



## Rising Trend of Agritourism

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**ABSTRACT:** Agritourism, which introduces people to new aspects of agricultural life, is becoming a more creative aspect of tourism. With retreats that skilfully combine education and pleasure, this phenomenon, which began in Europe in the 1980s, has spread throughout the world. This examines the importance of agritourism in detail, highlighting important players such as farmers, land and agricultural practices. The benefits are explained, including cultural exchange, educational enrichment, tradition preservation, and local communities' economic strengthening. In the Indian setting, this study explores how agritourism benefits farmers by promoting rural development, economic growth, and environmental preservation. As examples, a variety of successful Indian agritourism projects demonstrate the applicability of this concept and its capacity to promote sustainable development. This also highlighted the significant contribution made by the Maharashtra Agritourism Development Corporation to the growth of the sector. The firm has had difficulties along the way, though. Effect of Agritourism' on traditional farming are a source of worry, as there are marketing challenges, budgetary limitations and the need for careful navigation. To address these issues, programs like as capacity building, training, farmer mentorship and support network formation have been put in place. Agritourism's concrete effects include higher farmer incomes, support for sustainable and organic farming methods, and educational programs that equip the next generation of agricultural businesspeople. Conclusion strongly asserts that agritourism is a powerful instrument for farming communities, offering significant economic, environmental, and social advantages while paving the road for sustainable development.

**Keywords:** Rising Trend, Rural development, Sustainable development, Tourism, Economic Growth.

## INTRODUCTION

The idea of agritourism is the practice of traveling to an agricultural, horticultural, animal husbandry or agribusiness operation with the intention of having fun, learning something new, or actively participating in the operations of the farm or business (The National Agricultural law Centre, 2025). However, agritourism originated in Europe in the 1980s and was later widely embraced by Latin American and North American nations. The idea, which began as a way to relieve tension and have fun, evolved into a common agricultural pastime in the latter half of the 20th century. Another popular term among younger agribusiness owners who want to turn a section of their farm into a popular destination for tourists and vacationers is agritourism. Agritourism encompasses a wide range of opportunities. It serves as an affordable escape, fosters curiosity about agricultural practices and rural living, and provides a tranquil alternative to urban environments. Additionally, it offers a chance to connect with nature, promotes an appreciation for the

natural world and holds significant educational benefits. Furthermore, agritourism contributes to job creation in rural communities and allows visitors to experience a respite from crowded and hectic settings.

### Objectives of Research

- To analyze the rising trend of agritourism
- To examine the key contributors to agritourism
- To explore the benefits of agritourism
- To evaluate successful agritourism models

**Components of Agritourism:** Foremost the person who is involved in in agribusiness farmer, a farmer is someone engaged in growing crops, raising livestock, or both, to produce food, fiber, and other agricultural products. Farmers oversee and run farms, where they may cultivate various crops like vegetables, fruits, grains, and legumes, or raise animals such as cows, chickens, pigs, and sheep for their meat, milk, eggs, wool, and other by-products. Second is land, in agriculture, it refers to the space or area utilized for growing crops, raising livestock, or other farming activities. It encompasses both the soil itself and the natural resources that sustain agricultural production,

such as water, sunlight, and nutrients. The quality, fertility, and suitability of agricultural land can vary, and effective management of this land is essential for achieving good crop yields and ensuring sustainable farming practices. And third component is crop and livestock for production purpose that is agriculture.

Tourist are attracted towards the agritourism because they want to experience rural life, experience the local culture and disconnect from regular urban life.

This trend is followed throughout the country as it offers: New learning (agritourism provides a platform for education about agriculture, environmental conservation and sustainable agriculture practices) (Sustainable Agriculture Research and Education Program, 2025). Supporting local communities (agritourism injects capital into communities, which helps local economies to flourish and preserve the understanding. It also leads to the preservation of traditions by making tourists aware of them). Different Lifestyle (apart from day to day lifestyle the people are more attracted to village lifestyle rather than city)

**Marketing and strategy of the business:** Agritourism and Agritourism marketing are becoming one of the main pillars of the rural economy. Agritourism is one way which helps rural communities to generate capital through agriculture. This income helps rural communities to develop the villages, farms, societies. This play a beneficial role. Well-developed agritourism systems in rural areas have the potential to reverse negative economic trends.

