



# A GEOGRAPHICAL STUDY ON ROLE OF AGRO TOURISM ACTIVITIES PROMOTE RURAL AND AGRICULTURAL DEVELOPMENT PROCESS

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## **Abstract:**

A study on agro-tourism activities effect on scope of rural development and change the condition on socio-economic at the rural areas, In general agro tourism is the practice of attracting to Specifically Urban tourists to agro-tourism. Agro-tourism center are basically depends upon agricultural lands, various types of crops and agri., activities.. Mostly, agro-tourism activities essential for a small farm express pride complete the fully order to be success. It is important become fully aware of as a fact that running an agri. Tourism center can be a great source of allied income for farmers. Some of the benefits is agro tourism employment opportunities to the farmers including farmers whole family members and youth people, about the agricultural activities. It helps and encouragement that you give to things and further promotes rural and agricultural development process as the tourists. The development of the basic physical conditions and organizational structure and facilities needed for the society in rural areas. Rural areas having potential for tourism is being supported to rural development. Agro-tourism is very important for rural farmers and communities as well as urban areas. It can provide more advantages growth and progress in income, created employment, essential for provide service on accommodation activities as natural resources, energy conservation and education but the main problem is facing the farmers low level Agro farm income. Agro tourism intends to obtain together standard of living for rural communities through increased income source for people who working in farm. Agro tourism impacts a new agricultural activities concern to tourism and agriculture. It has a great capacity and potential to created additional source of employment and income source creating activities to the farmer and rural sustainable development. Agro tourism center provides much more tourist activities and advantages of Agro tourism industries on rural areas. It brings major primarily agricultural sector change into major service sector tourism. Tourism sector has potential to growth the agricultural sector as the capacity of absorbs work expansion on tourism activities.

**Keywords:** Agriculture, tourist activities, socio-economic development, Agro- economy.

## **Introduction**

Agro-tourism is a very newly concept of tourism. Agro-tourism is a major service sector

which is the part of the tourism. Tourism sector has potential to growth the agriculture sector, has the capacity to absorb work the action of becoming larger or more extensive in tourism activities. Farm and agriculture and rural village area are growth in the Agro tourism activities. The well known as the place to which someone is going or being sent of tourists.

Agro tourism development and progress is bringing about changes in have as a prominent attribute or aspects new methods advanced and original agricultural practices earnings of the farmers. Then the overall change on agricultural sector a combine rural and urban atmosphere. It will be interesting to see the socio-economic changes and development on rural area due to agro tourism activities. In general agro tourism is the actual application or use of an idea of attracting to visitors to an areas used primarily for agricultural purpose. However, agro tourism is a small scale low impact. The action of one object forcibly into contact with another and in most cases education adapted to the prevailing level of light and became able to see clarity 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.

Rural tourism has a high potential to encourage to happen local economic growth and social change because of its showing that you think with other economic activities, its contribution to GDP and job establishment its capacity to promote the dispersal of need in time.

Many agro tourism activities need only a small farm express pride order to be successful. Agro tourism project which will cause an enable to continue provide with necessities for life on existence. The natural beauty and healthy atmosphere of the place, which will not disturb the environment and maintain the ecological balance would be give a legal right of for a thing that motivates or enlarge one to do something. Tourism sector has potential to expand the agriculture sector as the capacity to take in soak up absorb work expansion in tourism activities.

### **Objectives:**

- To study the established service sector by Agro Tourism sector in Maharashtra.
- To identified the problems and solutions of Agro tourism industry in rural areas.
- To study for scope on the Agro tourism centers in the rural areas.
- To study the Agro Tourism activities effect on rural Socio-economic development.

### **Database and Methodology:**

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

Agro Tourism activity cause to happen brings out socio-economic developing very fast in all over the rural area. In this fact there are many problems on development of Agro Tourism sectors in Maharashtra. Agro Tourism is come to a place with together of Agriculture and Tourism activity. There are two main types of Agro Tourism basis on people a relationship between two things on products, services and experiences of Agriculture. Firstly, Agro Tourism a thing that happens, especially one of importance such as Festivals and meals, Fairs included many types activities such as field visit, agricultural an event at which side shows and a journey made or horseback or camel rides are setup for public the action of providing or being provided with healthy atmosphere enjoyment activities, such as rides are Such as swimming, Horse riding, Camel riding, climbing etc.,

Secondly, Agro Tourism operators which include various Mahotsav like, Patang's mahotsav, Food festivals, types of food's items and breakfast, local sightseeing, farm tour and relating to or denoting activity done for fully enjoyment and happiness of tourist people.

