



E-ISSN: 2278-4136  
P-ISSN: 2349-8234  
JPP 2019; SPI: 416-418

**Vasanthi C**  
Ph.D., Scholar Department of  
Agricultural Extension  
Education UAS-Dharwad,  
Karnataka, India

**B Padmaja**  
Ph.D., Scholar Department of  
Agricultural Extension  
Education UAS-Dharwad,  
Karnataka, India

(Special Issue- 1)  
**2<sup>nd</sup> International Conference**  
**“Food Security, Nutrition and Sustainable Agriculture -  
Emerging Technologies”**  
(February 14-16, 2019)

**Agritourism: A catalyst for rural development - A  
review paper**

**Vasanthi C and B Padmaja**

**Abstract**

Agri tourism has tremendous potential for increasing farm incomes and stimulating the development of a dynamic, diversified rural economy. In many developed countries in Europe, the USA, and other more advanced countries in Asia, Agri tourism has become an integral part of the tourism industry. It is being pursued as value addition to farming and as allied business that enable farmers and rural communities to harness the optimal benefits of the multi-functional nature of agriculture and natural resources in rural areas. This trend also gave rise to more demand for visitors' accommodations and created opportunities for home stays and bed-and-breakfast types of businesses. The development of these interlinked enterprises also generated other benefits to rural communities such as better environmental and cultural awareness, preservation of cultural heritage sites, and agro biological diversity.

**Keywords:** Agri tourism, value addition, farm incomes, rural communities

**Introduction**

India is known as “Land of villages”. More than 77 Crore farmers live in 6,38,596 villages. Majority of population of India still depends on agriculture hence agriculture is not mere business, but is still the “True Culture of India”. Today the Indian agriculture has to face tremendous competition because of the driven global trends. To add to this the agriculture crop growth is also weakened due to the uncertain climatic conditions. These changes have altered the form and practices of farming operation. Farmers are looking beyond traditional farming to generate income via various forms of direction farm marketing and farm based non-agriculture business. In today's era of liberalization and globalization travel and tourism is extensively recognized as an important civil industry worldwide which provides major potential for economic growth and development. In over 150 countries tourism is one of the five top export earners, and in 60 it is the number one export category. India is one among top 10 tourism destinations of world according to Conde Nast Traveller – a leading European Travel Magazine. Agri tourism is the latest concept in the Indian tourism industry, which normally occurs on farms. It gives an opportunity to the tourists to experience the real enchanting and authentic contact with the rural life, taste the local genuine food and get familiar with the various farming tasks during the visit. Tourists can relax and revitalize in the pure natural environment.

**Agri tourism**

World Tourism Organization (1998) defines Agri tourism as “involves accommodation being offered in the farm house or in a separate guesthouse, providing meals and organizing guests' activities in the observation and participation in the farming operations.”

**History of Agritourism**

Agri tourism created in 1800s, when families visited farming relatives in order to escape from the city and experience the farming. Visiting the countryside become more popular with the widespread use of the automobile in 1920s. Rural recreation gained interest again in the 1930s and 1940s by folks that seeking an escape from the stresses of the Great Depression of World

**Correspondence**

**Vasanthi C**  
Ph.D., Scholar Department of  
Agricultural Extension  
Education UAS-Dharwad,  
Karnataka, India

War II. These demands for rural recreation lead to widespread interest in horseback riding, farm petting five zoos and farm nostalgia during 1960s and 1970s. Farm vacations, bed and breakfasts, and commercial farm tours were popular in the 1980s and 1990s.

### Agri tourism in India

The 'Tenth Five Year Plan' opened up following opportunities for agri tourism in India. Indian tourism industry is growing at 8.7% - The World Tourism organization has estimated that the tourism industry is growing at the rate of 2.5% a year and there will be more than one billion tourists visiting various parts of the world. But the Indian tourism industry is growing at the rate of 8.7% which is more than 2½ times that the growth rate at global level. By introducing Agri-Tourism concept, not only present growth rate is sustained but also this value addition contributes to further growth.

