



Growth Of Hospitality Industry In Arunachal Pradesh With Special Reference To Tezpur-Bhalukpong-Bomdila- Tawang Tourist Circuit

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ABSTRACT

The hospitality industry on the back of tourism is one of the fastest-growing industries in the world providing employment to one in every ten people worldwide (Gombu. 2021). WTTC reports that travel and tourism contributed 10.4% to global GDP in the year 2019. In India, Travel and tourism contributes 6.9% of the country's GDP in the year 2019, and in the year 2020, it contributes about 4.7% of GDP in spite of its badly affected by the Covid-19 pandemic. Arunachal Pradesh located in the easternmost part of India is known as the 'Orchid state of India' is home to rich flora and fauna has a huge tourism potential due to its unique topography with diverse culture and the treasure of monuments and events. Tezpur-Bhalukpong-Bomdila-Tawang tourist circuit is the oldest tourist circuit in Arunachal Pradesh contributing economy and employment to the growth and development of the State. This tourist circuit is famous for Tawang monastery, Asia's second-largest monastery, and an appealing landscape with diverse topographic features that attracts numerous travelers for adventure and pleasure activities. Accommodation and lodging under hospitality industry are some of the key components or elements of the tourism industry. In the present study, an attempt has been made to study the growth and development of the hospitality industry in the Tezpur-Bhalukpong-Bomdila-Tawang tourist circuit using regression trend analysis and Compound Annual growth rate. Further, the present study estimates and analyse the seasonality of tourism and hospitality business in the study area. Linear regression trend analysis is a statistical used to analyse absolute and compound growth of the tourism and hospitality industry in Arunachal Pradesh with special reference to the Tezpur-Bhalukpong-Bomdila-Tawang tourist circuit.

Keywords: Hospitality industry, Attractions, Regression analysis, Accommodation, and tourist circuit.

INTRODUCTION

Tourism and hospitality are today emerging as a leading sector in the world and have proved to be an engine of growth in many countries (Miluwi. 2014)¹. Tourism comprises a broad range of industries ranging from accommodation to and transportation to food & beverage, retail and culture and sports & recreation, etc. provides employment to millions of people all over the world. Today, it provides 330 million jobs i.e. every 1

¹ Miluwi, J. O. (2014). *Tourism and Travel Management*. Delhi: Manglam Publications.



in 10 people are engaged in tourism and its allied activities and contributes about 10.4% of global GDP (WTTC, 2020)². With the objectives of facilitation and strengthening, tourism in India is an economic powerhouse and a tool development. During the year 2019, Foreign Tourist Arrival (FTA) number 10.89 million with a growth rate of 3.2%, and Foreign Exchange Earnings (FEEs) was Rs. 210,981 Crore with a growth rate of 4.8% (Ministry of Tourism, 2020)³. Tourism shares 12.75% of employment in India of which 5.56% are from direct employment and 7.19% are from indirect employment with total employment of 87.50 million during the year 2019 (Ministry of Tourism, 2020)⁴. In India, Travel and tourism contributes 6.9% of the country's GDP in the year 2019, and in the year 2020, it contributes about 4.7% GDP in spite of its badly affected by the Covid-19 pandemic (WTTC, 2020)⁵. The hotel industry comprises a significant part and occupies an significant role in the tourism industry. The hotel industry in India was slow before the 1980s. After the 1980s, demand for hotels and tourism improves following the initiatives taken to liberalise the Indian Economy (Ingle, 2015)⁶. In this 21st century, low-budget tourism, low-budget hotels, and airlines, etc. are in great demand by visitors. Today the tourists are more complex, more sophisticated, more demanding, and cheaper price which is challenging for all stakeholders to satisfy these needs⁷. In the hospitality industry, humanity matters a lot than in buildings. A customer in a hotel will genuinely appreciate it if hoteliers know his or her name. With the advancement of information Technology and accordingly transition into Information Technology, the hospitality industry has become sophisticated and competitive to cope for long-term sustainability. But still, Messenger, Email, Facebook, Whatsapp, etc. cannot replace that human connection in the hospitality business. Arunachal Pradesh located in the easternmost part of India is known as the 'Orchid state of India' is home to rich flora and fauna has a huge tourism potential due to its unique topography with diverse culture and the treasure of monuments and events.

