

AGRICULTURE TOURISM: SCOPE, BENEFITS AND LIMITATIONS

Santosh Shriram Sirsat

Assistant Professor

Department of Economics

Sonopant Dandekar Arts, V.S. Apte Commerce And
M.H. Mehta Science College Palghar, Maharashtra, India

Abstract:-

Agricultural Tourism is a worldwide trend which offers City dwellers a chance to escape urban concrete and re-discover their rural. In addition visiting farmers, agronomists and other agricultural experts can evaluate worldwide developments in agriculture, which have been greatly influenced by modern technology. Modern technology gave a new face to Agriculture in the form of Agro-Tourism. Hence, the study of Agro-Tourism is important in the present situation.

Introduction-

Tourism is now well recognized as an engine of growth in various economies in the world. Several countries have transformed their economies by developing their tourism potential. Tourism has great capacity to generate large-scale employment and additional income sources to the skilled and unskilled. Today the concept of traditional tourism has been changed. Some new areas of the tourism have been emerged like Agro- Tourism. Promotion would bring many direct and indirectly benefits to the people. Agriculture is the backbone of Indian economy. Around 85% of the population is directly or indirectly dependent on Agriculture and almost 26% of India's GDP comes from Agriculture "More than a profession or a business, Agriculture is India's culture."

Objectives:-

The objectives of this paper are as follows:

- To change a view of people towards Agriculture
- To examine the importance of agro tourism
- To identify the problems and benefits of Agro Tourism
- To examine difference between Agro-tourism and Traditional Tourism.

Hypothesis:-

The hypothesis of the study is the agro-tourism is an additional Co-activity for the farmers. It provides additional income source and employment Opportunity to the farmers and rural people. It gives new look for the agri-business.

Significance of the study:-

More than a profession or a business, Agriculture is India's culture. Today it has become unprofitable due to irregular monsoon, price fluctuations of agro-products and some internal weakness. Hence, adding additional income generating activities to existing agriculture would certainly increase contribution of agriculture in the national GDP.

Methodology of the study:-

The present study conducted on Agro-tourism is based on secondary data. The data has been furnished from the related books, research papers, and articles. Some data has been furnished from the websites of the Govt. of India, as well as the ministry of agriculture. Some ideas have been taken from the ATDC.

Concept of Agro-Tourism:-

In general, Agro-tourism is the practice of attracting travellers or visitors to an area or areas used primarily for agricultural purposes.

Agricultural Tourism is the Holidays concept of visiting a working farm or any agricultural, horticultural, or agribusiness operations for the purpose of enjoyment, education, or active involvement in the activities of the farm or operation.

Agro-Tourism is that Agri-Business activity, when a native farmer or person of the area offers tours to their agriculture farm to allow a person to view them growing, harvesting, and processing locally grown foods, such as coconuts, pineapple, sugar-cane, corn, or any agriculture produce the person would not encounter in their city or home country. Often the farmers would provide a home-stay opportunity and education.

Agro-Tourism and Eco-Tourism are closely related to each other. Eco-Tourism is provided by the tour companies but, in the agro-Tourism farmers offer tours to their agriculture farm and providing entertainment, education and fun-filled experiences for the urban people.

Moreover, this activity brings visitors closer to nature and rural activities in which they can participate, be entertained and feel the pleasure of touring.

Scope of Agro Tourism:-

Agro-Tourism has great scope in present context for the following reasons-

- 1) An inexpensive gateway the cost of food, accommodation, recreation and travel Tourism. This widens the Tourist base. Present concept of travel and tourism is limited class which constitute only small portion of the population, however, the concept of travel and tourism to the larger population, widening the scope of tourism due to it.
- 2) Curiosity of the urban population about the farming industry and life style. Agro- Tourism has the capacity to satisfy the curiosity of this segment of population scope for re-discoursing the rural life which is rich in diversity.
- 3) Strong demand for wholesome family oriented recreational activities.
- 4) Health conscious urban families search pro-nature villages to make life more peaceful.
- 5) Desire for peace and tranquillity: Every individual attempts to work more, different directions to earn more modern contorts. Hence, peace is always out of his system. Tourism is the means location. Peace's of tranquillity are inbuilt in Agro-Tourism as it is away from urban people.
- 6) Interest in natural environment: Busy urban population is leaning towards nature. Environment is always away from busy life.
- 7) In resorts and cities, over crowd disturb each others peace. Hence, peace is beyond cities and resorts. Even though village atmosphere in the sub urban areas artificially provided through resorts, farm houses, it looks like, tiger colour. Artificiality is highlighted and not satisfying.
- 8) Agro-atmosphere in the villages, there is scope to develop like agri-shopping, culinary tourism, pick and own your tree plot, bed and breakfast, camel riding, boating, fishing, herbal walk, rural games and health.
- 9) Educational value of Agro-Tourism:
Agro-tourism could create awareness about rural people about rural peoples about agriculture science among urban school children's.

