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ECONOMIC BENEFITS OF AGRITOURISM DEVELOPMENT IN KARNATAKA – AN EMPIRICAL STUDY

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ABSTRACT

Agritourism has emerged as a promising rural development strategy by diversifying farm incomes, enhancing household resilience, and stimulating local economies. This study investigates the infrastructural capacities, economic impacts, and support ecosystems of agritourism in Karnataka, India, through a survey of 56 host practitioners. Descriptive and inferential analyses reveal that a predominant 87.5% of hosts operate micro-scale accommodations (0–5 rooms), constraining revenue potential yet enabling personalized visitor experiences. Agritourism contributes meaningfully to household incomes: 55.4% of respondents report a 10%–25% increase, and 35.7% report gains of 26%–50%, while a minority (3.6%) achieve transformative growth (>50%). Revenue composition is heavily skewed toward farm product sales (83.9%), with lodging and meals representing 16.1%, and cultural activities remaining under-leveraged. Government schemes subsidize 58.9% of hosts, yet 25% receive no external assistance, indicating critical outreach gaps; NGO support (3.6%) and private tourism partnerships (12.5%) are nascent. Importantly, 67.9% of hosts observe spillover spending by tourists at local enterprises, underscoring agritourism's multiplier effect. Finally, 69.6% of respondents would recommend agritourism to peers, reflecting strong practitioner confidence tempered by operational hurdles. We conclude that targeted policy interventions—streamlining subsidies, expanding capacity-building through NGOs, and fostering market linkages—combined with strategic diversification into experiential offerings, can unlock agritourism's full potential as a scalable engine of rural prosperity. This paper contributes rigorous empirical evidence to inform policymakers, investors, and academics on optimizing agritourism for sustainable rural development.

KEYWORDS: *Agritourism; Economic Benefits; Farm Diversification; Rural Areas; India*

INTRODUCTION TO AGRITOURISM

Agritourism, a subset of rural tourism, involves the intersection of agriculture and tourism where tourists visit working farms or agricultural operations for enjoyment, education, or active participation. It represents a strategic approach to rural diversification by offering farmers alternative income sources while promoting rural development (Barbieri & Mahoney, 2009). Globally, agritourism has evolved as an essential component of sustainable rural livelihoods, especially in countries where agriculture is the dominant livelihood sector.

In India, where approximately 65% of the population is rural and agriculture continues to be a primary occupation, agritourism has emerged as a means of revitalizing rural economies (Jangale & Totre, 2022). It helps reduce rural-urban migration by creating employment opportunities and enhances farm viability by integrating tourism revenue with traditional farming practices. The concept aligns with sustainable development goals, particularly in promoting responsible consumption, local employment, and environmental education (George & James, 2020).

Global and Indian Perspectives on Agritourism

Across different parts of the world, agritourism has gained traction due to its ability to support multi-functional agriculture. In the European Union, countries like Italy and France have integrated agritourism with policies encouraging small-scale farming and rural revitalization. Studies from Poland have demonstrated that agritourism can reduce income disparities and stimulate rural infrastructure development (Puria et al., 2022). Similarly, in the United States, agritourism is seen as a tool for rural entrepreneurship, with increasing support for farm-based recreation and educational tourism (Tew & Barbieri, 2012).

In India, the formal recognition of agritourism began in the early 2000s, with Maharashtra pioneering efforts through its Agritourism Development Corporation. Research indicates that Indian agritourism positively affects farm sustainability, diversifies rural incomes, and enhances agricultural awareness among urban populations (Kedla et al., 2021). A study by Isha Pawar (2021) revealed that agritourism ventures led to a 30% increase in household income among participating farmers in western India. However, regional disparities and the absence of uniform policy frameworks hinder nationwide development.

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Models of Agritourism in Karnataka

Karnataka has gradually embraced agritourism, showcasing several models that combine agricultural practices with tourism elements. These initiatives reflect a diverse and localized approach, suited to the socio-economic context and agro-climatic zones of the state.

Farm Stays and Homestays

Farm stays are one of the most popular agritourism models in Karnataka. Destinations like Coorg, Chikkamagaluru, and Mysuru offer tourists immersive experiences such as coffee plantation walks, harvesting activities, and interaction with local farming communities. These ventures not only generate revenue but also foster cultural exchange. Farm stays typically use existing rural infrastructure, minimizing capital investment and maximizing community involvement (Kumar & Gowda, 2018).

Training and Coaching Programs

Several farmers in Karnataka have begun to offer training modules in organic farming, dairy and poultry management, and integrated farming practices. For instance, model farms in districts like Tumkur and Mandya conduct weekend workshops and hands-on training sessions for students, researchers, and hobby farmers. These educational services have created new revenue streams while positioning farmers as knowledge providers, which in turn raises the prestige of farming as a profession (Manjunatha et al., 2019).

Educational Farm Visits

Educational agritourism, especially school and college field trips to farms, is gaining popularity. These visits emphasize learning about sustainable agriculture, vermicomposting, renewable energy in farming, and biodiversity. Institutions such as the University of Agricultural Sciences, Bengaluru, collaborate with local farms to facilitate curriculum-linked experiential learning. These visits serve both pedagogical and economic purposes, promoting environmental literacy while generating income for host farms (Gowramma & Krishnamurthy, 2020).

Economic and Social Impact

Empirical studies across India and Karnataka affirm the multidimensional benefits of agritourism. Economically, agritourism has shown a positive impact on rural incomes. For example, a study by Roslet George & James (2020) observed a 25% increase in income among agritourism participants in Kerala and Tamil Nadu, attributed to diversified revenue channels like accommodation, food services, training, and merchandise.

In Karnataka, agritourism has created non-farming employment opportunities, particularly for youth and women. Women's involvement in cooking traditional meals, managing guest services, and conducting workshops has led to greater economic empowerment and social recognition (Kedla et al., 2021). Moreover, agritourism fosters entrepreneurship by encouraging innovation in farm planning, marketing, and hospitality.

Community development is another major outcome, with villages participating in agritourism witnessing better roads, sanitation, and digital connectivity. These improvements not only serve tourists but uplift local standards of living. Socially, agritourism promotes intergenerational knowledge transfer, preservation of cultural heritage, and greater farmer-consumer linkages.