Arunachal Pradesh the Land of dawn-lit mountains and has a huge tourism potential that lies in the easternmost part of India surrounded by China in the North, Myanmar, and Nagaland in the East, Assam in the South, and Bhutan in the West. Tezpur-Bhalukpong-Bomdila-Tawang tourist circuit is one of the oldest tourist circuits out of 12 approved tourist circuits in Arunachal Pradesh. Tezpur-Bhalukpong-Bomdila-Tawang tourist circuit *which offers rich a flora and fauna* is the best way to enjoy scenic beauty along with recreational activities has four main recreational attributes i.e. cultural, unique topography, eco-tourism, and adventure tourism attributes. The prime attractions in Bomdila-Tawang Tourist circuit are rich religious heritage like Tawang Monastery, Lhagyala Gonpa, Gorsam Chorten (Stupa), etc., Sangestar Tso (Madhuri Lake), Sela Pass, Sangti Valley, and Bumla Pass, Eaglenest Wildlife Sanctuary, and Orchid nursery.

This paper is a descriptive paper based on empirical studies conducted on tourists at the tourist destinations of West Kameng and Tawang district of Arunachal Pradesh. Both primary and secondary data were employed. The

² WTTC. (2020). *Travel and Tourism as acatalyst for Social Impact*. London: World Travel & Tourism Council.

³ Ministry of Tourism. (2020). *Annual Report 2019-20*. New Delhi: Government of India.

⁴ Ministry of Tourism. (2020). *Annual Report 2019-20*. New Delhi: Government of India.

⁵ WTTC. (2020). *Global economic impact and trends 2021*. London: World Travel & Tourism Council.

⁶ Ingle, K. B. (2015). *Tourism and Hospitality in 21st Century*. Kanpur: Chandralok Prakashan.

⁷ Lansky, D. (2019). *How to save tourism from itself*. TEDxStockholmSalon.
<https://www.youtube.com/watch?v=Imbj0F-gUSw>.



present study employed Linear trend regression analysis and Compound Annual Growth Rate (CAGR) to analyse the absolute and compound growth of the tourism and hospitality industry in Arunachal Pradesh with special reference to the Tezpur-Bhalukpong-Bomdila-Tawang tourist circuit.

REVIEW OF LITERATURE

Natural factors, cultural features, recreation & shopping facilities accessibility, infrastructure, reception, services, and cost are the important factors that determine the tourist's satisfaction in any destination (Shahrivar. 2012)⁸. The development of the hotel industry can have a direct impact on both long-term and short-term increases in tourists inflow. So, technological up-gradation in the hotel industry is necessary to support or promote tourism development in the region (Khanalizadeh & et al. (2018)⁹. Tourism encourages investments like accommodation, development of tourists sites, development of roads and connectivity, etc. that contribute to national income (Zaei & Zaei. 2013)¹⁰. Online reservation of accommodation is important for travelers and the development of tourism; so, technology in the hospitality industry should be upgraded and updated in order to bring the customers and stakeholders in common platform (Bethapudi. 2013)¹¹. Covid-19 pandemic has forced the hotel industry to adopt technology and new business models through the use of sophisticated technology like Robots, Artificial Intelligence, facial recognition, the internet, Wi-Fi, etc. that enhance hygiene, promotes social distance, improve guest satisfaction, and experience (Lau. 2020)¹². Though the motivation for travel is not much influenced by accommodation, the development of all types of tourism has a direct impact on the development of the hospitality industry (Kalgi. 2016)¹³.

OBJECTIVES OF THE PAPER

The main objectives of the paper are:

1. To study the growth of the hospitality and tourism industry in Arunachal Pradesh.
2. To examine the growth of the hospitality industry in the Tezpur-Bhalukpong-Bomdila-Tawang tourist circuit.

HYPOTHESIS OF THE STUDY

The following hypothesis was framed considering the above objectives:

1. The growth of the tourism and hospitality industry in Arunachal pradesh is not significant with respect to time.

⁸ Shahrivar, R. B. (2012). Factors that influence tourist satisfaction. *Journal of Travel and Tourism Research (Online)*, 12(1), 61.

⁹ Khanalizadeh, B., Kakaei, H., & Daneshzad, A. (2018). *The Effects of Hotel Development on Tourism industry: Evidence Iran*. University Library of Munich, Germany.

