



RESEARCH ARTICLE

MEASURING AGRI TOURISM AS A VEHICLE FOR COMMUNITY DEVELOPMENT OF RURAL RAJASTHAN

Surabhi Srivastava

Manuscript Info

Manuscript History

Received: 20 November 2021

Final Accepted: 23 December 2021

Published: January 2022

Key words:-

Agri Tourism, Heritage, Farming, Rural Rajasthan, Tradition, Local Culture, Community

Abstract

Agri tourism is not new among tourism stakeholders. For any agricultural dependent economy agritourism could be a keystone for socio economic wellbeing. Agri tourism involved all the regular activities on the farms in order to provide the natural and authentic cultural aroma to the tourists. They enjoy the heritage food, which is prepared by ancient methods. The concept of Agri tourism applies as a strategy for community development at various rural areas of the globe. It acts like a hybrid process that upholds the community and revitalize the visitors through its natural aroma. The present study tries to quantify that whether the agritourism could be the catalyst for farmers or not. Secondly how the real benefits could reach to the community. This study took a case of Rajasthan agri tourism which is in infant stage. Few villages pull tourists towards the sanctity and authenticity of heritage. The present study is based on few independent factors (climate, methods of farming, accessibility, natural heritage) and dependent factors (cleanliness/ Hygiene, Language, unique services, indigenous traditions) taken for the study in order to measure its viability for the economic development of rural community (EDC) of Rajasthan. Another independent factor is the financial assistance and the division of share in partnering the agritourism business. The study provides a complete literature review of Agri tourism with an analytical assessment of factors accountable as a driver for the economic growth of rural inhabitants. Agritourism is still a concept in many places. Though it applies on few farms successfully but most of farms are created for tourists and direct EDC are not get benefitted. Factors chosen for study were a great help to comprehend the viability of the concept. Rajasthan is a state already recognized by tourists as a cultural destination, yet not touched successfully the agritourism business. Traditional method of farming with heritage food, customs, livelihoods are the biggest variable for EDC. The case analyses defined that the dependent factors are still needed for proper economic development of community & the combination of two would provide the authentic picture and accommodating to uphold the community. This study suggested a model that counters all the challenges faced in developing agritourism. The paper offers lots of entrepreneurial opportunities for rural community that up lift not only their economic level but also could help to raise their social and cultural strata. The research is an

eye opening for the investors and authorities that with little effort the social, cultural and economic development of the rural community.

Copy Right, IJAR, 2022,. All rights reserved.

..... **Introduction:-**

The development of villages is still become a challenge for governments over the globe. Various factors are evolved around as in mostly countries farming involves seasonality, immigration, less monetary return resulting younger generation are taking less interest in pursuing agriculture and forward it to the next level. Mainly developing countries offers less return to their farmers. They found fewer opportunities to explore their social and economic development. Agricultural tourism became a catalyst for breaking all above factors.

Inquisitiveness, interest and awareness in heritage and culture, better accessibility and environmental consciousness are the major factors responsible for initiating the inclination travelling towards rural settings. In the developed countries, it has resulted in a new style of tourism, of visiting village settings, to experience and embrace a relaxed fresh and healthy lifestyle. This has given shape to the concept of Rural Tourism (Vikas Rustagi, 2019). He defined it as a very effective way of providing a tourism experience with diversifying tourism product that also helping rural community by increasing their income levels and an effective tool for preserving endangered heritage. Visitors enjoy the agricultural practices at rural areas. They are keen to be a part of such settings, which gives birth to a new concept as Agritourism, with a community participation strategy.

Agritourism is a subset of rural tourism as it enhances the worth of visit. Agritourism can be explained as a holiday concept of visiting an agribusiness operation for the purpose of enjoyment, education or involvement in the activities of the operation (Malkanthi, S. and J. K. Routry, 2011). Conventionally, agritourism is considered a subset of rural tourism which encompasses recreational experiences involving visits to rural settings or rural environments.(Rogerson, C.M. and Rogerson, J.M., 2014)

Agricultural tourism (also called agritourism or agri-tourism) is a actually a commercial enterprise on a working farm conducted for the enjoyment, education, and/or active involvement of visitors that also contributes to the integrity of the working landscape by helping to keep agricultural land in production and by providing additional income to farmers for actively farming their land, rather than converting their land to other forms of development. It has not only provided a supplementary income and new employment opportunities to the rural community, but has also increased the conservation of the environment and appreciation of minority cultures and rural lifestyle. (Li Yang, 2012)

This enterprise increasingly recognized as an important strategy that can contribute to agricultural development through diversification of farming activities, providing opportunities to rest, relax, enjoy and study about farming for the visitors and additional income to the farmers (Joshi, P. 2013). At present, agritourism is endorsed by many countries aiming at sustainable rural development. Today, Agritourism became a model of the blending of rural economic sustainable development with the protection and promotion of the local cultural & natural heritage. The activities do not act competitively against the natural resources. On the contrary, it contributes in the awareness of both the community and the visitors about the environment and the cultural heritage of a region. At the same time, agritourism activities can spread during all seasons that could lessen the problem of seasonality of farming. Agro-tourism is one of the important aspects which grows parallel with the proper development of rural tourism and give authentic experience with serene surroundings. Cattle fairs, local deities' temple visits, getting involved with local indigenous practices and cultural and folk performances will give human touch and feel of authentic real experience to tourists.(Khangarot, Garima & Sahu, Praveen, 2019).

Agritourism in industrial countries has significantly contributed to regional development and has therefore attracted growing attention in developing countries.(Rogerson, Christian. (2001). Farmers in the developing countries where agritourism does not widely exist would also be willing to establish agritourism. Understanding the level of willingness, an area previously neglected in the literature, is the first step to agritourism development, and the concerned authorities and policymakers should think use this as base from which to explore the next steps.

