“Impact of Tourism on Agriculture with Special Reference to Pachmarhi, Madhya Pradesh”

Nausherwan Raunaque¹, Naghma Ahmadi², Asadullah Khan³

¹Ph.D. Student, Department of Management, Sri Satya Sai University of Technology & Medical Sciences, Sehore, MP
²³Ph.D. Student, Department of Education, Sri Satya Sai University of Technology & Medical Sciences, Sehore, MP

INTRODUCTION

The development of tourism destination areas has varied according to place, time and changes in fashion, taste and political conditions as well as such local factors as topography, climate and land ownership patterns. In many parts of the world improved roads and other infrastructure have opened up the rural and agriculture based sites to domestic tourists and advances in sea and air travel provide easier access to international tourism. For the last fifteen to twenty years tourism has observed perpetual growth and significant diversification to become one of the swift growing economic zones in the world economy. International tourism arrivals have expanded at an annual rate of 6.2% for the past six decades, growing from 25 million to 980 million visitors (UNWTO, 2012). As growth has been observed, significant change taken place in the world's developing nations; and hence the number in international tourism increased from 32% in 1990 to 47% in 2010 (UNWTO, 2012).

And at the current time with the increase in resources and various available options to move and explore the world, the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles (UNWTO, 2012). Tourism has become one of the key players in international commerce and emerges as an important income generating source for many developing countries (UNWTO, 2011). Although tourism has played a considerable role in expanding global economy by creating opportunities, the concept of sustainable tourism, which is intended to minimize the negative aspects and contribute to sustainable development by maximizing its positive impact in the host country.

Pachmarhi, a hill station and a place of religious importance according to Hindu Mythology in the central Indian state Madhya Pradesh (MP) is taken for this study. How tourism has impacted the agricultural practices in this area in particular and to gather the idea to find the relationship and impact of one on another.

Significance of the Study

Introduction to Pachmarhi:

It is a hill station and a part of Hoshangabad district of Madhya Pradesh. It is widely known as “Queen of Satpura”. It is the most favourite tourist spot among domestic tourist destinations of India. Satpura National Park which is also a famous tourist destination of Hoshangabad district adds to the tourism of Pachmarhi. Pachmarhi Hill Station is situated at the height of 3555 feet from sea level. It is mostly visited during summer vacation times. It comprises all sublime features of the nature, waterfalls, wild-life and presence of some rare species of medicinal plants has made it favourite among the tourist spots of Madhya Pradesh.

“This study provides vital contribution to the field of tourism and agriculture; also this study will provide the government of MP an empirical data to gauge the impact of tourism on agriculture over the past 60 years within a sustainable development context. Specifically, it will help to better understand how the rural village in these locations has managed the coexistence of these two sectors, to identify the type of linkages and to provide an evidence for future evaluation of tourism and agricultural development policies in this area and other similar places worldwide”. It is also effective in finding the emerging linkages between tourism and agriculture and will reflect a comprehensive picture of the economic, environmental, cultural, and social lifestyle of these areas.
Tourism is considered as one of the world’s largest industries with approximately one-third of all costs spent on food. This makes evident how strongly tourism is associated with agriculture. In developing nations where major rural population depends on traditional farming: changes took place over time with the increase in tourism, because of the positive interaction between tourists and local villagers, and aided by government inputs (e.g., making local bodies for administration, introduction of good variety seeds and improve connectivity of the village with the outside world). Tourism and agriculture in these areas have become symbiotically linked. Hence, with growth in tourism, need for the local agricultural products as well as workers have immensely increased many folds for local villagers at different levels. Villagers who have previously migrated are returning due to the employment opportunities available at rural areas with increase in tourism.

In conclusion, the positive relationship between tourism and agriculture obtained from this study reflects that, under the right conditions and given sufficient time, tourism and agriculture can coexist and have the potential to become a driving force in sustainable development at the village level. And at the same time, utilising agricultural products as a means of establishing a strong regional identity for visitors is an important factor in tourism promotion. Tourists like to visit places where there is a regional and exclusive taste opportunity or inherent cultural values, nature’s pleasure or historical significance.

