



Community Attitude towards Socio-Cultural Impact of Tourism: A Case Study of Tawang District of Arunachal Pradesh.

Authors: Dr. Atege Linggi; Tenzin Chimey.

Addresses: Department of Commerce, Rajiv Gandhi University - Doimukh, Rono Hills, Arunachal Pradesh.

***Abstract:** Tourism is an important engine of economic growth and development. Its constant development has profound impact on transforming socio-cultural aspect of the communities residing in various tourist destinations. In many ways it helps to promote and preserve local culture, cuisine, crafts, arts, and festivals. It also creates an opportunity to improve hospitality towards strangers and help to improve their social skills as well. It contributes towards culture understanding and broadening the thinking of locals through interacting and creating awareness regarding the diversity of culture and lifestyle of other communities thus, helps in removing social barriers like caste, racism, religion etc. At this backdrop, the study has taken a close look at the community attitude towards tourism and its socio-cultural impact at Tawang District of Arunachal Pradesh. It attempted to find how local people have advantaged by meeting new people and learning new things through cultural exchanges.*

Key terms: Tourism, Community Attitude, Socio-Cultural.

1. Introduction:

Tourism has emerged as one of the biggest and fastest growing sectors of numerous economies of the world (UNWTO). Today, tourism can be perceived as a contributor to development and global integration. It is an instrument to promote peace and building image, mixing people and culture, development of international relation, infrastructure development, and upliftment of the society.

India is a massive and diverse country with rich cultural heritage, wildlife sanctuaries, beautiful places and sites, towering Himalayas, palaces and magnificent forts, etc. and Arunachal Pradesh the easternmost state of India which is called the land of the rising sun has enormous potential with diverse culture and most of the popular tourist attraction. The state is situated in the North East tip of India with tremendous tourism

potential. It is endowed with the breathtaking natural beauty of valleys, rich biodiversity, glorious heritage of arts, crafts and colorful festivals, beautiful places and sites, more than 500 rare species of orchid are found in the dense jungles of state and also its pollution-free climate can be an extra attraction potential.

Despite such great potential, the state contributes only a 3.71% share of its tourist inflow in the North Eastern Region. At the national level, the share of tourists' footfall in the state is insignificant (Ministry of Tourism, Govt. of India).

The host community is identified as a major stakeholder of tourism development (WTO). The hospitality of local community should be friendly because the host community's support is essential to ensure the long-term success of tourism. Studies relating to host community attitudes towards tourism are considered as one of the most important research areas in the field of tourism since all communities are not homogeneous groups so everyone will have different perceptions and attitudes for it whether it be positive or negative.

For a tourism-based economy to sustain and develop, the host communities must have a positive attitude and be willing partners in the process. Studies suggest that it is impossible to sustain tourism in a destination where there is no support from residents. Therefore, It is very important to evaluate the attitude and perception of host communities towards tourism and its socio-cultural impact because socio-cultural impacts are the human impacts of the tourism industry with an emphasis on transformations in the quality of resident's day to day life and the cultural impacts are related to conversion of traditional values, norms, and identities arising from tourism aspect. This research aims to investigate and explore how the residents of Tawang District perceive the impact of tourism in respect of socio-cultural aspect which can help the policy makers and other people who are engage in tourism related activities for further tourism development strategy.

1.1 Research Gap

Tourism is a diverse industry that has the excessive potential to support other industries that are directly or indirectly linked to the tourism industry. Tourism has lifted countries to grow and develop their economy and society. Whole of Arunachal Pradesh is a budding tourist destination; however, studies suggest that Tawang district is the most admired tourist attraction of the state at present. Although, Tawang has massive potential for tourism development but it has not been able to draw attention of many tourists as it could have. Some studies commenced on this front intimated that there has been a rise in the number of tourists visiting the district; however, such a rise may not be significant.

The host community is an important element of tourism and plays a fundamental role in tourism development and without a supportive host community it is very difficult to sustain and have a successful and long-term tourism development in any place. To boost the tourism industry in Tawang, it is essential to strengthen the tourism approach which is possible by studying it through a paradigm that has not been undertaken in the state earlier. Community attitudes towards tourism impact have been studied exclusively by numerous researchers over several years at the universal level including India. But, in Arunachal Pradesh,

very little studies have been conducted on this individual topic specially in Tawang District. Therefore, the present study is a kind of investigation to assess the community attitude towards tourism impact on socio-cultural aspect so that the findings of the study may help in developing strategic arrangements to boost tourist visits and to conserve traditional culture and values.

1.2 Objectives of the Study

1. To perform attitude analysis of host community towards tourism in the study area by studying the socio-cultural impact of tourism.

