



A SWOT ANALYSIS OF THE TRAVEL INDUSTRY IN ARUNACHAL PRADESH

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ABSTRACT

Tourism is a new segment for Arunachal Pradesh, which is located in the northeastern region of India. It is lavish in the prospects of tourism as the land is endowed with a rich natural and cultural landscape, though not properly explored so far. The state is also rich in biodiversity resources. Hence, it can be a desired destination for tourists both domestic and inbound tourists to carry forward sightseeing, trekking, angling, photography, ornithology study, etc.

Other than the source of attractions tourist requires basic linkages in respect of transport and communication facilities. However, the lack of such infrastructure facilities and other tourism services makes this wonderful land remains unexplored. This magnanimous location of the world can be a favorite destination for travellers if the strength, weaknesses, opportunities, and threats are properly investigated and explored for the growth of the travel industry. So, through this paper, an attempt has been made to analyse the trend of tourist influxes, the development of facilities in popular destinations, and the prospect of the travel industry through SWOT analysis.

Keywords: *Tourist influxes, facilities, travel industry, SWOT Analysis.*

Introduction

Ever since the century old days, the tourism keeps on being a source of preference & diversion for people athwart the globe. In the early days, migrants make a trip from one spot to another, which in process of things working out has transformed into the world's most thriving

industry (Ghosh, 2005). Presently, the industry has turned into a profit-making endeavour that assists the tourists and gives holiday's related services. As an industry, it destined the benchmark which may perhaps one of the largest business. It can similar to be viewed as an establishment which gives data and instructions about fluctuated spaces of this world. As per a Chinese saying,

voyaging a mile bestows more information than perusing a mile of composed words (Khullar, 2013). As Francis Bacon opined, travel in the youthful sort is a part of training and in the elder, a part of the experience, the travel industry as a type of schooling is a part of cultivated presence (Roday *et al.*, 2009). Hunziker and Krapf appropriately expressed that the travel industry is the amount of the peculiarities and relationships emerging from the movement and remaining of residents, to the extent that they don't prompt permanent residence and are not associated with any procuring action (Ghosh, 2005).

Tourism is a new sector of industry for Arunachal Pradesh. It is located in the north-eastern part of India and largest state of the region. The state is plentiful in the possibilities of the travel industry as the land is blessed with a rich regular and social scene, however not been appropriately investigated up to this point. The environment is hot and humid in the lower altitudes and cold in the higher elevations. The average temperature in the summer months ranges from 15° C to 21° C and that of the state is overwhelmed by the altitudinal actuated temperature system affected by the Eastern Himalayan mountain system. The state is prevalently possessed by various ancestral networks of mongoloid stock. Presently, there are 26 major tribal groups and more than 100 sub-groups which display their particular socio-social characteristics. The state is likewise home of varieties of wildlife resources. The mountain ranges are interlinked by enchanting lakes, streams, and rambling valleys. Subsequently, according to the perspective

of attractions, Arunachal Pradesh can prove to be an ideal objective for vacationers both domestic and foreign origins to convey forward touring, trekking, angling, photography, ornithology study, and so on.

The travel industry helps in expanding the primary kind of revenue or in making an extra kind of revenue for the neighbourhood populace, contributing towards the all-out pay of the local area and assisting with working on the everyday environments of the nearby local community. Places of interest, hill stations, pilgrimage places, and so forth, cause townships to develop around them, including the local area. The expanded progression of travellers at an objective prompts expanding the development of essential and optional items other than the extension of existing business exercises (Mehta, 2005). Such improvements are additionally wanted to need this hour for the states like Arunachal Pradesh.

Aside from the wellsprings of attractions tourist requires fundamental linkages in regard to transport and correspondence offices. In any case, the absence of such foundation facilities and other travel industry services makes this magnificent land less open to the tourists. The regular geographic characters of the area can make it most loved objections for vacationers assuming the essential necessities for the travel industry are satisfied.

Tourist influxes in Arunachal Pradesh

The travel industry in Arunachal Pradesh has not yet been created to the level anticipated. However Arunachal Pradesh has

Table 1: Tourist Arrivals in Arunachal Pradesh, 2009-2016

Year	Domestic		Foreign		Total	% of Growth
	Number	% of Growth	Number	% of Growth		
2009	1,95,147	-	3,945	-	1,99,092	-
2010	2,27,857	16.76	3,395	-13.94	2,31,252	16.15
2011	2,33,227	2.35	4,753	40	2,37,980	2.90
2012	3,17,243	36.02	5,135	8.03	3,22,378	35.46
2013	3,18,461	0.38	10,846	111.21	3,29,307	2.14
2014	3,36,028	5.51	6,307	-41.84	3,41,178	3.60
2015	3,52,176	4.8	6,453	2.31	3,57,933	4.91
2016	3,85,875	9.56	6,598	2.24	3,92,473	9.64

