

The Rise of Agritourism: An overview of Trends, Impacts and Future Prospects

Santosh^{1*}, Priyanka², Preeti³, Madhu Priya⁴

Ph.D. Scholar, Dept. of Extension Education and Communication Management, College of Community Science, CCS HAU, Hisar, Haryana-125004

*Corresponding Author

Received:- 04 July 2024/ Revised:- 13 July 2024/ Accepted:- 19 July 2024/ Published: 31-07-2024

Copyright © 2024 International Journal of Environmental and Agriculture Research

This is an Open-Access article distributed under the terms of the Creative Commons Attribution

Non-Commercial License (<https://creativecommons.org/licenses/by-nc/4.0>) which permits unrestricted

Non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

Abstract— Agritourism, the blending of agriculture and tourism, has emerged as a significant global phenomenon in recent years. This review paper aims to provide an overview of the rise of agritourism, analyzing its various dimensions, impacts, and potential for sustainable development. Drawing upon a comprehensive selection of academic literature, industry reports, and case studies, this review synthesizes key findings to shed light on the evolution and significance of this growing trend. The paper begins by outlining the historical context of agritourism, tracing its origins from traditional farm-based activities to the development of organized agritourism enterprises. Subsequently, it explores the drivers behind the surge in agritourism's popularity, including increasing urbanization, consumer interest in authentic experiences, and a growing desire for sustainable and ethical travel. Furthermore, the review delves into the diverse forms of agritourism that have emerged, ranging from farm stays and farmers' markets to educational tours and hands-on experiences in agricultural practices. It also highlights the role of digital platforms and social media in promoting agritourism destinations and fostering a connection between urban tourists and rural agricultural communities. The impacts of agritourism, both positive and negative, are examined in the paper. Positive effects include economic benefits for rural communities, preservation of cultural heritage, and the promotion of agricultural knowledge and understanding among visitors. On the other hand, challenges such as increased environmental footprints, over-tourism, and potential disruption of local traditions are discussed as well. The review also analyzes the regulatory and policy frameworks that have been developed in response to the rise of agritourism. Governments and organizations have sought to strike a balance between promoting rural development and safeguarding the agricultural sector's sustainability and natural resources. Finally, the paper explores the future prospects of agritourism as a sustainable and resilient form of tourism. It discusses opportunities for innovation and diversification, such as incorporating agriculturist principles, integrating technological advancements, and addressing the changing preferences of travelers. In conclusion, the rise of agritourism represents a dynamic and evolving trend with the potential to contribute positively to rural development, sustainable agriculture, and cultural exchange. While challenges exist, careful planning and collaboration between stakeholders can ensure that agritourism continues to thrive as a valuable sector within the broader tourism industry. Further research and strategic initiatives are essential to harness the full potential of agritourism while mitigating its potential negative impacts.

Keywords— Agritourism, Agriculture, Impact, Rise, Tourism.

I. INTRODUCTION

In recent years, the world has witnessed a remarkable and transformative shift in tourism preferences, as travelers increasingly seek authentic, immersive, and sustainable experiences. In response to this growing demand, a unique form of tourism has been gaining traction worldwide agritourism. The convergence of agriculture and tourism has given rise to a new and dynamic sector that offers travelers the opportunity to connect with rural life, experience farming activities, and gain insights into local agricultural practices.

This review paper aims to provide a comprehensive examination of the rise of agritourism, analyzing its trends, impacts, and potential for future development. As urbanization continues to reshape landscapes and blur the lines between rural and urban areas, agritourism presents itself as a bridge that reconnects people with the land, fosters appreciation for agricultural heritage, and supports sustainable rural economies. The roots of agritourism can be traced back to centuries-old traditions where people

would visit farms for agricultural education, festivities, and cultural exchanges. However, the modern surge in agritourism's popularity is a response to changing travel preferences and a heightened desire among tourists to escape the fast-paced urban lifestyle in search of authentic, nature-oriented experiences. From family vacations on working farms to educational field trips showcasing sustainable agricultural practices, agritourism has evolved into a diverse and thriving sector.