Government Initiatives and Policy Support

Recognizing its potential, the Government of Karnataka has introduced several schemes to support agritourism. Under the *Karnataka Tourism Policy (2020-2025)*, agritourism is classified as a priority sector, eligible for incentives such as capital investment subsidies, land conversion fee waivers, and marketing support. The *Department of Agriculture* and the *Department of Tourism* jointly conduct training and exposure visits for aspiring agritourism entrepreneurs.

Additionally, the *Rural Development and Panchayat Raj Department* has encouraged the development of rural circuits, integrating agritourism with eco and cultural tourism. The state also participates in centrally sponsored schemes such as *Swadesh Darshan* and *Deen Dayal Upadhyaya Grameen Kaushalya Yojana*, which indirectly benefit agritourism ventures.

Despite these efforts, there exists a lack of standardized certification, regulatory oversight, and capacity-building mechanisms. This gap often results in inconsistent service delivery and market access issues, especially for small and marginal farmers (Puria et al., 2022).

Gaps in Literature and Scope for Research

While existing literature highlights the economic potential of agritourism, certain research gaps persist. Most studies are descriptive or conceptual, with limited empirical validation, particularly in the context of Karnataka. There is a scarcity of region-specific data analyzing income differentials, employment generation, cost-benefit analysis, and supply chain linkages of agritourism ventures. Moreover, comparative studies across agro-climatic zones within Karnataka are absent, despite the state's agricultural diversity.

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Further, gender-disaggregated data and research on youth engagement in agritourism remain minimal. The role of digital platforms and e-marketing in agritourism promotion is another underexplored area. Given these gaps, there is a pressing need for an empirical study to quantify and analyze the economic benefits of agritourism development in Karnataka. Such a study would contribute to evidence-based policymaking, help standardize agritourism practices, and encourage scalable and sustainable models tailored to Karnataka's rural economy.

LITERATURE REVIEW

Agritourism, the intersection of agriculture and tourism, has emerged globally as a sustainable tool to boost rural economies, offering farm-based experiences while diversifying farmer income (Phillip et al., 2010). In India, this concept has evolved rapidly in response to rural distress, urban migration, and the need for supplementary livelihoods. Supported by state-led initiatives in Maharashtra, Karnataka, and Kerala, agritourism is increasingly recognized for its potential in promoting rural development, cultural preservation, and employment generation.

Dr. Amruta Jangale and Dr. Arvind Totre (2023) argue that agritourism enhances rural incomes, noting a 25% increase in farmer earnings in Maharashtra through activities like homestays and bullock cart rides. They emphasize the role of Self-Help Groups in empowering rural women but also highlight barriers such as poor infrastructure, digital illiteracy, and the absence of unified policy frameworks. Complementing this, George and James (2023) analyze Karnataka's farm tourism policy through a case study of Sri Bagyalakshmi Farm, finding that clear regulatory guidelines and sustainability practices contribute to positive visitor experiences, though implementation gaps persist.

At a national level, Puria, Singh, and Ahmad (2024) provide a conceptual overview of agrotourism trends, citing India's policy progress and global market growth, while advocating for digital tools like WhatsApp and ICT platforms to promote outreach.

Isha Pawar (2018) offers a foundational view of Maharashtra's Agri-Tourism Development Corporation, demonstrating how agritourism curbs migration, preserves culture, and drives rural entrepreneurship.Despite growing recognition, most studies rely on secondary data and conceptual reviews, with limited empirical evaluation across diverse Indian regions. Challenges like policy inconsistency, digital exclusion, and financial constraints remain underexplored

Dr.RitaKhatri(2023)
Dr. Khatri's study highlights agri-tourism as a tool for sustainable rural development and income diversification. Using secondary data, it shows how urban tourists engage with farming life, boosting local economies and promoting cultural exchange. With a 20% annual growth rate, agri-tourism creates jobs and reduces poverty. Maharashtra serves as a success model. Challenges include low awareness, weak funding, and policy gaps. The paper emphasizes training, infrastructure development, and stronger support systems. While lacking primary data, it offers practical policy insights and complements existing literature, making it valuable for understanding agri-tourism's transformative potential in India.

Dr.GulabraoGopalaParkhe(2022)
This paper examines India's agri-tourism prospects using secondary data and a policy-oriented lens. It underscores how farming combined with tourism enhances rural livelihoods and entrepreneurship. Maharashtra, Kerala, and Northeast India are emerging hubs. Despite potential, issues like infrastructure, marketing, and farmer training hinder progress. Government schemes, FDI, and partnerships offer partial support. Parkhe recommends strategic improvements like skill-building and public-private partnerships. While lacking field data, the study bridges macroeconomic goals with grassroots implementation, offering practical solutions. It's especially useful for understanding policy frameworks, sustainable strategies, and agri-tourism's socio-economic value in rural development.

Lt.SeenaV&Dr.SheelaM.C(2023)
Focusing on Kerala, this study explores agri-tourism as a rural development strategy. It uses descriptive secondary data to show how tourism enhances farmer income, cultural preservation, and infrastructure growth. Projects like Green Farms Kerala exemplify success. Benefits include skill development and sustainable livelihoods, while challenges involve weak transport, safety concerns, and limited publicity. Government support through schemes like Swadesh Darshan is acknowledged. Though lacking empirical data, the paper offers a strong policy perspective and practical recommendations. It is especially helpful for regional case studies and understanding agri-tourism's dual role as an economic and cultural development tool.

Kesh kumar G.Mahida(2023) Mahida's paper presents a holistic view of agro-tourism's role in economic and environmental sustainability. Based on secondary data, it shows how tourism diversifies farmer income, promotes eco-consciousness, and enhances rural infrastructure. The market is projected to reach $62.98 billion by 2027. Key challenges include lack of training, marketing, and policy execution. Government initiatives exist but need better targeting. While the paper lacks primary research, it effectively links economic, cultural, and environmental impacts. Its strength lies in offering a roadmap for sustainable agro-tourism growth in India, making it a strong foundation for policy development and academic study.

