development.
- Tourism properties/facilities owned and run by government to be leased out to private sector including privatisation of selected forts and monuments.
- ii) Providing incentives to various tourism related activities
 - Environmental Clearance Committee with single window clearance facility to be set up for speedy clearance of projects.
 - Quicker Single-window Clearances for setting up of tourism related recreational facilities like nature park, theme park, water park, amusement park etc.
 - Moratorium/duties on captive power generation
 - Providing special incentives to promote training facilities for trekking, paragliding, other adventure tourism activities and Eco-tourism facilities

17.4.8 Marketing

A major marketing drive to be initiated using the modern technology.

- i) Setting up Web site on Arunachal Pradesh Tourism
- ii) Strengthening of marketing activities through use of national & international broadcasting medium, newspaper & magazine advertisement & releasing colourful brochure to be supplied free of cost at domestic & international airlines, luxurious trains.
- iii) Setting up marketing office at important overseas countries.
- iv) Setting up marketing office at all metro cities and major tourist destination sites in India.
- v) Using innovative ad-campaign through involvement of private marketing giants.
- vi) Launching a Monthly Magazine on Arunachal Pradesh Tourism by the State Tourism Department
- vii) To organise major national & international seminars, workshops in Arunachal Pradesh
- viii) Co-ordinating with Movie-Producers for using Arunachal Pradesh as a place for Movie-Shooting.

17.4.9 Conservation and Sustainable Development

The policy suggests following measures for conservation and development of Arunachal Pradesh heritage and culture.



- i) Declare zone within 1 km radius of important heritage structure as Restricted Zone and freeze any further development within this zone.
- ii) Preparation of detailed Conservation Plan for all such zones.
- iii) Introduce regulating and control measures in the Controlled Tourism Zone as described under Diversification of Tourism Product section.
- iv) Introduce adequate land use control and identification of compatible land uses in the Coastal area, along both sides of river around important lakes and water bodies.

17.4.10 Socio-Economic Development

- i) Involvement of local people to the maximum extent possible in the tourism related development activities.
- ii) Utilisation of fund derived from the revenue accrued from tourist expenditure for socio-economic upliftment of people.
- iii) Reservation of seats in the Hotel Management Institutes, Travel & Tourism Management Institutes and Catering Institutes for state/local people.
- iv) Organizing awareness campaign involving locally eminent people.

Tourism Information System

- i) Use of latest information technology in creating and providing relevant information.
- ii) Regular survey of tourists to update data on tourist traffic.
- iii) Opinion survey of local community to create database on impact of tourism on society.
- iv) Data base management, research and forecasting on future requirements through use of private agencies.
- v) Setting up an Information Centre equipped with Touch-Screen Computerized information facilities network system. Such facilities should make available at airport, rail station and at all important tourist places.

Note: The Consultants have reviewed the cases of tourism policy of different places including Orissa, Madhya Pradesh, New Zealand, California, and Switzerland Tourism Policy Act, all these are annexed for the ready reference purpose.



CHAPTER-18

IMPLEMENTATION PLAN AND INSTITUTIONAL MECHANISM

18.1 MAJOR ELEMENTS OF IMPLEMENTATION

The Consultants have defined the essential aspect of the planning process, how to carry out the plan's policy and recommendations. The major elements of implementation are as under:

18.1.1 Plan Adoption and Allocation of Responsibilities

After careful review and agreement, the Arunachal Pradesh Perspective Tourism Plan (APTP) may be adopted by the State Govt. as its official guide for developing tourism. Through adoption of the Plan, the legal basis for its implementation is established. Also essential for its effective implementation is political commitment to develop tourism on a planned basis, and strong leadership exercised in both the public and private sectors of tourism. In the implementation approach, the respective roles of the State Govt., the private sectors and special bodies (such as Deptt. of Tourism, Town & Country Planning Deptt., Pollution Control Board, Arunachal Pradesh; Arunachal Pradesh Tourism Development Corporation ((ATDC) under formation), Travel and Tourism Association of Arunachal Pradesh, have to be decided at the first instance. With the respective roles decided, a close cooperation and coordination between the State Govt. bodies and private sector on implementation must be maintained.

18.1.2 Staging and Programming Development

To achieve the physical development proposals systematically, the first step is to determine the general phasing of development, which has been indicated as immediate phase, short term phase and long-term phase. Within the framework of the recommended phasing, specific projects may be taken up for implementation.

18.1.3 Implementing Programmes

The programmes recommended by the 'APPTP' need to be implemented. These include the training programme for employees in tourism, public awareness programme on tourism, local community participation, marketing development and promotion programme etc. Environmental awareness and its protection programmes must also be pursued. National Park, historic conservation and cultural programmes must also be carried out.

18.2 MONITORING AND MANAGEMENT

Monitoring should be considered an integral part of plan implementation, so that, problems are detected in their early stages and remedial measures can be taken. The number and characteristics of tourist arrivals should be monitored to see if the market targets are being maintained. Determining tourist satisfaction levels through special surveys of them is especially important. Monitoring the economic, environmental and socio-cultural impacts of tourism, generally, and for specific projects, is essential. Even though time-based targets are to be established, they should be considered flexible based on changing circumstances. During the short term, it is more important to maintain a balance between the development of tourist facilities, services and infrastructure and actual market demand. Over the long run, efforts can be made to catch up and achieve the various market and development targets.



18.3 INSTITUTIONAL MECHANISM

The implementation of the proposed 'APTP' would require a decision making to be integrated at higher level. It would demand participation and interaction of experts and the leaders of tourism trade & industry from the private sectors. The approach is to be positive to ensure quality and to optimize the gains of the 'APTP'.

Thus, on the lines of California Tourism Commission, an *Arunachal Pradesh Tourism Commission/Board* is suggested.