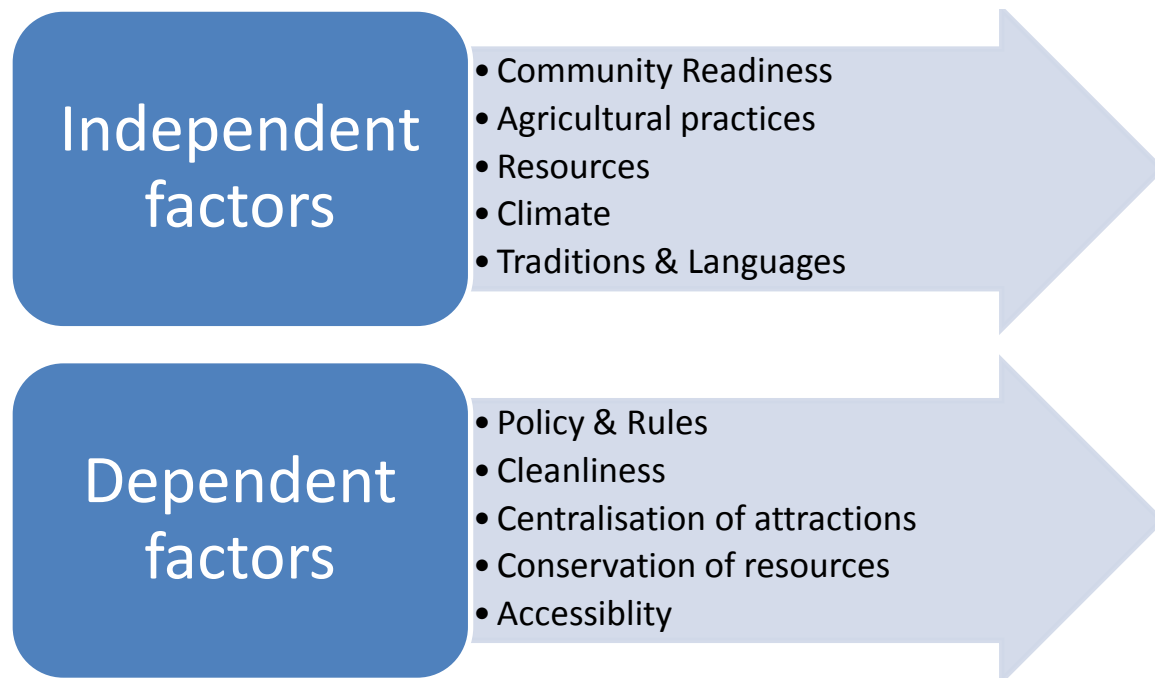


Fig 1:- (Source: Author)

Heritage sustainable tourism is somehow depends on few essential factors if the stakeholders accomplished it successfully. These factors summarized the whole exercise of the understanding community involvement in Agri tourism development. People admire and push towards the natural landscape & agricultural practices, which are the biggest independent factor for agritourism. Cultural landscape is another supporting but essential factor to pull tourists towards rural areas.

Agritourism could not be successful without the rural community support. Their willingness is another important tool for its accomplishment. Finally to make affordable for the guests, there must be hygiene for accessing any activity. All the natural and cultural landscape must be conserved and authentic to pull tourists. The accessibility of the village is very significant factor. The above factors (fig.1) are chosen after rigorous study of existing literature on Agricultural tourism/ Farm tourism/ Rural tourism.

Why Agri Tourism

1. Inquisitiveness about the farming industry and rural life style
2. Interest in natural environment
3. Disenchantment with jammed city life towards peace and tranquility of rural areas.
4. Nostalgia for their roots on the farms.

Objectives of the study:-

1. To generate sustainable long term employment creation at rural areas;
2. To exploit the opportunities that arises from agricultural tourism development with pro-poor objectives.
3. To ensure the economic growth of rural community through conserving the cultural & natural landscape.
4. To recollect the literature on agritourism and prepare a model for agritourism practices with community participation.

Research Methodology:-

In order to fulfill above objectives this study follows explores the agricultural practices as motivating factor for tourism through qualitative research methodology. It follows a content analysis and action research approach. The study further follows a path of both conceptual and rational analysis.

The researcher had taken five rural heritage properties as a case study that offers the agri practices as a tourism product and pull factor for tourist. Primarily open ended questionnaire were presented to the owners. Responses

were noted for further analysis. Sources of data formed extracted from books, journals, discussions, newspaper headlines, speeches, media, historical documents). It identifies previous researches related to agritourism published in various journals and in book form.

Empowering Community through Agritourism

If the host community is sufficiently involved in the strategic planning process, stakeholder groups can develop a broader vision regarding how their individual activities fit into the big picture. They can then determine how to coordinate with each other to reduce internal competition and conflicts resulting from the increased demand. (Yulong Li Caroline Hunter, 2015)

Heritage tourism operators can take an advantage of the communication channel from community involvement to diagnose what potential community programs to create, why and where improvements should be made, and how to communicate the benefits of the project to the non-collaborative stakeholder groups. These benefits can significantly increase the likelihood of a heritage tourism project to be successful. (Yulong Li Caroline Hunter, (2015)

Community participation conceptualized direct connection of residents who directly affected by the action, potentially in practice & decision making in both theory and application. Community is involving a societal group of any size whose members reside in a specific area and sharing a common heritage or set of values, for example with a common cultural identity (often referred to as community of interest). Participation is the act of appealing in and supporting to the activities, processes, and outcomes of a group. (Lachapelle P.R., Austin E.K., 2014)

For only community involvement in promoting agritourism five major factors plays an important role. **2R & 3I Model** is being developed in order to emphasize on the factors that are significant for community participation. This partaking is the basis of agri/rural tourism development. Once such determinants have established it could easily

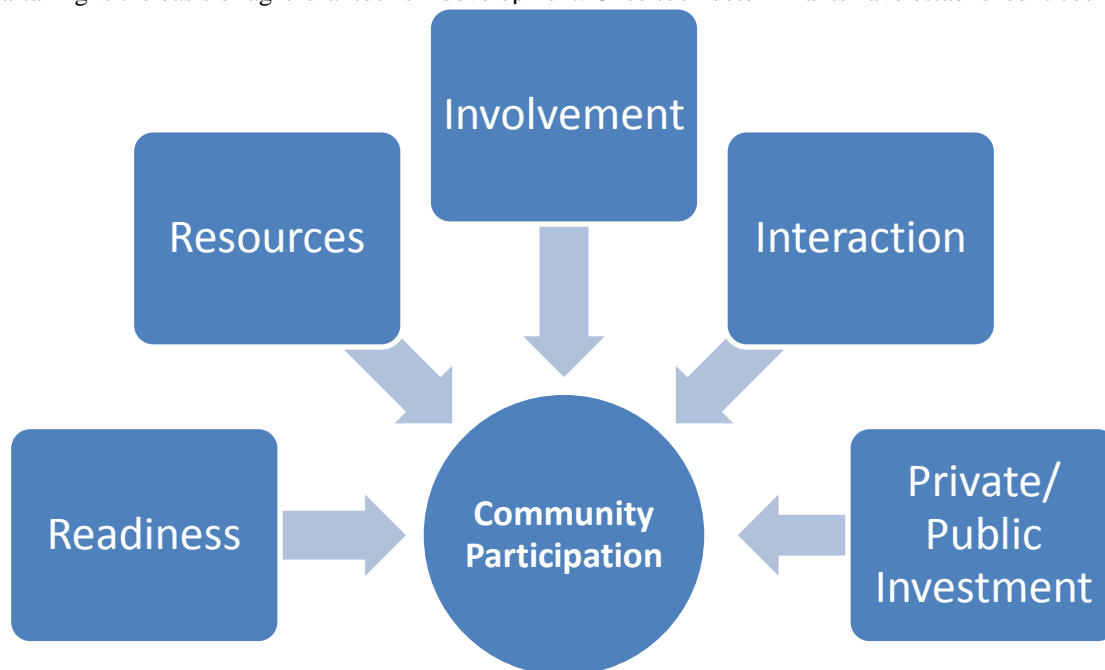


Figure 2:- (Source: Author)

Community willingness or readiness is very essential as they are the nucleus of all strategic agricultural activities. They act as a showcase of all cultural landscape & agricultural practices. But these villagers need economic support from private or public enterprises. They are supposed to be treated as an asset for implementing agricultural tourism business. They need to be trained with authenticity in their cultural customary practices. The warmth interaction and displaying their living heritage like food, dance & music, attire and other customs is the key to pull tourists.

