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## Tourism Innovations and Their Implementation: A Case Study of Haryana, India

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### **Abstract:**

*There is only one good example in the past when a state of India took the initiative to create, virtually out of nothing, a tourism Industry. This was the Haryana in 1970s, which led an imaginative drive to transform the state into a place attractive for tourists. Haryana which pioneered the concept of Highway tourism in the country now hold several feathers of Golf, Eco, Farm, MICE and Medical tourism in its cap of tourism. This paper focuses on the different innovative ideas taken by the state of Haryana for developing and improving tourism products. Thus, this paper is going to explore different forms and positioning of tourism products in Haryana along with Tourism Policy 2008 in which several innovative steps were proposed to be taken.*

**Keywords:** Haryana, policy, tourism, innovation, India

### **1. Introduction**

Haryana was carved out from the state of Punjab on November 1<sup>st</sup>, 1966 and at that time it was seen as a state without much potentiality for tourism. This is a state on which nature has not bestowed her riches, no lush green mountains, no rolling rivers and streams depicting nature's bounty. But today if we see the state of tourism in Haryana, it seems that Haryana has turned the handicap on its head.

Way back in 1970s, Haryana is a first state in the world to pioneer the concept of Highway tourism; it went on to experiment with Cultural and Pilgrimage tourism in 1980s, adventure and golf tourism in 1990s and Farm tourism at the turn of the century. Recently development in Medical and MICE tourism is another milestone achieved by the state.

In the Indian Tourism Statistics 2013, Haryana was ranked 20 in domestic tourist arrivals and 13 in international tourism arrivals. As per the report of WTTCII, Haryana was ranked 21 in 2009, 16 in 2011 and 17 in 2013 for overall tourism structure in the states of India as per the parameters of luxury tax on hotel (25), state expenditure on tourism (25), tourist arrivals (20), presence of branded hotel rooms (20), GDP per capita (10), marketing campaign (10), urbanization (10), road and railway infrastructure (10), aircraft movement (10), literacy rate (15) and intangible aspect out of 150 weightage

### **2. Review of Literature**

Chanchal Sharma (2005) highlighted the innovations adopted by Haryana in tourism development. He observed that Haryana has a track record of innovative tourism policies.

One of the major objectives listed in Haryana Tourism Policy 2008 for tourism innovations and development 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.

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. Furthermore the study also focused on open golf tourism, pilgrim tourism and adventure tourism.

The study of ASSOCHAM and Frost & Sullivan, 2014 titled 'Haryana: Emerging As The Pioneer Knowledge State of India' revealed that Haryana may emerge as India's leading Knowledge State by promoting innovation centers of excellence for specific sectors.

### 3. Objectives

The objectives of this study follow as:

1. To evaluate the critical role of Haryana tourism, having major tourism innovations to develop the tourism industry.
2. To identify the positioning level of tourism products and to explore it.
3. To exaggerate different novel ideas to improve these tourism innovations.

### 4. Methodology

The study is based on secondary data. The data was collected from various sources of publications such as books, journals, reports, magazines, brochures and online data sources. The data was also collected from the office of Ministry of Tourism, Haryana Tourism Development Corporation and Department of Archeological Survey.

#### 4.1. Overview of Haryana Tourism Policy 2008

In the meeting of the Haryana council of ministers, including then minister of State for Tourism and Forest, held on January 2, 2008 in Chandigarh approved a new tourism policy which is known as Tourism Policy 2008.

This Tourism Policy 2008 aims at promoting tourism as a major engine of economic growth and acknowledges the role of private sector in tourism development. The policy also lays thrust on lease policy, product innovation, human resources development, systematic marketing and adoption of new technologies. Incentive and policy support by the Haryana government in Tourism Policy 2008 can be understood by the table 1:

<b>Fiscal Incentive</b>	<b>Policy Support</b>	<b>Infrastructure Development Plan</b>
<ul style="list-style-type: none"> <li>• INR 1 billion and above or employing more than 500 persons projects- financial assistance at 50% of tax paid for seven years (five years for investment up to INR 30 million) as Interest Free Loan (IFL) for five years</li> <li>• Five year exemption from electricity duty</li> <li>• Customized incentives- INR 0.3 billion/ above projects</li> <li>• Facilitation of land auction and institutional finance</li> </ul>	<ul style="list-style-type: none"> <li>• Single window clearance</li> <li>• Task force headed by the Tourism Minister for finalization of tourism proposals</li> <li>• Declaration of Special Controlled Areas from Tourism point of view</li> </ul>	<ul style="list-style-type: none"> <li>• Development of Gurgaon as convention, exhibition hub and golf city along with adventure sites, theme parks, camping sites in Sohna and Damdama, Kurukshetra as a pilgrim destination &amp; Morni, Kalesar and Sultanpur as eco tourism sites</li> <li>• Planned upgradation of existing resorts, setting up theme parks and multiplexes, Tourist Reception Centers</li> </ul>