18.3.1 Reasons for proposing Arunachal Pradesh Tourism Commission/Board

- i) Tourism is a major source of jobs, income and revenue in Arunachal Pradesh and the expansion of this industry is vital, to the overall growth of Arunachal Pradesh economy.
- ii) Tourism and recreational industries are important to the State not only because of the number of people they serve and the vast human, financial and physical sources they employ, but because of the benefits which tourism, recreation and related activities confer on individual and the society as a whole.
- iii) Existing State Government involvement in tourism and related activities need to be better coordinated at the state level as well as within local governments and private sectors to maximize the economic and the employment benefits of the industry.
- iv) The entire State could benefit from promotion of lesser known and underutilized destinations within the State and additional State resources maybe effectively utilised to assist such localities in order that they can participate and accrue benefits from tourism promotion.

18.3.2 Structure of the Tourism Commission/Board for Arunachal Pradesh

- i) The Board to be chaired by an executive in the Government at a very high level say the Chief Minister or the Minister of Tourism
- ii) Five members of the Board to be appointed by the Government who are professionally active in the tourism industry representing its diverse segments.
- iii) Two members of the Assembly to be nominated as per rules.
- iv) Director tourism shall serve as Secretary to the Commission Board and provide staff and whatever supportive services necessary.

18.3.3 Functions of the proposed Arunachal Pradesh Tourism Board

The Board shall, with the office of tourism adopt, annually update a tourism marketing plan for the State of Arunachal Pradesh for international and domestic tourists and do the following:

- The annual tourism marketing plan to serve as a guide for effectuating the Arunachal Pradesh Tourism Plan within available resources.
- Include an assessment of the activities and accomplishments of the office of Tourism.
- Outline the intended programme of tourism promotion and visitor service activities for the oncoming year.
- Delineate the ways, means and programmes by which tourism shall be promoted, including any cost effective marketing methods and technique to be employed.



- Identify resources as are reasonably necessary, from all sources both public and private, to accomplish these promotion and marketing activities.
- Identify and articulate co-operative or shared cost programmes, or opportunities for these ventures, with private entities.
- Identify licensing opportunities, including licensing agents.
- Contain other information, data or recommendations that may be germane to the marketing efforts of 'AFTP'.

18.3.4 Framework of Activities of the Board

- i) Take advantage of particular promotional opportunities as may be presented.
- ii) Facilitate travel and visitorship to, and within, Arunachal Pradesh to the maximum extent feasible
- iii) Identify and assist in the development of a user-directed, computer based, public access information system serving the needs of the traveling and tourist public in urban and rural areas in Arunachal Pradesh
- iv) Develop and publish research to determine sources and characteristics of present and future visitors to Arunachal Pradesh and measure the effectiveness of marketing and service programmes.
- v) Represent the State at domestic and international travel trade shows that provide an opportunity to promote a significant amount of travel to and within Arunachal Pradesh.
- vi) Co-operate with the Central Government in the development and the promotion of India as a destination for international tourism.
- vii) Implement the tourism marketing plan.

18.3.5 Consultancy Services

Implementation of 'AFTP' would entail obtaining the skills of specialist Consultants, as the core team would need to be supported by experts. Under technical competence the following should be examined:

- i) The experience of the firm in a project of this nature.
- ii) The adequacy of the proposed work plan in terms of the demonstrated understanding of the concerned project, responsiveness to the terms of reference and effective management of work.
- iii) The qualifications of the person to be assigned, successful implementation in similar situations, experiences in developing countries, especially India (if the consulting firm is international).

If overseas firms are used, efforts should be made to package assignments so that the experts' time and cost can be shared by other projects in the region, so as to reduce costs on a particular project.

18.3.6 Strengthening Department of Tourism

The Department of Tourism is the nodal agency in the State of Arunachal Pradesh for the development of tourist facilities and services in Arunachal Pradesh. For undertaking the implementation of Arunachal Pradesh Tourism Plan, Deptt. Of Tourism (DOT) would need to operate in the following areas:

- i) **Monitoring and Evaluation Cell**
For ensuring a balanced growth of tourism infrastructure on environmentally sustainable basis and coordinating and monitoring the marketing & promotional plans of overseas offices, a monitoring & evaluation cell should be established.



- ii) **Investment Facilitation Cell**
A single window mechanism to provide the private investors with the necessary advice and information and facilitate the clearance of various requirements should be created by establishing an Investment Facilitation Cell.
- iii) **Task Forces**
It would be necessary to constitute separate task forces, to manage integrated development of various tourist areas under `APTP'.
- iv) **Rural Tourism Cell**
A separate Rural Tourism Cell should be constituted so as to assist, Panchayats to identify location, prepare detailed plan for development of tourist facilities and appoint suitable staff to run and manage the rural tourism scheme envisaged under `APPTP'.
- v) **Accommodation Reservation**
The right of reservation of accommodation including government departments guest houses/bungalows and circuit houses could be given to the DOT.
- vi) **Disaster management Cell**
A separate Disaster Management Cell should also be created consolidating various disaster relief agencies undertaking disaster management activities that prevent a disaster reduce the chance of a calamitous event or lessen their damaging effects. Training programmes on management of earthquakes, cyclones and other natural calamities to staff of DOT with continuity participation will be very useful for effective preparedness for mitigating such events.

