



STUDY ON THE EFFICACY OF SUSTAINABLE TOURISM IN ARUNACHAL PRADESH

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ABSTRACT

Background: Sustainable tourism is an approach that seeks to minimize the negative impacts of tourism on the environment, society, and economy, while maximizing its positive effects. Sustainable tourism development requires effective management, which involves planning, implementing, and monitoring policies and strategies that promote sustainable tourism practices.

Method: The researcher used the descriptive research approach for the current investigation. 5-question online survey was used to contact 45 respondents.

Conclusion: Most respondents are very familiar with the concept of sustainable tourism in Arunachal Pradesh, have noticed positive changes in the tourism industry in recent years, believe that encouraging eco-tourism and responsible travel is the most important step to ensure sustainability.

Keywords: *Sustainable Tourism, Negative Impacts of Tourism on the environment, Economy, Eco-Tourism*

INTRODUCTION

Tourism is one of the fastest-growing industries globally, and it has significant economic, social, and environmental impacts (Camilleri, M. A., & Camilleri, M. A. 2018). Sustainable tourism is an approach that seeks to minimize the negative impacts of tourism on the environment, society, and economy, while maximizing its positive effects. Sustainable tourism development requires effective management, which involves planning, implementing, and monitoring policies and strategies that promote sustainable tourism practices (Yfantidou, G., & Matarazzo, M. 2017).

The state of Arunachal Pradesh is located in the northeastern part of India and is home to a diverse range of ethnic groups, cultures, and natural landscapes. The tourism industry in Arunachal Pradesh has seen significant growth in recent years, with the state's unique cultural heritage, biodiversity, and scenic beauty attracting visitors from all over the world (Dodum, A. (2016). However, with the growth of tourism, there has also been an increase in environmental degradation, cultural erosion, and other negative impacts. In order to mitigate these negative impacts and ensure the long-term sustainability of the tourism industry in Arunachal Pradesh, it is essential to evaluate its performance and growth strategy.

Sustainable tourism refers to a type of tourism that aims to minimize the negative impacts of tourism on the environment, society, and economy, while maximizing the positive impacts (Yfantidou, G., & Matarazzo, M. 2017). By evaluating the performance of sustainable tourism in Arunachal Pradesh, the survey seeks to identify areas where improvements can be made and where sustainable tourism practices are already being implemented effectively.

OBJECTIVES

- To evaluate the performance of sustainable tourism in Arunachal Pradesh
- To evaluate the Arunachal Pradesh tourist industry's growth strategy



Hypothesis of the Study

H0: The sustainable growth strategy of the tourist industry in Arunachal Pradesh is not effective.

H1: The sustainable growth strategy of the tourist industry in Arunachal Pradesh is effective.

LITERATURE REVIEW

According to Mitra and Khan's (2017) study, "Green Tourism Management in India: A 3D Analysis of the Seven Sisters States of North-East with Particular Reference to Eco-Tourism," eco-tourism is at its current condition in the seven North-Eastern Indian sister states. The authors give a thorough analysis of the existing condition of ecotourism in the area, including the difficulties and possibilities for the growth of sustainable tourism. Each dimension and the elements affecting ecotourism in the area are thoroughly examined by the writers. The study emphasizes the value of stakeholder and community involvement in fostering regional tourist development that is sustainable. The research provides a systematic and well-structured discussion of ecotourism in North-East India. The authors offer a thorough examination of the existing condition of ecotourism in the area, as well as the difficulties and possibilities for the growth of sustainable tourism. The use of the 3D framework offers a thorough grasp of the numerous facets of ecotourism and the variables affecting its efficacy. The North-East Indian state of Arunachal Pradesh's eco-tourism industry is the subject of the study "Eco-Tourism Industry in Arunachal Pradesh: An Empirical Research" by Mandal et al. (2021). The writers look into the socio-economic effects, visitor demographics, and environmental sustainability as well as other aspects of ecotourism in the area. The authors present a thorough analysis of the data, showing the potential and difficulties faced by the local ecotourism business. The essay provides a clear and concise analysis of Arunachal Pradesh's ecotourism. The writers offer insightful information about the present state of ecotourism in the area and the elements that affect its efficacy. The study emphasizes the significance of stakeholder involvement, community involvement, and environmental sustainability in fostering sustainable tourist growth in the area.

