Promoting Sustainable Tourism: A Blueprint For Destination Development Through Tribal Tourism In Meghalaya, India

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ABSTRACT
Meghalaya, located in North-East India and often referred to as the "abode of clouds," is renowned for its vibrant tribal culture, unspoiled natural landscapes, and ecologically fragile environment. The region's distinct charm lies in its fusion of scenic beauty and rich tribal heritage. Preserving this unique environment must form the foundation of all development strategies. In this context, sustainable tourism has emerged as a vital approach, addressing environmental conservation, socio-cultural preservation, and economic development. Its successful implementation depends on the collaborative involvement of government bodies, local tribal communities, and tourists. With natural attractions such as the living root bridges of Nongriat, the crystal-clear Umngot River, the Sacred Groves in Mawphlang, as well as its cultural preservation, the whistling village of Kongthong, Eri Silk Village Umden, Meghalaya possesses significant potential for sustainable tribal tourism. This paper proposes a strategic blueprint for destination development that leverages the cultural heritage of the Khasi, Jaintia, and Garo tribes, while promoting ecological sustainability and inclusive economic growth.
Adopting an exploratory research design, the study integrates primary data collected through interviews, field observations, and surveys with secondary data from scholarly literature, tourism policies, and government reports. The findings highlight how tribal tourism can generate employment, enhance livelihoods, and empower tribal communities, particularly when driven by community participation and environmentally responsible practices such as the preservation of sacred groves, vernacular architecture, and cultural festivals. Furthermore, the study underscores the significance of tourist education, capacity-building, and policy support. It concludes that Meghalaya holds the potential to become a leading model for eco-cultural tourism and tribal tourism, offering replicable strategies for inclusive and sustainable destination development.

Keywords: Sustainable Tourism, Tribal Tourism, Destination Development, Community Participation, Cultural Heritage, Responsible Travel, Environmental Conservation.

INTRODUCTION

Sustainable tourism is increasingly recognised as a transformative pathway for achieving balanced and inclusive development across global destinations. It encompasses the need to harmonise economic growth, environmental conservation, and socio-cultural responsibility, ensuring tourism activities benefit both present and future generations (UNWTO, 2013). The core principles of sustainable tourism- ecological sustainability, cultural respect, economic viability, community participation, visitor education, and strategic long-term planning establish a framework that fosters responsible tourism development while preserving the integrity of local communities and ecosystems (Lee, 2001; Budeanu et al., 2016).

In the northeastern State of India, Meghalaya tribal tourism offers a unique opportunity to operationalise sustainable tourism principles. Home to three major tribal communities, such as the Khasi, Jaintia, and Garo tribes, the region is characterised by its rich biodiversity, sacred natural sites, and vibrant cultural traditions. These communities possess native ecological knowledge systems that naturally align with sustainability objectives, including forest conservation, traditional ecological practices, and environmental stewardship (Peinlang, 2019). Sacred groves, such as the Mawphlang Sacred Forest and the iconic living root bridges, exemplify local practices that not only preserve the environment but also serve as culturally immersive tourism attractions.

The integration of community-based tourism (CBT) and eco-tourism models in Meghalaya supports local entrepreneurship and increases community ownership of tourism initiatives. Tribal homestays, cultural festivals, guided eco-tours, and local handicraft markets provide sustainable income streams that empower marginalised communities and promote pro-poor tourism strategies (Bramwell & Lane, 2011). This approach boosts local

economies, reduces poverty, and enhances destination resilience by making communities key stakeholders in tourism planning and decision-making.

Tourism has often been described as an "industry without smoke," underscoring its potential as a clean and non-extractive economic activity (Peinlang, 2019). Globally, the sector has been at the forefront of sustainability efforts, particularly since the 1980s when negative environmental and cultural consequences of mass tourism began to emerge. Influenced by the Brundtland Report (1987), the concept of sustainable tourism evolved as a response to the need for equity, environmental consciousness, and intergenerational justice. Pioneering work by scholars such as Butler (1999) and Budeanu et al. (2016) helped formalise the theoretical foundations of sustainable tourism, emphasising frameworks such as responsible tourism, community-driven tourism, and tribal tourism.