PURPOSE OF RESEARCH

The purpose of this research is to explore the historical linkages between tourism and agriculture based in the villages of Pachmarhi, which is located in the upper region of the Hoshangabad district. To accomplish the research goal, qualitative research methodology employing oral history interviews was used to obtain primary data from local villagers alongside parallel data from district and government level officials. As documented by the results, much can be learnt from it regarding the evolution of the interaction between tourism and agriculture.

While several international reports suggest a symbiotic relationship between tourism and agriculture, until now this has not been studied in such a remote location like Pachmarhi. Given that linking tourism and agriculture in order to promote sustainable development is one of the prime objective of the Government of India as well as of Madhya Pradesh government for many years, it was considered important to conduct this research in such a remote area of Madhya Pradesh, where the population is still largely rural, traditional agriculture is the predominant industry and tourism is a considerable contributor to the economy.

Agriculture and Tourism Development

In MP, agriculture (traditional) and tourism (contemporary) are two elements of the state’s socio-economic development that are major revenue generating industries. Both contribute to the GDP by providing considerable employment and rural income.

Framework of the Study

The blend of agriculture and tourism is moreover a newer concept hence there is not much literature available for the extensive research study. But, to achieve the study’s goal there is a need to devise a framework and the proposed framework is based on the concepts of “Sustainable Development” with reference to both tourism and agriculture:

Sustainable Development Concept

The three dimensions or pillars of sustainable development theory as per the latest definitions of Sustainable Development:

i) Sustainable Economic Development
ii) Social Development and
iii) Environmental Protection.

These are interdependent on each other and can be mutually reinforcing. There are, however, several challenges in making agriculture or tourism sustainable. For example, the rate of growth of tourism can be sustained, otherwise, tourism being a fast-growing industry, will maximise pressure on the environment, culture and economy at destination sites, especially in developing countries and remote areas. Moreover, to make it sustainable, governments must integrate the different motivations and objectives of the industry and the local...
community in order to achieve common goals. While one can never be absolutely certain about sustainability, when only some specific parameters or criteria are selected. It is not possible to say based on these few parameters, whether or not certain sustainability trends are steady, increasing or decreasing. Thus, in attempting to assess sustainability, it is important to clarify:

- What is going to be sustained?
- For how long?
- For whose benefit
- At whose cost?

Answering these questions is difficult, but while assessing the basics it means that it is easy to work in a smaller geographical area but it will become difficult to work on a larger geographical area or to deal with the available opportunities.

Sustainable Agriculture

Sustainable agriculture has been defined as agriculture that is environmentally sound, productive, economically viable and socially desirable (Schaller, 1993). According to Schaller (1993), a sustainable agriculture system should not contribute to environmental Deterioration but promote resource conservation, cultural diversity and satisfaction of basic needs. The availability of sufficient healthy food constitutes the basic human need and in the same way a tourist needs a healthy food which may be provided locally from the local lands and this is one of the most important aspects of the linkages between the tourism and agriculture.

Sustainable Tourism

According to the UNWTO (2004) sustainable tourism is broadly defined as tourism that is ecologically sound, economically viable and socially acceptable to the local communities in the long term. Sustainable tourism development should contribute to the satisfaction of basic needs in local tourism destination and contribute in creating prosperity in the local area and also contribute in regional and national economic development. In rural areas, where tourism is increasingly recognised as a facilitator of wider economic, social and environmental development, harmony between sustainable tourism and development will depend on the ability of tourism and the destination areas to accept, and adapt to change.

Linkages between Tourism and Agriculture

Budowski (1976) asserted that three main types of relationship can exist between tourism and agriculture or environmental conservation, namely Conflict, Coexistence and Symbiosis. Budowski states that:

- Conflict can exist when the presence of tourism has negative impact on the local environment or detrimental to ‘nature and its resources’.
- Coexistence when the two activities have relatively little interaction due to either lesser development of that activity, or there are barriers.
- Symbiosis when both tourism and agriculture exists in such a way that both derive mutual benefits from the relationship.

This study shows that there is a very strong relationship exists between tourism and agriculture, and this nexus provides the opportunity from the tourism industry to the poor rural population living in remote areas.

