

A Review of Sustainable Commercialization of Farm Tourism and the Farmer's Community Development

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ABSTRACT

Purpose: *This review paper aims to find out the effect of sustainable commercialization of farm tourism and farmer's community development. This review comprises available literature on this area and gives a considerable understanding of the sustainable commercialization of agricultural tourism and through which the possibility of farmer's community development.*

Design: *This review paper considers to do organized method to identify the various studies taking place about the Commercialisation of agricultural or farm Tourism. This article is structured with different peer review academic research through Google Scholar. The data collected for the review paper was from secondary data sources like journal publications and scholarly articles. ABCD analysis was used to find out the effects of sustainable commercialization of farm tourism and its benefits to the farmers.*

Findings: *As per the results of the study sustainable commercialization of agricultural/farm tourism is a successful method to revamp the importance of cultivation and to encourage people to agriculture. This study explores the guidelines for the successful implementation of sustainable agriculture and tourism needs to be implemented in different states as a process, needs. And crops of every state are different. This model will create awareness about the advantage of agriculture and reduce the number of farmer's suicide. Different kinds of financial support can be developed for the implementation of this agricultural and farmer's development project.*

Originality value:

This review paper analysis the documents on diverse studies about the sustainable commercialization of farm tourism and the development of farmer's communities. The review paper also emphasizes commercialization's negative and positive impacts on the tourism industry. In general, this review helps to understand through which the authority can take a decision on sustainable commercialization and through which they can focus on the problems faced by the farmers. Hence this review paper has important in developing and supporting the farmer's community and introducing a new model of farm tourism.

Paper type: Literature Review

Keywords: Sustainable Commercialisation of Agricultural tourism, Sustainability, Farmer's community development, ABCD Analysis.

1. INTRODUCTION :

Farmers are the people who practice the profession of growing plants and harvesting crops. That can be of two types cash crops to achieve revenue and food crops whose prime intention is to meet the food needs. Commercialization can be simply defined as, running or managing something with the prime intention of financial gain. Commercialization with the support of accurate technologies has had great value in recent years (Aithal, S. & Aithal, P. S. (2021) [1]). Commercialization in agricultural tourism products has multiple impacts within the industry and among tourists. Different research shows that there are varied commercialisations for different tourism products. Commercialization and commodification of wine tourism products are prominent among these (Maconis, N. (1998) [2]).

Recently agricultural commodification has been practiced under farm Agri tourism in order to attract foreign tourists to the rural areas of many states (Leavy, J. & Poulton, C. (2007) [3]). Commercialization aims to achieve more customer preference and satisfaction. The tourism industry reaches customer satisfaction when guest engages in planting and harvesting in agriculture and attending different art forms in rituals, despite the stipulated season given for it. Guests are involved in farming and planting at tourist spots despite their natural procedures (McGehee, N. G, & Kim, K. (2004) [4]). Implementation of different technology also entertains the guest and through which the commercial values of the farming sites improved (Rose, et al. (2021) [5]). Automation of agricultural fields chased the number of humans in cultivation as well as harvest spots (Tian, H. et al. (2020) [6]). Sustainability is simply defined as the ability of the present generation to meet their own needs without compressing the ability of future generations to meet their needs (Pretty, J. (2008) [7]). The transformation of agriculture into organic farms that benefited farmers commonly comes under Worldwide Opportunities on Organic Farms (WWOOF) (Terry, W. (2014) [8]). Sustainable commercialization is needed in today's cultivation and tourism importance. It includes plant sustainability as well as land sustainability in the process of agriculture.

On the other side, commercialization undervalues the natural cultivation systems by providing opportunities for the guest people. There are unused fertile lands kept for tourism purposes where the guest can participate in harvest and cultivation as well (Hagos, A, & Geta, E. (2016) [9]). In current years the potentiality of tourism increased considerably and thus the implementation of commercialization also increased (Tomazos, K, & Cooper, W. (2012) [10]). Commercialization becomes an investment in travel and tourism products since the commodification remarkably results in the revenue of the whole tourism business. The commercialization effect sometimes denies the original value of the product or service received by the guest (Chutia, L. J, & Sarma, M. K. (2016) [11]). This review paper intends to scrutinize the effects and neediness of sustainable agricultural commercialization in the tourism industry and the development of the farmer's community. Farmers are the cornerstone of all countries. Agri tourism and the success of farm tourism improved the revenue of farmers despite the season. Indian farmers are struggling with problems like the unreliable value of cash crops and middlemen exploitation market politics. The sustainable plating procedure through the farm tourism concept will be profitable.

2. OBJECTIVES OF REVIEW PAPER :

- (1) To conduct a review of the literature on the commercialization of agricultural tourism on sustainability and development.
- (2) To evaluate the positive and negative impacts of the commercialization of agricultural tourism on farmer's communities and development.
- (3) To identify the research gap in the present studies on the commercialization of agricultural tourism and the growth of farmers.
- (4) To develop various research agendas based on identified research gap.
- (5) To analyse ABCD analysis by categorizing the advantages, benefits, constraints, and disadvantages of commercialization of agricultural tourism.