ANNEXURE-I

INVESTMENT PLAN AND PHASING OF FUNDS REQUIREMENT

Sl No.	Destination/ Attraction District	Characteristics of Destination	Development Scheme	Executing Agency	Est. Cost	Financing Pattern			Immediate Phase			Intermediate Phase			Long term Phase													
						Central Govt.	State Govt./ AIDC	Private Sector	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
I General Schemes																												
1			Marketing & Promotion	DOT AP/APTDC	300	250	50		15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
2			Human Resource Development including Administrative & Research	DOT AP/APTDC	280	250	30		5	35	40	40	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
3			Fairs & Festivals	DOT AP/APTDC	200	170	30		10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
4			Upgradation of Airport at Itanagar	DOT AP/APTDC	1000	1000		200	400	400																
5			Ropeway	DOT AP/PVT.	500	200	...	300				200	200	100														
6			Improvement of road network	CPWD	1000	1000				200	200	200			200	200				200						
7			Air Taxi	PVT.	2000	1000						400	400		200	200				400	400	200				

II Specific Schemes

Circuit No.1 Bhalukpong-Bomdila -Tawang-Zemithiang-Dirang-Rupa-Lumla-Sheregaon-Jamiri

1	Tawang(Tawang)	350 Yr Old Buddhist Monastery Hill Stations Scenic Beauty Trekking and Hiking Rock Climbing	Preparation of Master Plan for Tawang Tourist Lodge Multi purpose Hall Cafeteria at BTK Iias Upgradation of trekking Ropeway (Tawang to Anne Gompa) Tourist Huts	DOTAP DOTAP DOTAP DOTAP DOTAP DOTAP/APTDC	100 15 12 10 4 10 500	100 12 10 3 8 2 As stated in the General Scheme	3 2 1 2 6	5 6 4	100 5 6 4	2 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4	4 5 4
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Sl No.	Destination/ Attraction District	Characteristics of Destination	Development Scheme	Executing Agency	Est. Cost	Financing Pattern		Immediate Phase			Intermediate Phase			Long term Phase																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
						Central Govt.	State AIDC	Private Sector	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
11	Pakhui WLS*(East Kameng))	Wild Life Sanctuary																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													

Sl No.	Destination/ Attraction District	Characteristics of Destination	Development Scheme	Executing Agency	Est. Cost	Financing Pattern			Immediate Phase				Intermediate Phase				Long term Phase															
						Central Govt	State Govt/ APMC	Private Sector	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021				
24	Gekar Stryi (Ganga Lake) (papum Pare)	Situated in the foothills of the Himalayas, surrounded by land mass and hard rock, dense semi-evergreen forest, Many interesting plant species	Tourist Lodge Botanical Garden Hospital	DOTAP/APTDC DOTAP/Pvt. DOTAP/APTDC Pvt.	30 40 100 100	24 10 80 ...	6 10 20	10	
25	Itafort (Itanagar) (Papum Pare)	Historical fort of an irregular shape build mainly with bricks																														
26	Itanagar WLS (Papum Pare)	Wild Life Sanctuary	Tourist Lodge	DOTAP	15	12	3				5	5	5																			
27	Ziro (Lower Subansiri)	High altitude fish farm Pine and bamboo groves, trekking & hiking, talley valley sanctuary.	Tourist Lodge	DOTAP	15	12	3				5	5	5																			
28	Talley Valley (Lower Subansiri)	Valley (GOkm from Ziro), picturesque township, luysh green paddy fields, paddu cum piscioktture, eco-tourism	Trekkers Hut	DOTAP	5	3	2		5																							
29	Daporijo (Upper Subansiri)	Trikking & hiking Beautiful canies	Tourist Lodge	DOTAP/APTDC	30	26	4				5	10																				
30	Along (west Siang)	Scenic Beauty, Confluence of white water river, breeding farms, trekking, angling and hiking	Tourist Lodge	Pvt.	500			500			100	200	200																			
31	Malinihan (West Siang)	Regional Hindu Temple Ruins of a big temple 14th - 15th century. Aksh-Ganga water falls 5 km. away from Malinihan	Tourist Hut/Dormitory	DOTAP	12	8	4		2	4																						
32	Akash Ganga (East Siang)	Associated with the legend of Parvati, magnificent bird's eyview of the Brahmaputra	Tourist Huts	DOTAP/APTDC	12	8	4					2	4																			
33	Pasighat (East Siang)	Dr. Dying Ering Wildlife Sanctuary, Flora & Fauna, river rafting boating and angling	Tourist Lodge	DOTAP/APTDC DOTAP/Pvt.	30 2200	26 200	4	2000		5 500	10 500	500	500	200																
34	Dr. Dying Ering Memorial (Pasighat) (East Siang)	Wild Life Sanctuary	Watch Tower	DOTAP	4	4	...				2	2																				
35	Mouling NP (West Siang)	National Park	Watch Tower	DOTAP	4	4	...				2	2																				
36	Menga cave (Pasighat) (East Siang)	Temple (Shiva)	Library-cum-Exhibition Centre Calanata	DOTAP Pvt.	12 4	10 ...	2	4	6 ...	6 ...																			
37	Rani Gonsi (Pasighat) (East Siang)	Neolithic Site																													
38	Koma (2 km from Ziro) (Lower Subansiri)	Village Culture	Ethnic Shopping Centre with Auditorium Food Park Public Utilities	DOTAP/APTDC DOTAP/APTDC	40 5 10	30 3 6	10 2 4				20 3 10	10 2 4	10	10																		
39	Monpa	Village Culture	Ethnic Shopping Centre with Auditorium Food Park Public Utilities	DOTAP/APTDC DOTAP/APTDC	40 5 10	30 3 6	10 2 4				20 3 10	10 2 4	10	10																		
40	Sherdukpen	Village Culture	Ethnic Shopping Centre with Auditorium Food Park Public Utilities	DOTAP/APTDC DOTAP/APTDC	40 5 10	30 3 6	10 2 4				20 3 10	10 2 4	10	10																		
41	Miji	Village Culture	Ethnic Shopping Centre with Auditorium Food Park Public Utilities	DOTAP/APTDC DOTAP/APTDC	40 5 10	30 3 6	10 2 4				20 3 10	10 2 4	10	10																		
39	Likabali (West Siang)																													
40	Kane WLS (west Siang)	Wild Life Sanctuary	Watch Tower	DOTAP	4	4	...				2	2																				
41	Dambuk (Dibang Valley)	War Memorial																													

