

COMMUNITY WORK III

Agro Tourism

Submitted in Partial Fulfillment for the Award of the Degree of BCA2022-2024

Submitted By: [PRINCE KUMAR](#)

UNIVERSITY PRN.[2228100032](#)



**BHARATI VIDYAPEETH (DEEMED TO BE UNIVERSITY)
SCHOOL OF DISTANCE EDUCATION
Academic Study Center - BVIMR, New Delhi An
ISO 9001:2008 Certified Institute
NAAC Accredited Grade "A" University**

Student's Declaration

I PRINCE KUMAR BACHELORS OF COMPUTER APPLICATIONS IIIrd

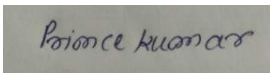
Semester would like to declare that the project report entitled Submitted to Bharati Vidyapeeth University Pune, School of Distance Education Pune, Academic Study Centre BVIMR New Delhi in partial fulfillment of the requirement for the award of the degree.

It is an original work carried out by me under the guidance of Mr. YASHWANT KUMAR

All respected guides, faculty member and other sources have been properly acknowledged and the report contains no plagiarism.

To the best of my knowledge and belief the matter embodied in this project is a genuine work done by me and it has been neither submitted for assessment to the University nor to any other University for the fulfillment of the requirement of the course of study.

PRINCE KUMAR

A rectangular box containing a handwritten signature in cursive script that reads "Prince Kumar".

Student Name with Signature

STUDENT UNDERTAKING

I **PRINCE KUMAR BACHELORS OF COMPUTER APPLICATIONS IIIrd**

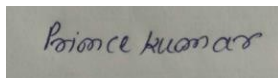
Semester would like to declare that the project report entitled Submitted to Bharati Vidyapeeth University Pune, School of Distance Education Pune, Academic Study Centre BVIMR New Delhi in partial fulfillment of the requirement for the award of the degree.

It is an original work carried out by me under the guidance of Mr. YASHWANT KUMAR

All respected guides, faculty member and other sources have been properly acknowledged and the report contains no plagiarism.

To the best of my knowledge and belief the matter embodied in this project is a genuine work done by me and it has been neither submitted for assessment to the University nor to any other University for the fulfillment of the requirement of the course of study.

PRINCE KUMAR

A rectangular box containing a handwritten signature in cursive script that reads "Prince Kumar".

Student Name with Signature

Declaration

This is to certify that I, Gopal Naidu Karri student of Post Graduate Diploma in Management (Agriculture) 2014-16, NAARM, Hyderabad, has given information to the best of my knowledge in the project titled “Scope of Agritourism in India” (With reference to development, challenges, Extension & Advisory Services) and that no part of this information has been used for any other assignment but for the partial fulfilment of the requirement towards completion of the project.

Acknowledgement

The success of the project is dedicated to the encouragement and guidance of many people. I take this immense privilege to express my gratitude to the people who have been an important part of the successful completion of this project.

First I would like to acknowledge the constant support and guidance provided by our Director, Dr. D. Rama Rao and our Joint Director, R. Kalpana Sastry.

I wish to thank my Institute Guide, Dr.S.K.Soam, Principal Scientist, ICM Divison, NAARM for his expert guidance and useful suggestions, which helped me in completing the project work in time.

I would also like to thank Dr. Rasheed Sulaiman V, for his ideas and support. I would also like to thank Subash S.P for supporting me and guiding me throughout the project.

I owe a special debt to staff of KVK, Baramati for helping me throughout the project and especially during understanding and meeting of different stakeholders involved in agritourism.

I owe a special debt of thanks to my parents and staff in NAARM, for helping me out throughout the project within the limited time frame. Special thanks to my friends who were with at all tough times.

I would like to thank the god almighty for all his blessings.

S.No	Particulars	Page No.
1	Executive Summary	2
2	Introduction	3
3	History of Agritourism	8
4	Agritourism in India	10
5	Evolution of Agritourism - Worldwide	13
6	Case Study – Agritourism Center, Baramati	16
7	Facts of Agritourism in Maharashtra	20
8	Feasible model	22
9	Extension & Advisory services in Agritourism Promotion	23
10	SWOT Analysis & References	35

Executive Summary

Agriculture is the main sector of Indian Economy. Around 65 percent of the population is directly or indirectly dependent of agriculture. Out of total GDP around 13 percent GDP comes from agriculture sector. Providing additional income generating activities to existing agriculture would certainly increase contribution of agriculture to national GDP. Agri Tourism will serve this purpose. Agri Tourism is the latest concept in the Indian Tourism industry. It gives an opportunity to experience the real enchanting and authentic contact with real life. Promotion of Agri tourism needs conceptual convergence with rural tourism, health tourism and adventure tourism.

Tourism is termed as instrument for employment generation, poverty alleviation and sustainable le human development. The world tourism organization has estimated that the tourism industry is growing at the rate of 4 percent a year. Whereas Indian tourism industry is growing at 10.1 percent which is 2.5 times more than the world rate. The tourism sector is one of the major foreign exchange earners for country.

Agro tourism is one such form of tourism which has recently emerged in Maharashtra. It is a field with potential to develop. Certainly as a newly developing field it has its own share of challenges and management issues to face. The issues like guest host relationship, sustainability, economic feasibility are important for any new tourism development at a destination. It is more so in the case of agro tourism as it has a direct impact on the host culture and rural community as a whole.

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. For many developing countries it is one of the main sources of foreign exchange income and the number one export category, creating much needed employment and opportunity is for 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's 12th Five Year Plan Report, 2011)

Agritourism industry in India has a lot potential to develop the rural India. This report gives an overall perception of agritourism, its opportunities, challenges and the role of Extension & Advisory services in promoting agritourism in India

Introduction

Concept of Agri-tourism:

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. The urban life is becoming more hectic and complex. The corporate world has provided good employment avenues but along with this it has increased the stress level and the complexity. With the experience of Agri tourism the people can get relaxation. Because of the urbanization, many children as well as the adults do not have an idea about the rural life and the agriculture. Agri tourism provides them a chance to experience rural life and see the agricultural activities.

Agri tourism includes opening up farms to tourists from urban areas and from abroad, and letting them to take experience of rural life. Apart from telling them about the various crops and how they are sown and harvested, agri tourism exposes tourists to traditional food, handicraft, culture, music and language. Tourists can get an experience of rural activities such as bullock cart rides, milking cows and goats and picking farm fresh fruits and vegetables etc.

Rationale of the study:

- Tourism is one of the emerging sector in world as well as in the country. Concepts like Agri-tourism are providers of niche offerings as products which are expected create more demand.
- India ranked 11th among 184 countries in terms of travel and tourism's total contribute into GDP in 2015 and the travel and tourism sector in India estimated to contribute 9 per cent of total employment, generating 37.4 million jobs in 2015.
- Agri-tourism in state Maharashtra has witnessed to the growth in the past years and helped additional income to the farmers.

Table 1: Tourists Arrival at Agro Tourism Centers in Maharashtra

Year	No. of tourists
2007	15000
2008	23500
2009	31200
2010	47000
2011	38900
2012	46700
2013	49850

Table: Increasing trend in tourists visited Maharashtra from 2007 to 2013

- Need of capacity building and extension advisory services in the sector

Objectives:

1. To study the ongoing Agri-tourism initiatives & existing schemes to promote agro-tourism in the country.
2. Documentation of existing business models in Agro-tourism – suggesting viable model
3. To find out the strategic role of extension and advisory services in sustenance of Agro-Tourism

Methodology:

- The research is will be mainly carried through desk research i.e., secondary sources like maps, photographs, books, internet web sites, dissertations, doctoral level research work, journals, newspaper clippings and conference material etc.,
- Personal interviews with selected agro-tourism entrepreneurs with a questionnaire and discussions with stakeholders in tourism & other related government officials.
- Statistical analysis

Introduction of Agri tourism

Since, now days the major development in Agritourism is taking place all around the world, different forms of Agritourism are seen. Agritourism gives people the chance to breathe fresh air, learn about rural environment, ride horses, pick fruits, feed animals, milk cows and participate in actual work of farm and buy produce directly from a farm. Agritourism is a form of niche tourism in which farms are used as tour destinations for educational and/or recreational purposes.

Why agri tourism?

Mother nature is an open door school without brick walls, observe carefully , explore the hidden treasures and learn something or the other , moreover India is agriculture country , hence it is expected of us to be well informed about it. Urban population is increasing day by day, today urban children's world is restricted in the closed door school, classes, cartoon programs on the television, video games, chocolates, soft drinks, spicy fast food, computer, internet, and so on, and they see Mother Nature only on television screen. Moreover out of people living in the cities 35 % do not have relatives in villages and 43% never visited or stayed in village. Agriculture as business is becoming more and more expensive and many farmers cannot afford it. To add to this the gradual loss of fertility of the land that is giving diminishing yields. Unless and until the farmers start business of any form to compliment and support to their income from land, they shall be doomed to eke out bare existence below poverty line.

