

## **Agrotourism: Avenue For Rural Areas With Special Reference To Pune Region**

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**Article History:** Received: 11 January 2021; Revised: 12 February 2021; Accepted: 27 March 2021; Published online: 23 May 2021

**Abstract::** Over the decades Tourism is fastest growing service sector in India. Alongside tourism sector Agriculture is the main sector of Indian Economy. Near about 65 percentage of the population of India is directly or indirectly dependent of agriculture sector. Total contribution of agriculture sector in total GDP of India was 19.9% for FY 2020-21. Adding new income-generating activities to existing agriculture will undoubtedly boost agriculture's contribution to national GDP. This will be accomplished by agritourism. In the Indian tourism industry, agritourism is the most recent trend from last decade. Today's visitors all want to get away from the hustle and bustle of city life and remain in the quiet world of rural areas abounding with farming activities. Agri tourism provides an opportunity to have a genuine, enchanting, and honest encounter with real life. Looking into the opportunity and people's interest towards the agrotourism, this paper enlightens the concept of agrotourism, opportunities and future growth in same filed as well as people's awareness towards the agrotourism. Paper is based on secondary as well as primary data with special reference to Pune region.

**Keywords:** Agrotourism, Agricultural, Awareness, Additional income, Farm Visit, Tourism, Local Communities

### **Introduction:**

Agro-tourism is the well-known and most common main concept in the Indian tourism industry from last decades, and it usually takes place on farms. Agro-tourism is becoming increasingly common in the agriculture sector these days. Furthermore, it is a form of agricultural multi-functionality that allows tourists to have a genuine and authentic touch with rural life, sample local cuisine, and become acquainted with a variety of farming activities. Most people in rural India are engaged in agriculture. It is funded by ancillary activities such as dairying, poultry farming, and so on, which supplement their main source of income.

Looking into Pune Region, it naturally having good scope for agrotourism even many of farmers and other has started and successfully running with the agrotourism, The Agri Tourism Development Corporation (ATDC) of Pune was founded under the leadership of Pandurang Taware, who won the National Tourism Award for this achievement. It to provide tourists with agritourism services.

Many of people can develop Agri tourism center, Maharashtra State cabinet has cleared Agri tourism policy in September 2020, like Individual Farmers, Agricultural Co-operative Societies, Agricultural Science And Research Centers in the State, Agricultural Colleges, Agricultural Universities, Farmers Partnership Institutions, Any company, Organic farmer etc.

### **Objectives:**

1. To understand the concept of Agrotourism
2. To know the awareness of people towards Agrotourism
3. To study the opportunities and future roadmap for Agritourism
- 4.

### **Research Methodology:**

The research paper based on secondary as well as primary data based on agrotourism. Simple random sampling method is used for sampling and collection of data. As well as Magazine, Research papers, Thesis, Newspapers, various related websites, and other data has been used for collection of data. Almost 68 respondents from the Pune city have been used for data collection. Limitation of time and respondent's hesitation are the limitation for the study. Study is restricted to the Pune city and agrotourism available within areas is the limitation.

### **Concept of Agritourism:**

The term Agro-tourism emerged in the last decade of twentieth century. It includes combination of growing of crops, farm related activities related activities with touch of tourism. Agro tourism philosophy aims to growth farmers' earning and the pleasant of lifestyles of rural society. According to the World Tourism Organization (WTO) Agri or rural tourism as tourism that gives to visitors a personalized contact, a taste of physical and human environment of the countryside and as far as possible, allows them to participate in the activities, traditions, and lifestyles of local people. According to the Organization of Economic Co-Operation and Development (OECD), it is tourism that takes place in the countryside. The Government of India (GoI) defines rural tourism as any form of tourism that showcases the rural life, art, culture, and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience.

Agro-tourism is a progressive agricultural activity associated with tourism and agriculture both. It has a brilliant ability to create extra source of income and employment opportunities to the farmers. Maharashtra is one of the most important traveler facilities inside the India and there may be huge scope and great capacity to expand Agro-tourism.

