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**PROSPECTS OF AGRO-TOURISM IN INDIA: EMERGING CHALLENGES AND
SUSTAINABLE STRATEGIES**

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ABSTRACT

Nowadays the concept of conventional tourism has changed. Some new tourism destinations have already come out such as Agri-Tourism. The encouragement of tourism will carry many indirect and direct advantages to the people. Agri-tourism offers an exclusive opportunity to integrate the tourism and agricultural sectors to offer specific educational, financial and social benefits to producers, tourists and communities. Agri-tourism provide producers the opportunity to make more money and a way to sell directly to customers. It improves the tourism business by rising the volume of tourists in the region and the span of their stay. Agri-tourism as well empowers community to grow their bases of tax and new job opportunity. In addition, agriculture offer opportunities in the field of education for the community, help conserve agricultural land, and allow countries to develop businesses. While tourism can create new incoming streams, it also raises new legal issues for farmers and landowners. Agricultural tourism is a new agricultural doings related to both agriculture and tourism. Maharashtra is the main centers for the tourists and has a large area and has huge potential to give confidence to the farmers to set up little and efficient businesses such as tourism of agriculture in rural India. Agricultural tourism can be a useful way to expand and diversify a farm, but it does not work well in all cases. This paper seeks to identify problems in agricultural tourism in India and what can be done to solve these problems. Prospects for the future of tourism in India and what the government is doing to promote this tourism in India. The pilot research project is used as a device to study the concept, to gain in-depth knowledge of the scope and challenges of agricultural tourism.

Keywords- Agro-tourism, Educational Opportunities, Tourists, Rural India, Tourism

