



HARYANA STATE AS A TOURIST DESTINATION

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ABSTRACT

Tourism is an integral part of human life .It is a situation where person from one country, or region to another region and country for a short run period, is included in the concept of tourism. Tourism is a foremost source of economic development and a catalyst for employment generation . Haryana has enormous potentiality of growth in the Tourism sector with its varied attractions. The State aims at tie together with the direct and multiplier effects of tourism in employment generation, poverty deduction and women empowerment in an environmentally sustainable manner.

Keywords: Haryana, infrastructure, tourism resource, challenges.

HARYANA

Haryana emerged as a separate state of India on November 1, 1966 and its capital is Chandigarh which is a union territory and the capital of both states of Punjab and Haryana. The area of Haryana state is 44, 212 sq. Km with a total population of 2, 53, 53, 081 (2011). There are 22 districts and 4 divisions (Ambala, Rohtak, Gurgaon and Hisar) with 47 sub-divisions. In Haryana state there are approximately 6841 villages where 71% of the total state's population lives.

Haryana is unique in many ways. The land has been referred to as “the heaven on the earth” in an ancient Sanskrit inscription. The land has seen IndusValley and Vedic civilization flourish here. Haryana has also witnessed several historical battle of Mahabharata at Kurukshetra. This also makes Haryana the land where lord Krishna recited his Bhagavad Gita. The state is blessed it with rich base of various types of tourism like heritage, culture, farm, rural, adventure, medical and nature based tourism. Tourism Industry has grown rapidly in state and tourist traffic reached 69,55,882 in years 2010-11 (HTDC,2011).

Agriculture remains the mainstay of more than 65 percent population of Haryana and the state is the second largest contributor of food grains to the central pool. The state is moving fast and forward on the road to becoming a hub of education and centre of excellence. According to 2011 census, the literacy rate in Haryana is 76.94 percent against the all India literacy rate of 74.04 percent.

THE OBJECTIVE OF THE STUDY FOLLOW AS:

- To Identify the Infrastructure and tourism resources in Haryana
- To study the potential tourism circuit in Haryana
- To examine the challenges and prospective solution for tourism development in Haryana.

The present study examines the infrastructure and tourism resources available in Haryana and challenges faced by tourism industry of Haryana. The data used are secondary in nature. The paper found that the state has successfully en-cashed pilgrimage and highway tourism concepts.

The study tries to explore the unique opportunities for contemporary areas of tourism i.e. culture, heritage, eco, adventure, farm/agri tourism, rural, medical in Haryana. Apart from this study tries to analysis the available infrastructure in term of transportation, accommodation to promote tourism in Haryana.

TOURIST ATTRACTIONS OF HARYANA

The tourist attractions of Haryana can be divided in to two parts- 1.Natural Attractions 2.Cultural Attractions

1.Natural Attractions-

Natural attractions are those attractions which are given by nature like rivers, mountains, flora & fauna etc. As far as natural attractions of Haryana is concerned, it is very rich. In Faridabad there is natural Badkhal Lake, there is a natural 'Hot Water Spring' in Sohna (Gurgaon), Bird-Sanctuary in Sultanpur, Aravali Hills in Mahendragarh, Tosham hills in Bhiwani district, there is natural forests of Kalesar in Yamunanagar & Yamuna river, Ghaggar river in Ambala, Morni Hills in Panchkula, Aravali Hills in Gurgaon district, the well known Yadvendra garden in Pinjore, Tilyar Lake in Rohtak etc. are the famous natural attractions of Haryana. The biggest bird sanctuary in Haryana is 'Bhindawas Lake ' in Jhajjar which is also famous.

2.Cultural Attractions-

Culture attractions are man made attractions. In Haryana State there are so many cultural attractions. Culture of Haryana is unique in itself. There are many aspects of its culture like- folk songs and folk dances, cuisine, dressing style, fairs and festivals, historical monuments etc. The folk songs of Haryana includes- Teej songs, Sawan songs, Marriage songs, Songs based on Radha Krishan, Phag and Holi songs etc.

The folk dances are- Phag Dance and Loor Dance (performed on Holi Festival), Jhoomar (performed by married girls), Khorla Dance (performed on the wedding and harvesting), Daph Dance (on harvest and spring), Gugga Dance (performed in the procession taken out in the memory of Gugga Pir) etc.

The cuisines are- Bajare ki khichadi and chapati, Dudh, Dahi, Ghee are consumed up to a greater extent and Dalia made of wheat etc.

