



Atmnirbhar Bharat- The Opportunity for Indian Tourism and Hospitality Industry in India

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Abstract

India is a very huge market for travel and tourism. Hospitality is one of the fastest-growing industries in the world today. It offers a diverse range of tourism products, such as cruises, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural, and religious tourism. Atmanirbhar Bharat offers a unique opportunity for India's tourism and hospitality industry to enhance its diverse offerings, boost domestic tourism, promote sustainability, support local businesses, and contribute to India's economic growth and development. This research paper aims to explore the potential opportunities for the Indian tourism and hospitality industry in the context of the Aatmanirbhar Bharat initiative. The Aatmanirbhar Bharat (Self-Reliant India) campaign, launched by the Indian government, seeks to promote self-sufficiency and economic growth across various sectors. In this paper, we investigate how this initiative can be leveraged to boost the tourism and hospitality sector, which has been significantly impacted by the COVID-19 pandemic. By analysing the current state of the industry, identifying challenges, and proposing strategic measures, we aim to provide insights into enhancing the sector's competitiveness and overall contribution to India's economic growth. It also examines challenges and potential strategies for leveraging Atmanirbhar Bharat to revitalize and strengthen the Indian tourism and hospitality sector.

Key Words: Aatmanirbhar Bharat, Indian Tourism, Hospitality Industry, COVID-19, Economic Growth, Self-Reliance, Public-Private Partnerships, Sustainable Tourism.

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1. INTRODUCTION

The Indian Government launched the Atmanirbhar Bharat initiative in May 2020 to make India more self-sufficient and resilient in various sectors. This initiative was introduced by Prime Minister Narendra Modi in his address to the nation amidst the COVID-19 pandemic. The broader goal of the Atmanirbhar Bharat initiative is to build a self-reliant and resilient India that can withstand global shocks and emerge stronger from crises. It emphasizes the importance of leveraging India's strengths, fostering innovation and creativity, and empowering all sections of society to contribute to the nation's progress. Through policy reforms, investments, and strategic initiatives, Atmanirbhar Bharat aims to position India as a global economic powerhouse and a leader in various sectors. The tourism and hospitality industry plays a crucial role in the Indian economy, contributing significantly to GDP growth, employment generation, and foreign exchange earnings. The tourism and hospitality industry in India has a significant role to play in the country's socio-economic development. It contributes to various aspects such as economic growth, employment generation, foreign exchange earnings, cultural exchange, regional development, support for small businesses, and global competitiveness. Policymakers, industry stakeholders, and communities must work together to fully realize the potential of tourism as a driver of inclusive and sustainable development in India.

2. REVIEW OF LITERATURE

Rao (2014) emphasized the importance of creating a long-term action plan for destinations in the hospitality and tourism industry. This plan should consist of a set of strategies that are aligned with the future needs and expectations of tourists, to maintain or strengthen the destination's position in the industry.

Sharma and Kalotra's (2016) research, the hospitality industry in India has created a significant number of job opportunities and is a major contributor to the country's foreign exchange. This sector provides a wide range of employment opportunities, catering to both unskilled and skilled workers. Furthermore, it has been found that the hospitality industry generates more jobs per million rupees of investment than any other sector.

Mishra and Rao (2014) study the tourism and hospitality industry is the largest service industry worldwide in terms of gross revenue and foreign exchange earnings. This industry is also one of the biggest employment generators worldwide. People from all over the world are interested in recreational, knowledge-seeking, religious, and business activities, which drive this industry. The growth of this industry is catalysed by the human urge for new experiences, adventure, and entertainment. In addition, tourism and hospitality have the potential to stimulate other sectors in the economy due to the cross-synergistic benefits and their backward and forward linkages. Therefore, tourism and hospitality play a vital role in both causing and contributing to economic development.