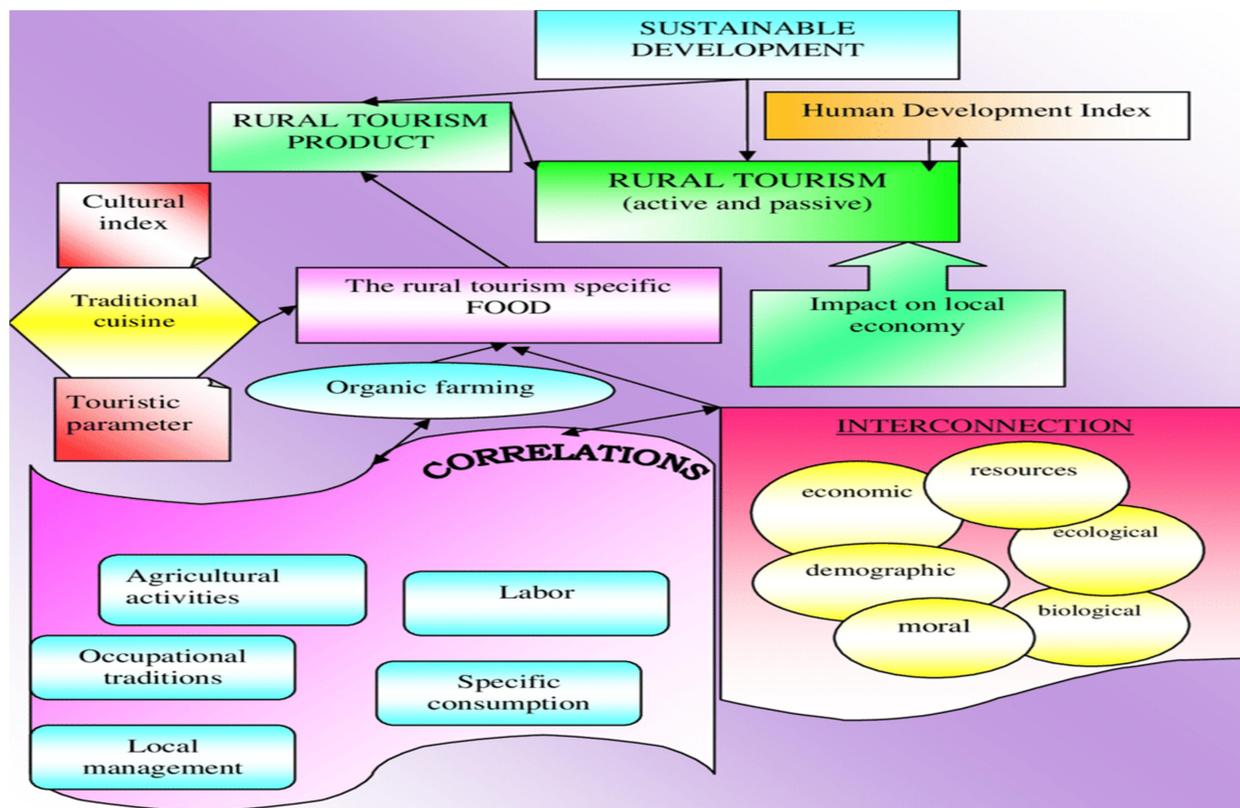
INTRODUCTION

Agriculture is measured as the backbone of the Indian economy. About 85 percent of the populace is indirectly or directly dependent on agriculture and associated activities about 26 percent of the GDP of India comes from agriculture and approx 90 million farmers live in 0.65 million valleys growing more than 20 Metric Tonnes food grains in the country.

In addition to technology or agriculture or business is deeply entrenched in Indian culture. Farmers are eager to try new ways away as of the more common and common patterns to build direct customer relationships and get more. Therefore, increasing

agricultural income through specific tourism activities brings new prospects and improved lives. Great hard work are now being made on Agri-Tourism. Agricultural tourism as an idea which is not very new but its access is limited only to some regions.

Agricultural tourism is an essential means of survival for small-scale farms. By diversify operations of business, farm workers are capable to make sure a steady income. This is since tourism activities can take place throughout the off-season when crops may not be in season, and provide a totally different benefit.



Some study have found that agricultural activities often advantage neighboring communities by attracting tourists to the area. Growth of the economy growth through traffic can help rural areas that need a variety of income streams. 85% of Indians depend indirectly or directly on agriculture and associated behavior.

Agriculture accounts for 26% of India's GDP. Kerala and Maharashtra and are Indian provinces that benefit from agricultural opportunities. Agro-tourism in Maharashtra is developed by Agri Tourism progress Corporation. Wayanad, Kuttanad, Palakkad and Idukki are some of the most vital agricultural areas in Kerala.

The 'Green Farm' scheme launched by the Kerala Government which aims to promote agricultural visit in Kerala. Apart from Maharashtra, Nagaland, Kerala and Sikkim are also doing well in agricultural tourism. This category of tourism belongs to a major industry known as agro-tourism. Agro-tourism is "a commercial farm business that operates, on a farm, or in the agricultural industry designed to entertain visitors who generate income for the owner."

Tourism and environmental-tourism businesses can comprise:

- Outdoor activity (hunting, fishing, wildlife studies, horseback riding).

- Educational knowledge (canned visits, cooking classes, or tasting wine).
- Entertainment (crop festivals or warehouse dances).
- Hospitality services (guided tours or merchant services).
- Direct sale on the farm (optional jobs or street stands).

Agro-tourism is the foundation of a major sector called rural tourism that include resorts, smallholder farmer markets, non-profit agricultural tourism, and additional recreational and hospitality business that catch the attention of tourists to the countryside. industry, which frequently occurs on farms. It provides you the chance to experience real contact with genuine rural life, taste real local foodstuff and get acquainted with a variety of farming activities throughout the visit. It gives you a welcome break out from everyday life busy in a quiet rural setting. It provides a possibility to unwind and rejuvenate a pure natural environment, surrounded by the best placement.

LITERATURE REVIEW

Priyanka Singh 2016 tries to point out the prospective of agricultural tourism in the country by highlighting main challenges in this regard with a number of practical

recommendations. Pitrova 2020 adopts the operating system of modeling three different farms, rated according to official data. In addition, an airline controller is used in the case study case. In both cases, we are examining the impact of agricultural tourism on the economic performance of the farm economy. Saurav Rauniyar 2020 conducted a systematic review of research literature in the field of agro-tourism. In the study, a systematic review of literature, established and emerging research collections was obtained for expert analysis. UDK Krishna 2020 is exploring the impact of agricultural tourism as seen by its stakeholders. Sudhanshu Joshi 2020 recognizes key achievements (CSFs) that determine the effectiveness of tourism groups using an integrated management analysis system (AHP) - a process of strategic preference similar to the actual solution (TOPSIS). Alok Kumar 2020 conducted research on the origins and status of Agri-Tourism in India. S.N. Wanole 2020 explores the challenges facing agricultural and tourism institutions in the Konkan region. Michal Roman 2021 introduces the context of agritourism in the literature on the topic of its benefits during the COVID-19 epidemic. Hemani Kothari 2021 strives to reflect the impacts of agricultural tourism on improving the

environment and climate of the state and the nation.

