



**“OPPORTUNITIES FOR AGRITOURISM TO GROW ON MANY PLACES,
AGRITOURISM HAS BEEN A SIGNIFICANT DRIVER OF RURAL ECONOMIC
ACTIVITY”**

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INTRODUCTION

Global concentration trends, low commodity prices, and growing input costs are pushing agricultural producers to explore for new ways to diversify and boost their enterprises' revenue streams. A growingly popular option is agritourism. Agritourism is a term used to describe a business venture that is operated for the benefit of guests at a functioning farm, ranch, or agricultural facility and provides extra revenue for the proprietor.

Among the agritourism businesses could be:

- outdoor activities (hunting, fishing, studying wildlife, and horseback riding),
- experiences that are educational (tasting wine, cooking workshops, or tours of canneries),
- Entertainment (such as barn dances or harvest celebrations),
- On-farm direct sales (u-pick operations or roadside booths)
- and hospitality services (farm stays, guided excursions, or outfitter services).

Agritourism is a segment of a broader industry known as rural tourism, which also includes various leisure and hospitality enterprises that draw tourists to the countryside, such as resorts, off-site farmers' markets, and non-profit agricultural tours.

One aspect of the larger global agricultural subject of multi functionality is agritourism. When agriculture performs one or more tasks or functions in addition to its basic job of generating food and fiber, it can be classified as multifunctional. These other purposes of agriculture could



include maintaining agricultural landscapes, agri-biological diversity, cultural heritage, long-term food security, rural area viability, and land conservation. Global policy makers are

emphasizing the value of multi functionality as a social and economic objective, and during recent World Trade Organization (WTO) discussions, the idea has emerged as one of the most important concerns pertaining to agricultural products.

Given that agritourism has long been a significant component of the rural economies in numerous regions of Europe and Asia for decades, if not centuries, India is falling behind in the growth of this business. For instance, in farm enterprises throughout Western Europe, agritourism and other types of on-farm diversification are becoming more and more necessary for financial stability. Nontraditional agricultural operations currently account for about one-third of all farm businesses in the United Kingdom; in France and Italy, farmer involvement in agritourism is even higher. A significant source of rural economic activity in several U.S. regions, especially the northeast and west coast, has been agritourism. Traditionally, agritourism businesses have only been found in tiny areas of agricultural

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LITERATURE REVIEW

Meanings are the interpretations of a particular action that each individual develops in light of their experiences and background (Coulson, 2001, p. 320; Sharpley & Stone, 2010, p. 304). In particular, meanings associated with tourism are intrinsic to the experience itself and arise from any interaction, whether social or natural, that occurs during a particular encounter (Coulson, 2001, p. 320; Greer, Donnelly, & Rickly, 2008). Meanings therefore have the power to instantly endorse or disapprove of a particular behavior or label.

According to Phillip et al. (2010), agritourism is typically regarded as a subset of rural tourism, which is predicated on making use of the resources found in rural areas (Roberts and Hall, 2001, Hall et al., 2003, Cawley and Gillmor, 2008). The socio-economic and landscape effects of agritourism, however, vary greatly depending on the features of each unique territory (Frochot,



2005). Of particular significance are the interactions and actions between public and private actors that establish the links between tourism goods and local resources (Pacciani, 2011).

The numerous types of rural tourism can have both positive and negative effects on the environment (Daugstad et al., 2002, Frey and Zimmermann, 2005, Giaccio and Mastronardi,

2011, Mastronardi et al., 2015a) and the socioeconomic context in which it is developed (McGehee et al., 2007, Tew and Barbieri, 2012, Vogt, 2013, Srisomyong and Meyer, 2015). These findings are supported by empirical analyses, the majority of which are case studies. All agree, however, that agritourism is an important driver of local development (Slee et al., 1997, European Commission, 2006, Saxena et al., 2007, Flanigan et al., 2015), especially for rural marginal areas (Dimara and Skuras, 1999, Mastronardi and Cipollina, 2009, Belletti, 2010), or places where visitors strongly value the environment and cultural heritage (Garrod et al., 2006, Mastronardi and Cipollina, 2009, Mastronardi and Cipollina, 2010).

Justification of Agritourism:

Both supply and demand are driving the recent expansion of agritourism. As was already said, supply-side factors such as cost and price constraints have compelled farmers and ranchers to diversify their sources of income, both outside of agriculture and inside the industry. Demand-side factors that have fueled the expansion of tourism and leisure activities in rural areas include rising disposable income and the need for more personalized vacation experiences. People in cities and suburbs are particularly drawn to agritourism because they want to feel the nostalgia of being a functioning farm and the rural surroundings.