3. METHODOLOGY :

This paper was completed by using secondary data sources. This review paper includes data searched through google scholar. 105 article papers and research were reviewed for this review article. All the papers searched using the keywords of this study include Sustainable Commercialisation, Agricultural tourism, Implementation, Farmer's community development, and ABCD Analysis. The data used for the preparation of this paper includes data from websites, news, and travel magazines. The keywords and the related data grouped are produced in the form of tables in the article.

4. REVIEW OF LITERATURE :

4.1 Sustainable Commercialization of Agricultural Tourism:

Commercialization became a hot topic of research in the recent boom of the tourism industry and tourism products. The country's investment in tourism and its contribution to GDP is increasing day by day. Commercialisations aim to enable a wide range of products to the customers through which the company earns revenue and fewer expenses or to reduce costs. There is a wide range of tools for

commercialization including search engines, email or website marketing, usage of social media influence, online and offline advertisements, and word-of-mouth publication.

According to Rudwiarti, L. A. et al. (2017). [12], Commercialization in tourism is mainly on its destinations and its products. According to Revathi, R. & Aithal, P. S. (2019). [13], Commercialization aims to produce the maximum number of products with maximum expenses at a time by using technology. Commercialization of agriculture goes hand in hand with technological automation. According to Aithal P.S. & Aithal, S. (2015). [14], that there can be pesticide reduction, tracking & brand protection of agricultural fields can be done with the application of Nanotechnology. Commercialization in tourism products leads to business and thus the growth of the industry, effective commercialization is a key to success in every business. According to Pellikka, J.& Lauronen, J. (2007) [15], Commercialization in business is a balanced allocation of effective resources and has a crucial role during the entire process. According to Marshall, E. et al. (2003) [16], commercialization is a continuous process that starts with production and goes through collection, processing, storage, transport, and marketing, and ended with the sale. According to Tabe Ojong, et al. (2022) [17], Studied the agricultural commercialization benefits of farmers and their study resulted that farmer getting higher gains and monetary growth and decreasing rural poverty.

According to Matenga, C. R. & Hichaambwa, M (2017) [18], Agricultural commercialization for the purpose of lively hoods is beneficial in terms of income-generating employment and the nation's prosperity. Agricultural commercialization is a process of producing more crops including cash crops and food crops for the purpose of marketing. Agricultural commercialization takes place in tourism in the form of farm tourism where the guest is invited to participate in cultivation and harvesting. Where the service of that facility becomes the product to make revenue. The practice of cultivation by the guest usually takes place despite all the natural cultivation procedures and finally gets replaced by the next visitor. This process leads to the wastage of plants. This mainly aims the tourist satisfaction and financial benefits instead of agricultural ethics. Rendering to Hakizimana, C. et al. (2017). [19], a study in Kenya shows that proper plantations create better-paid permanent employment and farm tourism generates insecure employment as it will be hit by the tourist seasons. Social media plays an important role in the commercialization of agricultural products. These platforms made easy communication and marketing of agricultural products all over the world.

Commercialization challenges the natural cultivation process and the types of seeds used for traditional agricultural purposes at times. Farmers choose high-yield and versatile crops and seeds for cultivation which may not match the food quality of traditional seeds or plants. Multiple types of plants are identified and produced by different agricultural labs with fast fruit-making as well as all time.

4.2 Sustainability:

The sustainable theory simply defines, to sees the needs of the current generation without reducing the ability of future generations to meet their own needs [20]. Tourist traffic to a country is blissful to their economy. With the introduction of the sustainability model destinations, tourists are held responsible for maintaining the wealth of a destination. Sustainable tourism expects the introduction of solar power to reduce the usage of energy sources geothermal and biomass for electricity as it will harm nature. Sustainable rainwater harvesting to reduce the usage of underground water is another goal of sustainable service providence. Sustainability theory supports the recycling of garbage and the implementation of a low-waste model [21]. Sustainability entrusts all destinations' complete design and beautification and supporting facilities should adopt local art and cart to invest in local community benefits. Employment to the host to improve the feasibility of the service at all destinations. This sustainability also asks to ensure the participation of the tribal communities in tourism if available. The concept of tourism consists of three main elements: social justice, economic development, and environmental integrity [22]. According to Streimikiene, D. et al. (2021) [23], Sustainable tourism operates under different names, the type of tourism which gives importance to the protection of ecology is named ecological tourism (ecotourism), green tourism focuses on maintaining the greenery of the destination, and there are certain destinations with ecologically fragile nature that implements the soft tourism, the rural tourism focuses on the sustainable development of remote areas and Agri-tourism aims the agriculturally based sustainability in tourism. There are community tourism, equitable tourism, solidarity, and responsible tourism also under the concept of sustainable tourism.

According to Marin-Pantelescu, A. et al. (2019). [24], The sustainability of a destination or any tourism product is based on certain principles. The principles of sustainability majorly depend on social, environmental, economic, and human welfare. That includes sustainable material usage for development, long-lasting plans developed by research and innovation, effective energy utilization, waste reduction, social commitment, and responsibility, and cost-saving execution [25]

According to Rigg, J. et al. (2020) [26], Sustainable commercialization and promotion of agricultural tourism help eco-friendly cultivation and its benefits simultaneously from cultivation and tourism for a farmer’s revenue. Sustainable commercialization and promotion of agricultural tourism help eco-friendly cultivation and this gives financial benefits to the farmer from cultivation and tourism. Sustainability has three strong pillars: economic feasibility, environmental protection, and social justice. According to When agricultural tourism development comes into execution the first beneficiary should be the man in the field. A fertile land like Kerala has peculiar scope in agriculture as well as Agri tourism. The land and its cash crops have an been attraction for foreigners, and India was under their rule for many years to snatch this business. The same Agri destination can be a wonderful tourist spot for the same citizens to visit and make spending in this place [27].

