

An International Journal Since 2000

Sajosps

South Asian Journal of Socio-Political Studies



No. 34425
Dated: 11.01.2017

VOL. XVIII NO. 1 JULY - DECEMBER 2017

Social Sciences | Management | Tourism | Biotechnology | IT



ISSN 0972-4613

ISSN 0000-0094

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9 770000 009723

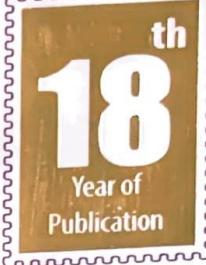
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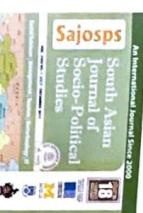
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Indexed and abstracted: This journal is being catalogued by the US Library of Congress (H53. S64 S66); Michigan University, USA (Hatcher Graduate
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Prospects of Haryana Region to be acknowledged as International Tourism Destination

Dr. Renu Malra, Assistant Professor, Department of Tourism, University College, Kurukshetra University, Haryana

Haryana "The Adobe of God" is located between $27^{\circ} 37'$ to $30^{\circ} 35'$ latitude and between $74^{\circ} 28'$ to $77^{\circ} 36'$ longitude in the Northern India. The area has its own Tourism importance with the presence of glorious art and culture, varied Historical events, and natural beauty of Shivalik Ranges in the North and Aravali Hills in the southern-west part of the state. The place is unique in itself with the manifestation of green surroundings everywhere. With the existence of different forms of tourism like adventure tourism, eco-tourism, farm tourism, heritage tourism, pilgrimage tourism, MICE tourism and highway tourism with supportive government policies, area has a potential to be a famous tourism Centre at international level. Rich art and cultural heritage, handicrafts of the area are the unique Centre of attraction among the tourists. Folk dances, music, cuisines, fairs and festivals, costumes and ornaments influence the tourists to visit the area for reconnoitering the region. Proximity to the capital of the country "Delhi" with the excellent infrastructure facilities, well connected transportation system, the state has a potential to be recognized at international level.

Although having so much potential, tourism in the state is not proven its worth. The main emphasis of the study is to explore distinguished prospects of the region to recognize Haryana as International Tourism Destination.

Keywords: Haryana Tourism, Haryana Tourism Potential, hurdles in Haryana tourism growth, tourism attractions of Haryana.



in the year 1980-81 to 130423 that is almost twofold. The statistical figures are exhibiting the positive trends in the enhancement of the number of tourism spots over the years with the similar responses has been indicated by the international tourists in visiting the region. The trends disclosed that tourism in the state has more likelihood to nurture if favorable atmosphere has to be provided with aggressive promotional efforts.

Prospects of Haryana region as tourism destination

Existence of wide-ranging tourism resources has made the possibilities to recognize the state as major international tourism destination. With the presence of varied

After assessing the tourism statistics in the Haryana region, growing tourism trends has been observed over the years, as shown in Table-1. The number of tourism spots in the region has been increased from 29 in the year 1980-81 to 43 in the year 2010-11. Simultaneously the growth is being visible in the international tourist arrival from 64169

Table-1: Haryana Tourism Statistics

Year	Number of Tourism spots	International Tourist Arrival	Domestic Tourist Arrival	Total
1980-81	29	64169	1744561	1808730
1985-86	31	84516	2248867	2333383
1990-91	39	133527	4155985	4289512
1995-96	45	143675	7086477	7230152
2000-01	47	144939	5347002	5491941
2005-06	44	73401	6519652	6593053
2009-10	43	163969	7151324	7314993
2010-11	43	130423	6825459	6955882

Source: Department of Tourism, Haryana

Chart-1 : Haryana Tourist Arrival over the Years

Haryana Tourist Arrival (1980-2011)