Countries such as New Zealand and Australia have demonstrated the success of sustainable tribal tourism by enabling tribal communities to manage tourism activities that promote conservation and cultural continuity. Meghalaya's emerging tourism policy mirrors these models by prioritising environmental sustainability, cultural preservation, and community involvement. Initiatives like eco-trekking in sacred forests, traditional farming-based agro-tourism, and farm-to-table cuisine all reflect an integrated model of tourism that reinforces local identity while attracting responsible travellers. In this context, promoting sustainable tribal tourism in Meghalaya offers a viable blueprint for destination development that is culturally respectful, economically inclusive, and environmentally sound. By enabling local communities to participate meaningfully in tourism governance, Meghalaya can position itself as a leading sustainable tourism destination in South Asia.

OBJECTIVES
1. To develop a strategic blueprint for destination development in Meghalaya through tribal tourism.
2. To examine how tribal tourism can be structured to ensure long-term regional sustainability.
3. To recommend strategies for promoting sustainable tribal tourism in tribal destinations.

METHODOLOGY
This study adopts an exploratory research design to investigate the potential of sustainable tribal tourism as a blueprint for destination development in Meghalaya, India. Given the complex and context-specific nature of tribal tourism, the exploratory approach enables a deeper understanding of the multifaceted interactions between tourism, local communities, ecological systems, and cultural heritage. The research employs a mixed-method approach, drawing from both primary and secondary data sources to ensure a holistic and evidence-based analysis.

Primary Data Collection: Primary data were collected through qualitative and quantitative methods to capture the perspectives of stakeholders and tourists. The qualitative component involved direct observation and semi-structured interviews with key stakeholders from the tourism and hospitality sector. These included officials from the Meghalaya Tourism Department, local policymakers, tourism entrepreneurs, homestay operators, and representatives from tribal communities actively engaged in tourism initiatives. The interviews focused on current practices, challenges in sustainable tourism implementation, policy frameworks, and community involvement in tourism planning.

Simultaneously, quantitative data were obtained through the administration of a structured questionnaire to tourists visiting major tribal destinations in Meghalaya. The questionnaire was designed to produce information on tourist demographics, travel motivations, awareness of sustainable tourism practices, perception of tribal culture, and satisfaction with tourism services. The integration of tourist perspectives provided insights into the demand side of sustainable tourism and helped validate the supply-side findings obtained through stakeholder interviews.

Secondary Data Collection: Secondary data were gathered to support and provide context for the findings from the field. This involved an extensive review of peer-reviewed academic articles, government publications, tourism policy reports, and reputable online sources. Key sources included documents from the Ministry of Tourism, Government of India, the Meghalaya Tourism Development Corporation, and international agencies such as the United Nations World Tourism Organisation (UNWTO). Literature relating to

sustainable tourism, community-based tourism (CBT), tribal tourism, and tribal livelihoods offered the theoretical framework for the study and facilitated comparative analysis across global, national, and regional settings.

LITERATURE ANALYSIS

Sustainable tourism plays a crucial role in promoting destination development through tribal tourism by fostering economic growth, cultural preservation, and community empowerment. This approach enhances the livelihoods of tribal communities and ensures the sustainable management of their cultural and natural resources.

1. Global Perspective on Sustainable and Tribal Tourism

Globally, sustainable tourism is recognised as a crucial approach to promote economic development while conserving environmental and cultural assets. The UNWTO (2015) defines sustainable tourism as development that meets the needs of present tourists and host regions while protecting and enhancing future opportunities. It emphasises three core pillars: environmental integrity, economic viability, and socio-cultural authenticity. Community-Based Tourism (CBT), particularly in indigenous and tribal areas, has gained recognition for empowering local people while conserving their environment and traditions (Scheyvens, 1999). Research in Latin America, Southeast Asia, and Africa demonstrates that when local communities manage tourism initiatives, there is improved resource conservation, equitable income distribution, and cultural revival (Cole, 2007; Stronza & Gordillo, 2008). Environmental sustainability is promoted through eco-lodging, visitor management, and community-led conservation zones. Economically, CBT supports local enterprises such as guiding services, homestays, and handicrafts. Culturally, it contributes to preserving arts, languages, and ceremonies (George, 2015).

2. The Concept of Sustainable Tourism

The concept of sustainable tourism emerged in response to the negative environmental, social, and cultural impacts of mass tourism. Sustainable tourism seeks to balance the needs of tourists, host communities, and the environment. Butler (1999) describes it as managing resources to meet economic, social, and aesthetic needs while maintaining cultural integrity and essential ecological processes. Swarbrooke (1999) emphasises involving local stakeholders, developing conservation policies, and educating tourists on responsible practices. Sustainable tourism is increasingly seen as a development tool for rural and indigenous regions.

