

ROLE OF GOVERNMENT IN DESTINATION PLANNING IN HARYANA

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ABSTRACT

There are so many destinations in Haryana which are popular for different types of tourism such as MICE Tourism, Farm Tourism, Religious Tourism, Cultural Tourism etc.. Moreover Haryana is also famous for its rich tradition and culture but in spite of all these we are lacking behind if compare it with other states such as Rajasthan, Uttrakhand in terms of inbound tourist traffic. There are so many reasons behind it but the most important factor is involvement of Government and its policy implementation. No destination can achieve its peak point without the involvement of Government. It is the government which takes initiative in infrastructure and superstructure development. Government endeavors to encourage the development of souvenir industry linked to local crafts, events and places which would promote a distinctive image of the State both within and without the State. Therefore Government is a key player in the development and planning of any destination. The research paper aims at evaluating the role of government in the development and planning of destination in Haryana so that marketing strategies can be adopted in further implementation of any kind of policy by the government.

Key words: *Role of Government, Policies, Destination Planning.*

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INTRODUCTION

Since 1990 to 2011, we are getting the better growth in tourism industry. The first year of the 21th century has been exceptional for the global world and the travel and tourism sector. If we take the difference between the growth of 20th century and 21th century at the global level then we clearly see the leading role of tourism sector in the contribution of such growth. Travel and tourism industry not only create employment opportunities and foreign exchange but also provides a mean for cultural exchange which leads to the peace of nation. In such growing industries both private and public sector are putting their hands to mint the money. But in spite of all these there must be a proper destination planning so that sustainable growth can be achieved and the government is the key driver for this type of destination planning. This is the government which improves the amenities and develops the society. The favorable remarks of the government become the milestones for the growth any destination. Let us see the role of government in destination planning in Haryana.

Govt. Policies/Departments	Key role in Tourism industry
Information Technology Policy 2000	<ul style="list-style-type: none"> • Setting up of a facilitation committee of State Government officials and people from the IT industry to co-ordinate and facilitate private investments in the industry. • Escort services and single-desk clearance for obtaining easy clearances and approvals, with online clearances and network linking all the related departments.
Industrial Policy,2005	<ul style="list-style-type: none"> • Developing economic-hubs and encouraging PPPs in the development of infrastructure. • Incentives for mega projects in the backward areas.

	<ul style="list-style-type: none"> To provide an efficient and investor friendly environment with speedy clearances of new projects, and encourage private sector participation in developing infrastructure.
Haryana Special Economic Zone (SEZ) Act,2005	<ul style="list-style-type: none"> To promote industrial township with world class infrastructure and create a conducive investment climate for export promotion. Exemption from payment of any tax, duty, fee, cess and other levies provided under SEZ
Haryana Tourism Policy, 2008	<ul style="list-style-type: none"> To promote to promote tourism as a major engine of economic growth and capitalize on the potential of sustainable tourism and employment generation. The main objective is to broaden and diversify the concept of tourism from only highway-tourism to eco tourism, adventure tourism, pilgrim tourism, farm tourism, golf tourism, medical tourism and heritage tourism etc. in order to meet new market requirements.
Tourism Department, Haryana	The Tourism Department also encourages the private entrepreneurs to come forward and set up tourism/hotel projects in various parts of the State. The department has been taking various steps from time to time in facilitating the private entrepreneurs for

	<p>obtaining various clearances from the concerned agencies of the State Govt. so that maximum possible private investments are made in the tourism sector. Moreover Haryana Tourism is running Catering Training Institutes at Panipat and Faridabad where training in hotel trade is imparted.</p>
<p>Haryana State Industrial Development Corporation (HSIDC)</p>	<ul style="list-style-type: none"> • Infrastructure Development through Industrial Parks • Identification and Promotion of Large and Medium Scale Industries in the Public/Joint/Assisted Sectors • HSIDC has proposed that Haryana develop 'Amusement Parks' with full casino and gaming facilities. These are planned in Gurgaon, to capitalize on the proximity to Delhi and Haryana's more up market colonies and in Faridabad.

