



The Arunachal Pradesh Gazette

EXTRAORDINARY

PUBLISHED BY AUTHORITY

No. 275, Vol. XXXII, Naharlagun, Wednesday, July 16, 2025, Asadha 25, 1947 (Saka)

GOVERNMENT OF ARUNACHAL PRADESH
DEPARTMENT OF TOURISM
ITANAGAR

NOTIFICATION

The 27th June, 2025

No. 270/5/202.—The Governor of Arunachal Pradesh is pleased to notify the “Arunachal Pradesh Tourism Policy, 2025-2030”. The policy shall come into effect from 1st April, 2025 and shall remain in force until further orders.

Consequently, any preceding policy (if any) stands repealed.

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Secretary (Tourism),
Government of Arunachal Pradesh,
Itanagar.

Arunachal Pradesh Tourism Policy, 2025 - 30

**DEPARTMENT OF TOURISM,
GOVERNMENT OF ARUNACHAL PRADESH**

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Executive Summary**ARUNACHAL PRADESH TOURISM POLICY, 2025-30**

Arunachal Pradesh, also known as the “Land of the Rising Sun”, is endowed with breathtaking landscapes, unparalleled biodiversity, and a rich cultural heritage. Recognising the state’s immense potential for tourism, the Tourism Policy, 2025-30 sets forth a strategic vision to establish Arunachal Pradesh as a globally recognised, climate-responsive tourism destination over the next five years. The policy prioritises sustainable growth, ensuring that tourism development not only contributes to economic progress but also safeguards the state’s unique ecological and cultural treasures. It aligns with global sustainability goals, including the Sustainable Development Goals (SDGs) adopted by the United Nations, while fostering community participation, enhancing infrastructure and promoting high-value, low-impact tourism experiences.

At the core of the policy is the objective of promoting niche tourism segments that leverage Arunachal Pradesh’s natural beauty and cultural distinctiveness. Acknowledging the potential of tourism in Arunachal Pradesh, the Department of Tourism has already identified 14 tourist circuits. This policy aims to position Arunachal Pradesh as a niche destination by leveraging its unique cultural heritage, natural resources and ecological offerings.

The strategic focus lies in prioritising and establishing high-value destinations around attractions. This approach aims to enhance tourist appeal, create economic opportunities for local communities and ensure long-term socio-economic benefits across the state. By harnessing local strengths in its development, it can yield a mass consumer interest.

The state’s rich cultural traditions and agricultural heritage present an opportunity for Farm and Wine Tourism, revitalising rural economies while offering authentic experiences to visitors. Film Tourism is another key focus, with Arunachal’s picturesque landscapes providing an ideal backdrop for cinematic productions.

Acknowledging the increasing demand for immersive nature-based experiences, the policy seeks to expand Ecotourism and Adventure Tourism, capitalising on the state’s dense forests, trekking trails and wildlife sanctuaries.

Additionally, Spiritual and Wellness Tourism will flourish by promoting meditation retreats, traditional healing therapies and hot spring resorts for travellers seeking holistic well-being. The policy also envisions strengthening MICE (Meetings, Incentives, Conferences and Exhibitions) Tourism by developing modern conference facilities, attracting corporate and business travellers. Further, Border Tourism will be promoted as a means to integrate remote regions into the tourism economy while fostering national security and community engagement.

To support these tourism initiatives, the policy places a strong emphasis on infrastructure development. Improved road connectivity across 14 key tourism circuits will facilitate seamless travel, complemented by enhanced digital connectivity through multilingual signage and interactive online platforms to assist tourists.

The expansion of accommodation options, including eco-friendly lodges, homestays and premium hotels, will cater to diverse traveller segments. Additionally, improved public transport systems and regulated taxi services will ensure better accessibility. In keeping with Arunachal Pradesh’s commitment to sustainability, green infrastructure will be promoted, integrating renewable energy solutions, responsible waste management and eco-certified lodging facilities that align with global best practices.

The policy also prioritises capacity building and entrepreneurship to ensure that the local population benefits directly from tourism development. Given the need for a skilled workforce, targeted training programmes will be introduced based on skill gap assessments, equipping individuals with expertise in hospitality, tour operations and allied services. Local entrepreneurs and MSMEs (Micro, Small and Medium Enterprises) will receive financial and technical support to develop sustainable tourism ventures, particularly in the areas of ecotourism and community-based tourism models. By empowering local communities and fostering responsible entrepreneurship, the policy aims to create a tourism ecosystem that is both inclusive and economically viable.

Investment facilitation is another critical component, with the policy introducing a single-window clearance system to streamline approvals for tourism-related projects. Strategic partnerships with national and international stakeholders will further enhance Arunachal Pradesh’s global tourism branding, positioning the state as a premier destination for responsible travel.

The tourist safety and facilitation remain a key priority, with governance structures being strengthened to enhance security and emergency response mechanisms. In remote regions, satellite-based communication systems will be deployed to improve connectivity, ensuring that tourists have access to assistance when needed. Additionally, Tourist Information Centres and a robust digital platform will provide real-time guidance, streamlining the visitor experience and promoting greater engagement with local tourism offerings.

The Tourism Policy, 2025-30 provides a delineated direction for the sustainable development of tourism in Arunachal Pradesh. With a comprehensive approach to responsible tourism, Arunachal Pradesh is poised to emerge as a model for sustainable tourism development in India, attracting discerning travellers while ensuring long-term socio-economic benefits for its people.

Abbreviations	
AI	Artificial Intelligence
APSTS	Arunachal Pradesh State Transport Services
AQI	Air Quality Index
AYUSH	Ayurveda, Yoga, Naturopathy, Unani, Siddha, Sowa Rigpa and Homoeopathy
CCTV	Closed Circuit Television
CERT	Community Emergency Response Team
CMPVY	Chief Minister Paryatan Vikas Yojana
DDUSY	Deen Dayal Upadhyaya Swavalamban Yojana
DFO	Divisional Forest Office
DMO	Destination Management Organisation
DoKAA	Department of Karmik and Adhyatmik Affairs
DPIIT	Department for Promotion of Industry and Internal Trade
DTA	Domestic Tourist Arrival
DTO	District Tourism Officer
EDII	Entrepreneurship Development Institute of India
ESDP	Entrepreneurship and Skill Development Programme
FEE	Foreign Exchange Earnings
FRH	Forest Rest Houses
FSSAI	Food Safety and Standards Authority of India
FTA	Foreign Tourist Arrival
GoI	Government of India
ICPB	India Convention Promotion Bureau
ICT	Information and Communication Technology
IDWG	Inter-Departmental Working Group
IHM	Institute Hotel Management
IIFM	Indian Institute of Forest Management
IITF	Incredible India Tourist Facilitator
IITTM	Indian Institute of Tourism and Travel Management
ILP	Inner Line Permit
IPR	Information and Public Relations
IRCTC	Indian Railway Catering and Tourism Corporation
ISO	International Organization for Standardization
ITB	Internationale Tourismus-Börse Berlin
ITBP	Indo-Tibetan Border Police
MICE	Meetings, Incentives, Conference, Exhibitions
MoU	Memorandum of Understanding
MSME	Micro, Small and Medium Enterprises
MOVCD-NER	Mission Organic Value Chain Development for North Eastern Region
NABARD	National Bank for Agriculture and Rural Development
NDRF	National Disaster Response Force
NGO	Non-governmental Organization
NIDHI	National Integrated Database of Hospitality Industry

NIMAS	National Institute of Mountaineering and Allied Sports
NSDC	National Skill Development Corporation
OJT	On-the-Job Training
PAN	Permanent Account Number
PAP	Protected Area Permit
PPP	Public-Private Partnership
PRASHAD	Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive
PUC	Pollution Under Control
PWD	Public Works Department
RPL	Recognition of Prior Learning
RTSOI	Responsible Tourism Society of India
SBVCR	Singchung Bugun Village Community Reserve
SDG	Sustainable Development Goals
SFCI	State Food Craft Institute
STCI	Sustainable Tourism Criteria of India
STGC	Strategic Tourism Growth Council
TCL	Tirap, Changlang and Longding
TCOP	Total Cost of Production
TFC	Tourist Facilitation Centre
TIES	The International Ecotourism Society
TIO	Tourist Information Officer
TSA	Tourism Satellite Account
UDAN-RCS	Ude Desh Ka Aam Naagrik-Regional Connectivity Scheme
UNNATI	Uttar Poorva Transformative Industrialization Scheme
VVP	Vibrant Village Programme
WTM	World Travel Market

SECTION - 1

About Arunachal Pradesh

Arunachal Pradesh, a region celebrated for its awe-inspiring landscapes, unparalleled biodiversity, and vast cultural heritage, stands poised to become a key player in India's tourism sector. The state, often referred to as the “Land of the Rising Sun” possesses huge untapped potential to attract global visitors while safeguarding its unique ecological and cultural identity.

In the past couple of years, domestic tourism, along with inbound tourism, have been on a steady rise. For instance, the number of Domestic Tourist Arrivals (DTA) stood at 1.04 million in 2023 - increasing almost fivefold over 2022 (and nearly doubling the pre-Covid level of the year 2019). On the other hand, the number of Foreign Tourist Arrivals (FTA) stood at 4496, which although quadrupled from 2022, is yet to reach its pre-Covid level of 7834. Currently, the state has 14 tourist circuits, each distinctive in character, and cutting across regions.

- 1. Tezpur-Bhalukpong-Bomdila-Tawang
- 2. Tezpur-Seijosa-Bhalukpong
- 3. Itanagar-Ziro-Daporijo-Aalo-Pasighat
- 4. Ziro-Palin-Nyapin-Sangram-Koloriang
- 5. Pasighat-Jengging-Yingkiong-Tuting
- 6. Doimukh-Sagalee-Pakke Kessang-Seppa
- 7. Roing-Mayudia-Anini
- 8. Aalo-Mechukha
- 9. Tinsukia-Tezu -Hayuliang
- 10. Daporijo-Taliha-Siyum-Nacho
- 11. Margherita- Miao- Namdhapha- Vijohnagar
- 12. Jairampur-Manmao-Nampong–Pangsau Pass
- 13. Dibrugarh-Deomali-Hukanjuri-Khonsa
- 14. Dibrugarh-Kanubari-Longding

The table below also indicates a rise in tourist arrivals in the state. While the state faces strong competition from nearby states like Manipur, Mizoram, Nagaland and Tripura, it still has some way to go to match the growth trajectory of other states like Sikkim, Meghalaya and Assam. Other Himalayan states like Himachal Pradesh and Uttarakhand are a good benchmark.

Domestic and Foreign Tourist Arrivals in North-Eastern and Himalayan States¹²

	2019		2020		2021		2022	
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
Arunachal Pradesh	558496	7834	42871	961	102915	182	212281	1059
Assam	5447805	26878	1266898	7285	1409161	536	8382000	9000
Himachal Pradesh	16829231	382876	3170714	42665	5632270	4932	15070900	29300
Manipur	167650	13608	49669	3139	49371	648	139500	3900
Meghalaya	1245633	25813	24734	2311	154409	411	937100	7800
Mizoram	163762	2249	30890	265	87232	234	218400	2600
Nagaland	125949	5577	10979	518	23968	325	97400	2900
Sikkim	1421823	133388	316408	19935	511669	11508	1625600	68600
Tripura	437201	154405	127815	31877	177816	5	235600	8500
Uttarakhand	37585920	152273	7005264	41339	19434475	8532	54642600	61600

In recognition of this potential, the Arunachal Pradesh Tourism Policy, 2025 envisages promoting responsible tourism and sustainable livelihoods via experiential tourism segments such as farm, film, tribal, wellness and spiritual, among others. These segments are expected to actively promote and diversify the state's tourism offerings. By leveraging these niches, Arunachal Pradesh aims to attract a broader spectrum of visitors seeking unique and enriching experiences.

