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MAKE IN INDIA SCHEME FOR TOURISM AND HOSPITALITY SECTOR – A CASE STUDY OF HIMACHAL PRADESH.

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ABSTRACT

There are 25 major sectors of Make in India in which 100% or partial FDI is allowed. Tourism and hospitality sector is one of the core sector in which 100% FDI is allowed. This sector is one of the biggest employment generating sector and magnet of FOREX in India and world as well. Tourism industry possesses a vast intrinsic potential to act as a catalyst for generating employment and promoting equitable and inclusive economic growth. It encourages socio-economic progress by opening up new avenues for economic progress and development by creating more businesses and employment. FDI in India has witnessed a positive trend since the launch of Make in India campaign in 2014. FDI inflow from April 2014 to March 2020 (USD 357.35BN) is 52.5% of the overall FDI received in the country since April 2000 (USD 680.91 BN). Tourism and Hospitality sector is the most important sector of Indian economy as it generates the maximum employments of the economy after agriculture. Every 100 jobs in tourism sector create 400 additional jobs. Thus allowing FDI in tourism and hospitality sector under Make in India campaign can further strengthen the sector, so that productivity, employability, and tapping the untapped areas up to full potentials. This paper is an attempt to study the perceptions of visitors towards awareness about Make in India scheme for Tourism and Hospitality sector. Further, advance suggestions to overcome the problems of neglected tourism potentials are the objectives of study. The finding of the study reveals that majority of the respondents are aware about Make in India scheme for tourism and hospitality sector, further advance suggestions for overcoming the problem of neglected tourism potentials and promotion of tourism in Himachal Pradesh conveys that improvement in existing infrastructure facilities, promotion by adventurous activities, cultural and spiritual activities, Eco-tourism and proper tourism policy may play an important role in promotion of tourism and improvement of neglected tourism potentials of Himachal Pradesh.

Introduction:

‘Make in India’ is an industrialization strategy conceptualized by honorable Prime Minister of India Sh. Narendra Modi on 25th Sept. 2014 to attract investments from businesses around the world and to make India a manufacturing hub. It is a flagship programme of the Government of India for making

India a manufacturing hub, creating more employment opportunities, improving Infrastructural facilities and export promotion etc.

The logo for the Make in India campaign is an elegant lion, inspired by the Ashoka Chakra and designed to represent India's success in all spheres. Wheel denotes peaceful progress and dynamism. Lion has been the official emblem of India" and it stands for "courage, tenacity and wisdom – all Indian values The campaign was dedicated by the Prime Minister to the eminent patriot, philosopher and political personality, Pandit Deen Dayal Upadhyaya who had been born on the same date in 1916. For Make in India campaign, the Government of India has identified 25 priority sectors that are being promoted adequately. These are the sectors where likelihood of the FDI is highest and investment shall be promoted by the Government of India.

Tourism and Hospitality sector is the largest source of foreign exchange earnings. India has earned US \$ 20.236 Billion from Foreign Exchange Earnings (FEEs) through tourism during 2014. Every year millions of tourists visit in India. Statistics shows that 1281.95 million Domestic Tourist Visits during 2014. There are 32 world heritage sites in India, so it is the pivotal country of the world to visit. 7.7 Million Foreign Tourist Arrivals (FTAs) during 2014. Tourism and Hospitality sector is the developing sector in India offering vast opportunities to grow. There are 21 Central institutes of hotel management in India. Government of India has also allowed 100% FDI in Tourism and Hospitality sector. Tourism and Hospitality sector is also biggest generator of employment in India. Every 78 jobs generated with every US \$ 1 Million invested. Tourism and Hospitality sector is the most important sector of Indian economy as it generates the maximum employments of the economy after agriculture. Every 100 jobs in tourism sector create 400 additional jobs. Thus allowing FDI in tourism and hospitality sector under Make in India campaign can further strengthen the sector, so that productivity, employability, and tapping the untapped areas up to full potentials.

Keywords: FY: Financial Year, FOREX: Foreign Exchange, FDI: Foreign Direct Investment, GDP: Gross Domestic Product, USD: US Dollar, MN: Million, BN: Billion, T&H: Tourism & Hospitality, SA: Strongly Agreed, SDA: Strongly Disagreed, DA: Disagreed.

Review of Literature:

Review of literature is designed to provide a background and justification for the research undertaken. It includes the published information on the particular topic and area of certain time period.