Source: Directorate of Tourism Development, Govt. of Arunachal Pradesh, Itanagar

a rich assets base for the travel industry improvement, no significant advancement has so far been accomplished because of the absence of coordinated exertion and topographical distance from the standard tourist destinations of the country. Aside from it till 1962 RAP (Restricted Area Permit) was imposed to restrict the movement of inbound visitors in the area. Aside from it, still the commencement of NEFA under British rule inner line permit was acquainted with keep up with the trustworthiness of tribal people. Inner Line Permit is as yet essential for domestic tourists to visit the state. Notwithstanding, the RAP was relaxed from 1995 ahead somewhat as PAP (Protected Area Permit) to permit inbound tourists to visit for a time of greatest 30 days. Such travel limitations are likewise answerable for slow development pattern of the travel industry appearance in the state as well as the review region. Out of the total tourists, only about 2% is represented by inbound segment (Table 1).

The pattern of traveller stream is between 2009 to 2016 showed 97.73 percent development of domestic and 67.25 percent of foreign tourists. However the pattern appears to be great it addresses just 0.02 percent of domestic and 0.03 percent portion of foreign tourists of India and positioned 30th among states and association domains.

North East India observes an ascent in tourists flow during the last ten years. As per the tourism statistics of 2015, the region, with the exception of Mizoram has recorded a positive development of domestic tourists (Table 2). In such manner, Arunachal Pradesh likewise encountered a slow sure development.

In the year 2009, it records a portion of 3.38 percent domestic and 8.28 percent inbound tourists of the complete tourist's appearances of north east India. In 2015 the offer remaining parts around 4.5 percent in domestic and 4.8 percent in inbound tourist's portion.

Table 2: Share of tourist’s arrival in Arunachal Pradesh in respect of NE India, 2009-15

Year	Domestic Tourists			Foreign Tourists		
	N.E India	A.P.	%	N.E India	A.P.	%
2009	5774077	195147	3.38	47658	3945	8.28
2010	6168279	227857	3.69	50950	3395	6.66
2011	6376265	233227	3.66	58920	4753	8.07
2012	6480945	132243	2.04	66302	5135	7.74
2013	6679293	125461	1.88	84820	10846	12.79
2014	7045019	335974	4.77	118552	5204	4.39
2015	7940662	352067	4.43	118644	5705	4.81

Source: India Tourist Statistics, 2016

Table 3: Number of Tourist Lodges and Tourist Spots in Arunachal Pradesh, 2009-2016

Sl. No	Year	No of Tourist Lodges	Number of Tourist Spots
1	2009	5	11
2	2010	5	11
3	2011	7	11
4	2012	17	11
5	2013	23	11
6	2014	23	11
7	2015	43	309
8	2016	26	313

Source: Statistical abstract of Arunachal Pradesh 2009, 2011, and 2013 Arunachal Pradesh at a glance 2014.

As the traveller visiting the state isn't yet arrived at the normal level, so there lies the requirement for concentrated mission and improvement of the travel industry items. Because of the geological confinement, the state lying a long ways behind from the legitimate improvement in contrast with the remainder of the nation and expansion in the progression of tourists might contribute a great deal to the general public monetarily as well as socially. The travel industry is a strong donor, which

changes the way of life of host society because of the collaboration between the vacationer and nearby individuals (Smith, 1977).

Lodging Amenities

For a really long time, the travel industry was not vital and major administrative nodes of the state to provide ascend with the improvement of lodging amenities and places of interest and so on a large portion of the convenience facilities

are bound to a few specific places even not exceptionally close to tourist destinations. Just from most recent couple of many years it has been seen that a few cabins expanded in numbers. From the previously mentioned table we can make out that places of interest additionally expanding, yet during the 2016 because of the absence of appropriate number of vacationer visiting to a portion of the spots and cabins it has been seen to shut those spots and hotels.