Need And Significance Of The Study

Agro-tourism offers a sole chance to integrate the tourism and agricultural sectors to provide specific educational, financial and social benefits to tourists, communities and producers. Agro-tourism provide producers the chance to make more money and a way to sell directly to customers. It improves the tourism industry by raising the volume of tourists in the area and the length of their stay. Agro-tourism also empowers communities to grow their tax bases and new job opportunity. In addition, agriculture provide educational opportunities for the community, help conserve agricultural land, and allow countries to build up the businesses. While tourism can create new incoming streams, it also raises new legal issues for farmers and landowners. Seeing agriculture as a means of sustainable tourism, provides a powerful, two-way solution to the problem of cultural erosion. The first is to ensure the continuous flow of urban money through tourism to help communities grow. Second, by saving cultural money by storing information in communities - using this knowledge and information can also be economically beneficial. This paper seeks to identify problems in agro-tourism and what

can be done to solve these problems. Prospects for the future of tourism in India and what the government is doing to promote this tourism in India.

Objectives Of The Study

1. To study the current status of Agro-tourism in India.
2. To find out the challenges and future prospects of Agro-tourism.
3. To give suggestions for the Upliftment of Agro-tourism in the country.

RESEARCH METHODOLOGY

This paper strikes the notion of agricultural tourism development in India. The position of Public Institutions favors Agro Tourism Development Corporation and others in developing the concept of agricultural tourism. The design of investigative research is used as a instrument for the study of the concept, to gain in-depth knowledge of the challenge and scope of agricultural tourism. Secondary information has been used as of a diversity of sources such as, Official Government Sites, Books, Magazines, Publications and the Internet.

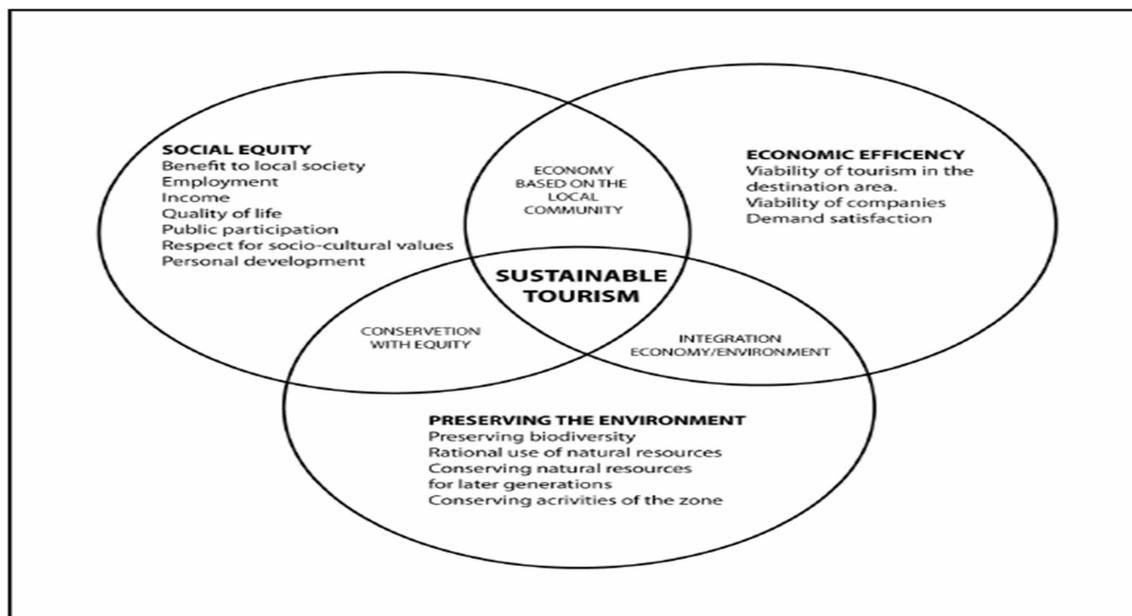
FINDINGS AND DISCUSSION

The GDP of the Indian agricultural sector reaches an impressive 262 billion dollar. The

sector remains one of the main contributors to the Indian economy, though its GDP share has dropped from more than 30% and about 14.5% in FY 11. On the way to encourage private sector contribution, the government of India allowed 100% direct investment foreign exchange (FDI) in a number of sectors of the farming sector.