OBJECTIVES OF THE STUDY

- To evaluate the role of government in the development in Tourism in Haryana.
- To suggest ways and means to government for further formulation and implementation of policy.
- To provide the view of tourism development to the market of Haryana so that they can adopt marketing strategies.
- To attract the private sectors to make investment in tourism and its related services

LITERATURE REVIEW

The development of the tourism industry cannot be separated from the actions of the national provincial and local governments. The influence of the governments is expressed in terms of the policies which they may formulate to guide investors and consumers in the industry (**Hunter &**

Green, 1995; Buckinghamshire, 1999)^{i,ii}. Governments can provide the necessary infrastructure support to investors in the tourism industry. They can provide financial assistance, the institutions to train the manpower needed to operate the tourism businesses and the marketing facilities (**Morrison & Christie-Mill, 1992; McIntyre, 1993**)^{iii,iv}. Governments can also provide the necessary security services to ensure the safety of tourists in designed areas. At the same time, the government may also use its power to create tourism enclaves, prevent sections of the population from investing in certain sectors of the tourism industry, and develop only certain sectors of the tourism industry to satisfy certain interests (**Morrison & Christie-Mill, 1992; Lickorish & Jenkins, 1997**)^{v,vi}.

Jenkins and Henry (1982,p.501)^{vii} describes various types of government, tourism; ‘active involvement is seen as a deliberate action by government, introduced to favor the tourism sector. Conversely, passive involvement occurs where government undertakes an action which may have implications for tourism, but is not specifically intended to favor or influence tourism.’ Traditionally, government involvement in tourism has largely been a product of wider policy aims such as the national balance of payments, or regional economic development targets (**Kruczala, 1990; Smyth, 1986**)^{viii,ix}.

Early reasons (objectives) for government involvement in developing countries in the post second world war period were development of foreign exchange earnings; foreign investment; employment in tourism; land use policies; and air transport and tourism (**C.L. Jenkins & Henry, 1982**)^x. These objectives may be distinguished from the means of achieving these objectives; **Richter and Richter (1985)**^{xi} list five policy options for South Asian Countries (in 1985): public versus private tourism development; domestic versus international tourism; class versus mass tourism; centralization versus decentralization; and integrated versus enclave tourism.

Tourism policy is also important in the promotion of tourism in any state and it is the government who formulates and implements this policy. What is crucial for maximizing to create values in tourism policy is first of all to explicitly identify the geographical area to which a tourism policy applies (**Roh, 2009**)^{xii}. The fitness of tourism policy depends on its timing and situation. Thus its policy design needs always to be reviewed, adjusted, and upgraded since it could not be guaranteed in changing circumstances even though it was once successful (**Olson and Eoyang, 2001; Stacey 1996; Zimmerman, et. al., 2001**)^{xiii,xiv,xv}. When a tourism policy

refers to guidelines and decisions designed to assist in meeting tourism goals and objectives, such policy then needs to be grounded upon cultivating the means by which men may know and understand one another, not making tourism run like a business. As a huge potential for any country, tourism should be defined as science, art, and business of attracting and transporting visitors, accommodating them, and graciously catering to their needs and wants. These interdisciplinary attempts should be analyzed philosophically.

We will clarify that the philosophical goal for tourism policy is to increase the well-being for the people all over the world. That means national interest as well as well-being of its people. For that, we above all need to understand the significance of tourism and its effects. First, tourism as such has some values such as the recovery of humanity which has already collapsed in an industrialized society, self-realization through leisure. Second, we might approach tourism in a way that it is served as a very important passage to the world peace.

Why is it important to study tourism policy? **Hall (2008, p. 10)^{xvi}** provides three reasons to study policy: to provide information about solutions to practical problems and to then feed this information into the policy process (scientific approach); and to understand the interests values in policy and planning processes (associated with the social approach). These are general reasons for the study of policy related to tourism in particular.

