

Agritourism a Geographical Delight for the Indian Tourism Sector

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Abstract - Agritourism is one of the new conceptions in the tourism industry where healthy tourism takes place in the rural world. Through which villages provide recreational opportunities to all age groups i.e., children young, middle and old age, male, female, in total to the whole family at a cheaper cost. Rural games, festivals, food, dress, and the nature provide variety of entertainment to the entire family. Modern life is a product of expanded thinking and diversified activities. Every individual attempt to work more, in different directions to earn more money to enjoy modern comforts. Hence, peace is always out of his system, people are very much stressed out. Tourism is a means for searching peaceful location. Peace and tranquility are inbuilt in Agritourism as it is away from urban areas and close to nature. While the direct contribution to GDP is estimated at INR 3222 billion in 2020, the total contribution is estimated at INR 8416 billion in the same year.

Index Terms - Tourism, Modern, Opportunities, Peaceful, Travel, tourist

INTRODUCTION

The travel and tourism industry has occurred as one of the fastest growing sectors contributing significantly to global economic growth and development. While traditionally Europe and America have remained among the tourism markets, new emerging markets are expected to witness high growth in international tourist visits over the next decade. India has significant potential to become a preferred tourist destination globally. Its rich and diverse cultural heritage, abundant natural resources and biodiversity provides numerous tourist attractions. The total tourist visits in India have been growing at a steady rate of about 16 per cent over the past five years. The travel and tourism sector in India provides significant socio-economic benefits. While the direct contribution to

GDP is estimated at INR 3222 billion in 2020, the total contribution is estimated at INR 8416 billion in the same year.

INDIAN TOURISM

The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. Tourism in India is a potential game changer. It is a sunrise industry, an employment generator, a significant source of foreign exchange for the country and an economic activity that helps local and host communities. India is a tourism product which is unmatched in its beauty, uniqueness, rich culture and history has been aggressively pursuing the promotion of tourism both internationally as well as in the domestic market. Indian tourism industry is thriving due to an increase in foreign tourist arrivals and greater number of Indians travelling to domestic destinations than before. In the past few years, the real growth has come from within the domestic sector as around 30 million Indians travel within the country in a year. Travel and tourism sector's contribution to capital investment is projected to grow at 6.5 per cent per annum during 2013-2023, above the global average of five per cent.

CONCEPT OF AGRITOURISM

Agritourism is one of the new concepts in the tourism industry where healthy tourism takes place in the rural world. Through which villages provide recreational opportunities to all age groups i.e. children young, middle and old age, male, female, in total to the whole family at a cheaper cost. Rural games, festivals, food, dress and the nature provide variety of entertainment to the entire family. Modern life is a product of specialized thinking and diversified activities. Every individual attempt to work more, in different

directions to earn more money to enjoy modern comforts. Hence, peace is always out of his system, people are very much stressed out. Tourism is a means for searching peaceful location. Peace and tranquillity are inbuilt in Agri-Tourism as it is away from urban areas and close to nature. People from the urban areas are bored with the urban crowd they are very much interested in the natural world. Modern lifestyle has made life stressful and average life span has come down. Hence, people are in constant search of pro-nature means to make life more peaceful. Ayurveda which is a pro-nature medical approach has roots in villages. Indigenous medical knowledge of villagers is respected. Organic foods are in greater demand in urban areas and foreign countries. In total, health-conscious urban population is looking towards pro-nature villages for solutions. In simple words we can say that Ultimately Agri-tourism is based on the principle of "Come, pluck a fruit, smell a flower, run in the fields, lie on the hay and be lost in rural India". So in future course Agri-Tourism is answer to the stressful urbanites

OBJECTIVES OF THE STUDY

Present studies have been undertaken with following objectives:

1. To examine the various types of services in the Agri-Tourism
2. To investigate the level of job opportunities in the Agri-Tourism
3. To describe the urban tourist's satisfaction
4. To evaluate the prospective business opportunity in the Agri-Tourism.
5. To explore the various advantages of the Agri-Tourism.

METHODOLOGY OF THE STUDY

Sources of the Data:

The present study has been undertaken on the basis secondary sources. As most of Villages in India are rich in natural vegetation, hillocks, forest green, most of the data can be obtained from magazines, newspapers, travel books etc. At the same time attractive tourist end point data have been collected from the Indian Tourism Development Corporation, Bangalore.

Hypothesis of the study:

1. Poor farmers and small-time agricultural workers can benefit from this tourism.
2. GDP of India can be increased.
3. A greater amount of employment can be generated under this Agro-tourism.

