

Developing Rural Entrepreneurship opportunities is a key to Sustainable Agro Tourism in Maharashtra

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Abstract

At present, Agro Tourism is promoted by most of the countries in the world aiming at sustainable rural development and economical up lifting of the local rural people. Urban tourists are interested into enjoying the nature and rural life. So, farmers should develop their center in the rural areas only which have a beautiful natural background to attract urban tourist in your farm

What Is Agro-Tourism and Why Agro-Tourism? Agro-tourism is a business conducted by a farmer for the enjoyment and knowledge of the people, to promote the products of the land and generate additional income from farms. It provides rural experiences to urban population and economic alternatives to farmers. Agro-tourism includes activities such as roadside stands, farm tours, bed-breakfast, and cattle drives. It can provide economically feasible ways to care for natural resources, natural habitats, natural scenic areas and special places. Agricultural product demand increases together with the tourism activities in rural areas. The production and the producers are positively affected by such conditions. In addition, employment, additional income, personal income, standard of living, rural migration and public revenues are also positively affected, and the region becomes a center of attraction. In addition, Agricultural tourism will provide the visitors to participate in person the harvesting, tillage and other businesses and in nature areas where the local products on display they will feel themselves as a part of this place.

Keywords- Agro Tourism, Entrepreneurship, Rural, Simplicity, Sustainability.

Introduction-

The travel industry is currently all around perceived as an engine of development in the different economies of the world. A few nations have changed their economies by building up their travel industry potential the best example is the tourism of Singapore which is completely man made nature based tourism, Europe is also strongly promoting their heritage and culinary tourism all around the world France started the concept of winery tourism which is a part of Agro tourism and Nashik in Maharashtra has become a wine capital and developing its own model of winery tourism which is helping the locals and rural of Nasik to also earn additional income based on the ancillary support businesses associated with winery tourism like, grape crushing, Rustic Food serving outlets, Stays on farms with boat rides etc., also other activities like wine testing, wine manufacturing process induction, and waste management etc. The travel industry has extraordinary ability to create enormous scale business and extra income sources to the skilled and non-skilled. Tourism has great capacity to generate large-scale employment and additional income sources to the skilled and unskilled. Today the concept of traditional tourism has been changed. Some new areas of the tourism have been emerged like Agro-Tourism, Medical Tourism, Spots Tourism, Pilgrimage Tourism, Food Tourism, Education Tourism etc. Promotion of tourism would bring many direct and indirect benefits to the people. Agro-tourism is a way of sustainable tourism development and multi-activity in rural areas through which the visitor has the opportunity to get aware with Agricultural areas, Agricultural occupations, local products, traditional food and the daily life of the rural people, as well as the cultural elements and traditions. In addition, this movement carries guests closer to nature and country exercises in which they can take an interest, be engaged and feel the joy of visiting. Agro-Tourism is useful to the two Farmers and urban citizens. It has given an additional earning source to the Farmers and Entrepreneurship opportunity to the farmer families and local youth. In any case, there are a few issues in developing such models and the improvement of such focuses-is truly dependent on good sustainable business models. Thus, the government administration, farmers' cooperative

society's and other related experts should attempt to help these agro tourism promotion activities in Maharashtra for the rustic advancement and increasing the earning sources of rural people and farmers around the major urban areas like Pune, Nashik, Kolhapur, Mumbai, Nagpur etc.. Hence, the government and other related authorities should try to support these activities in Maharashtra for the rural development and increase income level of the farmers. The farmers should also try to establish their co-operative society for the development of agro-tourism centers. The agro-tourism may become a cash cow for the farmers in Maharashtra and also an instrument of the rural employment generation. Agro Tourism also viewed as, "an alternative enterprise that links value-added or nontraditional Agricultural production or marketing with travel to a farm or villages, and fields". Agro Tourism defined here as a set of rural activities, including participating in farming activities, exploring local culture, enjoying the landscape, new ways of following ecofriendly practices in daily life and biodiversity, observing organic and conventional Agricultural practices and sampling tropical fruits and vegetables. Many Indian farmers especially from Pune and Maharashtra currently involved in or are considering the use of Agro-tourism as a mode of diversifying their farm operations. How they will achieve this is the challenge. The overall potential for Agro-tourism can only be achieved if strategies to address and overcome their challenges are developed and implemented. This paper is an attempt to identifying the potential of Agro-tourism in India by highlighting the innovative practices which can be implemented by the Farmers and local rural people to make Agro-tourism a memorable experience to each and very visitors throughout the year, they should be providing different tourism attractions according to the seasons which is a way of sustainable tourist development and multi-activity in rural areas like fruit picking during Summer, Enjoying tender pearls of cereals locally known as hurda during the winter, and some planting activities during Manson Etc. This gives visitors the opportunity to get aware with Agricultural areas, Agricultural occupations, local products, traditional food and the daily life of the rural people, as well as the cultural elements and traditions.

The travel industry on the Field empowers farmers to expand their activities while upgrading the estimation of the Agricultural income sources with additional innovative entrepreneur activities... Agro -Rural tourism also helps to reconcile farming interests and environmental protection through integrated farm management in which farmers continue to play a key role of farmer and learn new practices to generate income like cow dunk products, growing of medicinal shrubs, supplying manure through waste management etc. Tourists who choose farm accommodation instead of other comfortable resort accommodation expect genuine rural atmosphere where they can share authenticity of the household they live in, learn traditional crafts and skills with their hosts, Spend time with nature which is a quality, in modern times everyone has almost forgotten and above all enjoy homemade rustic, fresh food and drinks made using traditional equipments, methods and fuels. This food tastes very delicious in spite being simple because of its rare availability Some specific food labels can help consumers establish a local produce and can be used as a selling point to tourist who want to taste home grown quality food and drink like byproducts of Mango and Jackfruit from konkan farms, By products of grapes and wine processes from winery etc. Heritage and cultural Tourism in rural areas comes in a wide range of forms most of which are unique to an individual local and a valuable component of the rural tourism product. Many tourists visit rural areas for the purpose of bird and animal watching and learning about local flora and fauna. Rural tourist destination as a product is definitely very fragile in ecological, social and cultural sense. Its development requires very specific approach that could help it remain sustainable in the long term. There are some critical factors responsible in the evaluation and development of rural areas for agro tourism as a product.