Dressing Style- Usually the men wears 'Dhoti-Kurta and the women folk wears 'Ghagra' made from at least twenty meters of fabric along with chundri and a short Kurti. On the forehead there is round knob-like ornament called Borla. The neck is adorned by a solid silver headdress called 'Hansli' and a necklace called 'Kanthi'. The men wears colorful turbans along with Dhoti-Kurta.

Fairs & Festivals- The famous fairs of Haryana are- Surya Grahan Fair (Kurukshetra), Kapal-Mochan Fair (Yamunanagar), Mansa Devi Fair (Ambala), Falgu Fair (Pharal Village), Sheetla Devi Fair (Gurgaon), Surajkund Craft Fair (Faridabad), Baisakhi Fair (Pinjore Complex), Cattle Fairs (Rohtak, Bhiwani, Hisar) etc.

Apart from these fairs the some of important festivals of the state are- Holi, Diwali, Dussehra, Shivratri, Janamashtmi, Ram Navmi, Basant Panchami, Durgaashtmi etc.

The Historical Monuments of Haryana are:

In Ambala

There is famous-'Amba Devi Temple and 'Bishop Deal Church.

In Kurukshetra-

'Brahmsarovar', "Karna ka Tila,Shekh-Chili's Tomb and many ancient temples.

In Kaithal

'Razia Sultan's Tomb, Tomb of Faquir Shah Kamal,Mosque of Sheikh Tayyab etc.

In Faridabad

'Dargah of Ahmed Chisti, 'Raja Nahar Singh Fort, Attali Fort, Sun Temple' etc.

In Hisar

'Gujari Mahal, Lat Ki Masjid, Tomb of Mir Tijarah, Hansi Fort' etc.

In Bhiwani

'Khaki Baba Ka mandir, Gauri-Shankar Temple'.

In Mahendragrah

' Mausoleum of Shah Ibrahim, Tomb of Shah Quli Khan, Birbal Ka chatta' etc.

In Gurgaon

'Shish Mahal, Shiv Kund' etc.

In Jind

'Bhuteshvara Temple, Kalayat Temple, Rani Talaab, Hatkeshwar Dham etc.

In Karnal

'Fort of Prithvi Raj Chauhan' etc.

In Panipat

' Tomb of Ibrahim Lodhi, Kala Amb, Panipat Museum, Devi Temple, Hali Park etc.

In Rohtak

'Gaukaran Dera, Khokharakot, Daksh Khera, Baba Mastnaath Dera, Herbal Garden etc.

VARIOUS FORMS OF TOURISM IN HARYANA

RELIGIOUS/ PILGRIMAGE TOURISM

Pilgrimage/Religious objects, sties and shrines have always been an important part of 'inspiration' and 'attraction' to all classes of people in every part of the world and during all the ages, visit to sacred places or performing 'rites' and 'religious observances'. It had been continued to be practiced for different reasons i.e. for mental peace, material gains, purification of soul, cleaning of sins, avoiding re-birth and desires or getting a place in the heaven etc.

There are many pilgrimage and religious centres in Haryana state e.g. Kurukshetra, Pehowa, Kapal Mochan, Mansa Devi Temple, Agroha etc.

HIGHWAY TOURISM

Haryana pioneered into the field of tourism, with the launching of its highway tourism policy. Lake, resorts, restaurants, bars, motal wings, fast food centers, gift shops and delightfully decorated green lawns bordered with flowers became the favourite halt for patrons traveling along the highways that crossed through Haryana. Haryana is the role model in highway tourism. IN 1987 Haryana tourism launched another project to provide special facilities. A prominent example of this strategy has been launching of highway catering services at state bus stands. Under this project, bus stands are cleared of unhygienic food counters and new boards and hoardings were set up. Highway catering

services are in operation at Ballabgarh, Hissar Sirsa and Panipat.

Tourism complexes are opened in almost every districts of Haryana. Government has popularized the concept of highway tourism. Presently, Haryana tourism has setup 44 tourist complexes with 777 rooms.

ECO TOURISM

Morni, Kalesar, and Sultanpur are some eco-tourism sites in Haryana.

RURAL TOURISM

To have an experience of rural way of life is known as rural tourism. It is urban-based or for the urban people who do not have any experience about the rural way of life. And Haryana is an ideal place for rural tourism.