SCOPE AND PROMINENCE OF AGRICULTURE TOURISM IN INDIA

Agri-Tourism has great importance in the present context for the following reasons:

1. An inexpensive getaway: The cost of food, accommodation, recreation and travel is least in Agri-Tourism. This widens the tourist base. Present concept of travel and tourism is limited to urban and rich class which constitutes only a small portion of the population.
2. Curiosity about the farming industry and life style: The urban population having roots in villages always have had the curiosity to learn about sources of food, plants, animals, raw materials like wood, handicrafts, languages, culture, tradition, dresses and rural lifestyle. Agri-Tourism which revolves around farmers, villages and agriculture has the capacity to satisfy the curiosity of this segment of population.
4. Interest in natural environment: Busy urban population is leaning towards nature. Because, natural environment is always away from busy life. Birds, animals, crops, mountains, water bodies, villages provide totally different atmosphere to urban population in which they can forget their busy urban life.
5. Dissuasion with overcrowded resorts and cities - In resorts and cities, overcrowded peace seekers disturb each other's peace. Hence, peace is beyond cities and resorts. Even though efforts are made to create village atmosphere in the sub urban areas through resorts, farmhouses, it looks like a distant replica of the original.
6. Rural recreation -. Agricultural products like farm gate fresh market, processed foods, organic food could lure the urban tourists. Bullock cart riding, camel riding, boating, fishing, herbal walk, rural games and health (ayurvedic) adds spice to the Agri-Tourism.

PROSPECTS AND OPPORTUNITIES OF AGRICULTURE TOURISM IN INDIA

Indian tourism industry is growing at the rate of 10.1% - The World Tourism organization has estimated that the tourism industry is growing at the rate of 4% a year and that by the year 2010 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 10% which is 2½ times more than 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. Conde Nast Traveller – A leading European Travel Magazine has rightly quoted India has entered amongst the top 10 tourists. India is already established as one of the top tourist destinations in the world. Value addition by introducing novel products like Agri-tourism would only strengthen the competitiveness of Indian tourism industry in global market. Hence, there is scope for promotion of non-urban tourist spots in interior villages by establishing Agri-tourism centres. But, adequate facilities and publicity are must to promote such centres.

ROLE OF AGRICULTURE INSTITUTES IN PROMOTION OF AGRI-TOURISM

Around 1000 agriculture teaching, training, research and marketing organizations are there in the country. Each institute is equipped with technically trained manpower, infrastructure for lodging, boarding, fields and other necessary facilities which could be used for promotion of Agri-tourism concept. Urban, foreign tourist could be attracted, accommodated and exposed to agricultural situations on payment basis. All the state agricultural universities, animal husbandry universities, fisheries universities, ICAR organizations, Krishi Vignan Kendra, state, district level farmers training centres, demonstration farms and seed production farms could be brought under this concept. This would bring down economic burden of the government, efficient utilization of resources and promotion of Agri-tourism concepts.

SOME OF THE SUCCESSFUL RUNNING MODELS OF AGRI – TOURISM ARE

1. Arts & Crafts Demonstrations.
2. Farm Store: Exhibition of farm equipments
3. Roadside Stand selling fresh farm products and craft items

4. Processing of farm products and sale
5. Demonstration of Agri-activities like Sheep Shearing, Wool Processing, Fee fishing hunting.
6. Farm Tours, Horseback Riding, and Cross-country skiing.
7. Camping, Bad weather - like desert, snow fields, heavy rainfall also attract Agri-tourists.
8. Picnic Grounds. A shady spot for visitors to rest – like a big banyan tree Educational Tours for school children, officers and progressive farmers
9. Outdoor Schools which are mobile in nature teaching agriculture, Herb Walks. Workshops on interesting, emerging agriculture topics
10. Speakers who can attract Agri-tourist narrating Agricultural experiences.
11. Regional Themes like tribal coffee of Kerala, Andaman spices etc • Crop Art. • Pizza Farm.

ISSUES NEEDING ATTENTION FOR THE PROMOTION OF AGRI PROMOTION TOURISM

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. Government should play important role in creating these facilities namely roads, transport and telecommunication to rural areas especially where Agri-tourism units are established on priority basis. These efforts could be effective with private participation in partnership mode.
3. Accommodation – Safe and clean accommodation is must in Agri-tourism. Urban and foreign tourists look for these minimum facilities. Orienting Agri tour operators on one hand and providing incentive to such efforts on other hand is necessary. Regular clean water supply and neat toilets are important.
4. Safety of tourists– Agri-tourism units are located in remote areas which lacks roads, medical facilities, telecommunication and sometimes threat from theft and wild animals. Hence, support of local population is must besides facilities for emergency medical care.

SUGGESTIONS TO IMPROVE AGRI-TOURISM

1. Special Tourist Police security officers have to appoint to guide the domestic and foreign tourist as it already done in the western countries.
2. Swift marketing has to be undertaken to attract foreign tourist.
3. Smooth travel may be facilitated across the nation for Agri-Tourism.
4. Travel partners have to be formed between the villages and the tourist.
5. Safe lodging and transportation, effective and fast handling of enquiries and complaints has to be undertaken.
6. Private Entrepreneurs has to be encouraged to set up affordable facilities in the villages.
7. New tourist destinations may be identified and further development of the same can be done.
8. A toll free 24/7 hours help line can provide necessary information to Agri-tourists.

LITERATURE REVIEW

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