

Semester VII
Discipline Specific Elective-I :- DSE-I -7.2
Rural and Agritourism

Offered by Department of Tourism, College of Vocational Studies

Credit Distribution, Eligibility and Pre-Requisite of the Course

Course Title and Code	Course Code	No. of credits	Components of the course			Eligibility Criteria	Pre-requisites of the course
			Lecture	Tutorial	Practical		
Rural and Agritourism DSE – 7.2	DSE 7.2	4	3	1	0	Pass in Class XII	NIL

Learning Objectives:

The objective of the course is to familiarize students with the principles, applications, and importance of Agritourism and rural tourism, particularly in the Indian setting. Examining the socioeconomic, cultural, and environmental aspects of rural India that are pertinent to the growth of tourism is another goal of this course. It will offer a chance to investigate the advantages and disadvantages of Agritourism as a paradigm for sustainable travel. Students will also learn about planning resources, policies, and effective case studies in Agritourism and rural areas.

Learning Outcomes:

After completing this course, the learners would be able to:

1. define and explain the core concepts of rural and Agritourism, especially in the Indian socio-economic and cultural context.
2. analyze rural tourism destinations and identify the resources, stakeholders, and potential for development.
3. develop community-based rural tourism plans with a focus on sustainability, cultural preservation, and inclusive growth.
4. evaluate policy frameworks and institutional mechanisms supporting rural and agritourism in India.

5. apply marketing and branding strategies to promote rural and agricultural tourism experiences.
6. design practical business models for farm stays, local tourism packages, and community experiences.
7. critically assess the challenges facing rural and agritourism and recommend innovative and ethical solutions.

Unit I:- Introduction to Rural and Agritourism (12 Hours)

Introduction to the concept of Rural and Agritourism, Historical development of rural and Agritourism, Importance in Indian context: Social, Economic, and Environmental aspects. Stakeholders in rural tourism: Government, NGOs, Local Communities.

Unit II:- Rural India – Socio-Cultural and Economic Landscape (10 Hours)

Study of Indian rural society: demographics, traditions and occupations. Village as a primary tourism product- Showcasing rural life, art, culture and heritage. Activities under Agritourism: farm stays, crop tours, animal husbandry demonstrations. Role of women and youth in rural tourism.

Unit III:- Planning and Development of Rural and Agritourism (12 Hours)

Planning involved in rural tourism- steps in developing a rural/agritourism project, Rural tourism clusters and hubs, Basic infrastructural development - accommodation, sanitation, accessibility. Design and operation of farm stays and village experiences, Community participation and capacity building through rural and Agritourism.

Unit IV:- Policy Framework and Challenges (11 Hours)

Government schemes: Ministry of Tourism, Rural Development, National Bank for Agriculture and Rural Development (NABARD), Agri Tourism Development Corporation (ATDC), Challenges - seasonality, skill gaps, infrastructure, climate risks. Ethical concerns: cultural commodification, exploitation.

Exercises:

The learners are required to:

1. visit or study a rural village and make a group presentation and report on a resource inventory: natural, cultural, agricultural and human.
2. design 3 interactive activities that tourists could participate in: (A) **Crop Tour** – Explain sowing/harvesting practices (B) **Animal Husbandry Demo** – Cow milking, feeding, poultry (C) **Farm-to-Table Cooking** – Local recipes using farm produce.
3. conduct research and create a **map or chart** of rural tourism clusters/hubs in India: Include: Main attractions, Local crafts/festivals, Any government/NGO involvement.
4. write a report on a real-life government policy (e.g., Maharashtra Agritourism Policy) through interview stakeholders or use secondary data.

Suggested Readings:

- Chase, L., & Reid, T. (Eds.). (2023). *Teaching agritourism*. Edward Elgar Publishing.
- Nyagadza, B., Chigora, F., & Hassan, A. (Eds.). (2023). *Agritourism for sustainable development*. CABI Publishing.
- Oriade, A., & Robinson, P. (Eds.). (2017). *Rural tourism and enterprise: Management, marketing and sustainability*. CABI Publishing.
- Roberts, Lesley. (2001) *Rural Tourism and Recreation: Principles and Practice*. Massachusetts: CABI Publishing.
- Saarinen, J., & Rogerson, C. M. (Eds.). (2023). *Community-based rural tourism and entrepreneurship*. Springer.
- Sharpley, R., & Roberts, L. (2004). *Rural tourism and recreation: Principles to practice*. CABI Publishing.
- Singh, S. (2009). *Domestic tourism in India*. Indus Publishing.
- Urbina, A. (2024). *Farm adventures: Exploring the world of Agritourism*. Independently published.

Additional readings:

- Ministry of Tourism, Government of India. (2020). Annual report 2019-2020. <https://tourism.gov.in>
- Ministry of Rural Development, Government of India. (2021). Schemes and initiatives for rural livelihood enhancement. <https://rural.nic.in>

- National Bank for Agriculture and Rural Development (NABARD). (2021). Promoting agritourism for rural development. <https://www.nabard.org>

Notes:

1. **Suggested Readings will be updated and uploaded on college website from time to time.**
2. **Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**