As a result of boosting rural development from tourism point of view and encouragement of tourism infrastructure development in rural areas by state governments, Agri-Tourism Development Corporation was established on 16th May 2004 in Maharashtra. Its aim is to promote Agro Tourism to help rural youth to earn good respectable living in the village and on the farm itself. The credit of launching and running successfully the first Agritourism centre in Maharashtra, goes to ATDC (Agri Tourism Development Corporation) located at Malegaon, Baramati. Shri Pandurang Taware is the man behind the initiative. He is the father of innovating agri tourism concept in Maharashtra and in India.

### Basic Principles of Agri tourism

1. Have something for visitors to SEE
2. Have something for visitors to DO.
3. Have something for visitors to BUY

### Role of Agri tourism in Rural Development

1. It ensures cash flow during the off season.
2. It creates opportunity to sell the experience of agricultural venue.
3. It provides opportunity to sell products grown and harvested in agricultural operation.
4. It generates employment to a part of rural population.
5. It helps in conserving and communicating the values of rural life and agriculture.

### Benefits of Agri tourism

#### For Farmers

1. Expanding farm operations
2. Improving farm revenue streams and additional income source for the farmers to protest against income fluctuation.
3. Developing new consumer market niches
4. Increasing awareness of local agricultural products
5. Improving farm living conditions, working areas and farm recreation opportunities
6. Developing managerial skill and entrepreneurial spirit
7. Increasing the long term sustainability for farm businesses

#### Benefits for communities

From a community perspective, agritourism can be a vehicle for:

1. Generating additional revenue for local businesses and

services from tourists

2. Increasing protection of rural landscapes and natural environments for tourists and residents
3. Helping preserve and revitalize local traditions, art and craft
4. Helping to diversify and strengthen the rural economy via job and income creation
5. Providing a more energetic business environment for attracting other businesses and small industries.

### Problems of Agri tourism

1. The India has a greater potential of the development of the Agri tourism centres due to the good natural and climatic conditions. But there are some problems in the process of Agri tourism development. Major problems are follows,
2. Lack of perfect knowledge about the agro-tourism.
3. Weak communication skill and lack of commercial approach of the farmers.
4. Lack of funds to develop basic infrastructure for the agro-tourism.
5. Presence of unorganized sector in the Agri tourism industry.

### Issues needing attention for the promotion of Agri tourism in India

1. **Publicity:** It is difficult to provide publicity to a remote Agri tourism unit. Hence, either collectively such Agri tourism operators can provide publicity or organizations like ITDC, State tourism development corporations, NGOs, press and tour operators can take up this responsibility.
2. **Transport:** Reaching the remote Agri tourism units is the greatest challenge due to lack of approach roads and poor transportation facilities in rural areas.
3. **Accommodation:** Safe and clean accommodation is must in Agri tourism. Urban and foreign tourists look for these minimum facilities.
4. **Public - Private partnership:** Agripreneurs, farmers' organizations, cooperatives, NGOs and agribusiness companies can take up these ventures with the help of farmers and government agencies tour operators.

### Major Agri tourism destinations in India

- Tea plantation regions: Assam, Darjeeling, Munnar, Nilgiris
- Coffee plantation regions: Karnataka, Kerala, Tamil Nadu
- Coconut plantation regions: Kerala, Tamil Nadu
- Cardomom plantation regions: Kerala, Karnataka, Darjeeling, Sikkim.

### Potential regions of Agri tourism in Karnataka.

Although Karnataka does not have established Agri tourism centres, the natural environment in the state creates immense potential for the development of this venture. To initiate in Karnataka the concept Agri tourism in its full swing, Karnataka tourism department can start with already popular rural destinations like Banavasi and Anegundi and by setting Agri Tourism Development Corporations at each village level so that it can focus and dedicate to the enhancement and development and promotion of these destinations as not only rural tourism but also Agri tourism destinations

### Banavasi

At attempt has to be made by Vishwodaya Grameen Pravasodyama Samsthe, Banavasi, Uttar Kannada, Karnataka and Village Tourism Development Committee, to create a niche for Agri Tourism in Banavasi. The benefits can be, that, it is already a well-known Rural Destination and has the basic infrastructure in hand to explore the Agri Tourism Concept where people will not just come and visit a rural place but also be part of it most important source of earning i.e., Agriculture. Finally, stop off at the Gudnapur Lake to watch a beautiful sunset. Gudnapur also has the Rani Mahal, a fifth century structure still being explored by the ASI. With Kadambotsava, an annual event organised by the state government, Banavasi regains its former glory as a cultural capital. Renowned classical musicians, yakshagana artistes, drama troupes, folk dancers and eminent literary personalities assemble for Kadambotsava and make it a huge cultural fete. This is organised usually in the month of December.