Popular destinations

1. Namdapha National Park (NNP): It is 1,985 km² large protected area in Arunachal Pradesh. It is situated in Changlang district, close to the international boundary with Myanmar. It is biodiversity hotspots, with more than 1,000 botanical and around 1,400 faunal species. The National Park harbors the northernmost swamp evergreen rainforest on the planet at 27° N scope. NNP is the 4th largest national park in the country. It was declared wildlife sanctuary in the year 1972 and later in 1983 it become a Tiger Reserve. The word Namdapha derived from two Singpho words- 'nam' means water and 'dapha' means stream and it originate from dapha bum glacier. The Recreation area is home to an incredible variety of well evolved mammal species. Four pantherine species happen in the recreation area: panther, snow panther, tiger and blurred panther. Other predetors present in the protected area are dhole, Malayan sun bear, Indian wolf and Asiatic mountain bear. More

modest carnivores incorporate red panda, red fox, yellow-throated marten, Eurasian otter, oriental small-clawed otter, spotted linsang, binturong, Asian palm civet, small Indian civet, enormous Indian civet, covered palm civet, marbled cat, fishing cat, Asian cat, and two mongoose species. Large herbivores are addressed by Indian Elephant, wild pig, musk deer, Indian muntjac, hoard deer, sambar, gaur, goral, central area serow, takin and bharal. The recreation area has around 425 birds' species with a lot more to be recorded. In NNP, around five species of hornbills and several species of rare wren babblers traced. Many species like *lepidoptera*; moths & butterflies; variety of insects and even lots of rare species of butterflies like *koh-i-noor*; *naga treebrown*; *red caliph*; *wizard fluffy tit*; *east Himalayan purple emperor*- as reported during national camp organized by BNHS in 2014 (en.wikipedia.org).

2. Roing: Mehao wild life sanctuary and lake (17 km from Roing) is spread over an area of 281.5 sq. km. with changing elevation from 400 to 3368m above sea level. It is home to a few uncommon animal groups like wild duck, takin, hillock gibbon, tiger, panther, red panda, elephant and so on. Mehao Lake is covering an area of 4 sq. km. from part of the sanctuary. Water of the lake is totally perfectly clear and a stroll around this regular lake is a divine pleasure (incredibleindia.org).

Mayodia pass is situated around 56 km from Roing in Arunachal Pradesh, with a height of 2,655 m above ocean level. "Mayodia" is a Deori-Chutia word which means "sanctuary of mother goddess", "Mayo" signifies "mother goddess", "Di" signifies "Water" and "ya" signifies "land". It observes weighty snowfall in December and January, which is the period for adventure seekers. Despite the fact that Mayodia's ubiquity has been developing the absence of appropriate facilities for tourist can hose the vast majority's excitement in freezing temperatures. Traveller are expected to convey anything that they could require, including nourishment for crises, shortage of good inns, resorts and visitor house is a significant disillusionment, and on occasion the motivation to drop Mayodia from the rundown while arranging holiday. The Arunachal Pradesh Government, in any case, had communicated their aim to foster the spot as a legitimate place of interest after Bhupen Hazarika Setu, giving direct street network to Roing and Mayodia by means of Sadia (www.eastmojo.com).

Sally Lake is a natural lake surrounded by thick green forests which watches the magnificent Roing valley down below on the far horizon and the flowing Dibang valley spreading its branches into multiple directions. Boating experience in the lake feels heavenly with watching the

beautiful fishes in the clear water (www.roing.nic.in).

With its superb orchid's home and an extraordinary looking nursery, the Nehru Van Udyan is one of the famous vacation destinations of Roing. This park is situated on the banks of the waterway Deopani, which is only a couple of kilometres from Roing. It is an optimal spot for outing. Aside from the picturesque environmental elements, the guests can likewise delight in the all-encompassing perspective on the Deopani Waterway from a pinnacle close by called as the *Eje-Breeze Pinnacle*, which likewise fills in as a visitor house. Alongside the pinnacle, one more significant spot to see here is where the *Eje* river converges with the *Eme* River (www.nativeplanet.com)

Rukmini Nati, It is otherwise called Chimiri Fort, lies 12 km away from Roing. It is viewed as that it was built in 14th century. The consumed block vestiges of this slope post stand evidence of the design brightness of the past. Some other significant vacation destinations to traveller are- Bismaknagar fort, Hunli, Nijomaghat, Iphi-pani Ghat and so on.

3. Bomdila: It is an ideal spot to have a dazzling perspective on snow clad Himalayan mountain ranges. It is arranged over the 8000ft over the sea level. A portion of the significant vacation spots are- Sessa Orchid Sanctuary, Eaglenest Wildlife Sanctuary, Dirang Valley, Bomdila Monastery, Apple Plantations,

Bomdila View Point, R.R. Hill, Craft Centre and Ethnographic Museum, Tipi Orchidarium, Upper Gompa, Lower Gompa, Center Gompa and so forth.