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Dr.S.Sarath&Dr.B.VenkataRao(2023)
This Maharashtra-focused study uses primary data from 120 tourists and interviews with farm managers to assess agritourism's real-world impact. It reveals young adults prefer weekend stays with authentic rural experiences. Privately owned farms are more profitable than other models. Tourists value education, entertainment, and local cuisine. Despite being policy-compliant, farm owners seek better implementation, promotion, and infrastructure. The paper offers rich statistical insights and regional trends, particularly from Baramati. It stands out for its grounded, data-driven approach. Though state-specific, its methodology and findings make it a model for similar studies and a key resource for analyzing stakeholder dynamics.
SukantaSarkar(2010)

Sarkar's early conceptual study advocates agri-tourism as a rural development tool in India. Using secondary data, the paper explores how blending agriculture with tourism can improve farmer income, reduce urban migration, and preserve rural culture. It emphasizes employment generation, especially for women and youth, and suggests linkages with eco- and cultural tourism. The study identifies major constraints like poor infrastructure, low awareness, and lack of government policy. Though outdated and lacking empirical data, it offers valuable historical context. It's especially useful for tracing the evolution of agri-tourism thought in India and serves as a foundational piece for comparative analysis.

MohanPalani(2022)
Palani's study presents Maharashtra as a model for successful agri-tourism implementation. Using interviews and data from 623 agri-tourism centers, particularly those mentored by Pandurang Taware, it highlights income growth (25% increase) and growing tourist numbers (0.79 million by 2019). Agri-tourism is low-investment, eco-friendly, and youth-employing. The 2021 Agri-Tourism Policy further institutionalized the practice, even introducing it in school curricula. The study provides hard data and policy insights, making it highly relevant for income diversification, entrepreneurship, and state policy analysis. Though focused on one region, it bridges theory and practice, offering a replicable model for agri-tourism in India.

KrishnaD.K.etal.(2023)
This paper explores agri-tourism as a sustainable rural development strategy using secondary sources. It outlines experiences like farm stays and cultural festivals that engage urban tourists while boosting rural income, job creation, and environmental awareness. Activities are categorized by engagement level, from passive to interactive. The economic impact includes better rural services and indirect improvements in health and education. Key challenges include poor infrastructure, funding, training, and marketing. Though conceptual, the paper provides a multidimensional view of agri-tourism's economic, social, and ecological roles. It's valuable for research focused on sustainability and the integration of tourism with rural development policy.

KalyanMandietal.(2019)
This conceptual paper discusses agro-tourism as a devlopment tool to uplift rural communities by offering authentic experiences like farm rides, local food, and crafts. It promotes income generation, employment, and rural-urban cultural exchange. Agro-tourism also supports allied sectors like dairy, handlooms, and eco-tourism. Challenges include limited business skills, infrastructure issues, and weak professional training. The authors propose strategies such as marketing, cooperative models, and public-private partnerships. Though lacking field data, the paper presents a well-rounded conceptual framework. It's particularly useful for understanding how agro-tourism supports entrepreneurship, cultural preservation, and alternative livelihoods for rural families in India.

K.MadhuBabuetal(2021)
This case-based study examines successful agri-tourism models in Maharashtra and the Andaman Islands. Using interviews and field visits, it highlights the Palshi Center (earning ₹65 lakh/year, serving 10,000+ tourists) and the Neil Island model, which integrates disaster preparedness with tourism. Both projects enhance local income, promote women's participation, and strengthen entrepreneurship. The Andaman model uses the PPPP (Public-Private-Panchayat Partnership) approach to combine tourism with community resilience. This paper excels in real-world relevance, showing how innovative models can be scaled nationwide. It is ideal for research on stakeholder engagement, sustainable entrepreneurship, and rural economic transformation through agri-tourism.

Sennimalai et al. (2025) investigate the motivations and challenges of agritourism farm owners in Tamil Nadu. Their findings emphasize that farmers are motivated by income diversification and preserving rural heritage. However, barriers like regulatory confusion and inadequate marketing hinder growth. This paper's empirical data and recommendations on policy frameworks and training programs are invaluable for advancing agritourism in Tamil Nadu.

Havale et al. (2024) highlight the economic benefits of agro-tourism in Maharashtra. The study shows that agro-tourism centers have significantly increased farmers' incomes, with some generating substantial earnings. However, the study also points to constraints such as inadequate publicity and lack of coordination with mainstream tourism, making it relevant for policy development and scaling agro-tourism initiatives.

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RESEARCH GAP

Despite the growing body of literature highlighting agritourism's potential in rural India, the majority of existing studies rely heavily on secondary data, conceptual reviews, or isolated case studies. While these works offer valuable insights into policy frameworks, success stories, and theoretical benefits, there is a clear lack of empirical, primary-data-driven research that systematically examines how farm characteristics, service offerings, and support systems influence agritourism income across different regions.

In particular, little is known about the income contribution of agritourism in marginal and small farms, or how factors like lodging services, product sales, and farmer demographics correlate with economic outcomes. Additionally, issues such as seasonality, institutional support gaps, and infrastructure limitations have not been fully explored through field-level data.

This study fills the gap by utilizing primary survey data from 56 agritourism practitioners across diverse regions of India to generate quantitative and qualitative insights. By analyzing farm size, income tiers, service portfolios, and institutional barriers, it offers a comprehensive empirical perspective that strengthens the academic discourse on agritourism and informs targeted policy interventions.

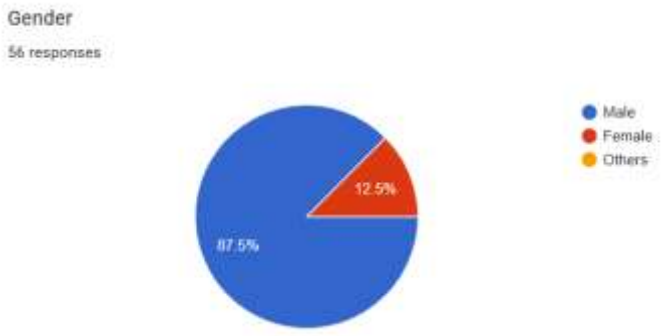
METHODOLOGY

This study employs a mixed-methods approach, combining both quantitative and qualitative techniques, to assess the economic benefits of agritourism in India. Primary data was collected from 56 agritourism practitioners using a structured questionnaire designed on Google Forms. Respondents were approached through multiple channels—including online form distribution, telephonic conversations, and in-depth interviews with three participants—to ensure better regional representation and depth of understanding.