¹India Tourism Statistics (2022, 2021, 2020). Ministry of Tourism, Government of India. Available at <https://tourism.gov.in/market-research-and-statistics>

²India Tourism Statistics (2023). Available at <https://tourism.gov.in/sites/default/files/2024-02/India%20Tourism%20Statistics%202023-English.pdf>

Against this backdrop, the state's tourism policy is not only committed to boost the local economy, but also embraces the idea of sustainability, inclusivity and resilience. It provides an overarching framework towards decent work and economic growth, responsible consumption and production, climate action, among others. By integrating the principles of environmental conservation and local empowerment, the policy strikes the right balance between mass tourism and the region's native ecosystems, ensuring that development aligns with the long-term health benefits of both the environment and the local communities.

By taking initiatives in domains like infrastructure, skill development, capacity-building, and the promotion of local entrepreneurship, among others, the policy aims to generate sustainable livelihoods by empowering local communities and instilling a feeling of belonging and guardianship towards the state's overall development. In doing so, Arunachal Pradesh seeks to serve as a paradigm of sustainable and responsible tourism ensuring that tourism enhances the state's rich biodiversity.

Vision and Objectives for Inclusive and Responsible Tourism

VISION

To position Arunachal Pradesh as a world-class tourism destination, preserving its pristine landscapes, rich tribal culture and unique biodiversity, while promoting sustainable tourism and community empowerment.

MISSION

- Develop a structured tourism ecosystem that fosters community participation, conservation and responsible tourism
- Implement strict safety standards and responsible tourism principles to minimise environmental impact
- Promote Arunachal Pradesh as a premier destination for high-value, low-impact tourism
- Strengthen governance, regulations and marketing to attract global travellers

VALIDITY OF POLICY

This policy will be effective for five years from the date of its notification, or for any period specified by the Government of Arunachal Pradesh, or until it is replaced by a new tourism policy—whichever comes first. It takes precedence over any prior government orders or circulars that conflict with its provisions. The policy applies across the entire state and will guide all future initiatives and projects in the tourism sector of Arunachal Pradesh.

PURPOSE

The Tourism Policy aims to establish a responsible and sustainable framework for tourism development in the state, balancing economic growth with environmental and cultural preservation. It defines the Government's role in policy formulation, regulation and promotion while entrusting private enterprises with the provision of essential services such as accommodations, transportation, tours and events, with the Government serving as a facilitator. By being mindful of the state's ecological and cultural sensitivities, the policy seeks to create a secure, inclusive and mutually beneficial environment for tourists, businesses and local communities without compromising natural or cultural resources. Emphasising the principles of sustainable tourism, it advocates for the assessment of carrying capacities across destinations and the promotion of a high-value, low-impact tourism model to ensure long-term resilience and economic viability.

DRIVING PHILOSOPHY

- **Sustainability:** Promote low-impact tourism practices and enforce strict environmental safeguards.
- **Immersive Travel Experiences :** Develop distinctive and niche offerings to enhance visitor engagement.
- **Community Participation :** Integrate local communities as key stakeholders and beneficiaries.
- **Tourist Safety and Compliance:** Enforce robust safety measures to ensure a secure tourism environment.
- **Cultural Preservation:** Promote indigenous traditions and heritage through responsible tourism.
- **Equitable Regional Growth:** Implement a Hub-and-Spoke model to ensure equitable tourism development.
- **High Value Tourism:** Drive economic development through well-managed, quality tourism.

TARGETS

- to achieve a twofold increase in domestic tourist arrivals from the previous year
- to achieve a tenfold increase in foreign tourist arrivals from the previous year
- to achieve a twofold increase in followers on the official social media handles of Arunachal Tourism
- to achieve an increase in the average length of stay of tourists in Arunachal Pradesh

SECTION - 2

FARM TOURISM

More than 70% of the people in Arunachal Pradesh are dependent on agriculture and allied activities for employment. The state boasts of fertile soil, and agro-climatic conditions that are suitable for horticulture. Furthermore, the state is home to the country's only certified organic kiwi, which is grown in Ziro Valley. Aalo in West Siang and Dambuk in Lower Dibang Valley are hailed as the orange bowl of the state while Bagra is famous for its pineapples. Shergaon in West Kameng is known for its beautiful apple orchards. Horticulture-based farm tourism holds immense potential in the state as it can provide additional income streams for farmers and local communities. Farmers can diversify their income by offering farm stays and organising tours, workshops, and events. At present, homestays are being run amid farms due to a lack of separate guidelines and strategies for developing farm tourism in the state. The policy seeks to bridge this gap and places particular emphasis on positioning Arunachal Pradesh as a leading farm tourism destination in India. Farm tourism will provide tourists the opportunity to learn about sustainable farming practices, such as organic farming and paddy-cum-fish culture, as well as the origins of the food they consume.

OBJECTIVES

- to revitalise the rural economy by creating employment opportunities, augmenting farmer's income and providing a market for agricultural products.
- to attract tourists and farming enthusiasts from across India and the world.
- to offer tourists an immersive rural experience, allowing them to live amidst nature in a clean, low Air Quality Index (AQI) and peaceful environment.
- to engage tourists in various farming activities, providing them with a unique experiential learning opportunity about sustainable agricultural practices.
- to provide tourists an opportunity to interact with the community, enabling them to experience traditional hospitality, indigenous culture, cuisine and the *Arunachali* way of life.

Eligible entities under farm tourism³

- **Individually Owned Agricultural Farms:** Farms owned and operated by individual farmers
- **Farm Stays:** Residential accommodations established within agricultural farms for tourism purposes
- **Farmer Co-operative Societies:** Collectives engaged in agricultural activities that seek to promote farm tourism
- **Farmer Producer Organisations:** Registered groups of farmers collectively managing farm tourism activities.

*All farm tourism entities must be **mandatorily registered** with the **Tourism Department** to ensure compliance with regulatory standards and facilitate structured development.*

OFFERINGS UNDER FARM TOURISM

The following services, among others, shall be offered under farm tourism :

- **Farm Stays :** Accommodation amid the farm, enjoying local cuisine, a peaceful environment and learning sustainable farming practices
- **Camping :** Camping in the midst of an agricultural farm, witnessing as well as engaging in farm activities organised by the farm stay owners
- **One-day trip/Picnic :** Short trip to farms to engage in picnics, witnessing farm activities and buying farm products
- **Educational tours :** Tour of farms assisted by farmers explaining sustainable farming practices (organic farming, paddy cum fish culture, etc.) to farming enthusiasts
- **Orchards and Product Sale Centre :** Sale of organic farm products along with agro-processed food (jam, jelly, juice, candy, etc.) products produced in the farm/locally.

STRATEGIES FOR PROMOTING FARM TOURISM

- In accordance with the National Strategy and Roadmap for Development of Rural Tourism in India – an initiative towards Atmanirbhar Bharat, a cluster-based approach shall be adopted for the development of farm tourism. Clusters shall be identified in selected locations in collaboration with the Department of Horticulture, ICAR-Regional Centre (Basar), Panchayats and Cooperative Societies, based on accessibility, growth potential, existing infrastructure, as well as resource availability. To optimise financial and technical resources, the Tourism Department, in coordination with relevant stakeholders, shall develop comprehensive farm tourism development plans for identified clusters ensuring the convergence of all central and State Government schemes.

³ Entities not explicitly mentioned in this policy may be considered for eligibility upon review and approval by the Tourism Department, provided they align with the objectives of farm tourism development.

- The formation of Cooperative Societies for farm tourism shall be actively encouraged to promote community participation and equitable revenue distribution. To this end, the Department of Tourism shall :
 - o conduct targeted awareness campaigns and workshops to educate farmers and rural entrepreneurs about the benefits of forming Cooperative Societies for farm tourism
 - o support Cooperatives in branding, digital marketing, and participation in tourism fairs to ensure visibility and attract tourists
 - o coordinate with relevant stakeholders to ensure resource optimisation for Cooperative-led farm tourism initiatives
- State Government Schemes like *Deen Dayal Upadhyaya Swavalamban Yojana* (DDUSY) and *Chief Minister Paryatan Vikas Yojana* (CMPVY) shall be leveraged to provide financial assistance and incentives for entrepreneurs engaging in farm tourism ventures. Financial assistance under the Government of India (GoI) schemes like *Gram Vihar* of NABARD and *Uttar Poorva Transformative Industrialisation Scheme* (UNNATI) of the Department for Promotion of Industry and Internal Trade (DPIIT) shall also be leveraged for promoting farm tourism in the state. Awareness and outreach programmes shall be conducted by the Department of Tourism to disseminate information on available financial support mechanisms, eligibility criteria and application procedures.
- Guidelines shall be established by the Department of Tourism¹ for farm stay development, ensuring that accommodations reflect local architectural heritage and are constructed using eco-friendly, locally sourced materials. All farmstays shall adhere to mandatory safety standards, including fire safety measures, structural integrity regulations and accessibility norms. Green-certified farm stays shall be prioritised, encouraging the adoption of energy-efficient, environmentally sustainable building practices.
- Keeping in mind the food-mile concept, farm tourism enterprises shall be encouraged to provide authentic local culinary experiences, promoting traditional food culture and supporting regional agribusinesses.
- Local artisans and craftspeople shall be integrated into farm tourism experiences by facilitating the sale and display of traditional handicrafts within tourism units. Traditional cultural heritage shall be actively promoted by incorporating indigenous dance and music performances (Aji Lhamu, Roppi, Hurkani, Ponung, Lion and Peacock dance, Buiya, Nocte War dance, Reekham Pada, Popir and Wancho War Dance, etc.), to enhance the tourist experience.
- A plastic-free operational framework shall be mandated for all farm tourism units, ensuring the implementation of sustainable waste management and eco-friendly alternatives. The adoption of renewable energy sources, such as solar and wind power, shall be promoted within farm tourism clusters to enhance sustainability and self-sufficiency.
- Development of an online portal for registered farm tourism units outlining the details like location, pictures, owner details, activities offered, etc.
- Interpretation centres and guided tourism experiences shall be established to educate tourists on organic farming and traditional agricultural techniques. Unique indigenous farming systems, such as the paddy-cum-fish culture in Ziro, shall be showcased as demonstration models for tourists, subject to the requisite permissions from local farmers. Collaborations shall be undertaken with research institutions, agricultural universities and rural development agencies to document and disseminate best practices in farm tourism.
- Annual performance reviews shall be conducted for farm tourism clusters to evaluate progress, identify challenges and recommend necessary policy interventions. A data-driven approach shall be adopted to track tourist trends, income generation and sustainability indicators, ensuring evidence-based policymaking and continuous improvement.

Tea Tourism

Tea tourism is an emerging niche segment in India and particularly in North-East India. Serene landscape in tea gardens is perhaps the most exotic and innovative way to enjoy nature. Tea tourism enables travellers to explore tea related activities that range from cultivation, processing to tea tasting. Visitors can go hiking or on a nature stroll while enjoying the tea garden's natural splendour. Arunachal Pradesh boasts of scenic tea gardens like Potin Tea Garden in Lower Subansiri, Siru Rijo Tea Garden in West Siang along with tea gardens in Namsai. Donyi Polo Tea Estate in Pasighat is renowned for one the most expensive variety of tea namely "Golden Needles".

OBJECTIVES

- to position Arunachal Pradesh as a leading tea tourism destination by showcasing its unique tea heritage.
- to generate sustainable livelihood opportunities and boost local economies through tea tourism.
- to enhance visitor engagement by offering authentic and nature-driven experiences.
- to strengthen the identity and global recognition of Arunachal Pradesh's tea tourism.

