

Authors: **D. Karthik and Palve Gajanand**

## **AGRI-TOURISM: AN OVERVIEW**

**D. Karthik and Palve Gajanand**

**Research Scholars**

**ICAR-National Dairy Research Institute, Karnal, Haryana**

**Email id: karthik.dharamkar@gmail.com**

Indian agriculture is passing through difficult times due to two consecutive drought situations in several parts of the country, thereby resulting into wide spread distress among farmers. The rural areas in these parts are facing food and livelihood crisis, more specifically the shortage of fodder and drinking water. Government needs to proactively address the situation and make more long term farmers centric policies related to irrigation, farm diversification, farm profitability and community support programs so as to socially and economically empower farmers. Since agriculture is the main occupation of the people in India there is a need to think of allied income generation strategies with agriculture, one of which is agri-tourism (Chada and Bhakare 2012). Agri-tourism is increasingly recognized as a means of enterprise diversification for agricultural producers, especially for its ability to increase cash flows to farm and ranch operations and in addition to their surrounding communities. Agritourism can contribute to the overall income, cash flow and profitability of a farm by providing alternative income via farm products, and farming activities (Colton and Bissix, 2005). Presently, the urban population has been going for agro-tourism as a way of relief from the daily routine of big cities. For this reason, it is one of the most dynamic emerging markets in our country.

### **CONCEPT OF AGRI-TOURISM**

Agritourism is the concept of visiting a working farm or any agricultural, horticultural, or agribusiness operations for the purpose of enjoyment, education, or active involvement in the activities of the farm or operation. In general Agri Tourism is the practice of attracting visitors to an area used primarily for agricultural purposes. It could be described as - Rural/Agricultural Environments + Farm Commodities + Tourism Services = Agri tourism

Agri-tourism has different definitions in different regions of the world and sometimes refers to farm stays and sometimes to a wide variety of activities, including buying a produce

directly from a farm stand, navigating corn maze, slopping hogs, picking fruits, feeding animals or staying at a bed and breakfast on a farm. The fundamental definition of agrotourism should be based on the need to find solutions for the rural households, by increasing their incomes through the best use of their economic potential, developing accommodation services and modalities to sell their own and local products. In Europe 'rural tourism' is usually used to describe agri-tourism (tourism on farms) but expands to encompass basically all tourism activities in the countryside when needed. Agri-tourism refers to the phenomena as "hosting" and "holiday's" but the key meaning relates to the use of tourism as a "supplement to" farm business. Which can also be described as agriculturally based operation or activity that brings visitors to a farm or ranch. It can also be denoted as ecotourism is the act of taking a journey to natural areas that are relatively undisturbed or contaminated. The specific objective of the journey is studying, admiring or enjoying landscape and the wild fauna and flora, as well as any cultural manifestations that take place in these areas. A range of activities, services and amenities provided by farmers and rural people to attract tourists to their area in order to generate extra income for their business according to Klaze (1994). Wilson *et al.*, (2006) formally defined Agri-tourism as anything that connects consumers with the heritage, natural resource or culinary experiences unique to the agricultural industry, or a particular region of the country's rural areas. Rich *et al.*, (2012) defined agri-tourism to comprise of activities offered on working farms and other agricultural settings for entertainment or educational purposes.

A conclusive definition of agri-tourism includes activities that go on within the property generating occupations that complement the agricultural activities that continue to make up a part of daily life on the property with greater or lesser intensity. These activities should be understood as part of a process of adding services in the agricultural products and non-material values existing on rural properties (landscape, fresh air etc.) using the free time of farm families and sometimes involving hired labour. Some examples of activities associated with agri-tourism are ranch resorts, leisure fishing, hunting grounds, country lodging, country restaurants, farmers, makers local handicrafts, home industries and other leisure activities devoted to the revival of the local residents lifestyle.

## **GENESIS OF AGRI-TOURISM**

Considering the topography of India, in the last few years have seen the concept of rural tourism gaining momentum as an allied area of revenue generation thus diverting

attention towards the rural belt in which resides a large portion of Indian population. Realizing this government is encouraging active rural tourism in order to increase revenue generations options for the rural segment.

