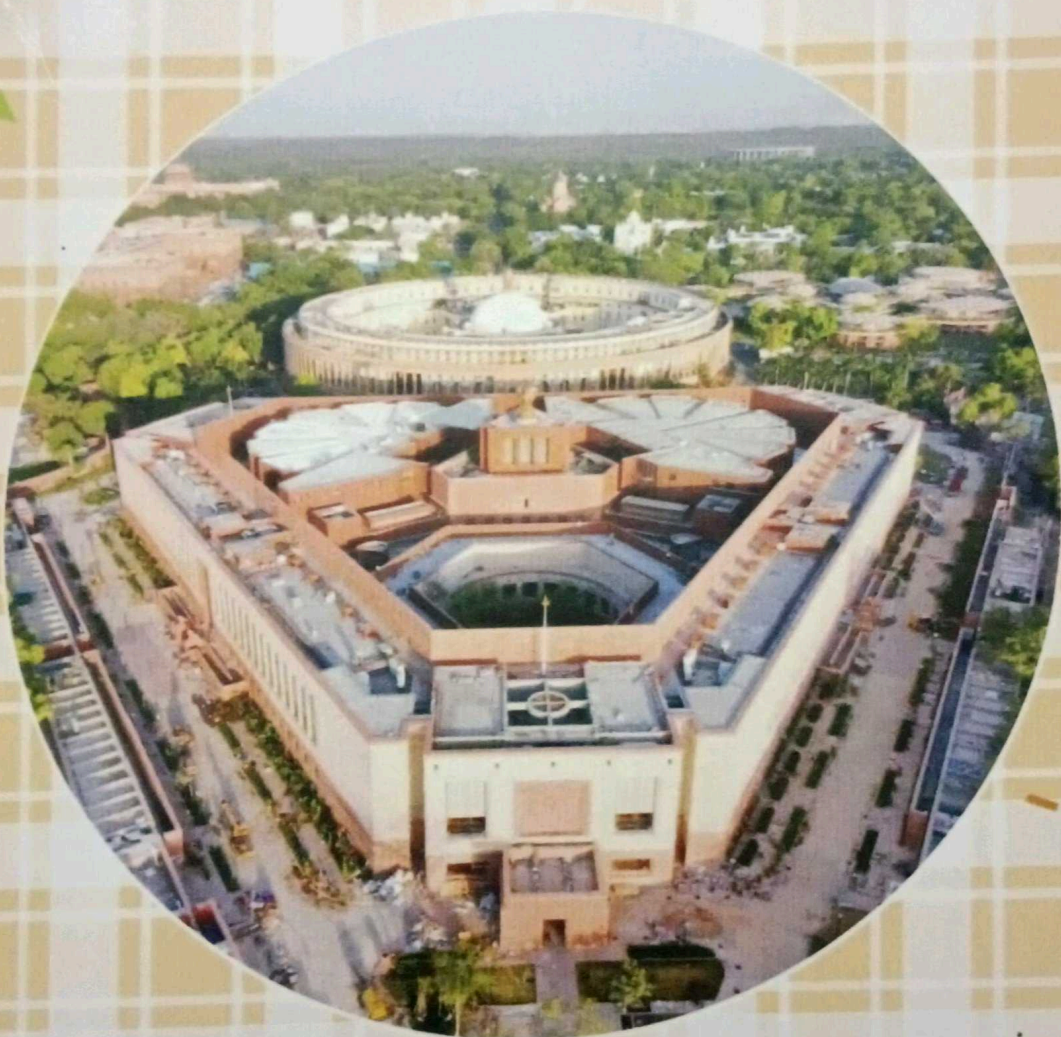


AATMA NIRBHAR BHARAT ABIYAN: SELF RELIANT INDIA



Editors

**Dr. S. Theenathayalan
Dr. V. Sriman Narayanan**

AATMA NIRBHAR BHARAT ABIYAN: SELF RELIANT INDIA

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IMPACT OF MAKE IN INDIA ON TOURISM AND HOSPITALITY

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“Time spent in India has an extraordinary effect on one.
It acts as a barrier that makes the rest of the world seems unreal”.

