

Development of Eco-friendly and Cost-effective Tourism in Hills



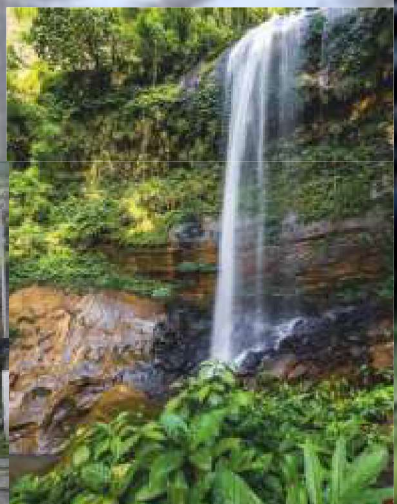
A Study of Indian Himalayan Region (IHR)

assigned by

NITI AAYOG, New Delhi

funded by

UGC, New Delhi



Submitted by

Indian Himalayan Central Universities Consortium (IHCUC)

February, 2022



(Thematic Study – III)

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Consolidated and prepared by:

Prof. S.C. Bagri

and

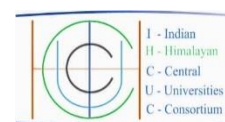
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**INDIAN HIMALAYAN
CENTRAL UNIVERSITIES CONSORTIUM**
(IHCUC)



Himalaya is the youngest and most sensitive mountain chain, having more than 15 thousand glaciers spread over 12 thousand square kilometers. Himalaya is a unique gift of nature for its freshwater, range of medicinal plants and biodiversity for humanity. Though the Himalayas are strategically important and a natural tool for climatic control, the recent rise in extreme natural events, depletion of natural resources, loss of livelihood, increasing natural disasters, and excessive migration of people to plain regions for livelihood and safety have raised an alarming concern for future generations. The Himalaya itself has been bleeding over the years due to various natural and anthropogenic factors, but the inhabitants living in this large Indian Himalayan Region (IHR) are now also paying the price of this damage. These problems are getting more complex with time. Therefore, to find a more humanistic solution, the concept of Indian Himalayan Central Universities' Consortium (IHCUC) was propagated by the HNB Garhwal University, Srinagar, Garhwal, Uttarakhand, in 2019 in the presence of India's National Security Advisor, Shri AjitDoval, Kirti Chakra, Former Union Minister of Education, Shri Ramesh Pokhriyal "Nishank" and the Chancellor of the HNB Garhwal University, Dr. YogendraNarain. The aim was to form a multi-institutional forum to develop joint multidisciplinary research and share knowledge and experiences on migration, employment, agroecology, tourism, and other common problems and resolution. In December 2019, in a meeting of four Vice-Chancellors, Professor AvinashKhare, VC Sikkim University, Professor S.K. Srivastava, VC NEHU, Professor D.C. Nath, VC, Assam (Silchar) University and Professor Annpurna Nautiyal, VC, HNB Garhwal University with the Vice Chairman of NITI Aayog Dr. Rajiv Kumar, the IHCUC formalized its aims and objectives by agreeing to work on five thematic studies on '*Enumeration and Valuation of the Economic Impact of Female Labour in the Hills*', '*Agroecology in the Himalayan States with special emphasis on Marketing*', '*Development of Eco-Friendly and Cost-Effective Tourism in Hills*', '*Opportunities of Livelihood to check Migration from Hills*', and '*Water Conservation and Harvesting Strategies*'. After a meeting with the Vice-Chancellors of 12 Central Universities of IHR and the Director of CSIR-IHBT in January 2020, under the chairmanship of Dr. Rajiv Kumar, Vice Chairman, NITI

Aayog, the IHCUC was officially launched by the NITI Aayog. With the sponsorship of NITI Aayog and the Ministry of Education, Government of India a grant of Rs. 2 Cr was allocated by the University Grants Commission, New Delhi, to work on the above thematic areas under the coordinator ship of Professor Annpurna Nautiyal, Vice-Chancellor, HNB Garhwal University, Srinagar, Garhwal, Uttarakhand. Her vision, sharing thoughts on each report with the teams, constant interest, dialogue, leadership role and a good coordination with all the Vice Chancellors as institutional partners and their team coordinators and members as well as the officials of the NITI Aayog and UGC helped immensely in the finalization of these reports. The inputs and suggestions provided from Dr. V.K. Saraswat, member NITI Aayog, CEO Shri Amitabh Kant and senior advisors Dr. Neelam Patel and Shri Avinash Mishra and others were very helpful in preparing the final report. The COVID-19 Pandemic hampered the pace of work, but now the five reports on the five thematic areas which have been consolidated and compiled by the team members of the HNB Garhwal University, are being presented to the NITI Aayog. This marathon exercise of submission of productive reports in each area became possible only with the support and inputs of the team members of the partner institutions representing their institutions and also on account of their Vice Chancellors' active interest in motivating their team members in the capacity of the main institutional Coordinator for each institution of the IHCUC.

Structure and Main Institutional Coordinators of IHCUC

Name	(IHCUC)	Designation	Institution Represented
Professor Annpurna Nautiyal	Convener & Chief Coordinator of IHCUC	Vice Chancellor	H.N.B. Garhwal University, Uttarakhand
Professor Avinash Khare	Coordinator	Vice Chancellor	Sikkim University, Sikkim
Professor V. K. Jain	Coordinator	Vice Chancellor	Tezpur University
Professor Saket Kushwaha	Coordinator	Vice Chancellor	Rajiv Gandhi University Arunachal Pradesh
Professor Pardeshi Lal	Coordinator	Vice Chancellor	Nagaland University
Professor G.P. Parasin	Coordinator	Vice Chancellor	Tripura University
Professor K.R.S. Sambasiva Rao	Coordinator	Vice Chancellor	Mizoram University
Professor S.K. Srivastava	Coordinator	Former Vice Chancellor	North-Eastern Hill University, Meghalaya
Professor Prabha Shankar Shukla		Present Vice Chancellor	
Professor Mehraj-ud-Din Mir	Coordinator	Former Vice Chancellor	Central University of Kashmir
Professor Farooq A. Shah		Present Vice Chancellor	
Professor Ashok Aima	Coordinator	Former Vice Chancellor	Central University of Jammu
Professor Sanjiv Jain		Present Vice Chancellor	
Prof. Kuldeep Agnihotri	Coordinator	Former Vice Chancellor	Central University of Himachal Pradesh, Dharmshala
Professor Sat Prakash Bansal		Present Vice Chancellor	
Professor D.C Nath	Coordinator	Former Vice Chancellor	Assam University Silchar
Professor R.M. Pant		Present Vice Chancellor	
Shri Jarnail Singh	Coordinator	Former Vice Chancellor	Manipur University
Professor N. Lokendra Singh		Present Vice Chancellor	
Dr. Sanjay Kumar	Coordinator	Director	CSIR-IHBT- Palampur, Himachal Pradesh

FOREWORD

It is a well-accepted fact that with the ease of travelling and increasing disposable income tourism has emerged as a vibrant engine for growth and prosperity of India. Accordingly, the Government of India is using all possible methods to promote tourism which is cost effective, eco-friendly and sustainable, to reduce the negative footprints on the society, economy and environment. However, with India's diversity in terms of topography, languages, people, development, there cannot be one single strategy to suit the interest of all stakeholders, tourism professionals or tourists' expectation, therefore, uniform development in this sector is not witnessed. The Indian Himalayan region which is bestowed with immense natural beauty, mighty rivers, glaciers, snow clad mountains, scenic tourist places, meadows, religious and cultural attractions also lacks uniformity of beneficial tourism sometimes due to natural limitations and many times due to the lack of basic facilities. As industrial development as a viable source of income is not available, therefore, challenges of ensuring livelihood security across the IHR is more daunting due to climatic and terrain related issues. Outmigration is turning villages into Ghost Villages particularly in Uttarakhand. In such circumstances though tourism can generate sustainable employment for the people of IHR, but unfortunately, potential of this sector has also not been harnessed properly. Since government is committed to accommodate all people who are not part of mainstream tourism activities or process of tourism planning and implementation to chart out eco- friendly and cost -effective tourist activities in the IHR, therefore analysis and short comings of such activities becomes necessary. As the increased connectivity, through mobile phones, social media and Internet, has allowed hill regions to assimilate with national, regional, and global markets, therefore, chances of less famous touristic destinations to be popularized to facilitate tourists' influx. This will offer new opportunities not only to increase the footfall of tourist in known places but also to some pristine new destinations, if these are developed as per the expectations of the tourist in a cost effective and sustainable manner. The development of human resources, capacity to determine priorities for plans and programmes, upgrading skills necessary for tourist industry, mobilizing resources and ensuring effective implementation is the need of the day. Reducing out migration from rural hill areas, ensuring livelihood security through cost effective and eco-friendly methods are primary for inclusive, equitable socio-economic development. Indian Himalayan Central Universities' Consortium (IHCUC), in association with the NITI Aayog, New Delhi, Ministry of Education, and University Grants Commission (UGC) New Delhi, has made an effort to find out appropriate strategies and priority actions to bridge the gaps to overcome the problems. I hope the findings of this report will shed some new insights into livelihood improvement and income generation through cost effective and eco- friendly tourism in the IHR. I would like to extend my heartfelt thanks and gratitude to the Vice Chairman of Niti Aayog Dr. Rajiv Kumar who has been instrumental in guiding us to work in this direction.

I wish to thank the team members for contributing to this timely and relevant study.



Prof. Annpurna Nautiyal,
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Coordinator IHCUC

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The genesis of this academic venture emerged from numerous academic interactions and discussions with several institutions and individuals over the past several months. We take this opportunity to acknowledge their crucial role in the producing this report. First and foremost, we thank NITI Aayog for sponsoring this study and setting up the Indian Himalayan Central University Consortium. We want to extend our heartfelt thanks to Professor Annpurna Nautiyal, Vice-Chancellor, HNBGU, and the Coordinator of the Indian Himalayan Central Universities Consortium for her untiring efforts to take this study forward.

We deeply acknowledge the unflinching moral and fervent support received from Professor Saket Kushwaha, Vice-Chancellor, Rajiv Gandhi University Arunachal Pradesh; Professor V. K. Jain, Vice-Chancellor, Tezpur University; Former and Present Vice-Chancellor of Assam University, Professor D. C Nath and Professor R. M. Pant; Professor Kuldeep Agnihotri and Prof. Sat Prakash Bansal, Vice-Chancellor, Central University of Himachal Pradesh; Former and Present Vice-Chancellor of Central University of Kashmir, Professor Mehraj-ud-Din Mir and Professor Farooq A. Shah respectively; Former and Present Vice-Chancellor of the Central University of Jammu, Professor Ashok Aima and Professor Sanjiv Jain respectively; Professor Pardeshi Lal, Vice-Chancellor, Nagaland University; Professor Avinash Khare, Vice-Chancellor, Sikkim University; Professor G. P. Parasin, Vice-Chancellor, Tripura University; Professor K.R.S. Sambasiva Rao, Vice-Chancellor, Mizoram University; Former and Present Vice-Chancellor of North-Eastern Hill University, Professor S. K. Srivastava and Professor Prabha Shankar Shukla respectively; Former and Present Vice-Chancellor of Manipur University, Shri Jarnail Singh and Shri Lokendra Singh; Dr. Sanjay Kumar, Director, CSIR-IHBT-Palampur, Himachal Pradesh.

Our deepest gratitude to the team of experts of NITI Aayog, Dr. VK Saraswat, Member; CEO NITI Aayog Shri Amitabh Kant, Shri Avinash Mishra, Senior Advisor; Dr. Neelam Patel and other senior experts for providing valuable insights and suggestions. We would also like to acknowledge the support and guidance of Ms. Saloni Goel and Dr. Ashok Jain. We are also grateful to the University Grants Commission (UGC), New Delhi, for the generous financial support to take this study forward.

We also wish to thank the authors of the chapters for their central role in this academic endeavor, for the quality of their analyses and for their positive responses to suggestions for revision. The academic backgrounds of the contributors have added diversity to the study of the core theme of this report and thereby added immense value to the outcome.

Our deepest thanks go to all the team members for their untiring efforts in putting together this report. Last but not the least, deepest appreciation for our Field Investigators and the respondents for their enthusiastic participation in the study.

(IHCUC)

ABBREVIATION

IHR	INDIAN HIMALAYAN REGION
GDP	Gross Domestic product
IHCUC	Indian Himalayan Central Universities' Consortium
NITI	National Institution for Transforming India
IHR	The Indian Himalayan Region
UGC	University Grants Commission
UTDB	Uttarakhand Tourism Development Board
CBT	Under Community-Based Tourism
SMICS	Sustainability of Small and Medium island chalets
ISE	Social Entrepreneurship
ICBE	Indigenous Community-Based Ecotourism
CBET	Community-Based Ecotourism
SDGS	Sustainable Development Goals
CEM	Chief Executive Member
TDGVA	Tourism Direct Gross Value Added
DOEFCC	Department of Environment Forest and Climate Change
EF	Eco-Friendly
CE	Cost-Effective
GMVN	Garhwal Mandal Vikas Nigam
KMVN	Kumaon Mandal Vikas Nigam
GHNP	Great Himalayan National Park
CBO	Community Based Organisations
SGPS	Self-help Groups
EAP	Externally Aided Projects
NABARD	National Bank for Agriculture and Rural Development
SAATHI	System for Assessment, Awareness & Training for Hospitality Industry
TC	Tourism Circuit
USPS	Unique Selling Propositions
NDBR	Nanda Devi Biosphere Reserve
SWOT	Strengths, Weaknesses, Opportunities, and Threats
UT	Union Territory
PWD	Public Works Department
PPS	Public Private Partnership
UNESCO	United Nations Educational, Scientific and Cultural Organization

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Executive Summary

1. The Indian Himalayan Region (IHR) attracts a large number of tourists and pilgrims from across the world and pilgrimage, spiritualism, hill stations; rural tourism and adventure tourism have become the predominant attractions for tourists to visit the Himalayan destinations. However, the promotion of Eco-friendly and cost-effective tourism is one of the primary concerns of the Himalayan states and efforts are being made to assess the attraction values of tourist resources as well as the interest of local people. The availability of the natural resources and natural beauty is necessary for any place to become important for eco-friendly and cost-effective tourism. Further amenities and facilities and eco-friendly sustainable infrastructure with inputs of local art and architecture in the ongoing accommodation units, food and beverages services outlets, souvenir and handicrafts emporium centres, camping and caravan sites, home stay properties, and other facilities operating both at the transit and terminal destinations is also required.
2. In the present thematic study, five or six districts have been studied in each state (eleven states) to find out the possibilities and prospects of eco-friendly and cost-effective tourism development opportunities for the sustainable livelihood of the residents of the study area. Around 50 per cent of the total hill districts and a total of about 20,000 households were studied from all the selected districts of the Himalayan states. The study has identified potential circuits and destinations among the well-known tourist places which can be promoted for such tourism. A combination of primary and secondary data sources was used to identify such places through an analysis of tourist's, vendor's and villagers' perspectives on eco-friendly and cost-effective tourism promotion. An understanding of difficulties faced by entrepreneurs, opportunities for skill development training and the advantages of available resources which can convert tourism opportunities into productivity has also been assessed. Mostly local staff is recruited by the tourism related sectors/enterprises due to their easy availability and active participation in tourism activities.
3. Now a change in tourist arrival pattern is also being witnessed in hill areas of IHR as the vendors are operating tourism activities throughout the year because of increasing trend among tourist for travelling both in winter and summer seasons. As local style houses, mud-houses and home stays also allure tourists and allow the local people, vendors and other stakeholders to take initiatives and interest in conservation of local areas as well as to provide knowledge about the local customs and culture to the tourist therefore this input was also considered in all such identified places to probe possibilities of eco-friendly and cost-effective tourism promotion. On the basis of available data it was found that eco-friendly and cost-effective tourism in Sikkim and Darjeeling District has become a major alternative to mass tourism, supporting livelihood, generating employment opportunities, and initiating the practices of preservation and conservation of many rare indigenous species of flora and fauna. Besides this home stay's units, trekking & adventure expeditions, wildlife safaris, handicrafts, local cuisine, Yoga centres, spiritual tourism, folklores and fairs and festivals

have added value to the visitor's experience in the region. The goals of sustainable development in Sikkim and Darjeeling District, meeting the needs of present generation and intra-generational equity, is being gradually implemented using a community-based bottom to top participatory approach in decision making. There is an increasing volume of tourist that travels to these villages and has formed an off-beat eco-friendly and cost-effective tourist circuits with proximity, price, natural environment and bio-diversity being the main reasons for it.

4. There are several sustainable tourism case studies of Sikkim and Darjeeling District which provide insights into pragmatic successful tourism models. But the potential for wellness tourism remains unexplored and for this, the local government's interventions is also required. There is also a need for policy intervention to measure, assess, control and report its outcome to reduce the negative impacts of tourism. Dima Hasao and Karbi Anglong are the two hill districts of Assam which have a potential for eco- friendly and cost -effective tourism. The future prospect also depends on the state government and its strategies to implement a holistic tourism planning. Tourism development plans have been drawn to strengthen tourism sector with the help of Forest Department to make the district eco-friendly especially Haflong, Umrangso, Panimur and Maibang. This includes waste management and littering monitoring at the tourist sites to attract tourist.
5. Tourism industry is contributing more than 10% to the GDP in Meghalaya and it has a potential to increase further if the local communities, villagers and vendors are made aware of the benefits of the eco-friendly and cost-effective tourism. The policy of Meghalaya tourism is very much inclined to promote and develop ecotourism with proactive involvement of local community. The Rural Tourism under the Cooperative Sector is known as "*Explore Exotic Meghalaya*". It was initiated by the state's cooperation department in the year 2012-13 in collaboration with the State's Tourism department, and the Meghalaya Village Development and Promotion Tourism Cooperative Society Ltd.
6. Tourism development in Tripura has steadily increased, due its vast potential Ecotourism has been adopted by the Government of Tripura, in its Tourism Policy-2020-2025, to promote sustainable use and management of natural and wildlife resources for employment and revenue generation in the state. With the above concept in mind, the Government of Tripura, as per their VISION 2030 , LAKSHYA, 2047 have been taking several steps to create infrastructure and develop potential tourism areas to make the experience world class with due focus in generating income, revenue and livelihood for the local people.
7. With tourism growing in Nagaland, it has opened up a lot of doors for possible opportunities for the locals to make it a source of their livelihood without tarnishing their unique culture and the natural environment in which they have lived in for entire generations. Nagaland's Dimapur, which acts as the gateway into the state, is well connected by air, rail and road and the tourist who visit the heritage village of Kisama for popular Hornbill Festival held in December each year, find it very stunning, beautiful and rich in culture. Tourism destinations and attractions of Mizoram are suitable to be promoted and branded as an eco-friendly

tourism destination. Therefore, indexing of sites with potential for attracting tourism is important.

8. The Arunachal Pradesh is striving hard for cost effective tourism promotion. The State is planning to introduce effective mechanism to develop 'Tourist Guiding and Escort Services' for which the state is making suitable provision for Tourist Guiding Certification program and also planning to strengthen the electronic language interpretation system to translate the tourist language into Hindi or local dialects.
9. In Uttarakhand local people's share in tourism industry is not satisfactory as much of the tourism business is centralized in urban areas leaving rural people unaffected and isolated from economic prosperity. Therefore, migration is practiced for employment opportunities. Though the Government of India in collaboration with Uttarakhand Tourism Development Board (UTDB) has planned to promote community-oriented tourism especially in areas rich in flora and fauna but due to the poor provisions of affordable amenities and facilities, the much-awaited tourism development schemes could not take off in terminal destinations having rich natural and cultural heritage. In view of this it seems imperative to involve the local people in cost effective tourism business as per the physical carrying capacity of other tourist places to diversify pilgrimage into nature, heritage, and destination tourism. Home stays, Grass huts, and treetop houses with basic necessary amenities are making a difference in the perceptions of the tourists in the IHR. Such awareness among local people and the tourists will provide an incentive for promotion of eco- friendly and cost- effective tourism in all the unexplored and so far untouched or less crowded tourist destinations for all the stake holders particularly the women stake holders of the IHR involved in these sectors.
10. Tourism Industry in Himachal Pradesh has been given very high priority and Government has developed appropriate infrastructure for its development which includes public utility services, roads, communication network, airports, transport facilities, water supply and civic amenities etc. There is a wide scope of eco-friendly and cost-effective tourism in Jammu, Ladakh and Kashmir regions. Hemis national park, Dachigam sanctuary and Amarnath Pilgrimage have potential for turning into cost- effective business opportunities, upliftment of rural artists, empowerment of women community, conservation of heritage properties and natural resources. Travel agents and tour operators may be given incentives and concessions to lead the inbound tourist traffic to the national parks and sanctuaries with safety.
11. The destinations in the hill districts of Himalayan states have huge potential in attracting both international and domestic tourists on account of their breath-taking and pristine destinations and if home stays are promoted in such locations these can also be converted into the most popular tourist experiences and activities like hiking, trekking, camping, paragliding, sightseeing for the nature lovers. In Jammu and Ladakh region there is a great scope for development of eco-friendly and cost-effective tourism.
12. Thus, successful implementations of eco-friendly and cost-effective tourism projects will have multidimensional impacts on the destination communities in terms employment generation, creation of business opportunities, sustainable livelihood, poverty alleviation,

uplift of rural artists, empowerment of women, heritage and natural resource conservation and better quality of life.

13. It is also suggested that if the tourist circuits and destinations of each Himalayan state can also be merged with circuits of other Himalayan states and neighbouring countries under “Interstate cum International Tourism Circuits” there are fair chances for more tourist arrivals. Creation of basic facilities, connectivity, concern for carrying capacity of each such destination, involvement of the local people and communities, awareness and knowledge of culture and heritage, awareness among the tourists to purchase unique local products can also convert each unexplored site and destination into eco friendly and cost-effective tourism destination.

Introduction

The Indian Himalayan Region (IHR) attracts tourists and pilgrims from across the world and pilgrimage, spiritualism, hill stations, and adventure tourism have become the predominant attractions for tourists to visit the Himalayan destinations. Given this, IHR has given priority to promoting the tourism industry and introduced several schemes for the people interested to opt for tourism as a profession for self-reliance. The tourism industry in the Himalayan states has experienced continuous growth and increasing diversification over the last few decades to become one of the fastest-growing economic sectors in India. In 2019 India had 1854 million domestic tourist visits, and 140 million of these domestic tourists visited the Himalayan states, whereas the total population of the Himalayan states in 2018-19 was approximately 70 million, so one can easily assess the significance of the tourism industry to the people of the Himalayan states. Incidentally, the tourist arrivals to a couple of Himalayan states, including Uttarakhand, the erstwhile state of Jammu and Kashmir, Assam, Manipur, and Nagaland, have noticed the poor flow of tourist arrivals due to ethnic and extremists' problems as well as due to natural calamities. In 2013 the tourist arrivals were at an all-time low in Uttarakhand because of the flash flood at Kedarnath Dham and related destruction and similarly, the erstwhile J& K state's tourism statistics exhibited a decrease in tourist arrivals in 2018-19 due to terrorism. Further, in the North East also Nagaland scored the lowest rank (46,658) in tourist arrivals. The history of tourism development in the North East Region is recent. The growth of tourist arrivals in the North East is the outcome of the Government of India's *“Go East Policy”* that helped the tourism and made the people aware of the significance of the tourism industry for economic prosperity and national integration. Although West Bengal is amongst the highest visited state (39 million), it is difficult to segregate the data of tourist arrivals to know how many of these visited the hills and how many went to the coastal regions. The Himalayan states are also not the preferred choice of foreign tourists as none of the 11 states of the Himalayan region figured among the top states in India visited by foreigners. Only West Bengal, with 1.49 million foreign tourist arrivals figures in the list – and here too, not many go to Darjeeling, the only noteworthy mountain district in this state. The World Travel and Tourism Council forecasts that the Indian tourism sector will grow at an annual average growth rate of 7% over the next 10 years. This means that the projections for the number of tourist arrivals in the Himalayan states will be part of the high growth of the sector.

Further, it is expected that by 2025 tourist footfall in IHR will be around 240 million. This is evident from the Uttarakhand state's Master Plan on tourism, which aims to attract 65 million tourists by the year 2025 against the current number of tourist arrival around 37 million. Also, the Government of India has set a goal to increase its share in world tourist arrivals to 2% by 2025. In regards to the economic benefits from the tourism industry to the Himalayan states, quite a significant number of states including Uttarakhand, West Bengal, Tripura, Assam, and Meghalaya, the tourism sector has been contributing more than 10 per cent to the GDP whereas the tourism industry contribution in the GDP of Arunachal Pradesh, Sikkim, and Nagaland ranges from 2 to 4%. Despite the significant contribution of the tourism industry in the majority

of the state's economy, the budget allocation for the tourism sector is negligible, whereas the 12th Five Year Plan recognizes pro-poor tourism for all-inclusive growth. The Himalayan states are hardly investing in tourism despite the potential and earnings from the sector. Sikkim accounts for the highest investment in the sector, i.e., 1.9% of the total state expenditure. All other states invest less than 1%. West Bengal, which had the highest number of tourist arrival, invests a mere 0.0001% of the total state expenditure on tourism promotion. Uttarakhand, which stands second in tourist arrival, invests 0.15% of the state budget in the tourism sector. The Himalayan states seem more interested in generating revenue than spending on the promotion and sustenance of tourism. If such practices continue, it would be very challenging to manage 240 million tourists by 2025. Thus, the progress in the majority of the states is not satisfactory. As of date, much of the facilities and amenities have been centralized in most preferred tourist destinations, and in view of this, all major hill stations, winter and water sports centres and pilgrimage places are facing the problem of physical carrying capacity. In recent years, there is a change in trends towards eco-friendly and green products, services and consumer choices (Morris, 2021). Today, every tourist who visits a place wants a reason to remember the place to feel the touch of nature. To arouse the growing needs of tourist enthusiasts, it is essential to inculcate eco-friendly ways to cater the needs of tourists. In recent years there are many opportunities in eco-friendly hospitality viz. use of renewable energy like solar, wind power; wastewater recycling, use of organic products and amenities, use of energy-efficient lights, eco-friendly toilets, natural lighting and ventilation in buildings and houses etc. that are used in tourist destinations to meet the growing demand of certain class of visitors who visit with a purpose of having a world class experience with nature-based solutions. When all the environment friendly approaches are entangled in a tourist destination with the intent to provide the greatest satisfaction to the visitor within the budget of the tourist, it would amount to being cost effective for the visitor. The prices of tourism goods and services have a negative relationship with tourism demand and are significantly responsive to changes in relative prices (Kim and Lee, 2017).

In view of this, the Himalayan states need appropriate tourism under which eco-friendly tourism destinations may be promoted with the proactive involvement of the local people. Such tourist destinations should not be merely a scenic tourist attraction but may offer a variety of tourist activities to generate employment opportunities for the local villagers as well as helping the destination operators to retain the tourist for a greater number of days. If this practice continues in IHR there are possibilities to lessen the extra burden of tourist arrivals in the traditional tourist destinations receiving a mass number of tourist traffic during the summer season. There are further opportunities for social entrepreneurship development under which cost effective goods and services are available to tourists in remote areas. Once the cost-effective tourism packages are available there are opportunities for more tourists visits and job creation and it may not only help the local economy but also play a decisive role to check the outmigration. Situmorang et al. (2012) claimed that 'social entrepreneurship' is the best solution to educate local people about the significance of their nature and culture to empower livelihoods and maintain the environment by engaging in eco-friendly tourism activities. Social entrepreneurship is a mix of sustainable business models, social impact and innovative solutions (Brock & Steiner 2010). After interviewing small scale eco-entrepreneurs' Swan (2016) opined that even though there

are many financial, ecological and other challenges, the entrepreneurs in the business of eco-friendly tourism are working with high social and environmental objectives. Karmakar (2011) has analysed six eco-friendly tourism destinations in North Bengal and their impact on the local economy by analyzing local interactions and interests in the accommodation sector, transport sector, souvenir industry, employment as a guide, folk dancing and handicrafts making, etc. The study of Das & Chatterjee (2015) on Eco-friendly tourism and Empowerment in Odisha's wildlife sanctuary has found that eco-friendly tourism was first introduced in that region as an economic saviour of local people who did not have diverse opportunities for revenue generation. Das & Hussain (2016) has explained that how eco-friendly tourism generated economic welfare in the nearby villages of Kaziranga National Park by diversification in eco-business. Local entrepreneurship units in and near tiger reserves in Kerala are engaged in honey processing, eco-friendly carry bag production, wood and bamboo handicraft production, organic farming, balm cream production with a local empowerment effect (Vinodan et al., 2011). Sarkar & Sinha (2015) has assessed the eco-friendly tourism villages (homestays in Sikkim) as a social entrepreneurship system and its complexities regarding financial successes and core environmental conservation practices.

Current status of Tourist attractions in different Himalayan states

Uttarakhand is surrounded by six National Parks, seven Wildlife Sanctuaries, four Conservation Reserves and the diverse cultures of the communities living around it (Bagri & Kala, 2016). According to the Uttarakhand Tourism Policy, Uttarakhand state has recognized eco-friendly tourism locations like Mana, Chopta, Chakrata, Deorital, Pallyu, Shaukiyathal, Bageshwar, Munsiyari, Dodital, Dayara Bugyal, Kanatal, Sattal, Chaainsheel, and Mori (Uttarakhand Rural Development, 2018). The forest department has 57 forest rest houses for ecotourists within and near National Parks or other reserved locations. The government has recognized ecotourist types as 1) General Ecotourist, 2) Ecotourist with interest in unique biodiversity, 3) Trekking ecotourist, and 4) Normal adventure/sports tourists interested in ecotourism services (Uttarakhand Rural Development, 2018). Tourism in Jammu, Kashmir and Ladakh is conducted through collaborative efforts of the government, private sector and local communities. Although great strides have been made by the Government of India in reducing poverty in the Jammu and Kashmir and Ladakh, the reality is that the income gap between rural and urban populations continues to grow (Lawrence, 2005). Among various services industries, tourism offers great potential for contributing towards eradication of regional poverty. As the influx of crowd is already sizeable at tourist attractions, a hub and spoke model will ensure tourist spread to all other nearby attractions. However, Tourism Policy needs to work towards building mind-space, safety measures, strict guidelines and capacity building through dedicated forums and deliberation with key stakeholders.

The Himachal Pradesh State Government has resolved to protect and enhance its natural resources and to follow the path of sustainable development in all sectors as seen from the State's Hydropower policy, sustainable tourism, forest management policies and environmental master plans (Economic Survey, 2016-17). In the year 2013, the State had come up with the Sustainable Tourism Development Policy to use sustainable tourism as a means for better employment and greater business opportunities for residents as well as protection of the state's unique natural and cultural heritage (Economic Survey, 2015-16). The state government is

planning to develop 113 eco-friendly tourism destinations in the state and launched the scheme –*Nai Raahein Nai Manzilein*” with an initial outlay of 50 crores in the first phase for the development of eco-friendly tourism. Under this scheme, new untapped places will be identified and work will be done to develop the tourism infrastructure. Under Community-Based Tourism (CBT), skill and livelihood-based training, are being imparted in 14 Panchayats of 6 Districts, viz., Chamba, Bilaspur, Kullu, Mandi, Solan and Shimla. 3,544 persons were trained by the end of 2019. Sikkim has a lot to offer from its rich natural biodiversity, indigenous tribal communities, splendid climate, hospitable and peace-loving people to various environmental friendly adventure activities like trekking, paragliding, mountaineering, white-water rafting etc. The government also promotes Village tourism, Organic tourism, and Community based Eco-tourism in destinations through responsible homestays adopting eco-friendly self-sustaining practices and conservation work (Bhutia 2017). The state has also taken initiatives to protect fragile wetland areas by taking into consideration the carrying capacity and applying stringent regulation to control its traffic following the State Eco-tourism Policy which was framed in 2011. The adventure tourism sector has also progressed in Sikkim (Sikkim Ecotourism policy, 2011).

