



Farm Tourism in Haryana: A Review

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Abstract:

There has been a steady increase in farm tourism, which is a sort of alternative tourism. Tourists nowadays are looking for a more peaceful experience and like to visit natural attractions and engage with locals. They get the opportunity to learn about farming operations and rural living via agricultural tourism. Farmers and communities benefit from agricultural tourism, which provides them with jobs and other benefits. One of India's most agriculturally-focused states is Haryana. The government of Haryana has designated 18 farms in Faridabad, Gurgaon, Jhajjar, Rohtak, Karnal, and Mewat. A primary goal of the project is to investigate the possibilities for agriculture tourism in Haryana. Secondary data is used in the research. The visitors are carefully taken care of by the farm's proprietors. There are AC rooms, suite halls, deluxe suites, cottages, conference rooms, a banquet hall, and a large open space for theme parties available to the visitors. Local sports, nature walks, and farm visits are all offered to guests as part of their vacation experience.

Keywords: Farm tourism, Haryana, tourism potential, local community, farm owners

Introduction

On September 27, 2003, Haryana announced the commencement of its Farm Tourism Program. Development of Farm Houses was encouraged by a policy of public-private ownership. Modern facilities with linked agricultural land were among the previous needs. Tourists are expected to be fed, housed, and given a tour by the proprietors. Developing a USP, such as health care management or organic farming, is encouraged at every farm. Biogas plants, compost pits, rainwater collection systems, and solar/wind power above traditional energy resources are the ideal destinations of eco-conscious travellers looking for a more sustainable way of life on a lush green farm. In the long run, a sustainable use of a farm's natural surroundings might be helpful to a business's long-term financial health. With each passing day, the need of preserving our planet's resources grows. The idea of being environmentally friendly goes well beyond turning off the lights when you leave a room or using dustbins to dispose of your trash. The following are some of the most critical eco-friendly actions towards a greener lifestyle:

- Energy efficiency



- The prevention of environmental degradation (soil, water, air, noise and visual)
- There is a need for waste management
- This includes efforts to save water.
- Increasing the amount of vegetation in the landscape

Helps a company lessen its influence on the environment and save natural resources by using environmentally friendly methods. Because it relies on natural resources, farm tourism should be environmentally sustainable. As a result, many eco-friendly activities help save money, which is a double-edged sword.

Farm Tourism Business

Aside from the obvious tourist draw, farming is a lucrative industry for landowners because of its numerous social and economic implications. Farm tourism has a variety of ways to generate revenue. They are not only relying on agricultural goods, but they are also specialised in livestock or crops, off-farm operations, property transactions, and so on, as the land expands. Some of the things they need to keep in mind include how much money they have to work with as well as how many people they can hire and how much time they have to devote to promoting tourism. Occupancy rates and profitability at establishment; detachment accounting systems for tourism and farm enterprises ; larger-scale tourism promotional initiatives; and involvement in regional may all be used as a measure of farm tourism operators' current status. It is essential for farmers to recognise commercial possibilities and establish a long-term business strategy. A successful company was a direct result of this. The ability to cooperate with others, take risks, and think outside the box are all essential to a company's success. Entrepreneurial literature usually agrees with this assessment. In order for farmers to produce goods, they need a suitable site, a well-functioning farm, farm production, the farm family, farmland and structures, the state of the company, and the farmer's business philosophy. Managers of farm-based tourism enterprises concentrate on product and service development and marketing. Marketing and the creation of new products or services have a significant impact on a company's financial health and success.

Impacts of farm tourism

The rural landscape, people, and the goods and services on offer to tourists are all vital components of both farming and rural tourism. Visitors pay for the activities and spend time in the lodgings over a certain length of time. People who live in cities rely on social media sites like these for



