

THE ROLE OF ROAD INFRASTRUCTURE IN PROMOTING TOURISM IN HARYANA

Gurnam Chand

Associate Professor, Department of Economics, CMG Government College for Women
Bhodia Khera Fatehabad

Email id: gurnam.ap@gmail.com

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Abstract

Travel has far-reaching and intricate repercussions on host communities. However, they are crucial to the many communities and peoples whose values, viewpoints, and resources are fundamental to the expansion of tourism. There are many problems that can arise as a result of an increase in tourists. As a result, a destination's development and reputation depend heavily on the quality of its visitors' experiences there. This paper attempts to assess the level of contentment with Haryana State Highway Tourism's services from the perspective of its patrons. This study is an example of exploratory research. A survey was conducted at the National Highway 1 Haryana Highway Tourist Resorts. It was determined through the use of a structured questionnaire that the service experience, the performance of the service employees, and the amount to which expectations were realised all had a role in the level of satisfaction shown by tourists. Customers who are satisfied are more inclined to return to these resorts, and they are also more likely to suggest them to others. The outcomes will help the travel and tourism sector's services get better.

Keywords: Infrastructure, Tourism, Satisfaction Level, Haryana, Tourist Experience.

1. INTRODUCTION

As the world becomes more interconnected, people feel an increased urgency to seize every moment. Thousands of miles can now be travelled in a few hours by airplane, and there are now job and business opportunities everywhere. Some individuals travel to take advantage of economic possibilities, others do so for medical care, yet others do so to perform social commitments, still others go in quest of peace and fulfillment, and many travel just to survive. No matter the motivation, it's indisputable that people of all ages, backgrounds, and nationalities are perpetually on the go. But the growth of tourism in our society is not something that only started happening after the first travel agency was established. Travel and tourism have been around since at least 776 BC, when visitors from all over Europe and the Middle East flocked to Ancient Greece for the first Olympic Games on Mount Olympus (Young). Since then, tourism has evolved into a multibillion-dollar business that has far-reaching effects on economies and societies worldwide. India, like many other nations, has

welcomed foreign visitors for many years. As the ancient philosophy of "Atithidevobhava" demonstrates, guests are revered as gods in India.

Road construction and tourism have positive ramifications for establishing mutually beneficial limits and connections. The connection between transportation networks and vacation destinations is clearer than ever before. The increased movement of people and goods, as well as the introduction of new modes of transport organisation, all has an effect on the road network, as do the increased construction and modernization of transport alternatives. When roads are better maintained, tourists can save time and energy by reducing the distance they have to travel to get to their destination. How well business locations are situated is determined by three primary factors: accessibility, aesthetics, and layout.

The synergistic relationship between road infrastructure and tourism is demonstrated by the fact that coordinated investments in both sectors have a greater financial impact than separate investments in either activity using the same capital. As a result, this phenomenon should be taken into account when making investments in both the road and tourist sectors. Environmental pollution and the lack of adequate road safety are two factors that restrict transport and tourism, posing serious social and economic issues as well as directly threatening the growth of the tourism industry. Due to insufficient infrastructure, poor road conditions, and a lack of enforcement, visitor numbers at some destinations may decrease. This indicates that improved transport networks are prerequisites for a healthy tourism sector. With a contribution to the GDP of 6.23% and an employment rate of 8.78%, tourism is currently the largest service sector in India. It is anticipated that tourism would grow even faster in the 21st century, serving as a significant economic growth engine and a driver for job creation. The Indian government views tourism as a source of economic growth and jobs. Travel is what gave rise to tourism; in the past, people travelled for trade, education, and other reasons. The national economy has qualified for ongoing expansion and growth as a result of tourism over time. It is now one of the fastest-growing industries worldwide. As a growing business on a global scale, tourism is increasingly significantly shaping developing nations. The tourist industry in India is substantial. It offers cruises, adventures, medical, wellness, sports, eco-tourism, films, rural, and religious excursions as some of its specialized travel products. Both native Indians and foreign travellers are aware of India's reputation as a sacred site of pilgrimage. In the World Economic Forum's annual report on travel and tourism competitiveness, India came in at position number 34. Similarly, the government is exerting a

great deal of energy to entice additional investment in the tourism industry. As part of the streamlined process, foreign direct investment (FDI) of any size is now legal in the hospitality and tourism sectors. The GDP of India is also greatly boosted by tourism, which also employs a sizable section of the labour force. At the local level, tourism is assisting in overcoming the crime of unemployment and fostering independence.

