

# Tourism players review status of initiatives

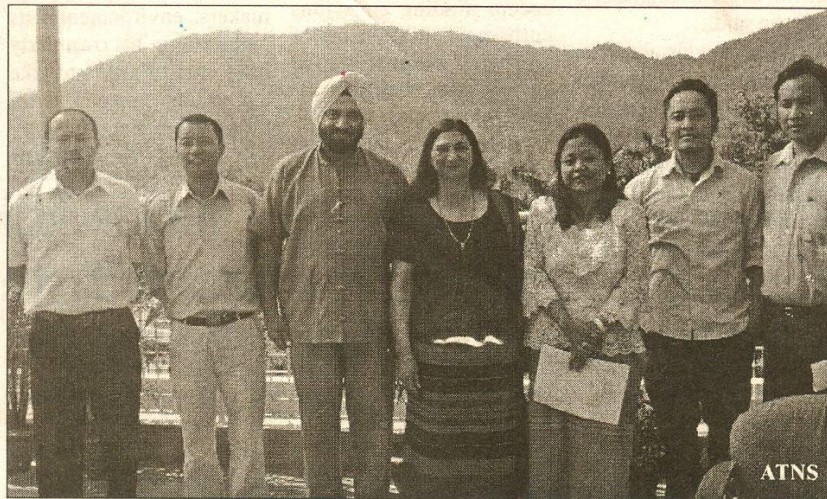
## □ Governor proposes brand Arunachal

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ITANAGAR, June 10: Tourism for long has been touted as a major revenue earner for the state. Seen in the light of growth of tourist inflow across the North-eastern states, it does look indeed to be a panacea for Arunachal's revenue generation and yet when we look at actual statistics the growth in traffic does not seem to reflect the optimistic line shared by all associated with this industry. But if one is to go with the deliberation that happened at an informal meet at the Raj Bhavan today between Governor J J Singh, secretary Tourism Bandana Deori and tour operators one would think that tourism industry is indeed poised to take off.

Governor Singh said that it is about time we promote brand Arunachal to the world. We are late starters, which is a blessing in disguise as we can learn from the mistake of others, he said.

God has gifted Arunachal with beauty that is second to none, he said and emphasised on using available local material for construction of eco friendly



hotels and guest houses. Governor said that state has lot to offer to the outside world in religious, adventure, eco and cultural tourism.

Governor said that tourism is an industry that will not only make the state prosperous but also give an avenue to the youths of the state. 'We have to create possibilities for the youths to be financially independent, he said.

The governor further said that Arunachal should go the Bhutan way in tourism sector so that it is not flooded with tourists who

do not contribute to the growth of the state.

Secretary Tourism Bandana Deori said that department would not work in isolation and it is ready to take off as the interaction with the Centre has gone up in recent times.

She said that her department would work in close coordination with the tour operators to make tourism sector a success story.

The first Lady Anupama Singh who was also present in the meeting said that huge investment is not necessarily passport to success in tourism sec-

tor. Citing example of Rajasthan, she said that what we need is to display what we have. She advocated for sustained efforts to improve handloom and handicraft sector as tourists would want to take back something home.

Tour operators Nino Dai of Donyi Hanggo Adventure Tours and Travels and North East River Runners, Tsering Wange of Himalayan Holidays, Komkar Riba of Gibbon Tours and Travels and Duyu Tamo of Duyu Travels briefed the governor on the various facet of tourism in the state.

Tsering Wange said that lot need to be done to improve the tourism sector. He urged the department of Tourism to come up with quality brochures on Arunachal.

Komjum and Nino who are pioneers in adventure tourism in the state briefed the governor about prospects of white water rafting in the state.

The tour operators suggested that state government should come up fixed calendar for tourism activities in the state.

Notwithstanding buoyant mood seen in the interaction today, one has still to accept that unless policy measures and attitudinal changes in the tourism sector are triggered, its potential will never really be crystallised. One can only wait and watch, and see what direction these initiatives take.

However to paraphrase secretary Bandana Deori, 'we are ready to take tourism in Arunachal to the next level. All we need is the Centre's support and commitment of our own people'.

Secretary to Governor P.S. Lokhande was also present in the meeting.