

**GOVERNOR'S SECRETARIAT
ARUNACHAL PRADESH
ITANAGAR**

PRESS RELEASE

With the State, the people, entrepreneurs, and tour operators joining hands together, it would be feasible to make 'Incredible Arunachal Pradesh', the premier tourism hotspot in the country: Governor

The Governor of Arunachal Pradesh Shri JP Rajkhowa has conveyed his sincere greetings to the people of the State, particularly to those entrepreneurs who are in tourism ventures on the occasion of India Tourism Day. He expressed hope that the celebration of the special Day will increase awareness about tourism industry in the State.

In his message to the people on the day, the Governor said that Tourism is increasingly playing a major role in contributing to the overall growth and sustainability of places and destinations and local community by creating jobs direct or indirect. It generates many more jobs with relatively less investment, creating large-scale employment opportunities, particularly in rural and remote areas. Tourism is an important sector in the service economy. Apart from manifest economic benefits, tourism brings together people of different culture and religions and foster better mutual understanding and social cohesion.

The Governor said that peace and harmony are the two vital prerequisites for effective and durable tourism. Hence tourism is one of the greatest forces for peace movement in the World. He wished that amity prevails all over the State, Region and Country for tourism to flourish and for growth and development for all.

Highlighting on 'Tourism Arunachal', the Governor said that Arunachal Pradesh offers ocean of tourism opportunities. It is blessed with rich cultural and geographical diversity making it one of the most popular tourist destinations among local and foreign travellers. It offers diverse forms of tourism, including cultural, rural, religious, historical, nature, wildlife, water sports, mountaineering, hiking, adventure and eco-tourism to name a few. If the potential is appropriately harnessed with vision along with people's participation with sense of responsibilities, Arunachal Pradesh will be the most sought-after tourist destination in the Country. Along with recent financial assistance from the Central government, some corrective measures taken to enhance tourist inflow and optimum utilization of fund provided, days are not far when tourism will play a big role in the economy of the State.

On the special Day, the Governor has appealed to the young people of Arunachal Pradesh to go for tourism enterprises in their own areas, which will not only give them financial empowerment but also facilitate in social upliftment and development of their villages and town. At the same time, he also advised the State Tourism Department to make plans to motivate and facilitate youth and interested people to go for entrepreneurship ventures in tourism related activities.

With the State, the people, entrepreneurs, and tour operators joining hands together, it would be feasible to make "Incredible Arunachal Pradesh", the premier tourism hotspot in the country, the Governor stated.

PRO to Governor
Arunachal Pradesh
ITANAGAR, January 24, 2015