Raha, S., & Tripathy, B. (2022), "Sustainable Tourism A New Dimension Of Environmental And Cultural Conservation: A Case Study On Tribal Tourism Of Arunachal Pradesh," examines how sustainable tourism might help to advance environmental and cultural preservation in the North-East Indian state of Arunachal Pradesh. The writers' main area of interest is tribal tourism, which entails displaying to outsiders the traditional way of life of tribal tribes. The essay makes a compelling case for the value of sustainable tourism in fostering environmental and cultural preservation. The writers offer insightful information about the obstacles to and possibilities for sustainable tourist growth in the area. The research underlines the importance of stakeholder and community engagement in fostering regional tourist development that is sustainable.

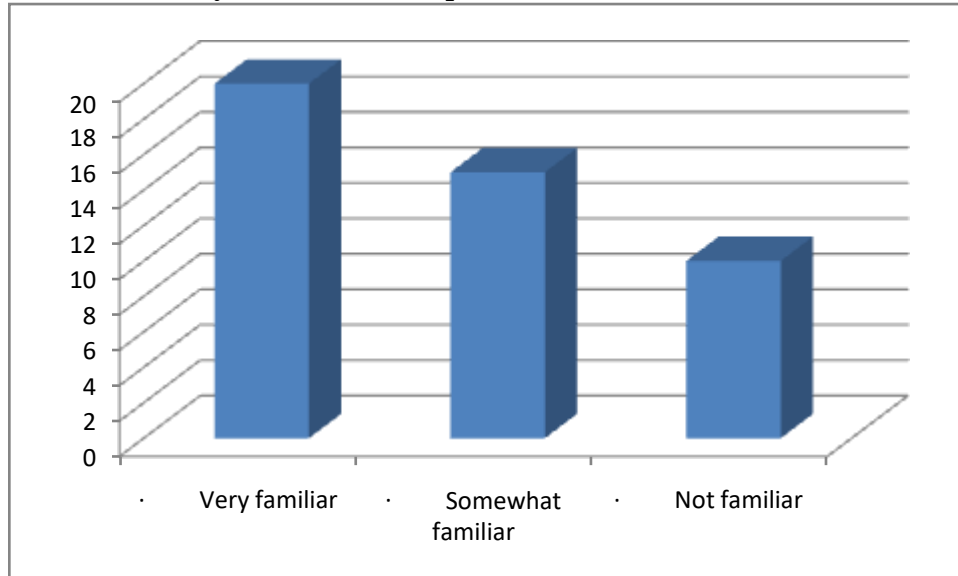
METHODOLOGY

The researcher used the descriptive research approach for the current investigation. Examining efforts to build a sustainable tourist economy in Arunachal Pradesh uses the descriptive research approach. The research is quantitative in nature, and the original data was gathered from visitors to Arunachal Pradesh. Arunachal Pradesh's endeavours for sustainable tourism and industrial growth were the subject of a 5-question online survey that was used to collect data. A total of 50 visitors were contacted, but only 45 of their responses were deemed reliable and utilized in the study.