Community and tourist involvement in field farming in different ways, plucking flowers, vegetables & fruits are the major attraction of Agritourism. All doings in a natural manner with cultural landscape provide tranquility and freshness to the guests who visited there to get rid of urban mess.

Progression of Agritourism in Rajasthan: An analysis

Rajasthan is well known for its unique cultural heritage. It clearly recognizes the inherent relationship between tourism and its cultural assets. It has an enormous array of arts and craft spread through the length and breadth of the state. The conservation, preservation and integrated development of the areas around these art and crafts not solely provides a further opportunity for growth and expansion of rural and agri tourism however conjointly enhances the expertise of the traveler domestic and foreign visiting such sites whereas tangible heritage has been in the mainstream of tourism development in India, the intangible or living tourism has tremendous scope for increasing state tourism giving not solely to the globe, however also to its own citizens. The intangible heritage like folklore, cuisine, customs, etc. Almost all districts of this desert region are endowed with these intangible heritages which can be identified and developed for providing new cultural experiences to tourists.

Rajasthan is well known state for its promotional strategy for tourism development. It has number of centres of excellence where diverse varieties of tourism products, and many centres are untapped and yet to offer as attraction. Agritourism is one of the fields where Rajasthan has magnetism to set up but few villages are ready to embrace tourist as their guests. There are certain tourist circuits in Rajasthan which have the potential to develop as the center of excellence for agro-tourism. Dausa and Tonk district is nearby to Jaipur with good agriculture production; Jodhpur, Jaisalmer and Bikaner is the famous desert circuit among tourists, and in the southern region of Rajasthan Dungarpur and Banswara is having a huge tribal population and good agriculture production with sufficient rainfall, further Mewar circuit accounts for the highest number of tourist's arrival in Rajasthan after Jaipur. Pushkar in the Ajmer district is also in a row that can be developed as the floriculture hub of the state. Currently 5 agro-tourism circuits is planned to be developed at Jaipur, Tonk, Kota, Jaisalmer and Mount Abu which help the government to collect more revenue and development. (Khangarot, Garima & Sahu, Praveen, 2019)

Rajasthan holds a prominent position on the agriculture map of the country. If tourism industry and agriculture industry works holistically then it would strengthen the community and nation both. According to Indian Council of Agricultural Research (ICAR), Rajasthan has been divided into 10 agro-climatic zones. The Agro-climatic zones of Rajasthan are as follows:

1. Arid North Western Sandy Plain
2. Irrigated North Western Plain
3. Hyper Arid Partial Irrigated Zone
4. Transitional Plain of Inland Drainage
5. Alluvial Plain of Luni Basin
6. Semi Arid Eastern Plain
7. Flood Prone Eastern Plain
8. Sub Humid Southern Plain and Aravallis
9. Humid Southern Plain
10. Humid South Eastern Plain

These zones have been classified on the basis of agro-climatic parameters like rainfall, temperature regime, topography, soil characteristics, cropping pattern and irrigation availability. Rajasthan, with its diverse agro-climatic conditions, is richly endowed in the cultivation of a variety of crops and a strong animal husbandry sector. Agriculture in Rajasthan, continues to be the backbone of the State's economy with Agriculture & allied sectors contributing 25.56% of State's total GSDP in 2019-20. **Rajasthan is one of the largest states in India taking part in organic farming, with over 81,000 hectares of registered organic farm area.** (Rajasthan agri policy, 2019)

The Rajasthan Tourism Policy 2020 promotes new investments in developing new tourist venues with the focus on strengthening rural lesser known areas. Promoting local crafts and cuisine has also been a part of new scheme in order to develop rural economy.

Potential Sites of Rajasthan

The present study analyses all the agritourism centres of Rajasthan in order to examine that what extent the rural community is involved economically and socially in a broader sense. The objective is to study the role of rural community in the agritourism development.

1. Samode village is situated at a distance of 42 kms from the state capital Jaipur. This village is popular amongst the domestic as well as foreign travellers. Samode has many forts and havelis and a very famous Lord Hanuman temple. Samode is also now recognized as a rural tourist region in the map of Rajasthan. Samode village is partially dominated by sand and sand dunes. One can have a feeling of western Rajasthan by visiting the interiors of Samode. This village is considered for rural tourism not for agricultural practices. Heritage property offers its tourist to visit agricultural farm to let them enjoy the cultivating and flowering grains and fruits.

Rural tourism is dedicated towards the element of rurality. However a typical rural tourism would involve an experience of staying in a village and living the rural life style for few days. In countryside this activity takes place essentially and comprises of eco, nature, agri and green tourism along with cultural and community based tourism. (Joshi, Kamlesh & Bagri, Satish, 2020)

2. Todri Garh is situated around 90 km. from Jaipur and 115 km. from Pushkar. It lies on the edge of the Aravali ranges, had a ruined fortress and a crystal clear sand dunes. Surrounded by date trees, plants flooded with fruits and vegetables attracted many of the Indian and foreign visitors. They offer various tourists activities like trekking, camel cart safari, ethnic food, village walk, etc. Their tourists roam the agricultural farm but not a part of agricultural activities.

Tourist had a great inclination towards the heritage property to be a part of rural Rajasthan but still need to involve them in agripractices. Tourist gets the chance to relax on the lap of nature. The village walk provides an opportunity to the community to showcase their untapped tangible products like making potteries or traditional paintings or applying mehndi on hands and some known handicrafts like mirror work, blue potteries, making of puppets etc.