Meghalaya has around fifty destinations that are being promoted under the ecotourism niche in the category of hills, lakes, waterfalls, caves, sacred forests, and dense forests. Meghalaya is focusing on the textile initiative with a tourism model to boost local tourism that ensures ‘*Atmanirbhar Bharat*’ and ‘*Vocal for Local*’ (Singh and Lyngdoh, 2020). Meghalaya is investing in sustainable and self-sufficient eco-villages to promote ecotourism activities that directly contributes to the economic welfare of local communities (Nongkynrih & Kharsohnoh, 2019). The major ecotourism destinations in Tripura are developed in and around Wildlife Sanctuaries, National Parks and Eco Parks. The state has recently inaugurated the state's first-ever Hornbill Festival at Baramura eco-park to boost ecotourism and livelihood for local communities (Deb, 2020). The state government of Tripura has made a policy decision to establish a helipad at Narikel Kunj to support tourism as the tourists' flow is increasing in nearby spots (PTI, 2020). According to Dam (2016), a collaborative effort of tourism officials from West Bengal, Bangladesh and Tripura will further develop a better platform for ecotourism for the benefit of all stakeholders. Tripura's Royal palace houses one of the best museums in the country which depicts linkages of the North Eastern India. The biodiversity hotspots, richness of bioresources and diversity of agrobiodiversity also attract the tourists.

Assam attracts a large number of tourists interested in nature and wildlife, on account of its National parks, Wildlife Sanctuaries and Bird Sanctuaries (Envis, 2020). Ecotourism has picked up in Assam as Majuli (the biggest river island of Brahmaputra which was once the biggest river island of the world) fits the requirements to be an ideal destination for ecotourism. If Majuli can be converted to an ecotourism hub, the local people will find sources for economic development (Nomination of Majuli Island as World Heritage Site, 2013). Nagaland is concentrating on initiatives like a green village or sustainable village transformations in rural areas to promote ecotourism activities (Papu & Nathani, 2020). Khonoma Village is one of the best cases of ecotourism programs in the state. Doyang Hydro Project and the Amur Falcon Conservation, Dzukou; the valley of eternal charm, Shilloi Lake, Lohwo; the twin lake, Saramati Peak, Japfu Peak and Ghosu bird sanctuary are the major ecotourism destinations in

Nagaland (Ngullie, 2016). In Arunachal Pradesh, Apatani Plateau Initiative and Ziro and Tangsa Community Conservation Reserve initiative are the major ecotourism related developmental activities of the state ("Nature conservation; MyGov Blogs", 2020). Stakeholders like Ngunu Ziro (an NGO working on sustainable village concepts), ZFM Organizing Committee, Ziro Butterfly Meet, along with the department of tourism are participating in ecotourism planning and promotion (Thakuria, 2020).

The West Bengal government and Ecotourism Advisory Board has recognized eight ecotourism zones in the state to develop ecotourism activities. Different government agencies or departments are taking up ecotourism activities in the eight Ecotourism Zones like Forest Zones, Coastal Zones, Lake & Reservoir Zones, Wetland Zones, River Zones, Heritage Zones, Theme Zones, and Tea Tourism Zones (WBETAB, n.d.). In Mizoram, there is a huge potential for Spiritual Tourism, Rural Tourism, Tribal Tourism, Ecotourism, Trekking and Hiking, Bird Watching, Homestay Tourism, Camping Tourism, Mountain Biking, Caving and Rock Climbing. But professionalism, training and capacity development is much required for both private entrepreneurs and Government Tourism officials.

Aims and Objectives

- To find out the value and volume of tourist statistics
- To analyze the strengths of eco-friendly and cost-effective tourist attractions
- To suggest potential eco-friendly and cost-effective destinations and circuits
- To identify environment friendly tourist activities in eco-friendly tourist attractions

Research Methodology

Both primary and secondary data was used for this study. The primary data was obtained through interactions and questionnaires from the age group of 10 to 60 which included vendors, Villagers and tourists and secondary data through academic journals, reports, research papers.

Research tools

- Observation of visiting tourists and their destination use pattern.
- Questionnaire to obtain the views of multi-stakeholders, local villagers and vendors.
- Focused group discussion, observation and assessment of the practices and traditions.
- Secondary Data Analysis of existing tourism policies of interrelated departments of the Himalayan states
- Plan of work, methods and techniques

The study area based on census 2011 comprised the hill districts of 10 states (excluding Manipur) and 2 union territories.

Table 1. Sample Size

<i>Total Sample size</i>	<i>20,000 households, tourist and industry entrepreneurs from 54 districts</i>
<i>Industry multi-stakeholders: tour and transport operators, hotel and lodge owners, security agencies, health services, ground handling agents</i>	<i>30% of the total sample</i>
<i>Local people residing in the surroundings of identified tourist destinations or circuits</i>	<i>30% of the total sample</i>
<i>Visiting Tourist and pilgrim</i>	<i>40% of the total sample</i>

Sample Design

S N	State/U.T	Total districts	(Population for study) Total hill districts	50% of total hill districts or min 2 districts whichever is more	(Selected Hill Districts)	Criterion for sample district selection
1	Uttarakhand	13	10	05	Chamoli, Rudraprayag, Pauri Garhwal, Almora, Champawat	Potential for both mass and alternative tourism promotion, local people's keenness to opt the industry for self-reliance.
2	Himachal Pradesh	12	12	06	Kangra, Chamba, Kullu, Hamirpur, Shimla, Sirmaur,	Six districts cater 90 % of tourist arrival whereas the local people's participation both at the supervisory and managerial level jobs is less than 25%.
3	J & K and Ladakh	22	22	11	Baramulla, Kupwara, Anantnag, Kulgam, Srinagar, Jammu, Samba, Kathua, Doda, Rajouri, Kargil	Tourist attractions, culture, pilgrimages, recreation and adventure, easy accessibility identifying package and Market newer destinations, by ensuring adequacy of carrying capacity for growth in tourism.
4	Sikkim	04	04	03	North Sikkim, West Sikkim, South Sikkim	Potential for summer holidays, adventure activities, generating employment opportunities to local youth.
5	Assam	27	02	02*	Dima Hasao, Karbi Anglong	Potential for mountain tourism, assessment of efforts to promote the tourism industry to eradicate poverty
6	Meghalaya	07	07	04	East Khasi Hills, RiBhoi, West Garo Hills, Jaintia Hills	Due to high tourism potential and positive attitude of local people to opt tourism profession, 6 districts were Sampled.

7	Arunachal Pradesh	16	16	08	Tawang, West Wameng, Kurung Ku, Upper Subansari, Upper Siang, Dibang Valley, Lohit, Tirap	Potential for cultural, ethnic and adventure tourism and known for their attractional values.
8	Nagaland	11	11	05	Mokokchung, Zunheo, Wokha, Tuensang, Kohima	Potential for ethnic tourism and possibility of suitable amenities and facilities at the places of tourist interest
9	Mizoram	08	08	04	Lunglei, Kolasib, Mamit, Saiha	Potential for tourism, intra-regional tourist, and environment friendly tourism amenities.
10	Tripura	04	02	02	Dhalai, North Tirpura	Potential for ecotourism promotion.
11	West Bengal	19	01	01	Darjeeling	Preferred tourist destinations, potential to reduce out migration of professionally qualified youth.
Total		143	95	51		

Table 2. Sampel Design (Note: As the sample selection and research was based on the available secondary data and Census 2011)

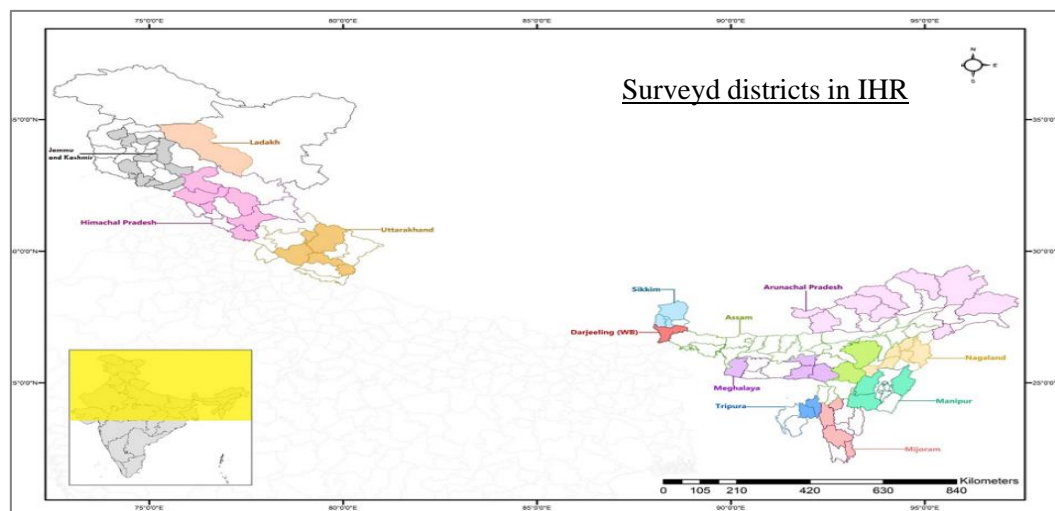


Figure 1. Map showing the surveyed districts in IHR

Sample Size

As per the 2011 census, there are total 152 districts in the 12 IHR, out of which 100 are hill districts. Around 50 per cent of the total hill districts have been covered i.e. 54 districts and 20,000 households from all the selected districts.

Percentage typology of Research questions

Closed ended questions	25% of the total questions
Opened ended questions	75% of the total questions

Review of Literature

Economics and Entrepreneurship of eco-friendly tourism has been studied by many scholars. Filion et al., (1994) has discussed the size of international and domestic ecotourism activities and their implications for sustainability and conservation by analysing five United Nations-World Tourism Organization regions. In the same way, Kangas et al., (1995) has analysed the economic inputs and outputs of a biological station in Belize during the year 1990-92 and found a positive change in the cash balance of income and output rate with 80% in the local economy. Tisdell (1995, 1996) has contributed to a few studies assessing investments in eco-friendly tourism and its economics. Both studies suggest that strong offset policies are needed to ensure sustainable investments and their success is based on the demand for that particular eco geographical interest or experience. Lindberg (1998) proposed a framework on the economics of eco-friendly tourism to planners and managers, tourism's share of benefits and costs in the environment, fees and revenue generated for environmental conservation, and economic development. However, Wunder (2000) viewed that there is a relationship between the type of economic incentives provided to local people and their positive/negative attitude towards conservation. Taylor et al. (2003) studied the Galápagos (Ecuador) Islands' local economy with respect to ecotourists, conservation workers and other residents' spending. Jaafar & Maideen (2012) have argued that to ensure the economic sustainability of local entrepreneurship, the government or locals must preserve the environment. They measured the economic sustainability of small and medium island chalets (SMICs) and ecotourism-related activities of four islands on the coast of East Peninsular Malaysia. After studying eco-friendly tourism activities in Mansalaar Island (Indonesia), Situmorang et al. (2012) claimed that 'social entrepreneurship' is the best solution to educate local people about the significance of their nature and culture to empower livelihoods and maintain the environment by engaging in eco-friendly tourism activities. Social entrepreneurship is a mix of sustainable business models, social impact and innovative solutions (Brock & Steiner 2010). Similarly, Farrelly (2012) proposed the term and concept of Indigenous Social Entrepreneurship (ISE) and its relationship to Community-Based Ecotourism (CBET) after realising the lack of attention of researchers towards the socio-cultural implications and complexities involved in ISE. According to Farrelly, the purpose of indigenous community-based ecotourism (ICBE) is to ensure socio-cultural, ecological needs and financial requirements of indigenous communities. The focus of other studies, such as Barba-Sánchez & Molina-Ramírez (2014) is on Indigenous Ecotourism SMEs in Mexico and alleviation of socio-economic marginalization of indigenous Latin American communities through propagation of social networks, culture, values, uses and customs of such communities. Chirozva (2015) did a study on GLTFCA, Zimbabwe and revealed that few communities, have dominated and controlled some conservation areas to build eco-friendly tourism lodges and chalets with outdoor private investments therefore inequalities were witnessed within the beneficiary communities. Ahmad et al. (2016) examined new opportunities and existing barriers to eco-friendly tourism social entrepreneurship in Sebuyau fishing village (Malaysia) and analysed local community ancestors' entrepreneurship views, required levels of support systems, and then proposed tools for measuring successful social entrepreneurship. After interviewing small scale eco-entrepreneurs' Swan (2016) stated that even though there are many financial, ecological and other challenges, the entrepreneurs in the business of eco-friendly tourism are working with high social and

environmental objectives. Thompson et al. (2018) reviewed entrepreneurialism, ecotourism, and governance of activities in Kilim Karst Geo Forest Park in Malaysia to understand motivations, and capacities of each Eco entrepreneur towards effective governance systems. Bhusal (2007) studied the Himalayas of Nepal with respect to existing eco-friendly tourism activities and environmental and socio-cultural considerations. Similarly, Bansal & Kumar's (2013) research focus was on stakeholders' views about ecotourism in Great Himalayan National Park, and how local communities' lack proper knowledge and awareness about eco-friendly tourism and its benefits. NITI Aayog's (2018) report on 'Indian Himalayan Region' suggested promoting ecotourism focusing on Sustainable Development Goals (SDGs), particularly SDGs 8 (Decent Work and Economic Growth) and SDGs 12 (Responsible Consumption and Production). Bagri (1989, 2008, 2015, 2016, 2018) highlighted the levels of community participation, tourists' satisfaction, residents' attitudes and different barriers related to the dominant mountain eco-friendly tourism activities of Uttarakhand. Likewise, there are only a few studies focused on both economics and entrepreneurship analysis of ecotourism. Vinodan et al. (2011) studied the economic benefits of eco-friendly tourism entrepreneurship activities in the Tiger reserves of Kerala. Eco-friendly tourism has benefited directly the local economy through employment opportunities for guiding, sightseeing trails, destination maintenance/cleaning, forest watchers, etc. Karmakar (2011) has analysed six eco-friendly tourism destinations in North Bengal and their impact on the local economy by analysing local interactions and interests in the accommodation sector, transport sector, souvenir industry, employment as a guide, folk dancing and handicrafts making, etc. Sarkar & Sinha (2015) has assessed the eco-friendly tourism villages (homestays in Sikkim) as a social entrepreneurship system and its complexities regarding financial successes and core environmental conservation practices. After the critical analysis on homestays and local communities, they stated that there is a chance of being pressurized on generating more income than preserving nature. Clausen (2017) studied North American social entrepreneurs in Mexico and the role of network ties and trust that can build successful tourism social entrepreneurship. Based on the research from Indonesia and Bhutan, Schroeder (2017) highlighted the relationship between culture and entrepreneurship. It also examined the importance and need of alternatives in enterprises like social entrepreneurship which are based on national cultural values. Hikido (2018) did ethnographic fieldwork in women tourism entrepreneurs in Cape Town, South Africa and relationships with tourism support, deals or networking. The study of Séraphin et al., (2013) focused on three postcolonial tourism destinations Haiti, Coastal Kenya and Mauritius and revealed that lack of funding is the major barrier for the development of social enterprises. Khatiwada (2014) did an extensive study on the Pharping community in Kathmandu to understand the role of social entrepreneurship in community developments and stated that social entrepreneurship has exceptional contribution in triple-bottom-line components of any community development.

Research Gaps

The gap between eco-friendly tourism principles and state government's conceptual understanding on eco-friendly tourism from other types of tourist activities like nature tourism, wildlife tourism and adventure tourism create confusion. In most cases the different agencies treat both natural tourism and eco-friendly tourism as the same and this creates more confusion among public about schemes, incentives and policies developed by forest departments and tourism boards. Strong leadership and authority, specifically for the state's eco-friendly tourism activities,

are yet to be established because of the multiple departments or boards. According to Pande et al., (2018), Ecotourism Development Board has not successfully involved local people's participation in eco-friendly tourism development which is hampering the social entrepreneurship developments. There is a lack of proper support for private-public partnerships for local start-up initiatives. Simple registration, funding, investment and auditing processes will ensure the entrepreneurs' focus on the social initiatives to solve the problems. Social entrepreneurship will act as a sustainable solution for eco-friendly tourism in the Himalayan states. Core principles like local community empowerment and participation are not prominent in many eco-friendly tourism business developments (Garrod, 2003) therefore, the Government agencies, policymakers, local destination authorities, and other major stakeholders have lost track of the real purpose of eco-friendly tourism initiatives. As stakeholders are losing core interests in eco-friendly tourism, new initiatives with social and economic visions are vital to ensure the sustainable development of the tourism industry.

Sikkim and Darjeeling District

Tourism vendors have contributed their profit from business back to the community and take interest in conservation of the area. They employ staff from the local community and source their supplies from the local community. Tourism businesses in Sikkim and Darjeeling District source poultry and vegetable and dairy products locally. Training and education among community members are an important component for human development and the quality of life in the region. They invest time, money and effort in training and development in areas of hygiene and sanitation, as well as training employees on sales and marketing. Sikkim Tourism Policy-2018, aligned to the Sustainable Development Goals, emphasizes on sustainable tourism development as a way forward to future progress of the state. The Central and State government schemes on ecotourism in Sikkim and Darjeeling district have brought a realization on the importance of quality tourism and provided a pathway to stakeholders and community members towards sustainable destination management. The implementation of policies by international bodies, central and state government, donor agencies etc. working in Sikkim and Darjeeling District have instigated eco-certification programs, sustainable tourism criteria, capacity building programs for stakeholders with a need for monitoring, evaluating and reporting the outcomes of the project transparently in the area. It has become imperative for central and local authorities to take an integrated approach for sustainable tourism development. There has been exponential rise in the inflow of tourist to Sikkim from 0.705023 million tourists in the year 2015 to 1.421823 million tourists in 2019 with domestic tourism being the major tourist market. Foreign tourist grew from 0.038 million tourists in 2015 to 0.133 million tourists in 2019 which indicates that the scope of international tourism is at a growth stage which has to be aided through relaxation of permits and easy access of E-visas.

Take off Towns	Connectivity	Infrastructure	Digitalization	Traffic Norms
Kolkata	Road, Rail, Air	Exuberant	Digitalization Payment	Regulated
New Delhi	Road, Rail, Air	Exuberant	Digitalization Payment	Regulated
Guwahati	Road, Rail, Air	Exuberant	Digitalization Payment	Regulated
Mumbai	Road, Rail, Air	Moderate	Digitalization Payment	Regulated

Table 3. Major Take-off Towns for Cost-effective and Eco-friendly Tourism in Sikkim and Darjeeling Hills

Terminal Towns	Connectivity	Infrastructure	Digitalization	Traffic Norms
Namchi	Road	Exuberant	Digitalization Payment	Regulated
Uttarey	Road	Moderate	Digitalization Payment	Regulated
Pelling	Road	Exuberant	Digitalization Payment	Regulated
Kalimpong	Road	Exuberant	Digitalization Payment	Regulated
Darjeeling	Road	Exuberant	Digitalization Payment	Regulated
Kurseong	Road	Exuberant	Digitalization Payment	Regulated

Table 4.- Terminal Tourist Towns for Cost-effective and Eco-friendly Tourism in Sikkim and Darjeeling Hills

As per our study the travellers are highly appreciative of the natural beauty and weather in Sikkim and Darjeeling District but the need to develop and maintain road infrastructure, transportation facilities to create safety, security, comfort, convenience and timely schedules among travellers

and service providers is required. Visitor repeats play an important role in the sustainability of tourism industry in the destination as they prefer relaxation to get away from stress of work and life cycle in their cities. There is also a need for promoting and marketing Sikkim and Darjeeling District as a honeymoon and festival destination to create motivation among travellers in this travel segment.

The local villagers feel that tourism helps in local economic development, creates jobs, and helps to enhance the quality of local business, community empowerment and development of youth. The villagers opined there is a lot of potential for tourism development but it is under exploited. There is a need for marketing and promotion, education and creating awareness on the importance of informal sector and benefits from additional income among villagers on the sales of handicrafts as souvenirs to tourist. The community participation in tourism activities is voluntary but there are several difficulties and challenges faced by villagers when engaging in tourism activities in Sikkim and Darjeeling District. However, there is a need for businesses to take initiatives in training staff on communication skills as development program for growth of skills and knowledge. Local participation in decision making using bottom to top approach is an important component for tourism development policy and planning. The villagers opined that appropriate policies and measures to preserve local, natural and cultural environment, partnership and cooperation with domestic and foreign organisation is required to develop capacities of local people.



Figure 2. Humro Home Shivalik Homestay, Sittong, Kurseong

Modus operandi to promote eco -friendly and Cost-effective tourism:

1. Encourage community participation, sustainable livelihood options, community ownership and effective grassroot decision making by economically disadvantaged and indigenous marginalized people in tourism development.
2. Develop homestay and community-based tourism projects in ecotourism zones in rural areas of Sikkim and Darjeeling hills.

3. Organize awareness and capacity building programs and encourage local economic development targeting youth and women entrepreneurship.
4. Provide financial support to small and medium tourism businesses, tourism education in established vocational institutions and opting local labour and suppliers.

Some Tourist destination with great potential for eco-friendly and cost-effective tourism in Sikkim and Darjeeling are being presented in the following table:

Policy & Regulation	Action Plan	Transportation & Accommodation	Thrust Areas for Destination Marketing	Popular food & Drinks	Adopted Digital Tools
Sikkim Ecotourism Policy, 2013	Infrastructure & Entrepreneurship Development	<p>Transportation: Construction of airport, roads, and railway lines to access the maximum tourist destinations with Incentive schemes provided to local communities for investment in tourist vehicles.</p> <p>Accommodation: Incentive Schemes with seed amount provided to local communities for investing in Homestays, Hostels, and Bed & Breakfast with subsidies.</p>	Pelling, Yuksom, Uttarey, Kitam Bird Sanctuary, Maniram, Kewzing, Lachen, Lachung,	Sinki, Sisnu, Bamboo Shoot curry, Gundruk, Khapse, Wachipa, Buckwheat Bread, Thukpa, Momo, Kinema curry, Sel Roti, Laphing, Ningro, Thentuk, Millet wine, Butter Tea	Digital Guide Books, Interactive Tourism Website, Travel Applications, Google Maps, Google Business, TripAdvisor, Airbnb, Social Media Tools e.g., Facebook, Instagram, e-mails, blogs, Vlogs on Youtube etc.
Sikkim Sustainable Tourism Policy, 2018	Human Resource Development & Entrepreneurship Development	<p>Entrepreneurship Development: Skill Development programs, seed money for start-ups, long-term policy plans.</p> <p>Hospitality & Tourism Training and Development Programs: Soft skill development training, multi-cuisine and ethnic food cooking & guide and homestay training</p> <p>Handicrafts: Training or workshops for local people to engage them in small cost-effective industries like</p>	Dzongu Pelling, Yuksom, Lachen, Lachung, Uttarey, Kitam Bird Sanctuary, Maniram, Kewzing, Darap, Old Silk route, Shreebadam, Kaluk, Dentam, Ravangla, Yangang, Assamlingzey	Sinki, Sisnu, Bamboo Shoot curry, Gundruk, Khapse, Wachipa, Buckwheat Bread, Thukpa, Momo, Kinema curry, Sel Roti, Laphing, Ningro, Thentuk, Millet wine, Butter Tea	Digital Guide Books, Interactive Tourism Website, Travel Applications, Google Maps, Google Business, TripAdvisor, Airbnb, Social Media Tools for e.g., Facebook, Instagram, e-mails, blogs, Vlogs on Youtube etc.

		handicraft etc.			
Sikkim Registration of Homestays Establishment Rules, 2013	Infrastructure, Entrepreneurship & Human Resource Development	Accommodation: Incentive Schemes with seed amount provided to local communities for investing in homestays and hotels with subsidies. Entrepreneurship Development: Skill Development programs, seed money for start-ups, long-term policy plans. Hospitality & Tourism Training and Development Programs: Soft skill development training, multi-cuisine and ethnic food cooking & guide and homestay training Handicrafts: Training or workshops for local people to engage them in small cost-effective industries like handicraft etc.	Kitam Bird Sanctuary, Maniram, Kewzing, Darap, Old Silk route, Shreebadam, Kaluk, Dentam, Ravangla, Yangang, Assamlingzey	Sinki, Sisnu, Bamboo Shoot, curry, Gundruk, Khapse, Wachipa, Buckwheat Bread, Thukpa, Momo, Kinema curry, Sel Roti, Laphing, Ningro Thentuk, Millet wine, Butter Tea	Digital Guide Books, Interactive Tourism Website, Travel Applications, Google Maps, Google Business, TripAdvisor, Airbnb, Social Media Tools for e.g., Facebook, Instagram, e-mails, blogs, Vlogs on Youtube etc.

Table 5- State's Action Plan for Cost-effective and Eco-friendly Tourism in Sikkim and Darjeeling Hills



Figure 3. Longtharai Ecopark

Name of the destination	Accessibility		Natural Attributes	Activities		Support Services
	Rail	Road		General	Specific	
Pelling	129 Kms from Gangtok Via Jorethang	134 Kms from NJP railway station	Mountain View, Historical and Cultural Sites, Adventure activities	Cultural and Heritage Tourism, Nature Tourism, Adventure Tourism	Monastic Tour, Heritage Tour, Soft Trekking activities, Paragliding, Cycling	Internet Connectivity, Hospitals, Public Toilets
Darap	135 Kms from Gangtok Via Jorethang	141 Kms from NJP railway station	Landscape Mountain view, Historical and Cultural architecture, activities and ethnic village	Community Based tourism, Village tourism, Cultural tourism	Soft trekking, Village Walks, Eco- Trekking, Homestays and ethnic cuisine	Internet connectivity, Public Toilets
Rinchenpong	121 Kms from Gangtok Via Jorethang	126 Kms from NJP Railway Station	Mountain View, Monastery and Homestays	Nature Tourism/ Religious Tourism/ Homestay Tourism	Homestays, Local Cuisine, Farming activities, Photography, Monastic Tour	Internet connectivity, Public Toilets
Uttarey	156 Kms from Gangtok Via Jorethang	162 Kms from NJP Railway Station	Mountain View, Wildlife Sanctuary, Trekking Points	Eco-tourism/ Adventure Tourism Wildlife Tourism	Adventure trails, Wildlife Tourism, Eco-Treks, Fishing	Eco-Trekking trails, Rescue and Security, Hospitals, ATM. , Public Toilets
Sardung	132 Kms from Gangtok Via Jorethang	138 Kms from NJP Railway Station	Mountain View, Natural Landscape, Forest, Rivers	Ecotourism	Eco-trekking Trails, Photography	Internet connectivity, Hospital and ATMs
Dentam	142 Kms from Gangtok Via Jorethang	147 Kms from NJP Railway Station	Mountain View, Natural Landscape, Rhododendron, Valley	Rural Tourism/ Eco-tourism	Eco-trekking Trails, Photography, Fishing, Camping	Internet connectivity, Hospital, ATMs, Public Toilets

Namchi	77 Kms from Gangtok Via Rangpo	96 Kms from NJP Railway Station	Mountain view, Natural Landscape	Spiritual & Pilgrimage Tourism, Eco-tourism,	Monastic Tours, Walking and Short hikes, Homestays	Internet connectivity, Hospital and ATMs, Public Toilets
Assangthang	82 Kms from Gangtok Via Rangpo	106 Kms from NJP Railway Station	Mountain View, Natural Landscape	Pilgrimage & Religious Tourism	Homestays	Internet connectivity, Public Toilets, Helipad
Kitam	90 Kms from Gangtok Via Rangpo	76 Kms from NJP Railway Station	Bird-watching, Butterfly Watching and Wildlife	Wildlife Tourism, Eco-tourism, Nature Tourism	Photography, Homestays, Local Cuisine, Nature Walks, Birding activities	Internet Connectivity, Public Toilets
Maniram	70 Kms from Gangtok Via Rangpo	83 Kms from NJP Railway Station	Bird-watching, Nature walks, Mountain View, Local Bio-Diversity	Community Based Tourism/ Nature Tourism/ Rural Tourism	Bird-watching, Nature Walks, Mountain View, Spiritual tourism, Farming Activities	Internet Connectivity, Public Toilets
Bikmat	65 Kms from Gangtok Via Rangpo	104 Kms from NJP Railway Station	Mountain View, Local Bio-Diversity, Organic Food Products	Rural Tourism	Organic Food Products, Farming Activities	Internet Connectivity, Public Toilets
Bhanjyang	70 Kms from Gangtok Via Rangpo	84 Kms from NJP Railway station	Mountain View, Natural Landscape, local Bio-diversity	Eco-tourism	Hiking, Photography, Butterfly-watching, Botanical Gardens	Internet connectivity, Road Infrastructure, Public Toilets
Ahal Dara	59 Kms from Darjeeling Via Peshok Road	51 Kms from NJP Railway Station	Sunrise and Sunset Viewpoint Mountain View, Natural Landscape, local Bio-diversity	Eco-tourism	Hiking, Photography, Camping, Homestay	Internet connectivity, Road Infrastructure, Public Toilets

Takdah	26 Kms from Darjeeling Via Ghum Railway Station	63 Kms from NJP Railway Station	Bird-watching, Nature Walks, Short Eco-Hiking, Tea Tourism	Eco-tourism, Tea Tourism, Rural Tourism, Homestay Tourism Heritage Tourism	Bird-watching, Cycling, Bee Keeping, Farming activities	Internet Connectivity, ATMs, Hospitals, Public Toilets
Kaffer	30 Kms from Kalimpong	100 Kms from NJP Railway Station	Sunrise and Sunset View Point, Mountain View, Natural Landscape	Eco-tourism, Nature Tourism, Rural Tourism Homestay Tourism	Photography, Day Hiking activities, Bird-watching, Farming Activities, Local Cuisine	
Latpanchar	63 Kms from Darjeeling Via Teesta Bazaar	44 Kms from NJP Railway Station	Bird-watching, Nature Walks, Cycling, Homestays	Eco-tourism, Nature Tourism, Homestay Tourism	Bird-watching Photography, Bee Keeping, Local Cuisine	
Sittong	60 Kms from Darjeeling Via NH110	31 Kms from NJP Railway Station	Homestays, Eco-tourism Orange Orchards, Farming	Eco-tourism, Homestay Tourism	Bird-Watching, Photography, Bee Keeping, Local cuisine	
Sinjee	26 kms from Kalimpong	71 Kms from NJP Railway Station	Mountain View, Natural Landscape	Eco-tourism, Rural Tourism	Farming activities, local Cuisine	
Samalbong	25 Kms from Kalimpong	78 Kms from NJP Railway Station	Mountain View, River	Eco-tourism, Rural Tourism	Farming activities, local Cuisine, Culture	

Table 6. Destinations recommended for developing Eco-friendly and Cost- effective Tourism in Sikkim and Darjeeling District

Eco-friendly and Cost-Effective Tourism Destinations	Tourism Products	Infrastructure facilities	Suggested Action plan	Probable Outcomes
Sikkim 1. Pelling 2. Darap 3. Rinchenpong 4. Uttarey 5. Dentam 6. Kaluk 7. Assangthang 8. Maniram 9. Kitam Bird Sanctuary 10. Namchi	1. Cultural and Heritage Tourism 2. Nature Tourism 3. Adventure Tourism 4. Monastic Tour, 5. Soft Trekking activities 6. Paragliding 7. Mountain Biking 8. Pilgrimage 9. Community-based tourism 10. Village tourism, 11. Homestays 12. Ethnic cuisine 13. Organic farming	1. Internet Connectivity 2. Hospitals 3. Public Toilets 4. Signages 5. Cultural Centres 6. Religious places 7. Tourism Information Centre 8. ATM.	1. Community participation, 2. Sustainable livelihood 3. Community ownership, 4. Tourism education in established vocational institutions, 5. Effective economic linkages 6. Sustainable use of resources.	Community participation and ownership of indigenous communities.
Darjeeling Hills 1. Takdah 2. Chotta Mungwa 3. Bara Mungwa 4. Ahal Dara 5. Latpanchar 6. Sittong 7. Kaffer	1. Birdwatching 2. Mountain Biking 3. Bee Keeping 4. Farming activities 5. Hiking 6. Photography 7. Camping 8. Homestays 9. Local Cuisine	1. Internet Connectivity 2. Hospitals 3. Public Toilets, 4. Signages 5. Cultural Centres 6. Pilgrimage sites 7. Tourism Information Centre 8. ATM	1. Capacity-building programs 2. youth and women entrepreneurship. 3. Subsidies and incentives to tourism businesses.	Community-based tourism projects in ecotourism zones in rural areas of Darjeeling Hills
Sikkim and Darjeeling Hills	Medical, Wellness, and Spiritual Tourism.	1. Institute of Sowa Rigpa .Namgyal Institute of Tibetology 2. Monasteries, 3. Yoga Centres, 4. Spiritual and Healing centres	1.. Sowa Rigpa system of medicine is effective besides Yoga, Spiritual Retreat, and Healing Centres e.g.; Vipassana Meditation Retreat, Art of Living	Sowa-Rigpa (Tibetan Medicine) courses can help in the development of Traditional Tibetan Medical Tourism in Sikkim and Darjeeling Hills.