Introduction

Make in India is a significant national initiative of the Indian government that aims to promote investment, encourage innovation, improve skill development, safeguard intellectual property, and create world-class manufacturing infrastructure in the nation. This initiative's main goal is to boost India's manufacturing industry by luring in investments from all over the world. The Ministry of Commerce and Industry, Government of India, Directorate for Promotion of Industry and Internal Trade (DPIIT), is in charge of it. The Make in India program is crucial for India's economic development since it attempts to make use of the talent pool that already exists in India, provide more employment possibilities, and strengthen the secondary and tertiary sectors. The initiative also intends to raise India's ranking on the Ease of Doing Business index by removing pointless rules and legislation, streamlining bureaucratic procedures, and increasing government openness, responsiveness, and accountability.

The program was formally unveiled on September 25, 2014, by Mr. Modi in front of Indian business titans at Vigyan Bhawan in New Delhi.

The Made in India initiative focuses on 25 sectors. Automobiles, automobile parts, aviation, biotechnology, chemicals, construction, defense industry, electrical machinery, electronic systems, food processing, IT & BPM, leather, media & entertainment, mining, oil & gas, pharmaceuticals, ports & shipping, railroads, renewable energy, roads & highways, space, textile & apparel, thermal power, tourism, hospitality, and wellness are a few of these.

This essay only discusses the tourism and hospitality industries. One of the biggest service sectors in India is the tourism and hospitality sector. A key tenet of the Made in India initiative is tourism. One of the main industries in India that creates jobs is tourism and hospitality. According to a global report, India ranks as the eighth-largest contributor to the GDP of travel and tourism.

Travel and tourism made for 5.19 percent of India's GDP in 2019 out of the country's overall economy.

This is due to India's 3,287,263 sq. km. total size, which stretches from the snow-covered Himalayan heights to the tropical rain forests of the south. India also has a rich cultural and historical history, as well as a range of ecosystems, beautiful landscapes and locations may be found all around the nation. This offers a crucial chance to fully realize the tourism industry's potential.

Traveling for pleasure or recreation is referred to as tourism. Nowadays, many people around the world like going on vacation. The movement of humans is momentary and brief. It gives the nation a source of income.

Travel includes spending the night somewhere other than home. It involves "traveling" and "staying" somewhere other than your normal surroundings. Transportation, lodging, and entertainment are all part of the tourism industry.

Cruises, adventure, medical, wellness, sports like golf and polo, MICE (meetings, incentives, conferences, and exhibitions), eco-tourism, and film, as well as rural and religious tourism, make up India's broad array of specialty tourism offerings.

The tourism industry helps the economy by generating foreign exchange. There are two categories for tourism:

Domestic travel: Traveling within the same nation.

Traveling internationally is referred to as international tourism. India's tourism has increased recently as a result of the government's recognition of the industry's significance to the country's economic growth. The largest service sector in India is tourism, which accounts for 8.78% of all employment and 6.23% of the country's GDP.

Hospitality

The interaction between a host and a guest is known as hospitality. The practice or act of being welcoming is known as hospitality. The hotel business and tourism are interconnected. The act of being hospitable, receiving, hosting, or entertaining a guest is known as hospitality. It involves giving the visitor a warm greeting.

Being hospitable demonstrates respect and civility for the visitor. Local services like entertainment, lodging, and tourist catering fall under the umbrella of hospitality. It involves welcoming, receiving, hosting, and/or entertaining visitors while also offering cuisine, accommodation, and entertainment services. The travel and tourist industries are closely related to the hospitality sector. A significant contributor to the nation's overall economic growth is the hospitality sector.

Importance of Tourism and Hospitality Industry:

The global vista has seen new waves brought about by tourism. The globe has become a true global village as a result. One of the most important and rapidly expanding industries in the world economy, tourism has a wide range of beneficial and bad consequences on the environment, culture, society, and economy. Attractions, transportation, lodging, amenities, restaurants, shopping, and entertainment all play a role in tourism.

A significant tool for economic development is tourism. In the following ways, the tourism sector has made a significant economic contribution to India.