Sl No.	Destination/ Attraction District	Characteristics of Destination	Development Scheme	Executing Agency	Est. Cost	Financing Pattern		Immediate Phase			Intermediate Phase			Long term Phase													
						Central Govt	State Govt/ AIDC	Private Sector	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Circuit No. 3: Pasighat-Jengging-Yingkiong																											
42	Pasighat*(East Siang)	Dr. Daying Ering Wildlife Sanctuary, Flora & Fauna, river rafting boating and angling	Covered earlier																				
43	Dr. Dying Ering Memorial (Pasighat) (East Siang)	Wild Life Sanctuary	Covered earlier																				
44	Moulting NP*(West Siang)	National Park	Covered earlier																				
45	Menga cave*(pasighat) (East Siang)	Temple (Shiva)	Covered earlier																				
46	Sirki Water Fall*(east Siang)	Ideal for Trekking, Hiking, Picnic Spot, Outing	Upgradation of trekking	DOTAP	20	15	5				5	5	5	5													
47	Anchal Ghat*(East Siang)																								
48	Kaker Monying*(East Siang)	Historical Importance (Abor fought Britisher (Mr. William) and won)	Wayside facilities	DOTAP	40	30	10				20																
49	Jengging*(Upper Siang)	Hill Station, Namcharma, Pean, Trekking & hiking , River rafting, Tea Gardens at Ramsing, Pasulane	Public Facilities	DOTAP	20	15	5				10		10														
50	Yngkiong*(Upper Siang)																										
Circuit No. 4: Roing-Mayadia-Anini																											
51	Roing*(Dibang valley)	Mehao Lake, Sanctuary, Snowfall areas, Trekking and Hiking, Boating in Sailey Lake	Tourist Lodge	DOTAP	15	12	3				5	5	5														
52	Sailey Lake*(Dibang Valley)	Boating, Scenic Beauty	Beautification of Sella Lake	DOTAP	10	9	1																				
53	Mehao (Roing)*(Dibang Valley)	Wild Life Sanctuary	Watch Tower	DOTAP	4	4	...				2	2															
54	Mehao Memorial (Roing)* (Dibang Valley)	Wild Life Sanctuary	Watch Tower	DOTAP	4	4	...				2	2															
55	Kamtiang Memorial* (Loht)	Wild Life Sanctuary	Watch Tower	DOTAP	4	4	...				2	2															
56	Bhismaknagar (Loht)	Dikong and the Dibang rivers. The fortress has an elongated semi circle shape extending over an area of about 10 sq. km. The name originated from its king, Bhismaknaga	Wayside amenities	DOTAP	20	15	5				10		10														
57	Anini*	Scenic Beauty	Tourist Huts	DOTAP/APTDC	12	10	2				2	4								2	4						
58	Mayudia(Dibang Valley)	Tourist Spot-2443 mts high Snowfall and Scenic Beauty	Public Facilities	DOTAP	20	15	5				10		10														
59	Mecha (Dibang Valley)	Beautiful Valley, Scenic beauty																								
60	Tale (Dibang Valley)	Wild Life Sanctuary, Talley valley	Tourist Huts	DOTAP/APTDC	12	10	2				2	4								2	4						

Sl No.	Destination/ Attraction District	Characteristics of Destination	Development Scheme	Executing Agency	Est. Cost	Financing Pattern		Immediate Phase				Intermediate Phase				Long term Phase											
						Central Govt.	State Govt./ AIDC	Private Sector	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Circuit No. 5: Tezu-Hayuliang-Parsuramkund-Wakro-Walong-Pukhuri-Dong																											
61	Tezu (Lohit)	Parsuram Kund, Glow Lake, Trekking & Hiking	Tourist Lodge	DOTAP	15	12	3			5	5																
62	Hayuliang (Lohit)	Hills rich in flora and fauna, ideal for trekking, hiking and bird watching	Hotel Resort Botanical Garden	DOTAP/Pvt. DOTAP	270 40	50 30	20 10	200 ...		70 ...	100 20	100 20	50 ...				25	25	25								
63	Parsuramkund (Lohit)	Religious importance, pilgrims take a dip in the Kund during Makar-Sankranti in Jan.	Public Facilities	DOTAP/APTDC	200 20	150 15	50 5	10 ...	10 ...															
64	Wakro (Lohit)	Scenic beauty and trekking	Upgradation of trekking	DOTAP	10	8	2			5	5																
65	Walong (Lohit)	1962 Chinese War Memorial																								
66	Pukhuri (Lohit)	Scenic Beauty	Public Facilities	DOTAP	20	15	5							10	10												
67	Dong (Lohit)	Scenic Valley Millenium sunrise Hot Spring	Health Resort Upgradation of trekking Tourist Resort Cafeteria	DOTAP DOTAP DOTAP PVT.	40 10 100 4	30 8 20 ...	10 2 20 ...			5 4	5 ...	20 ...	20	25	25		10	10	10	10	10						
Circuit No. 6 Margherita (Assam)-Miao-Namdapha-Changlang-Vijaynagar-Deomali																											
68	Miao (Changlang)	Mini Zoo, Tibetan refugee settlement area, where colourful woolen carpets of various designs are produced. Namdapha National Park, a few kilometres away from Miao.	Recreation Centre Tourist Huts Ethnic Shopping Centre	DOTAP DOTAP/APTDC DOTAP	7 18 20	5 12 15	2 6 5		7	2 5														
69	Namdapha NP* (Changlang)	Trekking, hiking and angling in the river Nao-dihing National Park	Upgradation of trekking Watch Tower	DOTAP DOTAP	10 10	8 8	2 2			2 4 5	4 ...																
70	Changlang (Changlang)	Tourist Lodge	Luxury Hotel	DOTAP PVT.	45 1000	36 ...	9 ...	1000 ...	3 ...	6 100	200 ...	200	3 ...	6 ...	6 ...												
71	Vijaynagar (Changlang)	JailRampur 19rd World War Cemetery Historical Site/Religious/Snow World, Scenic Beauty	Wayside facilities	DOTAP	20	15	5				10	10															
72	Deomali (Tirap)	Tribal Villages	Tourist Hut Shopping Centre with Auditorium	DOTAP DOTAP/PVT.	6 40	4 30	2 10			2 10	4 20	...															
Circuit No. 7 Parsi Parlo-Mechuka-Moniagaong-Tuting (New Circuit)																											
73	Monigaong (near Mechuka) (West Siang)	cave investigated made of lime stone	Wayside facilities	DOTAP	20	15	5				10	10															
74	Mechuka (West Siang)	Scenic beauty, small springs, glaciers, snow fall, fauna	Tourist Huts Botanical Garden Helipad	DOTAP DOTAP DOTAP/PVT. DOTAP/PVT.	12 250 200 200	10 150 200	2 50 250 150		2 50	4 100 50 50 100 50 100 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500
75	Parsi Parlo (Lower Subansiri)	Scenic beauty, Neolithic Site, Historical/Religious Site	Wayside facilities	DOTAP/APTDC	20	15	5			5 10	5 ...																
76	Tuting (Upper Siang)	Scenic Beauty, Snow Fall	Tourist Huts Eco-Tourism	DOTAP/APTDC DOTAP/APTDC	12 250	8 100	4 50 100		2	4 50 50 50 50 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500 500