			Foundation Course, Brahma Kumari Divine Learning Centres, Tibetan Buddhism retreats, and classes held in the monasteries	
Sikkim Wildlife Protected Area Network 1.Fambonglho 2.Kitam 3.Barsey 4.Maenam 5.Kyongnosla 6.Singba 7.Pangolakha 8.Kanchendzo-nga National Park	Wildlife & Ecotourism	1.Trekking routes 2.Waste disposal dustbins 3.Campsites 4. Film shooting locations 5.Display signage of rules and regulations & codes of conduct 6.Use of alternative energy sources e.g., solar lights, solar geysers, and greenhouses.	1. Enhancement of the spatial and resource information base for planning, implementation, and monitoring of forest and biodiversity management; 2.Establishment and improvement of zoning and of plans for the management of reserved forests and protected areas; 3.Promotion of public support for biodiversity conservation through research, ex-situ conservation, and extension 4. Capacity development of the Forestry Department.	This component aims to enhance the global, social, and economic value of biodiversity and improve livelihoods in and around protected areas, buffer zones, and reserved forests. It seeks to achieve this objective through the establishment and implementation of sound management plans and the dissemination of biodiversity information for promoting public awareness on the significance of biodiversity. It will also support sustainable forest and biodiversity management outside the reserved forests and Protected Areas of Sikkim.

Table 7. Tourism Products, Infrastructure, Suggested Action Plan and Probable Outcomes

Assam

The hill districts Karbi Anglong and Dima Hasao, where the field survey 2021 was conducted for this study to assess the possibilities of cost-effective and eco-friendly tourism promotion are a melting pot of ethnicity. We covered ten tourist places from each district but the desired number of tourists could not be contacted as a majority of them cancelled their trips due to the COVID pandemic. Dima Hasao has hilly terrain and the data collection was difficult as the tourist attractions are located in remote villages. Karbi Anglong district is rather well developed. However, many villages still have acute shortage of primary services which has slowed down the tourist arrivals. The budget tourist flow, however, is reasonably good in both the districts. Vendors operating in and around the tourist places were also interviewed. Some of the tourist places are recommended for cost effective tourism promotion to keep the local people involved in the tourism business. Both the districts cater 2.85% of the total tourist arrivals of Assam. A meagre number of foreign tourists from South Africa, Italy, Columbia, Myanmar, Thailand and Australia visited these districts. The region is famous for handicrafts and the local vendors are mostly women and unemployed youth who earn their living through selling of local products and local crafts to tourists visiting Hawangbrum Botanical Garden in Dima Hasao district. The destination sites such as Longvoku waterfall in Karbi Anglong district could also be further developed into more attractive places for Local crafts and traditional homes as homestay units. The vendors urge the need for help from local government for proper management of tourist places. Insecurity and trust deficit among the tribes has affected the people residing in the district. However, the situation over the past few years has greatly eased with government playing an active role to bring the youth to mainstream. Tourist destination affected by terrorism activities include Singhason hill and Laisong-Hangrum in Dima Hasao, Dhansiri and Daldali Reserve Forest in Karbi Anglong whereas Jatinga, Asalu, Samparidisa, Fiangpui, L. longkai, Hwangbarum in Dima Hasao and Amereng Engti, Longnit, Zion, Hamren, Garampani wildlife Sanctuary, Bansai Buddhist monastery in Karbi Anglong districts are terrorism free destinations.

The interaction with the villagers and vendors as well as with tourists in and around the tourist places of the two districts revealed the following.

- Easy connectivity both by roadways and railway
- Effective waste disposal management system
- Restrictions of hunting and prohibition of jhum cultivation in hills.
- Uninterpreted Water supply to the tourist places
- Suitable provision of Inspection Bungalows and Guest houses in each destination with the involvement of local youth.

Tourism Promotion

- As per the state tourism policy emphasis has been given to guest houses at Haflong in Dima Hasao district
- Tourism development plans have been drawn to strengthen tourism sector with the help of Forest Department, Haflong Municipal Board to make the district eco-friendly especially in Haflong, Umrangso, Panimur and Maibang.
- The Ministry of Environment and Forest have completed the survey work and identified the total forest area for creating a Wildlife Sanctuary in Borail Hill with necessary infrastructure.

- For cost effective tourism promotion selling of local products to tourist should be encouraged at the places of tourist stay. Sale of souvenirs such as local handcraft and handloom products need to be encouraged.

The probable outcomes are follows

Probable outcomes

- Eco-friendly and cost- effective tourism would help the local youth to act as local guide for the inbound tourist
- Local People would get an opportunity to sell their local products such as local food as well as handicrafts
- Local entrepreneurs would be interested to invest money to develop budget accommodation units in the potential tourist circuits. These changes would bring employment for local youth as well as generate income from tourist to the state.

Waste disposal system and physical carrying capacity

Some of the tourist destination in both the district with proper waste management system were recorded.

Tourist destination	Methods of waste disposal	Method to assess physical carrying capacity
Longvoku waterfall, Karbi Anglong	The waste disposal is checked by the Longvoku waterfall committee members.	The Longvoku waterfall committee made the entry ticket system and fixed the number of tickets for a time slot
Longnit Eco Tourism park, Karbi Anglong	Proper dustbin facilities are provided	Tourists are guided by forest official inside the park and 50-100 tourists are allowed at a time
Jatinga, Dima Hasao	Jatinga is famous bird mystry and waste management is looked after by the village head. Disposable handmade bamboo dustbins are placed inside the Bird Mystery.	Tourist inflow is checked through Village Head and Tourism Department at block level.
Samparidisa, Dima Hasao	The village has dustbin facilities.	The village has club (Jalai khorang) comprises of local people who provide information to Tourist

Table 8. Waste disposal system and physical carrying capacity

Destination	Tourist Activities
Dhansiri reserve forest (Karbi Anglong)	Camping cottages and watch towers
Haflong lake (Dima Hasao)	Boating facilities
Langkarsom (Garmapani) (Karbi Anglong)	Hot water springs, home to hoolock Gibbon, 51 rare species of Flora.
Deopani Temple (Karbi Anglong)	Holy shrine, Durga Temple, Nambor reserve forest.
Jatinga (Dima Hasao)	Trekking to Borail range, Hempeupet peak, and picnic spot at Jatinga, festival- <i>Shad sukmysiem</i>

Gunjung (Dima Hasao)	Paragliding Camp site at Wayungdisa, cycle trek through village, Judima festival
Khanduli (Karbi Anglong)	New Zealand of East, suitable for seclusive honeymoon, pensive study trip and family Holiday.
Kepeilua(Dima Hasao)	Local handicrafts, Trek to Hingmantia waterfall, <i>Haga-ngi</i> festival, Snowfall
Zion (Dima Hasao)	Clean village, trek to Robidung, festival-Rualsafak.
Hawangbrum (Dima Hasao)	Traditional medicinal plants park under govt.of India.
Langsokangthu (Siloni) (Karbi Anglong)	Karbi youth festival and trek to Singhason Pahar in January-March. Picnic spot
Amreng Engti(Karbi Anglong)	Trek to Longvoku waterfall, and performances of folk dances (<i>Ritnongchingdi Hacha-kekan,Nimsokerung</i>)

Table 9. Proposed eco- friendly and cost -effective Tourist Destinations



Figure 4. Asalu Fort at Asalu village and Kangthi Langso eco tourism park, Longnit



Figure 5. Bansai Balipathar Buddhist Monastery, Balipathar

Meghalaya

Meghalaya is a state very pristine tourism destination. Tourism is the fastest growing and most potential sector due to its rich eco-biodiversity, new attractions, emerging tourist spots, cultural events, and tourism friendly policy for tourism promotion. The state government is now promoting sustainable rural and eco-tourism through implementation and effective execution of tourism policy, capacity building, empowering local community and encouraging them towards tourism centric livelihood through homestays, food outlets, micro accommodations, souvenir shops, nature and eco tourist guides. Meghalaya ranked as the fourth best performer in the implementation of *Swadesh Darshan Scheme*. According to the Meghalaya Vision Document 2020-21 to 2024-25, the Government has also set the priority to develop niche tourism in the form of ecotourism including homestays and community-based tourism. The total tourist's arrival in the state was 10,02,907 in 2017 and increased to 12,16,454 in 2018. No tourist arrivals were available for 2019-20 due COVID 19 pandemic.

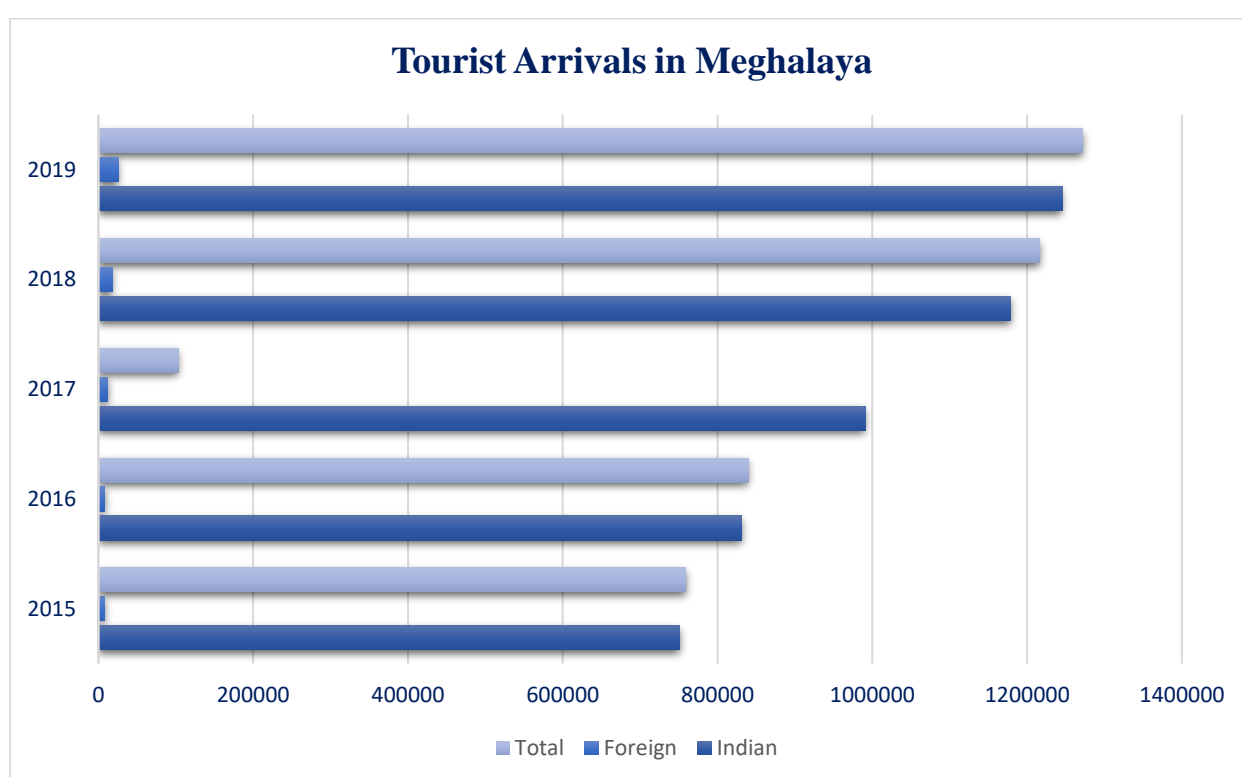


Table 10. Tourist Arrivals in Meghalaya
(Source: Department of Tourism, Government of Meghalaya)

Policy and regulation for Eco friendly and Cost-effective Tourism	<ul style="list-style-type: none"> Meghalaya Tourism Policy, 2011 Meghalaya Homestay Scheme, 2022 Meghalaya Eco tourism Infrastructure Development Projects funded by New Development Banks through Meghalaya Age Limited. The major components of the Project are to develop key tourist attraction points (ecotourism hubs), ensure the destination accessibility and connectivity and to create basic tourist accommodation.
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	<ul style="list-style-type: none"> • Bio-Resource Development Centre under Government of Meghalaya for Promoting Ecosystem Conservation for generating livelihood through Eco-tourism Development. Ecosystem Conservation will include both the existing and the Introduced Resources. Specially species of verities of orchids in Meghalaya. • North East Industrial and Investment Promotion Policy 2007
Popular Food and drinks	<ul style="list-style-type: none"> • local fruit wines promoted through State's Wine Policy • Local Turmeric Lakadong Tea Cultivation • Sale of Home-made Fruit Wines Rules, 2020
Thrust areas of Destination Marketing	<ul style="list-style-type: none"> • Adventure Tourism • Culture Tourism • Festivals • Indigenous Food and Local Beverages • Fruits wines. • Eco Tourism Experiences
Adopted Digital tools	<ul style="list-style-type: none"> • Up-dated Website with Videos, Blogs, and actively connected through various Social Media platforms like Facebook, Twitter, You Tube, Instagram, with regular sharing rich quality contents about destination information and availability of Meghalaya Tourism Mobile App Google Play and App Store.

Table 11. State's Tourism Development Policy

Why Eco-friendly and Cost-effective Tourism in Meghalaya?

In Meghalaya East Khasi and West Jaintia hill districts are most accessible and very popular eco and rural destinations due its connectivity and available tourist facilities. The policy of Meghalaya tourism is very much inclined to promote and develop ecotourism with proactive involvement of local community. The Rural Tourism under the Cooperative Sector is known as “*Explore Exotic Meghalaya*”. It was initiated by the state's cooperative department in the year 2012-13 in collaboration with the Tourism department, and the Meghalaya Village Development and Promotion Tourism Cooperative Society Ltd. Nongkhylllem Wildlife Sanctuary in Ribhoi district, Nokrek and Balpakrem National Park in Garo Hill district and Siju Wildlife Sanctuary, Baghmara Pitcher Plant Sanctuary in South Garo districts are famous.



Figure 6. Map showing the existing Eco-friendly Tourist Destinations in Meghalaya



Figure 7. Traditional settlement Pattern at Ri-Bhoi

Name of the village/ place	Accessibility		Infrastructure		Natural Attributes	Activities	
	Road	Rail	General	Touristic		Generic	Specific
Burma (Block- Pynursla, Dist.- EKH)	Easily approachable by Bus and Taxi to Burma Village from Shillong. 73 Km away from Shillong and 24 Km away from Pynursla.	Nearest railway station is Guwahati. (Approx. 173 km far from Guwahati by road)	Good (Road, electricity, water supply, Internet etc.)	Good but Not sufficient like no homestays or hotels	Living Root Bridge Eco and Rural Tourism	Trekking	Soft Camping, Adventure
Pomshutia (Block- Pynursla, Dist.-EKH)	Good (Right on the National Highway to Bangladesh) 65.9 km from Shillong	Nearest railway station Guwahati	Good (Basic infrastructure like road, electricity, water supply, Internet etc.)	Good Homestay at Traditional Wooden Houses, local food shop	Water falls	Nature/ Landscape/ Tourism	Nature Walks and Eco trekking.
Mawlynnong (Block- Pynursla, Dist.-EKH)	Good 77.6 km from Shillong	Nearest railway station Guwahati	Good (Basic infrastructure like road, electricity, water supply, Internet etc.)	Good Homestay at Traditional Wooden Houses, local food shop, Parking Space	Name of the Village i.e., Cleanest Village, Living Root Bridge	Trekking	Cleanest Village, Living Root Bridge, and Eco trekking.
Hat Tmar (Block-Pynursla, Dist.-EKH)	Good 74 km from Shillong	Nearest railway station Guwahati.	Good (Basic infrastructure like school, road, electricity, water supply, Internet etc.)	Average no homestays or hotels, local food stalls are there	Haat or local market, forest	Nature/ Landscape/ Tourism	No

Nongshken (Block-Pynursla, Dist.-EKH)	Good 70 km from shillong	Nearest railway station is Guwahati.	Good (Basic infrastructure like school, road, electricity, water supply, Internet etc.)	Average Heritage/Pilgr im	Monolith	Culture/ Pilgrimage.	No tourism activity
Kut (Block- Mawrykneng , Dist.-EKH)	Good 35 KM from Shillong	140 km from Nearest railway station Guwahati	Good (Basic infrastructure like school, road, electricity, water supply, Internet etc.)	View points Umngot River Orange farming	Organic Farming Orange	View Points, Sung Valley	Trekking Camping Black Clay Pottery
Thadan Mawrykneng , Dist.-EKH)	Good 50 KM from Shillong	130 km from Nearest railway station Guwahati	Good	Sung Valley Nature Landscapes Culture	Waterfalls	Viewpoints of Sung Valley,	Trekking Camping
Sohliya (Block-Umsning, Dist.-Ribhoi)	Good Approx. 54 km from Guwahati	Nearest railway station is Guwahati.	Good (Basic infrastructure like school, road, electricity, water supply, Internet etc.)	Poor Only one homestay	Strawberry Village, Tea Garden	Rural tourism	No tourism activity
Mawlyng khung (Block- Umsning, Dist.- Ribhoi)	Good 82 km from Shillong	Nearest railway station is Guwahati.	Good Basic infrastructure	Poor	Foreste d area	Soft trekking	No tourism activity

Syngku (Block-Umsning, Dist.-Ribhoi)	Good 86.1 km from Guwahati	Nearest railway station is Guwahati.	Good infrastructure	Basic	Poor	Forested area	Nature Walks	No tourism activity
Mulieh (Block-Laskein, Dist.-WJH)	Good 86.7 km from Shillong	Nearest railway station is Guwahati.	Good infrastructure	Basic	Average	2 Water falls, Trekking, Landscape	Soft trekking, Rural tourism	Camping, Trekking
Bikonggre (Block- Dadenggre, Dist.-WGH)	Not ood 58 KM from ura District HQ 300.9 km from Shillong 208.6 km from Guwahati	Nearest railway station is Guwahati.	Average infrastructure	basic	Poor	River, Resort	Green Forest	Local picnic site
Bolchuadingre (Block- Tikrikilla, Dist.- WGH)	16 KM from Tura District HQ 212 KM from tate capital hillong	Nearest railway station is Guwahati.	Average infrastructure	basic	Poor	Waterfall	Green Forest	Local picnic site

Table 12. Popular Tourist Destinations in Meghalaya

Our survey revealed that the visiting tourist were enthusiastic and willing to explore more natural and rural destinations especially rich in culture and soft adventure activities with support of local tour guides. Tourists were keen to see eco-friendly and environmental conservation practices of local tribal communities. Local people were also found to be keen to opt tourism as a profession. Some of the notable villages which were located in Mawryngkneg and Pynursla blocks in East Hill District, and Thadlaskein Block and Laskein Block of West Jaintia Hill District, were also inclined towards tourism development. Villagers of Umsning and Umling Blocks of Ribhoi District and Dadenggre Block and Tikrikilla Block of West Garo Hills District were not aware about the economic significance of tourism industry and lacked essential amenities and facilities.

Potential Destinations

On the basis of field surveys and interaction with the major stakeholders the following villages have been identified as potential tourist places for eco-friendly tourism.

East Hill District	Mawpyrshong village, Thadan village, Warmatlah village, Mawber village, Kut villages, Nongjriong and Smit, Mawlynnong (Cleanest) Village, Burma Village, Hat Umniuh Village, Pynursla Village, and Wakhken,
Ribhoi District	Sohilya, Mawlyngkhung, Syhgku Villages
West Garo	Bolchuadingre village, Chandigre Village and Bikonggre Village

Table 13. Potential Eco-friendly Destinations



Figure 8. 'LUMTINIANG in Mowtyrshiah, West Jaintia Hills

Destination	Potential Attraction	Existing vocational occupation	Proposed facility/activity
Mawlynnong (Block-Pynursla, Dist.-EKH)	Cleanest Villages in Asia God's own Garden, Khasi Tribes Traditions, Nohbet Living Root Bridge	Home stays, Eateries., Tea Shops, Tourist Guides.	Parking lots, Souvenir shops, More Homestays and Eateries, View towers, Nature Interpretation Centre, Cultural and Heritages

			Museum, Training of Guides
Pynursula (Block-Pynursla, Dist.-EKH)	Ethnic Culture, Living Root Bridges, Natural Scenery, Historical and Archaeological sites.	Basic amenities, Home stay Eateries, Restaurants	Tourist hub to connect other tourist spots, Signage Boards, Food Eateries and Homestays, Capacity Building of Local Youths, Hotels, Motels
Sohliya (Block-Umsning, Dist.-Ribhoi)	Serene Landscapes, Strawberry Village Tea Garden Himalayan views.	Basic amenities no touristic support services	Tourist Guide, Farm tour in orchards, Homestay and Eateries, Local and fruit based products
Mulieh (Block-Laskein, Dist.-WJH)	Serene Landscapes, Waterfall, Flowers	Grocery shops, Tea shops	Tour Guides, Trekking, Camping, Community tours. Folklores
Wahkhen (Block-Pynursla, Dist.-EKH)	Wahkhen Mawrynkhang Bamboo Trek, Waterfalls, Valley, River	Eatery and tea shops	Camping, Environmental awareness program for tourists Trekking, Tourist Guides
Smit Village (Block Mawrynkhang, Dist.-EKH)	Traditional Khasi Village, Smit Valley, Tribal Heritage, Local Market, Cultural Attraction	Eateries and Tea shops Local Transport.	Festivals exhibiting rural folk and culture richness of village. Homestays and eateries, Rural Museum, Cultural festivals, Tourist guides
Chandigre (Block-Dadenggre, Dist.-WGH)	Nokrek reserve Resort, Ethnic Food & Beverages Culture	Eatery, Tea shop, Chandigre Resort	Nature tourist guides, Local Festivals, Community tourism Botanical garden
Nartiang Thadlaskein Block of Jaintia Hills district,	Tradition Tribal Villages, Tribal Heritage, Local Festivals	Local Market, Tea and Food Eateries Restaurants, Guest House	Homestay, Tourist Guide, Festival Promotion, Local sports

Table 14. Possible Eco Friendly and Cost-Effective Tourist Destinations

Village	Justification	Probable Outcomes
Burma	Accessible from the Shillong-Dawki NH, with a walking distance of 1km from the main road. The village is isolated from other cluster villages with rich biodiversity. Residents depend on various traditional livelihood	Eco-village model
Pomshutia	Located just before Burma Village, and the village is on the NH with plenty of local food stalls, essential commodities and easy transportation.	Commercial transit hub

Mawlynnong	Once Known as the 'Asia Cleanest Village', with a strong Khasi heritage culture and ecotourism	Eco-village model
Hat Umniuh Tmar	Located close to the international border between India and Bangladesh. It is known as one of the popular local markets	Trade centre with Bangladesh
Nongshken	Nongshken is similar to Burma village, isolated from major cluster villages. Accessible through an approach road which ends at the village. Biodiversity is rich with presence of Herbal traditional healers that is potential for Wellness Tourism	Eco-village model
Kut	Well-connected village with Mawryngkneng town area have opportunity for eco-tourism and traditional wellness therapies.	Eco-village model
Thadan	Culture and Nature Biodiversity	Eco-village model
Sohliya	Located at Ri-bhoi district with high yielding soil, known formerly as the Strawberry Village, but locals cannot sustain the cultivation of strawberry fruit. At present locals are involved into Tea cultivation, and other agricultural practice.	Eco-village model
Mawlyngkhung	Located at Ribhoi region with majority Agricultural land	Agri-Tourism
Syngku	Located at Ribhoi region with majority Agricultural land ang syngku village is undertaking Forest conservation	Agri-Tourism
Moolieh	Upon visit Moolieh village, one can instantly notice the beautiful rural lifestyle and cleanliness with strong presence of handicrafts and lakadong cultivation.	Eco-village model

Table 15. State's Potential villages for Tourism promotion and Probable outcomes

- Famous for medicinal and aromatic plants. Traditional medicine practiced is referred to as *nongai dawai* and the medicines and medicinal plants that the healers use are referred to as *dawai khasi*.
- Khasi traditional medicine are practiced, performed and used by Khasi traditional healers, priests, elders, housewives and other practitioners throughout Khasi society.
- Mawryngkneng is one of the many villages across Meghalaya where traditional healers still practice besides having the provisions at West Jaintia District Priang, Mynso, Namdong, Khanduli, Shnonpdang, Barato, Sohmynting, Amlarem, Nongtalang, Sohka, Darang, Jarain, Dawki, Madan tyrpait

Box 1. The Khasi Indigenous/Traditional Healing System
(Source: The Khasi Hills Autonomous District, Meghalaya)

Tripura

The beautiful scenic landscape with its pleasant climate favours Tripura as a growing tourist destination. Tourism development in Tripura has steadily increased, and ecotourism has been adopted by the Government of Tripura, in its Ecotourism Policy -2004, and the recent Tourism Policy 2020-25. With the above concept in mind, the Government of Tripura, as per their VISION 2030, LAKSHYA, 2047 have been taking several steps to create infrastructure and develop potential tourism areas to provide world class facilities with a focus in generating income, revenue and livelihood for local people. The value of the total supply of Tourism for Tripura is 2.1 % (Rs. 130169 lakh). The Tourism Direct Gross Value Added (TDGVA) of the state stands at Rs. 53254 lakh and the direct share of tourism in state GVA is 1.5 percent. Tripura's share in All India GVA is 0.28 percent while the same in All-India TDGVA is 0.15 percent (NCAER, 2019).

Take off Town	Connectivity	Infrastructure	Digitalization	Traffic Norms
Agartala	Air, Road, Rail	Exuberant	Digitalization payment	Regulated
Dharmanagar	Road, Rail	Marginal	Digitalization payment	Regulated
Jampui	Road	Marginal	Digitalization payment	Regulated
Churaibari	Rail	Marginal	Digitalization payment	Regulated

Table 16. State's Major Take off Tourist Towns

Terminal Town	Accessibility	Infrastructure	Digitalization	Traffic Norms
Belonia	Road	Marginal	Digitalization payment	Regulated
Sabroom	Road	Marginal	Digitalization payment	Regulated

Table 17. State's Major Terminal Tourist Towns

Eco-friendly & Cost-Effective Tourism

There are a number of explored tourist destinations, generating a handsome revenue for the state (Fig. 1). Most of the destinations are sustainable and attract a huge number of tourists every year. The beautiful carvings and sculptures of Unakoti, Pilak and Sonamura; the natural bounties of the Sipahijala National Park, Trishna Wildlife Sanctuary, Trishna Butterfly Park, Rowa Park; the gorgeous landscapes of Jampui Hills, the Baramura Park, the Dumbur Lake; the royal pride and historical collections at Ujjayanta Palace, etc. are some of the popular destinations where tourists love to visit.

- Land and landscapes, the vibrantly colorful sunrise and sunset, lush and verdant flora and fauna, cliffs, waterfalls, springs, virgin forest, lakes, rivers and mountains
- Diverse social and cultural lives
- Jhum cultivation
- Rich varieties of wild vegetables, animals, birds and plants.

Box 2. Major potential areas of ecofriendly and Cost-effective Tourist Attractions

Apart from the explored tourists' destinations, there are also some unexplored tourist destinations which can be potentially effective such as the Kanpui and Vangmun Villages situated on

the foothills of Jampui Hills with their breath-taking views, Jampui Hills Waverfall, Salmor Waterpoint, Kachari Dumbur, Waterfall, Sakya Adam Waterfall etc. can also be developed into most popular eco- friendly and cost effective tourist destinations if the government and the local people of the adjoining areas show a collective effort in showcasing these to the visitors.

Rangapahar Reserve Forest (Dimapur district), Mount Japhu and the Dzukou Valley (Kohima district), Longritzu Lenden Valley, Fusen Kei and Mongzu ki caves and Tangkum Marok Spring (Mokokchung district), Veda Peak and Waterfall (Mon district), Mount Pauna (Peren district), the Tezu river, Glory Peak, Dzudu lake and Zanibu peak (for trekkers) and Shilloi Lake (Phek District), village caves, stones and geysers of Mimi and Salumi, Sukhayap Cliff, Wawade Waterfall, Mihki River of Salt, Mount Saramati, Fakim Wildlife Sanctuary (Kiphire district), Lake Aizuto, Aizuto Forest, Ghosu Bird Sanctuary and Satoi range with pristine wilderness (Zunheboto district)

Box 3. Environment-friendly Tourist Places



Figure 9. Sanghati Ecopark, Tripura

The study in the two districts of Tripura Viz. Dhalai and North Tripura revealed that these destinations can become successful eco-tourism destinations. The breath-taking view of Sanaya, Dumboor, Longtharai, Kanpui, Betlingchipp and Jampui Waterfalls, Ramdurlabpur Tea Estate, have potential to be developed into beautiful sights. Kanpui can prove to be one of the most popular hiking and trekking spots for hikers and trekkers. Tripura's tourists destinations can be categorized into nine tourist circuits and can be merged with the circuits of other Himalayan states and neighboring countries as well. This will in turn offer enormous and diverse livelihood options for the communities who otherwise have very few options to earn their living. The villagers had a clear opinion that tourism creates jobs, preserves local culture, enhances local business therefore, the areas with potential need to be exploited and initiative to promote tourism by establishing professional associations, organize events and exchange experience therefore, need to be taken.