The Ministry in 2002-03 went ahead with the proposal of Rural Tourism with the intention of showcasing, art, culture and heritage through rural life in villages and at rural locations. Villages which have core competence in art & craft, handloom, and textiles as also an asset base in the natural environment as in natural Flora and Fauna were to be considered. The intention is a dual purpose one to benefit the rural community economically and socially and secondly to enable interaction between tourists and rural population for a mutually enriching experience. The promotion of village tourism is also aimed at generating revenue for the rural communities through tourists' visitations, thereby stopping or at least reducing the exodus from rural to urban areas. While in the initial two years of the scheme, only physical infrastructure (Hardware or HW) development activities were taken up under the scheme, from the year 2004-05 capacity building (Software or SW) activities too were taken up. The HW components of the rural tourism projects (RTPs) have been provided funds from the plan scheme 'Product/Infrastructure development for destinations and circuits' (PIDDC). The SW components of 36 RTPs sanctioned during 2004- 05 and 2005-06 have been funded from GOI-UNDP Endogenous Projects scheme. All SW components sanctioned from 2006-07 have been funded from the plan scheme 'Capacity Building for Service Providers' (CBSP). As on 28 February 2011, 169 rural tourism sites in 28 States/Union Territories have been sanctioned by the Ministry of Tourism. The Village Level Council (VLC) is the interactive forum for local community participation in work plan implementation of the projects, further supported by other community level institutions. (Source Ministry of Tourism Report -2011-12- page 26).

Agri tourism has branched out as an offshoot of rural tourism and has immense scope in India. Since agriculture is the main occupation of the people in India and other developing countries, specifically Asian economies, there is a need for these countries to think of allied income generation strategies with agriculture, one of which is agri-tourism.

## **IMPACT OF AGRO TOURISM**

### **Economic impact:**

Income from entrance fees and direct payment for access right.

Income from associated value added services.

Development of related economic sector

e.g. Sustainable agriculture and forestry, increase local land values and increase foreign exchange where tourism is dominated by foreign national.

**Social Impact:**

Training and skills development for provision of economic services.

Education- primary schools/environmental education.

Healthcare- clinics/ visiting doctors, nurses offered by tour operators.

Improved local infrastructure communications/transport.

Increased social capital–building local organizational and managerial capacity.

**Environmental impact:**

Protection and conservation of environment.

Improved resource management practices.

Increased multi-stakeholder will to conserve at landscape level.

Conservation of Biodiversity.

**OVERVIEW OF AGRI-TOURISM AROUND THE GLOBE**

Agri-tourism started in the United States in the early 1800s (Karabati et al., 2009). A number of countries of the world have transformed their economies through agro-tourism activities. In 1993 fourteen farmers in largely agricultural Dutchess County, New York, cooperated in creating an educational tour using crop art as the focal point. Their aim was to publicize the plight of the family farmer and create a positive image for agriculture with the next generation of urban voters and consumers. The art consisted of large sculptures made from hay bales and other farm crops. In North Carolina, USA farmers were distressed with revenue from agricultural crops due to cultivation of traditional cash crops such as tobacco for which Department of Parks, Recreation and Tourism Management addressed needs of farmers by encouraging agri-tourism to respond to the needs of getting a study and sustainable income. The Inter-American Institute for Cooperation on Agriculture (IICA) has

been promoting Agritourism in the Caribbean since 2005 to strengthen links between tourism and agriculture (IICA, 2011).

In Thailand, it has been used as one of the main medium to attract tourists from all over the world. Since the advent of Agritourism in Thailand in 2002, Agritourism has created a great impact by having a record of more than half a million tourists visiting farm areas in a national scheme (Taemsaran, 2005). Agricultural Training Institute, Philippines organizes training to the farmers who are interested to develop and manage agri-tourism projects in their respective areas. Agritourism industry is gaining ground in Malaysia as the country has a wealth of products for visiting tourists (Hamzah, 2011). Main activities involved in the area entail farm visits and home stays. It is reported that Agritourism activities are diversified and entail consumption of natural resources and the local culture as well as the development of personal relationships between visitors and the local community (Iakovidou, 1997) and these activities increase the economic income of the local community (Sosnowski and Ciepiela, 2011). The country has more than hundred tourist destinations that offer Agritourism activities. Hamilpurka (2012) indicated that Agritourism in Karnataka, India, has improved farmers income and also contributed to educating the tourists and local communities on sustainable agriculture. The Eastern Tibet Training Institute (ETTI) is a non-profit vocational training centre based in Diqing Tibetan Autonomous Prefecture, Yunnan Province, China runs the Green Technology and Eco-Tourism (GTET) training programme. It enhances participants' knowledge of ecotourism.