Agritourism is viewed by the agricultural sector as a way to:

- increase farm operations;
- enhance farm revenue streams;
- boost farm businesses' long-term viability;



ess of regional agricultural products; and

- give family members who might otherwise have to work off the farm new opportunities for income on the farm.

Agritourism is seen as a chance for rural communities and regions to:

- Assist diversifies and stabilizes the local economy;
- stimulate the improvement of local facilities and services; and
- generate additional direct cash for local companies.

Engaging in agritourism has clear advantages, but there are expenses and hazards associated with the sector as well. Similar to other value-added businesses, the government and the agricultural community view agritourism as a diversification strategy for preserving the sustainability of rural communities and the agricultural sector. The risks inherent with agritourism are comparable to those of other businesses with added value. Initially, the business requires a time and financial commitment. Opportunity costs are associated with these resources, and the farm business may suffer if these resources are taken away from one's primary area of expertise—farming and ranching. Secondly, ventures in retail and services are comparatively riskier. According to data from the Small Business Administration, retail enterprises had four-year survival rates of 49 percent and 56 third, just like the majority of value-added businesses, management will play a major role in determining the success or failure of an agritourism venture. Agritourism business management demands a wide range of abilities, some of which are necessary for farming or ranching but not for managing an agritourism business (such as hospitality and advertising and promotion), and which the manager must either possess or learn. Fourth, creating an on-farm recreation enterprise requires careful consideration of the legal hazards associated with inviting the public onto the farm.

Since we cannot use a general paradigm to define agritourism, it is not an easy task. There have been multiple discussions in the literature regarding the definition of agritourism and other forms of tourism that are somewhat connected to the practice of tourism in rural areas, but there hasn't been a clear consensus yet. The majority of definitions tend to concentrate on the kinds of activities that the tourists in the rural area engage in, which has allowed for the labeling of



multiple distinct forms of "rural" tourism.

In the following, we introduce a few "labels" that have been assigned to agritourism in its brief existence for the first time in romaning tourism literature.

CONSUMER PREFERENCES AND AGRITOURISM VISITORS' EXPENSES

First, some preliminary market research must be done in order to evaluate the possibility of agritourism in the area. Among the crucial inquiries are the following:

- (1) Where do agritourism tourists originate from?
- (2) What traits do these tourists possess?
- (3) What draws them to this destination? and
- (4) How do they spend their money?

Table 1: A Selection of Agritourism Businesses.

Outdoor Pastimes:	Allowances:
Riding a horse	Inn with a bed and breakfast
observing and photographing wildlife	Vacations on farms or ranches
Feed fishing	Ranch for guests
Enjoying a picnic or camping trip	exchange of youth
Fee-chasing	
Rides in a wagon or sleigh	Entertainment:
Skiing in the cross-country	Live performances or unique occasions
Clay raptors of birds	Fairs or festivals
Off-road automobiles	Petting the zoo
	Training, working dog trials, and hunting
Experiences in Education:	weddings, dances, and other occasions
school visits	
Tours of gardens and nurseries	Sales of Agriculture Directly:
tours of wineries	Farm sales
Technical visits for agriculture	roadside kiosk
displays of historical agriculture	crafts and presents pertaining to agriculture
exotic farm for animals	U-pick activities



The 2002 Census of Agriculture is another source of data on the size of the agritourism sector (National Agricultural Statistics Service, 2004). For the first time, respondents were questioned about their income from "on-farm recreational services" in the 2002 Census.

Three actions are required to achieve this fourth goal:

- (1) Setting up a registration procedure so that the state can support the development of agritourism businesses;
- (2) Limiting liability through signage; and
- (3) Developing a tax credit to partially offset the cost of agritourism liability insurance.

CONCLUSIONS

Though seen as a school outing less attracting than adventure tourism, and as a shy attempt to stop rural decline, agritourism and rural tourism can be a strategy to take into account in developed countries and a strategy of economic recovery not to ignore in developing countries. The only element that occurs most frequently is "visiting": the act of visiting an agricultural farm (agricultural tourism and agritourism), the practice of visiting an agribusiness (agricultural tourism), the visiting of agricultural firms (agricultural tourism) and the visiting of vegetal farms (agrarian tourism), the rest of the definitions being singular from the point of view of their content.

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