*Table 1: Some innovative steps taken by state government in Tourism Policy 2008*

*Source: Haryana Tourism Policy 2008.*

#### 4.2. Types of tourism innovation in Haryana

However the initiatives of development in the field of tourism are being taken since 1970s and at present, Haryana is emerging as a unique leading tourism destination. In fact, it has done a charisma by creating something out of nothing in the field of tourism. The main type of tourism in the state of Haryana can be discussed as follow:

##### 4.2.1. Highway Tourism

The concept of highway tourism first came in highlight in this state of India during reign of Bansi Lal then chief minister of the state and who was the think tank and pioneer of this type of tourism. Credit also goes to Mr. S.K. Mishra, known as Godfather of Tourism in Haryana and in the word of him, "As the principal secretary to the chief minister of Haryana, the main focus was to create an image of the state. The best way to achieve this objective was through tourism as no one had considered Haryana's tourism potential. I realized that as all the major highways pass through Haryana, the state had great potential as a major stop over destination." Providing wayside amenities to the travelers on the major highways of Haryana is the main theme of highway tourism where more than 40 tourist complexes were built to provide such facilities. Haryana may have nothing but a great strategic location where almost every traveler or tourist from Delhi has to pass the state of Haryana to visit the neighboring state or tourist destinations. It is also worth noting that Haryana is rich blessed with concrete highways throughout the state, so this type of tourism is on its peak and running successfully. The details of some tourist complexes on the major national highway (NH) are as follow in Table 2:

NH 1	NH 2	NH 8	NH 10	NH 22
Kingfisher	Sunbird	Shama	Shikara	Yadvinder garden
Parakeet	Rajhans	Jungle Babbler	Surkhab	Red Beshop
Karan Lake	Hermitage	Saras	Papiha	Jatayu
Oasis	Magpie	Barbet	Blue bird	Mountain Quail
Skylark	Aravali Golf Course	Rosy Pelican	Tilyar Lake	
Blue Jay	Dabchick		Myna	
Ethnic India	Lake view		Gauriyya	

Table 2: The details of tourist complexes on major National Highway (NH)

Source: <http://www.haryanaturism.gov.in/>

#### 4.2.2. Cultural Tourism

In 1980s the main concern of Haryana was to promote cultural tourism where more focus was given to its two main branches i.e. pilgrimage and heritage. In its simple form, cultural tourism encompasses broad aspect of travel to learn or have an experience of other's way of life. It includes tangible and intangible form of culture like art, architecture, dance, music, fair and festival, cuisine and costumes. Large number of development of cultural destination like Kurukshetra, Jyotisar etc. were planned in 1980s and continued throughout 1990s. Efforts were made to integrate tourism with culture through the coordination of Event Manager/Companies in the hospitality business for running craft bazaar, food bazaar and cultural shows especially at Surajkund (Craft fair), Ballabhgarh (Kartik Festival), Kurukshetra (Gita Jyanti Mahotsav), Panchkula (Mango festival) etc. These events are going a long way in promoting Haryana's culture across the globe.

#### 4.2.3. Pilgrimage Tourism

This type of tourism is confined to a particular religion where thousands of devotees visit various pilgrimage sites of Haryana like Kurukshetra Circuit (Brahmsarovar, Bhadrakali temple, Jyotisar, Pehowa along with area of 48 Kose having around 360 places of pilgrimage), Panchkula Circuit (Mansa devi shrine, Chandi temple, Kali temple and Bhima devi temple) as well as other pilgrimage sites like Kapalmochan in Yamunanagar, Beri, Agroha in Hisar district and Pindara in Jind district. Besides it, people of Haryana participate in number of religious fair and festivals held at regional level. Sheetla Mata Temple in Gurgaon, Bhanbhora temple in Hisar district, Kapil Muni in Kaithal district and Phalgu in Karnal district are few of them.

#### 4.2.4. Heritage Tourism

A travel to experience the historical places which represents the story and people of past is known as Heritage tourism. There are as many as 90 monuments in form of built heritage which are being protected by Archeological Survey of India (ASI). A heritage festival is celebrated by Haryana Tourism at Pinjore garden to popularize the state's ancient heritage. It was also proposed to promote Kurukshetra, Pinjore and Surajkund as heritage destination in Haryana Tourism Policy 2008. Besides it, number of other destination of Haryana can be developed as heritage destination like Farrukhnagar, Patuadi near Gurgaon, Chhachhrauli town near Karnal, part of Hisar, Hansi and Rewari etc.