Some of these are –

- Changes in the preferences and needs of visitors.
- Destination of the natural and manmade environment.
- Give more attractive agro related experiences.
- Identification of potential consumer.
- Understanding the rural tourists buying behavior.
- Agro tourism destination must possess basic tourist requirements
- Such as hygienic accommodation and catering.
- It should be connected with the farm accommodation.

Concept of Agro-Tourism and Definition –

- Agro Tourism defined as travel, which combine Agricultural or rural settings with products of Agricultural operations all within a tourism experience. Agro Tourism can be defined as "A range of activities, services and amenities provided by farmers and rural people to attract tourist to their area in order to generate extra income for their businesses".
- A term 'Agro-Tourism' is a new face of tourism. An agro-tourism is farm based business that is open to the public. These specialized agro-tourism destinations generally offer things to see, things to do, and produce or gifts to buy, and are open to the public.
- Agro Tourism is defined as "Travel that combines Agricultural or rural settings with products of Agricultural operations – all within a tourism experience". According to Mr. Pandurang Tavare (ATDC, Pune) –
- "Agro-Tourism is that Agricultural-Business activity, when a native farmers or person of the area offers tours to their Agriculture farm to allow a person to view them growing, harvesting, and processing locally grown foods,

such as coconuts, pineapple, sugar cane, corn, or any Agriculture produce the person would not encounter in their city or home country. Often the farmers would provide a home-stay opportunity and education". Agro-Tourism and Eco-Tourism are closely related to each other. Ecotourism provided by the tour companies but, in the agro-tourism farmers offer tours to their Agriculture farm and providing entertainment, education and fun-filled experiences for the urban people. Agro-tourism is a way of sustainable tourist development and multi-activity in rural areas through which the visitor has the opportunity to get aware with Agricultural areas, Agricultural occupations, local products, traditional food and the daily life of the rural people, as well as the cultural elements and traditions. Moreover, this activity brings visitors closer to nature and rural activities in which they can participate, be entertained and feel the pleasure of touring

Literature review

1. Paresh Vidyadhar Joshi College of Agriculture Business Management, Narayangaon, Pune, of Agricultural Marketing, Department published a research paper on a topic. "Agro tourism: Agro-Allied Enterprise Way to Sustainable Rural Development. In The Articles And Case Studies: Inclusive & Sustainable Growth Conference (2012), Vol 1, No 2 (2012)
The researcher says that "India is an Agricultural based country and According to 2011 census 68.33 % population still living in rural areas and continue farming as a main business for their lively hoods. But about 50% of the villages have very poor socio-economic conditions. Poverty and unemployment are the major problems faced by the rural community whereas the industrialization in the urban areas exploit the available resources this results in creating drift between the labour population of cities and the employers situation in the cities. In this situation, approach of sustainable rural development needs to be studied seriously on four major dimension i.e. Economic, environmental, social and cultural sustainability. In developing nations like India the rural development efforts are concentrated around the Agriculture. Agro Tourism as an agro-allied enterprise increasingly recognized as an important strategy that can contribute to Agricultural development through diversification of farming activities, providing opportunities to rest, relax, enjoy and study about farming for the visitors and additional income to the farmers.
2. Faculty of Agriculture, Namik Kemal University, Turkey published full paper in the academic Journal of Agricultural Biotechnology and Sustainable Development Vol. 3(8), pp. 171-181, October 2011 on the topic "Land use planning regarding sustainable development through Agro tourism. The researcher focuses on the better use of Agricultural lands along with farming he also says that Agricultural producers are beginning to try their hand in the tourism industry by opening their farm to guests seeking entertainment or educational activities; this type of tourism is known as **Agro Tourism**. Agro-tourism has the potential to play an important role in a country whose economy is largely dependent on income derived from Agricultural exports and recreational tourism. Agro tourism presents the potential generating farm revenues and increasing profitability. Additionally, visitors of **Agro Tourism** contact directly with farmers and support the increase of Agriculture products indirectly. Rural residents not living on farms, it enables them to upkeep large heritage homes and beautifies their surrounding grounds and landscapes. Rural tourism is based on the rural environment in general, whereas **Agro Tourism** is based on the farm and the farmer. Rural tourism provides many benefits to local areas by bringing visitors to the region, increasing awareness for Agricultural products and showcasing produce to the local and regional community. It can also provide incentives for local heritage and conservation groups to preserve unique heritage landscapes and built heritage. Most studies have highlighted the multiple benefits that **Agro Tourism** brings to the farm, local communities, Agriculture heritage and natural resources
3. According to Ungureanu (2008) Agro-tourism represents a chance for the inhabitants of villages, the inhabitants being willing to try a new seasonal (about 100 days per year) activity which would bring them extra incomes.
4. Singh Priyanka Management Department, Pranveer Singh Institute of technology, Kanpur, Uttar-Pradesh, India published a full paper in the International Journal Of Core Engineering & Management (IJCEM) Volume 3, Issue 3, June 2016 on the topic of "IDENTIFYING THE POTENTIAL OF AGRO-TOURISM IN INDIA: OVERRIDING CHALLENGES AND RECOMMEND STRATEGIES" states that To overcome this continuously increasing gap of income and fluctuation in the agro products hamper the life style of the farmers hence they must think of an alternative business of any type to support their overall income from land, or else they shall be forced to live out a life of below poverty line with lots of scarcity of resources. In order to work in this direction some farmers must be encouraged to start small and viable business like Agro-Tourism units on the farm in their villages. The author provides following facts to support her findings
 - Around 70 to 80 % of Indian Population lives in rural area.
 - By realizing their problems and needs we felt that, there is still many things that can be done for these people.
 - ATDC has been contributing its efforts for the overall upliftment of the farmers in rural areas.
 - The youth population in rural especially the school dropouts, educational backward and rural women constitute more than 50% of our rural population. Agro-Tourism Scope and Opportunities for the Farmers in Maharashtra is very big and un explored