1.3 Limitation of the Study

The study is limited to the response from a certain number of locals from the Tawang District. Therefore, the result of the analysis may differ from the whole scenario of the District as well as from the state. Generalization of the outcome of this study to another place with different cultures should be made with attention due to cross-culture differences. The study has been limited to the amount of time constraints.

2. Literature Review related to tourism development and its perceived impact of tourism on socio-cultural aspect.

Chu, C., & Liu. (2005) in their study “Residents attitude to rural tourism development in South Taiwan” investigate the residents' attitude towards rural tourism development and the study showed that their lives are not dependent on tourism but they believe that through rural tourism development they can preserve their culture and rural lifestyle and the residents have high expectations and hopes from tourism.

Ellis, S. (2007) in the paper titled “Residents community perceptions of the socio-cultural impacts of tourism and host guest relations in a least developed country: An exploratory study of Phnom Penh, Cambodia” is exploratory research with mixed approach and the result shows that tourism was highly perceived as positive and did not show any severe negative impact. Tourism was perceived as highly benefit to the local community in terms of generation of employment, bringing service and prosperity, safety and security among others.

Akkawi, M. H. (2010) examined the “Residents' attitude towards tourism development in conservative cultures: The case of Qatar” and the finding revealed that residents have different attitudes based on their age, ethnicity, length of residence, etc and the result showed a mixed feeling towards tourism as they believed that tourism has brought only a slight change in employment opportunity but brought no personal income for the residents. Further, residents also believed that tourism development has brought demand for cultural programs and increased the appreciation of local culture and pride of residents. On the negative side they think that tourism has increased the level of crowd and traffic in the destination but at the same time brought no change or harm to the natural environment.

Chandralal, K.P. (2010) examined the “Impacts of tourism and community attitude towards tourism: A case study in Sri Lanka” and the result stated that despite the huge protest against some tourism projects a few years back in the destination still the result shows a good level of support for tourism by residents at present. The study revealed that the positive impact of tourism on residents leads to the development of a positive attitude towards tourism. The most important benefits perceived by residents were an increase in property value, employment opportunities, infrastructure development, the image of the city, and pride as residents.

Munhurrun, P. R. (2011) studied “Resident’s attitude towards perceived tourism benefits” and the result shows that the majority of the residents are supportive of tourism. Where residents perceived that Socio-cultural and Economic impact has positive influence while the environmental impact has a negative influence.

Kumar, J. (2011) in his study “Tourism potential and its impact in Himachal Pradesh: A case study of Lahul-Spiti” examined the tourism potential and its impact in Himachal Pradesh and the conclusion of the result shows that Tourism is a rapidly growing industry in Himachal Pradesh and has become a major social phenomenon. Residents have realized tourism as an instrument of employment generation and economic development particularly in rural areas like Lahaul-Spiti. Tourism is leading towards broader cultural understanding by respecting diversity and creating awareness. But at the same time, various complaints are there regarding the negative impact of tourism on the environment and residents have shown the demand for sustainable development of tourism.

Pritam, L. (2012) in his thesis title “Tourism policy of Jammu and Kashmir 1995 and sustainable tourism: A study of rural residents’ attitude towards tourism” analyzed the tourism policy of Jammu and Kashmir and rural residents’ attitude towards tourism and the result revealed that the overall impact perceived by residents is positive as the mean value observed is 4.04 on a 5-point Likert scale. The result shows that on the positive side residents perceived that creates opportunities for cultural exchange while on the other hand, the negative impact perceived by residents is that tourism leads to urbanization and over-crowdedness, increase in the cost of living and leads to occupational changes, and cultural transformation for locals.

Latkova, P., & Vogt, C. A. (2012) examined “Residents’ attitudes towards existing and future tourism development in rural communities” and the result of the study shows that residents who personally benefit view tourism positively and show more support for further tourism development. Residents who have not received and enjoyed benefits from tourism happen to be more concerned about its negative impacts. Therefore, tourism development will depend on the active participation from the host communities.

Hanafiah, M. H., Jamaluddin, M. R., & Zulkifly, M. I. (2013) in their research paper “Local community attitude and support towards tourism development in Tioman Island, Malaysia” studied the local community attitude and support towards tourism development in Tioman Island, Malaysia and the result depicted both positive and negative perceived impacts towards tourism. Residents showed a positive attitude towards the social and economic impact of tourism, but they portrayed the negative impact of tourism on the

environment. The result suggested that the community should work closely with the government to educate locals about the impact of tourism development. The result of the study is quite alarming in many ways which shows that failure to take a holistic approach in the development of tourism will expose the area to further decline.

