

Relationship and Challenges in the Political Economy of Tourism Entrepreneurship: An Assessment of North-east India

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Abstract

Globally, tourism is one of the most vibrant sectors contributing 5% to world GDP and around 7% of total employment. In India, its contribution is 6% and 9% respectively. Tourism is considered as an engine of growth and a development tool. This is more relevant in the case of North-east India as the region has lagged behind in terms of economic progress. Notably, it has a rich tourism potential. Tapping it requires a political economy with a robust goal towards shaping tourism entrepreneurship. Political economy forms the pivot around which tourism can prosper. Numerous studies have corroborated to this interaction. In North-east India, the dynamism of tourism entrepreneurship is an evolving area of study. Accordingly, this paper aims at assessing the political economy of tourism entrepreneurship through a focus on tourism regulation. The analysis mainly focuses on relationship and challenges. It is found that political economy leads to the initiation of business, trade and commerce within the framework of policies and schemes. This opens an opportunity for scaling towards a full-fledged regulation of tourism and tourism entrepreneurship. The way forward is to embrace regulation through active participation of the government, tourism thinkers and the grassroots stakeholders.

Keywords – Political economy, Tourism entrepreneurship, North-east India, relationship, challenges

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