AN ANALYSIS OF INCOME AND EMPLOYMENT OF SOME SELECTIVE TOURIST RESORTS OF ZIRO VALLEY, ARUNACHAL PRADESH

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ABSTRACT

Ziro- a beautiful valley surrounded by pine mantled hills all sides is a spectacular picturesque at an altitude of 5000 ft situated in the Lower Subansiri district of Arunachal Pradesh, inhabited by colorful Apatani tribes. The people of Ziro valley have a tradition of artistic craftsmanship manifest through a variety of crafts such as cane and bamboo, basket making etc. Some of the rural tourism attractions are Paddy cum Fish Culture, Maniipolyang etc. Also, community festivals such as Myoko, Murung and Dree etc. attract tourist from different parts of the world. Apart from this Ziro has been recommended for world heritage site by the UNESCO. Ziro is also famous for Hong village, the Asia second largest village located in the heart of the valley. The present study endeavor to make an exploratory study on status of employment, tourist inflow and monthly income of some selective tourist resorts of Ziro valley. Moreover, it also made an attempt to discuss challenges and implications of tourism in context of Ziro Valley of Arunachal Pradesh.

Keyword: Arunachal Pradesh; Apatani; Tourism and; Ziro
BACKGROUND

Ziro is a beautiful valley surrounded by pine mantled hills all sides is a spectacular picturesque at an altitude of 5000 ft situated in the Lower Subansiri district of Arunachal Pradesh, inhabited by colorful Apatani tribes. The people of Ziro valley have a tradition of artistic craftsmanship manifest through a variety of crafts such as cane and bamboo, basket making etc. Apart from this Ziro has been recommended for world heritage site by the UNESCO in 2012. Ziro is also famous for Hong village, the Asia second largest village located in the heart of the area. Ziro is a multi-destination with a variety of tourist attractions and facilities such as rural tourism, ecotourism, cultural, agri-tourism, adventure tourism etc. Rural tourism is now emerging as one of the best options to promote this incredible Ziro valley both for domestic and foreign tourists. Rich in traditions of arts, crafts and culture, of this area can emerge as one important tourist spots in the Arunachal Pradesh. The area has the potentiality of attracting rural tourists from both foreign and domestic. The Rural tourism has great potentialities in attracting tourists of various interests. Rural tourism focuses on participating in a rural lifestyle. Any form of tourism activity that showcases the rural life, art, culture, heritage etc at rural areas, thereby benefiting the local community economically and socially. Rural tourism is experience oriented, areas generally sparsely populated, it is predominantly in natural environment and it is based on preservation of culture, heritage and traditions of the indigenous people of the area. Rural tourism will definitely add more to what we earn in foreign exchange. Rural tourism development gives opportunity to the remote villagers to interact with the peoples from outside world. Development of rural tourism can be turned into a leading economic activity in this area. Tourism will bring people of different cultures, faiths, languages and life-styles close to one another and it will provide a broader outlook of life of the rural people.

OBJECTIVE

The study focuses on following objectives:
1. To study trend of tourists inflow in Ziro valley.
2. To analyze status of employment in selective tourist resorts in the study area.
3. To analyze gross income of selective tourist resorts of the study area.

METHODOLOGY

a) Research Method and Tools: The present study has been purely based on field Survey. Again, personal interview, internet social networking, telephonic contacts and observation method has used during the field study. Structured schedules, digital camera, telephone, voice-recorder and other stationeries have been widely used to collect field data.

b) Sources of Data: During field survey, the data has been collected from both primary and secondary sources. To collect primary data, various tools have been used such as personal interview, telephonic survey, schedules, informal discussion, observation etc. For secondary data, various magazines, newspapers, journals, thesis, dissertations and other unpublished and published information etc have widely referred to. Beside internet has been extensively used while collecting secondary information.
c) Sampling Techniques & Size: For the present study, convenience sampling under non-probability sampling technique has been used. The study has been carried out in five prominent tourist resorts of the Ziro Valley namely- Biirii Resort, Dillo Polyang Resort, Siiro Resort, Abassa Home stay and, Y T Home stay respectively. Further, five employees each from these tourist resorts have been selected and interviewed upon. Altogether, the sample size of the present study is 25.

d) Study Area: The study has been carried out in five prominent tourist resorts of the Ziro Valley namely-Biirii Resort, Dillo Polyang Resort, Siiro Resort, Abassa Home stay and, Y T Home stay hereafter, called as Study Area. The Ziro Valley is located in Lower Subansiri District of Arunachal Pradesh where the Apatani population is mainly concentrated. The Apatani tribes are one of the most advanced and major tribes of Arunachal Pradesh. The study area is extremely cold during winter temperature falling below freezing point. The annual temperature varies from 30°C (max) during summer and -10°C during winter season (Meteorological department). Ziro Valley is one of the most popular tourist visited place in Arunachal Pradesh.

e) Tool of Data Analysis: For analysis of data, tables and bar charts have been used for the present study. Moreover, a statistical package like SPSS and Ms-excel has been used to analyze field data during the study.

