

# Growth of Tourism Resources in Haryana

Rajesh Kumar<sup>1</sup>, Dr. Pardeep Sharma<sup>2</sup>

<sup>1</sup>Research Scholar, Department of Geography, Baba Mastnath University, Rohtak (Haryana), India

<sup>2</sup>Assistant Professor, Department of Geography, Baba Mastnath University, Rohtak (Haryana), India

**Abstract:** *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. The state has a very old culture because the Indus Valley and Vedic Civilization flourished here. Many historical battles such as battles of Panipat and the epic battle of Mahabharata at Kurukshetra were also fought in Haryana. Haryana is a very rich state in terms of agriculture because more than 60% people are involved in agriculture. Not just in agriculture, Haryana is also developing in terms of trade and production as many MNCs and Industries have been established in Haryana in recent years. Many multi-specialty hospitals have also been set up in Haryana that helps to grow medical Tourism. Haryana tourism has shown a very high growth due to higher disposable incomes, increased leisure time, decreasing cost of travel, a well-developed road and a great highway network. The State proposes to reposition itself as most preferred destination by maximizing productivity of Haryana's natural, human, cultural and technical resources. The present study examines the infrastructure and tourism resources available in Haryana. The data used are secondary in nature. The study tries to explore the unique opportunities for contemporary areas of tourism i.e. culture, heritage, eco, adventure, farm/agritourism, rural, medical in Haryana.*

**Keywords:** Haryana, infrastructure, Pilgrim Tourism, Highway Tourism, Medical Tourism, Eco and Wildlife Tourism, Heritage and Culture Tourism, MICE Tourism, Adventure Tourism, challenges.

## 1. Introduction

Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for leisure, business, visiting friends and relatives, sporting activities, better medical facilities, studies and training, meetings, and to taste different variety of food and religious purposes. All these things are not possible without adequate means of transport, infrastructure, accessibility, clean and decent accommodation, and hygienic food. Haryana is well-developed with all these facilities, amenities, attractions and a great highway network. Haryana is a good place for pilgrimage, adventure, and fun. It has also many resorts and amusement parks. A very large number of services and recreational facilities have also been set in Haryana due to its connectivity to Delhi.

**The objectives of this study follow as:**

- To identify the infrastructure and tourism resources available in Haryana state.
- To study the potential tourism circuit in Haryana.
- To examine the challenges and prospective solution for Haryana tourism development.

### Haryana

Haryana has Uttar Pradesh and Uttarakhand in east, Delhi in southeast, Punjab in west, Chandigarh and Himachal Pradesh in north, and Rajasthan in south. Haryana has abundant thorny deciduous, mulberry, eucalyptus, kikar, shisham, babul and pine trees. The species of fauna include black buck, panther, nilgai, fox, jackal, mongoose, jackal, deer, wild dog, parrots, peacock, pheasants etc. Haryana has more than 300 species of birds. In 1966, Tourism Department Haryana was est., when Haryana was created from Punjab. Tourism department to promote ecotourism in Haryana has created destination like eco-lodges, jungle resorts, tent houses etc. Farm tourism is an initiative of Haryana Tourism department. Haryana is divided into 4

administrative divisions, namely, Ambala, Rohtak, Gurgaon and Hisar, within these there are total 22 districts. Haryana has 29 national highways. Haryana roadways is a state transport system operating with 4,500 buses and 24 bus depots. Haryana has newly approved two airports at Hisar and Karnal districts, earlier to which there were no airports in the state. Haryana is well connected with trains having 59 railway stations. Key stations include, Bahadurgarh, Ballabgarh, Jind, Bhiwani, Sonapat, Rohtak Junction, Rewari, Panipat Junction, Kurukshetra Junction, Karnal, Gurgaon, Faridabad, Ambala City, Ambala Cantonment. State tree is Peepal, state bird is Black Francolin, and state flower is Lotus. Haryanavi is the state language. In 1970, Haryana became the first state to have 100 per cent rural electrification. It is first state to link all villages with roads and have safe drinking water.

## 2. Tourism Resources in Haryana

### Heritage and cultural tourism

Haryana has a very rich heritage of art and culture. Even the lord Brahma performed his sacrifices and created the universe in Haryana. Old religious and social traditions have been preserved by people. Haryanvi (the language of Haryana) is spoken in Bollywood movies these days. It also has a history of pre-Harappan and Harappan culture. Excavations of various archeological sites like Nauragabad, Mittathal, Rakhi Garhi and many others are evident of the same. The private sector would maintain these sites for a specific period as per the conservation plan prepared by the Archaeology Department, Haryana. The publicity mileage will be given to private sector in the form of installation of plaque etc. It is proposed to promote Kurukshetra, Surajkund, Raja Nahar Singh Fort Ballabgarh and Pinjore as heritage destinations.

