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# Golden Research Thoughts

**GRT**

## A GEOGRAPHICAL STUDY ON AGRO TOURISM ACTIVITIES EFFECT IN RURAL DEVELOPMENT WITH SPECIAL REFERENCE TO RURAL MAHARASHTRA.



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### ABSTRACT

In general Agro Tourism is the practice of attracting travelers or visitors to an area or areas used primarily for agricultural purpose. Many Agro Tourism activities require only a small farm express pride order to be successful.

In rural areas villages are provide wide range of entertaining and recreational activities to the all types of tourist which was all age groups such as playing, riding, swimming ,climbing etc.

Agro Tourism can be one of the destinations to avail with peace and actual quality which is not possible to resorts of over crowded cities on urban areas. In rural areas got it peaceful and environmentally good healthy atmosphere.

Agro tourism center provided many tourist activities and advantages of Agro Tourism industries

on rural areas. It brings major primary agricultural sector convert into major service sector tourism. Tourism sector has potential to growth the agricultural sector as the capacity to absorb work expansion in tourism activities. The socio-economically develop for Agro- tourist activity on rural areas.

**KEYWORDS** :Agro- Tourism Industries, Entertaining and Recreational



Activities, Tourism Activities.

### INTRODUCTION:

Today, various products provided by Agro Tourism Industry. Agro Tourism Development is bringing about changes in innovative agricultural practices, earning of the farmers and overall change on agricultural sector. It will be interesting to see the socio economic changes on rural area due to agro tourism activities. In General Agro Tourism is the practice of attracting to visitors to an areas used primarily for agricultural purpose. However Agro Tourism is a small scale low impact and in most cases education

focused, because land owners operate the majority of farms in Maharashtra opportunities for connected to one particular place and something to suit a particular person are limitless. Many Agro Tourism activities require only a small farm express pride order to be successful. Agro Tourism project which will maintain the natural beauty and healthy atmosphere of the place; which will not disturb the environment and maintain the ecological balance would be entitled for incentives. Tourism sector has potential to expand the agricultural sector as the capacity to absorb work expansion in tourism activities.

#### OBJECTIVES:-

1. To know the problems and challenges of Agro tourism industry.
2. To study the socio - economic development of rural area through Agro -Tourism.
3. To study the various service & product provided by Agro Tourism in Maharashtra.
4. To study the importance of Agro Tourism activities on development in rural areas.

#### DATABASE AND METHODOLOGY:-

The research methodology used for collecting data for various sources such as field work and visit to Agro Tourism center for the field research a questionnaire was used additionally discussion in field and use interview on tourist coming from rural agro tourism center and government officers to understand the various government policies.

Agro Tourism activity is effected socio-economic developing very fast in all over the Agro tourism the rural area. In spite of this fact there are many problems on development of Agro Tourism sectors in Maharashtra. Agro Tourism is bringing together of Agriculture and Tourism activity.. There are two main types of Agro Tourism basis on people link on products, services and experiences of Agriculture. Firstly, Agro Tourism events such as Festivals and Mela's, Fairs include various farmers field days, agricultural an event at which side shows and rides are setup for public entertainment and recreational activities. Such as swimming, Horse riding, climbing etc., Secondly, Agro Tourism operators which include various Patang's mahotsav, types of food's items and breakfast, local sightseeing, farm tour and recreational activities.

#### Agro Tourism development in rural Maharashtra:

The importance of Agro Tourism activities can be discussed from demand for and supply of agro Tourism in rural area.

Rural area's villages are providing large scale of entertaining and recreational activities to the all type of tourist age groups. such as Horse riding, playing, climbing, swimming, riding etc. doing actual field work. Urban population is learning towards rural atmosphere and nature of area. to Agro Tourism center and through various types of animals, birds, relief features (mountain, River, lake, waterfall etc.) various types of fruits trees, crops, village socio-culture etc. provide a rural atmosphere to urban people where they can forget their busy urban life.