4.3 Farmers Community Development:

The profession of farming can’t be identified just as an occupation but should be considered a crucial element in all society [28]. According to Ederer, P. et al. (2023). [29], A farmer is a person who engaged in the farming of plants raising living organisms for food and related products. A farmer is a cornerstone for all countries to meet their food need. A country like India holds farmers to its two – third of the total population. The person who works on his own land and labor on another’s land is also called a farmer. Farmers are struggling in India due to unreliable rainfall, lack of irrigation technology, soil erosion, the cost of farming, and many other situations. The farmer’s community is one of the major group of people who needs the help of the government to run their daily hoods.

We have the national statistical office's situation assessment of agricultural households (SAAH) report for 2018-19. It pegs the country's “agricultural households” at 93.09 million. In short, India officially has anywhere from 90 million-plus to almost 150 million farmers [30-31].

According to Behl, N. (2022). [32], The agriculture sector is one of the most important industries in the Indian economy. In terms of employment, the agriculture sector provides a source of revenue to over 151 million people. Approximately 60 percent of the Indian population works in the industry, contributing about 18 percent to India’s GDP on 26-jan-2023.

According to Alizamir, S. et al. (2019) [33], Indian farmers are constantly on strike with basic facility demands like government supports and subsidies for crops and limited import to increase the cost of domestic goods through which a minimum standard rate for all products, especially on crops. Local government like Panchayath and Agri department needs to identify technologies to protect the Agri field from unexpected natural calamities. In case of loss of agriculture in any unpredicted case, there should be defined rules and committees to enquire about the same and to meet the loss of a farmer. There are a lot more areas where the government plans to get implemented to protect the effort and the community of farmers [34].

Table 1: Scholarly Literature on Sustainable Commercialization in Tourism

S. No.	Focus area	Contribution by the researcher	References
1	Border of commercialization and service	The study recommends providing free accommodation for travelers who involve in any sustainable projects for a long duration like animal rescue, and hydro projects. Through this, they receive an opportunity for long-term education or research-based tourism without much expense.	Tomazos, K, & Cooper, W. (2012). [35]
2	Tangible intangible elements of	This study explains that the tourist arrival at a rural destination causes tangible intangible changes in local people which lead to cultural integration and improvement in the standard	Moric, et al. (2021). [36]

	commercialization in tourism	of living. This practice counts under the positive impact on society of tourism	
3	The commercialization of culture and religion	The commercializing of religion and culture needs to be considered as the choice of tourists. Thus, this article supports the commercialization	Al Jabouri, et al. (2022). [37]
4	Impact of Commercialisation of Communities for Tourism	Three different tourism projects introduced in South Africa led to improving the livelihoods of remote communities and it has a contribution to the local economy.	Ramaano, A. I. (2023). [38]
5	Effect of Language on Commercialization	Language has a great influence on Tourism product commercialization	Lamb, G, & Sharma, B. K. (2021). [39]
6	Commodification and tourism	This review shows that cultural commercialization leads to globalized cultural knowledge and simultaneously ignores the rich and compound diversity of cultures.	Ovies, D. H., & Bautista, J. J. R. (2021). [40]
7	Cultural tourism	How a culture becomes a tourist attraction and the effect of culture being a tourism product. focused on Kalanga Music	Mokgachane, et al. (2021). [41]
8	Tissue culture industry in India	The contribution of tissue culture plants to the growth of agricultural fields is inevitable. It eases the work of farmers on the land.	Patil, et al. (2021). [42]
9	Agricultural land shortage due to Land sale and commercialization	The effect of the family concept regarding agricultural land. As the cost of land increases the revenue from agriculture falls and thus conflicts arise about land right between owner and farmer. Suggest improving it by the usage of the land lease agreement.	Gyapong, A. Y. (2021). [43]
10	Plant commodification	The study explores the possibility to open the choice of a variety of plants for cultivation and remove the restriction on the selection of plants. To reduce commercialization.	Porcheddu, F. (2022). [44]
11	Improve the knowledge about farming seeds and plants in farmers	With the intention to reduce the middleman influence in agriculture, provide knowledge about the seed, plant, planting, and marketing to the farmer to improve his decision power in cultivation and business.	Flachs, A & Stone, G. D. (2019). [45]
12	Agroforestry	Concept of planting trees in the farmland to improve productivity profitability and a sustainable ecosystem. This method helps to protect the greenery and the timber woods will be an add-on revenue to the owner	Pokharel, et al. (2022). [46]
13	Green revolution	This research explains the need for government plans to improve the agriculture sector. It includes the provision of plant seeds and marketing of the harvest.	Kumar, A, & Mallick, S. (2020). [47]

Table 2: Scholarly Literature on the Commercialization of Agricultural Tourism

S. No.	Focus area	Contribution by the researcher	References
1	Agricultural tourism	Identification of the -Potential Agri lands and promote cultivation	Choo, H, & Park, D. B. (2022). [48]