#### **Opportunities & Future Roadmap in agrotourism:**

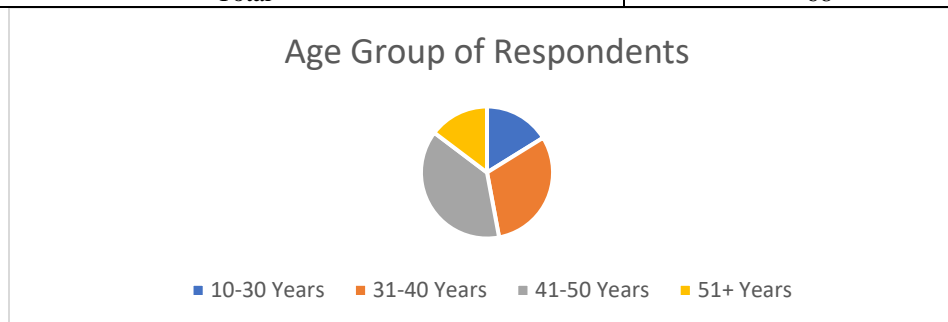
Maharashtra is the 3 biggest state of India, both in place and population. It's far positioned on the west coast of India with a 720 km lengthy coastline alongside the green Konkan place. Nestled inside the Western Ghats and the Sahyadri mountain range are several hill stations and water reservoirs with semi-evergreen and deciduous forests. There are numerous vacationer facilities in Maharashtra which are the supporting natural environment for the agro-tourism facilities 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 range are several hill stations and water reservoirs with semi-evergreen and deciduous forests. There are many tourist centers in Maharashtra which are the supporting natural environment for the Agro-tourism centers in Maharashtra. Although, Maharashtra has a total 22368 thousand hector area under the agriculture and 36122 thousand of livestock (cow, buffalos, goats etc.). Principal crops include Rice, Jowar, Bajra, wheat, pulses, turmeric, onions, cotton, sugarcane, and several oil seeds including groundnut, sunflower and soya bean. 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 several festivities colors 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.

#### **Data Analysis:**

##### **Age Group of respondents**

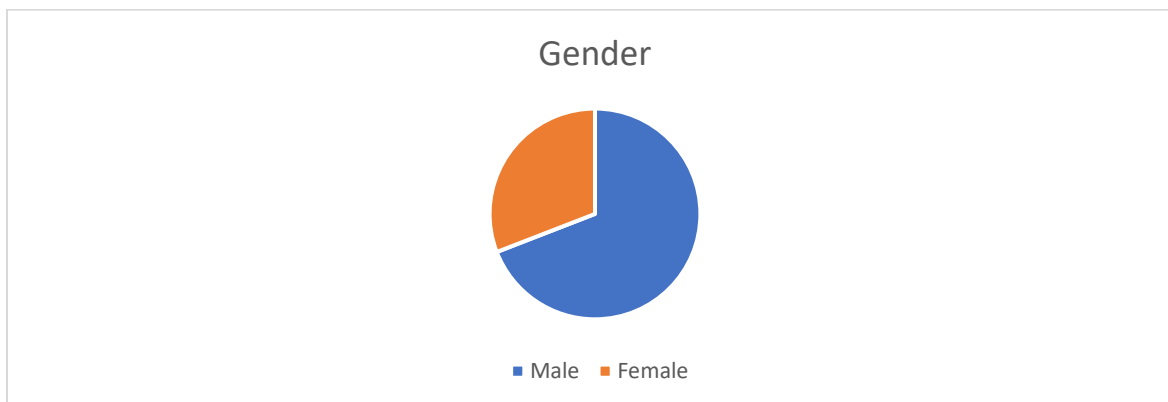
Sr. No.	Age Group	Respondents
1	10-30 Years	11
2	31-40 Years	21
3	41-50 Years	26
4	51+ Years	10
Total		68



Most of the respondents are in the age group of 31 to 40 and 41 to 50 years. 21 respondents are from 10 to 30 and 51+ years.