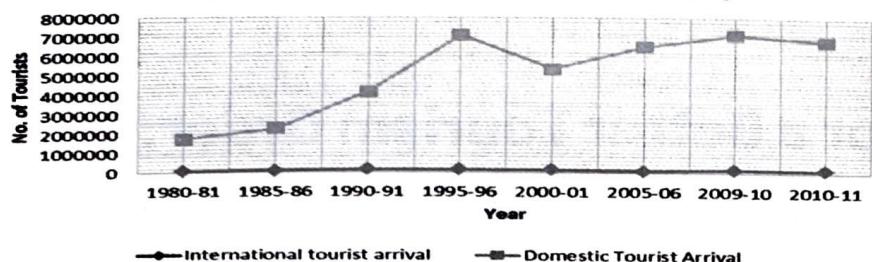
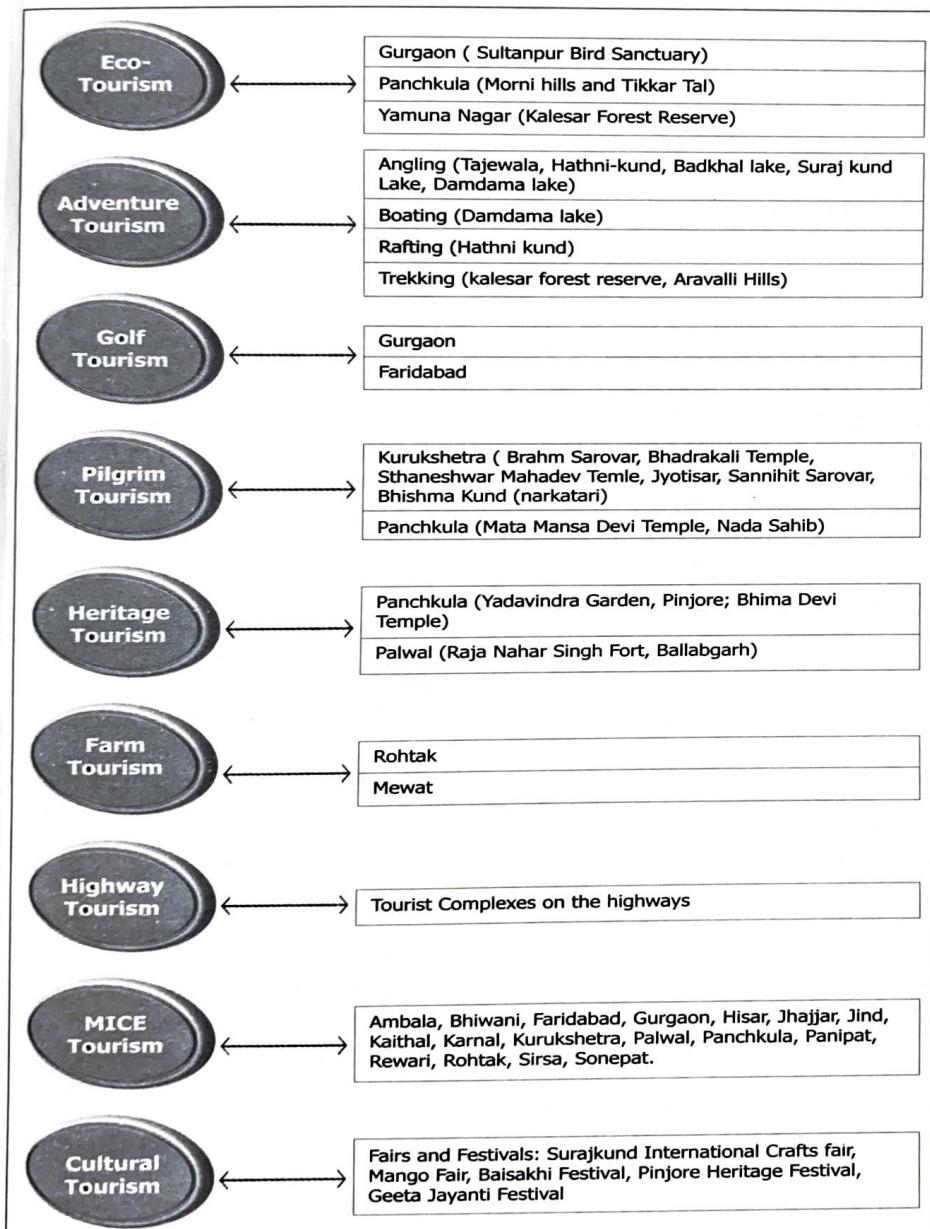


Figure-1 : Tourism varieties in the region of Haryana



tourism forms like Eco-Tourism, Adventure Tourism, Golf Tourism, Pilgrim Tourism, Cultural and Heritage Tourism, Farm Tourism, Highway Tourism and MICE Tourism with well-established infrastructure facilities, Haryana region can be easily manifested on the world map as famous tourism destina-

tion.

The figure -1 is showing the different forms of tourism available in Haryana state. Haryana has varied forms of tourism for every kind of tourist. Besides Government has taken effective steps by creating twenty one tourism hubs which are located in Ambala,

Bhiwani, Faridabad, Fatehabad, Gurgaon, Hisar, Jhajjar, Jind, Kaithal, Karnal, Kurukshetra, Panchkula, Sirsa, Sonipat, Panipat, Rewari, Rohtak, Yamunanagar, Palwal and Mahendergarh for the convenience of tourists visiting Haryana.

These tourism hubs are well-equipped with modern infrastructure, amenities and services like in the areas of commerce, communication, connectivity, hospitality, transportation, proper medical facilities.

Proximity to Delhi may pave the way for the development of tourism in the region. As far as road networks are concerned, Haryana has national highways (2482 KM), state highways (1801 KM), major district roads (1395 KM), other district roads (20344 KM) having total length approximately 26022 KM. To cater the needs of travellers State Transport Haryana has a fleet of 4250 buses, as being operated by 24 depots. Besides state transport also providing comfortable travel through its Volvo AC bus services named "Saarthi" on the selected routes.

With the 59 railway stations in Haryana, the region has well connected railway network. Gurgaon the commercial city, near to Delhi is well connected with rapid metro Rail network.

Chandigarh International Airport has regular flights of Air India, Jet Konnect (managed by Jet Airways), Jet Airways, Air Asia, Go Air, Indigo and Spicejet. Besides domestic destinations, direct flights to Dubai is also available from the airport

The region with its 42 tourism resorts located in different districts provide outstanding facilities of comfortable rooms, suites, restaurants, coffee shops, bar and multipurpose hall make these as delightful place for the visitors.

Conclusion

With the additional geographical advantage of the Haryana as proximity to Delhi, the capital region, other physiographic features, the presence of elegant natural beauty and rich culture and heritage have increased the prospects of the region to be marked as the major tourism destination on the International map.

Above and beyond, state Governments' initiation and supportive policies with aggressive marketing efforts would support the tourism in the state to be nurtured in the encouraging environment.

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