5. Vijay M. Kumbhar from Dhananjayrao Gadgil College of Commerce (An Autonomous College) published his findings in India stat, September-October 2009, his research throws light on the fact that agro-tourism is an additional co-activity for the farmers. It provides additional income source and employment opportunity to the farmers and rural peoples. It gives new look for the Agricultural-business. There is need of such types of activities in the Maharashtra. Agriculture is the most important occupation in the India including in the Maharashtra. But, today it becomes unprofitable due the irregular monsoon, prices fluctuations of Agro-products and some internal weaknesses of the Agriculture sector. Hence, there is need to do some innovative activities in the Agriculture, which will help farmers, rural people. Urban population is increasing day by day in the Maharashtra, today the urban people's world is restricted in the closed door flats, offices, clubs, television, video games, spicy fast food, computer, internet, and so on. They can see nature only on television or screen of the computers. More over some people living in the cities do not have relatives in villages and they never visited or stayed in village. These people want to enjoy rural life but there is problem of such type of facilities. Hence, it is opportunity to the farmers for the development of the agro-tourism centers and it serves him and create additional income source.
6. Vijay Kumbhar writes in his one of the research paper on the topic Agro-Tourism: A Cash Crop for Farmers in Maharashtra (India) published September 2009 , Agriculture business is becoming more unsecured in Maharashtra due to the irregular monsoon, unsecured product prices causes lot of issues in the farming sector and to the people completely depend on it. Many farmers cannot afford it and have a problem of indebtedness. Due to the Agricultural problems some farmers are committing to suicide in various districts of the Maharashtra. More than 29,000 farmers committed suicide between 1997 and 2005 in the Maharashtra, official data show, no other state comes close to that total. Hence, there is need of start any of allied Agro-business to support their farming and create allied income source from farm. In order to encourage farmers to establish small and viable agro-business activity, like agro-tourism. It offers several potential benefits to farm operators. It can help supplement income generation activity while providing an opportunity to more fully employ assets, including farm household members. Maharashtra has a great potential of agro-tourism due to the beautiful natural site and basic infrastructures. Agro-Tourism Potential in Maharashtra Maharashtra is the third largest state of India, both in area and population. It is located on the west coast of India with a 720 km long coastline along the green Konkan region. Nestled in the Western Ghats and the Sahyadri mountain ranges have several hill stations and water reservoirs with semi-evergreen and deciduous forests. There are many Agro-Tourism centers in Maharashtra which are the supporting natural environment. Although, Maharashtra has a total 22368 thousand hacter area under the Agriculture and 36122 thousands of livestock (cow, buffalo's, goats etc.). Principal crops include rice, Jowar, Bajra, wheat, pulses, turmeric, onions, cotton, sugarcane and several oil seeds including groundnut, sunflower and soyabean. The state has huge areas, under fruit cultivation of which mangoes, bananas, grapes, and oranges etc. Maharashtra is blessed with a rich and diversified cultural heritage. The state has several communities belonging to different religions, and a number of festivities colours the culture of Maharashtra with the spirit of exuberance. Some of the popular festivals that are celebrated in Maharashtra are Diwali, Ganesh Chaturthi, Gudhi Padwa, Dasara, Nag Panchami, Gokul Ashtmi, Narali Pournima, Pola, Makar Sankranti, Banganga Festival and Holi etc.
7. : Rural Tourism and Sustainable Rural Development Submit an article in the Journal of Sustainable Tourism Volume 2, 2009 - Issue 1-2 by the author This theme issue of the *Journal of Sustainable Tourism* is devoted to the issues surrounding the development of rural tourism and of more sustainable forms of rural tourism. They are examined in the context of rural areas in the developed nations of Western Europe. Earlier versions of these papers were presented at the Second International School on Rural Development, held in Galway, Ireland in July 1993, which took rural and sustainable rural tourism as its themes. Consideration is given to developing rural tourism in ways where the supply of tourist facilities and experiences is appropriate to the needs of the host community, the environment and the local suppliers, and where it also matches the requirements of tourists on the demand side. Concern is expressed that rural tourism should not develop as the hapless outcome of inexorable, external forces, and hence prominence is given to the role of local communities and local businesses in shaping rural tourism.
8. Bernard Lane, submitted an article in the **Journal of Sustainable Tourism** ,published in 2009 on the topic of **Sustainable rural tourism strategies: A tool for development and conservation** This paper reviews how the principles of sustainable tourism have special relevance to the development of rural tourism, and examines how those principles can be translated into practice by the writing and implementing of regional sustainable tourism strategies. It considers the advantages of this approach, and offers guide-lines for future practitioners. A case study is given of the development of a strategy for an area in northern England, Berwick-upon-Tweed.
9. Rural Tourism Development: Constraints and Possibilities with a special reference to Agro Tourism A Case Study on Agro Tourism Destination – Malegoan Village, Taluka Baramati, District Pune, Maharashtra by Dr. R. Gopal and Ms. Shilpa Varma in coordination with third author Ms. Rashmi Gopinathan states in his paper that Indian Agriculture Scenario Today the Indian Agriculture has to face tremendous competition because of the driven global trends. To add to this the Agriculture crop growth is also weakened due to the uncertain climatic conditions. There is no minimum support price guarantee also. These changes have altered the form and

practices of farming operation. Farmers are looking beyond traditional farming to generate income via various forms of direct on farm marketing and farm based non-Agriculture business. Tourism potential in Maharashtra. Maharashtra is the third largest state of India, both in area and population. It is located on the West Coast of India with a 720 km long coastline along the lush green Konkan region of Maharashtra, with its dense forests is home to several wild life sanctuaries and nature parks. Maharashtra abounds in numerous tourist attractions ranging from ancient cave, temples, unspoiled beaches, ancient forts and monuments, forest and wild life unique hill stations, pilgrimage centers, a rich tradition of festivals, art and culture.

