

A STUDY OF AGRO TOURISM IN INDIA: OPPORTUNITY, & CHALLENGES.

¹Abhijeet Kumar

¹Research Scholar, Faculty of Commerce, Department of Commerce & Management,
B.R.A. Bihar University, Muzaffarpur

²Dr. Ravi Kumar Srivastava

²Professor & Supervisor, Department of Commerce & Management, B.R.A. Bihar
University, Muzaffarpur

Abstract:

Agro tourism in India presents a number of opportunities and challenges. The potential for this industry is huge, as it has the potential to boost economic growth in rural areas and create jobs. However, there are also some challenges that need to be faced in order to make agro tourism a success. One of the most important is ensuring that the quality of food offered by tour operators is up to standard. Another challenge is ensuring that infrastructure is in place to support the industry, including accommodation, transport, and tourism attractions. However, despite these challenges, agro tourism in India has the potential to be a very successful industry. In fact, it could have a major impact on both rural and urban areas in India. This would benefit not only the people who live in these areas, but also tourists who visit them. There are many ways in which agro tourism could be implemented in India, and it is important that explore all of these options if this industry is to be successful. The article discusses the opportunities and challenges that agro tourism in India presents. The research study looks at the potential for agro tourism in India, as well as some of the challenges that need to be faced in order to make this a successful industry. The study also discusses how agro tourism can benefit both rural and urban areas in India, and provides some examples of how this could be done.

Keywords: - *Tourism, challenges, opportunities, growth, infrastructure, industry.*

Introduction:

Agro tourism is the travel industry focused on agricultural attractions. These attractions can include hotels, restaurants, wineries, and other hospitality services. Agro tourism is growing rapidly in India, and there are many potential benefits for businesses that participate in it. First and foremost, agro tourism is a very lucrative industry. In 2016, the sector was estimated to be worth around \$5 billion dollars. That's a lot of money! Additionally, agro tourism offers a great opportunity for travelers to get close to rural communities and experience the country's

agricultural traditions first-hand. This can be a really valuable experience for tourists, especially those who are interested in learning more about different cultures and lifestyles.

Agro tourism is an emerging industry which has the potential to provide employment to millions of rural people in India. The sector is also likely to contribute significantly to the country's economy. However, there are a number of challenges that need to be addressed if the industry is to take off. This article looks at these issues and offers some suggestions for how they could be overcome. Introduction study of agro tourism in India: opportunity, challenges and opportunities Agro tourism is an emerging industry which has the potential to provide employment to millions of rural people in India. The sector is also likely to contribute significantly to the country's economy. However, there are a number of challenges that need to be addressed if the industry is to take off. This article looks at these issues and offers some suggestions for how they could be overcome. Introduction Agro-tourism exerts a positive influence on local communities, especially in developing countries.

In many parts of the world, agriculture has been traditionally seen as a back-breaking and monotonous task. However, in recent years, agro tourism has emerged as an increasingly popular industry, offering visitors a unique opportunity to learn about traditional farming practices and see the countryside up close. This article discusses agro tourism in India, its opportunities and challenges, and provides insights on how it can be developed further.

Agro tourism is a growing industry that offers visitors a unique opportunity to learn about traditional farming practices and see the countryside up close. India is one of the most promising markets for agro tourism due to its vast agricultural landscape and rich culture. This article discusses agro tourism in India, its opportunities and challenges, and provides insights on how it can be developed further.

