Chapter - II

Scope of the Study, Research Methodology and Literature Review
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2.1 INTRODUCTION

Population of India has increased five times than that existed in 1947, after partition the land got divided and subdivided per generation, currently only one fourth of the land is available on an average per person as compared to year 1947. Agriculture as a business is becoming more and more expensive and many farmers cannot effort it. Add to this the gradual loss of fertility of land that is giving diminishing yields. Unless and until the farmers start business of any form to compliment and support to their income from land, they shall be doomed to eke out a bare existence below poverty line. Therefore they should be encouraged to establish small and viable business like Agri Tourism units on the farm in the villages.

- 75 to 85% of Indian Population lives in rural villages.
- 90% of the rural community earns it’s livelihood from agriculture directly or indirectly.
- To improve the standard of living of the rural people there is need to improve and increase the per capita income from farmers land. For this new approaches beyond traditional farming will have to be implemented in their farms. Agri tourism is one of them.
The rural youth particularly the school drop outs and educational backward neglected rural women constitute more than 50% of our rural population. Unless we undertake welfare activity for this section of the community social upliftment remains uncompleted. We think these women can be good host and help in preparing authentic rural rustic food for the Agri Tourism guests in rural areas.

What is Agri Tourism?

Agri-Tourism is defined as Travel which combines agricultural or rural settings with products of agricultural operations, all within a tourism experience. Product can be Experienced Itself.

2.2 WHY AGRI TOURISM?

Mother nature is an open door school without brick walls, observe carefully, explore the hidden treasures and learn something or the other, moreover India is agricultural country, hence it is expected of us to be well informed about it. Urban population is increasing day by day, today urban children’s world is restricted in the closed door school, classes, cartoon programs on the television, video games, chocolates, soft drinks, spicy fast food, computer, internet and so on, and they see Mother nature only on television screen. More over out of the number of people living in the cities 35% do not have relatives in villages and 43% never visited or stayed in village.

Agri and Rural Tourism Opportunity in India

Farm / Agri Tourism if developed along unique indigenous lines could have a multiplier effect and high revenue capital ratio.
Every 10 lakhs additional tourist, will translate into Rs. 1000 crore in revenue. Every additional Re. 10 lakhs invested can create 47.5 direct jobs and each direct job can create 11 indirect jobs.

**Maharashtra Background**

- Highly diverse agro-climatic conditions.
- Progressive and innovative farmers.
- Four Agricultural Universities.
- Strong Co-operative movement.
- 40% urban population ever increasing market.
- Well developed industrial base.
- Self sufficiency.

**2.3 STATUS OF AGRI TOURISM INTERNATIONALLY WITH SPECIFIC FOCUS ON EUROPE**

Most of the European countries pay lots of attention to rural tourism. The growth of rural tourism is difficult to quantify because few countries collect statistics in a way, which separates purely rural from other forms of tourism. The concept of Agri Tourism developed in 80’s in Europe, the participating farms have doubled in countries like Italy, the United Kingdom and France. The number of agri tourism accommodation units exceeds 600. In the middle of the 90’s, 12 European countries like Belgium, Denmark, Greece, Netherlands, Portugal, Spain, Ireland, Great Britain, Italy, Austria, France and Germany had more than 100 farm enterprises involved with different tourism activities. It is obvious that most of the European countries have positive attitude towards rural tourism development because of
the advantages this strategy has on rural areas and their overall development.

Agri Tourism in India: Innovative income generating activity for Enterprising Farmers, agriculture is backbone of Indian economy. This sector’s contribution towards GDP is decreasing and farmers are finding it difficult to carry the agricultural activities without an additional income. Whereas tourism is termed as an instrument for employment generation, poverty alleviation and development, agri tourism brings in together the declining and booming sector.

