



**AGRO-TOURISM AND EMPLOYMENT OPPORTUNITIES IN
KARNATAKA : AN ECONOMIC ANALYSIS**

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ABSTRACT

Agro-tourism is a way of sustainable tourism development and multi-activity in rural segments through which the visitor has the opportunity to get aware with agricultural areas, agricultural operations, local products traditional food and daily life of the rural people, as well as the cultural elements and traditions, moreover, this, activity brings visitors closer to nature and rural activities in which they can participate be entertained and feel the pleasure of touring. Tourism in indeed well recognized as a vital engine of growth in the various economies in the globe. Various nations have been transformed their economies by developing their tourism potentials. Tourism has a very significant capacity to generate the large scale of employment and additional income sources to the skilled and unskilled people. Merely earning normal income from agriculture would not be a sufficient sources of livelihood to lead a life, in addition with this one who could have better skills with nature adequacy of farming land they have to convert as a potential capacity of earning income for this reason both state and central governments are trying to formulating sustain policy framework to bring a desirable changes among the farming communities.

KEYWORDS

Agro-Tourism, Employment, Income, Rural Segment, Potential Capacity, Sustainable Development, skilled and unskilled

RESEARCH PAPER

Introduction :

Agro-tourism is an innovative agricultural activity related to tourism and agriculture both in urban and rural segments. It has potential capacity to generate a marginal income or supplementary source of income and also employment opportunities to the peasants Karnataka is one of the major tourist destinations in the country and there is a large scope and great potential to develop agro-tourism. And very significantly agriculture is the vital component of the Indian economy, and it is also primary \occupation in the Karnataka also, as on 2017 14 percentage of GDP is from agricultural sector only. A Indian having the capacity to produce over 250 million metric tones of food grain production (2017). This stress about the significance of agriculture is more. A paradigm shift has been took part in Karnataka also from pure agriculture to agriculture based tourism. There are a number of agrotourism destinations in the state which as break through of the conventional agriculture and tourism in the Karnataka state. Objectives of the Study : Indeed the study followed some objectives to express views on agro-tourism as supplementary income source for Karnataka.

1. To study the significance of the agro-tourism development in Karnataka.
2. To examine the creation of employment and generation of supplementary income through agro-tourism.
3. To identify the problems and offer suitable techniques for success.

Methodology : Present study is based on the secondary information and primary site-seeking observations. The data has been furnished from the 13th plan document of the government of India and the followed study has been adopted the exploratory approach.

Agro-Tourism : An agro-tourism is farm based business activity that is open to the public. These specialized agro-tourism destinations generally offer things to see, things to do and produce to buy and are open to the public.

Ion general, tourism is defined as ‘Tourism is the travel for recreational, leisure or business purposes and or turism is the activity of a person or persons traveling for staying in places outside their usual environment for not more than one conductive year.’”

On these bases, agro-tourism can be defined as “Travel that combines agriculture or rural settings with products of agriculture operations - all within a tourism experience” According to Mr. Panduranga Thaware (who is considered as father of agro-tourism) defines “Agro-tourism is

that agri-business activity, when a native farmers or person of the area offers tours to their agriculture farm to allow person to view them growing harvesting and processing locally growth food such as coconuts, corn, pineapple, sugar cane, variety of vegetable or any agriculture produce that the person would not seen in their city or home country. Often the farmers would provide a home-stay opportunity and education.” Agro-Tourism Firms in Karnataka : Very significantly south zone of the Karnataka state is a hub of agro-tourism business activity by creating marginal sufficient income for firms. Many farmers in Karnataka especially those who have small-scale family owned farm lands, have been understood the necessity to supplement their in sufficient agricultural income and find an innovative ways and means of generating income. Similarly some small investors in rural area in the region are exploring investment opportunities in areas where they permanently settled down. They have vocational specific vast experience in agriculture and allied activities. Big investors in tourism are also interested in diversifying their investment portfolios as well as their tourism products by investing in rural agricultural areas. As on (2015 Jan) There are 23 registered agro-tourism firms are functioning in south Karnataka (Kodagu, Hassan, Shivamogga, Chikamagalur and Canara zone). Hence these are considered as significant agro tourism destinations in Karnataka state. 4 Usefulness of Agro-tourism : Agro-tourism has the significant potential to change economic course of traditional agriculture up to certain extent if it properly. The benefits of Agro-tourism are manifold. It would bring many direct and indirect benefits to not only too the farmers and rural people but also to the tourists at their destinations. Hence some of the vital benefits are as following.

- It brings major primary sector agriculture closer to major service sector tourism. This convergence is expected to create win-win situation for both the sectors.
- Employment opportunities to the farmers including their family members and other local youths.
- It provides information about the rural handicrafts, languages, culture, tradition, dresses and life style.
- Provides supplementary income sources to the farmers.
- Enhances the required job skills.
- Helps in order to understand about the rural life and know about the agricultural activities to urban people. Problems of the Agro-tourism in Karnataka : Karnataka has a greater capacity of

the development of the Agro-tourism centers due to the good natural and climatic conditions. Though there are some problems in the development process of agro tourism in Karnataka, major challenges and problems are as follows.

1. Lack of adequate capital to develop basic infrastructure for the agro-tourism.
2. Lack of perfect knowledge and sufficient awareness about the agro-tourism.
3. Weak communications and lack of commercial approach of the small and remote farmers.
4. Problem associated with ensuring hygiene and basic needs for urban visitors.
5. Majority of farmers have small size holdings, low quality land and little or no access to credit and irrigation. Key Techniques for Success of Agro-Tourism :

1. Train the required staff with efficient skills.
2. Develop contacts with the institutions like schools, college, NGO's, social clubs, unions etc.
3. Promote a wide range of publicity of tourism center through all possible medias.
4. Develop website and update it live to time to attract foreign tourists.
5. Develop different agro-tour packages for various type of tourists.

Conclusion : Karnataka has a greater potential to the development of agri tourism, because of natural opulence and various types of agro-based products. Nearly 38 percent of population lives in urban segment and they would like to enjoy rural life it is a good opportunity to develop an agro-tourism business in Karnataka. Very significantly agriculture departments of the state government agricultural universities should try to give on orientation about it and also provide some creative ides regarding to agrotourism. Government and other organizations should try to aid such firms for their income efficiency. Finally this would results in creation of employment and generation of income.

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