entertainment and stimulation. Increased tourism has a good impact on rural communities, which benefit from the influx of visitors by changing their economy and government. Locals are encouraged to participate in promotional efforts by providing them with as many job opportunities as feasible. Farm tourism has a positive impact on the rural communities, farm owners, and the local economy. It allows them to earn more money and gives them the opportunity to meet people from other parts of the world and cultures. Farm tourism may be improved with the help of the local community. Interaction with locals is an important component of the tourist experience since it allows visitors to learn about the culture and participate in various activities. It is necessary for the farm owners to collaborate with the community in order to better explain the farm to visitors in order to increase their pleasure. The people benefit from agricultural tourism as well, gaining extra work and money. Farm and rural tourism have a lot to do with both instructive and entertaining activities. For tourists, there's always something fresh to try out. The next generation or city dwellers might get an appreciation for agriculture and rural life by participating in agricultural activities. One of the primary sources of cultural change, in the form of changing cultural behaviour and acquiring handcraft and handloom items, is farming, rural tourism, etc. However, it's also become a big factor in the decline of culture. Dance, music, and festivals are no longer representative of true cultural practises.

Review of literature

(Mandi et al., 2000) studied "*AGRO tourism: exploring new avenues in rural india*" I was observant, and I noticed Late in the twentieth century, the term agro-tourism was coined. Tourism-related farms are included in this category. It is the goal of agrotourism to improve the livelihoods of farmers and rural communities by promoting the use of agricultural products in the tourism industry.

(Sharma, 2005) studied "*Tourism policy innovations of an Indian state (Haryana) and their implications* " When Haryana was created on November 1, 1966, it was considered a state with little potential for tourism when compared to other Indian states. It's as though nature hasn't shown off all of her richness here. Lacking in natural splendour are Haryana's beautiful green mountains, rolling rivers (the sole river that runs across Haryana is Ghaggar), and flowing streams.

(Fazili & Ashraf, 2006) studied "*AGRI-TOURISM: AN OVERVIEW*" owing to two consecutive droughts causing widespread hardship among farmers in numerous sections of the nation, researchers determined that Indian agriculture is now experiencing challenging times. Rural



communities in these regions are suffering from a food and livelihood crisis, exacerbated by a lack of fodder and water for livestock.

(Teresa et al., 2008) studied "*CURRENT STATUS AND SCOPE OF TOURISM IN HARYANA*" and found that and discovered Founded in 1966, the state of Haryana has an area of more than 44,000 square kilometres, a fraction of the original state of Punjab. It is both the oldest and the most up-to-date site in the world.. It is the state of Haryana, which surrounds Delhi on three sides, that serves as the gateway to Agra, Rajasthan, and Himachal Pradesh for most visitors to India.

(Kumbhar, 2010) studied "*Agro-Tourism: A Cash Crop for Farmers in Maharashtra (India)*" and discovered that tourism is now widely accepted as a key driver of economic development across the globe. A number of nations have been able to improve their economy by focusing on tourism. Large-scale employment and extra sources of income for both skilled and unskilled workers may be generated through tourism. Traditional tourism is no longer what it used to be. AgroTourism, for example, has arisen as a new kind of tourism.

(Mastronardi et al., 2015) studied "*Is agritourism eco-friendly? A comparison between agritourisms and other farms in Italy using farm accountancy data network dataset*" By comparing agritourism and non-agritourism farms' environmental performance, this article examines the link between agritourism and the environment. Its goal is to determine whether or not agritourism in Italy has a minimal environmental effect. Subclass of rural tourism, agritourism relies on the utilisation of rural resources and is built on new forms of consumption and pleasure of rural regions.

(Upadhye, 2015) studied "*Problems of Agro Tourism Industry in Maharashtra: A Study*" and found that as a result of the global economic restructuring, economies now face the challenge of adapting in order to remain socially and economically viable. As a result of global change factors, nature and rural resources have undergone a paradigm shift in thinking and usage. New concepts and approaches to leisure and recreation have emerged as a result of these developments. The growth of rural and agrotourism has been aided by these theories and methods.

(Gupta & Singh, 2015) studied "*Potential and Performance of Rural Tourism in India: Assessing Intra-State Variations*" In a period of slow economic development and lacklustre industrial activity, just a few industries are doing very well, and tourism is one of them. Indicators such as visitor arrivals and money produced in the region suggest that this industry has performed very well. Top performer in service sector and accounting for significant foreign currency profits have



developed in recent years. In the tourism sector, developments in both the micro and macroenvironment are constantly influencing the industry's evolution.

