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A Geographical Study of Agro- Tourism in Maharashtra

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Abstract :

Tourism plays a vital role in global economic activities. A lot of countries developing the tourism potential, because in the tourism sector various level large scales generate the employment. This sector provides skilled and non skilled people job opportunities. Recent time the concept new ideas developed in tourism sector such as Agro-Tourism so the concentration to in this sector. Tourist gives direct or indirect benefits to the local people. Agro tourism is an medium of sustainable tourist development and good opportunities to the tourist to know varies information about agriculture as well as local product, regional food and day today life well known of the rural people. In addition tourist brings nearness to nature and involves rural agricultural activity as well as share persons feel the pleasure on tour. Agro- tourism supportive to the equally farmers and urban peoples. In this sector extra income source to the farmers. Maharashtra has a long ago historical cultural state so this advantageous to attract tourist in agricultural sector.

Keywords: Agro-Tourism, Economic Potential, Employment,

Introduction :

Agro-tourism industry lot of potential in worldwide economic level. In this sector much and more valuable chances to get achieve these opportunities in national as well as state level. This sector involving power a lot of more and helpful to employer including this sector. Today dynamically changing the tourism sector and new innovation ideas developed to attract to the tourist. Government agencies are also positive to view of national as well as state level. Maharashtra tourism Development Corporation making new policies for tourism sector.

Maharashtra is one of the ideal states in Development of Agro-tourism sector in India, because location of Maharashtra is suitable for Agro-tourism. So the excellent potential to the developing this sector. A lot of heritage from the Nature physiographic variation climatic changes plantation varieties such this natural gift given by the nature to the Maharashtra.

Objectives :

The objectives of this paper are follows:

- To analysis Agro-tourism development in Maharashtra.
- To identify suitable Physiographic structure for Agro-tourism
- To identify the problems of the agro-tourism and make suggestions to establishment and operations of agro-tourism.

Hypotheses :

The hypothesis of the study area is an Agro-Tourism is an allied for the farmers. It gives extra income source and employment chance to the farmers and rural peoples. It gives new idea for the agri-business. This type of activities need of Maharashtra.



Importance of the Study :

Agriculture is the backbone of India with Maharashtra. Today Agri-sector facing a lot of problems due to uneven monsoon not suitable market for agriculture product hence there is need to do newly innovative in the agriculture which give some release for the problems from farmer, rural people. Recent period urban population is largely increasing day by day in Maharashtra. Urban population engaged in offices, Television, Fast food, internet etc. They can see the natural beauty seen only TV screen. So these people like to enjoy rural life but it is not possible to enjoy easily such interested people good opportunities with the help of Agro-tourism and this sector also helpful for farmers to additional income source.

Methodology of the Study :

The study of Agro-Tourism restricted to examine the advantageous of agro-tourism industry in Maharashtra. The study includes their benefits and evils. It includes exact framework regarding to set up to the agro-tourism centers in Maharashtra. The Present study was conducted on the secondary data. The data has been taken from the related to the research articles, research report, and some data has been taken from from websites of government of India and Maharashtra. Few idea given from Maharashtra Tourism Development Corporation.

Concept of Agro-Tourism :

The concept of Agro-tourism these term given new look of tourism industry. Agro-Tourism industry is open to the public. Agritourism is defined as "Travel that combines agricultural or rural settings with products of agricultural operations – all within a tourism experience". According to Mr. Pandurang Taware (ATDC, Pune) Which Proper farmers use of native agriculture farm to agree to the offer given to their agriculture farm land a person view them growing ,harvesting and handing out local grown food such as sugarcane corn or any agriculture produce product. Agri-Tourism supply to varies tour companies entertainment knowledge of agri-production and agricultural new idea. Moreover, this activity brings visitors closer to nature and rural activities in which they can participate, be entertained and feel the pleasure of touring.

Who Can Start Agrio-Tourism Centres :

The Own farmer can start Agro-tourism who have minimum two hector area, farm house, and water resource which is interested to entertain the tourists. Apart from the individual farmer, agricultural co-operatives institute, Non-Government organizations, Agricultural Universities, and agricultural colleges may start their centers. Even local institutes such as Grampanchayats, tahsils can start such centers in their operational areas with the useful of villagers and farmers.

Location For The Agro-Tourism Centres In Maharashtra :

Any type of tourism centers need to identify the correct location for development. So the location is power full factor to success in Agri-Tourism also varies factor include such as assesbility to come in the place other component natural background. City tourist is interest in the rural and natural life enjoying it. Farmers can start agro-tourism centers in which place natural beauty presented that location attract to the tourist. Such type of tourism centre develop in Pandharpur, Akkalkot, Mabaleshwar Nashik etc this places are better places to the development of agro-tourism. Other places can farmer develop agri-tourism which good natural places.



Why To Promote Agro-Tourism In Maharashtra :

Agriculture activity is directly related to the monsoon so the Monsoon frequencies day by day decreasing hence a lot of farmers facing problems and they not want secure in his life some farmers suicides in varies places in Maharashtra. Hence they need to support with the help of agri-allied business to support their farmer and newly generate income source. That's why the good opportunities to develop Agro-Tourism in Maharashtra

Problems Of The Agro-Tourism In Maharashtra :

Maharashtra has great Potential to the development of Agro- tourism but some problems facining to real situation such as basic knowledge of agro-tourism and lack of commercial view of small farmers, no communication skill to attract to the tourist, lack of capital and less interest Ensuring hygiene and basic requirement high class visitors. Some farmer has Small land holding so this type of farmers not interested in such types of business. Many tahsils of Maharashtra has drought prone tahesil so these type problem faced by farmers.

Key Techniques For Success In Agro-Tourism :

Agro-Tourism is an business so it must be need of commercial view and some market ideas to the success. For the better success in agro-tourism must be follow the following things

- You need to publicity of your tourism in varies news channels television etc.
- Develop the communication level in various levels
- Understand the customer needs and try to complete it.
- Give the optimum charge by the customer
- Develop the social media and websites
- Develop the packages various age group

Conclusions :

Maharashtra has a rich potential to them to the development of Agro-Tourism because of varies of natural environment and varies types of agricultural production, rural tradition, culture etc. More than 45 percent of population lives in the urban areas and they want to need enjoy beautiful rural life and take information about rural life style. Hence big opportunities to the development of agro-tourism in Maharashtra. Some problems and less awareness about this activity. Government should also try to provide optimum financial grand's to the farmers. Indian Government also making policies to the development. The Agro-Tourism activity helpful for Maharashtra Farmers.

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