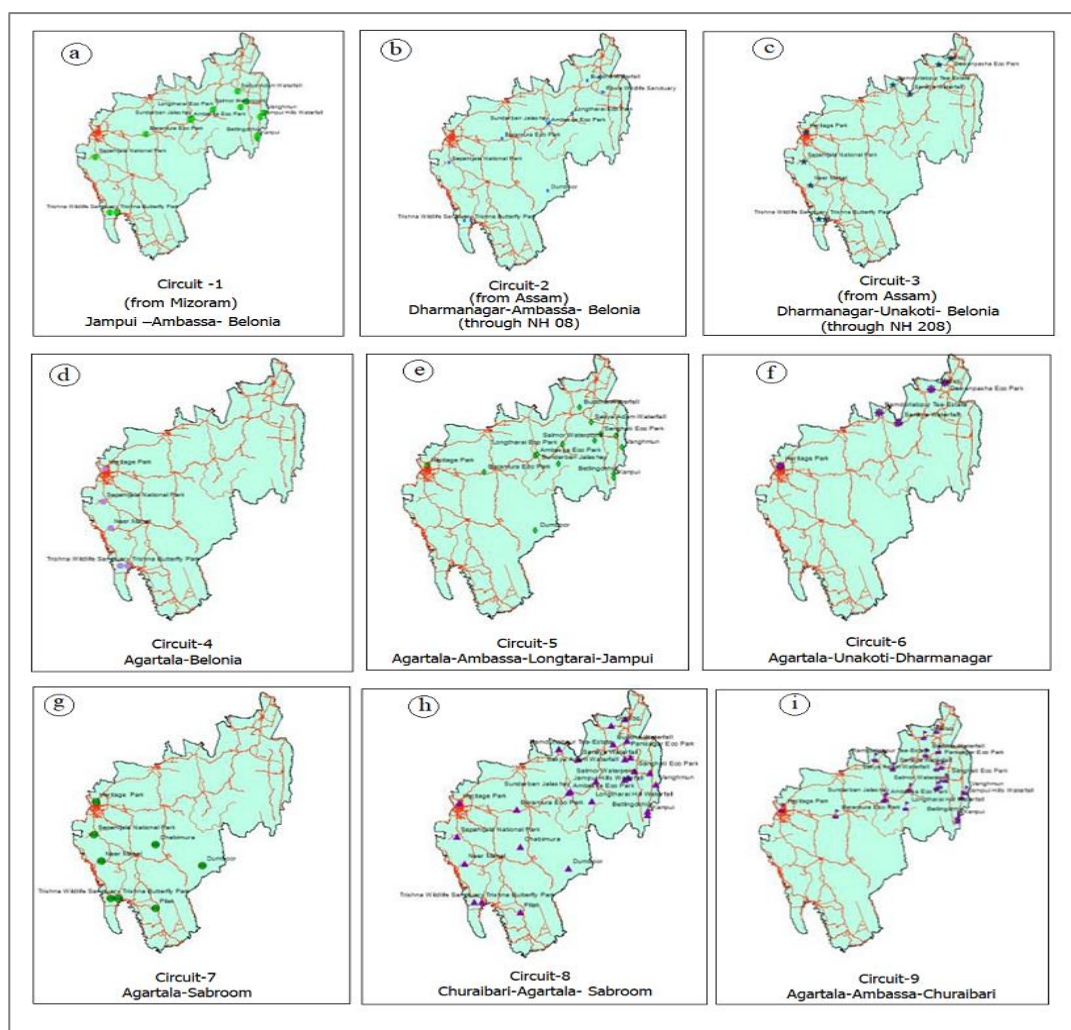


Figure 11. Figure representing the probable, proposed and recommended tourist circuits

Name of the village / place	Accessibility		Activities		Support Services
	Road	Rail	Generic	Specific	
Kanpui	Accessible by road, 218 km from Agartala	102 km from Dharmanagar	Nature Tourism, Trekking, Camping, Adventure.	Camping, Refreshment, Eco-Trekking, Sight Seeing.	Shortage, No Tour operator and Hotels, Internet Connectivity, ATM, Hospitals, Public Toilets
Betlingch ip	Accessible by road, 214 km from Agartala	98 km from Dharmanagar	Nature Tourism, Trekking, Hiking, Adventure.	Eco-Trekking, Sight Seeing.	Shortage, only one Tourist Lodge is available, Internet Connectivity, ATM, Hospitals, Public Toilets
Vangmun	Accessible by road, 192 km from Agartala	77 km from Dharmanagar	Clean view, Leisure Tourism.	Nature Walk, Exploring.	Only one Tourist Lodge is available, Internet Connectivity, ATM, Hospitals, Public Toilets

Jampui Hills Waterfall	Accessible by road, 175 km from Agartala	102 km from Dharmanagar	Camping, Picnic, Trekking.	Nature walk	Shortage, Internet Connectivity, ATM, Hospitals, Public Toilets
Sanghati Eco Park	Accessible by road, 155 km from Agartala	51 km from Dharmanagar	Leisure Tourism, Refreshment.	Nature walk	No Tour Operator, Internet Connectivity, Hospitals, Public Toilets
Salmor Water Point	Accessible by road, 159 km from Agartala	55 km from Dharmanagar	Water related activities, Picnic, trekking.	Soft Trekking, Eco-Trekking.	Shortage, Internet Connectivity, Hospitals, Public Toilets
Kathari Dumboor Waterfall	Accessible by road, 164 km from Agartala	60 km from Dharmanagar	Water related activities, Picnic, trekking.	Soft Trekking, Eco-Trekking.	Shortage, Internet Connectivity, Hospitals, Public Toilets
Panisagar Eco Park	Accessible by road, 144 km from Agartala	17 km from Dharmanagar	Nature Tourism.	Refreshment, Nature Walk.	Hotels are available but no Tour Operator, Internet Connectivity, ATM, Hospitals, Public Toilets
Rowa Park	Accessible by road, 151 km from Agartala	11 km from Dharmanagar	Nature Tourism.	Refreshment, Nature Walk.	Hotels are available but no Tour Operator, Internet Connectivity, Hospitals, Public Toilets
Dewanpasha Park	Accessible by road, 162 km from Agartala	4 km from Dharmanagar	Nature Tourism.	Refreshment, Nature Walk.	Hotels are available but no Tour Operator, Internet Connectivity, Hospitals, Public Toilets
Mayachhari Tea Estate	93 km from Agartala	39 km from Ambassa	Natural Beauty/Trekking	Sight Seeing	No tour and travel operators, Internet Connectivity, Hospitals, Public Toilets
Sanaya Waterfall	105 km from Agartala	38 km from Ambassa	Trekking/Natural Beauty	Trekking, Sight seeing	No tour and travel operators, non-availability of standard Hotels, Internet Connectivity, Hospitals, Public Toilets
Longtharai Temple	95 km from Agartala	14 km from Ambassa	Pilgrim/Adventure	Pilgrim	No tour and travel operators, non-availability of standard Hotels, Internet Connectivity, Hospitals, Public Toilets
Longtharai Hill Waterfall	124 km from Agartala	25 km from Manu	Nature /Leisure Tourism/ Trekking	Trekking, Sight seeing	Shortage, Internet Connectivity, Hospitals, Public Toilets
Longtharai Eco-Park	106 km from Agartala	3.4 km from Manu	Natural Walking	Sight Seeing	Good but not Sufficient, Internet Connectivity, Hospitals, Public Toilets
Dumboor	130 km from Agartala	76 km from Ambassa	Nature Tourism/Inl and water sports	Beautiful View, Sight seeing, Boating	Shortage, Internet Connectivity, Hospitals, Public Toilets

			activities/ Bird Watching		
Kamaleswari Kali Temple	95 km from Agartala	38 km from Ambassa	Pilgrim	Pilgrim	Good, Internet Connectivity, Hospitals, Public Toilets
Ambassa Eco-Park	82 km from Agartala	2 Km Ambassa	Natural Walking	Sight Seeing	Good but not Sufficient, Internet Connectivity, ATM, Hospitals, Public Toilets
Wadhuk Twisa	Approximately 140 km from Agartala	31 km from Manu	Nature/ trekking	Sight Seeing	No hotel/ bungalows, Internet Connectivity, Hospitals, Public Toilets
Sundarban Jalashay	84 km from Agartala	1 Km from Ambassa	water sports activities	Boating	Good, Internet Connectivity, Hospitals, Public Toilets

Table 18. Destinations recommended for developing Eco-friendly and Cost- effective Tourism

The Ecotourism destinations to be well connected by good quality roads and appealing tourist infrastructure which can bring in low volume high value tourists from both India and other parts of the world. The traditional costumes, handicrafts, cuisines, dances etc to be promoted and training for tour guides, volunteers in tourism, caretakers, travel agents, Sanitary personnel to be offered to the local people.

Name of the destination	Proposed vocational Occupation
Kanpui	Handicraft making , Camping, Meditation centres and guiding
Vanghmun	Organic farming.
Jampui Hills Waterfall	Camping and guiding
Sanghati Eco Park	Handicraft making and camping
Salmon water point	Water sports, Organic farming and Homestay running
Panisagar Eco Park	Medicinal Plants Gardening
Rowa Park and Dewanpasha	Medicinal Plants Gardening
Longtharai Hill Waterfall	Camping and Trekking Guides
Longtharai Eco-Park	Cultural theatre for live dance and theatre arts performances.
Dumboor	Camping and Fisheries
Wadhuk Twisa	Camping and Trekking Guides
Sundarban Jalashay	Cultural performances

Table 19. Proposed vocational occupation for local community



Figure 11. Dewanpasha Park, Tripura



Figure 12. Vanghmun, Tripura

Policy and regulation for Eco friendly and Cost-effective Tourism	Popular Food and drinks	Thrust areas of Destination Marketing	Adopted Digital tools
<ul style="list-style-type: none"> • Jungle safaris, trekking, rock climbing, forest trails, nature walks, angling, camping etc. to be conducted • Develop and improve wildlife parks/zoos, bird watching towers and other public utility services • to preserve/protect these areas from mass tourism flows and development • Development of Lakes and wetlands • to maintain and enhance their beauty by undertaking development in an integrated manner • Declare some areas for eco-friendly recreation • Creation of infrastructural facilities like good quality tents, cottages-on-stilts with provisions for ethnic food and other logistics in the ecotourism sites along with river cruise, water sports etc • Nature Camps, Eco-friendly accommodation, trekking and nature walks, visitor interpretation centers amongst others shall be promoted • Create cycle trails near selected rivers, natural parks and sanctuaries • Create interpretation center 	<p>Awang Bangwi (Sticky Rice) Fish Curry Muya Chakhwi Wahan Mosdeng (Steamed Pork with Chilli) Mui borok (Boiled curry) Sotui pengjak (Turmeric curry) Muya awandru (Bamboo shoot curry) Gudok (vegetables with dry fish) Kosoi bwtui (Bean with dry fish) Chatni (Dry fish with tomato, chilli) Sikamwk Bai (Snail Curry with bamboo shoot) Mishti Dahi Momo</p> <p>Beverages Bwtuk rice bear Chauk (local alcohol)</p>	<ul style="list-style-type: none"> • Promotion of ethnic cuisine • Jungle safaris, • Trekking, • Forest trails, • Nature walks, • Camping • Bird Watching • Pilgrimage 	<ul style="list-style-type: none"> • Digital Screen • Social Media • TV • Blog • Documentaries

Table 20. State's Action plan for Policy and regulation, Popular Food and drinks, thrust areas of Destination Marketing and adopted digital tools

Eco-friendly and Cost-Effective Tourism Destinations	Tourism Products	Infrastructure facilities	Suggested Action	Probable Outcomes
North Tripura <ul style="list-style-type: none"> • Kanpui • Betlingchhip • Vangmun • Jampui Hills • Waterfall • Sanghati Eco Park • Salmon water point • Kachari Dumbur • Waterfall 	<ul style="list-style-type: none"> • Cultural Tourism • Nature Tourism • Adventure Tourism • Soft Trekking activities • Paragliding • Community-based tourism • Village tourism • Homestays • Ethnic cuisine 	<ul style="list-style-type: none"> • Internet Connectivity • Hospitals • Public Toilets • Signages • Cultural Centres • Religious places • Tourism • Information Centre • 8. ATM. 	<ul style="list-style-type: none"> • Capacity-building programs • Youth and women entrepreneurship. • Subsidies and incentives to tourism businesses. • Community participation • Sustainable livelihood • Community ownership, 	<ul style="list-style-type: none"> • Community participation and ownership of indigenous communities.

<ul style="list-style-type: none"> • Panisagar Eco Park • Rowa Park • Dewanpasha 	<ul style="list-style-type: none"> • Organic farming • Birdwatching • Photography • Camping 		<ul style="list-style-type: none"> • Tourism education in established vocational institutions • Effective economic linkages • Sustainable use of resources. 	
Dhalai <ul style="list-style-type: none"> • Ramdurlabpur Tea Estate • Sanaya Waterfall • Longtharai Temple • Longtharai Hill Waterfall • Longtharai Eco-Park • Dumboor • Kamaleswari Kali Temple • Ambassa Eco-Park • Wadhuk Twisa • Sundarban Jalashay 	<ul style="list-style-type: none"> • Cultural and Heritage Tourism • Nature Tourism • Adventure Tourism • Soft Trekking activities • Community-based tourism • Village tourism • Homestays • Ethnic cuisine • Organic farming • Birdwatching • Photography • Camping 	<ul style="list-style-type: none"> • Internet Connectivity • Hospitals • Public Toilets • Signages • Cultural Centres • Religious places • Tourism • Information Centre • 8. ATM. 	<ul style="list-style-type: none"> • Capacity-building programs • Youth and women entrepreneurship. • Subsidies and incentives to tourism businesses. • Community participation • Sustainable livelihood • Community ownership • Tourism education in established vocational institutions • Effective economic linkages • Sustainable use of resources. 	<ul style="list-style-type: none"> • Community participation and ownership of indigenous communities • Community-based tourism projects in ecotourism zones in rural areas

Table 21. Tourism Products, Infrastructure, Suggested Action Plan and Probable Outcomes for Tripura

Nagaland

Nagaland has incredible potential for ecotourism by offering fresh and exciting new experiences to a new breed of adventurous tourists and creating ample new means of alternate livelihood for the rural people by constantly protecting and preserving both the environment and the community. A vast majority of the population of Nagaland live in rural areas and eco-tourism if developed and implemented efficiently Nagaland can become a hub of exhilarating experience to visiting tourists by its nature walks and hikes, local cuisine, bird watching, heritage villages, fishing, local handicrafts.

- State Industrial Policy of Nagaland – 2000
- lifting of the Protected Area Permit (PAP 2019)
- Issue of Inner Line Permit (ILP) for domestic tourists

Box 4. State's Tourism Development Initiatives

The volume of tourists coming into the state has steadily increased each year with a perceptible increase in 2018 when the number of tourists crossed 1,00,000 for the first time (Department of Tourism, Kohima, Nagaland). In terms of the relative value contributed by tourism in the state of Nagaland, it was revealed that tourism contributed 3.96% to the total economy of the state in the year 2014-15.

Take off Town	Connectivity	Infrastructure	Digitalization	Traffic Norms
Aizawl	Air, Road Rail	Moderate	Digitalization payment	Abnormally regulated
Mamit	Road	Moderately low	Digitalization payment	Regulated
Serchhip	Road	Moderate	Digitalization payment	Regulated

Saitual	Road	Moderately low	Digitalization payment	Regulated
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Table 22- State's Major Take off Tourist Town

Terminal Town	Accessibility	Infrastructure	Digitalization	Traffic Norms
Aizawl	Road, Air	Exuberant, High	Digitalization payment	Regulated
Mamit	Road	Moderately low	Digitalization payment	Regulated
Serchhip	Road	Moderate	Digitalization payment	Regulated
Saitual	Road	Moderately low	Digitalization payment	Regulated

Table 23. State's Major Terminal Tourist Towns

Pattern of Tourist Arrivals

Tourists visiting the state were mostly local from within the state and some tourist from Assam found to be visiting Mokokchung during winter and spring. Tourist from across the country are usually visit Kohima during December, the busy month of the Hornbill festival held every year from 1st to 10th December. Efforts should be made during lean period for capacity building trainings, seminars, advertisements and maintenance in almost all districts to promote tourism and generate awareness among local people.

New and Unexplored Tourist Destination

In Tensing, tourist would definitely be charmed by destinations like Yangpi and Noksen village with its mesmerizing vast mountains as well as villages like Tsarü, New Tsarü, New chungliyimti, Old Chungliyimti, Longra, Sangtak, Yokumsang and Longtang. In Zunheboto, mostly unexplored but enthralling potential new tourist destinations include Lizuto village known for its handicrafts and Atu Khache for its natural surroundings and history. Philimi, Naghuto, Khetoi, Emulo/Litsami and Sadukhe and Dukheli can be popularised for their Stone Caves. In Kohima, newer eco-tourism destinations like Mima, Khuzama, Kezoma and Riisoma, in Mokokchung, new potential destinations could include Meyilong, Chungtia, Khensa, Aliba, Merangkong, Wamaken, Longmisa, Unger, Changtongya, Akhoya, Yaongyimsen, Kangtsung and Molungyimsen and in Wokha, the focus could be shifted to newer thrilling but lesser explored destinations like Thotsu Cliff in Longsa, Morashen Tower in Riphyim Village with spectacular views and the exciting caves of Longsachung village.



Figure 13. Cultural show at Heritage village, Nagaland

District	Block	Destinations	Provisions of eco-friendly products/ services	Available cost-effective tourist activities	Outcomes
Kohima	Jakhama	Mima, Khuzama, Kezoma, Riisoma	Ethnic foods, guest house, home stays, trekking, campsite, handicrafts collection.	Trekking, picnic spots, handicrafts collection, parks, camping, Historical sites, cultural activities during festivals (folk dances, songs and indigenous games).	More job and income generation
	Chieph obouzu	Rusoma, ToupHEMA, Botsa	Eco-village, Local tour guides, hotels, accommodations, local delicacies, nature walks, handicrafts collection.	Trekking, picnic spots, handicrafts collection, parks, camping, Historical sites, local museum, cultural activities during festivals (folk dances, songs and indigenous games).	
Mokokchung	Ongpangk ong	Longsa, Longkhum, Chungtia, Khensa	Tourist lodge, bonfire camping, ethnic food/cuisines, home stays, local tour guides, and camp sites, nature walks, handicrafts collection.	Museums, handicrafts collection, sightseeing, camping, hiking, fishing, parks, bird watching, traditional music performances during festivals, experiencing local cuisines.	
	Tuli	Chuchuyimlang, Changtongya, Akhoya, Molungyimsen	Tourist lodge, ethnic food/cuisines, home stays, local tour guides, and camp sites, nature walks, handicrafts collection.	Museums, handicrafts collection, sightseeing, camping, hiking, fishing, parks, bird watching, traditional music performances during festivals, experiencing local cuisines.	
Wokha	Wokha	Wokha village, Longsachung, Longsa, Riphyim	Tourist lodge, guest house, home stays, ethnic food/cuisines, cave exploration, local tour guides, camp sites, trekking, handicrafts collection.	Sightseeing, picnic spots, Caves, trekking, community fishing, bird watching, handicrafts collection, traditional art and cultural performances during festivals, experiencing ethnic food/cuisines	
	Bhandari	Bhandari village, Sanis, Pangtong	Bird watching, Guest house, home stays, ethnic food/ cuisines, food stalls, local tour guides, camp sites, nature walks, handicrafts collection.	Sightseeing, community fishing , bird watching, traditional art and cultural performances during festivals, ethnic food/cuisines	
Zunheboto	Akuhaito	Emulo/Litsami, Philimi, Naghuto	Local cuisines, tour guides, trekking, guest house, food stalls, handicrafts collection.	Sightseeing, handicrafts collection, camping, hiking, bird watching, traditional music/folkdance performances during festivals, local cuisines.	

	Tokiye	Lizuto, Khetoi	Local cuisines, tour guides, trekking, guest house, food stalls, handicrafts collection.	Sightseeing, handicrafts collection, trekking, traditional music/folkdance performances during festivals, experiencing local cuisines.	
Tuensang	Chare	Tsarü, New Tsarü, Old Chungliyimti, Trongger, Longkhitpeh	Ethnic food/cuisines, guest house, library, Mini Park, marketing shed, resting park, handicrafts collection, nature walks.	Weaving, carpentry, knitting, basket making, historical sites.	
	Noksen	Noksen, Yangpi	Ethnic food/cuisines, mini park, Guest House, Library, handicrafts collection, nature walks	Wild life conservation, Weaving, Carpentry, Picnic Spots and Fishery Project, Historical sites.	

Table 24. Existing Eco-friendly and cost-effective Destinations, products/ services and outcomes



Figure 14. Indigenous community fishing in Wokha, Nagaland

Our survey also revealed that sightseeing, folk dances, folk songs and indigenous games, vibrant festivals, delicious ethnic cuisine, local handicrafts and cane work in most of the potentially rich eco-friendly destinations under Jakhama and Chiephobouzu blocks in Kohima district, Ongpangkong and Tuli blocks in Mokokchung district, Wokha and Bhandari blocks in Wokha district, Akuhaito and Tokiye blocks in Zunheboto district as well as Chare and Noksen in Tuensang district can be of great attraction for tourist. There are options for bird watching in Wokha, Tuli, Akuhaito and Bhandari.

Most of the tourists who visited Nagaland were very open to cost-effective tourism with holidays spent in charming village homestays. During the busy month of the Hornbill Festival, several tourists prefer to stay in the comfortable family-run homestays scattered around the district of Kohima. With the local economy largely dependent on agriculture, people are open to the opportunities and other sources of income emanating from opening up Nagaland for cost-effective tourism. While the district of Kohima has seen an increasingly healthy upsurge in the volume of tourists but this footfall has been seen slower in several districts like Zunheboto, Tuensang, Mokokchung and Wokha. Local vendors from Nagaland shared that it is becoming almost imperative for them have an increased tourist footfall to sustain and support them. A majority of the tourists also expressed their desire to see the local heritage carefully preserved and which has a potential of turning Nagaland into a unique eco-friendly tourism destination. Villages in Nagaland have significant cultural importance and rich corresponding heritage. It is only natural that the local community residing in such villages should protect and preserve the said local and understand that ecotourism is the safest way to create opportunities in their area.

Measures for Tourism Promotion

- Tourism has been accorded the status of ‘Priority Sector’.
- Financial assistance for private tourism projects
- lifting of the Protected Area Permit (PAP)
- Inner Line Permit (ILP) for domestic tourists

Protected Area	Remarks
Fakim Wildlife Sanctuary	Notified under Wile Life (Protection) Act, 1972
Puliebadze Wildlife Sanctuary	Notified under Nagaland Jhum Act, 1974
Intanki National Park	Notified under Wile Life (Protection) Act, 1972
Singphan Wildlife Sanctuary	Notified under Wile Life (Protection) Act, 1972

Box 5. Notified Ecotourism Sites



Figure 15. A view of landscape, Nagaland

The North East Initiative Development Agency (Neida) Nagaland, supported by the Tata Trust has implemented what they call ‘Eco Nagaland’ at Thanamir and Fakim in Kiphire district and Dzulekie in Kohima district. The entire project aims at strengthening community-based conservation initiatives and support forest-based livelihoods across 15 villages in Phek, Kiphire and Tuensang with two components under this project: Mithun-based conservation and community-based ecotourism. At present, the three villages namely Thanamir, Fakim and Dzulekie have their own ecotourism boards through which Neida has given handholding support, provided them with basic training on housekeeping; booking and accounting; planning and management; hospitality; spoken English, and others.

Box 6. Areas identified for Ecotourism Promotion

CE and EF Tourist Destination	District	Accessibility	Surrounding villages	Nature of cost-effective tourist activity	Facilities
Jakhama	Kohima	Dimapur Airport is approximately 47 km from Jakhama village, whereas the nearest railway station Rangapahar is 50km away.	Khuzama, Kigwema, Phesama, Viswema, Mima	Trekking, picnic spots, handicrafts collection, parks, camping, Historical sites, cultural activities during festivals (folk dances, songs and indigenous games).	Resort, ethnic foods, drinking water, transportation facilities (rental vehicles), guest house, home stays, trekking, campsite.
Chiephobouzu		Dimapur Airport 38 KM nearest, Dimapur Rail Way Station 44 KM	Rusoma, Ciechama, Meriema	Trekking, picnic spots, handicrafts collection, parks, camping, Historical sites, local museum, cultural activities during festivals (folk dances, songs and indigenous games).	Local tour guides, hotels, accommodations, local delicacies and travel facilities.
Ongpangkong	Mokokchung	Dimapur Airport 98 KM nearest Mariani Junction Railway Station 39 KM	Longkhum, Meyilong, Longsa, huchuyimpang	Museums, handicrafts collection, sightseeing, camping, hiking, fishing, parks, bird watching, traditional music performances during festivals, experiencing local cuisines.	Tourist lodge, drinking water, ethnic food/cuisines, restaurant, restroom, home stays, local tour guides, and camp sites.
Tuli		Jorhat Airport 41.36 km	Wamaken, Merangkong	Museums, handicrafts collection, sightseeing, camping, hiking, fishing, parks, bird watching, traditional music performances during festivals, experiencing local cuisines.	Tourist lodge, drinking water, bonfire, ethnic food/cuisines, restaurant, restroom, home stays, local tour guides, and camp sites.
Wokha Sardar	Wokha	Dimapur Airport 60 KM nearest Sarupathar Rail way Station 43 KM	Humtso, Elumyo, Pongitong, Longsachung, Niroyo	Sightseeing, picnic spots, Caves, trekking, community fishing , bird watching, handicrafts collection, traditional art and cultural performances during festivals, experiencing ethnic food/cuisines	Tourist lodge, guest house, home stays, drinking water, ethnic food/cuisines, restrooms, local tour guides, camp sites, trekking, transportation facilities
Bhandari		Dimapur Airport 55 KM nearest Sarupathar Rail way station 24 KM	Yimparasa, Merapani, Serika, Pangtong	Sightseeing, picnic spots, community fishing, bird watching, traditional art and cultural performances during festivals, experiencing ethnic food/cuisines	Guest house, home stays, drinking water, ethnic food/ cuisines, food stalls, restrooms, local tour guides, camp sites, transportation facilities

Akuhaito	Zunheboto	Dimapur Airport 82 KM nearest Furkating Junction Railway Station 66 KM	Philimi, Khrimtomti, Litsami	Sightseeing, handicrafts collection, camping, hiking, bird watching, traditional music/folkdance performances during festivals, experiencing local cuisines.	Local cuisines, clean drinking water, wash room, tour guides, trekking, guest house, food stalls.
Tokiye		Dimapur Airport 101 KM nearest Mariani Junction Railway Station 72 KM	Lizuto, Aghunato, Lukhuyi	Sightseeing, handicrafts collection, trekking, traditional music/folkdance performances during festivals, experiencing local cuisines.	Local cuisines, clean drinking water, wash room, tour guides, trekking, guest house, food stalls.
Chare	Tuensang	Dimapur Airport 106 KM nearest Mariani Junction Railway Station 57 KM	Longkhitpeh, Trongrer, Chungliyimt, Tsaru	Weaving, carpentry, knitting, basket making, historical sites.	Ethnic food/cuisines, guest house, library, Mini Park, Hotels, marketing shed, resting park and clean drinking water facility.
Noksen		Dimapur Airport 121 KM nearest Mariani Junction Railway Station 56 KM	Litem, Noksen, Yangpi, Longra	Wild life conservation, Weaving, Carpentry, Picnic Spots and Fishery Project, Historical sites.	Ethnic food/cuisines, mini park, Guest House, Library, Transportation facilities (Taxi station).

Table 25. Potential Tourist Destinations and Cost-effective and Eco-friendly Tourism activities

Ruins of the medieval Kachari kingdom, the Diezephe Craft Village, the Handloom and Handicrafts Emporium, the North East Zone Cultural Centre in Dimapur district; the World War II Cemetery, the State Museum, the Gurtel shop, the Belho Weavers, the Naga heritage Complex at Kisama; the Heritage Museum and Crafts Centre at Khonoma; the Heritage DC's Bungalow in Kohima district; Mopongchuket village, Impur—the First Christian Mission Centre, the six stones of Chungliyimti village, Janjanglong stone of Alongkima, Waromung village in Mokokchung district; Stone Monoliths and the Local Museum in Shangnyu village in Mon district; Benreu village, Mount Pauna Tourist village and the Stone Carvings/Monoliths in Peren district.

Box 7. Recognized Heritage sites

Tribes	Festival
Angami	Sekrenyi festival(February)
Ao	Moatsu Mong in May and Tsungrem Mong in August
Chakesang	Sukhruhnye and Ngune in January, Tsakronye in March, Tukhanye/Tsukhenye in May, Khuthonye in July, Tushinye in August and Thuringye/Khiluvatu in December
Kachari	Bushu in January and Baisagn in April
Konyak	Aoleang Monyu festival in April
Phom	Monyu in April, Mong in May, Bongvum in October and Paangmo in November
Pochury	Yimshe in October
Rengma	Ngadah festival in November
Sangtam	Amongmong festival in September
Sema	Ahuna in November and Tuluni in July.
Yimchunger	Metumniu in August and Tsungkamniu in January
Zeliang	Hega in February and Chenga Gadi in October

Table 26. Local Tribes and their recognized festivals

Recommendations

- Training in hospitality and awareness in waste management to be given at grassroots level to the members of the local community by experienced members of both sectors to make local youth an integral part of the local eco-tourism workforce.
- The support from the State government should be made transparent and relevant parties made accountable for funding and spending issues so that development is ensured in the ecotourism sector in the concerned destinations of Nagaland.
- Travel trade fairs for major hoteliers, travel agents and important stakeholders in the tourism industry can be perfect platforms where the State government can promote the ecotourism destinations in Nagaland.

Mizoram

With the aim to generate, higher income and boost the service providers and people of the state, state government of Mizoram declared tourism as an industry on 18th March 1993 just after the declaration of ‘National Action Plan for Tourism 1992’ of the Central government of India. Tourism in Mizoram is highly suitable for eco-friendly tourism development approach. The infrastructure and super structure required for tourism sector are yet to be properly developed at most of the part of the state. Tourism destinations and attractions of Mizoram can be better described as a suitable destination to be promoted and branded as an eco-friendly tourism destination.

State Government's Policies and Action Plan for Tourism Development in Mizoram	Popular Foods and Drinks	Popular Handicrafts of Mizoram	Festivals
<ul style="list-style-type: none"> • Mizoram Tourism Policy 2014. • Mizoram Ecotourism Policy 2017. • The Mizoram Responsible Tourism Policy 2020. • The Mizoram Registration of Tourist Trade Act & Rules 2020. • The Mizoram Aero sports Rules 2021. • The Mizoram River Rafting Rules 2021. • Guidelines for Caravan Tourism. • Guidelines for Dormitories & Hostels. • Guidelines for Homestays. • Guidelines for Tour Operators. • Guidelines for Ticketing Sales Agent/Travel Agent. • Guidelines for Tour Guides. • Operational Guidelines for Registration of Restaurants. 	<ul style="list-style-type: none"> • Rice Fish Chicken Pork Beef Dal • Bai (Mizo cuisine made from different vegetables) • Chhangban (Local rice bread) • Bamboo shoot • Champwine (Local grape wine) • Zufang (Alcoholic beverage prepared from sticky rice) • Bekang (Fermented soyabeans) • Sa-um (Fermented pork) • Futui (Sugarcane juice) 	<ul style="list-style-type: none"> • Cane and Bamboo product - • Basket Hats Utensils • Flower vase Weaves • Shawls Handloom • Handcrafted furniture 	<ul style="list-style-type: none"> • Chapchar Kut Festival • Mim Kut Festival • Anthurium Festival • Thalfavang Kut Festival • Pawl Kut Festival

Table 27. Existing Tourism Policies, acts, Guidelines and Products

The indexing is important as it help us to understand the importance of particular tourist destinations and their potential of attracting tourist. The index table shows that majority of the potential tourism destinations in Mizoram are moderately eco-friendly as per the parameters identified in the index table. The state does not have snow-capped mountain peaks, but other aspects such as magnificent landscape, vibrant tribal culture, and many other characteristics makes the state an ideal destination for eco-friendly and cost-effective tourism.



Figure 16. Thenzawl, Mizoram

In consonance with the prevailing socio-economic, cultural and religious practices of the state, the Government of Mizoram notified Mizoram Tourism Policy on 15th May 2014 with the aim to strengthen the pace of development in sustainable Tourism (adventure tourism and ecotourism). With the primary aim to bio-diversity conservation, ecosystem functioning and socio-economic development in the state, Department of Environment Forest and Climate Change (DOEFCC), state Government of Mizoram notified Mizoram Ecotourism Policy on 9th June 2017. The objective of the policy was to provide recreation and promote understanding about heritage sites and its values, nature and wildlife conservation with income generation and employment opportunity to the local people. In order to provide economic, social and environmental benefits to the state recently the Government of Mizoram has notified ‘Responsible Tourism Policy’ on 7th August 2020 to spread the tourism industry benefits to local community by encouraging them to participate actively into the tourism sector and ensuring livelihood opportunity to women and youth of the state.