¹⁰ Zaei, M. E., & Zaei, M. E. (2013). The impacts of tourism industry on host community. *European journal of tourism hospitality and research*, 1(2), 12-21.

¹¹ Bethapudi, A. (2013). The role of ICT in tourism industry. *Journal of applied economics and business*, 1(4), 67-79.

¹² Lau, A. (2020). New technologies used in COVID-19 for business survival: Insights from the Hotel Sector in China. *Information Technology & Tourism*, 22(4), 497-504.

¹³ Kalgi, D. M., (2016). *A study on the role of hospitality Industry in the promotion of tourism in Pune*. Unpublished Ph.D thesis. Shri Jagdish Prasad Jhabarmal Tibrewala University, Vidyanagari, Jhunjhunu



- The growth of the hospitality industry in the Tezpur-Bhalukpong-Bomdila-Tawang tourist circuit is not significant.

RESEARCH METHODOLOGY

This paper is a pragmatic approach based on both primary and secondary data collected from the Department of Tourism, West Kameng and Tawang district of Arunachal Pradesh. To analyse the collected data, Linear trend regression analysis was applied. Linear regression analysis studies the average linear relationship between two or more variables using the least-squares method. The following linear equation was applied:

$$y = a + b x$$

Where, y is the dependent variable

a and b are parameters where a is the intercept of y and b is a change in y

x is the independent variable i.e. number of years.

Further, in order to estimate the Compound Annual Growth Rate (CAGR) the following equation was applied:

$$\text{Compound Annual Growth Rate (CAGR)} = \left(\frac{V_{final}}{V_{begin}} \right)^{1/t} - 1$$

Where,

V final = final value

V begin = beginning value.

t = time in years

Further, to measure the variability due to trend, Cyclical and seasonal variations are calculated for tourists' arrival in the study area.

DATA PROCESSING & ANALYSIS

Growth of Hospitality and Tourism in Arunachal Pradesh:

India registered 10.93 million foreign tourist arrival in the year 2019 with an annual growth of 3.5% have ranked 23rd in world tourist arrival and earned US\$30.058Billion foreign exchange from tourism (MoT. 2020)¹⁴. Arunachal Pradesh has been awarded Best Emerging Tourist Destination in India and Best Emerging Green Destination of 2019 by Travel & Leisure magazine in the year 2019 (IBEF. 2021)¹⁵. Further IBEF report 2021 states that Arunachal Pradesh has grown rapidly in eco and adventure tourism, cultural and religious tourism in recent years. The given table shows that tourist arrival in Arunachal Pradesh from 2000 to 2019:

¹⁴ MoT. (2020). *India Tourism Statistics at a glance 2020*. New Delhi: Government of India.

¹⁵ IBEF. (2021). *Arunachal Pradesh State Report 2021*. IBEF.

Table – 1

Tourist arrival in Arunachal Pradesh from 2000 to 2020

Year	Domestic	Foreign	Total	Absolute change from previous year	Change from previous year in (%)
2000	3126	129	3255	-	-
2001	4644	78	4722	1467	45.07
2002	6878	137	7015	2293	48.56
2003	3632	438	4070	-2945	-41.98
2004	39767	321	40088	36018	884.96
2005	50560	313	50873	10785	26.90
2006	80137	706	80843	29970	58.91
2007	91100	2212	93312	12469	15.42
2008	149292	3020	152312	59000	63.23
2009	195147	3945	199092	46780	30.71
2010	227857	3395	231252	32160	16.15
2011	233227	4753	237980	6728	2.91
2012	317243	5135	322378	84398	35.46
2013	318461	10846	329307	6929	2.15
2014	336028	6307	342335	13028	3.96
2015	352176	6453	358629	16294	4.76
2016	385875	6598	392473	33844	9.44
2017	443211	7147	450358	57885	14.75
2018	512436	7653	520089	69731	15.48
2019	555639	7824	563463	43374	8.34
2020	42808	961	43769	-519694	-92.23

Source: Department of Tourism, Government of Arunachal Pradesh

*Foreign Tourist Arrival (FTA) increase in 2013 due to conduct of ITM at Tawang & Tawang Festival

From the above it is clear that tourist inflow in Arunachal Pradesh is increasing at a rapid pace except in the year 2003 and 2020. Negative growth in the year 2003 may be due terrorists attack in Mumbai, the commercial capital of India. Further, tourist inflow in the year 2020 was due to wide spread of Covid-19 pandemic cross the globe. The percentage of growth from previous year has shown highest in the year 2004 with 884.96% followed by 63.23% in the year 2008.