¹Refer Annexure 1 for broad guidelines on farm stay

OFFERINGS UNDER TEA TOURISM

The following services, among others, shall be offered under tea tourism:

- **Accommodation:** Exquisite bungalows, guesthouse etc in tea garden for tourists offering meals and lodging in the midst of nature
- **Tours :** Guided tours of the tea garden where tourists can engage in tea cultivation and processing related activities and learn about various varieties of teas and their differentiation in taste and fragrance along with entire processing
- **Tea Lounges :** Dedicated spaces within tea estates and key tourist hubs where visitors can enjoy freshly brewed teas hence offering in a tranquil ambiance inspired by local aesthetics
- **Tea Centres :** A dedicated place where tourists look and taste different varieties of tea along with learning about their historical origin. Tourists can also buy different varieties of tea at these centres
- **Tea Festival :** Arunachal Tea Festival organized by Arunachal Pradesh Agriculture Marketing Board (APAMB) at the outskirts of Pasighat along Siang River

STRATEGIES FOR PROMOTING TEA TOURISM

- Arunachal Pradesh Government to establish direct linkages with foreign tour operators, particularly in the UK, to leverage the historical connection between British colonial rule and Northeast tea estates. This will enhance global visibility and attract heritage and cultural tourism.
- Schemes like CMPVY and UNNATI to be leveraged for developing infrastructure for tea tourism like building and renovating guesthouses, bungalows etc. Preference to be given to tea estates /gardens with historical value.
- Department of Tourism will facilitate setting up of Tea Centres in areas identified with potential of tea tourism. Tea Centre will house all varieties of tea along with the information on their characteristics (taste and fragrance), cultivation and processing along with historical background. Tea Centres will also act as place where tourists can taste different varieties of teas and buy them as souvenir.
- Tea tourism shall be integrated with ecotourism, adventure and tribal tourism activities by developing hiking trails through tea plantations, birdwatching experiences, cultural interactions in local Villages, and eco-friendly stays in heritage tea bungalows.
- Tea Tourism Development Committee shall be constituted with representation from tea estate owners, Government officials, tourism stakeholders, and local community members. This committee will be responsible for overseeing policy implementation, marketing strategies and infrastructure development in the tea tourism sector.
- A dedicated webpage on tea tourism shall be created featuring videos, virtual tours, and detailed information on tea estates, experiences and booking options to serve as a comprehensive resource for tourists and industry stakeholders.
- Department of Tourism to collaborate with Arunachal Pradesh Agriculture Marketing Board (APAMB) to promote and organize Arunachal Tea Festival (ATF) attracting tourists exposing them to rich tea culture of Arunachal Pradesh and its unique varieties of tea.
- Department of Tourism will undertake extensive marketing and branding campaign involving social media influencers and creating audio-visual documentaries of famous tea estates and tea varieties in the state. Tea tourism experiences and events shall be actively promoted on social media platforms through high-quality video content, influencer collaborations, and targeted campaigns to attract domestic and international visitors.
- Tea Tourism Meet shall be proposed as part of the Rural Tourism Meet to facilitate inbound and domestic tour operator's familiarization with Arunachal Pradesh's tea estates. This will provide a B2B platform for industry collaborations, package development and investment promotion.

Wine Tourism

Young and affluent consumers in India have become central to the growth story of the country's wine culture. This has also been the driving force of the rising trend of wine tourism in India. Arunachal Pradesh can capitalise this trend by shining a light on its rich indigenous tradition of crafting local wines and diverse horticulture farms. The state is home to India's first organic kiwi wine, marketed under the brand name "Naara Aaba", produced in Hong Village, Ziro, Lower Subansiri. Dirang, with its established wineries, is emerging as a hub for fruit based wines, curating unique varieties such as persimmon and apple wine etc. Additionally, Apong, a dark red organic wine made from temm (millet), holds deep cultural significance among the Nyishi tribal community, being closely associated with shamanic observances, rituals and folklore. Another notable variety is Adi Apong, a rice wine crafted by the Adi community, and produced commercially by Siang Beverage Pvt. Ltd. Despite the wide variety of fruit-based wines and traditional spirits brewed by local communities, Arunachal Pradesh has yet to fully realise its potential in wine tourism. Events such as the Ziro Festival, which attracts significant tourist footfall, provide some exposure to local wines. However, the state lacks dedicated events and structured promotion of its rich wine-crafting heritage.

Wine tourism can serve as an extension of farm tourism, offering visitors a farm-to-winery experience, and allowing them to witness the entire value chain of wine production. Additionally, it presents an opportunity for tourists to engage with the community, experience their traditional wine-crafting techniques, and immerse themselves in the region's cultural heritage. Wine tourism can be a driver for preserving local tradition and culture while encouraging the economic well-being of local people.

OBJECTIVES

- to attract wine enthusiasts from across India and the world to explore wine tourism in Arunachal Pradesh.
- to provide a unique tourism experience by integrating wine tourism with the rich culture and tradition of the community, allowing tourists to taste a variety of locally crafted beverages.
- to provide educational tours for enthusiasts enabling them to witness the entire value chain of production.
- to preserve and endorse indigenous crafting heritage while creating livelihood opportunities for the community.

OFFERINGS UNDER WINE TOURISM

- Tours from farms to wineries
- Music and wine festival
- Wine tasting and exhibition
- Stay at wineries
- Wine crafting lessons from experts in the community

STRATEGIES FOR PROMOTING WINE TOURISM

- The Department of Tourism in collaboration with the Department of Indigenous Affairs, Department of Tirap, Changlang and Longding (TCL) and the Department of Karmik and Adhyatmik Affairs (DoKAA) shall curate an informative brochure detailing local spirits and wine crafted by different communities. The brochure shall include details such as the name of the community, crafting process, location and cultural significance of each beverage.
- The Department of Tourism shall undertake audio-visual documentation of Arunachal Pradesh’s wine and crafting culture and promote it on major social media platforms through influencers and celebrities.
- The Department of Tourism shall sign Memorandum of Understandings (MoUs) with reputed winery associations like the Sommeliers Association of India, International Spirits and Wines Association of India, Wine Growers Association of India, etc. The MoUs shall focus on collaboration in the following areas:
 - o Promotion of wine-based tourism in the state
 - o Marketing and branding assistance for local wines at national/international events
 - o Organisation of wine festivals to showcase local spirits and fruit-based wines
 - o Exploration of investment opportunities for commercialising traditional spirits or unique fruit-based wines (kiwi, persimmon, guava, etc) through joint ventures
- District Tourism Officers (DTOs) shall identify expert crafters from different communities in their respective districts who shall be trained to conduct crafting classes for tourists and engage them in the crafting process.
- The Department of Tourism shall organise wine exhibition and tasting events in Ziro, during the Ziro Festival of Music and in Dambuk during the Orange Festival, inviting wine crafters (both fruit-based wine and indigenous spirits) from across the state. DTOs can identify popular wines in their district and facilitate them in setting up their kiosks/stalls in these festivals, thus providing tourists with the opportunity to taste wines, interact with crafters and learn about the crafting process and its cultural significance.
- The Department of Tourism shall collaborate with tour operators to curate and promote wine tourism experiences (tours to wineries, wine crafting lessons, stay at wineries, etc).
- The Department of Tourism shall collaborate with MICE organisers to include traditional spirits and homegrown fruit wines in gala dinners, meet and greet, networking events and other social gatherings. Similarly, hotels and other accommodation units (homestays, farm stays, resorts, etc.) shall be encouraged to promote traditional and fruit-based wines to tourists as part of their curated experiences.

⁵Other major festivals with significant tourist footfall shall be leveraged for wine tourism promotion, with dedicated wine-tasting events and interactive experiences.

Wellness and Spiritual Tourism

Arunachal Pradesh with its pristine forests, majestic mountains, serene rivers, rejuvenating hot water springs, and a rich spiritual heritage encompassing indigenous faiths, including Donyi-Polo and Buddhist traditions, has great potential for spiritual and wellness tourism. The state is home to renowned monasteries and pilgrimage sites, including Tawang Monastery, Parshuram Kund, Golden Pagoda, Taktsang Monastery, Gorsam Chorten, Ugyelling Monastery, Malinithan Temple, and Akashiganga Temple etc which attract pilgrims and spiritual seekers from across India and beyond. Additionally, the Dalai Lama's escape route is being developed as a spiritual tourism circuit, with up to five monoliths to be constructed at each location where he spent the night during his journey from Tibet to India, commemorating this historic event and enhancing its appeal as a spiritual tourism destination.

Beyond its spiritual sites, Arunachal Pradesh offers unique wellness experiences, including hot water springs (eg at places like Damteng, Mago etc), indigenous healing traditions, and AYUSH-based therapies (eg Sowa Rigpa). Traditional herbal healing practices, therapeutic baths in natural hot springs and ancient wellness rituals are deeply embedded in the state's cultural fabric. However, despite these offerings, wellness and spiritual tourism remain largely untapped due to the lack of dedicated promotion, structured development and awareness among local communities regarding the economic potential of traditional healing practices and natural wellness resources.

Although the state has begun revitalising spiritual destinations, a structured approach is required to integrate wellness and spiritual tourism with adventure tourism, ecotourism and cultural tourism in a holistic model.

OBJECTIVES

Transform Arunachal Pradesh into a leading destination for both Spiritual Tourism and Wellness Tourism, by ensuring :

- the development of Arunachal Pradesh as a premier wellness and spiritual tourism destination by leveraging its natural landscapes, sacred sites and indigenous healing traditions.
- the promotion of sustainable and community-led wellness tourism in the state.
- the establishment of structured pilgrimage circuits and trails as extensions of national pilgrimage circuits.

OFFERINGS UNDER SPIRITUAL AND WELLNESS TOURISM

- **Sacred sites, monasteries and pilgrimage circuits** : perfect for devotees and spiritual seekers
- **Indigenous faith experiences** : tourists can engage in unique spiritual practices, such as Donyi-Polo & Rangfrah etc, rooted in nature worship and Indigenous faith
- **Natural environment exploration** : pristine natural environments featuring dense forests, scenic mountains, flowing rivers and abundant hot water springs
- **Traditional and Indigenous healing practices** : tourists can experience Indigenous healing traditions featuring herbal remedies, nature-centric therapies and AYUSH-based wellness practices
- **Holistic wellness activities** : tourists can enjoy hydrotherapy, meditation, yoga, forest bathing and organic cuisine at eco-friendly resorts, homestays and wellness retreats.

STRATEGIES FOR PROMOTING WELLNESS AND SPIRITUAL TOURISM

- The Department of Tourism in consultation with the DoKAA, the Department of Indigenous Affairs and the Department of TCL shall identify and restore key Buddhist and Indigenous spiritual sites (Akashi Ganga, Chumi Gyatse, Kanzimane) under the PRASHAD scheme to create and upgrade tourist amenities at monasteries, nunneries, pilgrimage and spiritual locations.
- To enhance the Dalai Lama's Escape Trail as a structured spiritual tourism circuit, interpretation centres and digital guides shall be developed at identified locations, providing historical context through interactive story telling, archival materials and multilingual signage. Way finding markers, rest stops and vegetarian cafeterias shall be installed for the facilitation of pilgrims and tourists. Alongside the trail meditation retreats and guided heritage walks shall be introduced in collaboration with monasteries to offer immersive spiritual experiences. Targeted marketing campaigns and international collaborations with Buddhist organisations and heritage bodies shall be undertaken to position the trail as a key attraction within Arunachal's Buddhist tourism circuit.
- The Department of Tourism shall conduct workshops for spiritual leaders/guides (monks, priests, shamans, etc.) on tourist interaction and story telling to ensure that tourists receive accurate narratives while fostering respect for local traditions and customs.
- The Department of Tourism, in collaboration with tour operators, shall curate festival-based tourism packages to extend visitor stays and cultural engagement.
- The Department of Tourism in coordination with the Department of Science and Technology shall survey and classify hot springs for tourism development based on water quality, accessibility and cultural significance. To ensure eco-friendly development, the department shall develop essential infrastructure such as bathhouses, nature trails and washrooms while adhering to strict environmental guidelines.

- The Department of Tourism shall sign MoUs with leading wellness brands and spa resorts like Ananda, Lanserhof, SHA wellness clinic, etc., to co-develop community-led wellness tourism eco-resorts. The MoU shall focus on collaboration on the following :
 - o The use of locally sourced materials by the developers and the use of sustainable construction practices and traditional architectural elements to maintain cultural authenticity.
 - o Partnerships between local farmers and hospitality providers to support organic farming and indigenous food traditions, offering nutritionally balanced meals for dietary-sensitive visitors, including vegan and gluten-free options, thus, creating a farm-to-table wellness dining experience.
 - o Development of structured wellness retreats, ranging from 3-day to 30-day programmes, tailored to wellness seekers looking for immersive healing experiences in Arunachal's pristine environment.
- The Department of Tourism shall host national/international wellness events such as yoga camps, meditation retreats, etc, in scenic wellness and spiritual locations like Geker Senyi, Glaw Lake, Sarong Gompa and Tsechu.
- The Department of Tourism shall coordinate with hotels in large towns to offer guided wellness and spiritual excursion trips to hot springs and spiritual sites.
- Tour Operators shall be oriented and encouraged by the Department of Tourism to integrate adventure and wellness tourism by combining trekking, bird-watching, and rafting experiences with relaxation at wellness retreats. This initiative aims to attract adventure enthusiasts who seek restorative wellness treatments after outdoor activities.
- Traditional healing practices shall be integrated into wellness tourism offerings by training local practitioners in herbal therapies, indigenous wellness treatments, and holistic healing experiences. The department will collaborate with traditional healers to create authentic and culturally rich wellness experiences for tourists.

