



ON THE OCCASION OF

19TH WORLD AGRI TOURISM DAY 2026 INTERNATIONAL CONFERENCE

WOMEN FARMERS LEADING AGRITOURISM
SUSTAINABLE RURAL ECONOMIES GLOBALLY

16TH MAY 2026
VIRTUAL MODE

**10+ WOMEN SPEAKERS
ACROSS THE GLOBE**

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The background features a woman in a red sari sitting on a blue hill. To her right, a woman in a green sari stands with her arms crossed. The background is decorated with various icons representing agriculture and tourism, such as a house, a bus, a tractor, a sun, a cow, a water pump, a field, and a globe. The overall theme is rural development and agritourism.

Official Concept Note and Program Flow Document

On the occasion of 19th World Agri Tourism Day

INTERNATIONAL AGRICULTURE TOURISM CONFERENCE 2026

Theme

Women Farmers Leading Agri Tourism and Sustainable Rural Economies Globally

Foreword

Agri tourism is more than an economic activity; it is a movement that reconnects Agriculture with society, empowers farming communities, and builds sustainable rural futures. Over the past two decades, the global Agri tourism movement has demonstrated how farms can evolve into centers of learning, culture, hospitality, and entrepreneurship—while preserving the dignity of farmers and the soul of rural life.

As we prepare to observe the **19th World Agri Tourism Day in 2026**, we do so at a defining moment in global Agriculture and rural development. The recognition of **2026 as the International Women Farmer Year** provides us with a powerful opportunity to acknowledge, celebrate, and strengthen the leadership of women farmers—who have long been the backbone of Agriculture, yet remain underrepresented in decision-making, markets, and policy frameworks.

Women farmers across the world are leading transformative Agri tourism initiatives. They are opening their farms to visitors, safeguarding rural heritage, innovating farm-based enterprises, generating diversified incomes, and reinvesting in their families and communities. Through Agri tourism, women farmers are not only supplementing farm incomes, but also shaping **sustainable rural economies rooted in culture, ecology, and inclusivity**.

The theme of World Agri Tourism Day 2026, “**Women Farmers Leading Agri Tourism and Sustainable Rural Economies Globally**,” reflects our collective commitment to place women farmers at the center of Agri tourism development—as leaders, entrepreneurs, hosts, innovators, and change-makers.

This Conference concept note outlines a global platform designed to bring together policymakers, practitioners, researchers, investors, development agencies, and farming communities to exchange knowledge, influence policy, foster partnerships, and scale women-led Agri tourism worldwide.

I invite governments, international organizations, academic institutions, private sector partners, and civil society to join hands in making the 19th World Agri Tourism Day Conference a landmark step toward **women-led rural transformation**. Together, let us ensure that women farmers are recognized not merely as contributors to Agriculture, but as global leaders shaping the future of Agri tourism and sustainable rural economies.

Pandurang Taware

Chair

World Agri Tourism Day Committee

Global Agri Tourism Network

1. Background and Context

Agri tourism has emerged globally as a powerful model for sustainable rural development, income diversification, cultural preservation, and experiential tourism. By integrating Agriculture and tourism, Agri tourism provides farmers with additional income opportunities while offering visitors authentic rural experiences rooted in local culture, food systems, ecology, and traditions.

Over the past two decades, Agri tourism has evolved from small, informal farm visits into a structured rural enterprise contributing to livelihoods, employment generation, women's empowerment, youth engagement, and climate-resilient rural economies. The World Agri Tourism Day, observed annually, has played a pivotal role in promoting awareness, policy dialogue, innovation, and global networking in this sector.

The year **2026 has been recognized globally as the International Women Farmer Year**, acknowledging the critical yet often under-recognized role of women farmers in global food systems, rural economies, and sustainable development. Women constitute nearly half of the global Agricultural workforce and play a central role in food production, value addition, biodiversity conservation, and community resilience.

Against this backdrop, the **19th World Agri Tourism Day Conference 2026** is envisioned as a landmark global platform to celebrate, recognize, and strengthen **women farmers as leaders of Agri tourism and sustainable rural economies**.