10. Reynolds (2005) mentioned that Agro Tourism's businesses conducted by farmers whose working Agricultural operations for the enjoyment and education of visitors Agro-tourism is the latest concept in the Indian tourism industry, which normally occurs on farms. Agro-tourism is a form of Agricultural multi-functionality it gives you the opportunity to experience the real alluring and authentic contact with the village life, taste the local veritable food and get familiar with the many farming tasks during the visit. It provides you the welcome break free from the daily busy and hectic life in the peaceful village environment. It gives you the chance to relax and reinvigorate in the pure natural environment, surrounded by splendid setting. It gives you the chance to see the real India and have the experience on the farm stay holidays.
11. ATDC has always been putting its efforts as per the changing needs of the section of the social fabric; and shall continue to do the same. Some facts which provide the outcome of the effort are as follows: We saw in last 4 years more than 500 farmers trained under ATDC Agro Tourism training program and 52 farmers from nearby villages of Maharashtra have started their own agro-tourism activity on their farms to enhance the Agriculture income to quote the examples: "Mr. Sunil Bhosale from village called Jogawadi, which is 40 kms from Baramati in Pune district have 13 acres of Agriculture farm. His annual income from the same is Rs 60 thousand. However ever since he started Agro Tourism activities at his own farm, his income from Agro-tourism has been Rs 45,000 in only six months." Means there is a 50% hike in the annual income.

Objectives

1. To study the various activities associated with agro tourism which generate the entrepreneurship opportunities in the rural areas.
2. To understand various factors contributing to the sustainability of agro tourism in the rural areas.
3. To establish a direct relation between innovative entrepreneurship opportunities and sustainability of agro tourism

Research Methodology-

Scope- The scope of the study is limited to examine the activities, innovative business model development and Agriculture oriented practices for the benefits of Farmers and rural people around the urban areas of Maharashtra. The study includes their benefits and problems. As well as it includes appropriate framework regarding to establish the agro-tourism centers in the Maharashtra. The present study was conducted on the agro-tourism is based on few short listed urban areas of Maharashtra. The data has been furnished from the related articles, research papers, reports and 11th plan document of the government of India. Some data has been furnished from the websites of the government of India and Maharashtra, as well as ministry of Agriculture,

Data collection-the primary data is collected through the random survey based on a specially carved questionnaire filled by potential tourists to understand their expectations. To support the study a visit was conducted on one of the popular agro farm to understand the current status of the entrepreneur activities implemented by farmers to promo agro tourism as parallel income generating model. Some ideas have been taken from the Tourism Development Corporation of Maharashtra

Primary data-The primary data is collected through the questionnaire feedback of potential tourists, and observations through the visit to an established Agro tourism destination close to Pune

Secondary Data – it is collected through the websites and online published articles, research papers and thesis on the relevant topics associated with the same research or any of the objectives

Sample size- 100 feedbacks through questionnaire and one case study

Sampling Techniques- Stratified random sampling with the age group of people from 25 yrs. To 60 yrs.

Case Study-Suhana Yawat Farm Visit –study of an Agro Tourism Management

This visit was conducted keeping in mind to understand what the current trend in Agro tourism is and how we can improve it for sustainability. Suhana farm has taken many initiatives towards giving back to society and for the wellbeing of the farmers. On the Suhana farm they have displayed various allied farming business module which requires minimum set up cost and for which government also provides aids, like Cheese making, Dairy processing, Cow dunk Products, Farm Wastage by products like ropes, pots, fuel for shigdi etc.

This farm also displays various ways of staying close to nature in spite being in urban areas, like urban farming of vegetables, innovative gardening in broken sinks, washbasins, bathtubs, buckets and in commode's too. This farm also educates its visitors on different ways of garbage segregation and its treatment for fertilizers at residence in minimum cost.

This visit was done as case study to prove the objectives of this research that in today's world the Farmers can do many allied businesses for their additional income source and which will eventually elevate the lifestyle of the rural area population and the farming families

Observations and Findings-

Following are the few responsible factors which will prove the importance of Agro Tourism in the Farmers life and Socio Economic growth of the rural people

Development of Agro-tourism is Desirable for the following reasons

- It is a sustainable form of tourism
- Where there is limited scope of extra earnings for family depending on Agriculture, agro-tourism could serves as additional source of income for the farmers.
- It gives prestige to rural life, creates jobs at local levels.
- It gives opportunity to urban tourist to escape from his busy and hectic routine and allows him to go back to his roots.
- It can enhance the quality of life for local residence.
- It gives the tourists glimpse of village ambience, local cuisine, culture and art.
- It expects the active involvement from the tourist, rather than a passive spectator, so a bond between guest-host is strengthened.

Requirements for Agro-Tourism Centers

Researcher has identified the minimum requirements for the agro-tourism center. To develop an agro-tourism in their farm, the farmers must have basic infrastructure and facilities in their farm to make this Agro tourism experience richer as well as interesting this will increase the popularity of the center and the authentic experience will confirm repeat business for these centers these findings are enlisted after interviewing various tourists who are regular visitors to these kind of centers, some of these recommendations are listed down

- Accommodation facilities at same place or alliance with nearest hotels, which can be in the form of Farmhouse, which has the rural look and feel comfortable along with all minimum required facilities.
- Basic facilities of clean water, Electricity, Mobile Connectivity, and comfortable roads for commuting
- Cooking equipments for cooking food, if tourists are interested, and want to learn few rural preparations
- Emergency medical cares with first aid box, Must provide safety to tourists with the support of alliance hospitals.
- The well or lake or swimming tank for swimming
- Cow farm and Poultry farm, sericulture farm, green house, etc. Facilities Be Provided
- Offer authentic rural Maharashtrian food for breakfast, lunch and dinner.
- Farmers should offer to see and participate in the Agricultural activities.
- Offer an opportunity to participate in the rural games to the tourist like Kabaddi, Gilli Danda, Kushti, Sur Parambya, khokho, Tradditional games like Fugadi, Pinga and many more
- Provide information to them about the culture, dress, arts, crafts, festivals, rural traditions and also give possible demonstration of some arts.
- Offer bullock cart for riding and horse riding, buffalo ride in the water, fishing facility in your pounds or nearest lake.
- Offer fruits, corns, groundnuts, sugarcane and other agro-products as per availability. Agro-Tourism:
- Show local birds, animals and waterfalls etc. And give authentic information about them.
- Arrange folk dance programme, Shekoti, folk songs like bhajan, kirtana, lezim dance, dhangari gaja, etc.
- Make available some agro-product to purchase to the tourist
- Offer pollution free environment to the tourists
- Try to create interest about the village culture for the future tourism business.
- Introduce the tourists with imminent persons of your village.
- Employ well-trained staff or funny (comedy) persons with good communication skill to entertain the tourist.
- To have authentic information regarding the railway and bus time table for the help of tourists.

