

Study on Farm Tourism in Punjab

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Abstract

People that visit working farms or other agricultural activities for the goal of leisure, education, or other active engagement are referred to as agro-tourism. Wildlife studies, horseback riding, cannery tours, culinary workshops, wine tasting, harvest festivals, barn dances, farm stays, guided tours, and petting zoos are examples of such activities. Ranch the travel industry in Punjab intends to give cute experience to both unfamiliar and homegrown sightseers visiting the lavish green magnificence of Punjab and furthermore guaranteeing them satisfactory openness to neighborhood local area life other than partaking in the unadulterated Punjabi cooking. **Keywords:** Experience, Activities, Methods to boost farm Tourism.

Introduction

Agritourism is a commercial operation on a working farm, ranch, or agricultural enterprise that provides instructive and entertaining experiences for visitors while supplementing the owner's income. In natural or agricultural settings, visitors participate in friendly "exploration" and learning activities. Tourists can reconnect with the land and get a "hands-on" experience with local foods through agro-tourism. Agrotourism may be a sort of tourism that involves bringing tourists or visitors to a farm. In plainer terms, it's a chance for tourists or visitors to experience agriculture during a unique and private way. The notion of agro rural tourism has grown in popularity in India and round the world as a results of its multiple advantages. This natural activity benefits not only the farm owner, but it also allows tourists to experience and appreciate mother nature. The lifestyle of an urban resident is monotonous. From youngsters to adults, most are involved within the same repetitive routine a day. During this case, learning something new will make your life interesting and can keep your mind faraway from your daily routine. Besides, activities like gardening and farming can help in improving your psychological state. Nature is what heals us and thanks to various reasons, nature is endangered. It's our responsibility to require care of it. Agro tourism helps in conserving nature since the lands are protected and nurtured by the farm owners thus enhancing its biodiversity and protecting the flora and fauna. Most of those farms are located just on the outskirts of the town. In other words, they're just a few of hours faraway from home. This is often the rationale many of us choose a brief agricultural trip over an extended vacation. Traveling to such places is so convenient that you simply can plan an agricultural trip even over a weekend.

OBJECTIVES OF THE RESEARCH

- To learn about the farm Tourism in Punjab.
- To know about farm stays in Punjab.
- To be aware about Government registered farm stays.
- To know more about the activities in farm stays.
- To learn the methods to boost farm tourism with the help of Internet.
- To create awareness among people about farm tourism.
- To enhance knowledge about farm Tourism.
- To know the experience in farm stays.

FARMING TO FARM TOURISM/ AGRI TOURISM

The low level of farmers' income and year to year fluctuations in it are a major source of agrarian distress. To secure the future of agriculture and to improve the livelihood of half of India's population, adequate attention needs to be given to improve the welfare of farmers and raise agricultural income. It is essential to mobilize States and UTs to own and achieve the goal of doubling farmers' income with active focus on capacity building (technology adoption and awareness) of farmers that will be the catalyst to boost farmer's income. The National Sample Survey Office's last survey on agricultural households was conducted in 2013. There has been no further assessment of the farmer's income. Therefore there is an urgent need to track the progress of farmers. Agricultural tourism is a newer form of tourism that has grown in popularity in recent years. It enables individuals to stay at fully operational farms in order to see the daily work routines and activities that occur in the agriculture industry. And it can be one of the methods to raise income through agriculture. The high cost of land development and early investment, staff communication skills, the inability to add new activities, and the lack of a dedicated strategy for agri-tourism promotion were the primary hurdles in appropriate management. While many tourists come for a short time, such as an afternoon of berry picking, others stay for days and even work on the farm. Organic farmers want to learn more about successful agro-tourism companies since diversifying revenue is an important risk management approach. Agro-tourism refers to a wide range of activities that farmers might use to diversify and augment their income. Wildlife studies, horseback riding, cannery tours, culinary workshops, wine tasting, harvest festivals, barn dances, farm stays, guided tours, and petting zoos are examples of such activities. Punjab farm tourism strives to give travelers with unique vacation experiences. Tourists can revel in a huge range of farm activities such as, experience and power attractor, taking walks, biking through the fields along with the extraordinary lifestyles of a farmer, sit below the color of a tree, pluck fruits, milk cows and buffaloes and additionally work in the subject. Travelers can revel in fishing and angling in canals near farm remains. Visiting the farm stay is the pleasant way to recognize why Punjab's farmers have earned recognition for being enterprising and hardworking. Traveler destinations, including Golden Temple, Jallianwala Bagh, Durgiana Temple, Gobindgarh Fort, Sadda Pind and War Museum are arranged