Praveen Sethi' (1999) wrote in the book "Nature and Scope of Tourism" that the revenue generated from international tourism is classified as an invisible export because it involves selling a country's tourism product to foreign tourists. On the contrary, the expenses incurred on tourism by the residents of a country are classified as an invisible import since they involve purchasing a tourism product from another country.



3. OBJECTIVES OF THE STUDY

The present study is conducted to achieve the following specific objectives:

- To identify the various opportunities in tourism after COVID-19;
- To study the recent & latest government initiatives towards tourism & hospitality sector;
- To examine the hospitality Industry for Aatmanirbhar Bharat.

4. SECTORS IN HOSPITALITY INDUSTRY

Our hospitality industry has the following 4 sectors: -

- [i] Food and Beverage Industry;
- [ii] Lodging Industry;
- [iii] Recreation Industry;
- [iv] Travel and Tourism Industry.

4.1 Food and Beverage Industry

The food and beverage industry is an extensive and varied sector that involves the manufacturing, processing, delivery, and marketing of food and drink products. It is a vital player in providing necessary nutrition to people globally and has a significant influence on economies and communities. This industry comprises a vast array of businesses, ranging from small independent restaurants to large multinational companies. Here are some key aspects of the food and beverage industry:

- **Food Production:** This involves the cultivation and harvesting of raw ingredients such as fruits, vegetables, grains, and livestock. It also includes aquaculture and fishery for seafood production.
- **Food Processing:** Once raw materials are harvested, they go through various processing stages to be transformed into food products. This includes cleaning, sorting, cutting, cooking, packaging, and preserving foods to increase their shelf life and make them suitable for distribution and consumption.
- **Food Distribution:** This aspect involves the transportation and logistics of moving food products from manufacturers and processors to retailers, restaurants, and consumers. It includes wholesaling, warehousing, and transportation operations.
- **Food Retail:** Food retail encompasses supermarkets, grocery stores, convenience stores, specialty food shops, and online food retailers. These establishments sell a wide variety of food products to consumers.
- **Food Service:** This sector comprises restaurants, cafes, bars, hotels, catering businesses, and institutional food service providers. They offer prepared meals and beverages for immediate consumption or catering for events and institutions.
- **Beverage Production:** This refers to the manufacturing of non-alcoholic and alcoholic beverages, such as soft drinks, juices, bottled water, beer, wine, and spirits.

- **Food Safety and Quality:** Ensuring food safety and maintaining high-quality standards is of paramount importance in the food and beverage industry. Government regulations and industry certifications play a crucial role in this aspect.
- **Consumer Trends:** The industry is influenced by consumer preferences and trends, including an increasing demand for healthier, sustainable, and ethically produced food and beverages. Trends like plant-based diets, organic products, and artisanal offerings have gained popularity.
- **Innovation and Technology:** Advancements in technology have significantly impacted the food and beverage industry, from automated processing to improved packaging and distribution methods.

Businesses in this industry need to keep up with changing consumer demands, adhere to safety regulations, and be responsive to emerging trends to remain competitive and sustainable.

4.2 Lodging Industry

The lodging industry, also known as the hospitality industry or hotel industry, is a sector that provides accommodations and related services to travellers and guests away from their homes. This industry encompasses a wide range of lodging establishments, from small bed and breakfasts to luxury hotels and resorts. It plays a significant role in the global tourism sector, as people frequently need temporary lodging while travelling for business, leisure, or other purposes. Key components of the lodging industry include:

- **Hotels:** Hotels are the most common form of lodging establishments. They vary in size, service level, and amenities, ranging from budget hotels to boutique hotels and five-star luxury properties.
- **Motels:** Motels are generally smaller lodging facilities located near highways or main roads, often designed to cater to travellers looking for a quick overnight stay.
- **Resorts:** Resorts are larger lodging properties that typically offer a wide range of amenities and recreational facilities such as swimming pools, spas, golf courses, and other entertainment options.
- **Bed and Breakfasts (B&Bs):** B&Bs are smaller, often family-run establishments that provide a more personalized and home-like experience for guests.
- **Hostels:** Hostels are budget-friendly accommodations that offer dormitory-style rooms or private rooms at a lower cost, commonly preferred by backpackers and budget-conscious travellers.
- **Vacation Rentals:** This segment includes privately owned properties, such as apartments, houses, or villas, that are rented out to travellers for short-term stays.
- **Serviced Apartments:** Serviced apartments combine the features of a hotel and an apartment, providing fully furnished units with hotel-like services for extended stays.