RESULT

Development Concept

The economic liberalization in India initiated in 1991, with a vision of making the economy more market-oriented and expanding the role of private and foreign investment in different sectors. Specific changes include a reduction in import tariffs, deregulation of markets, reduction of taxes, and increased foreign investments. Liberalization has been credited by its proponents for the high economic growth recorded by the country in the 1990s and 2000s. According to the persons living in that area who contributed in formulating this study, the arrival of significant numbers of tourists, has been increased after these regulations in early 90’s. This was confirmed by an elder farmer, who stated, “When we were young we hardly saw any tourist here due to the Chambal dacoits but they started to come after dacoits effect vanished and even more tourists are coming to this place in the past 15-20 years.”
Agricultural Development

According to interviewees, agriculture remained the main livelihood, though some locals became directly involved in tourism while others became small traders. During this period most of the locals still followed the same rituals for agriculture. In addition, traditional farming practices continued to be used (e.g., no chemical fertilizers or pesticides used), but the impact of increasing contact with the outside world began to change what was planted and harvested. For example, locals started increasing the production of potatoes, beans, wheat and other vegetables for consumption as well as for selling purpose.

The consumption pattern of food also began to change because of what the small traders learnt from their trips to the other parts of India, coupled with the food needs of the foreign tourists. For example, some teahouse owners began preparing Indian dal (pulse), bhat(rice) and sabzi(vegetable curry). In addition, some began selling these new non heritage cuisines to tourists.

Most of the respondents who remembered previous conditions, felt that the changes brought about by tourism were largely positive and considered tourism a blessing, because it provided varied opportunities, including employment for locals, and helped to improve the lifestyle of the villagers. Earlier farmers used to produce only for their own consumption and little for sales due to lack of opportunities. Later, the increased numbers of tourists, their stay at local lodges and guest houses, and due to increased demand for both foods made from traditional crops (rice and wheat) and from many new crops changed their production practices.

Tourism Development

Because tourism provided a new form of livelihood, many villagers during that time period found it to be overwhelming but confusing. New infrastructure was not developed, instead traditional homes were turned into Guest houses or lodges. “15-20 years ago, we hardly saw a lodge which was sizeable or modern. It was more like a house turned into Guest houses,” expressed an elderly local person, a tourism and conservation expert who has been in the village since his childhood.

Group tourism requires large support crews and thus the larger lodges benefited from these groups of tourists staying with them while the smaller lodges benefited from porters and fewer staff staying with them. Hence, tourism helped the local people generate income even early on in this period, further he contributed that, “Tourists came and we provided them accommodation, good food and landscape. In return they provided business, money and ideas for us.”

Tourism also encouraged many women entrepreneurs from the villages, and their efforts contributed to improving family income. “In the past, our main work as women was in the house and did not contribute to the family income because we never knew any other kind of business. But after tourism, most of the lodges are run by women so now we contribute to the family income.” This was contributed by a young lady and she was running a lodge. So whatever development occurred here in Pachmarhi, it is due to tourism.

Relationship between Agriculture and Tourism

It was during this period (early 2000) that the relationship between agriculture and tourism became a reality. Use of locally grown produce has become an important element in the promotion of tourism and in determining visitor satisfaction. Thus, a strong bond now exists between the local agricultural sector and the tourist industry in this area. Earlier, majority of tourist groups who purchased their food items, including vegetables, eggs, milk, meat and other perishable foods, from outlets in major cities where they landed by flights (Bhopal, Indore) or by trains prior to starting their journey into the interiors, and this does not encouraged the villagers to produce vegetables and fruits. At that time, most villagers did not directly benefit from the increase in tourism. Their only benefit at that time came from selling craft items. In addition, because of communication problems, many did not consider selling agricultural products to the tourists. Therefore, during the early years of this period, tourism had little impact on the local economy. While both sectors have the potential to work together non-competitively, most often this does not happen (Torres, 2004). Based on the literature, three types of possible relationships have been observed (strong, ambiguous or weak).

From the study it is clear that tourism in the 1980’s and until the late 1990’s was limited and exclusively nature based. The few researchers or visitors who travelled to Madhya Pradesh visited Pachmarhi, mainly for religious or for adventurous purpose and tourists stayed in camps and rarely moved to villages. So a meaningful interaction and the flow of information and ideas could not pass on due to these barriers. Hence, tourists and the
locals remained socially distant, which limited not only the development of tourism but also the opportunity to link it with agriculture.