Eco-tourism areas	Existing and potential tourism activities	Challenges
Adventure tourism and Adventure Sports	Rock climbing, paragliding, zip lining, mountain cycling, mountain biking, aero sport, paragliding, indigenous sports, etc.	To ensure maintenance of international protocols of safety
Wild-life tourism	Two national parks and eight sanctuaries, several bird watching sites, angling, nature walk, etc.	To develop basic tourism facilities and community awareness.
Culture and Heritage Tourism	Tribal culture, Cave tourism, Anthurium festival, Christmas festival, Mizo villages, horticulture (Anthurium) tourism sites, etc.	Infrastructure facilities
Wellness, Health & Herbal Tourism	Medical tourism, Spa and Ayurvedic tourism, medicinal plants,	Amenities and facilities
MICE Tourism	Thenzawl, Aizawl, Hmuifang, etc.	State-of-the art modern convention facilities

Table 28. Existing and Potential Tourism Activities

The identified infrastructure and facilities to be developed as per the “Mizoram Responsible Tourism Policy 2020 are-

- Nature Camps including day visitor centres
- Eco-friendly Accommodation including home stays.
- Visitor Interpretation Centres and Nature Education.
- Amphitheatre.
- Nature shops, Herbal Ecotourism with sale outlets.
- Urban ecotourism through eco-parks, wayside amenities like public conveniences, roadside garbage disposal facilities, observation towers with telescope and binoculars, adequate signage, wayside exhibits, etc.



Figure 17. Thenzawl, Mizoram

The hilly landscape, forest cover, varieties of flora-fauna, medicinal plants, moderate climatic conditions throughout the year and serious attempt to promote responsible tourism by the state and central governments enable the state as a suitable destination for ecotourism lovers. The state government has also proposed several destinations and attractions for budget tourists which can be considered particularly under cost-effective category. Some of the cost-effective tourist attractions and activities proposed by state government of Mizoram in surveyed districts are:

District	Proposed Cost-effective tourist destination	Attraction
MAMIT	i) Ailawng Village	<i>Khuangchera Puk</i> is an ideal adventure sports ground. It provides a variety of cave experiences with its dark ambience, peculiar acoustics, specific odours, tactile interaction with earthly surfaces.
	ii) Dampa Tiger Reserve	Trekking and exploring nature across the thick overgrown forests and valleys.
	iii) Reiek Tlang	Cave exploration, heritage village and . Reiek Peak
AIZAWL	i) Hmuifang Tlang	offers great views of the surrounding hills.

	ii)Sialsuk Tlang	one of the most attractive places in Mizoram,
	iii) Sakawrhmutuai Tlang	A perfect place for hiking and camping.
	iv) Lalsavunga Park	A park that's been preserved as naturally as possible with minimum artificial construction.
SERCHHIP	i)Thenzawl	Thenzawl is known for its waterfalls, fully equipped clubhouse, a modern state-of-the-art convention centre, gazebos and a big food court with viewing gallery.
	ii)Paragliding in Serchhip	suitable venue for paragliding in the country and is the only paragliding location available in Mizoram.
SAITUAL	i)Tamdil Lake	home to wide species of trees, plants and animals

Table 29. Proposed Cost-effective Tourist Destination and Attractions

The majority of the respondents opined that development of tourism will be helpful in opening new avenues of job opportunities and helps in the preservation and development of the local culture. Accommodation facility services requires capital investment in both infrastructure and labor and private investment is non-existent for infrastructure development therefore government investment is the only solution for local people. Professional training to handle the tourist is also required in the opinion of 52.3 % respondents followed by promotion of awareness among local people. The willingness towards participation in tourism related activity in local community was shown only in 65.4% respondents where as 34.6% showed lack of interest. Promotion and propaganda was preferred component with 46.9% respondents’.

Opinion towards taking developmental initiatives to promote tourism was very discouraging as 52.3% of villages favoured this. 61.2% preferred establishment of professional association, 19.4% choose organizing contests and creative day. Capacity building was supported (63.8%) followed by support of financial investment (53.1%), awareness training program (45.4%) and support for livelihood (43.1%) to change the present scenario. Most preferred aim of tourist was walking amidst the nature’ eco-tourism’ was second most preferred destination, ‘relaxing far from hustle life’ was preferred by 25% of tourists. 96% of tourist opined it was safe for travel specially for women.



Figure 18. Eco-Friendly and Paragliding destination at Serchhip

Tourism Circuit-1	Strength	Attractions to be visited	Fringe villages
Lengpui Airport- Aizawl - Hangi Lunglen Tlang- Sakawrhmutui Tlang	Well connected by Air and Road transport from other parts of the country. Hotel and other infrastructures are comparatively better developed. Human Resource is available. Majority of population are English speaking	<ul style="list-style-type: none"> • Tlawng River • KV Paradise • Aizawl Theological College • Falkland Park • Muthi Park 	<ul style="list-style-type: none"> • Lengte, • Rawpuichhip, • Lengpui, • Hmunpui, • Durtlang, • Zuangtui, • Muthi, • Lungdai • Sihphir.
Tourism Circuit-2	Strength	Attractions to be visited	Fringe villages
Khawhpawp Waterfalls- Lalsavunga Park - Lungleng Lal In- Hmuifang Park - Hmuifang Tlang- Sialsuk Tlang	Well connected by Air and Road transport from other parts of the country. Hotel and other infrastructures better developed. Human Resource are available. Majority of population English speaking	<ul style="list-style-type: none"> • Khawhpawp Waterfalls • Lalsavunga Park • First house in Mizoram having a tin roof - Lungleng Lal In. • Lianphunga Bung in Sateek. • Hmuifang Tlang and Hmuifang Park. • Sialsuk Tlang and Samlukhai Park. 	<ul style="list-style-type: none"> • Lawipu, • Hlimen, • Maubawk, • Samtlang, • Lungleng, • Hualngohmun, • Hmuifang, • Chamring, • Chawilung, • Lamchhip, • Sumsuih, • Sialsuk, • Samlukhai.
Mamit District			
<u>Tourism Circuit-3</u>	Strength	Attractions to be visited	Fringe villages
Ailawng Ecotourism Village - Reiek Tlang - Dampa Tiger Reserve	<ul style="list-style-type: none"> • Full of natural attractions. • Well-connected from the capital city Aizawl. • Huge employment can be generated by developing tourism 	<ul style="list-style-type: none"> • Khuangchera Cave, Thawmpawnga Cave, Ailawng Bridge, Khuangchera Grave, Ailawng Trekking Site, Leisang Kurung, Vaipuanpho, MNF Cave • Reiek Zokhua, Reiek Park, Reiek Peak • Teirei River, Chhawrpial Peng, Dampa Tlang (Watch Tower), Dampa kawn, Pathlawi lunglen tlang. 	<ul style="list-style-type: none"> • Reiek • Chungtleng, • Rulpuihlim, • West Lungdar, • Teirei, • Phulbial, • Damparengpui, • Phuldungsei, • Parvatui.
Serchhip District			
<u>Tourism Circuit-4:</u>	Strength	Attractions to be visited	Fringe villages
Thenzawl - 2) Serchhip – Paragliding in Serchhip, Monuments	<ul style="list-style-type: none"> • State of the art Golf courses • Full of natural attractions. 	<ul style="list-style-type: none"> • Thenzawl Dulpui, Pony Riding, Thenzawl Golf Course, Thenzawl Deer Park, Vantawng Falls, Chawngchilhi Cave, Tuirihiau Waterfalls, Thenzawl 	<ul style="list-style-type: none"> • Buangpui, • S.kanghmun, • Ramlaitui, • Kawlhawk,

	<ul style="list-style-type: none"> Well-connected from the capital city Aizawl. Huge employment can be generated by developing tourism 	Park, Lungrang Tlang, Thenzawl Motocross Track <ul style="list-style-type: none"> Paragliding in Serchhip, Monuments of Mary Winchester (Zoluti), Chawngpui View. 	<ul style="list-style-type: none"> Chhipphir, Buarpui, Bawngchawm, Sialhau, Hriangtlang, Chhingchhip.
Saitual District			
Tourism Circuit-5:	Strength	Attractions to be visited	Fringe villages
Tam Dil Wetlands -Mawmrang Tlang-Chalfilh Tlang	<ul style="list-style-type: none"> Full of natural attractions. Well-connected from the capital city Aizawl. Huge employment can be generated by developing tourism 	<ul style="list-style-type: none"> Tamdil Wetlands, Mawmrang Tlang, Chalfilh Tlang, Chhura farep lung, Ruallung Cave, Saihmar Tlang, Mawmrang Tlang, Chalfilh Tlang, Tawi Puk, Tawi Tlang. 	<ul style="list-style-type: none"> Saitual, Keifang, Sihfa, Tualbung Thanglailung Phullen Pawlrang

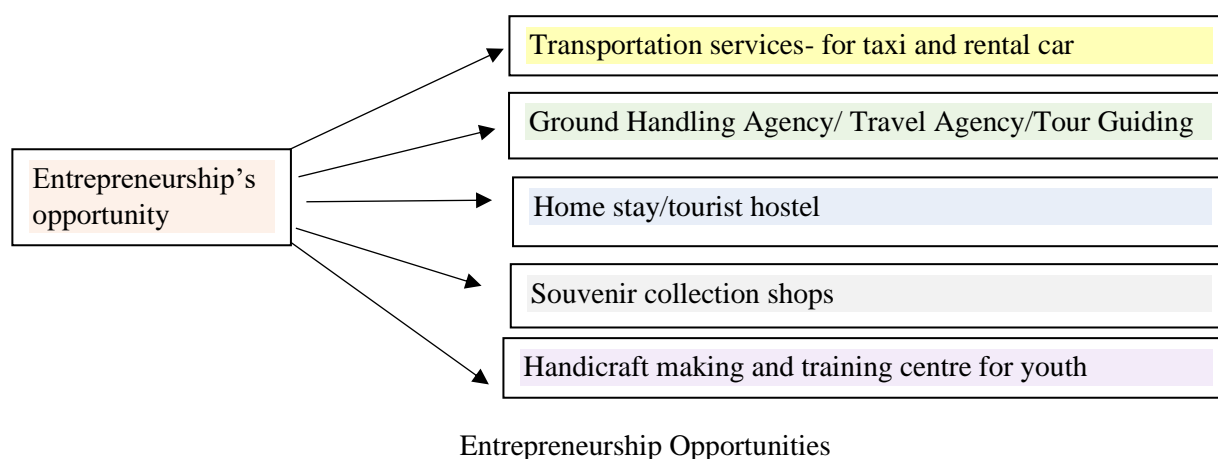
Table 30. Proposed Eco-Friendly Tourism Circuits

The survey identified lack of awareness about the positive benefits from tourism sector and lack of required sector specific infrastructure viz. hotel, restaurants and industry requisite infrastructure among local community as a major hindrance. People of Mizoram are very creative, enthusiastic, optimistic, team worker and dedicated with high literacy for both male and female therefore, hospitality training and capacity building programme will elevate their soft skill and make them ideal human resources for tourism sector.

Eco-friendly and Cost-Effective Tourism Destinations	Tourism Products	Probable Outcomes/Beneficiary Fringe Villages
Aizawl District Lianphunga Bung Hmuifang Hills Hangi Lunglen Tlang Sialsuk Tlang Samlukhai Park Sakawrhmuituai Tlang Khawhpawp Waterfalls Lungleng Lal In Lalsavunga Park	Mountain tourism, Nature Walk, Adventure Tourism. Mountain Biking, Trekking Activities, Village Tourism, Cave Tourism Cultural Tourism	Tourism development in the region would minimize the employment crisis among the rural community, Alternative employment opportunity to the youths, Sustainable and Responsible Tourism Resource use awareness among the tourism stakeholders Beneficial Fringe villages Lengte, Rawpuichhip, Lengpui, Hmunpui, Durtlang, Zuangtui, Muthi, Lungdai, Sihphir, Lawipu, Hlimen, Maubawk, Samtlang, Lungleng, Hualngohmun, Hmuifang, Chamring, Chawilung, Lamchhip, Sumsuih, Sialsuk, Samlukhai.

Mamit District Rengdil Monument, Rengdil Lake, Reng Puk (Cave), Rengdil Lungpui View, Reiek Village, Reiek Tlang, Ailawng Village, Lalluaia Sepuk Pui Thawmpawnga, Puk Dampa Tiger Reserve	Wildlife, Trekking, Mountain Biking, Camping, Community Based Ecotourism, Village Tourism, Anthurium Festival, Cave Tourism, Photography, Local Cuisine, Spectacular River	Community-based eco-tourism projects in Reiek, Ailawng and at various locations. employment opportunities to the local community. Empowerment to the artisans involved in traditional handicraft making, Protection and preservation of culture and state's heritage, etc. Fringe villages Reiek, Ailawng, Chungtlang, Rulpuihlum, West Lungdar, Teirei, Phulbial, Damparengpui, Phuldungsei, Parvatui.
Serchhip District Serchhip Thenzawl, Vantawng Waterfalls, Dilpui Lake, Tuirihiau Waterfalls, Deer Park, Thenzawl, Zoluti Hriatrengna Lung, Chawngpuii Lungleng Tlang, Mizo Weaver's village	Adventure Tourism, Paragliding, Trekking, Boating, Zip Lining, Horse Riding, Nature Walk, Photography, Waterfalls, Golf Course, Mountain Biking, Authentic Mizo Handicrafts	Conservation and preservation of cultural and natural heritage, Creation of employment and entrepreneurship opportunities, Strengthening of tourism infrastructure and Utilization of local resources Fringe villages Buangpui, S.kanghmun, Ramlaitui, Kawlhawk, Chhipphir, Buarpui, Bawngchawm, Sialhau, Hriangtlang, Chhingchhip.
Saitual District Tamdil Lake, Rulchawm Puk, Mawmrang Tlang, Chalfilh, Tlang Chhura Farep Lung, Lengteng Wildlife Sanctuary	Adventure, Nature Based Tourism, Ecotourism, Wildlife Tourism, Cave Tourism, Heritage Tourism, Cultural Tourism, Trekking	Sustainable and responsible tourism development approach would lead to protection and preservation of cultural and natural heritage of the state, Creation of employment and entrepreneurship opportunities, Conservation of biodiversity

Table 31. Proposed Cost-effective Tourist Destinations and Attractions and Probable Outcomes/Beneficiary Fringe Villages



Arunachal Pradesh

The number of tourist arrivals in the State has increased rapidly since 2005 and recorded 50,873 tourists which subsequently increased to 5,20,089 in 2018 out of which 98.5 per cent were domestic tourists with compound annual growth rate of 9.42 per cent. On the basis of the collected data, it was revealed that Bomdila and Bhalukpong (West Kameng district), Roing (Lower Dibang Valley district) are rich to promote eco-friendly activities and Pasighat, Ziro, Tawang, Daporijo, Mechukha and Dirang are moderately eco-friendly tourist destinations.

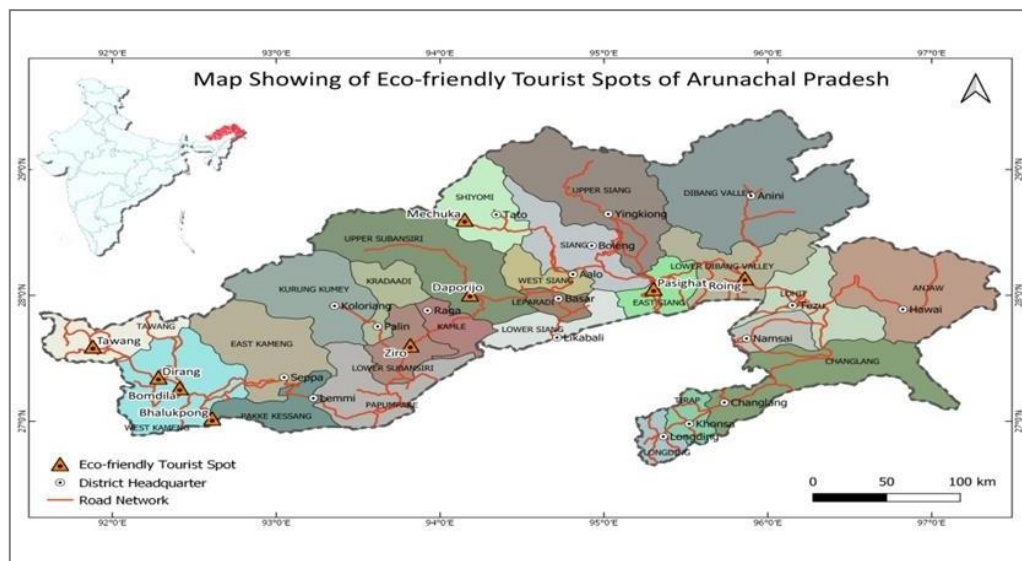


Figure 20. Map showing the Eco-friendly Tourist spots of Arunachal Pradesh

Itanagar, Pasighat and Bhalukpong were most preferred tourist attractions whereas Ziro, Roing, Bomdila, Tawang and Likabali were ranked moderately cost-effective tourist places.

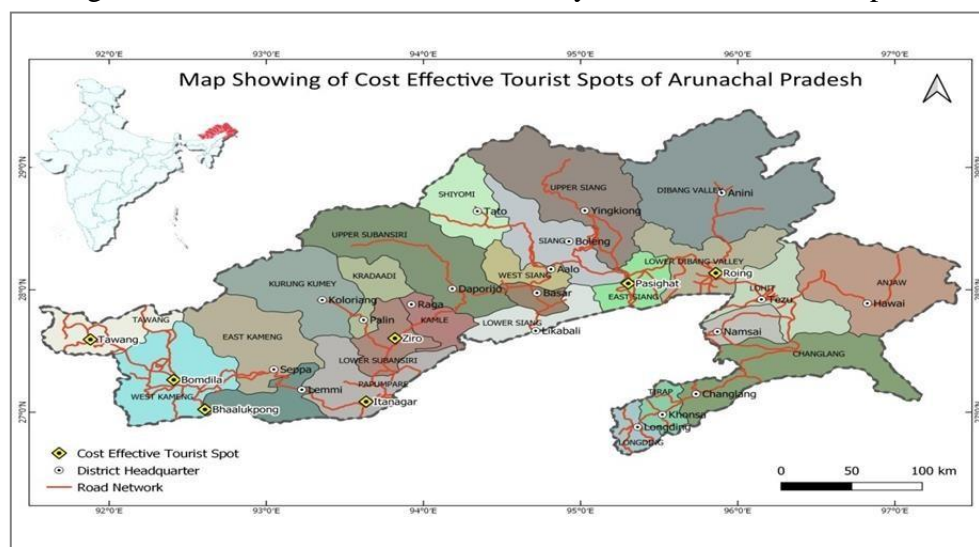


Figure 21. Map showing the Cost-effective Tourist spots of Arunachal Pradesh

Staying in the accommodation units and availing the dining facilities were below average and tourists desired to have further upgradation if tourist arrival to be promoted by 2025. Tourists preferred sightseeing of the nature reserves besides visiting lakes, wartime places, historic memorials, monasteries, trekking and hiking destination and even visiting international border.

Around 65 per cent people were engaged in accommodation sector, 28 per cent with eateries 12.9 per cent in transportation, 9.7% in tour operation and remaining 12.4 per cent were operating miscellaneous services. Vendors running eateries and accommodation opined that the state government should give concessions and interest free financial assistance especially to those running tourism enterprises in the far away tourist destinations. The State needs effective mechanism to develop ‘Tourist Guiding and Escort Services’ and also strengthen the electronic language interpretation system to translate the tourist language into Hindi or local dialects.

Emergings Destination	Potential Villages
Bomdila	Sera, Pedung, Shergaon, Rahung, Solari,
Roing	Iduli, Bishmaknagar, Cheta, Moruk, Mayu-I
Bhalukpong	Tippi, Sessa, Dedza, Tenga Valley, Jamiri, Ramalingpam
Pasighat	Rune, Ledum, Mobo, Tebo, Bodak, Rani
Ziro	Biri, Talle valley, Hong, Old Ziro, Mudang Tage,
Tawang	Lhou, Gyangkhar, Shyo, Urgelling, Bomdir, Seru
Daporijo	Liruk, Ligu, Taliha, Nacho, Hankar, Dumporijo
Mechuka	Monigong, Mechuka, Tato, Lipo, Yolling
Dirang	Sangthi, Thembang, Ramacamp, Namshu,
Tezu	Digar, Sunpura, Tafragam, Lohitpur, Parsuram,
Aalo	Buru, Dego, BagraLipu, New Bam, Kamba, Kamki
Itanagar	Ganga, Jully, Poma, Karsingsa, Hollongi, Borum
Seppa	SedePakke, Rang, Dari, Bana, Kampu
Malinithan (Likabali)	Malini, Bali, Lika, Nilok, Liru, Kane

Table 32. Proposed Villages expected to be benefitted from Tourism

Composite Index Value of Cost Effective (CE) Components of a Destination				
Composite Index Value of Eco-friendly (EF) Components of a Destination		High	Medium	Low
	High	High Priority EF: High CE: High	High Priority EF: High CE: Medium	Medium Priority EF: High CE: Low
	Medium	High Priority EF: Medium CE: High	Medium Priority EF: High CE: Medium	Low Priority EF: Medium CE: Low
	Low	Medium Priority EF: Low CE: High	Low Priority EF: Low CE: Medium	Low Priority EF: Low CE: Low

Table- 33- Composite Index Value of Cost Effective (CE) and Eco-friendly (EF) Components of a Destination

Destination	Status of Digital connectivity	Remarks
Bomdila	Uninterrupted	Interrupted
Roing	Uninterrupted	Interrupted
Bhalukpong	Uninterrupted	Interrupted
Pasighat	Uninterrupted	Uninterrupted
Ziro	Uninterrupted	Interrupted
Tawang	Uninterrupted	Interrupted
Daporijo	Uninterrupted	Interrupted
Mechuka	Uninterrupted	Interrupted
Dirang	Uninterrupted	Interrupted
Itanagar	Uninterrupted	Uninterrupted

Table 34. Digital Connectivity in the area



Figure 22. Sally Lake, Roing, Lower Dibang Valley, Arunachal Pradesh

- **Pilgrimage Tourist Circuit:** Parsuram Kund- Malinithan - Thupten Gatseling Monastery, Itanagar - Old Ziro Shiv Mandir – - Bomdila Monastery – Tawang Monastery
- **Wildlife Tourist Circuit**
Manas National Park - Eagle Nest Wildlife Sanctuary - Kaziranga National Park-Namdapha National Park - Daying Ering wildlife sanctuary

Box 8. Special Interest Tourist Circuits

Men-Tsee-Khang, the largest, oldest and most reputable Sowa Rigpa Institute in India, was established by XIII Dalai Lama in Tibet in 1916 which has been reestablished in India in 1961 by XIV Dalai Lama. The primary objective is to preserve, promote and practise Sowa Rigpa, the ancient Tibetan system of medicine, astronomy and astrology. The institute has 58 clinical branches (provides clinical services) and 03 wellness centers across India.

Box 9. Medical Tourism (Tibetan Treatment)

Eco-friendly and Cost-Effective Tourism Destinations	Tourism Products	Suggested Action plan	Probable Outcomes
<ul style="list-style-type: none"> • Bomdila • Roing • Bhalukpong • Pasighat • Ziro • Tawang • Daporijo • Mechuka • Dirang • Tezu • Itanagar • Seppa • Aalo 	<ul style="list-style-type: none"> • Indigenous Culture and Heritage Tourism • Nature Tourism: Bio-Diversity Hotspots – Birdwatching, Bee Keeping, Serenity & Scenic Tourism: Photography etc. • Adventure Tourism: Soft Trekking activities, Paragliding • Pilgrimages • Community-based tourism • Village tourism • Homestays • Local Cuisine • Pro-Poor Tourism • Medical Tourism (Tibetan Medicines and Treatment) 	<ul style="list-style-type: none"> • Focus on Community participation and ownership: More engagements from youths and women entrepreneurship • Sustainable livelihood • Imparting of Tourism courses in vocational institutions • Need to establish effective economic linkages with tourism • Sustainable use of resources. • Special attention to Pro-Poor Tourism (PPT) . • Massive branding and awareness campaign • Subsidies and incentives to tourism businesses. • Promotion of Tibetan Medicine and Treatment • Need to develop Inter States Tourist Circuits (across North-eastern states or across the Indian Himalayan States) 	<p>Community participation and ownership of indigenous communities through improvising tourism entrepreneurship and start-ups in the State.</p>

Table 35. Tourism Products, Infrastructure, Suggested Action Plan and Probable Outcomes

Name of the destination	Accessibility		General	Touristic	Natural Attributes	Activities		Support Services
	Rail	Road				General	Specific	
Bomdila	145 KM from Rangapara North Railway Station (RPAN)	150 KM from Tezpur & 330 KM from Guwahati	Good	Good	Mountain View, Historical and Cultural Sites, Adventure activities, Emerging Medical, Tourism (Tibetan Medicines and Treatment)	Cultural and Heritage tourism, Nature v tourism, trekking, Nature walk, Museum visits, monastery visit	Monastic Tour, Heritage Tours, soft trekking activities, paragliding, cycling, cable car, bird watching, mountain biking	Internet Connectivity, Hospitals, Public Toilets, ATMs
Roing	107 KM from Tinsukia Railway Station	95 KM from Pashighat	Good	Average	Landscape Mountain view, Historical and cultural architecture, activities and ethnic village	Community based tourism, Village Tourism, Cultural tourism	Soft trekking, village walks, eco-trekking, homestays and ethnic cuisines, cycling, wildlife safari	Internet Connectivity, Hospitals, Public Toilets, ATMs
Bhalukpong	46 Kms from Rangapara North Railway Station (RPAN)	58 KM from Tezpur & 220 Km from Guwahati	Good	Good	Mountain View, Monastery and Homestays	Nature tourism, Religious tourism, Homestays tourism, Boating angling	Homestays, Local Cuisine, Farming activities, Photography, Monastic tour Cycling, river rafting	Internet Connectivity, Hospitals, Public Toilets, ATMs
Pasighat	30 Km from Markongselek Railway Station	150 KM from Dibrugarh	Good	Good	Mountain view, wildlife Sanctuary, Trekking Points	Eco-tourism/Adventure tourism, Wildlife tourism, Cycling, River rafting, trekking	Adventure trails, Wildlife Tourism, Eco-Treks, Fishing wildlife safari	Eco-Trekking trails, Rescue and security, Hospitals, ATMs, Public toilets, Airport

Ziro	100 KM from Naharlagun Railway Station	110 KM from Itanagar	Good	Good	Mountain View, Natural Landscape, Forest, Rivers	Ecotourism, trekking, nature walk, Village Tourism, Green Tourism, Religious Tourism (Tallest Shiv Linga in India)	Eco-trekking Trails, Photography, paragliding, cycling, Amusement Park/Children Park	Internet Connectivity, Hospital, Hotels & Homestays, Public Toilets, ATMs, Road side Dhabas etc.
Tawang	320 KM from Rangapara North Railway Station / 325 KM from Tezpur Railway Station	175 KM from Bomdila	Good	Good	Mountain View, High Altitude Tourism, Adventure Tourism, Monastery Visit, Natural Landscape, Spiritual & Pilgrimage Tourism, Emerging Medical Tourism (Tibetan Medicines and Treatment)	Rural Tourism/ Eco-tourism, cable car, hot air balloon, nature walk, trekking, museum visit, monastery visit	Eco-trekking Trails, Photography, Camping paragliding, rock climbing, mountain biking, Siberian crane watching, boating	Internet connectivity, Hospital, ATMs, Public Toilets, Helipad
Daporijo	87 KM from Dibrugarh Town Railway Station/ 200 KM from Silapathar Railway Station	167 KM from Ziro	Average	Average	Mountain view, Natural Landscape, Adventure Tourism	Eco-tourism, angling, river rafting, trekking	Monastic Tours, Walking and Short hikes, Homestays, cycling	Internet connectivity, Hospital and ATMs, Public Toilets
	390 KM from Silapathar Railway Station	336 KM from Silapatar Town	Good	Good	Mountain View, Snow-capped mountains Mesmerising Natural Landscape, Lakes	Pilgrimage Tourism, paragliding, trekking, nature walk, cycling, monastery visit	Homestays, rock climbing	Internet connectivity, Public Toilets, ATMs

Dirang	193 KM from Tezpur Railway Station/ 188 Km from	41 KM from Bomdila	Good	Good	Bird-watching, Butterfly Watching and Wildlife	Wildlife Tourism, Eco-tourism, Nature Tourism, Nature walks, hiking and trekking	Photography, Homestays, Local Cuisine, Nature Walks, Birding activities, cycling, rafting, paragliding, rock climbing, horse riding, Siberian black-necked watching	Internet Connectivity, Public Toilets, ATMs
Tezu	96 KM from Doom Dooma Railway Station	116 KM from Tinsukia	Good	Good	Bird-watching, Nature walks, Mountain View, Local Bio-Diversity, Emerging Medical Tourism (Tibetan Medicines and Treatment)	Community Based Tourism/ Nature Tourism/ Rural Tourism	Bird-watching, Nature Walks, Mountain View, Spiritual tourism, Farming Activities	Internet Connectivity, Public Toilets, ATMs
Itanagar	State Capital 320 KM from Guwahati Railway Station	400 KM from Guwahati by road	Good	Good	Mountain View, Monastery, Cultural Tourism, Museum	Cultural Tourism, Religious Tourism: Monastery, Fusion of Rural and urban livelihoods.	cycling, boating, monastery visit Paragliding, viewing of wildlife at Zoo, Lake	Internet, Public Toilets, ATMs, Helipad, Railway Station, Upcoming Airport at Holongi
Seppa	194 Kms from Biswanath Chariali Railway Station	215 KM from Itanagar by road	Average	Average	Mountain View, Nature Tourism, Green Tourism, Cultural Tourism	Community Based Tourism, Nature Tourism, Rural Tourism,	cycling, rock climbing, Green Tourism, River tourism: boating	Internet Connectivity, Small Dhaba, Homestays, ATMs
Aalo	205 KM from Silapathar Railway Station	200 KM from Silapathar Town	Good	Good	Mountain View, Nature Tourism, Green Tourism, Village Tourism, Cultural Tourism	Community Based Tourism, Nature Tourism, Rural Tourism, Pro-Poor Tourism	Viewing Orange & pineapple orchards, Village Tourism, Cultural Tourism	Internet Connectivity, PublicToilets, ATMs,Dhaba

Table 36. Destinations recommended for developing Eco-friendly and Cost- effective Tourism in Arunachal Pradesh

Uttarakhand

Uttarakhand Tourism Development Board (UTDB) is the nodal agency to promote eco- friendly tourism and Garhwal Mandal Vikas Nigam(GMVN) and Kumaon Mandal Vikas Nigam(KMVN) are the two major corporations that offer services of accommodation and tour operation. Both corporations have also taken the responsibility of skill development as per the guidelines of the Ministry of Tourism, Government of India under the scheme of “*Huner se Rojagar*”. Department of Forest and Wild life also promote eco-friendly tourism by offering accommodation facilities. However, with the increasing interest of tourists to visit eco -friendly tourist attractions of the state especially after the Covid 19 pandemic, department of Forest and Wildlife, Government of Uttarakhand has opened its Forest Rest Houses for tourists and and also started the services of catering, housekeeping.