Kumar, A. (2014) in his study “Community-based tourism in Shimla and Kullu: Stakes, perception and impact analysis” Stated that Tourism is leading the community towards development by social empowerment, generating employment for the residents, generating income from various tourism activities, and raising the standard of living of local people. Result also shows that local stakeholders are promoting culture through the advertisement of local music, dances, cuisine and handicraft which eventually helps in the preservation of local culture.

Lama, R. (2014) in his thesis “Community based tourism development (A case study of Sikkim)” shows that under socio-cultural impact host communities are satisfied and ready to adopt tourism in their place as it helps host communities to preserve and promote the unique culture and tradition. Residents also show their concern towards the negative impact of tourism as with the increase in tourism there is also an increase of social evils such as alcoholism, thefts etc.

Tirkey, J., & Yaja, k. (2017) in their research paper “A study on the opinions of administrative staff towards tourism and its setup with special reference Tawang District , Arunachal Pradesh, India” studied the Opinion of administrative staff towards tourism and its setup with special reference to Tawang District of Arunachal Pradesh and the result shows that the administration of the tourism department in Tawang District is satisfactory and from the analysis it is clear that the economic status of tourism and generation of direct and indirect employment is also satisfactory and yet it needs to improve for the excellent. Therefore, according to the survey, the administration and their system of management are satisfactory but some of its systems need to be improved for better performance.

Jangra, R., & Kaushik, S. P. (2018) studied the “Host community attitudes towards tourism impact: Study of high-altitude tourist destinations, Himalaya” and the result of the research shows that the host community believes that tourism has commercialized their culture, local arts and benefited the local economy by increasing job opportunities. Furthermore, locals do not consider that tourism harms their culture and habits but they have shown concern that seasonal tourism causes a high risk of underemployment or unemployment for people who are dependent on tourism-related jobs.

Rua, S.V (2020) studied on the topic “Perception of tourism: A study of residents attitude towards tourism in the city of Girona” and the study shows that those residents who receive personal benefits from tourism and those who are more attached towards their community appear to be more supportive towards tourism. The study suggested that promoting more interaction between residents and tourists is important to boost personal benefits from tourism.

3. Research Methodology

3.1 Introduction

To achieve the research objectives the study is carried out in Tawang District of Arunachal Pradesh. Data for the study is collected from the field survey by using structured questionnaires and Interviews. The following methodology is adopted for the study:

3.2 Research Design: The study is descriptive in nature because the characteristic of the local community and their attitude towards socio-cultural impact of tourism have been described.

3.3 Research Period: The reference period of the field survey is from mid 2020 to mid 2021

3.4 Sources of Data: The study used both primary and secondary data. However for present study, maximum of the part depends on primary data for analysis, interpretation and findings.

Primary Data: For primary data, field survey was conducted and data was collected from the people residing in Tawang town including Locals, Entrepreneurs and Experts through questionnaires and interviews

Secondary Data: For secondary data, information was collected from relevant sources like the Tourism Department of Tawang and Arunachal Pradesh, Published and Unpublished Research Works, Journals, Books, Social Media and Websites, etc.

3.5 Tools: Attitude Scale- Five Point Likert Scale was used to collect the information from the local community of Tawang District, Arunachal Pradesh.

3.6 Sampling Technique: Stratified sampling and Convenience sampling techniques was used for the study..

3.7 Universe: 9970, People residing in Tawang constituency-2, Region- West, Above 18 years of age have taken as the study area.

3.8 Sample size: 340 (Out of the total of 384 questionnaires, 192 questionnaire sets were distributed to the female respondents, and another 192 sets were distributed to the male respondents. But 44 sets of questionnaires were found invalid. Therefore, 340 questionnaires were used for data analysis and interpretation).

Calculation of an ideal sample size is most crucial for any research study. The required sample size for this study is calculated by using Taro Yamane (Yamane, 1973) with 95percent confidence level. The formula for calculating sample size by Taro Yamane is given below:

$$n = \frac{N}{1 + N(e)^2}$$

Where n is the required sample size, N is the population size, and e is the allowable error (percent). By substituting the numbers in the above formula, we will get:

$$n = \frac{9970}{1 + 9970(.05)^2} = 384$$

3.9 Study Area: Tawang district of Arunachal Pradesh is considered for the study purpose.

3.10 Reliability Statistics: To test the reliability of the questionnaire SPSS was used and Cronbach's Alpha was calculated and the Cronbach's Alpha value shows 9.995 which means that the questionnaires are highly reliable.

3.11 Tools used for data analysis and interpretation: The data has been analyzed and interpreted by using statistical tools such as Mean, Percentage, and presented through tables using Microsoft Excel.

4. Profile of the study area

4.1 Introduction

Arunachal Pradesh also known as 'Land of Down-lit-Mountains' is the northeastern-most state of the country. Arunachal is the first Indian soil to greet the rising sun. Arunachal borders the state with Assam, and Nagaland to the south and shares international borders with Bhutan in the west, Myanmar in the east and is separated from China in the north by the McMahon Line. Tawang is one of the districts of the state.

