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GRT

A GEOGRAPHICAL STUDY ON AGRO TOURISM AND RURAL DEVELOPMENT



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ABSTRACT

Agro tourism projects 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.

KEY WORDS: Geographical Study, Agro Tourism, environment.

INTRODUCTION

Agro tourism is the practice of attracting travellers or visitors to an area or areas used primary for agricultural purpose. However, Agro tourism is small scale low impact and in most cases education focused. Because land owners operate the majority of farms in Maharashtra opportunity for connected to one particular

place and something to suit a particular person are limitless. Many agro tourism activities require only a small form express pride order to be successful.

Firstly, agro tourism events such as folk, dance, various festival and fairs, include various farmers field days, agricultural event at which side shows and rides are set up for public entertainment and secondly, agro-tourism operator's which include beds and break fasts, local sight-seeing, farm tour and recreational activities.



Importance of Agro tourism development –

The importance of Agro tourism developments can be discussed from demand for and supply of agro tourism in rural areas.

- Provide wide range of entertaining and recreational activities to the all types of Age Groups.
- Urban people forgot his busy schedule and urban life. He enjoy to rural atmosphere and he goes to near nature such as birds, animals, trees etc.,
- Urban people got it healthy atmosphere.
- More accessibility to cultural heritage and cities recreational activities.

- Agro tourism received around on rural life such as crops, festivals, agro products, culture, craft’s etc.,

Advantages of agro tourism industry on rural areas –

It brings major primary agricultural sector convert into major service sector tourism. Agro tourism is expected to create win situation for both factors. Tourism sector has potential to expanded the agriculture sector has the capacity to absorb work expansion in tourism activities.

- Urban people more create interest in natural environment.
- Changes the life cycles of rural people with rural recreations and life style.
- Strongest demand for urban people’s family oriented recreational activities.
- Increases awareness about the agro tourism industries.

GOVERNMENT POLICY –

Government of Maharashtra prepared suitable policy for development of Agro tourism in Maharashtra is the effect from year 2006. In the action plan is about Agro tourism under rural tourism and indirectly concern under the craft development.

Western Maharashtra Agro tourism centers-

District wise/Region wise tourism center	No. of Tourism
Pune	74
Satara	15
Ko lhapur	02
Solapur	07
Ahamadnagar	05
Sangali	02

Source – www.mart.com

In western Maharashtra Agro tourism centers more No. of centers established in Pune district. In Maharashtra total Agro tourism is 178. They provide service on tourist.

Agro tourism activities and rural development –

- Agro tourism activities are increased income for the local rural people on rural areas.
- Enhanced earnings of the community leads to alleviation of poverty in rural areas.
- Agro tourism activity increases income generating activities on rural people.
- The created employment opportunities in rural areas, changing the economic activities.
- To increasing land use enhanced earnings of the villages.
- Increases opportunities for program me of village artists.

CONCLUSION –

Rural Maharashtra has a great potential to the development of agro tourism because of natural beauty and different types of agro products such as fruits, fresh vegetable and also rural traditions crafts, fair and festivals. To develop industry in Maharashtra but there is a problem of low awareness about the agro tourism business in the farmer. It is good opportunity to develop an agro-tourism industry in Maharashtra but there is a problem of low awareness about the agro tourism business in the farmer.

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