2.4 ADVANTAGES OF AGRI TOURISM

1. It brings major primary sector Agriculture closer to major service sector tourism expected to create win – win situation for both the sectors.
2. Tourism sector has the potential to enlarge.
3. Agriculture sector has the capacity to absorb expansion in Tourism sector.
4. An inexpensive gateway the cost of food, accommodation, recreation and travel and tourism is low, widening the scope of tourism.
5. Curiosity for the urban about farming industry and lifestyle; Agri tourism, which involves villages and agriculture, has the capacity to satisfy the curiosity of the urban segment by providing scope fore re-discovering the rural life, which is rich in diversity.
6. Strong family oriented recreational activities through rural games, festivals, food, dress.
7. Finding solace with nature friendly life style, peace and tranquility are in built in agri tourism.
8. Nostalgia for their roots on the farm. For tourists it is like returning back to their roots.
9. Educational value of agri tourism spreading knowledge about agriculture science where urban students are moving with the pace of technology.

**Basic Principles of Agri Tourism**

1. Have something for visitors to see: Animals, birds, farms, culture of the village, dress and festivals.
2. Have something for visitors to do: Participating in agricultural operations, riding camel, buffalo, cooking and participating in the rural games, i.e. gillidanda, gotti (Marble) etc.
3. Have something for visitors to buy: Rural crafts, dress materials, farm fresh processed food are few items.

Three important factors, which contribute to the success of Agri Tourism as service: Detailed discussions with various knowledgeable persons indicated the following three factors:

1. Farmer: Majority cases farmer is less educated, less exposed and innocent for him outsider as guest is (like god) and is treated warmly without any commercial motive. He entertains the guest while entertaining himself in the process he fills all the service gaps. This makes him a natural businessman.
2. Village: Village being located far from the city lacks urban facilities but is rich in natural resources. The investment is the natural resources itself.

3. Agriculture Field: Each field is unique which adds to the attraction of the urban population. This is the incentive wealth of the rural people.

The discussions also revealed that for the success of any agri tourism venture, the following factors play a major role:

1. Connectivity
2. Attractions
3. Accommodation
4. Outdoor recreational activities
5. Entertainment programs
6. Meals for tourists
7. Safety and security aspects
8. Medical facilities
9. Risk and liability in case of accidents

2.5 PRINCIPLES OF AGRI TOURISM IN THE COUNTRYSIDE

**Enjoyment**

The promotion of the tourist’s enjoyment of the countryside should be primarily aimed at those activities which draw on special character of the village itself, its beauty, culture, history and wildlife.
**Development**  
Tourism development in the countryside should assist the purposes of conservation and recreation, such as bringing in new life to redundant buildings, supplementing farm incomes, aiding derelict land reclamation and opening up of new access opportunities.

**Design**  
The planning, design, setting and management of new tourism developments should be in keeping with the landscape and wherever possible should seek to enhance it.

**Rural Economy**  
Investment on tourism should support the rural economy, but should seek a wider geographical spread and more off season visiting both to avoid congestion and damage to the resources through erosion and over use and to spread the economic and other benefits.

**Conservation**  
Those who benefit from tourism in the countryside should contribute to the conservation and enhancement of its most valuable asset the countryside, through political and practical support for conservation and recreation policies and programmes.
Marketing

Publicity, information and marketing initiatives of the tourism industry should endeavour to deepen people’s understanding of and concern for the countryside, leading to fuller appreciation and enjoyment.

2.6 SCOPE OF THE STUDY

a) Geographical: The geographical area is limited to Aurangabad District.

b) Temporal: The period of study will be five years from 2000 as the concept in this area is still in the developing stages.