4.3 Recreation Industry

The recreation industry is a vast and diverse sector that encompasses various activities and businesses related to leisure, entertainment, and enjoyment. It plays a crucial role in enhancing the quality of life for individuals and contributes significantly to local economies and tourism. The industry can be broadly categorized into several segments, each offering a range of recreational activities and services. Here are some key segments within the recreation industry:

- **Travel and Tourism:** This includes activities related to travel, such as airlines, hotels, resorts, tour operators, travel agencies, and travel technology companies. The tourism sector promotes and organizes travel experiences for individuals and groups, contributing to domestic and international tourism.
- **Entertainment:** The entertainment segment covers various activities, including movie theaters, amusement parks, theme parks, live performances (concerts, theatre, comedy shows), sporting events, and other recreational events.
- **Sports and Fitness:** This sector includes sports facilities, fitness centers, gyms, yoga studios, sports clubs, and outdoor sports activities. The emphasis is on physical activity, exercise, and promoting a healthy lifestyle.
- **Recreational Products:** Manufacturers and retailers of recreational products, such as bicycles, camping gear, sports equipment, outdoor gear, and water sports equipment, are part of this segment.
- **Gaming and Sports:** The gaming industry involves video games, board games, and mobile applications. eSports is a rapidly growing subsector where competitive video gaming is organized and attracts a massive global audience.
- **Recreational Vehicles (RVs) and Camping:** This segment includes manufacturers, rental services, and campgrounds catering to the needs of recreational vehicle users and camping enthusiasts.
- **Casinos and Gambling:** Casinos, both land-based and online, offer various games of chance and skill, attracting tourists and enthusiasts looking for entertainment and potential winnings.
- **Leisure and Hobby Activities:** This category encompasses a broad range of hobbies and leisure activities, such as gardening, painting, photography, crafting, and cooking, along with the businesses and services that support these hobbies.

The recreation industry is constantly evolving due to changing consumer preferences, technological advancements, and global events. The COVID-19 pandemic has significantly impacted various segments of the industry. As people increasingly seek experiences, adventures, and relaxation, the recreation industry is expected to continue adapting and expanding to meet these demands.

4.4 Travel and Tourism Industry

The travel and tourism industry in India is a significant contributor to the country's economy, encompassing a wide range of activities and sectors. This Industry plays a vital role in India's

economic development, job creation, and cultural exchange. With its diverse attractions and rich heritage, India has the potential to further enhance its position as a leading tourist destination on the global stage. However, addressing key challenges and leveraging opportunities for innovation and sustainable growth will be crucial for the continued success of the travel and tourism industry in India. There are different types of tourism, including:

- **Leisure Tourism:** Travelling for relaxation, recreation, and entertainment.
- **Business Tourism:** Travelling for business-related purposes like conferences, meetings, and exhibitions.
- **Adventure Tourism:** Catering to thrill-seekers, offering activities like hiking, mountaineering, and extreme sports.
- **Cultural Tourism:** Focused on exploring the cultural heritage, traditions, and history of a destination.
- **Eco-Tourism:** Encouraging responsible travel to natural areas to conserve the environment and support local communities.
- **Medical Tourism:** Travelling to another country for medical treatment and healthcare services.
- **Volunteer Tourism:** Combining travel with volunteer work for charitable or community projects.