Agri tourism Definitions:

Definitions of Agri tourism approved by all the researchers and organizations in the different regions of world are characterized specially by taking into consideration their own specific characteristics of the area where that selective form of tourist offer has been developing.

Worldwide many terms have been used to convey the idea of Agritourism. It is multi faceted and may entail agricultural tourism, agro tourism, farm tourism, farm vacation tourism, wine tourism, agri tourism, as well as some related terms that are used interchangeably with Agritourism or that are complementary to Agritourism include nature tourism, rural tourism, alternative farming, wildlife enterprises, ecotourism, agritainment, heritage tourism, agri education and value added agriculture (Brant and Rhoades, 2007).

The dictionary meaning of Agritourism is tourism in which tourist's board at farms or in rural villages and experience farming at close hand (Dictionary of the English Language, 2000). Barbieri and Mshenga (2008) define Agritourism as "any practice developed on a working farm with the purpose of attracting visitors."

McGeehan, Kim, and Jennings (2007) explain Agritourism as "rural enterprises which incorporate both a working farm environment and a commercial tourism component." Marques (2006): "a specific type of rural tourism in which the hosting house must be integrated into an agricultural estate, inhabited by the proprietor, allowing visitors to take part in agricultural or complementary activities on the property." Sonnino (2004) "activities of hospitality performed by agricultural entrepreneurs and their family members that must remain connected and complementary to farming activities."

Shapley and Shapley (1997) "tourism products which are directly connected with the agrarian environment, agrarian products or agrarian stays."

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.”

Agritourism for farmers is considered as “A range of activities, services and amenity is provided by farmers and rural people to attract tourist to their area in order to generate extra income for their businesses”.

Agritourism for tourists is considered as “anything that connects tourists with the heritage, natural resource or culinary experiences unique to the agricultural industry or a specific region of the country’s rural areas.”

Agri-tourism or agro-tourism, involves any agriculturally based operation or activity that brings visitors to a farm or ranch. Rich et al (2012) defines agri-tourism to comprise of activities offered on working farms and other agricultural settings for entertainment or educational purposes.

Agri-tourism has different definitions in different parts of the world, and sometimes referring to farm stays and sometimes to a wide variety of activities, including buying a produce directly from a farm stand, navigating a corn maze, slopping hogs, picking fruit, feeding animals, or staying at a bed and breakfast (B&B) on a farm (Wikipedia). Definitions of agri-tourism are wide- ranging in the literature. The discrepancies found among the various agri-tourism m definitions relate to three issues: (1) the type of setting (e.g., farm, any agricultural setting); (2) the authenticity of the agricultural facility or the experience; and (3) the types of activity is involved (e.g., lodging, education). Agri-tourism products and services can be divided into different types like farm accommodation, farm catering, participatory agri-tourism, farm retailing, therapy at the farm, holidaying in a farm and farm entertainment.

Advantages of Agri – Tourism are:

1. It brings major primary sector agriculture closer to major service sector tourism. This convergence is expected to create win-win situation for both the sectors.
2. Tourism sector has potential to enlarge.
3. Agriculture sector has the capacity to absorb expansion in tourism Sector.

SCOPE OF AGRI - TOURISM

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

1. **An inexpensive gateway** - 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. However, the concept of Agri-Tourism takes travel and tourism to the larger population, widening the scope of tourism due to its cost effectiveness.
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.

3. Strong demand for wholesome family oriented recreational activities-

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, festival ls, food, dress and the nature provides variety of entertainment to the entire family.

4. Health consciousness of urban population and finding solace with nature friendly means - 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 pronature villages for solutions.

5. Desire for peace and tranquillity - Modern life is a product of diversified thinking and diversified activities. Every individual attempts to work more, in different directions to earn more money to enjoy modern comforts. Hence, peace is always out of his system. 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.

6. 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.

7. Disillusionment 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, farm houses, it looks like a distant replica of the original.

8. Nostalgia for their roots on the farm - Cities are growing at the cost of villages. Villa gears are migrating to cities in search of jobs and to seek the comforts of modern life. Hence, yesterday's villagers are today's urbanites. Deep in the heart of urbanites lies the love and respect for their ancestors and villages. Hence, visit to villages satisfies their desire. This is also expressed through the hatred of urbanites to flat culture and love for farmhouses located in the outskirts of cities. Any opportunity to visit villages and spend time with family is dream of any urbanite. But, minimum decent facilities are always problem. Agri-Tourism attempts to overcome this problem.

9. Rural recreation - Villages provide variety of recreation to urbanites through festivals and handicrafts. Villagers (farmers) lifestyle, dress, languages, culture / traditions which always add value to the entertainment. Agricultural environment around farmers and the entire production process could create curiosity among urban taught. Places of agriculture urea l importance like highest crop yielding farm, highest animal yielding farm, processing units, farms where innovations tried add attraction to the tourists. Agricultural products like farm gate fresh market,

processed foods, organic food could lure the urban tourists. As result of this agri – atmosphere in the villages, there is scope to develop Agri – Tourism products like agri- shopping, culinary tourism, pick and own your tree / plot, bed and breakfast, pick and pay, Bullock cart riding, camel riding, boating, fishing, herbal walk, rural games and health (Ayurveda) tourism.

10. Educational value of Agri-Tourism – Agri-Tourism could create awareness about rural life and knowledge about agriculture science among urban school children. It provides a best alternative for school picnics which are urban based. It provides opportunity for hands on experience for urban college students in agriculture. It is a means for providing training to future farmers. It would be effectively used as educational and training tool to train agriculture and line department officers. This provides unique opportunity for education through recreation where learning is fun effective and easy. Seeing is believing, doing is learning. This experience based concept is the USP of Agri-Tourism.

BASIC PRINCIPLES OF AGRI – TOURISM

Agri - Tourism should ensure the following three basic principles.

1. Have something for visitors to see - Animals, birds, farms and nature are few things which Agri-Tourism could offer to the tourist. Apart from these, culture, dress, festivals and rural games could create enough interest among visitors in Agri-Tourism.

2. Have something for visitors to do - Participating in agricultural operations, swimming, bullock cart riding, camel riding, buffalo riding, cooking and participating in the rural games are few activities to quote in which tourists can take part and enjoy.

3. Have something for visitors to buy - Rural crafts, dress materials, farm gate fresh agriculture products, processed foods are the few items which tourist can buy as memento for remembrance.

HISTORY OF AGROTOURISM

Agro tourism has been around for a lot longer than anyone might think. In the simple history of agro tourism, our group summarized that development of the history itself related to human development along with the world technologies. Agro tourism also known as agro tourism, and the history of it was discussed by the expert from University of Tennessee Extension n Publication by considering it as Agritainment. Agritainment (agro tourism and entertainment farming enterprises), created in 1800s, when families visited farming relatives in order to escape from the city and experience the farming. Mostly they don't really took the holiday as a part of the agro tourism because their main focus is to release tension and get some rest during that time. Visiting other country become more popular with the widespread use of the automobile in 1920s. The used of car and vehicle make them easier to move and to explore the other place that required them to do some journey. That make the agro tourism become more popular and it increases not only the agro tourism industry but also the economy of the country because of many people have their own transportation. 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 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.

Relation between Agriculture and Agritourism

As listed in the article entitled, "Alternative forms of occupation and continuous educational training in Agriculture" published by module organization of agro-farms Corporate and Development Center.

Rzeszow-Poland relations between farm tourism sections and the agricultural ones can be

- Complementary
- Supplementary
- Competitive
- Antagonistic

Cox & Fox (1991) mentioned that tourists expect rural areas to be unaffected by congestion and to provide access to open, undeveloped space. Many of today's tourists are looking to rural areas as their vacation destinations.

Agritourists' Satisfaction

Srikatanyoo, N., & Campiranon, K. (2008) enlisted and discussed importance of identification of needs of Agritourists for Sustainable Tourism Development. This has been proposed in this study that the success or failure of agritourism providers will be largely determined by their

Ability is to satisfy agritourists' needs. They also pointed out that, satisfied **agritourists are in fact a significant source of revenue for the Agritourism providers**, apart from the sales of their agriculture products."

Distinction between Rural Tourism and Agro Tourism:

Even though Rural Tourism and Agro Tourism are commonly confusing terms, a distinction can be drawn between them. While Rural Tourism is a more generic term, Agro Tourism refers to specific sets of leisure activities organized by farmers to cater to visitors. These tourist services are regarded as a complement to main source of income. Agro-Tourism involves the whole family of the farmer whose customs and traditions are preserved. It includes shared or independent accommodation at owners' home. It allows customers to have a peaceful stay, away from crowds, with friendly people and indirect touch with nature.