ADVENTURE TOURISM

Haryana Tourism Catapulted into the arena of Adventure Sport with the forming of its Adventure Club in 1991 and the Adventure Sport had begun. The objective is to provide the young people with opportunities to realize their physical and mental potential by overcoming challenges and obstacles. The adventure resources are:

i) Para Sailing

You can enjoy this adventure sport at the Pinjore Aviation Club. This activity is also being conducted at Hisar, Karnal and Bhiwani airstrips also.

ii) Rock climbing

Rock Climbing is indeed the basics of sound mountaineering. These activities are regularly being conducted at Damdama & Tikkar Tal.

iii) River Rafting

You can enjoy it in the snow fed waters of the river Yamuna. In the stretch from Paonta Sahib to Hathinikund in Haryana, the river Yamuna is filled with rapids of I and II degree intensity which are ideal for amateurs.

iv) Canoeing

Special water sport activities can be planned for students at Tikkar Tal at Morni Hills in Panchkula. Canoeing is also possible at Yamuna Nagar and Damdama lake.

CULTURAL TOURISM

Haryana is a state which is very rich in culture like some other states in India. Haryana's folk dances, folk music, cuisines, fairs and festivals, costumes, the way of living etc has their unique identity. These cultural elements are a new and different experience to the tourists coming from all over India. Major fair and festival of Haryana state are: Holi, Diwali, Dussherra, Surya Grah Fair, Kapal-Mochan, Mansa Devi, Falgu Surajkund Craft Mela, Baisakhi and Teej Festival Cattle Fair, Agricultural Fair etc.

FARM TOURISM

Haryana becomes the first state in the country to launch farm tourism in collaboration with farm owners near Delhi, for new holidays opportunities. These farms are located in Faridabad, Rohtak, Gurgaon, Palwal and Jhajjar. Farm tourism is very popular concept

providing a delightful opportunity to tourist to enrich their lives with nature .Some of the popular farms are Laksh Farm, Vedic Gram, Surjivan Farm .These farms have modern day facilities to make your stay as comfortable and memorable as you would wish it to be. In fact there is so much to experience, you will want to come over again and again. You have to live it to know it. Come, discover real India- enchanting, vibrant, colourful, in harmony with nature.

GOLF TOURISM

Sports tourism is gaining new means in India. Haryana Government with Haryana Tourism is focusing on Golf tourism. The state has Aravali golf course (Faridabad), Highway golf course(Karnal) which offer world class facilities.

HERITAGE TOURISM

Haryana bears the footprints of kings and warriors, saint and sages, sufis and savants. The continuity of its rich past has been unbroken legends of the epic heroes and places of pilgrimage like temples, sarovars and dargahs. Being the gateway of North India, Haryana has witnessed many ancient to modern wars ranging from huks and Huns to Akbar. The government will formulate appropriate schemes for identifying and refurbishment of the historical sites in association with the private sector.

INFRASTRUCTURAL FACILITIES AVAILABLE FOR TOURISM

National Highways

The length of the National Highways pass through Haryana is 665 kms. While the state highways are 3135 kms long. The following 5 National Highways pass through Haryana:

- 1) National Highway I (N.HI): Delhi-Karnal-Kurukshetra-Ambala-Amritsar. It is famous as G.T. Road.
- 2) National Highway 10 (N.H.10): Delhi-Rohtak-Hansi-Hisar-Fatehabad-Sirsa-Firozpur.
- 3) National Highway 21 (N.H. 21): Chandigarh-Panchkula-Pinjore-Kalka-Shimla
- 4) National Highway 2 (N.H.2): Delhi-Faridabad-Mathura- Agra-Mumbai
- 5) National Highway 8 (N.H.8) Delhi-Gurgaon-Jaipur-Mumbai.

Haryana Roadways-

Haryana has a total length of 29,524 kms of paved roads, making it one of the most well connected states in whole of Asia. Every village of the state is now linked with paved (Metalled) roads. On the well connected and paved roads of Haryana, its bus service is a kind of blessing to its residents.

It has a fleet of about 4250 buses being operated by 24 depots; Haryana roadways plies on an average 13 lack km. every day. Haryana was the first state in India to introduce luxury video coaches.

Railway System

Haryana is well connected on the rail network also. Under the National Capital Region A(NCR) scheme there is already a proposal to provide rail corridor connecting towns around Delhi linking the major satellite towns like-Faridabad, Gurgaon, Kundli, Bahadurgarh etc. Similarly, there is also a proposal to provide rapid mass transportation system between Delhi and These satellite towns.

