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## **SUSTAINABLE TOURISM DEVELOPMENT IN HARYANA: CHALLENGES AND STRATEGIES**

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### **ABSTRACT**

*The purpose of this article is to zero in on the current scenario of sustainable tourism development in Haryana. Reserving resources for future generations in a way that doesn't negatively impact the environment and its inhabitants is one definition of sustainability. This article looks at how the sustainable growth of the tourism industry in the Indian state of Haryana has benefited local farmers, the local economy, the environment, and the local workforce and businesses. Only around 3.3% of Haryana's land is used for farming, but because to the state's extensive network of irrigation canals and the adoption of other modern farming techniques, the state's farmers have significantly increased the output of their wheat and rice fields. With the help of backward and forward linkages, agriculture is now a thriving industry in the state, resulting in massive growth. This research looks at the advantages and disadvantages of Haryana's tourist business, as well as the state's communications and tourism resources. Both first-hand and secondary information were tapped for this study. The research yields actionable ideas and proposals for enhancing tourism in the area.*

**Keywords:** Sustainable tourism development, Challenges, Strategies, Marketing, Haryana.

### **1. INTRODUCTION**

Foreign exchange earnings, contributions to national income, job creation, business opportunities, and extensive economic, social, cultural, and environmental impacts have all contributed to the tourism industry's consistent growth in recent decades. Therefore, there is growing consensus on the importance of encouraging sustainable tourism growth in order to lessen the industry's negative impact on the environment and increase the positive socioeconomic outcomes at popular tourist spots. Thus, a country has achieved sustainable development if its economic, social, and ecological progress has been made in a balanced and equitable fashion. In other words, sustainable tourism cannot be achieved until all relevant

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sectors of the tourism industry adopt sustainable practises and these practises are prioritised in national strategies and policies.

### **1.1. Sustainable Development in Haryana**

When compared to the other 30 states, Haryana's 44,212 square kilometres of land area makes it one of the smallest. Himachal Pradesh is 1 hour and 55673 square kilometres larger than neighbouring Punjab. The states of Maharashtra, Madhya Pradesh, Jammu and Kashmir, Gujarat, and Rajasthan are all among the country's largest in terms of land area. The neighbouring state of Rajasthan is planning more SD initiatives in the coming years. As a result of global warming and the emergence of a new scientific paradigm, which has resulted in a biological/ecological world order in which all social and scientific disciplines are interwoven, SD has sprung onto the international stage. This whole SD push for Biosphere was initiated by the UNESCO. The United Nations (UN) is now in charge of creating new environmental regulations. The United Nations approved the Conservation of Natural Resources Declaration in 1972 in an effort to safeguard natural resources and to begin a new discourse with nature about man's collaboration with the natural world. In an effort to curb global warming brought on by increases in carbon dioxide, nitrous oxide, methane, and other GHG, the United Nations recently established 17 SD targets. In an effort to save Earth from natural calamities and return the planet's climate to its pre-industrial levels, humanity will convene in Paris in December 2015 to design a new treaty for global climate control.

### **1.2. Sustainable Tourism Development**

It is unusual for tourism businesses to practise sustainable development concepts. This is because the economic assessment of tourism as a company does not include (or only includes to a limited extent) the expenditures associated with social welfare and environmental safeguards. Cost-effective (printing booklets, marking the site, etc.), resource-friendly (energy savings in hotels, recycling), marketable (allowing companies to better position their brands, set themselves apart from the competition, and elicit a positive response from customers) are the most frequently employed solutions in practise. As a result, the modern world is looking for a radical change from an exploitative to a sustainable strategy in tourist development due to the extensive exploitation of sociocultural and environmental resources.