3. Sagra-Bhojka is a village near Jaisalmer, known for its date palm, where the private company set up their tents in the desert for tourists to stay as part of the agro-tourism and in return the firm bear the cost of cultivating the date palm grove and also pay 20 lakh every year to the Rajasthan government. It represents an excellent example of public private partnership. With the help of scientists and experts the date palm farming developed in the mode of modern and traditional form.
4. Nirvana Organic Resort, a fully certified Organic Farm near pink city Jaipur, which offers the opportunity to experience the natural life, to re-discover roots, the way 'homo sapiens' & enjoy the fragrance of freshly bloomed flowers, moist earth; listen to the in-numerable variety of chirping birds, tea with freshly milked cow and food from the farms they grow. They provide their travelers an opportunity to grow plants help in farming which would be an amazing experience. The resort provides purely farm tourism with no authentic cultural or customary practices. It offers a luxury with purity farm tourism experience.
5. Rajasthan Olive Cultivation limited (ROCL), that was shaped in April 2007. The state government's ultimate aim is to urge farmers purchase olive plants for their own plantations and earn profits. to achieve this, a world-class nursery at Bassi, in Jaipur, developed to produce a meg plants during a year. It is conjointly setting up an olive extraction plant at the value of Rs five crore at Lunkaransar in Bikaner. The strategy of farming has adopted by Israel however the numerous innovations have developed by Indian farmers that is progressing to develop as agritourism as different earning. This destination is new to explore but olive farming experience is wonderful for the holidaymaker.
6. With the technical support of Israel at districts like Sri Ganganagar, Nagaur, Bikaner, Jalore, Jhunjhunu, Alwar and Jaipur, the farms became well developed, there are immense opportunities that these regions with appropriate planning can be developed into tourist destinations.
7. The horticulture department is prepared to develop an agro-eco-tourism and international flower research centre in Mt Abu. For this project, the department had identified around twenty bighas of land close to the noted sunset point. The flower centre would produce flowers from different agro-climatic regions including foreign countries, using greenhouse, poly house and glass house projects and analysis would be meted out on these flowers. This may be a global flower research centre where studies would be conducted on commercial cultivation of international flowers just like the orchid, tunic and Rajnigandha etc. It will conjointly enhance the agritourism in the hill station of Rajasthan. This space is also yet to explore by the tourist.

Villages of Rajasthan with rural natural, cultural or agricultural attraction for Agritourism

Durgapur, Bassi near Jaipur
 Neemrana Village, Alwar
 Samode Village, Jaipur
 Bassi Village, Jaipur
 Bishnoi Village, Jodhpur
 Manpura village, Jhalawar
 Khimsar Village,
 Chandelao Village,
 Khuri Village
 Ranakpur Village
 Kumbhalgarh Village, Udaipur
 Kuchaman Village, Nagaur
 Agriculture training centre
 Oil Plant

World class nursery
 Historical culture & Natural beauty
 Pepper painting, Gems stone painting, Lac Work
 Olive extraction
 Pearl millet (bajra) Wild animals
 Hub of chemical-free agriculture
 Sand Dunes
 Serene Village
 True Rural Beauty
 Jain Temples
 Historical Fort, rural life
 Amazing architecture & rich historical Culture
 Sri Ganganagar, Bikaner, Jalore, Jhunjhun, Alwar
 Bikaner, Jhunjhun, Hanumangarh

Analysis and Discussion:-

The study travels around the private heritage authority that offers all natural and cultural rural heritage to the Indian and foreign tourists. Most of the stakeholders are villagers. Few open ended questions were asked to the rural/ agri tourism providers. The responses revealed that post pandemic season flooded with Indian tourist. Indian tourists are from Delhi and Jaipur. Since 2014 till pandemic, foreign visitors prefers to visit rural Rajasthan. All these property owners are associated with the inbound tour operators based at Delhi, Mumbai or Jaipur, some tour operators send Indian student groups to explore the rurality of the region. Foreign visitors are mostly from European countries as previous tourists statistics also shown that among foreign tourists, Rajasthan is preferred by European travellers.

Responses from the Heritage Property owners/ Farm owners

S.No.	Questions	Responses
1.	Services offered	Trekking, Village walk, Camel Safari, Traditional food with traditional style, bird watching, showcase of cultural dance
2.	Tourists hailed from	Germany, France, Spain, Italy, Portugal, England
3.	Residents involvement	<ul style="list-style-type: none"> All the associate workers are from the same village. Employees of the Heritage property are from other cities also. Village walk, traditional performances, camel safari, bird watching and trekking involves local community.
4.	Tourists preferences	<ul style="list-style-type: none"> Foreign tourist enjoys every rural practice. Indian tourist also reacted in a same way and enjoy every offered rural practices Overall they prefer to engage and try to be a part of every activity.
5.	Food Choice of Tourists	Both foreign and Indian travelers prefers to have Indian traditional and fresh food.
6.	Stay Duration	Tourists love to stay maximum for 2 to 3 days. But mostly tourist stays only one night.
7.	Kind of Facilities	Royal but traditional/ ethnic
8.	Year of conversion into heritage hotel	1987, 1992, 2008, 2011, 2014
9.	Prospects of agricultural tourism	Never thought of it as tourists are satisfied. Tourist enjoys the flooded fruits and vegetables during farm visit. Never offered them any agricultural practices.
10.	Would you add such activities into your itinerary	Yes, surely. May be
11.	Could you provide the statistics of	No, exact figures we cannot share.

	travelers	
12.	Total number of community involvement	Almost 35-40 Approximately 30 Maximum 35

Overview picture of Agritourism

After deep qualitative analyses and through evaluation of agritourism in Rajasthan state of India, a concluding model had prepared. This model depicts the complete idea i.e. economical, environmental and social requisites. It also marks the opportunities that could avail through this kind of tourism. Rajasthan is famous for desert region. Mostly farmers have less option to add on the economic status. This is common in all developing countries. Public private sectors are supposed to seize such areas for sustainable development of village & villagers.

