

Ethnic Tourism and Hill Tribes' Prosperity of the Northern Thailand: The Moderation Effect of Government Interest and Politics

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Abstract---Purpose: *The primary purpose of conducting this research is to evaluate the moderating effect of government interest and politics in the relationship between ethnic tourism and Hill-tribes prosperity.*

Design/ Approach: *The study adopted the quantitative research approach in which the data was collected from 364 tour guides and residents engaged in the ethnic tourism of Northern Thailand. The study utilised the SEM technique in which CFA and path analysis has been utilised to study the research phenomenon based on the responses collected through a survey questionnaire.*

Findings: *The study concluded that there is a significant effect of government interest and politics in the relationship between ethnic tourism and Hill-tribes prosperity.*

Limitations: *The study has a limited scope as the researcher has merely focused on investigating the research phenomenon from the context of Hill-tribes Northern Thailand.*

Keywords---*Ethnic tourism, Hill-tribes prosperity, government interest and politics, Northern Thailand.*

I. Introduction

In the context of Thailand, the notion of tourism and its different kinds has been the debating topic in the field of academics, corporate and government sectors (Chetthamrongchai & Jermstittiparsert, 2019; Fongtanakit, Somjai, Prasitdumrong, & Jermstittiparsert, 2019; Jermstittiparsert & Chankoson, 2019). In this regard, the current study is also an effort in stressing the importance of tourism in the context of Thailand. The following is concerned with ethnic tourism therefore, it becomes important to describe the notion of ethnic tourism first. With reference to the findings of Trupp (2017), ethnic tourism is the type of tourism in which travellers prefer to experience first-hand practices and norms of some other culture within a specified culture. Moreover, the term ethnic tourism is also being described as the practices that when becoming distinct and unique, emerge as the source of attraction for tourists. The practices of the aboriginal community usually form the basis for hundreds of years thereby making the source of attraction for the tourists. Tourists are attracted due to the distinctness of culture and get involved in the performance, demonstration of unique practice which is done by small and isolated indigenous communities.

Across the world, this kind of tourism is encouraged in order to promote particular communities reflecting ethnic tourism. The prime purpose behind promoting this tourism is to escalate the economic and social development for the concerned community. However, with reference to the findings of Yang and Li (2012), it can be stated that these communities are

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usually found struggling for the basic necessities including the legal and social status, basic infrastructure, lack of government interest and attention and that can encourage these communities for ethnic tourism. However, the findings of Yang and Li (2012), contradicts with the statement of Sasu (2016), lack of development is also the one major aspect of ethnic tourism. It has been because of the reason that the essence of such communities is subject to the practices that are followed by people of that small community. The study suggests if these communities experience development especially in the context of excessive infrastructural reform, then there is a high probability that these reforms can fade the actual elements of ethnic tourism that attract tourists.

The study of Walter (2016) has also discussed the authenticity factor of ethnic tourism and predicts its effect on the rate of ethnic tourism. The study is based on the Hill tribes' of Northern Thailand and suggested that ethnic tourism is now being greatly affected by the authenticity and originality factor. The issue has been raised due to the fact that with the excessive tourism practice in Thailand, the originality and authenticity of tourism has become more difficult to determine. Meanwhile, middlemen, agents and tourist agencies have also involved in demonstrating unreal ethnic tourism in order to attract the high stream of tourists that are visiting Thailand in order to experience ethnic tourism.

It is notable that the tourism sector of Thailand is considered as the major contributor to the country's GDP. The government has always focused on extracting the hidden potential which the sector possesses. However, the government of Thailand realises the importance of tourism because of the realisation of the fact that the tourism sector constituted 6% of the total GDP of the country in the year 2018. Moreover, the statistics provided by the Thailand Board of Investment (2020), suggests that Thailand's economy has experienced significant growth since 2014 and the low inflation, low unemployment and justified public and external debt level are considered as some of the antecedents for this growth in the country's economy. Meanwhile, it has also been discussed in the report that increased tourism has also contributed significantly to this economic sustainability.