3. Community-Based Tourism (CBT) and Its Role in Sustainable Development

CBT involves direct community participation in managing tourism, ensuring that benefits stay within the local population. Goodwin and Santilli (2009) argue that CBT economically and socially empowers communities while preserving cultural practices. Effective CBT models thrive in regions with distinct cultural or natural features. In Latin America and Southeast Asia, CBT has helped indigenous communities sustain their lifestyles and resist environmental degradation (Scheyvens, 2002).

4. Tribal and Indigenous Tourism

Indigenous or tribal tourism, a subset of CBT, emphasises cultural exchange between tourists and tribal communities. This tourism form facilitates economic development and cultural preservation. Smith (1996) argues that indigenous tourism fosters community pride and resilience. In India, tribal tourism is gaining prominence for its potential to provide income and preserve cultural heritage. Although implemented in states like Rajasthan and Madhya Pradesh, the Northeast, including Meghalaya, remains underexplored. Jamir and Patil (2016) suggest that sustainable tribal tourism could significantly benefit local communities in the region.

5. National Context: Tribal Tourism and Sustainability in India

India, with over 700 tribal communities, holds vast potential for sustainable tribal tourism. The Ministry of Tourism promotes rural and tribal circuits through the "Swadesh Darshan" scheme, recognising tribal areas' unique environmental and cultural assets (Ministry of Tourism, 2020). Studies in Odisha, Chhattisgarh, and Jharkhand show tourism's role in reviving traditional dance, crafts, and ecological awareness (Bhardwaj, 2014).

Ramakrishnan (2001) highlights traditional ecological knowledge, such as sacred groves and rotational farming, as models for sustainable tourism. However, Singh and Mishra (2021) caution against commercialization without community involvement.

6. North East India: Potential and Challenges

Northeast India, with its cultural and ecological diversity, is emerging as a sustainable tribal tourism destination. States like Nagaland and Sikkim demonstrate successful CBT models. The Hornbill Festival in Nagaland, for instance, showcases indigenous culture and generates income (Das, 2018). Chhetri (2021) notes that many tribal communities practice sustainable living that aligns with ecotourism. Nonetheless, Lama and Rai (2020) identify challenges such as poor infrastructure, inadequate policy support, and limited community participation. Tiwari and Chatterjee (2022) argue that benefit-sharing and cultural sensitivity are essential for tourism development in the region.

7. Meghalaya: Tribal Tourism as a Tool for Sustainable Development

Meghalaya, home to the Khasi, Jaintia, and Garo tribes, has seen growth in eco-cultural tourism, particularly in Mawlynnong, Dawki, and Shnongpdeng. Traditional practices such as sacred grove conservation and organic farming support biodiversity and environmental education (Nongbri, 2021). Low-carbon tourism initiatives include bamboo infrastructure and solar energy use.

Tourism boosts local livelihoods through homestays, handicrafts, and guided tours. Nongkynrih (2020) observed that tourism in Mawlynnong reduced youth outmigration. However, commercial tourism risks creating economic inequality without community ownership. Socio-culturally, tourism has revived traditional dances, folktales, and festivals, fostering cultural pride. Lyngdoh and Warjri (2022) recommend community-controlled tourism boards and interpretation centers to prevent cultural appropriation.

8. Challenges and Impacts of Tribal Tourism

Scheyvens (1999) warns of cultural commodification, where cultures are altered to satisfy tourists, risking authenticity loss. Mehta and Heinen (2001) highlight environmental concerns like habitat destruction and water scarcity due to unregulated tourism. These risks necessitate careful planning, especially in ecologically sensitive tribal regions like Meghalaya.

9. The Role of Policy and Partnerships in Sustainable Tourism Development

Saarinen (2006) emphasises the need for government support through financing, training, and regulatory frameworks. Effective policies encourage community involvement and sustainable infrastructure. However, Das and Chatterjee (2018) point to implementation barriers such as limited awareness and poor coordination. NGO and private sector partnerships can bridge these gaps by building capacity and offering resources.

