

# Agricultural tourism – A New thought

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## ABSTRACT

The study makes an attempt to assess the impact of Agri-tourism on economic life of farmers in rural areas. The result indicates that Agri-tourism may be source of additional income for farmers. Farmers are now-a-days facing more problems for maintaining their livelihood because agricultural productions are fluctuating for monsoon. Therefore they needs source of additional income and in this case Agri-tourism may be the possible alternative. Agri-tourism helps for increasing interaction between rural and urban people. Agri- tourism involvement in agricultural operations creates joyful experience to the tourist. Agri-tourism could create awareness about rural life and knowledge about agriculture science among urban school children. Thus, the paper suggests that the Agri-tourism has the capacity for creating income opportunities for farmers and shows new paths for rural development.

**Key words :** Agri-tourism, rural development, farmers.

## INTRODUCTION

Agro-tourism is an innovative agricultural activity related to tourism and agriculture both. It has a great capacity to create additional source of income and employment opportunities to the farmers and rural development and multi-activity in rural areas through which the visitor has the opportunity to become aware of agriculture areas, agriculture occupations- local products, traditional foods and the daily life of the rural people, as well as the cultural elements and traditions. Moreover, this activity brings visitors closer to nature and rural activities in which they can participate, be entertained and feel the pleasure of touring. Agriculture is the most important occupation in India. But today it has become unprofitable due to irregular monsoon, price fluctuation of agro-products and some internal weakness of agriculture sector. Hence, there is a need to come up with some innovation activities in agriculture. Which will help farmer's and rural people. Urban population is increasing day by day and their world is restricted to the closed door flats, offices, clubs, television, video games spicy fast food, computer internet and so on. They can see nature only on television or a computer screens. Moreover some people living in cities do not have relatives in villages and have never visited or stayed in villages, these people want to enjoy rural life but there is a problem of such type of facilities. Hence, it presents an opportunity to the farmers to develop agro-tourism centres which serve them and create an additional income source.

### Objectives of the study:

- To understand the Agro-tourism and to analyze the different aspects related to agro-tourism.
- To measure, how it will help to the agriculture sector or farmers.

### Research Methodology:

The data collected from both the primary & secondary, primary data collected through observation and field study. Secondary data collected from the journals, books & news articles.

### Limitations of the study

- ✚ Data collected was based on questionnaire and interview method and through secondary data.
- ✚ The research was conducted in limited duration only. Survey can vary from city to city.

Some of the farmers don't have an awareness related to the agro-tourism, people related to other professions and agri students they given positive feedback towards the agro- tourism.

### Showing the feedback of the respondents

S.NO/Characteristics	Positive	Negative	Other
1. Agro tourism benefit	78%	19%	-
2. Is agro tourism important	99%	01%	NIL
3. Is agri-tourism support farmers	100%	0%	NIL
4. Farmers knowledge about agri-tourism	20%	80%	Farmers don't have must awareness related to agri-tourism.(Because we have a concept but in implementation its not working)

### Who can start agro-tourism centres?

The individual farmers can start agro tourism who has a minimum two acres of land, form house, water resource and is interested in entertaining the tourists, A part from the individual farmers, agricultural universities, and agricultural colleges can also start their centers in their operational areas with the help of villages and farmers.

### Requirements to agro-tourism centre's:

To develop agro-tourism in their farm the farmers must have basic infrastructure facilities in his farm as under:-  
Infrastructure:

- Accommodation facilities at the same place or alliance with the nearest – hotels.
- Farm house which has a rural look and feels comfortable along with all minimum required facilities.
- Rich resources in agriculture viz., water and plants at the place.
- Cooking equipment in agriculture, if tourist require food.
- Emergency medical care and first aid box.
- Lake or swimming, food for fishing, swimming.
- Bullock cart, cattle shade, telephone facilities etc...
- Goat farm, sericulture farm, green house.

#### **Other miscellaneous:**

- Offer population free environment to the tourists.
- Try to create interest about the village culture for future tourism business.
- Employee well trained staff with good communication skills to entertain the tourists.
- To have basic information regarding railway and buss-time tables for the agro-tourism.

#### **Location for the Agro-Tourism centres:**

Location is the most important factors for success in the agro-tourism. It must be easily accessible by rail and road and must have a good natural. Background urban tourists are interested in enjoying nature. Places of interest along with the agro-tourism. Hence farmers should develop their centres in this areas which have a beautiful natural background to attract urban tourists to the form which will be more beneficial to both tourists and farmers other than these places. Former can develop their centres in any affordable places.

#### **Benefits of agro-tourism centres**

Agro-tourism has the potential to change the economic face of traditional agriculture.

✚ **The benefit of agro tourism development are manifold. It would bring many direct and indirect people. Some of the benefit are followings:-**

- Employment opportunities to the farmers including family members and youth.
- Additional income source for the farmers to protect against income fluctuations.
- Cultural inter-action between urban and rural people, including social moral values.
- Farmers can improve their standard of living due to extra income and contact with urban people.
- This will also benefit urban society as they will experience and understand about the problems of rural life and know about agricultural activities.
- It supports rural and agricultural development process.
- Helps to reduce burden on the other traditional tourist centres.

#### **Conclusion and policy implications**

India has a great potential for the development of agro-tourism, because of natural conditions and different types of agri, products as well as a huge variety of rural traditions, festivals. More than 45% of the population lives in the urban areas and they want to enjoy rural life and to know about rural life. It is therefore a good opportunity to develop an agro tourism business in India. But there exists a problem of low awareness about this business among farmers and the problems of finance and proper mindset in the farmers of India.

Hence agriculture departments of the district and agriculture universities should try to give orientation on the subject and provide some innovative ideas regarding agro-tourism, the government of India should try to provide optimum financial aid to agro tourism activities by grants and institutional finance bank should provide optimum financial help for agro tourism activities. Union of the agro tourism service providers is also another need of these formers which will help to broaden the scope of agricultural tourism network in India.

**'If we don't encourage Agro-tourism as well as agriculture. In future we must show agriculture is like this in the maps to our next generation. So there is chance of vanishing of our agriculture, I hope the government as well as every individual must take it as serious and make agriculture as profession.'** My suggestion is children and students they must have a agriculture related subject in there curriculum, it helps to understand importance of agriculture and don't waste food.