

## A Research Review On Strategic Analysis Of Tourism Sector In The State Of Haryana

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### ARTICLE INFO

### ABSTRACT

Haryana, a state in India, has a rich history reaching back to the Vedic period and is recognized for its closeness to New Delhi, Aravali mountains, and the River Yamuna. The government has promoted alternative types of tourism, including as rural, historical, and highway tourism, owing to its limited natural resources. Highway tourism has been a big emphasis in Haryana, with state-of-the-art roads linking the state with nearby states like Delhi, Punjab, and Uttar Pradesh. The state government and enterprises have made efforts to develop infrastructure along highways and vital routes, giving facilities such as hotel accommodations and excellent meals. Some noteworthy tourism complexes include Dabchick tourist resort, Badkal Lake, Karna Lake, Kingfisher Resort near Ambala, Yadavindra Gardens near Pinjore, and the Sultanpur Lake Bird Sanctuary. Birds are also a key element of the tourist business in Haryana, with the Sultanpur Bird Sanctuary being one of the main sanctuaries. The state is home to a rich assortment of animals, birds, and plants, including Bandar, Langur, white leopards, jungle cats, mongoose, deer, blackbucks, Morni Hills, Aravali Hills, and Kalesar woods. Pilgrimage tourism has origins in Indian history, with pilgrimage spots like Haridwar and Kurukshetra being hallowed places of religious importance. Neelkanthi Yatri Niwas provides guest houses catering to guests from rural places, while the Jyotisar Complex caters to varied budgets with dorms, air-conditioned rooms, and no-air-conditioned rooms. The state of Haryana has a long history of tourism, with various notable pilgrimage sites and cultural events. These include Brahma Sarovar, Sthaneshwar Mahadev Temple, Narkatari, Jyotisar, Banyan Tree, Surajkund Crafts Mela, Nahar Singh MahalKartik Cultural Festival, and Shri Krishna Museum. Pilgrimage tourism is a booming sector in the state, with holy destinations like Haridwar and Kurukshetra catering to the demands of pilgrimage visitors. The state also focuses on adventure tourism and Gulf tourism, which are gaining in popularity. Adventure tourism, sometimes known as youthful tourism, is developing due to the availability of attractions such as Morni Hills, Hosh and Josh Thrills Adventure Park, Tikkar Tal, and Adventure Club. Parasailing is another popular sport given by Haryana tourism, with stations in Pinjore and Jisar. River rafting is another popular pastime, with Amateur River Rafting becoming an increasingly popular hobby. Rock climbing is another attraction, luring more teenagers from surrounding states to explore natural and purposely developed rock climbing places. Canoeing is another popular pastime, with facilities in Yamuna Nagar. Agricultural tourism, a unique kind of tourism, is gaining significance in Haryana owing to its proximity to the agricultural sector and the intimacy between people and visitors. The Surjivan farms contribute to this sort of tourism, giving a rural experience with contemporary amenities and high-quality cuisine. Other famous tourist locations include the Golden Dunes Retreat, a vast, rural retreat with nature around it, and Sheila Farm, a green retreat with cottages, rooms, a swimming pool, conference space, and children's park.

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### **Content:**

The scarcity of natural resources limits the government's ability to exploit them effectively. As a result, the government has consistently given priority to various forms of tourism such as rural tourism, historical tourism, and highway tourism. It is worth noting that Haryana's history can be traced back to the Vedic era. Additionally, the state's close proximity to New Delhi, the nation's capital, has made it a significant center for commerce and business. A significant portion of the state is characterized by plains, while the presence of the Aravali mountains begins in this region. The River Yamuna is also a valuable asset to the state, as it is one of the main rivers in the country and flows through a considerable portion of the state, contributing to its lush greenery.

In recent times, Haryana tourism has focused on specific types of tourism, such as highway tourism, pilgrimage tourism, and spiritual tourism. The state is well-connected to surrounding states like Delhi, Punjab, and Uttar Pradesh through important highways like National Highway and the National Main Road. These modern multi-lane highways span across several states, providing Haryana with extensive connectivity. Initially, Haryana proposed highway tourism, but the strategy has evolved to prioritize improving road conditions and connections between tourist destinations within and beyond the state. Additionally, Shatabdi trains now operate in several towns within Haryana, including Agra, Chandigarh, and Jaipur, catering to the needs of various travelers and making tourist travel more convenient and efficient.

