

**AGRO-ECO-TOURISM: A NEED FOR RURAL COMMUNITY SUSTAINABLE
DEVELOPMENT**

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Abstract:

The present concern for sustainable development and environmental protection poses questions for tourism developers and the managers of destinations about the values which are afforded the environment of tourism. Times are changing, so that demands and expectations of the “new” traveler are change. The search for different experiences, different adventures, and different lifestyles has paved the way for this concept called the “**Agro-Eco-Tourism is need of Rural Community Sustainable Development**”. India is a fastest developing economy of the world but still if we look at India, a major part or population of India is still living in villages in majority, with the growing rate of population and increasing demand of basic amenities. In Agricultural and Rural parts generally following kinds of products are available viz. historical. Heritage, natural based, medication based, religious based, cultural bead and man-made, which have got a great potential with respect development of tourism. All of them religious and historical type of Agro-Eco-Tourism is need of Rural Community Sustainable Development. This paper examines the key issues involved in the development of Rural and Agri-Eco-tourism in India and the challenges faced by Rural and Agri-Eco-tourism industry.

Key-Words: - Agri-tourism, diversity, new tourism phenomenon, eco-tourism, adventuresome, learning Experience, tourism product, new tourism, new tourist.

Introduction:

The goal of agro Eco-tourism is to develop a unique product for integrated tourism that will contribute to the sustainable development of rural areas. Sustainable development of rural locations, on the other hand, can be interpreted as an optimization of the development parameters with regard to growth constraints, objectively specified by the system's internal characteristics and external forces.

The importance of agricultural tourism growth is stipulated by:

Poor socio-economic growth rate in rural areas;

The withdrawal of people from the village;

Lack of opportunities to participate in another form of operation for small and medium-sized businesses that are not able to modernize or collaborate;

Low level of unified domestic development of tourism;

Market for cheap holidays.

In most cases, rural residents do not see "Agro-Eco tourism" as a solution to their issues. Traditional practices are favored by most of them. The desire for countryside travel, on the other hand, is based on a significant trend - the urge to acquire experience and vivid impressions. Industrial countries have gotten to the point where economic development is no longer guided by people's intention to buy more things, but by their desire to get "live experiences" and "insight".

Rural societies have been invested in the loss of importance of the agricultural industry as the most significant sector in terms of income, resources and number of customers, as it has been in recent decades, due to fundamental changes consisting mainly of the transfer of economic activities and population to urban centers, although this is not universal.

The idea of rural development is now becoming highly complicated, expanding beyond the limits of the market economy and pointing to a rising focus on not over-exploiting natural resources and landscapes, as well as on stimulating and improving existing tangible (infrastructure, monuments, traditional local foods, etc...) and intangible assets (heritage of culture, traditions, etc...)

- There are five major types of rural tourism that support visitors as well as the local community.
- Natural tourism, which is favored for its leisure value in particular.
- Cultural tourism, primarily linked to the culture, history and archeology of the destination of the region.
- Ecotourism: As a type of tourism which presents natural resources While maintaining values and the welfare of the local population.
- Village tourism: where tourists live and enjoy peasant life's various activities.
- Agro-Eco tourism: In which visitors see the host bases and take part in traditional agricultural activities without damaging the habitats.

Sustainable Agro-Eco tourism development model:

Tourism is a growing industry in India, with people traveling there from all over the world to experience the natural beauty of the country and explore its vast array of countries and their diverse cultures and climates. During the colder winter months, when temperatures are more bearable, the highest number of international tourist arrivals are usually seen in December and January . Today's tourism industry has been a main engine of socio-economic growth. In which jobs, industries and infrastructure growth are generated worldwide. Tourism has undergone continued growth and diversification over the past six decades to be among the world's quickest developing sectors of the economy. The global travel and tourism sector has been rising at a higher pace during the forecast period than important sectors such as automobile, financial services and healthcare.

Sustainable development is the guiding principle for economic development, while at the same time retaining the capacity of natural systems to provide the ecological services and natural resources on which the economy and community depend. The desired outcome is a state of society where living standards and services are used to strive to fulfill human needs without compromising the natural system's dignity and stability.

Sustainable farming consists of environmentally friendly farming methods that allow crops or livestock to be produced without harming human or natural systems. It includes preventing soil, water, habitats, adjacent or downstream resources from adverse effects, as well as those working or living on the farm or in neighboring areas. It includes environmental-friendly farming practices, smart farming technologies that enhance a quality climate for people to flourish and reclaim and turn wetlands into croplands.

Sustainable transport can help create jobs, improve the safety by investing in cycling lanes and footpaths, and make access to employment and social opportunities more accessible and efficient. It also provides a realistic opportunity to save the time and household productivity of capital as well as government finances, rendering sustainable transport expenditure a 'win-win' chance.

Agro-Eco tourism helps to maintain sustainability of resources as here, in this form of tourism visitors both domestic and foreign come to enjoy the nature and greenery. There activities include rides from bullock cart, horse, etc. and these type of transportation do not harm our environment and reduce sustainability of our resources in any possible way.

Agro-Eco tourism also increases the agriculture sites in various places, and leads to the increase in interest among people for agriculture. Which indirectly make our environment and surrounding healthier and greener? This also results in increasing production of organic food items.