### Gender of the respondents

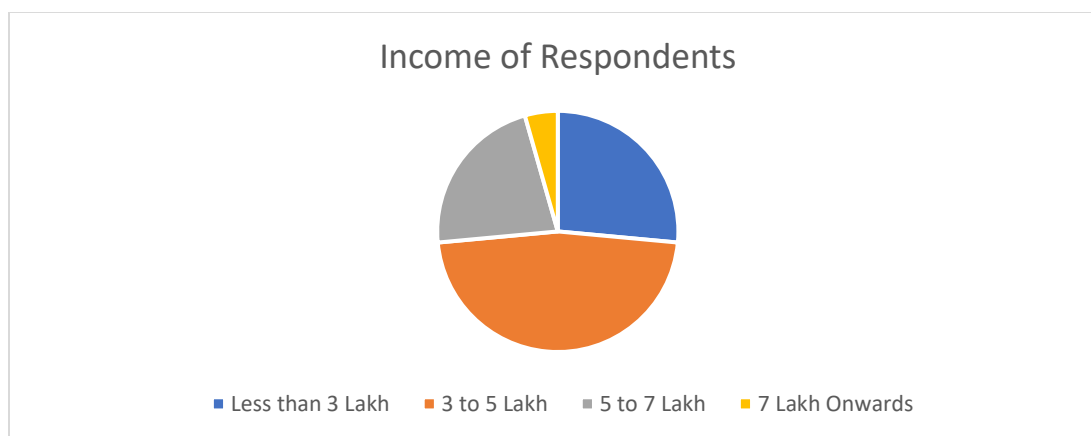
Sr. No.	Gender	Respondents
1	Male	47
2	Female	21
Total		68



Most of the respondents are male, only 21 are female respondents.

### Income of respondents

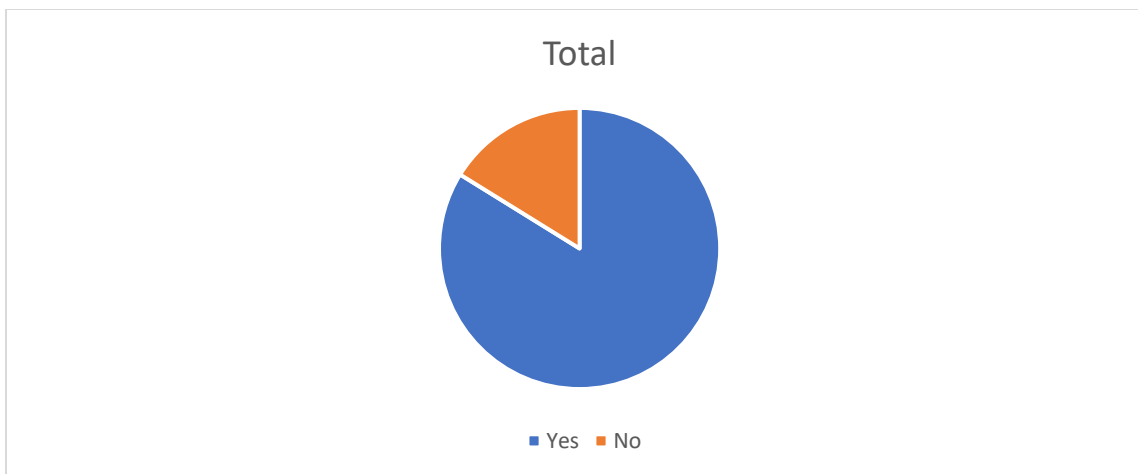
Sr. No.	Income	Respondents
1	Less than 3 Lakh	18
2	3 to 5 Lakh	32
3	5 to 7 Lakh	15
4	7 Lakh Onwards	03
Total		68



Most of the respondents are falls under the income group of 5 to 7 Lakh. Very few members are come under 7 lakh and above income group. Means most respondents are under 7 Lakh income group.

### 1. Do you know the agrotourism?

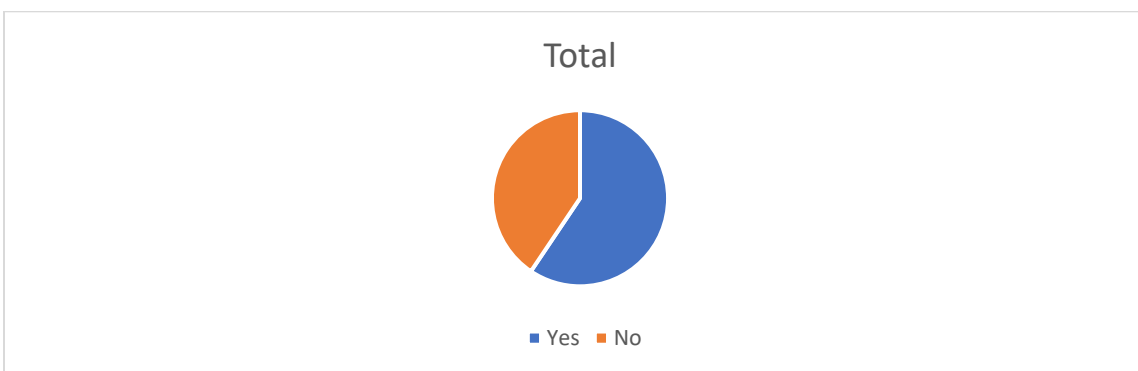
SR. No.	Response	Total
1	Yes	57
2	No	11
Total		68



Most of the respondents are aware about the agrotourism almost 57 out of 68 are aware and 11 respondents are not aware about the same.

