

International Journal of Agriculture Extension and Social Development

Volume 7; SP-Issue 5; May 2024; Page No. 93-94

Received: 13-02-2024
Accepted: 18-03-2024

Indexed Journal
Peer Reviewed Journal

Agro tourism: Approaches of Tourism by introducing agriculture tourism

VK Tripathi and Dr. Meenaxi V Tiwari

Krishi Vigyan Kendra, NAU, Narmada, Gujarat, India

DOI: <https://doi.org/10.33545/26180723.2024.v7.i5Sb.655>

Corresponding Author: VK Tripathi

Abstract

Agritourism” combines the essential elements of the tourism and agriculture industries; attracts members of the public to visit agricultural operations; is designed to increase farm income; and, provides recreation, entertainment, and/or educational experiences to visitors. The benefits of agro-tourism are widely acknowledged by both the urban and rural communities. However, there are some problems in the way these centers are developed. In order to overcome these issues, the government should support the efforts of the farmers in developing such centers.

Keywords: Agriculture, tourism, rural communities, traditional agriculture

Introduction

Nowadays, people are more into tourism and innovative concepts like agro tourism and food tourism are on the rise. The concept of agro tourism allows to combine agriculture and village environment within a tourism experience. A firsthand exposure in farming operations, abundance of unpolluted farm produce without the involvement of middlemen, relaxation, fun activities like fishing etc. can be experienced in such endeavors. The urban population is ever increasing and the families are confined to spending time over mobile phones, internet, video games etc. Many of them wish to experience the calmness of village life, involve in agriculture based activities and eat pollution free food harvested by them. The goal of agro-tourism is to develop a unique product for integrated tourism that will contribute to the sustainable development of rural areas. Sustainable development of rural locations, on the other hand, can be interpreted as an optimization of the development parameters with regard to growth constraints, objectively specified by the system's internal characteristics and external forces.

The importance of agricultural tourism growth is stipulated by

- Poor socio-economic growth rate in rural areas;
- The withdrawal of people from the village;
- Lack of opportunities to participate in another form of operation for small and medium- sized businesses that are not able to modernize or collaborate;
- Remoteness of rural inland areas from large centres;
- Low level of unified domestic development of tourism;
- Market for cheap holidays.

In most cases, rural residents do not see "agro tourism" as a solution to their issues. Traditional practices are favored by

most of them. The desire for countryside travel, on the other hand, is based on a significant trend - the urge to acquire experience and vivid impressions. Industrial countries have gotten to the point where economic development is no longer guided by people's intention to buy more things, but by their desire to get "live experiences" and "insight". Rural societies have been invested in the loss of importance of the agricultural industry as the most significant sector in terms of income, resources and number of customers, as it has been in recent decades, due to fundamental changes consisting mainly of the transfer of economic activities and population to urban centers, although this is not universal. The idea of rural development is now becoming highly complicated, expanding beyond the limits of the market economy and pointing to a rising focus on not over-exploiting natural resources and landscapes, as well as on stimulating and improving existing tangible (infrastructure, monuments, traditional local foods, etc.) and intangible assets (heritage of culture, traditions, etc.)

There are five major types of rural tourism that support visitors as well as the local community.

- **Natural tourism**, which is favored for its leisure value in particular.
- **Cultural tourism**, primarily linked to the culture, history and archeology of the destination of the region.
- **Ecotourism**: As a type of tourism which presents natural resources While maintaining values and the welfare of the local population.
- **Village tourism**: where tourists live and enjoy peasant life's various activities.
- **Agro tourism**: In which visitors see the host bases and take part in traditional agricultural activities without damaging the habitats.