The questionnaire captured data on demographic details, farm size, services offered (e.g., lodging, product sales, farm activities), income levels, seasonal demand, and challenges faced. Descriptive statistical tools and cross-tabulations were used to analyze patterns in agritourism income relative to variables such as farm size, services offered, and infrastructure capacity. Qualitative inputs from interviews were used to contextualize and enrich the interpretation of results, especially regarding policy awareness and operational challenges.

This blended methodology ensures a more nuanced, field-based understanding of the agritourism ecosystem in India, addressing gaps often overlooked in secondary or single-method studies.

ANALYSIS AND INTERPRETATION



Proportional Representation

Male: 87.5%
Female: 12.5%
Others: 0% (not visually represented)

2. Key Insights

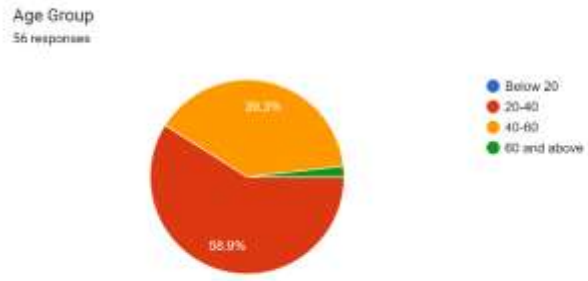
The overwhelming majority of respondents (87.5%) are male, indicating a significant gender imbalance in the surveyed population. Females represent only 12.5%, suggesting limited female participation or representation in the context of this survey.
The category labelled "Others" does not register any visible percentage, implying either zero or negligible representation from non-binary or other gender-identifying individuals.

Conclusion

This pie chart reveals a heavily male-dominated respondent base (87.5%), which may reflect structural or societal patterns in the sector under study. The limited representation of females and complete absence of other gender identities highlight both a potential

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limitation in sampling and a broader demographic insight worth exploring further. In research terms, this data warrants caution in drawing gender-based conclusions and calls for a more inclusive sampling strategy in future research phases.



Pie Chart Analysis: Age Group Distribution

1. Proportional Representation

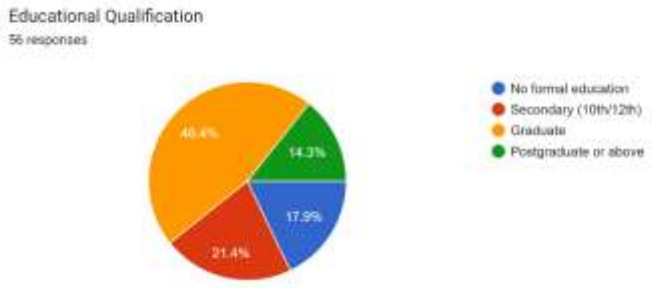
- 20–40 years: 58.9%
- 40–60 years: 39.3%
- 60 and above: ~1.8%
- Below 20: 0% (not visually represented)

2. Key Insights

- The dominant age group is 20–40, comprising over half of all respondents (58.9%), indicating a youthful and possibly economically active demographic.
- A substantial 39.3% fall within the 40–60 range, pointing toward middle-aged individuals who might possess higher decision-making authority or greater experience in relevant sectors.
- Elderly representation (60 and above) is minimal (~1.8%), and no representation from individuals below 20 is recorded.

Conclusion

- The combined demographic profile points to a skewed but relevant representation of economically active males aged 20–60 — a valuable cohort for examining employment trends, investment behavior, or sector-specific productivity. However, the absence of younger and elderly participants, as well as underrepresentation of women, raises concerns about the inclusivity and generalizability of the findings.
- Future studies should consider stratified sampling techniques or quota-based representation to ensure that gender and age-based diversity is adequately captured — a critical factor for high-quality, peer-reviewed business research.



Pie Chart Analysis: Educational Qualification

1. Proportional Representation

- Graduate: 46.4%
- Secondary (10th/12th): 21.4%
- No Formal Education: 17.9%
- Postgraduate or Above: 14.3%

2. Key Insights

- The dominant educational category is “Graduate”, with nearly half of all respondents (46.4%) having completed undergraduate education.
- A substantial minority (21.4%) possess secondary-level education, and 17.9% report having no formal education, which is significant.
- Only 14.3% have postgraduate qualifications, suggesting limited access to or pursuit of higher education within the sample.

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3. Implications

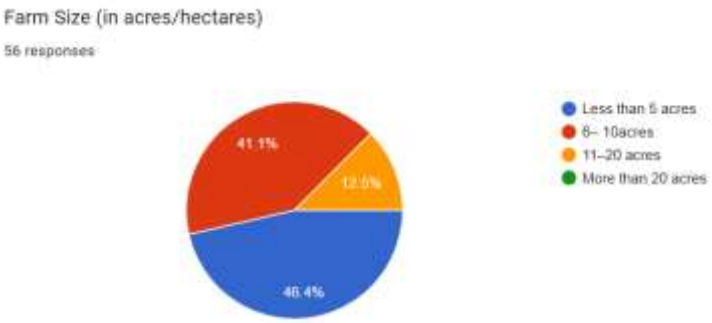
- This educational distribution implies a moderately educated population with a concentration at the undergraduate level.
- The presence of nearly one-fifth of respondents without formal education is notable. This may reflect rural or economically disadvantaged backgrounds, common in agrarian communities or informal sectors.
- The relatively low postgraduate representation may limit the potential for insights into highly specialized knowledge, innovation potential, or academic leadership within the surveyed context.
- For studies on agritourism, rural development, or micro-entrepreneurship, the dominance of graduate-level respondents may indicate readiness for structured training, basic technological adoption, or formalized financial inclusion—but also suggests a need for capacity-building programs for the lesser-educated group.