4.2 Tawang: An Overview

The name Tawang is derived from two words from the local dialect Ta and Wang Ta means horse and Wang means chosen. The local interpretation is that in the 17th century, a Tibetan monk called Mera Lama found a strong and beautiful horse wandering in the valley and suddenly the horse disappeared and while searching for the horse he found a place which was very beautiful and soothing later he built a magnificent Buddhist monastery at the location and town developed around this monastery was later called as Tawang. Tawang was a Sub-Division of West Kameng District till 5th October 1984. It is situated in the Westernmost part of Arunachal Pradesh and is one of the most beautiful attractions for tourists. This hilly destination is surrounded by mountains, glacial lakes, waterfall, and many beautiful sceneries situated at 10,000 feet above sea level with a population of 49,977 as per the 2011 census and as per the projection, the population of Tawang District in 2021 is 61832 estimated, it is the eight least populous district in the country (out of 707). Located at a height of about 3,048m and area of this district is approximately 2,172 sq. km bounded by Tibet (China) to the north, Bhutan to the south-west, and Sela ranges separated from West Kameng district in the east. It is also famous as the birthplace of the 5th Dalai Lama. The beautiful town of Tawang also pronounced as Dewang has many sceneries to make the trip a picturesque one. It is a place with natural beauty wrapped in the scent of spirituality.

- Tawang is inhabited by Monpa people.
- It's home to the 17th century Tawang Monastery (The largest monastery in India and 2nd largest monastery in the world) a hilltop structure housing a massive gilded Buddha statue founded by the Mera Lama Lodge Gyatso in 1681.

- The war memorial commemorates soldiers who died in the 1962 Chinese- Indian war and Nearby tranquil P.T Tso Lake attracts migratory birds in summer.

5. Data Analysis and Interpretation

Table 5.1 Tourism impact on Socio-Cultural Aspect
(5- Strongly Agree, 4- Agree, 3- Neutral, 2-Disagree, 1- Strongly Disagree)

| Sl. No | Statements | 5 | 4 | 3 | 2 | 1 | Total | Average Score |
|---------------------|--|-----|-----|----|-----|----|-------|---------------|
| 1 | Tourism helps to promote and preserve local culture | 136 | 148 | 46 | 6 | 4 | 340 | 4.19 |
| 2 | Create opportunities to improve hospitality towards strangers | 90 | 196 | 44 | 10 | 0 | 340 | 4.08 |
| 3 | Helps in improving social skills | 86 | 190 | 62 | 2 | 0 | 340 | 4.06 |
| 4 | Opportunities to meet people from a different place | 124 | 196 | 20 | 0 | 0 | 340 | 4.31 |
| 5 | Increase opportunities to learn new things | 84 | 200 | 48 | 8 | 0 | 340 | 4.06 |
| 6 | Broaden the thinking of locals | 64 | 196 | 68 | 10 | 2 | 340 | 3.91 |
| 7 | Tourism has made better living standard | 46 | 170 | 98 | 24 | 2 | 340 | 3.69 |
| 8 | Help in removing social barriers like- caste, racism, religion etc | 54 | 146 | 72 | 56 | 12 | 340 | 3.51 |
| 9 | Tourism hamper local lifestyle | 18 | 62 | 96 | 138 | 26 | 340 | 2.73 |
| 10 | Tourism is disturbing our age-old tradition | 20 | 48 | 72 | 168 | 32 | 340 | 2.58 |
| 11 | Increase social evils such as consumption of drugs and alcohol | 30 | 82 | 70 | 142 | 16 | 340 | 2.91 |
| 12 | Tourism leads to loss of cultural identity | 28 | 44 | 52 | 186 | 30 | 340 | 2.57 |
| 13 | Tourism leads to the adoption of western culture | 28 | 78 | 92 | 124 | 18 | 340 | 2.92 |
| 14 | Increase crime rate | 18 | 60 | 8 | 232 | 22 | 340 | 2.03 |
| Total Average Score | | | | | | | | 3.40 |

Source: Field study.