2	Agricultural tourism	The researcher explains the possibility of linking agriculture to tourism by structure path analysis.	Tchouamou Njoya, E & Nikitas, A. (2020). [49]
3	Agricultural tourism	Needs of tourists staying in the Agri field and the revenue of the local government from this. As a result of this study, the researcher states that lack of coordination among the demand and supply, and thus the product visibility is less. Bibliometric analysis of Agro tourism literatures.	Dimitrovski, et al. (2019). [50]
4	Agricultural tourism	This study took place in Iran, according to the researcher the economic benefit from tourism is not yet identified but social effects and cultural exchange there from agricultural tourism	Nematpour, M, & Khodadadi, M. (2021). [51]
5	Agricultural tourism	The paper deals with the income source and other factors affecting rural tourism hierarchal analysis.	Kumar, S, & Valeri, M. (2022). [52]
6	Agricultural tourism	This study talks about Austria's Agri tourism strategy, Farm holidays, which is the brand generating revenue there. The supporting principle of this concept is purely based on the environment and is ecologically friendly.	Embacher, H. (1994). [53]
7	Agricultural tourism	This study talks about the comparison between Ireland and Poland in the implementation of rural tourism. The result of the study says that diversification is the key to rural tourism. Ireland holds more diversification to follow as a model.	Hegarty, C, & Przezborska, L. (2005). [54]
8	Agricultural tourism	This study is about agricultural tourism and Kerala rural development. The study found that Agri tourism is a basic factor for Kerala rural development and financial and technical support is necessary.	Sravana, K. (2015). [55]
9	Agricultural tourism	This study explains ethnographically the neo-liberalization of nature. It has three focuses, the boom in domestic nature, How tourism in Wayanad speaks with projects of neo-liberalizing forests and The contemporary commodification of nature in tourism. The result says there is a post-agrarian economy.	Münster, D, & Münster, U. (2012). [56]
10	Agricultural tourism	This paper is all about making women empowerment. Rural women seldom participate in the Global Memorandum of Understanding (gmous) through which women become earners.	Uduji, et al. (2021). [57]
11	Agricultural tourism	The result of the study is transforming small agricultural commercialization into a wider economy. For that, the focus should be on land, labor, livelihoods, and local economic Linkages.	Yaro, et al. (2017). [58]
12	Agri tourism potentials	This is a study about the Agri-tourism villages of Nepal, here we have three main findings, the internal environment is more	Bhatta, et al. (2020). [59]

		favorable for Agri-tourism, 2 nd point is that women have a major role in developing this tourism and finally government support is required to maintain same.	
13	Agri tourism clusters	The researcher conducted AHP-TOPSIS Tools, and the result observed is Agri tourism should have two focuses (1) pollution-free calm destination to stay. (2) the perspective of economic development. Both have a possibility in Uttarakhand and the negative point found in the study is product visibility is less. There needs support from NGOs or the Government.	Joshi, et al. (2020). [60]
14	Agri tourism in Karnataka	The main constraints in Agri tourism include tourist linkages and facilities. The cost of initial development is also one of the prominent limitations. Government and funding agencies are the best possible solution for this matter.	Shushma, H. (2012). [61]
15	Role of government in Agro tourism development.	The researcher explains the worth of the agricultural tourism policy as an initiative from the government. The research explains it with the help of a top-down Bottom-up approach.	Kubickova, M, & Campbell, J. M. (2020). [62]

Table 3: Scholarly Literature on Sustainability

S. No.	Focus area	Contribution by the researcher	Reference
1	Sustainability	The study shows that there are no completely accepted methods of executing sustainability. It can be done with continued research.	Parris, T. M, & Kates, R. W. (2003). [63]
2	Sustainable development Goals	This study took place in Africa and focuses on the contradiction of mining and conservation. The research result is sustainability in terms of mining and government interventions.	Siakwah, et al. (2020). [64]
3	Environmental sustainability	The result of this study libraries should practice using greener printing	Singh, P. (2019). [65]
4	Execution of sustainability	Research institutions should focus on creating circumstances for making different types of knowledge for sustainability-oriented studies.	Caniglia, et al. (2021). [66]
5	Artificial intelligence for sustainability	Advanced technical support to monitor sustainability. The Author introduces two branches for the same as AI for sustainability and sustainability of AI.	Van Wynsberghe, A. (2021). [67]
6	Three Pillars of Sustainability	Eight models of practicing sustainability on main dimensions as economic environmental and socio-cultural.	Herath, H. M. T. R, & Rathnayake, R. M. P. S. (2019). [68]
7	Eco-tourism sustainability	This study is about a national park in Indonesia, study substantiates that the introduction of a Biosphere reserve and combining it with another tourist cluster will	Wibowo, et al. (2021). [69]

		provide good revenue, and sustainability conservation is also possible.	
8	Sustainability of rural areas	This study is about the Jordanian village. There are no initiatives about tourism so far and government needs to give some aid to promote tourism here.	Obeidat, B, & Hamadneh, A. (2022). [70]
9	Sustainability of Agri tourism	Proper initiation of sustainable Agri tourism reduces the gap between rural and urban.	Barbieri, C. (2020). [71]
10	Sustainable tourism development	Methods to create Sustainable Development Goals along with the initiative of UNWTO.	Hall, C. M. (2019). [72]
11	Support for Sustainable Tourism Development	The socio-cultural impact of tourism has a considerable relationship with material and non-material life. The economic impact of tourism is also influencing material and non-material life.	Eslami, et al. (2019). [73]
12	Sustainable tourism development	Sustainable development has a major contribution from the initiatives of the private sector of the hospitality industry.	Amerta, (2018). [74]
13	Sustainable tourism development	This study shows that sustainable development has a salient challenge from climate change.	Moyle, et al. (2020). [75]