Agro Tourism is more than just another tourist product. It goes well beyond a mere offer of services in rural setting. Rather, it implies a novel way of understanding travel, a new awareness, a positive attitude towards environment, local people and their culture. Agro-Tourism as a leisure activity has been extremely successful abroad. The possibility of enjoying the rural environment and culture at an attractive price appeals to a large market, including family, couples, students and senior citizens. The customers of this type of tourism, who usually travel with their family, are of predominantly urban origin and tend to be educated. They respect the local culture and often gather information in advance about the place they

Plan to visit. Users of agro tourism services want to avoid mass tourism. Instead they are interested in maximum contact with nature and in warm relationship with other people. They are environmentally aware and demand natural products, including healthier food. Moreover they seek genuine local culture as well as novel activities based on agriculture. Agro-tourism can be promoted for an individual farm in a region whereas to develop rural tourism the entire village community has to be taken into consideration. In Rural Tourism local tradition, design, and architecture, local art and culture play a major role.

Agri tourism in India

Emergence of Tourism as an Industry in India:

Leisure travel was associated with the Industrial Revolution in the United Kingdom. It gave an opportunity to new middle class emerging due to industrial revolution to travel for leisure. The first official travel company „Cox and Kings“ was established in the year 1758. Tourism was identified as a revenue generating sector in western countries. In India the scenario was totally different. Since her independence in 1947, Indian policy makers had traditionally neglected tourism industry as it was considered to be a luxury segment benefit in only few. As then, the Indian economy depended a lot on agriculture, the government policies had always aimed to develop agriculture and other allied areas. Tourism was always viewed as an industry serving the elite instead of being accepted as a means to provide employment with good “multiplier effect”. **In 1955, the first Planning Commission of India had placed tourism industry 269th in its priority list.** As a result in 1950’s the number of Intonation 1 tourists visiting India was just around 15000. Tourism was considered as an easy way to correct foreign exchange shortage. Consequently hotel rooms, food and beverage, handicrafts and many other services in most of the tourist destinations in India had traditionally been overpriced. Although in 2000, Global tourism industry represented one of the largest industry is in the world with revenue of \$595 billion and the number of tourist arrivals globally as high as 698 million; India’s share in global tourism remained low.

The Union Budget granted the tourism industry much needed “Infrastructure – Status.”

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. First ever International Agri-Tourism day was celebrated on 16th May, 2008 in Pune. The „Tenth Five Year Plan“ opened up following opportunities for agro tourism in India.

Agro Tourism Opportunities in India:

1. Indian tourism industry is growing @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 visit various parts of the world. But Indian tourism industry is growing at the rate of 10% which is 2½ times more than the growth rate at global level. By introducing Agro-tourism concept, not only present growth rate is sustained but also this value addition contributes to further growth.
2. India has entered amongst the top 10 tourist destinations list (Conde Nast Travel or “A leading European Travel Magazine). India is already established as one of the top tourist destination in the world. Value addition by introducing novel products like Agro- tourism would only strengthen the competitiveness of Indian tourism industry in global market.
3. India has diverse culture and geography which provide ample and unlimited scope for the growth of this business. India has diverse agro-climatic conditions, diverse crops, people,

culture, deserts, mountains, coastal systems and islands which provide scope for promotion of all seasons, multi-location tourism products.

4. Increasing number of tourists preferring non-urban tourist spots. Hence, there is scope for promotion of non-urban tourist spots in interior villages by establishing Agro-tourism centers. But, adequate facilities and public city are must to promote such centers.
5. Government initiatives and policies in X five year plan allocation has been increased from 525 crores to 2900 crores. Increased financial allocation reaffirms the government commitment. The increased financial allocation by six times could be used for capacity building of service providers, creation of infrastructure and public city.

Policies

Some of the policy initiatives of urban government would surely help promotion of Agri-tourism. They are:

- a. Building brand identity “Incredible India”.
- b. Rs.60 crore budget for promoting brand
- c. Xth five year plan budget increased from Rs. 525 to 2900 crores.
- d. An allocation of Rs.50 lakhs per village for village tourism has been proposed
- e. The states are encouraging private public partnership in tourism sector.

Some successful entertainment farming enterprises and techniques in agri – tourism: international experiences.

Agri-tourism is a viable income generating activities in many developed counties which would provide lead to promote the same with modifications suiting to our conditions. Some of the successful running models of Agri – Tourism are:

- Wineries with Friday happy hours.
- Arts & Crafts Demonstrations.
- Farm Store : Exhibition of farmequipments
- Roadside Stand selling fresh farm products and craft items
- Processing of farm products and ale • Demonstration of Agri-activities
- Sheep Shearing.
- Wool Processing.
- Fee fishing / hunting.
- Farm Vacations.
- Bed and Breakfast
- Farm Tours.
- Horseback Riding.
- Cross-country skiing.
- Bad weather - like desert, snow fields, heavy rain fall also attract Agri-tourists
- Picnic Grounds.
- A shady spot for visitors to rest – like a big banyan tree
- Educational Tours for schoolchildren, officer sand progressive farmers
- Farm Schools to teach a particular skill
- Outdoor Schools which are mobile in nature teaching agriculture
- Herb Walks.

- Workshops on interesting, emerging agriculture topics • Festivals with wide public city and sponsorship
- Cooking Demos to satisfy housewives.
- Pick-Your-own Pumpkin Patch.
- Rent –an – apple tree.
- Moonlight activities.
- Pageants.
- Speakers who can attract Agro-tourist narrating Agricultural experiences. • Regional Themes like tribal coffee of Kerala, Andaman spices etc.
- Crop Art.
- Pizza Farm.
- Historical Recreations like highlighting a oldest farm etc.
- Log Buildings.
- Antique Villages.
- Collection of old farm Machinery.
- Miniature Village.
- Farm Theme Playground for Children.
- Fantasyland.
- Gift Shop.
- Antiques.
- Crafts.
- Crafts Demonstrations.
- Food Sales.
- Lunch Counter.
- Cold Drinks.
- Restaurant.
- Theme (apple town, etc.)

Evolution of Agritourism – Worldwide

Agritourism is a form of niche tourism that is considered as a growth industry in many parts of the world, including Australia, Canada, the United States, Srilanka, and the Philippines. (Wikipedia, Agritourism – evolution,2012). Agritourism overlaps with ecotourism, geotourism, and culinary tourism. Other terms associated with Agritourism are "agritainment ", "value added products," "farm irect marketing", and "sustainable agriculture".

Beginning of Agritourism

Agritourism in United States

Agritourism is identified by different names in different parts of the world. Agrotourism, farm tourism, Agriturismo, agricultural tourism, agri-tainment are some of the alternative and associated terms with Agritourism. To know about the prior and beginning of Agritourism history, literature takes us to America where in the late 19th century urban families used to visit Relativ's farm in the summer season to enjoy holidays and to escape from summer heat in populated area. As the transportation mode easy by automobile invention and development, rural visits were popular among the urban area in second decade of 19th century. After the great worldwide depression in 1929 and World War II countryside visit and recreation became a way to get away from stress. In 1960-1980 urban people were interested in riding horses, petting farm animals, experiencing rural life which led to starting of commercial farm tours, farm accommodation and farm bed and breakfast. As the urbanization as well as gap between non-farm families and farmers exceeds, farm vacation business showed remarkable increase and right from 1990s, Agritourism became a pivotal business for farmers of America which made a great economic impact on them and surrounding communities.

Laurie S. Z. Greenberg (2006) noted about Agritourism business in U.S., —Nature tourism and Agritourism are the two fastest growing segments of the tourism market in the U.S., with 30% growth expected in the period 1997-2007.¶

According to the survey of Federal Reserve Board in Kansas , tourism is becoming increasingly important to the U.S. economy where basic travel and tourism industry accounted for 3.6 % of all employment. Moreover, one out of every 18 people in U. S. has a job directly resulting from travel expenditures.

Hyungsuk Choo (2012) and Ilsson PA (2002) noted that overall, rural tourism, where Agritourism is a subset, experienced an annual growth rate of 6% in North America as well as Europe from 2002 to 2004. According to one nationwide study conducted by Barry JJ, Hell restrain D. in 2004, 62 million Americans visited farms one or more times in 2000, which corresponds to almost 30% of the population.

As mentioned above, in America farmers having Agritourism business offer various activities to the agritourists like U-pick operations (fruits and vegetables) , riding horses, farm stands for fresh farm products as well as for regional products like hand crafts, on site learning and tasting of cheese making or wine making etc.

In America, state wise Agritourism centres are established by policy makers and farmers so as to grab the maximum economic benefits by converting normal farm into the commercials tourism farm. Farm center at California University has developed database about all existing Agritourism centers throughout the California state. They proved that Agritourism is one best alternative for improving incomes and economic viability of small farms and rural communities.(George, H.Getz, C.,& Hardesty'S., 2011)

Another association in North Carolina named _Handmade,, in America is using Agritourism to develop the local economy and craft trades, and to educate tourists about agriculture practices.

They have explained regarding Agritourism on their website that —Agritourism is a niche market that not only assists communities with solutions to help diversify their economic base, but it also helps our regional urban centers and increasingly suburban populations to understand the important role that farming and rural life plays in our history, by highlighting the need for it in our contemporary society. Agri-tourism projects reinforce the need to support local growers and sources and allow the visitor to experience what it is to be part of the land.