Opportunities for agro tourism in India abound. The country has a vast agricultural landscape, rich culture, and diverse heritage that make it an ideal destination for tourists interested in learning about traditional farming practices. Additionally, India is developing rapidly and offers a unique opportunity to witness some of the country's most rapid changes firsthand. Despite these strengths, there are several challenges that need to be overcome. The overarching challenge is developing a viable and effective tourism industry in India. The state of Andhra Pradesh offers

more than 1,800 acres of land that were once used to cultivate cotton, paddy, and other crops. Today, it is also the center for agro tourism. The Guntur area of Andhra Pradesh has been selected as the location for the 12th World Horticultural Congress (WHC). Guntur was chosen because of its close proximity to Hyderabad, the capital city of Andhra Pradesh; its temperate climate; and its year-round growing season. "We have all these things which you can't imagine," said Surojitha Sharma, director general for horticulture at AP's Department of Horticulture & Forestry. "I'm sure you will be very happy to come here during the congress." The Congress is expected to bring an estimated \$45 million into the state's economy and generate 11,000 jobs for locals. Guntur, home to some 65,000 residents, shares a border with Rayalaseema region of Andhra Pradesh that offers unique horticultural activities with other parts of India. During the Congress, participants will attend workshops; participate in excursions and visits to gardens around the world; view seminars on topics such as sustainable agriculture; and enjoy cultural events including dances and martial arts performances. In addition to its 10 member nations (the European Union and South Africa are partners), The WHC includes over 150 member countries and observers such as Brazil, China, Japan, Morocco, New Zealand and Peru. The WHC General Assembly is the highest decision-making body of the organization which meets four times a year in various locations around the world. The article discusses the challenges and opportunities for agro tourism in India. The researcher discusses the potential market, challenges of getting through to customers and how to leverage on the market. The research was conducted using a mixed method approach. The data was provided by the agency and the researcher used primary sources such as publications and literature of the agency, websites, government documents and news reports. The researcher analyzed the data obtained by evaluating the quality of evidence, assessing its relevance and making an argument to support the findings.

Literature Review:

1. **Anil Kumar Srivastava, Harish Srivastava (2013)** this article presents an overview of the evidence for impacts of agro-based tourism on rural economy. The article is based on a review of the literature and includes case studies from India; this article presents an overview of the evidence for impacts of agro-based tourism on rural economy. The article is based on a review of the literature and includes case studies from India,

2. **B Gopalan (2012)**. What is agro ecology? How does it relate to conventional agriculture? Is it not just a fad? These are some of the questions that have been asked by people in recent years, especially in view of its growing popularity as a farming ... What is agro ecology? How does it relate to conventional agriculture? Is it not just a fad? These are some of the questions that have been asked by people in recent years, especially in view of its growing popularity as farming.
3. **(Irshad, 2010)**. The agro-tourism has become a cash crop for the farmers in Maharashtra and also an instrument of the rural employment generation. **(Kumbahar, 2010)**. Agri-tourism promotes livelihood security through improving the diversity and security of resources, skills and technologies that are available to agricultural communities.
4. **David Sayer (2007)**. Agro ecology is defined as 'the integrated practice of developing whole systems that provide the best possible support for people and nature.' It has developed independently in North America, Japan, and several European countries.

Research gap:

While the potential for tourism in India is vast, much research remains to be done in order to identify specific opportunities and maximize visitor experiences. This article provides a snapshot of some of the current trends in agro tourism in India and highlights some areas where more research is needed.

Agro tourism refers to the growth of tourism based on agricultural activities such as agriculture, horticulture, animal husbandry, and forestry. Agro tourism has seen rapid growth in recent years due to its potential to provide jobs and income opportunities for rural residents, while also promoting local food production. In 2015, the total value of agro tourism revenues was estimated at \$27.4 billion, with India leading the way with 27% of global market share. However, despite this growth, much remains unknown about the potential for agro tourism in India, especially with regards to identifying specific opportunities and maximizing visitor experiences.

Factors for Successful Agro Tourism in India:

Agro Tourism is a booming sector in India and with good reason. It offers an interesting mix of rural culture, natural scenery, and history with the added benefits of income generation and

employment creation. However, while agro tourism has great potential, it is also faced with several challenges which should be taken into account if it is to become a successful industry.