ANNEXURE (ii)

ORISSA TOURISM POLICY - CASE STUDY-1

Orissa is a State, which is endowed with rich cultural heritage and bestowed with nature's bounties. The state has similar geo-physical and climatic attributes like lakes & springs, hills, wild life, and host of cultural & heritage products and other. In view of that the State's tourism policy & objective has been studied to have a backbone concept for formulation of policy framework for Arunachal Pradesh.

i) Role of the State

The State will primarily act as a promoter and catalyst to create an environment for planned and sustained development of tourism. Following areas have been identified for focus of state.

- Privatization of tourist circuits
- Planning broad strategies for tourism development
- Preparation of Tourism Master Plans and Landuse Plans
- Earmarking of land for creation of tourism related activities
- Operation of Tourist Information Services
- Development of Human Resources for Tourism Industry like guide services, hotel and tourism management etc.

ii) Role of Non-Government Sector

Participation of non-governmental agencies have been sought in the following areas.

- Provision of transport; accommodation, catering and other service requirements.
- Operation of package tours
- Establishment of special facilities like convention center, golf course, stadium, recreational Centres, restaurants, wayside facilities, health resorts, amusement parks etc.
- Development of monument, heritage site and craft village
- Organizing adventure tourism activities
- Organizing fairs & festivals
- Promotional campaigns

iii) It identifies Thrust Areas for intensive promotion and development of tourism.

iv) Policy resolves that government owned land will be allotted for tourism related development at the concessional rate.

v) Directorate of Tourism and State Financing Agencies would assist tourism projects in getting adequate financial support. However, there is no concrete commitment/ statement for funding of projects.

vi) Transport sectors (i.e. road, rail, air and water) will receive special attention and various facilities in term of private sector funding, project clearance and new development will be emphasized on the basis of its priority.

vii) Creation of inter-state travel circuit.

viii) Special incentives, as per Industrial Policy will be provided for facilities like accommodation, transport coaches, sports activities, heritage resorts, camping etc. and power facilities at industrial rate of tariff.

ix) Development of Heritage hotels to take advantage of Central Government Heritage Hotel Scheme.



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- x) Reservation of rooms of Inspection Bungalow, Rest House, Circuit House, Guest House of Govt. Deptt. for tourists.
 - xi) Involvement of local bodies for providing amenities to develop archaeological and Pilgrim tourism.
 - xii) Development of convention tourism.
 - xiii) Development of Reservoir tourism at the irrigation reservoir sites.
 - xiv) Strengthening marketing infrastructure outside state; involvement of local people skill, engaging commissioned agents outside state for marketing.
 - xv) Enforcement of Special Tourist Police Force



MADHYA PRADESH TOURISM POLICY - CASE STUDY-2

New Tourism Policy

With the view to speed-up development of Tourism in Madhya Pradesh, the State Government announced a New Tourism Policy in January 1995. The new tourism policy envisages creation of an environment conducive to attracting increased private investment in the tourism sector, and a more meaningful role for the Government.

Strategy for Development

The focus shall be on the following areas

1. Improvement and creation of adequate basic infrastructure - land, roads, water, electricity etc.
2. Upgradation and augmentation of accommodation, catering and recreational facilities
3. Augmentation of transport facilities.
4. Marketing of destinations to ensure optimal use of infrastructure.
5. Evolving suitable policies for increasing foreign exchange earnings.
6. Promotion of the arts and crafts of Madhya Pradesh.

Destinations & Activities

These have been classified in the following categories for setting up various facilities:

Cultural Tourism	Gwalior, Orchha, Khajuraho, Sanchi, Mandu	Heritage Hotels, Museums, Craft Villages
Wildlife & Adventure Tourism	Pachmarhi, Kanha, Bandhavgarh, Panna, Satpura, Pench Valley National Parks, Tigr Lake (Gwalior), Upper Lake (Bhopal), Gandhi Sagar (Mandsaur)	Log Huts, Camping Grounds, Trekking, Water-Sports, Aero-Sports, Angling, Cruises, Caravans, Tents etc.
Leisure & Business Tourism	Pachmarhi, Khajuraho, Bhopal, Gwalior, Indore, Mainpat, Tamia, Raipur, Jabalpur etc.	Convention Centres, Exhibition Grounds, Shopping, Evening Entertainment, Golf Courses, Country Clubs, Weekend Getaways etc.
Pilgrim Tourism	Ujjain, Maheshwar, Omkareshwar, Chitrakoot, Amarkantak, Rajim, Sanchi, Bhopal, Orchha etc.	Budget Accommodation, Day Shelters, Cafeterias etc.

Role of State Government

The State Government will confine its efforts to infrastructural development ensuring uninterrupted electricity, water supply and provision of basic medical facilities. It will also be responsible for dissemination of information, organisation of festivals and inter-departmental co-ordination to create conditions for attracting private sector investment for the tourism sector. For this it will provide fiscal incentives, assist in providing suitable sites and remove bottlenecks, especially those connected with infrastructural development.



