

THE SCENARIO OF AGRO - TOURISM IN MAHARASHTRA : AN OVERVIEW

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Abstract:

Today, travel and tourism are recognised as major growth drivers in numerous nations throughout the world. Today the concept of tourism has been change. Tourist will try to visit nearest place and enjoy with natural beauty. Agro tourism is the way to provide the short distance tourism experience to the tourist. Agro tourism also provide additional income to the rural people in there place. The state of Maharashtra also the part of agro tourism centres where number of agro tourism centres are situated near to the City. In the view of tourism Maharashtra state has lot of potential in agriculture tourism, cultural tourism forest and adventure tourism

Keywords:

Tourism, Agro Tourism, Agro Tourism Centre

Introduction:

Agro tourism is a way of developing and promoting villagers from preparing an alternative source of earning income. Agricultural activity attracted tourist and agro tourism conducted various agricultural activity. Agro tourism include various types of activity related with agriculture like animal rides, ploughing of fruits and vegetables, stay and paly surrounding natural area.

Maharashtra state is the pioneer state to develop and promote Agro Tourism in the Country . In Maharashtra Agro –Tourism is incorporated in 2005 . The pilot project of Agro tourism is started in Palswadi, tal. Baramati District Pune in 28 acres area. The main aim to provide quality and assist to farmer to start their own agro tourism business and get additional income source. Urban as well as foreign tourist get the natural experience through the agro tourism. Tourist can see the natural environment to do something in farm activity .

Aims and Objectivises:

The basic aim of the study is to know the concept of agro tourism and to find the starting centres of agro tourism in Maharashtra. Importance of agro tourism in Maharashtra.

It will achieve through the following objectives:

1. To spot out the current scenario for the development of agro tourism centres in Maharashtra.
2. To know the activity conducted in agro tourism centres
3. To know the major agro tourism centres in Maharashtra
4. To know the benefits of agro tourism in Maharashtra
5. To find out the key challenges of agro tourism centres in Maharashtra

Methodology of the Study:

The scope of the study is limited only agro tourism centres in Maharashtra. The present study was conducted on information available in secondary data. The Essential data has been collected through the well-known book and journals. Secondary methods like articles, research papers, reports on various tourism websites of India and Maharashtra has been used.

Review of Literature:

Dr. Shaturghan .D.Thorat.(2019) describe that the farmer are facing various problem such as sell of agriculture product on low price . As consequence farmer started agro tourism in 2004 to get additional income. There is need to develop agro tourism centres in punedistricts . For choosing location for agro tourism forts, caves and temple etc. are considering. Agro tourism provides employment opportunities to local level people with less capital compare to other business.

Eckert and Kline (2004)In his books he express the future prospects of Agro tourism in the view of farmers. In his book he explains the various ideas and provides various suggestions for the development of Agro tourism business. He also expresses the regulations and essential provisions of agro tourism centre in United States. For the growth of agro tourism government assistance, Administrative guideline for finance, marketing are important. he also explain in his book that “ Ranchers and farmers come together to achieve ore profits in the business of agro – tourism

AGRO-TOURISM IN MAHARASHTRA:

The Farming business is turning out to be more unstable in Maharashtra on account of the sporadic rainstorm, unstable item costs. Numerous farmers can't bear the cost of it and have an issue of obligation. Due to Agricultural problem Rate of farmers suicide between 1997 to 2005 is increases in Maharashtra. Consequently, there is a need to begin any partnered agri-business to help their cultivating and make united pay sources from the ranch to urge ranchers to decide little and suitable agro-business action, as agro-the travel industry. The concepts of agro tourism predicts involvement of private sector .agro Tourism conduct the tourism as act and host to the visitors tourist. In 2007, ATDC launched Training and skills development programs with Maharashtra State Agrotourism VistarYojana, initial 52 farmers were chosen in Maharashtra and the story proceeds with This agro tourism business model has been replicated in 328 . Agro tourism business focuses across 30 Districts in Maharashtra, which has assisted with saving, improve the town climate, town customs and culture, customs, town expressions and careful work.