Adventure Tourism

Arunachal Pradesh, offers vast, unexplored terrains that attract travellers seeking unique and off beat experiences. Traditionally, indigenous communities engaged in trekking, river navigation, and forest expeditions, but the formal promotion of adventure tourism began in the late 20th century. A major milestone was the establishment of the National Institute of Mountaineering and Allied Sports (NIMAS) in Dirang in 2013, which offers specialised training in mountaineering, aero and aqua sports. Over the years, Arunachal Pradesh has gained prominence as an adventure tourism destination, with key activities including trekking and mountaineering in Tawang, Mechukha Valley, Anini and Ziro etc, white-water rafting on the Siang and Subansiri rivers etc, angling in Mahseer-rich rivers, motorbiking and mountain biking across rugged terrains and aero sports like paragliding in Mechukha and Dirang etc. The state also offers unique experiences in form of Salt well trails in areas like Borduria, which blend heritage with adventure. The state has hosted significant adventure events, such as the 3rd National Adventure Racing Championship in Mechukha and received accolades, including the 'Best Emerging Destination' award at the Lonely Planet Travel Awards 2019. However, despite its natural advantages, the state faces challenges such as limited accessibility, low tourist awareness and an unorganised adventure tourism sector, preventing it from fully leveraging its potential. Therefore, strengthening of infrastructure, organisation of adventure circuits and implementation of targeted marketing strategies are essential. This policy aims to sustainably develop adventure tourism within the state by ensuring ecological balance, economic benefits for local communities and adherence to the highest safety standards.

OBJECTIVES

- to develop a structured adventure tourism ecosystem that fosters community participation, conservation and responsible tourism
- to implement strict safety standards and ecotourism principles to minimise environmental impact.
- to promote Arunachal Pradesh as a premier destination for high-value, low-impact adventure tourism.
- to strengthen governance, regulations and marketing to attract global adventure travellers.

STRATEGIES FOR PROMOTING ADVENTURE TOURISM

- The Department of Tourism shall develop standardised guidelines and Standard Operating Procedures (SoPs) in coordination with accredited institutions and reputed adventure tour operator associations for various operational adventure sports. The guidelines and SoPs will encompass but not be limited to the following:
 - o Regulations for safety, environmental sustainability and operational standardisation
 - o Licensing, permissions and certifications
 - o Monitoring mechanisms
 - o Enforcement, compliance and penalties
 - o Skill development and capacity building

- All adventure tour operators shall be mandatorily registered under the Department of Tourism.
- All adventure tour operators and guides must obtain required skills certifications, licenses and experience as specified under adventure guidelines that will be issued by the Department of Tourism, from time to time.
- A regular annual review of operators' compliance with standard operating procedures and safety protocols shall be conducted by DCs, in coordination with the Department of Tourism.
- The Department of Tourism shall establish emergency response centres in association with SDRF and industry at key trekking, rafting and mountaineering locations. The department shall build a network of Community Emergency Response Teams (CERTs) at key destinations, trained in disaster preparedness and evacuation protocols.
- The Department of Tourism shall establish emergency response protocols, including mountain and water rescue, in collaboration with local agencies, ITBP, NDRF/SDRF, Indian Army and Airforce.
- The Department of Tourism in coordination with accredited institutions like NIM, NIMAS, etc shall establish training and certification centres in Itanagar, Namsai, Pasighat and Tawang.
- Thematic and integrated adventure tourism circuits (e.g., Himalayan Trekking Circuit, White Water Rafting Circuit, Basar eco and music trail, Tirap salt and culture trail, etc.) shall be identified and developed by the Department of Tourism in coordination with the community and industry.
- The Department of Tourism shall identify five new adventure tourism destinations during this policy period. Identification of these destinations shall be done based on ecological sensitivity, adventure potential and accessibility. Each location will undergo carrying capacity studies to prevent mass tourism.
- The Department of Tourism shall foster partnerships with international adventure tourism brands (e.g., National Geographic Expeditions, Royal Enfield expeditions, Moto Sports, etc) to conduct their adventure expeditions.
- Showcase Arunachal Pradesh at WTM London, ITB Berlin and Adventure Travel World Summit.

Ecotourism

Arunachal Pradesh covers an area of 83,743 sq. km. The state has 65,822 sq. km (around 80%) of forest cover, with almost 12% of its Geographical area designated as Protected Areas. The Protected Area/s safeguards a rich diversity of flora and fauna, which continue to be the site of discoveries from time to time. There are 15 Wildlife Sanctuaries, 2 National Parks, 3 Tiger Reserves, 2 Elephant Reserves, 11 Community Reserves and 1 Biosphere Reserve. Moreover, the state has more than 5,000 species of flowering plants, 600 species of orchids, 75 species of rhododendrons, 45 species of timber-yielding trees, 45 species of bamboo, 17 species of canes and 500 species of medicinal plants making it an ideal location for ecotourism. With its rich biodiversity, the state will focus on five ecotourism circuits, namely (i) Pakke-Sessa-Eaglenest (Kameng Circuit) (ii) Itanagar-Tale Circuit (Subansiri Circuit) (iii) D'Ering-Mouling-YordiSupse (Siang Circuit) (iv) Mehao-Dibang Kamlang (Lohit Circuit) (v) Namdapha-Pangsau Pass-Vijoyanagar (Tirap Circuit).

OBJECTIVES

- to position ecotourism as one of the most pristine niche segments
- to expand the concept of ecotourism beyond forest areas and include 'community conserved areas' within its ambit
- to encourage Public-Private Partnerships (PPPs) while maintaining the ecological balance
- to foster community participation by creating opportunities for employment

STRATEGIES FOR PROMOTING ECOTOURISM

- Given that more than 60% of the forest area is classified as 'unclassed state forest⁶, the Department of Tourism shall work towards expanding ecotourism to include 'Community Conserved Areas' in alignment with the "Guidelines for the Recognition of Community Conserved Areas in Arunachal Pradesh - 2024" and actively engage local communities in ecotourism initiatives.
- The Department of Tourism shall encourage PPPs ensuring compliance with the Forest (Conservation) Act, 1980 and the Wildlife (Protection) Act, 1972 and promoting revenue-sharing models on government-leased land⁷⁸.
- The Department of Tourism shall liaise with the Forest Department to propose a framework where at least one forest guard/tour guide can be sent along with one tourist group, as in the case of Namdapha National Park and Tiger Reserve, for the facilitation of tourists.
- The Department of Tourism shall liaise with international and national ecotourism organisations, including, The International Ecotourism Society (TIES) and the Responsible Tourism Society of India (RTSOI), to enhance global visibility and encourage stakeholder participation in sustainable tourism initiatives.

- The Department of Tourism shall take necessary steps to provide training to community members and ecotourism guides, in collaboration with reputed institutions such as Indian Institute of Tourism and Travel Management, Hotel Management Institutes and Rajiv Gandhi University, to ensure skill development and capacity building.
- The Department of Tourism shall coordinate with the Forest Department for the creation of a Tourism Infrastructure Fund, focusing on developing areas outside forest jurisdiction that are critical to the overall ecotourism ecosystem.
- The Department of Tourism shall develop and promote ecotourism activities such as forest trails, nature walks, jungle safaris, trekking, and rock climbing at suitable locations while ensuring minimal environmental impact.
- The Department of Tourism shall facilitate the development of eco-friendly camping sites by providing basic infrastructure and public convenience services, including proper roads to entry points, parking facilities, signage and visitor guidelines for responsible interaction with nature.
- The Department of Tourism shall coordinate with the Department of Forest to facilitate the use of Forest Rest Houses (FRHs) for tourists by offering discounted rates, improved marketing and enhanced visitor facilities to increase occupancy and revenue
- The Department of Tourism shall implement ecotourism strategies in alignment with the National Strategy for Ecotourism 2022, ensuring that Arunachal Pradesh's ecotourism framework is in sync with national objectives.
- The Department of Tourism shall collaborate with the Department of Environment, Forest and Climate Change to develop and improve ecotourism hotspots while ensuring ecological preservation and visitor-friendly infrastructure.
- The Department of Tourism shall coordinate with the Forest Department for data-sharing on ecotourism footfall and revenue generation, leveraging information collected by Divisional Forest Officers (DFOs) to enhance strategic planning and decision-making.

Responsible Tourism Guidelines for Ecotourism

- A strategic approach will be adopted to address the issue of waste management, with intensive campaigns to control plastic waste, supported by collaboration with the private sector and non-Governmental organisations (NGOs).
- Educate tourists about key conservation practices, such as recycling, reducing water usage and supporting local crafts over mass-produced souvenirs, by engaging with local communities that utilise traditional methods to preserve their natural environment.
- Engage the local community in preserving the natural surroundings like forests, rivers, or mountains by providing them with the responsibility of conservation of nature (e.g., Singchung Bugun Village Community Reserve (SBVCR) community for the forest conservation area near Eaglenest Wildlife Sanctuary).
- Support local communities in coming up with homestays wherever possible so that tourists can stay there and immerse themselves in the indigenous ways of living and interaction with nature.
- Guidelines for stakeholders to follow and respect nature and community will be outlined and guest compliance will be politely enforced.
- Follow and ensure compliance with Guidelines on Sustainable Ecotourism in Forest and Wildlife Areas 2021, issued by the Ministry of Environment, Forest and Climate Change, Government of India.
- Protect and promote all the ecotourism hotspots in line with those mentioned in the Central Government scheme of 'Amrit Dharohar', encompassing not just wetlands but other natural and ecological hotspots.

⁶This includes land owned by private individuals, clans, village councils and other indigenous community institutions

⁷Some successful models include that of Kabini ecotourism of Karnataka or Jim Corbett of Uttarakhand where private players were given land of lease to develop eco-friendly accommodation and experiences. A balance was ensured by putting in place strict ecotourism guidelines to prevent over-commercialisation. A direct implication of this was reflected in boosting local employment.

⁸The revenue sharing can be on the basis of 80:10:10 where 80% of the revenue from the eco-friendly accommodation and experiences is kept with private players, 10% is taken by the community for habitat conservation and 10% is taken by the tourism department for liaising/facilitating the entire process. The lessor will get the lease amount as revenue and the forest department will earn the licence fee for allowing jungle safaris, forest trails, camping, etc.

Tribal Tourism

Arunachal Pradesh is inhabited by a myriad of ethnic indigenous communities with tremendous potential for tourists and a unique cultural experience. Tribal communities have their own rich, distinctive and unique culture and traditions involving festivals, music, food, folklore, etc. The state has culturally rich destinations like Basar, Khonsa, Namsai, Sangti and Tawang etc that offer diverse tribal experiences from vibrant tribal festivals to traditional crafts and cuisines. The Department of Tourism shall endeavour to develop adequate infrastructure to showcase rich tribal culture attracting tourists from India and around the world. The Department of Tourism shall identify and develop areas to provide unique experiences to tourists and undertake necessary marketing campaigns to promote such destinations.

OBJECTIVES

- to promote and preserve the rich cultural heritage, traditions and indigenous lifestyle of the state's diverse tribal communities while fostering sustainable tourism.
- to provide a unique cultural experience to tourists from India and around the world, by providing them with the opportunity to experience the cuisine, wine, festivals, etc. of tribal communities.