In addition, Gezici et al. (2004) and Gössling et al. (2008) argue that researches have been compelled to seek solutions with the concept of sustainable tourism against all unfavourable development as a result of the negative impacts of mass tourism on socio-cultural systems and the environment. For this reason, ensuring the economic, social, and environmental sustainability of tourism planning and development has become an urgent necessity as the continued exploitation of non-renewable natural and socio-cultural resources threatens irrevocable deformities and outweighs the positive impacts of conventional tourism development. Many authors, along with numerous conference papers and reports, then extensively covered the importance of sustainable tourism. Kumar (2014) evaluates the state of Haryana's tourist infrastructure, as well as the state's tourism resources and the obstacles it faces. The information is tertiary at best. According to this study, the state has capitalised on the pilgrimage and highway tourism markets. The possibilities of modern cultural, historical, ecological, adventurous, rural, agricultural, and medical tourism in Haryana are examined.

### **1.3 Research Objectives**

- To examine the methods used by the state's tourism agency to advertise and publicise the state's tourist attractions and other physical assets.
- To provide light on the challenges and difficulties that the tourist industry will confront in the future.
- Research critical issues facing the tourism industry in Haryana

## **2. STUDY AREA**

Tourists from all over the world flock to the state of Haryana in Northern India. It is flanked to the east by Uttar Pradesh, to the west by Punjab, to the north by Himachal Pradesh, and to the south by Rajasthan. Its headquarters is the Union territory of Chandigarh, and it is split into four administrative divisions: Ambala, Rohtak, Gurgaon, and Hissar. Haryana is a wonderful location for vacations, travel, and sightseeing. Haryana is home to a number of significant religious sites, including Kurukshetra, Jyotisar, Thanesar, Pehova, and Panchkula. Parasailing, rock climbing, river rafting, and canoeing are just some of the adventure activities that may be enjoyed here. There are also numerous theme parks and amusement

parks there. Every year in the month of February, India's arts and handicrafts are showcased at the world-famous Surajkund Crafts Mela. Some other well-attended annual celebrations are the "Mango Festival" and the "Kurukshetra Festival." The state of Haryana is home to an avian-themed network of 43 tourist attractions. Badhkal Lake, Dabchik, Jungle Babbler, Karna Lake, Kala teetar, and Yadvindra Gardens are just a few of the Haryana tourist complexes available to visitors. Haryana's distinctive combination of historical sites, scenic landscapes, and economic potential informs both the state's tourist development opportunities and constraints. Important factors to consider in this field include environmental preservation, community engagement, infrastructure building, and policy making. Haryana's close proximity to India's capital, Delhi, highlights the importance of the region's sustainable tourist growth for the state's economy and India's tourism as a whole.