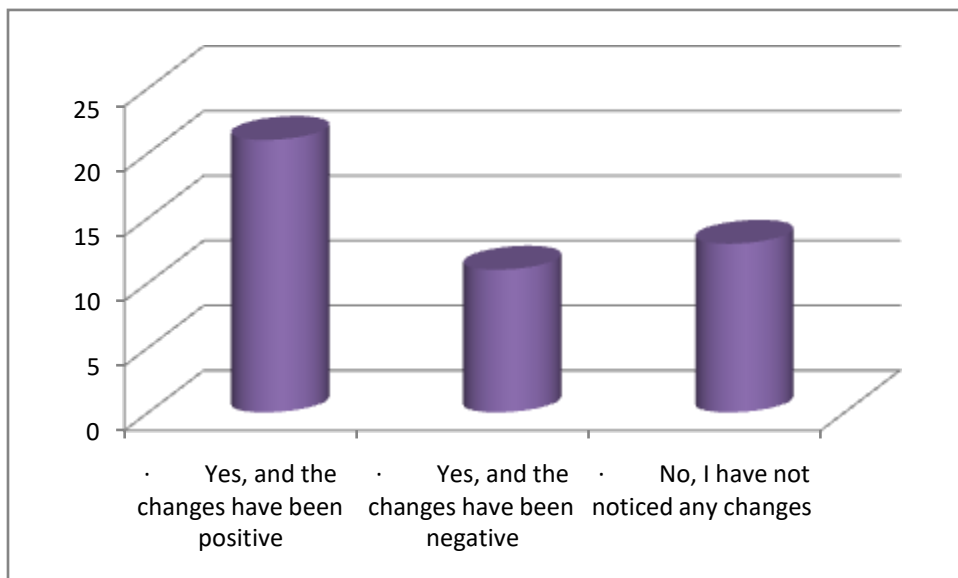
DATA ANALYSIS

1. How familiar are you with the concept of sustainable tourism in Arunachal Pradesh?



Most of the respondents were very familiar with sustainable tourism.

2. Have you noticed sustainable growth in the tourism industry in Arunachal Pradesh in recent years?



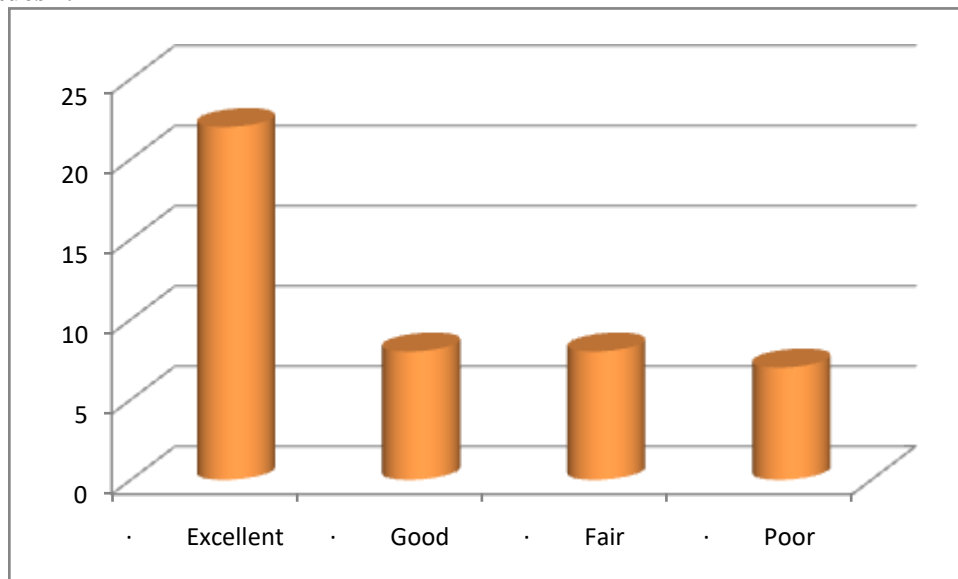
Most of the respondents have noticed positive and sustainable growth in the tourism industry in Arunachal Pradesh.

3. What steps do you think should be taken to ensure the sustainability of the tourism industry in Arunachal Pradesh?



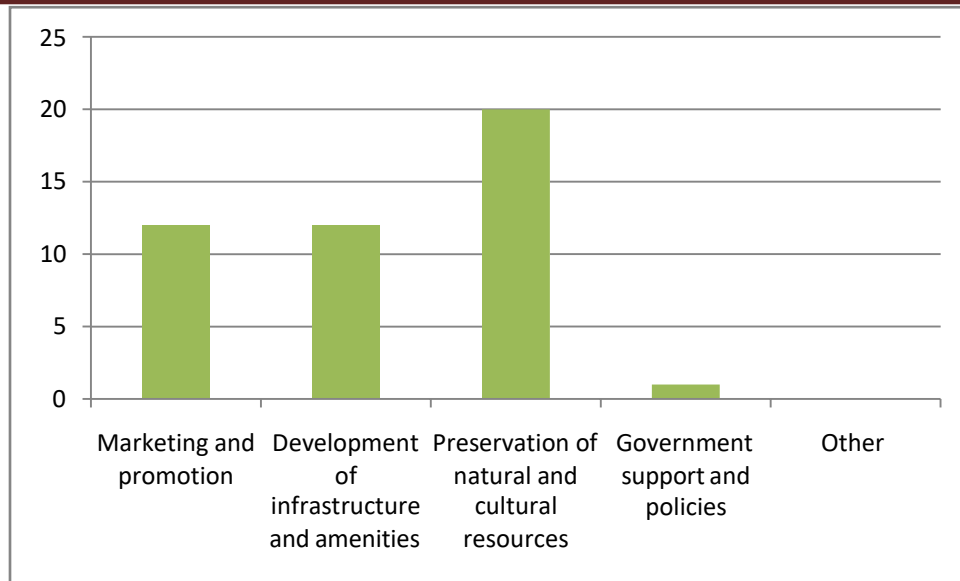
Most of the respondents think that encouragement of eco-tourism and responsible travel along with developed infrastructure and amenities are important for tourism.