Incentives

A special package of incentives for the tourism industry has been prepared. These incentives will also be available for private entrepreneurs for any of the following activities:

1. Hotels, Motels and Restaurants.
2. Heritage Hotels, Health Farms, Recreation Centres, Ropeways, Golf Courses, Museums, Amusement Parks, Craft Villages, Convention Centres, and all other bonafide tourism related activities recognized by the government.
3. A/c Luxury Coaches, A/c Mini Buses, and imported Limousines purchased by registered tour operators for tourist transport.
4. Activities connected with adventure tourism, such as hang gliding, para sailing, river rafting, boating, trekking, rock climbing etc.

The specific incentives are:

(A) Land

- i. Government land will be offered with the approval of the Empowered Committee as equity participation on behalf of the Government at current market value for setting up Joint Ventures.
- ii. The companies thus formed who are given any kind of Government land will be expected to complete the project within a period of three years from the date of transfer of land, failing which the land will revert to the Government. The company will not be allowed to transfer the land to anybody else, or use it for any purpose other than that for which it is allotted.
- iii. For construction of approved category hotels, etc. in the urban areas, exemption under Section 20 of the Urban Land Ceiling Act will be made available on a case-to-case basis as decided by the Empowered Committee.

(B) Luxury Tax

New projects shall be exempt from Luxury Tax for ten years from the date of commencement of commercial operations.

(C) Sales Tax

New projects shall be exempt from Sales Tax for ten years from the date of commencement of commercial operations

(D) Entertainment Tax

Entertainment Centres will be exempt from Entertainment Tax for ten years from the date of commencement of commercial operations.



TOURISM POLICY OF NEW ZEALAND – CASE STUDY - 3

Overview:

Tourism policy is about issues like:

- use of the environment, fisheries and oceans as tourism resources today, whilst protecting them for future generations,
- developing culture and Maori heritage as tourist attractions, while respecting their values,
- providing appropriate tourist facilities and access to the country, and
- planning for the development of the tourism industry and the economy.

The Ministry of Tourism works to ensure there is an appropriate policy environment to allow tourism to generate maximum benefits at minimum costs. They analyse issues that have an impact on the New Zealand tourism industry, provide advice to Government, and work with government departments and agencies to make appropriate policies.

Air Access:

Policies that control international aviation into New Zealand are set and implemented by the Ministry of Transport (MoT).

For some time now the MoT has pursued a policy of "open skies". Open skies means that in agreement with its partners, New Zealand removes restrictions on international airlines flying to New Zealand and leaves the decisions on the number of services, routes flown and type of craft used to the airlines. This allows airlines to react to market demands quickly and efficiently.

In December 2001, a new Multilateral Agreement on the Liberalization of International Air Transportation came into force. The Agreement is between Brunei Darussalam, Chile, New Zealand, Singapore and the United States of America. It allows these countries to exchange the most liberal Freedoms of the Air - seventh freedom passenger and eighth freedom cabotage rights.

The Ministry of Tourism also sits on the External Aviation Policy Committee, an inter-departmental group, which sets priorities for international aviation agreements that New Zealand would like to pursue each year.

Border Control:

New Zealand controls the entry of people, aircraft, ships and goods to its borders through a range of government agencies.

These include:

- New Zealand Immigration Service,
- New Zealand Customs Service, and
- the Ministry of Agriculture and Forestry.

The Ministry of Tourism contributes to discussion and policy development on border control issues because they affect international visitors to their country. Their objective is to ensure that border control arrangements, while protecting New Zealand's borders, do not impose unnecessary or inappropriate delays or costs on travelers.



Culture and Heritage



Culture and heritage attractions, events and activities play an important role in their national identity and provide New Zealand with a strong point of difference from other destinations in the global market place.

Culture and heritage encompasses a range of attractions, events and activities, like:

- watching a Maori cultural performance,
- shopping for New Zealand art and crafts,
- sampling possum pate at the Hokitika Wild Foods Festival,
- museums, historic buildings and sites, and
- events such as the Oamaru Victorian Heritage Celebrations.



The New Zealand Tourism Strategy 2010 highlighted the important role that culture and heritage plays in the appeal of New Zealand as a tourist destination. The Ministry of Tourism is working with relevant agencies and groups to recognize this role and to implement the recommendations of the Strategy.

Cruise



New Zealand derives significant economic gains from cruise ship visits through direct expenditure by passengers, crew and vessel operators. The more obvious sources of economic impacts include land based excursions, retail and shopping. Less obvious sources include port fees, marine engineering, hotels and air travel.

Air New Zealand values the custom of cruise passengers and estimates their annual worth at \$28 million. More recently, New

Zealand's maritime industry has benefited from the cruise sector by securing lucrative million dollar contracts for passenger cruise ships to dry-dock for a pre-season re-fit.

The New Zealand cruise industry is continuing to enjoy a sustained period of growth and the Ministry of Tourism works closely with Cruise New Zealand and Tourism New Zealand to ensure that New Zealand continues to be a cruise friendly destination.



The Ministry of Tourism provides a leadership role across government to champion the tourism benefits and economic impacts to be derived from this sector. Tax, Customs, Immigration, Bio-security and Education policies all have impact upon the cruise industry and it is important that due consideration is given to the cruise industry when government policy decisions are taken.

Environment

New Zealand's clean, green environment is a major attraction for international visitors. The New Zealand Tourism Strategy 2010 recognizes this. One of the key objectives of the Strategy is to actively protect, support and promote our natural environment to ensure that tourism growth is sustainable.



The Ministry co-operates with the Tourism Industry Association and the Ministry for the Environment on a programme to encourage tourism operators to develop environmental management systems and certify their operations.



International Policy

One of the Ministry's core functions is to contribute to international tourism policy development, monitor relevant developments in tourism policy in other countries and develop linkages of benefit to tourism policy development in New Zealand. They are involved in:

- APEC
- ASCOT
- International tourism organisations

APEC

The Ministry is actively involved in the APEC Tourism Working Group (TWG), which includes senior tourism officials from 21 countries in the Asia Pacific region.