**2. Have you visited any places nearby Pune, which comes under agrotourism?**

Sr. No.	Response	Total
1	Yes	41
2	No	28
Total		68



Most of the members out of 68 are visited any places nearby the Pune region comes under agrotourism. Almost 41 members visited the agrotourism places, but 28 respondents still not visited any places under agrotourism.

**If Yes,**

**3. What is your experience?**

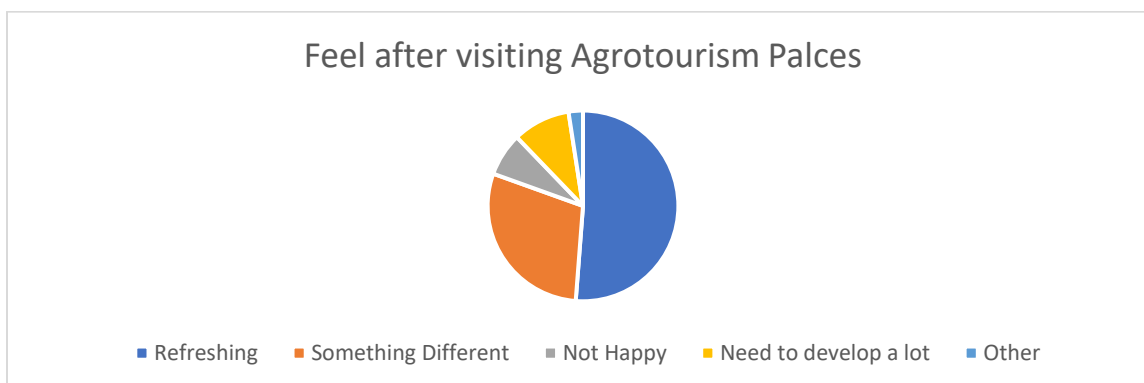
Sr. No.	Response	Total
1	Excellent	25
2	Very Good	11
3	Good	02
4	Satisfactory	03
5	Not satisfied	01
Total		41



Most of the people share their experience as excellent, almost 25 respondents said that. 11 respondents said that its very good. Only 01 respondent having unsatisfactory experience.

**4. How do you feel after visiting such places?**

Sr. No.	Response	Total
1	Refreshing	21
2	Something Different	12
3	Not Happy	03
4	Need to develop a lot	04
5	Other	01
Total		41



Those who have visited such places they feel refreshing, almost 21 respondents are feeling refresh. 12 respondents are said that it's a new and different experience.

**5. Will you visit in future?**

SR. No.	Response	Total
1	Yes	37
2	No	04
Total		41

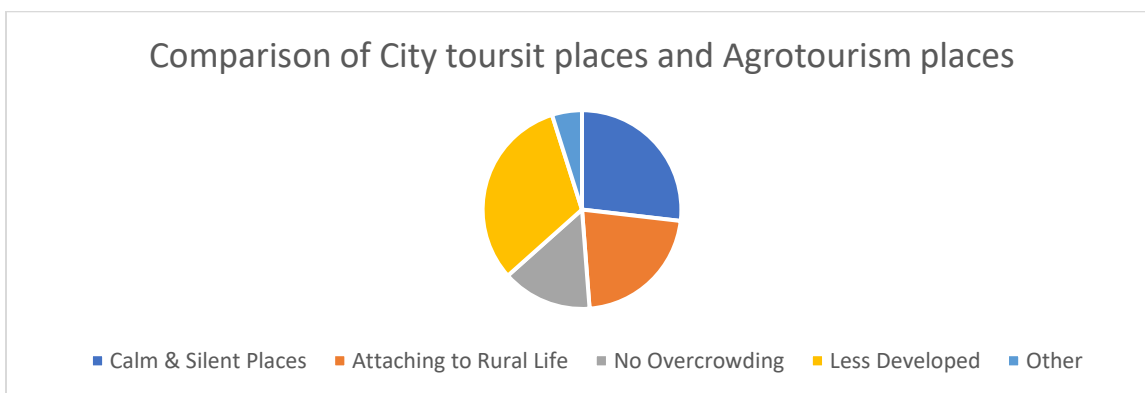


Those who have visited, almost 37 out of 41 respondents said that they will visit such places again in future only 04 respondents are not ready to visit again.