Aneja (2016) infers from his study that the concept of Make in India will definitely boost up the Indian economy and will help in meeting the major challenges of poverty, unemployment, low per capita income and help in sharing the burden of government.

Kulkarni, A. (2012) highlights in his study that, apart from traditional business or leisure travel, India's hospitality sector has been witnessing interest from a variety of segments like meetings, incentives, conferences and exhibitions (MICE), wellness tourism, and spiritual and pilgrimage tourism. The demand has been strong from both foreign as well as domestic tourists. Given the rather diverse nature of demand, the hospitality industry is also looking at creating adequate products to service the varied tourist requirements. With support and initiatives by the governments at various levels, the hospitality sector is moving toward comprehensive growth.

Ratheiser, D. (2010) state that the contribution of the entire travel and tourism sector in India to Gross Domestic Product is estimated 8.6% (USD 117.9 billion) in 2010 to 9.0% (USD 330.1 billion) by 2020. Between 2010 and 2019 the demand for travel and tourism in India is expected to grow annually by 8.2%, which will place India at the third position in the world.

Mishra and Padha (2010) in their research on topic entitled "Emergence of Tourism in the Sustainable Growth of India" exhibit that tourism is an important and flourishing industry in the country. It is termed as a useful measure for employment generation, poverty alleviation and sustainable human development in India and also gainfully employs the highest number of people compared to other sectors. The present paper elaborates the status and development of tourism in the context of India. It also presents that there is an increasing trend in FEE because of increase in foreign tourist arrivals.

Reddy (2008) observed that properly planned tourism will be a positive factor in national development, creating challenging employment and distributing wealth to all sectors of economy. If the positive effects of tourism are planned and coordinated on a regional basis, the positive effects of tourism could be enhanced.

Malhotra (2005) in his study entitled "Tourism Planning and Management", suggested that attitude measurement in the tourism / travel area has offered and continues to offer considerable potential. This is particularly true in the travel and tourism domain, where knowledge of consumers' attitudes towards leisure, travel, and vacation destinations can assist in preparing successful strategies.

Sharma (2004) in his study entitled "Tourism Planning and Development- A New Perspective", suggested that tourism resources can be conserved for continuous use in the future and so tourism planning is carried out at all levels of development-global, national, regional and local.

Objectives of the Paper:

- To study the awareness of visitors towards Make in India scheme for Tourism and Hospitality sector.
- To analyse the perceptions of visitors regarding measures for improving the problem of neglected tourism potentials under the Make in India scheme.

➤ Advance suggestions for strengthening the Tourism and Hospitality sector in the light of 'Make in India'.

Scope of the study:

The present study confines to the HP state only. The 4 districts have selected with purposive random sampling namely Kullu, Shimla (Most visited places), Kinnaur and Lahaul Spiti (Least Visited places) districts of Himachal Pradesh.

Sources of Data Collection:

For accomplishing the objectives of the study both primary and secondary data will be utilized: *Primary Data:* The primary data is collected afresh among some specific purpose. The primary data consists Data collected in the form of Schedule from visitors of 4 sample districts namely Kullu, Shimla, Kinnaur and Lahaul Spiti in the proportion of 50 each respectively comprising a total sample size of 200.

Secondary data: Secondary source is one, where data is collected from the available sources. It is the data already in use. The secondary data includes websites, annual reports, publication, newspapers, journals, books and gadgets etc.

Statistical Tools and Techniques:

The mathematical and statistical tools such as percentage, simple average, AM, standard deviation, Skewness and Kurtosis are used for analysing the data collected through schedule.

Analysis:

Visitors' awareness about make in India scheme for tourism and hospitality sector are analysed in Table 1.1. it can be seen from the table that among 200 visitors of 4 sample districts in Himachal Pradesh majority of the respondents are Male followed by Female respondents.

1.1 Visitors' awareness about Make in India scheme for Tourism and Hospitality sector:

The awareness about Make in India leads to better understanding of theme content of the study. Table 1.1 exhibits the Visitors awareness about Make in India scheme for Tourism and Hospitality sector on the basis of major demographic factors such as Gender, Education and District of visit in HP.