In Europe, Agritourism has become a way of life for Europeans as a large percentage of Europeans take farm holidays (Frater, 1983). In Greece for instance, the Ministry of Agriculture embraced Agritourism and this is reported to have promoted the mountainous and less favoured areas to attract tourists (Aikaterini et al., 2001). In order to promote agro-tourism in Pakini (Europe), the Intercultural Education Fund began project "promotion and development of agro-tourism in Pakini" in the year 2007. Under the National Rural Development Program (NRDP) 2007 – 2013, many programs for the Romanian agrotourism development are funded from EU funds. In Baradili, Italy training in agri-tourism communication, internationalisation and promotion was organized in the year 2015.

Businesses such as farm stays and farm gate sellers have been operating in Australia for many years and align closely with visitor expectations of the country. Research shows that for those international visitors that have already visited Australia, the country ranked

second for its food and wine experiences with only culinary giant France ranking higher. Visitors from China, the United States, France, India, Malaysia, South Korea and the United Kingdom ranked Australia the number one food and wine destination in the world.

In Africa, Agritourism has a short history and in most countries it is at the developing stages (Maumbe, 2012). Spatial Development Initiatives (SDIs) being implemented by the South African government, with a specific focus on the Wild Coast agri-tourism (Kepe et al., 2001). In Ghana, Fantekwa District in 2007 attracted over 4,000 paying visitors who were interested in cocoa farms Cocoa (Bwana *et al.*, 2015). In Kenya Agri-tourism at an initial stage with the incorporation of home- stay vacations also coming in. The concept of home-stays provides the tourists with a place to stay and at the same time join in the activities that are arranged by the owner of the farm.

### **PROSPECTS OF AGRI-TOURISM IN INDIA**

Agro tourism is considered as the fastest growing sector in the tourism industry. The concept has been successfully implemented in states like Maharashtra, Kerala, Rajasthan, Jharkhand, Gujarat and Himachal Pradesh. It has become a new avenue for earning the income for the rural farmers.

The state of Maharashtra is the pioneer state to develop and promote Agri Tourism in the country. Agri Tourism Development Corporation incorporated in 2005 and owns the pilot Agri tourism project of 28 acres in Palshiwadi, tal Baramati Dist Pune, 70 kms from Pune city. The main activities include operating its Agri tourism centre along with encouraging more farmers to take up Agri tourism, conducting training and research programs. This is an umbrella platform wherein most of the tourist reservations are booked and then tourists are sent to different centres. This saves on the marketing cost of the farmers. They may themselves also take the bookings. ATDC only provides a helping hand. ATDC the umbrella organization for the Agri Tourism, practices what is preached, by successfully operating its owned pilot Agri tourism project. In 2007, ATDC launched Training and skills development programs with Maharashtra State Agri Tourism Vistar Yojana, first 52 farmers were selected in Maharashtra and the story continues This Agri Tourism model has been replicated in 328 Agri tourism centres across 30 Districts in Maharashtra, which has helped to conserve, enhance the village environment, village traditions and culture, customs, village arts and handicrafts. Agri tourism model gives the authentic experiences to the visitors by showcasing

village culture, agriculture, traditions that has helped gain sustainable supplementary income source and generated local employment.

Maharashtra State Agri and Rural Tourism Co-operative Federation Limited is a federation of agriculturalists and their co-operatives. It is also known by the acronym MART. MART is the apex body for co-operatives related to agriculture based tourism belonging to Maharashtra. The federation was set up on 12 December 2008 at Baramati in Pune district of Maharashtra. According to its managing director the federation would help farmers to supplement their income from farm produce by initiating tourism related activities on their properties. MART in partnership with NABARD has undertaken training and certification programmes for farmers.