Throughout this review, we will explore the drivers behind the rise of agritourism, uncovering the factors that have contributed to its widespread appeal among travelers. Moreover, we will delve into the various forms of agritourism that have emerged, ranging from farm stays and agricultural festivals to culinary tours centered around locally sourced produce. This review will also shed light on the regulatory and policy frameworks that have been developed to support and regulate agritourism activities. Governments and organizations worldwide are grappling with the task of striking a balance between fostering rural development through tourism and safeguarding the delicate balance of the agricultural sector and its natural resources.

1.1 Farming enterprises and techniques in agritourism

- Farm machinery Roadside Stand selling fresh farm goods and crafts Arts & Crafts Demonstrations
- Processing and selling of agricultural products
- Agri-activities demonstrated
- Wool processing; sheep shearing.
- Fishing and/or hunting.
- Local fare
- The riding of horses.
- Agri-tourists are drawn to snow fields and periods of heavy rain.
- A comfortable resting area for guests, perhaps under a large banyan tree.
- Educational excursions for students, officials, and forward-thinking farmers
- Horseback riding, outdoor schools that are mobile in nature and teach agriculture, farm schools to teach a specific skill, snow fields, and a lot of rain all draw in agri-tourists.
- A comfortable resting area for guests, perhaps under a large banyan tree.
- Educational excursions for students, officials, and forward-thinking farmers
- Farm Schools that focus on teaching a specific skill
- Horseback riding;
- Outdoor schools that are nomadic in nature and teach agriculture.
- Agri-tourists are drawn to snow fields and periods of heavy rain.
- A comfortable resting area for guests, perhaps under a large banyan tree.
- Educational outings for students, officials, and forward-thinking farmers
- Farm Schools that focus on teaching a specific skill
- Agriculture is taught at outdoor schools that are nomadic in nature.

1.2 Well-being through agritourism:

1.2.1 Well- being for Farmers

- Agritourism helps farmers by providing an alternative source of income and raising their standard of living.
- The consumer markets would grow, which would lead to a rise in rural employment.
- Farmers would have the opportunity to increase their farming activities.

- Rural young farmers will be taught managerial skills and entrepreneurial behaviors.
- The farm's companies will have the chance to continue operating for a very long time.

1.2.2 Well- being for Communities

- People, especially those who reside in urban areas, will learn about the value of agricultural land.
- The rural economy will be strengthened by creating job possibilities.
- This encourages communication across cultures and regions.
- It is possible to advertise the regional agricultural goods and services.
- It is possible to foster and maintain Indian traditional knowledge.
- Tourism will grow even in remote regions, which will help the local economy grow and generate money through jobs.

1.2.3 Well- being for Tourists/Visitors

- It will offer visitors a chance to interact with nature and learn about the value of the environment in which they live, as well as a firsthand understanding of the many farming tasks carried out on a farm.
- Aids in educating tourists and other visitors about rural living and provides them with knowledge of locally produced agricultural products.

II. REVIEW OF LITERATURE

Ammirato (2014) studied on “The Agritourism as a Means of Sustainable Development for Rural Communities: A Research from the Field” and reported that 51 per cent of respondents said they would boost their investments in agritourism initiatives.

Pinky and Kaur (2014) conducted a study on “Prospects and Problems of Agri-Tourism in Punjab State” and reported that to encourage agritourism entrepreneurs, 93.33 percent of respondents recommended coordination and cooperation between the federal government and state governments, while 80.00 percent said training in various agritourism-related topics should be made available.

Bhavana (2015) incorporated a research on “Agri-Tourism: Potential Socio-Economic Impacts in Kisumu County” and found that agro-tourism has an opportunity for local farmers to increase income and revenue generation for government.

Pal (2016) researched on “Agricultural Tourism- Typology Study & Tourist Perception with Reference to Maharashtra” and. More than 70.00 percent of the urban Indian class has not seen a village, only 15.00 percent of the tourist actually is knowledgeable about the typology of agritourism and almost 32.00 percent tourist never heard of it, while 53.00 percent heard but not sure about the same and also found that 78.00 percent tourists were take part in Agri Tourism activities followed by 63.00 percent enjoying the Village stay.