These comprise of fertilizer, machinery in agriculture, farming, seed breeding, stock farming, fish agricultural, and the F&V component. These funds can be used to encourage agricultural development and research and to defend the environment, which can donate to the overall growth of production in agriculture. As an outcome of the 100% FDI allocation, the agricultural services sector saw foreign investment of 1.5 billion dollar.

Aside from FDI being a main game changer, the green revolution in the 70s in fact played an important position in making the nation independent. This was marked by the use of chemical-based agricultural inputs that enable farmers to pay higher prices next year. Improper use of chemicals makes the soil infertile, leading to loss of output, environmental deprivation, and ultimately inferior yields.



Given the current state of agriculture and the enlargement plan to be considered, we need to work on the indicators below to understand and develop the agricultural growth trajectory in India:

- delivery pressure due to lack of resources
- Scope to get better yields
- chance to reduce losses in the diet chain.
- Technical disturbance directly to farmers, Agricultural debt.
- Soil nutrient administration.
- Investigation / technology crops



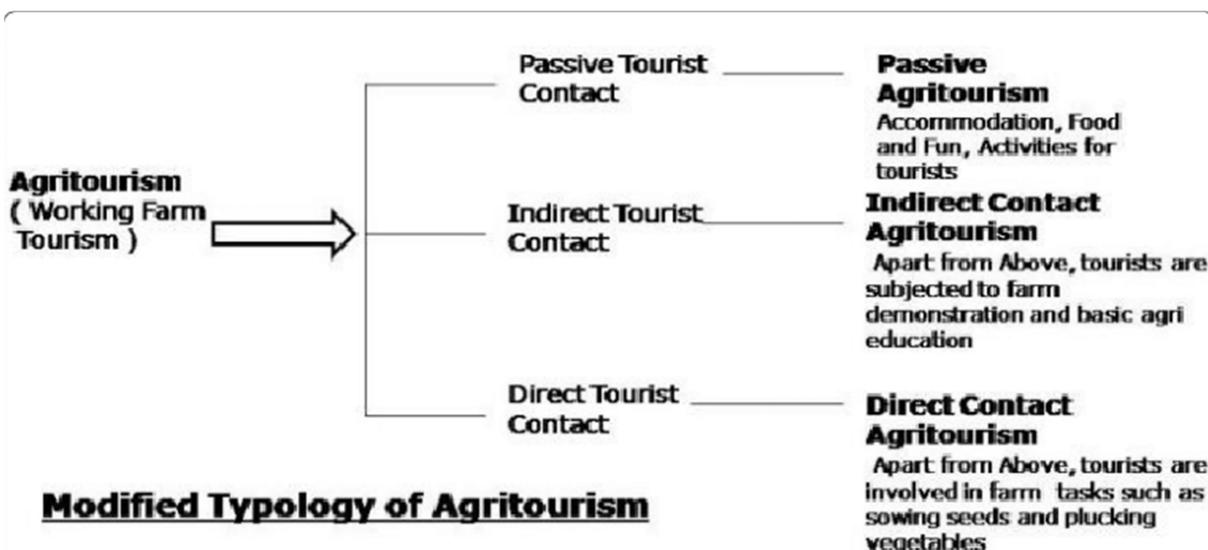
Programs and investments of government, as well as a variety of agri community programs, have proven to be a rotating point in the agricultural sector. Some major

agricultural and development investments are as follows:

The first jumbo park in Rajasthan opened in 2018 March. In 2017, India's agricultural segment saw 18 deals 251 million dollar.