1.1.Tourism in Haryana

Due to its wide range of attractions, Haryana offers tremendous potential for expansion in the tourism industry. Haryana's entry into the tourism industry began with highway tourism. It constructed tourism complexes along the major thoroughfares to accommodate highway users. The State wants to take advantage of tourism's direct and indirect benefits on boosting the economy, reducing poverty, and empowering women while maintaining the environment. Haryana's goal is to become the world's most desirable state, hence the government is working to maximize the state's natural, human, cultural, and technological resources.

Haryana is the first Indian state to officially recognize the hospitality sector as an industry, according its 2005 Industrial Policy. The government of Haryana, India, has instituted a tourism policy in an effort to expand its tourist trade both domestically and internationally. The government is committed to making its tourist policy as competitive and successful as possible, despite the fact that it hasn't yet shown the desired results. The government of Haryana has decided to change its strategy on tourism.

Haryana is bounded by the states of Uttar Pradesh and Uttarakhand to the east, the capital city of Delhi to the southeast, the state of Punjab to the west, the cities of Chandigarh and Himachal Pradesh to the north, and the Indian state of Rajasthan to the south. Haryana is home to a wide variety of tree species, including deciduous thorn trees, eucalyptus, mulberry, kikar, shisham, babul, and pine. Deer, wild dogs, parrots, peacocks, pheasants, and a variety of other birds and mammals such as the black buck, panther, nilgai, fox, jackal, mongoose, and nilgai are all represented. There are around 300 different bird species in Haryana. When Haryana was separated from Punjab in 1966, the Tourism Department of Haryana was constituted. The Haryana tourist department has developed eco-lodges, jungle resorts, tent homes, and other destinations to encourage ecotourism. The Haryana Tourism Department is promoting farm tourism. There are a total of 22 districts within the four administrative divisions of Haryana, which are Ambala, Rohtak, Gurgaon, and Hisar. 29 national highways

run across Haryana. Haryana Roadways is the state-run transportation system that includes 4,500 buses and 24 bus terminals. Two airports, in the districts of Hisar and Karnal, were recently approved in the state of Haryana, although there were none before. Haryana has 59 different train stations, thus getting around the state is a breeze. There are many significant stops along the route, including Bahadurgarh, Ballabgarh, Jind, Bhiwani, Sonipat, Rohtak Junction, Rewari, Panipat Junction, Kurukshetra Junction, Karnal, Gurgaon, Faridabad, Ambala City, and Ambala Cantonment. Peepal is the official state tree, Black Francolin is the bird, and Lotus is the official flower. State language is Haryanavi. Haryana became the first state to electrify all of its rural areas in full in 1970. It is the first state to have safe drinking water and connect all settlements with highways.

1.2. Tourism and employment opportunities

- i. Potential for immediate gainful employment:** The total number of direct employment opportunities is the number of jobs directly supported by the travel and tourist industry. Hotels, restaurants, travel agencies, tourist information centres, museums, and protected areas like national parks, palaces, and religious sites are only some of the places that offer employment prospects in the hospitality and agricultural sectors. A large number of semi-skilled workers like porters, chambermaids, kitchen staff, gardeners, etc. are needed to support the large number of specialized professionals needed to work as accountants, housekeepers, waiters, cooks, and entertainment.
- ii. Potential for work in a tangential fashion:** It should be emphasized as well that, in a more limited sense, tourism also helps to create jobs outside the business. In this sense, both those who offer products and services to people directly engaged in tourism as well as those who do not are recipients of the benefits of tourism. Construction infrastructure, aircraft manufacturers, accounting services industries, souvenir industries, farming and food supply, various handicrafts producers, marketing operations like suppliers to restaurants, etc.