Many books have been published in America promoting Agritourism which clearly reflects the Agritourism development in America. The publication, *Promoting Tourism in Rural America* compiled by Liam R. Kennedy Clarion University of Pennsylvania explains the need for planning and marketing rural community and weighing the pros and cons of tourism. According to this book, —local citizen participation is helpful and should be included in starting any kind of a tourism program which also enhances the community.

Agritourism consultant Jane Eckert promoting Agritourism through website, rural bounty brought this business more in focus. Her blog profiles farm stays and tracks Agritourism news.

Agritourism in Australia:

From last two decades Agritourism in Australia is also spreading its wings across the whole country. Agritourism business in Australia insists to build socially, environmentally, and economically sound tourism businesses. Agritourism offers their rural communities the possibility of extending tourism into rural areas in a sustainable way. The best part is that associations in Australia are becoming media in between rural tourists and farmers and growing their farm-based enterprises. They have specially highlighted the hospitality quality of farmers with statement, —There's nothing like the welcoming smile of an Aussie farmer. The website Agritourism Australia depicts development of Agritourism business in Australia.

In many European rural communities, tourism has become powerful engine of economic growth.

Dan Bernardo, Luc Valentin, and John Leatherman (2004) mentioned that —Agritourism and other forms of on-farm diversification have grown into an increasing requirement for financial stability in farm businesses across western Europe. About one-third of all farm businesses in the United Kingdom are now engaged in non-traditional agricultural enterprises, and farmer involvement in Agritourism in France and Italy is even higher.¶

Belinda Xarba ,Hidajet Shehu (2011) noted importance of Agritourism development in European countries. Stating the need of Agritourism they point out that —Structural changes in economies are causing severe stress in many rural areas especially for those with a high dependence on agriculture. So, all the concerned authorities including policy makers and local leaders were in search of finding innovative ways in order to resolve the economic problems of these areas. The European Union developed a framework to support rural integrated development to resolve the problems of the rural areas in which Agritourism occupies an important position.

Agritourism in Italy

In Italy in the decade of 1970, small scale farming became less profitable; many farmers migrate to big towns in the search of job. In the year 1985 Italian Govt. made the law and launched the concept of Agriturismo which actually is a farm house available for vacationers to enjoy the rural life in Italy and in reverse for farmers it is the way to increase the farm income. These centers are totally rural in nature and give rustic experience to the travelers.

Some of the centers are very big and luxurious which provide world class facilities to the tourists and so these Agriturismo are successful in attracting domestic as well as foreign tourists in Italy. These centers insist to serve the food to the tourists that are prepared from their own farm produce or at least locally available.

Agro- tourism in Sri Lanka

As noted by Dr. S.M.P Sen anayke, Rev. Dr. Wijitapure Wimalaratana (2005) and S.H. P. Mal kanthi and j. K. Routry (2011) Agritourism sector of Sri Lanka is still in its initial stages. Sri Lanka is an agricultural country and it has also diverse agro-climatic conditions suitable for growing different types of crops, fruits, vegetables and trees. Very few agro-tourism destinations are operating at present with general facilities and services. The remarkable increase in the interest surrounding the concept of agro-tourism of other countries is influencing the development of Agritourism in Sri Lanka.

Above researchers have focused specialties of Sri Lanka as Agritourism as, —complex paddy cultivation systems with history of 2500 years, plucking tea leaves using the traditional 'bag-on-the-back' method, rubber tapping under expert guidance, huge and very old irrigation tanks, many tea and rubber plantations, milking cattle on dairy farms, or even working in many scenic paddy fields (ploughing using bullocks, work on paddy nurseries, transplanting seedlings in muddy fields). Their research results revealed that there are several possibilities for the establishment of Agritourism in the Sri Lanka.

Case Study: Agritourism Center, Baramati

Agri-Tourism Destination:

Malegaon Village, Taluka Baramati, District Pune, Maharashtra, India

Two phases can distinctly be identified:

Phase I: Formation of the Agricultural Development Trust, Malegaon, Taluka Baramati and formation of the Agricultural Tourism Development Corporation.

Phase II: The Agri Tourism Destination Malegaon village; Taluka Baramati; Dist. Pune, Maharashtra, India. (Pilot Project)

Phase I

1) Formation of the Agricultural Development Trust, Malegaon Taluka Baramati.

2) Formation of the Agricultural Tourism Development Corporation

Formation of the Agricultural Development Trust, Malegaon Tal. Baramati

Baramati today is considered as the hub of Co-operative Sugar factories and a place, which receives a strong political back up. But that is not all; 40 years back Baramati tehsil was a drought prone area.

Facts 40 years back

- Only 22 villages in the tehsil received water from Neera river left bank canal, and few more villages were fed water from Karha River which presents a picture of prosperity and happiness.
- In glaring contrast to this, there were 43 villages which were at the mercy of fate and famine with neither any hope of river nor any water resource around.

Year 1967:

- Group of farmers came together to do some concrete rural development work in the Baramati tehsil.
- Their development work was construction of percolation tanks, providing loans for digging wells, blasting units, supply of seeds and fertilizers of improved variety and also agricultural equipment.
- Baramati receives on an average, just 16 – 18” of rainfall for the whole year. Further the entire water is lost due to poor storage/ reservoir facilities.
- Farmers were restless, they started exploring the ways and solutions and thus the idea of “Percolation tanks” came up.
- Drought sufferer scam forward to share the dream of self-sufficiency.

Year 1968:

Tan dulwadi village: 1st percolation tanks were constructed providing irrigation to thousand areas of agricultural land. 250 percolation tanks were executive and computed.

To give an impetus to the work accomplish by these group of former, the trust was formed on June 22, 1971 (Agriculture Development Trust).

The objective of the Agriculture Development Trust was:-

- To popularize and spread the actual demonstration and cultivation of new varieties of crops.

- To test and spread the use of improved seed varieties.
- To improve methods of crop cultivation.
- To develop vocations supplementary to Agriculture.
- To undertake various projects of water supply.
- To train the farmers for the vocational projects.
- To undertake afforestation in barren and fallow land.
- To spread the use of cross bred cows.
- To educate and provide facilities to poor, promising and deserving women for earning their livelihood.
- Agricultural research laboratory to guide farmers to build library providing books to update farmers knowledge.
- To organize seminars, workshop related to agricultural activities.

Year 1970:

The year 1970 was a landmark for Malegaon, Baramati it came with the Model Demonstration Farm. The trust did not rest on its laurels, to prove that an uncultivable rocky land of 110 across was converted into a fertile track of cultivable land on which grows various crops, fruits, fodder for cattle. This was initiated by Dr. Appasaheb Pawar and is now followed by Mr. Rajendra Pawar who is the present President of the trust.

Today the Model Demonstration farm encloses:

- Horticulture Unit.
- Dairy Division.
- Sericulture unit.
- Bee Hive Unit.
- Alternative Energy Unit.
- Krishi Vegan Kendra.
- Analytical Laboratory – Provides farmers about weather, forecast, velocity of wind, and maximum and minimum temperature and undertakes analysis of soil, water, fertilizers animal. As years passed by Agriculture as a business was becoming more and more expensive that many farmers were not able to afford it. To add to this there was gradual loss of fertility of land giving the farmers to brainstorm to meet the expense by retaining the farm and opening a supplementary business unit.

Formation of Agri-Tourism Development Corporation.

ATDC's mission is "To promote agriculture tourism to achieve income, employment and economic stability in rural communities in India. To help boosting a range of activities, services and amenities by farmers and rural people to attract urban tourists to their area. Thus providing opportunity to urban people to get back to the rural roots".

ATDC's Role in Agri-Tourism:

- Prepare Agri Tourism project report and business plan for each applicant agriculture farm. • Help to facilitate the financial support from Nationalize banks, institutes and government agencies to built agri and rural tourism facilities and infrastructure like accommodation, sanitation, approach road etc.
- Conduct Agri Tourism Business Training Program.
- Conduct Seminars and conferences on agri-tourism business.
- Provide sales and marketing support.

- Co-ordinate tours from urban areas to the farms.

The trust decided to experiment Agri-Tourism concept on a pilot scale on its own 110 acres model farm, Malegaon, Baramati.

Prior to setting up the successful Pilot Agri and Rural Tourism Project in Maharashtra, Malegaon, Baramati Taluka, Dist. Pune in October, 2005 a market survey was conducted by ATDC with sample size of 2,440.

The analysis of the survey was:

- 35% do not have relatives in village.
- 43% never stayed or visited village.
- 57% never visited dairy farm.

This survey promoted to experiment Agri-Tourism in the 110 acre model farm of the agriculture development trust.

Phase-II

The Agri Tourism Destination Malegaon village, Taluka Baramati, Dist. Pune, Maharashtra, India (Pilot Project) This Agri Tourism destination belongs to “Agricultural Development Trust Malegaon”. The detailed study has helped in bringing to light the following facts about the model project at Malegaon, Baramati.