The study of Walter (2016) has already suggested that authenticity in hill-tribe tourism of Thailand has become the concern for the tourists and as well as the tourism industry. It has mainly been due to the lack of support and development from the government sector. Moreover, the study has also identified that the main causes that have risen to this issue are observed as a personal relationship with hosts, and similar practices. In realisation of this, the government interest and politics for this kind of tourism have not been appreciated. The study of Ishii (2012) also intended to evaluate the importance of ethnic tourism in the context of Hill's tribe of Northern Thailand. The findings of the study reveal that there are considerable economic benefits that are associated with the ethnic tourism industry. Moreover, the study has confirmed that there is a significant effect of ethnic tourism on the household of the local minority community. The study indicates that ethnic tourism provides an opportunity to attain financial sustainability and openings for the Hill-tribes however, the lack of planning, absence of locals in the policy-making tourism are resulting in the increased challenges for the Hill-tribes. In realisation of this, the current study has strived to examine the influence of ethnic tourism on the Hill-tribes' tourism prosperity along with the moderating effect of the government's interest and politics.

II. Literature Review

Different studies have been executed in order to analyse the different effects of ethnic tourism. The past studies such as has suggested that ethnic tourism and their effects on ethnic groups exist in the context of Thailand. The study of Kayoko (2007), has suggested that with the development of the concept of ethnic tourism, the concept of identifying the authentic ethnic minority groups has become a challenge. The study suggests that a diversified population has been living in Northern Thailand throughout the years. However, some of the tribes living in the minority were named Hill Tribes at the time of the formation of the state. Here it becomes important to mention that these mountain people considered the Burmese refugees

as the group of people who should not be provided with the rights of the ethnic minority in Thailand in comparison with them who have been living Thailand since before 1950. Nonetheless, the Thai government has represented the Burmese refugees as the authentic representatives of Hill-tribes in terms of ethnic tourism. In this sense, it can be articulated that even though the government of Thailand has strived to represent authentic ethnic tourism by considering both of the population as authentic however, the conflicts between the groups and the group claiming to be authentic ethnic have also conflicted with the government interest and the politics made over this issue.

The findings of Kayoko (2007) also suggest that people in the mountains are facing different roles because of the application of different definitions of ethnic minorities. It has also been discussed that the ethnic minority is bifurcated through two different definitions. The one is based on the time during the building and formation of the nation while the other is concerned with the definition from the globalization. In this sense, it can be articulated that the conflict because of the two different ideological definitions exists among different ethnic minorities. Though ethnic tourism intends to promote the diversity for ethnic minorities, however, it becomes important to mention that this is dependent on the status being regulated by the government or its changing politics.

The study of Ishii (2012) is concerned with the analysis of the impact of ethnic tourism on the Hill-tribes of Northern Thailand where the respondents were from the Akha tribe provided insights regarding ethnic tourism and its importance. The study reveals that ethnic tourism drives numerous economic benefits to tribal people especially those living in mountains. Moreover, the study also concluded that ethnic tourism and its promotion are directly linked to the household's income of the local minority community. However, it has also been discussed that this effect is dependent on the power dynamics and division of labour. Meanwhile, it has also been discussed in the study that the promotion of ethnic tourism and its practices is greatly dependent on the legal status, gender and as well ethnicity which fulfil the criteria for authenticity assumed for these communities. In addition, the study of Ishii has also suggested that for the prosperity of the communities, it is necessary to engage these important stakeholders in the decision making processes and policy-making which is done for these areas at the governmental level.

H1: Ethnic tourism affects the Hill tribes' prosperity significantly

With reference to the findings of Ishii (2012), ethnic tourism is being described as the important constituent of cultural tourism. Meanwhile, this kind of tourism is also considered as an important aspect of the global tourism industry as it is assumed as one of the major drivers for the overseas tourists for the countries that tend to prosper and prosper ethnic tourism. Drawing on the literature, it has been discussed extensively regarding the authenticity of ethnic tourism in the context of Thailand. The findings of Walter (2016) are centred on the importance of authenticity for ethnic tourism. It has been found that ethnic tourism is fostered when it is believed that particular tourism is authentic and forms the basis with history. With regard to this, the decision-making capabilities and the rights for the ethnic communities have also been discussed in the literature. The decision making and the provision of rights have been assumed as a controversial aspect. It has been because of the reason that the communities who claim themselves to be authentic have never wanted to share their rights and benefits with those who pretend to be authentic. In this aspect, the responsibilities for the government also become challenging in terms of promoting ethnic tourism and facilitating those communities with their deserving rights (Leepreecha, 2005). In this sense, it can be suggested that because of the unclear distinction of authentic ethnic groups, ethnic tourism is being widely affected. As a result of this, government interest and politics over this issue has also been controversial due to the lack of clarity regarding whom it should provide rights and legal status and is also supported by the study of Yang (2013). Moreover, this also has an adverse effect on the household income and lifestyles of the communities which are called Hill-tribes and who are considered as the authentic residents, tour guides and are representing ethnic tourism over the years.

