

AGRO -TOURISM: AN ADDITIONL BUSINESS OPPORTUNITY FOR SMALL FARMERS

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Abstract:

Agro tourism is now a known word in the minds of common people who want to enjoy the beautiful and mesmerizing view of the village life and farms. Agro tourism is a concept where the small farmers provide their farms to domestic tourists and visitors for enjoying and relaxing with very nominal charges, making it an affordable destination for local as well as international tourists. Agro tourism is the concept in which farms are recreated for providing stays, educational activities, do it yourself activities etc are provided to the tourists or visitors in that particular farm with local people .in this paper an effort is made to study the various benefits and the concept of the agroturism and to analyze how agro tourism can become an additional business opportunities for the local small farmers. With the agro tourism the farmers can get additional income and the standard of living of the farmers can be improved.

Key words : Agro-tourism ,small farmers ,business opportunity, agriculture

INTRODUCTION

In today's era every countries economy is now largely depends upon the level of tourism activities it offers. Every economy is trying to improve their tourist foot fall in their country ,so as to boost their economy .Tourism not only improves the income and foreign exchange reserve of the host county but also provides employment to its citizens in a large no. with the advent of time the various concepts of tourism have evolved ,amongst them Agro tourism is also a type. Agro tourism is a concept in which the small farmer or land owner provide the visitors or tourists to stay with the farmer and the local people of that area, and along with the various facilities of staying overnights, and these agro farms provide various fun activities to their guests to grow their own food, harvest their food , process their food ,milking of cows , and many more activities that can make a urban crowd feel excited and adventurous .

SCOPE OF AGRO TOURISM IN INDIA

India with around more than half population depends upon the agriculture directly or indirectly has an tremendous scope for the agro tourism as due to following reasons

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- As agro tourism is an in expensive way for a small farmer to start his /her venture and can earn extra income to improve his or her standard of living
- Agro tourism provides with employment opportunities for the small and medium farmers and the family members of farmers to earn from the allied agricultural activities.
- Agro tourism has now become a marketing tool for promoting the local handicraft, language, culture traditions, dressing style and living style of that particular area.
- The scope of the agro tourism brings the primary and service sector tourism together and provides with the win win situation for both primary and service sector
- Agro tourism scope includes various recreational outdoor activities like bullock kart rides for the guests, kabaddi tournaments, kho-kho tournaments, bullock-kart ploughing of the land of the farmers by the tourists, horse riding facilities, fishing, camps, local rural games for the guests etc are the various activities the agro tourism company or the farmer may provide to the domestic or the international tourists.
- Agro tourism has also provided a scope for the marketing and sales of own grown food and stuffs to the guests. This provides a direct selling scope for the farmers which helps the farmers to increase the profit by selling the products grown by him to the customers.
- There is a scope for providing entertainment facilities to the guests in the agro tourism camps .like folk music and folk dance performance by the local folk artists which ultimately provide the employment to the folk artists and the small farmers.
- agro tourism has a scope for providing educational experience to various guests from different backgrounds , these educational activities may include schools tours , nursery tours , visit to the poultry farms , techniques and methods of the traditional agriculture , garden tours etc .

REVIEW OF LITERATURE

Kumbhar, V. (2009). In this research paper the author has analyzed the various cash crops for the farmers in the Maharashtra for the assessment and analysis of the agro tourism activities in the Maharashtra state. this paper showcase the benefits and various opportunities that the farmers can get from the agro tourism and also agro tourism can become the cash crop for the farmers of the Maharashtra and its can also become an instrument of employment generation in the Maharashtra as well as whole county in India .

Chandrashekhara, Y. (2018). In this research paper the author is explaining the concept of Agro tourism, its allied employment opportunities and various potential capacity of the agro tourism. This paper also showcase that both central and state government are taking the various efforts for the promotion of the Agro tourism in the country.

Joshi, S., Sharma, M., & Singh, R. K. (2020). In this research paper the author has analyzed the key critical success factors that determine the performances of the agro tourism this paper also considers the various performance clusters in uttarakhand, and examines the various bottle necks in the adoption, key benefits of sustainable agro tourism activates. This paper also analyses the agro tourism supply chain practices in India.

Joseph, A., & Varghese, J. (2020). In this research paper the author has analyzed various challenges and various opportunities that the various stakeholders faces in the agro tourism faces. This paper has also provided with the suggestions for improvement to the various stake holders including, farm owners, government, farm visitors etc. So that the Agro tourism can become successful

Mili, N. (2012). In this research paper the author has analyzed the rural tourism I a particular village in Assam (India). This research paper shows various barriers in the agro tourism, various scopes for the agro tourism and also the social impact of the agro tourism is shown in this research paper. This paper concludes that the agro tourism has a great scope in the coming future and is one of the important employment generators.

VARIOUS CHALLENGES IN THE AGRO TOURISM

- Problems related to marketing of their services and their reach to the customers is a major challenge that most farmers faces while practicing Agro tourism
- Problems related to infrastructure facilities that, farmers find it difficult to arrange their agro farms. Even after arranging the infrastructure facilities they get them on higher cost and interest rates, which Makes it difficult for the farmers to bear the cost in the Agro Tourism business.
- The Lack of communication is the main challenge that farmers, specially the small and the remote farmers faces.
- Maintaining proper hygiene and basic needs for the urban visitors and tourists is also a challenge that the small farmers face
- There exists a challenge to the small farmers about the awareness about the agro tourism business and its various benefits to them.
- Generally safety is the major concern amongst the visitors as they find it unsafe environment around the agro farms that also become a challenge in agro tourism business.
- Another challenge that the agro tourism farms face is the lack of innovation. the farm owners should update their facilities , equipments and ambience on a regular interval of time ,so as to attract new and large no of tourists

SOCIAL IMPACT OF AGRO TOURISM

- Agro tourism provides with the large no of employment opportunities to the people of rural Background that ultimately solves the problem of unemployment in the rural areas of the country.
- With rise in the no. of agro tourism farms by the farmers the local handloom and craft industries has seen a great boost in the sale by which the women of that particular local area get empowered because mostly women are indulged in the handlooms n the rural areas.
- Another important social impact that has been made by the agro tourism is that it protects and promotes the natural resources of that particular area, by which it helps the ecology of that particular area to get protected and preserved.

- With the popularization of Agro tourism the foreign exchange reserves of the country are improving because the foreign tourists love to visit Agro tourism destinations.
- With Agro tourism the local people get to know and explore the various communities, languages and various delicacies, by communicating with the farm visitors from the different backgrounds.

OBJECTIVE OF THE STUDY

The objective of this particular research paper is to understand

- The current status of the Agro tourism in India
- problems faced by the farmers in Agro tourism
- benefits, Scope and opportunities in Agro tourism in India

RESEARCH METHODOLOGY

This research paper is prepared using the secondary data which is collected from different web sources, to understand the Agro tourism concept and the Scope of the Agro tourism, along with the status and growth of the Agro tourism in India.

CONCLUSION

Almost half of the population of the county is related to the agriculture directly or indirectly, this makes it an important sector of the economy. But the Small farmers are not able to cope with the challenges and losses from the agriculture as they don't get the required prices from their crops. Agro tourism has come as a light of hope for the farmers, as it provides the farmers with the additional source of income with Existing setup with minimal cost. The analysis of various researches and studies we conclude that the Agro tourism is being popularized amongst the farmers and many new farmers, especially small farmers are getting attracted towards the agro tourism, because of the high earning and various allied business activities. Agro tourism as a business has a great scope in India this is going to change the living standards of the Indian farmers.

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