



STUDY ON THE SUSTAINABLE TOURISM PRACTICES AND THEIR EFFECTIVENESS WITHSPECIAL REFERENCE TO ZIRO VALLEY, ARUNACHAL PRADESH

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ABSTARCT

Background:The tourism industry is developing rapidly all around the globe. This rapid development is causing economic, social, and environmental impacts. A sustainable tourism strategy aims to maximize the industry's good benefits while minimizing its detrimental ones on the economy, society, as well as nature.

Method: Descriptive method with a survey of 45 respondents is used.

Conclusion:There is generally a positive outlook toward the development of sustainable tourism in Ziro Valley, Arunachal Pradesh. Government initiatives have contributed to the growth of the industry related to tourism in the region. Sustainable tourism practices have been implemented effectively to a moderately high extent.

Keywords: *Sustainable Tourism Practices, Effectiveness, Ziro Valley, Effectiveness*

INTRODUCTION

One of the most important and rapidly growing segments among the many service sector industries is tourism. In regard to its gross domestic product and foreign exchange profits, it has swiftly advanced on a global stage. The tourist sector boosts the local economy, opens up job opportunities, and helps preserve the region's cultural and architectural heritage. The state's economy is seen as needing tourism to help it thrive, and ecotourism is one of the segments of the industry that is expanding the fastest.

Ecotourism entails visiting natural areas, minimizing negative effects, raising environmental awareness, providing direct financial support for conservation efforts, empowering locals financially, respecting their culture, and promoting human rights and democratic movements (Choudhury, S., et al 2016). It guarantees the preservation of natural regions, the generation of income, and education while allowing for outdoor recreation. In addition to food and lodging, tourists place a high value on ecotourism activities like seeing wildlife, trekking, and hillwalking since they provide satisfaction (Zografos, C., &Allcroft, D. 2007).

Community-based ecotourism has been a major force in Ziro Valley since 1996. This is accomplished through creating economic as well as culturally relevant zones in the state's rural areas. Future Generations Arunachal (FGA) established community relied eco-tourism to take use of the stunning



Apatani plateau's eco-tourism potential. FGA kicked off the initiative by delivering a variety of trainings on ecotourism and the advantages of homestay accommodations. The training program included a variety of topics, including developing treks, packaging local food, marketing, and networking with various partners. In order to monitor the entire ecotourism program, the FGA helped to establish NgunuZiro, a leading institution rooted in the community. NgunuZiro is now in charge of managing and coordinating the homestay program and related activities. It collaborates with travel agents, governmental entities, and professional associations to market the home-stay accommodations (Mize, T. et al. n.d.).

OBJECTIVES OF THE STUDY

- To examine initiatives in developing the tourism industry in Ziro Valley Arunachal Pradesh.
- To evaluate the implementation of sustainable tourism practices and their effectiveness in minimizing negative environmental impacts in Ziro Valley Arunachal Pradesh.

LITERATURE REVIEW

Patowary and Borgohain's (2016) examines the role of non-governmental organizations (NGOs) in promoting green tourism growth in NgunuZiro of Arunachal Pradesh. The article presents a case study that aims to identify the challenges and opportunities for sustainable tourism development and the role of NGOs in addressing these challenges. The authors use a qualitative research approach, involving interviews with key stakeholders, including representatives of NGOs, government officials, and local communities. The study finds that NGOs play a crucial role in promoting sustainable tourism development by facilitating community participation, promoting sustainable tourism practices, and supporting capacity building. The article's strengths lie in its focus on the role of NGOs in green tourism growth and its examination of a specific case study in Arunachal Pradesh. The case study method provides insight of the issues and challenges faced by the local community and the role of NGOs in addressing these challenges.