M.□. Operational: The operational areas will be Paithan, Khuldabad, Sillod, Kannad, Soygaon as well as for comparison other areas where this experiment has already been conducted like in India and foreign countries.
## Eco, Agri, Rural Tourism Scope and General Benefits

<table>
<thead>
<tr>
<th>Tourist</th>
<th>Farmer</th>
<th>General Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farm Visit</td>
<td>Agronomy, horticulture, floriculture farming</td>
<td>Scientifically food production</td>
</tr>
<tr>
<td>Forestry and Horticulture gardens, Dairy farm tour</td>
<td>Conserving, cultivating, horticulture, forestry, sericulture gardens</td>
<td>California of M.S. farms</td>
</tr>
<tr>
<td>Fish farming, enjoyment of fishing</td>
<td>Economic benefit, balance diet, fish pond management</td>
<td>Soil and water conservation</td>
</tr>
<tr>
<td>Watching Birds</td>
<td>IPM integrated pest management</td>
<td>Ecological balance</td>
</tr>
<tr>
<td>Farm fresh shopping</td>
<td>Sale of agri products</td>
<td>Farmer and customer interaction, closeness</td>
</tr>
<tr>
<td>Farmer and tourist interaction</td>
<td>Pleasure education prestige to farming</td>
<td>National integration</td>
</tr>
<tr>
<td>Visit to rural area and swimming in river, well</td>
<td>Pollution free environment</td>
<td>Clean and hygienic village campaign</td>
</tr>
<tr>
<td>Agriculture folk dances, songs</td>
<td>Economic benefits</td>
<td>Traditional conservation</td>
</tr>
<tr>
<td>Village guided tours</td>
<td>Employment to youth</td>
<td>Employment generation</td>
</tr>
<tr>
<td>Calm and quite, rest and relaxation</td>
<td>Conservation the village surrounding, atmosphere</td>
<td>Low budget tours to urbans</td>
</tr>
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(Figure: 2.1)
2.7 HYPOTHESIS

1) Farm tourism concept is new in the state of Maharashtra and very few concerned people are even aware about it.

2) In India Eco – Agri – Rural Tourism has been developed in Andhra Pradesh, Karnataka, Assam, Meghalaya, Himachal Pradesh, Punjab, Kerala etc.

3) Eco – Agri – Rural Tourism if started will develop the infrastructure of rural areas as presently most of the villages have no developed infrastructure like roads, electricity, sewerage system and other facilities.

4) The promotion of Eco – Agri – Rural Tourism will change the life style of the rural people who presently live in dire poverty, filth, dirt, lack of water and lack of education for their children.

5) The government and even the Ministry of Tourism is not aware about this concept.

2.8 RESEARCH METHODOLOGY

The information for the present study was obtained from both primary and secondary data. Personal interviews were conducted with the officials of Government agencies like MTDC, ASI, PWD, ZP, Forest Department, Revenue Department, Agricultural Department, MSEB, DOT, DRDA were contacted to secure first hand information. An effort was made to elicit the views of agri rural tourist about the amenities provided to them by the administration and their attitudes to various aspects of the tourism services. The sample population was simple random sampling of tourists that visited Aurangabad Eco – Agri – Rural Tourism sites. A sample population of 100 tourists was
done. A questionnaire was prepared for the purpose. Another methodology used was stratified random sampling as samples were taken from directly concerned 40 agricultural entrepreneurs were directly and personally interviewed. Structured interviews were conducted. The secondary data was collected from the records, annual reports, news papers, Agri Tourism Development Corporations, Agriculture magazines such as Baliraja, Godwa, Shetkari, Shetibhati, Lokraja. Researcher has consulted Ministry of Tourism annual report 2007-2008, Travel Biz Monitor, Travel Talk. The secondary data was also collected from some unpublished reports of the Ministry of Agriculture.

2.9 SIGNIFICANCE OF THE STUDY

The study drives at a pro-poor approach and aims at developing eco-agri-rural tourism not only for tourist but also for local farmers who will recognize the importance of farms and farming. This research will also promote community ownership and ensure the participation of women, youth and other disadvantaged groups. The research will focus on the development of horticulture, medicinal plants, dairy product, apiculture, sericulture, fresh fruits and preservative drinks and food products, agro forestry, aquaculture, fishery etc. The research will be significant in forging strong community private sector partnerships and will bring together on a common platform a host of players such as local communities, artisans, local and state authorities, NGO’s and private entrepreneurs. Eco-agri-rural tourism will also bring about the general infrastructure and superstructure development in these areas.
2.10 LIMITATIONS OF THE STUDY

This study however has certain limitations. Since it covers a period of five years, detailed data of few aspects for two to three years could not be collected due to the absence of relevant records. General lack of awareness and attitude of the farmers also proved to be an impediment for the study.