Scope:

Inexpensive:

As compared to other forms of tourism this is relatively cheaper and this also helps to maintain sustainability of resources as the visitors get attracted because of natural and healthier environment.

Technological variation:

For making sustainable development in this form of tourism, locals need to make certain variations in their facilities and technologies, so that visitors feel close to nature.

Raise awareness:

This will educate the people about importance of sustainable development. Because peoples will experience the environment of agro-Eco tourism sites and feels the positivity of



nature. So, when they return to their native places they will also inhibit some practices to make their native place healthier and comfortable.

Additional source:

This serves as an alternative source of income generation, one from the agriculture and other from using that agricultural land as an agro-Eco tourism site for the education and entertainment of the visitors.

Platform:

Agro-Eco tourism also provides a platform for locals to showcase their handmade, hand cultivated, and other products to foreign or domestic travellers.

How agro-Eco tourism helps sustainable development:

In addition to promoting the socio-economic growth of different parts of the world, tourism sector also promotes international peace. It offers a chance to discover new cultures and to expand one's view of the world. It also helps to conserve the tourist destinations' cultural heritage and natural wonders and supports the locals with a means of livelihood. For this reason, on 27 September each year, the United Nations celebrates World Tourism Day to promote tourism on a worldwide scale and to demonstrate its socioeconomic implications.

So let's look at some of the factors of agro-Eco tourism that helps in sustainable development in case of rural area:

Economic development in agriculture:

Since the days before independence, agriculture has played a major role in the Indian economy. However, the country's agricultural economy has deteriorated in recent years due to the rise of industrialization and the entry of manufactured products into the market, causing the nation's farmers a great deal of trauma. Agro-Eco tourism, in the face of these challenges, is one of the saviours of agriculture as it encourages the protection of rural India's agricultural lands and highlights them as wonderful tourist destinations. In addition, farming also allows travelers to buy fruits, vegetables and other crops directly from producers, maximizing their income and offering them with social sustainability.

Social Inclusion, Reducing Poverty and jobs generation:

Owing to the lack of contact between the two, the farming culture of the country is frequently ignored by those living in the cities. Agro-Eco tourism inspires the urban population to explore India's farms in order to fully appreciate the work that goes into producing the food we eat. This experience creates appreciation for the painstaking farmers of our country in the hearts of people and this knowledge encourages them to help the farmers in all potential ways. Travellers who purchase products manufactured locally help the rural economy prosper. The transformation of rural areas into agro-tourism centres also generates new livelihood opportunities for locals and provides them with other revenue sources other than agriculture.

Capital quality & conservation of the environment:

The judicious use of natural resources, whether water or fuel, is encouraged by most agribusiness centres in the world. These farms follow environmentally friendly practices, such as the production of compost from organic waste, the recycling of paper and plastic products, and the harvesting of rainwater. They not only teach visitors about the conservation of the environment, but also help conserve the local ecosystem. It is these centres of agro-Eco tourism that prevent the destruction of agricultural land and surrounding forests by giving the recognition they deserve to these locations. Since these attractions provide the locals with jobs while attracting visitors, they are safe from being dismantled for industrial growth or city advancement.

Traditional Inheritance and Plurality Preservation:

In addition to encouraging the protection of the environment, farming centres often illustrate local customs and rituals and familiarize visitors with the region's traditional culture. This helps to maintain rural India's earthy culture due to the promotion of craftsmanship, performance, foods, literature, and songs by the attractions of agro-Eco tourism. Village fairs and exhibits, as well as cultural activities at these farmhouses, allow visitors to envy and appreciate rural India's rich cultural heritage. In our multi-faceted country, this contributes to the preservation of the cultural diversity that our nation is recognized for and encourages the message of unity in plurality.

These are some of the ways wherein agro-tourism centres across the country promote sustainable agro-tourism growth. These destinations encourage organic farming, provide local people with jobs and protect their homes and community from vanishing under the veil of urbanization.

Tourism with a view to sustainable growth:

While rural tourism and agro-tourism are always seen as similar concepts, they have different environments. While rural tourism is a general concept, agro-tourism refers to unique leisure activities for different tourists, organized by farmers. An alternative means of income for farmers.

Agro-Eco tourism characteristics are usually: it involves separate lodging in the homes of the farmers; it includes activities related to preserved family traditions and customs; it enables tourists to have a relaxed stay away from noise, enjoying the friendship of the people and the peace of nature.

Agro-Eco tourism is more than just a tourist commodity, as many facilities accompanying the product are included. In relation to the world, the society and their history, it is a way of interpreting the journey as a new sensation or positive behaviour. Agro-Eco tourism is a recreational activity and it is very successful. The choice of trying to enjoy the rural culture and lifestyle stretches to these numerous attractive tourism markets.

Conclusion:

We discussed the agro-tourism phenomenon in this paper in order to make an initial contribution to this discussion on sustainable development for rural areas. In particular, we introduced an original methodology to deepen the reach of the agro - tourism phenomenon in a region and to examine how agro-Eco tourism can facilitate sustainable development to become the center of rural agro-Eco tourism.

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