H2: Thailand's government's interest and politics moderate the relationship between ethnic tourism and Hill tribes' prosperity significantly

III. Theoretical Framework

Modernisation Theory

The modernisation theory is often viewed to explain the progression of modernisation within different societies (Andersen, 2018). The notion of modernisation refers to a framework of a substantial evolution from a traditional or pre-modern to modern society. In the context of tourism, the theory is extended as ecological modernisation theory which provides the basis for environmental policymakers for encouraging the development of sustainable tourism. The ecological modernisation theory stresses the importance of incorporating new technologies and bringing improvement in management strategies at the corporate level to gain environmental benefits (Ivan, 2011). On the other hand, the study carried out by Regmi and Walter (2016), have criticised the modernisation theory as it depicts wrong contrast between traditional and modern. Moreover, the modernisation theory is also critiqued for its ethnocentric emphasis. However, despite intensive criticisms over the theory, the modernisation theory continues to develop a modernist approach for shaping different practices and policies, particularly in the context of ecotourism practices.

Ritual Inversion Theory

Ritual inversion theory mainly emphasises on explaining the main consumer motivation to consume tourism. This theory holds the view that main drive for people to consume tourism is escapism, which is similar to the view of push factor in pull and push theory (Lewis, Kerr & Pomeroy, 2010). The ritual inversion theory depicts that consumption of tourist's like in rural tourism is highly subjected to pull and push factor of the destination. In this regard, the notion of push factor suggests that main motivation for people's to travel is associated with fulfilling their basic needs; whereas pull factors view motivation of people to travel as a result of attractiveness of tourist destination (Streimikiene & Bilan 2015). In the context of this study, hill tribes can be viewed as a pull factor which one can only experience in Thailand. Therefore, maintaining the unique identity of the place and design of the place is highly important to pull tourism from around the world towards the destination. According to Sharma (2018), the people following their normal daily routines like rituals are often left with a hunger to explore something new. This situation is recognised as rituals inversion or reversal, as people want to experience something that is differing to their daily life routines. Moreover, with regards to urban people, those are spellbound in the busiest lifestyle of cities are likely to find it difficult to resist rural destinations that offered natural surroundings and a slower pace of life.

IV. Conceptual Framework

In accordance with the discussion and review of literature presented in the literature review, the conceptual model has been formulated in this section which has been further tested empirically using advanced statistical techniques in the later sections. The conceptual model underpins a dependent construct which is the Hill tribes' prosperity in the case of Thailand's northern areas specifically in terms of social and economic benefit, and an independent construct which is ethnic tourism and this relates mainly to the cultural practices and norms of the country. In addition, this model also includes a moderator which is the government's interest and politics of Thailand to promote ethnic tourism leading to prosperity in the Hill tribes. There are certain studies that suggest that the government's active participation in tourism promotion can management is not only beneficial for the tourists but for the local population as well (Yang & Wall, 2009). In relation to this study, the framework has been illustrated as follows in Figure 1 and it also supports the constructed hypotheses in the earlier sections of this paper:

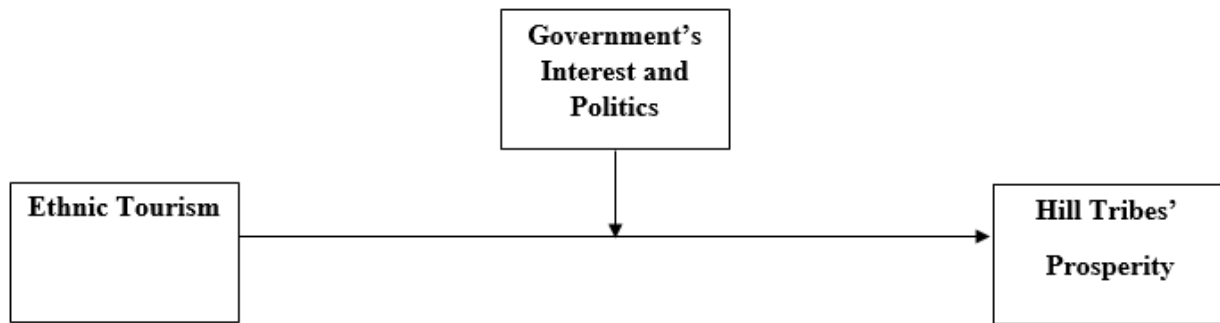


Figure 1: Conceptual Model of the Research

V. Research Methodology

Data Collection Process

In accordance with the purpose of this research, quantitative research design has been adopted and this implies the use of numeric data to test the associations, differences or effect. Therefore, this research uses a survey to accumulate data from the respondents who were the local people of Hill tribe, some local tour guides and related hotel employees. This implies that the sample of the study is diverse in nature to avoid research biases. The research carried out by Albers (2017) supported survey for statistical or empirical data analysis because it can be numerically coded. Considering this aspect, the researcher of this study approached 394 participants for the accumulation of the data and to widen the sample size, the researcher not only surveyed local residents but also other people as discussed earlier. The respondents were convinced regarding their anonymity and they were further briefed on the research and its significance. Overall, it took 10 to 15 minutes for each participant to fill the questionnaire properly. Moreover, since some of the locals could not understand English, therefore, they were briefed in the local language for their convenience. Consequently, most of the respondents were persuaded, therefore, in this manner, primary data could be gathered for further analysis which was then cleaned and screened to prepare it for the statistical analysis.

In addition, the researcher determined the adequate sample size with the help of following formula which is also used in the study of Ryan (2013) specifically in the case when the population can be determined appropriately.

$$n = \frac{z^2 \times p \times q}{e^2}$$
$$n = \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.05)^2} = 384$$

The sample size prescribed by the formula on the basis of standard z-score which is 1.96 when the confidence interval (CI) is assumed to be 95%. In this concern, the computed sample is 384, however, the researcher approached 394 participants and merely 364 responded appropriately.

Sampling Technique

Since the researchers cannot capture the entire population appropriately, therefore, they used different techniques of sampling to draw an appropriate sample on which the inference can be drawn (Fuller, 2011). In this manner, the sampling technique used in this study is convenience sampling which is a type of non-probability. Therefore, the population was not given equivalent chances of selection due to issues of accessibility. However, the researcher could manage to gather appropriate data and sample. As explained earlier, 364 responses were appropriate for the statistical testing, therefore, with

implies that the chosen technique is adequate. Hence, the response rate is computed to be 92.39% which is also appropriate. Moreover, the missing responses were appropriated using interpolation with modal values. This helped the researcher to complete the dataset for the analysis of the model and the relative hypotheses testing in the case of Thailand.

Research Instrument

The researcher has utilized a survey questionnaire as a research instrument which had close-ended questions. The research conducted by Saris and Gallhofer(2014) asserted that using close-ended questions helps in the quantitative analysis where the data can be coded. The questionnaire, therefore, comprised of 5-point Likert scale which had options: strongly disagree, disagree, neutral, agree and strongly agree and they were coded from 1 to 5. The questions were framed in accordance with the main variables of the study that were ethnic tourism, Hill tribes' prosperity and Thailand government's interest and politics. Each of the research variables had 4 questions and the reliability in the context of internal consistency has been tested with the help of CFA analysis in the later sections of this study.

Data Analysis Technique

In order to test the proposed model, the associations and the hypotheses of the study, Structural Equation Modelling (SEM) has been employed. The research of Khine (2013) explained that for the purpose of analysing survey-based data, SEM is one of the modern techniques which produces robust results. The mentioned techniques most prominently include Confirmatory Factor Analysis (CFA) and path analysis to test the relationship and impacts. In addition, the quality of the model is further tested with the assistance of R-squared. The software that is employed in this research is SmartPLS 3.0 where the key statistics, including convergent validity, research reliability, composite reliability, discriminant validity, factor loadings, path coefficients, significance values and R-squared have been obtained.