1. An Increase in the Number of Visitors:

India's tourism industry has grown rapidly in recent years. The Indian tourist industry has made considerable strides worldwide. Tourists enter the country as a result of tourism.

Due to the great services offered to them, there is a growth in the number of foreign tourists. Superior service offered to visitors draws their attention and increases the number of visitors.

2. Foreign currency source:

Travel and tourism are important for a nation's economic growth. It generates a lot of foreign exchange. A sustainable amount of foreign exchange has been attributed to tourism.

Transportation, hospitality, lodging, leisure, and entertainment are all sources of income. It is essential to fulfilling the nation's socioeconomic objectives. Foreign exchange revenues increase as the number of foreign tourists increases.

One of the major sources of foreign exchange, tourism indirectly boosts the economy by tying into industries including horticulture, agriculture, poultry, handicrafts, and construction.

3. Promote foreign trade:

Tourism has become a significant factor in international trade. Tourism increases international trade and the economy's foreign exchange. The world's largest export sector is tourism.

Due to tourism, India has grown rapidly in recent years. Due to the expanding tourist industry, the effect of tourism on national economies is becoming more and more significant. In order to achieve the national goals of fostering social, cultural, and national integration, domestic tourism is essential.

4. Cultural fusion:

Tourism relies heavily on culture. Tourism and culture work together in harmony. The migration of people to cultural attractions outside of their usual abode is referred to as cultural tourism.

One of the largest and fastest-growing worldwide tourism markets is cultural tourism. India is regarded as a country with a rich cultural legacy and an old past. Global peace and cultural integration are both facilitated by tourism. The stunning state in South India is well-known for its magnificent temples, carnic music festivals, stunning architecture, our cultural icon jallkattu, which is celebrated as part of the pongal celebration, and much more. Tourism not only encourages fraternity and friendship but also helps to uphold cultural values.

5. Preserve ecological balance:

Tourism makes the best use of environmental resources, which are essential to the development of the industry. This preserves ecological harmony and aids in the preservation of biodiversity and natural heritage.

Tourism has a potential to improve public appreciation of the environment and spread awareness of environmental challenges. It significantly contributes to the environmental protection,

conservation and sustainable use of natural resources. The preservation of wildlife is aided by tourism.

6. Widespread acceptance:

Tourism is a global phenomena that has an impact on both human civilization and the environment. The World Tourism Organization contributes to tourist promotion. It offers financial assistance, incentives, and subsidies to stimulate travel. The largest and fastest-growing commercial activity in the world, it has a broad range.

Promotional initiatives for tourism in India: India's travel and tourism sector is one of the most lucrative in the nation and is recognized with generating a sizable quantity of foreign exchange.

1. The visitor's safety and security: Tourism must be considered while analyzing safety and security issues. In addition, tourists are increasingly concerned about their safety. Visitors anticipate the safety of their person and belongings. The provision of quality in tourism depends on safety and security. Hence, good law and order are necessary to encourage tourism and ensure that visitors are safe. A System for Assessment, Awareness, and Training in the Hospitality Industry (SAATHI) has been established by the Ministry to guarantee adherence to COVID 19 Safety and Hygiene principles and to protect the health and safety of staff and customers.

2. Infrastructure development: The growth of tourism depends on the development of infrastructure. The government is currently spending a lot of money on infrastructure that includes the hotel and travel sectors, the preservation of historical sites, the development of human resources, and the advancement of information technology.

In addition to being a significant driver of economic expansion, the tourism sector also creates employment possibilities. In order to make India a desirable tourist destination, our government has also prioritized cleanliness, general hygiene, and sanitation through the creation of smart cities. Growing tourism can benefit from good infrastructure. The promotion of tourism places transportation in a prominent role alongside banking and communication.

3. Government initiative: To promote tourism in the nation, the government must take the appropriate action. In order to provide comprehensive travel and tourism solutions for the various tourist segments, the Indian Railway Catering and Tourism Corporation Limited (IRCTC) is a public sector company under the Ministry of Railways of the Government of India.