OFFERINGS UNDER TRIBAL TOURISM

Tourists seeking meaningful interactions can witness or participate in local festivals, learn about indigenous culture and cuisine and explore the deeply ingrained nature-centric spirituality of Arunachal's tribal communities via :

- Wines and Cuisines
- Participation in Festivals (Chalo Loku, Keh Meh Ha, Losar, Mopin, Nyokum, Oriah, Solung, etc.)
- Heritage Museums

STRATEGIES FOR PROMOTING TRIBAL TOURISM

- The Department of Tourism in coordination with the DoKAA, the Department of Indigenous Affairs and the Department of TCL shall identify and promote major festivals to attract tourists by producing audio-visual documentaries and executing digital and social media marketing campaigns for widespread outreach.
- The Department of Tourism shall develop a comprehensive festival calendar for promotion and information dissemination, ensuring better visibility and accessibility for domestic and international tourists.
- Suitable Villages will be identified and developed as hubs for tribal tourism along tourist circuits. Selection shall be done basis connectivity, proximity to major tourist destinations, etc. Community members shall be engaged in the development of the Village as a tourism hub and guidelines will be developed for tourists visiting the Village. These Villages shall provide unique experiences like wine crafting lessons and tasting, festivals, homestays/farm stays modelled on traditional architecture, offering traditional food, encouraging sustainable practices, and offering activities such as handicraft making, etc.
- The Department of Tourism shall facilitate the development of museums showcasing tribal history, folklore and way of life, prioritising projects at Nyubu Nyvgam Yerko (Rang, East Kameng), Nyubu Nyvgam Yerko (Mwya, Keyi Panyor) and Menjik Meqkok Rwggu (Basar, Leparada), while integrating accommodation facilities for tourists.
- The Department of Tourism shall engage tour operators to promote newly developed tribal tourism destinations and create unique tribal tourism products tailored for experiential travel.
- The Department of Tourism shall organise a biannual multicultural festival showcasing Arunachal Pradesh's unique cultural identity, aligning with peak travel seasons in June and the Christmas-New Year period to attract domestic and international tourists.

MICE (Meetings, Incentives, Conferences and Exhibitions) Tourism

MICE tourism plays a crucial role in fostering business growth, knowledge exchange, and global networking. It drives economic development by attracting corporate travellers, providing an impetus to local economies, and promoting destinations as international business hubs. Additionally, MICE tourism supports infrastructure development, such as convention centres, hotels and transportation, while encouraging innovation in service quality. As per the Ministry of Tourism statistics, the estimated total contribution from MICE Tourism in, 2019 was ₹ 37,576 crores.⁹ Realising the significance of MICE tourism, the state is steadily developing its MICE infrastructure, with key venues such as the Convention Centre in Mechukha, Dorjee Khandu Convention Centre in Itanagar, IIM Shillong Satellite Centre in Tawang and the Multipurpose Cultural Hall in Namsai etc catering to business conferences, cultural events and academic exchange. This policy builds upon the state's vision and prescribes strategies to strengthen it further.

⁹Final Report on MICE Market in India and the Role of India Convention Promotion Bureau (ICPB) in Promoting MICE Tourism Products (2019). Ministry of Tourism, Government of India.

OBJECTIVES

- to position Arunachal Pradesh as the focal point for MICE tourism in the North Eastern Region
- to leverage MICE tourism as an opportunity to attract strategic investment in the state

STRATEGIES FOR MICE TOURISM

- The Department of Tourism shall promote the conduction of national/international MICE events (especially conferences, symposiums and exhibitions) during the lean tourist season to enhance visitor inflow and optimise tourism resources throughout the year.
- The Department of Tourism shall facilitate and promote new events such as food festivals, river carnivals and wine exhibitions, ensuring they are scalable to national and international levels while retaining local cultural elements.
- The Department of Tourism shall promote the private sector by encouraging private investment in the development of MICE infrastructure, including convention centres, meeting halls and exhibition spaces to cater to business and event tourism.
- The Department of Tourism shall implement a comprehensive marketing and promotion strategy positioning Arunachal Pradesh as a preferred MICE destination, leveraging digital campaigns, industry collaborations and international outreach.
- The Department of Tourism shall establish clear guidelines for organising mass events, detailing fees, locations, approval processes, supporting services and infrastructure access to streamline event planning and execution.
- The Department of Tourism shall encourage MICE operators to become members of the India Convention Promotion Bureau (ICPB) to strengthen Arunachal Pradesh's representation in the national MICE tourism industry.

Border Tourism

Arunachal Pradesh shares international borders with Bhutan, China (Tibet), and Myanmar. The state has border areas featuring remote, rugged terrains, cultural richness and stunning landscapes that are suitable for a range of tourism niches. Destinations like Bumla and Kanzimane have historical and strategic experiences, while villages like Dudunghar, Kibithoo, Mechuka and Lazu present opportunities for immersive cultural and adventure experiences. Similarly, destinations like Taksin, Vijoynagar offering pristine offbeat locations exemplify the untapped potential of border tourism in the state. Developing border regions not only strengthens national security but also uplifts local economies, aligning with the Government of India's Vibrant Villages Programme (VVP). Further, improved connectivity and infrastructure can catalyse additional tourism segments-Adventure, Eco, Tribal, Spiritual, Wellness, Farm, Wine, Film and MICE-offering a multi-faceted travel portfolio for Arunachal Pradesh. Integration of border tourism with other experiential segments is essential for providing a comprehensive tourism experience and shall be undertaken through multiple avenues.

OBJECTIVES

- to promote India's patriotic frontiers by fostering responsible tourism that honours the strategic significance of border regions, promotes national pride and preserves unique heritage and cultural identity.
- to strengthen local economies and security by creating sustainable income opportunities for border communities through homestays, farm stays and skill development, while improving infrastructure to support both tourism and strategic needs
- to enhance the state's tourism portfolio by integrating border tourism with other experiential segments such as Eco, Tribal, Spiritual, Wellness, Adventure, Farm, Wine, Film and MICE tourism, creating diverse circuits and promoting year-round tourism.
- to promote lesser-known and unexplored areas by highlighting undiscovered destinations and attracting niche tourism markets through innovative marketing, strategic storytelling and digital campaigns.

STRATEGIES FOR BORDER TOURISM

- The Department of Tourism shall coordinate with Bharat mala and the Vibrant Villages Programme to enhance connectivity between border Villages and major tourism hubs, including farm clusters, wine-making areas and ecotourism hotspots. Efforts shall be made to strengthen access to remote scenic locations that have the potential for film shoots, adventure tourism and MICE retreats, ensuring improved road, air and digital connectivity.
- The Department of Tourism shall coordinate with the Department of Civil Aviation to introduce helicopter and short-flight services under UDAN-RCS to improve accessibility to border districts, facilitating smoother travel for film crews, business conferences and wellness tourists.
- The Department of Tourism shall coordinate with the Department of Civil Aviation to establish helipads with conference-ready facilities in select border towns, linking them with the state's MICE tourism strategy to attract corporate and event-based tourism.

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- The Department of Tourism, in coordination with NIMAS and the Indian Armed Forces, shall organise high-altitude expeditions along the Vibrant Villages circuit to promote high-altitude adventure tourism. The Department of Tourism shall introduce and promote adventure tourism activities such as trekking (Brokpa Trail, Yak Pasture Trail), river rafting, mountaineering and mountain biking in border districts, ensuring adherence to security protocols.
 - The Department of Tourism in coordination with the law and order and the armed forces shall define secure travel corridors for film shoots in border regions and facilitate escorted tours for large MICE groups if required, ensuring safety and regulatory compliance.
 - The Department of Tourism shall develop eco-tribal experiences in border areas, including nature trails through high-altitude forests, tribal hamlet tours and guided ecotourism experiences led by local communities.
 - The Department of Tourism shall position border monasteries and remote hermitage sites as spiritual and wellness tourism destinations, integrating them with meditation retreats, hot spring visits and indigenous healing therapies.
 - Efforts shall be made to enhance digital connectivity to support film production, digital marketing, online booking services and visitor safety in border tourism destinations.

SECTION - 3

Developing Sustainable Tourism Infrastructure

Augmentation of tourism infrastructure for enhancing tourist experience, safety and well-being, is the key focus area of the policy to position Arunachal Pradesh among the leading tourist destinations in India. By strengthening the infrastructure capabilities, the tourism sector can be unlocked in the state.

The focus of the policy shall be as follows :

- to ensure good and all-weather connectivity to tourist locations within the state along the identified 14 circuits
- to provide seamless and quality end-to-end tourism-related services, like accommodation, wayside amenities, transportation, etc., to the visitors ensuring comfort, convenience and safety
- to build relevant infrastructure aimed at developing tourism segments in the state, like river-based activities, adventure-based activities, cultural activities, MICE and others
- to promote green infrastructure in tourism, which is inclusive in terms of accessibility of people with disabilities

QUALITY ACCOMMODATION

Quality accommodation is key to developing tourism. The increasing trend of remote-working, staycations, etc., especially post-covid, has increased the demand for accommodation in peaceful and serene locations among the workforces. Similarly, a reversal in the trend of tourists post-COVID, along with rising disposable income among the domestic population, have been critical drivers of tourism growth.

- A baseline survey shall be conducted across all districts to have complete information on the number and type of accommodation (hotel/homestay/farmstay, etc.) along with the number of rooms, beds and tariff. This information shall be used to grade tourist circuits and districts based on the availability of quality accommodation, which shall help in prioritising areas for development.
- At present, hotels are not mandated to register under the Department of Tourism, but efforts shall be made towards strict enforcement of Arunachal Pradesh (Tourism Trade Registration and Regulation) Act, 2016 by framing rules for the said act. This is to ensure all tourism units, especially hotels, are mandated to be registered under the Department of Tourism, ensuring proper regulation and compliance as per the guidelines set by the Tourism Department. There shall be regular inspections by the Tourism Department ensuring adherence to quality standards. All proposals for the development of accommodation infrastructure need to be approved by the Department of Tourism.
- Special focus shall be placed on developing premium quality accommodation infrastructure in District HQs.
- Efforts shall be made to increase the number of hotel/resort rooms (as per data on the number of rooms across hotels from the baseline survey) by 50% during the policy period. The focus shall be on increasing the share of rooms which are high-value with high tariffs.

ALTERNATIVE ACCOMMODATION (HOMESTAYS/FARM STAYS/TENTED ACCOMMODATIONS)

- There will be separate guidelines, policies and registration processes for homestays and farm stays.
- Digital marketing and online presence of homestays and farm stays will be promoted to provide access to a wider market. The Department of Tourism shall endeavour to sign an MoU with key Online Travel Agencies to protect the interests of budding entrepreneurs from rural and remote locations.
- Homestays and Farm stays with local architecture reflecting tribal culture and way of life shall be promoted.
- Stricter criteria for renewal of homestays and farm stays shall be put in place. Criteria for renewal shall be as follows :
 - o Number of visitors hosted in the previous year.
 - o Feedback from DTOs.
 - o Feedback from tourists selected from the visitors' list randomly.
- Appropriate locations for tented accommodation units along riverbanks and valleys shall be identified in collaboration with communities and district administration.
- Guidelines shall be issued by the Department of Tourism for the approval and registration for tented accommodation units aligned with the Guidelines for Project Approval and Classification of Tented Accommodation issued by the Ministry of Tourism.

ICONIC CULTURAL INFRASTRUCTURE

Donyi Polo Cultural and Charitable Trust has established three traditional schools namely Nyubu Nyvgam Yerko at Rang, East Kameng District, Nyubu Nyvgam Yerko at Mwya in the Keyi Panyor district, as well as Menjik Meqkok Rwgau at Basar in the Leparada district of Arunachal Pradesh. At these schools, modern education, is integrated with indigenous knowledge, preserving rich tribal and cultural heritage. Development of guest houses for accommodation and a museum showcasing ancient history and rich tribal heritage shall be developed on the premises of these schools.

A circuit-wise identification process shall be undertaken to identify the Villages and towns with predominantly indigenous infrastructure and promoted in collaboration with tour operators.

WAYSIDE AMENITIES (DRINKING WATER, TOILETS, AVAILABILITY OF REFRESHMENTS, PARKING, RAIN SHELTERS, ETC.)

