

Agritourism- an overview

Ashish Pratap Singh¹, Amit Kanawjia², Satya Prakash Rashmi³, Ajay kumar⁴ and Pushpendra⁵

Introduction:-

Agritourism is a form of commercial enterprise that links Agricultural production with tourism to attract visitors onto a farm or other Agricultural business for entertaining and gaining knowledge in Agriculture.

Agritourism educating the visitors and generating the income for the farm and business owner. Agritourism can take many times such as on farm market Floriculture Farms, Demonstration Farms stays , Christmas tree farms , Farm tours , Farm camps , Farm to table dining, Pond Fishing and many more .

Agritourism not only a way for farmers to increase their income and promote their product ,but also a way for tourist to experience rural life and learn about Agriculture and enjoy pure nature , local food and culture .

Agritourism is an opportunity for both farmers and tourist to connect with each other .

In Agritourism respect both parties to each other and understand their needs and explanation agritourism is not only a business, it's also a social and cultural exchange that . It also has an educational center where experienced personnel will provide information about crops or animals. It helps experience the rustic countryside filled with the smell of farms and sounds.

Basic Principles of Agritourism -

Agritourism should ensure following three basic principles –

1. Have something for visitors to see.
2. Have something for visitors to do.
3. Have something for visitors to try.

Important Factors For Agritourism -

There are three important factors contributing to the success of Agritourism –

1. Farmers
2. Village

Ashish Pratap Singh¹, Amit Kanawjia², Satya Prakash Rashmi³, Ajay kumar⁴.

¹ PG Scholars, Department of Floriculture & Landscape Architecture, Banda University of Agriculture & Technology, Banda (210001)

² Assistant Professor, Department of Floriculture & Landscape Architecture, Banda University of Agriculture & Technology, Banda (210001)

³ Ph.D. Scholars, Department of Floriculture and Landscaping, Govind Ballabh Pant University of Agriculture & Technology, Pantnagar -263145 (Uttarakhand)

⁴ Ph.D. Scholars, Department of Floriculture & Landscape Architecture, Banda University of Agriculture & Technology, Banda (210001)

⁵ Junior Research Assistant, Banda University of Agriculture and technology Banda

3. Agriculture

Purpose of Agritourism –

Agritourism gives farmers on golden opportunity to earn extra income. It helps redistribute economic resources in the country from the cities and increase the chances of rural people getting income. This generates a large number of visitors for the farm area.

Benefits for Tourists –

Tourist can buy Farm fresh pure organic produce by direct farmers, enjoy the goodness of nature, enjoy farming with a difference where new ideas for growth can be cultivated. Tourist understand the process of food production, the life of rural families and rural communities. Tourist have direct contact with domestic animals, plants and animals product.

Benefits for Youth\ Farmers -

Agritourism generate employment for rural youth and increase the income of farmers. Farmers can sell their produces at good price. Tourist and farmers interact with each other, cultivate relationship and better understand their needs.

Some Agritourism Sites & Farm Stays in India –

1. Dewalokam Farm Stay Kerala -

Dewalokam is the organic heritable farm. The name means “paradise”. This farm stay is conveniently located only 90 minutes drive from Kochi airport, in Kerala. Fruit,

vegetables, spices, milk, and honey are all produced there. Activities is available for guests, including spice walks, village walks, bamboo rafting, temple visits, and cow milking or simply chill in a hammock. Yoga, Ayurveda, and cooking holidays are also offered. The main guesthouse has eight spacious air conditioned rooms overlooking the river and forest.

2. Destiny Farm Stay Ooty, Tamilnadu -

This farm stay is secluded away around 25 kilometers from the popular hill station of Ooty. These farms have many pets animals like- horses, cows, sheep, rabbits, guinea pigs and geese. A huge range of produce is grown on the farm, including coffee, spices, fruit, vegetables, herbs and flowers. For the adults, there's a luxury spa, perfect for pampering and unwinding.

3. Dwarka Farm Stay, Sindhudurg and

Maharashtra - The farms stay on a 15 acre orchard, also in Maharashtra's Sindhudurg district. Mangoes, coconuts, cashews, and fruit are grown there. Interesting activities are offered, such as a visit to a pottery village, bamboo workshop, and mat weaving. There's also a swimming pool. The farm stay has nine double guest rooms, and a family room for a minimum of six people.

4. Vanilla County Kottayam Kerala:

Vanilla County consists of a 60 year old heritage

bungalow on a 150 acre organic rubber and spice plantation. Its located 2 hours drive from Kochi airport. Guests can swim in natural rock pools, go on plantation walks, and go trekking, birding, visit villages and a local meditation ashram.