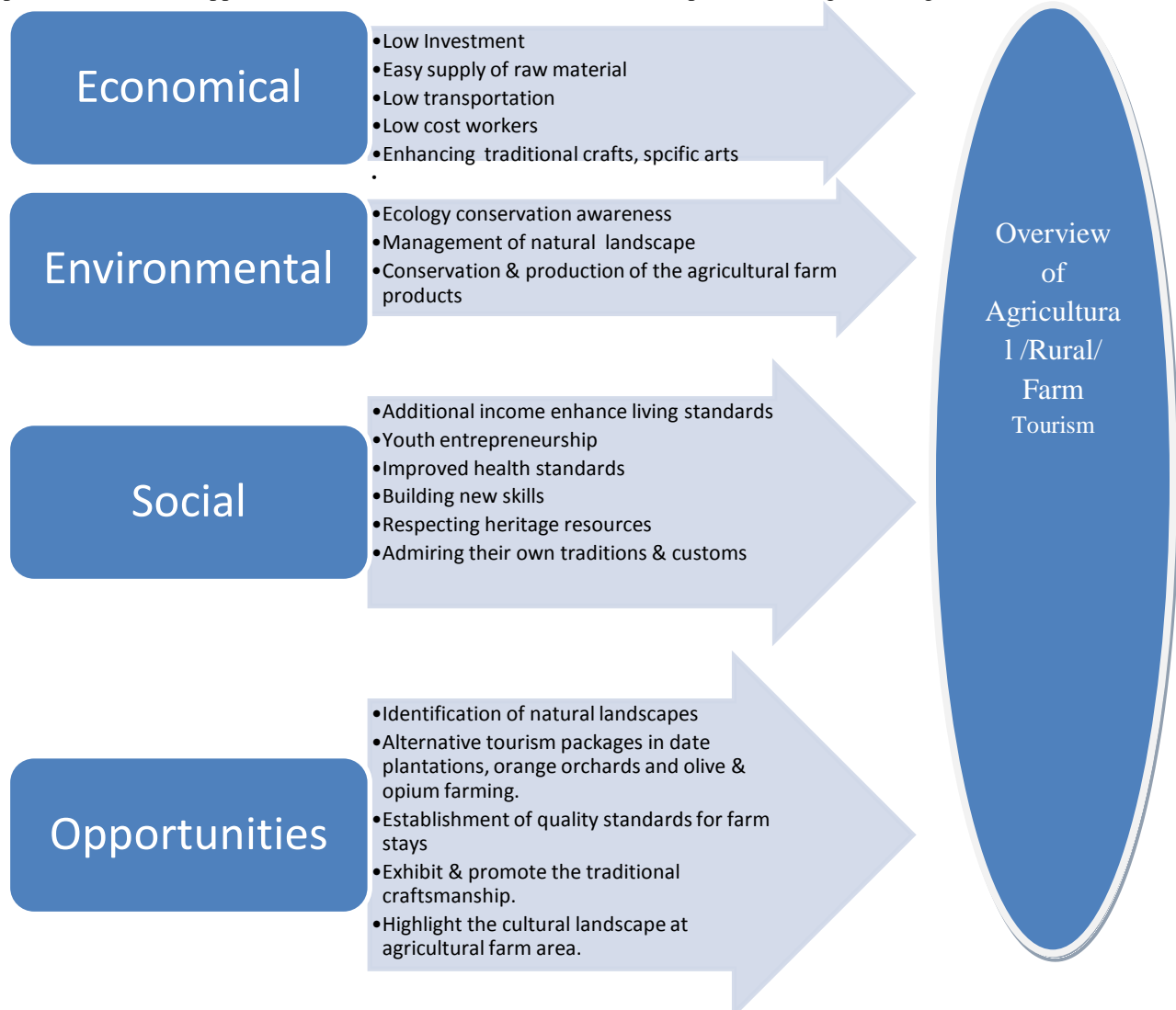


Figure 3:- (Source: Author).

Though at a very nascent stage agritourism is being promoted in several part of the country, the Agri Tourism Development Corporation (ATDC) is an initiative which develops, actively promotes and encourages agritourism in the state of Maharashtra. The company has established 152 Agri Tourism Centres across the state, which are run by 500 trained local farmers. These Agri Tourism Centres serve predominantly domestic tourists from urban areas, which are provided the opportunity to interact with rural villagers and farmers in order to experience authentic Indian agricultural traditions in unexploited natural environments.

Rajasthan is a state which is already popular among Indian and foreign travelers as a desert site, as a cultural hub, as a city for royals, fortified forts & palaces, for camel safari, animal race, traditions, customs and many more. The stakeholders of tourism developers have to mark & quantify the farms nearby any tourist site. This exercise will only took little effort to add attraction in existing itinerary that sublime the lesser known village and reaches the economic development to the community.

Conclusion & Recommendations:-

After deep analyses of agritourism in Rajasthan, India, it could be concluded that developing countries which are culturally and naturally rich but due to lack of awareness and financial resources, could not support the economy of the country. Agricultural tourism requires private or public tourism stakeholder's support that could beat the challenges and training to pull tourists towards their region. There are many villages in Rajasthan, Maharashtra, and Uttarakhand where it is operating successfully with cultural and financial benefits.

Many farm owners convert their personal farms into agritourism sectors in Rajasthan. They doesn't have financial crisis but they confronts authenticity challenges & lack of exhibiting rural life & agricultural practices which is the prime factor of agritourism. If both could work in a holistic manner then results will definitely be fruitful.

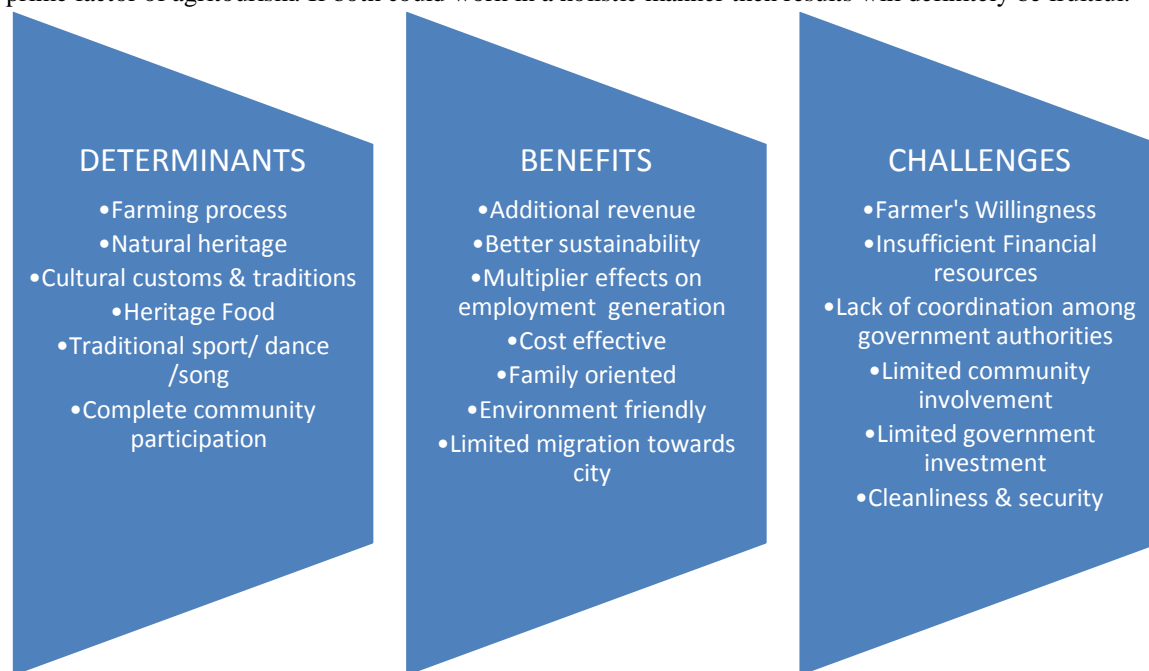


Figure 4:- (prepared by Author).

The above figure clarifies the main determinants of developing such tourism in rural areas. It follows with the benefits and its challenges. The figure 3 & 4 stimulate the investors to extend their idea towards agricultural tourism. Little training and little investment transform the villager's life not only economically but also cultural landscape offer them to pride their customary practices. The respectable employment opportunities also prevent the migration of villagers.