320 million dollar loan agreement signed among the Indian Government, the Government of Tamil Nadu and the World Bank on December 2017 of the 'Tamil Nadu

Irrigated Agriculture transformation Project' which is expected to give advantage to approx five lakhs farmers by the government.



Resources should be provided for agricultural tourism:

- Offer real Indian / Maharashtra food for lunch, breakfast and dinner. Farmers should promise to see and contribute in agricultural activities.
- Provide a chance to contribute in rural areas games for guests.
- Give details on culture, dress, arts, crafts, festivals, rural cultures and offer the possibilities a demonstration of a particular art.
- Give the chariot to ride and ride horses, buffalo in the water, a kilogram fishing or at a nearby lake.
- Offer fruit, maize, nuts, sugarcane as well other agricultural goods as per the availability.
- Show home animals, birds and waterfalls etc. and provide accurate information related to these things.
- Should provide security for visitors' support of federal hospitals.
- Organize a traditional dance program, traditional Shekoti songs, kirtan, Bhajan etc.
- Other agricultural products are available for purchase guests.
- Provide free pollution to visitors. Attempt to build interest in the customs of the village future tourism business.

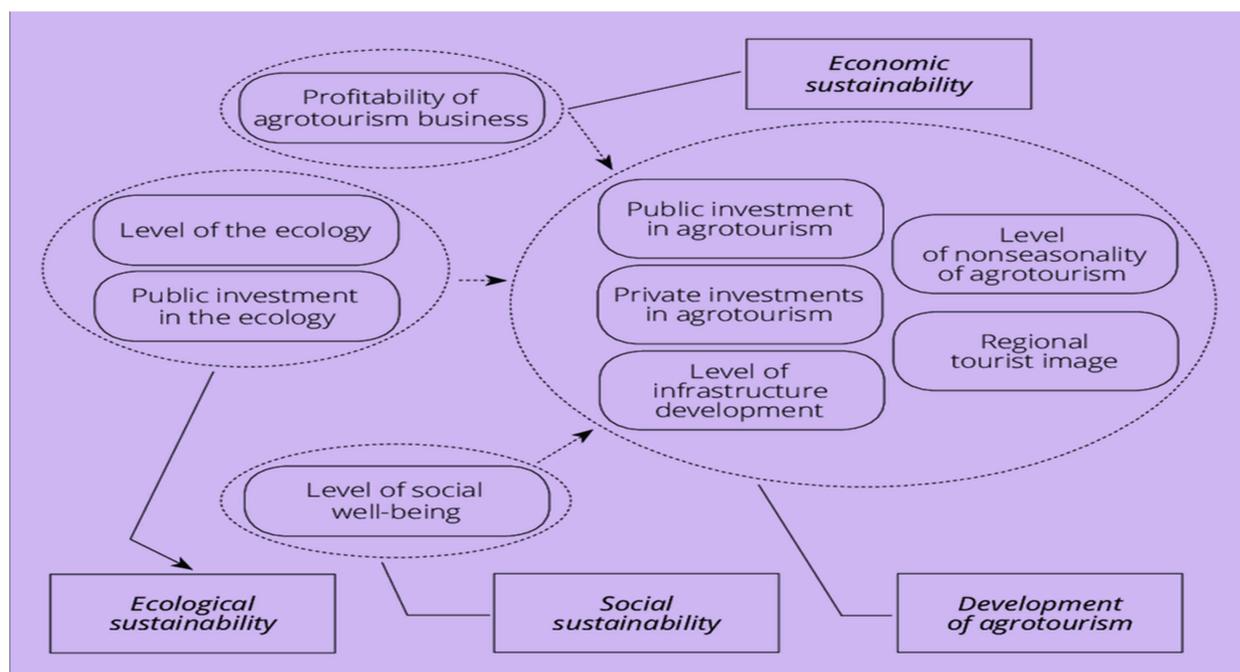
- Bring in guests and people around you in the village.
- Use well-trained or humorous staff (jokes) people with good communication skills to entertain. Having accurate information about train timetables and buses to help guests.

Problems with agricultural tourism

- Be short of complete knowledge concerning agro tourism.
- Lack of communication skills and lack of commerce smallholder farming approach. Lack of funding to build essential infrastructure for agricultural tourism.
- Farmers' ignorance about such varieties of jobs. - Presence of the

informal segment in the agricultural and tourism business.