### **Importance of Agro tourism:**

The importance of Agro Tourism activities can be talk about with another person or group of people from demand for and supply of agro tourism in rural area. Rural area's villages are large scale of providing amusement or enjoyment and related to or denoting activities done for enjoyment when one is not works activities to the all type of tourist age groups such as Horse riding, playing, climbing, swimming, riding etc. doing actual field work in the agro tourism center. Urban populations are learning towards rural atmosphere a nature of area and get practically knowledge for rural activity.

Agri tourism gives farmers an opportunity to earn more than expected income. It helps to share something out differently from before economic resources in the country from the cities and to make something lager in number the opportunities of rural people getting income. This cause a large number of visitors for the farm area.

In the Agro Tourism center and through various types of animals, birds also natural beauty and scenery, relief features like, Mountain, River, lake, waterfall etc. Various types of fruits, crops 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 expensive, reasonable price practices with large scale of products to enjoy. The many tourists are involved 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 very giving a sense of happy pleasure atmosphere. Agro Tourism can be of the located to avail with peace and actual quality which is not possible on a place that is popular destinations for vacations or recreation or which is frequented for a particular purpose of overcrowded areas an urban area.

- More advantages of Agro Tourism activities such as quality of being accessible, to cultural heritage and recreational activities, friendliness of people, organized a short journey a short tour especially one engaged in as a leisure etc. also give the personal safety and especially security of tourist and rural healthy atmosphere.

- Agro Tourism center give experiments on village life, traditions, traditional types foods, crafts, rural culture, animals, birds, various types of crops, fair and various festivals such as Dipawali, Nag- panchami (Patang's Mahotsav), Dipostav, Holitsav etc., on rural life.

- Agro Tourism could make awareness about rural life and knowledge about agriculture among urban school- college Agro interested students. It provides a set of circumstances that makes it possible to do something Agricultural Knowledge for agriculture, various types of agriculture, instruments and rural life on various types of activities.

- Various types of festival the action of marking one's pleasure at an important event. The various occasions by engaging in enjoyable typically social activity in rural areas provide activity for the enjoyment and happiness. When are is not working the action of creating something again to urban use of agro-Tourism like Agro Shopping, Health Tourism and healthy atmosphere, Sun bath, recreational activities etc.,

### **Scope an Agro Tourism industry:**

Agro- tourism is an great significance or success role for development rural society also make partial or major changes their economic condition, social and typically. So, the improve it or to make it less extreme rural society and economic, social and cultural

structure and dynamics. The Agro tourism may become a cash crop are planted for the purpose of selling on the market for the farmers in Maharashtra and also an instruments of the rural employment generation. Tourism is now well recognized as an engine of growth in the various economics in the world. Several countries have transformed their economics by developing their tourism potential. Agro Tourism has great scope in the present situation for the following reasons,

- Increase and growth of rural tourism awareness about the Agro Tourism industry and change life style of rural society's people are development of rural condition.
- To bring into existences and growth in educational values. The started educational facilities and influence of urban atmosphere of Agro-Tourism.
- Many people strengthen demand for whole family adjusted or located in relations to recreational, entertaining activities, health awareness and healthy pleasure's atmosphere etc., such as 'Nisargopachar,' Naturopathy center on started to medical tourism. Health consciousness of urban peoples and finding the problems and solution to the location and surrounding of an Agro tourism place.
- In the Urban People want to recreational, Pollution free atmosphere, pleasant place and to more create interest to the rural areas for natural environment.
- To change the life style on the rural people with interesting entertaining purpose also educational and socio-economic development.

#### **Agro-Tourism activity provided various products and services:**

The products that is formed naturally and services of primary agri-tourism include scrutiny of the production of crops and livestock, observation of food and beverages processing, participation in the production of crops, animals, foods and beverages, farm zoo, safari, educational tours direct contact with domestic animals or nature on the.

