

## **FACULTY OF AGRICULTURE**

### **DEPARTMENT OF AGRICULTURAL EXTENSION**

#### **GEXTVAC01 - AGROTOURISM**

##### **Theory**

###### **Unit I:**

Agro-Tourism, Introduction, importance, scope, forms of agro-tourism, advantages and implementation, introduction to Indian culture.

###### **Unit II:**

Govt. policies and legislations in respect of tourism and agro-tourism and environment protection laws. Requirements for Agro-tourism. farm, forest, garden, wild life, fish tank/ponds, coastal areas. residential huts, etc.

###### **Unit III:**

Constraints in operation and management of Agro-tourism activities. Management of resources – Human resources, Natural resources and Garbage management at Agro-tourism centre.

###### **Unit IV:**

Entrepreneurship development with special reference to profitable Agro-tourism, Hospitality: food and beverages and accommodation services. Communication skill and services needed for Agro-tourism

###### **Unit V:**

Capital investment, sources and capital budgeting for Agro-tourism as a business. Preparation of Project Proposal for Agro-tourism and its feasibility study. Accounts and record keeping etc., for Agro-tourism. Marketing strategies for Agro-tourism products and services. Publicity of Agro-tourism: advertisement and use of media.

##### **PRACTICALS**

Visit to various nearby agro-tourism centers. Study of different types of Agro-tourism centers and services offered by them etc. Report preparation and presentation on agro-tourism project.

## **LECTURE SCHEDULE**

1. Agro-tourism: Introduction, importance, scope
2. Forms of Agro-tourism advantages and implementations, introduction to Indian culture.
3. Govt. policies and legislations in respect of tourism.
4. Agro-tourism and environment protection laws.
5. Requirements for Agro-tourism. Farm, forest, garden, wild life, fish tank/ponds, coastal areas, residential huts, etc.
6. Constraints in operation and management of Agro-tourism activities.
7. Management of resources – Human resources, Natural resources
8. Garbage management at Agro-tourism centre.
9. Entrepreneurship development with special reference to profitable Agro-tourism
10. Hospitability: food and beverages and accommodation services.
11. Communication skill and services needed for Agro-tourism
12. Capital investment, sources and capital budgeting for Agro-tourism as a business.
13. Preparation of Project Proposal for successful Agro-tourism and its feasibility study.
14. Accounts and record keeping etc., for Agro-tourism.
15. Marketing strategies for Agro-tourism products and services
16. Publicity of Agro-tourism: advertisement and use of media.

## **Practical Schedule**

1. Visit to Pichavaram mangrove forest to study about its eco-tourism
2. Visit to Parangipettai / Samiyarpettai to study about coastal ecosystem
3. Visit to NLC to study Coal mines and afforestation programmes
4. Visit to Department of Tourism Studies, Pondicherry University
5. Visit to Botanical gardens, Department of Agriculture, Government of Puducherry
6. Visit to Government of Puducherry Tourism Department, Uppalam, Puducherry
7. Visit to Puducherry Tourism Development Corporation, Beach road, Puducherry
8. Visit to Ganagaikonda Cholapuram Temple to study its lawn pattern
9. Visit to *Tranquebar Fort*, Tharangambadi
10. Visit to Mahabalipuram to study about its Shore temple
11. Visit to Vandalur zoo to study about wildlife animals
12. Visit to Vedanthankal to study about birds sanctuary
13. Visit to the Tamil Nadu Tourism Development Corporation, Triplicane, Chennai
14. Preparation of project on Agro-tourism
15. Preparation of project on Agro-tourism
16. Presentation of project on Agro-tourism

## **Reference Books**

1. Talwar, Prakash. Travel and Tourism Management . Gyan Books Pvt. Ltd., Main Ansari Road, Darya Ganj, New Delhi-110 002.
2. Badri, S.C Trends in Tourism Promotion 2003. International Books Distributors, 9/3, Rajpur Road, Dehradun-248 001 Uttarakhand (India).