

Stakeholders Sustenance in Tourism Progression in Ziro Valley of Arunachal Pradesh, India

Vajana Thakuria

*Asst. Professor, Department of Geography, Saint Claret College, Ziro, Arunachal Pradesh;

Abstract-

The paper focused on the contribution of stakeholders in tourism development in Ziro Valley. The valley is having an enormous potential for tourism development and in fact it is already in the tourism map of Arunachal Pradesh, which attracts both domestic and foreign tourists. Its unique location close to the Talley Valley Wildlife Sanctuary and picturesque landscape, practice of pisci-culture (fish cum paddy) attracts tourists. Ziro valley is the homeland of Apatani tribe of Arunachal Pradesh, famous for their rich culture and traditions. The studies have shown that hospitable and friendly attitudes of locals contribute significantly to overall tourist satisfaction. The study was devised and implemented on the basis of both qualitative and quantitative survey. The survey accounts the contribution and role of the stakeholders for development of tourism in the area.

Keywords- *Ziro valley, Homestays, NGOs, Government tourism organization, Tourism development*

Introduction

The state of Arunachal Pradesh is bountiful in the prospects of the tourism as the land is endowed with deep sense of beauty find in the form of delightful expression of natural and cultural landscape lie in the heart of this unexplored part of the earth. In this regard, promoting tourism helps in creating an additional source of income for local population, contributing towards the total income of the community and helping to improve the living standards. Increased flow of tourists at a destination leads to increase the production of primary and secondary products besides expansion of existing business activities (Mehta, 2005) in the states.

Arunachal Pradesh is a treasure house of cultural diversity in North East India. The region covers extensive geographical and cultural diversity as well as corresponding climate varying from tropical to the temperate and alpine, and a variety of flora and fauna with associated life forms. It is a home to at least 26 major tribes and more than 100 sub-tribes with its tradition and customs. It is also abode to many monuments and archaeological sites which for long have been acting as sources of inspiration for many historians. The living heritage (culture) expressed through dance, art craft have strong pull factor to attract tourist from different corners of globe.

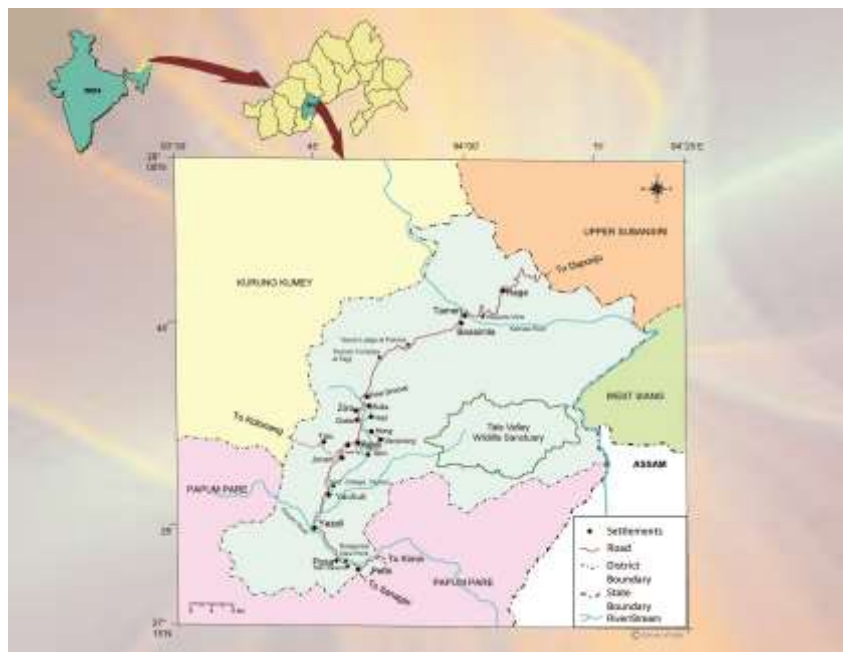
The Ziro valley inhabited by Apatani tribe have been able to preserve much of their cultural heritage as embodied in certain rituals, uniqueness in paddy cum fish culture practices, tattooing systems, scenic or aesthetic beauty of land, rich flora and fauna, pleasant climatic conditions and hospitable nature of people. However lack of sufficient infrastructure facilities like the network of transport and communications and other tourism amenities and pathetic conditions of the existing facilities make this wonderful land less accessible to the tourists. The unique geographical characteristics of the area can make it favourite destinations for tourists, if all the basic requirements are established. Hence, by virtue of its diversified physical and cultural features, the valley is quite in line with the national/state policy which is very ideal for tourism promotion.

Objective

The main objective of this paper is to identify and analyse the role of stakeholder in tourism development in Ziro valley.

