

10. Agrotourism



Can you recall?

1. Why some urban people plan to go on weekend tours?
2. Why people living in big or metropolitan cities come to their native village with whole family during festivals and vacations?

10.1 CONCEPT AND FEATURES

10.1.1 Concept of agrotourism :

A term agrotourism is a farm based business that is open to the public particularly to farmers. These specialized agrotourism destinations generally offer site seeing, things to do or gifts to buy and are open to public. Agrotourism is not only a farm visit to get knowledge, but also includes good information to study, research, sales, activities, etc. Now a days urban people's awareness towards such activities is increased and they are interested in gaining the knowledge of agriculture.

Agrotourism is an innovative agricultural activity related to both tourism and agriculture. It has a tremendous capacity to create additional source of income and employment opportunities to the farming community.

Several countries have transformed their economies by developing their tourism potential. Today the concept of traditional tourism has been changed. Some new areas of the tourism have been emerged like Agrotourism. Promotion of tourism would bring many direct and indirect benefits to the people particularly the farming community.

10.1.2 Definition :

Agrotourism refers to any enterprise or business that links agriculture with products, services and experience in tourism.

Agrotourism can be defined as activities that brings visitors to farms. Some examples of activities associated with agrotourism are farm resorts, leisure fishing, hunting grounds, unique

lodging, food restaurants, farmers, makers of local handicrafts, home industries and other leisure activities devoted to the revival of the local people lifestyle.

Agrotourism is defined as “travel that combines agricultural or rural settings with products of agricultural operations – all within a tourism experience.”

Agrotourism is that agri business activity, when a native farmer or person of the area offers tours to their holdings to allow the persons to view the growing, harvesting and processing of locally grown crops, such as coconut, pineapple, sugarcane, corn, etc. or any other produce, to which they would not unknown earlier in their city or home country. Often the farmers would provide a honey-stay opportunity along with education.



Keep in Mind

MTDC : It is a abbreviation of Maharashtra Tourism development corporation. It is responsible for development of tourism in Maharashtra state.

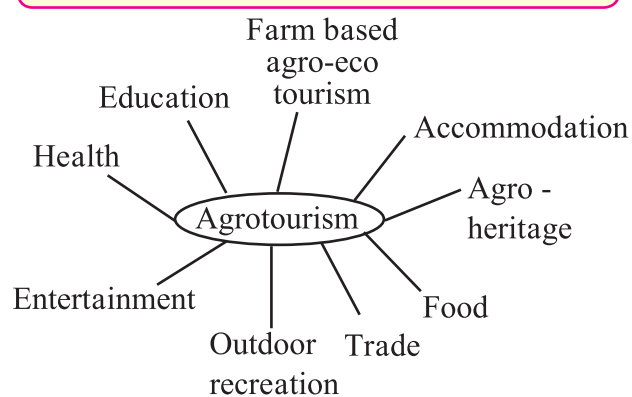


Fig. 10.1 Objects of agrotourism



Remember this

Maharashtra is the pioneer state to develop and promote Agrotourism in the country. Agrotourism Development Corporation (ATDC) is incorporated in 2005 at Palshi-wadi, Tal- Baramati, Dist - Pune. This ATDC acts as umbrella organisation for Agrotourism in Maharashtra.

Agrotourism and Eco-tourism are closely related to each other. Eco-tourism is provided by the tourist companies, while in agrotourism farmers offer tours to their agriculture farm premises and provide entertainment, education and fun filled experience to urban people.

Agrotourism is a form of alternative to tourism based on sustainability, restoration of culture, heritage and traditions in rural areas.

10.1.3 Features of agrotourism

1. The agrotourism activity takes place in the accessible locations and the community participation is the pre-requisite.
2. The architecture of a village is promoted by locally developed accommodation and food facilities. More focus should be given on cleanliness and hygiene in the accommodation services.
3. A tourist shopping centres of local and organic products can be opened.
4. The focus should be on something to see, something to do and something to buy.
5. Tours to production centre like fruit gardens, goat, poultry and dairy farms, etc. Also visit to local places like gram panchayat, school, village river, old religious places, etc. should be arranged.
6. Family and village games like gilli – danda, kabbadi, wrestling, high jump, long jump, pebble playing, etc. should be arranged with evening entertainment like camp-fire,

local and folk dance songs should also be provided. Some women arrange religious religious organization.

10.2 ADVANTAGES OF AGROTOURISM CENTERS

Agrotourism has the potential to change the economic face of traditional agriculture. The advantages of agrotourism development are manifold. It would bring direct and indirect benefits to the farmers and rural people. Some of the benefits are as follows:

1. Agriculture tourism allows people (tourists) to stay close to nature and experience different functions or operations, that are carried out on the farm. They can monitor the work and all those activities.
2. It brings the major and primary sector which is agriculture; closer to major service sector.
3. Cultural transformation between rural and urban people including social and moral values.
4. Agrotourism, which involves villages and agriculture, has the capacity to satisfy the curiosity of the urban segment by providing scope for re-discovering the rural life, which is rich in diversity.
5. Agriculture sector has the capacity to absorb expansion in tourism sector.
6. Agrotourism creates employment opportunities to the farmers including farm, family members and youth.
7. It provides additional income source for the farmers to protect against income fluctuations.
8. The urban people can understand the rural life and know different agricultural activities.
9. Educational value - Agrotourism spreads knowledge about agricultural science among urban people.
10. Strong family oriented recreational activities through rural games, festivals, food and dresses e.g.. Village gram in Rajasthan.



