

## AN OVERVIEW OF THE CURRENT SCENARIO OF AGROTOURISM IN RAJASTHAN

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### **Abstract**

*This study is to understand and analyse the existing scenario of agro-tourism in the state of Rajasthan. The objective of this study is to understand how agro-tourism is helping the population and how it can be beneficial for the rural economy and livelihood. As we see that the state has more than 65% of the population indulging in primary sector mainly in agriculture and allied activities so the study will help us to understand how local people can have better job options and how can agro-tourism help to get extra income than their ongoing activities. The study aims to understand how can agro-tourism sustainably shift the rural economy towards this.*

### **Keywords**

*Current scenario, Agro tourism, Rajasthan, Sustainable Development.*

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## **Introductions**

Rajasthan is a state of pride and honor as it is named after RAJASTHAN means the place of kings. The state has a wide Geographical diversity the northern side of the state shares the border with the state of Punjab a plain and irrigated area while the middle and south region of the state is a hilly area with diverse weather systems the western and northwestern region is a desert and the eastern part of the state is a plain and irrigated area. The state has a vast history and very dense culture the historical monuments, religious places, quila's Ponds, lakes and the writings of Heroes of the Rajput Ana The cities here are named after the colours like the Pink city, Sun city, Blue city which attracts tourist to come. The state is also the first choice for a Destination wedding. The heritage culture started in Rajasthan only therefore not only international Tourists but Domestic tourists also love to visit Rajasthan.

## **Agrotourism**

Agro-tourism can be found under the vast concept of Rural tourism which includes sports cultural and religious tourism. Agro tourism is widely accepted as a backbone of local livelihood which runs parallel to agriculture activity. Agro-tourism is a mixed system of agriculture + tourism in which tourist experiences the local culture, religious activities and traditions in which they also participate. The agro-tourism gives an authentic touch to the tourists in which they experience the real livelihood they can participate in their daily life they can go to cattle fairs, watch dances, can help in feeding their cattle, can participate in crops, etc. agro-tourism gives immense pleasure to tourist. There are many Agro-tourism farms have been established in Rajasthan.

## **Objectives of the study**

Agro-tourism is a widely accepted culture that helps small farmers to get the maximum output of their land and also reduces the risk of economic imbalance by crop failure.

The major objectives of this study:

1. To study and understand the concept of Agro tourism
2. To understand and explore the current scenario of agro-tourism in Rajasthan

## **Importance of the study**

Tourism and agriculture both are the most important occupation in the state like Rajasthan where most of the population is not that educated that they can work in cities like Delhi or Mumbai they might not have that much basic knowledge about mobiles or computers so they are mainly dependent on their local resources like agriculture and allied activities. Agro-tourism, therefore, can be the best option

for the rural population as well as for the commuters who resides in big cities and do not have their relatives who reside in a village. Most urban families generally cut their relations from their native places for the betterment of their life and education and work so it allows them to get a touch of their rural experiences. people want some recreational time where they can have the natural beauty culture etc. where they can find mental peace.

### **Review of Literature**

Agro tourism can increase the total sustainable development for rural economy (Salvatore emirate 2014) A brief Historical perspective of agro tourism revealed that the practice of agro tourism was being in exercise since 19<sup>th</sup> century by the invention of automobiles it become easier to travel through long distance (Hatch 2006) A study was done in dungrajya village of kota district of Rajasthan showed the high potentiality to set up agro farms to attract tourist near the temple and the pond ( Srivastava S.2016) linkages should me made with the schools and a wide publicity through radio televisions, papers etc. can increase the sustainability of agro tourism (Kumbhar m. vijay Maharashtra 2010) Tourism is an important source of employment and foreign exchange and earning which contribute in gross domestic product (Reddy and Rao 2017) dhundhad , mewar , and marwad circuit of tourism of Rajasthan have the great potential to sustain agro farms ( Khangarot Garima 2016) there's a strong linkages between economic development and financial growth for any country (Ohlan 2017) Rajasthan can be divided into eight tourism circuit which can leads to the development and rural economy (Ficci report 2016)

### **Research Design and Methodology**

The study is mainly based on secondary data including journal reports papers, newspapers publish, or unpublished data from various sources. The data published or uploaded on the internet on various websites different reports, books, magazines surveys and different ministries data and reports like- Tourism of Rajasthan ficci reports, population and economic reports daily newspapers different studies on tourism and Agro tourism.

### **Results Findings and Discussions**

Rajasthan's rural economy is majorly dependent on agriculture and allied activities i.eg cattle farming, dairy farming, poultry, goat poultry, fisheries, and small-scale productions of various agro-based products. Rajasthan has a vast land area and different topographical conditions however the Jaipur division, jodhpur and Udaipur division has very high potential to sustain agro-tourism farms.