Table: 1.1 Awareness about Make in India scheme for T&H Sector

Distribution	Variable	Awareness about Make in India scheme for T&H Sector		Total
		Yes	No	
Gender:	Male	104 (73.24%)	38 (26.76%)	142 (100%)
	Female	44 (75.86%)	14 (24.14%)	58 (100%)
Qualification:	Illiterate	0 (0%)	4 (100%)	4 (100%)
	HSC or Below HSC	4 (28.57%)	10 (71.43%)	14 (100%)
	Graduate	58 (80.55%)	14 (19.45%)	72 (100%)
	Post Graduate	34 (65.39%)	18 (34.61%)	52 (100%)
	Above Post Graduate	52 (89.66%)	6 (10.34%)	58 (100%)
District of HP visited	Kullu	36 (72.00%)	14 (28.00%)	50 (100%)
	Shimla	36 (72.00%)	14 (28.00%)	50 (100%)
	Kinnaur	36 (72.00%)	14 (28.00%)	50 (100%)
	Lahaul Spiti	40 (80.00%)	10 (20.0%)	50 (100%)

Source: Data collected through Schedule (Sample of 200 visitors)

As evident from the Table 1.1 that majority of the visitors are Male respondents of which 73.24% are aware and 26.76 are not aware about MII scheme for T&H sector. Among Female respondents 75.86% are aware and rests are not aware about MII scheme for T&H sector. Further, educations wise classification reveals that majority of the visitors are Graduates of which 80.56% are aware about MII scheme for T&H sector and rest of the 19.44 are not. Out of the total among Post Graduates & above respondents i.e. 89.66% respondents are aware about MII scheme for T&H sector and rest of the 10.34% are not aware about. District wise distribution of the respondent visitors reveals that 72.00% of the total respondents are aware about MII scheme for T&H sector in Kullu, Shimla and Kinnaur district each respectively and rest of the 28.00% are not aware about it. Whereas in Lahaul Spiti district of HP 80.00% are aware and 20.00% are not aware about MII scheme for T&H sector in HP.

It is revealed from the study that majority of the respondents of 4 sample districts namely Kullu, Shimla, Kinnaur and Lahaul Spiti are aware about the Make in India scheme for tourism and Hospitality sector. Demographic wise classification shows that majority of the respondents are Male i.e. 71.0% followed by Female respondents i.e. 29.0% only. Gender wise awareness reveals that among male respondents, 73.24% are aware and 26.76 are not aware about MII scheme for T&H sector. Among female respondents 75.86% are aware and rests are not aware about MII scheme for T&H sector.

Perceptions of Visitors regarding factors which can improve the neglected tourism potential under the Make in India scheme:

Table 1.2 depicts visitors' perceptions towards factors which can improve the neglected tourism potential under the Make in India scheme. Mean is the average of extent of satisfaction level of the respondent visitors. It is revealed that responses of the respondents are slightly towards favorable side

about factors which can improve the neglected tourism potential under the Make in India scheme. The Standard deviation (σ) is a measure of how dispersed the data is in relation to the mean. Low standard deviation means data are clustered around the mean, and high standard deviation indicates data are more spread out. From the Standard deviation (σ) statistics it can be inferred that responses of the respondents are less scattered and clustered around the mean value. The skewness statistic in respect of the statements indicates left skewed distribution means more values are concentrated on the right side (tail) of the distribution graph while the left tail of the distribution graph is longer. Thus, skewness also supports the findings of the study. As far as the result of kurtosis is concerned it indicates platykurtic shape of the distribution in respect of all statements. Thus outcome also fulfils the finding of the study.

Table: 1.2 Perceptions of Visitors regarding correction of neglected tourism potential under the Make in India scheme.