Remember this

Safety features on the tourism center

- Safety from snakes
- Safety from wild as well as pet animals
- Safety from social environment around the center
- Safety of tourists and their valuable belongings
- Safety during enjoying different activities on farm, like - swimming
- Safety during medical emergency etc.

11. Help to reduce burden of the other traditional tourist centers.

10.3 TYPES OF AGROTOURISM



Remember this

Most types of tourism give us enjoyment, energy for coming days, experience of thrill, nature's beauty, natural as well as pure air and water. It also removes dullness in daily life.

Agrotourism can be classified into following fundamental types :

1. Direct-market agrotourism :

One of the most popular example of this form is a road-side produce station. The farmer or owner sells a wide range of goods such as farm produce, organic and porcessed products or packed or canned food items direct to the custmors either at fair, exhibition, market or on the farm itself.

2. Experience and education agrotourism :

This form of agrotourism includes hand picking of fruits from orchad, bed and break-fast facilities, farm tours and a package of providing farm working to urban peoples or tourists. Once the visitor or tourist acquainted with farm working closely, they also feel the value of purchasing organic farm products.

3. Event and recreation agrotourism :

This form is still regarded as agrotourism. It offers generally utilising the farm land for various other marketable purposes like, *hurda-parti*, harvest festival like *Irjeek*, weddings that held on farm, mela, jaggery preparation, bee keeping, sericulture, etc.

Different recreational activities such as archery, summer camp, horse riding, cart riding, etc. are also made available for attracting guests for buying organic items that are produced on farm. Once a strong connection has been established between the farm and the consumer, it can easily build long term relationships.



Try this

Collect information regarding various Agro Trade Tourisms.

10.4 Facilities for agrotourism

A. Food : Eating is a compulsory activity of humans and farming is an activity oriented to food production hence there are two dimensions in the field of food agrotourism.

B. Restoration :

- Break fast
- Home made meals

C. Trade : Creating trade partnerships with the tourism sector for farmers, artisans and ag-roprocessors.

D. Culinary :

- Culinary workshops
- Food Festivals
- Buying packaged local products
- Farmer's market
- Tour to food factory
- Direct - On farm sales
- Agricultural - Roadside stands
- Sales - Agriculture related crafts/gifts

E. Out door recreation

- Horse riding
- Wildlife viewing
- Wildlife photography
- Fishing
- Picnicking
- Cross-country skilling

F. Entertainment

- Agricultural fairs
- Local festivals
- Special events
- Petting zoo
- Dog training



Do you know ?

- Now a days tourism has become a change from the routine hectic life of urban people.
- School educational tours can also be arranged at agro tourism centers.
- Agro tourism provides employment to the farmer, his family members and youth from rural area.



Keep in Mind

Different types of General tourism

- Religious Tourism
- Medical Tourism
- Fort Tourism
- Nature Tourism
- Adventure Tourism
- Cultural Tourism
- Water Tourism
- Foreign Tourism
- Educational Tourism



Fig. 10.2 Agrotourism Activities

Courtesy : Aroha srushti agrotourism, Bhimasheth, near Dhanore, Talegaon Dhamdhare, Pune



Q. 1 Answer the following questions.

A. Select the appropriate alternative and complete the following statements.

- Agrotourism is
 - to stay at farm
 - to do farm activities
 - to buy farm product
 - all the above
- Handpicking of fruits is an example of agrotourism
 - experience and education
 - event
 - direct market
 - non of these
- In agrotourism offers tours to their agriculture farm.
 - Travel agent
 - Farmer
 - Scientist
 - Social worker
- Which of the following is not included in fundamental facilities?
 - Accommodation
 - Bus
 - Food
 - River
- Which of the following is not a type of agrotourism?
 - Experience
 - Direct market
 - Urban
 - Recreation

B. Make the pairs.

Group 'A'

- Rural huts
- Badminton
- Yoga

Group 'B'

- Play facility
- Health facility
- Class room
- Food
- Accommodation

C. Find the odd one out.

- Archery, summer camp, riding, jogging tracks
- Health, newspaper, education, food.
- Education tourism, event tourism, direct market agrotourism, fort tourism.

D. Write true or false.

- Agrotourism does not include educational activities.
- Roadside produced station is an example of direct market agrotourism.
- Agrotourism is a developing industry.
- Agrotourism provides employment to the farmer and his family members.
- Hurda* party is a type of event and recreational agrotourism.

Q. 2 Answer in brief.

- Define Agrotourism.
- Enlist types of general tourism.
- Name two agrotourism centres near your city.
- Write down the full form of MTDC.
- State any four village games.

Q. 3 Answer the following questions.

- Classify fundamental types of agrotourism.
- List out outdoor recreation facilities available in agrotourism.
- Give list of culinary facilities at agrotourism.
- Write about safety features at the tourism center ?

Q. 4 Answer the following questions.

- Write short note on direct market agrotourism.
- Explain event and recreation agrotourism.
- Draw concept diagram of objects of agrotourism.
- Give different types of tourism.

Q. 5 Answer the following questions in detail.

- State features of agrotourism.
- Describe in detail fundamental facilities for agrotourism.

Q. 6 Answer the following questions in detail.

- Explain fundamental types of agrotourism.
- State advantages of agrotourism.



Activity

- Visit nearby agrotourism centre.
- Experience bullock- cart drive.