Conclusion (Updated with Educational Dimension)

The demographic analysis reveals a target group ideal for applied interventions, such as:

- Skill development programs for semi-educated adults
- Business incubation initiatives tailored for graduate-level entrepreneurs
- Awareness campaigns focused on bridging educational and digital divides in rural economies

However, the underrepresentation of women, the elderly, and the highly educated indicates a need for inclusive policy frameworks and more representative sampling in future research.



Pie Chart Analysis: Farm Size

1. Proportional Representation

- Less than 5 acres: 46.4%
- 6–10 acres: 41.1%
- 11–20 acres: 12.5%
- More than 20 acres: 0%

2. Key Insights

- A significant 87.5% of respondents operate on small to marginal farm sizes (less than 10 acres).
- The largest single group (46.4%) owns less than 5 acres, while another 41.1% fall in the 6–10-acre bracket.
- Only a small minority (12.5%) have medium-sized farms (11–20 acres).
- No respondents reported owning more than 20 acres, indicating a lack of large-scale commercial agriculture in the surveyed population.

3. Implications

- The data strongly suggests the prevalence of marginal and smallholder farming. This has several important implications:
- Resource Constraints: These farmers likely face limitations in capital, machinery, and irrigation infrastructure.
- High Suitability for Agritourism: Small farms are often more agile and may be more inclined to diversify into agritourism to supplement income.
- Policy Relevance: This reinforces the need for targeted support schemes, such as cluster-based development, cooperative marketing, and agri-allied training programs.

Cross-Variable Synthesis: Farm Size × Education × Age

When we consider this data alongside educational levels, age distribution, and gender:

- Young to middle-aged male farmers dominate the sample.
- Most are moderately educated (graduate or secondary) and operate small-scale farms.

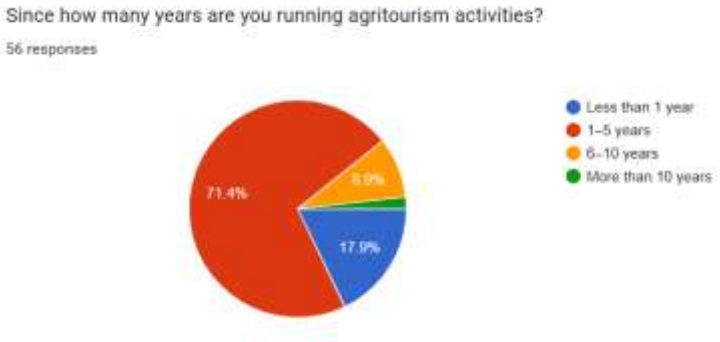
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- This demographic is ideal for integrated rural development programs—especially those that blend agriculture with tourism, craft industries, or digital platforms for farm product marketing.

Thematic Integration

From a business research standpoint, this dataset presents a compelling case for:

- Microenterprise incubation programs tailored for smallholder farmers.
- Promotion of agritourism models that do not require expansive landholding.
- Development of educational interventions focusing on finance, hospitality, and branding skills in rural contexts.



Pie Chart Analysis: Duration of Agritourism Activity

1. Proportional Distribution

- 1–5 years: 71.4%
- Less than 1 year: 17.9%
- 6–10 years: 8.9%
- More than 10 years: 1.8%

2. Key Insights

- A substantial majority (71.4%) have been running agritourism activities for 1–5 years, indicating a recent uptick in adoption, possibly linked to post-pandemic livelihood diversification or supportive government schemes.
- 17.9% are new entrants (less than 1 year), suggesting ongoing growth and interest in agritourism.
- Only 10.7% have crossed the 6-year mark, and a minimal 1.8% have sustained operations for more than a decade, indicating a relatively young sector in the region.

3. Implications

- The sector is still in its early growth phase, requiring robust support in terms of:
- Business incubation
- Skill development in hospitality and rural tourism
- Marketing and branding support
- The limited longevity of existing ventures may point to challenges in sustainability, profitability, or scalability—warranting further investigation.

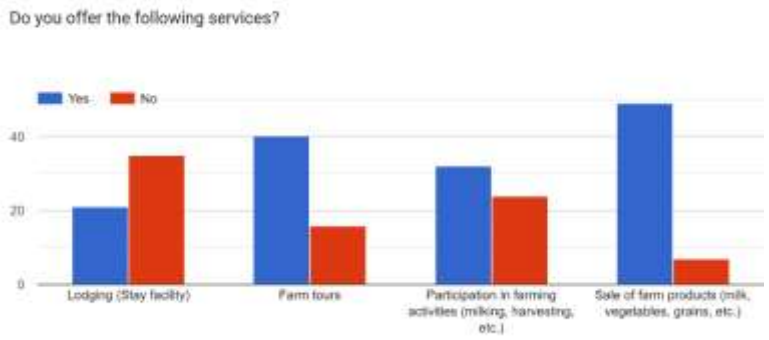
Cross-Variable Insight: Duration × Farm Size × Education

- Most respondents who operate small farms and have graduate-level education have entered agritourism recently.
- This highlights a strategic response by educated, small-scale farmers to supplement agricultural income through experience-based tourism.

Broader Implications for Research & Policy

- The data supports the hypothesis that agritourism is a growing but nascent enterprise model in the region, driven by necessity, innovation, and opportunity.
- There is a need for longitudinal studies to examine business survival rates, the impact of training programs, and government policy efficacy in sustaining such ventures.
- Policymakers and business development agencies should focus on capacity building, access to finance, and peer learning networks to help new entrants sustain operations.