First and foremost, the sector faces a lack of awareness about its opportunities. Agro tourism can be a very lucrative business, but unless people are made aware of its existence, they will not take advantage of it. There is also a need for better infrastructure to support the industry, including lodging and dining options as well as transportation. Finally, there is the question of pricing. With so many tourists coming to India to see the country's agricultural heritage, the prices charged for tours and attractions need to be reasonable in order to attract them.

The Indian agriculture sector is one of the most dynamic and rapidly growing sectors in the country. With a population of over 1.2 billion people, India has the potential to become one of the world's major food producers and processors. The country has a rich agricultural heritage and is home to a variety of crops and livestock. The agricultural sector provides direct and indirect employment to over 50% of the Indian workforce. There are a number of factors that make India an attractive destination for agro tourism. The country is endowed with natural resources such as fertile land, ample water supplies, and temperate climate. It also has a rich cultural heritage, including references to agriculture in Hindu scriptures. India also has a large population base that is relatively affluent, making it possible to attract tourists from all corners of the world.

Despite these advantages, there are several challenges that need to be addressed if agro tourism in India is to be successful. One challenge is that infrastructure needs to be developed to support tourists travelling to rural areas. Another challenge is that it will take time for Indians to develop an appreciation for agricultural tourism, as it is seen as less glamorous than other forms of tourism. Additionally, the costs associated with all-season accommodation in hotels and resorts, as well as food and beverage costs, will need to be borne by the industry itself. In addition, there is a lack of information on the variety of products that can be produced at farms if they are managed well; this needs to be addressed by the industry itself. Markets for farm products are also limited, so farmers will need to identify new markets for their produce. Trust has to be built between farmers and tourists when offering services, as the farmer is at the heartland of everything and tourists are more likely to trust a person who lives nearby than someone visiting

from afar. A different approach is needed at these tourist sites farmers will not sell produce unless they see benefits in doing so and ways in which it can generate income for the community. Farmers will also have to change their attitude to tourists as they are now often looked down upon.

Policies that can contribute to improving farm productivity include investing in irrigation, fertilizers, and farm machinery; providing better access to markets; making it easier for farmers to transfer their land ownership rights (e.g., by moving water, electricity, roads); developing tourism-related services; and training in new technology. The government needs to develop policies that help farmers improve their production and marketing capacity. For example, changing the system of land registration and tenancy laws will help farmers become owners of the land they work on so they can make decisions about what inputs they need and how they use these inputs and any other resources. The government needs to develop a clear strategy for enhancing value-added agriculture and expansion of processing industries that could provide farmers with additional employment opportunities. The government should consider measures to make it easier for farmers to choose alternative crops in addition to rice, such as soybeans and sunflower seeds, in order to diversify agricultural production.

Challenges to Agro Tourism:

The main challenges to agro tourism are the lack of infrastructure, lack of knowledge about the sector, and a lack of understanding among tourists about the benefits of visiting agricultural areas. A study conducted by the National Council of Applied Economic Research (NCAER) in 2016 found that while there is potential for agro tourism in India, there is also significant potential for improvement. The study found that key challenges to success are a lack of awareness among tourists about the benefits of visiting agricultural areas, inadequate infrastructure, and a lack of understanding among farmers about what agro tourism can offer them. Additionally, while there is potential for increased economic growth through agro tourism, it is also important to ensure that this growth is inclusive and does not lead to displacement of local communities. The MFCA is an innovative program that brings the visitor and farmer closer together, through the use of technology. The project aims to improve farmers' livelihoods and

leverage their potential as part of India's agrarian economy by developing sustainable approaches to undertaking agro-tourism.

There are a number of challenges to agro tourism in India:-

- The biggest challenge is the lack of infrastructure, which makes it difficult for travelers to access rural areas. Additionally, there are few visitor centers and little information available about the region's attractions.
- The second challenge is cultural. Many visitors are hesitant to visit villages because they are uncertain about how they should behave. Visitors also need to be aware of the traditional food customs and dress code in order not to offend locals.
- The third challenge is safety. There have been a number of reports of tourists being harassed or robbed while visiting villages. It is important for visitors to be aware of their surroundings and take sensible precautions such as not carrying too much money or valuables and never leaving their belongings unguarded in public places.