Variables	Perceptions of Visitors					Mean	Std. Deviation	Skewness	Kurtosis
	SDA	DA	Neutral	Agree	SA	Statistic	Statistic	Statistic	Statistic
By investing in creating Tourist Spots.	18 (09.0%)	26 (13.0%)	56 (28.0%)	50 (25.0%)	50 (25.0%)	3.44	1.247	-0.381	-0.788
By providing adequate reach of communication means i.e. Road, transport, internet coverage etc	18 (09.0%)	8 (04.0%)	48 (24.0%)	52 (26.0%)	74 (37.0%)	3.78	1.241	-0.85	-0.123
Improved, innovated, and satisfactory hospitality services	8 (04.0%)	24 (12.0%)	44 (22.0%)	58 (29.0%)	66 (33.0%)	3.75	1.155	-0.605	-0.55
Promotion of religious and spiritual places of Dev Bhumi Himachal	14 (07.0%)	12 (06.0%)	46 (23.0%)	54 (27.0%)	74 (37.0%)	3.81	1.2	-0.825	-0.128
Involving locals of a region to act as tourist guide, set up small business.	14 (07.0%)	14 (07.0%)	68 (34.0%)	46 (23.0%)	58 (29.0%)	3.6	1.178	-0.485	-0.449
Preserving art and culture of a region so that specialty of regions is not vanished. i.e. regions are known for sarees or articles.	18 (09.0%)	8 (04.0%)	48 (24.0%)	52 (26.0%)	74 (37.0%)	3.78	1.241	-0.85	-0.123
Planned urbanization, Construction near monuments of historic importance must be restricted.	26 (13.0%)	22 (11.0%)	46 (23.0%)	40 (20.0%)	66 (33.0%)	3.49	1.385	-0.472	-0.999

Source: Data collected through Schedule (Sample of 200 visitors)

Therefore, finding conveys that majority of the visitor respondents of 4 sample districts namely Kullu, Shimla, Kinnaur and Lahaul Spiti agreed that the problem of neglected tourism potentials in Himachal Pradesh can be improved By investing in creating Tourist Spots, By providing adequate reach of communication means i.e. Road, transport, internet coverage etc, Improved, innovated, and satisfactory hospitality services, promotion of religious and spiritual places of Dev Bhumi Himachal, Involving locals of a region to act as tourist guide, set up small business, preserving art and culture of a region so that specialty of regions is not vanished, planned urbanization, construction near monuments of historic importance must be restricted.

Conclusion and Findings of the Study:

❖ Consistent with the first objective, it is revealed that majority of the respondents of 4 sample districts namely Kullu, Shimla, Kinnaur and Lahaul Spiti are aware about the Make in India scheme for tourism and Hospitality sector. Demographic wise classification shows that majority of the respondents are Male i.e. 71.0% followed by Female respondents i.e. 29.0% only. Gender wise awareness reveals that among male respondents, 73.24% are aware and 26.76 are not aware about MII scheme for T&H sector. Among female respondents 75.86% are aware and rests are not aware about MII scheme for T&H sector. Further, educations wise classification reveals that majority of the visitors are Graduates of which 80.56% are aware about MII scheme for T&H sector and rest of the 19.44 are not. Out of the total among Post Graduates & above respondents i.e. 89.66% respondents are aware about MII scheme for T&H sector and rest of the 10.34% are not aware about. District wise distribution of the respondent visitors reveals that 72.00% of the total respondents are aware about MII scheme for T&H sector in Kullu, Shimla and Kinnaur district each respectively and rest of the 28.00% are not aware about it. Whereas in Lahaul Spiti district of HP 80.00% are aware and 20.00% are not aware about MII scheme for T&H sector in HP.

❖ As far as the objective of analyzing perception regarding measures for improving problem of neglected tourism potentials under make in India scheme is concerned the finding conveys that that majority of the visitor respondents of 4 sample districts namely Kullu, Shimla, Kinnaur and Lahaul Spiti agreed that the problem of neglected tourism potentials in Himachal Pradesh can be improved By investing in creating Tourist Spots, By providing adequate reach of communication means i.e. Road, transport, internet coverage etc, Improved, innovated, and satisfactory hospitality services, promotion of religious and spiritual places of Dev Bhumi Himachal, Involving locals of a region to act as tourist guide, set up small business, preserving art and culture of a region so that specialty of regions is not vanished, planned urbanization, construction near monuments of historic importance must be restricted.

❖ Further, advance suggestions for promotion of tourism and hospitality sector in the light of Make in India reveals that major problem of parking in Shimla district as compared to other districts namely Kullu, Kinnaur and Lahaul Spiti. By creating additional paid slots on the Road side may solve the problem of parking up to some extent. Further, by diverting the traffic from crossing zones can improve the problem of traffic jam. By improving infrastructure facilities i.e. roads, communication, and safety barriers alongside roads may increase the tourism in untapped areas, regular formulation of Policy for Tourism and Hospitality sector in Himachal Pradesh can improve the socio-economic condition of the entrepreneurs of T&H sector, last but not the least Local Tourism in Himachal Pradesh can be promoted by way of adventurous activities i.e. paragliding, cycling, mountaineering, tracking and camping etc.

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