VI. Results and Analysis

Confirmatory Factor Analysis (CFA)

Confirmatory Factor Analysis or CFA is referred to as one of the significant testings in SEM modelling which helps in determining the structure of the latent constructs. The factor loadings have been analysed on the basis of its threshold value. The study of Brown (2015) prescribed that the acceptable value of outer loadings is 0.6. In this essence, all the indicators presented in Table 1 are found to be more than 0.6. Therefore, all the indicators can be deemed as appropriate and can be retained in the model. The reliability of the latent constructs that are ethnic tourism, government's interest and politics and Hill Tribes' prosperity is tested using Cronbach Alpha and composite reliability. The thresholds of both the metrics have been demarcated by the research of Civelek (2018) as 0.6. Therefore, the constructs having reliability statistics lower than 0.6 should be opted out of the study. With respect to the variables of this study, all the constructs are above 0.6 implying their reliability. The Cronbach's Alpha is computed to be 0.7, 0.7 and 0.8 of ethnic tourism, government's interest and politics and Hill Tribes' prosperity respectively while composite reliability is computed to be 0.8, 0.8 and 0.9 accordingly. In addition, the convergent validity is further computed and presented Table 1 to determine the constructs' association. The metric that is used for the determination is Average Variance Extracted (AVE) which has a threshold of 0.5 as opined by the study of Essila(2019). Each of the research's constructed has a value higher than 0.5. The AVE statistics for ethnic tourism, government's interest and politics and Hill Tribes' prosperity have been computed to be 0.6, 0.6, and 0.7 respectively and all are higher than 0.5 and this implies that variables possess convergent validity. The results have been further depicted in Figure 2 in terms of measurement model obtained from SmartPLS.

Table 1: Convergent Validity, Composite Reliability and Cronbach's Alpha

Research Constructs	Indicators	Factor Loadings	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Ethnic Tourism	ET1	0.601	0.7	0.8	0.6
	ET2	0.843			
	ET3	0.806			
	ET4	0.723			
Government Interest and Politics	GIP1	0.653	0.7	0.8	0.6
	GIP2	0.780			
	GIP3	0.822			
	GIP4	0.749			
Hill Tribes' Prosperity	HTP1	0.760	0.8	0.9	0.7
	HTP2	0.825			
	HTP3	0.883			
	HTP4	0.829			

For the purpose of testing whether or not the latent constructs possess discriminant validity, HTMT ratio has been used. The study conducted by Noor et al., (2018) implied that conservative threshold is 0.85 where all the values should be lower than 0.85 in terms of association with another variable. The results obtained in this study have been presented in Table 2 where the highest computed value is 0.710 and is lower than 0.85. In this respect, all the construct of this study is found to be distinct. Consequently, they can be utilised for the purpose of further statistical analyses.

Table 2: Discriminant Validity using HTMT Ratio

	Ethnic Tourism	Government Interest and Politics
Government Interest and Politics	0.710	
Hill Tribes' Prosperity	0.582	0.696

Path Assessment

The path assessment is another aspect of the statistical analysis in the case of SEM which is used to determine the effect, association and structural relationship between the constructs hypothesises. The effect of ethnic tourism is computed to be positive which is also significant at 5% ($B= 0.182$; $p\text{-value}= 0.037 < 0.05$). The threshold of 5% is the significance level which depicts that the results possess only 5% of chances of error. The positive impact implies that improvement in ethnic tourism would be beneficial for the Hill tribes' prosperity concerning Thailand's tourism. In addition, the direct effect of the moderator which is the government's interest and politics is also computed to be significant ($B= 0.610$; $p\text{-value}= 0.000 < 0.01$) and is positive as well. This entails that if Thailand's government along with country's politics take part in improving the prosperity of the people living in Hill tribe, their standard of living can be raised. However, the main concern of this study was associated with testing its moderation between ethnic tourism and Hill tribe's prosperity and it has been found from the path assessment that the moderating effect is positive and significant as well ($B= 0.069$; $p\text{-value}= 0.033 < 0.05$). These statistics imply that if Thailand's government takes strong action and participate actively in promoting ethnic tourism, the living standard and prosperity of Hill Tribes can be improved and these findings are consistent with previously conducted studies, for instance, the study of Yang and Wall (2009). The results discussed have been presented in Table 3.

Table 3: Path Coefficient

Path	Path Coefficient	T Statistics	P Values
Ethnic Tourism -> Hill Tribes' Prosperity	0.182**	2.095	0.037
GIP*ET -> Hill Tribes' Prosperity	0.069**	2.140	0.033
Government Interest and Politics -> Hill Tribes' Prosperity	0.610***	6.741	0.000

***: showing significance at 1%; **: showing significance at 5%

Quality Analysis of the Model

The quality of the model is determined with the R-squared along with adjusted R-squared. The value of R-squared is also depicted in Figure 2. In terms of R-squared, the variance in the ethnic tourism, government's interest and politics and its moderating effect is explaining 37.4% variance in the Hill tribes' prosperity in the northern area of Thailand. In addition, the adjusted R-squared is asserting that following the fixing of the errors, the value is slightly reduced to 36.9%. The results pertaining to the quality of the model have been presented in Table 4.