Benefits of Agro-Tourism Centers Agro-

- Tourism has the potential to change the economic face of traditional Agriculture. The benefits of agro-tourism development are manifold. It would bring many direct and indirect benefits to the farmers and rural people. Some of the benefits are following: -
- Employment opportunities to the farmers including farm family members and youth
- Additional income source for the farmers to protest against income fluctuation.
- Cultural transformation between urban and rural people including social moral values
- Farmers can improve their standard of living due to the contacts with urban people.
- Benefits to the urban people, they can understand about the rural life and know about the Agricultural activities.
- It support for rural and Agricultural development process.
- Help to the reduce burden on the other traditional tourist centers. Agro-Tourism and Traditional Tourism Agro-tourism also a tourism business but it is different from the traditional tourism because it has a base of Agriculture and rural lifestyle. Generally tourism has provided to see and enjoy the natural places as well as some heritages. But, agro-tourism has a tourism with includes experience, education and cultural transformation.
- It provides pollution and noise free sites for travel and tourism at rural background.
- The cost of food, accommodation, recreation and travel is minimum in agro tourism
- Agro-tourism can satisfy the curiosity of urban peoples about sources of food, plants, animals, and industrial agro-raw materials.
- It provides information about the rural handicrafts, languages, culture, tradition, dresses and lifestyle.
- A family environment at the tourist place, is one of the most important characteristics in the agro-tourism
- In the agro-tour, tourists not only see and watch Agriculture farms but they can also participate in the Agricultural activities and experience the farming.
- It provides natural situations for watching birds, animals, water bodies etc.
- Agro-tourism creates awareness about rural life and knowledge about Agriculture It also provides opportunity for education through experience of farming and knowledge about the rural life including entertainment. Agro-tourism is an instrument of urban-rural connectivity through the tours'

Recommendations and Suggestions

Suggested Strategies to the Indian Agro tourism Industry.

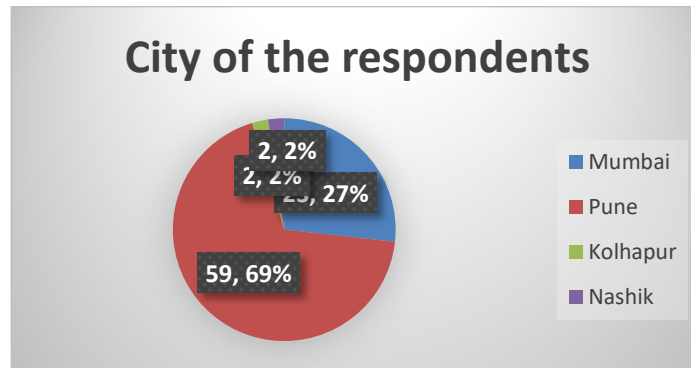
- Proper Recognition of Agro-tourism Industry.
- Government supported policy structure of Agro-tourism
- Education of the farmer and farm owner for the development of the Entrepreneurial skill in their work operations.
- Proper Financing Solution for its Enhancement.
- Liability and Risk Management Programs.
- Product and Service Quality Improvement: In terms of the Product quality enhancement as well as the delivery of the service has to be elevated up to the standards.
- A Public Private Strategic Partnership Development Model has to be created
- Proper Marketing and Promotional Assistance has to be provided

Data Analysis

Frequency Data Analysis is done on the basis of feedbacks received from target sample population to prove and justify the objectives of the research.

- **City**

Sr. No.	City of the respondents	Count of responses
1	Mumbai	20
2	Pune	45
3	Kolhapur	9
4	Nashik	12



Observations-

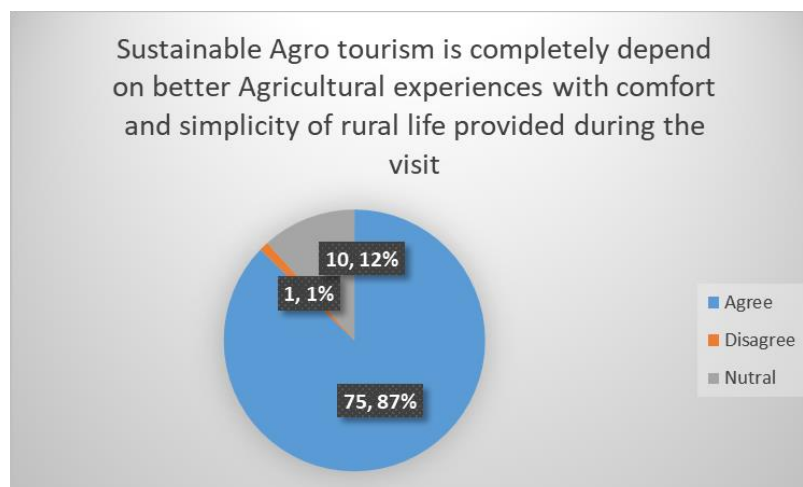
This study intend to find out sustenance of Agro tourism in the outsit Rural areas of the major cities of Maharashtra,hence the responses were collected from 4 major cities of Maharashtra Namely Kolhapur, Pune, Nashik and Mumbai.according to the table above the responses are analysis as follows

Illustration-

This proves that the concept of Agro tourim is majorly developed around Pune and Mumbai comparatively it is less established in Kolhapur and Nashik,Mumbai being the financial capital of India and Piune being the oxford of India it is easier to find sutable consumers for this sector of tourism

- **Sustainable Agro tourism is completely depend on better Agricultural experiences with comfort and simplicity of rural life provided**