Table 4: Scholarly Literature on Community Development in Tourism

S. No.	Focus area	Contribution by the researcher	References
1	Community development planning	Researcher says that there is a need for the structuring of community development along with social mobilization and social learning.	Mair, H, & Reid D. G. (2007). [76]
2	Sustainable community development	It discusses the community's role in sustainable development. Sustainable development is completely on our structures, attitudes, and values. It will depend on the capacity of individuals, companies, and nations.	Roseland, M. (2000). [77]
3	Sustainable community development	Ngo's initiative to provide economic well-being of communities by creating jobs and income-generating communities.	Nikkhah, H. A, & Redzuan, M. R. B. (2010). [78]
4	Sustainable communities	Researchers explain the importance of increasing the number of plants on the earth.	Turner-skoff, J. B., & Cavender, N. (2019). [79]
5	Coastal Community	The problem addresses global learning for local solutions. The coastal community needs an improvement in life by introducing new economic and social vulnerability frameworks and adaptation patterns according to the situation.	Aswani, et al. (2019). [80]
6	Community tourism planning	Planning and development of tourism destinations with collaborative initiatives	Jamal, T. B & Getz D. (1995). [81]
7	Community development	Methods to overcome the major failings as community involvement, community as a homogeneous block, and finally the avoidance of structural constraints.	Blackstock, K. (2005). [82]
8	Sustainable Livelihoods and	This paper aims to calculate the possibility of economically flexible opportunities. This	Simpson, M. C. (2009). [83]

	Community Development	theme is defined by ownership planning, employment, set-up, governance, and income.	
12	Sustainable community development	There are lots of corporate initiatives to develop communities through charity fund utilization. This article suggests planning effective and priority-based consumption of the same.	Muthuri, et al. (2012). [84]
13	Sustainable community development	The research took place in Australia and Canada. Sustainable community development through social capital and human capital.	Dale, A, & Newman L. (2010). [85]
14	Sustainable community development	This study focuses on the local environment of Australia for the purpose of sustainable community development. The study emphasizes eradicating the chances of declining resources	Rogers, M, & Ryan, R. (2001) [86]
15	Community development principles and practices	This research explains the ten most important principles for effective participatory development.	Keough, N. (1998). [87]

Table 5: Scholarly Literature on Farmer’s Community and their Problems.

S. No.	Focus area	Contribution by the researcher	References
1	Farmers community future	The study reveals the relationship between farms and farming systems. It aims at the achievement of zero hunger through farming.	Giller, et al. (2021). [88]
3	Farmers community evolution	This article showcases a case study of Nagpur organic farming and the agricultural linkages.	Chatterjee, S, & Prasad, D. M. V. (2019). [89]
4	Farmers community-community development	Nepal is the research place for this project. Farmer’s knowledge about tourism matters to the readiness of people. People also look for investment support also.	Bhatta, K, & Ohe, Y. (2019). [90]
5	Farmer’s community-technology adoption	Implementation of agricultural technologies to improve harvest and reduce unexpected loss. Focusing on alternative approaches in agriculture.	Doss, C. R. (2006). [91]
6	Climatic challenges of farming and strategies	Adaptation strategy to the climatic conditions. Water-smart practices, crop diversification, micro irrigation rain harvesting, and many more.	Malhi, G. S, Kaur, M, & Kaushik, P. (2021). [92]
7	Farmer’s community economic perceptive	This study suggests creating the willingness to participate in agritourism and ensuring their compensation in case of loss.	Pennings, et al. (2002). [93]
8	Future of Agriculture	It explains the complexity of agriculture and multiple revenue sources of the same.	Rigg, et al. (2020). [94]
10	Farmers benefit from agricultural tourism policy	The researchers explore the possibility of a farmer transforming their agricultural land into a tourism spot and the benefits with a case study of Karnataka’s tourism policy.	George, G. R. & James, M. J. (2023). [95]

