



AGRI TOURISM NEW WAY OF FARMING



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ABSTRACT :

Agri Tourism is the latest concept in the Indian tourism industry which normally occurs on farm. agri tourism give a good chance to the tourists to experience the real rural life as like genuine food, fruits and another side tourist can relax in the pure natural environment.

KEY WORDS - *Agri Tourism , Indian tourism industry.*

INTRODUCTION:

now a day agri tourism is an innovative agri activity related to tourism Maharashtra have more potential for agri tourism and big scope to encourage farmers to establish agri tourism in rural india. in the recent past 5 days working in a week so many people or servant in urban area go in farm and make enjoy to visit as agri tourism the enjoying horse riding, goad farming hen farming fishing, swimming tree climbing ,bullock-curt farmer make more money farm above said facilitates in agri farm from this activity both sides are happy so farmers get new way of farming as a agri tourism.

OBJECTIVE OF THE STUDY –

- 1.To study the Importance of agri tourism business
2. To Study the problem of agri tourism business
- 3.To Study the potential of agri tourism Business
- 4.To Make some suggestions to develop agri business.

RESEARCH METHODOLOGY –

The present study is based on secondary dated. as a part of secondary documents we have considered writing by scholars, news paper as well as books ,internet and some journals.

MEANING OF AGRI TOURISM –

Agri tourism as it is defined most broadly, involves any agriculturally based operation that brings visitors to farm.

AGRI TOURSIM IN INDIA –

Agri development centre(ATDC) marketing of agri tourism concept in india. ATDC affiliated many farmers and operates agri tourism centre in their villages in Maharashtra.agri tourism is instrument for employment created in farming. proverly remover and sustainable development of farmer by this new way agri tourism.

GOOD LOCATION FOR THE AGRI TOURISM –

For the agri tourism business the location is gainful factor for good and more earning .The Location of Centre is near to Urban area and very nice natural place to attract tourist.the place agri tourism must easy accessible by roads and railways for 12 months so the good location of agri tourism is more beneficial to boath tourist and farmers.

INSPRITIONAL AND SUCCESSIVE AGRI TOURISM CENTRE –

- 1.Baramati Agri tourism Centre , Palaswadi owner ATDC Pune District
- 2.Anand Krushi Parayatan Kendra – Owner anandrao shinde satara district
- 3.Abhishek Krushi Parayatan Kendra – Owner raju bhandarkavtekar Solapur district
- 4.Bhumi Agri Tourism Centre owner Ghanshyam Jogdand Washim Dist
- 5.ekant Agri Tourism Centre owner Raturaj Ingale Kolhapur Dist
- 6.Bhoker Agri Tourism Centre Owner Premchendra Bhorkar Latur Dist.

AGRI TOURISM DEVELOPMENT CENTRE –

ATDC in Baramati Maharashtra ATDC parmote agri tourism in the country ATDC creating jobs and make another way to income of farmers as well as complain and awareness of local agri products and marketing.

INFRASTRUCTURE FACILITIES –

- 1.Accommodation facilities at same place
- 2.Emergency medical cares with first aid box
- 3.Swiming take for fishing and swimming
- 4.Basic contact Facility
- 5.Offer maharshtrian food,like Dhaj,Chatni,Techa,Kadak Bhakri Tak etc.
- 6.Offer bullock curt,Horse riding.
- 7.Offer Fresh food like fruits, sugar cane, ground nuts.
- 8.Show local birds, animal & crops
- 9.Arrange cultural programme Bhaigan,Kirtan,Gaja Dhol etc.
- 10.Easy to take parcel of agri products.

BENIFTS OF AGRI TOURISM –

- 1.Provides another way to income for farmers
- 2.profitable alied business.
- 3.farmers can exted the season of income.
- 4.It is means to add value to farm products by some processing.
- 5.Additional earning from entertainment.
- 6.To aware to tourist about cendriya sheti & get more profit.

CHALLENGES BEFORE AGRITOURISM –

- 1.Earning low financial return at least as frist.
 - 2.It is very hard work for family members.
 - 3.Maintain quality & clearness.
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4. May requires developing new skills.
 5. Can create staffing issue.
 6. Many paper work.
 7. More maintenance.

CONCLUSIONS –

1. Agri Tourism is uprising business
2. Agri Tourism business need & help of govt.
3. Need of more and chief fiancé for this business.
4. Agri Business in India is low rank copare with International level.
5. Agri RankBusiness need publicity.

SUGGESTION FOR AGRI TOURISM –

1. Government take eniciative for develop the Agri Tourism business.
2. Give More Publicity for this business.
3. Govt provide more finance.
4. Make it commercial as like.
 - 1) trained Staff.
 - 2) Give more Publicity by advertise.
 - 3) Use natural food like Cendriya food.
 - 4) Take costumer comment or feedback.

In India in the recent past agri tourism business is developing very well it a another type of farming as a commercial view this agri tourism business opportunity knock at the door of the farmers who have vision, skills and commitment.

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