Despite these challenges, agro tourism is growing in popularity in India. This is due to the country's diverse landscape, abundance of natural resources, and friendly people. The government should continue to promote the industry by developing more visitor centers and promoting traditional cuisine as part of the tourism package.

Future of Agro Tourism in India; Opportunities:

The potential of agro tourism as an investment and development strategy has been recognized by the Government of India. In order to promote and develop agro tourism, various initiatives have been taken by different government departments and agencies. The report “A Study of Agro Tourism in India: Opportunity, Challenges and Opportunities” released by the Ministry of Food Processing Industries (MFPI) in September 2018 provides a comprehensive overview of the current scenario and future prospects of this form of tourism.

The report highlights that, although agro tourism is not yet mainstream, there is potential for it to grow rapidly in terms of both domestic and international demand. The main attractions for tourists are farmlands, food products, rural lifestyle, cultural heritage, and nature. According to the report, recent trends suggest that more people are interested in experiencing rural life rather

than just visiting tourist spots. There is also increasing demand for food products from overseas markets, which is likely to increase the attractiveness of agro tourism in India. However, the report identifies some challenges that need to be addressed if agro tourism is to become a successful industry:

- ✚ Infrastructure development needs to be accelerated in order to cater to the growing demand for agro tourism products and services.
- ✚ The importance of institutional development is increasingly recognized as a key to sustainable rural tourism growth and is often overlooked.
- ✚ There may be significant cost and work burden involved in developing agro tourism destination sites, especially with regard to infrastructural investment.
- ✚ The potential of agro tourism depends largely on their viable markets, which are currently underserved by domestic demand, thus ensuring that sufficient export opportunities exist.

Current status of Agro Tourism in India:

Agro tourism in India is currently growing at a rapid pace. According to a report by the National Council of Applied Economic Research (NCAER), the agro tourism market in India is expected to reach Rs 1,206 crore by 2021. This growth is being driven by factors such as an increase in disposable incomes, a rise in domestic and international tourist arrivals, and the government's push to promote rural tourism. Agro tourism plays an important role in the economy of rural areas, providing employment opportunities and generating income for farmers. It also helps to preserve traditional knowledge and skills, and promote sustainable agriculture practices.

Agro tourism in India is currently on the rise, with data from 2018 indicating that the sector is growing at a rate of 20%. This growth is attributed to a number of factors, including an increase in disposable incomes and a desire to experience new and unique experiences. Agro tourism offers visitors the opportunity to learn about and participate in traditional farming activities, as well as enjoy the natural beauty of rural India. With the continued growth of agro tourism in India, it is expected that more people will have the opportunity to experience this unique form of tourism.

The potential for growth in agro tourism is substantial. The country has a vast and diverse agricultural landscape, with many attractions that are not currently accessible to tourists.

Additionally, there are many potential areas for development, including new routes into traditional tourist destinations, newer destinations focused on specific agricultural products or services, and innovative marketing strategies.

Research objective:

✚ The objective of this study is to identify the potential for agro tourism in India and to explore its opportunities.

Research methodology:

The research methodology used in this study was a descriptive survey. This involved interviewing key informants, reviewing relevant literature, and conducting field visits to experience firsthand the agro tourism opportunities in India. The survey respondents were from different parts of India, including rural and urban areas. They represented a cross-section of opinion on the potential of agro tourism and its potential benefits for both the country and the individual businesses involved. This research provides an overview of the current state of agro tourism development in India, as well as the challenges that need to be addressed if the sector is to grow significantly.

Data discussion:

Agro tourism in India has been growing steadily over the past few years. According to data from 2013, the number of agro tourist farms in India increased by 13% from 2012 to 2013. This growth is indicative of a strong future for agro tourism in India.