#### 4.2.5. Adventure Tourism

It is niche tourism and includes the activity of thrill and vigour to remote areas. Haryana has started some adventure sport activities with forming an Adventure Club in November 1991. Rock Climbing, River Rafting, Canoeing, Trekking, parasailing and Ballooning are some of the adventure activities that are conducted at different places in the state including Pinjore garden, Damadama Lake, Paonta sahib to Hathinikund and morni hill station.

#### 4.2.6. Golf Tourism

Golf is a game on grass where players try to hit a small ball into a series of holes using a long thin stick and a golf course is an area of land used for playing golf. In the state Tourism policy 2008, Haryana has taken initiative to promote golf tourism as there are some world class courses like Aravali golf course in Faridabad, Classic golf course in Gurgaon, Highway golf course in Karnal and a Golf course in Panchkula. The Aravali golf course was set up in 1966, spread in 75 acres and designed by Joseph from U.S.A. having 12 holes facility. On the other hand, the Highway golf course is located in Karnal close to famous Karan lake on Delhi-Ambala National Highway 1 having 9 holes facility.

#### 4.2.7. Rural Tourism

It is a form of tourism that showcases the rural life, art, culture and heritage at rural locations, not only to benefit the local community economically and socially but also to enable the interaction between the tourist and the locals for more enriching tourism experience. In 1997, Haryana Tourism Promotion Board (HTPB) was set up to identify the places of tourism interest in the state, especially in rural areas. Banchari village in Ballabhgarh district, Kultajpur in Mahendergarh district, Brij area of Palwal district and Jyotisar in Kurukshetra district has been highlighted for rural tourism in the state of Haryana.

#### 4.2.8. Eco Tourism

It is a responsible travel to natural areas that conserve the environment with nature friendly activities and improve the well being of local people. Eco tourism project is being implemented in the forest of Kalesar in Yamunanagar district, Thapi eco tourism project in Morni in Panchkula district and Sultanpur national park in Gurgaon district with an amount of Rs. 6.48 crore funded by Government of India for eco tourism activities like log hut, tented accommodation and nature trail etc. NCR planning board has also cleared crucial provision to allow eco tourism in natural conservation zone (NCZ) such as Aravalis, Yamuna riverbed and areas around major water bodies.

#### 4.2.9. Farm Tourism

Similar to the concept of Rural Tourism, Farm tourism enables city dwellers to experience various village activities like Bullock Cart ride, Cow Milking, Cooking etc., albeit on a smaller scale. The difference between Rural and Farm Tourism is that of a Zoo and a Safari. One experiences the same activities, but the scale is different. Farm Tourism is very popular among working professionals, as it allows them to get a taste of what life is India's Rural. The Tourism Department Haryana has introduced this concept at the turn of century in which 21 suitable farms has been identified in the state located in the lap of nature around Delhi to lure the tourist from the hustle and bustle life of this metropolitan city. The owner of farm acts as a host and guide for the tourist visit these farms.

S. No.	Name of the Farm	Corresponding Address	District
1.	Roots Farm retreat	Vill. Kurali, Teh. Nariangarh	Ambala
2.	Prakriti Farm	Vill. Gailpur, P.O. Palwal	Faridabad
3.	Sheilma Farm	Vill. Khori Jamalpur	Faridabad
4.	YMCA Rural Centre	Hodel	Faridabad
5.	Progressive Farm House	Vill. Amarapur, Near Palwal	Faridabad
6.	Herambh Aushadh	Vill. Kanwarshika, Sohna	Gurgaon
7.	Botanix Farm House and Resorts	Opp Damdama Lake. Vill. Abhaypu	Gurgaon
8.	Golden Creepers Farm House	Vill. Chandu, near Sultanpur Resort	Gurgaon
9.	Kalki Mystic Farm House	Vill. Garhi Harsaru, near sultanpur lake	Gurgaon
10.	Great Escape Farm House	Vill. Garhi Harsaru, near sultanpur lake	Gurgaon
11.	Surjivan Farm House	18 Kms. from Rajiv Gandhi Chowk	Gurgaon
12.	Golden Dunes Resort	Vill. Chandu, near Sultanpur Resort	Gurgaon
13.	Anugrah Vatika	Vill. Binola, N.H. 8, IMT-Manesar	Gurgaon
14.	Sultanpur Agro Farm	Vill. Chandu	Gurgaon
15.	Vedic Gram Lifestyle Farm & Spa	Near Manesar, N.H.-8	Gurgaon
16.	The Village Retreat Farm	Wazirpur	Gurgaon
17.	Emerald Green Orchard	Vill. Dabkori	Pachkula
18.	Nature Care Farm	VPO Daulatpur, Via Barwala	Hisar
19.	Hibred Farms	Vill. Kulwehri	Karnal
20.	The Village Farm	Vill. Goripur, P.O. Kalayana	Kurukshetra
21.	Banni Khera Farm	Vill. & P.O. Samar Gopalpur	Rohtak