### **Agro-tourism farms in Rajasthan**

❖ **The country retreat Pali** – is situated in Bankali, Sumerpur tehsil of Pali district of Rajasthan. its spread over 130 acres of lush farmland. Its owner has a vast knowledge of agriculture. People can find here Activities like –bird watching, animal herding, cycling village tour, dance program, farm activities, safari camel riding, cooking lessons on Rajasthan food, etc. also they have fully air-conditioned rooms attractively furnished with a royal touch.

❖ **Jor ki Dhani innovation house Sikar** – is situated at Katrathal in Sikar district of Rajasthan. This region called Shekhawati it includes three or four districts Churu, Jhunjhunu, and Sikar. Inn Shekhawati jor ki Dhani means the first settlement. Its owner Mr. Kaan Singh Nirwan Ji has a very deep love for cows and the nature of the earth .they offer products like ghee. Spices clothes toys etc. and have hutts maid with shrubs and soil to stay .they provide satwik bhojan .activities like –horse riding fair roaming, watching the natural beauty and participate in their daily routine.

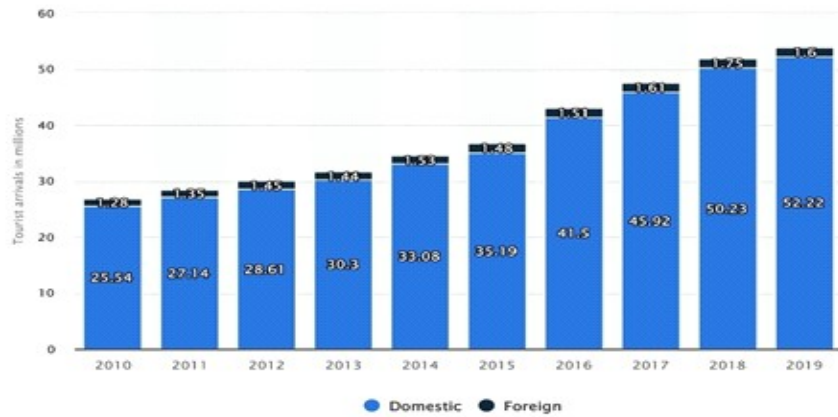
❖ **Ikki bagh Jaipur** – situated in Jheejha village of Moondli tehsil of Jaipur district of Rajasthan. Ikki bagh is a vision of Jaidev Rathore who lives in Jaipur. this place is registered as an individual producer by the ROCA. This place is associated with some NGOs that have international volunteers who provide products from their manufacturing. Activities here are; camel or horse riding, safari, watching natural beauty, dining, fair or festival celebration, and farm stay. they are also supported by TERI, RSOCA and USDA.

❖ **Green world foundation Jaipur** – is a farm stay and organic farming place started by Indraj Jaat in 2017 at Chirada, Khora Shyam Das in Jaipur district. They offer natural produces to visitors they have farms to stay and participate in their activities. camel or horse riding, they have natural swimming pools mud houses, cattle herding, bird, animals etc. they also produce organic fruits, and veggies and offer them to visitors.

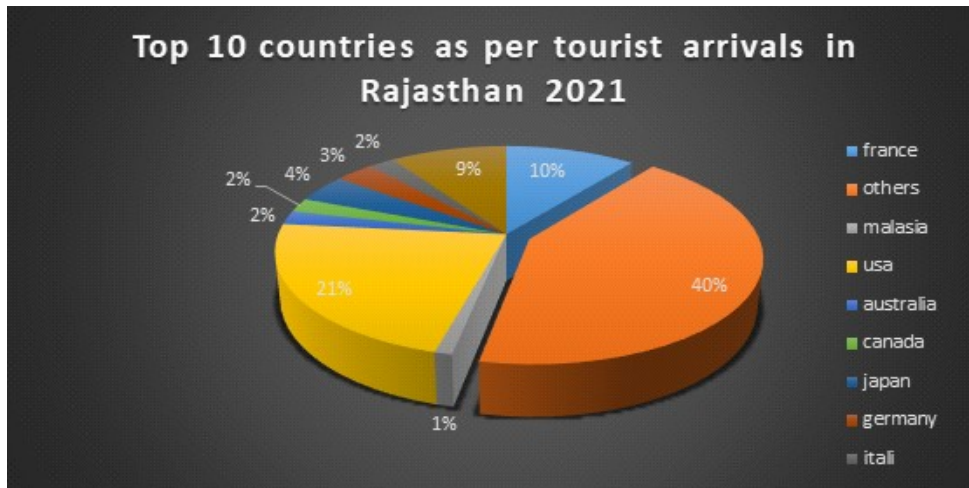
**The findings showed** that agro-tourism is not a new concept for the people of Rajasthan and it's a well-known and widely accepted concept that gives hope to people to get an extra and unique source of income. But it still hasn't gotten that much consideration by the govt. of Rajasthan as Maharashtra. Figure no. 1 showed that international tourist is much more enthusiastic than domestic there's a straight flow of visitors from outside the border. As we can see that in the past ten years Rajasthan was the most popular place to visit. Fig no.2 describes that the people from the united states of America have shown more interest in Rajasthan than any country in the top 10 list. Bangladesh is the 2<sup>nd</sup> largest country among people who