10. Case Studies of Successful Tribal Tourism Models

The Hornbill Festival in Nagaland illustrates how government-supported cultural events can promote sustainable tourism (Pamei & Singh, 2015). Similarly, festivals in Ladakh like the Hemis Festival, attract tourists and support local economies. However, Hussain and Sharma (2020) note that such events must be carefully managed to avoid overburdening resources.

Across global, national, and regional contexts, sustainable tribal tourism presents a holistic development model that integrates environmental conservation, economic empowerment, and cultural preservation. In Meghalaya, tribal communities ecological knowledge and cultural richness provide a foundation for destination development. However, success requires inclusive policy frameworks, community ownership, and sustainable planning to ensure tourism remains a tool for empowerment.

OPPORTUNITIES FOR PROMOTING TRIBAL TOURISM IN MEGHALAYA, INDIA

Meghalaya is distinguished by its diverse and awe-inspiring natural landscapes, which include gushing waterfalls such as Nohkalikai Falls, Nohsngithiang Falls, Kynrem Falls, Krangsuri Falls, crystal-clear Umngot River, expansive limestone caves such as Siju and Mawsmai caves, and the rolling, lavish green hills of the Khasi, Jaintia

and Garo ranges. These elements not only create a visually captivating environment but also enhance the state's appeal as a unique and ecologically rich tourist destination. The interplay of its geological wonders and pristine ecosystems offers visitors an immersive experience, making Meghalaya a key tourism attraction in North-East India. The cultural heritage of Meghalaya is vibrant and deeply rooted in tribal customs, as observed in its festivals, traditional crafts, and unique social structures. The State follows a matrilineal system, where lineage and inheritance are traced through the mother, with inheritance rights typically granted to daughters. Men frequently carry out social and religious duties, though many of these events are held within the households of female clan members, underscoring the central role of women in Khasi, Jaintia, and Garo societies. This matrilineal structure remains a defining characteristic of Meghalaya's social fabric and contributes to its distinctive cultural identity.

Meghalaya offers great potential for promoting tribal tourism due to its unique mix of cultural heritage, natural resources, and community-driven tourism models. This presents an excellent opportunity for tourists to immerse themselves in the tribal traditions, rituals, festivals, handicrafts, and matrilineal social structure of the region. With its diverse and environmentally conscious landscapes, featuring iconic attractions like living root bridges, waterfalls, sacred groves, and caves, Meghalaya also provides a perfect backdrop for responsible tribal-tourism that incorporates cultural elements. The local tribal communities offer tourists authentic experiences such as guided hikes, home stays, and participation in traditional festivals like Shad Suk Mynsiem, Behdeinkhlam, and Wangala dance. Additionally, they showcase their vibrant cultural expressions through traditional crafts like weaving, pottery, and bamboo work.

Moreover, Meghalaya's potential for promoting tribal tourism lies in its focus on local tribal community-based models that prioritise local involvement and ensure fair distribution of economic benefits among tribal communities. By embracing sustainability, the State can establish a tourism blueprint that promotes environmental conservation while preserving cultural traditions and supporting the economic well-being of local tribal communities. The push for tribal tourism also aligns with larger sustainable development objectives by providing economic incentives for locals and safeguarding intangible cultural heritage. In this way, Meghalaya can serve as a role model for sustainable and inclusive tourism that safeguards traditional tribal knowledge, crafts, and customs against modern challenges.

Meghalaya, one of the Seven Sister States of North-East India, is endowed with rich biodiversity, vibrant tribal cultures, and a largely untapped tourism sector. The promotion of tribal tourism in the state presents a unique opportunity to advance sustainable development while preserving the region's ecological and cultural integrity.

This section explores the potential of tribal tourism in Meghalaya through the lens of environmental, socio-cultural, and economic dimensions, highlighting how these interrelated factors can contribute to inclusive and sustainable destination development.

Environmental Dimension

Meghalaya's natural landscape is characterized by dense forests, abundant waterfalls, extensive cave systems, and clear rivers, making it one of India's most ecologically rich states. Home to sacred groves such as Mawphlang and biodiversity hotspots like Nokrek Biosphere Reserve, the region is intrinsically linked to traditional tribal conservation practices. The Khasi, Jaintia, and Garo communities have long upheld native ecological knowledge systems that promote the sustainable use of natural resources.