Connectivity

The Agri Tourism Unit in Malegaon is well connected by Airways; Railways and Roadways. Nearest International Airport : Pune Airport 102 kms.

Nearest Railhead : Baramati 10 kms.

Roadways : Mumbai – Pune – Hadapsar – Saswad – Jejuri – Morgaon – Karhawagaj Chowk – Malegaon

Kurd – Agri Tourism Destination; (Malegaon Sheti Farm) (ADTM) total distance: 95 kms. Driving time is approx: 2 hrs.

The nearest bus stop is just 1 km from the farm and main bus station is just 5 kms at Baramati Town wherein there is regular non-stop bus service to Pune every after 30 min that reaches to pune in just 2 hrs.

In case very emergency event the Agri Tourism Development Corporation will organize private transport facility (at extra cost)

Attractions

Agri Tourism activities include farm tours; tractor and bullock cart rides; grapes, mangoes, and other horticulture farms and by-product farms; birds and animal farms; There are lot of things the visitors or guests can enjoy in this agri tourism unit/farm. Total area under cultivation here is of 110 acres, primarily use for agricultural purposes, out of which 65 acres is used for Horticultural plantations and cultivation, consisting of various seasonal fruits farms. The added attractions here are the poultry farm; dairy farm; goat farm; and most visited point silk processing unit. The visitors here can also visit the gram panchayat village office and school; village fairs and markets, nearby Jaggery making unit; Emu bird Farm; Sugar factory; Taluka Milk Collection Centres and some of the oldest religious temples and also Museum.

Accommodation

The overnight stay arrangement is at the farm itself, there are 12 rooms and 1 big hall. The occupancy is quadruple sharing every room having 4 single beds. One Room is allotted to each Family. The accommodation facilities are basic but very hygienic neat and clean. Two toilets (one western style) (and one bathroom attached to block of every three rooms, this arrangement is purposely kept to experience the joint family atmosphere. The Solar Water heaters at the rooftop are fitted to provide the running hot water for bathing in the morning. There is also the facility of dormitory hall, wherein more than 250 people can easily accommodate.

Outdoor Recreational Activities

The outdoor recreational activities for children and adults during daytime are farm tours and agricultural education programs, how to grow sugarcane, grapes, pomegranate, guava, watermelon, other fruits and what are the food values of each fruits, how to take care of the cattle, nature education programs, domestic animals and emu bird farms visits and education of the different trees, demonstrations such as goat and cow milking, honey making, silk making, jaggery making, rural games that they can play as gotya; bovhra; surparanbhya; vittidandu; Buffalo ride; bullock cart ride; tractor rides; watching domestic animals; clay molding; painting the natures scenery; tree climbing or simply run with the cycle tree.

Entertainment Programs

The Evenings are generally fun filled, star gazing activity and the rural Maharashtra folk dances and folk song programs is organized. Bonfire/campfire during winter seasons, family games, children games, and lots of fun filled programs.

Meals for Tourists

The food served is pure vegetarian Maharashtrian style, for breakfast Poha, Upma, or Shira, for the lunch usually jawar or bajra bhakri, chapattis, rice, varan, pickle, papad, kurdya, bhaji, thecha, wangeche bhari, jhunka/pitla, any fresh green vegetable sabji, matki/ chawli usual shabji, etc.

Safety & Security Aspects

The Agri Tourism unit at Malegaon is very safe and secure for all the guests and visitors, there is only one main entrance gate, during daytime almost 400 people work in the farm, plus the entire area of 110 acres is barbed wire fenced and over and above there is adequate 24 hours security persons at the main entrance gate and for the entire area.

Medical Facilities

This Agri Tourism unit is just 1 km from the Malegaon village. Apart from the onsite medical doctor there are specialist doctors available 24 hours on call.

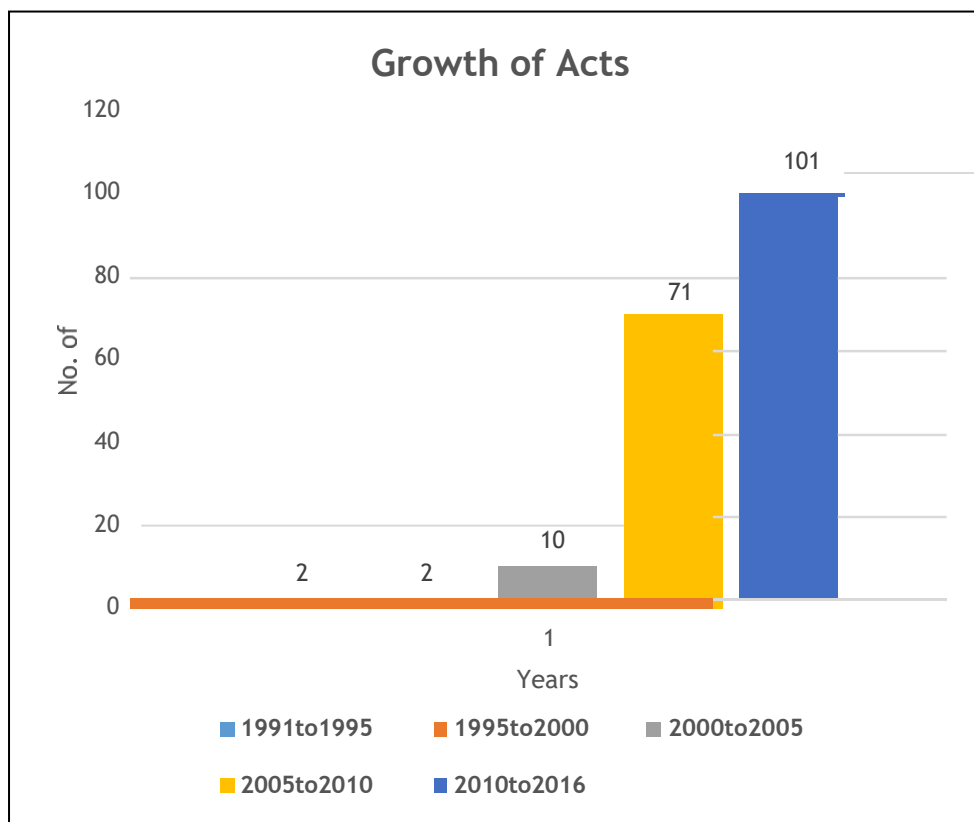
Risk And Liability In Case Of Accidents

ATDC has examined the risks associated with some of the activities of agri-tourism. For example: one may decide to ride the bullock cart ride or tractor tailer ride which is not risk free, since there is always a possibility that a guest will fall off the bullock cart or the tractor tailer, however ATDC has established rules and regulations that

protects the guests from potential risks. Sometimes accidents cannot be avoided during agri tourism visits at the farms, However, ATDC makes sure that the operations and the farm activity and the sightseeing tours at the farm and outside the farms to sugar factory, jaggery making unit is safe as possible and they have taken appropriate safety precautions.

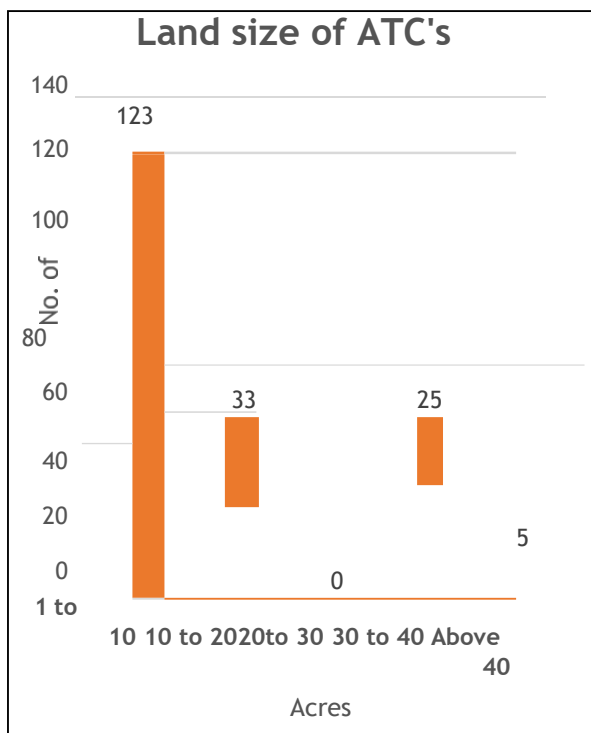
Facts of Agritourism in Maharashtra:

Agritourism in Maharashtra has witnessed a tremendous growth from its establishment. It has created a vast impact on the lives of the farmers as well as rural community. The below shown representations are the proof of the development.



