

AGRITOURISM

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WHAT IS AGRITOURISM?

There are several types of tourism, such as food tourism, wildlife tourism, ecotourism, culture tourism, religious tourism, sports tourism, domestic tourism, business tourism, and many more, but there is another type of tourism known as agritourism, which has completely different characteristics. Agritourism is formed from a combination of two words i.e. “Agri” means Agriculture and “Tourism” Implies the act and practise of spending a quality time away from the home in search of leisure, relaxation, and enjoyment while utilising commercial services”. It is also called as Agri-Tainment, Farm Recreation or Entertainment Agriculture. At 2004 Annual meeting *American Farm Bureau Federation* defined the Agritourism as “An enterprise at a working farm ranch or agriculture plant conducted for the enjoyment of visitors that generates the income for the owner”. The *University of California Small Farm Centre* defined Agritourism as the act of visiting a working farm or any horticulture or Agribusiness operation for the purpose of enjoyment, education or active involvement in the activities of the farm or operation.

Today, agritourism is one of the most forward-thinking types of tourism. This type of tourism has the potential to boost job possibilities and act as a catalyst for investment to enter rural areas.



WHERE IT STARTED?

The notion of agritourism originated in Italy in the 1950s, when local farmers were unable to manage their small-scale farms. For a living, people abandoned their farms and began to look for work in cities. After considering all of the factors, the Italian government enacted the Agritourism legislation in 1985 to control the appropriate functioning of farmers in their fields. Following this, it is believed that there are between 9000 and 20,000

agritourism establishments, which have quadrupled their income and provided jobs to the local community. In Italy, there are three types of Agritourisms: light meals, home stay and meals, and home stay, meals, and additional agricultural activities. People in the nation are permitted to sell value-added goods such as honey, eggs, cheese, milk, pasta, oil, fruits and vegetables, native vines, and handcrafted items.

WHAT IS WWOOF?

Another term is WWOOF, which stands for World Wide Opportunities on Organic Farming. It was founded in London in 1985 by a secretary who organised weekend work at a farm as an affordable way to spend time in the British countryside. There are now over 1634 WWOOF in 43 different locations around the world, and the number is growing steadily.

AGRITOURISM TYPOLOGY

- Non-working Farm Agritourism.
- Working Passive contact Agritourism.
- Working Farm Indirect contact Agritourism.
- Working Farm Direct contact staged Agritourism.
- Working Farm Direct Contact Authentic Agritourism.



PROS OF AGRITOURISM

- Agritourism is a combination of tourisms that make aware as well as promotes both social culture and environmental culture.
- It promotes agricultural diversification, which aids in the preservation of native and social crops.
- This allows the individual to sell and market value-added products such as fruits and vegetables, jellies and preserves, handcrafts, dairy products, poultry products, and many others, resulting in additional income for the farm.
- Visitors can learn about agricultural activities such as cultivating field crops, crop management, dairy, poultry, vermicomposting, beekeeping, fishing, and more through active involvement in agritourism. People can receive agricultural education and training and enjoy rural living.
- It contributes to farmers' financial independence and creates jobs.
- Agritourism involves the person's joy and peace of mind.
- This is a fantastic way to spend your vacation and be productive.
- The farm's specific agricultural products can be promoted through the media, providing supplemental revenue to the farmers.
- It provides an opportunity to experience the true rural life of the village by coming in contact with the rural life, tasting local food, and being acquainted with how agricultural labour or tasks are performed.
- It is a small-scale, low-impact initiative that focuses on education.



CONS OF AGRITOURISM

- It's fantastic when two or more people band together and collaborate, but when it comes to individuals, it leads to a lack of new ideas.
- Only standardised bulk commodities are available through the Agricultural Network or marketing channels.
- The individual running the farm on their own will be the farm's only producer, with no assistance.

- Some farmers lack interpersonal skills and inter-organizational connection, which are required to promote commodity marketing and organisational growth.

IMPORTANT FACTORS TO BE CONSIDERED

- Farmer - It is entirely up to the farmer to run the farm in accordance with his abilities and education. If he is unable to maintain the farm, he will be forced to go to the city in order to survive.
- Farm Location - the rural region is in remote area, away from cities and has little conveniences, yet yes! Natural resources are abundant.
- Abundant agricultural resources - the town has nice land to work on, adequate water to irrigate with, clean air, and, most importantly, a good working atmosphere.

AGRITOURISM CAN BE DEVELOPED?

- Fruit Plantation – Farmers can have orchards or fruit planting areas where they can cultivate fruits or teach visitors on how to make value-added goods such as jelly, jam, dry fruit sweets, or just sell fruits in the market or to tourists.
- Dairy farm - A farmer can have a dairy farm where they can care for their cow and prepare curd, cheese, ghee, butter, and yoghurt for their personal consumption or to sell to tourists.



- Sheep and Goat Farm - A farmer can keep goats and sheep on his or her farm and collect milk and wool from them, which can then be utilised to produce handlooms.
- Sericulture - Farmers can practise silk worm cultivation and harvest important goods such as silk worm oil (used in soap factories), silk worm faeces (good source of vitamins and also good organic manure).
- Medicinal plantation - Many people are unaware of the medicinal properties of plants due to the lack of information and identification skills; visitors can be educated, this is an excellent piece of work.
- Bee keeping - Is the practise of maintaining bees in hives. This is a critical technique since bees are excellent pollinators and can collect organic honey with no contaminants. Honey may be used for its own purposes, such as baking, and it is also an excellent sugar replacement.
- Vermicomposting - With the aid of earthworms, plant residue, kitchen waste and cow dung can be transformed into manure that can be utilised in agricultural practises. This is another amusement that may be implemented on the farm.
- Pearl Farming: In this type of farming, Mussels are collected form the fresh water or from the salted water as they can be cultivated in both type of water, depend on the species to be grown. Hence, pearls are expensive and new application in the farming, this can act as the great source of income.
- Poultry: Nurturing of the chicks and chickens in the farm is really profitable kind of practice. Form poultry meat, eggs





can be collected and their waste material can be used for making manure. Breeding of the following poultry birds such as quail, turkey, emu can be done and can also be kept for aesthetic purpose.

- **Floriculture:** Is defined as the study of growing and marketing of the flowering plant. Either the flowers can be sold or can be kept for the aesthetic purpose

CONCLUSION

In India the tourism is increasing at a great speed, which is the great success in a developing country. As India's primary source of income is Agriculture and this is the one and only sector which is feeding India's population. In country farmers commit suicide because of lack of awareness, knowledge, skills, crop failure and lack of money. This can be stopped as Agritourism is one of the agricultural practices which can really enhance the living standards of the farmer while staying in their own farm without any loss. This will for sure generate the employment opportunities and people can also work as volunteers, who can gain the knowledge and spread the learning. This is the future oriented program and farmers can rely over this for their survival by making value added products, which they can use for themselves or it can act as the additional source of income.

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- All the photos are from the Agritourism Farm situated in Gujrat. They are also Agro-Rural tourism consultants.

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