Tribal tourism, if responsibly developed, can catalyse environmental protection by incentivising the preservation of ecosystems through eco-tourism initiatives. Community-based tourism can ensure that natural resources are managed sustainably, while also fostering environmental awareness among tourists. The implementation of low-impact infrastructure, regulated visitor flow, and eco-sensitive tour activities can further reinforce Meghalaya's position as a green destination.

Socio-Cultural Dimension

The socio-cultural fabric of Meghalaya is deeply rooted in the customs, rituals, and social structures of its native communities. The Khasi, Jaintia, and Garo tribes possess distinct languages, music, folklore, dance forms, traditional attire, and religious practices. Notably, Meghalaya is one of the few regions in India where a matrilineal society is still practised, particularly among the Khasi and Jaintia groups, placing women at the centre of inheritance and social organisation.

Promoting tribal tourism offers a valuable opportunity to preserve and showcase these cultural assets. Through initiatives such as cultural homestays, traditional cuisine experiences, guided folklore storytelling, and participation in festivals like Shad Suk Mynsiem, Wangala Dance and Behdeinkhlam, tourists can engage in authentic cultural exchanges. Such interactions not only enrich the visitor experience but also instil a sense of pride and identity among local communities. Importantly, tribal tourism can support the intergenerational transmission of intangible cultural heritage and contribute to cultural sustainability.

Economic Dimension
Despite its natural wealth and cultural vibrancy, Meghalaya faces significant economic challenges, including high rural unemployment and limited industrial activity. Tourism, particularly tribal and community-based tourism, offers a promising avenue for economic diversification and rural development. By creating employment opportunities in areas such as homestay management, tour guiding, handicrafts production, and transportation services, tribal tourism can serve as a vital source of livelihood for native tribal populations.

Moreover, when tourism revenues are equitably distributed, they can stimulate local entrepreneurship and infrastructure development in remote areas. The participation of women and youth in tourism-related ventures can further enhance economic inclusivity and social empowerment. By aligning tourism initiatives with fair trade principles and skill development programs, tribal tourism in Meghalaya can foster a more resilient and locally anchored economy.

Thus, the promotion of tribal tourism in Meghalaya represents a multifaceted opportunity that aligns with the principles of sustainable development. Through an integrated approach that addresses environmental conservation, cultural preservation, and economic empowerment, tribal tourism can contribute significantly to regional growth while safeguarding the identity and resources of tribal communities. The challenge lies in ensuring that tourism development remains community-driven, environmentally responsible, and culturally respectful, thereby transforming Meghalaya into a model for sustainable tribal tourism both nationally and globally.

BLUEPRINT FOR DESTINATION DEVELOPMENT THROUGH TRIBAL TOURISM IN MEGHALAYA, INDIA
Developing a sustainable tourism blueprint for Meghalaya requires a holistic, community-led approach that integrates cultural preservation, environmental stewardship, economic empowerment, and responsible visitor engagement. The following table outlines a strategic framework designed to guide policymakers, tourism stakeholders, and tribal communities in collaboratively shaping Meghalaya into a model for sustainable tribal tourism.

Table 1. Strategic Blueprint for Sustainable Destination Development through Tribal Tourism in Meghalaya, India

Key Element	Strategic Actions
Community-Centric Planning	• Actively engage Khasi, Jaintia, and Garo communities in participatory tourism planning and decision-making. • Offer training programs focused on hospitality, guiding, and storytelling skills rooted in tribal heritage. • Implement equitable revenue-sharing systems to ensure that economic benefits reach local households and community cooperatives.
Cultural Preservation	• Promote indigenous art forms, rituals, traditional crafts, and culinary practices through cultural showcases and workshops. – • Encourage the development of authentic homestay accommodations to provide immersive cultural experiences. • Organise tribal festivals and cultural events with opportunities for respectful tourist participation and cultural exchange.
Eco-Friendly Infrastructure	• Develop environmentally sustainable accommodations using vernacular architecture and local materials. • Improve tourism infrastructure (roads, signage, waste management) with minimal ecological disruption, especially in fragile areas.