Their large scales the tourists' base on tourism can enjoy their holiday in affordable practices with large scale of products to enjoy, the many tourists are participated in the agro-tourism activities. Very pleasure and peaceful place and quality of work on the urban life provide on agro tourism activity. Agro Tourism center was a healthy atmosphere and cleanness atmosphere. Agro Tourism can be of the located to avail with peace and actual quality which is not possible on resorts of overcrowded areas an urban area.

- More advantages of Agro Tourism activities such as accessibility, to cultural heritage and cities recreational activities, friendliness of people, organized excursion etc. also give the personal safety and security of tourist and rural healthy atmosphere.
- Agro Tourism effected on village life, traditions, crafts, rural culture, birds, various types of crops, animals, fair and various festivals etc., on rural life.
- Agro Tourism could create awareness about rural life and knowledge about agriculture among urban

school- college students. It provides opportunities, Agricultural Knowledge for urban students in agriculture and rural life on various types of activities, rural cultures, and songs.

- Various festival celebrations in rural area's provides recreation to urban life of agro-Tourism like Agro Shopping, Health Tourism and healthy atmosphere, good climate, Patang Mahostav etc.,

#### Scope an Agro Tourism industry.

Agro- tourism is an important role for development rural society also modifying rural society and their economic, social and cultural structure and dynamics. Agro Tourism has great scope in the present situation for the following reasons,

- Increase tourism awareness about the Agro Tourism industry and change life style of rural society's people and development of rural condition.
- To create educational values and started educational facilities and influence of urban atmosphere of Agro-Tourism.
- Many people strong demand for whole some family oriented recreational activities, health awareness and healthy atmosphere etc., such as 'Nisarg Ashram.' Health consciousness of urban peoples and finding the problems and solution with rural atmosphere because good healthy situation..
- To more create interest to the rural areas for natural environment. To change the life style on the rural people with recreations purpose also educational and socio-economic development.

#### Agro-Tourism activity provided various products and services for tourist.

- To learn to how Processing and provided of organic farm products such as various types on fruits, corn maize, curd, milk, ghee , Hurda party etc.
- Agro tourism industry provided various types on rides like Horse riding, Bullock cart, tractor, camel riding etc.
- Visit on various Agro tourism activities such as cow farm, poultry, emu farm, goat farm, dairy, sheep, piggery, rabbit etc.
- Organized various types provide services on agro tourism centers organized tours of Agricultural farm on rural areas, farm scenery, local sightseeing, and recreational activities, afternoon meal, arrange Hurda party, special menu for meal zunaka bhakar etc.
- Visiting to treating organic food, fruits, items and enjoy picture view of flowers and greenery, Nisarg 'etc.
- Catch sweet well or river water catching fishing and see on water storage tank(farm pond's) water sports, lakeside and river side along with a pontoon, jetty, swimming on lake ,river tank ,well etc.,.
- Visit to special events and various types of festivals on agro tourism activities such as music festivals Hurada Party, rural village local festivals like a Jatra, Mela, Patang Mahotsav, folk dance shows, performing arts and film screening etc. to experience traditional ways of rural life and culture of rural society's..
- Demonstrating and training of farm activities such as Reshim Udyog, Wool Processing, Bee-keeping, get information and knowledge about Green House, Nursery and new experiments on Agriculture, fresh Fruit's got it tourist.

There are several Agro Tourism activities and services that farmers practice to attract agro tourist's also urban people got in information about together site of operations.

All Agro tourism centers provided various services and prepared various products, Wineries, Scenic by way tours Agriculture festivals, Antique Stores, Roadside Market, Bed and Breakfast, Corn Maize, Horse Rides, Camel Rides, Bullock Cart, Ecosystem preserves, Petting Zoos, Poultry Farms etc. all the activities included of Agro Tourism industry..

