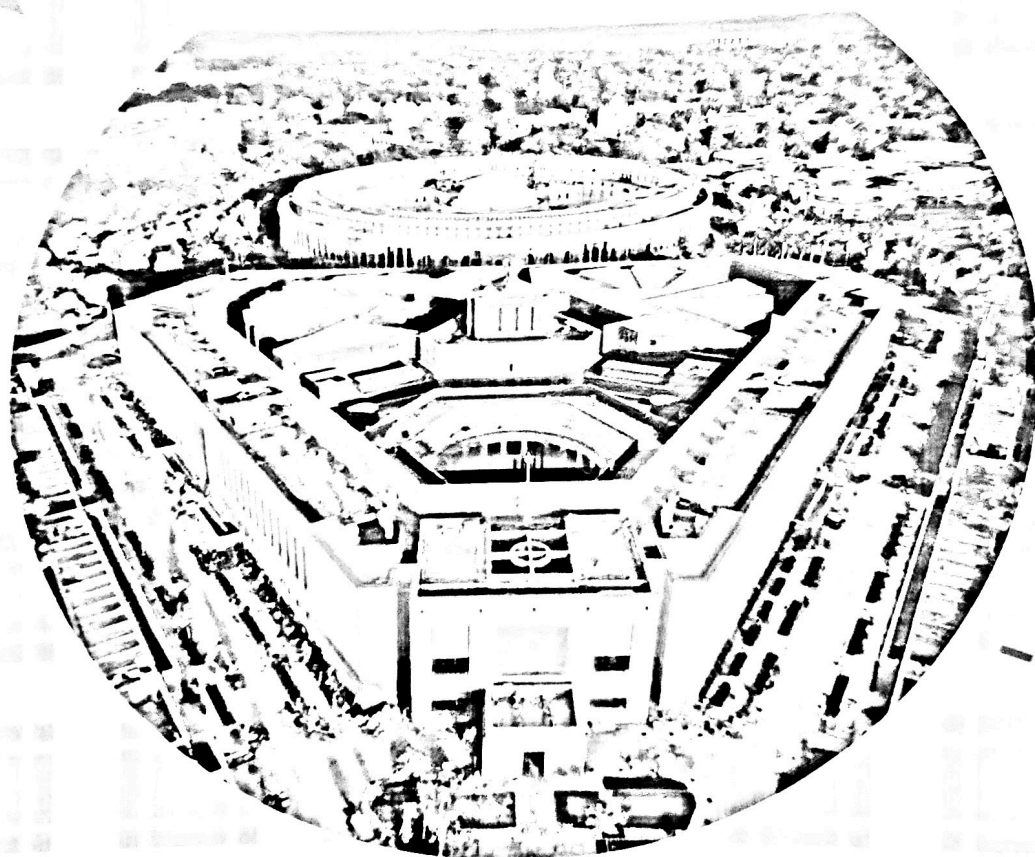


AATMA NIRBHAR BHARAT ABIYAN: SELF RELIANT INDIA



Editors

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

CONTENTS

S.No	Title	Page No.
1	Performance Analysis of Digital Transactions in India Dr. S. Theenathayalan & Dr. S. Murugan	1
2	Digitalization and its Impact on Environment T. Kalaiselvi & Dr. S. Ganesan	7
3	A Study on Rural Women Entrepreneurs in Vadipatti Taluk, Madurai District, Tamilnadu Dr. M. Regina Mary	12
4	Digitalisation and its Impact on Indian Economy Dr. P. Kannan & Dr. R. Gopi	24
5	Perceived Factors which Induce The use of New Technology in (Digital India) E-Banking Services Dr. A. Marimuthu & S. Hemanath	27
6	An Empirical Analysis of Atma Nirbhar Bharat Abhiyan Dr. S. Meenakshi	35
7	Atma Nirbhar Bharat Abiyan: Make in India – An Outlook Dr. S. Karthikeyan & Dr. P. Gnanasoundari	41
8	Atma Nirbhar Bharat Abhiyaan – A Pride of India Dr. V. Sriman Narayanan & Dr. J. Premkumar	46
9	G-20 Conference: A Pride of India Dr. M. Subramanian, Dr. D. Abraham Pradeep & Dr. R. Sivajothi	52
10	புதிய பாரத எழுத்தறிவுத் திட்டம் 2022-23 முனைவர் பெ.குப்புசாமி	57
11	Implementation of Government Sponsored Employment (SGSY) Schemes in Sivaganga District Dr. S. Chidambaranathan	65
12	Women Empowerment through Self Help Groups in Theni District, Tamil Nadu Dr. S. Karthikeyan & Dr. S. Senthilkumar	69
13	Impact of Make in India on Tourism and Hospitality Dr. C. Sahaya Mary Sophia & Dr. R. Suji Karthika	75
14	Digitalization and its Impact in India Dr. M. Yesurajan & Dr. T. Indra	81
15	Prospects and Challenges Ahead in Indian Industries: An Optimistic Approach S.T. Siddharthan	87
16	Atma Nirbhar Bharat Abiyan Make in India: A Step Towards Making India Self-Dependent Dr. S. Karthikeyan & Dr. P. Mohammed Hither Ali	95

IMPACT OF MAKE IN INDIA ON TOURISM AND HOSPITALITY

Dr. C. Sahaya Mary Sophia

Assistant Professor in Economics

Fatima College, Madurai

Dr. R. Suji Karthika

Assistant Professor in Economics

Fatima College, Madurai

“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.