

UNTAPPED HORIZONS: EDUCATIONAL TOURISM IN NORTH-EAST INDIA

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PREFACE

The North-East region of India remains a unique and often underexplored part of the country, known for its rich cultural diversity, stunning natural landscapes, and growing potential in the tourism sector. Among the many facets of this region, educational tourism presents a significant opportunity for social, economic, and cultural development. This book, "Untapped Horizons: Educational Tourism in North-East India," seeks to provide an in-depth analysis of the region's potential for educational tourism by exploring its strengths, weaknesses, opportunities, and threats (SWOT).

Educational tourism, a growing niche in the global tourism industry, offers travelers the chance to learn from the environment they visit, not only through structured academic programs but also by immersing themselves in the cultural, social, and historical context of the region. North-East India, with its diverse ecosystems, myriad ethnic groups, and strategic location, offers unparalleled opportunities for educational tourism, yet much of this potential remains untapped due to various challenges such as inadequate infrastructure and socio-political instability.

This book presents a detailed SWOT analysis of the region's educational tourism potential, emphasizing the need for collaboration between policymakers, educators, and tourism stakeholders to address existing challenges and leverage the unique opportunities of North-East India. By promoting educational tourism, the region can encourage sustainable economic development, preserve its cultural heritage, and offer a deeper understanding of its diverse communities to the rest of the world.

We hope this book serves as a valuable resource for researchers, policymakers, and professionals in both the education and tourism sectors, fostering further exploration and development of this promising field in North-East India.

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