ANALYSIS AND INTERPRETATION OF DATA

A. Trend of Tourist Inflows in Ziro Valley

Ziro is gifted tourist destinations. The distinctive and beautiful mountain, valleys, unique endless scenic beauty, rich flora and fauna, endowed with the blend of the diverse natural and the traditional cultural heritage of the tribal people make Ziro a rural tourist destination. As observed from the figure 1 about 25,698 tourists are registered to have visited during last six years i.e. 2006 to 2012. The Itanagar–Ziro–Daporijo–Aalo–Pasighat tourists circuit passing through the Ziro valley. The tourist arrivals both domestic and International have grown considerably during last couple of years. The tourist inflow is very low in compare to other developed places, this is because of the lack of infrastructural development and lack of proper planning. The figure 1 shows the positive growth of the tourist traffic in area. The data from 2011-12 shows slight decrease of both domestic and foreign tourists in the Ziro valley. The reason for decrease of tourist inflow as per the information of local people and resort owners were political crises and repeated strike/band by different political and other organizations in the state capital which is the hub of the entire state.

Figure 1: Year wise tourist arrival in Ziro since 2006-12

Source: Director of Tourism Government of Arunachal Pradesh, Itanagar
B. Status of Employment

In the field survey, home stay and resort was the target for collection of information and data. There are total seven resort/home stay in the Ziro valley, four home stay are run by their own family members and all are located in the village area, among them three private tourist resort are popular and well functioning- Biirii, Diilopoliang, Siirro resort. There are total 47 persons employed and 40 percent of them are married and support family from their job. All resort are located in the remote villages and as per their information most of the tourist visitors come there to see rural lifestyle and enjoy festivals, rituals etc. The rural people earned money by selling their local traditional cloth such as local coat, ornaments etc. They expend their money in different activities such as school children, house construction, medical, festivals etc. Therefore, government should encourage rural tourism development by assisting financial support to the local people.

**TABLE 1: STATUS OF EMPLOYMENT IN THE STUDY TOURIST RESORTS (IN PERSON)**

<table>
<thead>
<tr>
<th>Name of the Resort/Home Stay</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biirii Resort</td>
<td>14</td>
<td>3</td>
<td>17</td>
</tr>
<tr>
<td>Dillo Polyang Resort</td>
<td>12</td>
<td>2</td>
<td>12</td>
</tr>
<tr>
<td>Siirro Resort</td>
<td>4</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Abassa Home stay</td>
<td>5</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>Y T Home stay</td>
<td>4</td>
<td>2</td>
<td>6</td>
</tr>
</tbody>
</table>

**Source:** Field Survey

Figure 2 shows the tourist arrivals in Biirii Resort since 2011-2014. Among the private tourist resort, Biirii is oldest resort functioning since 2007 and earning highest income and give highest number of employment with 14 males and 3 female with total 17 persons. It is located near the famous Hong village, which is the Asian second largest and the largest village of Ziro valley. It is approximately 2.5 km away from the main town. There are total 11 rooms, 6 double and 5 single rooms which can accommodate 17 persons at a time. As per the owner information most of the foreign tourists are from Germany, French, USA and Australia. Below is the statistic of domestic and foreign tourist arrivals data shown in the form of table and it shows positive growth of tourist inflow.

**Figure 2: Tourist arrivals in Biirii Resort since 2011-14**

**Source:** Field survey
All the tourist arrival data have been collected and compiled from register entry of the resort. Figure 3 shows the tourist arrivals in Siiro resort for 2013. Siiro Resort is one of the popular tourist resorts in the Ziro valley. This resort is functioning since the last part of 2013 and have employed total 4 persons all are male. This resort is around 2 km away from the main Hapoli town located in an isolated area. There are total 6 rooms, 2 doubles and 4 single which could accommodate 8 persons at a time. As per the registration record of the resort most of the foreign tourists are from Japan, USA, Germany, Italy etc.