- A baseline survey on the availability of wayside amenities in state and national highways across all tourist circuits shall be conducted to grade circuits. This shall help in prioritising circuits for the development of way-side amenities based on their current status and tourist footfalls. Wayside amenities at every 40-60 kilometres are desirable.
- Community participation shall be leveraged for developing wayside amenities like pink toilets and rain shelters where the state will facilitate the development of infrastructure and the community can run, operate and maintain the facility.
- The refreshment facilities shall be developed keeping in mind the dietary sensitivities of tourists. To cater to high-value and inbound tourists, pure vegetarian/vegan chains shall be developed with public-private collaboration. To this end, a collaboration is to be facilitated between established national/international chains and local entrepreneurs.
- Authentic and state-certified souvenir shops showcasing and promoting local products and indigenous perishable and non-perishable items shall be set up leveraging community participation.

SIGNAGES

- Relevant signages which are directional, descriptive and informative shall be placed in multiple Indian languages at sites and across tourist circuits.
- QR code-based signage shall be installed where tourists can get information in audio-visual mode in their preferred language just by scanning the code.

CONNECTIVITY

Ease of connectivity enables smooth access to tourist destinations and is a key determinant for the growth of tourism in the state. The policy aims at all-year-round connectivity to tourist destinations through multi-modal connectivity through air, land and water.

PHYSICAL INFRASTRUCTURE

Recent years have seen a rapid growth in the development of road infrastructure in the state, which has led to year-round connectivity to tourist destinations. The Sela Tunnel, inaugurated in March, 2024, provides all-weather connectivity to Tawang through the Sela Pass. This will boost tourism in the Tezpur to Tawang tourist circuit. As of, 2019, Arunachal Pradesh's road density (length of road per 100 square km area) stood at 66 km, much lower than the national average of 165 km, thus, indicative of significant scope for improvement. Many districts like Lohit, Changlang, Upper Siang, Dibang valley, Anjaw, etc, fare poorly when it comes to road density. Road connectivity to tourist locations such as Anini and Mechukha shall be enhanced.

- Formal collaboration with the PWD for developing a long-term plan for boosting road infrastructure to the tourist locations across 14 circuits to be identified.
- Local communities and Tour Operators shall be engaged in planning for the development of road infrastructure in the identified 14 circuits.
- The government shall endeavour to increase air connectivity by increasing flight services to and from Itanagar. Greater connectivity to major metropolitan cities in India is required to boost tourism in the state. At present, there is good connectivity with Delhi and Kolkata, efforts shall be made for enhanced air connectivity with Bengaluru, Chennai, Hyderabad and Mumbai.
- Efforts shall be made for increased flight services from Guwahati, to Tezu and Pasighat airport. Subsequently, connectivity with Delhi and Kolkata will also be enhanced.

TRANSPORT SERVICE

Transportation services are unorganised and fragmented in the state, which is mainly run by taxi operators, of which the majority are from Assam. Availability of public transport is minimal in tourist locations. Remote tourist locations are accessible only by air (in the form of helicopter service) or by road (taxis run by operators). Since there is no centralised online booking portal/app for taxis/helicopters/buses, there is an issue of price discovery (price is unreasonably high and lacks standardisation across routes and tourist circuits) and checking availability. This creates inconvenience for tourists making travel within the state significantly expensive.

- Efforts shall be made to increase road transport connectivity from Guwahati to Itanagar through deluxe and semi-deluxe bus services.
- Greater frequency of deluxe and semi-deluxe bus service from APSTC from Itanagar to nearby tourist locations like Ziro shall be ensured. Other locations along tourist circuits with good road connectivity shall be identified in collaboration with the Transport Department to introduce public transport facilities.
- Development of a centralised and single portal /mobile app for booking bus, taxi and helicopter services ensuring standard pricing and rates across routes and tourist circuits. All tour operators and taxi service providers registered with the tourism department should be onboarded. This will enhance the tourist experience in terms of ease of booking, checking availability, price discovery and grievance redressal.

- Regular helicopter and fixed-wing aircraft services for far-flung areas shall be operationalised to enhance connectivity.
- Tourists can lease out the caravans from the tourism department in place of a fee (including a refundable security deposit) for their use. These vans can be initially provided by the department on a pilot basis in key locations or districts like Ziro, Dibang Valley, Mechukha, West Kameng and Tawang, and their leasing can be facilitated by the DTOs. Additional caravans can be provided later for the remaining districts based on the response from the pilot locations¹⁰.
- The government will facilitate the setting up of car/bike/scooter rental services for tourists in locations such as Itanagar and Pasighat, promoting ease and reducing the cost of travel for tourists.

GREEN INFRASTRUCTURE FOR TOURISM

The policy recognises the need for the sustainable development of tourism in Arunachal Pradesh, mitigating the negative impact on fragile ecological balance. The policy shall promote green infrastructure for tourism to promote green tourism aligned with the Sustainable Development Goals of 2030.

- Rules shall be framed under the Arunachal Pradesh (Tourism Trade Registration and Regulation) Act, 2016, to include the requirement of STCI accreditation for eligible tourism units.
- Alternative Accommodation (homestays/farm stay/any other) registered during the policy period must be mandated to get STCI accreditation within 6 months from registration.
- The Department of Tourism shall prioritise homestays and farm stays built as per local culture using environment-friendly material sourced locally for disbursing incentives.
- All accommodation units (Hotel/Resorts/etc.) shall be required to obtain STCI accreditation, and new hotels/resorts approved during the policy period shall submit an STCI accreditation report within 6 months of operations.
- All other tourism units apart from accommodation identified under the Arunachal Pradesh (Tourism Trade Registration and Regulation) Act, 2016, shall be mandated to obtain STCI accreditation.
- Accommodation units 3-stars and above shall be mandated to additional certifications for Green Building (Indian Green Building Council) and Global Sustainable Tourism.

ACCESSIBILITY

The department shall aim to make tourist destinations, accommodation units, and wayside amenities greatly accessible to people with disabilities. At major tourist destinations, there shall be provision of ramps wherever feasible, and shall have toilet facilities amenable to persons with disabilities. Accommodation units like hotels and resorts rated 2-stars and above shall be mandated to have one washroom on each floor for persons with disabilities.

Capacity Building and Skill Development for an Inclusive Workforce

Tourism sectors generate employment opportunities across segments like hotels and restaurants, tour operations, adventure tourism and tourist guides, especially in the case of eco and wildlife tourism and other areas. The policy recognises that trained manpower is required to cater to the demand of the sector and enhance the quality of tourist destinations, especially in terms of visitor experience. Arunachal Pradesh policy aims to take necessary steps to build a pool of trained manpower with the required skills to drive the tourism sector in the state.

SKILL GAP STUDY

To build the required base of trained and qualified manpower for the sector, the state shall undertake skill gap study to understand labour market dynamics in terms of demand and supply of the kind of jobs and skills required in an ever-changing industry. Results from the studies will help identify focus areas for capacity building and skill development, aiding development of necessary policies and interventions towards building a pool of skilled manpower. District-level skill development plans shall be created based on the findings from the skill gaps in consultation with major stakeholders.

Based on the results of the skill gap study, training under various schemes can be prioritised in convergence with the National Skill Development Corporation (NSDC), State Department of Skill Development and Entrepreneurship and relevant Sector Skill Councils (Tourism and Hospitality, Handicraft and Carpet, Automotive, etc). Ministry of Tourism schemes like Hunar se Rozgar Tak can be implemented in accordance with the findings of the study.

CAPACITY BUILDING OF MSMES, FACILITATORS AND BUDDING ENTREPRENEURS IN TOURISM

Entrepreneurship and Skill Development Programme (ESDP) for budding entrepreneurs and tourist facilitators shall be supported. Training will focus on enhancing managerial and entrepreneurship capacity as well as ICT enablement. This will allow entrepreneurs to equip themselves with the required skill set to enhance productivity and quality of products, deliver quality experiences to tourists and enhance the appeal of tourist destinations. An awareness campaign shall be organised for tourist facilitators to get themselves certified under the Incredible India Tourist Facilitator (IITF) Certification Programme.

A baseline survey of homestay and farm stay owners shall be undertaken to prioritise training areas catering to their actual training requirements.

¹⁰ Kindly refer the chapter on investment facilitation for the incentive structure

COVERAGE AND INCLUSIVITY OF THE CAPACITY-BUILDING INITIATIVES

- Skill development initiatives shall be made inclusive ensuring representation across genders, Scheduled Tribes, geography, etc. The skilling needs of every community shall be catered to under these programmes.
- Implementation of Recognition of Prior Learning (RPL) shall be undertaken to map existing skills in the unorganised and informal sector of tourism and integrate them with the formal skilling landscape by granting them certification. RPL is an outcome-based framework where prior learning is assessed, and certification is granted based on the assessment. RPL certificate is at par with the certificate granted as part of the completion of training under any skill development.
- Local people possess a deep understanding of the flora and fauna of the region and the jungle. Guides shall be developed from communities residing in the vicinity of eco and wildlife tourism hotspots, providing them with basic soft skills (communication, interpersonal, etc). DTOs shall maintain a list of trained guides to be made available to tourists and tour operators.
- Skill development training shall be undertaken for the unorganised sector in the tourism value chain, providing various services like accommodation, food and beverage, guides, etc. through SFCI (State Food Craft Institute).

SYNERGY WITH INDUSTRY AND ACADEMIC PARTNERS FOR BUILDING INFRASTRUCTURE FOR SKILL DEVELOPMENT

- The state shall partner with leading academic institutions in the tourism and hospitality sector like the Indian Institute of Tourism and Travel Management (IITTM), Institute of Hotel Management (IHMs), and National Skill Development Corporation India (NSDC) for the development of its skilling and training infrastructure.
- Introduction of management-level courses in tourism and hospitality in state and central academic institutions.
- The government shall endeavour towards setting up a dedicated management institute for tourism and hospitality.
- The state shall facilitate leading industry players in the hospitality sector to set up vocational training institutes to the likes of Tata STRIVE Hospitality Skills Training Centre of Excellence being set up in Assam. This is to create a pool of skilled manpower to meet the large entry-level human resource requirement in the tourism and hospitality sector.

OTHER INITIATIVES FOR EFFECTIVE IMPLEMENTATION

- Awareness and sensitisation drive people to make them aware of career prospects and progression in the tourism sector through grassroots and community-led mobilisation programmes. To make skills in the tourism and hospitality sector aspirational, promotion shall be undertaken by eminent personalities and successful personalities from the sector.
- Social media influencers and success stories shall be leveraged to make tourism careers aspirational.
- PM internship scheme to be leveraged to provide hands-on training to youths in the tourism and hospitality industry.
- Medium and large-scale hospitality and tourism units will be incentivised to provide paid internships/ On-the-job-training opportunities for at least one month to local youth trained under various skill development schemes and accredited vocational training institutes.

Entrepreneurship and Decent Work Opportunities

Domestic tourism, along with inbound tourism, has become a crucial catalyst for economic growth. In 2023, India recorded Foreign Tourist Arrivals (FTAs) of 9.24 million (Jan-Dec) (provisional) with a growth of 43.5% over 2022. The FTAs accounted for Foreign Exchange Earnings (FEEs) of ₹ 2,31,927 crores¹¹ registering a growth of 65.74% over 2022. Moreover, as per the available statistics, more than 1.73 billion Domestic Tourist Visitors (DTV)s travelled across the country in 2022. As per the third Tourism Satellite Accounts (TSA) of the Ministry of Tourism, the estimated share of tourism in GDP is around 2% accounting for more than 12.50% of jobs in the country for the year 2022-23.¹²

For Arunachal Pradesh, the number of FTAs stood at 4496 in 2023, more than quadrupling over 2022, whereas the number of DTVs stood at 1.04 million, increasing almost five times over 2022.¹³ However, the contribution to GDP and employment for the state is not directly available largely owing to its nature as an unorganised sector. Therefore, to promote entrepreneurship and generate employment opportunities, the state will create a conducive ecosystem wherein MSMEs and other commercial units can flourish and take a leap forward, auguring well in the tourism sector, multiplying its number by manifold.