2. LITERATURE REVIEW

Sharma, C. K. (2005): The research here aims to show how crucial it is to have good planning and management in place to save things like historical sites, cultural values, natural habitats, and people's quality of life. This is done by looking at how the state of Haryana has tried to incorporate tourism into its culture and society. This should serve as a wake-up call to the government to take the measures necessary to sustain the tourism industry over the long run. In order to ensure the growth of foreign exchange without producing sociocultural or environmental challenges or depleting irreplaceable assets, it is vital to build a plan framework that involves intelligent cooperation amongst all stakeholders.

Dar, H., & Haryana, K. (2014): The goal of this study is to assess the potential for tourism in Jammu and Kashmir's border destinations (J&K) as well as to offer recommendations for how to grow the industry there. One of India's most well-known tourist locations is Jammu and Kashmir, which has a very strong tourism potential. Seven of the 22 districts in Jammu and Kashmir are border areas, and they share international boundaries with China, Pakistan, and Afghanistan. Nevertheless, despite having strong tourism potential, these regions are also economically underdeveloped; as a result, tourism is not systematically cultivated in these border regions of Jammu and Kashmir. Locals' living standards are low, and there are limited work prospects. Thus, there is a critical need to encourage locals to learn about tourism and to build a basic tourism infrastructure in the relevant J&K regions.

Singh, R. (2012): The current paper examines the difficulties the Haryana tourism industry faces. The information used is of a secondary nature. The study concluded that the state has profited from the ideas of highway and pilgrimage tourism. The next step is to investigate the distinctive prospects for modern kinds of tourism. The study examined issues with tourism professionals, community involvement, effective tourism policy, and infrastructure bottleneck. Research into the literature, travel experiences of the researcher, and inadvertent conversational dialogues have provided some managerial techniques for the future of industry.

Khadaroo, J., & Seetanah, B. (2008): Using a panel data set, we analyze the growth of two-way travel between 28 countries from 1990 to 2000. We find that transport infrastructure, in addition to tourist infrastructure and other conventional variables, is a major determinant of visitor numbers to a given location. Disaggregated study by continent reveals that the sensitivity of tourism flows to transport infrastructure varies by origin and destination. We also find signs of frequent travel, especially to and from places with high levels of income.

2.1.OBJECTIVES OF THE STUDY

- To investigate the many variables influencing tourists' satisfaction.
- To investigate how satisfied tourists are with the services provided by Haryana State Tourism.
- To investigate how visitor satisfaction affects customer loyalty.

3. METHODOLOGY

3.1.Data Collection

This study article is based on the primary data. A survey was conducted after a thorough questionnaire was developed. After data gathering, tables were used to analyse the information and present it in a usable way.

3.2.Sampling Design

The research involved an exploratory and descriptive study with a small sample size of 500 respondents, including 350 Indians and 150 foreigners. Convenience sampling was used to choose the sample.

3.3.Proposed Hypothetical Model

The following model is proposed, with the variables of visitor satisfaction and loyalty to the location being positive service experiences, the performance of the service workers, and the degree to which their expectations are realised. The level of satisfaction among visitors can be gauged by asking about their plans to return and whether or not they would suggest the location to others.

H₁:The level of tourist satisfaction influences the tourists' loyalty in a favorable way.

H₂:Happy visitors are repeat visitors.

H₃:Tourists who are pleased will spread the word.

4. DATAINTERPRETATION

4.1.Profile of the Respondents

Table 1: Tourist's Gender

Tourist's Gender	Frequency	Percentage (%)
Male	300	60%
Female	200	40%
Total	500	100.00