Tagiya and Baurah's (2015) article investigates the host attitudes towards tourism in Apatani Plateau-Ziro, Arunachal Pradesh, India. The article aims to identify the factors that influence the host attitudes towards tourism and the potential implications of these attitudes for sustainable tourism development. The authors use a quantitative research approach, involving a survey of 200 host households in the Apatani Plateau-Ziro region. The study finds that the majority of the host community has a positive attitude towards tourism, with 80% of respondents indicating that tourism has a positive impact on their lives. The study also identifies several factors that influence host attitudes towards tourism, including economic benefits, social and cultural factors, and environmental impacts. The article focuses on host attitudes towards tourism in a specific region of Arunachal Pradesh and its use of a quantitative research approach. The study's findings provide valuable insights into the factors that influence host attitudes towards tourism and their potential implications for sustainable tourism development.

Mize et al.'s (2018) article explores "The current development of ecotourism in Ziro Valley and its significance in Arunachal Pradesh, India." The authors use a qualitative research approach, involving interviews with local stakeholders involved in the development of ecotourism in Ziro Valley. The study finds that green tourism growth in Ziro Valley has the capability to provide its bit on huge level for sustainable tourism growth in the region. The study identifies several factors that influence the success of ecotourism development in the area, including community involvement, effective management, and the protection of local ecosystems and cultural heritage. It focus on ecotourism development in Ziro

Valley and its use of a qualitative research approach. The study's findings provide valuable insights into the potential for ecotourism development in the region and the factors that influence its success.

METHODOLOGY

In the present study the researcher have employed descriptive research method. The descriptive research method is used to examine initiatives in developing the tourism industry in Ziro Valley Arunachal Pradesh. Research is quantitative in nature where the researcher have collected primary data from tourist in Ziro Valley. Data was gathered using an online questionnaire consisting of 5 questions enquiring about the initiatives in developing the tourism industry in Ziro Valley Arunachal Pradesh.. Around 50 tourists were contacted but response of 45 were found to be valid and used in the study.

DATA ANALYSIS

Sr. No.	Questions	Responses						
		Strongly Agree/Satisfied	Agree/Satisfied	Neutral	Disagree/Dissatisfied	Strongly Disagree/Dissatisfied	Mean	Std. Deviation
		Frequency	Frequency	Frequency	Frequency	Frequency		
1	The government's initiatives have contributed to the development of the tourism industry in Ziro Valley, Arunachal Pradesh	22	10	3	7	3	2.08	2.012461
2	Sustainable tourism practices have been implemented effectively in Ziro Valley, Arunachal Pradesh	20	12	4	6	3	2.11	1.824829
3	It is important to prioritize minimizing negative	12	18	5	8	2	2.33	2.118962



	environmental impacts when developing the tourism industry in Ziro Valley, Arunachal Pradesh							
4	Tourism industry stakeholders in Ziro Valley, Arunachal Pradesh collaborate with each other to ensure the implementation of sustainable tourism practices	16	9	5	7	8	2.6	2.5455 84
5	How satisfied are you with the current state of the tourism industry in Ziro Valley, Arunachal Pradesh, in terms of its overall impact on the environment and local communities	14	14	7	5	5	2.4	2.2605 31



DISCUSSION AND CONCLUSION

The majority of respondents agree that the government's initiatives have contributed to the green tourism growth in Ziro Valley, Arunachal Pradesh. The majority of respondents believe that sustainable tourism practices have been implemented effectively in Ziro Valley, Arunachal Pradesh. The majority of respondents believe that it is important to prioritize minimizing negative environmental impacts when developing the tourism industry in Ziro Valley, Arunachal Pradesh. The majority of respondents believe that tourism industry stakeholders in Ziro Valley, Arunachal Pradesh collaborate somewhat well to ensure the implementation of sustainable tourism practices. The majority of respondents are somewhat satisfied to very satisfied with the current state of the tourism industry in Ziro Valley, Arunachal Pradesh, in terms of its overall impact on the environment and local communities.

The results suggest that respondents have a positive perception of the government's role in green tourism growth. Also it has role in the implementation of sustainable tourism practices in Ziro Valley, Arunachal Pradesh. However, there is still room for improvement in terms of collaboration among stakeholders and minimizing negative environmental impacts. Despite these limitations, the majority of respondents are satisfied with the current state of the tourism industry, indicating that there is potential for continued growth and development in the future.

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