- The Working Group (TWG) discusses, develops and implements policy on tourism research, sustainable development, tourism education practices, economic impacts and a wide range of other issues.
- The Seoul Declaration on an APEC Tourism Charter provides the basis for the APEC Working Group's current work.
- Twice-yearly meetings allow New Zealand to stay abreast of international best practice in tourism policy development and to provide other countries with the benefits of our own experience.
- Ministerial meetings are held every second year, at which the Minister of Tourism meets with his colleagues from the region.

ASCOT

The Ministry participates in the Australian Standing Committee on Tourism (ASCOT), a meeting of State and Federal tourism officials which allows us to develop relationships and share best practice with our closest neighbors. The Minister of Tourism attends an annual Australian Tourism Ministers Council meeting.

International tourism organisations

The Ministry keeps a watching brief on policy developments in other countries and by organisations such as:

- the World Travel and Tourism Council,
- the World Tourism Organisation,
- the European Union and
- the OECD

Maori in Tourism

Maori and Maori culture play an important role in the tourism industry in New Zealand. The New Zealand Tourism Strategy 2010 and the study "He Matai Tapoi Maori: A Study of Opportunities and Impediments for Maori in Tourism" both contain important recommendations to encourage Maori to participate in tourism and to assist the industry in benefiting from the unique Maori culture.

The Tourism Strategy placed the Maori values of manaakitanga (hospitality) and kaitiakitanga (guardianship) at the core of its vision and made recommendations on building Maori capacity and capability, strengthening regional representation and bolstering Maori involvement in decision making.



Oceans and Fisheries

Visitors can enjoy a vast range of water-related activities in New Zealand, including:

- fishing for trout in our rivers and lakes,
- cruising on Milford Sound,





- whale watching,
- sea kayaking,
- windsurfing,
- relaxing on the beach.

Tourism's use of oceans and fisheries often generates income that is sustainable and doesn't deplete our natural resources

Regional Development



Tourism is an important driver of economic activity within New Zealand. Many regions and local communities have identified the role that tourism can play in the growth of their economies through job creation, export earnings and diversification to reduce dependence on traditional industries.



The Ministry of Tourism is part of the Ministry of Economic Development. This relationship facilitates the contribution of tourism perspectives and issues to Government economic and regional development policies, and the programmes of the Ministry of Economic Development and Industry New Zealand.

The Ministry of Tourism consults with:

- regional tourism organisations,
- territorial local authorities,
- tourism operators,
- the Department of Conservation,
- local iwi and
- other groups on issues relevant to each region.



The Tourism Industry

A key characteristic of New Zealand's tourism industry is its importance to our economy. Tourism has a substantial role in job-creation and export earnings. It is a demand-driven, service-oriented industry experiencing rapid growth and innovation. The industry now faces the challenge of balancing economic, social and environmental dimensions to achieve sustainable growth.

Economic driver

Tourism plays a key role in the growth of their economy through employment, foreign exchange earnings, investment and regional development. Tourism directly and indirectly contributes almost 10% of New Zealand's GDP.

Tourism is a vehicle for regional and community development. Many tourists look for unique, unspoilt or 'off the beaten track' locations, so are drawn to small towns and provincial regions that often most need economic development. Tourist interest in the Maori culture also fosters development of Maori communities and businesses.

Substantial role in job creation

The New Zealand tourism industry is made up of 10 major public-listed companies and between 13,500 and 18,000 small to medium enterprises.

Tourism supports more than one job in ten in New Zealand, with over 94,000 full-time equivalent jobs provided directly through tourism and an estimated 69,000 indirectly.

Contribution to other sectors



Tourism impacts directly upon a range of sectors including:

- transport,
- accommodation,
- retail,
- catering and
- financial services.



Many other sectors benefit through provision of goods and services that support tourism businesses, for example:

- construction,
- printing and publishing,
- manufacturing and
- insurance.

As a result, tourism policy issues involve a broad spectrum of areas and interests.

Tourism Strategy

The New Zealand Tourism Strategy 2010 is a landmark document which sets out a comprehensive range of principles, objectives and enablers to promote the sustainable development of the industry to 2010.

The Ministry of Tourism (formerly the Office of Tourism and Sport) was heavily involved in preparing the Strategy and will continue the implementation work, through:

- funding of implementation projects,
- development of policy to implement particular aspects and
- co-operation with other stakeholders in the tourism industry to ensure that the objectives of the Strategy are met.



CALIFORNIA TOURISM POLICY ACT - CASE STUDY 4

California, situated on the Westcoast of USA, has a long coastline and draws thousands of domestic & international tourists every year. The California tourism department has formulated a comprehensive tourism policy act which has been studied by the consultants. The highlights of the said Act is presented below:

- i) It recognizes tourism as vital for overall growth of California's economy.
- ii) Under developed and lesser known but potential tourist places need better attention and additional state resources for development and such development to be achieved through participation of local people.
- iii) It also recognizes the need of aggressive marketing of state tourism product through use of private sectors.
- iv) Preservation and use of California's historic and scenic environment has been given importance.
- v) It encourages investment in new tourism facilities and upgradation of old facilities.
- vi) Collection, analysis and management of data for measuring impacts of tourism has been given importance.
- vii) Finally, through this Act, a California Tourism Commission has been formed as part of the institutional capacity build up measures. The Commission has been given responsibility to prepare marketing plan and act as a facilitation for tourism development.



GOVERNMENT OF SWAZILAND – CASE STUDY 5

Background

In 1996, His Majesty's Government, created the Ministry of Tourism, Environment and Communications (MTEC) to better focus national attention on tourism development and management of the country's environment. The vision behind this development was to recognize the importance of the tourism industry as a leading contributor to the national economy and to support its potential to promote social and environmentally sustainable development in Swaziland. Swaziland's tourism strengths and opportunities also point to a focus on national attractiveness, rather than the attractiveness of a single feature, thereby necessitating a clear vision, stated objectives and a collaborative approach involving all stakeholders.