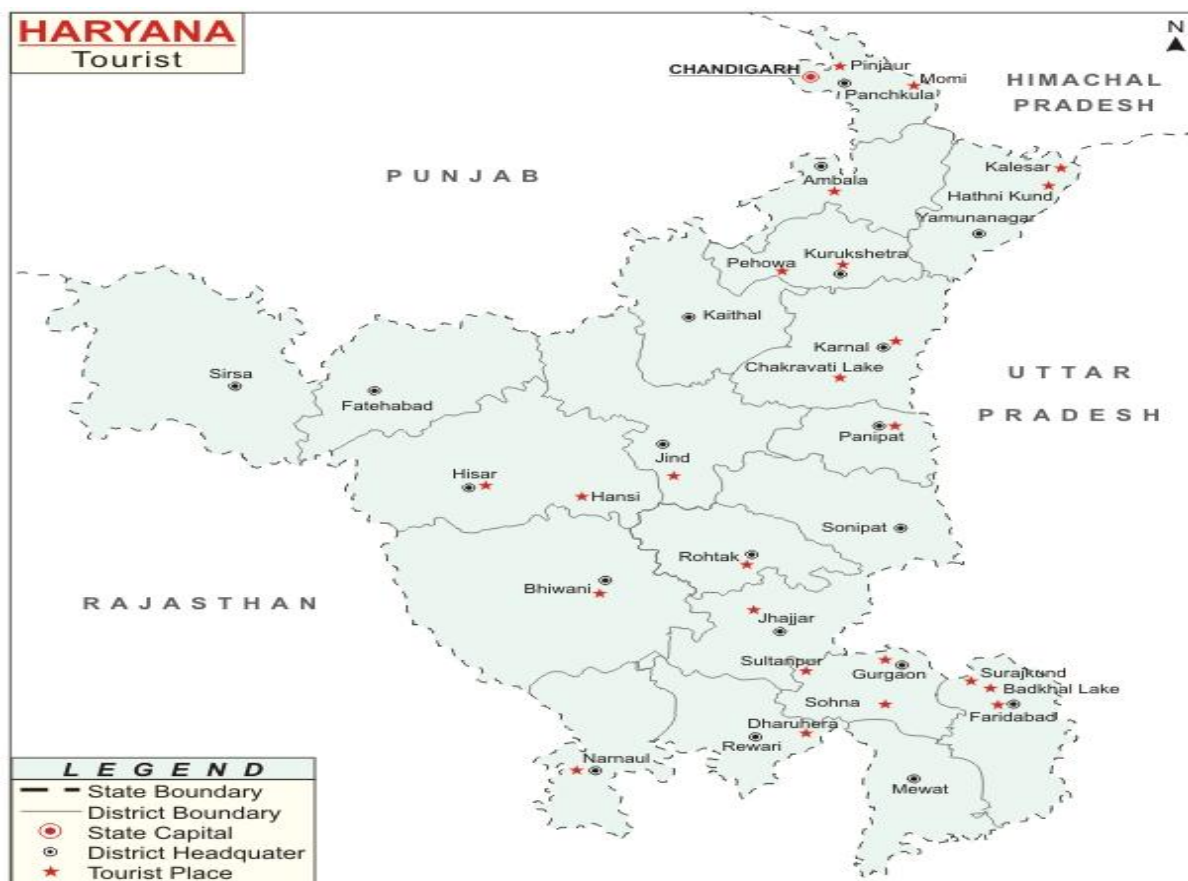


Figure 1: Map of Haryana, India

The study's overarching goal is to assist both Haryana and India's tourism industry as a whole by illuminating the obstacles to and solutions for promoting sustainable tourist growth in the state. The Haryana map provided by India Profile can help you locate some of the most fascinating attractions in this Indian state. Although the city of Gurgaon in Haryana has become India's IT powerhouse, the majority of the state is still dedicated to agriculture. Chandigarh, the state capital, as well as other major cities like Hisar, Rohtak, and Kurukshetra, may be seen on this map of Haryana. Check out the Haryana map for more information on this part of India.

### **3. RESEARCH METHODOLOGY**

#### **3.1. Research Design**

The design of a cross-sectional survey was used.

#### **3.2. Data Collection**

Both primary and secondary sources were used to compile this report. The necessary primary data was compiled from surveys of Haryana's visitors; secondary data came from a variety of print and digital sources.

#### **3.3. Sample size and sampling technique**

The intended number of participants from Haryana in this study was two hundred. The respondents were chosen using a simple random sampling procedure.

#### **3.4. Data collection and tools for analysis**

For information gathering, a short questionnaire with only a few statements is designed. In order to analyse the information, it was first tabulated. Numbers are averaged and compared to create a standard deviation and percentage.

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#### 4. DATA ANALYSIS AND RESULTS

**Table 1: Profile of the Respondents**

Categories	Frequency	Percentage
<b>Gender</b>		
Male	133	66.5%
Female	67	33.5%
<b>Age</b>		
Below 25	9	4.5%
25-34	18	9%
35-44	45	22.5%
44-50	71	35.5%
Above 50	57	28.5%
<b>Educational qualification</b>		
Government Employee	17	8.5%
Student	53	26.5%
Business Man	81	40.5%
Private Employee	49	24.5%

You can get a good feel for the demographic breakdown of the study's participants by looking at table 1, which breaks down the participants by gender, age, and level of education. The features of the sample population are obviously very varied. With 66.5% male and 33.5% female, the sample appears to be representative of the population at large. The bulk of participants are between the ages of 35 and 50, with 35.5% being between the ages of 44 and 50 and 22.5% being between the ages of 35 and 44. Furthermore, over a quarter (28.5%) of respondents are considered to be seniors. Based on this distribution, it appears that the majority of study participants are between the ages of 40 and 64. Participants come from a wide range of professional and educational backgrounds, with businessmen making up the largest group (40.5%), followed by students (26.5%), private sector workers (24%), and public sector workers (8.5%). In order to get a good picture of how people in Haryana feel about and participate in sustainable tourism as a whole, it's helpful to get responses from a wide range of people.