¹¹ Annual Report (2023-24). Ministry of Tourism, GoI.
¹²https://tourism.gov.in/sites/default/files/2024-08/MOT%20Annual%20Report_2023-24_English%20Final.pdf
¹³Department of Tourism, Arunachal Pradesh

PROMOTING ENTREPRENEURSHIP AND DECENT WORK OPPORTUNITIES

In this regard, the state shall undertake various measures including, but not limited to:

- Encourage MSMEs and other tourism and accommodation units to get themselves registered with the state.
- Extend adequate support to entrepreneurs through banks or non-financial institutions under various schemes and subsidies.
- Promote various schemes related to tourism at different offline and online platforms.
- The state will also benchmark best practices and frameworks of other states and take necessary course corrections.
- Liaise with Destination Management Organisations (DMOs) to develop supporting infrastructure for the facilitation of the sector.
- Take regular feedback from the DTOs/TIOs/TFCs among other government departments like forest, culture, etc., on ways to enhance tourist experience and initiatives that can attract private investment.
- Enable a single window clearance system for entrepreneurs to obtain relevant licenses and certificates.
- Provide training sessions to MSMEs to ensure that all tourism units are aware of the existing, new and proposed quality standards and certifications.
- Enable cross-learning for entrepreneurs by facilitating their participation in national and international events, providing a platform to get exposed to new business ideas.
- Provide incentives on expenses incurred on training and up-skilling of employees by registered tourism units¹⁴.
- Collaboration with different training institutes like IHMs, IITMs, Rajiv Gandhi University(RGU, Itanagar), Entrepreneurship Development Institute of India (EDII, Ahmedabad), Skill Council, etc. to provide training on forward and backward sectors of tourism.

Investment Facilitation

The Government of Arunachal Pradesh under the policy will work towards creating a conducive environment to attract investment in the tourism sector through a business-friendly environment. The Department of Tourism shall work towards facilitating ease of business in the state.

FOCUS ON EASE OF DOING BUSINESS

The department will undertake periodic reviews of its acts, rules, guidelines and procedures regarding registration of tourism units, disbursement of incentives, certifications, approvals, etc, to make it simplified, transparent and time bound. Provisions such as self-certifications, deemed approval and third-party certification will be introduced wherever required and feasible.

PROMOTING PRIVATE INVESTMENT IN TOURISM

The Department of Tourism will create inventories of tourism assets like land at the district level for tourism projects in collaboration with other relevant departments. Details of such assets (location, area, photos, etc) will be made available on the website of the Department of Tourism to provide information to investors who then can approach the Department to develop projects.

The Government will work towards creating a framework/ policy of PPP in conjunction with relevant departments led by the Investment Division of the Department of Finance, Planning and Investment to facilitate private investment.

The department will also undertake extensive resource mapping at the district level to create an inventory of tourism-related infrastructure which can be redeveloped and restored as museums, accommodation units, memorials, cafeterias, etc, through private investment.

CREATING INVESTOR FACILITATION CELL

To address challenges faced by investors and to provide a one-stop solution for information dissemination regarding investment, incentives, investment summits and fairs, procedures, etc., a facilitation cell shall be created under the department. At a broad level, the functions of the facilitation cell are as follows:

- Attract investment in the tourism sector, promoting Arunachal Pradesh as a favourable destination. Collaboration with Invest India to scout for possible investment in Arunachal Pradesh.
- Provide information to investors regarding land availability, procedure of land allotment, incentives, approvals, registration and clearances.
- Publication of data, research, articles, etc., on the website regarding the development of tourism in the state.
- Grievance redressal of investors, resolving their queries and issues.
- Monitor growth and progress of investment in the tourism sector in the state.
- Organise stakeholder consultations, conclaves, etc., to promote investment in the state.

¹⁴ Kindly refer to the chapter on Investment Facilitation

INVESTOR OUTREACH AND MARKETING

The department shall undertake activities focused on sustained outreach to investors in the tourism sector by a facilitation cell in collaboration with Invest India. The tourism department should plan an investor conclave and meet dedicatedly for the tourism sector. In case an investor summit is planned at an overall industry level, a dedicated segment in the conclave will be allotted to the tourism sector.

Incentives

CAPITAL SUBSIDY

Tourism Units	Incentive	Eligibility
High-Quality Wayside Amenities	20% with a cap of ₹ 50 lakh	Along the tourist circuits and destinations notified by the Department of Tourism
Capital Subsidy for Caravans	<div>Registered with the Department of Tourism with required clearances/ permits as mentioned in the Policy document</div> <div><ul style="list-style-type: none">20% up to ₹ 10,00,000 for caravans costing more than ₹ 50,00,000 for up to 2 caravans per operator</div>	<div>Private units¹⁵ that want to purchase caravans¹⁶ will also be granted an will also be granted an investment subsidy requiring the following clearances/permits:</div> <div><ul style="list-style-type: none">Registration and Permit of Caravan/Camper Van from the Transport DepartmentPollution under Control (PUC) certificate from the State Pollution Control Board</div>

ASSISTANCE FOR MARKET DEVELOPMENT

- Subsidy to be provided to operators of tourism units and other service providers for participating in national-level tourism fairs/exhibitions/marts for business development and learning best practices.
- A maximum grant of ₹ 60,000 for domestic and ₹ 4,00,000 for international events towards reimbursement of airfare, participation fee, booth space charge and accommodation. In case of a stall/booth provided by the tourism department, a maximum grant of ₹ 30,000 for domestic and ₹ 2,00,000 for international per event will be provided.

¹⁵Only applicable to caravans and caravan operators registered under the Arunachal Pradesh (Tourism Trade Registration and Regulation) Act, 2016.

¹⁶Caravan should comply with Central Motor Vehicles Rules, issued by Ministry of Road Transport and Highways, Government of India or by the state transport commissioner and/or the Automotive Industry Standards. The Central Motor Vehicles Rules Type Approval of Specific Make and Model of Caravans, for compliance to AIS: 124 notified under the Central Motor Vehicles Rules, need to be directly obtained either by the OEM or the Motor Caravan builder concerned, from the Approved Testing agencies as per Rule 126 of Central Motor Vehicles Rules.

ASSISTANCE FOR ORGANISING MICE EVENTS

Subsidy to be provided to the organiser (Non-government entities) for organising national and international conferences, meetings and exhibitions, in Arunachal Pradesh :-

Event	Incentive	Condition
Event with domestic participants	20% of total expenditure with a maximum cap of ₹ 5 lakh	o Minimum 50 outstation participants.
Event with significant foreign participants	20% with a maximum cap of ₹ 10 lakh	o Minimum 50 participants. o At least 25% of the total participants are international participants.

ASSISTANCE TO INDUSTRY FOR PROVIDING INTERNSHIP/OJT TO ARUNACHAL PRADESH YOUTH

Per candidate reimbursement of ₹ 3000 per month to industry players in the hospitality and tourism unit. The following are the conditionalities for availing of the benefit :

- Industry units should be medium and large-scale units.
- Paid internship/OJT should be of at least 1 month period by the end of which a certificate should be awarded by the industry to the candidate.
- Candidate should be Arunachal Pradesh Scheduled Tribe.
- Candidate should be trained in skill development and vocational courses in the hospitality and tourism sector under various government initiatives or accredited institutes (list of eligible schemes and institutes to be notified by tourism department from time to time).

Tourist Safety and Facilitation

The policy aims to present Arunachal Pradesh as a warm, welcoming, safe and a tourist-friendly destination. The success of any tourist destination hinges on its ability to make visitors feel comfortable in navigating and interacting with the people without worrying about issues such as hustling, cheating, or harassment by the local touts.

TOURIST SAFETY STANDARDS

To ensure tourist safety, the State shall take various measures including, but not limited to :

- Deployment of volunteers and ex-servicemen from the police force (with proper uniform) to important tourist sites, heritage places, etc.
- Installation of streetlights with CCTV cameras covering the dark spots identified by the State.
- Training of tourism staff for quick, effective and safe evacuation of tourists from tourist hotspots in case of disasters or natural calamities along with training of local community members.
- Installation of sign boards with names, designation, office addresses of relevant officials, along with 24*7 helpline numbers at tourist hotspots and identified locations.
- Geo-tagging of all the tourist hotspots (including the ones less traversed).
- Ensuring all ‘tourism units’, ‘tourism unit operator’ and ‘travel agent/tour operator’¹⁷ are registered with the State, establishing safety and quality standards.
- Installing walkways, ramps, etc. wherever applicable to improve accessibility to people with disabilities.
- Responsible, safe, eco-friendly and sustainable tourism practices, etc. shall be properly displayed and tourists shall be requested to comply with them.

TOURIST FACILITATION

Each district will establish a Tourist Facilitation Centre (TFC) attached to the office of the DTO, to serve as a centralised hub for providing comprehensive information on tourism facilities. The TFC will be constructed, providing appropriate facilities and infrastructure for the tourists. The design of new and upcoming buildings in hilly and ecologically sensitive areas will prioritise sustainability and energy efficiency, incorporating innovative architecture that aligns with local art and traditions while utilising locally sourced materials wherever possible.

The amenities and services to be provided in the TFC would be as follows :

- Dedicated visitor parking area.
- A well-trained and professional staff, well versed with the tourism landscape.
- Local maps/brochures containing necessary information.
- Clean restrooms (with sanitary pads), baby sitting area and first-aid medical kit
- At least one janitor (electrician, plumber, sweeper, etc.) to be available for general service and maintenance round the clock.
- Renewable energy-based electricity and power backup system.
- Third-party tie-ups with private operators to provide luxury buses/fleet for in-bound and high-value tourists.

¹⁷As defined under the Arunachal Pradesh (Tourism Trade Registration and Regulation) Act, 2016.

- Tie-ups with mechanics, tyre shops and fuel stations for vehicular requirements and emergencies
- Utility shop(s) and food and beverage outlet(s) as an additional facility based on rental structure to third parties within the premise area of the TFC

ILP AND PAP PERMITS

- Promote online mode for applications for both PAP and ILP, streamlining and simplifying the process.
- Include cultural etiquette, environmental dos and don'ts and safety instructions on permits.
- Offer permit applications in multiple languages to attract diverse tourists.
- Set up a helpline/chatbot for resolving issues related to permits and travel.
- Upgradation of existing Tourist Facilitation Centres (TFCs) with world-class facilities.

Quality Standards and Certifications

Tourism standards and certifications are integral to upholding a consistent level of service quality, safeguarding the well-being of tourists, enhancing the reputation of the destination and elevating overall visitor satisfaction. Moreover, they foster the adoption of sustainable practices, contributing to the industry's long-term development. These accreditations also instil confidence in travellers, thereby encouraging repeat patronage and generating favourable word-of-mouth endorsements. A tourism/accommodation unit that provides a pleasant and hassle-free experience has the ability to not only garner more tourists but also creates an ecosystem where other counterparts also try to come at par in terms of quality standards. Therefore, the criticality of quality standards and certifications cannot be ignored but must be appreciated.

QUALITY STANDARDS AND CERTIFICATIONS

To ensure best quality services to tourists, the state shall undertake various measures including, but not limited to :

- All tourism¹⁸ and other accommodation units will be registered with the Tourism Department.
- All tourism and other accommodation units engaging in tourism services to comply with ISO standards and certifications¹⁹²⁰.
- Certificate of Registration will be classified on a rating (up to 5-star) based on sanity checks like hygiene, safety, security, food quality, sustainability, among others, backed by appropriate certifications from agencies like FSSAI, Fire Department, STCI, among other rural/urban local bodies or third-party accreditation.
- The database along with ratings will be properly displayed on the tourism website and will also be synced regularly with the Nidhi Plus portal.
- The above will be supplemented by a separate tourist rating (up to 5-star, wherever available) based on the voluntary feedback form that will be filled by the tourists during their stay or services availed²¹.
- Appropriate auditing and monitoring standards will be developed and maintained to ensure highest standards of transparency and accountability.

¹⁸As defined under the Arunachal Pradesh (Tourism Trade Registration and Regulation) Act, 2016

¹⁹Currently there are 30 published ISO standards and certifications (28 on specifications and 2 on terminologies) on tourism including areas like sustainability, safety, recreational services, training, equipment, environment, accommodation, restaurant, hotel services, among other pivotal to enhance tourist's experience ensuring good quality and safe tourist services.

²⁰The state will take measures to ensure that all tourism units are aware of the existing, new and proposed standards and will also provide training sessions accordingly.