Table 5.1 shows the tourism impact on the socio-cultural aspect and based on the calculated average score of the respondents the survey revealed that out of 14 socio and cultural aspects, respondents agreed with 7 indicators with an average rounded up score of 4 (between 3.50 to 4.50 on the five-point Likert scale). With highest score of 4.31 residents agree that with the inflow of tourists they 'get opportunities to meet people from different place.' Tourism is the only sector which enables the locals to meet people from different places be it from domestic or international and it enables the locals to learn new things even though they do not get a chance to travel to other places and with an average score of 4.19 residents agree that 'tourism helps to promote and preserve local culture, cuisine, art, and festivals. Because of the development of cultural tourism, it provides locals an opportunity to gain financially from their cultural heritage and at the same time to appreciate and preserve it. Since tourism is the hospitality industry and it plays a vital role in tourism development. Therefore, residents agree that 'tourism creates opportunities to improve hospitality towards strangers' with an average score of 4.08. Residents also agree that 'tourism helps in increasing social skills of residents' and at the same time 'increased opportunities to learn new things with an average score of 4.06 each. Residents agree that the increase in the inflow of tourists helps in 'broaden the thinking of locals' by an average score of 3.91 as tourism offers locals an opportunity to mingle with outsiders which helps to promote tolerance among people as they better understand and learn from each other's cultures and traditions. Residents believe that tourism makes 'better living standard' by an average score of 3.69. Residents agree towards the indicators 'tourism help in removing social barriers like caste, racism, religion, etc with an average score of 3.51. Since welcoming of visitors and good hospitality towards them are the guiding principles of the tourism industry. Therefore, hosting the tourists and spending time with them will enable locals to understand and respect diversity through an empathetic attitude.

It is observed that respondents show a 'neutral' attitude for five indicators with the average rounded up score of 3 (between 2.50 to 3.50 on the five points Likert scale). With an average score of 2.73 respondents were neutral that 'tourism hampers local lifestyle' and with 2.58 average score residents are neutral that tourism is 'disturbing our age-old tradition'. With a 2.91 average score, residents are neutral that 'tourism increased social evils such as consumption of drugs and alcohol. Respondents were also neutral with the indicator 'tourism leads to loss of cultural identity with an average score of 2.57 and with an average score of 2.92 respondents shows a neutral attitude that 'tourism leads to the adoption of western culture'. This scenario shows that there is less negative impact of tourism in the study area as of now and should focus on sustainable tourism development. Based on the calculated average score, out of all the socio-cultural impacts of tourism, only one indicator considered disagree by the respondents with the average score of 2.03 which is 'tourism increase crime rate in the destination.'

Findings

Fourteen attributes were taken to study the impact of tourism on socio-cultural aspect and the result shows that with the highest average score of 4.31 residents agree that tourism creates an opportunity to meet people from different places which eventually will help locals to know and understand the culture and tradition of other places by interacting with them even though they have not been traveled to their places. With an average score of 4.19 residents agree that tourism helps to promote and preserve local culture, cuisine, craft, art, and festivals. Therefore, we can conclude that tourism has a great influence in terms of preservation of our local traditions and culture which indeed is a great achievement. The result of the study revealed that with an average score of 4.08 residents agree that tourism creates opportunities to improve hospitality towards strangers. Since hospitality is an integral part of tourism as it creates a better environment for outsiders to adjust to the new place and provide a better experience for them which helps in the development of tourism. It shows that the attribute tourism helps in increasing social skills and increases the opportunity to learn new things scored 4.06 average score each. Therefore, the residents agree that tourism helps in enhancing our social skills and getting more opportunities to learn new things from tourists. Residents agree that tourism leads to broadening the thinking of locals with an average score of 3.91. It shows that they do not limit themselves to their limited knowledge but they are willing to learn and adopt the new things from tourists. With an average score of 3.69 residents agree that tourism has made better living standards for people of the study area and tourism brings better opportunities for locals and it raises the living standard of people. Residents agree that tourism helps in removing social barriers like caste, racism, religion and many more with an average score of 3.51. Hence, we can say that the inflow and interaction of tourists from different places with different caste, races, and religions have a positive impact on local people. Therefore, with more and more footfall of tourists from different parts of the world will create a better mindset and broaden the thinking of locals.

With an average score of 2.92 residents are neutral that tourism leads to adoption of western culture and with 2.91 residents are neutral that tourism increases social evils such as consumption of drugs and alcohol which means that there is not much connection with the increase of tourism with consumption of drugs and alcohol. The study reveals that with an average score of 2.73 residents are neutral that tourism hampers local lifestyle. It means that there is a very less negative impact of tourism on the lifestyle of locals. The attribute tourism leads to loss of cultural identity has 2.57 average score hence, it means that residents are neutral that there is a loss of cultural identity because of tourism development in the study area. With a least average score of 2.03 study revealed that local people do not agree that with an increase in the inflow of tourists there is an increase in the crime rate.

