

# Unlocking the Potential of Tourism in Anjaw District of Arunachal Pradesh

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**Abstract:** *Tourism has emerged as a promising economic and cultural driver for many regions worldwide. Anjaw district of Arunachal Pradesh, nestled in the pristine landscape of Arunachal Pradesh holds a significant untapped potential for tourism development. Anjaw district is a paradise for tourists. Anjaw District of Arunachal Pradesh is a treasure trove of pristine landscape, rich traditional culture, and breathtaking adventures. As this enchanting state opens its doors to tourists, an approach to hospitality has emerged, offering travelers a unique blend of adventure and warm hospitality through home stay. In this article, we delve in the world of Arunachal Pradesh home stays, where adventure meets genuine local hospitality. This paper explores the key actors and strategies required to unlock this potential, emphasizing the rich natural beauty, cultural heritage, and diverse experience that the district can offer. By addressing infrastructures, Marketing and the sustainability, this aim to shed light on the prospect of transforming Anjaw district into a thriving tourism Destination.*

**Keywords:** Tourism development, Potential, Anjaw District, Arunachal Pradesh

## I. INTRODUCTION

The tourism industry is considered to be one of the largest and fastest growing industries in the world and emerging as one of the most rapidly growing sectors of economic development to the overall development of the economy. As per WTO (World Trade Organisation), "Tourism comprises of activities of person traveling to and staying in places outside their environment for not more than one consecutive year for leisure and other purpose"

Arunachal Pradesh is a landlocked state of India with an area of 83,743 square km with total population of 1,382,611 (as per the census 2011). The territory is in the extreme lying between 26°28 and 29°31 North latitude, 90°31 and 97°30 East longitudes. It is the largest state in North East India. It shares its boundary with neighboring countries with Bhutan in the west, China, Tibet in the North and the Northeast, Myanmar in the East and Southeast, Assam and Nagaland in the South.

Anjaw district of Arunachal Pradesh being the unexplored states in the northeast region which has tremendous potential for tourism due to its scenic natural beauty valley, wildlife that represent unique biodiversity, cool and population free climate, simple people with great hospitality and their rich culture and tradition as well as religious heritage, green forest, snow clad mountains, rivers, places of historical importance, provide wide range of tourism activities such as wild tourism, ecotourism, cultural tourism, wellness tourism, religious tourism, adventures tourism, rural tourism etc.

## II. LITERATURE REVIEW

Singhna (2005) in his paper "Tourism as An Alternative Strategy for Economic Development of the North East Region" the author presents an analysis for tourism development in the Northeast Region. The paper highlighted the major constraints towards the growth and development of tourism sectors and attempted to identify all possible measures to focus the tourism vision of the state so as to achieve economic development in the Northeast Region.

Kransnokutskiy, Kulchittskij, Perova, Bystrova (2016) highlighted the main trend and prospects of development of international tourism. The focus on the provision of international tourism markets of the world. The study found that the development of international tourism needs to create individualized tourism products to meet the complex needs of the tourist flow.

Sharma (2018) attempted to identify the main prospects and problems of tourism in Shivasagar district of Assam. The objective of the paper is to review the various tourist destinations and to assess the potential of tourism in the district. The study found that despite having huge potential for tourism development only few destinations were used for tourist attraction spots. The paper also suggested the government should adopt proper strategy to implement state tourism policy for the development of major national and international tourism.

Venkateswarlu (2019) in his paper focuses on the prospects and problems of tourism sectors in India. The study found that in order to achieve tourism goals in India they need to focus on their service sectors related to tourism like hotels, accommodation facilities, transports and should promote different types of tourism, eco-tourism, Rural tourism etc citing examples of Thailand, Singapore, Malaysia. Study suggested that in order to grow in the field of tourism the government must encourage Indian citizens to holiday within India.

Dahal (2020) attempted to analyze the problem and prospects of tourism development in Nepal with special reference to Bhaktapur Durbar square. This paper highlighted the present situation of tourism related issues in Nepal. The author also suggested that for tourism development in Nepal it is necessary to encourage tourists to revisit Nepal And also to solve problem transportation facilities, physical facilities in tourist areas and also encourage tourists to stay in Nepal for longer periods.

Jha (2021) in his paper “Eco-tourism Vis-a-vis Prospect of Economic Development In Arunachal Pradesh” underlined that economic development can be accelerated in Arunachal Pradesh by promoting eco-tourism provided the infrastructure like transportation network and other means of communication have to be developed. The author highlighted the eco-tourism potential and suggested measures to develop it.

Chaudhary, Sarkar, Gebria, Panigrahi (2022) attempted to highlight the growth, prospects and challenges of the tourism industry in Orissa. The authors also emphasis on opportunities for religion tourism, heritage tourism, Adventure tourism, rural tourism etc. provided some challenges need to be addressed such lack of connectivity, safety of traveler, hotels of international standard and pollution etc. the major finding of the paper suggested that GDP of the state depend on tourism sectors which is possible through government intervention to meet challenges of this sectors in general and popularizing tourism destination in specific.