Sr. No.	Description	Count of responses
1	Agree	75
2	Disagree	1
3	Nutral	10



Observations-

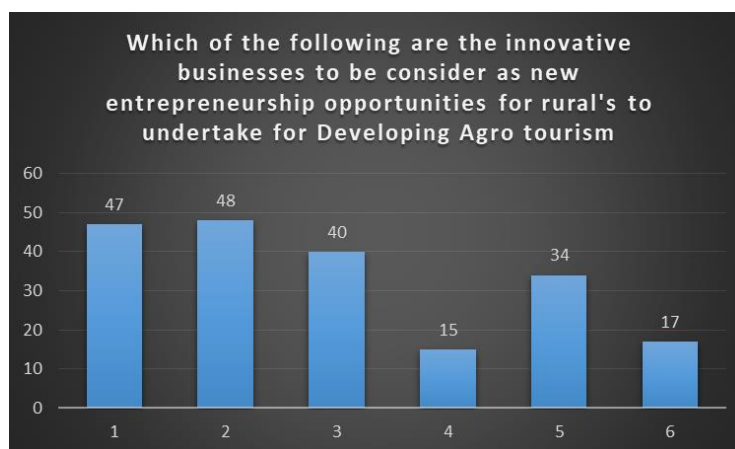
Sustainable Agro tourism is completely depend on better Agricultural experiences with comfort and simplicity of rural life provided. This concept is confirmed by 75 respondents which is 87% but 10 respondents say it may not sustain with comfort and simplicity of rural life and 1% respondent refuses to accept

Illustration-

This proves that Agro tourism goes hand in Hand with the rural contribution in experiences and for the same there is need to understand which rural experience is convenient for the sustainability of rural and Agro tourism to improve the conditions of Rural tourisms in India.

- **Which of the following are the innovative businesses to be consider as new entrepreneurship opportunities for rural's to undertake for Developing Agro tourism**

Sr. No.	Description	Count
1	Urban Farming Training for growing own Vegetables	47
2	Rural style Stay and Cultural experience by setting up a Similar style Resort	48
3	Rural food serving outlets	40
4	Rural destination wedding options	15
5	Demos on Agricultural procedures to understand farming	34
6	Introduction to rural Civil practices	17

**Observations-**

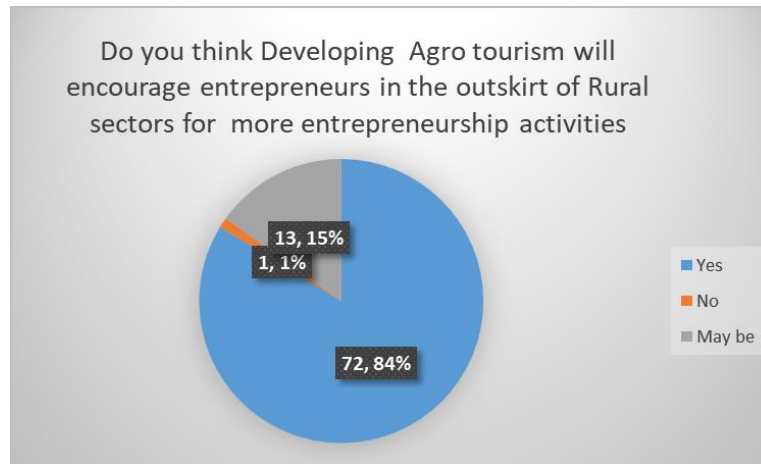
50% of the respondents agree that urban farming trainings for growing your own vegetables , Rural style Stay and Cultural experience by setting up a Similar style Resort and serving rural food outlets are the few innovative businesses which can help in making Agro tourism more worth.also 40% respondents believe that demonstrating agricultural and farming procedures will also attract more tourists.

Illustration-

People living in urban areas are experiencing the modern and busy life and the struggle related to it every day hence they find peace in the experience of rural and agro tourism. It takes them close to nature and their cultural roots which is a completely missing element in their day to day life. Unless there are new things to do in every visit it will not add value to the tourists every time experience so these innovative businesses needs to be implemented.

- **Do you think Developing Agro tourism will encourage entrepreneurs in the outskirts of Rural sectors for more entrepreneurship activities.**

Sr.No.	Description	Count
1	Yes	72
2	No	1
3	May be	13



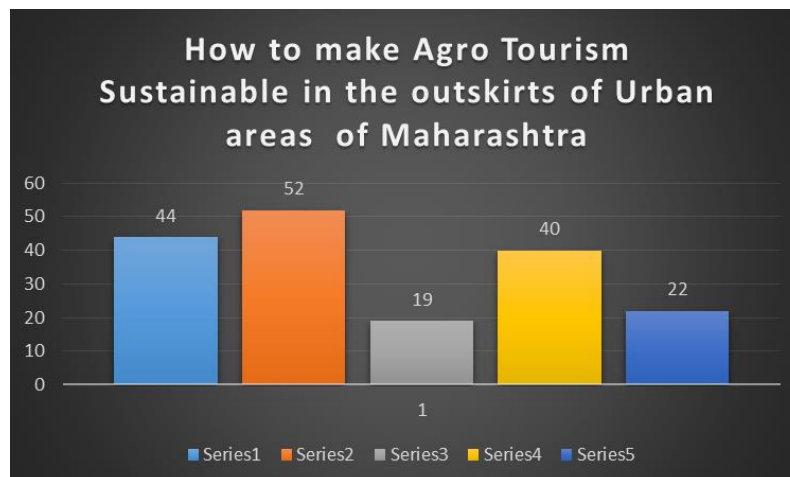
Observations-

84% respondents agree to the fact that encouraging more entrepreneurial activities in the outskirts of urban area is a way to sustainability of Agro tourism

Illustration- if there is enough revenue generation through any activity in addition to farming it helps to elevate the life style of rural people also it encourages farmers to do better farming to attract more and more tourists .this is only possible if the entrepreneurial activities in the outskirts areas of cities are encouraged to begin and developed to generate revenue.