5. SWOT Analysis of the Indian Tourism and Hospitality Industry

A SWOT analysis of the Indian tourism and hospitality industry can provide insights into its strengths, weaknesses, opportunities, and threats. Here is a SWOT analysis of the Indian tourism and hospitality industry:

5.1 Strengths:

- **Cultural Diversity:** India's rich cultural heritage and diversity make it an attractive destination for tourists seeking unique experiences and traditions.
- **Natural Attractions:** The country boasts diverse landscapes, including mountains, beaches, deserts, and forests, which offer a wide range of outdoor activities and scenic beauty.
- **Historical and Architectural Marvels:** India is home to numerous historical monuments, forts, palaces, and UNESCO World Heritage Sites, attracting history enthusiasts and architecture admirers.
- **Hospitality:** Indian culture is known for its warmth and hospitality, making tourists feel welcomed and valued during their stay.
- **Affordable Destination:** India often provides cost-effective travel options, accommodation, and food, making it an appealing destination for budget-conscious travellers.

5.2 Weaknesses:

- **Infrastructure Challenges:** Some regions lack well-developed infrastructure, including transportation networks, sanitation facilities, and connectivity, which can hinder the travel experience.
- **Safety Concerns:** Reports of crime, particularly against foreign tourists, have raised safety concerns, impacting the industry's reputation.
- **Seasonal Demand:** The tourism industry in India can be highly dependent on specific seasons, resulting in fluctuations in demand throughout the year.
- **Bureaucratic Red Tape:** Complex regulatory processes and bureaucratic hurdles can discourage foreign investors and businesses from entering the market.
- **Environmental Impact:** The rapid growth of tourism can put pressure on fragile ecosystems and cultural sites, leading to environmental degradation and sustainability concerns.

5.3 Opportunities:

- **Growing Middle Class:** India's expanding middle class with higher disposable income offers a significant market for domestic and outbound tourism.
- **Medical Tourism:** India has become a popular destination for medical treatments due to the availability of world-class healthcare facilities at competitive prices.
- **Digital Marketing:** Leveraging technology and digital marketing can help reach a broader audience and promote India's tourism offerings more effectively.
- **Niche Tourism:** India can tap into niche tourism markets such as wellness retreats, adventure sports, ecotourism, and heritage tourism to attract specialized travellers.
- **Government Initiatives:** Continued support and incentives from the government can boost infrastructure development, facilitate investments, and promote tourism.

5.4 Threats:

- **Political Instability:** Political uncertainties and geopolitical tensions can impact tourism numbers and discourage potential travellers.
- **Global Economic Fluctuations:** Economic downturns or recessions in major source markets can reduce international tourist arrivals to India.
- **Competition from Other Destinations:** India faces stiff competition from other countries in the region and beyond, which may offer similar attractions and services.
- **Natural Disasters and Health Outbreaks:** Events like natural disasters or health outbreaks (e.g., pandemics) can disrupt travel plans and negatively impact the industry.
- **Negative Media Coverage:** Adverse media coverage, such as safety concerns or pollution issues, can harm the perception of India as a tourist destination.

Overall, the Indian tourism and hospitality industry has tremendous potential and opportunities, but it also faces several challenges that need to be addressed strategically to ensure sustained growth and success.

6. EVALUATION OF INDIAN TOURISM AND HOSPITALITY INDUSTRY IN INDIA

Table 1: Inbound Tourism: Foreign Tourist Arrivals (FTAs), Arrivals of Non-Resident Indians (NRIS), and International Tourist Arrivals (ITAS) 2014-2021

Year	FTAs in India (in Million)	Percentage (%) change over in Previous Year	NRI Arrivals in India	Percentage (%) change over in Previous Year	International Tourist Arrivals in India (In Million)	Percentage (%) change in over (in the Previous Year in India)
2014	7.68	10.2	5.43	-	13.11	-
2015	8.03	4.5	5.74	5.7	13.76	5.0
2016	8.80	9.7	6.22	8.5	15.03	9.2
2017	10.04	14.0	6.77	8.8	16.81	11.8
2018	10.56	5.2	6.87	1.4	17.42	3.7
2019	10.93	3.5	6.98	1.7	17.91	2.8
2020	2.74	- 74.9	3.59	- 48.6	6.33	-64.7
2021	2.74	- 44.9	5.48	52.6	7.00	10.6