Ahmed & Krohn (1990)^{xvii}, Tourism policy is an important area for study because of its practical and theoretical importance. Tourism is of practical significance as international travel requires government cooperation in, for example, bilateral airline negotiations, decisions about provision of facilities and services, interactions with other sectors, use of publicity ‘owned’ resources such as national parks as attractions , the issuing of tourist visas and in the funding of marketing of particular destinations.

It is only governments which have the power to provide the political stability, security and the legal and financial framework which tourism requires. They provide essential services and basic infrastructure. It is only national governments which can negotiate and make agreements with other governments on issues such as immigration procedures or flying over and landing on national territory” (**Elliott, 1997, p.2)^{xviii}**.

Governments have control of factors such as the amount of paid holidays and the application of currency restrictions (**Wanhill, 1987)^{xix}**, international affairs, border security, social and

community development. Governments policy in agriculture (David Leslie & Black, 2005; Williams & Ferguson, 2005)^{xx,xxi}, security (Blake & Sinclair,2003)^{xxii}, and health (Zeng, Carter, & De Lacy, 2005)^{xxiii}. This government involvement is pervasive and can be at national, provincial and local levels with some authors considering that ‘good’ policy requires involvement of all there (Kerr, 2003, p.17)^{xxiv}. Reasons for government involvement and policy formulation include market failure (Fayos-Sola, 1996, p. 410; Smeral, 1998)^{xxv}, governments seeking to understand and mitigate the cultural, social and environment effects of tourism, use by tourism of public goods, and the spatial nature of tourism that requires land use planning (Kerr,2003)^{xxvi}.

RESEARCH METHODOLOGY

It is totally based on secondary data which is collected through various departmental sites, Google search, news papers, journals etc. The consequences of the study have been found out by analysis of collected secondary data.

LIMITATION OF THE STUDY:

- The study is based for the limited area i.e. Haryana.
- It is totally based on secondary data. Therefore only assumptions are made on behalf of this collected data.

CONCLUSION AND SUGGESTION:

In Haryana there are rich tradition and culture. Ministry of tourism is also making the plan for exploring these destinations of Haryana. Therefore it has been included in the 20 year tourism plan. But there are a lot of religious places which are only documented, where there is need of proper planning of destination. No doubt government has adopted lot policies to develop the destination but somewhere it is felt that there is need of proper implementation and making strategies to put Haryana as a prior destination. Let us see the following table which shows the directions concluded by the study.

Strategies/Actions that may be adopted by the government in its policy formulation and implementation:

Program	Strategies/Actions
Improving knowledge	<ul style="list-style-type: none"> • Statistical database

	<ul style="list-style-type: none"> • Inventory of resources • Economic significance • Market research • Tourism satellite accounts • Tourist information system
Attracting investment capital	<ul style="list-style-type: none"> • Rationalize tax regime • Review of investment incentives • Assess financing needs of SMEs • Establish tourism investment promotion unit
Enhancing and expanding the tourism product	<ul style="list-style-type: none"> • Introduction of accommodation grading & classification system • Development plans for Domestic tourism also • Preparation of selected product profiles-golf, soft adventure, MICE, Farm tourism etc. • Conservation/ Preservation plans
Improving Service Standards	<ul style="list-style-type: none"> • Formulate manpower training policy and plan • Strengthen HRD section within Tourism Division • Development of National Curriculum • Organizational review and upgrading the standard of services.
Improving Security	<ul style="list-style-type: none"> • Establish security awareness plan
Creating Greater Market Awareness	<ul style="list-style-type: none"> • Market demand survey among tour operators/travel agencies

	<ul style="list-style-type: none"> • Formulate marketing strategy and plan • Upgrade the websites periodically • Create new brand image
Strengthening institutions and economic linkages	<ul style="list-style-type: none"> • Organizational review of tourism complexes/ travel agencies/ tour operators to include role, functions and funding mechanism • Review of legislation and regulations • Establish tour guide association • Identify and promote economic linkages between tourism and other sectors of economy.

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