Figure 3: Tourist Inflow in Siiro Resort of 2013

Source: Field survey

Paradise Guest House and Dillo Polyang are located around 4 km away from the main town and it is functioning since September 2013 and provides second highest employment 10 males and 2 females with total 12 persons. Resort can accommodate 18 persons at a time. Since the establishment tourist inflow in there also show positive growth. The resort has been functioning since last eight month and received 180 domestic and 24 foreign tourists with total of 204 visitors from different parts of the world. It is unveiled from figure 2 and 3 that total tourists in Siiro and Biirii resorts are on constant rise. However, domestic tourists surpassed foreign tourists.

C. Monthly Income
It is revealed from figure 4 that Biirii Resort is found to have earned highest monthly income amounting to Rs seven Lakhs with average earning of Rs three Lakhs.

Figure 4: Monthly Income of Different Tourist Resort/Home Stay

Source: Field Survey
Also, Dillo Polyang Resort has taken the second slot with highest income of three lakhs fifty thousand. Likewise, Sirro Resort, Abassa Home Stay and YT Home Stay have occupied third, fourth and fifth places in terms of monthly income being earned.

D. Challenges
As per the local people and the private tourist resort owners’ information during the survey, the major challenges for tourism in Ziro valley are furnished as follows:

- **Initial financial problems**: the owner suggested that to develop tourism in the Ziro valley and start tourist lodge/resort sufficient fund is required to promote this business. Thus government should encourage tourism by providing financial support to rural people.

- **Seasonal tourist inflow**: One of the most challenges facing in this area is seasonality of tourist visit. The tourist inflow in the area is seasonal. Most of the tourist visit during festivals and others occasion and almost absent in off season, but the owner have to pay the wages of their staff. This is because of the lack of development such as roads and others infrastructure which is the backbone of tourism sector. The local people earned by selling local cloths, ornaments etc during the tourist peak season helps in period of financial hardships.

- **Accommodation problems**: The best time to visit Ziro valley is from March to November in a year. During peak season such as festivals and other occasion, the area is facing accommodation problems for outside visitors. Therefore, if the state government promote to tourism development providing financial assistant to rural people, the infrastructure facilities will be increase so that the accommodation problems can be solve and this will create both employment for the rural inhabitant and their income respectively.

- **Poor road condition**: One of the major challenges face by the Ziro valley is poor road condition. All the tourists resort/home stay are located in rural village and remote place create communication, transportation and their daily management.

E. Implications

- **Economic Impact**: Tourism development could be a panacea for different economic activities for financially challenging rural people of Ziro valley in future. Ziro valley is having a unique environment gifted for rural tourist destinations. The distinctive and beautiful valleys surrounded by mountain endless scenic beauty, endowed with the blend of the diverse natural and rich traditional cultural heritage of the Apatanis people could became rural tourism as their mainstay.

- **Emphasize on infrastructural development**: The government should encourage and recognize the importance of rural tourism in Ziro valley by creating adequate infrastructural facilities such as accommodations, roads, communication links and other essential amenities required for the development of tourism industry. Local involvement, sound legislation, sustainable marketing, and realistic planning are crucial for development of rural tourism.

- **Cultural impact**: The Apatani people are expert in handicraft and traditional dresses. It should be encouraged so that this will became one of the main sources of income and additional source of income for local population, contributing towards the community and helping to improve the living standards of
the local populations. The best part of rural tourism is that the benefits will directly go to ethnic people artists, craftsmen etc.

- **Fairs and festivals**: Apatanis tribe is popular in fairs and festival. Widely popular festivals of Apatanis are Murung, Myoko and Dree etc. The home stay owner informed that festival time is the tourist peak seasons in Ziro valley. So promotion of rural people culture, fairs and festival will also increase financially to the villagers.

- **Community Value**: The quality of local people’s and their economy will be better if rural tourism is encouraged in this area. The development of tourism industry will not be successful without the involvement of the local communities as their perception and attitudes are precious for the decision makers.

**CONCLUSION**

Tourism is emerging as an instrument for employment generation, diversification of local economy, rising of income level in rural and remote areas. It helps inflow of resources from urban to the rural economy. It can prevent migration of rural people to urban. Both short-term and long-term planning, implementing and monitoring are vital in avoiding damage to rural areas. The government should promote especially rural tourism to ensure sustainable economic development and positive social change in the Ziro valley.

Thus, with adequate financial supports, proper accommodation facility and vibrant road and aerial connection in place, Ziro valley shall be seen more clearer on the global tourist map of the world.

**REFERENCE**