This was because tourism was a new concept and more lucrative economically, it outpaced agriculture in competing for “human capital and entrepreneurial resources” (Bowen et al., 1991). This competition hampered the local economy as imported produce were in greater demand from the tourism sector and competed with local food producers. As a result, many farmers abandoned farming during these times and moved to different parts of India for better opportunities. Thus, their lands were left uncultivated. During the Development period, the flow of tourists increased dramatically and many of them move through Pachmarhion their way to adventurous trips. Where in the past tourists stayed primarily in camps provided by the tour group with whom they had contracted, increasingly single and small groups of tourists began staying in local Guest houses and small lodges. Most importantly, tourist began eating local foods and liking some of them. Thus, farmers who in the past had no market for any small surplus they produced were able to sell. During this period, villagers, most of whom also were farmers, began growing different crops (e.g., vegetables and fruit) in their fields to sell to the tourists.

The linkage during this period could be best described as moving from weak to ambiguous, with both sectors just beginning to realise the need of each other. It was during the latter part of period that the relationship between tourism and agriculture became much stronger. Although linking the two industries was a new concept to the local people, they quickly came to realise the benefits. For example, increasing use of locally produced foods, rather than importing them from outside the region, significantly decreased costs to lodge owners while at the same time generated revenue for farmers. In addition, because of the remoteness of this area, taking packaged food for tourists was expensive. Hence, they welcomed the opportunity to purchase any available local food products, especially vegetables and fruit. As a result, farmers not only were encouraged to grow more and different crops but also to raise and sell livestock to meet the increased demands of tourists.

Villagers started to recognize the importance of linking local agriculture with tourism so that both could grow and be profitable. The process of arriving at this stage had been long, challenging and characterised by mutual learning involving both tourists and the locals. To date, linking tourism and agriculture in Pachmarhi has been largely beneficial to both sectors. This is because both are seasonal, but peak at different times (i.e., agriculture in the summer and winter while the tourist season is in the spring and autumn), and both are labour intensive. As a result, tourism and agriculture together have come to provide nearly year around employment for locals.

**Evolution of impact of tourism on agriculture:**

<table>
<thead>
<tr>
<th>Periods and Time</th>
<th>Linkage</th>
<th>Literature</th>
<th>People’s Perception</th>
<th>Relationship Between Tourism &amp; Agriculture</th>
</tr>
</thead>
</table>
| Before & Early 80’s | Weak | Tourism fails to stimulate local agriculture. | -Subsistence agriculture predominates  
- limited number of tourists  
-Local Community not active in tourism due to lack of knowledge  
- lesser interaction between guests and host | Non-existent |
| After 90’s | Ambiguous | -Tourism encourages local farmers to produce high-value agricultural commodities | -Farmers begin to grow different crops (vegetables and fruits)  
-Conversion of homes to Guest houses and small lodges for increasing number of tourists | -Tourism helps out pacing agriculture  
-Gradual increase in land being cultivated |
Current Period | Strong
--- | ---
-Linking two allows destinations to retain a greater share of tourism benefits locally
-Promotion of local products which help to attract new visitors and boosts economic sustainability in the long term
-Agriculture shifting to cash crop
-Organized Guest houses and lodges
-Year round employment encourages return of those who out migrated in past
-Stronger interaction between tourists and hosts
-Symbiotic relationship emerges in between two different industries tourism and agriculture.

**DISCUSSION**

**Achievement of Research Goal**

To gain a better understanding of these linkages, data from the interviews were used to obtain first-hand information in order to answer these research questions:

1. How the traditional livelihoods (including agriculture) of the people of Pachmarhi have been affected by the increase in tourism since 1985?
2. How do local, district and national stakeholders perceive the impact of tourism on traditional agricultural livelihoods?
3. In what ways tourism development has been linked to agricultural development of this area?
4. How tourism and agriculture development contribute to sustainable development of this area?

Analysis of the findings provided important insight into each research question. For example, responses of how the traditional livelihoods of the villagers have changed over time by revealed many villagers now have multiple livelihoods (e.g. lodge or Guest house owner, farmers or small trader of goods outside the district). The evolution of the relationship between tourism and agriculture and the villager’s perception of the impact of tourism on traditional agriculture over time is perpetual and tourism has been a driving force in moving traditional agriculture practices in many new directions (e.g., more and a wider variety of crops, marketing of cash crops, expanding animal husbandry to meet the requests of tourists for milk and tea). Respondents believe and asserted that with the growth of tourism and agriculture, have increasingly contributing to the development of this area.

