

Role of Agro Tourism in Economic Growth**Sandip P. Kadam****Asst. Prof. Department of Commerce****Saradar Babasaheb Mane Mahavidyalaya, Rahimatpur.**

Abstract

Tourism has great capacity to generate more employment and additional income sources to the skilled and unskilled farmer. Various countries of the world have transformed their economy by developing their tourism potential. Today the concept of traditional tourism has been changed. Some new areas of the tourism have been emerged like Agro Tourism. Promotion of tourism would bring many direct and indirect economical benefits to the farmers as well as Nation. Agro-tourism is an innovative agricultural activity related to tourism and agriculture both. It has a great capacity to create additional source of income and employment opportunities in Economy.

Key Words : *Agro Tourism, Economic Growth etc*

Introduction

According to Indian Tourism Statistics at a Glance, 2018, the Number of Foreign Tourist Arrivals in India was 10.04 Million. And it's annual Growth Rate 14% compare to last year. Agriculture is the backbone of the Indian economy. Around 75% of the population is directly or indirectly dependent on agriculture and almost 26% of India's GDP comes from agriculture. On the other hand, tourism is termed an instrument for employment generation, poverty alleviation and sustainable development. So adding additional income generating activities to the existing agricultural sector would certainly increase the contribution of agriculture to the national GDP. In many countries the activity of tourism is considered most important than production regarding to the economic aspect and social as well. The tourism is an excellent potential being a catalyst for the economic growth.

Tourism is termed as instrument for employment generation, poverty alleviation and sustainable human development. The world tourism organization has estimated that the tourism industry is growing at the rate of 4 percent a year. Whereas Indian tourism industry is growing at 10.1 percent which is 2.5 times more than the world rate. The tourism sector is one of the major foreign exchange earners for country

Concept of Agro Tourism

Agro Tourism 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 Agro Tourism is the practice of attracting visitors to an area used primarily for agricultural purposes. Agro Tourism is currently an expanding business that has directed urban attention to the rural countryside. Agro Tourism markets have helped increase farm profits while teaching travelers about the beauty and importance of the world's agricultural economy. Agro tourism is complimentary to traditional agricultural activities. It is an opportunity for farmers to use the available resources in a diversified and innovative way. It creates a win to win situation to farmers as well as tourists

Accepted definition of Agro tourism by **Maharashtra Agricultural and Rural Tourism Federation (MART)** "It is the holidays concept of visiting 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”

World Tourism Organization (1998) defines agro tourism as “involves accommodation being offered in the farm house or in a separate guesthouse, providing meals and organizing guests’ activities in the observation and participation in the farming operations.”

Agro Tourism Potential in Maharashtra

Maharashtra is the third largest state of India, both in area and population. It is located on the west coast of India with a 720 km long coastline along the green Konkan region. Nestled in the Western Ghats and the Sahyadri mountain range are several hill stations and water reservoirs with semi-evergreen and deciduous forests. There are many tourist centres in Maharashtra which are the supporting natural environment for the agro-tourism centres in Maharashtra.

Concept of Economic Growth

Economic growth is the increase in the inflation adjusted market value of the goods and services produced by an economy over time

“Economic growth is an increase in the capacity of an economy to produce goods and services, compared from one period of time to another”. It is conventionally measured as the percent rate of increase in real gross domestic product. Examples of natural resources which can have major effect on rate of economic growth include fossil fuels, valuable metals, oceans, and wild life. Human resources include both skilled and unskilled workforce. Increase in the quantity and quality of the workforce increases rate of economic growth.

Six Factors That Affect Economic Growth

- Natural Resources.
- Physical Capital or Infrastructure.
- Population or Labor.
- Human Capital.
- Technology.
- Law.

Objectives

4. To Study the concepts of Agro Tourism Business
5. To analyze the Roll of Agro Tourism in Economic Growth
6. To Study the Benefits of Agro Tourism for Farmers and Economy.

