

Festival Tourism Development in Meghalaya:

An Analysis

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Abstract

Festival tourism has emerged as a dynamic and multifaceted activity, blending cultural, societal, financial, and ecological aspects. It shapes destination identities, invigorates local economies, and provides enriching experience for tourists. The paper attempts to understand and analyse two popular festivals of Meghalaya—Shad Nongkrem and Cherry Blossom festivals vis-à-vis tourism. Both quantitative and qualitative research approach has been used to get an in-depth insight into the festivals under study. The study reveals that, with time the festivals have grown in scale and attractiveness alluring both national and international tourists. The study also highlights the factors which are likely to influence participation of the local community in tourism activity and the perception of tourists on various aspects of the festivals. The rise in tourist footfalls over the years has induced the authorities to improve the attractiveness of the festivals through inclusion of various events based on consumer demand. Hence, to ensure sustainable tourism development, the endowed natural resources including cultural heritage may be organised and deployed in a manner that gives comparative advantage to the destination and enhance its ability to compete for tourists.

Keywords: Cherry Blossom, Culture, Festival, Hima Khyriem, Nongkrem, sustainable tourism

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