Swaziland is strategically placed to gain significant advantage from various regional tourism initiatives, which are expected to result in a major boost to the tourism industry in Southern Africa. An integrated planning approach and constructive collaboration between the private sector and the Government is required to maximize these potential benefits.

In order to provide leadership and a focus for coordination to promote tourism in Swaziland it has been decided to establish the Swaziland Tourism Authority (STA), in which the private sector will play a leading role.

The Vision

The Vision is to develop the tourism sector as a national priority in a sustainable and acceptable manner, taking full advantage of regional and international trends and developments so that it will significantly contribute to the continued improvement of quality of life in the Kingdom of Swaziland whilst promoting the country's cultural and natural heritage.

Guiding Principles

Realizing that tourism is a priority sector which has the potential to truly underpin the National Development Strategy (NDS) and sustainable long-term economic development in Swaziland, key principles are required to guide responsible development of the tourism sector for the benefit of all.

The six key principles are:

- Tourism development will be private sector driven with the role of Government being to create an attractive investment environment for the tourism industry to flourish. Support will be given to existing best practice investment. The Government will aim to foster a climate of competitiveness and innovation in the tourism industry, whilst promoting collaboration in the overall management and marketing of the sector.
- Tourism development will be managed to ensure sustainability and the conservation of the country's environment and natural resources. The Government will support and promote the protection of natural attractions and biodiversity and the strengthening and expansion of conservation areas, through existing and proposed legislation and a variety of sectoral policies, such as the environment and forestry policies.
- Tourism development will promote active Swazi participation in the sector as entrepreneurs and suppliers of goods and services and as customers of tourism. Community-based tourism will be encouraged. Whilst promoting Swazi culture and participation, care will be taken to avoid or mitigate negative impacts.
- Tourism development will aim to maximise the opportunities afforded by strategic regional opportunities such as the Maputo Development Corridor [another link] and the Lubombo Spatial Development Initiative, Lubombo Trans-frontier Conservation Area and the Bio-diversity and Tourism Corridors that aim to link these initiatives.
- Swaziland will build on its existing strengths to develop tourism by promoting a clean, healthy and safe environment along with friendly and efficient services. To achieve this linkages will be developed with other sectors, which impact on tourism, in particular the services sectors.



- The Swaziland tourism industry will aim to develop a marketable identity focusing on selected niches and products in order to attract visitors to the country and to differentiate itself, where necessary, from its neighbors.

General Objectives

Given the above key principles, the broad long-term objectives of tourism development in Swaziland require identification and prominence in order to direct the resources and commitment necessary to stimulate the facilitation of short-term goals. The broad objectives for the development of the sector are as follows:

1. To establish tourism as a national priority sector for the future development of the country and to achieve cooperation within the public sector and with the various sector stakeholders (private sector, communities and civil society) to facilitate appropriate investment and promote tourism. This should lead to a significant and sustainable increase in the contribution of tourism to the national economy in terms of increased employment and income, de-centralized investment and foreign exchange income.
2. To develop an effective marketing strategy linked with regional initiatives through a collaborative process to project a positive identity for Swaziland to the international tourism markets as a unique and desirable country to visit.
3. To strengthen the quality and attractiveness of the tourism experience in Swaziland including improvements to health, safety, information, cleanliness, and the conservation the environment and scenic beauty of the country.
4. To identify and promote new opportunities for the future development of the tourism product in Swaziland through market research and an analysis of the country's competitive advantages.
5. To strengthen the cultural aspects of the tourism product in Swaziland and to actively promote Swazi participation, including community-based tourism, in the sector in order to spread the benefits more widely amongst the local population. In this process, care will be taken to avoid or mitigate negative impacts on the local culture and environment.
6. To deliver high quality service at all levels in the tourism industry through the establishment of minimum standards and participatory regulation, and by supporting training and human resource development.
7. To make the tourism industry in Swaziland a leader in responsible environmental practices, through adherence to environmental legislation and to encourage the conservation and sustainable usage of natural resources. In addition, to promote recognition of the inter-dependent relationship between environmental conservation (including the development of wildlife and biodiversity areas) and tourism and contribute to any strategies in this regard.
8. To participate actively and take full advantage of strategic regional initiatives, such as the Lubombo Spatial Development Initiative, the Bio-diversity and Tourism Corridors and the Maputo Development Corridor.
9. To identify and strengthen existing best practices in tourism development. These best practices will be used to formulate guidelines and standards for appropriate tourism development as well as criteria for investment incentives. Country experience in tourism will be analyzed and lessons learned will be incorporated into future policy.

Tourism Strategy

- To establish tourism as a national priority sector for the future development of the country and to achieve cooperation within the public sector and the various sector stakeholders (private sector, communities and civil society) to attract and facilitate investment and promote tourism.
- To develop an effective marketing strategy, linked with regional initiatives, so as to project a positive identity for Swaziland to the international and regional tourism markets as a unique and desirable country to visit.
- To strengthen the quality and attractiveness of the tourism experience in Swaziland including improvements to health, safety, cleanliness, information, and the conservation of the environment and scenic beauty of the country.



- To identify and promote new opportunities for the future development of the tourism product in Swaziland through regular market research and an analysis of the country's competitive advantages.
- To strengthen the cultural aspects of the tourism product in Swaziland and to promote Swazi involvement and community-based tourism with the aim of spreading benefits as widely as possible.
- To deliver high quality service at all levels in the tourism industry through the establishment of minimum standards and participatory regulation, and by supporting training and human resource development
- To make the tourism industry in Swaziland a leader in responsible environmental practices, through adherence to environmental legislation and to encourage the conservation and sustainable usage of natural resources.
- To participate actively and take full advantage of strategic regional initiatives, such as the Lubombo Spatial Development Initiative and the Maputo Corridor.
- Existing best practices in tourism development will be identified and strengthened