Table No: 2

Compound Annual Growth Rate (CAGR) of Tourist inflow (Domestic & Foreign) in Arunachal Pradesh from the year 2000 to 2019

Category of Tourist	R ²	Absolute Growth	Compound Annual Growth Rate (CAGR)
Domestic Tourist	0.966	7369.4	31%
Foreign Tourist	0.828	163.6	24%
Total/Average	0.897	7533	28%

Source: Computed data

From the above Table No – 2 it is found that CAGR in respect of domestic tourist inflow is estimated at 31% and for foreign tourist it is estimated at 24% with absolute growth at 7369.4 for domestic tourist and 163.6 for foreign tourist. Further, R² is estimated at 0.966 for domestic tourist and 0.828 for foreign tourist. Thus, it can be concluded that Arunachal Pradesh is growing as tourist hot spot in India.

Therefore, from the above, it is found that R² is estimated higher i.e 0.897 which means variation between dependent variable and independent variable is less. Thus, we reject Null hypothesis 1 “The growth of hospitality and tourism industry in Arunachal Pradesh is not significant with respect to time” and accept Alternative hypothesis.

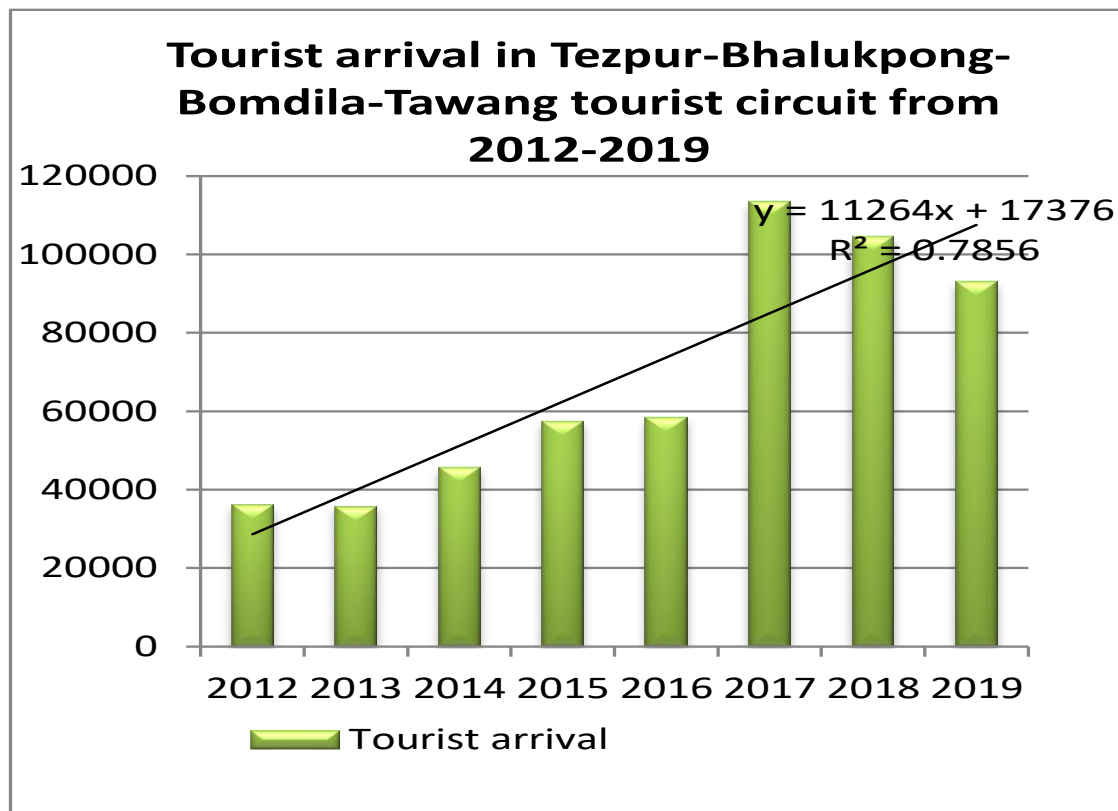
Tourism industry in Tezpur-Bhalukpong-Bomdila-Tawang tourist circuit