inside the city. These destinations offer not over two-night stay to sightseers. Thus, youth from provincial regions in the area had not had the option to get any advantage. However an endeavor was made by presenting a land and/or water capable transport in Hari Ke Pattan wetland, it excessively neglected to draw in traveler. Scope for Farm stays, social involvement with type of society celebrations, rustic games, nature strolls, food artworks and handiworks and local area advancement are highlighted in country through travel industry .

Study on Farm Tourism in Punjab

Villa Tours utilizes the skills of an experienced team of agricultural and travel specialists to deliver an unparalleled level of service. There is an extensive network of leading farming and agricultural contacts throughout North India, enabling us to offer its clients unique, exclusive and memorable experiences at every destination.

Punjab, also Known as Bread Basket of India, is the best place for agricultural tourism perhaps one of the most rejoiced destinations all over India. Farms all over Punjab exemplify simplicity, natural wonders as well as calmness and refreshment to the core. There is nothing to disturb the calm unless you count the chirping of birds or the crops swaying in the fields. You can have a great experience by enjoying fresh food, air and a splendid ambiance. Reconnect with your roots, experience the tranquility of countryside and farm life, and walk along the sprawling acres of carefully nurtured crops. Gaze at the rural idylls as the shadows lengthen and a spectacular sunset follows, and when night comes be mesmerized by the sky with its millions of glittering stars. Truly, this is a magical Punjab getaway with a twist of unpretentious luxury. This tour is an exploration of the countryside around Amritsar, Hoshiarpur and other towns of Punjab.[\[1\]](#)

Agro tourism in Punjab offers visitors 'rural experiences,' with the purpose of providing a source of income for farmers and communities in the surrounding area. Brings visitors to rural farming communities for educational and recreational purposes. Agritourism allows farmers to supplement their income. It aids in the redistribution of economic resources in the country from cities to rural areas. Agritourism has the potential to increase urban schoolchildren's awareness of rural life and knowledge of agriculture science. Some studies have found that agritourism operations often benefit their surrounding communities by drawing tourists to the area. According to several research, agritourism operations often benefit their local communities by attracting tourists.[\[2\]](#)

The Punjab government has created a farm tourism initiative to grow farm tourism as a profitable industry in order to attract tourists and give them a glimpse of rural life. Under the scheme, a farmhouse proprietor might be a number and manual for sightseers. Those enrolling below the scheme might need to offer hygienic surroundings ready with current centers to visitors, assembly requirements described via way of means of the Punjab Heritage and Tourism Promotion Board.[\[3\]](#)

Besides the farm experience, site visitors might additionally acquire publicity to the local people lifestyles along with marriages and neighborhood melas. The Tourism Department might act best as promoter and

might don't have any say in solving costs to be taken from vacationers and additionally the country authorities might don't have any proportion in sales technology from farm tourism. [4]

Various famous farm stays are as following:-

- ✓ Kailash Farm Earthen Life, Hoshiarpur
- ✓ Farmer's Villa, Amritsar
- ✓ Farm Stay Amritsar
- ✓ Herbal Heritage Farm House, Rupnagar
- ✓ Green Valley Farm, Nawanshahr
- ✓ Bansal Farms, Ludhiana
- ✓ Punjabinat, Amritsar
- ✓ Citrus County, Hoshiarpur
- ✓ Prakriti Farm, Ropar
- ✓ Westonel, Mohali

Region	District	Farm Property
Doaba (3)	Hoshiarpur (2)	Citrus county
		Kailash Farm
Majha (6)	Shahid Bhagat Singh Nagar (Nawanshahr) (1)	Prakriti Farm Stay
	Amritsar (3)	Green Acres Haveli
		Farmers Villa
		Ranjit Vilas Farm Stay
	Gurdaspur (2)	The Kothi
		Punjabinat
Malwa (24)	Pathankot (1)	Kartar Farms
	Bathinda (1)	Mann Makhhi Farm
	Fatehgarh Sahib (1)	Chandigarh Sardar Farm
	Fazilka (1)	Jyani Natural Farm
	Mohali	Casba Farm
	(SAS Nagar-Ajitgarh) (16)	Baans Bagh
		Virsa-The Heritage Farm
		Master Farms
		Westonel Farm House
		Mystic Meadows

(Contd...)