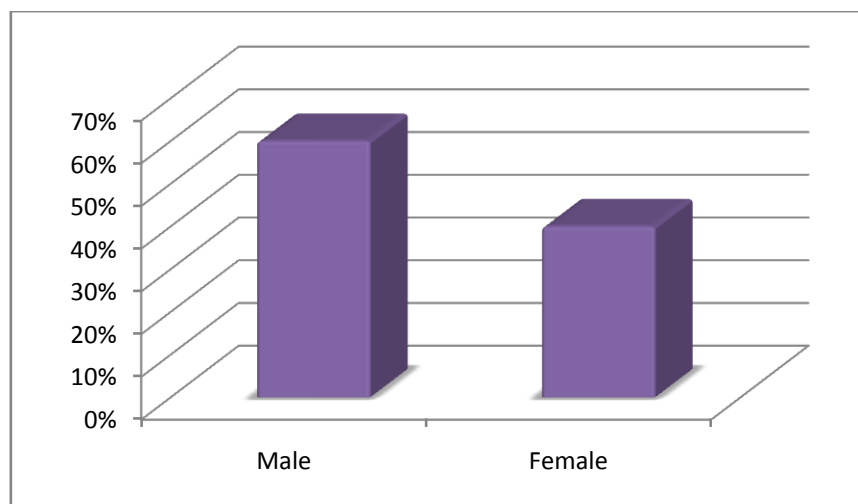


Figure 1: Graphical representation of Tourist's Gender

Table 2: Tourist's Age

Tourist's Age	Frequency	Percentage (%)
25-30	50	10%
30-35	120	24%
35-40	250	50%
40 and above	80	16%
Total	500	100.00

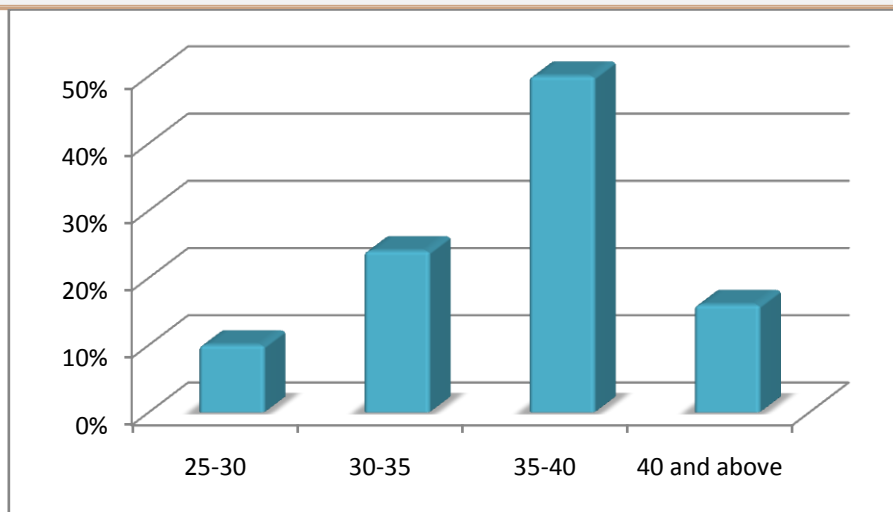


Figure 2: Graphical representation of Tourist's Age

Table 3: Tourist's Nationality

Tourist's Nationality	Frequency	Percentage (%)
Indian	400	80%
Foreigner	100	20%
Total	500	100.00

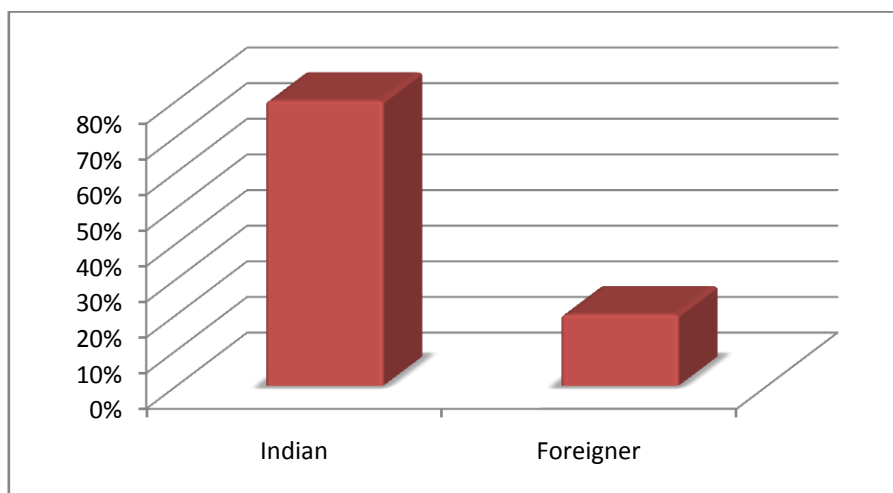


Figure 3: Graphical representation of Tourist's Nationality

Table 4: Tourist's Occupation

Tourist's Occupation	Frequency	Percentage (%)
Businessman	250	50%
Serviceman	90	18%
Govt. Official	110	22%
Others	50	10%
Total	500	100.00