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Key Observations

1. **Most Common Service**:
   - Sale of farm products is the most widely offered service, with nearly 86% of respondents (48 out of 56) participating in direct marketing of produce.
   - This reflects agritourism's strong link with farm-to-consumer business models.
2. **Popular Agritourism Activities**:
   - Farm tours (71%) and participatory farming experiences (54%) are commonly provided, indicating that many farmers recognize the value of experiential learning and interaction-based tourism.
3. **Lodging Underutilized**:
   - Only about 38% offer lodging, while 62% do not—likely due to:
     - Lack of infrastructure or regulatory approvals
     - Financial or logistical constraints
     - Preference for short-visit agritourism formats

Implications for Agritourism Strategy and Policy

1. Diversification & Revenue Streams

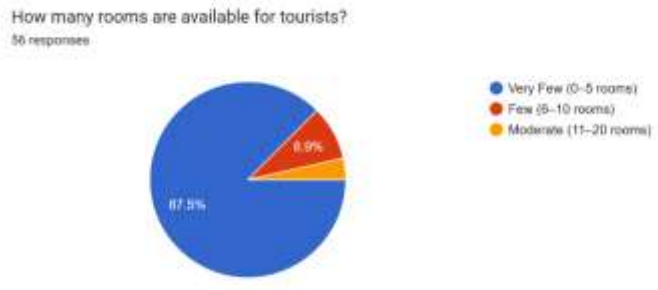
- Most agritourism operators prefer low-investment services (e.g., tours, product sales) over capital-intensive services like lodging.
- This underscores the need for targeted subsidies, soft loans, or infrastructure support for lodging facilities to enhance rural overnight tourism.

2. Scope for Value Addition

- With a high percentage selling farm produce, there's an opportunity to introduce:
- Agro-processing units
- Branded packaging
- Online direct-to-consumer channels

3. Potential for Integrated Models

- Operators offering both farm experience and product sales can be positioned as holistic rural tourism models, which could be further developed under government rural development schemes (e.g., NRLM, Rurban Mission).



Data Overview

The pie chart presents data from 56 agritourism hosts, indicating the number of rooms available for tourist accommodation. The categories are segmented into:

- Very Few (0–5 rooms)
- Few (6–10 rooms)
- Moderate (11–20 rooms)

These categories help assess the scale and readiness of agritourism providers to host tourists, offering insights into infrastructural capacity.

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2. Pie Chart Analysis

Dominant Segment: Very Few (0–5 rooms)

- 87.5% of respondents fall under this category.
- This overwhelming majority signals that the agrarian accommodation model remains small-scale, possibly reflecting traditional rural hospitality rather than a commercially scaled operation.
- The limited room capacity suggests either resource constraints, low tourist inflow, or a deliberate choice to maintain intimate, personalized tourist experiences.

Secondary Segments: Few (6–10 rooms) and Moderate (11–20 rooms)

- Only 8.9% report having 6–10 rooms, while a minimal 3.6% (estimated from chart) offer moderate capacity (11–20 rooms).
- These minority cases might represent more entrepreneurial or commercially inclined operators, or those receiving institutional support for expansion.

3. Implications

The data indicate that the agritourism sector in the studied region is still in its nascent or semi-formal phase in terms of lodging infrastructure. While this reflects the grassroots nature of agritourism, it also raises concerns about scalability and the capacity to meet growing demand if interest in rural tourism expands.

From a policy and investment standpoint:

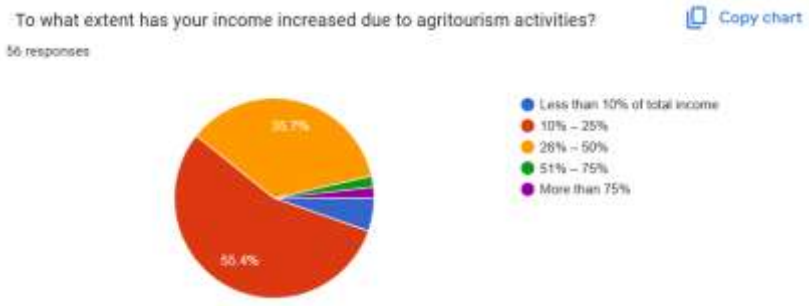
- There may be a need for support programs to help agritourism hosts scale sustainably—through subsidies, training, or partnerships.
- Small accommodation capacity limits revenue generation and economies of scale, potentially affecting the economic viability of agritourism as a rural development tool.
- However, small-scale infrastructure may align well with eco-tourism principles, emphasizing sustainability, authenticity, and minimal environmental impact.

4. Recommendations for Further Analysis

- Cross-tabulate room availability with income levels, tourist volume, or satisfaction scores (from Excel or survey data).
- Analyze whether room availability correlates with institutional support, access to finance, or proximity to urban centers.
- Assess if hosts with more rooms report higher profitability or face greater operational challenges.

5. Conclusion

The chart underscores that agritourism in the surveyed region is primarily micro-scale, with a vast majority offering fewer than six rooms. This suggests a sector dominated by individual or family-run operations, which, while offering authentic rural experiences, may face limitations in scaling. This insight is critical for academics, policymakers, and investors interested in the sustainable development of agritourism in emerging economies like India.



1. Data Overview

This pie chart summarizes responses from 56 agritourism hosts on the percentage increase in total household income attributable to their agritourism activities. Five income-growth brackets are used:

- Less than 10%
- 10%–25%
- 26%–50%
- 51%–75%
- More than 75%

2. Pie Chart Analysis

- 10%–25% Increase (55.4%)
    - The majority of hosts report that agritourism contributes a moderate but meaningful 10%–25% boost to their total income.

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- 26%–50% Increase (35.7%)
  - Over one-third of respondents fall into this bracket, indicating a substantial supplemental revenue source.
- Less than 10% (5.4%)
  - A small share sees only marginal gains, suggesting either early-stage operations or limited tourist uptake.
- 51%–75% (1.8%) and More than 75% (1.8%)
  - Very few hosts experience transformative income impacts; these outliers likely represent large-scale or highly diversified operations.

3. Implications

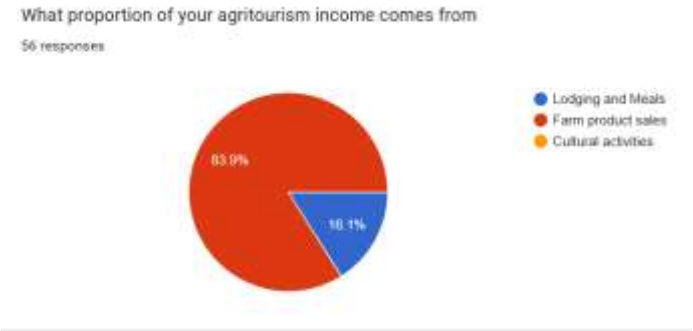
- Widespread Supplemental Income: With over 90% of hosts reporting at least a 10% increase, agritourism clearly serves as a valuable diversification strategy.
- Scaling Potential: The concentration in the 10%–50% brackets implies room for growth—both in terms of capacity and service enhancement.
- Best-Practice Outliers: The small number of high-growth cases (50%+) suggests that under certain conditions, agritourism can become a primary income driver.