Study area

The Ziro valley is located in the Lower Subansiri district of Arunachal Pradesh. It is inhabited by Apatani tribe belonging to *Tani group*, and speaks *sino-tibetan* language. The study area covers an area of 32 km². The area is situated in close proximity to Talle Valley Wildlife Sanctuary. The area has an elevation ranging between 1000 to 1600 metres above mean sea level. The valley is drained by a small river called Kiile. The total population of the area is 83,030 (2011 census).



Data source and methodology

The study was based mainly on data generated from the field through personal interview with the stakeholders which includes interview with homestay owners, members of NGOs associated with tourism of the valley, tourism department (government), residents etc.

Stakeholder of tourism

Ngunu Ziro: It was established in the year 2010. The main objective of the NGO is a community based works for sustainable development by empowering the community to shape their own future. It primarily encourage the women to engage in self-help groups. And encourage the men to engage to save environment and campaign for 'Zero waste Ziro' and promote various methods for garbage management with an idea to make Ziro Valley a waste free area. To fulfil the objective of the NGO, it organize 'Nature Camp' for school students and provide them environmental education which is organized as an annual event.

ZFM Organizing Committee: The Ziro Festival of Music is a music festival held in the Ziro valley of Arunachal Pradesh. The festival was founded in 2012 by Mr. Bobby Hano, a local Apatani youth of Ziro valley in support and collaboration with a group named 'Menwhopause' headed by Mr. Anup Kutty, a guitarist in profession, which also taking care of the marketing of the event. The event is also supported and sponsored by Directorate of Tourism, Government of Arunachal Pradesh, North Eastern Tourism Council, NEC, Government of India. The festival is held for four days in the month of September every year and is hosted by local resident of the valley.

Directorate of Tourism: The Directorate of Tourism, Government of Arunachal Pradesh supports the development and promotion of tourism industry for employment generation as well as economic growth. The directorate introduced some schemes such as forest rest houses involving indigenous technology. The homestay facilities are also being encouraged through various self-employment schemes. Regarding the adventure tourism, the directorate is focusing much on adventure tourism for which adventure tour providers were encouraged. Eco-tourism resorts has been sanctioned in selected locations. "National Institute of

Mountaineering and Allied Sports (NIMAS) at Dirang, West Kameng district of Arunachal Pradesh is doing exceptionally well in this field.

Results and Discussion

Homestay: Ngunu Ziro is promoting 'Homestays' in Ziro Valley with a view to ensure community participation in tourism activities. The homestay serve as a medium through which tourist experience the life style of rural people through food and traditions. Ngunu Ziro provide the homestays with 2 rooms along with 4 beds with attached bathrooms, which enable 4 tourists can stay in one homestay. They encourage and help the local community to start homestay. They also take the tourist to explore the beauty of Ziro by taking them to nature trek to the forest. The Apatani heritage tour (cultural trekking) are also organized for the tourists. Ngunu Ziro has been working relentlessly to promote tourism in the valley. They are putting their efforts to involve local communities in tourism activities. Therefore they looked at tourism as a means for community development.

Ziro Butterfly Meet: Ngunu Ziro initiated the Ziro butterfly meet on September 22, 2014 to create awareness among local people about the rich biodiversity of the place and to conserve them. It is an annual event organized where tourists from Nagaland Assam, Sikkim, and different part of the country and world participate to watch and identify the variety of butterflies in the area. So far more than 250 butterflies had been photographed in the Talley Valley Wildlife Sanctuary. The first live photography of the *Kaiser-e-hind* in India was taken during Ziro Butterfly Meet (2014) and two most prominent butterflies are *Bhutan Glory* and *Brown Gordon* seen in the area. This event make the Ziro valley more popular in the world for environmentalist and tourist from life science background.

Bird Watching Meet: Ngunu Ziro and Arunachal Birding Club initiated the event in conserving, awareness and promoting the real value of the birds to the people of Arunachal Pradesh. The event is organized in collaboration with District Tourism Office with an objectives- to promote adventure tourism and to conserve the migratory birds. The club for this initiative has received the support from the state government and able to implement various rules and regulation in the valley which prohibits the people from hunting and encourage them to conserve the life of the birds- resident, migratory and transit, among them some are rare, endanger and some are only found in Arunachal Pradesh. Till now, 309 different varieties of birds were identified in the area. So the club manage to create awareness in the society as well as attracts the tourists from across the world.

Ziro Music Festival: The music festival is rural and outdoor music event held in Ziro valley. In this event many renowned music bands from India and abroad performed in the four days. The Directorate of Tourism declared this event as a calendar event in the month of September. This event is so popular that the flow of tourists are increasing every year. In the year 2016, more than 5000 tourists visited the festival out of which 92% were domestic and 8% were foreign tourists. This event boost the tourism industry of the valley, the hotels resorts, guest houses, homestays, were booked by the tourists from three months in advance. All the accommodation facilities available in the valley use to be full during the event. This event enable the stakeholders to generate a handsome amount of revenue.