Graph 1:

The growth of the ATC's in Maharashtra has tremendously increased between the years 2005 - 2016



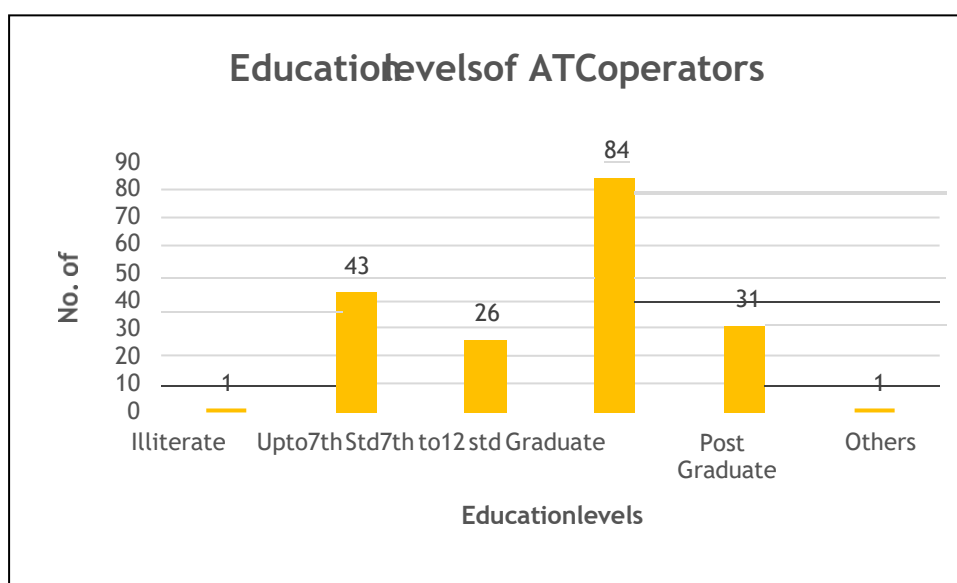
Graph 2:

An agritourism doesn't require large area of land. It can be started and operated in land of minimum 5 Years.

The graph says, the land holding size of the maximum number of agritourism centers is between 1-10 acres.

Maximum number of agritourism centers are operated by farmers of age

group between 30-60 years, who are experienced in farming and with minimum education level.



Graph4:

Maximum number of agritourism centers are operated by educated farmers. This gives the scope to develop through trainings and capacity building.

Feasible model for development of an agritourism center



Fig: Feasible model for developing agritourism center

An agritourism center needs continuous development in different stages to attain the final stage as shown in the figure. This kind of approach in development helps in minimizing cost of establishing agritourism center or else it takes huge investment to start at a single step. The above mentioned model helps in getting good market.

EAS in agro-tourism promotion

Role of Extension and Advisory Services (EAS) in promoting agri-tourism.

There are several challenges in promoting agri-tourism. Lack of knowledge among farmers, lack of training opportunities to learn about agri-tourism and implement projects and absence of policies and infrastructure support that can support agri-tourism projects are some of the major challenges. EAS can play major role in overcoming these knowledge and training barriers. Apart from providing necessary training to acquire knowledge and skills by farmers and entrepreneurs, EAS could assist authorities in establishing rules and regulations for proper functioning of agri-tourism center and promoting & marketing of agri-tourism products. EAS however needs to be competent in the area of agri-tourism. Today EAS should have competency not only in production process, but also in marketing, promotion, and additional ways of development of farming community such as agri-tourism. EAS personnel should know about identifying potential farms and entrepreneurs who can implement agri-tourism projects. Many

of the so called experts in agri-tourism have inadequate or partial knowledge of both agriculture and tourism aspects. To overcome this issue, the development has to be taken place in a sequence. First, a team of senior and middle level extension staff should be well trained in agri-tourism. The team must be selected very carefully considering their real interest on agri- tourism and be trained locally and internationally giving them a broader experience in agri- tourism.

Source: Rohana P Mahaliyanaarachchi (2014). Role of agricultural extension in promotion and development of agri tourism in Sri Lanka, .

https://www.researchgate.net/publication/277006212_ROLE_OF_AGRICULTURAL_EXTENSION_IN_PROMOTION_AND_DEVELOPMENT_OF_AGRITOURISM_IN_SRI_LANKA

EAS and agri-tourism promotion in other countries

Agri-tourism is an important area for extension in several universities in USA. For instance, In North Carolina, depressed agricultural revenues and the decline of demand for traditional cash crops like tobacco are encouraging farmers to offer a variety of recreational, educational, and tourism activities to make their finances more resilient. The Department of Parks, Recreation & Tourism Management at the College of Natural Resources, NC State University addresses the needs of agri-tourism providers by assisting farmers in successfully developing agri- tourism to respond to their needs and entrepreneurial motivation.

In the Philippines, the Agricultural Training Institute (ATI), Ministry of Agriculture also encourages farmers and entrepreneurs in adopting agri-tourism. ATI also organizes training to those individuals who are interested to develop and manage agri/farm tourism projects in their respective areas. (<http://ati.da.gov.ph/services/training>) In China, the Agricultural Management Institute under the Ministry of Agriculture (MoA) organises training for officials in charge of agricultural departments from national agri-tourism demonstration counties and representatives of MoA .

In Italy, the Italian Farmers' Confederation which is a professional farmer organization offers training and marketing to options to farmers. The basic training for anyone wishing to establish a new operation is 100- 200 hours depending on the region. This includes topics such as the concept and philosophy of agri-tourism, hygiene and safety, communication skills (including some basic internet technology), and some marketing. (http://c.ymcdn.com/sites/www.agrifoodskills.net.au/resource/resmgr/fellowship_reports/iss_fel_report_p_porcaro_low.pdf)

Strategy for the promotion of Agri-tourism concept is as follows:

1. Product - The product in Agri-tourism is seeing, believing and ultimately experiencing. This experience is unique and unmatched. The experience of climbing a tree, buffalo riding in the pond and enjoying the sugarcane juice in the field itself are unique and none of the million dollar tourist centers can create and offer such experiences.

2. Price

- a. Customer segment pricing – Domestic and foreign tourist could be priced differently as the capacity to pay is different. For a bullock cart riding, a foreign tourist can pay one dollar where as a domestic tourist can pay only one fourth.
- b. Location pricing – Pricing in Agri-tourism depends upon location and importance. Agri-tourism which just offers agriculture and rural life as an attraction can charge normal pricing. Where as Agri-tourism spots which are very close to established tourism centres like temple towns, hill stations, around big cities can go far little bit higher charging due to added value. As the pricing in established tourism places are high, it works out to be cheaper for tourist to stay and enjoy in Agri-tourism spots.
- c. Time pricing – Agri-tourism units can charge higher in peak season i.e. November to January and charge less during rest of the period. During rural festivals or at the time of important events Agri-tourism units can charge more, even though it is during off season.

3. Place – The place where tourists are accommodated also influences the pricing. If the tourists are accommodated in villages itself with the farmer, the charging can be less whereas accommodation in farms cost high. Because, exclusively for tourist purpose infrastructure is created in farm whereas existing facilities are used in farmers' house in village.

4. Promotion – Promotion of Agri-tourism and strategic alliance can takes place at three levels :

- a. Alliance with airlines, tour operators and foreign embassies – This alliance brings foreign tourists and upper middle class urban tourists into Agri-tourism fold. It may not be possible for individual farmers to take up this task. Government can assist the Agri-tourism units through promotion and co-ordination activities through central and state tourism departments.
- b. Alliance with hotel industry – Large number of domestic tourists can be attracted through alliance with hotel industry. The hotel industry can be used to promote the Agri-tourism concept.
- c. Promotion by Agri-tourism units – Basically the promotion takes place through mouth to mouth and local publicity given by Agri-tourism units. As the absorption capacity of each unit is very less, direct marketing with little aggressive mode is enough for an Agri-tourism unit to survive. They can go for combined publicity on cost sharing basis and also publicise the Agri-tourism potential in other part of the country. But, promotion of this group approach needs initial government interventions. Positioning – Ultimately Agri-tourism concept has to be positioned in the minds of tourists as "Come, pluck a fruit, smell a flower, run in the fields, lie on the hay and be lost in rural India".

Issues needing attention for the promotion of agri-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. Information technology can play very important role in promotion of Agri-tourism. An interactive website containing all details about Agri-tourism locations and a toll free 24 hours help line can provide necessary information to Agri-tourists.
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. Tele connectivity is must which is yet to reach villages. 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. At the same time, it is necessary to limit modern facilities in which Agri-tourist is not interested.
4. **Networking** – Networking public and private stakeholders at national and state level to assist the Agri-tourism operator at remote place is necessary. This network can get policy support, infrastructure and publicity to Agritourism units.
5. **Capacity building of farmers** – Farmer need to be oriented on maintenance of facilities, hospitality and public relation which he is not aware
6. **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.
7. **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. Transporters and hospitality industry would also benefit in the process.