State's Major Take off Tourist Towns

Take off Town	Connectivity	Infrastructure	Digitalization	Traffic Norms
Hardwar	Air, Road, Rail	Moderate	Digitalization payment	Abnormally regulated
Rishikesh	Air, Road, Rail	Moderate	Digitalization payment	Abnormally regulated
Dehradun	Air, Road, Rail	Exuberant	Digitalization payment	Regulated
Haldwani	Air, Road, Rail	Moderate	Digitalization payment	Abnormally regulated
Ramnagar	Road and rail	Marginal	Digitalization payment	Abnormally regulated

State's Major Terminal Tourist Towns

Terminal Town	Accessibility	Infrastructure	Digitalization	Traffic Norms
Mussoorie	Road	Exuberant	Digitalization payment	Regulated
Nainital	Road	Exuberant	Digitalization payment	Regulated
Ranikhet	Road	Moderate	Digitalization payment	Regulated
Lansdowne	Road	Marginal	Digitalization payment	Regulated
Muketeshwar	Road	Marginal	Digitalization payment	Abnormally regulated



Figure 24. A view near Gamshali village in Niti valley

Stakeholder	Duties and Responsibilities
Uttarakhand Tourism Development Board	Marketing, promotion and financial assistance for the establishment/expansion of tourism and other ancillary services
Forest Department	Ecotourism Promotion
Eco Development Committee	To make provision of skilled guides, porters, maintenance of Forest Rest Houses
District Tourism Office	To assess the existing and potential rural tourism activities in identified circuits and to propose further tourism development plans
Department of Public Health, /Jila Panchayat	To make suitable provisions of sanitation services and roads .

Table 37. Major Stakeholders of Uttarakhand Tourism Industry

Uttarakhand state is a year-round tourism destination in Auli, Chopta, Binsar, Kedarkantha , Munsayari , Nainital and Mussoorie for camping, snow viewing and wellness activities. The following table summarizes the major tourist activities of tourist during the summer and winter seasons

Summer Season	Winter season
Trekking, Pilgrimages, Camping, Cycling, Mountain Biking, Exploring, Photography and Sightseeing	Snow skiing, River Rafting, River crossing, Boating and Rowing, Sun Bathing, Agro farm and Orchard exploring. Wild life Jeep safari, Snow clapped Mountain peaks viewing. Fishing and Angling, Bird watching, and Sun Bathing

Table 38. Tourist's Activities in Uttarakhand

Season	Destinations		Destination's Attractions
November-April	Wildlife Parks and Sanctuaries	District	Flora and Fauna
	Kedarnath Wildlife Sanctuary	Rudraprayag	Musk Deer
	Nandhaur Wildlife Sanctuary	Haldwani	Asian elephant, leopard, Tiger and Sloth bear
	Binsar Wildlife Sanctuary	Almora	Red fox, wild boar, jungle cat, Musk deer, Himalayan Goral leopard
	Askot Musk Deer Sanctuary	Pithoragarh	Musk Deer
	Rajaji Tiger Reserve	Haridwar	Tiger, cheetal, peacock and sambhar
	Trekking Below 2000 Mt,		

March- June Trekking below 2000 Mt	Nag Tibba , Kunjapuri , Dodital , Binsar , Dhayan Badri and Kalpeshwar , Bhavisya Badri , Anusoya Devi , and Deoriatal
May- November Pilgrimages	Kedarnath, Badrinath,Gangotri Yamotri, Madhyamaheshwar , Tungnath, Koteswar Mahadev, Trijuginarayan, Gopeshwar, Uttarkashi, Kalimath, Okhimath,, Guptakashi,Jageshwar Baijnath, Baghnath, Chitai, Katchi Dham, Devprayag, Anusuya Devi , Atri Muni Ashram, Surkanda Devi,Dhari Devi, Rudranath ,Kalpeshwar, Tarkeshwa
July-Oct Spiritual and Yoga	Spiritual and Yoga, Shiva Temple: - Kedarnath temple, Gangotri, Bhojwasa, Kalpeshwar ,Kalimath, Mayawait Ashram, Kakri Ghat, Shitalakhet, Madhyamaheshwar, Rishikesh, Trijuginarayan, Dewalgarh, Hardwar, Kanavashram, Tarkeshwar
Sept-Nov Trekking above 3000 mt	Trekking above 3000 Mt., Trekking route:- Valley of Flowers, Har Ki Dun, Kedartal, Kedarkantha,Satopanth Lake, Brahmatal, Gaumukh Tapovan, Kuari Pass, Pindari Glacier, Kafni Glacier, Sunder dhunga, Ralam Valley, Dorma Valley Khatling Galcier, Adi Kailash and sahashtatal

Table 39. Year-round Tourism Destinations and Attractions

The share of local people in tourism industry across the identified tourist circuits is not satisfactory as much of the tourism business is centralized in urban areas leaving rural people unaffected and isolated from economic prosperity. On account of this, a large number of people living around tourist places have no other alternative except to migrate to metros, and other industrial hubs in search of jobs. In order to overcome such unfavorable situation and to empower the local community, Govt. of India in collaboration with Uttarakhand Tourism Development Board (UTDB) has planned to promote community-oriented tourism especially in areas rich in flora and fauna. But due to the poor provisions of affordable amenities and facilities, the much-awaited tourism development schemes could not take place in such locations.

Stake holders	Relative Competency	Drawbacks
Local Community	<ul style="list-style-type: none"> • Local information • Culture and tradition • Organic product • Destination information • Escort and Guiding • Home stay operation 	Service standard, Tour operation Travel rules and regulation Sales and Marketing skills Housekeeping skills Communication, Catering skills Search & Rescue operation
Uttarakhand Tourism Development Board & Garhwal Mandal Vikas Nigam (GMVN) and Kumaon Mandal Vikas Nigam(KMVN)	<ul style="list-style-type: none"> • Ownership of Tourism plant facilities • Competency in Tour operation • Planning & Marketing 	Financial resource crunch Organization set up Marginal Linkages with local Community
Forest Department	<ul style="list-style-type: none"> • Protection and conservation agenda • Manpower in offbeat destinations 	Tour Handling Poor Destination Management Seasonal Manpower

	<ul style="list-style-type: none"> • Availability of Search & Rescue equipment • Wireless connectivity • Ecotourism a key agenda • Controlling authorities of National parks and Sanctuaries • Strong welfare agenda 	Forest Guest House Operation
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Table 40. Uttarakhand Tourism & Local People Competency and Drawbacks

Government support	State government support to potential entrepreneurs is time consuming and requires intensive documentation
Manpower	Skilled and motivated manpower has migrated to urban areas and old and demotivated persons are residing in villages
Land Space for Way side amenities	Available land on roadside or at the places of tourist interest is under the department of Forest and Wildlife and obtaining a piece of land from forest department is difficult

Table 41. Barriers to local Community Participation

The visited tourist destinations in Uttarakhand are the favorite places for touring since the very beginning. And in the era of internet and other medias, the word of mouth and opinions from family and friends have more credibility and reliability than social media influences. The highest scorer as per the respondents was ‘Walking and Nature’ followed by ‘Work Relaxing’ and ‘Spiritual holidays’. Bird watching, mountain flora and fauna, orchids, wild life, alpine forests and sanctuaries were also the major attractions for tourists. More than 60% were repeat visitors to Uttarakhand, and had visited the state for more than five times. 47.27% of the total respondents preferred to stay in Uttarakhand for less than seven days. 37.27% of the respondents preferred hotels and 20.9% opted for homestays. This gives us insight for considering lapses and marketing avenues for improvement in homestays, as they all have bright prospects in view of their locations and quality services. A majority of the respondents were keen to join the tourism business provided they receive cooperation from the state government. The survey also endeavored to study the impediments of the villagers for not being able to participate in the tourism entrepreneurial ventures. The foremost combination of obstacles were lack of skills and knowledge of tourism business, communication skills, professional training, and work experience in tourism. Vendors play significant role in enhancing tourists’ experiences with their tangible and intangible offerings, which is considered to be an alluring factor.



Figure 24. Trekking route from Chopta to Tungnath

Uttarakhand being a favorable destination for all types of tourists, the presence of vendors becomes inevitable across major tourist circuits. Vendors were found interested to hire people from local community, and offered various training like hygiene, sanitation, sales, marketing, accounts, MS Office and typing to the community members to make them learn new things and ensure self-reliance. However, the vendors insisted to have the basic facilities around the tourist places including the provisions of Guest house/hotels, home stay units, drinking water and eateries serving local food items. Vendors supported the idea of development to be in sync with the locally found materials and services reflecting the rural milieu. Seasonality plays a prominent role in tourism business because it decides the prospects of both business and business providers. State like Uttarakhand, being its mountainous nature, tourism is considered truly seasonal, but the ongoing climatic variations and global warming have prompted the destinations to change its seasonal attractiveness enabling access round the year except few destinations at the upper reaches. Vendors are expected to conduct environment audit and environment impact assessment regularly to ensure their responsible role towards nature and environment. Cultural and social issues play an important role for tourists in enhancing their experience and sometime it becomes problem too when tourist is unaware. Dos and don'ts of the attraction and rules and regulations should be made visible to all tourists through large hoardings, billboards, pamphlets and it shall also be disseminated through audio-visual mode to educate the tourists to avoid any harsh experiences. Keeping in view of the available research findings based upon the discussions held with the villagers and tourism industry stakeholders the following circuits are proposed for further development-

Name of the Circuit	Villages potential for environment friendly tourism activities
Dhanaulti-Chamba-Rani chauri	Dhanaulti, Kaddukhaal, Kanataal, Chaupadiyal Gaon, Chamba, Ranichauri

Uttarakashi-Raithal-Dayara	Kyark, Raithal, Ghoi, Dayara, Agoda, Sangamchatti
Ukhimath-Chopta-Gopeshwar	Ukhimath, Sari, Makkumath, Chop-ta, Mandal, Gopeshwar
Bageshwar-Patal Bhuvaneshwari	Bageshwar, Kamed Devi, Chaukori, Berinag Bhuvaneshwar, Gangolihat
Binsar- Kakrighat- Karbala-Kasardevi	Raisal, Kasardevi, Deenapani, Naichud, Bheituli, Aayarpani
Naukuchiatal- Mukteshwar-Jageshwar	Naukuchiatal, Ramgarh, Mukteshwar, Shitla, Badechina, Jageshwar
Purnagiri-Champawat- Devidhura	Khetikhan, Lohaghat, Champawat, Purnagiri, Devidhura, Rin Sahib
Aasan Baraz- Thadiyar	Aasanbaraj, Koti Kanasar, Hanol, Lakhamandal, Chilhad, Kathiyan
Bhowali- Marchula	Bhowali, Kainchidham, Garampani, Betalghat, Kanda, Marchula
Patwadangar-Vinayak	Patwadangar, Choti Haldwani, Kailbury, Mohen, Vinayak

Table 42. Major Eco- Friendly Tourism Circuits

The impact of the industry is not visible on rural population as they have poor soft skills and a major share of population has migrated to urban areas for jobs. As per the report of State Rural Development and Migration Commission, submitted 2018 1,18,981 people from 3,946-*gram panchayats* have migrated permanently, and 3,83,726 people from 6,338-gram panchayats shifted temporarily from Uttarakhand. Out of 16,793 villages, 1,053 have no inhabitants and named as ghost villages. In view of increased outmigration of local population, it seems imperative to involve the local people in cost effective tourism business. This will further solve the problem of physical carrying capacity of other tourist places. The following table proposes some cost-effective Tourist destination and tourist circuits.

Tourist Activity	Description	Proposed Venue	Required Aids	Required Skills	Probable outcomes
Cycle safari	A bicycle excursion becomes exciting as it enhances traveler's experience.	1. Around Pandukeshwar and along-with the road leading towards Lambagad or on either Side of road approaching Govind Ghat. 2. Around Mana village and down to few kms towards Badrinath. 3. From Salna village towards Urgam valley.	Bicycles, First-aid medicinal kit, Local guides accompany tourists for attraction interpretation.	Good cycling Skills with awareness of the route,	Off season jobs to local youths
Jungle safari with yoga camps	Naturalist experienced in yoga may take tourists around forest areas	1. Around Bhavisya Badri shrine, yoga can be performed near forests area. 2. Close to Village Gira, yoga practices can be performed near vast forest cover.	A naturalist cum yoga instructor reasonably having good health with yoga mat.		Opening the region for alternative tourist attractions
Trekking	Trekking expeditions may be organized for nature enthusiasts to explore locations around Panch Badris region	1. Urgam valley: (Kalpeshwar to Sona Shikher) 2. Urgam-Dumak- Panar- Rudrnath- Sagar 3. Subhai-Fulanti Peak, 4. Rehni-Kauri pass 5. Mana-Sathopanth 6. Pandukeshwar-Govind Ghat- Valley of Flowers	Trekking equipment, Knowledgeable	Enthusiasm and stamina required to mount long and rugged terrain.	Possibility to run tourist amenities for self reliant
Hiking	A long walk can be undertaken by travelers to explore the natural beauty of given area.	1. Subhai and Rehni village to Bahavishya Badri 2. Mana village to Vasudhara fall 3. Dhyani Badri to Kalpeshwar temple 4. Salna village to Urgam valley 5. Pandukeshwar to Govind Ghat	Experienced Guides/Escorters are required to lead group of tourists	Nothing is required except encouraging travelers	Destination diversification for nature lovers
Bird Watching	Bird watching can be experienced by travel enthusiasts and nature lovers	Around Urgam valley	Knowledgeable guides efficient to demonstrate behaviouristic pattern of birds	Good observing and interpreting skills	Awareness among local people for wildlife conservation

Meditation	Meditation provides a peaceful experience to travelers	<ol style="list-style-type: none"> 1. Near Dhyani Badri and Kalpeshwar 2. At Adi Badri, Dhyan Badri, Bhavisa Badri and Yog Badri 3. Vivekanand Circuit: Kakrighat - Karbala (Almora) – Nivedita Kutir (Almora) - Kasar Devi Temple (Almora) – Thomson House (Almora) – Devalghar (Bageshwar) – Advaita Ashram (Champawat) – Swami Vivekananda Ashram (Champawat) – Chandreshwar Mahadev Temple and Kailash Ashram (Rishikesh) – Babdi Shiv Temple, Rajpur (Dehradun) – Ramakrishna Mission (Haridwar) 	An open space where tourists could perform meditation the places are associated with Swami Vivekanand	Interest in performing arts of meditation a large number of Bengalis and other category tourists prefer to visit	Opening of “Dhayan Kedra” at the places of meditation

Table 43. Opening of Possible Cost – Effective Tourist Activities with the support of Local People

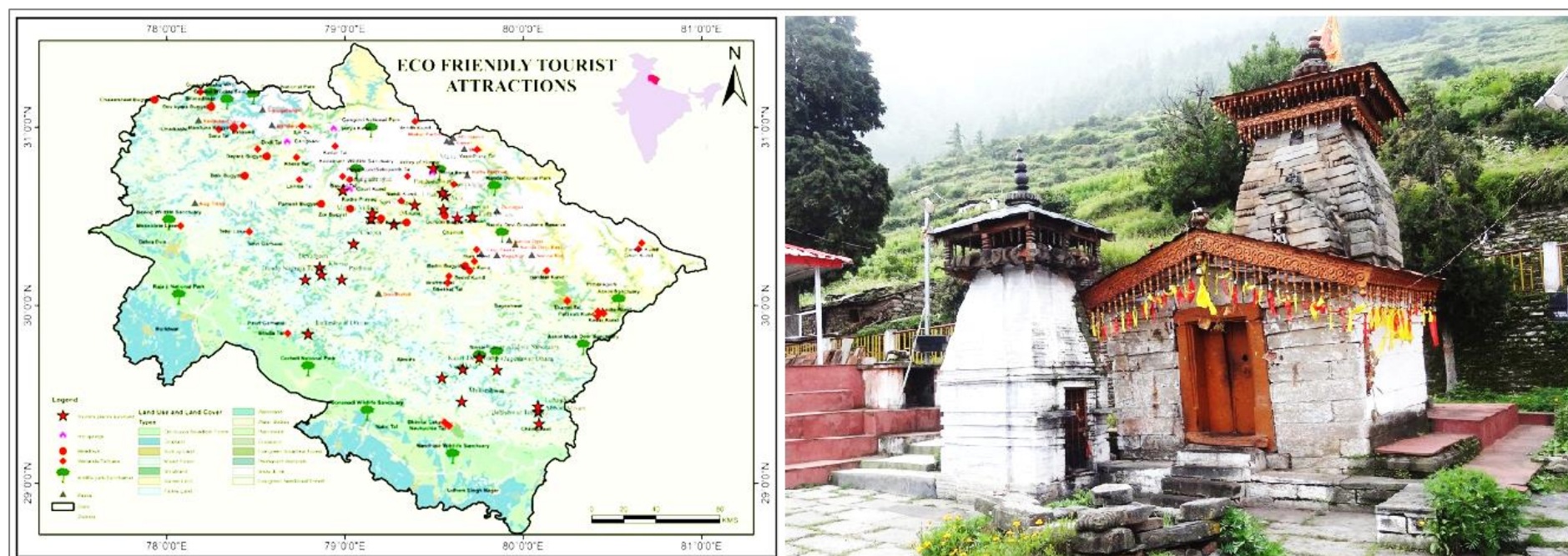


Figure 25. Map showing the Eco-Friendly Tourist Attractions and Mata mandir at village Laata, Chamoli

Criteria	<ul style="list-style-type: none"> • Potential for natural and cultural resources • Conducive environment to run Homestay • Appropriate remunerations to service providers • Villagers attitude to promote ecotourism activities • Easy destination accessibility • Opportunities to share the benefits to community • Presence of effective administration and NGO • zero-carbon footprint in visiting destination • Destination monitoring by local communities.
Ecotourism Activities	<ul style="list-style-type: none"> • Trekking, Nature Walk, Nature Camp, • Herbal Tourism, Adventure Sports • Eco Park & City Forests

Box 10. State's Criteria for Ecotourism Destination Selection and Activities

Geo Thermal Hot Springs for Wellness Spa tourism Promotion

Uttarakhand is a home of about 62 hot springs. Out of the total hot springs, some of the hot springs mentioned below have been identified for tourism development. The state tourism department is focusing on developing these geo-thermal hot springs-for wellness spa tourism besides exploring the possibilities for other purposes.

Geo Thermal Hot Spring	Proposed Use pattern
Gangani, Suryakund and Rishikund (Uttarakshi)	<ul style="list-style-type: none"> • To use the water of hot springs for recreational bathing • To ascertain the curative value of hot water in healing various ailments and diseases of tourist. • To export to other countries provided it meets the standard of the amount of minerals a government has prescribed for imported hot springs water.
Gaurikund (Rudraprayag),	
Tapovan and Taptkund (Chamoli)	
Sahastradhara (Dehradun),	
Nachni, Madkot and Tapovan (Pithoragarh)	
Kharbagarh (Almora)	

Kumaon Zone

Forest Division	Circuit	Attraction	Category
Ramnagar Forest Division	Sitabani – Kyari - Pawalgarh	Birdlife diversity	Cost Effective
Nainital Forest Division	Kilbury – Vinayak – Kungakhrk – Pangot & Kanchi- Maheshkhan- Ramgarh	birdwatching, trekking, camping	Overpriced
Almora Forest Divison	Majhkhali – Soni - Kalika - Dalmoti – Sheetlakhet & Garzia- Mohen- Marcholia	Natural Beauty	Cost effective
Civil Soyam Almora Divison	Jageshwar - Binsar	Flora and Fauna and rich Ecosystem	Bargain-basement
Champawat Forest Divison	Pancheshwar – Rameshwar - Tanakpur	Cultural Ecology	Cost effective
Bageshwar Forest Divison	Kausani - Gananath & Chaukari	Scenic view and landscape	Overpriced
Pithoragarh Forest Divison	Musiari – Ashkot- Dharchula	Trekking trails	Bargain-basement

Garhwal Zone

Dehradun Forest Division	Lachhiwala -Thano area	Nature walks and outdoor recreation	Overpriced
Mussoorie Forest Division	Rajpur - Sahashtradhra - Maldevta & Vinog – Dhanolti - Devalsari	Scenic view, Camping sites and Trekking trails	Overpriced
Chakrata Forest Division	Chakrata – Deovan - Kanasar	Trekking and Rural culture	Cost effective
Lansdown Forest Division	Saneh – Naudi – Kohluchaud - Dugadda	Wild life and trekking trails	Cost effective
Tons Forest Division	Tyuni – Arakot – Thadiyar - Mori & Motad – HarKiDun – Sankri	Camping, Trekking, and Homestay units	Bargain-basement
Govind Wild Life Sanctuary	Naitwar – Taluka - Osla	Wild life and Rural culture	Bargain-basement
Haridwar Forest Division	Jhilmil Jheel – Rasiyabad - Chidiapur	Wildlife safari	Overpriced
Badrinath Forest Division	Division Wan–Kulni–Lohajang–Kuling-Mundoli	Trekking and Physical Landscape	Cost effective
Uttarkashi Forest Division	Harshil – Tharali - Mukhwa	Nature walk	Overpriced

Table 44. Potential Ecotourism circuit in Uttarakhand

Products and Services for future Marketing
<ul style="list-style-type: none"> • Yoga and Meditation circuits • Wellness and Health centres • Solo Tourism Destinations • Austro Tourist locations • Homestay Tourism Properties • Gree Education Tourism Complexes • Organic Food and Beverages
Food and Beverages The dishes of Garhwal region are Phanu, Kafuli, Thechwani, Chainsoo, Jholi, Gahat ke Paranthe, Roat and Baadi. 'bhunni' (a traditional dish which is cooked on slow flame in a fresh goat blood). In Kumaon region, Aaloo Gutuk, Dubke, Thathwani, Kaapa, Chudkani, Jaula and Sisunaak Saag are popular. Apart from this Bhangeera ki Chutney, Mooli Thechuwa and Hara Namak are potential to offer with sweets like Singal-Puha, Jhangora ki Kheer, Singodi and Baal Mithai .

Box 11. Opportunities for Emerging Products Marketing

Himachal Pradesh

Tourism Industry in Himachal Pradesh has been given very high priority and Government has developed appropriate infrastructure for its development which includes public utility services, roads, communication network, airports, transport facilities, water supply and civic amenities etc. Himachal Pradesh Forest Department's revised policy on Development of Eco-Tourism, 2005, 2016, 2017 is aimed to promote cost effective tourism.

Policy and regulation	Popular food and drinks	Thrust areas of Destination Marketing	Adopted Digital tools
H. P. Forest Department policy on Development of Eco-Tourism 2005	Food : Ghandyali ka Khatta, Kacchalu ka Salan, Siddu, Malpua, Chicken Anardana, Chana Madra, Khatta Kaduu, Sepu Badi, Bathu ki Kheer, Chah Meat.	Cultural glimpses. Tribal and local community. Adventure and Pilgrimage Tourism.	Online Reservations
H. P. Forest Department revised policy on Development of Eco-Tourism 2016		Government portals and websites- Tourism promotion of selected destinations	Digital payments and Gateways
H. P. Forest Department Re-Revised Eco-Tourism policy 2017	Drinks: Apple Juice, Litchi Juice, Squashes, Acholic beverages (Sur, Angoori, Lugri/Jhoal, Gadanji).	Digital and social promotions. Short videos media promotion.	Online help desks

Table 45. State's Tourism Development Plans of Himachal Pradesh

The contribution of the tourism sector to the state's GDP is about 7 percent which is quite significant. The state has 32 wildlife sanctuaries and is the third largest state in the mountainous Himalayan region in Northern India. It offers an array of tourism activities, such as camping, hiking, trekking, angling, wildlife sanctuaries, nature tours, rafting, and cultural & religious visits.

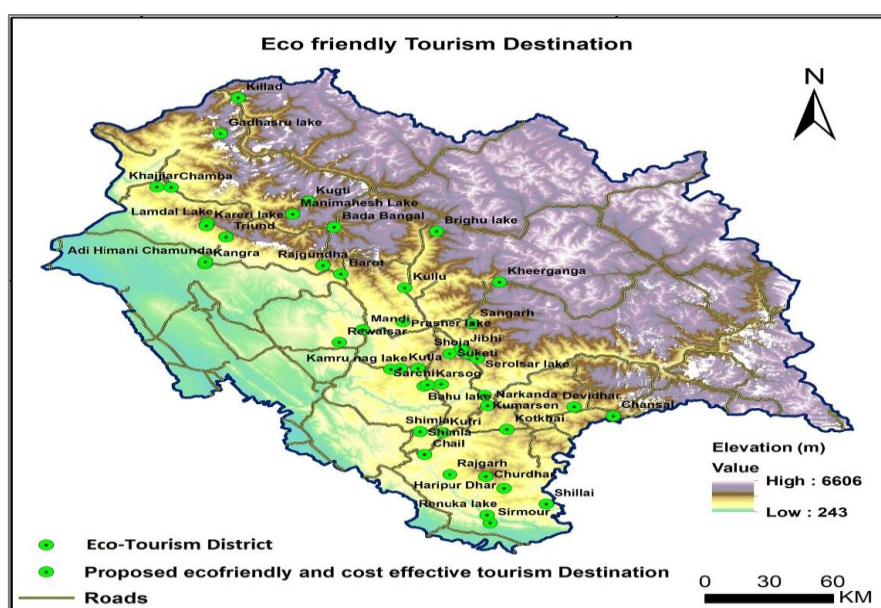


Figure 26. Eco-friendly tourism destinations in Himachal Pradesh

Tourist Destination	Specific Product/Service
Bahu-Gadagushaini	Nature Trails, Dense Forests, Indigenous Handicraft Production.
Shangarh-GHNP	UNESCO World Heritage site/ Bio-sphere Reserve/ National Park
Tirthan-GHNP	UNESCO World Heritage site/ Bio-sphere Reserve/ National Park
Bharmaur	Agro-tourism, Pilgrimage,
Dalhousie-Khajjiar	Wildlife Sanctuary
Holi	Dhauladhar wildlife sanctuary, Apple Orchards, Ground of Himalayan Herbs.
Tissa	Land of mountain passes,

Table 46. Major Tourist Destinations with specific products/services

Domestic tourist inflow in the state was recorded 16.09 million in 2018 while foreign tourist arrivals reached to 0.35 million. Himachal Pradesh hosted 17.21 million tourists in 2019 which includes 16.82 million domestic tourist and 0.38 million foreign tourists, an increase of 4.63 % as compared to 2018. In 2020, state hosted only 3.2 million tourists with 3.17 million domestic tourist and 0.042 million foreign tourists.

The state's eco -friendly tourism units are run under three ownerships:

- 1)- Community, 2)- Private, 3)- Public Private Partnerships (PPP).

Eco -friendly Tourism Profile

Tourists visiting Himachal Pradesh generally come for a week-long duration and prefer to walk and relax in natural environment and are satisfied with their vacation periods. All the six listed districts are potential for eco- friendly tourism activities which includes bird watching, eco-trails & camping grounds for holistic experiences with the active participation of local community.

Take off Town	Connectivity	Infrastructure	Digitalization	Traffic Norms
Shimla	Air, Road, Rail	Better	Digitalization payment	Regulated
Kangra	Air, Road, Rail	Better	Digitalization payment	Regulated
Kullu	Air, Road, Rail	Good	Digitalization payment	Regulated
Chamba	Air, Road, Rail	Moderate	Digitalization payment	Abnormally regulated
Sirmour	Air, Road, Rail	Marginal	Digitalization payment	Abnormally regulated

Table 47. State's Major Take off Tourist Towns

Terminal Town	Accessibility	Infrastructure	Digitalization	Traffic Norms
Mandi	Road	Exuberant	Digitalization payment	Regulated
Solan	Road	Exuberant	Digitalization payment	Regulated
Kullu	Road	Better	Digitalization payment	Regulated
Bir-Billing	Road	Good	Digitalization payment	Regulated
Dalhousie	Road	Good	Digitalization payment	Regulated
Poanta Sahib	Road	Moderate	Digitalization payment	Abnormally regulated

Table 48. State's Major Terminal Tourist Towns

The average expenditure pattern of tourists shows that the maximum tourists represent the budget class travelers. However, adventure activities are most preferred choice of travelers followed by places of historic interest, visiting wartime memorials and monasteries. The community festivals in Chamba, Kullu and Mandi attract ethnic and culture-oriented tourists. Local people mainly offer accommodation facilities followed by the services of food and beverages, travel guide,

transportation, car rental, souvenir and handicrafts selling. A majority of the local people in all districts are voluntary, positive and participating in tourism activities. Villagers are the main stakeholder to promote eco-friendly tourism. Villagers in various districts have received financial support from state government to participate in tourism activities. In all districts the major threats caused by tourism is increased pollution, wildlife poaching, disappearance of medicinal plants, disruption of water bodies and deforestation.

Eco- tourism Unit	District	Ownership
Bio diversity Tourism & community advancement	Kullu	Community
Ananda project		
Aamod	Shimla	PPP
Camp Potter’s Hill		
Nature treat	Solan	
Pine Hills Eco Camps		
Sanawar Nature Camp		
Oakwood Hamlet	Shimla	Private
The Judge’s Court	Kangra	
Country Cottage Tea Garden Resorts		

Table 49. Existing Ecotourism Sites

The majority of villagers in the state believe that the state has a potential to showcase the local festivals, flora and fauna, water bodies, sacred pilgrimage places, historical and archaeological sites, local food and traditional healing medicines. But no collaboration between business enterprises, governments and local communities was perceived as hindrance. Mostly local staff members are recruited across various tourism services. However, majority of hired staff goes for the training in sales and marketing and in hygiene and sanitation. It is seen that maximum of the food supplies are taken from the local producers. The dairy products, food products and vegetables are supplied by local villagers.

The tourism season is a year-round business in all the districts and a majority of vendors run tourism activities both in peak and lean season. Trekking, pilgrimage, angling, cultural festival has a great potential to draw huge number of tourists. In all the six districts' vendors have undertaken conservation/reduction measures for water, waste and energy. All the vendors and tourism players motivate the tourists to purchase local produce, crafts, handicrafts and souvenirs to promote indigenous local produce and to support the local community. Vendors promote awareness and make tourists familiar with local available resources, natural flora and fauna, forest and wildlife. Even they support local projects like save the forests, save wildlife and campaigning for social causes. In view of this the state government has made efforts to streamline the conservation methods for the cleanliness of tourism places but much of the schemes due to poor coordination has failed to solve the problem of garbage disposable. The following model of waste disposal system suggested by organizations at the tourist places of respective districts may yield better results.

District	State Waste Disposal Authority	Private players
Kangra	Municipal Corporation	NGO's, Self-Help groups, local community.
Kullu	Municipal Council	NGO's, Self-Help groups, Tourism associations.
Shimla	Municipal Corporation	NGO's, Self-Help groups, local community, Tourism associations.

Chamba	Municipal Council	Self-Help groups.
Mandi	Municipal Corporation	NGO's, Self-Help groups.
Sirmour	Municipal Council	Self-Help groups.

Table 50. Methods of Waste disposal

Based on the Matrix Evaluation method, the following tourist destinations and circuits are proposed for eco-friendly and cost-effective tourism promotion.

Eco- friendly Tourism unit	District	Ownership
Bio diversity Tourism & community advancement	Kullu	Community
Ananda project		Forest Dept.
Great Himalayan National Park (GHNP).		
Aamod	Shimla	PPP
Camp Potter’s Hill	Solan	
Nature treat		
Pine Hills Eco Camps		
Sanawar Nature Camp		
Prasher Lake, Rewalsar Lake.	Mandi	Forest Dept.
Himalayan Nature Park, Potter’s Hill Van Vihar	Shimla	Private
Oakwood Hamlet	Kangra	
The Judge’s Court		
Country Cottage Tea Garden Resorts		
Dhauladhar Range, Pong Dam.		Forest Dept.
Renuka Wildlife Sanctuary.	Sirmour	Forest Dept.
Khajjiar-Kalatop Wildlife Sanctuary	Chamba	Forest Dept.