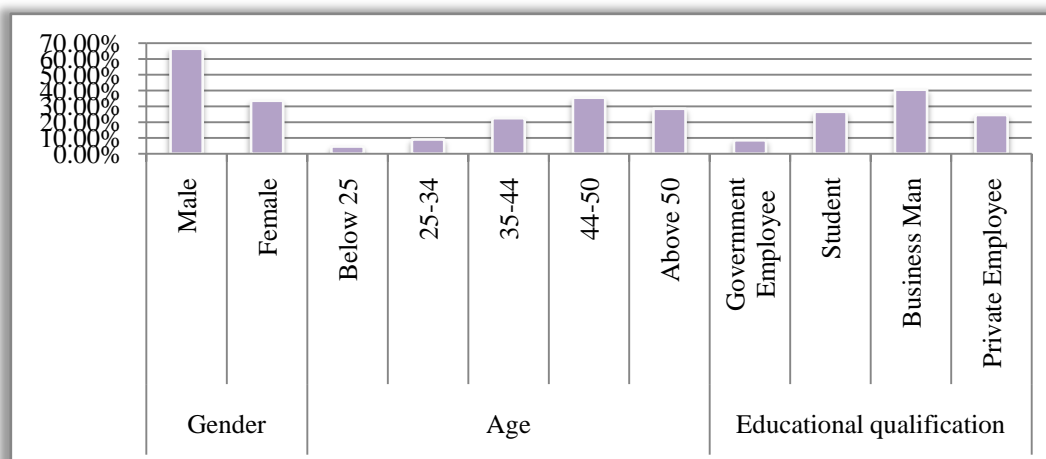


Figure 2:A visual representation of the respondents' profile percentages

Table 2:Type of Tourism

Tourist Visit For	Frequency	Percentage
Eco Tourism	20	10%
Medical Tourism	55	27.5%
Heritage Tourism	37	18.5%
Adventure Tourism	33	16.5%
Business Tourism	49	24.5%
Wildlife Tourism	2	1%
Rural Tourism	2	1%

Table 2 shows interesting information on travellers' preferences for destinations. With 55 trips, or 27.5% of the total, Medical Tourism is clearly the most popular type of trip taken by the studied travellers. There are also a lot of people who come for business-related or historical sightseeing reasons (49 people, or 24.5% of all visitors) and 37 people, or 18.5% of all visitors. The adventure tourism industry is also significant, accounting for 33 of all visits (16.5%). Although there are only 20 visitors (10%), there is clearly a strong interest in ecotourism, which is focused on experiences in natural settings. In comparison, only 1% of all tourists participate in wildlife tourism, and rural tourism attracts even fewer. There is a distinct preference for medical, business, and heritage travel experiences among the questioned tourists, as seen in the following table.

**Table 3:Challenges in Haryana Tourism**

S.No.	Statements	N	Mean	Sid. Deviation
1	Finding a tourist attraction is quite difficult.	200	6.027	2.12
2	Lack of local transport options.	200	6.167	2.33
3	No tourism destination guidance is available.	200	5.422	2.25
4	There is no connection among the tourism hotspots.	200	5.222	2.09
5	There is no route map online.	200	5.826	3.96
6	Regular tourists receive no adequate incentives.	200	5.410	2.13
7	Staffs provide really poor service.	200	6.122	2.16
8	Inadequate management.	200	5.322	2.11
9	There are no Wi-Fi hotspots available.	200	6.297	1.77
10	Locals' knowledge of tourist attractions is lacking.	200	6.894	1.64

Table 3 shows that the statement number 10 has the largest mean of 6.894 and the smallest standard deviation of 1.64, indicating that locals are less likely to be familiar with the tourist attraction. Statement 9 has the second-highest mean (6.297) among all the statements: there are no Wi-Fi hotspots in tourist areas. The statement's workers provide poor service, which is why it receives the third highest mean score. This is followed by a statement with a mean of 6.167, indicating that local transport options are quite limited. Statement 1's mean score of 6.027 indicates that it is difficult for tourists to locate the location. In descending order of respondents' willingness to take on increasingly difficult tasks, the remaining statements (5, 3, 6, 8, 4) have means close to 5 and 6. The vast majority of respondents claimed to be unaware of any tourist attractions in their area.