However, the result of the research is encouraging towards tourism and there is a great scope of further tourism development in Tawang and the people are also cooperative and are willing to support tourism. Finding of the study shows tourism provides a chance for the local residents to meet new people from different places and to learn new things. Furthermore, tourism helps to promote and preserve local

culture, cuisine, crafts, arts and festivals. It also creates an opportunity to improve hospitality towards strangers and help to improve their social skills as well. It is also contributing towards culture understanding and broadening the thinking of locals through interacting and creating awareness regarding the diversity of culture and lifestyle of other community and it helps in removing social barriers like caste, racism, religion etc. It is leading the community towards better living standards.

Conclusion

Tourism is a rapidly growing industry in the whole world as well as in Tawang. The result of the research is encouraging towards tourism and there is a great scope of tourism development in Tawang and the people are also cooperative and are willing to support tourism. The data for the study is collected from both primary and secondary sources to perform attitude analysis of host community towards tourism impact on the socio-cultural aspect. Finding of the study shows that the impact of tourism has both pros and cons. On positive side, it helps to promote and preserve local culture, cuisine, crafts, arts and festivals. It also creates the opportunity to improve hospitality towards strangers as tourism provides a chance for the local residents to meet new people from different places and to learn new things and gets the opportunity to improve their social skills as well. It is also contributing towards broadening the thinking of locals and culture understanding by creating awareness regarding the diversity of culture and lifestyle by interacting and it helps in removing social barriers like caste, racism, religion etc. It is leading the community towards better living standards. Another very important finding of the study is that the local residents do not consider that tourism is increasing the crime rate, hampers the local lifestyle and is disturbing our age-old tradition which indeed is a great thing. While locals exhibit a neutral attitude towards tourism that it increases social evils such as consumption of drugs, alcohol and loss of cultural identity and adoption of western culture. It is evident that locals have a positive attitude towards the benefits of tourism but at the same time, they are also concerned about the cost of tourism. Therefore, planners and decision-makers should recognize the negative cost of it and it must be taken into consideration while decision making. Community involvement can be facilitated by involving locals in policy formation and the decision-making process. Such effective participation will help the local residents to match their expectations and a tourism-related project which will be favorably accepted by the community.

Tourism has evolved as a major engine of overall development in various destinations. With a constant development of tourism, socio-cultural aspect has transformed to the great extend in tourist destinations. This study shows that tourism is like a two side of a coin with both positive and negative impact. However, the result of the research is encouraging towards tourism and there is a great scope of further tourism development in Tawang and the people are also cooperative and are willing to support tourism.

Suggestions

The study has taken a close look at the community attitude towards tourism at Tawang District of Arunachal Pradesh and the study shows that there are both pros and cons of tourism development in any area. But the result also revealed that the perceived benefits of tourism have more positive than negative impacts. The importance of support and participation from the local residents in the development of tourism has been well recognized by various practitioners. To survive tourism for the long run in any community there is a need for cooperation from local residents. Therefore, it can be possible by the development of community-based tourism which will help to gain support, cooperation and participation from the local community.

First and foremost, there should be proper policy planning to boost tourism and it is important to promote value tourism in such a way that village tourism needs to be encouraged which shall boost the local economy and tourists will also get an opportunity to experience the culture and tradition of village which shall promote integration among locals and tourists and it can be possible by transmitting awareness about the importance of tourism among the local residents. Tourists must be encouraged to visit villages and ancient monuments and connect with the local community which shall create bonding between them and also travelling experience for tourists rather than just attraction. Hospitality is an important part of tourism and to bloom in this industry host community need to be well educated about the basic functioning of the hospitality industry. Therefore, locals should be trained to be professional in tourism industry.

Tourism should be promoted by exhibiting the locals' age-old authentic cultural activities like folk dance, folk songs, local cuisine, dresses, craft, art, festivals, fairs and shows which shall attract the tourists and at the same time helps to preserve age-old tradition of local community and should also encourage passing of traditional skills and knowledge to younger generations. Furthermore, it is seen that people who are engaged in tourism related activities and who are gaining benefits from it have a more positive attitude towards tourism. Therefore, more and more participation from locals should be encouraged to have more cooperation and support from local community. Department of Textile and Handicraft should collaborate with the Department of Tourism to encourage locals to set up shops for local handloom and handicrafts for tourists as there is a potential market for it since tourists generally buy local products as a symbol of their visit. This will help to generate a decent amount of income for locals as in preservation, promotion and popularization of rich and diverse culture and art of Tawang District of Arunachal Pradesh and India as a whole.