5. Maachli Farm Stay, Maharashtra -

Maachli farm stay situated in Parule village on the far south Konkan Coast of Maharashtra. The closest beaches are Bhogwe and Tarkarli. The name "Maachli" means "elevated huts" in the local Malvani language. This farm activities are village walks, cooking lessons, farming experiences, trekking.

6. Acres Wild Cheese making Farm stay,

Coonoor, Tamil Nadu- 22 acre farm stay dedicated to organic cheese-making and holistic, self-sustaining living. The farm has cows to provide the milk for its gourmet cheeses, and organic vegetables are grown as well. Guests can participate in a two day cheese-making course.

7. Dudhsagar Plantation and Farm Stay,

Goa - located at the foothills of the Western Ghat mountains in south Goa. The farm was started in 1985. This farm has a vast variety organic fruit trees, spices, medicinal plants, herbs and flowers.

8. Bhavani retreat, Gujarat -

The retreat farm stay is herbal concept , the farm has variety of herbal plantation and gardens ,

herbal rooms and made up of cow dung , organic vegetables are used for meals , bird watching , and village tour, horse riding and many religious temples and forts are main attraction at Bhavani retreat at Gujarat.

9. Green Dreams Farms, Coorg Karnataka

- In Karnataka's Coorg coffee region, between rolling hills and fertile flat lands. This farm stay belongs to a local coffee connoisseur. You'll take an insightful plantation tour fruit, vegetables and commercial crops such as pepper and cardamom are also grown. There are swings, hammocks, and bicycles.

10. Baramati Agri Tourism Center,

Maharashtra - Situated in the location of drought prone area on Pune District of Maharashtra. 27 acre pure Agriculture farm, grows traditional crops like Sorghum, Bajara and other millets. Guests here can participate in farm work, wash the cows and buffalos, visit nearby jiggery making unit and sugar making factory.

11. Prakriti Farms, Rupnagar, Punjab -

Prakriti Farms is a non-profit organic farm, located around an hour from Chandigarh, in Punjab. It has a much more rustic feel. The owners, alarmed by the surrounding disrespect for nature, are slowly recreating an ecological environment on the land inherited from their ancestors.

- 12.Mepra: The Hidden Roots, Kerala** - This 500 year old farm is made up of a beautifully furnished heritage house. A fish farm, duck farm, gardens rich in Ayurvedic herbs, and rice, pepper, kokum, banana, and coconut plantations. The property is located in what's known as the "rice bowl region of Kerala". Activities include boating, fishing, village walks, temple and church visits, and Ayurvedic massages.
- 13.Banyan Tree Farm Stay, Coimbatore, Tamilnadu** - Banyan Tree Farm stay at the foothills of Western Ghats Mountains in Tamil Nadu. The property is around 2 hours drive from Coimbatore city. These farms have 4,500 acres land. Coconuts and cocoa are mainly grown there, along with some spices and fruit. The area is particularly good for bird watching. Other activities include plantation tours, nature walks, fishing, jeep safaris, cycling, tribal village visits, and cooking lessons.
- 14.Citrus County, Hosiyarpur Punjab** - Citrus County is one of the biggest success stories where farm stays in Punjab. It's located on the way to Amritsar. These farms have a swimming pool, cafe, and bar. As its name suggests, citrus fruit is farmed there in a 70 acre orchard. Guests can go fruit picking, explore local villages, visit a dairy farm, and learn how to cook Punjabi food.
- 15.Tathagata Farms, Darjeeling, West Bengal** – The Tathagata Farm offers an opportunity to get back to nature on a tea estate up in the hills, 45 minutes from Darjeeling. In addition tea, the farm grows cardamom, ginger, vegetables, oranges and other crops. Possible activities include plantation tours, nature trails and guided walks, fishing.
- 16.The Goat Village, Garwahal, Uttarakhand** - The Goat Village located in Garhwal District Uttarakhand. It's essentially run as a home stay, with villagers providing hospitality and cooking delicious regional cuisine. In addition to exploring the local way of life, guests can trek to nearby Nag Tibba Mountain and go camping.
- 17.The Country Retreat, Pali Rajasthan** - The Country Retreat situated in Rajasthan's rural Pali district, halfway between Jodhpur and Udaipur. The property comprises 130 acres of farmland and the owner has vast agricultural knowledge. Popular activities on offer include bird watching, animal herding, cycling, photography, farm tours, farm activities, and complimentary Rajasthani cooking lessons.