4. Tawang: It is found 10000 feet over the ocean level, it is encircled by gorgeous lakes which cherished by tourists. Tawang Monastery is one of the oldest monastery on the earth which is accepted to be 400 years of age. Tourist likes to visit a portion of the spots like - Tawang Monastery; Sela pass; Jaswant Garh; Gorichen Peak; Nuranang waterfalls; Bumla Pass; Bap Teng Kang waterfalls; Taksang Gompa; Shonga-tser Lake; Pankang Teng Tso Lake and so forth.
5. Ziro: The Ziro valley occupied by Apatani tribe have had the option to protect a lot of their social legacy as encapsulated in specific ceremonies, uniqueness in paddy cum fish culture works on, inking frameworks, grand or stylish excellence of land, rich widely varied vegetation, charming climatic circumstances and hospitable nature of people. The extraordinary topographical qualities of the area can make it most loved objections for vacationers, on the off chance that every one of the fundamental necessities are laid out. Subsequently, by temperance of its broadened physical and social highlights, the valley is very in accordance with the national/state policy which is exceptionally great for the travel industry advancement. The valley is depleted by a little stream called Kiile.

The region is arranged in closeness to Talley Valley Wildlife Sanctuary. The region has a height running between 1000 to 1600 meters above mean sea level. The geological person gives beautiful constituents as well as a sound reason for nature and land/water based experience sporting exercises. The environment in the valley is cool and salubrious. The late spring in the Apatani valley is wonderful. The colder time of year is, be that as it may, incredibly cool, which is somewhat reclaimed by the splendid and radiant days. In the story level, the colder time of year is set apart by periodic snowfall at high heights. The precipitation in the level is moderate, however for a significant piece of the year, the sky stays overcast, particularly in the evenings. In the northern and north-eastern slope areas, the environment changes as per the variety of the height. Heavy cloudiness with far and widespread rains is a qualities element of environment in the river valleys. The lower a piece of this locale is hotter, and cold in the colder time of year isn't crisp. The higher height is, be that as it may, a cold region. The upper ranges of the Kamla and Kurung valley remain snow clade throughout the colder time of year season, which is one of the main attractions to traveller. A few significant objections of the valley is Talley Valley Wildlife Sanctuary, Swikhe Lake, Kile Pakhe, Midey, Ziro Puto, Dolo Mando, Hapoli, Dilopolyang Maniipolyang,

- Pine Grove, Tarin Fish Farm, Bamboo Grove, Shivling at Kardo Forest etc.
6. Bhalukpong: It is ideal objective for nature darlings and experience searchers, as Kameng River moving through the core of the objective giving offices to water undertakings exercises with water brave exercises different exercises like climbing, travelling additionally can rehearse. Significant vacation spots are-Sessa orchid sanctuary, Pakhui wildlife sanctuary.
 7. Pasighat: It is the most established town of the state, which is situated on the bank of Siang River. Strong Brahmaputra is river from Tibet through the town. Pangin and Daying blundering wildlife sanctuary are two top attractions for tourist.
 8. Anini: The home of Idu Mishmi tribe of Arunachal Pradesh who believed to be migrated in first millennium BC and town is situated in the top of plateau between two branches of river Brahmaputra. Because of its high rise above sea level, the town partakes in a wonderful environment consistently and is an extraordinary spot to visit with a few regular and synthetic vacation destinations making Anini an ideal area for mental relaxation (www.transindiatravels.com).
 9. Aalo: is headquarter of West Siang district of Arunachal Pradesh which is surrounded by mountains and rivers flowing through the valley. The few tourist's attraction are- Kane Wildlife Sanctuary wherein- diversity of wild species such as elephants and deer, hanging bridges on the Siang River made of cane and bamboo (www.transindiatravels.com).
 10. Dirang: is an unexplored gem, an interesting stoppage for tourists proceeding towards Tawang. The culture and influence of Buddhism can be seen here through the presence of Kalachakra Gompa; Dirang Dzong etc., which is hidden away in the wilderness of Arunachal Pradesh (www.transindiatravels.com).
 11. Itanagar: the capital of Arunachal Pradesh has its own attractions through- Itanagar Wildlife Sanctuary; Ita Fort; State Museum; Ganga Lake; Polo Park etc. The Itanagar Wildlife Sanctuary is the houses for many endanger species and rich in its biodiversity includes Himalayan black bear; Porcupines; Antelopes; Langur; Goral etc. (www.transindiatravels.com).

The state of Arunachal Pradesh has twelve tourist circuits. Each circuit has its own character with various geology; vegetation; ethnicity and culture:

- Tezpur-Bhalukpong-Bomdila-Tawang.
- Itanagar-Ziro-Daporijo-Pasighat.
- Pasighat-Jengging-Yingkiong-Tuting.
- Tinsukia-Tezu-Hayuliang.
- Margherita-Miao-Namdapha-Vijoyagar.
- Roing-Mayodia.
- Tezpur-Seijosa-Bhalukpong.
- Ziro-Palin-Nyapin-Sangram-Koloriang.