(Approved Farm Properties)

https://www.researchgate.net/publication/351442994_Spatial_Analysis_of_Rural_Tourism_Sites_in_Punjab

IMPORTANCE OF FARM TOURISM IN PUNJAB

There would be an opportunity for the farmers to expand the operations of farming. There would be a rise within the revenues of the farm. There would be development within the consumer markets and as a result, employment. There would be chance for the farmers to expand the operations of farming. There would be an increase in revenue of the farm. There would be development in the consumer markets and as a result, employment increases.[\[5\]](#)

Agritourism presents a singular opportunity to mix aspects of the tourism and agriculture industries to supply variety of monetary , educational, and social benefits to tourists, producers, and communities. Agritourism gives producers a chance to get additional income and an avenue for marketing to consumers. It enhances the tourism industry by increasing the quantity of tourists to a neighborhood and therefore the length of their stay. Agritourism also provides communities with the potential to extend their local tax bases and new employment opportunities. Additionally, agritourism provides educational opportunities to the general public , helps to preserve agricultural lands, and allows states to develop business enterprises. While agritourism may create new potential revenue streams, it also presents new legal issues for farmers and landowners.[\[6\]](#)

Many farmers, additionally to normal farming activity, have already turned to agritourism as a source of additional farm income and opportunities. There are numerous benefits from the event of agritourism: it's going to strengthen local economy, create job opportunities and new businesses; develop and promote training and certification programs to introduce children to agriculture and environment. Agritourism helps preserve rural lifestyles and landscape and also offers the chance to supply "sustainable" or "green" tourism. Organic agriculture may be a cultural evolution that finds its origins during a environmentalist culture. Furthermore the main target on these products is thanks to demand on healthy foods with top quality standard limiting chemical substances usage. It's clear the link of the organic agriculture with agritourism and tourism services. they need a substantial role within the future development of rural areas. the aim of this paper was to spot and examine those factors that have helped rural communities successfully develop agritourism, especially organic agritourism and its entrepreneurship opportunities. Several focus groups were conducted with local business persons and leaders a few applicative case of South Italy area. [\[7\]](#)

Experience in the Farms of Punjab

While travelling you'll have a glimpse at vast green fields, orchards, tractors and trucks, rural markets selling farm implements, etc. The representative will familiarize you with the basics of the economy, society and culture of rural Punjab. You will see various shops in the village, livestock grazing and feeding, and the drying of cow dung fuel cakes. There will be a tractor ride through the beautiful fields and have a look at various seasonal crops growing. After a ride you will end up at the home of a local family for tea and snacks. While returning to the hotel, just look around at the traditional brick kiln where bricks are made by hand.

Agri Tourism include the following[\[8\]](#)

Outdoor Experience

Educational Experience

Entertainment (Harvest Festivals)

Hospitality Services (Farm stays, guided tours or outfitters services)

On farm direct sales

OUTDOOR RECREATION

- Bullock cart rides
- Vittidandu
- Gotya
- Surparanbhya
- Kabaddi
- Langadi
- Kho Kho
- Bullock Ploughing
- Horseback Riding
- Buffalo Riding
- Watching Domestic Animals
- Fishing
- Camping/ Picnicking (combined)
- Jeep Rides
- Rural Games
- Riding Motorcycle on the off road

EDUCATIONAL EXPERIENCES

- School Tours
- Garden/ Nursery Tours

- Winery Tours
- Agricultural Technical Tours
- Historical Agriculture exhibits
- Micro brewery tours
- Exotic animal farms
- Poultry Farm Visits
- Sugar Factory Visits
- Wine/ Liquor Factory
- Silk Formation

ENTERTAINMENT

- Festivals/ Fairs
- Kirtan

MISCELLANEOUS SERVICES

- Guide/ Outfitter
- Farmer's Market
- Local Village Market

DIRECT AGRICULTURAL SALES

- On Farm Sales
- Agriculture- related crafts/gifts

ACCOMODATIONS

- Bed & Breakfast Inn
- Farm Vacations/ Holidays

People also require a deeper grasp of the dangers and opportunities that exist. People that visit working farms or other agricultural activities for the goal of leisure, education, or other active engagement are referred to as agro-tourism.