Source: Bureau of Immigration, Govt. of India

The table above shows the percentage change in tourism in India from 2015 to 2021. In 2015, there was a 5% increase, which was followed by a 9.2% increase in 2016, and an 11.8% increase in 2017. In 2018 and 2019, the increase was only 3.7% and 2.8%, respectively. However, in 2020, due to COVID-19, there was a significant decrease of 64.7%. In 2021, there was a rebound with an increase of 10.6%.

Looking specifically at international arrivals in India, the highest number of arrivals was in 2019 with 17.91 million, whereas the lowest was in 2020 due to the pandemic. This presents a significant opportunity to increase international tourist arrivals. In August 2022, there were 498,243 foreign tourist arrivals, representing a positive growth rate of 437.3% as compared to 92,728 in August 2021.

Table 2: Foreign Exchange Earnings (FEES) in US \$ Million from Tourism in India, 2014-2020

Year	FEE from Tourism in India	Percentage (%) change (in US \$ Million) over the Previous Year
2014	19.700	7.1
2015	21.013	6.7
2016	22.923	9.1

2017	27.310	19.1
2018	28.586	4.7
2019	30.058	5.1
2020	6.959	- 76.8

Source: (i) Reserve Bank of India, for 2014-2017

(ii) Ministry of Tourism, Govt. of India, for 2018-2021P

Foreign exchange earnings from tourism in India have been steadily increasing from 2014 to 2020, indicating that India is becoming more attractive as a tourist destination. India has experienced a consistent year-on-year growth in foreign exchange earnings from tourism during this period, highlighting the sustained growth and appeal of its tourism sector. In 2017, India saw a significant growth (19.1%) in foreign exchange earnings from tourism, which was attributed to various promotional efforts and improved infrastructure for travellers. However, due to the COVID-19 pandemic, India's tourism industry was severely impacted, resulting in a sharp decline in foreign exchange earnings in 2020 compared to previous years. This decline reflects the unprecedented challenges faced by the sector.

Table 3: Month-Wise Estimates of Foreign Exchange Earnings (FEES) in US \$ Billion from Tourism in India, 2018-2020

Month	Foreign Exchange Earnings (in US \$ Billion)			Percentage (%) Change	
	2018	2019	2020	2019/18	2020/19
January	2.791	2.575	2.833	-7.7%	10.0%
February	2.76	2.521	2.551	-8.7%	1.2%
March	2.648	2.331	0.784	-12.0%	- 66.4%
April	2.379	2.466	0.009	3.7%	-99.6%
May	1.889	1.983	0.012	5.0%	-99.4%
June	2.125	2.316	0.027	9.0%	-98.8%
July	2.468	2.646	0.041	7.2%	-98.5%
August	2.37	2.504	0.064	5.7%	-97.4%
September	2.101	2.359	0.094	12.3%	-96.0%
October	1.998	2.401	0.013	20.2%	-95.3%
November	2.302	2.777	0.190	20.6%	-93.2%
December	2.755	3.179	0.241	15.4%	-92.4%
Total (Jan-Dec)	28.586	30.058	6.959	5.1%	-76.8%

Source: Ministry of Tourism, Govt. of India.

During the first three months of 2019, there was a decline in foreign exchange earnings fees, but after that, it showed positive growth. However, the figures for 2020 were significantly impacted by the COVID-19 pandemic, resulting in a sharp decline in tourism and foreign exchange earnings during the months of lockdown and travel restrictions.

