

Q. In what ways, the state government can give boost to agri-tourism in the country? Discuss (200 words)

Ans: Agri-tourism is the latest concept in the Indian tourism industry which gives the tourist an opportunity to experience the real, authentic rural life, unhampered taste of the rural cuisine and various farming task during visit.

Since agriculture is state subject, the state government can adopt following ~~various~~ measure to increase tourism. ✓

① Providing incentives to increase and expand their farm operations so as to create an interest in the tourist.

② Credit incentives to mechanise farming, for adopting innovative technologies like AI, Drone technologies etc.

③ Using farm products in innovative ways like making fresh juice for tourists.

eg. In Mahabaleshwar, where one of leading juice manufacture setup its operations.

④ Developing new consumer niches by selling farm products directly

⑤ Helping preserve local traditions, art forms and culture

eg. Uttar Pradesh Govt initiative to promote agro tourism in Tharu tribe village to promote tourism.

Issues and hurdles towards agro tourism

① ~~Majority~~ of the Indian farmers are

marginal so they are not able to take advantage of agrotourism

- ② Lack of communication skills
- ③ Farmers are unaware of prospects of agrotourism.
- ④ Most of the farmers still use traditional way of farming and not aware of phytosanitary measures and precautions

Agro-tourism is promising sector wherein farmers can extra income. It not only help in sustainable farming but also helps to maintain their tradition and culture.