**Marketing strategy:** It includes promotional efforts to introduce the firm to the market and steps that can be included are:- Tie up with travel agency, Design website and digital bookings, Advertisements (newspaper, magazines, television) ,Bonding with varies companies for vacational and breaks.

**Ways to generate income through agritourism model:** Seasonal Events Attract Tourists, A Vacation Ranch Offers, Offering Meals, Educational Tours, Farm Visits, Farm Activities attract visitors, Farm stay, Workshops and Lectures, On site sale of fresh fruits and products.

Model of agritourism comes up with several benefits to Indian farmer as it encourages: economic boost, agricultural preservation, environmental conservation, employment, growth and development of nation, sustainability, educational and social benefits.

Progress of indian cities towards agritourism models: Vanilla County, Kottayam, Kerala, The Goat Village, Garhwal, Uttarakhand, Prakriti Farms, Rupnagar, Punjab, Maachli, Sindhudurg, Maharashtra, Konyak Tea Retreat, Mon, Nagaland, Dewalokam Farmstay Retreat, Karimannoor, Kerala, Acres Wild Cheesemaking Farmstay, Coonoor, Tamil Nadu.

**Contribution of this model in Sustainable Development:** The main goal of the model is to develop a unique product for integrated tourism that

will contribute to the sustainable development of rural areas. Sustainable development of rural location, on the other hand, can be interpreted as an optimization of the development parameters with regard to growth constraints. Moving further, judicious use of natural resources, whether water or fuel, is encouraged by most agribusiness centers in the world. These model come up with a success by preserving cultural heritage and promoting local traditions, agritourism plays a vital role in community development, thereby strengthening the sense of community identity. The integration of circular economy principles within agritourism offers a powerful approach to enhancing environmental sustainability. By prioritizing resource efficiency, minimizing waste generation, and promoting the reuse and recycling of materials, agritourism can contribute to a more environmentally responsible and sustainable tourism sector.

**Initiative taken by government Agritourism Development Corporation:** Introduced in 2005, in palshiwadi, Baramati, Pune. 738 Agrotourism centers in 28 districts of Maharashtra. 324 centers in only Pune district. Aim was to create employment opportunities and increase income through small business development and local entrepreneurship. This corporation survey says that around 0.56 million tourists visited the Agri-Tourism centers. This increased to 0.61 million in 2019 and 0.78 million in 2020. The India agritourism market is expected to exhibit a growth rate of 19.9% during 2023-2028 (Agritourism Development Corporation, 2025)

**Maharashtra Agritourism Development Corporation:** With the aim of fostering Agri-tourism in the region, the AGRI TOURISM DEVELOPMENT CORPORATION was incorporated in 2005. Their flagship project, a 28-acre Agri-tourism center in Palshiwadi, Baramati district, Pune (70 km from the city), serves as a model for farmers. The corporation actively encourages farmer participation, conducts training programs, and engages in research to advance the field of Agri-tourism. Under this initiative free training and capacity building for farmers, local guides and communities, technical assistance, advice regarding the preparation of projects reports, marketing, price development and promotion of services in the targeted markets, maintenance of community established (Pal and Murdia 2018).

## RESULTS AND DISCUSSION

**Model:** The Goat Village, Garhwal, Uttarakhand  
The Goat Village, established in 2016, was founded on a vision of creating a harmonious relationship between tourism, culture, and agriculture. This sustainable model earned the title of 'Best Earth Friendly Stay' in 2019. Emphasizing low energy consumption and the use of solar power, it offers eco-conscious experiences

such as trekking, farm trails, bonfires, and locally prepared meals



**Fig 2.** Image representing The Goat Village (Source, <https://rb.gy/gph8ee> )

Model: Konkankanya, Pune

Founded by Mr. Rahul Kumar Yewale, the model spans across 70 acres of lush land, home to a diverse range of trees including mango, banana, aonla, coconut, sugarcane, chiku, and guava, along with six lakes dedicated to fisheries. In addition to this rich natural setting, visitors can engage in various activities such as farming, nursery visits, animal husbandry, and poultry farming (Wanole *et al.*, 2020).



**Fig. 3.** Image representing Konkan Kanya Agritourism (Source, <https://www.konkankanya.com/> )

Model: Katrathal, Rajasthan

This model, initiated in 2005, belongs to Shushila Rathore from Kathrathal village in Sikar, Rajasthan. Before its full development, she began by offering mud houses for visitors at modest rental rates. Now, the model spans 16 kanals of land out of a total 61-acre property. Key sources of income include horse riding experiences, rental accommodations, traditional meals, orchard tours, and farm stays.