**Dharohar as a Heritage Museum:** Dharohar Haryana Museum, situated on the campus of the Kurukshetra

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University, is one of the best museums of Haryana Kurukshetra University to see all peoples who belongs to village region from Haryana. The museum has an enormous collection of artifacts and objects pertaining to War-Heroes, Freedom Fighters, Architectural Heritage of Haryana, Archaeological Heritage, Folk Musical Instruments, Wall Paintings, Manuscripts, Gher (Cattle Shed), Agriculture & Folk Festivals, Water Heritage, Hukka, Chaarpais.

### Cultural Attractions

Culture attractions are man-made 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.

### 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 necklet called 'Hansli' and a necklace called 'Kanathi'. The man wears colorful turbans along with Dhoti-Kurta.

### Fairs and Festivals of Haryana

Surajkund Crafts Mela of International fame (Faridabad) is the largest fair not only of Haryana but India also because people not only from India but also from different parts of the world come and become part of it. It is celebrated every year for fifteen days in the month of February. Even thousands of craftsmen and artists come to show their unique designs and different handicrafts of different regions. Multi-cuisine food courts are also made during the fair. And cultural programs and folk dances are also shown. Haryana celebrates different types of festivals such as Lohri, Baisakhi, Teej etc. Lohri is celebrated in the month of January every year. In Lohri bonfires are made into which sugarcane and nuts are put into the fire to get the blessing of god. The festival of Baisakhi in Haryana is a very important part of farmers because they start harvesting with great celebration like dance and music. The festival of Teej is celebrated during the monsoon in which women wear colourful dresses with bangles and do fasting for the long life of their husbands. Some other festivals that are also celebrated in Haryana are:-

- 1) Mango Festival (Pinjore)
- 2) Pinjore Heritage Festival
- 3) Geeta Jyanti Festival (Kurukshetra)

### Ras Leela

This dance is familiar amongst the people living in the Braja area of the Faridabad district. Lord Vishnu has been manifest in many incarnations. He is the supreme embodiment. He is Lord Krishna. The Gopis of Braj Bhoomi, the simple milk maid are his true devotees. In this circular dance the bracelets, the anklets and the bells of the gopis sound together in perfect harmony. Gopis moving in Rhythm, sway their bodies gracefully.

### Folk craft of Haryana

Rural Haryana has its own embroidery tradition also. Literally meaning flower work, it was an essential part of life for rural women who regard it as a auspicious sign of Suhag, happy conjugal existence. Unfortunately, this priceless tradition which can earn handsome amount of foreign exchange has become almost extinct and no sustained efforts have been made to revive it. The reason is no one has the patience, time and energy to embroider a phulkari which would take months together. The price, in fact, would be higher than that of an old one available in the market. Moreover the workmanship could be poor and crudely commercialized.

### Food Heritage of Haryana

Haryana is well-known for its cattle wealth and milk, curd, ghee is the main food components of Haryana. Fresh butter and ghee is prepared at home. Halwa, kheer and rice are prepared on special occasions. Some of the famous dishes from the cuisine of Haryana that people from different regions can taste and enjoy are:- Kachri ki sabji, Hara dhania cholia, Kadhi pakora, Kichri, Bathua raita, Tamatar chutney, Mithe chawal, Churma

### Pilgrim Tourism

It is known throughout world that progress of Pilgrim is at its peak in Indian Culture. This is very well proved by the fact that people from all over the world who want peace and tranquility through spiritual quest are turning to India. Haryana in it is known to be the most coveted place from Vedic times and has been the torch bearer for Pilgrim Tourism. There are number of temples and pilgrim centres which are concentrated in the 48-'kosas' or 92 miles of land of legendary Mahabharata; devotion and mythology loom large over present Kurukshetra, as it is the place where it is believed that Lord Krishna delivered the teachings of 'Bhagwad Gita' to Arjuna. It is proposed to plan ample incorporated Development of Kurukshetra as a pilgrim destination with world class infrastructure for which a specialized expert will be appointed.

Following are the important pilgrim places in Haryana:- Kurukshetra, Jyotisar, Pehowa, Thanesar, Panchkula

### Highway Tourism

Tourist prefer to take road transport instead of any other mode of transport because they want to enjoy sceneries and attractions that come on their way. Because of this, the concept of highway tourism has been launched by Haryana Tourism. For providing vast variety of services and facilities to tourists many recreational centres and tourist complexes have been set-up on the highways. These complexes provide complete range of services such as well furnished rooms, gift shops, banquets, conference rooms, fast food counters, motels, filling stations, gardens etc.