- Doimukh-Sagalee-Pakekessang-Seppa.
- Aalo-Mechuka.
- Daporijo-Taliha-Siyum-Nacho.
- Jairampur-Manmao-Nampong-Pangsau Pass.

SWOT Analysis

The SWOT examination of the travel industry in the state has been completed to fundamentally analyse the condition of the travel industry.

Strength

- The state has regions with rich natural magnificence, outlandish flora, and fauna which are the significant assets for the improvement of eco-tourism. Aside from it, the state is known for its the uncommon types of birds and butterflies.
- The wildlife sanctuary of Mehao Wildlife Sanctuary, Talley Valley wildlife and Namdapha National park has an incredible variety of creatures and plants which might draw in countless sightseers.
- The riverine assets of the state can be bridled to give a remarkable encounter of experience.
- The state can produce an assortment of the travel industry exercises like-eco-tourism, wildlife tourism, rural tourism, pilgrim tourism, cultural tourism, festival tourism to offer changed needs of tourists with a differed foundation.
- The climatic change of better places of the state can draw in tourists.

Weakness

- Lacking tourism infrastructure facilities in the state.
- Insufficient transportation facilities rail and air transportation isn't acquainted much acknowledge with Itanagar till now for public as well concerning tourists.
- Absence of value labour supply in the cordiality area and furthermore a deficiency of the tour operator and guide facilities.
- Restricted familiarity with the travel industry items in significant tourist destinations.
- Poor publicity execution.
- Absence of coordination among the worry government departments and lack of the travel industry announcing.
- The shortfall of adequate retreat convenience offices in a significant vacationer location, which is having more interest looks at to some other convenience facilities.
- No facilities for indoor sporting activities.
- Absence of amusement facilities in tourist's destinations.
- Absence of sufficient institutional component of tourism Development Corporation and Directorate of Tourism for carrying out the legitimate the travel industry plan, undertakings, and plans at grass root level.
- The shortfall of translation focuses at wildlife areas and different destinations.
- Lacking wellbeing and safety efforts of the tourists visiting spots in the state.

- Travel restrictions resulting from PAP and ILP.

Opportunities

- The Government of India has agreed extraordinary consideration of financial advancement of the north-eastern region, so there is more than adequate extent of fast improvement of the travel industry in the state general and a portion of the significant district in particular.
- The travel industry assets enriched by the state on the off chance that tackled in a legitimate manner can make it pioneer in the North Eastern Region.
- Improvement and broadening of the travel industry exercises will be another charming angle for both domestic and foreign tourists.
- The birding expedition and butterfly meet have become ideal tourists events and both domestic and foreign tourists are step by step pulled in towards such occasions.
- The Mehao wildlife sanctuary, Talley Valley wildlife sanctuary and Namdapha national park, may end up being a few ideal tourist destinations in the state if appropriately crusaded.

Threats

- Image of the as a whole North-Eastern region as an unsecured state because of the problem of insurgency and socio-political development.
- Frequent bandh (closure) and strike because of political unsteadiness in the adjoining state of Assam keeps on being a significant issue for the travel

industry improvement in Arunachal Pradesh.

- Expanding deforestation, particularly in the foothill region degrade the natural beauty and natural surroundings of animals, which is one of the really potential the travel industry attractions of the state.

History reveals that the travel industry has been seen a consistent extension everywhere, more especially in the creating scene as an apparatus for socio-economic development. The travel industry is the aggregate of activities and capabilities, which is essentially of economic in nature. It is directly connected with the entry, stays, and movement of tourists to a specific domain, where components, for example, the cultural, adventure, recreation, nature, wildlife, and so on achieve a conservational need and feasible improvement centre. The travel industry helps in broadening the principal type of revenue for the nearby local area, contributing towards the complete pay of the local area and assisting with working on the day to day environments of the neighbourhood community. Like the Circumstance of the North Eastern region of India, the travel industry in Arunachal Pradesh has not yet been created to the expected level. Traveller appearances to a specific objective address the story of tourism development. The pattern of the travel industry advancement in the state can give the comprehension to the energy of improvement of the area. In the state of Arunachal Pradesh, the pattern of tourist arrival is found to develop yearly from 2.14 percent to 9.64 percent in between 2013 to 2016. An endeavour has

additionally been made to figure out the strength, weakness, opportunities and threat (SWOT) to the travel industry improvement in the state.

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