At Banavasi, tourists can stay at the newly built Village Tourism Complex. There are eleven double rooms available set around a squarecourtyard at the edge of Banavasi with the River Varada on one side and the Pampa Vana on the other. Banavasi also known for its varied cuisine. "Khanavalis" or small eateries in Banavasi serve up hot, delicious food with a warm smile. There are several breads made of rice, jowar and corn as well as rice served with a variety of sweet, sour, pungent and spicy curries and sauces. Accompanying the meal is a wide range of fresh powders and chutneys made of lentils, chillies, tamarind, and oil cake. The women SHGs group in Banavasi come together to cook up a feast using pineapple as the main ingredient. It not only enhances the importance of rural destinations but also will be able to contribute directly to the well-being of the Farmers

### Anegundi

The landscape made up of huge granite boulders, rice paddies and banana plantations have 'mantapas' scattered around them reminding one of a miniature painting. The irrigation systems from 14th Century irrigate and maintain lush agricultural landscape. The rides in the basket boat, coracles are a must that takes one on an enchanted journey. Walks on the village routes will take you on mythical journeys of the Kishkinda the ancient monkey kingdom which are full of stories and references and outdoor/ecotourism including low-impact cycling tours. A unique and astonishingly beautiful area of natural wilderness, the region has been called the 'playground of the gods' and is home to crocodile, leopard, great owl, sloth bear, langur, several species of turtles and nearly 300 varieties of birds.

Art and Craft - The non-traditional artisans of Anegundi are pioneers in new and innovative low-waste methods of banana fibre production. Products created by the banana fibre are widely accepted all over the world. The existing crafts in the region are Quilting Lambadi embroidery Stone and Wood Carving Black Pottery Traditional masonry Bamboo crafts new jewellery is being developed with beautiful tear drop like white and dyed seeds.

Folk traditions - The region has a rich folk performing traditions which include Kolata, Hagalu Veshha – Burra Kathe, Rana Modi & Raja Modi, Bayalata, Kinnari Jogi, Devadasi, Deity Dance, Dasara Songs, Lambadi, Veshagare. Oral Traditions include Folk songs such as Suggi Padagalu, Sobane Padagalu, Gondali Aata, Malerayana Haad etc.

Since it is marked as World Heritage Site, the number of

tourists visiting the place will be more and this creates an immense potential to harness the additional income through Agri tourism.

### Conclusion

Agri tourism is complimentary to traditional agricultural activities. It is an opportunity for farmers to use the available resources in a diversified and innovative way. It creates a win-win situation to farmers as well as tourists. Agri tourism is unravelling the various facets of village and life with farming. Farmers earn better from innovative use of available resources and the tourist can enjoy village life and nature in an affordable prices. Not only are those, the villages also benefited due to the development of agro tourism. Some cases of agro tourism in Maharashtra have proved that agro tourism not only bring development of farmers but to the village as a whole from social and economic angle.

### References

1. Chadda D, Bhakare S. Socio-Economic Implications of Agri Tourism in India. *Int. Proceedings of Economic Dev. Res.* 2012; 39(4):151-155.
2. Deepak JT. Management Approach towards Agro Tourism (With Special reference to potentials, Challenges Development and Growth in Western Maharashtra). *Ph.D. Thesis, Tilak Maharashtra Vidyapeet, Pune, Maharashtra India, 2012.*
3. Shrikrishna GW. Critical Study of Agritourism Industry in Maharashtra. *Ph.D. Thesis, Symbiosis Int. Univ., Pune, Maharashtra India, 2013.*
4. Shushma H. Agritourism in Karnataka – issues constraints and possibilities. *Int. J. Rec. Res. Commerce Economics Manag.* 2012; 2(7):106-111. [www.itdc.in](http://www.itdc.in)