

**GOVERNOR'S SECRETARIAT
ARUNACHAL PRADESH
ITANAGAR**

Press Communiqué

Governor confers State tourism awards

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Arunachal Pradesh possesses all the ingredients to become a leading destination for responsible and experiential tourism: Governor

Governor advocates a comprehensive Tourism GIS platform and the use of Artificial Intelligence for visitor forecasting, multilingual assistance, personalized itineraries, feedback analysis and destination management, with the goal of making Arunachal Pradesh a smart and sustainable mountain tourism destination

The heart of Arunachal tourism is its people and their partaking: Governor

The Governor of Arunachal Pradesh, Lt Gen KT Parnaik, PVSM, UYSM, YSM (Retd.) participated in the World Tourism Day celebration at Itanagar on 27th September 2026. He conferred the annual State Tourism Awards on the occasion. Tikhak Homestay, Changlang owned by Bela Tikhak of Miaopum Tours and Travels received the Best Homestay award, while Suchusi Homestay, Ziro and Bomdila Embassy, West Kameng received the commendation award. Tsering Wange proprietor of M/s Himalayan Holidays, West Kameng received the Best Tour Operator award, while Ms BAC Voyages, Itanagar and Shri Gandhi Darang, proprietor of M/s Ane Siang Tours & Expeditions received the commendation award. Shri Lamwang Aran, Tourism Information Officer, Dibang Valley District, a 2017 batch officer, received the Best Performing Tourism Officer Award.

The Governor launched the Tourism Department's online Service portal developed under the Easy of Doing Business initiative on the occasion. He also released a book, titled, 'Homestay Tourism in Arunachal Pradesh' authored by Dr.Tashi Lungtan Kee and Dr. Sankar Thappa on the occasion.

In his address, the Governor said that tourism reflects the personality of a State and is far more than an economic activity. It creates livelihoods, empowers local communities, preserves cultural heritage and strengthens national integration.

Highlighting the Unique Selling Propositions (USP) of Arunachal Pradesh Tourism, the Governor said that the State possesses all the ingredients to become a leading destination for responsible and experiential tourism. Its greatest strengths are its pristine natural environment, rich biodiversity, living tribal heritage, vibrant festivals, spiritual traditions and breathtaking landscapes. He emphasized that Arunachal Pradesh must promote a diverse range of tourism, including eco-tourism, cultural tourism, adventure tourism, spiritual tourism, rural and homestay tourism, agro-tourism, wildlife tourism, wellness tourism, border tourism and festival tourism. The State's unique advantage lies in offering all these experiences within one destination.

The Governor said that the tourism vision must go beyond a few popular destinations and include every district, valley and community as stakeholders in the tourism economy. He advocated integrated tourism circuits combining all essential dimensions, including eco, cultural, adventure and heritage, to encourage longer stays and wider distribution of tourism benefits.

Emphasizing community participation, the Governor said that every suitable tourism village should have quality homestays where visitors can experience local cuisine, agriculture, crafts, folklore and traditional lifestyles. Universities and colleges should support tourism through research, documentation of oral traditions, biodiversity studies and visitor-behaviour analysis.

Highlighting technology as a key enabler, the Governor advocated a comprehensive Tourism GIS platform and the use of Artificial Intelligence for visitor forecasting, multilingual assistance, personalized itineraries, feedback analysis and destination management, with the goal of making Arunachal Pradesh a smart and sustainable mountain tourism destination. He stressed scientific visitor management through carrying-capacity studies, advance booking systems, seasonal distribution and promotion of lesser-known destinations.

The Governor said that the heart of Arunachal tourism is its people and their partaking. Youth can become trained guides and entrepreneurs, while women can lead homestays, food enterprises and craft-based tourism initiatives. He also called for an annual festival calendar, authentic cultural presentations and a distinctive "Arunachal Model of Tourism" based on community participation and personalized visitor experiences.

Emphasizing the need to strengthen tourism infrastructure and services, the Governor called for quality hospitality at destinations and along travel routes, affordable transportation, reliable information systems, professional tour operators and skilled manpower. He urged all stakeholders to work together to ensure quality, efficiency and sustainable growth of tourism in the State.

Secretary Tourism Shri Pagli Sora and Director Tourism Shri Rujum Raksap highlighted the State's achievements and initiatives.

As part of the World Tourism Day celebration, the State Tourism Department organized various competitions, which enhances in tourism activities. In Wall Painting Competition, Ms. Tokmem Pertin and Mr. August Ligang received the first prize, while in AI Videography, Shri Nending Napa was the winner. In Local Cuisine Presentation, Smt. Beyealu Kri received the first prize, while in Local Wine Competition, Smt. Tage Yani received the top prize. Smt. Likha Miyu of M/s LM Enterprise received the Best Exhibitor award.

The Department of Tourism, the nodal department for the Ek Bharat Shreshtha Bharat (EBSB) initiative in Arunachal Pradesh, introduced the participants of the EBSB programme and the Dekho Apna Pradesh tour. Participants from Arunachal Pradesh, Uttar Pradesh and Meghalaya, States paired under the EBSB initiative, showcased the spirit of national integration through a joint cultural presentation highlighting the diversity and unity of India's cultural heritage. Adding a social message to the programme, Roots Arunachal, a prominent theatre and cultural organization based in Itanagar, presented a thought-provoking skit on Nasha Mukta Bharat, emphasizing the importance of a drug-free society and inspiring the youth to make healthy and responsible choices.

Mayor of Itanagar Municipal Corporation, Smt Likha Nari Tadar, officers of Tourism, IMC corporators, tour operators, homestay owners and other tourism stakeholders, students of Rajiv Gandhi University (RGU) and Rajiv Gandhi Government Polytechnic and members of Yuva Tourism Clubs attended the World Tourism Day celebration.

PRO to Governor
Arunachal Pradesh
ITANAGAR, September 27, 2026