Major Agro tourism Centres in Maharashtra:

Tourist is more interested to get real natural experience with farmers .Basically following some points is considered by tourist to choose the agro tourism

- ❖ Easy Accessible by Car /Bus
- ❖ Near of the Dam /Lak

- ❖ Near to the historical places
- ❖ Near to Natural Beauty like
- ❖ Short Distance from City

Agro tourism Centres

- Aranyagiri Countryside Resort Agri Tourism Center Address: At/Post-Arangaon , TalShrigonda , District-Ahmednagar
- BhandardaraAgri Tourism Center Address: At/Post- Shendi Tal- Akole , District - Ahmednagar
- AnandAgri Tourism Center Address: At/Post- Borgaon , TalSatara, District- Satara
- AdarshAgri Tourism CenterAddress:At/Post- Gureghar, Gutad,,Tal- Mahabaleshwar, District- Satara
- Archies Farm Agri Tourism CenterAddress:At- Nakinda, Post-Met Gutad, Tal- Mahabaleshwar,
- Andharban Dark Forest Wildlife &Agri Tourism Center Address:-Sr.No -63, At:- Pimpri (Wandre), Post :-Male, Taluka :- Mulshi, District :- Pune
- Baneshwar Agri Tourism Address: At/Post- Nasarapur Taluka- Bhore District- Pune
- Alive Beach Resort & O Agri Tourism Center Address:- Gat No- 48 , At :- Maral, Post :- Harihareshwar (Near GanpatiMandir), Taluka :- Shriwardhan, District :- Raigad
- Aanadi Farm Agri Tourism Center Address:-At Post –Sr No-71/2 B,Neral , Taluka :- Karjat ,District :- Raigad
- D.M.FarmsAgri Tourism Center Address:-At/Post- Yeral ,Tal- Roha, District-Raigad
- Shree Ram Baug Agro-Medical Tourism & Fun Park Address:At/Post-Gat No83,Dharmapuri, Tal-Parbhani, DistParbhani
- Rajput Agri Tourism Address: At/Post- Rampuri Taluka - Aurangabad District - Aurangabad ArunodayaAgri Tourism Address: At/Post- Pimpalgaon Taluka- Nashik, District- Nashik
- Curry Leaves Agri Tourism CenterAddress:At/Post-At/Post-40/A/3, Belatgaon, Lamp Road Tal-Nashik District- Nashik
- Jayshiv Agri Tourism Address: At/Post- Zarwad, TalukaTrambkeshwar District- Nashik

BENEFITS OF AGRO-TOURISM CENTRES:

Agro-tourism industry can possibly fluctuate the monetary essence of customary agribusiness. The benefits of agro-tourism industry improvement are complex. It could carry many immediate and circuitous advantages to the farmers and rural peoples. Some of the benefits are following

- ❖ It helps to improve standard of living in ruralpeople.
- ❖ Availability in Local level Employment to youth people
- ❖ Agro tourism backings the rural and agricultural expansion process.
- ❖ Supplementaryrevenue source for the agriculturalists to protest against income fluctuation.
- ❖ It Create a bridge between Urban and Rural cultural transformation
- ❖ Can help to the reduce burden on the opposite traditional tourist centres.

Agro-tourism activities include...

- **On-farm Direct Sales of product like**
Farm stands,
Dairy product
Farmproducts etc.
- **Accommodations/Lodging**
Farm stays,
Guest ranch, ,
Camping,
Cabins, etc.
- **Performing/Special Events like**
Harvest festivals
Sun sites
Farm dinners
Weddings
Birthday parties etc.
- **Outdoor Recreation like**
picnicking,
swimming,
hunting,
fishing,
photography,
horseback riding,
snowmobiling,
biking, etc.
- **Educational Activities**
Farm or ranch work experience,
Camps,
Classes,
Tours,
Tastings,
Demonstrations,
Petting zoos etc.

PROBLEMS OF THE AGRO-TOURISM IN MAHARASHTRA:

Agro tourism is growing trends in tourism but following are some problems face by agro tourism centres in Maharashtra

- Improper communication skill
- Lack of updated knowledge of Tourism business
- Improper Commercial approach of farmer
- Guaranteeing cleanliness and basic requirements considering town visitors

- Legislation problems
- Insufficient financial support
- Lack of train manpower
- Lack of proper physical communication

CONCLUSIONS:

Maharashtra has an outstanding potential for agro-tourism business .Definitely agro tourism centres face may problems but the provide various types of services to the tourist. Agro tourism helps to maintain sustainability of resources. The success of agro tourism business is depend on three basic pillar that is farmer, village and agriculture site. Today tourist find the short tour and Agro tourism fulfil the tourist expectation

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