#### **4.1. The State's Current Marketing Techniques for the Haryana Tourism Corporation, in a Snapshot**

The government recognises that there is limited potential in the area of natural resources due to a lack of supply. The government has always relied more heavily on other types of tourism as a strategic gamble because of this. Highway tourism, heritage tourism, and tourism in rural



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areas are only a few examples. Haryana's history goes all the way back to the Vedic period, which is a remarkable fact in and of itself. The state's proximity to New Delhi, the nation's capital and historical commercial and transportation hub, was also an asset. The plains make up the majority of the state, while the Aravali Mountains, another natural wonder, can be seen taking shape in the distance. The presence of the River Yamuna, one of the country's major rivers, which flows across a large portion of state territory, is also a boon to the state. This river has made the state more verdant.

#### **4.1.1. State's tourism strategy**

Haryana's primary approach in the recent past has been to target niche markets within the tourism industry, such as highway tourism, pilgrimage tourism, and spiritual tourism.

#### **4.1.2. Emphatic about Highway Tourism**

National Highway 1 and National Main Road 2 are just two of the many major thoroughfares that link the state to its neighbours, including Delhi, Punjab, and Uttar Pradesh. Haryana benefits from a great network of thousands of kilometres of highways, including these and other modern biand multi-lane roads that span the breadth of a number of states. Haryana is credited for being the first Indian state to promote "Highway Tourism."

The highway tourism strategy of the state has changed a bit since the beginning, with renewed focus on the:

- a) Enhancing the tourism experience through enhancing the quality of roads and the connectivity of roadways between tourist locations within and between states.
- b) And the introduction of the Shatabdi trains to some cities in the state (including Agra, Chandigarh, and Jaipur). The convenience and comfort they provide to tourists and the time they save on their journeys are two of the main reasons why these trains have become so popular.

Highway and major road infrastructure in the state has been the subject of periodic government initiatives to enhance existing facilities. The state's many resorts and hotels offer high-quality accommodations and delicious cuisine. Here are just a few examples of location names: Badkal Lake's Dabchick tourist resort is conveniently located right off Route 2 and

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features a full service restaurant and other modern conveniences. The setting of Karna Lake is ideal for unwinding and relaxing, and the area is well-equipped to host a variety of recreational pursuits. The highway resort Kingfisher, not far from Ambala, has first-rate accommodations and dining. A meeting space is also available. Yadavindra Gardens, located not far from Pinjore, is a fascinating area with exceptional features and highly attractive nature-related activities, including gardens. The bird sanctuary is another great place to visit while in the city. There are accommodations for ornithologists who wish to spend time in areas that are also home to various bird species.

Numerous types of flora and fauna call this state home. A bird sanctuary can be found in Sultanpur Lake. The state is home to a wide variety of wildlife, including the two most prevalent primates, the bandar and the langur, as well as white leopards, jungle cats, and mongooses. Deers and Black Bucks are also common in the state's wilds. The forests of the Morni Hills, Aravali Hills, and Kalesar are home to a variety of animals, including as wild boars, tortoises, and lizards of various species.

#### **4.1.3. Focus on some types of tourism, like cultural tourism and pilgrimage tourism**

In terms of religious and philosophical traditions, pilgrimages are where India's tryst with tourism first began, according to the country's historical records. Due to the presence of Haridwar and other holy sites, the state has the potential to become a major hub for pilgrimage tourism. Kurukshetra is a destination of religious significance and one of the state's major pilgrimage sites. Roughly 300 locations with historical significance are linked to the events of the Mahabharata, an Indian epic that took place here. Given that the Mahabharata is recognised not only in India but all around the world as a foundational text in many philosophical systems, Kurukshetra benefits from yet another type of tourist appeal. Neelkanthi Yatri Niwas is an up-to-date guesthouse tailored to the comfort and convenience of travellers from far and wide. In addition, the Jyotisar Complex provides lodging options suitable for visitors of varying financial means.