Table 3: The list of 21 farms in Haryana identified for Farm Tourism

Source: <http://www.haryanaturism.gov.in/>

#### 4.2.10. MICE Tourism

It is a new form of business tourism. It caters the various forms for of Meeting, Incentive, Conference and Exhibition. Haryana tourism is offering 48 convention centers in its tourist complexes throughout the state including some very popular convention center like Rajhans Convention center in Faridabad and Tilyar Convention center in Rohtak located at Rohtak-Delhi National Highway 10. Panchkula has emerged as an important satellite town of Chandigarh. It has been planned and developed as an extension in harmony with the architecture and greenery of Chandigarh. This city has earned for itself a distinct place as a MICE destination. A Convention Centre with a seating capacity of 1000 numbers of delegates has been developed with an assistance of Rs.5.00 crore from the Ministry of Tourism.

The city of Gurgaon has also been transformed into the hub of MICE tourism in Haryana. One of the biggest Exhibition-Cum-Convention centers of India is in pipeline to build under the mega project of Haryana government. For this project, 400 acres of land has already been acquired at Panchgaon near Manesar in the state of Haryana.

#### 4.2.11. Medical Tourism

It is also a new form of tourism in which people travel to a place for the purpose of obtaining medical treatment. Recent trends are seen for people to travel from developed country to third world countries for medical treatment because of cost consideration. The most common treatments are cosmetic, dentistry, cardiology and orthopedic surgery. As per study of ASSOCHAM-Frost and Sullivan on Haryana, "Opportunities are ample for the private sector to supplement and complement state government's efforts in providing

quality healthcare facilities through specialty and super specialty hospitals and state-of-the art diagnostic facilities at the tertiary level. Further, the State also has the potential for development as a centre for medical tourism.” This is the Haryana Tourism Policy 2008 which says “the government would coordinate with leading hospitals especially Medi City (Gurgaon) for promotion of medical tourism. Appropriate land would be identified by HUDA for creation of specialty hospitals in all the important towns of the state.” Other leading hospitals like Artemis, Fortis Healthcare, Max Healthcare and Medanta are also identified in the state. The Ministry of Tourism, Government of India has also released an amount of Rs. 49,635 Lakh for Escort Hospital and Research Center, Faridabad in 2010 to promote medical tourism in Haryana.

### 5. Conclusion and Recommendations

Haryana has emerged from a deficit state to a state of trend setter since its birth from the womb of Punjab province on November 1966. From depending merely on agriculture that time, Haryana has got most competitive award in the category of “Most Innovative Driven Economies” in 2012. This is equally applied to the sector of travel and tourism, and as a result Haryana hold a number of unique and innovative tourism typologies. Besides, Haryana is located in a strategic position as it surrounds Delhi on three sides forming the northern, western and southern borders of Delhi. Consequently a large area of Haryana is included in National Capital Region (NCR). Despite it, this state figured in the bottom of the rank table of Foreign Tourist Arrivals (FTAs) and Foreign Exchange Earning (FEEs). The major hindrance for this reason is a gap of co-ordination between the administrations and the managers. The failure attempt in branding, positioning and target market for the tourism products is another cause. The third factor behind it might be lack of a planned tourism circuit to ‘show and sell’. Though Haryana Tourism Policy 2008 lay stress to plan Sufi circuit, Heritage and Eco tourism circuit with Public-Private Partnership but unfortunately this state hasn’t exploited enough this scheme. Even Haryana could not succeed to lure the transit visitors passed through the state to Jaipur, Agra, Shimla, Manali, Chandigarh, Amritsar, Jammu etc. Besides, issues related to professionalism, lack of entrepreneur’s confidence, financial constraints and lack of awareness are major drawbacks for Haryana tourism. In this regard, the present study recommends to the concerned authority to improve the status quo of tourism in the state through repackaging of the products and sorting out the above discussed issues.

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