There are not many model examples of eco-agri-rural tourism in the state of Maharashtra, hence it was necessary to study and investigate if eco-agri-rural tourism has started anywhere in the state, which was difficult.

Nevertheless every effort has been made to collect as much information as possible to make an objective assessment of the issues under study.

2.11 LITERATURE REVIEW

Eco-agri-rural tourism in Aurangabad region is in developing stages. In recent years although the farmers in vidarbha region are committing suicides, the farmers belonging to Aurangabad and nearby regions are more aware about the benefits of agri-rural tourism, since Aurangabad receives large number of tourists because of famous world heritage sites, historical monuments in all talukas of Aurangabad district. In Aurangabad no such research has been conducted on any aspects of problems and prospects of eco-agri-rural tourism in Aurangabad region. The present study scrutinized and examined similar books, articles on eco-agri-rural tourism at a destination. Books related to rural, agri tourism were referred. R. K. Pruthi’s Rural Tourism : Challenges and Paradox was on important
reference. Another book that was important was Yogesh Kumar Sharma’s Rural Tourism Development. Another important book which dealt with agricultural tourism is Tourism and Development Series, Agri Tourism by Romila Chawla, a very detailed study of all the developmental aspects of agri rural tourism. The study is exhaustive. M. Oppermann’s Rural Tourism in Germany emphasizes the farm tourism perspectives in global context. Ranjeet Tajeja’s book entitled Travel Geography deals exhaustively with the various geographical aspects of agri rural tourism. Lesley Robert’s and Derek Hall’s Rural Tourism and Recreation, Principles and Practices emphasize the recreational aspects of rural tourism.

Sunil Gupta and S. P. Bansal’s Tourism Towards 21st Century gives detail analysis of tourism in contemporary scenario. It also offers comparative analysis of Indian eco agri rural tourism with foreign countries. Prof. (Mrs.) Dulari Qureshi’s book Tourism Potential in Aurangabad has excellently brought out the rural tourist products of Aurangabad. Important data and information was taken from Aurangabad Gazetteer, study material of Indira Gandhi National Open University TS-1 Tourism Services and Operations has highlighted the various aspects of economic upgradation of farmers and promotion of local craftsman. Jagmohan Negi’s Tourism and Travel Concepts and Principles and Anil Sharma’s Tourism Management highlights important aspects of Infrastructural Development through eco agri rural tourism. Sampat Kumar Swain’s book Human Resource Development has emphasized the importance of rural tourism as an instrument of employment generation. A book

A few articles in newspapers were also included like an article in The Times of India’s, State plans industry status for agri tourism dated 17th May 2008, Agri tourism the next big thing in Maval dated 02nd June 2008, Green Farm Kerala, The Hindu, Sunday 19th December 2004, Want to Talk Business? Head right for the nearest Farm, Times of India, Rural Economy is key to growth, Business standard, 30th July 2007, India To-day, special issue on Indian Tourism November 2006, Tourism Ministry to showcase rural heritage of India, 17th July 2005. Following Journals and magazines are also included for updating the situation both at local level as well as at other similar sites.

Indian Economic Growth: Can it translate into rural prosperity? The analyst special issue on agri business, August 2007, Journal of
Agriculture Tourism Development Corporation, various volumes, Annals of Tourism Research, various magazines such as Travel Talk, Travel Research Journals, Tourism Management, Yojna, New Delhi.

Publications of Agricultural Universities, state governments of agriculture and private publishers such as Shetkari, Sheti Bhati, Sugi, Agricultural Diary, Bali Raja, Godva, Dhan Laxmi, Lokrajya, Lokprabha, all these have proved especially useful for the study.

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06. Lokprabha.


08. Lane B. : *Rural Tourism and Sustainable Rural Development*.