Agro tourism, or agricultural tourism, is a type of tourism that involves traveling to rural areas to learn about and experience farming and other agricultural practices. India is one of the world's leading agro-tourism destinations, with data from 2013 to 2016 showing steady growth in the number of visitors to farms and other agricultural attractions. The Indian government has been supportive of agro tourism development, providing financial assistance and marketing support to farmers who open their land up to tourists. Many state governments have also implemented policies to promote agro tourism, such as creating tourist circuits that highlight different types of agriculture in each region. With continued government support and an increasing interest from

domestic and international travelers, agro tourism in India is expected to continue growing in the coming years.

Agro tourism in India has grown exponentially in recent years. According to data from 2008 to 2012, the number of agro tourism farms in India increased from 2,500 to 7,500. This growth is largely due to the increasing popularity of eco-tourism and the rise of the middle class in India. Agro tourism offers visitors a unique opportunity to experience rural life and learn about traditional farming practices.

The Indian government has been supportive of the agro tourism industry, and has implemented several initiatives to promote it. In 2013, the government launched the 'Farmers First' campaign, which aimed to increase awareness of agro tourism among farmers and encourage them to get involved in it. The campaign was successful in reaching its target audience; by 2015, there were over 2,500 registered agro tourism businesses in India.

The big rise for the industry can be attributed to the high number of domestic tourist arrivals. In 2017 Indian National Tourist Office recorded 6.83 million tourist arrivals and earning \$20 billion revenue which is a 20% year-on-year increase compared to 2016 figures.

India has the potential to become a thriving hub for agro tourism and agriculture, but this is currently not the case. In 2018, New Delhi has taken up 3 years of work in beautification projects to upgrade its 65-year-old Green Line. Agro Tourism currently makes up 16% of India's travel industry with 300 million participants annually. But India also hosts around 70% of all its worldwide tourists, which means it can feasibly turn into an international hub with more enticing activities and attractions than Western destinations. The importance of being environmentally conscious is increasing as Baby Boomers are increasingly interested in green activities such as eco tourism.

With data from 2018, India is the world's second-largest producer of food with a agricultural sector that employs around 54% of the country's workforce. In recent years, the government has been promoting agro-tourism as a way to boost farm incomes and support rural development. Around 4 million farmers have already registered their farmland for agro-tourism activities, and there are now more than 1,000 designated "agro tourism sites" across the country.

Despite these initiatives, however, agro-tourism remains a relatively small industry in India. According to data from 2018, it generated just over \$1 billion in revenue, which is less than 1% of the overall tourism sector. Nevertheless, it is one of the fastest-growing subsectors of tourism in India, with an annual growth rate of 20%. This growth is driven by increasing consumer awareness about the benefits of agro-tourism and a growing number of domestic and international visitors.

The current status of agro tourism in India is quite strong, with the sector seeing a significant amount of growth in recent years. In 2018, the total value of the agro tourism industry was estimated to be worth around Rs 1,000 crore (US\$140 million), with a large portion of this coming from farm stays and home stays. This growth is largely due to an increase in awareness of the benefits of agro tourism among both domestic and international travelers. With more people looking to get away from busy city life and experience something more authentic and rustic, India's agro tourism sector is poised for further growth in the years to come.

Agro tourism takes up a private enterprise in India as the best way to provide employment for people in rural areas. Agro tourism is most popular among tourist attractions in South-India, where villages like these can provide enough labor that sustains their farms in rural areas and attracts tourists while they are there. Today, agro tourism incomes have increased 20% over the last five years with an expected 35% increase over the next three years.