Table 51. Eco- Friendly Tourism unit and ownerships in Himachal Pradesh



Figure 27. Settlement Pattern at Kandi, Palampur

The following table provides appropriate information related to ‘Natural attributes’

District	Name of the place/village	Natural attributes	Activities	Support services	Probable Outcomes
Kullu	Bio-diversity Tourism & community advancement, GHNP, Gushaini	Dense forests, rich Flora & fauna, wildlife	Nature walks/Adventure, trekking, camping, bird watching, Photography, Angling	Non availability of standard hotels, Homestay in local architecture	Balance ecosystem
Solan	Nature Retreat	Leisure tourism/ adventure tourism	Soft trekking, Eco trails and nature walks	Shortage of outlets, handicrafts emporium	Opportunities of seasonal jobs
	Pine hills Eco camps	Landscapes and forests	Adventure and camping	Sufficient	Opening the region for alternative Tourism activities
	Sanawar Nature Camps	Adventure activities, Nature walks, temples and monastries	Camping, nature walks, in house adventure activities.	No hotel and bungalows, Forest running eco-site,	Possibility of strengthening the value chain system
Shimla	Aamod	Dense forests, Flora & fauna.	Bird watching, Photography, Temple, nature walks and adventure activities.	Shortage of outlets, handicrafts emporium, No hotel and bungalows,	Opening the area for a number of tourist activities thus helpful to increase the length of tourists stay
Chamba	Dalhousie-Khajjiar	Khajjiar lake, Wildlife sanctuary, Dense Forest.	Adventure/ Leisure Tourism, trekking, camping, nature walks	Shortage of outlets, handicrafts emporium, PWD, Forest guest house available.	Opportunities to make the local people self reliant
	Bharmour	Beautiful lake, agro tourism, beautiful landscapes, Temples.	Pilgrimage tourism, Adventure tourism, rural tourism	No hotel and bungalows, No tour and travel operators, No availability of standard hotel, PWD, Forest guest house available.	Community involvement in tourism industry

Kullu	Bahu-Gadagushaini	Beautiful lake, green and dense forests	Adventure tourism/nature-based activities and cultural tourism	No availability of standard hotel, PWD, Forest guest house	Keeping the lake conserved and free from pollution lake
	Tirthan- GHNP	Dense forests, rich flora and fauna, nature trails	Adventure/ Pilgrimage Tourism	No availability of standard hotel, PWD, Forest guest house	Extra job opportunities through eco tourism and conservation of flora and fauna

Table 52. Natural Attributes of various Ecotourism Destinations

Proposed additional vocational occupation for Community Involvement:

Amenities and facilities for eco-friendly tourism and cost-effective tourism have been suggested in the following table:

Name of the destination	Proposed facility/ Activity
Dalhousie -Khajjar	Handicraft/Souvenir emporium/outlets, Museum (in perspective of the temples and local art work), Cultural theatre, Guides/scouts, Camping/Trekking.
Bharmour	Handicraft/Souvenir emporium/outlets, Museum (in perspective of the temples and local art work), Cultural theatre, Meditation centre, Crop farm tour, Apple orchard tour, Pilgrimage Centre, Local festivals (Showcasing local culture, folks & art forms of the region)
Holi	Guides/scouts, Apple orchard tour, Camping/Trekking, Local festivals (Showcasing local culture, folk & art forms of the region)
Tissa	Pilgrimage centre, Guides/scouts, Crop farm tour, Apple orchard tour, Camping/Trekking, Local festivals (Showcasing local culture, folks & art forms of the region)
Bahu-Gadagushaini	Handicraft/Souvenir emporium/outlets, Meditation centres, Guides/scouts, Crop farm tour, Apple orchard tour, Camping/Trekking.
Tirthan-GHNP	Museum, Cultural theatre, Meditation centre, Guides/scouts, Apple orchard tour, Camping/Trekking, Environmental awareness program for tourists, Local festivals
Shangarh (Sainj)	Pilgrimage Centre, Meditation centre, Guides/scouts, Crop farm tour, Camping/Trekking, Environmental awareness program for tourists.

Table 53. Amenities and facilities for eco-friendly tourism and cost-effective tourism

How to proceed ahead?

In order to promote quality eco-friendly tourism, efforts are to initiated with the cooperation of all stakeholders as suggested in the following table:

Institutional arrangement	To assist Himachal Pradesh Eco-Tourism society (HP ECOSOC) to deliver the mission and objectives of the policy and facilitate PPP initiatives at identified locations.
Awareness and capacity building	To inculcate the spirit of environmental awareness among tourist and local people and develop modules for training for nature guides and Community Based Organisations (CBO).
Community Involvement	To extend maximum benefit to the local community, Eco-clubs and Self-Gelp Groups (SHG's).
Interlinkages	To make effective linkages and network with private players, other partners, stakeholders and concerned departments
Digital marketing	Platform for effective digital marketing through websites and linkages for reservations and bookings and tie-ups with organisations, entities, tour operators, travel agents, hoteliers. Popularizing eco-tourism destinations during fairs and festivals, marketing of Forest Rest Houses under eco-tourism

Table 54. Development approach for Eco-friendly and Cost effective -Tourism

District	Tourism avenues	Cities/places	Core product
Kangra	Medical Tourism	Dharamshala (Dr. Yeshi Dhonden cancer Treatment clinic and Sorig Tibetan Herbal clinic)	Tibetan medical treatment using natural herbs and plants found in lower and upper Himalayas
	Adventure Tourism	Dharamshala, Bir-Billing, Palampur, Pong Dam	Paragliding, Trekking and Camping.
	Snow Tourism	McLeodganj(Dharamshala), Barot, Rajgundha, Bada Bhangal.	Snowline, Mighty Dhauladhar Range, various passes to go Chamba and Bharmour
	Lake Tourism	Dharamshala	Dal lake, Kareri lake Nagdal, Lamdal, Chanderkup, Kalikund, Nagara Dal and many unnamed lakes
	Wildlife Tourism	Dhauladhar Wildlife Sanctuary	Beautiful Monals, Himalayan Black Bear, Ibex, wild Goats and many other species of the wild animals.
	Agro-tourism	Dharamshala, Palampur	Tea plantations, tea estates rides and outlets.
Kullu	Adventure Tourism	Manali, Kullu, Kheerganga, Larji, Banjar-Jibhi, Sainj, Bahu-Gadagushaini.	Paragliding, Trekking and Camping.
	Snow Tourism	Solang-Valley, Rohtang Pass, Jalori Pass, Naggar, Tosh, Sarchi	Pir-Panjal range, passes for movement to Kangra, Chamba, Lahaul, Spiti

	Lake Tourism	Manali, Shoja, sainj	Bhrigu lake, Serolsar lake, Pundrik Lake.
	Wildlife Tourism	Great Himalayan National Park (GHNP)	Himalayan, Brown and Black Bears, western Trangoan, Snow Leopard, Ghoral, Ibex, etc
	Agro-tourism		Apple orchards and farms
Chamba	Adventure Tourism	Dalhousie, Bharmour, Pangi	Trekking and Camping
	Snow Tourism	Dalhousie, Holi, Tissa	Kugti pass, Kalichoo pass etc
	Lake Tourism	Bharmour, Dalhousie, Pangi	Khajjiar lake, Gadasru lake, Manimahesh lake.
	Wildlife Tourism	Khajjiar-Kalatop wildlife Sanctuary.	Home of Himalayan Brown and Black Bear, Monals, Himalayan Birds.
	Agro-tourism	Kugti	Organic farms (Pulses)
Shimla	Adventure Tourism	Kufri, Chail, Naldera, Narkanda, Tatapani(Karsog)	Adventure sports (Rock Climbing, Rappelling) Trekking and Camping
	Agro-tourism		
	Lake Tourism	Rohru, Narkanda	Chandernahan lake, Jubbar lake
	Snow Tourism	Kufri, Chail, Narkanda	Shimla Ice Skating Club, snow Sports in Kufri, Narkanda
	Wildlife Tourism	Daran Ghati Sanctuary	Flyfox, Himalyan ibex, Blue Sheep, Giant flying squirrel, Musk Deer, etc.
Mandi	Adventure Tourism	Janjheli, Shikari Devi, Shetti dhar (Seraj)	Trekking and Camping, Pilgrimages.
	Agro-tourism		Apple orchards
	Lake Tourism	Prasher, Sundernagar, Rohanda.	Rewalsar lake, Kamrunag lake, Sundernagar lake, Prasher lake.
	Wildlife Tourism	Nargu wildlife Sanctuary	Himalayan Monals
Sirmour	Adventure Tourism	Churdhar,	Trekking and Camping, pilgrimages.
	Lake Tourism		Renuka lake
	Wildlife Tourism	Renuka wildlife Sanctuary	Famous for Himalayan Tahr

Table 55. Measures for the Sustenance of Natural Resources

Jammu and Ladakh

Jammu region attracts a large number of pilgrims for Mata Vaishno Devi Shrine. The other places are Shiv Khori, Sukhrala Mata and Shahdra Sharief. Newly identified and emerging destinations in Jammu are Baderwah, Rajouri, Doda, Udhampur, Poonch and Kathua. Total tourist arrivals to Jammu division reached 34. 348 lakh in 2017 it accounted for around 6.98% of GDP.

Take off Town	Connectivity	Infrastructure	Digitalization	Traffic Norms
Jammu	Air, Road, Rail	Exuberant	Digitalization payment	Abnormally regulated
Udhampur	Road, Rail	Moderate	Digitalization payment	Abnormally regulated
Reasi	Road, Rail	Moderate	Digitalization payment	Abnormally regulated
Leh	Air , Road	Moderate	Digitalization payment	Abnormally regulated

Table 56. State's Major Take off Tourist Towns

Take off Town	Connectivity	Infrastructure	Digitalization	Traffic Norms
Kathua	Road, Rail	Moderate	Digitalization payment	Abnormally regulated
Reasi	Road	Moderate	Digitalization payment	Abnormally regulated
Udhampur	Road, Rail	Moderate	Digitalization payment	Abnormally regulated
Rajouri	Road	Marginal	Digitalization payment	Abnormally regulated
Doda	Road	Marginal	Digitalization payment	Abnormally regulated
Leh	Air , Road	Moderate	Digitalization payment	Abnormally regulated

Table 57. State's Major Terminal Tourist Towns

The tourism sector has been identified as one of the key sectors for driving the economic growth of UT of J & K and UT of Ladakh. The Government of India aims at positioning Jammu & Kashmir and Ladakh as a sustainable tourism destination because of its natural landscape, vibrant culture, historical monuments, friendly local people and green environment. The tourism sector in the UT of Jammu & Kashmir and UT of Ladakh has a huge employment potential for skilled persons as well as for people without any specialized skills such as guides, sledgewallas, ponywallas, etc. Major thrust areas for tourism promotion in UT of Jammu & Ladakh are presented in Figure 2.

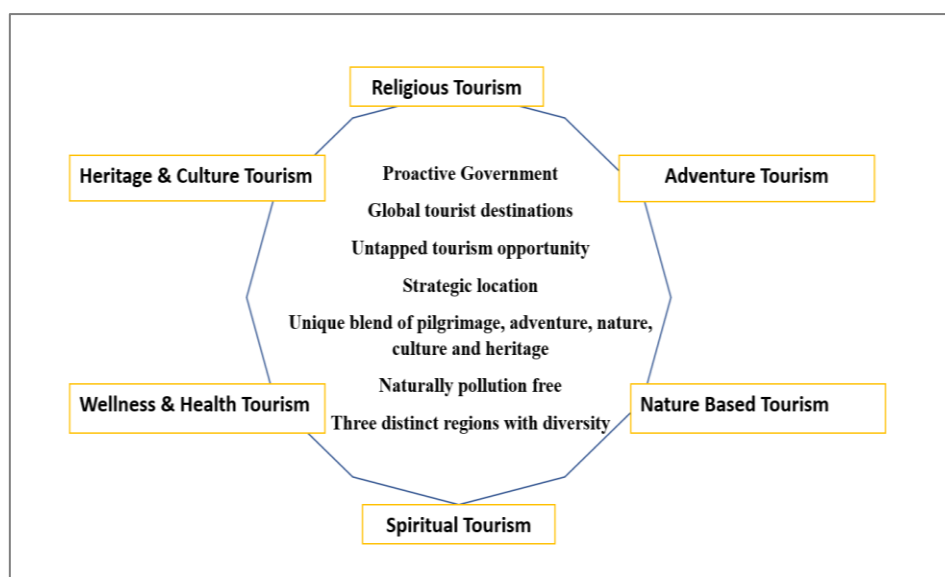


Figure 28. Thrust Areas for Tourism Promotion

Key initiatives undertaken by the Government

- **J & K Tourist Village Network** initiative under the Mission Youth which aims at rejuvenating and transforming more than 75 villages in the Union Territory and promoting tourism and sustainable employment for the youth.
- Hospitality tech company **OYO** partnered with the Jammu and Kashmir administration to launch a rural tourism initiative, '**Crown of Incredible India**', across the UT to give a boost to the distressed tourism industry and turn the youth into start-up entrepreneurs.
- 35 projects have been proposed to be incorporated in the **Externally Aided Projects (EAP)** under **NABARD**
- In a mega push to promote ecotourism in Jammu and Kashmir, **7 New Trekking Routes** in various wildlife protected areas have been identified.
- Development and promotion of tourism in Leh under **Vision 2050 for UT of Ladakh**.
- The government has designated ecotourism as a '**thrust industry**' in Jammu & Kashmir. A range of incentives are available for ecotourism projects such as hotels, resorts, spas, entertainment/amusement parks and ropeways.
- 7 projects worth Rs. 594 Crores sanctioned for J&K and Ladakh under **Swadesh Darshan** and **PRASHAD** Schemes.
- The Ministry of Tourism, Government of India developed an initiative called **SAATHI (System for Assessment, Awareness & Training for Hospitality Industry)**.
- The Prime Minister has urged people to visit 15 domestic tourist destinations by 2022.
- The Ministry of Tourism launched the **Dekho Apna Desh** webinar series to educate viewers on various destinations and showcase the sheer depth and expense of Indian culture and heritage.

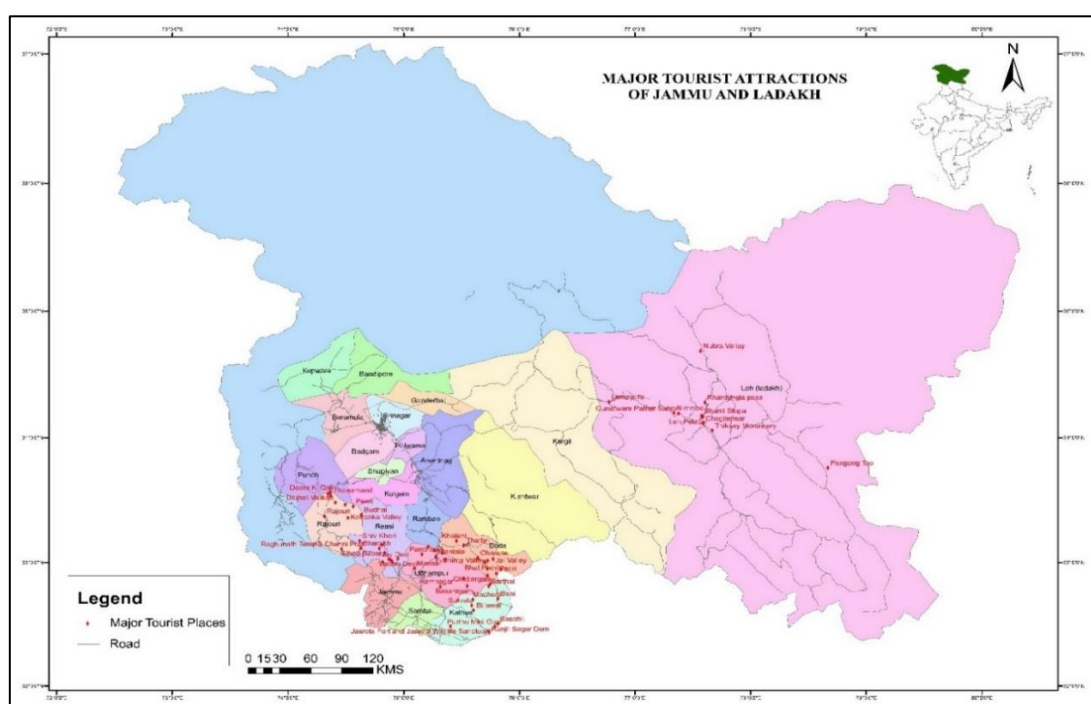


Figure 29. Map showing Major Tourist Attractions of Jammu and Ladakh

District	Tourism Circuit (TC)-1	Tourism Circuit (TC) -2	Tourism Circuit (TC)-3
Kathua	Jasrota fort and Jasrota Wildlife Sanctuary-- Ranjit Sagar Dam- Purthu (Mini Goa)	Basholi-Bani-Sarthal Chattergala pass	Basholi-Billawar (Ballasundri and ancient Mahadev Temple)-Sukrala Mata-Machedi
Reasi	Vaishno Devi (Katra)- Nau Devi- Baba Dhansar- Dera Baba Banda Bhadur- Aghar Jittoo	Bhimgarh fort-Sihad Baba- Salal Dam- Gurudwara Singh Sabha Bharakh-Shiv Khori	Not Applicable
Udhampur	Udhampur town- Pancheri- Patnitop- Nathatop- Sansar- Shankhpal trek and temple	Patnitop-Kud-Sudhmahadev-Mantalai	Mansar- Ramnagar- Dudu- Basantgarh
Rajouri	Raghunath temple at Channi Parat- Rajouri town- Thanamandi- Shahdara Sharif- Dera ki Gali	Rajouri town-Darhal Malkan-Parori Gujran-Peer-Koteranka valley- Budhal	Thathri- Chanote- Bhaderwah town- Kailash kund
Doda	Khaleni- Gatha Lake Park- Nalthi park- Padri- Bal Padri	Bhaderwa town-Chinta valley-Jai Valley	Not Applicable
Leh	Lamayuru- Nimmoo- Gurudwara Pathar Sahib- Leh Palace- Shanti Stupa- Choglamsar	Shey monastery-Thiksey monastery- Hemis Gompa-Pangong Tso Lake	Leh town- Khardungla Pass- Nubra Valley

Table 58. Major Tourism Circuits of the Identified Eco-friendly Destinations

District	TC	Strength	Weakness	Opportunity	Threats
Kathua	TC-1	Scenic beauty, natural heritage and built heritage	Touristic potential but not developed	Water sports-based adventure tourism, wildlife tourism, Heritage tourism	Hard waste, littering, pollution
	TC-2	Climate, natural heritage, Handicrafts, School of Bashohli Painting, Handloom, Fishing	Poor road condition Underdeveloped infrastructure	Creative tourism, water based adventure sports	Negative impacts of tourism
	TC-3	Ancient heritage and natural heritage	Underdeveloped infrastructure	Rural Tourism	Negative impacts of tourism
Reasi	T.C.1	Pilgrimage sites	Underdeveloped infrastructure	Economic thrust to all the villages which pass through the circuit	Natural calamity if going beyond carrying capacity
	T.C.2	Heritage, natural and pilgrimage tourism	Underdeveloped infrastructure	Water based adventure tourism on Chenab river and Salal dam lake, Wellness tourism	Natural calamity if going beyond carrying capacity
Udhampur	T.C.1	Scenic beauty of the landscape and its natural heritage	Underdeveloped infrastructure	Pilgrim traffic can be diverted to these circuits with increasing infrastructure facilities at par with national level standards	Natural calamity if going beyond carrying capacity

	T.C.2	Natural beauty, pilgrimage tourism, leisure tourism	Underdeveloped infrastructure	Wellness tourism	Natural calamity if going beyond carrying capacity
	T.C.3	Natural beauty, heritage	Underdeveloped infrastructure	Adventurous tourism at Dudu and Basantgarh, leisure tourism, fishing, bird watching.	Natural calamity if going beyond carrying capacity
Rajouri	T.C.1	Heritage tourism corridor	Underdeveloped infrastructure	Village tourism	Lack of peace along the LoC
	T.C.2	Natural tourism	Underdeveloped infrastructure	Wellness tourism	Lack of peace along the LoC
Doda	T.C.1	Natural Beauty along interstate highway between J&K and H.P (Chamba)	Underdeveloped infrastructure	Road side tourism between J&K and H.P	Pollution and overcrowding a threat if the road tourism is not well managed
	T.C.2	Natural beauty	Underdeveloped infrastructure	Wellness, adventure, agro, leisure	Possible adverse tourism impacts
Leh	T.C.1	Natural Heritage of the cold desert and Built heritage	Under development	Unique experience of climate and heritage, Agro tourism	Threat exists to the environment due to negative impacts of tourism
	T.C.2	Natural Heritage and Built heritage of the monasteries	Under development	Cultural and heritage, adventure tourism	Demonstration effect can act as the possible threat.
	T.C.3	Natural heritage	Under development	Adventure tourism in the Nubra valley	Overcrowding and pollution

Table 59. SWOT analysis of the identified Eco- Friendly and Cost-Effective Tourism Circuits

Tourism Profile: Tourism is one of the key sectors in Ladakh, contributing significantly to revenue generation, job creation, and overall regional growth. Tourism contributes 50 % of the GDP of Ladakh (NITI Aayog, 2020). In the Union Budget 2020-21, the government allocated Rs. 47.50 crore (US\$ 6.2 million) for the tourism sector. However, based on the field survey it was revealed that Internet has emerged as the second most popular source of information for (27.20 %) tourists. 11 % of tourists collected information from travel agencies. (16%) visited for walking and nature, ecotourism (15%), spiritual holiday (15%), work relaxing (13%), cultural holiday (11%), active holiday (7%), festival (8%), honeymoon (7%), and family visit (5%). It is evident that Jammu and Ladakh regions have something to offer to tourists of all types. Managing tourists' expectations is also a critical concept in tourism businesses for developing new products and services that meet and exceed those expectations. During their trip, half of the respondents (50%) exceeded their predetermined expectations. Regarding the length of stay of the tourists, 91.7% % of respondents stayed for less or equal to seven days followed by 6.4% respondents who stayed for 8-14 days. About 2 % of respondents stayed 15-21 days in Jammu and Ladakh. The number of respondents who stayed in Jammu and Ladakh for 15-21 days is relatively less in number. Therefore, necessary initiatives may be taken to increase the duration of stay of tourists in Jammu and Ladakh so that economic, social and environmental benefits of promoting tourism could be reaped. The activities which appeal the most to respondents during their visit include trekking and hiking (33.7 %) followed by biodiversity related activities (18 %), local community festivals (15.2 %), wartime places, memorial, monastery, international border (13.5%) , golfing, river-rafting, angling (12.5 %) and high-altitude lakes, stream (7.2 %). Respondents (Table 5) rated the facilities on a scale of Poor, Average, Good, Very Good and Excellent. Majority of vendors (85%) think that profits of their business go back to the local community. 80 % vendors source their supplies from local communities and thereby help in empowering local communities directly. Water, waste, and energy conservation and preservation measures were implemented by 86% of vendors. Only 6 % vendors offered incentives to their staff for using public transports. The majority of vendors (85%) trained their employees to be environmentally responsible. Vendors use a variety of methods to reduce waste, water, and energy, including disposing of garbage through Municipality department personnel (53%), introducing LED bulbs (39%), and recycling used water in kitchen gardens (8 %). 73 % of vendors expressed a strong desire to plant indigenous species of trees or shrubs in their area. Regarding the potential scope of various tourism related activities at destinations, 31.3 % vendors suggested bicycle rally as potential tourism activity followed by trekking (30.7 %), pilgrimage (22.8 %), car rally (11.7 %) and angling (3.5 %). Regarding the social responsibility of the local vendors at the destination, 85 % vendors encourage their clients to purchase local products to supporting the local community. 65 % villagers mentioned that their village has the potential to develop tourism but lack of professional training (29.6%), language limitations (25.1%), lack of communication skill (21.3%), knowledge on tourism (11.1%), information (9.5%), and experience in working in tourism (3.4%) hampered it. Nearly 52 % of villages participated in local tourism activities voluntarily and felt that local tourism authority should create a positive working environment for local residents (27.7%), policies (15.8%), cooperate with domestic and foreign organizations for developing local capacity (5.2%), measures to preserve the cultural values of (9.9%) to protect the communities (41.4%).

Proposed Tourism Circuit for Eco-friendly and Cost-Effective Tourism Development in Jammu and Ladakh Region

Religious, historical, Cultural and natural heritage of Jammu and Ladakh provide a huge potential for development of tourism and job creation. In due recognition of this potential, following Eco-friendly and Cost-Effective Tourism Circuits are being proposed:

District	Proposed Tourism Circuit
Kathua	Basohli- Bani-Sarthal-Chattergala Pass
Reasi	Bhimgarh Fort-Sihad Baba-Salal Dam-Gurudwara Singh Sabha Bharakh-Shiv Khori
Udhampur	Mansar- Ramnagar- Dudu- Basantgarh
Rajouri	Raghunath Temple- Rajouri Town- Thanamandi- Shahdara Sharif- Dera ki Gali
Doda	Khaleni- Gatha Lake Park- Nalthi Park- Padri - Bal Padri
Leh	Lamayuru- Nimmoo- Gurudwara Pathar Sahib- Leh Palace- Shanti Stupa- Choglamsar

Table 60. Proposed tourism Circuits in Jammu and Ladakh Region



Figure 30. Lanscape around Sarthal in Jammu region

Dest inati	Tourism Circuit	Available Activities for Budget Tourists
Kathua	Basohli-Bani-Sarthal-Chattergala pass	Creative tourism has strong resources like Pashmina craft and miniature painting famously known as Basohli painting, angling in Sewa River, trekking & camping, tribal tourism
Reasi	Bhimgarh Fort-Sihad Baba-Salal Dam-Gurudwara Singh Sabha Bharakh-Shiv Khori	Nature walk, heritage walk, bird watching, trekking routes to various villages, wildlife sanctuary, water fall, good picnic spot on way to the circuit, sulphur spring can be promoted for wellness tourism, handicraft of straw & bamboo and clay, ethnic food

Udhampur	Mansar-Ramnagar-Dudu- Basantgarh	Lake, wild life, religious pilgrimage, boating, nature walk, heritage trail, ethnic food, trekking, angling, nature camp, mountaineering, cultural exposure at village, spiritual tourism, angling, organic farming, medicinal plants
Rajouri	Raghunath Temple- Rajouri Town- Thanamandi-Shahdara Sharif- Dera ki Gali	Pilgrimage, cultural exposure at village, nature walk, trekking, camping, ethnic food and photography
Doda	Khaleni- Gatha Lake Park- Nalhti Park- Padri - Bal Padri	Camping, trekking, picnic spot, nature trail
Leh	Lamayuru- Nimmoo- Gurudwara Pathar Sahib- Leh Palace- Shanti Stupa- Choglamsar	Lamayuru is known for its monastery, and “lunar” landscape – quaintly promoted as a “Moonscape” for tourists, Visitors can also see the glassed-in meditation cave of the Lama Naropa, The annual festival Yuru Kabgyat is the major attraction of the monastery, Mask dance by the lama, pilgrimage site, sightseeing, Meditation centre, Rural lifestyle, cultural immersion with Monks and their lifestyle

Table 61. Cost-effective Tourism Destinations and Available Activities for Budget Tourists

Destination (Tourism Circuit)	Specific Products or Services	USPs
Kathua (Basohli-Bani- Sarthal- Chattergala pass)	1). Pashmina craft and miniature painting famously known as Basohli painting 2). Lake formation due to the Ranjit Sagar dam	1). Creative tourism 2). Water based adventure sports
Reasi, (Bhimgarh Fort- Sihad Baba-Salal Dam- Gurudwara Singh Sabha Bharakh-Shiv Khori)	1). Sulphur spring can be promoted for wellness tourism, 2). Chenab river and Salal dam lake 3). Water fall 4). Handicraft of straw, bamboo and clay	1). Wellness tourism 2). Water based adventure tourism
Udhampur (Mansar-Ramnagar- Dudu- Basantgarh)	1). Lake 2). Wild life 3). Organic farming and medicinal plants	1). Adventurous tourism 2). Leisure tourism 3). Agro-rural tourism
Rajouri (Raghunath Temple- Rajouri Town- Thanamandi- Shahdara Sharif- Dera ki Gali)	1). Heritage tourism corridor 2). Nature walk 3). Cultural exposure at village	1). Rural tourism 2). Nature based tourism

Doda (Khaleni- Gatha Lake Park- Nalathi Park- Padri - Bal Padri)	1). Snow-capped Himalayas 2). Lush green meadows 3). Natural beauty along interstate highway between J&K and H.P (Chamba) 4). Adventure-sports	1). Nature based tourism 2). Adventurous tourism
Leh (Lamayuru- Nimmoo- Gurudwara Pathar Sahib- Leh Palace- Shanti Stupa- Choglamsar)	1). “Lunar” landscape–quaintly promoted as a “Moonscape” for tourists 2). Monastery 3). The annual festival known as Yuru Kabgyat is the major attraction of the monastery 4). Mask dance by the lama 5). Pilgrimage site	1). Experimental journey to Leh make tourist a storyteller 2). Unique experience of climate and heritage 3). Cultural immersion with Monks and their lifestyle

Table 62. Unique Selling Propositions (USPs) of Eco-friendly Destinations

Situation of Physical and Digital Accessibilities and Connectivity	Action Plan
<ul style="list-style-type: none"> Minimal inter-state and intercity public transport by road Lack of reliable and quality transport facilities by road and air Lack of public transport infrastructure – terminals, depots, stop/shelters and other passenger and staff facilities Prices of transport are relatively high Lack of roadside infrastructure for convenience of road users Only 1 Airport operating limited Commercial Flights in Jammu Only 2 roads connecting Ladakh to the rest of India, with limited access during winter season Only 1 Airport operating limited Commercial Flights in Leh Insufficient infrastructure for safety and tracking of tourists Unavailability of dynamic and interactive webpage for promotion of Eco-friendly tourism Limited Branding and Media reach 	<ul style="list-style-type: none"> Improvement of last mile connectivity Upgradation in capacities of regional road network Connecting all destinations with all weather roads Parking facility for both buses and private vehicles Signages (both directional and information) Development of allied infrastructure Transition to sustainable mode of transportation: Electric and LNG for carbon neutrality SMART technologies for operation, management and monitoring Digital payment mechanism for public transport Dynamic and interactive webpage for visitors and stakeholders to provide real time information and project eco- friendly image of Jammu and Ladakh

Table 63. Physical and Digital Accessibilities and Connectivity

Suggested Attractions and Activities

Name of the destination	Accessibility		Activities		
	Rail	Road	Attraction	General	Specific
Basohli (Kathua)	Kathua & Jammu	Connected with NH-44 150.3 kms from Jammu	Beautiful green hilly landscape, Lake formation due to the Ranjit Sagar dam	Nature based tourism	Cultural tourism as the place has strong resources like Pashmina craft and miniature painting famously known as Basholi painting
Bani (Kathua)	Kathua & Jammu	85 Kms from Basohli	Valley surrounded by hills and mountain, Sewa River	Nature based tourism, Rural tourism	Potential for angling in Sewa River Soft adventures like trekking
Sarthal (Kathua)	Kathua & Jammu	36.9 Kms from Bani	Meadow Surrounded by mountain, Streams, thick forest	Rural tourism, Nature Walk	Trekking, Camping
Chattergala pass (Kathua)	Kathua & Jammu	20 Kms from Sarthal	Picturesque area surrounded with thick forest, wild life	Photography camping	Trekking, Tribal tourism due to the presence of Nomads
Bhimgarh fort (Reasi)	Katra Railway station. Railway line upto Reasi is under construction	NH144 65.3 Kms from Jammu	Hill top	Nature walk , Heritage walk	Bird watching, Photography, Sightseeing of the scenic beauty, Wildlife sanctuary
Sihad Baba (Reasi)	Katra Railway station. Railway line upto Reasi is under construction	8.6 Kms and takes 20 min NH144	Water fall	Nature walk and sight seeing	Good picnic spot