2. Rationale for the Theme

Women Farmers Leading Agri Tourism and Sustainable Rural Economies Globally

Women farmers are increasingly emerging as pioneers of Agri tourism enterprises—hosting visitors, managing farm stays, curating cultural experiences, leading farm-based entrepreneurship, and reinvesting income into families and communities. Agri tourism offers women farmers:

1. Economic empowerment through diversified income
2. Entrepreneurship opportunities rooted in local resources
3. Leadership roles in community-based tourism
4. Platforms to preserve and showcase rural heritage and indigenous knowledge
5. Pathways to climate-resilient and sustainable livelihoods

This theme aligns with: - International Women Farmer Year 2026
- UN Sustainable Development Goals (SDGs 1, 5, 8, 10, 12, 13)
- Global priorities on inclusive growth, gender equity, and sustainable tourism

The International Agri Tourism Conference 2026 will highlight women farmers not as beneficiaries, but as **leaders, innovators, entrepreneurs, and decision-makers** shaping the future of Agri tourism worldwide.

3. Vision and Mission

Vision

To establish women farmers as global leaders in Agri tourism, driving inclusive, resilient, and sustainable rural economies.

Mission

- ✓ To recognize and amplify women-led Agri tourism initiatives globally
- ✓ To influence policies and investments supporting women farmers
- ✓ To build global networks and partnerships
- ✓ To strengthen entrepreneurship, skills, and market access for women farmers

4. Objectives of the International Agri Tourism Conference 2026

- ✓ Celebrate women farmers as leaders of Agri tourism worldwide
- ✓ Share global best practices, models, and innovations in women-led Agri tourism
- ✓ Promote policy dialogue and institutional support for women farmers
- ✓ Enable access to finance, markets, and technology
- ✓ Strengthen global and regional Agri tourism networks
- ✓ Build capacity of women farmers, SHGs, FPOs, and rural enterprises
- ✓ Foster international collaboration and knowledge exchange

5. Conference Structure and Format

- **Title:** 19th World Agri Tourism Day 2026 – International Agri Tourism Conference 2026
- **Date :** 16th May 2026 , **Day :** Saturday
- **Duration:** 1 Day (10 am to 5 pm IST)
- **Mode:** Virtual - ZOOM Platform
- **Expected Participation**
2,00+ Virtual Participants from multiple countries

6. Target Participants

- Women farmers and Agri tourism entrepreneurs
- Farmer Producer Organizations (FPOs) and Self-Help Groups (SHGs)
- Policymakers and government officials (Agriculture, Tourism, Rural Development)
- International organizations and UN agencies
- Development agencies and NGOs
- Tourism boards and travel operators
- Financial institutions, banks, and impact investors
- Academia, researchers, and students

- Media and digital influencers

7. Key Thematic Pillars

- Women Leadership in Agri Tourism
- Women-Led Farm Entrepreneurship and Innovation
- Sustainable and Climate-Resilient Rural Economies
- Policy, Finance, and Institutional Ecosystems
- Global Networking, Market Access, and Partnerships

8. Proposed Program Outline

Inaugural Session – 10 am to 1030 am

Guests

- Mr. Bharat Langhi, Deputy Director Department of Tourism, Government of Maharashtra, India
- Mr. Prashant Sawai, Deputy Director Department of Tourism, Government of Maharashtra, India
- Mr. Vijay Jadhav, Deputy Director Department of Tourism, Government of Maharashtra, India
- Mr. Nandkumar Raut, Deputy Director Department of Tourism, Government of Maharashtra, India
- Ms. Pradnya Manohar, Deputy Director Department of Tourism, Government of Maharashtra, India
- Mr. Pandurang Taware, Director, Agri Tourism India, Chair World Agri Tourism Day Committee, Global Agri Tourism Network
- Mr. Avinash M Jogdand – CEO, Geetai Humankind Development Trust Pune