4. How do you rate the overall performance of sustainable tourism in Arunachal Pradesh?



Most of the respondents rated excellent on overall performance of sustainable tourism in Arunachal Pradesh

5. What do you think is the most important factor for the growth of the tourism industry in Arunachal Pradesh?

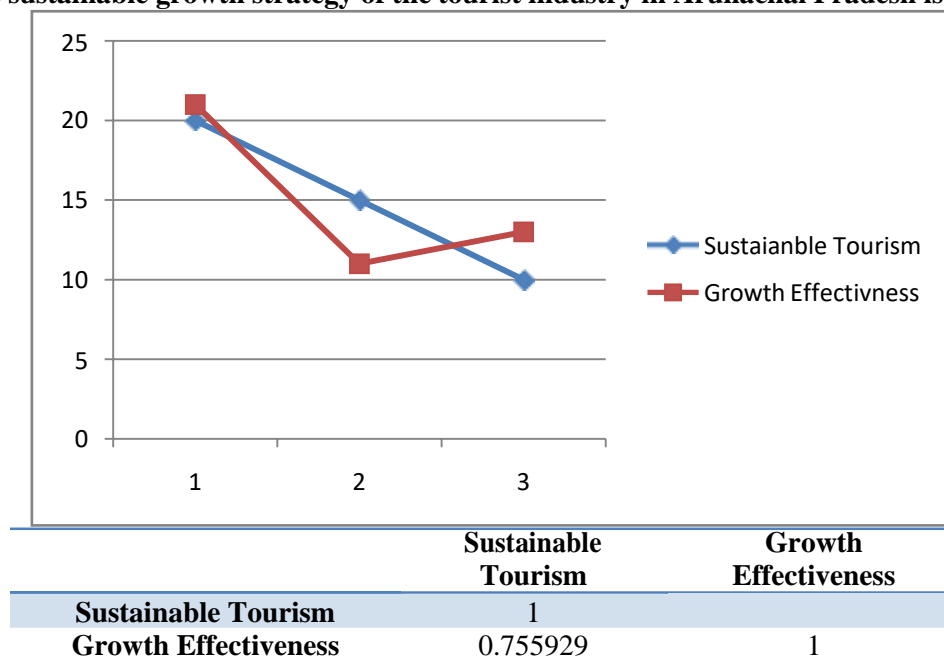


Preservation of natural and cultural resources is most important factor for the growth of the tourism industry in Arunachal Pradesh

Hypothesis Testing

H0: The sustainable growth strategy of the tourist industry in Arunachal Pradesh is not effective.

H1: The sustainable growth strategy of the tourist industry in Arunachal Pradesh is effective.



As per the correlational analysis the researcher found that there exist a positive correlation ($r=0.75$) between sustainable tourism and growth effectiveness. Therefore the sustainable growth strategy of the tourist industry in Arunachal Pradesh is effective

DISCUSSION AND CONCLUSION

The results of the survey indicate that the majority of respondents are very familiar with the concept of sustainable tourism in Arunachal Pradesh, and they believe that the overall performance of



sustainable tourism in the region is excellent. This suggests that sustainable tourism practices are being implemented effectively in the region and are well-known among the stakeholders. In terms of changes in the tourism industry, the majority of respondents have noticed positive changes in recent years. This is a positive sign that the tourism industry in Arunachal Pradesh is growing and evolving in a positive direction. The majority of respondents believe that encouraging eco-tourism and responsible travel is the most important step to ensure sustainability in the region. This suggests that stakeholders believe in preserving the natural and cultural resources of the region, and they are willing to make efforts towards achieving sustainable tourism practices. The fact that the majority of respondents rated the preservation of natural and cultural resources as the most important factor for the growth of the tourism industry in the region is another positive sign. This suggests that stakeholders are aware of the value of the region's natural and cultural resources and the need to preserve them for the long-term growth and development of the tourism industry.

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