Tourism industry is very effective for socio-economic development of Arunachal Pradesh. Tawang has recorded increasing tourist inflow over the years, Tourism Department and stakeholder should streamline tourism industry to increase boost economic generation and contribution from tourism (Tirkey & Yaja. 2017)¹⁶. Service of accommodation constitute an important part in tourism industry. Trained manpower in hotels should be employed to reduce the tourist’s expectation gap on service quality in hotels of Tawang (Barua & Goswami. 2017)¹⁷. Growth of hospitality industry is directly depend on growth of tourism industry in any tourist destination. The trends of tourist inflow in Tezpur-Bhalukpong-Bomdila-Tawang tourist circuit is presented given below:

¹⁶ Tirkey, Zacharias., Yaja, Karu. (2017). A Study on the Opinions of Administrative Staff towards Tourism and its setup with Special Reference to Tawang District Arunachal Pradesh, India. *Imperial Journal of Interdisciplinary Research (IJIR)*, 3(2), 1419-1424.

¹⁷ Barua, S., Goswami, H. (2017). Tourist Expectation Gap – A Study on the Tourist Spot Tawang in Arunachal Pradesh, India. *International Journal of Innovative Research in Science, Engineering and Technology*, 6(9), 17894-17899.

Figure - 1



Source: Compute data.

From the above Figure – 1, it is clear that tourist arrival in Tezpur-Bhalukpong-Bomdila-Tawang tourist circuit is showing an upward trend with $y = 11264x + 17376$ and $R^2 = 0.785$. Thus, it can be concluded that there is a significant growth in the tourist inflow in Tezpur-Bhalukpong-Bomdila-Tawang tourist circuit.

Table – 3

Tourist arrival in Tezpur-Bhalukpong-Bomdila-Tawang tourist circuit from 2012-2019

Particulars	Tezpur-Bhalukpong-Bomdila-Tawang tourist circuit from 2012-2019				
	Absolute Total (2012 to 2019)	Tourist Share in Arunachal Pradesh (%)	Mean	S.D	C.V (%)
Domestic	535947	16.64	66993.38	31177.81	43.5%
Foreign	8556	14.76	1069.5	142.1438	12.4%
Total	544503	16.61	68062.88	31129.45	42.8%

Source: Computed data



It is observed from the above Table – 3 that the Coefficient of variance (C.V) in respect of domestic tourist 43.5% is higher than foreign tourist 12,4%. Further, it is to be noted that C.V in Tezpur-Bhalukpong-Bomdila-Tawang tourist circuit is higher than State tourist inflow. Thus, it can be concluded that growth rate of tourist inflow in the study area is higher than State average growth.

Hospitality industry in Tezpur-Bhalukpong-Bomdila-Tawang tourist circuit

Accommodation and lodging constitute an important element in the hospitality industry. Growth of tourism has a notable influence on organisational performance of hotel industry (Mucharreira. & et al. (2019)¹⁸. Technological evolution in the existing hospitality industry has helped to attract large customers (Niranjani & Raji. 2019)¹⁹. As per NIDHI, Government of India, as of 2021, Arunachal Pradesh has 373 (367 unclassified and 6 classified) hoteliers with 3,743 rooms available for guests of which 134 hoteliers with 1,371 rooms are located in Tezpur-Bhalukpong-Bomdila-Tawang tourist circuit (NIDHI. 2021)²⁰. Thus, Tezpur-Bhalukpong-Bomdila-Tawang tourist circuit shares 36% of total hotels in the State. The growth trend of data on hospitality industry in Tezpur-Bhalukpong-Bomdila-Tawang tourist circuit received from the District Administration and Department of Tourism, West Kameng and Tawang district, Arunachal Pradesh are presented in Table - 4.

Table - 4

Growth trends of Hospitality industry in Tezpur-Bhalukpong-Bomdila-Tawang tourist circuit

Category of Tourist	Total as of March 2020	Absolute Growth	Compound Annual Growth Rate (CAGR)	R ²
Hotels & Guest House	98	4	7%	0.944
Home-stays (2016 onwards)	70	8.75	32%	0.947

Source: District Administration and Department of Tourism, West Kameng and Tawang district, Arunachal Pradesh

Note: Registration of homestays started w.e.f. 2016.