visited Rajasthan and after that European countries also showed their interest in Rajasthan Fig. no. 3 showed the most potential areas which have been divided into circuits by the govt. of Rajasthan each circuit has 3 to 5 districts in it like the Dhundhad circuit includes Jaipur, Dausa, and Tonk majorly. Mewad circuit includes Udaipur, Chittorgarh, Rajsamand and Bhilwara. The Desert circuit includes Jaisalmer, Bikaner, Badmer, and Jodhpur. These circuits have the highest potential to sustain agro-tourism because they are the most attractive of their monuments and geographical and cultural condition as well as they are the most supported circuits by the govt. of Rajasthan.

**Tourist Visitors in Rajasthan From 2010 to 2019**

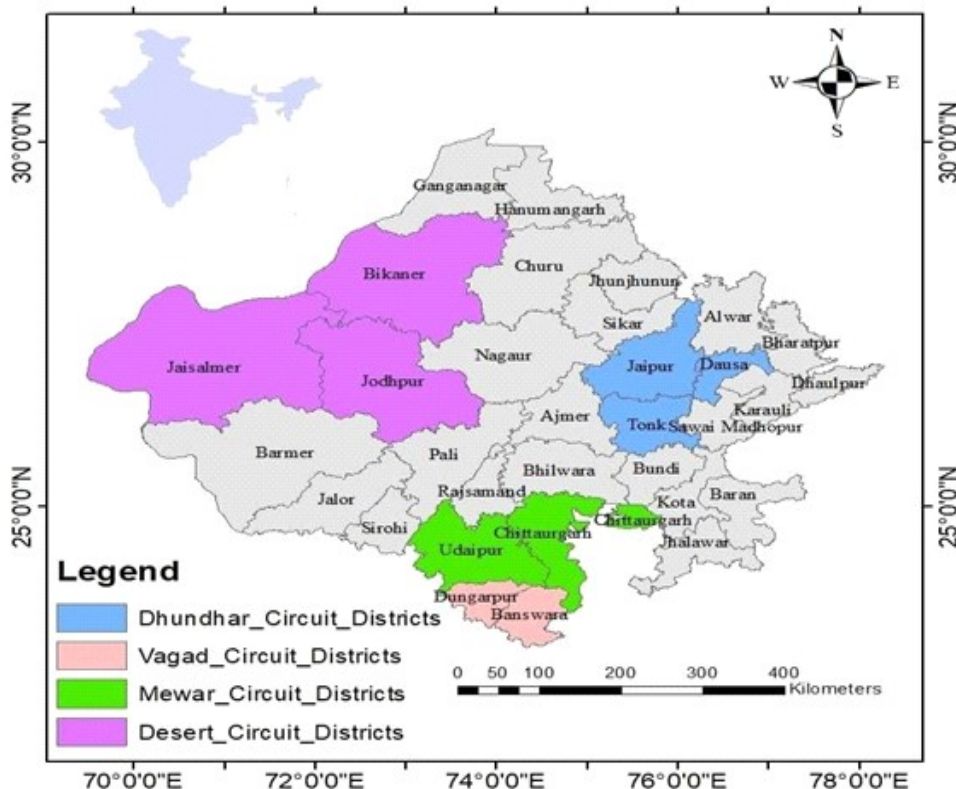


Source- [statista.com](https://www.statista.com) (Sandhya kumari 2022) fig.1



(Source- Author's) fig. 2

**Potential agro-tourism circuits in Rajasthan.**



*(Source: Garima khangarot January 2019) Fig.3*

**Conclusions**

This study was to explore the present scenario of agro-tourism in Rajasthan. As we know that tourism plays a major role in Rajasthan’s economy and gives employment to various unorganized labours as 65% of Rajasthan’s population is dependent on agriculture only which is however a most uncertain game. The objective of this study was to describe the existing atmosphere of agrotourism and to know how many people already know about this and are engaged in such activities of Agro tourism. Through this study, we found that people are aware of this concept and like this concept as some of them already have started Agro farms at their places. Agro tourism doesn’t keep people away from their traditional farming method and doesn’t want any other city-like things. Agro tourism is the system that needs the originality of that local tradition, culture, food and activities. tourists want to taste

that thing that they have forgotten or skipped in their urban life in its raw manner. Rajasthan has a vast geographical area and different topographical diversities like it has hills on one side and desert on another side also Rajasthan is a popular state among tourists for its tradition, monuments, mehal' and quila's . it was ranked 8th in tourist arrivals in 2018. So it's a high potential region to sustain Agro tourism.

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