1. Enhancing natural biological cycles in farming systems
2. Nurturing local community empowerment and fostering relations between city and country folk
3. Generating employment for villagers, diversifying social and economic development and promoting local products
4. Protecting and promoting traditions and cultural initiatives
5. Developing social tourism

Agricultural tourism is a business strategy where investors invested money and training and always implemented by the local community. The tourist entails authenticity and purity which could only delivers by the residents. More importantly, the benefits from all exercise should reach to the rural community. The services rendered by such villagers have the significant role in agritourism activities. The cultural aroma and sanctity savour of heritage food

are the factors that heave the tourist towards the rural areas. One crucial issue is the type of farming & the traditional way of handling fields that catches their attention. Hygiene, comfort and safety are the focus points for sustainable tourism development.

By taking initiatives in Agro tourism Tourists, visitors, farmers and local people can exchange their skills and knowledge on farming and agriculture. This will also brings monetary benefits to them and improves climatic conditions too. Thus provides a better place with a better environment and surroundings.(Hemani Kotharia, Dr. Asif Perwejs, 2021)

This research notifies that agricultural tourism plays as a catalyst that resolves the issue of seasonality in Agricultural and tourism industry mainly in developing countries. It also deals with the problem of migration of villagers towards urban areas. It works as three tier approach i.e. **focus on tourist requisites, conservation of fields & heritage, equal share of benefits**. Agricultural land and other heritage are sensitive in nature that would not bear the throng and would ruin the beauty of natural and authentic heritage tourism. Economic development of community is imperative then only true sense of Agritourism extends without discontent & with innovation and entrepreneurship. This synergy between agriculture and tourism capitalized on the combined benefits of development in agriculture as a primary sector and tourism as a service sector which further boost rural employment generation and environmental benefits. It will be a great help to remove seasonality for both sectors. The idea is to raise the awareness among the stakeholders of farm tourism developers so that the benefits could be reached to authentic service providers through propoor tourism strategy.

Annexure

1. One Table of Tourist Statistics
2. Five photographs of Tourists and community Involvement
3. Five models had developed after the qualitative and quantitative analysis of rural Rajasthan tourism and community involvement

Table 1:- Foreign and domestic tourist arrivals across Rajasthan between 2010 and 2019(in millions).

	Domestic Tourist	Foreign Tourist	Total Tourist
2010	25.54	1.28	26.82
2011	27.14	1.35	28.49
2012	28.61	1.45	30.06
2013	30.3	1.44	31.74
2014	33.08	1.53	34.60
2015	35.19	1.48	36.66
2016	41.5	1.51	43.01
2017	45.92	1.61	47.53
2018	50.24	1.75	51.99
2019	52.22	1.6	53.28

Source: Published by Statista Research Department, Jul 27, 2021 <https://www.statista.com/statistics/1026993/india-tourist-arrivals-in-rajasthan-by-type/>

Photographs of Tourists and community involvement at various sites of rural Rajasthan (Provided by the Heritage property owners)



Photo 1:- Trekking around Aravali ranges.



Photo 2:- Indian Students visited the rural sites of Rajasthan.



Photo 3:- German tourists engaged at government school.

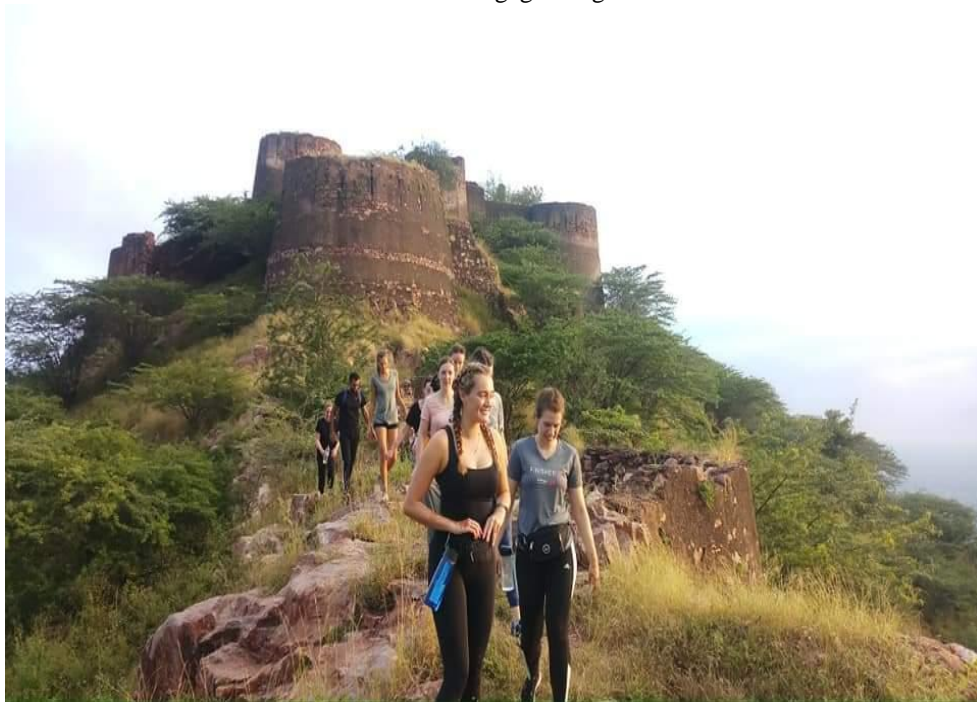


Photo 4:- Tourists trek towards the ruined fort.



Photo 5:- Camel Cart Safari at sand dunes near Jaipur.

Figures:- Models and highlighters.

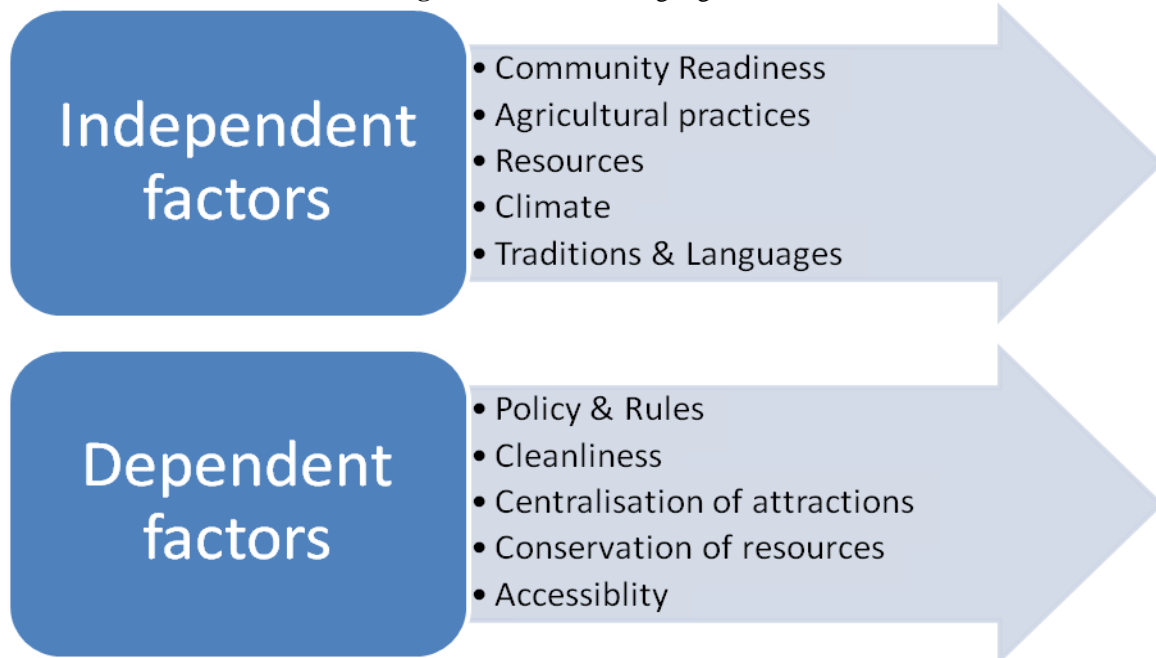


Figure 1:- (Source: Author).