From the Table – 4, it is understood that CAGR in respect of Homestays are higher than CAGR of Hotels & Guesthouse i.e. 32% and 7% respectively. Further, R² of homestays i.e. 0.947 which is higher than R² of hotels and Guesthouse i.e. estimated at 0.944. Since, estimated R² is near to 1 which means estimated variable and actual variable are closely together. The growth of tourism industry has a cascading effect on the hospitality

¹⁸ Mucharreira, P. R., Antunes, M. G., Abranja, N., Justino, M. R. T., & Quirós, J. T. (2019). The relevance of tourism in financial sustainability of hotels. *European Research on Management and Business Economics*, 25(3), 165-174.

¹⁹ Niranjani, D. Raji, S. P. (2019). Indian hospitality management and its origin. *Journal of the Gujarat Research society*, 21(16), 145-153.

²⁰ NIDHI. (2021). *Classified and unclassified (State-wise) report*. Government of India. https://nidhi.nic.in/HotelDivision/Hotels/Classified_And_Unclassified_Report.aspx.



industry with an increase in room occupancy and revenue (Kumar, K. 2016)²¹. Thus, we reject Null hypothesis 2 i.e. “The growth of hospitality industry in Tezpur-Bhalukpong-Bomdila-Tawang tourist circuit is not significant” and accept the alternative hypothesis.

SUMMARY OF FINDINGS, CONCLUSIONS & RECOMMENDATIONS

Tourism and hospitality industry in India is one of the key drivers for economic growth. CAGR of tourist inflow in Arunachal Pradesh in respect of domestic tourist inflow is found at 31% and for the foreign tourist, it is estimated at 24% with absolute growth at 7369.4 for the domestic tourist and 163.6 for the foreign tourist. A significant growth in the tourist inflow in Tezpur-Bhalukpong-Bomdila-Tawang tourist circuit is observed with respect to time with $y = 11264 x + 17376$ and $R^2 = 0.785$. Significantly, the growth rate of tourist inflow in the study area is higher than State average growth. Homestays under the accommodation sector is found to be popular with a CAGR of 32% as compared to hotels 7%, etc. among the new entrepreneur to participate in tourism industry. Tezpur-Bhalukpong-Bomdila-Tawang tourist circuit shares 36% of total hotels in the State. Growth of tourist inflow has a cascading effect on the growth of hospitality industry in the Tezpur-Bhalukpong-Bomdila-Tawang tourist circuit.

The hospitality and tourism industry plays an important role in economic development, employment generation, and improvement of standard of living which make these industry most popular today. Advancement of technology and growing use of technology like artificial intelligence, robots, the internet of things, etc. make these industry more dynamic and sophisticated one. Further, social media due to its vital capability and usage, has found to be influential factors for tourists to choose a particular hotel and destination. Online review at social media platforms like Facebook, Instagram, Youtube, Twitter, etc. on the destination and hotels are some of the influential factors for travellers for decision making and planning. Consequently, the hospitality industry of Tezpur-Bhalukpong-Bomdila-Tawang tourist circuit has to calibrate themselves with these changing business environments to satisfy customers and stay in competition. Significantly, it will reduce operating costs and maximise profits. Tourism and hospitality product are intangible and highly perishable in nature. Therefore, proper planning and policy formulation are needed from Government agencies and different stakeholders.

IMPLICATIONS AND FUTURE SCOPE FOR RESEARCH

This research paper will help Government and non-governmental agencies to understand the role of hospitality industry in promoting tourism industry in Arunachal Pradesh. Since the growth of tourism industry is interlinked with tourist satisfaction on the destination and hotel; thus, this research will help stakeholders in hospitality industry policy formulation and planning. Many research work has been done on tourism in Arunachal Pradesh but no research work has been done on hospitality industry in Arunachal Pradesh so far. This research will assist the stakeholders to get new insights on the role of hospitality industry in the promotion and development of the

²¹ Kumar, K. (2016). Determinants of growth and challenges in hotel industry: a study of budget and luxury segments of hotel business in India. *Clear International Journal of Research in Commerce & Management*, 7(7).



tourism sector in Arunachal Pradesh in general and the Tezpur-Bhalukpong-Bomdila-Tawang tourist circuit in particular.

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