Srivastava (2016) conducted study on “Agritourism as a Strategy for the Development of Rural Areas Case Study of Dungrajya Village, Southeast Rajasthan, India” said that Farmers used Agritourism business for diversifying farm products and developing new market for generating supplementary income. In many cases, Agritourism also helped farmers’ children to remain in agricultural activities.

Shembekar, (2017) studied on Consumer Awareness and Preference of Unban Tourism in Nagpur towards Agritoursim” and found that 18.00 percent respondents were not aware about Agritourism. In fact, 86.50 percent people never visited agritourism and also found that 81.00 per cent respondents would like to visit agritourism.

Amaral *et al.*, (2017) researched on “Agricultural Communication Students Perceptions, Knowledge, and Identified Sources of Information about Agritourism” and found that 52.00 percent respondents did not know Agritourism and 48.00 percent indicate about agritourism and also reported that 95.40 percent take information from website, 93.80 percent from Print advertisement and 81.50 percent respondents heard Word-of-mouth about Agritourism.

Haldar (2018) documented the challenges and opportunities of Rural Tourism and reported 86.00 percent of the respondents said that rural tourism will be beneficial for both rural and urban society. This will help in socio-cultural and economic development in rural areas and moreover 75.00 percent of the respondents were interested to know more about the rural Tourism.

Schaller *et al.*, (2018) studied on Agricultural Landscapes, Ecosystem Services and Regional Competitiveness” and reported that the agritourism helps the government to provide the economic benefit to the rural farmers and opportunity to develop the less developed areas

Krishna (2019) conducted research on “Challenges and Strategies for Promotion of Agritourism: A Multi-dimensional Study” and found challenges faced by ATCs in sampling area i.e weak communication skills of staff followed by lack of commercial approach and lack of organised effort like Farmers' organisation in Maharashtra.

Roman and Golnik (2019) did research on Current Status and Conditions for Agritourism Development in the Lombardy Region and found that 45.00 per cent respondents said villages have positive effects of agritourism followed by 32.50 per cent of respondents benefited from agritourism by selling food products, offering guide and transport services.

Vinuta *et al.*, (2019) studied on of Agri-Tourism with Reference to Coffee Plantations in Kodagu and found that 38.00 percent of the planters and 43.00 percent of the tourist said there are more chances to increase the employment opportunities by Agritourism and 90.00 percent of planters get annual income from crop yield above Rs.15 lakh. And also reported that 43.00 percent of the tourist said increase in employment opportunities as the economic impact.

Krishna *et al.*, (2020) examined the impact of Agritourism as Perceived by Multiple Stakeholders and found that an average number of employment days in Maharashtra and Goa had increased from 149 to 202 man-days/year and 117 to 208 man-days/year viz. after 2016.

Joshi *et al.*, (2020) conducted a study on “Sustainable agri-food supply chain practices: few empirical evidences from a developing economy” and has taken Uttarakhand as the case study, where tourism and agriculture collectively contribute 13.50 percent to the Gross domestic product (GDP)

Arru *et al.*, (2021) analyzed the Economic performance of agritourism of farms located in a less favored area in Italy” and found 46.00 percent share of total GFR (Gross Farm revenue) generated by Agritourism.

III. SCHEME AND POLICIES

3.1 Swadesh Darshan Scheme:

In order to coordinate the growth of the nation's theme-based tourist circuits, a Central Sector Scheme was introduced in 2014–15.

3.1.1 Objectives of Scheme:

- Promote the country's cultural and heritage values in order to provide jobs and a source of income in the targeted regions.
- Improving the circuit's / destinations' attraction to tourists in a sustainable way by building out world-class infrastructure
- To expand employment through the active participation of local communities, it is important to: Make local populations aware of the significance of tourism for them in terms of increased revenue sources, enhanced living standards, and general area development.

3.1.2 Financial Assistance under this scheme:

- The programme is entirely supported at the federal level, and attempts are made to align it with other programmes run by the federal and state governments as well as to take advantage of the voluntary financing that corporations and central public sector organizations make available for CSR activities.
- Under the Swadesh Darshan Scheme, the money would be given to the implementing agency. The funds must be sanctioned rigorously in accordance with the GFRs (General Financial Rules) and the directives periodically published by the Ministry of Finance. All submissions will go through the IFD (Integrated Finance Division) of the Ministry of Tourism.
- Funds wouldn't be released until the implementing agency gave the Ministry a copy of the work orders and a good for construction DPR (Dividend Payout Ratio).