Information, education and learning needs of the agri tourism entrepreneur

Tourism	Enterprise	Personal Development
<ul style="list-style-type: none"> • Tourism and hospitalities legislative frameworks regulations • Management of tourism product delivery • Tour guiding and interpretation • Rural tourism • Product quality assurance analysis • Agri-tourism and the internet : Social media • Tourism product development • Tourism experience design • Information technology 	<ul style="list-style-type: none"> • Entrepreneurship and business planning • Inventory, categorization and classification of attractions • Project preparation • Risk assessment, management and mitigation • Consumer relations and customer service • Marketing management, community outreach • Marketing, advertising and promotion management • Revenue management • Insurance and risk management 	<ul style="list-style-type: none"> • Farm family personality self-assessment • Staff development • Language skills • Public speaking • Networking • Breaking barriers in the use of ICTs in small business

Policy concerns on the development of Agri-tourism and Agri-tourism advisory services

Incentives and Resource Allocation	Training	Planning, Standards and Regulations
<ul style="list-style-type: none"> • Agricultural tours in the national list of tourist attractions • Tax incentive on income generated from agriculture based or agri-tourism based activities • National budgetary allocation to implementation agri-tourism policies 	<ul style="list-style-type: none"> • Tour guiding for extension agents • Mandatory training for travel operators and tourism workers about the importance of Agri-tourism 	<ul style="list-style-type: none"> • Land use and zoning on agri-tourism farms • Extension agent assigned by district to provide agri-tourism support • Agri-tourism farm tour standards • Development of a national agri-tourism policy • A policy for agri-tourism extension or agri-tourism advisory services • Monitoring of agri-tourism enterprises

Challenges and strategies

Many Indian farmers are currently involved in or are considering the use of agritourism as a means of diversifying their farm operations. How they will accomplish this is the challenge. The full growth potential for agritourism can only be achieved if strategies to address their challenges are developed and implemented. The following sections identify these overriding challenges and recommend strategies to address them.

Indian Agritourism Industry and Strategies

- Agritourism Industry Recognition.
- Supportive Agritourism Policies and Regulations.
- Supportive Agritourism Financing.
- Effective Training Programs.
- Liability and Risk Management Programs.
- Product and Service Quality Control.
- Strategic Partnership Development.
- Marketing Programs.
- Conflict Management Programs

Agritourism industry recognition

While the number and diversity of agritourism and value added businesses are growing in India, there is limited recognition of its development potential. Support varies significantly between states. Individual Farmers have played a significant role in enhancing the viability of the agritourism and value-added processing sector. Those farmers who are involved with agritourism activities can also become members of regional tourism associations in order to participate in broader tourism marketing initiatives. The Ministry of Agriculture, Food and Fisheries is currently the primary government agency providing indirect support to agro tourism (small farmers finance scheme , fresh water fisheries development finance , to build the farm water lake, install drip irrigation plant; horticultural cultivation subsidies, food processing finance support, etc) followed by assistance from the Ministry of Rural Development,(clean village scheme,) Tourism and Culture. MTDC Mahabrahman Scheme and (bed and breakfast) scheme.

Recommended Strategy

Establish an Indian Agritourism Council (IAC) as the body responsible for co-ordinating product development, marketing and training for all agritourism initiatives in India .The primary mandate of the IAC should be to address the key issues identified in this report. This Council should be comprised of a combination of government and private sector agricultural and tourism representatives from across India who will guide the IAC in its strategic activities. The Council members should be selected based on their familiarity with product development and marketing tactics in their respective sectors. They should also have a demonstrated commitment to building strategic partnerships between agricultural and tourism operations. The ongoing funding of the IAC should be derived from a combination of

government and private sector sources. After initial start-up government funding support (e.g. 3- 5 years) for the IAC, a public– private sector matching fund formula for the sustained operation of the Council should be established. Revenues for the private sector portion of this funding should come from agricultural associations, agritourism operators, food processing companies and distributors, and tourism operators using agricultural attractions as portions of their product portfolios.

2. Supportive agritourism policies and regulations

A broad range of policies and regulations affect the operations and viability of most farms operations. The main policy and regulation challenges facing the agritourism industry are as follows:

- A. At all government levels there is a lack of understanding concerning how existing regulations and policies impact agritourism operations.
- B. No Policies and regulations with respect to the appropriate size of facilities and the use of land for agritourism activities.
- C. Policies are perceived to be developed without consultation with farm operators and without an analysis of the potential impacts on agritourism operations.
- D. There is a lack of consistency in regulation interpretation by government administrators.
- E. There is limited awareness and understanding of existing (if either) agritourism policies and regulations amongst farmers. As well, many farmers are unaware of how to obtain information on these regulations and how to apply them to their specific operations.

Recommended Strategies

The IAC should initiate programs which increase awareness and understanding of the Agri Tourism amongst governments and farmers. The following are possible strategies for increasing overall awareness and understanding.

Identifying an Advocate for the Industry

The IAC should be the primary advocate for the development of appropriate agritourism and value-added sector policies and regulations in India. It should lead initiatives that support the development of more effective and useful regulations, as well as the realistic interpretation of those guidelines.

Working With Government for More Effective Regulations

The IAC should conduct workshops with government agencies (e.g. ministries, regional Districts, municipalities, Land Reserve Commission, etc.) .To encourage the development of effective agritourism policies and regulations, as well as consistent interpretation of their intent.

These workshops should address

- a. Methods of insuring a consistent and clear interpretation of existing regulations affecting the availability and continuity of financial support for these farm operations.
- b. Tactics for the communication of information concerning appropriate forms of farm operations as defined by the IAC Assessment Authority.

- c. Approaches for increasing awareness amongst regulators about the impact of existing regulations on the long term viability of farm operations.
- d. Methods for streamlining the implementation of policies and regulations which relieve legislated burdens that are currently confronting farmers.
- e. Methods for developing, maintaining and communicating information (e.g. print or on-line manual or directory) of all relevant rules and regulations for agritourism. Included in this manual or directory should be a list of advisory contacts that could assist other farmers in their interpretation of these policies and regulations.
- f. Methods for ensuring that government agencies consult with farm operators in the development of new policies and regulations.
- g. Methods of providing “primer” programs to farmers wanting to develop agritourism and related value-added businesses or to those existing farm operators who want to be updated on the regulations and policies.

3. Supportive agritourism financing

Some agritourism and value-added processing enterprises can be launched with very little money while others will require significant financial support. The main challenge for agritourism operators is accessing funds provided by financial institutions. The challenge exists because:

1. There is a lack of farmer awareness of how to approach financial institutions.
2. There are problems obtaining the necessary "equity" position to acquire funding.
3. Financial institutions have limited awareness of the value and benefits of the agritourism.
4. Related value-added processing and are often reluctant to support funding in these sectors.
5. Within the farming community, there is some intimidation about applying to financial institutions for agritourism funding.

Recommended Strategies

The IAC should be proactive in obtaining financial support for agritourism and value - added processing businesses. It should educate farmers about the types of financial assistance programs available and the procedures required to apply for such support. It should undertake the following strategies:

Create Effective Relationships between the Farm Owner and Financial Institutions.

There is a need to educate financial institutions about the value and benefit of the sector to agriculture and tourism businesses. Using this document’s findings as a foundation, the IAC should initiate an awareness campaign that increases understanding of the agritourism sector within the financial community. In addition, the IAC should organize workshops that build relationships between farmers and financial institutions. Such workshops should address topics such as:

Agritourism related funding programs available from financial institutions. Numerous existing programs can assist farmers in expanding their business opportunities

Each of the programs should be unique in its source of funds and application requirements capital and economic performance requirements of lending institutions; and development of effective business plans.

Provide Information to Assist in the Application Program

In order to access financial assistance, farm owners are required to develop effective business plans. These business plans need statistical information on the markets for agritourism and value-added products, as well as industry norms concerning expenses and revenues. The IAC should monitor initiatives that have been recommended in this report. Additional surveys should be conducted on a 2-5 year basis to provide time series information on the growth of the sector. Marketing information is also required. This report provides a foundation of market information concerning agritourism travelers. However, more current information from emerging studies (e.g. Tourism Attitude and Motivation Study) is needed. The IAC should work with the Ministry of Rural Development, Tourism and Culture to obtain more information which profiles travelers interested in agritourism. As well, a standardized on-site visitor survey could be conducted on an industry wide basis, with the implications of the findings presented in annual or semi-annual IAC workshops.

4. Effective training programs

Adding even a small agritourism or value-added processing business to an existing farm operation may require more time and attention than expected by farmers. The ability to train and properly manage good employees is critical to success. Tapping into existing training opportunities that relate to customer service and marketing as well as tourism business management practices is required.

Recommended Strategies Encourage Effective Hiring Practices

The IAC should establish and implement training programs dealing with hiring employees, customer service, business plan development and marketing. Information sources such as those produced for the Opportunity Analysis for Farm-Based Businesses study provide a good start for the development of such training programs. IAC should coordinate with Tourism Industry Institutes professionals to find out whether the existing manuals and training programs from FHRAI Training Institute that might be adaptable to Indian agritourism industry.