²¹Tourism or accommodation units with dual ratings would add an additional layer of trust for tourists and encourage the units to upgrade their service quality.

Marketing and Promotion

The overarching goal of the tourism policy is to position Arunachal Pradesh as a globally acclaimed, preferred, sustainable and secure tourism destination. The policy aims to bolster the state's economy, elevate the well-being of its communities and foster growth while preserving its rich cultural heritage and natural splendour. In this vein, the Government is poised to adopt a holistic marketing and promotion strategy. This strategy will prioritise engaging a broader domestic audience in the short term and expanding to international markets over the long term, while ensuring the principles of sustainable tourism development are upheld.

MARKETING AND PROMOTION

The state shall take up outreach to potential tourist markets through a multi-pronged strategy including offline marketing, digital marketing, social media marketing and event marketing, among others. The overall endeavour will be to leverage the already established name of Arunachal Pradesh as the land of 'dawn-lit mountains' and increase its appeal by promoting it as a destination for 'community-based tourism'. The state shall take various measures including, but not limited to :

OFFLINE MARKETING

- Department will identify key destinations as per the experiential segments listed in the policy and will conduct regular FAM (Familiarisation) tours inviting prominent international and national celebrities/sportspersons/journalists/travel associations.
- Develop a calendar of festivals and prominent events (music festival, wine festival, butterfly festival, among others) and disseminate a separate pamphlet for each through local newspapers at least one month before the festival/event.
- Put up hoardings, billboards, digital boards, etc., at entry points like airports, railway stations, bus terminals, taxi stands, highway halts (check points, eateries, public convenience, etc.) and tourist hotspots featuring vivid experience of Arunachal Pradesh tourism.
- Merchandising 'Arunachal Pradesh Tourism' on various souvenirs for tourists, like tea/coffee mugs, baskets, key chains, wall art, coasters, handicrafts, etc. and displaying (and selling) the same at kiosks at the airport.
- Collaborate with Incredible India to highlight spiritual festivals, monasteries and tribal customs.

DIGITAL AND OTHER SOCIAL MEDIA MARKETING

- Areas of collaboration with platforms like IRCTC, Airbnb, Make My Trip and other prominent online platforms/aggregators will be explored to build a strong online presence of the state's tourism.
- Some niche segments like ecotourism, film tourism, etc., require specific marketing and therefore targeted marketing and promotion will be done on social media platforms (specific pages, handles, etc.), niche travel groups and the tourism department's website²³.
- Tourism units will be given an incentive for digital and social media marketing as mentioned in the policy document.
- Facilitation of social media influencers to visit identified locations in the policy by providing them free accommodation.
- QR-codes (redirected to Tourism Department's website) will be installed at prominent places like airports, railway stations, bus terminals, taxi stands, highway halts (check points, eateries, public convenience, etc.) and tourist hotspots (including local markets selling traditional crafts) for people to share their experiences, ratings, feedback, complaints, selfies, etc²⁴. This will also help gather and create a database of real-time tourist experiences critical for introducing focused interventions.
- Dedicated audio-visual documentation of each of Arunachal Pradesh's experiential segments, promote it on major social media platforms through influencers and celebrities.

EVENT MARKETING

- To ensure that the vibrancy of Arunachal Pradesh is reflected in national and international events/trade shows through release of print, electronic, digital and other media advertisement outlets.
- To undertake efforts for hosting an annual meet of bloggers, vloggers, influencers and tour operators, investor's meet, etc., for expanding the reach to masses and come up with better promotion ideas.
- Market development assistance will be provided to tourism stakeholders participating in national/international events/fairs²⁵ as mentioned in the policy document.

²²This will include different niches like tribal, cultural, eco, spiritual, farm, among other tourism segments.

²³For example, a film-on-film tourism and/or a professional documentary on ecotourism. .

²⁴A specific page will be developed on the website featuring tourist inputs

²⁵ For example, Global Bird Fair, Global Wildlife Fairs, Film festivals, etc.

OTHER MEASURES

- To undertake efforts for organising a ‘district mela’ on lines of Dilli Haat INA in Delhi, wherein stalls of all districts will be put up at one place highlighting local traditions, souvenirs, products, delicacies, etc., for people to get a flavour of the different districts²⁶. Hoardings, advertisements and other promotion campaigns will be done at relevant places/platforms to attract people to pay a visit²⁷.
- To undertake and regularly engage tourists in initiatives like ‘plastic free tourism’, ‘garbage to bins’, ‘responsible driving’, ‘community conservation’, etc., with adequate promotion.
- Develop packages around local festivals and encourage longer stays for deeper immersion.
- List of farm stays to be made available on the Tourism Department with address, owner details, rates and activities offered in farmstays.
- Facilitating farm stay owners to effectively showcase the natural beauty of their farms and activities offered, capturing it on video and photographs for effective digital marketing in collaboration with aggregator platforms.

Implementation Framework for Sustainable Tourism Governance

The department will formulate specialised working groups to ensure holistic, strategic and sustainable tourism development in Arunachal Pradesh.

INTER-DEPARTMENTAL WORKING GROUP (IDWG)

Objective : Facilitate cross-sectoral collaboration for holistic tourism development

Chairperson : Secretary, Tourism Department

Members : Representatives from key departments like Civil Aviation, Forest and Environment, Home, Public Works, Transport, Rural Development, Education, TCL, Indigenous Affairs, Karmik and Adhyatmik Affairs, Power and Energy, Rural Development, Urban Development and skill development, etc.

WORKING GROUP ON STANDARDIZATION AND IMPLEMENTATION

Objective : Set and review standards for tourism activities and ensure compliance.

Chairperson : Director, Tourism Department.

Members : Deputy Director, Tourism Department,; One Industry Representative (Arunachal Pradesh); One National/Global Industry Representative; Tourism Advisor (Independent External Expert); One Environmental Expert; Other stakeholders as notified by the Tourism Department.

WORKING GROUP ON COMPLIANCE

Objective : A State-Level working will be established to oversee policy implementation, licensing, safety compliance and stakeholder coordination.

Chairperson : Chief Secretary, Tourism Department.

Members : Secretary, Tourism Department, Director, Tourism Department, Assistant Director, Tourism Department; Tourism Advisor (Independent External Expert); Accredited tour operator association (notified by Department of Tourism); Environmental Expert (Individual/Organisation notified by Department of Tourism); Local Community Representatives (notified by Department of Tourism);Representatives from Security Agencies (ITBP, NDRF, Army); Representative from NIMAS.

STRATEGIC TOURISM GROWTH COUNCIL (STGC)

Objective : Oversee the overall growth and strategic direction of tourism in the state.

Chairperson : Hon’ble Chief Minister.

Members : Minister in Charge of Tourism; Chief Secretary, Secretary, Tourism Department; Relevant Departmental Secretaries; Tourism Advisor (Independent External Expert); Additional members as notified.

²⁶ It will be the endeavour of the Department of Tourism to organise the event on a yearly basis at different locations (stalls on rental basis) subject to assessing the footfall

²⁷ Consultations with the DTOs will be held to decide the possible attractions, rental structure and related incentives to make it a success

Annexure 1: Farm Stay Guidelines

ELIGIBLE ENTITIES UNDER FARM TOURISM

The policy recognises the following as eligible entities for farm tourism development²⁸:

- **Individually Owned Agricultural Farms:** Farms owned and operated by individual farmers.
- **Farm Stays:** Residential accommodations established within agricultural farms for tourism purposes.
- **Farmer Co-operative Societies:** Collectives engaged in agricultural activities that seek to promote farm tourism.
- **Farmer Producer Organisations:** Registered groups of farmers collectively managing farm tourism activities.

All farm tourism entities must be mandatorily registered with the Tourism Department to ensure compliance with regulatory standards and facilitate structured development.

MANDATORY CONDITIONS FOR FARM TOURISM

- Farm tourism entities should be set up in the Village and must be registered under the Department of Tourism.
- A minimum of one acre is required to run a farm tourism entity, but the minimum requirement to provide accommodation (farm stays) is two acres.
- For farms not providing residential accommodation but providing other tourism-related services like camping, farm tour, sale of farm products, farm education, etc., also need to be registered with the Department of Tourism, providing details of activities offered in their farm. Documentation and registration process shall be the same as that of farm stays.
- In case of an individual farmer, it is mandatory that the land is in their name or members of their family.

BROAD GUIDELINES FOR FARM STAYS

- Farm area should be equal to two acres or greater.
- Farm stays can be run and operated by the owner of a farm or someone on their behalf.
- Registration certificate to be obtained from the Tourism Department only and registration shall be in the name of the owner of the farm.
- Detailed rules and guidelines to be developed by the Department of Tourism.
- Farm owners can onboard any organisation to operate farm stays and organise relevant activities to engage tourists.

Maximum permissible lettable rooms :

• Area of Agriculture	• Maximum Permissible Lettable Room
• More than or equal to two acres but less than five acres	• Maximum of six rooms with attached bathroom
• five acres or more	• Maximum of eight rooms with attached bathroom

- It is necessary to have an attached toilet, a bathroom in every room (at least half of them with western style toilets). Construction of the said farm stay may be eco-friendly and it is necessary to obtain the sanction of competent authorities.
- No permission is required from Urban/Rural development for farm stays up to eight rooms. However, farm-stay with more than eight rooms will be deemed commercial establishment requiring permission from Urban/Rural Development.
- Availability of first aid kit 24/7 is mandatory.
- Provision of meal service (breakfast, lunch and dinner) is mandatory, for which the FSSAI certificate must be obtained.
- There should be a provision of parking space.
- In case nature-based adventure tourism is provided by the farm stay operator, a separate permission, if required, to be obtained from a competent authority.

²⁸Entities not explicitly mentioned in this policy may be considered for eligibility upon review and approval by the Tourism Department, provided they align with the objectives of farm tourism development.

PROCESS OF REGISTRATION

Application to be made available at the official website of the Department of Tourism, as well as with the District Tourism Officer. The following documents will be required at the time of application :

- Land Possession Certificate (LPC) issued by a competent authority in case of an individual farmer
- Registration Certificate under different acts for others excluding Individual Farmers (Co-operative Act, Company Act, Partnership Firms etc.)
- Aadhar Card/PAN Card
- Electricity Bill
- Food license under Food Safety Act
- Copy of the challan of the registration fees paid

First time registration to cost ₹ 1500 and registration to be renewed after every 3 years. During registration, activities offered in the premises apart from accommodation need to be notified in the registration form.

Site inspection to be conducted by District Tourism Officer along with representatives from District Horticulture Office before granting registration certificate, which shall be issued by Dy. Director Tourism. If the rules and regulations under the policy are not fulfilled, then Dy. Director, Tourism has the right to refuse their registration.

QUALITY ASSURANCE AND MONITORING

- Metrics for classifying farm stays based on service offered and a checklist for monitoring compliance shall be developed.
- Regular inspection shall be carried out by the DTO and if violation of rules and regulations is observed, registration shall be cancelled by Dy. Director Tourism on recommendation from the DTO.
- Categorisation of farm-stays in three tiers in terms of services offered – Silver, Gold and Diamond.
- Farm stay owners are required to furnish details of visitors quarterly along with feedback from at least 20% of total unique visitors in that quarter. Feedback provided by guests shall be randomly verified by DTOs.
- Renewal of farm stays shall be contingent on its performance in terms of compliance with the laid down guidelines, policies and occupancy rates.

BENEFITS FOR REGISTERED FARM-STAYS

- Registered farm stays can avail benefits and subsidies offered under relevant schemes of the tourism and rural development department provided they fulfil required criteria.
- Priority to be given to farm stays following green practices – STCI Accreditation, accommodation unit reflecting traditional architecture, green building norms, water conservation, etc.
- Electricity to be charged as per residential rate.
- Domestic gas connection can be used.
- Capacity building of farm stay owners facilitated by the tourism and agriculture department, leveraging institutes in areas like RSETI and various skilling initiatives under areas like housekeeping, digital literacy, marketing, financial literacy, food safety, horticulture practices, etc.
- Action plan for capacity building to be made annually by the Department of Tourism in consultation with the Department of Horticulture and the Department of Rural Development annually.

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