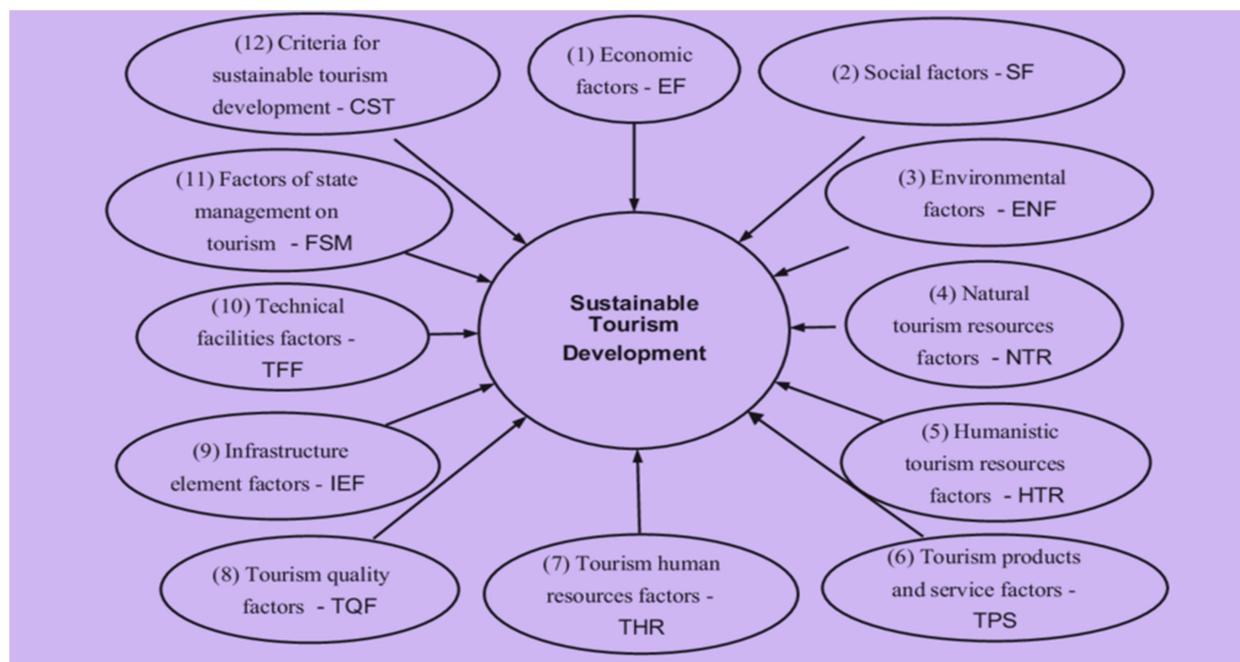
- Ensure cleanliness and basic needs.
- Taking into consideration urban tourists.
- High value land with little access to credit.
- Service quality
- Complexity in service delivery
- Lack of infrastructure
- The multi-level channel incorporates these local tourism developments and area level.
- Literacy rank of farmers and farm owners
- Government sustainability and Identification.



Key strategies for successful future of agricultural tourism in India

Agricultural tourism is basic of all business activities, therefore, farmers should have a sense of trade and a number of marketing strategies for success. For improved success at tourism and agriculture should follow the following tips:

- Inform the youth tourism center papers, television etc.
- Upgrade acquaintances with colleges, schools, NGOs, unions, clubs, organizations etc.
- Train the staff or members of the family to be accepted and hospitality.
- Recognize about the customers that what they want as well expectations and work accordingly.
- Charge large expenses and rent for services in the commercial domain.
- Use local objects incorrectly on entertain / serve visitors .
- Upgrade the website regularly to draw attention of foreigner visitors.
- Take their comments and feedback about suggestions and service for further growth as well conversion.
- Build up good relationships with visitors commercial distribution and chains in the future.
- Upgrade different agro-tour packages different types of guests and their prospects.
- Keep a book with remarks about visited future tourism.
- Be honest with visitors and contribute with them.
- Smallholder farmers can improve their agriculture and tourism institutions.
- Proper appreciation of Agro-tourism Industry.
- Government support policy arrangement of Agro-tourism
- Edification of the farmers and owner of farms for the advancement of the Entrepreneurial ability in their work operations.
- Appropriate Financing Solution for its improvement.
- Legal responsibility and Risk administration Programs.
- Product and Service excellence development in terms of the quality of Product, enhancement as well as the freedom of the service to be raised up to the standard.
- A private public Strategic model of Partnership Development to be created.
- Proper promotional help and Marketing to be given