- **How to make Agro Tourism Sustainable in the outskirts of urban areas of Maharashtra**

Sr. No.	Description	Count
1	The Rural Development is necessary with better transportation and connectivity, improved facilities of Electricity and water supply	44
2	The government policies should support the development of Agro Tourism and Rural development mutually and simultaneously	52
3	Give Rustic Rural Experience to the Tourists with Urban Comfort	19
4	The Agro tourism should result in the rural development to encourage it more	40
5	The Rural Life around the Agro Tourism Destinations needs to be More interesting with actual rural lifestyle effects	22



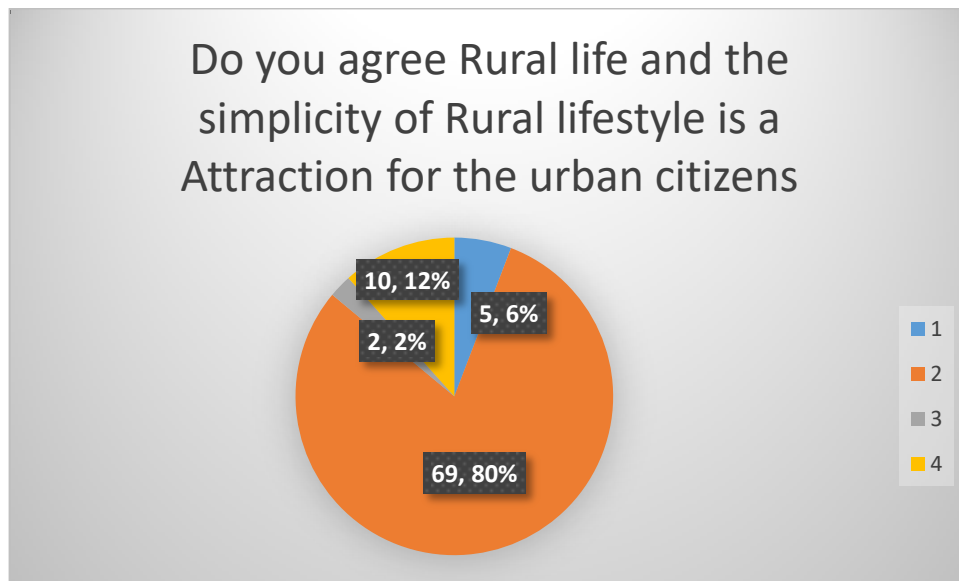
Observations

60 % respondents hold the government policies responsible for not supporting the development of Agro Tourism and Rural development with rural cooperative societies. Approximately 50% respondents think that The Rural Development is necessary with better transportation and connectivity, improved facilities of Electricity and water supply for the long term sustainability. Around 35% feels that the development of rural areas will automatically lead to Agro tourism sustainability and development.

Illustration:-

The Agro tourism is an inseparable part of rural life and it can flourish with overall development of rural areas for this the government, local governing bodies and tourism industry should take thoughtful initiatives.

Sr.No.	Description	Count
1	Strongly Agree	5
2	Agree	69
3	Disagree	2
4	Neutral	10

**Observations**

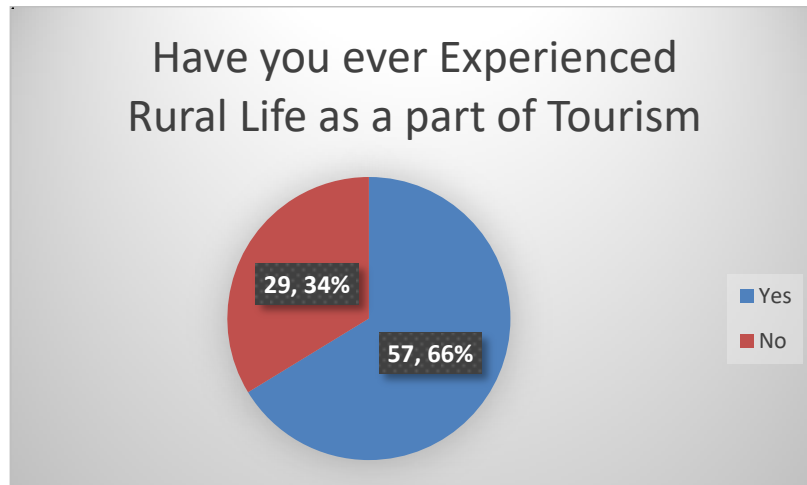
80% respondents have agreed to the fact that simplicity of rural life is a luxury in the modern.

10% respondents feel it is not the exact fact and 2% people disagree to the concept, that simplicity of rural areas is attraction for urban areas people

Illustrations

Lifestyle of the urban areas because the people living in cities are occupied beyond their capacities always also there is new struggle every day in the city life so people starve of the stress free life which they get to experience only in the rural areas. At the same time 2% respondents don't agree to the concept as they already agree to the fact that rural area people have their own set of struggle and problems which sometimes makes their life very difficult

Sr. No.	Description	Count
1	Yes	57
2	No	29



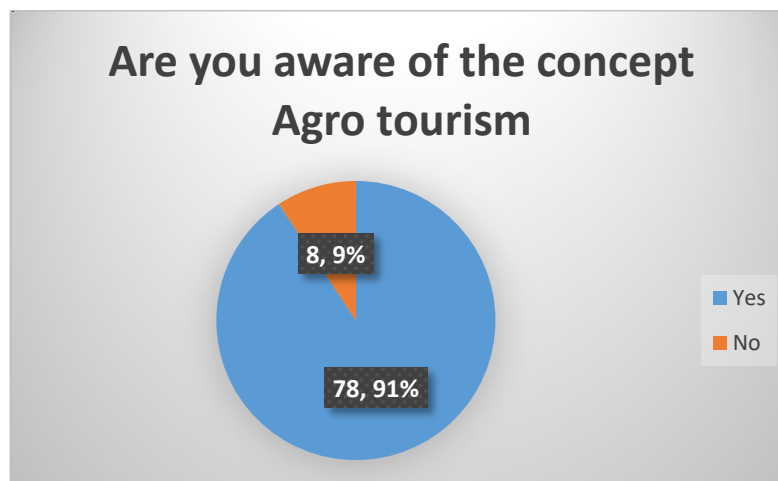
Observations

Only 66% respondents have experienced rural life and 34% respondents out of the selected sample have never experienced rural life