Impacts on the society

1. Boosting local economies and providing a boost to other local activities: Agritourism operations serve as a catalyst for other regional endeavors (tourist service providers, artisans, retailers, and museums), as well as for the marketing of rural products. When customers' demands for re-localisation are met by agrifood products and tourism services, agri-tourism farms frequently serve as a focal point for rural agritourism networks. This serves as a catalyst for more direct commercial interactions between visitors and other. Agri-tourism serves as a point of contact between what the rural network has to offer and what tourists and customers are looking for.
2. Diversification of the farmer's business and sources of income: It has been noted that small and midsize farms may benefit greatly from agritourism. Greater farm gross income, the creation of cash flow, the potential for economic diversification, greater marketing and farm brand recognition, and the muffling of seasonal variations in farm revenue that are typical in many kinds of agriculture are among the prospects. Agritourism often provides enough cash to keep farms operating during periods of low productivity, even if it can't always produce great profits.
3. Channel of distribution for farm products: Particularly for small and medium farms, which are typically unable to compete with large farms on large-scale production and to face the negotiating power of mass retail channels, agritourism provides a significant possibility. Agritourism may serve as a different means of distributing farm products, opening up chances for cross-marketing farm-produced home goods.
4. Recovery of roots, folklore, and traditions: Most experts believe that it is a critical component of local development for rural, marginal regions where tourists value the environment and cultural heritage highly. Agritourism was considered to be a type of rural tourism, which has its roots in rural regions with rurality as its main draw. Cultural history, rural vernacular landscape, and agricultural landscape can be shown at an outdoor museum showcasing local culture. Agritourism incorporates aspects of rural tourism development plans that are strong, such as community engagement and historical resource management.
5. Give family members opportunities for alternative employment: Agritourism is a way to give family members work and a chance to arrange the farm's succession so that it may continue operating for future generations. The farm and its assets may be updated and maintained through agritourism. Farm owners continue to maintain and expand on local traditions and continuity, albeit for commercial reasons. This is a common attribute of the farmer mentality: taking care of the farm resources and enhancing them for successors.
6. Educate tourists about agriculture and rural life: By staying on a genuine, functioning farm, agritourism gives guests the chance to experience and enhance the ambience of the agricultural life, and it also allows farmers to encourage the preservation of the rural environment. Tourists are encouraged to visit rural

farms for the sake of education, relaxation, and active participation in farm-based activities by factors including pastoral life, rural lifestyle, and eno-gastronomy.

7. Facilitates women empowerment: According to some authors, agritourism can help rural women gain independence and self-confidence from a psychological, social, political, and economic standpoint. It helps to rebalance the gender dynamics that are influenced by women's presence in agricultural settings.

Conclusion

In addition to promoting the socio-economic growth of different parts of the world, tourism sector also promotes international peace. It offers a chance to discover new cultures and to expand one's view of the world. It also helps to conserve the tourist destinations' cultural heritage and natural wonders and supports the locals with a means of livelihood. For this reason, on 27 September each year, the United Nations celebrates World Tourism Day to promote tourism on a worldwide scale and to demonstrate its socioeconomic implications. Additionally, agritourism provides educational opportunities for the general public and assists in the preservation of agricultural regions. Agritourism provides "rural experiences" to tourists with the aim of giving local farmers and communities a source of revenue. The development of the business would be more inclusive if community-based agritourism products were introduced and promoted.

References

1. Agro-Tourism [Internet]. Available from: https://www.researchgate.net/publication/359203223_Agro-Tourism [accessed 2024 May 24].
2. Szabo S, Renaud FG, Hossain MS, Sebesvári Z, Matthews Z, Foufoula-Georgiou E, Nicholls RJ. Sustainable development goals offer new opportunities for tropical delta regions. *Environ Sci Policy Sustain Dev*. 2015;57(4).
3. Hau P, Tuan VA. The development of rural tourism in Vietnam: objectives, practical experiences and challenges. *Van Hien Univ J Sci*. 2017;5(2).
4. Valsalan N, Vijin VL, Alimudeen S. Agrotourism: Relevance of food and sustainability. *Agrigate Mag*. 2023;3(6):13-17.