As such, it contains both regular air-conditioned rooms and dorm-style rooms without air conditioning. Pilgrimage The tourist industry in the state is rapidly expanding and ranks among its most important sectors. The availability of religious pilgrimage services is a direct

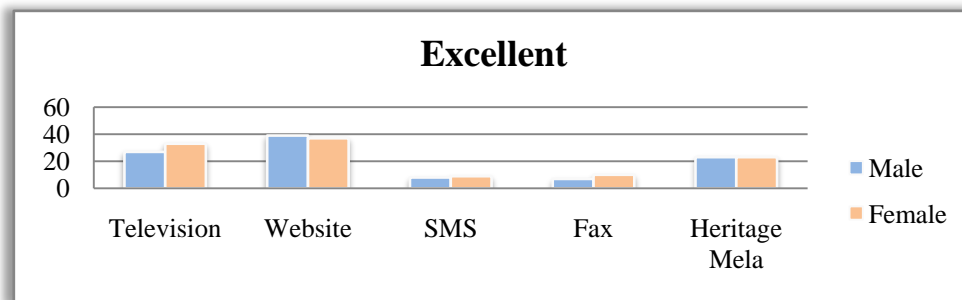
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result of the state's proximity to significant religious sites. Haridwar and Kurukshetra are two such examples. One of the most significant parts of Indian culture, pilgrimage has been gaining popularity in recent years.

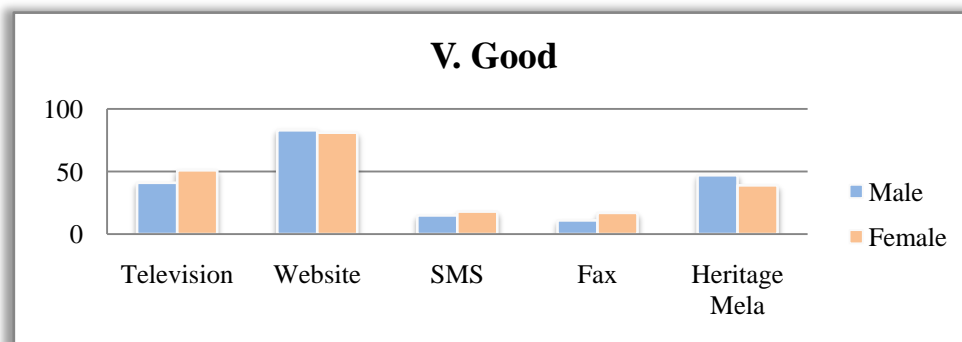
**4.2. Promotional efforts in Haryana Tourism**

**Table 4: Rate for Haryana Tourism promotion efforts**

	Excellent		V.Good		Good		Average		Poor	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Television	27	33	41	51	89	77	16	15	27	24
Website	39	37	83	81	57	53	6	10	15	19
SMS	8	9	15	18	41	41	87	75	49	57
Fax	7	10	11	17	35	37	89	67	60	69
Heritage Mela	23	23	47	39	91	85	23	33	16	20