### Medical Tourism

Medical tourism is taking a very important place in Haryana because Gurgaon is becoming prominent as a destination for medical tourism. Many patients come here for treatment not only from India but a large number of patients from abroad also. Faridabad has a very good number of hospitals that provide good treatment to patients. The Government would

coordinate with leading hospitals especially Medi City for promotion of Medical Tourism. Major hospitals in Haryana are:-

- 1) Medanta-The Medicity(Gurgaon)
- 2) National Brain research Centre(Gurgaon)
- 3) Max Hospital(Gurgaon)
- 4) Artemis Hospital-best hospital in India and Asia for cosmetic and plastic surgery(Gurgaon)
- 5) Escort Hospital(Faridabad)
- 6) Asian Institute of Medical Sciences(Faridabad)

### Eco and Wildlife Tourism

Eco tourists like to visit to national parks, wild life sanctuaries, natural habitats and backwater areas of a particular region. Many destinations where tourist can learn about nature have been created like Morni hills, Kalesar, etc.

Few important places in this regard are:-

- 1) Sultanpur Bird Sanctuary-Gurgaon
- 2) Morni and Tikkar Tal-Panchkula
- 3) Kalesar Forest Reserve-Yamuna Nagar

To promote Morni, Kalesar and Sultanpur as eco tourism sites in close coordination with the Forest Department.

**MICE Tourism:** - MICE tourism is a new type of Business Tourism which is usually a mix of Meetings, Incentives, Conferences and Exhibitions at some wonderful locations.

The MICE Tourism is the fastest growing form of Business Tourism in the international market catering to various business meetings, international conferences, conventions, events and exhibitions. Slowly and steadily, to achieve MICE Tourism has become a goal for every big time hotelier leading Haryana Tourism leaping forward in this direction. Rajhans and Tilyar Convention centres are notable two of many MICE destinations in Haryana. These are equipped with state of art conference and meeting rooms, banquet halls, spacious lobbies, Wi-Fi enabled communication facilities, landscaped green lawns and huge car parking areas, efficient kitchen and party space with grand ambience.

Important MICE destinations are:-

- 1) Rajhans Convention Centre(Faridabad)
- 2) Red Bishop Convention Centre(Panchkula)
- 3) Tilyar Convention Centre(Rohtak)

**Adventure Tourism:** Haryana Tourism Corporation is carrying out a range of activities of adventure tourism at different places in the State such as camping trekking, rock climbing, para sailing, etc. Adventure tourism has become very admired amongst the young people. Some initiatives have also been taken by private sector. The Government will identify existing hubs and create new hubs of adventure tourism activities and implement the projects under public-private partnership. Event Managers would be used for marketing the areas set up by Haryana Tourism Corporation and conducting adventure camps to promote the tourist potential. Such activities would provide large scale employment opportunities in State of Haryana. It is proposed to set up adventure camping sites in Surajkund, Badkhal, Damdama and Morni.

### Gurgaon as Convention, Exhibition Hub and Golf City

The Haryana Tourism policy, 2008 also proposed to build up Gurgaon as a convention and exhibition hub with mandatory world class infrastructure, recreation, Information Technology and support facilities. A complete convention centre would be set up in public private partnership in Gurgaon. It is planned to set up adventure sites in public & private partnership in Sohna and Damdama for theme parks and camping sites for recreation and holidaying. The state has Aravalli golf course, highway golf course which offer world class facilities.

### Farm/Agri Tourism

Haryana Tourism has taken the proposal to introduce the model of Farm Tourism in India. This is first-of-its-kind in India. The Department of Tourism, in joint venture with 21 farm owners in Haryana, which is mainly an agrarian State, is offering special countryside holiday packages in these chosen farms in Haryana and around Delhi. It has attracted a lot of response from people and the clientele is increasing day by day. Modern agriculture and rich cultural heritage in Haryana needs to be leveraged for promoting tourism and meeting the need for the tourists to go back to natural world and back to the roots.

### The historical monuments of Haryana are:

**In Ambala:-** There is famous- Amba Devi Temple and Bishop Deal Church.

**In Kurukshetra:-** Brahm Sarovar, Karnak 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 Mahendragraha:-** 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.

### 3. Conclusion

Haryana is a state which is rich in every wealth needed for tourism development. Haryana is a state which is rich in flora and fauna and lies in the vicinity of National Capital of India. Thereby it offers immense opportunities for Tourism industry in the state to bridge the gap between what is with tourism in Haryana and what we can achieve in the time to come. There will be great opportunities in the state if the Government support private sector to participate in Tourism industry.

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