Activities in Farm Stays

- ✓ Bullock Cart (traditional two-wheeled carriage pulled by oxen) rides can be arranged onrequest to give you the authentic Punjab experience.Bullock carts account for more than 80% of all bullock carts.

- ✓ Visit Amritsar and local village near farmer's villa and interact with village people.
- ✓ Take a ride of Tractor across streams.
- ✓ A dip in our tube-well tank with water gushing out at full force is quite an invigorating experience.
- ✓ Take a walking tour of the Vegetable farm.
- ✓ Stroll among Onion, Potato, Carrot, Radish, Green Peas, Cauliflower, Cucumber, Brinjal, Capsicum or Other Seasonal Vegetables
- ✓ Relax over a sumptuous meal of local cuisine made from home grown or locally sourced fresh ingredients
- ✓ Culinary tours learn how to cook traditional Punjabi Food with our home made traditional family recipes.
- ✓ Take a trip to a dairy farm and Milking cows and buffaloes.
- ✓ Farm Stay, offer you all the more reason to cycle together with your friends on the carefully pebbled pathways. If you're a gaggle more the thrill . If you're alone, you'll perhaps humming a cheerful tune and along the way a peddler will join you to sing . These activities guarantee you fun! Fun! And more fun! Bicycle rides, highly recommended to form your family outing a memorable one.[\[9\]](#)
- ✓ It is said that volleyball is played by 800 million people on the earth a minimum of once every week . check out it from the purpose of fitness, it improves the player's cardio, flexibility, balance and coordination. At Farm Stay, you've got just one reason to play, and since you haven't probably played the sport for an extended time. So, if you're a team, come and spike the ball.[\[10\]](#)
- ✓ There are few games that have faded with time. And at FarmStaythey made all arrangements to bring the Kancha game to the fore. it's certainly may be a boy game. Remember the times where you'd reach home, change on a while and run to the sector to play. A game where the principles were different for every game.[\[11\]](#)
- ✓ Another game long forgotten, yet cherished by many as their childhood favourite game. You were always warned about the possible harm if the 'gili' hits anyone, but that didn't deter you from playing the sport either. It's like cricket played with a stick rather than a bat. As an amateur sport it's many variations. you only chill, once you play the sport at Farm Stay. Make your own rules, divide the teams and toss the coin.[\[12\]](#)

Methods to boost Farm Tourism

Advertising raises awareness and invites agricultural tourists to farm events. It's the difference between a profitable event and a pile of invoices and a field of rotten pumpkins.

- **Sightseeing exhibition:-** Local hotels, motels, visitor centers and local restaurants publish tourist brochures to help visitors find local fun. Ask for permission to add promotional materials[\[13\]](#)
- **Community Boards:-** Local businesses and libraries hold events on community boards. Ask them to post a leaflet.[\[14\]](#)

