

## **8. Agro Tourism, Its Opportunities and Challenges in Jharkhand**

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### **Abstract:**

*Agrotourism is a type of tourism that combines agriculture and tourism. It allows visitors to experience working farms, ranches, or other agricultural operations for educational or recreational purposes. This can include a wide variety of activities, such as learning about agriculture, participating in farm activities, enjoying the outdoors, buying local products, and experiencing rural life. Globally scholars and practitioners are interested in the novel notion of agro-tourism. By hosting and taking part in on-farm tourism activities, farmers may diversify their sources of income and counteract falling agricultural revenues. It is reasonable to say that Jharkhand is among the most picturesque regions of the Indian peninsula. The undulations disconnected sharp hills, and forest tracts that characterize the main plateau's scenery are particularly striking. Once covering the plateau, belts of sal woods are still present on the slopes and in areas of broken ground. There is also the palas tree, often known as the flame of the forest, which is abundant and has reddish-purple blossoms at the beginning of summer. The Adivasis, who live mainly on the plateau, are a likeable and happy race that adds to Jharkhand's allure. This article will examine Jharkhand's diverse landscapes and socioeconomic issues, as well as their unique tapestry that provides vast opportunities for agro tourism.*

### **Keywords:**

*abundant, adivasis, agro, diversify, tourism.*

### **8.1 Introduction:**

Creating a distinctive offering for integrated tourism that will support the long-term, sustainable growth of rural communities is the aim of agro-tourism. On the other hand, sustainable development in rural areas can be understood as an optimization of the development parameters with respect to growth restrictions, which are objectively defined by the internal and external characteristics of the system.

The following factors indicate how important agricultural tourism is growing:

- Low socioeconomic growth rate in rural areas.
- Population exodus from villages.
- The market for inexpensive vacations.
- the remoteness of rural inland areas from urban cities.
- the lack of chances for small and medium-sized firms to collaborate or modernize.
- the lack of unified domestic tourism development.

**There are five main categories** of rural tourism that benefit both the community and the tourists.

- Natural tourism, which is especially popular due to its recreational benefits.
- Cultural tourism, which is mostly focused on the destination's history, culture, and archaeology.
- Ecotourism: A form of travel that showcases natural resources while upholding moral principles and the well-being of the community.
- Village tourism: a place where visitors reside and partake in the many activities of rural life.
- Agrotourism: This type of travel involves seeing the host communities and engaging in customary farming practises without endangering the surrounding environments.

Tourism has an effect on local, national, and global economies. Agrotourism can boost the economy. Agro-tourism brings money, investment, and creativity to the region by promoting traditional crafts and infrastructure businesses that address social issues. Agrotourism uses farm diversification to achieve its tourism goals. Thus, well-managed agrotourism can support rural economies' structural change. Agro-tourism, which originated in Europe, tries to assist farmers and diversify sources of income. Pandurang Taware first presented this unproven business plan in Maharashtra in 2005. It did not take off immediately in India. In order to aid in the development of sustainable livelihoods and the improvement of rural youth, he founded the Agriculture Tourism Development Company (ATDC) in Maharashtra.

Chot Nagpur is the name of the plateau that is home to the majority of Jharkhand. The Nagbanshis, who dominated the region, are most likely the source of the name Nagpur. A portion of the plateau slopes into West Bengal, a neighbouring state. The Mundas, Santhals, Hos, and a few other minor tribes make up the bigger of the two main anthropological groups of the Adivasis, while the smaller group is primarily composed of Oraons. Nicknamed as "the land of forests," Jharkhand is a state in eastern India that has boundaries with West Bengal, Chhattisgarh, Uttar Pradesh, Bihar, and Odisha. It is the fifteenth largest state by area and the fourteenth largest by population, with a thriving culture and a varied terrain. The state's capital is Ranchi, with Dumka serving as a sub-capital. Jharkhand attracts both pilgrims and nature lovers with its captivating waterfalls, picturesque hills, and holy sites such as Baidyanath Dham, Parasnath, Dewri, and Rajrappa. Just around 25% of the people in Jharkhand live in cities, making the state primarily rural... Agrotourism is valued these days, and rural farmers work hard to satisfy the demands of the industry. Despite working very hard, they are not happy with their pay. The inability to support oneself and one's family well is the cause of the high suicide rate. Agro-tourism can inspire farming communities to preserve strong biodiversity and grow crops sustainably. Visitors can also learn about the nuances of crop harvesting, vegetable farming, and organic fruit picking. The beneficiaries are developing countries with beautiful landscapes and agro-biodiversity. Agrotourism can monitor land resources via GIS. In order to attract buyers, crops and harvests must be produced more under pressure. Research carried out in Bali show how agrotourism, which respects the natural world and rural traditions, can contribute to the preservation of cultural heritage. The agrotourism sector in South Asia is flourishing. It increases the GDP of the country and improves farmer welfare.

