

AGROTOURISM IN INDIA: AN AGRIBUSINESS ANALYSIS

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Agrotourism also known as agritourism, is a form of tourism that involves visiting rural areas to experience agricultural or farm-based activities, as well as the culture and traditions of rural communities. This type of tourism can take many forms, including farm stays, vineyard tours, rural bed and breakfasts, and other farm-based accommodations. Agrotourism often provides visitors with opportunities to learn about and participate in various aspects of farm life, such as harvesting crops, feeding animals, or milking cows. Visitors may also be able to sample locally grown or produced food and beverages, such as wine, cheese, or honey.

The primary goals of agrotourism are to promote sustainable agriculture, support rural communities, and provide visitors with an authentic and educational experience. It can also help to preserve local cultures and traditions, and provide economic benefits to farmers and rural businesses.



Agrotourism Future & Scope in India:

Agrotourism industry of India is growing at 20% annual growth rate. The overall world market of Agrotourism was to be worth of \$42.46 billion in 2019, which is estimated to grow to \$62.98 billion by 2027. Indian agrotourism revenue is increasing at 20% annually. India is a diverse country with a rich agricultural heritage, and there are several regions that offer unique agrotourism

experiences.

1.Uttarakhand: A state in northern India known for its scenic beauty, natural wonders, and cultural heritage provides various activities for agrotourism.

Fruit-picking: Uttarakhand is home to a variety of fruits such as apples, peaches, apricots, and plums. Many farms and orchards allow visitors to pick their own fruits and even taste them on the spot.

Farm visits: visitors can take guided tours

of farms and learn about various farming practices such as organic farming, bee keeping, and animal husbandry. They can also participate in activities such as milking cows and feeding farm animals.

Trekking and camping: Uttarakhand has numerous trekking trails that offer stunning views of the Himalayas and its surrounding areas. Many farms and homestays offer camping facilities to trekkers and hikers. Traditional food experiences: Visitors can enjoy traditional Pahadi cuisine prepared with fresh local ingredients. Many farms and homestays offer cooking classes, allowing visitors to learn how to prepare local delicacies.

Cultural experiences: Uttarakhand has a rich cultural heritage, and visitors can experience it firsthand by participating in traditional folk dances, music performances, and festivals.

2. Kerala: Known for its lush green landscapes and diverse agricultural practices. Visitors can take part in activities such as spice plantation tours, tea garden visits, and bamboo rafting.

3. Maharashtra: The largest producer of grapes in India and is known for its pomegranates, oranges, and mangoes. Visitors can take part in grape stomping, wine tasting, and farm stays.

4. Punjab: Known as the breadbasket of India and is famous for its wheat and rice production. Visitors can experience the traditional Punjabi way of life by staying in a farm, trying their hand at farming activities, and learning about the local cuisine.

5. Rajasthan: Known for its traditional farming practices, which involve the use of camels, cows and oxen. Visitors can experience the rural way of life by staying in farm or village, taking part in animal husbandry activities, and learning about the local handicrafts.

6. Tamil Nadu: Known for its coconut and cashew nut production, as well as its rice paddies and banana plantations. Visitors



can take part in activities such as coconut harvesting, rice planting, and banana leaf weaving.

WHY AGROTOURISM IS IMPORTANT FOR INDIA

Agrotourism has the potential to contribute to the economic development of rural areas in India. This is because it provides opportunities for local farmers and other residents to showcase their agriculture-based products and services to tourists. It also creates employment opportunities in rural areas, which can help to reduce rural-urban migration. India's tourism industry has traditionally focused on cultural and historical sites, but agrotourism provides an opportunity to diversify the industry. Agrotourism can attract tourists who are interested in learning about and experiencing rural life and agricultural practices. This can help to attract new types of tourists in India, who might not have considered visiting before.

India is an agrarian country, and agriculture is an important part of the country's cultural and economic identity. However, with the rise of industrialization, many traditional agricultural practices are being lost. Agrotourism can help to preserve these practices by promoting them to tourists and providing incentives for farmers to continue using them. Agrotourism can promote sustainable tourism practices by promoting eco-tourism, responsible tourism, and community-based tourism. This can help to minimize the negative impact of tourism on the environment and local communities.

MEASURES NECESSARY TO IMPLEMENT AGROTOURISM IN INDIA:



1. Guidelines should be prepared by committees regarding agrotourism to prevent and control the prohibited activities. State governments make sure these committees work for the safety of customers.
2. Government should provide skill development training and license under agrotourism so that it will easy to get finance facilities including tax benefits.
3. Ground level administrations and gram panchayats can be helpful in developing agrotourism at village level with the better coordination of local people.
4. Agrotourism farms must organize the local festivals and seasonal exhibitions in coordination with state tourism departments to have a better reach and promotion.
5. Rural youth may be provided with proper training and offered diploma and certificated courses, helpful in starting agriculture-based startups and employment opportunities.
6. Better hospitality services and experience can be provided to customers by roping in professionals to impart training with the help of workshops.



CONCLUSION:

Agrotourism can be an effective way to increase income for farmers and rural communities. By opening their doors to visitors, farmers can generate additional revenue from activities such as farm tours, farm stays, and farm-to-table dining experiences. Agrotourism can provide an additional source of income for farmers and rural communities, reducing their reliance on traditional farming activities. It also can provide an opportunity for farmers to sell their products directly to consumers, without the need for intermediaries such as wholesalers and retailers. It will create an opportunity for farmers to add value to their products, by offering products such as farm-fresh eggs, cheese, honey, as well as products made from farm ingredients, such as jams and preserves. Local communities will be supported by agrotourism by promoting economic development, preserving traditional farming practices, and providing opportunities for cultural exchange. Overall, agrotourism can be a win-win situation for farmers and visitors alike, providing a unique and authentic travel experience while generating additional income for farmers and rural communities.