4. Recommendations for Further Analysis

- Cross-Tabulation with Infrastructure: Link income-growth brackets to room capacity and service offerings to identify which assets most strongly predict higher gains.
- Case Studies of High-Performers: Conduct qualitative interviews with the 2 respondents in the ≥51% brackets to distill replicable success factors.
- Temporal Stability: Analyze whether these income increases are consistent across seasons or spike during peak tourism periods.

5. Conclusion

The data affirm that agritourism provides a significant supplementary income for most hosts, with a sizeable minority achieving even greater financial benefits. To maximize agritourism's rural development potential, future research should focus on the drivers of high-growth cases and the scalability of infrastructure and services.



1. Data Overview

This pie chart, based on 56 host-respondents, illustrates the proportion of agritourism income derived from three revenue streams:

- Lodging and Meals
- Farm Product Sales
- Cultural Activities

2. Pie Chart Analysis

- Farm Product Sales (83.9%)
- The vast majority of agritourism income comes from the sale of farm products (produce, dairy, artisanal goods).
- Lodging and Meals (16.1%)
- A smaller, yet notable share stems from accommodation and on-site catering services.
- Cultural Activities (0%)
- No respondents reported significant earnings from cultural programming (e.g., workshops, performances), indicating this remains untapped or undeveloped.

3. Implications

- Primary Revenue Driver: Farm product sales clearly dominate, suggesting hosts leverage existing agricultural output rather than investing heavily in tourist infrastructure.
- Under-exploited Segments: With lodging and meals contributing less than one-fifth of income—and cultural activities negligible—there's potential to diversify offerings for enhanced margin capture.

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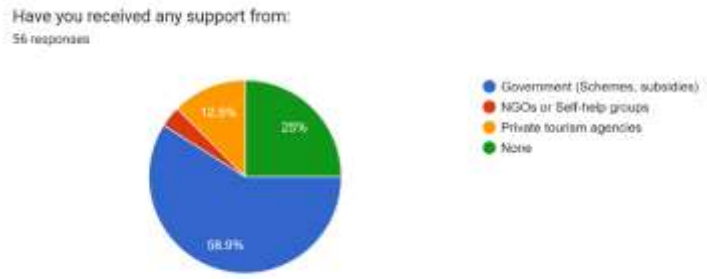
- Business Model Insight: Hosts may rely on low-capital, high-familiarity revenue streams, minimizing risk but constraining total value addition.

4. Recommendations for Further Analysis

- Margin Analysis: Compare profit margins across streams—do lodging services yield higher per-unit returns despite lower volume?
- Demand Assessment: Survey tourists on interest in cultural experiences to gauge willingness-to-pay and develop new programming.
- Resource Allocation Study: Examine correlation between hosts' investment in facilities/training and the income share from non-product sales.

5. Conclusion

The income profile of agritourism hosts is heavily skewed toward farm product sales, with lodging secondary and cultural activities largely unexplored. For long-term growth and resilience, stakeholders should consider strategic diversification into higher-value lodging services and curated cultural experiences, leveraging agritourism's unique authenticity to command premium prices.



1. Data Overview

This pie chart captures whether 56 agritourism hosts have received support from four sources:

- Government (schemes, subsidies)
- NGOs or self-help groups
- Private tourism agencies
- None

2. Pie Chart Analysis

- Government Support (58.9%)
- A majority of hosts benefit from government-led schemes or subsidies, indicating active state involvement.
- No Support (25.0%)
- One quarter of respondent's report receiving no external assistance, highlighting gaps in outreach or eligibility.
- Private Tourism Agencies (12.5%)
- A modest share leverage partnerships with private tour operators, suggesting emerging market linkages.
- NGOs/Self-Help Groups (3.6%)
- Very few hosts report NGO support, implying that non-governmental facilitation remains limited.

3. Implications

- State-Driven Development: Governmental programs appear central to agritourism growth, potentially shaping standards and practices.
- Support Gaps: The 25% with no assistance may face barriers—financial, informational, or bureaucratic—that limit their capacity to expand.
- Underutilized NGO Role: Minimal NGO involvement suggests an opportunity for civil-society organizations to fill extension and training needs.
- Private Sector Engagement: While early, partnerships with tourism agencies can drive market access, especially for higher-capacity hosts.

4. Recommendations for Further Analysis

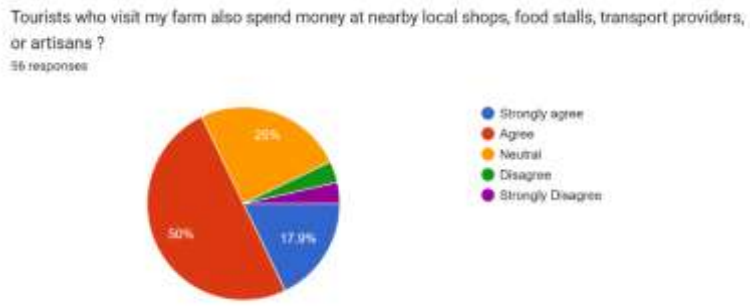
- Eligibility and Uptake Study: Investigate why 25% of hosts remain unsupported—assess application processes and awareness levels.

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- Impact Evaluation: Compare performance metrics (e.g., income growth, tourist volumes) between supported and unsupported hosts to quantify program effectiveness.
- Stakeholder Mapping: Analyze geographic or demographic factors influencing the type of support accessed, identifying regions underserved by NGOs or private agencies.

5. Conclusion

Government schemes are the **primary enabler** of agritourism activity among respondents, but a significant minority remain **excluded**. To foster inclusive growth, policymakers should streamline access, while NGOs and the private sector could expand training and marketing support—thereby complementing government efforts and enhancing the sector's overall resilience.