- To acquire knowledge of or still in by study to how Processing and provided of organic farm products such as various types on fruits, corn maize, curd, milk, ghee , Hurada party, Papad, Bringal (Wange) Bharit, Zunaka Bhakar etc.
- Agro tourism industry make available for use supply various types on rides like Horse riding, Bullock cart, tractor, camel riding, Swimming etc.
- Visit on various animals and bird watching help to the Agro tourism activities such as cow farm, poultry, emu farm, goat farm, dairy, sheep, piggery, rabbit, camel, Peacock, Parrot, Reshim Udyog etc.
- Provides various types tourist services on agro tourism centers organized tours of Agricultural farm on rural areas, farm scenery, local sightseeing, and entertaining, interesting activities, swimming, afternoon meal, arrange Hurda party, special menu for meal zunaka bhakar, Bharit etc. Visiting to treating organic food, fruits, items and enjoy picture view of bunch of flowers and greenery, Nisarg, River view etc. River or well's water catch fresh fishing and enjoying on water storage tank (farm pond's) water sports, lake side and river side along with a pontoon, jetty, swimming on lake ,river, tank ,well etc.,
- Visit to special programs on especially are importance various types of festivals on agro tourism activities such as Hurada Party, rural village local festivals like a jatra, Mela, Patang's Mahotsav, Holistav, Dipostav, Music, folk, dance shows, performing arts and film screening etc. Tourist get an experience on traditional ways of rural life and culture of rural society's..
- Show the growth on truth of by giving proof or evidence and training of farm activities such as Reshim Udyog, Wool Processing, Bee-keeping, get information and knowledge about Green House, newly Agro experiments, Nursery and new experiments floriculture and horticulture on Agriculture. Tourist got it various types of fresh and sweet fruits are

called 'Ran-mewa'.

There are many Agro Tourism activities and services provides for that farmers, practice to cause a place or participate in a venture by offering something of interests, favorable opportunities the agro tourist's also urban people got in information about together site of operations.

An Agro tourism centers provided various services and make ready for use of consideration various products, Wineries, providing or relating to views of impressive natural scenery by way tours agricultural festivals, Antique Stores, Roadside Market, Breakfast, fruits, pickles, Corn Maize, Horse Rides, Camel Rides, Bullock Cart, Ecosystem preserves, Petting Zoos, Poultry Farms, Dairy farm, emu farm, sheep and goat farm etc. all the activities concerning to the Agro Tourism industry.

These are many types changing farming activities or farm a peace of organized and concentrated activity involving a number of people are bringing an interested all tourist customer right to the agro tourism farm and providing much more agricultural experience, education and experiments an expression of readiness to do or give something if desired belonging to the special farm product organic foods such as corn maize, Gulbhendi hurada, Various types of spices, green peace etc. or related gifts for sale things and opportunities for easy and inexpensive education, recreational activities and entertainment for all the visitors tourist age groups.

An agro Tourism farms is any land based on farm started business that is open to the all tourists age group. This requiring or involving detailed and specific knowledge or training Agro Tourism The place to which someone is going sent generally offers thing 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 the enjoy to the urban tourist. All offers get the one particular place and providing amusement or enjoyment from practical contact without and observation of facts or events and are generally appealing to whole family and visit to Agro Tourism activities.

### **Difference between Agro-tourism and traditional Tourism:**

Agro tourism is a part of a larger group of a larger industry called rural tourism that includes resorts, off site farmers markets, non- profit agricultural tours, and other leisure and hospitality businesses that give attention to something and attract to visitors.

1. It available free for Pollution and noise pollution atmosphere for rural areas, it is pleasant atmosphere.
2. The cost of food's, accommodation, recreational and travel is very reasonable minimum charges in agro- tourism.
3. Agro-tourism can satisfy the curiosity of urban people about sources of food, fruits, various animals products milk, ghee etc., industrial agro raw materials.

Socio-economic impact:-

Agricultural economics plays a to act the part of in the economics of development, for a existing without stopping level of farm surplus is one of the well springs of technological and commercial growth. There would be a chance for the farmers to make something bigger the operations of farming. There would be an make greater in size in the revenues of the farm. There would be the process of becoming bigger and stronger in the consumer markets and as a result, employment increases.

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 socio-economic change and also urban touch.

**Economic impact:**

Tourism produces or creates income for a variety of businesses and generates a wide range of employment opportunities. At the size of extents relating to tourism is seen as one of the world's largest and fastest growing industries.

The economic impact on rural areas increases to Agro Tourism activities and increased income of the local village areas people. Developed and undeveloped, economically poor and backward region are the action of linking the state of being linked to Agro Tourism business become an serving as an instruments in pursuing an aim or policy support to increase income of the local farmers these link are advantages path for various income expanded activities in rural areas, intensify increase or further improve the earnings of the community leads to decreases, inclination of poor farmers poverty in rural areas.