Illustrations

This shows that agro tourism has so many potential tourists who would like to experience rural life if they made aware and if they get all possible comfort and innovative experiences. If rural people get associated with one of the Agro tourism destinations and market well There is a huge untapped market of tourists who can give them good business

Sr.No.	Description	Count
1	Yes	78
2	No	8



Observations

This survey proves with the result that 91% people are aware with the concept of Agro tourism and 9% people are not aware with concept of Agro tourism

Illustrations-

The urban area people are aware with the concept of Agro tourism but it does not mean all of them have experienced it first hand, this concept is getting its popularity by word of mouth and the innovative experiences tourists get during their visit. So there is lot of scope for the Agro tourism coordinator to develop and grow close to urban areas and sustain this business

Conclusion

Agro Tourism is a characteristic example of a combination of rural economic development with the protection and the promotion of the local environment. Agro Tourism is an activity, which does not act competitively against the natural resources. On the contrary, it contributes in the awareness of both the local residents and the visitors about the environment and the cultural heritage of a region. At the same time, Agro Tourism activities can spread during all seasons, thus reducing the problem of seasonality of farming. This paper aims at to study the Agro Tourism a strategy for sustainable rural development. Until and unless we do some welfare activities for this section of the community overall social upliftment of the nation remains uncompleted. The women in village can be good host as well as provide help in preparing tasty rural rustic food for the Agro Tourism guests Consideration is given to developing rural tourism in ways where the supply of tourist facilities and experiences is appropriate to the needs of the host community, the environment and the local suppliers, and where it also matches the requirements of tourists on the demand side.

Farmer can also provide other additional facilities to their requirements for the better satisfaction of tourists like Location for the Agro-Tourism Centre Location is most the important factor for success in the agro-tourism. The location of the center must easy to arrive and have a good natural background. Agro-Tourism Centre Easy accessible by Bus/Train by roads and railways. Tourists want to enjoy some historical and natural tourist places along with the agro-tourism. Hence, the center should be developed near of these tourist places. It is more beneficial to both tourist and farmers. The places which are already tourist centers like Mahabaleswara, Panchgani, Nashik, Jotiba, Narshinghadi, Alandi, Forts Near to Nashik, Pune, Mumbai, Elphanta caves, etc. These are the better places for the development of agro-tourism.

The travel industry is a key segment winning remote trade for Indian economy and contributing altogether to GDP. It is functioning as a harbinger of 'progressively comprehensive development' in India by advancing different enterprises inside the economy through in reverse and forward linkages between the urban life weakness and the rich potential of rural life to en cash it in the form of experiences eventually converting into revenue generating modules. Creating and innovating the concepts for the development in Agro segments, for example, accommodation, travel, food and excitements in old means travelling like bullock carts, tractors etc. Also, it is satisfying, dependable, financial destinations of Indian economy by incorporating the individuals at national level and making universal affect ability. Given the job of movement and the travel industry division in 'comprehensive development', the Indian government has taken changed activities for imposing household and universal interests in this area. Thinking about this, the present paper intends to delineate the present status and commitment of Foreign Direct Investment (FDI) in encouraging the travel industry in India, pinpoint the difficulties of the travel industry in India, and feature the issues that merit consideration of approach producers for accomplishing comprehensive development through the travel industry area. The travel industry has turned into an advancement instrument for some provincial and progressively segregated zones to enhance conventional enterprises that are regularly in decrease. The discoveries recommend that the system is helpful for country the travel industry advancement; that culture, which is regularly all around saved in rustic territories, is an important asset to incorporate; and that network based associations, for example, cooperatives might be successful. A model of coordinated rustic the travel industry, which assessed the different assets (social, social, natural, monetary), their utilization, and the job of relevant partners, was created to investigate viable techniques for advancing the travel industry as a major aspect of a country advancement system. "Vital fit" was utilized to evaluate the viability of the model in including esteem locally with regards to a set up the travel industry territory in western Ireland. The model uncovers extensive heartiness in distinguishing highlights that advance the including of significant worth in an all-encompassing manner and in recognizing the relevant partners and issues that expect thoughtfulness regarding meet goals all the more successfully.

Agro- Tourism benefits

- An inexpensive gateway -The cost of accommodation, food, travel and recreation is very less in Agro-Tourism compare to any other type of tourism. However, the concept of Agro Tourism takes travel and tourism to the larger population, this widens the tourist base by widening the scope of tourism due to its cost effectiveness.
- Interest in natural environment-Villages provide amusement opportunities to all age groups. Rural games, traditional dresses, festivals, food and the nature provides variety of entertainment to the whole family

- Curiosity about the farming industry and lifestyle -Almost all urban population having roots in villages, so they always have had the curiosity to learn or at least see about sources of plants, plants, animals, raw materials like handicrafts, woods. Rural lifestyle and their languages, culture, tradition, Agro-Tourism which generally revolves around farmers, villages and Agriculture has the potential to satisfy the curiosity of this segment of population.
- Disillusionment with overcrowded resorts and cities- In the late 90's people use to visit resorts to get a peaceful and green environment but now the crowded peace seekers disturb each other's peace. Hence, peace is beyond cities and resorts.
- Recreational activities-Villages provide variety of recreation to urbanites through festivals and handicrafts. Villager's lifestyle, dress, languages, culture / traditions which always add value to the entertainment. Agricultural environment around farmers and the entire production process could create curiosity among urban taught. Agricultural products like farm gate fresh market, processed foods, organic food could lure the urban tourists
- Strong demand for wholesome family oriented-
- Health consciousness of urban population.
- Finding solace with nature friendly means – Present urban lifestyle has made life stressful and brings average life span comedown. Hence, people are in continuous search of pro-nature means to make life more peaceful-Busy and hectic urban life is an outcome of diversified activities and diversified thinking. Today every individual attempts to work more and hard, in different directions to earn more money and enjoy lavish life comforts. Hence, peace is always out of his system
- Rural recreation
- Desire for peace
- Educational value of Agro-Tourism-As we all know Indian economy is an Agricultural driven economy. Agro-Tourism creates awareness about rural life and knowledge about Agriculture science among urban children. It would be effectively used as educational and training tool to train Agriculture and line department

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