Not just biological systems or government programs, public-private partnerships will yield improved outcomes in the agricultural space to support improvement and capability building. India is anticipated to reach the goal of doubling-up farmers' incomes by 2022. In the upcoming years, India is estimated to become more independent. The Indian Government intends to raise the farmer's average income to Rs. 220,725 in 2022-23 from Rs. 96,000 in 2015-16 on current rates. The Indian Government implemented a lot of projects to sustain the agricultural sector like:

Pradhanmantri Graam Sinchaai Yojanaa: The plan of the scheme is to irrigate farmers' fields and get better water efficiency to attain the saying More crop per

drop. The whole system ensure improved access to irrigation.

Paramparaagat Krishee Vikaas Yojanaa (PKVY): This program aspire to encourage farmer grouping to start farming naturally.

India at present ranks prominently among 175 countries that practice natural farming globally. More than 6, 50,000 organic producer, 669 exporters, 700 processors, and 7,20,000 hectares are at present cultivated in the country. Though, with only 0.4% of sum agricultural land for natural farming, it is obvious that the industry still has a extended way to go in requisites of growth. Farmers still have the option of organic agricultural using Metabolites-based bio agriculture contribution which can completely change chemical-based input and help keep without charge farming. The future will be

determined by technology and investigation. This will unlock many opportunity for investment and growth and ultimately the growth and expansion of the sector and the whole nation..

Agricultural tourism and its children's initiatives and research talent can certainly make a difference in the lives of farmers and consumers and will also benefit from it.

- Agriculture must benefit 130 million Indian farmers and their families
- Farmers need to be made more resilient, able to thrive at certain times of the year
- Indian food systems must produce more calories and provide complete nutrition for all
- The environmental impacts of agriculture must be mitigated, and sustainable solutions must be prioritized

CONCLUSION

Agricultural tourism can produce weekly income that can cover weekly farm operating cost. While the farmer earns money as of agriculture once or twice a year and has to spend money on agriculture approximately every week. Farmers get it extremely difficult to stay alive under such conditions. Agricultural tourism gives him the chance to earn a living and be able to make farming and his life safer and extra sustainable. The Federation's governing body consists of

twelve representatives from the agricultural and rural co-operatives and eleven farmers in charge of the agricultural and rural tourism center as well as female directors from each farmer and two government-appointed directors. Agricultural and tourism co-operatives receive funding for the establishment of a dairy, poultry, crèche, etc., as well as funding from the National Agricultural Bank. It has now been a decade since the development of rural areas in India with the help of agricultural tourism. However, the journey was not simple. There have always been doubt about the need for agro-tourism and other forms of tourism. One more major obstacle have been the be short of adequate support of the government as well as access to and access to local facilities and access to basic infrastructure such as transport services, medical facilities, water supply, etc. There is as well the risk of overuse of natural resources, which need to be considered starting to ending. Farmers in particular had little or no awareness of the tourism industry, no knowledge of business and understanding related to the agricultural tourism market. However, we should come a long way and nowadays agriculture and tourism are thriving and serving farmers everywhere and empower them. Extension and Advisory Services play a significant

position in recognizing the prospective of agricultural tourism amongst farming community and encourage them to get up agricultural tourism efforts. Organizations like National Institute of Agricultural Extension Management and the State Agricultural Management and Extension Training Institutes be supposed to organize the training of EAS provider in this upcoming area. Agri tourism has marvelous potential for rising farm incomes and inspiring the growth of a dynamic, diversify rural economy. The progress of these interlinked enterprise generate other benefits to rural women area such as improved environmental and educational awareness, conservation of cultural heritage sites, and agro organic variety. Keeping in mind the sufficient time, liability issue and employees wanted when drawing up the agro tourism business enterprise. Making a business strategy will help to keep a track and in return the agro tourism business will boom.

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