	• Incorporate renewable energy solutions and rainwater harvesting in tourism facilities.
Nature-Based & Adventure Tourism	• Introduce low-impact eco-tourism experiences such as guided forest treks, river kayaking, caving, and biodiversity trails. • Design eco-trails in sacred groves and protected areas with tribal youth as certified guides. • Regulate adventure tourism to align with conservation norms and traditional ecological knowledge.
Responsible Tourism Policies	• Define and enforce carrying capacity thresholds for sensitive destinations like Mawlynnong, Nongriat, and Mawphlang. • Educate tourists through pre-visit orientation, codes of conduct, and local signage on cultural and environmental sensitivity. • Establish a responsive visitor feedback mechanism and grievance redressal systems.
Marketing and Promotion	• Employ digital storytelling, virtual tours, and local narratives to promote the unique attractions of Meghalaya's tribal regions. • Collaborate with eco-conscious influencers, travel bloggers, and media outlets to position Meghalaya as a premier tribal eco-tourism destination. • Develop branded sustainable travel packages in partnership with local entrepreneurs and cooperatives.
Monitoring and Evaluation	• Conduct regular assessments on the environmental, cultural, and economic impacts of tourism. • Utilise data from local communities and visitors to refine tourism strategies. • Establish contingency and crisis management plans to respond to environmental risks and visitor surges.
Education and Awareness	• Initiate community-based tourism awareness programs, particularly for youth and women. • Integrate sustainable tourism and cultural heritage education into school curricula in tribal areas. • Promote intergenerational knowledge transfer and engage youth in eco-clubs and tourism leadership roles.
Compiled by Author	

This structured and detailed blueprint serves as a practical guide for implementing sustainable tourism development through tribal tourism in Meghalaya. It not only strengthens the economic fabric of tribal communities but also preserves the region's unique biodiversity and cultural legacy.

CHALLENEGES

1. Community Resistance: Some local tribal communities may resist tourism due to concerns over cultural erosion, privacy, or a lack of perceived benefits.

2. Environmental Degradation: Increased tourist activity can lead to deforestation, waste buildup, and pollution, threatening Meghalaya's natural beauty.

3. Cultural Dilution: Excessive commercialization can dilute traditional practices and lead to the loss of authenticity in cultural expressions.

4. Limited Infrastructure: Many areas in Meghalaya lack basic infrastructure like roads, sanitation, and reliable electricity, impacting the tourist experience.

5. Language Barrier: Communication issues can arise between locals and tourists, as tribal community members primarily speak local dialects.

6. Skill Gaps in Tourism Management: Limited experience in tourism management and hospitality can affect service quality, requiring significant training efforts.

7. Seasonal Tourism Fluctuations: Tourist activity is often seasonal, creating economic instability for those who rely solely on tourism for income.

8. Over tourism in Key Areas: Popular spots can suffer from overcrowding, causing damage and reducing the quality of the experience.

9. Funding Constraints: Limited funds for developing eco-friendly infrastructure, waste management systems, and community projects can slow progress.

10.Balancing Modernity and Tradition: Introducing modern tourism facilities without compromising traditional lifestyles or cultural practices is a delicate balance.

RECOMMENDATIONS

1. Conduct awareness campaigns highlighting tourism benefits and involve local tribal communities in planning and profit-sharing models to foster ownership.
2. Due to increased tourist footfall, enforce sustainable practices, like waste management and eco-friendly infrastructure. Set tourist visitation limits for sensitive areas.
3. Promote responsible tourism with guidelines on respecting culture and limiting commercial activities that alter traditional practices.
4. Seek government funding for basic infrastructure and develop low-impact, eco-friendly facilities in rural areas.
5. Train local guides with multilingual skills and provide language cards or translations to facilitate communication to reduce communication issues between locals and tourists.
6. Implement training programs in hospitality, guiding, and storytelling, as well as partner with experienced agencies for skill-building.
7. Develop diverse year-round activities, like cultural workshops and nature-based tourism, and encourage local crafts for alternative income.
8. Spread tourism across multiple attractions to avoid crowding and use online booking for popular sites to control tourists flow.
9. Local communities can apply for tourism grants, public-private partnerships, and NGO support.
10.Integrating modern facilities that align with traditional architecture and encourage tourism offerings that celebrate rather than alter local customs.

CONCLUSION

In conclusion, through promoting responsible, sustainable tourism practices, building local capacities, and maintaining cultural authenticity, Meghalaya can establish a tourism model that is both economically sustainable and environmentally conscious. It is important to strategically develop tourism infrastructure and implement effective management strategies to enhance visitor experience without compromising the region's resources. Ultimately, with a commitment to sustainability and collaborative planning, Meghalaya has the potential to become a role model for sustainable tribal tourism, promoting economic resilience while preserving its distinct cultural and natural heritage for future generations.

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