

Agro tourism

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Abstract

The term agro –tourism emerged in the late twentieth century. It includes agricultural forms that are related to tourism. Agro tourism is very important for rural communities as well as urban areas. It can provide several advantages like income, employment, natural resource conservation, recreation and education etc. Agro- tourism intend to obtain higher standards of living for rural communities especially through increased income for people who work in agriculture.

Keywords: agro tourism, impact, regional development, rural tourism

Introduction

Agro – tourism is the latest concept in the Indian tourism industry, which normally occurs on farms. It gives us the opportunity 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. It provides us to escape from the daily hectic life in peaceful rural environment. It give us chance to relax and revitalize in the pure natural environment. Agro tourism is often defined as eco-tourism because both are related and subject to natural attraction.

Agro – tourism, in which tourists see and participate in traditional agricultural practices without destroying ecosystem. Agriculture is the backbone of Indian Economy. Directly or indirectly eighty-five percent of Indian population is engaged in agriculture. Agriculture is not only an occupation but it is India's culture. There is a need to be made a serious efforts for adding additional income generating activities in existing agriculture which definitely increase the contribution of agriculture in national income. Agro- tourism is one such activity.

In the past agro-touristic attraction were natural sights and plantations but the new agro tourism concept involves a system bringing together the tourism sector and the agricultural sector as a model of regional development.

Various Scholars emphasize that the motivations of tourists to visit destinations have changed dramatically and now tourists are more interested in specific things, enthusiastic activities and most importantly in the quality experience of touristic products and services.

Agro tourism philosophy aims to increase farmers incomes and the quality of life of rural society. According to some opinions, agro tourism educates people and society about agriculture and contributes to the local economy, it reduces the level of urbanization as people work and earn more from agro tourism; it promotes local products.

Agro tourism has a great scope in the present context. Agro tourism is less expensive compare to other type of tourism. The cost of food, accommodation, recreation and travel cost is very less in agro tourism. This widens the agro tourism base. Agro tourism has lot of scope to attract large population due to its cost effectiveness.

The urban population having roots in villages, always have curiosity to learn about sources of food plant, animals, raw material like wood, handicrafts etc. Agri tourism which revolves around farmers, villages and agriculture has capacity to satisfy the curiosity of large population. 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 cheaper cost.

Modern life style is very stressful and average life span in urban has come down. Hence, people are in constant search of pro nature means to make life more peaceful. Ayurveda which is totally based on nature for their medicines has roots in villages. Organic foods are in great demand in urban areas and foreign countries. In total urban population is more health conscious so looking towards villages for natural products.

Agri tourism can 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 to college students to have an experience about agriculture and farmers life. It is mean to provide training for future farmers. It provides opportunity for educating through recreation, where learning is very effecting and easy.

Agro tourism is not only staying in village and relishing the food, this is an opportunity to come close to a place where the seventy five percent of Indians population lives.

Agro tourism has given an opportunity to people who work in agriculture and horticulture sectors to share their experiences with masses. In some agri tourism allow tourist to purchase food products which are grown in their farms and handicrafts items made by farmers families. Purchasing these products helps the farmers to rely on their land with another source of income. Many children grow without knowing what the countryside is. Agro tourism therefore gives parents chance to introduce other things which is not present in their city.

Conclusion

We must be bored of visiting hill station or beaches and staying in the hotels. And we might be looking for a change and getting a chance of agro tourism is good option. Agro tourism is leisurely activities in the rural areas that help a person to

understand and appreciate the land and the people who live on it.

Agro tourism maintain links between sector interested in local society and visitors, improving health of visitors, creating relaxation in natural environment, it constitutes an adventure and it could be unique experience.

References

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