The state government and the company have both embraced highway tourism, leading to its significant development and success. While this concept was once unique to this state, it has now caught the attention of other states, gradually taking shape there as well. Improvements in highway tourism encompass enhancements in resorts and restaurants, the quality of highways, connectivity between tourist destinations within and across states, children's parks, and an increased variety of dishes available in restaurants along the highways. Mr. Bansi Lal, a pioneer in tourism, suggested naming tourist complexes along the roads and other areas after birds. The government has introduced numerous initiatives over time to enhance infrastructure along highways and key routes in the state. The state's tourism complexes are known for their excellent accommodation and delectable meals. Notable locations include the Dabchick tourist resort at Badkal Lake on National Highway number 2, Karna Lake with its exceptional amenities and leisure activities, and Kingfisher Resort near Ambala, which also features a meeting room. Additionally, Yadavindra Gardens near Pinjore offers outstanding nature-related attractions and a bird sanctuary that provides stay facilities for bird enthusiasts. The state is home to a diverse range of animals, birds, and plants, including the Sultanpur Lake Bird Sanctuary, known for its prominent primates such as Bandar and Langur, as well as white leopards, jungle cats, mongooses, deer, and blackbucks. Fauna such as boars, tortoises, and various species of reptiles can be found in the Morni Hills, Aravali Hills, and Kalesar woodlands.

The state's tourist industry prominently features birds, with the diversity and quantity of bird species continuously increasing. The Sultanpur Bird Sanctuary and the Bhindawas Sanctuary are two of the main sanctuaries in the state, housing a variety of bird species like Pintail, Wigeon, and Blue-winged Teal. Ferruginous and Tufted ducks can also be found in the state, as well as the frequent sight of Blue Winged Teal and Shelduck.

The early stages of Indian tourism are rooted in religious and philosophical traditions, particularly in the form of pilgrimages. Pilgrimage tourism is evident in places like Haridwar in the state, where there are significant pilgrimage sites such as Kurukshetra, a sacred place associated with religious importance. There are about three hundred historical sites linked to the epic Mahabharata that unfolded in this region, making Kurukshetra a unique attraction for tourists interested in intellectual traditions. Neelkanthi Yatri Niwas is a modern guest house designed to accommodate visitors from distant areas, while the Jyotisar Complex caters to visitors with different budgets by offering dormitories, traditional air-conditioned rooms, and non-air-conditioned rooms. The Brahma Sarovar is a significant pilgrimage site in the state that has undergone recent government rehabilitation work, making it even more beautiful. Sthaneshwar Mahadev Temple is another important pilgrimage destination with excellent amenities. Narkatari is also a popular pilgrimage site, especially for those familiar with the Mahabharata, as it is where Bhishm Pitamaha lay on arrows near the end of the battle. Jyotisar, located near Kurukshetra, is considered a sacred place for pilgrimage travelers and offers modern conveniences, comfortable accommodations, and delicious cuisine. The Banyan tree in the area holds great significance as Lord Krishna taught the Karma philosophy to Arjuna there. The area also features a marble chariot, a major attraction. All these destinations provide excellent lodging and dining options, some of which have been recently refurbished by the Kurukshetra Development Board. Additionally, the Board has recently developed an artificial lake and hotel facilities, aiming to enhance the visibility of these holy sites for pilgrimage travelers.

The state tourist agency organized the Surajkund Crafts Mela to promote artistic tourism, which has become increasingly popular and attracts people of all ages. The Nahar Singh MahalKartik Cultural event, organized by the state tourist department, has unique qualities and adds to the state's reputation as a top destination for pilgrimage and cultural tourism. The Shri Krishna Museum, with its collection of artifacts related to the Mahabharata, including sculptures and paintings, is gaining popularity among travelers. Pilgrimage tourism is

a growing field in the state, with holy sites like Haridwar and Kurukshetra meeting the demands of pilgrims. Pilgrimages are an important aspect of Indian life and have gained significance in recent years.

The tourist operations plan in the state also includes a strong emphasis on adventure tourism and golf tourism. Adventure tourism holds a significant place in the state's tourist operations and is steadily growing in importance. In the near future, another trend to keep an eye on is adventure tourism, also known as young tourism. This type of tourism is rapidly gaining popularity due to certain areas within the state offering adventurous experiences for the young. Marketing of Morni Hills as an adventure tourism destination is underway. Haryana has relatively few hill stations, making this site a top choice for adventure tourism enthusiasts. Hosh and Josh Thrills Adventure Park is a key attraction in the area. Another popular destination for adventure tourism in the region is Tikkar Tal, which also offers camping facilities and some shooting activities. Another distinct form of tourism in Haryana is known as adventure tourism. The Adventure Club was established in the state in 1991, catering to all kinds of adventure needs of visitors. There is a growing interest in adventure tourism among the youth, with the number of enthusiasts increasing every year according to data. Haryana tourism offers parasailing as one of its recreational activities, allowing individuals to soar through the air at stations like Pinjore and Jisar, among others in the state, catering to people's leisure and recreational needs.