11	Farmers problems	The study focused on Tamilnadu, Madhya Pradesh, and Uttarakhand states largely converted to organic farming due to a lack of government support in the case of technology and subsidies. The study suggests giving compensation for the yield loss of plants to improve cultivation.	Panneerselvam, et al. (2012). [96]
13	Farmers problems	This article lights up the agreement between large vegetable producers and companies where small-scale farmers are under challenges.	Singh, S. (2002). [97]
14	Farmers problems	Despite government support, farmers should be capable to perform their job. The theme of corporate farming, simply large companies producing agriculture at a particular section will be successful.	Goyal, et al. (2016). [98]
15	Farmers problems	Researcher says that agriculture is a dangerous industry with a high suicide rate so there should be progress in farmer's life with financial support at the local level.	Behere, P. B. & Bhise, M. C. (2009). [99]
16	Farmers problems	The study is about the Indian agri-food supply chain, and the researcher found that the basic functioning of the department needs to change and get it organized to meet the genuine demands of the farmers.	Meena, et al. (2019). [100]
17	Farmers problems	The study suggests that dairy, sheep, and goat farming with small-scale job opportunities to develop the rural area people and make viable sustainable growth.	Singh, M. A. H. E. N. D. R. A. (2012). [101]
18	Farmers problems	This article is about the influence of mobile technology on farmers' growth. The researcher finds that the technology definitely helps in understanding information timely and the reliability of farmers increases.	Mittal, S, & Mehar, M. (2012). [102]
19	Farmers problems	This study talks about the success of maha grapes farming and horticultural marketing can be a model for others.	Roy, D, & Thorat, A. (2008). [103]
20	Farmers problems	The researcher finds the problems of small-scale farmers to reach the credit societies in Orissa and possible remedies for the main problems.	Sarap, K. (1990) [104]
21	Farmers problems	This study paper discusses the three main aspects of community development. They are functional practices, host community blockage, and structural constraints.	Blackstock, K. (2005). [105]

The research of literature undertaken lights up to

- 1) Sustainable commercialization of farm tourism can become a solution for all current problems of Indian farmers.
- 2) The negative approach to the farmers can definitely lead to many problems in the daily life of a common man in the case of meeting their day-to-day needs.
- 3) Identification of potential land for agriculture from local government lines and provide support for women empowerment in tissue culture, plant export, and the concept of agroforestry.

- 4) International Agri and farm tourism success show the possibility of India, especially Kerala cash crops. Sustainable commercialization of farm tourism promises to stop the middleman and tourists stay and spending at the farms, that’s how revenue increases for the farmers.

4.4 Impacts of Sustainable Commercialisation of farm tourism on Farmer’s Community:

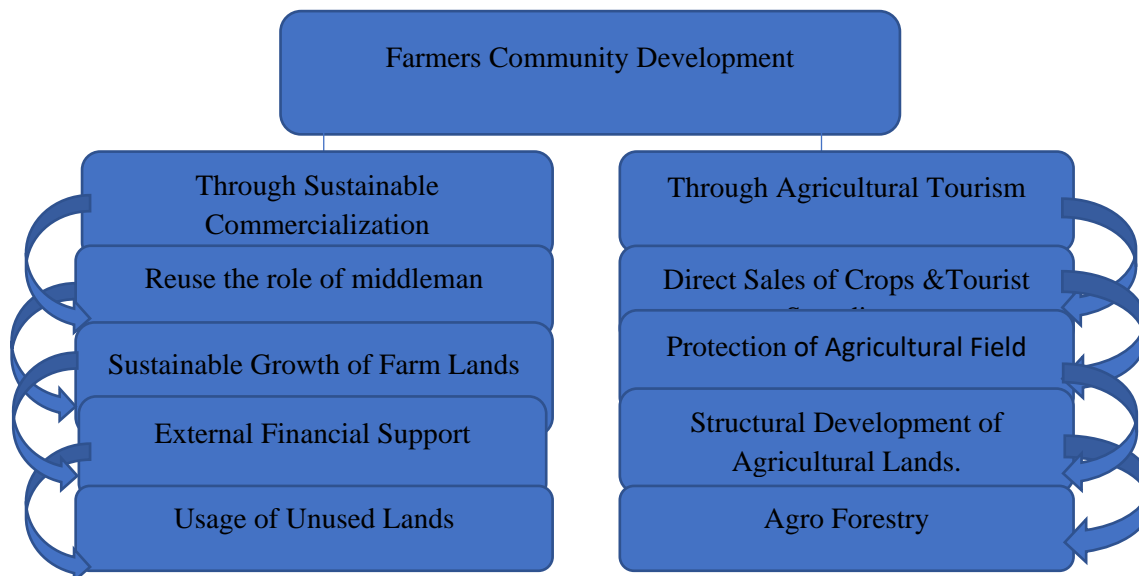


Fig. 1: Farmer’s Community Development

Source: Compiled by Author

5. CURRENT STATUS & NEW RELATED ISSUES :

The agricultural industry was mentioned as an ideal peaceful industry in the olden times where farmers were respected because of the major part that they play in other’s daily life. All families had a piece of land where their supplement food necessities meet. Years after industrialization and the gradual growth of different communities preferred the process of import in the case of food products also. The middlemen’s role and unexpected climatic problems negatively affected confidence in farming. The current status of the agricultural industry is neither farmers friendly nor customer satisfactory. Hence the agricultural industry is one of the most dangerous industries in terms of farmer suicide. This actually conflicts with the early years of India when the Britishers ruled India in order to collect Indian precious cash crops.

6. IDEAL SOLUTION, DESIRED STATUS & IMPROVEMENTS REQUIRED :

As the research in the literature review shows that farmer’s community needs to have a planned and structured development strategy and financial support to avoid all the current issues related to the agricultural industry. The ideal solution to achieve the same is the sustainable commercialization of farm tourism. When the concept of sustainability introduces to farm commercialization the role of the middle gets lapsed and revenue increases. Farmers come to the direct selling phase and get revenue from tourism also. Multiple funding agenesis has to come up to help the survival of the farmers. Technological adaptation agroforestry availability of all kinds of plants and trees needs to provide from the panchayath level with basic research data about the farmer and the farming land. Acquisition of potential land with the required documents and lease of the place for farming will also help the local people to meet their daily needs. A nation like India needs to focus on the growth of the agriculture industry. There are multiple kinds of farming land available in Indian terrain which will support the cultivation of the majority of cash and food crops. This potential should be helpful for Indian farmers. The agricultural land of Kerala is also famous in terms of multigrain cultivation. The farmer’s community is required to get importance for the protection of the agricultural industry as well as the farmer’s community and the nation’s food requirements.