5. Liability and risk management programs.

When farmers invite customers on to their land and encourage them to purchase products and services, they are obligated to take measures to insure that no unreasonable harm occurs to their customers. This liability also applies to farmers who may be renting or leasing land and facilities. The extent of farmer liability depends on the status of the visitor, but it is normally greatest for public and/or business „invitees“. All Indian farmers involved with agritourism should develop and use a comprehensive farm risk management and liability protection program. In India, the key challenge related to liability management is the high cost and availability of liability insurance. As a result, some farm ventures may operate without appropriate liability insurance, leaving the farmer at significant risk. Farmers need a stronger understanding of why risk management programs are needed and how such initiatives can help to reduce insurance costs.

Recommended Strategies Encourage Adoption of Risk Management Programs

The IAC should play a leading role in encouraging agritourism operators to develop and implement effective risk management programs which clearly identify the benefits of risk management programs and the steps required to establish safe visiting environments for tourists. It should disseminate this information through agricultural meetings, workshops, and print materials.

6. Product and service quality control

Like many other consumers, travels visiting farms are also concerned with getting good value for their money. Consequently, it is important to strive for the highest product and/or service quality that can be delivered. This should happen on a consistent and on-going basis. The challenges facing the agritourism industry with respect to the delivery of a quality products and service are:

6. Information on travels expectations of agritourism product quality.
7. Awareness of the benefits of meeting expectations for product quality standards.
8. Awareness of appropriate pricing and its relationship with quality standards.

Recommended Strategies Establish Quality Standards

For agritourism in India to be credible, specific efforts should be placed on developing a quality standards system. These are standards which should guide general business requirements (i.e. meeting health standards) as well as relate to customer service and products sold. Several of Indian tourism businesses have developed various “Codes of Conduct” which are promoted by tourism organizations such as the FHRAI or the Indian Hotel Industry

These voluntary guidelines provide examples of operating principles which could be adapted by agritourism operators. In addition, Indian Tourism Department offers opportunities for tourism related businesses to attain recognized quality product standards. For instance, last year the tourism department implemented the unique program called the “Atithi Devo Bhava” India wide customers service program. Similarly Tourism departments approved bed and breakfast accommodation Guide Program provides a standard for quality control of lodging facilities. From an agricultural perspective, quality product control occurs in a variety of ways.

Encourage the Use of Quality Standards

The key to ensuring the effectiveness of this initiative is training and awareness of what constitutes a quality product. The IAC in association with agritourism operators should develop a code of conduct associated with the delivery of agritourism products and services. As part of the establishment of quality programs, an industry based assessment program to audit quality of on-site safety and health activities on farms could also be developed. Agri Tourism Baramati unit is a potential model for such an assessment program.

The Ten Commandments of Good Service

9. Guests are the most important people in any business.

10. Guests are not dependent on us - we are dependent on them.
11. Guests are not an interruption of our work – they are the purpose of it.
12. Guests do us a favour when they call- we are not doing them favour by serving them.
13. Guests are part of our business- they are not outsiders
14. Guests are not cold statistics; they are human beings with feelings and emotions like our own.
15. Guests are not to be argued with.
16. Guests are those who bring us their wants - it is our job to fill those wants.
17. Guests are deserving of the most courteous and attentive treatment we can give them.
18. Guests are the lifeblood of the farm and ranch recreation business.

7. strategic partnership developments

Wherever a mutual benefit can be found, businesses should attempt to capitalize on the advantages of creating productive partnerships. Some partnerships are formed among similar tourism or value added processing businesses and interested government agencies. This often occurs in order to pool their resources for a common goal. Others may be formed to reduce risk, co-op competition, create economies of scale, improve market coverage, improve market image, or to trade information or products in exchange for expertise. The Singapore Tourism has encouraged the development of strategic alliances through its Product Club program. The program has brought small and medium sized businesses together to create strategic alliances in tourism sectors related to festivals and events, skiing and snowboarding, golfing, bed and breakfast accommodation, ecotourism, health spas, and themed food and beverage businesses.

Their partnerships have focused on creating new and innovative tourism products and packages. The challenges facing Indian agritourism industry with respect to the creation of productive partnerships are related to the limited awareness of the potential value of partnerships:

A. Within specific types of agricultural industries and between related but different types of industries (e.g. agritourism and/or value-added processing and tourism industry accommodation suppliers).

B. between non-similar and seemingly unrelated businesses (e.g. agritourism and/or value added processing and equipment suppliers).

Recommended Strategies Create Product Partnerships

Through networking and workshops, the IAC should:

Encourage the development of partnerships between agritourism and value-added processing businesses and other types of businesses at the regional level. Develop networking partnerships between researchers and agritourism organizations to provide the farmers with information on product and marketing partnerships occurring worldwide. The Internet is a tool which can facilitate this networking of ideas and information.

8. Marketing programs

Farmers who do not have experience in marketing a service business often overlook the importance of this function. Even the best managed agritourism business can be unsuccessful if prospective customers are unaware that it exists or do not know what it has to offer. Beyond the development of strategic partnerships some of the critical marketing challenges facing the agritourism industry are related to the limited:

1. Use of available channels of distribution.
2. Regional tourism awareness of the sectors potential.
3. Marketing abilities of many farm operators.

The IAC should encourage stronger and more effective marketing of agritourism across India.

Recommended Strategies Develop and Promote Thematic Images of Indian Farm Experiences

The creation of a worldwide image of Indian agritourism experiences will help strengthen growth opportunities and provide new marketing avenues. Such an approach was successful for other tourism sectors including Incredible India, Kerala Tourism, Goa Tourism etc; specific to agritourism, the Maharashtra region has been successful in increasing the awareness of its farm touring experiences.

Incredible India is the classic example that has adopted the concept of a common imaging for all of its regional and sectoral marketing. These marketing materials have consistent images and layout on their front covers.

There are others several examples in wine tourism destinations where the focus has gradually shifted from centering on wine production techniques to an emphasis on wine tourism experiences that combine visits to wineries and vineyards with a broader range of tourism products and services.

This imaging can also incorporate the value-added processing activities. The emphasis on the opportunity to see the processing of farm produce and to purchase these products on the farm complements the farm touring experience. Therefore both agritourism and value-added processing opportunities should be included in the development of national image.

Create Marketing Materials for Reaching the Market Place.

To support the image of Indian farm experiences, marketing materials should be developed for distribution to consumers. These materials should include regional brochures which provide visitors with specific information on farm experiences (e.g. what experiences are offered, where are they located and how can they be purchased?

The Product Guides do this in part by including descriptions about farm-based leisure activities. Furthering marketing initiatives of this kind serves to effectively promote the agro tourism industry. There are media avenues that individual farmer and agritourism associations can use to reach a wider marketplace. Examples include TOURISM DEPARTMENT website, or toll free number or call centre which can be used by the general consumer to obtain travel Information and to book their holiday; the Product guide which is placed at all visitor information centers as well as regional tourism association brochures. Similarly, communication channels can be developed between agritourism operators and consumers via well designed websites. An example of a well-designed agritourism website is www.agritourism.in

9. Conflict management programs

While agritourism can create benefits for farm and tourism operators, it can also increase the chances of conflict between primary farming pursuits and more leisure travel activities. Planning for controversial issues and the expectations of guests can lessen the potential conflict between the working farm and the visitors. These conflicts may relate to issues of noise, smell, farming practices, and disease control. In each of these situations, it is important to establish clear communication strategies on what should be expected on-site with respect to the character of the agritourism experience. For instance, with a heightened public awareness of the potential dangers of animal disease dissemination by farm visitors, it is critical that agro tour is m organizations such as the IAC develop clear guidelines concerning access to farm sites by visitors.

A current crisis, which is damaging many agricultural and rural tourism businesses, is the bird flu disease epidemic that started in the north Maharashtra now is the concern over the potential spread of the disease is causing strict quarantines of farms and major restrictions on access to and travel within the North Maharashtra countryside. This includes visits by school field trips, rural tours and conferences. Farms, parks, zoos, horse racing venues, rural footpaths, and rural heritage attractions, have been prohibited from visitors or are under quarantine in order to reduce the risk of any further spread of BIRD FLU disease.

Recommended Strategies

The IAC should develop a clear and co-coordinated approach to dealing with crisis management challenges that may confront the agritourism industry. It should: review and take lessons from the tourism communication approaches used in Europe to address recent animal disease outbreaks; and develop policies and guidelines for agritourism partners on the most effective ways of managing public relations associated with such events.

SWOT Analysis Strengths

- A strong supplementary source of income for farmers
- Employment generation
- Rural development

Opportunities

- Immense scope of growth
- More farmers can be the beneficiaries
- Government support can increase the outreach
- Government lands can be converted as ATC's

Threats

- ☐ Climatic conditions
- ☐ Less competition, so no threats
- ☐ Rampant migration from farming to other sectors

Weakness

- ☐ Low growth comparatively
- ☐ Less educated farmers, so need varied training
- ☐ Lack of government support
- ☐ Lack of EAS

Recommendations

- ☐ Government support
- ☐ policy
- ☐ Capacity building
- ☐ More consultancy services
- ☐ Awareness Implementation of perfect models