9. Technical Sessions

Time	Speaker Name	Designation - Organization	Topic	Country
1030 am to 1055 am:	Dr Lisa Chase	Founder President, Global Agri Tourism Network, Natural Resource Specialist, Director University of Vermont, USA	Future of Global Agri Tourism & Sustainable Rural Development	USA

11 to 1120 am	Jessel Anne P Rodriguez PhD	Associate Professor Central Bicol State University of Agriculture Bicol	Agri Tourism in ASEAN Countries	Philippines
1125 to 1145 am	Amrita Bharti	Farmer and Founder Hariyali Farms	Case Study of Women Farmer Agri Tourism Entrepreneurship	Pune India
1150 to 1210 pm	Jacqui Taylor	Founder President Agri Tourism South Africa	Agri Tourism Development in South Africa	South Africa
1215 to 1235 pm	Dr Hanilyn Hidalgo	Professor Department of Agri Business Central Bicol University of Agriculture	Women Farmer Case Study – Nesting Place	Philippines
1240 to 1300 pm	Dr Sarath Sennimalai	Assistant Professor, KCT Business School, Kumaraguru College of Technology, Coimbatore, Tamil Nadu	Way Forward for Agri Tourism Development in Tamil Nadu, Case study of Women Farmer	Tamil Nadu India
1305 to 1325 pm	Dr. Christelle van Zyl	Agri Tourism Expert Prince albert Municipality	Case Studies from South Africa	South Africa
1330 to 1400 pm	Dr Shpresim DOMI	Vice president Global Agri Tourism Network Associate Professor Department of Rural Tourism Management, Agricultural University of Tirana	Way Forward Global Agri Tourism Network	Albania
1400 to 1420 pm	Siddesh Toradmal	Farmer and Founder Arogya Agri Tourism	World Agri Tourism Awards 2026 - Case Study - Award Winner 2026	Pune, India

1425 to 1445 pm	Caroline Millar	Sector Lead Scottish Agri Tourism	Global Agri Tourism Conference 2026,	United Kingdom Scotland
1450 to 1510 pm	Annu Sunny	Founder Gramya - Social Enterprise, Kerala	Community Tourism Initiatives	Kerala India
1520 to 1540 pm	Pranjal Pradhan	Business Strategy Analyst Vacation Krafters	Women Farmers AGRI Tourism Farms, Case studies from Arab Countries	UAE Dubai
1545 to 1615 pm	Dr Anukrati Sharma	Professor and Head Department of Tourism & Hospitality Vishwakarma Skills University Rajasthan	Agri-Tourism - Entrepreneurial Opportunities for Women Farmers in Rajasthan, some case studies from the State of Rajasthan	Rajasthan India

10. Expected Outputs and Outcomes

Key Outputs

- World Agri Tourism Day 2026 Global Declaration
- Policy recommendations document
- Global case studies compendium
- Conference proceedings report

Expected Outcomes

- Increased recognition of women farmers globally
- Stronger policy and institutional support
- New women-led Agri tourism enterprises
- Enhanced global collaboration and partnerships

11. Partnerships and Stakeholder Engagement

The International Agri Tourism Conference is organized in partnership with

- Agri Tourism India
- Global Agri Tourism Network
- Government ministries and agencies
- International and UN organizations
- Academic and research institutions
- Corporate and CSR partners
- Media and communication partners

12. Communication and Outreach Strategy

- Official International Agri Tourism Conference website and registration portal
- Global digital and social media campaign
- Video messages and global countdown
- Media outreach and press engagements

13. Conclusion

The **19th World Agri Tourism Day Conference 2026** will serve as a historic global platform to recognize, empower, and position **women farmers as leaders of Agri tourism and sustainable rural economies**. By bringing together policymakers, practitioners, entrepreneurs, and global partners, the Conference aims to catalyze long-term impact, inclusive growth, and resilient rural futures worldwide.

Regards

Shri Pandurang B Taware

Chair

World Agri Tourism Day Committee

Global Agri Tourism Network

Director on Board

Global Agri Tourism Network

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