Table 4: Model's Quality Assessment

	R Square	R Square Adjusted
Hill Tribes' Prosperity	37.4%	36.9%

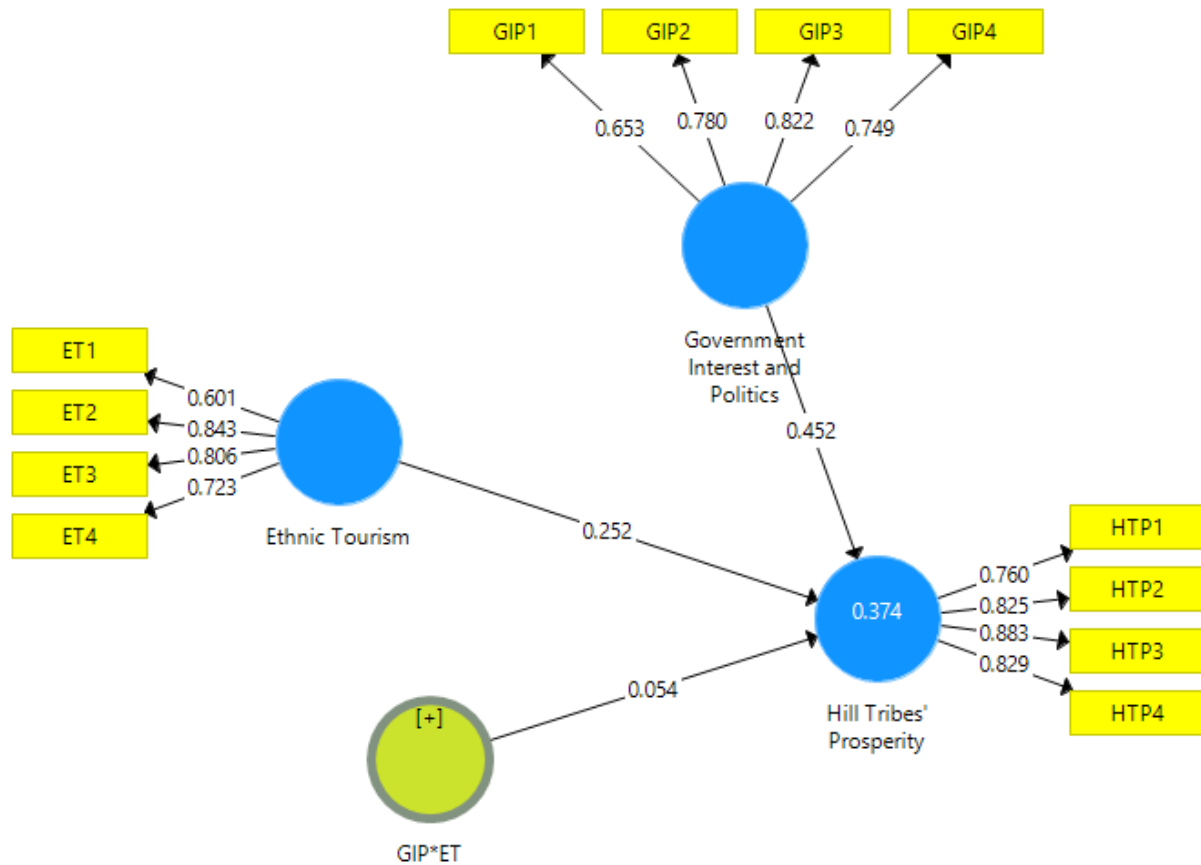


Figure 2: Measurement Model of the Research

VII. Summary of Hypothesis

The hypotheses of the summary has been obtained in relation to the results and findings of this study. It has been found that both the proposed hypotheses have been accepted on the basis of their statistical significance. The results have been depicted in Table 6 as follows:

Table 5: Assessment Summary of the Hypotheses

S. No.	Statement	Result
H1	Ethnic tourism affects the Hill tribes' prosperity significantly	Accepted
H2	Thailand's government's interest and politics moderate the relationship between ethnic tourism and Hill tribes' prosperity significantly	Accepted

VIII. Recommendations

Based on the current study, the following recommendations can be effective in prospering the Hill-tribes from ethnic tourism:

- Since tourism is the only source of survival for the Hill-tribes, therefore, it becomes the responsibility of the government to facilitate these tribes with all the basic needs and essentials in order to encourage them towards ethnic tourism more adequately.
- The government is required to develop a more comprehensive and precise mechanism to distinguish between Hill-tribes of Northern Thailand. It is essential in resolving conflicts and concerns of Hill tribes meanwhile; it will be helpful for attracting a stream of tourists who are in search of the authentic ethnic tourism.
- It is also recommended to the government to educate the tourists from ethnic tourism at the local and international levels in order to attract a large pool of tourists. This strategy will be helpful in fostering the economic activities for this region and will facilitate Hill-tribes from sustained household income and economic benefits.

IX. Conclusion

The current study was concerned with the analysis of the influence of the moderating effect of the Thailand government's interest and politics in the relationship between ethnic tourism and Hill-tribes' prosperity. The study has executed a survey that comprises the responses from 364 Hill-tribal people in order to gather their insights regarding ethnic tourism. The findings of this study suggest that ethnic tourism significantly affect the prosperity of the Hill-tribes. It has been extensively discussed in the study that Hill-tribes has been assumed as the people that are living in the mountainous region of Thailand since before 1950. Moreover, these individuals are those who have been fostering ethnic tourism over the years. However, the literature has suggested that conflict in determining the authentic ethnic or Hill-tribe exists as the group of people who claim themselves as the Hill-tribes does not want to share their rights, legal and social status, and economic benefits with those who have taken the advantage of globalisation and an opportunity to acquire the benefits associated with the ethnic tourism.

Determining the government interest and politics in the relationship between ethnic tourism and Hill tribes' prosperity is an essential aspect of the current research. Based on the quantitative findings, the study has determined the moderating effect of government interest and politics in the relationship between ethnic tourism and Hill tribes' prosperity. The findings of the study suggest that due to the factor of authenticity, it has also become a challenge for the government to distribute the actual rights and status to the authentic Hill-tribes that in actual deserve the rights and legal status of being held as the legacy of Hill-tribes and is associated tourism. The study has suggested that the government's interest and politics have also been not supportive while promoting ethnic tourism and supporting the Hill-tribes in an actual sense. The reason behind has been found as the complexity for the government in determining the authentic and actual Hill-tribes. Though the government has made its viewpoint clear in providing the legal status to the majority of the tribal groups, however, the initiatives and support of the government have not been satisfactory in resolving the prolonged conflicts among groups and to foster the ethnic tourism in the right manner.

Limitations

The study has acquired the quantitative research approach in which 364 respondents representing Hill-tribe were accessed. However, the absence of qualitative evidence is the one major limitation of the current study. Moreover, the study has merely focused on evaluating the research phenomenon from the context of Northern Thailand. This also shows limitations while applying the current research to some other region or tribal area. Moreover, this research has only explored the ethnic dimension of tourism. All the mentioned limitations imply that the following research has a significant room for improvement in future specifically in the case of Thailand.

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Appendix

S.No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Ethnic Tourism					
1	Ethnic tourism attracts tourists, researchers and students.					
2	Ethnic tourism is based on the practices of the first-hand culture of a particular community thereby promoting that community.					
3	Ethnic tourism is now changing its dynamics with the governments' influence.					
4	Ethnic minority groups have become a challenge					
	Hill Tribes Prosperity					
5	Hill tribes' prosperity is mainly driven through sustained ethnic tourism.					
6	Local agents and ventures are well-engaged with this profession.					
7	Hill tribes' prosperity is highly dependent on the income obtained through ethnic tourism.					
8	Ethnic tourism has improved the Hill tribes' social condition					
	Government's interest and Politics					
9	Due to excessive tourism practices, the government is focusing to maintain the authenticity of ethnic tourism.					
10	Government support has been controversial in supporting and maintaining the prosperity of Hill tribes.					

11	The government is changing the dynamics of ethnic tourism through eco-tourism and community-based tourism.					
12	Government's initiatives are positively influencing living standards of Hill Tribes' people					