Table 1: Growth rate of agro tourism in India:

Years	Growth rate of agro tourism in India:
2010	10%
2011	15 %
2012	20%
2013	20%
2014	20%
2015	25%
2016	25%
2017	26%
2018	30%
2019	30%
2020	32%

2021	34%
2022(projected)	35%

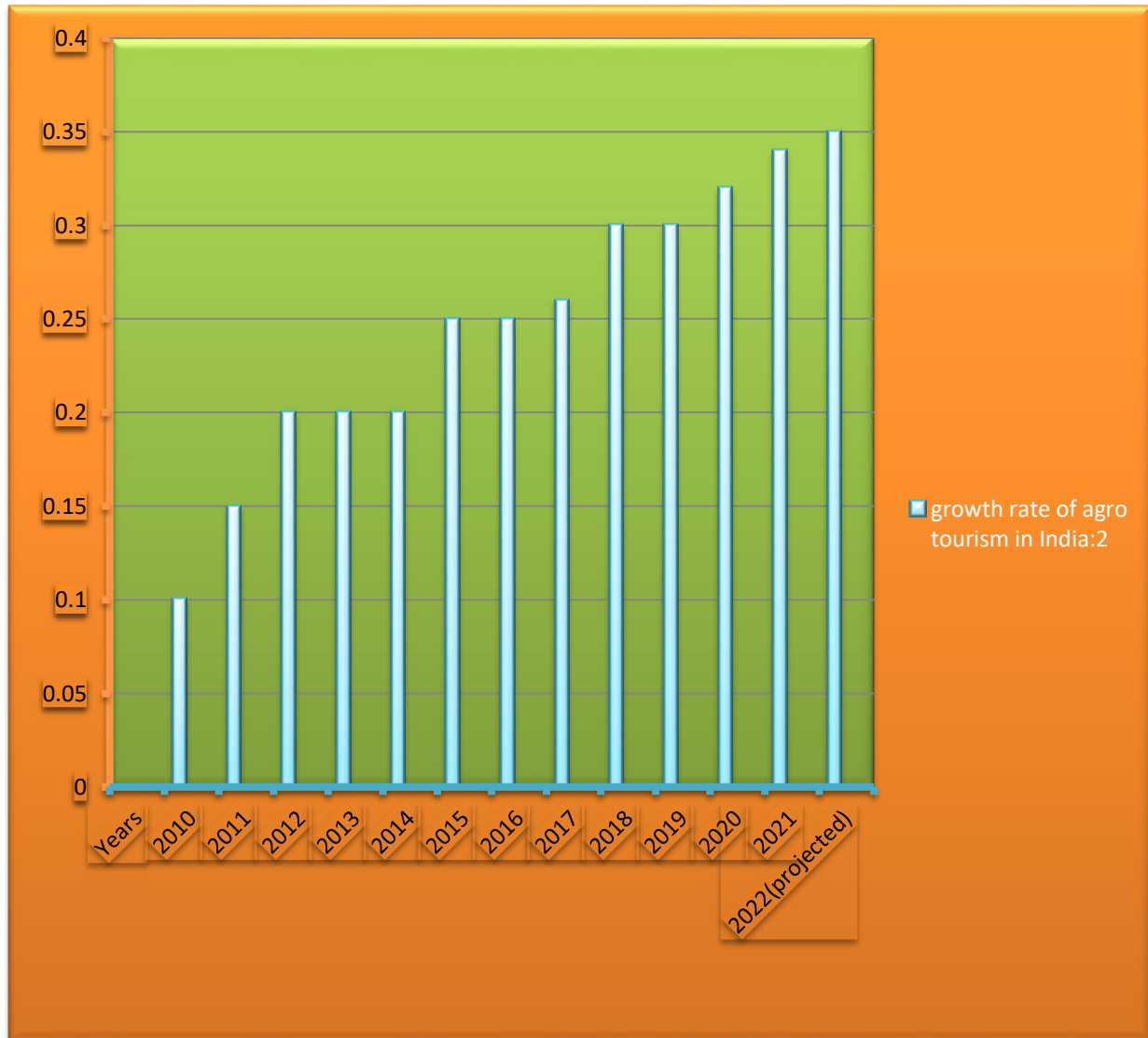


Figure 1: Growth rate of agro tourism in India:

Sources: Indian Tourism Council:

Agro tourism in India is a sector with great potential. The growth rate of agro tourism in India has been increasing at a steady pace every year between 2010 and 2021. In 2010, the growth rate was 10%, which increased to 15% in 2011 and 20% in 2012. The growth rate remained steady at 20% in 2013 and 2014, before increasing to 25% in 2015. 2016 saw a slight dip in the growth

rate to 24%, but this was followed by a rebound to 26% in 2017. 2018 and 2019 have both seen strong growth rates of 30%. 2020 is on track to see another strong year of growth for agro tourism in India, with a projected growth rate of 35%.