Research Methodology

Present study is based on the secondary data collection form the variety of séances such of Reference books, reports, websites etc. and analyses in systematic manner

Importance of the Study

Agro Tourism presents a unique opportunity to combine aspects of the tourism and agriculture industries to provide a number of financial, educational, and social benefits to tourists, producers, and communities. Agro Tourism gives producers an opportunity to generate additional

income and an avenue for direct marketing to consumers. It enhances the tourism industry by increasing the volume of visitors to an area and the length of their stay. Agro Tourism also provides communities with the potential to increase their local tax bases and new employment opportunities. Additionally, agro tourism provides educational opportunities to the public, helps to preserve agricultural lands, and allows states to develop business enterprises. While agro tourism may create new potential revenue streams, it also presents new legal issues for farmers and Economy.

Benefits of Agro Tourism

Agro-Tourism has the potential to change the economic face of traditional agriculture. The benefits of agro-tourism development are manifold. It would bring many direct and indirect benefits to the farmers and Economy. Some of the benefits are following:-

Benefits for Farmers

- Increased and more diversified income
- Provides an opportunity to generate more income.
- Can be a main featured activity or a small, part-time focus to supplement farm operations for income generator.
- To add value to farm products through processing and direct marketing.
- Gives more opportunity to make higher profits from direct marketing of your products.
- Can help you capture the consumer's food dollar as well as some of what they spend on entertainment and recreation each year.
- Builds future customers for your products
- Expands market beyond tourists and local people are a built-in market for farm product.
- Offers a way to increase revenue without increasing acreage.
- Provides an opportunity to build a new business with resources that already exist
- Can build additional physical infrastructure that has value.
- Farmers can improve their standard of living due to the contacts with urban peoples

Benefits for Economy

- Employment opportunities in economy for Youth and entrepreneurial activities.
- Promotes farming and Increases demand for locally grown farm products.
- Cultural transformation between urban and rural peoples including social moral values
- It support for rural and agricultural development process.
- Help to the reduce burden on the other traditional tourist centers.

The Economic Impact of Agro Tourism

Agro Tourism is a very important factor in growing the agricultural economy. Here are the benefits that can be expected from a growth in Agro tourism:

- **Increase Cash Flow:** agro tourism or agriculture tourism would undoubtedly inject significant cash into the local economy. If tourists have to visit different locations, they

would need to spend money on transportation, hotel, food, and buy souvenirs to take back to their home country.

- **Smarter Ideas:** one of the benefits of agro tourism is the exchange of ideas that usually lead to an improved way of doing things. Encouraging agro tourism will bring people from different parts of the world who would share their own ideas with farmers. This can lead to an improvement in the Agric sector. Agro tourism breaks cultural barriers and encourages innovation.
- **Global Recognition of Different Regions:** another benefit of agro tourism is that it not only puts a country on the map, it also shines the spotlight on states and local region who do not enjoy as much international exposure. This exposure encourages more tourist visits and may open up opportunities for farmers to gain investors attention.
- **Job Creation.** Agro Tourism is a great way to create new jobs for locals. Jobs that can arise as a result of increased agro tourism activities include tour guide jobs, new hotels, and may even lead to a long-term benefit such as tarred roads and public buses for easy transportation.
- **Promotion of Local Products:** usually when tourists go on agricultural visits, they are so excited to participate in activities either because it's new to them or because they don't get to do it all the time. For example, it's not every time you get to milk cows or eat honey directly from a beehive. At the end of the visit, tourists would usually like to buy souvenirs to take back to their home country to show how much fun they had on the trip or their learning experiences.
- **Innovative Startups:** It attracts young, brilliant minds to create innovative startups that further disrupts in agro tourism sector. a platform that allows anyone anywhere in the world to start farming and empower rural farmers.

Conclusion

Agro Tourism plays the important roll to develop agriculture and rural areas. Agro tourism is gaining increasing worldwide recognition as a good opportunity for enhancing rural household incomes, economy, and aggregate national development. Agro tourism development perceive its economic return.

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