Punjab, the land of people with golden hearts, lush fields and free flowing rivers, with its rich history, green surroundings and diverse culture, is an ideal location for agri-tourism as it has everything to keep tourist from across the world enthralled. Also with tourism and agriculture being one of the two major thrust areas of the state government it is quite evident that prospects of agri-tourism are quite seen in the state. So there is large scope and great potential to develop agri-tourism in Punjab as it not only provides natural elements of beauty but also the local traditions, customs and foods. Also the cost of food, accommodation, recreation and travel is least in agri-tourism which widens the tourist base. According to study conducted by Pinky and Kaur (2014) more than half of the respondents intended to increase area under agri-tourism and majority i.e. 93.33 per cent of the respondents were willing to improve accomodation facilities at the same place, make agri-products available at reasonable price and all the respondents were willing to maintain tourists comment book for future business followed by improving transport facilities and providing of pick and drop facilities. Whereas in terms of promotional activities all the respondents intended to developed good relations with the tourists for chain publicity while 93.33 per cent of the respondents were willing to develop their own website and keeping it updated from time to time followed by provision of information about Punjabi culture (86.67%), developing contact with schools, colleges, NGOs, Club, Union and other organisation and developing contact with travel agencies (73.33%) and arrangement of cultural programmes (66.67%). The overall prospects of agri-tourism venture in the state was high as reported by 46.67 per cent of the respondents while equal percentage (26.67%) reported medium and low overall prospects. In terms of increasing promotional activities 46.67 per cent of the respondents

reported high prospects and 40 per cent of the respondents were willing to add facilities to the agri-tourism unit thereby indicating great prospects of agri-tourism venture in the state.

Majority of people in Kashmir reside in villages and agriculture is their main source of livelihood and income. Economy of Kashmir is agriculture based. Widening the scope of tourism in a region like Kashmir is the need for the region, due to various reasons like huge number of unemployed youth, lack of industrial development etc. Tourism, if given considerable importance in Kashmir can become source of creating employment and income. Agri-Tourism in Jammu and Kashmir is on small scale, has low impact and is mostly education focused yet it has lot of potential. It is because, the Jammu and Kashmir has been blessed with varying climate-ranging from sub-tropical, sub-temperate, temperate and cold arid types, responsible for horticulture production besides agriculture. Floating Gardens of Dal Lake in Kashmir Valley are one of the versatile example of Agri-Tourism, where not only visit local residents of Srinagar for purchasing of organic vegetables but also a number of tourists enjoy these sights. Some of them are very keen to know about the base and mechanism that acts as a soil for growing these vegetables. Quite similar to floating gardens of Dal Lake in Kashmir, the saffron growing fields in Pampore, Pattan and Sombur of Kashmir attract the tourists during saffron flowers bloom for about three to four weeks from mid-October to the first week of November. Saffron growers in the remote mountainous district of Kishtwar in Jammu region also grow the best saffron and can be attracted by the tourists.

Tourism is one of the key areas which can strengthen socio-economic activities besides attracting tourists to the land of enchanting beauty-Himachal Pradesh. The Himachal Pradesh Government has recently launched a scheme known as 'Har Gaon Ki Kahani'(story of every village), in addition to 'Home Stay Scheme', which is attracting hordes of tourists to lesser known and remote destinations of the State from last two years. Under 'Har Gaon Ki Kahani', fascinating tales, folklore and anecdotes related to remote villages in Himachal Pradesh are set to lure tourists. This novel scheme aims at developing villages of historic importance as tourism villages by providing basic amenities and will provide tourists a peep into rustic life of the hill State.

The Rajasthan government has decided to promote agri-tourism vigorously. The convergence of tourism and agriculture will not only support the farmers with additional



Authors: **D. Karthik and Palve Gajanand**

revenue and better sustainability, but also create multiplier effect on employment generation, says a report on agri-tourism in Rajasthan prepared by the FICCI and Yes Bank.

In order to promote agri tourism concept, Govt. of Karnataka has introduced “Agri Tourism” in its Tourism Policy 2015 as one of its tourism products. Under the same, set guidelines to be followed by any agri tourism centres for authenticity and Govt. approval for them. Bringing orderliness to tourists visit can enhance the opportunities in agri tourism. This not only helps in increase in income of the farm, but also creates entrepreneurship in agriculture. Agri-tourist involvement in milching, harvesting competitions, tree climbing, edible adventure, bullock cart race, buffalo race in wet fields namely Kambala in Karnataka, shooting a coconut target, fishing etc. could generate enormous joy at least cost. There is enough scope to charge entry fee to farmers, providing feed and accommodation on payment basis and charging the participation of Agri-tourist during rural games would also generate income to the farmers.