3.2 Maharashtra introduces Agro-tourism policy:

This strategy will make it easier for people to travel, take in the great outdoors, visit farms, and engage in ecotourism, local delicacies made from organic ingredients, and picking seasonal fruits.

3.2.1 Objectives:

Rural development through agrotourism, market access for agricultural products, encouragement of agriculture-related businesses, employment for young women from rural areas, folk art and tradition exhibitions, and a pollution-free, eco-friendly environment are all goals.

3.2.2 Loans benefits:

- You must own a plot of land between two and five acres with living quarters and a meal preparation facility in order to register under the policy.
- Forms are available at the regional deputy director's office of the Maharashtra Tourism Development Corporation or online at www.maharashtratourism.gov.in.
- An agrotourism center must pay a one-time registration fee of 2,500 and a renewal fee of 1,000 every five years to remain registered.

IV. AGRITOURISM PRACTICES: SOME SUCCESS STORIES IN THEIR EVOLUTION

4.1 YATRA-Farm Tourism Venture:

- Name of Agripreneur: Samir Ranjan Bordoloi
- Address: S.S. Botanicals, No.1, Sonarigaon, Tarajan, Jorhat.
- Education: Graduate-Agriculture
- Annual Turnover: 1 Crore
- Mobile: +91-8486029583

Since 2005, Samir has been promoting organic farming and offering consulting services in the north-eastern states. He has been successful in inspiring over 500 farmers to switch to organic farming. He launched a business named "Yatra" in 2010 to increase the revenue of organic farmers. The entire strategy is built on developing model villages, model farms, and agricultural tourism.

After earning his B.Sc. (Agri) degree, Samir started working in the corporate world. But in 2003, he decided to leave his position because he wanted to launch his own business. He took the initiative to start a chemical-free vegetable production method after receiving AC&ABC training for two months, and in the process, he won the support of farmers and the general public. His business is engaged in a number of activities, such as consulting services, organic farming, the supply of agricultural farms with inputs, the manufacturing of vermicompost, agrotourism, and related pursuits. Although his activities are dispersed throughout upper Assam and a few NE states, he is well-known in his field. He has 22 workers working for him and has helped about 500 farms.

4.2 Aryan Farms:

- Prof Mrs. Shubhada Mohan Kulkarni
- In-Charge Director
- KCE's Institute of Management and Research, Behind DIC, Jalgaon, Maharashtra
- Mobile: +91 9423973140

The Mahajan family's dream project, Aaryan Foundation, aims to serve mankind by addressing all facets of human life, including health, medical care, education, agriculture, horticulture, agriforestry, agritourism and others. In Jalgaon, this Noble foundation was founded in 1999. The activity of this foundation began in the medical field since the Mahajan family is committed to helping individuals in the medical field. In the Jalgaon district, Aryan Farms is quickly gaining notoriety. The distance to the city is only 3 KM. It provides a lovely picnic area, which is a fantastic reprieve for the locals from the hustle

and bustle of daily life. Aryan Farms is a serene location with 15 hectares of land that is home to large trees, grass, an emu park, a floral park, and a cactus house.

V. DIFFICULTIES IN THE DEVELOPMENT AND PROMOTION OF AGRI TOURISM

- Lack of training in tourism, ignorance of agritourism, ignorance of the concept of agritourism,
- Lack of knowledge of farmers' educational backgrounds
- Lack of orientation in marketing and customer relations
- Inadequate agrotourism marketing plans
- Insufficient risk management approaches
- Adverse climatic conditions; personal difficulties faced by farm families; conflict with primary agricultural output; infrastructure restrictions.

VI. THE ROLE OF AGRICULTURAL EXTENSION SERVICES IN REDUCING AGRITOURISM'S CHALLENGES

- To inform farmers about the significance of value addition, the advantages of agritourism, and the agritourism strategy.
- Production process expertise as well as marketing and promotion training
- Commercialised farming system
- Aid and direct farmers in identifying both agricultural and non-agricultural activities
- To build agritourism businesses on both new and existing farms.
- Help policy makers identify the laws and regulations needed to run the agritourism businesses.
- To inform them on the methods and tools used to advertise and promote agricultural tourism products.