References

- Akkawi, M. H. (2010). *Residents attitude towards tourism development in conservative culture: The case of Qatar* (Doctoral dissertation, University of Waterloo, Canada). Shodganga.
<https://uwspace.uwaterloo.ca/handle/10012/5298>
- Andriotis, K. (2005). Community groups perceptions of and preferences to tourism development. Evidence from Crete. *Journal of Hospitality and Tourism Research*, 29(1), 67-90.
<https://doi.org/10.1177%2F1096348004268196>
- Bagri, S., & Kala, D. (2016). Residents attitude towards tourism development and impacts in Koti-Kanasar, Indroli, Pattiur tourism circuit of Utrakhand State, India. *I4(1)*, 23-39.
<https://doi.org/10.25145/j.pasos.2016.14.002>
- Bakshi, S., & Gupta, D. R. (2016). Evaluating local resident's perception and participation in community -based tourism development: A case study of Jammu Region. *International Journal of Hospitality and Tourism System*, 9(2). <http://www.publishingindia.com/ijhts/24/evaluating-local-residents-perception-participation-in-community-based-tourism-development-a-case-study-of-jammu-region/534/3826/>
- Baruah, S., & Goswami, H. (2017). Tourist expectation gap-A study on the tourist spot Tawang in Arunachal Pradesh, India. *International Journal of Innovation Research in Science, Engineering and Technology*, 6(9). www.ijirset.com
- Bhatia, A. K. (2002). *Tourism development-principle and practices*. Sterling Publisher Pvt.Ltd
- Cavus, S., & Tanrisevdi, A. (2003). Residents' attitude towards tourism development: A case study of Kusadasi, Turkey. *Tourism Analysis*, 7(3), 259-296. <https://doi.org/10.3727/10835420310875010>
- Chandralal, K. P. (2010). Impact of tourism and community attitude towards tourism: A case study of Sri Lanka. *South Asian journal of Tourism and Heritage*, 3 (2). <https://www.researchgate.net>
- Chu, C., & Liu. (2005). Residents attitudes to rural tourism development in South Taiwan. *Journal of Applied Science*, 5(8). DOI:103923/jas.2005.1363.1363
- Ellis, S. (2007). *Residents' community perceptions of the socio cultural impacts of tourism and host guest relations in a least developed country: An exploratory study of Phnom Penh, Cambodia*. Research Online.
https://ro.ecu.edu.au/theses_hons/1316

- Gidebo, B. H. (2019). Attitude of local communities towards sustainable tourism development, The case of Nech Sar National Park, Ethiopia. *International Journal of Advance Research (IJAR)*, 7(3), 650-663.
<https://www.academia.edu>
- Gurung, D. J., & Goswami, C. (2015). *Community development through tourism: A case study of Shergaon Village* (Doctoral dissertation, Tezpur University). Academia. <https://www.researchgate.net>
- Hanafiah, M.H., & Jamaluddin, M.R., & Zulkifly, M.I. (2013). Local community attitude and support towards tourism development in Tioman Island, Malaysia. *Procedi-Elsevier Ltd*, 105, 792-
- Hanafiah, M. H., Jamaluddin, M. R & Zulkifly, M. I. (2013). Local community attitude and support towards tourism development in Tioman Island, Malaysia. *Procedia-Elsevier Ltd*, 105, 792-800.
<https://doi.org/10.1016/j.sbspro.2013.11.082>
- Harun, R., Chiciudean, G. O., Sirwan, K., & Arion, F. H. (2018). Attitude and Perception of the local community towards sustainable tourism development in Kurdistan Regional Government, Iraq. *Sustainability*, 10(9).
DOI:10.3390/su10092991
- India Tourism Statistics at a Glance (2020). *India Tourism Statistics at a Glance report*. Ministry of Tourism.
<https://tourism.gov.in>
- IndiaVotes (n.d) <https://www.indiavotes.com/district/ac/273/2030>
- Jagra, R. & Kaushik, S.P (2018). Host community attitude towards tourism impacts: Study of high altitude tourists destination, Himalaya. *International Journal of Academic Research and Development*, 3(2), 273-280.
<https://www.researchgate.net>
- Kariuki, P.N. (2013). *Local residents' attitude and perception towards tourism development: A study of lake Nakura National Park and its Environment, Kenya* (Mater thesis, Moi University). AquaDocs.
<http://hdl.handle.net/1834/6851>
- Kumar, A. (2014). *Community- based tourism in Shimla and Kullu : Stakes, perception and impact analysis* (Doctoral dissertation, Himachal Pradesh University). Shodganga.
<http://hdl.handle.net/10603/127700>
- Kumar, J. (2011). *Tourism potential and its impact in Himachal Pradesh- A case study of Lahaul-Spiti, Kullu and Una Districts* (Doctoral dissertation, Himachal Pradesh University). Shodganga.