Villages in Kerala have made a cocktail of its hospitality with the traditional way of farming to attract more tourists, creating a heady concoction called “Farm Tourism” being developed as a relatively new tourism product. With nearly half the plantation area in the country and a major interest in all the four crops-tea, coffee, rubber and cardamom, Kerala is undoubtedly India’s most important plantation state. Pathanamthitta is a true farm tourism destination housing tropical diversity adorned with fertile agricultural land where plantations, paddy, tapioca, varieties of vegetables and spices like cardamom, pepper etc. are extensively cultivated. The other famous destinations includes Kottayam, Mattupetty in Munnar, Palakkad, Idulkki and many others. Kerala has the pride of starting a rural tourism project at Kumbalangi near Kochi with assistance from the Department of Tourism, Government of India. Kumbalangi is a perfect farm tourism village destination in central Kerala, close to the port town of Cochin which has a vast stretch of backwaters connected by interlocking waterways to the whole of Kerala.

Andhra Pradesh Tourism Development Corporation (APTDC) in 2017 has come up with a unique concept of agri-tourism to promote rural tourism and would be showcasing integrated lush green horticulture farms, dairy, fishing, vegetable poly houses having even guest houses for tourists to stay for a couple of days or more and to get exposure to rural rustic life and natural environment and also to rural eateries reminding one of the days of our grandmothers and fathers. The APTDC has identified Adarana Farms in the district to

promote the same as an agri-tourism centre along with several other farms in Anantapur district. The APTDC has identified Adarana Farms in the district to promote the same as an agri-tourism centre along with several other farms in the district. It is planning to train 100 progressive farmers doing horticulture, organic farming, dairy fish farming and poly house vegetable and flower cultivation across the district to start and operate agri-tourism centres in next 2 to 3 years. Agri-tourism initiatives is also encouraged by Telangana Government through various state and central government schemes.

### **ADVANTAGES OF AGRO-TOURISM**

1. It is inexpensive as the cost of food, accommodation, recreation and travel is least in the agri-tourism due to occurrence in natural setting.
2. The urban population are developing interest in agriculture as they are having roots in villages which is making them curious to learn rural lifestyle.
3. It provides recreational opportunities to people of all age groups where the whole family participates in rural games, festivals, food and dress.
4. As urban population faces stressful life agri-tourism is a means that make their life more peaceful as they forget busy life by leaning towards nature.
5. Even replica of village atmosphere is created through resorts and farm houses in sub-urban areas but looks as a distant replica of the original.
6. Agricultural products like farm gate fresh market, processed foods, organic food could lure the urban tourists. As result of this agri – atmosphere in the villages, there is scope to develop Agri – Tourism products like agri-shopping, culinary tourism, pick and own your tree / plot, bed and breakfast, pick and pay, bullock cart riding, camel riding, boating, fishing, herbal walk, rural games and health (ayurvedic) tourism.
7. Agri-Tourism can create awareness about rural life and knowledge about agriculture science among urban school children. It provides a best available alternative for school picnics which are urban based. It provides opportunity for hands on experience for urban college students in agriculture. It is a means for providing training to future farmers. It would be effectively used as educational and training tool to train agriculture and line department officers. This provides unique opportunity for

education through recreation where learning is fun effective and easy. Seeing is believing, doing is learning.

### **ISSUES NEEDING ATTENTION FOR THE PROMOTION OF AGRI-TOURISM**

1. **Publicity** – It is difficult to provide publicity to a remote Agri-tourism unit. Hence, either collectively such Agri-tourism operators can provide publicity or organizations like ITDC, State tourism development corporations, NGOs, press and tour operators can take up this responsibility. Information technology can play very important role in promotion of Agri-tourism. An interactive website containing all details about Agri-tourism locations and a toll free 24 hours help line can provide necessary information to Agri-tourists.
2. **Transport** – Reaching the remote Agri-tourism units is the greatest challenge due to lack of approach roads and poor transportation facilities in rural areas. Tele connectivity is must which is yet to reach villages. Government should play important role in creating these facilities namely roads, transport and telecommunication to rural areas especially where Agri-tourism units are established on priority basis. These efforts could be effective with private participation in partnership mode.
3. **Accommodation** – Safe and clean accommodation is must in Agri-tourism. Urban and foreign tourists look for these minimum facilities. Orienting Agri tour operators on one hand and providing incentive to such efforts on other hand is necessary. Regular clean water supply and neat toilets are important. At the same time, it is necessary to limit modern facilities in which Agri-tourist is not interested.
4. **Networking** – Networking public and private stakeholders at national and state level to assist the Agri-tourism operator at remote place is necessary. This network can get policy support, infrastructure and publicity to Agritourism units.
5. **Capacity building of farmers** – Farmer need to be oriented on maintenance of facilities, hospitality and public relation which he is not aware
6. **Safety of tourists** – Agri-tourism units are located in remote areas which lacks roads, medical facilities, telecommunication and sometimes threat from theft and wild animals. Hence, support of local population is must besides facilities for emergency medical care.
7. **Public - Private partnership** – Agripreneurs, farmers' organizations, cooperatives, NGOs and agribusiness companies can take up these ventures with the help of farmers and

government agencies tour operators. Transporters and hospitality industry would also benefit in the process.