(P.K, 2016) studied "*Impact of Rural Tourism on the Environment and Society: Evidence from Kumbalangi in Kerala, India*" and found that Tourism is widely recognized as a vital industry with immense potential for employment generation and economic development. Hence, it is an effective means for faster development of nations, particularly the developing nations like India. Globally, tourism is ranked second highest in terms of income generation, next to the oil industry. (Rawal, 2017) studied "*Haryana's farm tourism becomes major leisure activity for urban dwellers*" I went back to nature and discovered that. In Haryana, agricultural tourism is gaining traction as both tourists and residents of the city go to sites that give a taste of rural life. There are approximately 20 farm tourist attractions in Haryana, according to the state's Tourism Department, which combine rural eco-tourism with local cuisine, rural experiences, and a traditional way of life, developed in partnership with farm owners over the last several years.

Potential of Farm Tourism of some the Farms in Haryana

Laksh Farm

At 12 acres, Laksh farm is located 22 kilometres from Surajkund. Tourists get the opportunity to see a wide range of organic agricultural and dairying practises. Six rooms with adjoining bathrooms are available for travellers' convenience. There are a wide variety of activities travellers may participate in while visiting the farm, including milking and feeding the cows, watering and fertilising the crops, weeding and producing vermicompost.

Awesome Farms

Over 20 acres of land surround the Awesome Farms in the Aravalli Hills. As a venue for business meetings and celebrations, the resort is equally suitable. Conference rooms, banquet hall, and abundant open space for themed gatherings are available for guests. Rooms, suites, and private cottages are available to visitors at the Presidential Villa. Garden and dairy facilities are popular places for tourists to relax. Other popular attractions include a gym, a badminton court, a volleyball court, a swing set, a basketball court, a pool table, and a table tennis table, as well as seasonal fruits to pick and eat, an olive grove, an organic farm, a vegetable garden, vermicompost, a tractor ride for kids, and a dairy farm (goshala).

Vedic Gram



Wellness and relaxation are top priorities at Gurgaon's Vedic Gram. Luxury cottage tents with own gardens created around an open-air amphitheatre and swimming pool are available to visitors. As a venue, it hosts a wide range of cultural and spiritual activities including exhibits and seminars.

Surjivan Farm

Visitors to Surjivan farm may enjoy a wide range of facilities, services, and activities. Tourists may enjoy a freshwater splash/mud pool and two conference spaces. For example, tourists may participate in a wide range of activities depending on their own preferences, including traditional Indian games as well as sports and games both inside and outdoors, as well as activities involving water, such as water sports and games. Guests' suggestions for additional activities are also taken into consideration by the farm's owners.

Thakran Farm

There are just 28 miles between the farm and the Indira Gandhi International Airport. There are three lawns, an open eating area, themed gardens and a hedge labyrinth to be found in the huts each measuring 500 square feet. There are bonfires, swings, a tractor-trailer safari, a bamboo golghar, and an ancient farm at the location for visitors to enjoy.

Kotwara Farm

The Kotwara Farm, located in Gwal Pahari, Gurgaon, has four AC rooms and a large hall.

Golden Turtle

There are six air-conditioned rooms for farm tourists to use, as well as a swimming pool, a minigolf course, and two children's room halls. Rope Course Football and volleyball, Mud Bath, and other such activities are available to tourists as well.

Conclusion

Haryana's rural tourism industry is yet in its infancy. There is still much to be done. Different forms of rural tourism throughout the globe may teach the state a thing or two. These may assist us in determining our strengths and shortcomings so that we can take the appropriate action. The biggest issue is to clearly distinguish between the commercial and non-commercial parts of culture in order to develop sustainable and lucrative rural tourism. It is a challenge for rural tourist villages to provide comfortable accommodations and high-quality services to visitors while maintaining the traditional way of life. In order to make farm hospitality a success storey, all stakeholders, such as owners, society, and the government, must work together closely in order to boost visitor and owner happiness and fully capture the state's potential in this area. Policymakers, stakeholders,



and anybody else with a vested interest in the results of this study would benefit much from it. Further, this would open up new avenues for other scholars to conduct their study and contribute to the field.. All in all, it seems to be advantageous to the state of Haryana's tourism and hospitality industries, as well as the broader community at large.

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