VII. CONCLUSION

Agritourism is becoming more widely recognized as a viable option for boosting rural household incomes, the local economy, and overall national development. Direct marketing is agritourism. Educational initiatives can aid in fostering the shift to this new agriculture, which is also aiding in the growth of agrotourism. In conclusion, the rise of agritourism represents a fascinating confluence of agriculture and tourism, presenting travelers with unique experiences while offering rural communities an avenue for economic development. As we navigate the complexities of balancing tourism growth with environmental and social sustainability, it is imperative to examine the trends, impacts, and future prospects of agritourism. By doing so, we can harness its potential to foster meaningful connections between urban and rural communities while promoting a more sustainable and responsible approach to travel.

REFERENCES

- [1] Arru B., Furesi R., Madau F. A. and Pulina P. (2021) Economic Performance of Agritourism: An Analysis of Farms Located in a Less Favoured Area in Italy. *Agricultural and Food Economics*, pp:21-22.
- [2] Amaral, Katie; Edgar, Leslie D. and Johnson, Donald M. (2012) Agricultural Communication Students Perceptions, Knowledge, and Identified Sources of Information About Agritourism. *Journal of Applied Communications*, 96(3).
- [3] Bhawana, M.A., Olima W.H.A., Andika D., Agong S.G. and Hyombe P. (2015): Agri-Tourism: Potential Socio-Economic Impacts in Kisumu County, pp: 83-84.
- [4] Joshi, S., Singh, R.K. and Sharma, M. (2020). Sustainable agri-food supply chain practices: few empirical evidences from a developing economy. *Global Business Review*. <https://doi.org/10.1177/0972150920907014>
- [5] Krishna D. K., Kumbhare N. V., Sharma J.P., Rao D. U. M., Sharma, D. K. Kumar P. and Bhowmik A. (2020). Impact of Agritourism as Perceived by Multiple Stakeholders, *International Journal of Current Microbiology and Applied Sciences*, 9(7): 2319-7706
- [6] Maharjan, S.K., Dangol, D. R., Pandey, R. J. and Pant, K. K. (2007). Study on Development and Promotion of Agri-Tourism in Shaktikhor VDC of Chitwan, Nepal. 2(2): 225-229.
- [7] Pal, S. (2016). Agricultural Tourism- Typology Study and Tourist Perception with Reference to Maharashtra, *KIMI Hospitality Research Journal*. 1(1):13-14.
- [8] Pinky, S. and Kaur, R. (2014). Prospects and Problems of Agri-Tourism in Punjab State, *International Journal of Advanced Research*, 2(9): 66-73.

- [9] Roman, M. and Golnik, B. (2019). Current status and conditions for agritourism development in the Lombardy region. *Bulgarian Journal of Agricultural Science*, 25(1): 18–25
- [10] Schaller, L., Targetti, S., Villanueva, A. J., Zasada, I., Kantelhardt, J., Arriaza, M., and Majewski, E. (2018). Agricultural Landscapes, Ecosystem Services and Regional Competitiveness-Assessing Drivers and Mechanisms in Nine European Case Study Areas. *Land Use Policy*, pp735-745
- [11] Schilling B.J., Marxen L.J. and Heinrich H.H. (2006). The Opportunity for Agritourism Development in New Jersey, pp:37-38.
- [12] Schilling B.J., Sullivan K.P. and Komar S.J. (2012). Examining the Economic Benefits of Agritourism: The Case of New Jersey, 3(1):206-207.
- [13] Shembekar, (2017). A Study on Consumer Awareness and Preference of Urban Tourism in Nagpur towards Agritourism, 2(1):7-8.
- [14] Srivastava (2016). Agritourism as a Strategy for the Development of Rural Areas Case Study of Dungaia Village, Southeast Rajasthan, India. *Journal of Medical and Dental Science Research*, 3(6):35-39.
- [15] Tew, C. and Barbieri, C. (2012). The perceived benefits of agritourism: The provider's perspective. *Tourism Management*, 33(1): 215-224. <https://doi.org/10.1016/j.tourman.2011.02.005>.