### **BASIC PRINCIPLES OF AGRI – TOURISM**

In order to promote and encourage agri-tourism, entrepreneurs should ensure the following three basic principles in their enterprise

1. There should be something to be seen such as animals, birds, farms and nature which is best thing offered through agri-tourism. There is need to encourage traditional culture through dress, festivals and rural games which will create interest towards agri-tourism.
2. Apart from things to be seen there is need for some activities which will enable the visitors to participate. The activities include agricultural operations, swimming bullock cart riding, cooking and participate in rural games which enables visitors to take part and enjoy.
3. In order to attract visitors there should be something for visitors to buy such as rural crafts, dress materials, farm fresh products, processed foods so that they can remember the visit and also visit once again.

### **THREE IMPORTANT FACTORS CONTRIBUTING TO THE SUCCESS OF AGRI-TOURISM**

1. Farmer:

In majority of the cases, farmers are less educated, less exposed and innocent. For a farmer, any outsider is a guest and is treated wholeheartedly without any commercial motive. Treating guests is pleasure for the villagers than pain. The farmer entertains the guest while entertaining himself in the process. He is not like an exploitative natured businessman which itself facilitate a clean tourism atmosphere.

2. Village:

Villages, located far from the city lack urban facilities, but are blessed with natural resources. Investments are made by nature in the form of water bodies, fields, forest, mountains, deserts and islands. The community structure is more homogenous and treating guests is part of the culture rather than a professional activity leading to natural environment required for such form of tourism.

3. Agriculture:

Rich resources in agriculture namely land, water and plants are unique from place to place bringing diversity and creating curiosity. Each field is unique which adds to the attraction of tourists. The way of cultivation and the products are great attraction to the urban population. Indigenous knowledge of rural people is a wealth, which adds to the novelty and the curiosity of urban population. Combination of farmer, village and agriculture creates a wonderful situation which provides unlimited satisfaction to the tourist especially from urban areas.

### **ROLE OF AGRICULTURE INSTITUTES IN PROMOTION OF AGRI-TOURISM**

Around 1000 agriculture teaching, training, research and marketing organizations are there in the country. Each institute is equipped with technically trained manpower, infrastructure for lodging, boarding, fields and other necessary facilities which could be used for promotion of Agri-tourism concept. Urban, foreign tourist could be attracted, accommodated and exposed to agricultural situations on payment basis. This helps in efficient use of existing manpower, infrastructure on one side and generating the income to the institute. This approach is possible by just utilizing the facilities of the existing institutes in Agri-tourism. The same facility could be used for further promotion of the concept by building the capacity of the farmers, agripreneurs in Agri-tourism. Thus, these centres could serve as nodal centres for promotion of Agri-tourism concept. All the state agricultural universities, animal husbandry universities, fisheries universities, ICAR organizations, Krishi Vigyan Kendra, state, district level farmers training centres, demonstration farms and seed production farms could be brought under this concept. This would bring down economic burden of the government, efficient utilization of resources and promotion of Agri-tourism concepts.

### **ROLE OF EXTENSION IN PROMOTING AGRI-TOURISM**

There are several challenges in promoting agri-tourism. Lack of knowledge among farmers, lack of training opportunities to learn about agri-tourism and implement projects and absence of policies and infrastructure support that can support agri-tourism projects are some of the major challenges. Extension agencies can play major role in overcoming these knowledge and training barriers. Through providing training to acquire knowledge and skills by farmers and entrepreneurs, extension workers can play a major role in by establishing rules and regulations in proper functioning of agri-tourism center and also promoting agri-

tourism products. Extension personnel however needs to be competent in the area of agri-tourism. Today extension personnel should have competency not only in production process, but also in marketing, promotion, and additional ways of development of farming community such as agri-tourism. Extension personnel should know about identifying potential farms and entrepreneurs who can implement agri-tourism projects. Many of the so called experts in agri-tourism have inadequate or partial knowledge of both agriculture and tourism aspects. To overcome this issue, the development has to be taken place in a sequence. First, a team of senior and middle level extension staff should be well trained in agri-tourism. The team must be selected very carefully considering their real interest on agri-tourism and be trained locally and internationally giving them a broader experience in agri-tourism.