Salal Dam (Reasi)	Katra Railway station. Railway line upto Reasi is under construction	6.6 Kms	Lake Landscape	Fisheries and Agritourism	Sulphur spring Can be promoted for wellness tourism, Trekking routes to various villages
Gurudwara Singh Sabha Bharakh (Reasi)	Katra Railway station. Railway line upto Reasi is under construction	NH144	Natural Landscape	Nature tourism	Handicraft of straw and bamboo and clay, Ethnic food
Shiv Khori (Reasi)	Katra Railway station. Railway line upto Reasi is under construction	19.7 kms from the Gurudwara Singh Sabha Bharakh	Mountains, Natural Cave	Nature tourism	Scope of trekking, Ethnic food
Mansar (Udhampur)	Udhampur railway station	45.4 Kms from Jammu	Lake and Wild life	Nature walk	Boating
Ramnagar (Udhampur)	Udhampur railway station	55.8 kms via Udhampur Dhar road	Beautiful landscape	Farming Milk and milk products	Heritage tourism Ethnic food (e.g. Kaladi, gol gappai, rajma chawal, ambal)
Dudu (Udhampur)	Udhampur railway station	62.1 kms via Ramnagar road	Hills, Beautiful landscape, Water stream	Nature walk Religious significance due to Naag temple and Suryaputri Tawi	Ecotourism
Basantgarh (Udhampur)	Udhampur railway station	From Dudu, Basantgarh is 19.7 kms	Hills , Beautiful landscape	Nature walk	Trekking
-Raghunath temple at Channi Parat (Rajouri)	Nil	About 90.7 kms from Jammu	Beautiful scenic view	Rural life style	Pilgrimage, Potential of rural tourism
Rajouri town (Rajouri)	Nil	144 kms away from Jammu	Beautiful landscape	Nature walk	Trekking, Camping, photography

Thanamandi (Rajouri)	Nil	21.7 km away from Rajouri town	Pastures/meadows	Nature walk	Trekking route of nomads since ages, Scope for tribal tourism
Shahdara Sharif (Rajouri)	Nil	5.9 Kms from Thanamandi	Bowl shape mountainous landscape, Water stream	Nature walk , Pilgrimage	Trekking, Camping, Ethnic food
Dera ki Gali (Rajouri)	Nil	18 kms from Shahdara Sharif	Scenic beauty Surrounded by Pir Panjal mountains	Nature walk	Trekking of Nomads, Potential for tribal tourism, Potential for recreating Mughal road caravan and Sunrise and sunset view point
Khaleni (Doda)	Nil	180 Kms away from Jammu	Beautiful landscape with garden	Picnic Spot	Camping, Trekking
Gatha lake Park (Doda)	Nil	15 kms on Doda Bhaderwah road	Scenic Lake, Water stream, Wildlife	Picnic spot	Camping, Photography, Leisure tourism
Nalhi park (Doda)	Nil	7.2 Kms via university road	Beautiful landscape with park		
Padri (Doda)	Nil	30.5 kms on Bhaderwah Chamba road	Large Meadow, Beautiful landscape	Seasonal camping of nomads	Soft adventure tourism for camping and trekking
Bal Padri (Doda)	Nil	3.7 Kms Via Bhaderwah Chamba road	Large Meadow, Beautiful landscape	Seasonal camping of nomads	Soft adventure tourism for camping and trekking
Lamayuru (Leh)	Nil	580 kms from Jammu 125 KM from Leh	Famous as moonland. and unique Landscape, Naturally pollution-free, High- altitude cold desert, Remote mountain beauty	Photography paradise, Rural lifestyle,	Trekking, Homestays Experiential tourism

Nimmoo (Leh)	Nil	80.5 kms from Lamayuru	River Indus and Zaskar river confluence point Sindhu Darshan Surrounded by Rocky Mountains Magnetic hills, High-altitude cold desert, Remote mountain beauty	Slate stone mining,	River rafting, Mountain biking (MTB), Famous Trekking (e.g. chilling), Experiential tourism
Gurudwara Pathar Sahib (Leh)	Nil	10.8 kms	Small water body surrounded by Rocky Mountains, Scenic landscape, naturally pollution-free	Prayers and worship	Pilgrimage site, Photography, Sight seeing, Experiential tourism
Leh Palace (Leh)	Nil	24.8 kms	Highest viewpoint, naturally pollution-free, High-altitude cold desert	Culture and heritage tourism	Cultural and heritage tourism, photography, Experiential tourism
Shanti Stupa (Leh)	Nil	3.4 kms	Leh viewpoint, Naturally pollution-free	Meditation centre	Spiritual tourism, Experiential tourism
Choglamsar (Leh)	Nil	10 kms From Shanti Stupa	Located on the banks of Indus River, naturally pollution-free, High-altitude cold desert Remote mountain beauty	Rural lifestyle, Village life	Experiential tourism

Table 64. Destinations recommended for Eco-friendly and Cost-effective Tourism in Jammu and Ladakh

Eco-friendly and Cost-Effective Tourism Destinations	Tourism Products	Suggested Action plan	Probable Outcomes
Kathua 1. Basohli 2. Bani 3. Sarthal 4. Chattergala pass	1.Creative tourism bases on strong resources like Pashmina craft and miniature painting famously known as Basohli painting 2.Angling in Sewa River 3.Trekking & camping 4.Tribal tourism	1.Preservation and promotion of creative resources of the place 2.Skill Development Centre 3.Improvement of last mile connectivity 4.Development of touristic and allied infrastructure 5.Create a safe, secure, and inviting environment for tourists	1. Sustainable livelihood 2. Sustainable employment creation for the youth and women 3. Indigenous knowledge systems 4. Job creation
Reasi 1. Bhimgarh Fort 2. Sihad Baba 3. Salal Dam 4. Gurudwara 5. Singh Sabha 6. Bharakh 7. Shiv Khori	1.Nature walk 2.Heritage walk 3.Bird watching 4.Trekking routes to various villages 5.Wildlife sanctuary 6.Water fall 7.Picnic spot 8.Sulphur spring can be promoted for wellness tourism 9.Handicraft of straw & bamboo and clay 10.Ethnic food	1.Capacity-building programs 2.Youth and women entrepreneurship 3.Improvement of last mile connectivity 4.Development of touristic and allied infrastructure	1.Entrepreneurial opportunities 2. Social and community development 3. Sustainable employment creation for the youth and women 4. Job creation
Udhampur 1. Mansar 2. Ramnagar 3. Dudu 4. Basantgarh	1.Lake 2.Wild life 3.Religious Tourism 4.Boating 5.Nature walk 6.Heritage trail 7.Ethnic food 8.Trekking 9.Angling 10.Nature camp 11.Mountaineering 12.Cultural exposure at village 13.Spiritual tourism 14.Angling 15.Organic farming 16.Medicinal plants	1.Eco-friendly infrastructure development 2.Rural tourism project development 3.Capacity-building programs 4.Youth and women entrepreneurship development 5.Develop multi-modal seamless transport connectivity 6.Development of touristic and allied infrastructure	1.Community-based ecotourism project development 2. Strengthen the rural economy through community entrepreneurship 3.Sustainable development 4.Creation of jobs and new business opportunities
Rajouri 1. Raghunath Temple	1.Pilgrimage 2.Cultural exposure at village 3.Nature walk	1.Eco-friendly infrastructure development 2.Development of touristic and allied infrastructure	1. Empowerment of youth and women by providing direct and

2. Rajouri Town 3. Thanamandi 4. Shahdara Sharif 5. Dera ki Gali	4.Trekking 5.Camping 6.Ethnic food 7.Photography .	3.Capacity-building program 4.Create a safe, secure, and inviting environment 5.Develop multi-modal seamless transport connectivity	indirect employment opportunities. 2. Community Owned Enterprise development 3..Eco-tourism projects
Doda 6. Khaleni 7. Gatha Lake Park 8. Nalhi Park 9. Padri 10. Bal Padri	1.Camping 2.Trekking 3.Picnic spot 4.Nature trail	1.Development of touristic and allied infrastructure 2.Improvement of last mile connectivity 3.Capacity-building program 4.Sustainable resource management 5.Create a safe, secure, and inviting environment for tourists 6.Develop multi-modal seamless transport connectivity	1. Creation of sustainable livelihood through Community-based Tourism Enterprises 2. Sustainable employment creation for the youth and women 3. Conservation and preservation of natural resources 4. Community Owned Enterprise development
Leh 11. Lamayuru 12. Nimmoo 13. Gurudwara 14. Pathar Sahib 15. Leh Palace 16. Shanti Stupa 17. Choglamsar	1.Monastery 2.“Lunar” landscape – quaintly promoted as a “Moonscape” for tourists 3.Meditation cave of the Lama 4.The annual festival Yuru Kabgyat 5.Mask dance 6.Pilgrimage site 7.Meditation centre 8.Rural lifestyle 9.Cultural immersion with Monks and their lifestyle	1.Upgradation in capacities of regional road network 2.Improvement of last mile connectivity 3.Capacity-building program 4.Development of allied infrastructure 5.Create a safe, secure, and inviting environment for tourists 6.Develop multi-modal seamless transport connectivity 7.Sustainable agriculture development	1. Empowering youth and women by providing direct and indirect employment opportunities. 2.Community Owned Enterprise development 3. Resource efficiency 4. Sustainable development aspects of the region

Table 65. Tourism Products, Infrastructure, Suggested Action Plan and Probable Outcomes

Kashmir

Kashmir is known for its natural beauty and thus an ideal tourist destination for all age group of tourists. Its historic gardens and dal lake attract the tourist from far and wide. Thousands of people visit Kashmir for fun, recreation and adventure. However, the state has not made any significant changes in the planning and development due to insurgency. However, with the efforts of the Government of India and State tourism, the tourism industry has picked up and efforts are being made to open Kashmir not only for recreation tourism but also for the eco- friendly tourism. The state government drafted the ecotourism policy in 2016 but its recommendations could not implement due to the state's political restructuring. The draft policy recommended the following;

- Nature camps for the promotion of camping sites
- Home stay with Eco-friendly practices.
- Trekking and nature walks
- Promotion of adventure sports like river rafting, canoeing, rock climbing and snow skiing etc.
- Development of Herbal Tourism by identifying medicinal tourism destinations,
- Forest based food and beverage outlets etc

Take off Town	Connectivity	Infrastructure	Digitalization	Traffic Norms
Jammu	Air, Road, Rail	Exuberant	Digitalization payment	Abnormally regulated
Udhampur	Road, Rail	Moderate	Digitalization payment	Abnormally regulated
Reasi	Road, Rail	Moderate	Digitalization payment	Abnormally regulated
Leh	Air , Road	Moderate	Digitalization payment	Abnormally regulated

Table 66. State's Major Take off Tourist Towns

Take off Town	Connectivity	Infrastructure	Digitalization	Traffic Norms
Kathua	Road, Rail	Moderate	Digitalization payment	Abnormally regulated
Reasi	Road	Moderate	Digitalization payment	Abnormally regulated
Udhampur	Road, Rail	Moderate	Digitalization payment	Abnormally regulated
Rajouri	Road	Marginal	Digitalization payment	Abnormally regulated
Doda	Road	Marginal	Digitalization payment	Abnormally regulated
Leh	Air , Road	Moderate	Digitalization payment	Abnormally regulated

Table 67. State's Major Terminal Tourist Towns

With the restructuring of Kashmir as a Union Territory, eco-tourism activities have been proposed in the following sanctuaries and national parks besides renovating state's 58 forest rest houses for the use of ecotourist: Tral Wildlife Sanctuary, Dachigam National Park, Overa-Aru Wildlife Sanctuary, Thajwas Wildlife Sanctuary, Khrew Wildlife Conservation Reserve, Khonmoh Conservation Reserve.

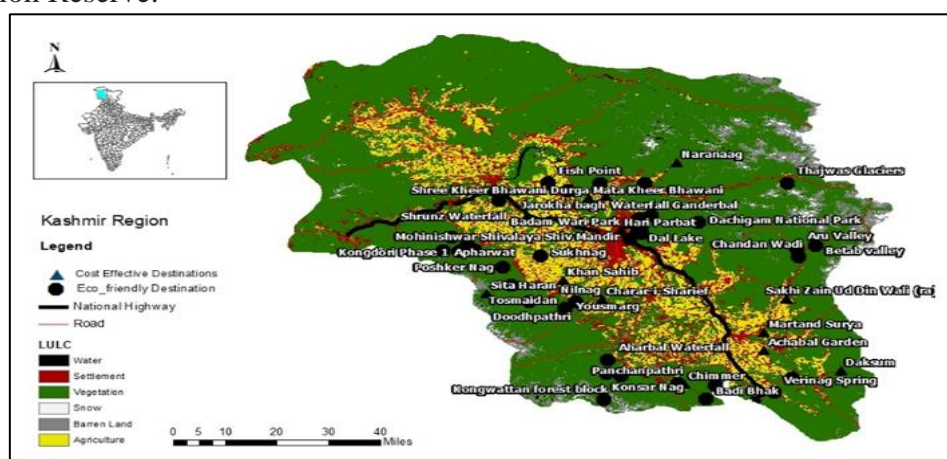


Figure 31. Major Eco-friendly and Cost-effective tourist attractions, Kashmir

Anantnag	Existing Activities	Baramulla	Existing Activities	Ganderbal	Existing Activities
Pahal Gam, Anantnag	Horse Riding, Trekking, Camping, nature walk,	Gulmarg Tourist Destination/Gulmarg Bowl	Horse Riding & Golfing at Gulmarg. Trekking & Horse riding, Skiing, & sledging	Sonamarg, Kashmir	Horse riding, Hiking, Trekking, nature walks, sledging at all places.
Betaab Valley		Khilanmarg, Gulmarg		Thajwas Glacier, Sonmarg Kashmir	
Aru Valley, Pahalgam		Kongdori Phase I		Fish Point	
Verinag Spring	Nature walks, Trekking, Hiking, Camping, horse riding	Apharwat/ Apharwat Peak	Photo Safaris Nature study and Bird Watching.	Sagg Eco Village	Sustainable and village tour. Organic farming, Composite Toilets, Farm stays, Organic Soap formation, theme-based amusement parks.
Chandan-wadi		Gulmarg Wildlife Sanctuary			
Botanical Garden, Kokernag	Sledging, Hiking, Rock climbing Mountaineering	Drung Waterfall/ Drung Valley	Forest Trails, Nature Walk Hiking	Manasbal Park/ Manasbal Lake	Shikara ride, Angling, swimming
Achabal Garden	Trekking, Nature walks.	Shrunz Waterfall	Nature Study and Bird Watching.	Jarokha Bagh	
Daksum		Sindh View Environmental Park (Dumping Park)			Plantation drives usually by Environment department and nature walks
	Nature walks, trekking, camping& nature study and bird watching	Mohinishwar Shivalaya Shiv Mandir, Gulmarg (Rani Temple)	Local food available at less cost near Shrine as compared to the outer tourist market.	Waterfall Restaurant/ Waterfall Dhaba Park	No entrance fees for a nature loving visit as compared to other parks with charges
		Ziyarat Baba Pyam-u-din Reshi RA(Baba Reshi Shrine)		Naranag	All the activities like trekking, camping, forest trail, nature walks

Martand Surya Temple(Sun Martand Temple)	No entry fees, Religious walk preferred so less travel charges	Pandu Park Pattan	Park being enriched with monuments and temple open at free to all providing a complete joy by addition of natural green beauty.		
SakhiZainuUd Din Wali(ra)Cave and Shrine, Ashmuqam Anantnag				Shree Kheer Bawani Durga Temple	Being Pilgrimage site, makes it a self-cost effective for devotees.
Srinagar	Existing Activities	Kulgam	Existing Activities	Budgam	Existing Activities
Dal lake	Angling Shikara ride City walk, Bicycling	Aharbal Waterfall	Horse Riding Trekking Fishing	Dodhpathri	Horse riding Nature Walk Camping
		Kongwattan Forest Block	Nature walk Trekking		
		Guriwat /Guriwattan Forest			
Shankaracharya Temple, Srinagar	Trekking Hiking Natural walk	Konsar Nag	Trekking, Hiking, Rock Climbing, Forest trail, Angling, Horse riding	Sukhnag/ Sukhnag Falls	Nature walk
		Cheranbal, Kulgam	Nature Study and bird watching, trekking	Poshker Nag (Poshker)	Nature Walk
Indira Gandhi Memorial Tulip Garde	Dustbins placed. Environment sign boards for awareness.	Badi Bhak	Trekking, Horse riding, nature walk, forest trail	Nakwear Pal(Khag)	Trekking Camping
Chashmashahi Garden					
Nishat Garden		Vasaknag Spritual Spring	Nature walks, Trekking, Agro tour experiencing Kashmiris walnut trees.	Yusmarg/Yusmarg Meadows	Horse ride, Trekking Camping
Shalimar Bagh					
Harwan Garden &Harwan Dachigam National Park	National Park for protection of endangered species.	Panchanpathri(Dano Kandi Marg)	Nature Walk Trekking		
				Nilnag	Nature walks, Trekking Horse riding

Badam Wari Park	Both the places are of historic importance	Mata Kheer Bhawani Temple (ManzgamKulgam)	Involves cost Effective attraction	Charar-i-sharief (Sheikh Noor ud din Noorani's Dargah	Ideal attraction for Budget tourist
Hari Parbat				Khan Sahab	
Dargah Hazratbal Mosque	Shrine being the main Muslim pilgrim site in Kashmir is a free place itself to enter and experience the religious faiths.	Chimmer	Subsidized accommodation available in the premises	Sita Haran (Sutharan)	Cost effective tourist attraction

Table 68. Existing Eco-friendly and Cost-effective Tourism Activities



Figure 32. A Site view near Pahalgam, Anantnag

About 34% of respondents managed information about tourist destinations from their friends and relatives, 29% from internet sources, about 7% from travel agents and rest from other sources. It was revealed that most of the respondents were repeat visitors followed by the first and second-time visitors. About 50% of respondents wish to see the improvement in waste management system, 37% needed more amusement parks, 36 percent favoured complete ban on plastic items, 37% favoured smooth roads, 23% of respondents advocated for further improvements in road transport, about 23% suggested for cable car system to connect hilly tourist places, 22% percent suggested for more eco-friendly tourist activities. 56% respondents found favourable ambience in the commercial accommodation units. The industry vendors wanted to introduce trekking as it has wide scope to enhance the income of vendors operating in the isolated locations followed by destination sightseeing, snow skiing, excursion to villages and Himalayan car rally.

However, the problem of professionalism and lack of communication hamper the growth of the industry which need to be addressed with an active support of the state government. 12% respondents felt language limitations and just 4% felt lack of working experience in tourism sector as hampering factors. For Kulgam (100%) respondents opined that there is a need for preferential policies for local empowerment and business entities to work and contribute for local community's benefits.

District	Circuit	Destinations
Anantnag	T.C. 1	Achabal Garden
		Botanical Garden, Kokernag
		Verinag Spring
		Daksum
	T.C.2	Martand Surya Temple (Sun Martand Temple)
		SakhiZainuUd Din Wali (ra)Cave and shrine Ashmuqam, Anantnag
		Pahalgam, Anantnag
		Aru Valley, Pahalgam
		Betaab Valley
		Chandan- wadi
Baramulla	T.C.1	Drung Waterfall/ Drung Valley
		Ziyrarat Baba Pyam-u-din Reshie RA(Baba Reshi Shrine)
		Shrunz Waterfall
		Pandu Park Pattan
	T.C.2	Gulmarg Tourist Destination/Gulmarg Bowl
		Mohinishwar Shivalaya Shiv Mandir, Gulmarg (Rani Temple)
		Khilanmarg Gulmarg
		Gulmarg Wildlife Sanctuary
		Kongdoori, Phase 1
		Apharwat/ Apharwat Peak
	T.C.1	Shree Kheer Bawani Durga Temple
		Manasbal Park/ Manasbal Lake
		Jarokha /Bagh
		Sagg Eco Village
		Waterfall Restaurant/Waterfall Dhaba Park

Ganderbal	T.C.2	Sindh View Environmental Park(Dumping Park)
		Naranag
		Sonamarg, Kashmir
		Thajiwas Glacier, Sonmarg Kashmir
		Fish point
Srinagar	T.C.1	Dal Lake
		Shankaracharya Temple, Srinagar
		Indira Gandhi Memorial Tulip Garden
		Chashma Shahi Garden
		Nishat Garden
		Shalimar Bagh
	T.C.2	Harwan Garden & Harwan Dachigam National park
		Badam Wari Park
		Hari Parbat
Kulgam	T.C.1	Dargah Hazratbal Mosque
		Mata Kheer Bhawani Temple(Manzgam, Kulgam)
		Aharbal Waterfall
		Kongwattan Forest Block
		Guriwat /Guriwattan Forest
		Konsar Nag
	T.C.2	Cheranbal, Kulgam
		Panchanpathri(Dano Kandi Marg)
		Chimmer
Budgam	T.C.1	Badi Behak
		Vasknag Spiritual Spring
		Khan Sahib
		Doodhpathri
		Sita Haran (Sutharan)
		Tosmaidan
	T.C.2	Sukhnag/Sukhnag Falls
		Poshker Nag(Poshker)
		Nakwear Pal(Khag)
	T.C.2	Charar-i-sharief(Sheikh Nooruddin Noorani's Dargah)
		Yusmarg/Yusmarg Meadows
		Nilnag

Table 69. Proposed Eco-friendly and Cost-Effective Tourism Circuits

Eco-friendly and Cost-Effective Tourism Destinations	Tourism Products	Suggested Action plan	Probable Outcomes
Anantnag 1.Achabal Garden 2.Botanical Garden, Kokernag 3.Verinag Spring 4.Daksum 5.Sun Martand Temple 6. Ashmuqam Shrine 7. Pahalgam 8.Aru Valley 9.Betaab Valley 10.Chandanwadi	1.Cultural and Heritage Tourism 2.Nature Tourism 3.Adventure Tourism 4.Birdwatching, Soft Trekking activities 6.hiking 7.Mountain Biking 8.Pilgrimage 9.Community-based tourism 10.Photography 11.Ethnic cuisine 12.Wildlife Tourism	1. Development of Theme Parks and Amusement Parks. 2. Effective economic linkages 3. Sustainable use of resources. 4. Tourist Need Assessments. 5. Stakeholders Collaborations in promoting virgin destinations.	1. Community participation and ownership 2.More tourist flows to the virgin destinations 3. Promotion of unexplored Tourist Circuits.
Baramulla 1.Drung Waterfall 2.Babreshi Shrine 3.Shrunz Waterfall 4.Pandu Park Pattan 5.Gulmarg Bowl 6.Rani Temple 7.Khilanmarg 8.Gulmarg Wildlife Sanctuary 9.Kongdori Phase I 10.Apharwat Peak	1.Birdwatching 2.soft Trekking activities 3Religious Tourism 4.Adventure Tourism 5.Hiking 6.Photography 7.Camping 8.Wildlife Tourism 9.Local Cuisine 10.Culture & Heritage 11.Nature Tourism	1. Sustainable livelihood and improvement of reserved forests and protected areas 3. Promotion of public support for biodiversity conservation and extension programmes	1. Protection of natural areas and conservation of natural heritage. 2. Community involvement.
Ganderbal 1.Shree Kheer Bawani Durga Temple 2.Manasbal Lake 3.Jarokha Bagh 4.Sagg Eco Village 5.Waterfall Dhaba Park 6.Dumping Park 7.Naranag 8.Sonmarg, Kashmir	1.Rural Tourism 2.soft Trekking activities 3Religious Tourism 4.Adventure Tourism 5.Hiking 6.Photography 7.Camping 8.Wildlife Tourism	1. Enhancement of the spatial and resource information base. 2. Capacity-building programs 3. Subsidies and incentives to entrepreneurs 5.strategic product planning	1. Locals' employment in ecotourism ventures . 2.Rural Tourism Experiences 3.Diversification of tourist to less publicized attractions . 4.Community Based Tourism

9. Thajwas Glacier, Sonmarg. 10. Fishpoint			
Kulgam 1. Mata Kheer Bawani temple, Kulgam 2. Aharbal Waterfall 3. Kongwattan Forest Block 4. Guriwattan Forest Block 5. Konsar Nag 6. Cheranbal, Kulgam 7. Panchanpathri 8. Chimmer 9. Badi Behak 10. Vask Nag	1. Rural Tourism. 2. soft Trekking activities 3. Religious Tourism 4. Adventure Tourism 5. Hiking 6. Photography 7. Camping 8. Culture & Heritage	1. Promotion of virgin destinations and development of adventurous sports. 2. Homestay concept to be employed 3. Infrastructure development 4. Strategic planning and promotion. 5. Inclusion of the destinations in different.	1. Rural Tourism Experiences 2. Proactive community involvement 3. Off season job Opportunities 4. Making the local culture popularized
Budgam 1. Khan Sahab 2. Doodhpathri 3. Sutharan 4. Tosmaidan 5. Sukhnag Falls 6. Poshkernag 7. Nakwearpal 8. Chrar-i-Sharif 9. Yusmarg 10. Nilnag	1. Nature Tourism 2. Soft Trekking activities 3. Religious Tourism 4. Adventure Tourism 5. Hiking 6. Photography 7. Camping 8. Bird watching 9. Culture & Heritage	1. Establishment of Ecotourism Investment Zones. 2. Promotion of virgin destinations 3. Inclusion of the destinations in different tour packages	1. More job opportunities 2. Opening less known tourist destination for mass tourist arrivals 3. Opportunities of opening Ground Handling tour units

Table 70. Tourism Products, Infrastructure, Suggested Action Plan and Probable Outcomes

Recommendations

- Travel agents and tour operators be encouraged to lead the tourist to eco-friendly and cost-effective tourist attractions and local people to be motivated to become part of homestay units.
- For affordable transport to reach the ecofriendly tourist destinations the local people be given the responsibility of transport, accommodation and sightseeing.
- Besides encouraging the local people to run the Homestay units, suitable provisions be also made for the local villagers to run camping sites on revenue sharing basis.
- Safety and security are major issues which make tourist apprehensive to visit Kashmir particularly eco-friendly tourist attractions. The destinations to be marked as safe and secure.



Figure 33. A view of Betaab Valley



Figure 34. Sagg Eco village, Kashmir

Conclusion and Way Forward

Dima Hasao and Karbi Anglong are the most beautiful hill destinations of Assam which has immense potential sites for tourist attractions. The future prospect is positive in if such tourist destinations are explored more. Department of tourism have a great role in preservation of this natural eco-friendly tourist destination and for implementing certain policies to increase into the influx of tourist. The flow of tourist would help in bringing awareness among the villagers, help them in earning a living and generating more knowledge about certain practices followed by the local people. The sales of local products would be cost effective and will help the youth to generate income through their skills. Poverty has been a major factor that characterize the remote areas of both the hill district of Assam. Creating 'homestay' and conducting skill development program for youth and villagers' for sale of their art and craft would enable local people to earn a living. This would create eco-friendly tourist destination sites in Dima Hasao and Karbi Anglong districts of Assam.

In Nagaland over the past several years, there has been a slightly slow but very perceptible positive growth in eco-tourism. The biggest challenges the villagers were their lack of a strong background in the rudimentary basics of hospitality and technological know-how. While the villagers felt that financial support was important, but acquiring specific skill training in various ancillary branches of tourism like service, culinary skills, basic accounting, and fundamental aspects of hospitality is also necessary. The ecotourism should leave the least amount of negative footprint on the ecology and environment of a place and bring positive changes like creation of jobs and opportunities for the local populace, financial inclusion amongst the rural poor and income generation. This is the reason why ecotourism is ideal for Nagaland to maintain the sanctity of the natural environment and the rich culture. In conclusion, it can be stated that while there might still be a long way to go and a lot of challenges to overcome, but with the right approach and necessary steps, remarkable things can be achieved with the development of eco-friendly and cost-effective tourism in Nagaland for the overall growth of the entire state. In Tripura Dhalai and North Tripura districts have potential to develop cost effective and sustainable eco-friendly tourist destinations, however most of the destinations are under developed with no proper healthcare care or basic facilities like electricity, water supply, proper road connection etc. and not explored fully. To develop eco-friendly and cost - effective tourism, government should come forward and promote infrastructure to develop skills of local people. For eradication of poverty and generating jobs for the local community as well as controlling migration the surrounding villages nearby each of the tourist destinations in the hill districts can also be developed by showcasing their traditions and culture, arts, artefacts, handicraft, costumes, musical instruments, traditional dishes, food, drinks etc. Some of the destinations can be developed for activities like camping, trekking, river rafting, bird watching, boating, paragliding, etc. to attract a special class of tourist who are really interested in nature tourism. These destinations are also rich in traditional knowledge in medicines, food, etc. such knowledge can be encouraged and linked to ecotourism which will provide many job opportunities to local people adjoining each of the destinations.

In case of Mizoram the development of tourism will ensure economic development of its people. The government of India aims the development of North-Eastern states through tourism development by harvesting the tremendous potential of eco and other forms of sustainable tourism. Ensuring

sustainable livelihood for indigenous people will help government in achieving sustainable development goals. The development of tourism industry will not only help people to move out of poverty but connect with mainstream development. This will also help in cultural exchange between indigenous people and outside community. Cost effectiveness is necessary for attracting tourist in masses but this may become stressful for a state like Mizoram. Thus, a synergy needs to be created between cost effectiveness and conservation. For the IHR of Jammu and Ladakh region there is a great scope for development of eco-friendly and cost-effective tourism. Thus, successful implementations of eco-friendly and cost-effective tourism projects will have multidimensional impacts on the destination communities in terms employment generation, creation of business opportunities, sustainable livelihood, poverty alleviation, uplift of rural artists, empowerment of women, heritage and natural resource conservation and better quality of life.

In Assam the state government has initiated tourism development plans and the first step in this direction is to make the local people skilled to run cost effective tourism activities and also to encourage them in the tourism business through all available financial schemes. As the state is exploring locations for ecofriendly tourist attractions, the terrain of these two hill districts seems appropriate for promoting eco-friendly and cost-effective tourism. Nagaland has a huge potential for tourism but an effort has to be made from all stakeholders to promote and to keep pace with the rest of the world. A proper management and effective organizational structure have to be identified and developed to make Nagaland preferred tourism spot in India. Arunachal Pradesh is an emerging tourist destination for nature lovers for which the state government has made elaborate plans to involve the local people of surrounding villages. Eco-friendly and cost -effective tourism policies are underway with the support of all major stakeholders and ancillary services suppliers. Further, the state government has started to strengthen the new tourism destinations to implement the Government of India's campaign, "Visit North East" to generate employment opportunities. There is a great scope for development of eco-friendly and cost-effective tourism in Uttarakhand. Tourist arrivals are now leading to isolated locations in the Himalayas and preferring to stay for longer duration to enjoy nature, organic food and hygiene and sanitation. In such scenario, the state has ample scope to promote eco-friendly tourism as the state's 70 % percent area is covered by forests and there is much scope for the local people to run cost effective tourism units generating revenues to sustain their livelihood. There is a great scope for development of eco-friendly and cost-effective tourism in Jammu and Ladakh regions. Thus, successful implementations of eco-friendly and cost-effective tourism projects will have multidimensional impacts on the destination communities in terms employment generation, creation of business opportunities, sustainable livelihood, poverty alleviation, uplift of rural artists, empowerment of women, heritage and natural resource conservation and better quality of life. This requires following:

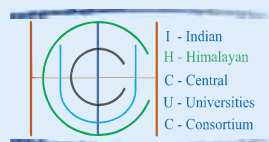
- Promotion of responsible tourism in synergy with policies, initiatives and activities involving sustainable and responsible practices.
- Implementation of green certification programs for tourism stakeholders and ensuring support for nature conservation and socio-cultural sustainability.
- Taking collective responsibility for sustainable tourism development as a strategy involving professionals, state tourism and forest departments, and non-governmental

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