The Tourism Finance Corporation of India (TFCI) offers financial support to businesses in order to develop tourism-related facilities, activities, and services, such as hotels, restaurants, vacation resorts, amusement parks, sports complexes, safari parks, ropeways, cultural centers, convention centers, and other venues.

38 sites have been added to the World Heritage list, including 30 cultural, 7 natural, and 1 mixed category item. The Archaeological Survey of India is entrusted with the care of 3686 monuments and sites.

The "Namaste India" campaign was launched by the tourism ministry to entice foreign tourists to visit India. Campaign for Travelers that identifies the strategic pillars for the growth of sustainable tourism, such as Promoting Environmental Sustainability, Protecting Bio-diversity,

Promoting Economic Sustainability, Promoting Socio-Cultural Sustainability, for Certification of Sustainable Tourism, Capacity building, and Governance.

To market India as a top adventure tourism destination worldwide, the Tourism Ministry has developed a National Strategy for Adventure Tourism.

To promote India as a tourist destination and to assist visitors from the nations with the biggest foot traffic in India, tourist officers have been posted in 20 embassies.

4. Treating visitors with respect: Visitors to our nation are treated as its guests. They must be given first priority and handled with decency and respect. The tourist shouldn't be taken advantage of. The government must take the required actions to provide visitors a sense of security and home.

5. Describe a few different plans: In the present world, tourism is a significant phenomenon. To encourage excellence in tourism, the government established monetary and non-monetary awards for organizations and people for their exceptional achievements in a variety of tourist-related fields, such as lodging, catering, transportation, travel agencies, eco-friendly practices, etc. To draw people to the tourism business and to promote it, the government should implement a number of tourist-friendly programs.

Development of Tezpur, Majuli, and Sibsagar, sanctioned for INR 90.98 crore under the theme of the Heritage Circuit of the Swadesh Darshan Plan, is one of 10 projects approved by the Ministry of Tourism.

6. Publicity and advertising campaigns: Publicity is very important in the tourism industry. Both domestic and foreign tourism are promoted with the aid of the media. Print and electronic media, billboards, websites for movies and television shows, participation in national and international tourism fairs and festivals, exhibitions, and markets are all used to generate publicity.

The Ministry of Tourism and Culture was established by the Indian government to promote different types of tourism in India. Recently, this ministry began a campaign named "Amazing India" to promote various forms of tourism in India.

7. Tour guides: Tour guides are crucial to promoting tourism. They are accountable for presenting a positive image of the nation, providing accurate information, assuring the safety of visitors, and making sure they have a good time.

Career in the tourist sector: The travel and tourism sector is expanding quickly. As a result, this expanding industry is connected to several allied businesses like travel agents, banks, hotels, guides, and airlines.

Three types of tourist guides are eligible for licensure from the ministry of tourism: regional, state-level, and monument guides. Airline companies need employees for both ground and flight duties.

Foreign banks and currency dealers need staff to help their customers with their travel needs. Students interested in the tourist business can choose graduate courses in integrated tourism and travel management. Also available to students is a diploma in hospitality and tourism management. The Universities also provide a postgraduate course in travel and tourism.

Conclusion

As one of the most popular vacation destinations in the world, India's tourism and hospitality sector has become one of the main engines for growth in the country's services sector.

The tourist and hospitality industry, which includes travel and hospitality services like hotels and restaurants, is widely regarded to be a development agent, a catalyst for socioeconomic expansion, and a significant source of foreign exchange profits in many nations. Tourism not only promotes India's rich and beautiful history, culture, and variety, but it also has a big positive impact on the country's economy. The tourism industry has been able to bounce back from the shock of the COVID-19 pandemic and resume pre-pandemic operations thanks to the constant efforts of the federal and state governments.

The results of a poll conducted in 2021 indicated that 30% of jobs in India may be produced just by the travel and tourism industry.

Indian tourism is predicted to increase at a 6.7% annual rate and contribute 9.2% of the country's GDP, or \$488 billion, by 2029. According to the TTCI, India is now rated 34th out of 140 nations (2019). With the G-20 Presidency, India's tourism industry will have an unrivalled chance to showcase its offerings and share its tourist success stories on a global scale.

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