

**GOVERNOR'S SECRETARIAT
ARUNACHAL PRADESH
ITANAGAR**

PRESS RELEASE

Contribute in promoting tourism in Arunachal Pradesh: Governor appeals

The Governor of Arunachal Pradesh Shri JP Rajkhowa has extended his sincere greetings to the people of the State, particularly, the young and dynamic entrepreneurs engaged in Tourism sector and all the tourists visiting or planning to visit the State on the special occasion of the World Tourism Day. He expressed hope that the celebration will foster awareness about the tremendous tourism potential of the State in many areas and promote the rich and varied treasure gifted by Nature and other man-made tourism assets of Arunachal Pradesh in the whole world.

In his message on the occasion, the Governor said that this year, the theme of the celebration is 'Millions of Tourists, millions of opportunities'. This sector provides lots of opportunity and we have lots of potential. He urged upon the people to pull up their socks, rectify the deficiencies of the past and make Arunachal Pradesh the most favoured tourist destination among tourists of the country and abroad in near future. Let us particularly focus our attention on Swadesh Darshan and PRASAD (Pilgrimage Rejuvenation and Spiritual Augmentation Drive) - aiming at integrated development of tourist circuits and pilgrimage centres and at the same time, on building of a high quality tourism infrastructure in the State, i.e. building up super quality roads and very quick and quality maintenance of existing pot-holes, depressed and uneven roads by using latest technologies and equipments with best available technical expertise in the country; and also provision of guest houses, budget hotels, dependable and secured tourist bus services, taxi services etc, the Governor added.

Emphasizing on importance of the sector, the Governor said that Tourism translates into closer collaboration and cultural exchanges across the nation and with distant communities all over the world. With spirit of 'Athiti Devo Bhava', broader social contacts between tourists and host communities will go a long way in enhancing friendly relation, mutual understanding, tolerance, and awareness between peoples.

On this momentous Day, I take this opportunity to call upon all my fellow citizens of Arunachal Pradesh, particularly the enterprising men and women to contribute their bit in promoting tourism in Arunachal Pradesh and wish a booming tourism season for the entrepreneurs including tour operators in Arunachal Pradesh, the Governor appealed.

PRO to Governor
Arunachal Pradesh
ITANAGAR, September 26, 2015