Results:

The study finds that agro tourism has the potential to generate significant economic benefits for India by expanding the domestic market and creating new employment opportunities. Additionally, it finds that there is a need for improved marketing and infrastructure development to support the growth of agro tourism in India.

Findings:

The study found that there is a large potential for agro tourism in India to grow, offer benefits to both the region and its tourists, and overcome some of the challenges that currently hinder its development.

- ❖ India's agro tourism industry is estimated to be worth \$24.5 billion by 2022. This sector is expected to grow at a rate of 7.5% over the next five years¹.
- ❖ This growth is largely due to the increasing demand for eco-tourism, which has become increasingly popular in recent years. The country has many natural attractions that are perfect for tourists, such as wildlife sanctuaries and beaches.
- ❖ There are also a number of agricultural attractions that offer a unique experience. These attractions include heritage villages, tea gardens, and sugarcane plantations. Some of the most popular tourist destinations in India include Kerala, Rajasthan, and Tamil Nadu. Each of these regions offers a different type of attraction that is perfect for visitors
- ❖ There are also a number of other attractions in India that are not typically associated with tourism. These include hill stations, wildlife sanctuaries, and archaeological sites.
- ❖ All of these attractions offer a unique experience that is perfect for tourists who want to explore the country in a different way.

India's agro tourism industry is growing rapidly, which means there is an increasing opportunity for businesses who want to participate in this market. There are a number of ways to get involved

in this market, including developing new tourist destinations, marketing the sector, and providing services to tourists.

Suggestions:

The potential benefits of agro-tourism in India justify the investment needed to develop this sector. In light of these benefits, it is important to consider a number of factors when planning tourism development in India, including the following:

- ✚ Offer tips for those interested in starting their own agro tourism business.
Share examples of successful agro tourism enterprises in India.
Offer advice on how to market agro tourism ventures in India.
- ✚ Suggest ways to attract more international visitors to Indian agro tourism destinations.
Offer advice on how to create sustainable agro tourism practices in India.
- ✚ Offer suggestions on improving the quality of Indian agro tourism experiences.
- ✚ Share ideas for creating more inclusive agro tourism destinations in India.
- ✚ Offer advice on how to deal with common challenges encountered in promoting agro tourism in India.

Suggest ways to improve communication and coordination between government agencies and private sector entities involved in promoting agro tourism in India.

Conclusion:

In recent years, India has seen a burgeoning interest in agro tourism. Agro tourism is the growing trend of traveling to rural areas to see traditional agricultural practices and learn about local culture. This type of tourism can be a great way to learn about the country's history and culture, as well as enjoy the natural environment. The findings of the study suggest that there is great potential for agro-tourism to contribute significantly to the country's GDP and create a large number of jobs. In order to capitalize on this opportunity, the government will need to develop policies and incentives that will encourage more visitors to explore India's rural areas. Agro tourism offers visitors a unique opportunity to experience Indian culture firsthand and learn about Rajasthan's rich history. There are many other destinations in India that are perfect for this type of tourism, so don't hesitate to explore all of India's amazing attractions!

Further research:

Agro tourism, or farm tourism, is an emerging sector that has seen a considerable increase in popularity in recent years. It is an industry that encompasses activities such as touring agricultural estates, tasting local cuisine, and viewing agricultural production. In India, agro tourism is particularly popular due to the country's rich cultural heritage and geographical diversity.