References:

- Chadda D and Bhakare S (2011) Socio-economic implications of agri-tourism in India. <http://www.ipedr.com/vol39/030-ICITE2012-K00011.pdf>. Retrieved on 9.2.2013.
- Pinky, S., & Kaur, R. (2014). Prospects and Problems of Agri-Tourism in Punjab State. International Journal, 2(9), 66-73.
- Colton J and Bissix G (2005) Developing Agri-Tourism in Nova Scotia: Issues and Challenges. J Sustain Agri 27: 91-112. [http://www.tourism.australia.com/documents/Statistics/TA\\_Factsheet\\_CDP\\_FoodandWinereport.pdf](http://www.tourism.australia.com/documents/Statistics/TA_Factsheet_CDP_FoodandWinereport.pdf).
- The Hans India, January, 19, 2017. APTDC identifies Adarana as agri-tourism centre. <http://news.statetimes.in/agri-tourism-concept-scope-strategies-2/>.
- <http://timesofindia.indiatimes.com/city/jaipur/Rajasthan-to-promote-agri-tourism-in-big-way/articleshow/55390155.cms>.
- <http://www.discoveredindia.com/himachal-pradesh/rural-himachal-pradesh.html>
- Kurukshetra, May, 2012. [http://yojana.gov.in/CMS/\(S\(y4dqrc55g1m1qhnd4soqih45\)\)/pdf/Kurukshetra/English/2012/May-2012.pdf](http://yojana.gov.in/CMS/(S(y4dqrc55g1m1qhnd4soqih45))/pdf/Kurukshetra/English/2012/May-2012.pdf).

- Karabati, S., Dogan, E., Pinar, M., & Celik, L. M. (2009). Socio-economic effects of agri-tourism on local communities in Turkey: The case of Aglasun. *International Journal of Hospitality & Tourism Administration*, 10(2), 129-142.
- Taemsaran J (2005). Tourists' Rural Exodus. *Bangkok post, Asia Africa Intelligence Wire*.
- Hamzah, A., S.M. Yassin<sup>1</sup>, B.A. Samah, J.L. D'Silva, N.T. Tiraiyaei, H.A.M.M. Shaffril, and J. Uli. 2012. Socio-Economic Impact Potential Of Agro Tourism Activities On DesaWawasanNelayan Community Living In Peninsular Malaysia. *African Journal of Agricultural Research* Vol. 7(32), pp.4581-4588.
- Lathiras, P., A. Zopidou, J. Mylonakis, P. Tahinakis, N. Protogeros, and I. Valachis. 2010. An Evaluation Of Websites Quality Factors In Agro Travel And Ecotourism. *Tourism and Hospitality Management*, 16(1): 11-30.
- Sosnowski, J. and G.A. Ciepiela. 2011. Financial result analysis of Agrotouristic farms activities in Siedlce Region. *Oeconomia*. 10(1): 97–108.
- Hamilpurka, S. 2012. Agri-Tourism in Karnataka - Issues, constraints and possibilities. *International Journal of Research in Commerce, Economics & Management*, 2(7): 106-111.
- Frater, Julia M. (1983)"Farm Tourism in England—Planning, Funding, Promotion and some Lessons from Europe." *Tourism Management*, 4.3 167-79.
- Aikaterini G, Ioannis S, Thanasis K (2001). Is Agrotourism 'Agro' or Tourism'? Evidence from Agrotourist Holdings in Lesvos,Greece.*Antolia: An international Journal of Tourism and Hospitality Research*, 12 (1): 6-22.
- Maumbe, B.M. (2012). The use of Information and Communication Technologies Among Agritourism Firms in West Virginia: Implications for Market Competitiveness and Sustainability. Paper Presented at the International Food and Agribusiness Management Association World Forum and Symposium, June 9-18, Shanghai, China.
- Kepe, T., Ntsebeza, L., & Pithers, L. (2001). Agri-tourism spatial development initiatives in South Africa: are they enhancing rural livelihoods?.
- Bwana, M. A., Olima, W. H. A., Andika, D, Stephen G. Agong and Hayombe, P. 2015. Agritourism: Potential socio-economic impacts in Kisumu County. *IOSR Journal of Humanities and Social Sciences*. 20(3): 78-88.