These are many types changing farming activities or farm operations are bringing an interested all tourist customer right to the Agro Tourism farm and providing agricultural education and many types agricultural experience and experiments, offers special farm product organic foods such as corn maize,

Gulbhendi hurada etc. or related gifts for sale things to do and opportunities for easy and inexpensive education and entertainment for all the tourist age groups.

An agro Tourism farms is any land based on farm business that is open to the all tourists age group. This specialized Agro Tourism destination generally offers things to see, and produce or gifts says and are open to the public at least some parts of the year. Some Agro Tourism farms only open for weekends in the fall. All offers get the one particular place and enter training from experience and are generally appealing to all members to family and visit to such types of Agro Tourism activities.

#### Agro tourism industry and Socio-economic impact:-

Agro Tourism activities and development is bringing about changes in Agricultural practices, earning of the farmers and overall change on Agricultural sectors in rural areas.. It will be rural area to Agro Tourism activities affected rural change such as socio-economic change and also urban touch

#### Agro Tourism activities and economic impact -

The economic impact on rural areas increases to Agro Tourism activities and increased income of the local people. Develop and backward region are linkages to Agro Tourism business become an instrumental on increases income of the local community, these link are advantages path for various income expanded activities in rural areas, enhanced earnings of the community leads to alleviation of poverty in rural areas.

Economic activities in rural areas gets intensified due to inter links of Agro Tourism and various source of income generating activities on rural people such as provide accommodation, provide from food, various transport facilities and excursion, also provide service on tour operators and tourist guide, the ready various types on food , fresh and fruits market for village craft items. To get on various opportunities for programmer of village artists, singer, folk dance etc. The created various types of employment opportunities in rural areas, changing the economic activities in rural areas are created new and created innovative employment and self-employment opportunities for rural society. Many youth peoples are engage to agro tourist job.

To increasing land use enhanced earnings of the villages and rural areas.

#### The social impact of Agro-Tourism activities:-

The social impact of Agro Tourism activities can help in rural community development. The Agro Tourism activities are pride and good faith of the community. Good quality of life increase and expanded of economics activities through Agro Tourism extent of living and increase the quality of life in rural areas.

It is possible to Agro Tourism activities with make a become stronger the community, specialization, networking and leadership development of rural areas, develop the service like schools, library, healthcare, telephone, internet service, public transportation, development of local market etc. Cultural rural transformation is possible through interaction with various age groups tourists of different communities and grade.

#### Agro Tourism industry and some obstacles on development of sector:-

Agro Tourism activity is developing very fast in the rural areas. In spite of this fact, there are many problems which are obstacles on development of Agro Tourism sector in Maharashtra. Some problems are as follows:

- The problems are lack of motivated and skilled staff on rural areas Agro Tourism activities. Lack of quality and quantity on service on Agro Tourism activities.
- Entrepreneurial environment in rural Maharashtra has created following features such as low per capita income of farm or rural areas. In the low land holding capacity on rural areas and low level of development

of Agro Tourism activities.

In this region inadequate transport facilities and low level of education, also income group.. Due to all above features majority farmers are doing on traditional cropping system. Due to limited land holding capacity they cannot create or development product for Agro Tourism. The rural areas lack of the professional attitudes.

#### CONCLUSION:-

Rural Maharashtra has a great potential to the development of agro Tourism because of natural beauty and different types of agro products and also rural traditions crafts, fair and festivals, Patang Mahostav, Gavaran jatra, Mela etc.,

It is good opportunity to develop an Agro Tourism industry in Maharashtra but there is problem of low awareness about the Agro Tourism business in the farmers.

#### SUGGESTION:-

- There should be emphasis to aware the society about Agro tourism. There must be giving the training for the rural farmer for the uplifted for Agro Tourism industries, then uplifted Agro tourism activities.
- There should be aware the people to give the knowledge for various agro products and services for increasing agro industries. Agro Tourism should be a great platform for getting the employment belonging rural background; rural people also change and transform rural condition.
- Evocation for visit to Agro Tourism Center for located on rural areas for celebrating the natural beauty, also to understand their problems and create problem solving approach.

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