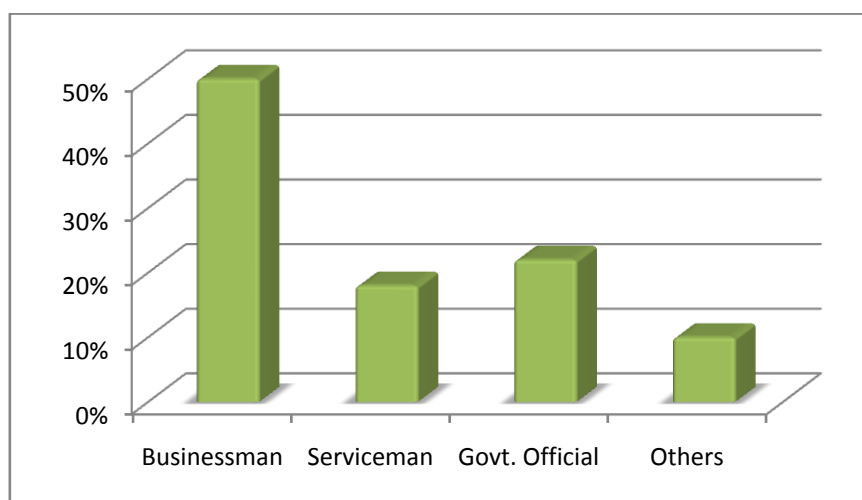


Figure 4: Graphical representation of Tourist's Occupation

4.2. Journey Features

Table 5: Main source of information

Main Source of Information	Frequency	Percentage (%)
Enquiry	180	36%
Advertisement	90	18%
Friends	120	24%
Others	110	22%
Total	500	100.00

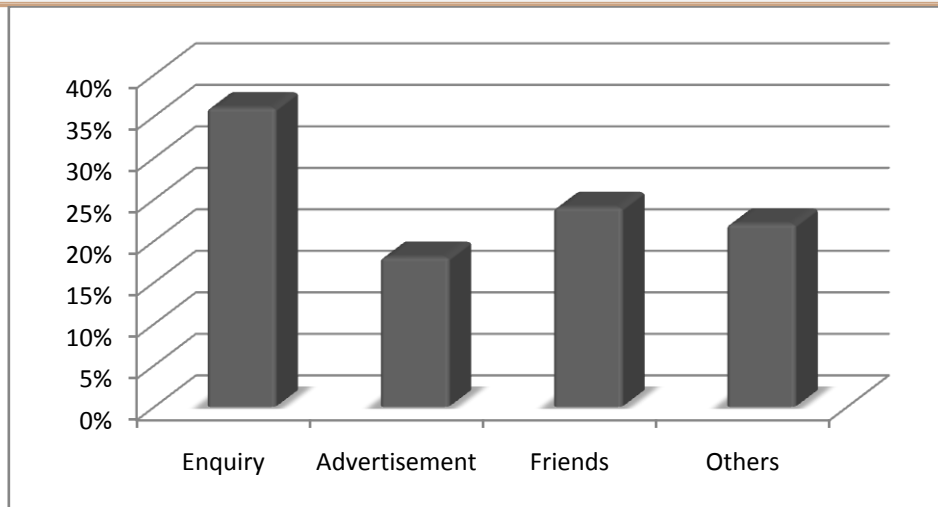


Figure 5: Graphical representation of source of information

4.3. Type of facility used

Table 6: Type of facility used

Type of facility used	Frequency	Percentage (%)
Lodging	200	40%
Food	300	60%
Total	500	100.00