## 2.1 Statement of Problems

The study is conducted to find out exiting potential of tourism in Anjaw District of Arunachal Pradesh. The area is rich in scenic beauty, culture, adventure tourism, ecotourism but still remains untouched and unnoticed by the state. If necessary action is taken by the government in cooperation with local people, local agencies with proper programme and policies then it could attract more tourists for the district and help in promoting tourism in the district.

## 2.2 Objective of the study

- To find the exciting tourism potential in Anjaw District of Arunachal Pradesh.
- To propose recommendations and suggestions for local authorities, stakeholder and governments to harness the distinct potential.

## III. RESEARCH METHODOLOGY

The present study is conceptual in nature and based on secondary data. Secondary sources of data included different websites, e-journals, standard published national and international books, journals, magazines, bulletins, brochures, articles, libraries both offline and online. publication of the Ministry of Tourism, and various departments under the government of Arunachal Pradesh, Department of economic and District statistical, Department of tourism.

### 3.1 Study Area

The proposed study will be done in the Anjaw district of Arunachal Pradesh. It is the Easternmost part of India which was split from Lohit district on 16 February 2004 under Arunachal Pradesh Reorganization of district Amendment Bill. The district has a population of 21,167 (according to the census 2011), the least populated district in the state. It Covers a total area of 6,190 km of Arunachal Pradesh. The population density of the district is 3 habitant per square km (7.8/sq km) and the population growth rate was 13.77% (2001-2011) and the district has the sex ratio of 805 female out of 1000

male. The district has the 3rd least literacy rate with 56.46% (according to census 2011). Mainly inhabited by Mishmi (Digaru and Mizu) and in a small Zikhrong tribe (earlier called as Mayors). The district borders China in the North. Hawaii is the headquarters of the Anjaw district and it is the second least populous district in India and the district has seven administrative units namely Hayuliang, Hawaii, Manchal, Goiliang, Walong, Kibithoo, Chaglogam. The economy of the district is based on agriculture and the main crops are maize, millet, rice, beans, cardamom, orange, pear, apple, etc.

### 3.2 Problems of Tourism in Anjaw District

Despite the huge potential for tourism, Anjaw district is still lacking in overall development of tourism and yet not identified as a tourist destination. A few of the prominent observations made during the study are explained as follows-

- **Road connectivity** : Highway and road connectivity are the first priority to the development of tourism in any particular area. In the absence of a proper road and highway the accessibility is always hamper. During the rainy season roads are not motorable, especially those roads which connect interior places of the state. Landslides and road brokerage are very common. Lack of proper road infrastructure and limited transportation option can make it challenging for tourist to reach the district
- **Excessive rainfall and short visiting season**: Anjaw district received very high and incessant rainfall throughout the year. There is very little rain less month From (Nov-Feb). Due to heavy rainfall most of the roads are not motorable during the rainy season. Moreover landslides and mud flow often creates road brokerage and also leads to accidents. Due to the long duration of monsoon, visiting periods for tourists are very limited. The ideal month for visiting Anjaw district is from October to march.
- **Lack of infrastructure**: Infrastructure is the key element which boosts the growth of tourists in an area. If the varied infrastructure facilities are improved the potential tourist number may increase but it will be minimized if the infrastructure is not enough to meet the needs of tourists. The Anjaw district has only a limited number of Ib (Inspection Bungalow), lodge, hotels, homestays, circuit houses which is not enough to meet the needs of the tourist during peak season.
- **Lack of Communication** : To retain more and more tourists for a longer period of time if the place is equipped with ancillary services like internet, banking, telecommunication network, electricity so on such ancillary services are functioning with limited area. Only BSNL and Airtel Network are working with limited coverage, with no proper internet service, and erratic electricity supply is common problem in the district
- **Travel agency** : It has been observed that there is no tour operator, and no travel agency provision by the government tourist player. Besides, it has been found that there are no proper registered tourist guide facilities in the tourist spots. Local people are working as guides for tourists without any proper registration charging very high fees as per their convenience.
- **Limited Promotion** : In spite of having natural beauty and cultural attractiveness, there are many places in the district that are enormous to the tourist. These spots are unknown to the people due to a lack of publicity, a lack of transportation, and communication.
- **Lack of proper management** : There is no proper system for maintaining tourism in the area. There is no proper rule in charging fees, locals can charge according to their convenience which creates inconvenient for tourists
- **Seasonal constraints** : weather conditions limit tourism opportunities, making the district less accessible during certain seasons.
- **Lack of local participation** : The majority of the people of the district belong to low-income groups and the uneducated are not aware of the benefits they can get from the tourism sector and they are also completely ignorant about the opportunity which is created by the tourism sector sector. The local people of the district are very hospitable but they do not open up to strangers easily. The locals are showing less interest towards tourism sectors because they feel that it is less profitable and a waste of money. Due this no participation of denizen in the development of tourism their is a big vacuum and lack of coordination between government agency and the locals