The main railway routes passing through Haryana are:

- i) Amritsar- Delhi
- ii) Rewari- Ahemdabad
- iii) Bhiwani- Rohtak-Delhi
- iv) Ambala-Ferozepur
- v) Delhi- Ferozepur
- vi) Kalka-Jodhpur
- vii) Kalka-Howrah
- viii) Amritsar- Howrah
- ix) Delhi- Shimla

Airports in Haryana

Indira Gandhi International Airport is the nearest airport to Gurgaon and Faridabad. A domestic airport is located at Chandigarh while civil aerodromes are located at Karnal, Hissar, Ambala, Bhiwani, and Narnaul. Here is the list of 7 airports of Haryana (excluding heliports and closed airports) which is as follows:

1. Ambala Air Force Station, VIAM (No airline service)
2. Bhilwara Airport, VI 20 (No airline service)
3. Bhiwani Airport, VIBW (No airline service)
4. Hisar Airport, HSS (No airline service)
5. Kalka Airport, VI 71 (No airline service)
6. Karnal Airport, VI 40 (No Airline service)
7. Sirsa Air Force Station (No airline service)

IDENTIFIED CIRCUITS TO DEVELOP HARYANA AS A TOURISM DESTINATION

Circuit 1: Kalka - Panchkula - Naraingarh- Yamuna Nagar –Kurukshetra - Thanesar – Pehowa-Panipat

Circuit 2: Yamunanagar- Panchkula- Poanta sahib(Himachal Pradesh)

Circuit 3: Panipat- Kurukshetra- Pinjore

Circuit 4: Rohtak – Meham – Hansi – Hissar - Dabwali

Circuit 5: Surajkund – Damdama Lake – Faridabad (Badhkal Lake) – Palwal

CHALLENGES IN TOURISM DEVELOPMENT IN HARYANA AND THEIR PROSPECTIVE SOLUTION

No doubt Haryana state has a great potentiality to attract domestic as well as international tourist. But the state is not getting its expected tourist inflow. The main challenges which is observed by Haryana tourism: Tourism professionals, community participation, effective tourism policy and infrastructure at destination. The effort would be to promote untapped areas of heritage, adventure, eco, medical & farm/rural tourism in order to promote large scale employment opportunities while protecting environment and heritage.

Human Resources Development

The staff in Haryana Tourism Complexes are not seem well trained and professionals . The tourist came to any destination for pleasure, enjoyment and satisfaction but if the service providers are not trained, professionals the result is tourist dissatisfaction. So for the

promotion and sustainable development of tourism professionals and trained human resource are required. A training programme for people from various walks of life like policemen, cab drivers, guides etc. will be organized.

Marketing

Haryana is not achieving its potential tourist inflow in the absence of right way of marketing. There is need to target market for Haryana on which base marketing policy should implement. The state government/ Haryana Tourism Corporation should appoint marketing agencies and authorized tour/ travel agents in different parts of the country to promote tourism in Haryana.

OTHER STEPS TO PROMOTE TOURISM

Along with trained human resource and marketing , Haryana Tourism Corporation with the collaboration of Haryana government should take some serious steps for the promotion and development of tourism in Haryana state. These are the ; Government should start half day /full day tour at various destination in Haryana. Efforts should be made to plan special trains in collaboration with Indian Railway with stopover at tourist places of Haryana.

Public- private partnership is also important for the development of tourism in Haryana. Community participation in tourism is also important.

FINDINGS

The followings are the findings of this paper:-

1. National Highways are the vital infrastructure resource for the development of tourism in Haryana.
2. There exist many tourism forms which includes historical tourism, religious tourism, agriculture tourism, highway tourism, cultural tourism etc.
3. Many tourist circuits are identified which has tourism potentials.
4. Lack of tourism professionals, marketing efforts and tourism policies are the major obstacle in the promotion and development of tourism in Haryana.

SUGGESTIONS

The followings are the suggestions of this paper:-

1. More tourism courses should be started at schools and colleges at state as well as national level to prepare more tourism professionals.
2. Infrastructure resources like airports, highways should be enhanced to increase tourist traffic in Haryana.
3. Sound marketing and promotional strategy should be adopted by Haryana Government for tourism development in the state.

CONCLUSION

Haryana is a state which has potential for a perfect tourist destination. As it is the birth place of Bhagwad Gita, the battlefield of Mahabharata. Along with its rich history, Haryana has many forms of tourism like Farm tourism, Rural tourism, Cultural tourism, Adventure tourism, Heritage tourism etc. In 2014 India tourism statistics given by Ministry of Tourism , Haryana hold the 10th position in number of Foreign Tourist Arrivals in States/UT's in 2014. So its shows, Haryana has potential to attract domestic as well as international tourist. But it lacks in some areas like infrastructure, sound tourism policies, marketing and promotional strategies etc. become's the hurdle in the growth of tourism in the state. So state government and HTC takes many steps to promote Haryana tourism in India and abroad also.

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