

## **Intangible Culture in the Context of Tourism Resources and Revitalization of traditional Tribal Culture in Nagaland State, Northeast India**

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In Nagaland state, located near the Indo-Myanmar border, 86.4% of the population in 2011 belonged to a 'Scheduled Tribe' defined in the Constitution of India. The Nagaland government, which recognizes 17 tribes, including 14 *Naga* tribes, with their indigenous languages and cultures, has sought development of a peaceful society and strategies for sustainable socioeconomic growth. Tourism is an especially important element to attract inbound tourists and to eradicate its earlier negative image as a conflict area.

This study specifically examines the 'Hornbill Festival', which the Nagaland government has promoted since 2000 as an intangible tribal culture resource for tourism. Every December, representative villages of the respective tribes exhibit their traditional music, dances, games, rituals, and foods for 10 days in *Naga Heritage Village* constructed by the state government. The objective of the presentation is elucidation of how indigenous intangible cultures have become tourism resources and how traditional tribal cultures have been revitalized through the Hornbill festival. First, the author examines the sequence of events from the original festival to wider development by inserting other tourist attractions including historical resources such as those of the Second World War Museum. Furthermore, the author points out that the festival reinvigorates local economies and also influences tribal identity. Secondly, the following are discussed: this festival is an indispensable opportunity for the state government to direct the strategic images of Nagaland as 'Rich tribal cultures' and 'Unity in diversity' for the organizer. For villagers who participate as performers, the occasion is the first to recognize their own tribal culture as a 'performance' to display to audiences. This experience provides a trigger for villagers and youth to develop even greater interest in their own tribal culture and to revitalize it.