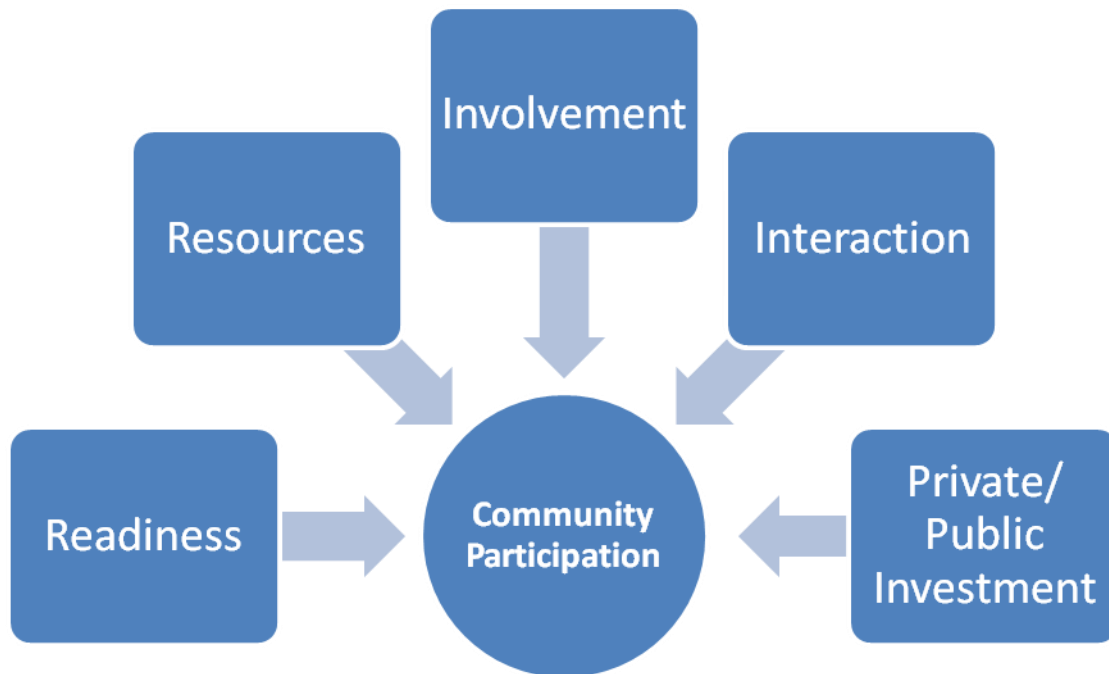


Figure 2:- (Source: Author).