Various Economic activities in rural areas are gets became or make more dense on inter links of Agro Tourism and new path a source of income cause an situation to increase to activities on rural people such as provide accommodation facilities, provide from food, sun bath, various transport modes and facilities, Short journey or tour, also provide service on tour operators and tourist guide, the ready to various types on food, types of Chili Powder, Chatani, Hurada, Zunaka Bhakar, fresh and fruits market for village craft items. To get on various opportunities for programmer of village local artists, singer, folk dance etc. The created many types of employment opportunities in rural areas, tremendous changing the economic activities in rural areas are created new methods on advanced and created newly employment and self-employment opportunities for rural areas. Many youth rural farmers are engage to agro tourist job. To increasing land use enhanced earnings of the villages and rural areas.

**Social impact:**

There is large number of people social benefits of tourism, to show something clearly by giving proof positive social impacts. These might comprise, preserving the local culture and heritage, strengthening a group of people living in same areas, provision of social services, commercialization of culture and art, revitalization of culture of arts, customs and art forms and the action of preserving of heritage.

Tourists visiting a place can have a large notable impact on the community they are visiting. This can vary from crowd's behavior and use of drugs along with crime and illegal behavior related activities. Travel and tourism can also influence the rights of human beings in an area.

The social impact of Agro Tourism activities can help in rural community development and progress. The Agro Tourism activities are deep pleasure atmosphere or satisfaction derived from one's own achievements and good faith of the community. Good quality of life increase and expanded of economics activities through Agro tourism the area covered of living and increase the quality of life in rural areas.

It is possible to Agro Tourism activities with change the facing on rural areas, make a become having the power to move have weights or fulfill other physically demanding tasks the community, Development of leadership on rural areas and specialization, networking the community of rural areas, develop the service sectors like schools, Sports Ground, Transport facilities, library, healthcare service, development of Road and Communication Facilities like Telephone mobile, Internet service, local market etc. Cultural rural transformation is possible through interaction with various age groups tourists of different communities and grade.

**Agriculture tourism development corporation:**

A.T.D.C. of Maharashtra has main promoter of this Agro tourism activity in the

Maharashtra. A.T.D.C. is promoting to agriculture tourism for achieving income source, rural youth employment and economic stability in rural areas.

A.T.D.C. is providing facilities to the farmers of Maharashtra state.

- Conduct Agro tourism Business training Camp.
- Conduct seminars and conferences, Webinar's, Training Camp.
- Provide sales and marketing support and Guidance for Marketing.
- Conduct and co-ordinate tours from urban areas to the farm, Rural Village areas.
- Help facilitate the financial report for Banks, Finance Schemes and Proposal's.
- Prepare Agro tourism project report and business plan on Agro tourism project.

Some obstacles on development of Agro tourism sector:-

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

### **Obstacles on Development of Agro Tourism Centers:**

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- \* Lack of Transport facility
  - \* Low per capita income
  - \* Low level of education
  - \* Lack of skilled technical staff
  - \* Low land holding capacity
  - \* Traditional cropping systems

- The agro tourism center created problems are lack of motivated and skilled technical staff on rural areas for Agro Tourism activities.
- Characterized by the taking of financial risks in the hope of profit, enterprising 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 these factor affected on development of Agro Tourism activities.
- In this region lacking the quality or quantity required insufficient purpose transport facilities and low level of education, also income group. Due to all above features the greater number of farmers is doing on traditional cropping system. The rural areas lack of the professional attitudes.

### **Conclusion:**

Agro tourism to make something easier preserve rural lifestyles and landscape and also offers the opportunity to provide be continued for a long time and green tourism. Agri tourism is a way of sustainable tourist development and multi activity in rural areas, larger number of amount income for people who work in agriculture.

Rural Maharashtra has a great showing the capacity 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's Mahotsav, Shiwar-feri, Gavaran Ran -Mewa jatra, Mela etc.,

It is good opportunity to develop an Agro Tourism industry in rural Maharashtra but there is problem of low awareness about the Agro Tourism business in the farmers. Some are the coming obstacles on the way on Agro tourism center.

### **Suggestion:**

- There should be special importance value given to something 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 at higher level of intensity on Agro tourism activities..
- Evocation for visit to Agro Tourism Center for located on rural areas for publicly acknowledge with a social enjoyable activity particular the natural beauty, also to understand their problems and create problem solving approach.
- There should be having perception of a situation on the people to give the knowledge for various agro products and services for become a greater in size, amount on agro industries. Agro Tourism should be a great platform for getting the employment belonging rural areas people also change and transform rural condition.

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