Agro-Tourism Benefits:-

The potential benefits of Agro-Tourism development extent to farmers, rural communities and Tourism operators

Benefits for farmers:-

For farmers, Agro-Tourism is a potential way of....

- Expanding farm operations
- Using farm based products in new and innovative ways
- Improving farm revenue streams
- Developing new consumer market niches.
- Increasing awareness of local agricultural products.
- Increasing appreciation of importance of maintaining agricultural land.

- Channelling additional on farm revenues directly to family members.
- Developing managerial skill and entrepreneurial spirit.
- Increasing the long term sustainability for the farm businesses.

Benefits for communities:-

From a community perspective. agro-Tourism can be a vehicle for:

- Generating additional revenue for local businesses and services from tourists.
- Upgrading community facilities for resident and visitors.
- Increasing protection of rural landscapes and natural environment for tourists.
- Helping preserves and revitalize local traditions, art and craft.
- Promoting inter-regional, inter cultural communication and understanding.

Benefits for Tourism Operators:-

Form a tourism Industry view point, Agro-Tourism can be a means of -
Diversifying the mix of tourism products available to visitors.

- Increasing tourism flows into attractive rural regions.
- Increasing season length during traditionally off-peak business period.
- Uniquely positioning rural regions in key Tourism markets.
- Bringing more non-local currency to local businesses.

Basic principles of Agro-Tourism:-

Agro-Tourism should ensure that some basic principles must be followed,

- 1) Have something for visitor to see; Animals, birds, farms and nature are the few things Agro-Tourism offer to the tourist to see. Apart from these culture, dress, festivals etc.
- 2) Have something for visitors to do: Participating in agricultural operations swimming, camel riding, and buffalo riding, cocking and participating in the rural games.
- 3) Have something for visitors to buy: Rural crafts, dress materials, farm gate fresh and processed foods are the few items which tourists can buy as moment for remembrance.

Who can start Agro-Tourism centers:-

The individual farmers can start agro- tourism who have minimum two hector land, farm house, water resource and is interested to entertain the tourist. Apart from the individual farmer, agricultural co-operative institute, Non-Government Organization, Agricultural Universities, and agricultural colleges may start their centers, Even Grampanchayats can start such centre in their Operational areas with the help of villager and farmers.

Location for the Agro-Tourism Centre:-

Location is most important factor for success in the agro-tourism. The location of the centre must easy to arrive and have a good natural background. Urban tourists are interested into enjoying the nature and rural life. So, farmers should develop their centre in the rural areas background to attract urban tourist in your farm. The place of agro-tourism centre must need easy accessible by roads and railways. Tourists want to enjoy some historical and natural tourist places along with the agro-tourism. Hence, the center should be developed near of these tourist places. It is more beneficial to both tourist and farmers.

Limitations:-

- Lack of perfect knowledge about the agro-tourism.
- Lack of capital to develop basic infrastructure for the agro-tourism.
- Weak communication skill and lack of commercial approach of the small farmers.
- Ignorance of the farmers regarding to such type of activities.
- Lacks of farmers have small size holding, low quality land.
- Agriculture is depending upon irregular Manson.

Conclusion:-

India has a great potential to the development of agrotourism, because of natural conditions and different types of agro products as well as variety of rural traditions, festivals. More than 31% of population is live in urban areas and they want enjoy rural life and want to know about the rural life. It is a good opportunity to develop an agro-tourism, but there is a problem of low awareness about this business in the farmer and problem of finance and proper view in the farmers.

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