**Evolution of Tourism over Time**

Tourism has a major impact on the lives and economic welfare of the local villagers in Pachmarhi, especially over the last twenty years. In fact, the major increase in tourists did not occur until government initiatives towards the increasing tourism. Tourism became a major contributor to economy of Pachmarhias well as becoming increasingly linked with local agriculture. How much longer this rapid growth rate can continue will depend on a number of factors such as the impact on the environment, pollution, or loss of ancient traditions and practices. At some point in the near future, the number of national and international tourists that can be reasonably accommodated each year will be reached without a significant increase in basic infrastructure (e.g. water, sewage and waste disposal systems) but beyond that deterioration of the environment and loss of cultural identity as well as other negative effects will render the place as less attractive as an international tourist destination. Therefore, planning for sustainable tourism is necessary and the negative effects are to be minimized. For increase in tourism, the possibility of further changes in the government policies and people’s perception is required.

**Key Factors Contributing to the Rise in Tourism**

The interviewees identified a number of key intrinsic and extrinsic factors that influences development of tourism. In terms of tourism development, all of the intrinsic factors identified may have a positive effect on increasing tourism, and may continue to support its development. However it is not true regarding the extrinsic factors. For example, the dust and fumes created by the private and commercial vehicles or the disturbed roads, discouraged international visitors who wanted to explore more remote, rural areas to visit.

**Intrinsic Factors**

- Environment (majestic mountains and rivers, unusual flora and fauna)
- Remote and isolated area for relaxing.
Ancient language, culture and traditions
Traditional farming and animal husbandry
Development of local value-added foods

Extrinsic Factors

- Airport linking road
- Government interventions and policies.
- Road links with various parts of Madhya Pradesh and neighbouring states like UP & Chhattisgarh

Disadvantages of Increasing Tourism

Although the rise in tourism has brought many benefits, no social change is without some costs. Because international tourism provides additional income to villagers, most of the respondents still consider it to be a blessing. However, even in the 1990’s it was recognized that tourism largely benefited only a few villages of religious importance or that connected well by major routes. Because tourism has not benefited all villages, this has led to local and regional inequality in the distribution of economic wealth. In addition, much of the profit gained from tourism in still goes to outsiders (e.g., the tourism companies in Bhopal or Indore and to their foreign owners). For example, while the amount of locally produced food provided to tourists has increased significantly since the mid-1990s, local food still only provides about 30 per cent of the foods international visitors require. Importing the remainder (70 per cent) to satisfy visitor’s appetite is expensive for local guest house and lodge owners and is a challenging problem for the locals. Finally, during this period the desire for foreign goods (e.g., western style clothing and mobile phones) by local villagers is already creating problems. Because of their high cost, the majority of locals, who still are subsistence farmers, cannot afford them. Interviewees have also reported an increase in local crime and associated it with tourism.

CONCLUSION

In large part, because of the positive interaction between tourists and local villagers, tourism and agriculture in Pachmarhi have become symbiotically linked. As tourism has increased the need for local agricultural products and workers have also increased. Now as a result, nearly year-round employment is available for local villagers at many levels. Moreover, villagers who previously emigrated are returning. The strong positive relationship between tourism and agriculture demonstrates that under the right conditions with sufficient time, these two sectors can not only coexist but also become a driving force in sustainable development.

FUTURE RESEARCH STUDIES (SUGGESTION)

There are several ways in which tourism and agriculture may be positively linked or Interact (Bowen et al., 1991). Thus in Pachmarhi the interaction has primarily involved the increasing sale of cash crops, guest houses and lodges hosting tourists. Agriculture-tourism, which involves incorporating both a working farm environment experience with a tourism component, is another potentially value-added form of linking agriculture and tourism. This type of farm-based tourist experience can be deemed as potential for meeting the needs of visitors, who seek traditional rural hospitality, nature and cultural experiences. On the other hand, this would help farmers, practicing traditional farming, to strengthen their livelihood through diversification of economic opportunities.

REFERENCES

[6]. Ministry of Tourism Madhya Pradesh www.mptourism.com/