#### **Common challenges faced by these models:**

Traveler's satisfaction with accessibility was low due to few facilities for individuals with impairments and transportation problems. Telecommunication in many places, network connection was poor. Medical facilities in remote locations have limited access to healthcare. Marketing problems and advertisement including reaching among people.

**Farmers interest towards agritourism:** Agritourism, a form of Special Interest Tourism (SIT) is gaining popularity across India as an alternative source of income for farmers. Agriculture remains the main occupation for a large portion of the population, yet many farmers face income challenges. Studies show that while a significant number of farmers are unaware of the concept of agritourism, many are open to exploring it as a new opportunity. A growing percentage of farmers are looking for alternative income sources, and a notable number have shown interest in promoting local arts, crafts, and culture through tourism. However, there is still a lack of awareness, training, and support related to agritourism. With India's rich cultural, natural and historical attractions, there is great potential for agritourism to grow and benefit rural communities. The findings suggest a strong need for nationwide awareness programs and support systems to help farmers understand and adopt agritourism as a sustainable livelihood option.

**Sustainable expansion of agritourism in Maharashtra:** The long-term growth of agritourism in Maharashtra means helping this sector grow in a way that lasts for many years and benefits both farmers and tourists. It involves improving basic facilities in villages like roads, clean water, and places to stay, while also keeping local culture and traditions alive. Tourists can enjoy farm-related activities such as picking crops, feeding animals, or learning how to grow food naturally. The sustainable growth of agritourism should be done carefully, so it helps the environment and supports local people without harming village life.

An eco-friendly and steady approach includes using natural methods like organic farming, saving water, using solar energy, and managing waste properly. These steps protect nature while still allowing tourism to grow. For the continuous success of agritourism, support from the government and private groups is important. This includes giving training to farmers, promoting rural tourism, and helping with funding. A balanced and sustainable development means growing tourism in a way that brings income, protects the environment, and respects village culture. With the right steps, agritourism can become a strong and lasting way to support rural communities and give visitors a unique and enjoyable experience.

**Case Study of Yatra Fram Tourism Venture:** Jorhat-based agriprenuer Samir Ranjan Badroli is the owner of this venture. The firm has achieved an annual turnover of 1 crore.

This approach emphasizes the creation of organic model farms and villages, fostering a sustainable and eco-friendly agricultural model. It integrates farm tourism as a key component, allowing visitors to experience firsthand the beauty of organic farming and the unique cultural heritage of the region. By partnering



with local farmers, this venture provides a platform for them to showcase their agricultural practices and offer authentic hospitality experiences to tourists. "Yatra" is a transformative travel experience that blends cultural immersion with sustainable agriculture. Guests are invited to become part of the local community by staying in traditional bamboo huts, participating in the tea-making process from leaf plucking to hand-processing, and assisting farmers with daily chores. (Yatra Farm Tourism Venture, 2018) The package also includes opportunities to explore the region's natural beauty through bamboo boat rides and visits to nearby villages. "Yatra" actively promotes organic farming practices by organizing educational tours for school children and providing a direct market for farmers to sell their organic produce, ensuring a mutually beneficial relationship between tourism and local livelihoods (Saravanan and Jyoti 2018).

**The components of the package under yatra farm are:**

1. Bamboo Village in Majuli
2. Organic Farm, Jorhat
3. Charaimari Organic Model village
4. Dhansirimukh Model village in Kaziranga.

## CONCLUSIONS

Agritourism in India is becoming a popular way to connect farming with tourism. It helps farmers earn extra income and gives people from cities a chance to enjoy and learn about village life. This not only supports farmers but also helps rural areas grow by keeping old traditions alive and encouraging eco-friendly tourism. Many places across India, like Maharashtra and Assam, have shown that agritourism can create jobs, support small businesses, and attract visitors looking for peaceful and natural experiences.

However, there are still some problems. Many farmers don't know much about agritourism. Some villages lack good roads, internet, transport, and healthcare. Also, marketing and promotion of these places are often not strong enough. To fix these problems, the government, private companies, and training programs need to work

together to support farmers and improve village services.

If planned well, agritourism can play a big role in helping India grow in a balanced and eco-friendly way. It can improve farmers' lives and give tourists a chance to enjoy the beauty and culture of rural India. With the right support and efforts, agritourism can grow even more and help many people across the country.

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