



www.sabujeema.com

SABUJEEMA

An International Multidisciplinary e-Magazine

Volume 1 | Issue 4 | July, 2021

PROSPECTS OF FARM TOURISM

- Thenmozhi C

*“Read More,
Grow More”*



Sabujeema Sabujeema

editorsabujeema@gmail.com

[sabujeema-international multidisciplinary-e-magazine](http://sabujeema-international-multidisciplinary-e-magazine)





PROSPECTS OF FARM TOURISM

[Article ID: SIMM0097]

Thenmozhi C

*Department of Agricultural Extension,
Kerala Agricultural University, India*

Agriculture and tourism are the two important sectors of Indian economy which has immense potential in contributing towards growth of our nation. As a strategy for development of rural areas, farm tourism has been gaining importance. The term 'farm tourism' is often interchangeably used with agricultural tourism, agri-tourism or agro-tourism.

Farm tourism can be defined as a range of activities, services and amenities provided by farmers and rural people to attract tourists to their farm area to generate extra income for their business (Gannon, 1994). Agri-tourism centre should ensure the basic principles of having something for the visitors to see, to do and to buy. The three important factors contributing to the success of agri-tourism are farmer, village and agriculture (Vasanthi and Padmaja, 2019).

Farm tourism as an enterprise can be commercialised to successfully diversify the

farm business. Farm tourism enterprises might include outdoor recreation, educational experiences, hospitality services, on-farm direct sales and entertainment (Waris, 2015). Farm tourism can be an innovative idea for fostering the efficiency of farm and economic status of the farmers. It has a great potential in widening the market for farm products.

India has diverse agro-climatic conditions, crops, people and culture which provide scope for establishment of agri-tourism centres. The concept has been successfully implemented in states like Maharashtra, Rajasthan, Jharkhand, Gujarat and Himachal Pradesh. Rural farmers can use this opportunity to diversify their farm products and develop a new market for generating supplementary income. Thus, value addition by introducing novel products like agri-tourism would only strengthen the competitiveness of Indian tourism industry in the global market.

Agri Tourism Development Corporation (ATDC) was established to promote agri-tourism centres in India. It also caters to the needs of farmers and entrepreneurs by providing training to start and manage this venture at their farms (Taware, 2017). Agri-tourism creates large-scale employment, promotes natural farm products and handicrafts, preserves rural heritage and culture, enhances the quality of life of local people and contributes to green economy through biodiversity conservation.

Extension agencies can play a major role in overcoming these barriers by identifying the potential farms and entrepreneurs who can implement farm tourism projects and provide training to them in acquiring knowledge and skills. Development of agri-tourism in India is in its



nascent stage and its potential is yet to be explored in the Indian economy. Agri-tourism is one of the main sources of foreign exchange earnings and an important tool in doubling the income of farmers. Thus, there is a need to encourage the farmers to get involved in agri-tourism business.

REFERENCES

Gannon, A. 1994. Rural tourism as a factor in rural community development for economies in transition. *J. Sustain. Tourism*, 2(1): 52-60.

Taware, P. 2017. Agri-tourism: innovative supplementary income generating activity for enterprising farmers [online]. Available: http://www.agritourism.in/Agri_Tourism_Concept_Note.pdf [28 Oct. 2020].

Vasanthi, C. and Padmaja, B. 2019. Agri-tourism: a catalyst for rural development - a review paper. *J. Pharmacogn. Phytochem.*, 8(1): 416-418.

Waris, A. 2015. Farm tourism: an innovative income earning opportunity for empowering rural women. *Rashtriya Krishi*, 10(2): 53-55.

SABUJEEMA

Read More, Grow More