7. RESEARCH GAP :

A growing country like India needs to have attention to all the possible growth industries. There are a lot of investigations and research happening about many of the industries in India. The agricultural industry and its tourism scope is a particular point of interest for research. Instead of the commodification of Agri land, there should be the introduction of sustainability. When the farm fields increase their tourism potential the tourist inflow and thus the nation's revenue from tourism will also increase. Kerala farm tourism and agricultural fields are vibrant tourist attractions among foreigners. More research should take place to introduce different tourism models in farmlands. The results of such studies will provide more effective sustainable commercialization of farm tourism and farmer's community development.

8. RESEARCH AGENDAS BASED ON RESEARCH GAP :

- 1) Study the accurate way of sustainable commercialization of farm tourism in Kerala. Kerala is an exotic land of export quality spices harvest. The farmer's benefits are less compared to the demand for Kerala spices. the involvement of the middleman in crop selling needs to be controlled.
- 2) Identify the role of private and public sectors in producing technological as well as financial support for the development of the farmer's community. The technological advancement should help the farmers to anticipate the climatic condition, crop yield, and reduction of planting and harvest costs.
- 3) Evaluate the different projects introduced in different foreign countries in terms of tourism and agriculture. This will help to study the best practice suitable for Kerala agricultural fields and the introduction of agricultural tourism.
- 4) Investigate the success of different models in the agricultural industry and tourism industry which has priority to the farmers. Analysis of the different formats of norms implemented to establish agricultural tourism can be taken for the legislature.

9. ANALYSIS OF RESEARCH AGENDAS :

"If the farmer is rich, then so is the nation" is a common usage on all floors Relates to farmers. Farmer's community struggles with different certain and uncertain problems on a daily basis. There are different departments like the Department for Agricultural and farmers welfare, the Department of Animal Husbandry, Dairying, and Fisheries, the Department of Agriculture Research and Education, Food Corporation of India, working for the growth of this industry. The property of agriculture lies in the hands of the centralization of different departments in the industry. Supporting prices of the crops, proper crop collection and marketing, climatic negative impacts technological advancement in agriculture, and control over the import of food products are the basic areas where changes have to come. By implementing these changes, the suicide rate of farmers can be limited and it will help to reduce the number of farmers leaving their agricultural lands. The subsidy helps and private sector financial support are the other areas where improvements have to come.

10. RESEARCH PROPOSAL :

(a) Proposed title: Sustainable Commercialization of Farm Tourism and Farmer's community development

(b) Purpose: The study focuses to develop successful sustainable commercialization of Agri tourism for the protection of the farmer's community. Explore the different technological financial and environmental supports to meet the same. The study depends on primary and secondary data collection. The research will be conducting qualitative and quantitative methods to get the positive and negative impact of the interventions in this field.

(c) Objectives:

- (1) To study the nature and state of the farmer's difficulties including problems in planting harvesting and selling the crops by conducting interviews and group discussions.
- (2) To recommend guidelines for the successful implementation of sustainable commercialization of Agri tourism for farmer's development and the creation of extra income despite of the seasons.
- (3) To identify the role of financial institutions such as Banks and MNCs to support the agricultural tourism industry by adopting potential land for cultivation and completing the process of agriculture through their organization banner.

- (4) To suggest various schemes for the protection of the farmer's community including financial support, product marketing opportunity, and direct selling. It includes awareness programs by well-known people in the same field.
- (5) To provide recommendations for plans such as farmer's credit and pension systems for farmer's community development under every panchayath or municipality. Which will give the confidence to start an agriculture business.
- (6) To evaluate guidelines for the identification of unused fertile land under every local government body. Interested farmers should be guided and supported to start cultivation in a mutual benefit model.
- (7) To design guidelines for the introduction of agricultural tourism at multi-levels in the industry. It should constitute the facilities of Farmhouse visits and find out the best possible strategies for the entire business to be structured.
- (8) To create awareness and organize stress reduction programs and counselling sessions to reduce the suicidal tendency of the farmers. identification of people who are successful in Agri tourism and cultivation to form an advisory board under the agricultural ministry.

11. ABCD ANALYSIS OF CHOSEN RESEARCH PROPOSAL :

ABCD analysis is a simple and powerful research method to analysis about a particular research area by investigating the advantage benefit and constraints and disadvantages (Aithal, P. S. (2017) [106]). AI (Artificial Intelligence) to study the significant factors of a business problem [107]. ABCD Analysis helps to identify both the positive and negative sides of the proposed topic (Aithal, P. S. (2016) [108]). This analysis will indicate the major advantages and a perfect sign of the expected disadvantages which will help the researcher to identify the potential before it gets uncontrolled (Aithal, P. S. (2017) [109]). ABCD analysis can be combined with other analysis tools to make an accurate result and to prevent loop falls in the result. This analysis has multiple phases it can be used from the perspective of an employer and an employee as well as from the perspective of a customer (Aithal, P. S. et al. (2015) [110]).