Haryana tourism offers adventurous activities, including river rafting and rock climbing. The state has several rivers, such as the Yamuna River, where amateur river rafting is becoming increasingly popular. Efforts are being made to develop river rafting into a professional activity, with the aim of hosting annual professional contests to attract more participants. Rock climbing is also a prominent feature of adventure tourism, drawing in young enthusiasts from neighboring states. Canoeing is gaining popularity among youngsters, with facilities available in places like Yamuna Nagar. Additionally, the state is focusing on golf tourism and farmhouse tourism, with both initiatives receiving significant support and contributing to the state's tourism landscape. A committee, led by the Tourism Minister Kiran Chaudhary and two other members, has been established to further enhance the state's tourism activities.

Haryana is home to golf courses that have gained national recognition. The cities of Gurgaon and Faridabad boast exceptional golf courses that attract a diverse crowd, including local residents such as merchants and entrepreneurs, as well as visitors staying nearby. With some improvements in infrastructure, the needs of individuals from various industries could be met. The state already has a supportive infrastructure in place, providing valuable assistance to startup businesses in the tourism sector and other supplementary projects like restaurants, parks, and the preservation of historical sites. The Government of Haryana offers a variety of financial incentives for those interested in entering the tourism industry.

The Farm House Tourist initiative is gaining attention as an interesting tourist option for the state. Surveys indicate a shift in preferences from traditional tourist destinations to more unique experiences like farmhouse tourism. The state tourism authorities are committed to promoting and marketing this distinctive form of tourism. Farmhouse tourism involves staying in villages alongside local residents, making it a more affordable alternative to luxury accommodations and urban shopping experiences. This type of tourism is appealing to those seeking a break from the usual tourist activities, offering a peaceful and authentic village experience away from city life. Staying in villages is cost-effective, covering accommodation and meals, which are traditionally significant. Additionally, farmhouse tourism is recognized as an educational opportunity for learning about rural life, which is a significant part of the country's population and geography. The government is taking steps to promote and support this form of tourism, which also facilitates cultural exchange between rural and urban communities during tourists' stays.

The activity of the state's inhabitants is mainly focused on farming, with the majority of the land being used for agricultural purposes. The state benefits from accessible water supply due to high groundwater levels, and the residents have a strong inclination towards cultivating a variety of crops. These factors have contributed to the rise of a unique form of tourism known as agricultural tourism. While the concept of farm tourism is not widely practiced in other Indian states, it can be credited to the state of Haryana for pioneering and popularizing this type of tourism. Other states have gradually started recognizing and promoting agricultural tourism for visitors. The accommodations and packages offered in rural areas, along with farm stays, are distinctive features of this form of tourism. The serene beauty of the farms provides a deep connection with nature, which is particularly significant as the state lacks natural features like the large mountains and forests found in neighboring states such as Himachal Pradesh. An important contributor to agricultural tourism in the state is Surjivan farms, which offer a rustic experience combined with modern amenities. The food provided in the farm huts is of exceptional quality and rich in nutrients, providing a unique experience for travelers. Agricultural tourism complements this type of tourist experience and both have seen significant growth in the state.

The state boasts several incredible tourist spots. One such example is the expansive and lush Golden Dunes Retreat, offering a rural experience surrounded by vegetation, catering to guests from various states and international travelers. Another notable site is Sheila Farm, though not as vast as the previous retreat, it is still green and offers cottages, deluxe and semi-deluxe rooms, a swimming pool, a conference area, and a children's park.

The workforce is extremely important and is a critical part of any successful business. Having skilled, competitive, and talented individuals in the company is essential for its success and reflects the quality of the services it provides. The government recognizes this and is dedicated to recruiting highly qualified individuals

for its tourism corporation to achieve its future goals in the tourism industry. Currently, there are around seven thousand individuals in the Haryana Tourism Corporation, with many of them serving in administrative roles and a sufficient number of technical professionals. The list includes the Chief Minister of the state and the Tourism Minister, among others. The government's human capital system also includes administrative and directorial positions, as well as qualified management experts assigned to specialized roles in different areas.

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