

# AGRITOURISM— A GROWING SECTOR IN INDIA'S OVERALL DEVELOPMENT

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Agriculture is considered to be one of the most crucial and life-saving sectors across the globe. It is not only crucial as per the survival point of view of the humans, but provides employment opportunities, and helps in boosting the economy of a country. Agriculture contributes 16.38% to the Indian GDP, and employment to almost 41.49% of the Indians. Apart from the production, raising, sales, and marketing of crops, agritourism is another sector of agriculture that actively takes part in increasing the GDP of the nation.

## WHAT IS AGROTURISM?

Agrotourism is referred to as any means or activities through which we can bring the visitors to the farm and provide them exposure to agriculture and farm-based activities. It can also be any accommodation like farmhouse, guesthouse, hotel, etc., that is surrounded by agricultural land and people can actively take part in it.

Agricultural tourism has become a necessary means of survival for small-scale farmers as it increases their income resources. By diversifying business operations, farm workers can ensure a steady income. This is because tourism activities can take place during the off-season when crops may not be in season, and provide a completely different benefit. Some studies have found that agricultural activities often benefit neighbouring communities by drawing tourists to the area. Economic growth through the increase in traffic can be useful in rural areas that require a variety of revenue streams.

## SCOPE OF AGRITOURISM IN INDIA

Agritourism is a part of agriculture and actively gaining popularity in India. As it is the part of latest Indian Tourism Industry, it is slowly expanding and helping people to experience real-life authentic agricultural exposure. Agritourism was first seen in Maharashtra, wherein the government saw its potential for development and has promoted it since then. Certainly, as a newly developed field, it has its share of challenges and management problems to be addressed. Issues such as hospitality relations, sustainability, and economic viability are essential to any new tourism development in the destination. This is especially true in the case of agricultural tourism as it has a direct impact on the cultures that govern the community as a whole. In the modern era of freedom and global trade tourism and tourism are widely accepted as an important global public sector that provides tremendous

potential for economic growth and development. In many developing countries it is one of the largest sources of foreign exchange earnings and the first phase of export exports, creating much-needed jobs and development opportunities.

## PSYCHOLOGICAL EFFECTS OF AGRITOURISM

Surprisingly, Agritourism has several psychological effects as well. As the people residing in urban areas are busy with their hectic daily schedule, small breaks to these farms can help in rejuvenating their minds. Even though the corporate world is providing more employment opportunities, still it is increasing stress among the people.

Agritourism also provides relaxation. Our new generation has very little idea about agriculture and rural life. Hence, agritourism provides them a new experience and widens up their thinking skills. It also provides a new exposure to witness agricultural activities and experience rural life more closely.