With its many attractions, Jharkhand entices tourists. Among these are spiritually significant religious sites like Parasnath and Baidyanath Dham. While ancient monuments like Itkhori and Rankini Temple in Jadugora display the state's cultural past, the Tattapani Hot Water Spring in Latehar offers therapeutic benefits. Nature enthusiasts swarm to gorgeous waterfalls including Netarhat's hill station attractions and Jonha Falls and Hundru Falls. Dalma Wildlife Sanctuary and Betla National Park are popular destinations for wildlife enthusiasts.

Jharkhand's tribal culture can be understood through the State Museum Hotwar and the Tribal Research Institute and Museum.

## **8.2 Review Literature:**

Goodwin (2006) provided a succinct overview and analysis of the methods currently used to quantify and assess the economic effects of tourism on national economies, taking into account the evolving policy landscape around tourism and development. He has made it clear that the tourist satellite account and multipliers are not able to quantify the effect of tourism on poverty alleviation in particular or local economic growth in general.

In his book "Tourism and Economic Development," Kumar (1996) discussed how Himachal Pradesh's tourist industry may help the state's economy grow. The paper explains in detail how the public sector can collaborate with private business owners to advance tourism and strengthen the local economy.

Mishra and Kumar (2018), The tourism industry in Jharkhand has been greatly influenced by the state's distinctive natural beauty and tribal culture. The influx of tourists in the state of Jharkhand has altered socioeconomic factors in a noticeable way. The state is well-liked for tourism due to its natural beauty.

The primary source of appeal for many significant tourist destinations is domestic travel. Through primary data gathered from the replies of people of six popular tourist circuits in Jharkhand, the article aims to determine the impact of tourism qualities including economic development, cost of living, infrastructure development, socio-cultural development, and the environment.

## **8.3 Objectives:**

The main Objective of this study is to gain an understanding of agro tourism and how it helps in sustainable development of the economy. It also helps us to understand how we can choose a better form of tourism that would help Jharkhand's economy.

## **8.4 Methodology:**

In this article data collected from secondary sources are used. Data has been collected from Journals, published articles, newspapers, and other published sources.

## **8.5 Results and Discussions:**

It's clear from the aforementioned analysis that Jharkhand has established a strong reputation as a travel destination. It provides all the well-liked forms of tourism; nevertheless, some need greater promotion and awareness. The study examines how the characteristics of tourism—economic development, cost of living, infrastructure development, socio-cultural development, and environment—affect the prospects of tourism in Jharkhand. The study does, however, come to the conclusion that there are opportunities for Jharkhand tourism, however they are highly dependent on infrastructure and economic development.

The 24 districts that make up Jharkhand's tourist portfolio each have their own distinct demographics. However, as the survey noted, Ranchi, Hazaribagh, Jamshedpur, Dhanbad, Deoghar, and Saranda, among the 24 districts, are major tourist circuits for Jharkhand. Increased focus on Saranda tourism prospects is necessary to boost visitor numbers. The best times to visit the state are during the winter, during festivals, and at times that are conducive to religious travel. This suggests that Jharkhand is being known as one of the nation's top tourist destinations.

Consequently, there is an urgent need to improve the infrastructure, safety, and amenities that allow visitors to take advantage of the various tourism categories offered at the state's most popular tourist destinations. To promote Jharkhand tourism, significant efforts are required to navigate the political maze that surrounds the adoption of the 2014 draft proposed tourism policy.

## **8.6 Conclusion:**

For those with an intense love of the natural world, Jharkhand, also referred to as "The Land of Forests," is the perfect place to travel. Numerous picturesque natural elements, such as waterfalls, hills, mountains, and forests, may be found in this state. It's a terrific place for people to go on vacation if they want to get outside. The state of Jharkhand is home to a vast array of tourist attractions, including museums, religious monuments, and animal protection areas, in addition to its abundance of natural beauty. All of these things are beneficial to Jharkhand's tourism sector. In the modern world, tourism is quickly rising to prominence as one of the most important sectors and pastimes. It plays a crucial role in the Indian economy. Jharkhand offers a great deal of unrealized potential for eco-friendly pilgrimage tourist destinations, and the state government has been making every effort to support the growth of eco-friendly tourism in the region. Incorporating the less fortunate members of society into various tourism activities might potentially enhance their level of life, increase their income, and provide them with work opportunities. This will be advantageous to the state and the local community alike.

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