



# REVIEW OF RESEARCH

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## NEED OF AGRICULTURE TOURISM IN MAHARASHTRA

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### ABSTRACT :

Maharashtra has been developing state in India in all sphere of the development including agriculture sector. But most of the land is cultivated through rain water and irregularity of Monsoon results in drought and many of the farmers have committed suicide due to less production and not guaranteed rate for the agriculture products. India is known as agricultural country, most of the population engaged in agriculture related work. In Maharashtra more than 29000 farmers committed suicide due to irregular Monsoon and it is need of the time that the farmers has to do some side business to overcome such a horrible issues. The fresh air and environment is necessary to every human being that is the reason agro tourism is a suitable option to the farmers where they can earn their revenue. Tourist are mostly interested to see tourist points in Maharashtra and that is one of the important plus point to farmers to do agric tourism. Tourism is now well recognized as an engine of growth in the various economics in the world. It is known fact that tourism has great capacity to generate large-scale employment and additional income sources to be skilled and unskilled. Some of the new areas of the tourism have been emerged like agro-tourism. It is an innovative agricultural activity related to tourism and agriculture as well.



**KEYWORDS :** *fresh air and environment , irregular Monsoon, engine of growth.*

### INTRODUCTION

'Agric tourism or agro tourism as it is defined most broadly, involves any agriculturally based operation or activity that brings visitors to a farm or ranch. Agric tourism has different definitions in different parts of the world and sometimes refers specifically to farm stays as in Italy'. It helps to get the employment, to reduce poverty and through it we can achieve the sustainable development. However, agric tourism promotes to awake the sense of national integration, international understanding and supports local handicrafts and cultural activities. In India at least 26.41 lacks foreign tourist visited in recent years. Tourists do get amazing education experience from agro tourism where the farmer can achieve economic progress. The real and natural experiences will be amazing where any person can pick fresh fruit, to a hay ride at a pumpkin farm. Agro tourism is a good opportunity to understand rural people and to appreciate them the national atmosphere helps to involve the visitors with the land they are visiting. Visitors can get real experiences and knowledge of rustic life through agro tourism. More

ever at its most basic level, agro tourism is a style of travel that takes place in a farm and usually offers the opportunity to help with on site farming or ranching tasks during the visit.

Most of the population in Maharashtra lives in rural area but the urban population has been increasing over 40%. Children from urban area live in the closed door school, classes and engaged in cartoon programs on various TV channels and interested in watching video games, chocolates, soft drinks, spicy fast food, computer, internet etc. They see real India only on television. Farmers from Maharashtra have the job opportunity and guests have natural experiences and some handicrafts are made by rural people who can purchasable. Most of the people don't know where the groundnut grows, the agro tourism provide the opportunity. Children from urban areas who visit the farms often have not seen a live duck or rabbit and have not picked an apple right off the tree.

### **NEED OF AGRO TOURISM**

There are many needs of agro tourism to farmers, rural communities and tourism operators, those consisting of using farm based products in new and innovative ways, improving farm revenue streams, increasing awareness of local agricultural products, channeling additional income on farm revenues directly to family members for improving farm living conditions, working areas and farm recreation opportunities, developing managerial skill and entrepreneurial spirit and increasing the long term sustainability for farm business. Many of the farmers in Maharashtra have least of land and two hector lands are required to start the agro tourism. It will be helpful to farmers in Maharashtra. Apart from the individual farmer, agricultural so-operative institutes, Non-government organization, agricultural universities agricultural collages has been working and it will be helpful to them to start agro tourism.

Irregular Monsoon, unsecured product prices, suicide of farmers is frequently occurring situations in various districts of Maharashtra. Hence, there is necessity to start any of alleged agro business to support their farming and create allied income source from farm. Most of the tourist centers are available in Maharashtra including Mahabaleshwar, Panchagani, Pandharpur, Kolhapur, Shirdi, Tuljapur, Baratmati, Akkalkot and areas around cities and Mumbai city has harbor for transportation which are beneficial factors to start the agro business. Farmers can start in these surrounding areas and other districts have opportunities to start this new business. So the location of Maharashtra is beneficial to generate a good income and farmers should take the chance of such opportunities.

### **BENEFITS OF AGRO-TOURISM**

Agro tourism has many benefits which are fruitful through many ways it provides employment opportunities and it is good side business. There are many benefits of agro tourism to farmers, rural communities and tourism operators, those consists of using farm based products in new and innovative ways, improve in farm revenue streams, increasing awareness of local agricultural products, channeling additional on farm revenues directly to family members. Through such business cultural transformation between rural and urban will occur through real life experiences. It helps the farmers to improve their standard of living and urban people can know the rural life. Urban people will well acquaint with rural handicrafts, languages, culture, tradition, dresses and life. Community also get good benefit from agro tourism which can be a vehicle for generating additional revenue for local business and service form tourists, upgrading/revitalizing community facilities for residents and visitors increasing protection of rural landscapes and natural environments for tourists and residents helping reserve and revitalize local traditions, art and raft promoting inter-regional, inter-cultural communication and understanding increasing awareness of agricultural issues and values among the public; promoting the n-going use of local agricultural products and services. It will be also beneficial for the tourism operators to get job opportunities at their own place. They can learn in natural situations to watch birds, animals, water bodies etc. Guests have the opportunities to learn about agricultural activities.

Agro tourism potential in Maharashtra is more compared to other states of Maharashtra and many plus points have available for the proper environment consisting of third populous state and

located on the west coast of India, Nestled in the western Ghats and the Sahayadri Mountain range with several hill stations and water reservoirs with semi-evergreen and deciduous forest. Maharashtra is blessed with a rich and diversified cultural heritage. The state has several communities belong to different religions, and number of festivities colors the culture of Maharashtra many festivals including Diwali, EID, Christmas, Ganeshoutsav etc. People from urban areas which will become customers of the agro tourist centers which has located in the rural areas. Caves, unspoiled beaches, ancient forts and monuments, forests and wildlife, unique hill stations, pilgrimage, centers and rich tradition of festivals, art and culture.

In Maharashtra about 25 more such locations have been identified and working sufficiently. Thus all the district of Maharashtra has a tourism potential. These tourist places support to agro tourism and good rapport and transport facilities are available in Maharashtra. Maharashtra is already established as one of top tourist destination in the world. More ever, Maharashtra has diverse agro-climatic conditions, diverse crops, people and deserts etc.

### CONCLUSION

If the farmers of Maharashtra use some key techniques like wide publicity, developing contact with schools, colleges, NGO clubs, unions, organizations that will result in progress. So, agro tourism will remain life vehicle to the farmers in Maharashtra. The suicide will decrease if farmer do the agro farming and they have new source of income generation at their own place without paying rent to others. There is need of agro farming to overcome poverty and save from irregularity of Monsoon. New generation farmers can also use their potential to improve life style and comfort. Tourist can also well aware about rural life style, nature and farming. It will decrease the gap between rural and urban.

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