Table 4: Number of Approved Hotels and Hotel Rooms in the Country, as on 30.4.2022

S. No.	Category of Hotels	No. of Hotels	No. of Rooms
1	One Star	10	294
2	Two Star	25	922
3	Three Star	564	17209
4	Four Star	423	20041
5	Five Star	185	22498
6	Five Star Deluxe	149	35483
7	Apartment Hotel	2	297
8	Guest House	8	96
9	Heritage Hotels	55	1495
10	Bed & Breakfast Establishment	459	23042
	Total	1880	100639

Source: Ministry of Tourism, Govt. of India.

India has 1880 registered hotels with 100639 rooms, but there is potential for growth.

Table 5: Contribution of the Travel and Tourism Sector to the GDP of India

S. No.	Year	Contribution to GDP (In %)
1	2019	7
2	2020	4.3
3	2021	5.8

Source: Ministry of Tourism, Govt. of India.

According to the World Travel & Tourism Council (WTTC), in 2019, the travel and tourism industry had contributed around 7% to India's GDP before the pandemic. However, due to the impact of COVID-19, this figure decreased to 4.3% in 2020. As per the latest estimates, the industry is expected to contribute 5.8% to India's GDP in 2021.

Table 6: Total Contribution of Travel and Tourism to GDP and Growth/Decline in GDP in India

S. No.	Year	Contribution to GDP (In Billion US Dollars)	% Growth/(Decline)
1	2014	185.63	-
2	2015	201.43	8.51%
3	2016	219.72	9.08%
4	2017	232.01	5.59%
5	2018	247.37	6.62%
6	2019	191.3	(22.67%)
7	2020	121.9	(36.27%)



8	2021	178	46.02%
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Source: Ministry of Tourism, Govt. of India.

In 2015, the travel and tourism industry contributed a total of 201.43 units to the GDP, showing an increase of 8.51% from the previous year. The industry continued to grow in 2016, contributing 219.72 units to the GDP, an increase of 9.08% from the previous year. In 2017, the contribution increased by 5.59% to 232.01 units. The trend of growth continued in 2018, with the industry contributing 247.37 units, which was an increase of 6.62% from the previous year. However, due to the COVID-19 pandemic, the industry saw a decline in its contribution to the GDP, with only 191.3 units in 2019 and 121.9 units in 2020. In 2021, the industry bounced back, contributing 178 units, showing an increase of 46.02% from the previous year.

7. NATIONAL TOURISM POLICY 2022

India's tourism sector has long been recognized as a significant contributor to economic growth, employment generation, and cultural exchange. In 2022, the Indian government introduced the National Tourism Policy, aimed at revitalizing and transforming the country's tourism industry.

7.1 Objectives of the National Tourism Policy 2022

The National Tourism Policy 2022 outlines several key objectives aimed at fostering sustainable growth and development in India's tourism sector:

- **Promoting Sustainable Tourism:** The policy emphasizes the importance of promoting sustainable tourism practices to minimize environmental impact, conserve natural resources, and preserve cultural heritage sites for future generations.
- **Enhancing Infrastructure:** Recognizing the critical role of infrastructure in supporting tourism, the policy aims to develop world-class infrastructure, including transportation networks, accommodation facilities, and tourist amenities, to improve accessibility and enhance visitor experiences.
- **Strengthening Destination Management:** The policy emphasizes the need for effective destination management strategies to diversify tourist offerings, promote lesser-known destinations, and distribute tourism benefits more evenly across regions.
- **Fostering Public-Private Partnerships:** To stimulate private sector investment in tourism infrastructure and services, the policy encourages collaboration between the government, private enterprises, and local communities through public-private partnerships (PPPs) and incentives.
- **Promoting Digital Transformation:** Recognizing the importance of digital technologies in enhancing tourism experiences, the policy aims to leverage digital platforms, mobile applications, and e-commerce to facilitate seamless travel planning, booking, and information dissemination.