1. Data Overview

This pie chart aggregates 56 host responses to the statement:
"Tourists who visit my farm also spend money at nearby local shops, food stalls, transport providers, or artisans."
Respondents rated their agreement on a five-point scale:

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

2. Pie Chart Analysis

- Agree (50.0%)
- Half of hosts observe that tourists actively contribute to the broader local economy beyond the farm gate.
- Strongly Agree (17.9%)
- Nearly one-fifth confirm a robust spillover effect.
- Neutral (25.0%)
- One quarter of hosts are uncertain or see mixed evidence of secondary spending.
- Disagree (3.6%) & Strongly Disagree (3.6%)
- A small minority find no significant off-site expenditure by tourists.

3. Implications

- Positive Spillover: With 67.9% agreement, agritourism appears to catalyze local economic activity, benefiting ancillary businesses.
- Mixed Perceptions: The neutral segment suggests variability—perhaps due to location, tourist demographics, or seasonality.
- Minimal Negative Reports: The low disagreement rates indicate that most hosts experience at least some positive externalities.

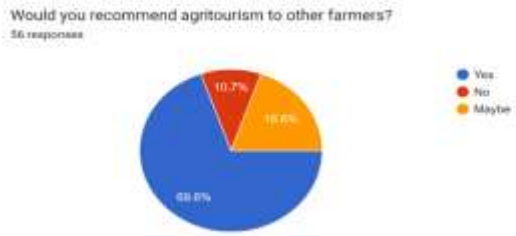
4. Recommendations for Further Analysis

- Geographic Segmentation: Compare spillover perceptions by proximity to village centers or tourist circuits.
- Quantitative Correlation: Link host perception data with actual revenue figures from local businesses, if available.
- Tourist Profiling: Analyze whether certain visitor segments (e.g., domestic vs. international) are more likely to spend off-site.

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5. Conclusion

The data reinforce agritourism's role as a multiplier in rural economies: most hosts report that their guests spend money locally, thus amplifying development impacts. Future research should quantify these spillovers and examine the conditions under which they are maximized, aiding policymakers and practitioners in designing integrated rural tourism strategies.



1. Data Overview

This pie chart reflects 56 agritourism hosts' responses to whether they would recommend agritourism to other farmers. The three response options are:

- Yes
- Maybe
- No

2. Pie Chart Analysis

- Yes (69.6%)
- A strong majority of hosts endorse agritourism, indicating overall satisfaction and perceived value.
- Maybe (19.6%)
- Nearly one-fifth are cautious—suggesting conditional enthusiasm dependent on individual circumstances (e.g., resource availability, market access).
- No (10.7%)
- A small minority would advise against agritourism, likely reflecting challenges such as insufficient returns, high effort, or regulatory hurdles.

3. Implications

- High Advocacy Level: With almost 70% willing to recommend, agritourism demonstrates strong peer-to-peer credibility, a key driver for sectoral diffusion.
- Conditional Hesitancy: The 20% "Maybe" group points to barriers or uncertainties that dampen wholehearted recommendation—areas ripe for targeted support.
- Identifying Pain Points: The 10.7% negative responses underscore the need to understand dissatisfaction drivers (e.g., lack of support, low demand, operational complexity).

4. Recommendations for Further Analysis

- Barrier Analysis: Survey the "Maybe" and "No" groups to pinpoint the top three obstacles preventing full endorsement.
- Success Factor Mapping: Compare endorsers vs. detractors on metrics like income growth, support received, and infrastructure to identify critical enablers.
- Peer Network Effects: Investigate whether hosts who receive recommendations from peers have higher adoption rates and performance metrics.

5. Conclusion

The predominance of affirmative recommendations (nearly 70%) underscores agritourism's positive reputation among practitioners. However, the conditional and negative responses signal latent challenges that, if addressed—through tailored training, streamlined support, and market development—could elevate sector-wide uptake and success

Conclusion

This empirical study of 56 agritourism practitioners in Karnataka reveals a sector that is nascent yet promising, characterized by:

1. **Small-Scale Infrastructure**
   87.5% of hosts offer fewer than six rooms, underscoring predominantly micro-operations (0–5 rooms) that favor intimate visitor experiences but limit capacity and revenue scale.
2. **Meaningful Income Diversification**
   Over 90% of respondents report at least a 10% increase in total household income from agritourism, with 35.7% realizing gains of 26–50%.

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A small subset (≈3.6%) achieves transformative growth (>50%), highlighting the upside potential when best practices align.

3. **Dominant Revenue Streams**
   83.9% of agritourism income derives from farm product sales, while lodging/meals account for 16.1% and cultural activities currently yield negligible returns.
   This reflects a reliance on existing farm outputs, with room to expand higher-value, experience-based services.
4. **Support Ecosystem**
   Government schemes subsidize 58.9% of hosts, yet 25% receive no external assistance and only 3.6% tap NGO resources.
   Private tourism partnerships remain limited (12.5%), indicating under-leveraged market linkages.
5. **Local Economic Spillovers**
   67.9% of hosts agree that visitors spend at nearby shops, transport providers, and artisans, affirming agritourism's multiplier effect on the rural economy.
6. **Peer Endorsement**
   A robust 69.6% would recommend agritourism to fellow farmers, signaling strong practitioner confidence, tempered by 30.4% who remain hesitant or negative—pointing to barriers that need addressing.

Broader Implications

- **Policy & Investment**
  Scale-Up Support: Targeted capital subsidies or soft-loan schemes are needed to help smallholders invest in lodging and value-added experiences.
  Inclusive Outreach: Streamlining government program access and empowering NGOs can ensure the 25% without support are brought into the fold.
- **Business Model Innovation**
  Diversification: Hosts should be encouraged—and trained—to develop cultural and educational offerings that command premium rates.
  Digital Platforms: E-marketing of farm produce and farm-stay packages can broaden market reach, improve margins, and enhance resilience.

Future Research

Case Studies of High-Performers: Qualitative exploration of the few hosts with >50% income gains will uncover replicable strategies.
Longitudinal Analysis: Tracking income stability, survival rates, and seasonal dynamics over time will validate sustainability.
Demand-Side Insights: Surveying tourists on preferences and willingness-to-pay for lodging, activities, and farm products will inform service design.

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