11.1 Advantages:

- (1) Farmer's community saving: The great advantage of this research is protecting the farmer community from the major issues they face to meet their day-to-day life.
- (2) National revenue and growth: Farmers are one of the strong pillars of any country. The growth of the agricultural industry definitely supports the growth of the entire nation
- (3) Environmental protection: when farmers and agricultural land gets promoted automatically it serves the environment. The utilization of potential land is also considered an advantage.
- (4) Social Commitment: the farmers are a very well part of society, and the empowerment and welfare of this community will be an act of nation building
- (5) Research contribution: the research can contribute to the agricultural industry in a way that farmers are a priority. The development of farmers-friendly norms and policies will be an effective method for farmers' welfare.
- (6) Introduction of tourism: linking agriculture to tourism is unique in a state like Kerala which has a panoramic beauty.
- (7) Identify the possibility of different training programs to guide modern cultivation.

11.2 Benefits:

- (1) Collecting information about farmers' farming and marketing of farm products by using different marketing strategies.
- (2) Different farmer's community development schemes and structured guidelines for the supporting industries will enable farmers and others to participate in their role in farmer's development.
- (3) Social awareness and promotion of agriculture will motivate the young population to agriculture. Thus, the state can be independent in the case of the food needs of a state.
- (4) Transformation of potential farmers into the farming life motivates small-scale farmers
- (5) Will be able to create awareness of the importance of farming and encourage cultivation at the possible land space of all families.

- (6) Introduction of linking tourism to agricultural land will generate extra income for all the stakeholders.
- (7) The practice of agriculture can be a model to showcase to the guest community, especially foreigners.

11.2 Constraints

- (1) Farming and agriculture have many extents: there are wide ranges of agriculture, each requiring particular conditions. Implementing a common element for all farmers will not be much benefited
- (2) Ability of people to involve in agriculture and tourism: This is an activity that requires physical strength, so it is challenging for many to start agriculture on all motivations that they receive.
- (3) Different cultivation culture: Agriculture is a way of life and a profession that completely lies on the particular culture of people since the way of doing it can't be standardized.
- (4) Response partiality due to the political party: there are chances of getting responses supporting and disapproving of the ruling party.

11.3 Disadvantages:

- (1) There are fewer chances of misusing agriculture tourism in case of facilities and safety procedures.
- (2) Strict rules need to be implemented to protect the tourist on farmland. It should include the policies and mandatory legal documentation.
- (3) Acquiring other's land for agriculture can become a civil nuisance. The procedure must be implemented to reduce the same.

12. FINDINGS :

- 1) Sustainable commercialization of agricultural tourism will lay down the stones of farmer community protection.
- 2) Proposed negative impacts can create several problems in performing agricultural tourism if there are regulations to follow.
- 3) New interventions in tourism and agriculture will lead to the growth of the farmer's community and tourism industry. It has to be strictly bonded with policies and regulations to follow.
- 4) The involvement of the middleman in the marketing causes loss to the farmer, instead there should be a common point to collect the harvest at the best possible rate. There should be the possibility of direct selling for affordable farmers.
- 5) Make the availability of plants with high yield and resistance from the nursery and increase the investment in agriculture research.
- 6) Increase the number of tissue culture labs and other facilities for enabling better services and benefits to the farmer's community.

13. SUGGESTIONS :

- 1) Sustainable commercialization of Agri fields will definitely provide farmers-friendly agriculture and the protection of agricultural land
- 2) Multiple investment patterns and marketing opportunities will make farmers confident to meet their livelihood from the farming
- 3) Linking tourism and agriculture will be an income generating zero investment project for the Farmers in the country and for the entire nation
- 4) The satisfied farmer is the identity of the prosperity of a nation. Farmer's community development will reduce the suicide rate of farmers
- 5) Healthy people are the wealth of a nation hence food crops production saturation of the place will provide health for the generations.
- 6) Attraction accommodation and accessibility make a place a tourism destination, when agriculture tourism introduces farmland the basic 3A's need to get important.
- 7) Authorisation from the government and destination insurance should be made mandatory. The authorized Agri tourism destinations must be listed on the government site for the verification of the tourists.

14. CONCLUSION :

This literature review considered 106 articles to identify the scope of commercialization of agricultural tourism and found that the farmer's community is struggling with different problems. Farmers are an inevitable part of a nation or state. The growth of farmers can be achieved with the implementation of different strategies including marketing opportunities, supporting prices for all crops, less importance on importing food crops, standardization of prices, and quality checks. All this needs to be done from the local level like panchayath or municipalities. Application of sustainable tourism to agricultural lands will be a source of income as well as protection and preservation of the environment. Data will provide accurate needs of the farmers as the responses collect directly from the people who engaged in cultivation. These community development strategies can't be implemented all together in a nation in one day, it needs to start from states. T requires continuous assessment and timely correction to start in the next state. Farmers are economic and health contributors to every state or together a nation. the next state. Farmers are economic and health contributors to every state or together a nation. Sustainable commercialization is needed in today's agriculture and tourism industry which includes plant, human as well as land sustainability in the process of overall development of the community.

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