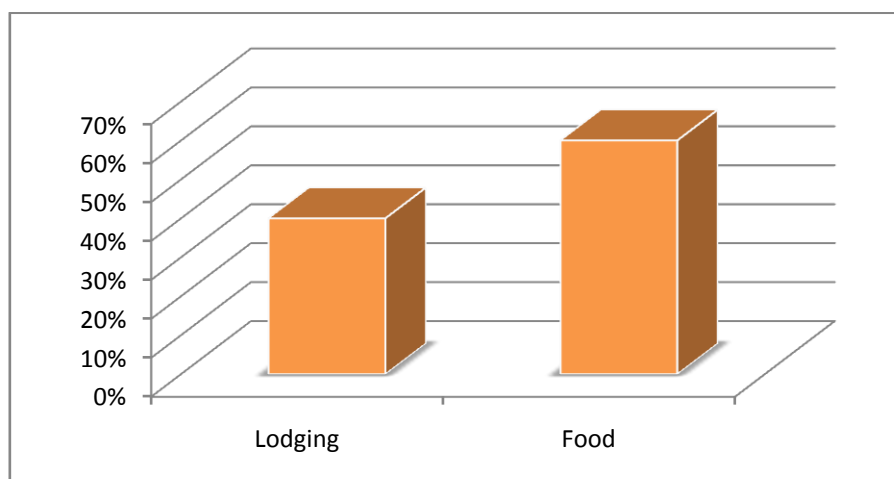


Figure 6: Graphical representation of facility used

4.4. Tourists Satisfaction Level

Table 7: Tourists Satisfaction Level

Service Encounter	Number	Percentage
Excellent	100	20%
Very Good	125	25%
Good	120	24%
Satisfactory	60	12%
Dissatisfactory	95	19%
Total	500	100.00

4.5. Performance of the Service Staff

Table 8: Performance of the Service Staff

Performance of the Service Staff	Number	Percentage
Excellent	55	11%
Very Good	210	42%
Good	100	20%
Satisfactory	70	14%
Dissatisfactory	65	13%
Total	500	100.00

5. FINDINGS

5.1. Service Encounter

The results showed that although 25% (125 people) were highly satisfied with the resorts' services, 20% (100 people) were satisfied, and 19% (95 people) were dissatisfied. The convenience of these resorts lies in their proximity to the NH1. Furthermore, because they are state-run, tourists, especially women, felt secure going there. About 40% (200) of visitors said that the restaurants run by Haryana State Tourism provided good quality lodging, and 60% (300) of visitors thought that the food provided by those restaurants was excellent.

5.2. Staff efficiency in Service

Nearly half (210 people) of those polled gave the staff at the Haryana State Tourist Complexes very positive ratings for their de-meanour and friendliness. They discovered them to be knowledgeable and skilled. They received swift, attentive, and problem-solving ratings from the respondents.

5.3. Expectations

According to the research, resort visitors who had previously been there had higher expectations than those who were going there for the first time. Their positive and satisfying prior experiences were the cause of their high level of expectation. First-time guests typically have low expectations because they are inexperienced and not familiar with the resort and its amenities.

5.4. Complaints

The respondents said that the availability of parking spaces and the sluggish delivery of food were the main complaints of tourists; outside of rush hour, there were no such issues. Visitors with young children remark that there are no game areas or other kid-friendly activities available. Many visitors criticised the resorts' cleanliness and trash management practises. Others, however, believed that these resorts' ambiance and amenities needed to be modernized.

6. CONCLUSION

One of India's industries with the quickest growth is tourism. Because of its infrastructure and history as a leader in highway tourism, Haryana is lucky. The Haryana Tourism Board has put into practise numerous cutting-edge methods and policies that have drawn tourists and increased state revenue. The board is always trying to realise the full potential of the tourist industry, which is viewed as a very vital sector. If we consider the tourist's degree of satisfaction, it is really high. With its variety of attractions, Haryana may be inferred to have enormous potential for expansion in the tourism industry. The State wants to take advantage of tourism's direct and indirect benefits on boosting the economy, reducing poverty, and empowering women while maintaining the environment. A friendly climate for private sector investment in the tourism industry is being created. For the benefit of its visitors, the tourism minister Additionally, Haryana tourism will launch online registrations.

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