### 3.3 Prospects of Tourism in Anjaw District

- **Scenic Beauty and Natural landscape :** Anjaw district is known for its breathtaking landscape, including lush forest rivers, scenic valleys, dense forest and pristine rivers making it attractive to nature enthusiasts. Travelers seeking serenity and natural beauty are attracted to places like Hawai which offer panoramic view of Lohit River, Dong village near Kibithoo the easternmost part of India where visitors can witness first sunrise in India, Kaho the first village of India near China border.
- **Adventure Tourism:** Apart from sightseeing, the natural landscapes are also providing many adventurous activities for the adventure tourist. The District has a good number of opportunities for adventure tourism trekking, camping, zip-lining, mountaineering enthusiasts are drawn to locations like Kibitho, which serves as a base for trekking to Walong and Dong. Many high snow-mountains are here which offer mountaineering and rock climbing. Due to safety reasons and inadequate medical infrastructure most of these potentials are untapped.
- **Cultural Tourism:** Cultural tourism can offer travelers unique opportunities to explore the rich tradition, costumes and heritage of the indigenous community. The Anjaw district is mainly inhabited by Miju, Digaru Mishmi and Meyor. The traveler can engage with these communities to learn about their culture, tradition, ritual, festival and lifestyle.
- **Eco-tourism:** The district has good numbers of rivers and lakes, natural hot springs and a wide variety of flora, including rare and epic plants for botanical enthusiasts and offers opportunities for plant exploration and research making it an ideal spot for ecotourism. Recently an Indian lipstick plant was discovered by the Botanical Survey of India (BSI) in Anjaw district of Arunachal Pradesh after 100 years it was first discovered in 1912.
- **Historical sites :** Anjaw has historical sites like war memorial, Namti valley which is also known as Namti Maidan located 7km from Walong where the Indian soldiers fought against China in 1962, Helme-Top is a head top located above Namti plain devoted to the troops who died in the 1962 war. Such sites have the potential to attract history buffs and researchers.
- **Yoga and wellness Tourism:** The tranquility and natural surroundings of Anjaw district make it an ideal location for yoga retreats and wellness tourism, attracting those seeking relaxation and rejuvenation.

### IV. SUGGESTIONS

- **Infrastructure development:** District needs to invest in improving road conditions and transportation to make the district more accessible for tourists. The destination which is not yet connected with roads must be connected with all-weather roads at the earliest. Also, the stretches of unsurfaced roads connecting the destination must be surfaced and made all-weather roads and also need to develop accommodation options that cater to different budgets and preferences.
- **Cultural preservation :** Encourage cultural preservation through community-based tourism initiatives and support local artists and cultural events to showcase the district's unique heritage.
- **Capacity Building:** There is a need to train local communities and shareholders in hospitality and tourism management to equip them with the skills and knowledge necessary to engage tourists effectively.
- **Seasonal tourism Diversification :** Need to explore the opportunities for year-round tourism by diversifying offerings beyond seasonal constraints. Promote activities that are suitable for different seasons, such as cultural festivals and winter sports.
- **Promotion and Marketing:** Tourist circuits should be advertised and promoted to create awareness among the people. A different promotional scheme such as an online travel guide, and videos on different tourist places should be done, social media should be used to promote the tourist spots in the district.
- **Research and data collection:** There is a need to invest in research to better understand tourism trends, visitor preferences, and the impact of tourism on the district and use the data to inform decision-making and improve the tourism experience.

- **Public and Private Partnership:** Government and private agencies should carry out rigorous promotion activities through print and electronic media. websites should be opened to provide up-to-date and proper information.
- The existing telecommunication connectivity must be improved facilitating an uninterrupted internet service in the district.
- Since the district is naturally designed for adventure activities adventure activities must be conducted on a regular interval to promote tourism in the district.
- The district's immense prospects in cultural tourism, wildlife tourism, adventure tourism, eco-tourism, history tourism, sports tourism etc need to be explored and promoted through proper marketing strategies.
- The tourism department of the state should carry out periodic assessments. A suitable technique should be adopted to collect actual tourism arrival data to the state, so the actual demand for tourism can be determined.
- It was also felt there is a need for tour information agencies, tour operators, and tour agencies so that more and more people visit the places without any inconvenience. Transportation service within the district should be improved to facilities comfortable for tourist visits
- Nowadays social media plays an important role in the development of the tourism industry and in promoting tourism. It helps to provide the right information to the right people. It can be used to create awareness about tourist destinations that are available in different places.
- Since the region is difficult and dangerous With the help of virtual tourism technology, Tourism can be promoted which will help in creating a wonderful visual visitor experience that helps the visitor to visit virtually without physically visiting.
- Certain schemes under state government like Chief Minister Paryatan yojana, Chief minister paryatan shiksha yojana must be undertaken to promote tourism in the district.

## V. CONCLUSION

Despite having a number of obstacles the district has potential to grow as one of the most favorable tourist destinations because of its natural set up for adventure tourism activities. Unfortunately people of the district are unaware of the relevance of tourism. Given the district's enormous strength as a tourist destination in the near future Anjaw District is surely going to be listed as a must visited destination of the country. The district has a bright prospect in coming up as a hot destination for a variety of tourism categories such as Adventure tourism, eco tourism, sport tourism, History Tourism, leisure Tourism, cultural Tourism etc in near future.

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