**Figure 3: Gender Differences in Perceptions of Excellent Information Access**



**Figure 4: Gender Differences in Perceptions of Very Good Information Access**

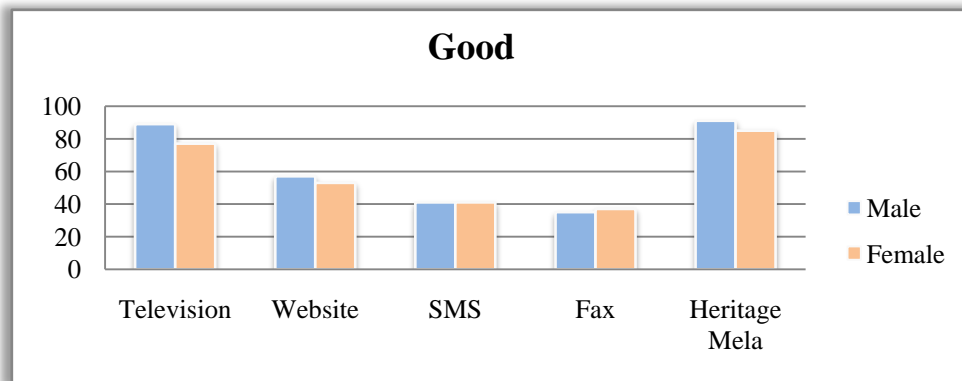


Figure 5: Gender Differences in Perceptions of Good Information Access

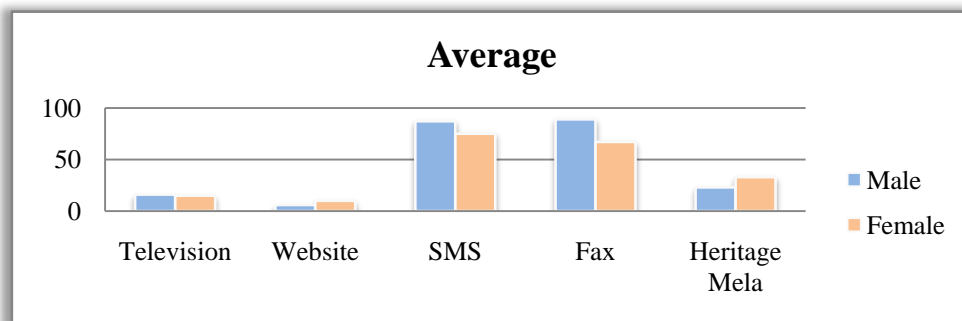


Figure 6: Average Information Access Perceptions According to Gender

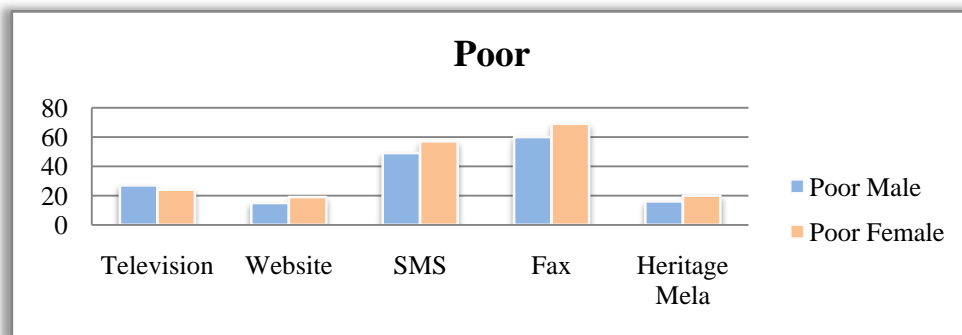


Figure 7: Perceptions of poor information access based on gender

## 5. CONCLUSION

Today, tourism is a significant economic driver for Haryana's state government. Government action and increased awareness on the part of residents could help. The tourism industry there helps the economy of Haryana State. They'll need to foster a culture of open information exchange and expand their focus beyond technology if they want to succeed. According to the paper's discussion of the survey's findings, Haryana is a thriving centre for healthcare

facilities. Haryana's government needs to promote the state's rural and cultural attractions. If this industry is more educated, it can help Haryana's tourism industry thrive. Haryana's future plans in the tourist sector require an understanding of the state's cultural and rural history. It is safe to say that tourism has had a noticeable effect on many different aspects of local life, including cultural and economic vitality, community engagement, social services, and environmental quality. Extracted are these elements that are linked to local life near popular tourist spots. As a result, several of the aforementioned critical elements and challenges must be addressed if the local population is to experience long-term sustainable development and prosperity near popular tourist locations. This suggests that tourism in Haryana has helped boost the local economy and improve the living conditions of those who live close to popular tourist destinations.

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