Some key areas where more research is needed include:

The role of digital media in marketing agro tourism products and services;

- ✚ The impact of climate change on agro tourism;
- ✚ The development and implementation of effective marketing strategies for agro tourist destinations;
- ✚ The role of traditional hospitality practices in attracting agro tourists;
- ✚ The potential for sustainable agriculture and agro tourism in India;
- ✚ The role of women in rural agro tourism economies.

References:

1. Alekhya, P. and Shravanthi, A.R. (2019). Agro Tourism, Agrobios Newsletter, 18 (6):126-127
2. Employment in Agriculture. Our world in data. [https://our world indata.org/employment-in-agriculture;](https://ourworldindata.org/employment-in-agriculture) https://mpraub.unimuenchen.de/25187/2/AgroTourismA_Cash_Crop_for_Farmers_in_Maharashtra_India_pdf
3. 'Father of Agritourism' Helps Over 600 Farmers Earn Rs 58 Crore; Here's How. (2022, January 6). The better India. [https:// www.thebetterindia.com/272052/Agritourism-maharashtra-farmer-agriculture-tourists-earn-money-successful-farm-stays/](https://www.thebetterindia.com/272052/Agritourism-maharashtra-farmer-agriculture-tourists-earn-money-successful-farm-stays/)
4. Irshad, H. (2010). Rural tourism – An overview. 30. Government of Alberta, Agriculture and Rural Development. Retrieved from [https://www1.agric.gov.ab.ca/\\$Department/deptdocs.nsf/all/csi13476/\\$FILE/Rural-Tourism.pdf](https://www1.agric.gov.ab.ca/$Department/deptdocs.nsf/all/csi13476/$FILE/Rural-Tourism.pdf)
www.ijastre.org

5. Karri, G.N. (2016). Scope of agritourism in India (With reference to development, challenges, Extension & Advisory Services) [Master's thesis, National Academy of Agricultural Research Management]. Retrieved from <https://www.researchgate.net/file.PostFileLoader.html?id=57a98ddd217e20711a58e791&assetKey=AS%3A393082974556161%401470729693086>
6. Krishna, D.K., Kumbhare, N.V. Sharma, J.P., Rao, D.U.M. and Bhowmik, A. (2019). Challenges and strategies for promotion of agritourism: A multi-dimensional study, *Indian J. Ext. Edu.*, 55(3):10-13.
7. Kumbhar, V. (2010). Agro-tourism: A cash crop for farmers in Maharashtra (India).
8. Mihalic, T. (2014). Tourism and economic development issues. In R. Sharpley & D. Telfer, J. (Eds.), *Tourism and development. Concepts and issues.* (2nd ed., pp. 77-117). Toronto: Channel View Publications. <http://www.channelviewpublications.com/display.asp?isb=9781845414726>
9. Misra, L. (2012). Role of home stay in promotion of rural tourism in India. February 2012. Conference proceedings. KLE College, Dept.of Tourism Studies, Rajajinagar, Bangalore. [Ttps://www.researchgate.net/publication/317265595_Role_of_Home_stay_in_promotion_of_Rural_Tourism_in_India](https://www.researchgate.net/publication/317265595_Role_of_Home_stay_in_promotion_of_Rural_Tourism_in_India)
10. Rajesh Singh, Agri Tourism – Future of Indian tourism: Sustainable agri startup opportunity to the Indian Farmers –Pashudhan Praharee. (2021, February 18). <https://www.pashudhanpraharee.com/agri-tourism-future-of-indian-tourism-sustainable-agri-startup-opportunity-to-the-indian-farmers/>
11. Swain, N.R., Pati, M.N. and Nayak, Y.D. (2018). A study on agritourism in India: An inception, *Intl. J. Engg. Sci. Invention (IJESI)*, 7(5):85-89.
12. World Agritourism Day. Retrieved April 2, 2022, from <https://www.worldAgritourismday.com/awards-and-recognition/> World Tourism Day Celebrations | UNWTO. Retrieved April 2, 2022, from <https://www.unwto.org/world-tourism-day>.