7.2 Strategies and Implementation

To achieve its objectives, the National Tourism Policy 2022 outlines several strategies and initiatives:

- **Infrastructure Development:** The policy prioritizes investments in transportation infrastructure, including roads, railways, airports, and waterways, to improve connectivity and accessibility to tourist destinations.
- **Product Development:** The policy encourages the development of niche tourism products, such as adventure tourism, ecotourism, wellness tourism, and cultural tourism, to cater to diverse visitor interests and preferences.
- **Marketing and Promotion:** The policy advocates for aggressive marketing and promotion campaigns to showcase India's diverse tourist attractions, cultural heritage, and unique experiences to domestic and international travellers.
- **Capacity Building:** The policy emphasizes the importance of human resource development and capacity-building initiatives to enhance the skills and professionalism of tourism industry stakeholders, including tour guides, hotel staff, and artisans.
- **Regulatory Reforms:** The policy aims to streamline regulatory processes, reduce bureaucratic hurdles, and create a conducive policy environment to attract investment and foster entrepreneurship in the tourism sector.

7.3 Implications and Outlook

The implementation of the National Tourism Policy 2022 is expected to have significant implications for India's tourism sector:

- **Economic Growth:** By promoting sustainable tourism development, enhancing infrastructure, and fostering private sector participation, the policy is expected to contribute to economic growth, job creation, and income generation in tourism-dependent regions.
- **Enhanced Competitiveness:** The policy's focus on product diversification, marketing, and digital transformation is expected to enhance India's competitiveness as a tourist destination, attracting a larger share of international visitors and boosting foreign exchange earnings.
- **Socio-Cultural Impact:** The policy's emphasis on destination management, cultural preservation, and community involvement is expected to have positive socio-cultural impacts, fostering pride in local heritage, preserving traditional crafts, and empowering local communities.
- **Environmental Sustainability:** By promoting sustainable tourism practices and environmental conservation, the policy aims to minimize negative environmental impacts, protect fragile ecosystems, and promote responsible tourism behavior among visitors.

So we can say that The National Tourism Policy 2022 represents a comprehensive framework for unlocking India's tourism potential and positioning the country as a leading global tourist destination. Through strategic investments, policy reforms, and stakeholder collaboration, the policy aims to drive sustainable growth, enhance competitiveness, and maximize the socio-economic benefits of tourism for India and its people.

8. CONCLUSION

The research paper titled "Atmanirbhar Bharat - The Opportunity for Indian Tourism and Hospitality Industry in India" concludes that Atmanirbhar Bharat initiative presents a significant potential for growth and development within the Indian tourism and hospitality sector. The research offers an in-depth analysis of the opportunities, challenges, and potential strategies for leveraging this initiative, leading to several key insights. "Atmanirbhar Bharat" emphasizes the significance of promoting domestic tourism and improving infrastructure to enhance tourist destinations in India. This approach can help the tourism industry to benefit from the domestic market potential, particularly during COVID-19 travel restrictions. It can also showcase India's rich heritage to attract tourists. Sustainable investments in eco-tourism and heritage preservation can support tourism while contributing to the environment and the local community. Additionally, it offers financial aid, skill development, and market access to MSMEs in tourism and hospitality to encourage economic growth and generate employment opportunities. The promotion of digital technologies and innovation in tourism can enhance efficiency, customer service, and marketing. However, the industry faces challenges such as infrastructure, regulations, safety, and competition. To ensure sustainable growth, policymakers, stakeholders, and communities need to work together. This presents a transformative opportunity for the Indian tourism and hospitality industry to leverage its diverse offerings, strengthen domestic tourism, promote sustainability, support local businesses, and contribute to India's economic growth and development. By embracing the principles of self-reliance, innovation, and inclusivity, the Indian tourism sector can emerge as a stronger and more resilient industry in the post-pandemic era, fulfilling its potential as a key driver of socio-economic progress and cultural exchange in the country.

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