Resident's perception towards tourism

In general, resident of the valley have positive attitude to tourism and majority of them recognize tourism's contribution to civic pride. The overall 60.8% feel proud when tourists praise the beauty of Ziro and Apatani culture, which shows positive attitude of the residents to tourists. Only 9.3% strongly agree about tourism contributes to the preservation of tradition and customs whereas 29.9% and 19.6% were disagree and strongly disagree. The preservation of traditions and customs are a regular practice of the residents. Majority of the residents (81.4%) do not see that the tourism has increased their quality of life, as it is very new segment to the valley. At the same time, majority of the residents do not support that because of tourism they better care for natural heritage, which is one of the potentiality of the valley. Around 37.1% of residents believes that the tourism is negatively affecting the

Table 1: Resident's perception towards tourism

Statements	%				
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I feel proud when tourists praise beauty of Ziro/Apatani Culture	60.8	31.9	7.2	0	0
Tourism contributes to the preservation of traditions and customs	9.3	16.5	24.7	29.9	19.6
Tourism has increased our quality of life	0	2.0	16.5	40.2	41.2
Because of tourism we better care for natural heritage	0	0	19.6	60.8	19.6
Tourism negatively affects the environment	10.3	37.1	16.5	29.9	6.2
Tourism brings more harm than good to the valley	0	6.2	11.3	47.4	35.0

Source: Field survey

Environment. Most of them disagree that tourism brings more harm than good to the valley. The study reveals that the residents of the valley is yet to be aware and understand fully about the impact of tourism both in positive as well as in negative way.

Conclusion

The overall aim of this paper was to assess the attitudes and contribution of different stakeholders to tourism in Ziro valley of Arunachal Pradesh. In this regard, three active stakeholder were identified and analysed- Ngunu Ziro, ZFM organizing committee and tourism department (government). The analysis reflects the importance of the stakeholders and their role in promoting tourism in the valley. Over the years the tourist flow in the valley is increasing. The accommodation facilities- the number of homestays, guest houses, hotels and resorts are increasing within this couple of years. No doubt the tourism in the valley is at its inception stage as compare to other popular tourist's destinations of the country, yet it is growing at a fast rate. Now the stakeholder responsibility is important and crucial at this stage. The resident's awareness and involvement is also significant for the positive development of tourism in the valley.

References

1. Bhattacharjee, T.K. (1992): Enticing frontiers- sequel to alluring frontiers, Omsons Publication, New Delhi.
2. Bhattacharya, P. (2011): Tourism in Assam- trend and potentialities, Bani Mandir, Guwahati.
3. Chaudhary, P. (2009): Tourism- concepts and principles, Adeline, Delhi.
4. Chaudhary, P. (2009): Tourism policy and planning, Adeline, Delhi.
5. Choudhury, S.D. (1981): Subansiri district- Arunachal Pradesh district gazetteers, Government of Arunachal Pradesh, Itanagar.
6. Chowdhury, J.N. (1979): Arunachal panorama, Department of Research, Govt. of Arunachal Pradesh, Itanagar.
7. Chauhan, S, (1997): Sustainable Tourism, Sustainable Tourism Planning & Development, Indian Institute of Tourism & Travel Management, Gwalior, pp.79-85.
8. Ghosh, B. (2005): Tourism & travel management, Vikas Publishing House Pvt. Ltd., New Delhi.
9. Gopalkrishnan, R. (1994): Arunachal Pradesh land and people, Omsons Publications, New Delhi.
10. Lama, M. (2014): Ecotourism in North East India, Anshah Publishing House, Delhi, p.60-62.
11. Mallya, A. (2006): Ecotourism and the community participation, Authorspress, Delhi.
12. Mehta, V. (2005): Cultural tourism management, Authorspress, Delhi.
13. Parida, R.C. (2011): Tourism development in Arunachal Pradesh- a strategic approach, Rajiv Gandhi University Research Journal, vol 10, No. 1-2, Jan-Dec 2011, pp 21-36.

14. Renata, T. et al (2013): Stakeholders support for tourism development, Acta Turistica, vol-25, No. 1, pp 73-102.
15. Rawat, T. (2009): Nature tourism, Discovery Publishing House Pvt. Ltd., New Delhi.
16. Sathyadev, T.K. & Manjunath, P. (2012): Tourism development, Pacific Books International, Delhi.
17. Thakuria, V. et al (2016), The land of sublime tranquillity, Lower Subansiri District, Directorate of Tourism, Government of Arunachal Pradesh, Itanagar.