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A STUDY OF GEOTOURISM IN HARYANA

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Introduction

Very little work has been done in the field of tourism and geography by the Indian geographers, especially on Haryana tourism. Most of the studies today are conducted by commerce backgrounds researchers. Very few have taken up about the study of Haryana tourism on geographical point of view, Lack of research and development in the field of tourism. Geographically, Haryana is a beautiful state comprised of Yamuna-Ghaggar plain, Shivalik hills and Aravali hills, and Semi-desert sandy plain. The awesome landscapes, amazing high hills, deep valleys, beautiful lakes, marvelous forests, and long stretched eye-soothing green farmlands vigorously attract the attentions of the visitors and makes this land a must visit site. The man made architectures, monuments, heritage sites, muddy houses, simple and , green farmlands enhance the splendor of this state. Haryana Tourism department has developed 44-tourist complex in the entire state of the state were promoted widely based on the view of highway tourism. Along the National Highways that pass through the state tourist stops are arranged to outfit the needs of travelers.

Therefore, it may be humbly mentioned that this is the first attempt to make a comprehensive study of the Haryana state in connection with Tourism Geography.

Literature review

This study includes theoretical and empirical data together with policy statements and narrative accounts at global and national levels on the growing concern about geotourism. Research paper entitled 'challenges faced by tourism of Haryana' examines the major problem faced by Tourism Industry in Haryana and strategy and scope for tourism development in state. Anukrati Sharma (2012) conducted a study with Title 'Haryana tourism-Painted in different canvas'. The main objectives of the study were to highlight the innovation of Haryana tourism and explain the highway tourism. Furthe more the study also focused on open golf tourism, pilgrim tourism and adventure tourism.

Statement of Problem

Travel & Tourism is an important economic activity in most countries around the world. As well as its direct economic impact, the industry has significant indirect and induced impacts. WTTC recognizes that Travel & Tourism's total contribution is much greater, and aims to capture its indirect and induced impacts through its annual research. Besides the best efforts from the ministry and state tourism boards the state has not able to woo the number of tourists as per its potentiality. The present paper deals with the available tourist resources and in their use pattern, the marketing strategy for its existing resources and also identifying the untapped resources so that tourist must have plethora of products to taste.

Need of the Study

Tourism is the largest business format of the world. It contributes almost 9.3% to global GDP. Economists estimated that this industry will gain many more in near future. Tourism in a state like Haryana, which is well known for its healthy historical background and its pure and traditional food, keeps more importance. If we compare tourism share in GDP we find that Haryana is down than his neighbor states i.e. Delhi, Rajasthan, Uttrakhand and Himachal. So let the tourism get important and take some serious attention. Also we should think that how can we improve the tourism in our state.

Objectives

- To measure the current status of tourism in Haryana
- To investigate the scope of Haryana tourism
- To formulate the strategy to promote tourism in Haryana
- To identify the untouched potential of Haryana Tourism

Research Methodology

The basic aim of the present study is to examine the present status of Haryana tourism and future scope of it. The nature of the present research work is explorative. To fulfill the objective carefully both primary and secondary techniques of data collection has been used. To collect the information regarding the present status of tourism in Haryana secondary data from various sources (i.e Profile of Haryana tourism dept., Economic Survey of Haryana, Journals published and unpublished Research papers and articles) has been collected. Further more to investigate the scope of how Haryana can be improved, a primary data has been organized.

Research Design

One kind of responded has been selected for very purpose by a random sampling technique with multi level sampling. On first stage Haryana can be divided into four zones –Ambala, Rohtak, hisar, gurgaon on secondary stage one district from each selected zone has been selected randomly. On third stage tourist centers has been selected on the personal observation of researcher from each selected district.

Simple average and rand method has been used for tabulate the data –

- The primary sources include field survey, interviews, questionnaire methods would be used for collecting requisite information.
- Secondary sources include books, journals, article, newspaper, internet etc.

Conclusion

The maximum number of visit by domestic visitors to tourist destinations in Haryana is in the winter month of February. As far as foreign tourists are concerned, maximum number of visits to tourist destination in Haryana are again in the month of February. The visitors visit all districts on different months. According to the survey, Kurukshetra is on the top due to its religious aspects. Kaithal is on to the bottom in the visitors visits on all over the week. As per the study of sample the propose of visit tourist in Haryana education is on top.

After that business proposes that grow from last some time. And religious propose is constant. The only site seeing available in Haryana is Morni hills only. As per the study, in Haryana Kurushetra is an attractive destination due to its history and religion. Gurgoan due to its business activity center and NCR it attracts business travelers while Hisar and Panchkula is week in attractions.

As discussed earlier, service quality is the main obstacle in tourism development in Haryana. Institutes can overcome the obstacle and can create man power to the Haryana tourism. New Trends are also important because people are in need of something new and this can also contribute into tourism development in Haryana. Out of these new trends Haryanavi cuisine is one of the aspects and can be utilized as a prime attraction to attract tourist at a source. So far as promotional methods are concerned electronic media is ranked first among the sample collected. After that it is the community participation which can contribute into tourist inflow in the state.

Suggestions and Recommendation

we know that the history of Haryana has a golden framework. All the major turns were happened on the land of Haryana. It has played a major role in historical and political stability of India. It was over the decades that Haryana was known as the place of Milk and Milk products. But now the scenario has been changed. In the present time Haryana caters the need of tourist in different ways like Highway Tourism, Education tourism, Medical tourism, Business Tourism, Religious Tourism, Agri and Farm tourism and many more. Now we can say that we have all resources that is required for any popular tourist destination to attract tourist. What we have to do is just to go for awareness of all existing and dashing tourist products so that we can on higher positions in terms of revenue generation and per capita income. But before going for the development of overall tourism in the state it is worthwhile to go for the following suggestions and recommendations:

1. Tourism institutes can play a pivotal role in the development the tourism in the state. The institutes should come up with new courses in tourism so that students should be attracted and they should be trained in such a way that they should become the part of the Haryana tourism either by placing inside or through entrepreneurs. Also the institutes should focus on researches in tourism so that a model should be developed for tourism development in the state.
2. Golf tourism is an upcoming event in the state so it needs a lot of marketing campaign. We can attract large number of youths for this type of tourism.
3. Haryana government as well as Central government should need to look up towards the heritage sites and should renovate them for long term. It will give employment to the locals in the form of Guides and other interpreters.
4. Farm tourism is an emerging tourism concept. It was the first state sate in India which introduced the concept of Farm tourism some 20 years back. But besides increasing its shape, it went on degrading day by day.

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