- **Press Release:-** Write a press release about your agritourism event. Submit your press release to your local publication. Free press release templates are available online.[\[15\]](#)
- **Newspaper Article:-** Journalists love story ideas, especially if the ideas are focused on the community they serve. Contact the staff of your local newspaper and suggest a story about your establishment. Perhaps your farm has been family-owned for 100 years, selling to farmers' market residents and donating fresh produce to local pantry. Stories are a great way to share farm stories and promote agritourism events.[\[16\]](#)
- **Chamber of Commerce:-**The Chamber of Commerce has a network of local businesses and community organizations. They can help you identify cross-promotion opportunities with other companies and organizations in your area.[\[17\]](#)
- **Visitor office:** - Some visitor offices offer grants to promote events that promote tourism in the area. You can use the grant to print specialized brochures, billboards, and other promotional materials for agritourism events. Contact the visitor office to find out if there is a marketing support program in your area.[\[18\]](#)
- **Organizations and clubs:-**Community organizations and clubs such as the YMCA, Girl Scouts and Boy Scouts, civic clubs and ministries make good partners to promote family-friendly events. Consider donating a portion of profits to the organization or club in exchange for promoting your on-farm event to members.[\[19\]](#)
- **Community calendar:-** Many local newspapers publish weekly calendars for events and host online community calendars on their websites. Contact the newspaper to add an agritourism event.[\[20\]](#)
- **Facebook Groups:-**Facebook Groups are a great way to meet new people. People with similar interests can connect online through Facebook Groups. Community-based organizations exist to exchange information, sales, and recreational opportunities. Freely advertise and promote your agritourism event in Facebook Groups. Local Facebook Groups can be found by typing in your city and state into the Facebook search bar and then selecting Groups.[\[21\]](#)
- **Facebook Event:-** Facebook is an online platform that connects friends, family and communities. Users can create Facebook events and invite people for free. To create a free Facebook event, log in to your farm's Facebook business page, click Events in the left menu bar, and then click the + Create Event button. Add a photo and description of the event, such as date, time, and location. Mark the event as public. Public events appear in Facebook's event calendar, allowing users to share their events with the network.[\[22\]](#)
- Develop a strategy for informing customers about the new COVID-19 customer capacity and agritourism practises.[\[23\]](#)
- Design outdoor entertainment alternatives, methods, and customer flow to keep consumers at a safe distance and limit the number of people participating in any given activity at any given time.[\[24\]](#)
- Cleaning and sanitising commonly touched surfaces should be done more often. Doors, light switches, tables, seats, cart and basket handles, credit card machines, handrails, and bathrooms must all be cleaned and sanitised numerous times a day due to high traffic and frequent touching.

Create a standard operating procedure (SOP) for each of the farm's high-traffic and high-touch surfaces. [\[25\]](#)

- Keep up to date with COVID-19. Oftentimes survey the CDC's COVID-19 direction and be ready to change COVID-19 working conventions to think about new data best administration and security rehearses. [\[26\]](#)
- When the dry, withered stump release light, whispering hisses, popping and crackling the smell is intoxicating. Farm stay gives you the prospect to huddle round the campfire with family or friends within the cold, dark farm. And it should be promoted at greater level. [\[27\]](#)
- When nature server you the backdrop, outdoors theatre at Farm Stay invites guest to a memorable under-the-stars entertainment experience. Movie, cricket, or your family videos – just sit back in you comfy chair and watch them with glee. The viewing comes with extra treat of popcorn, refreshing drinks, nibbles, and fresh made-to-order food. So, Outdoor Theatre making can boost the farm tourism. [\[28\]](#)

CONCLUSION

Agritourism is a business venture on a farm, ranch, or farming company that provides visitors with an educational and enjoyable experience while also bringing additional income to their owners. Visitors engage in friendly "discovery" and learning activities in a natural or agricultural environment. The concept of agritourism is very simple: city tourists take farmers home. Stay like a farmer, participate in farming activities, experience cow carts, ride tractors, fly kites, eat real food, wear traditional clothes, understand local culture, folk songs and dances. In return, farmers manage their homes and farms, welcome new tourists, sell their produce at better prices, and earn a living all year round. Farmers would have the opportunity to expand their farming businesses. There would be an increase in the farm's revenue. There would be growth in consumer markets, which would lead to an increase in employment. There are nine categories of Agro Tourism products and services: Agri-Accommodation, Agri-Food & Drink, Primary Farm, Direct Sales, Agri-Recreation, Agri-Sports, Agri-Entertainment, Agritherapy and Cultural Tourism. Within each particular activity category, products and services are distinguished. For some agritourism experiences, guests can buy farm-grown foods and handmade products from farmers. Purchasing these products helps farmers who depend on their land generate another source of income.

Scope of the study

- Rural tourism helps to maintain rural traditions and history. It encourages environmental improvements within communities while respecting natural variety. Rural tourism has the potential to generate a lot of jobs in rural regions.

- Agritourism development may have a number of advantages, including strengthening local economies, creating new employment possibilities, and developing and promoting training and certification programmes to introduce young people to agriculture and the environment.
- Partnerships that integrate tourism demand with agricultural supply assist small farmers diversify their income and profitability by allowing them to move away from low-value commodities.

Limitations of the study

- People experience may differ from person to person. One may like it and other may not.
- Activities done in the farm tourism are not likely to be performed.
- Information gathered from various sources.
- Data is not new and might not be specific to needs.
- Methods to boost farm tourism may not give a clear picture of boosting your farm tourism.

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