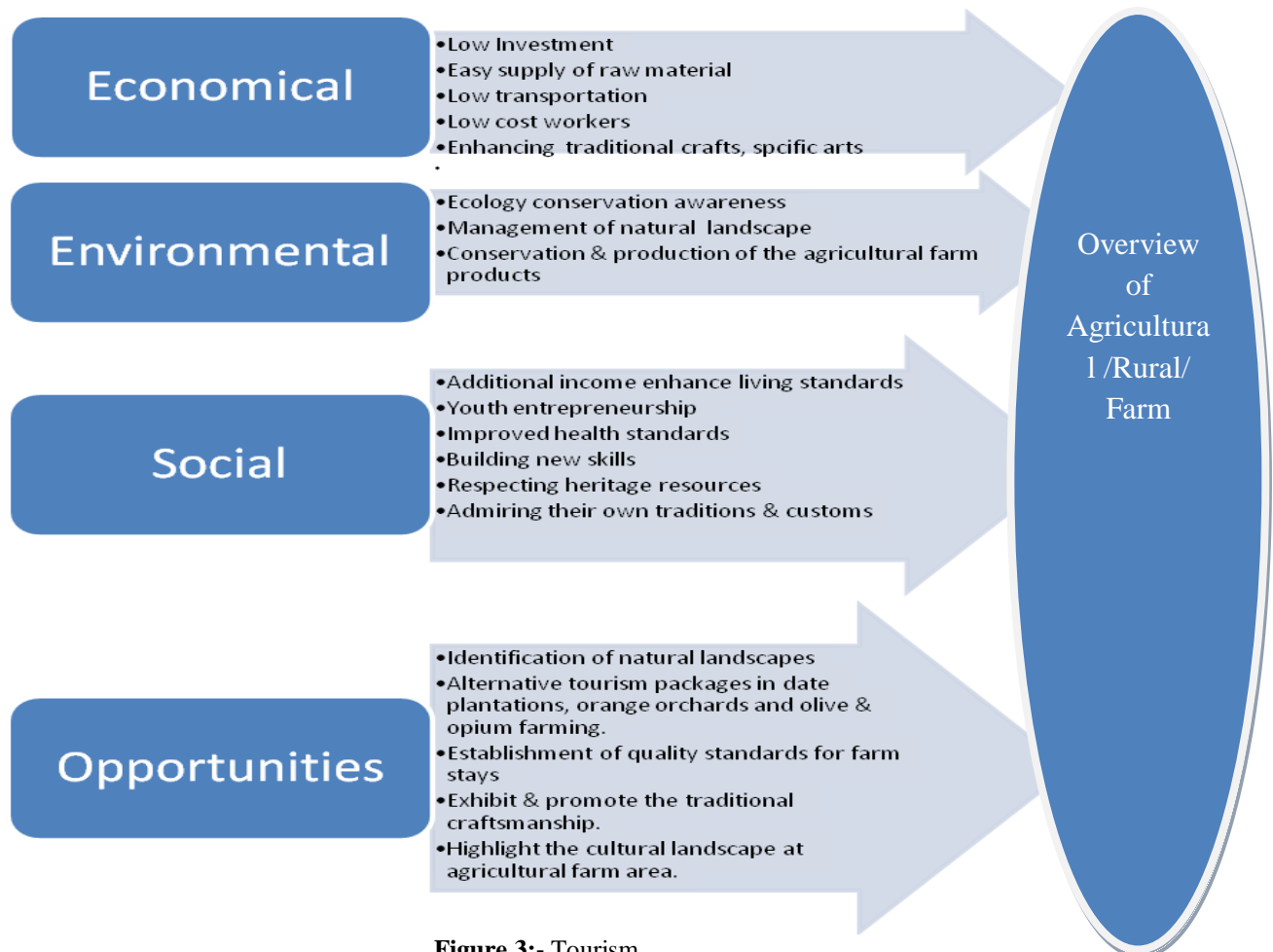


Figure 3:- Tourism

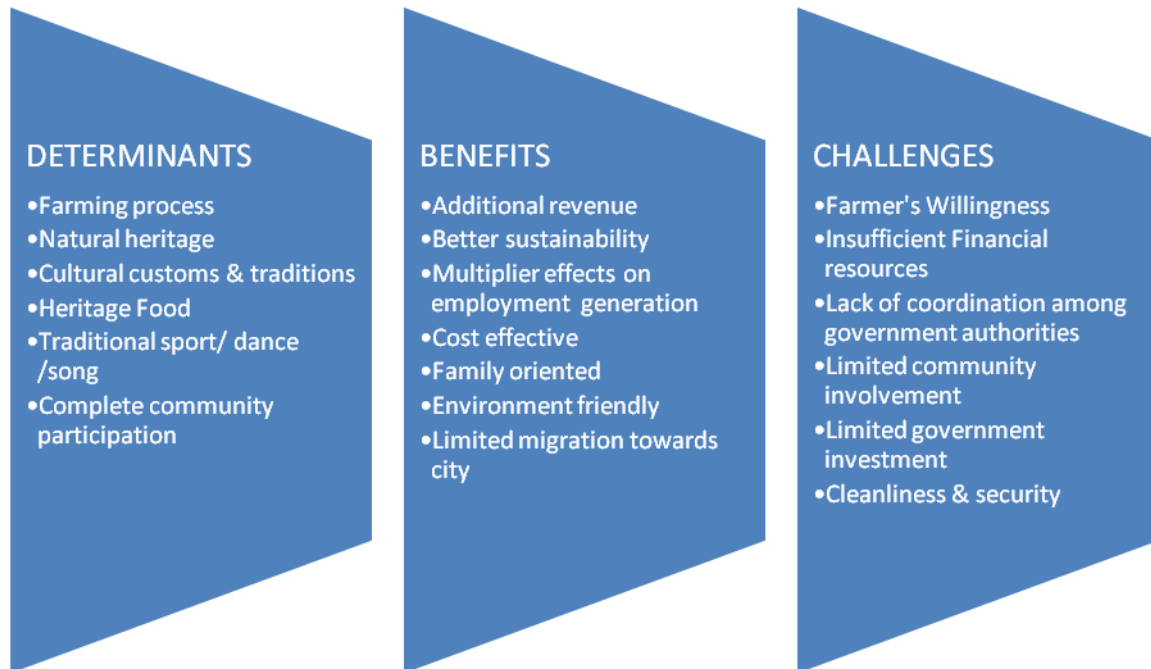


Figure 4:-

References:-

1. Joshi, Kamlesh & Bagri, Satish, 2020, Opening up India to Rural Tourism Promotion, Rurality, Ruralism and Rurality: Challenges and Coping Strategies, Ane Books Pvt. Ltd.
2. Joshi, P. (2013). Agritourism: Agri-allied enterprise way to sustainable rural Development. **Articles and Case Studies: Inclusive & Sustainable Growth Conference**, 1(2). Retrieved from <http://journal.ijacp.org/index.php/ISG/article/view/134>
3. Khangarot, Garima & Sahu, Praveen. (2019). Agro-Tourism: A dimension of sustainable tourism development in Rajasthan. *JIMS8M: The Journal of Indian Management & Strategy*. 24. 21. 10.5958/0973-9343.2019.00030.9.
4. Kumar Bhatta, Keishiro Itagaki, Yasuo Ohe, Determinant Factors of Farmers' Willingness to Start Agritourism in Rural Nepal, *Open Agriculture*. 2019; 4: 431-445, Open Access. © 2019 Kumar Bhatta et al. published by De Gruyter
5. Hemani Kotharia, Dr. Asif Perwejs, Agro-tourism in Rajasthan: A way to bring down issues in our surrounding environment, *Turkish Journal of Computer and Mathematics Education*, Vol.12 No.3 (2021), 3288-3292
6. Li Yang (2012) Impacts and Challenges in Agritourism Development in Yunnan, China, *Tourism Planning & Development*, 9:4, 369-381, DOI: 10.1080/21568316.2012.726257)
7. Malkanthi, S. and J. K. Routy. "Potential for agritourism development: Evidence from Sri Lanka." **Journal of Agricultural Sciences** 6 (2011): 45-58.).
8. Rogerson, C.M. and Rogerson, J.M., 2014: Agritourism and local economic development in South Africa. In: Rogerson, C.M. and Szymańska, D. editors, *Bulletin of Geography. Socio-economic Series*, No. 26, Toruń: Nicolaus Copernicus University, pp. 93–106. DOI: <http://dx.doi.org/10.2478/bog-2014-0047>)
9. Rogerson, Christian. (2001). Spatial Development Initiatives in Southern Africa: The Maputo Development Corridor. *Tijdschrift voor Economische en Sociale Geografie*. 92. 324-346. 10.1111/1467-9663.00160.
10. Vikas Rustagi, Rural Tourism- Showcasing India's Rural Heritage, Kurukshetra, Ministry of rural development Vol. 67 No. 6 Pages 52 April 2019.
11. Yulong Li Caroline Hunter, (2015),"Community involvement for sustainable heritage tourism: a conceptual model", *Journal of Cultural Heritage Management and Sustainable Development*, Vol. 5 Iss 3 pp. 248 – 262. (PDF) Community involvement for sustainable heritage tourism: a conceptual model. Available from:
12. https://www.researchgate.net/publication/283800120_Community_involvement_for_sustainable_heritage_tourism_a_conceptual_model [accessed Dec 10 2020].
13. <http://ficci.in/spdocument/20797/AgriTourism%20Advantage%20Rajasthan.pdf> (accessed on 10dec,2020)

14. http://www.agriculture.rajasthan.gov.in/content/dam/agriculture/Agriculture%20Department/gram/publications/investor_guide.pdf (accessed on 10dec,2020)
15. <https://agriculture.rajasthan.gov.in/content/dam/agriculture/Agriculture%20Department/gram/policies/agri%20policy%202019.pdf> (accessed on 15march, 2021)
16. Lachapelle P.R., Austin E.K. (2014) Community Participation. In: Michalos A.C. (eds) Encyclopedia of Quality of Life and Well-Being Research. Springer, Dordrecht. https://doi.org/10.1007/978-94-007-0753-5_471.