<https://hdl.handle.net/10603/120982>

- Kumar, R. (2010). *Promotion of tourism industry in Thanjavur district: A consumer host community approach* (Doctoral dissertation, Bharathidasan University). Shodganga. <https://hdl.handle.net/10603/115441>
- Latkova, P., & Vogt, C. A. (2012). Residents attitude towards existing and future tourism development in rural communities. *Journal of Travel Research*, 50(1), 50-67. <https://doi.org/10.1177/0047287510394193>
- Lama, M. (2012). *Valuing ecotourism an empirical study of Tawang and West Kameng districts of Arunachal Pradesh* (Doctoral dissertation, Rajiv Gandhi University Rono Hills, Itanagar, Arunachal Pradesh). Shodganga. <http://hdl.handle.net/10603/205537>
- Lama, R. (2014). *Community-based tourism development: A case of Sikkim* (Doctoral dissertation, Kurukshetra University). Shodganga. <http://hdl.handle.net/10603/54591>
- Lopez, M. F., Virto, N. R., Manzano, J. A., & Miranda, J. G. (2018). Residents' attitude as determinant of tourism sustainability : The case of Trujillo. *Journal of Hospitality and Tourism Management*, 35, 36-45. <https://doi.org/10.1016/j.jhtm.2018.02.002>
- Mohammadi, M., Khalifha, Z., & Hosseini, M. H. (2010). Local community attitude towards socio and economic impact of tourism: A case study of Bisotun, Iran. *World Applied Science Journal*, 11(9), 1170-1176. [http://www.idosi.org/wasj/wasj11\(9\)/17.pdf](http://www.idosi.org/wasj/wasj11(9)/17.pdf)
- Mohamad, A. A., Lo, M. C., Songan, P., & Yeo, A. W. (2012). Dimensionality of communities' belief attitude towards rural tourism development: The Case of Bario. *British Journal of Arts and Social Science*, 6(2). <http://www.bjournal.co.uk/BJASS.aspx>
- Munhurrun, P. E. (2011). Residents' attitude towards perceived tourism benefits. *International Journal of Management and Marketing Research*, 4(3). <https://www.theibfr.com/download/ijmmr/2011-ijmmr/ijmmr-v4n3-2011/IJMMR-V4N3-2011-4.pdf>
- Ninemeier, J. D., & Perdue, J. (2008). *Discovering hospitality and tourism: The world's Greatest Industry*. Pearson Prentice Hall.
- Pritam, L. (2012). *Tourism policy of Jammu and Kashmir 1995 and sustainable tourism: A study of rural residents attitude towards tourism* (Doctoral dissertation, University of Jammu). Shodganga. <http://hdl.net/10603/78230>

- Qin, X. (2021). Revisiting residents support for tourism development: The role of tolerance. *Journal of Hospitality and Tourism Management*, 144-123.
<https://doi.org/10.1016/j.jhtm.2021.02.010>
- Rua, S.V. (2020). Perceptions of tourism: A study of resident's attitudes towards tourism in the city of Girona. *Journal of Tourism Analysis*, 27(2), 165-184.
<https://doi.org/10.1108/JTA-03-2019-0015>
- Sirakaya, E., Teye, V., & Somnez, S. (2002). Understanding residents support for tourism development in the Central Region of Ghana. *Journal of Travel Research*, 41(1), 57-67. <http://www.sagepub.com/>
- Szell, A. B., & Hallett IV, L.F. (2013). Attitude and perceptions of local residents and tourists towards the protected area of Retezat National Park, Romania. *International Journal of Humanities and Social Science*, 3(4). <http://ijhssnet.com>
- Thakuria, V. (2017). Stakeholders' sustenance in tourism progression in Ziro Valley of Arunachal Pradesh, India. *International Journal of Scientific Research and Management*, 5(10), 7324-7328.
<https://doi.org/10.18535/ijstrm/v5i10.18>
- Tirkey, J., & Yaja, K. (2017). A study on the opinions of administrative staff towards tourism and its setup with special reference to Tawang District, Arunachal Pradesh, India. *Imperial Journal of Interdisciplinary Research (IJIR)*, 3(2).
- Tourism. In *Wikipedia*. <https://en.wikipedia.org/wiki/tourism>
- World Travel and Tourism Council. (2020). *Global Economic Impact and Trends*. <https://wttc.org>
- World Travel and Tourism Council. (2021). *Global Economic Impact and Trends*. <https://wttc.org>
- Zhanh, J. (2008). *Understanding host community attitude towards tourism and resident-tourist interaction: A socio-behavioural study of Melbourne's Urban-Rural Fringe*. (Doctoral dissertation, RMIT University, Melbourne, Victoria, Australia). <https://www.researchgate.net/publication/228548554871>
- Zhang, J., Inbakaran. R. J., & Jackson, M. S. (2006). Understanding community attitude towards tourism and host- guest interaction in the Urban-Rural Border Region. *An International Journal of Tourism Space, Place and Environment*, 8(2), 182-204. <https://doi.org/10.1080/14616680600585455>