**6. what difference do you find in comparison with other city tourist places?**

**7.**

Sr. No.	Response	Total
1	Calm & Silent Places	11
2	Attaching to Rural Life	09
3	No Overcrowding	06
4	Less Developed	13
5	Other	2
Total		41

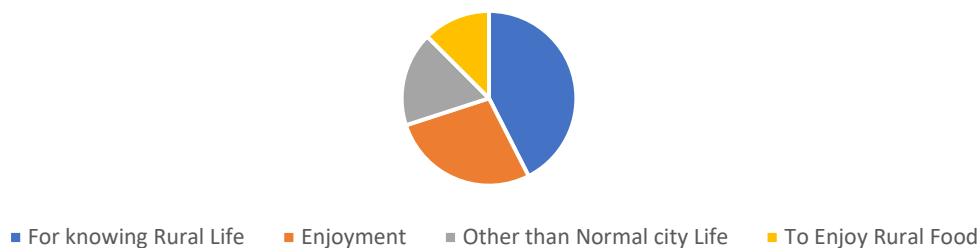


As per 11 & 09 respondents view agrotourism are calmer and more silent as well as attaching with the rural area and rural life respectively. Even 13 respondents said that its less developed sector and need to improve.

**8. what is your moto behind visiting such places?**

Sr. No.	Response	Total
1	For knowing Rural Life	17
2	Enjoyment	11
3	Other than Normal city Life	07
4	To Enjoy Rural Food	05
5	Other	01
Total		41

### Moto behind visiting Agrotourism places

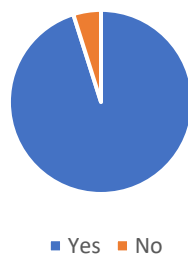


17 respondents said that they are visiting because they want to know the rural life, 11 respondent visited for enjoyment, 07 respondents visited as just to spend time other than normal city life. 05 respondents visited for enjoying rural food.

#### 9. Do you think that agrotourism has good scope in future?

Sr. No.	Response	Total
1	Yes	39
2	No	02
Total		41

### Agrotourism has good scope in future



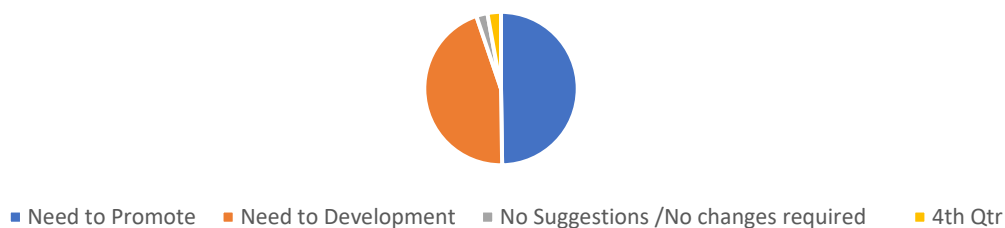
39 respondents said that there is a good scope for agrotourism in future. Means its having great opportunity ahead.

#### 10.

#### 11. Any suggestion mentioned bellow

SR. No.	Response	Total
1	Need to Promote	21
2	Need to Development	19
3	No Suggestions /No changes required	01
Total		41

### Suggestion for Agrotourism



21 respondents said that it is needed to promote the agrotourism, as well as it need to develop such places so that visitors can be increased.

### Conclusion:

Looking into above questionnaire and data collection, people are aware about the agrotourism. Many of the people visited the places and many people wanted to visit again. As well as some points are important as agrotourism need to promote properly and they need to develop the facility more, so that people can get attracted and that will generate another income for the farmer apart from farming. By providing good transport, stay, entertainment, recreational and other necessary things that will boost the agrotourism sector. As well as sector need to increase the promotional activity so that people can know and become aware about such places and they can visit frequently and generate revenue for the farmers.

Agrotourism is not the new concept but some people are not aware about it and many of known the concept but never visited either they want to visit.

There is a good scope for agrotourism just they need to change the approach and they need to increase promotion. Future roadmap for agritourism is very bright and defiantly that will give a good scope and another revenue negation activity. Looking into this complete data confirm we can say that there is a very good avenue for rural India

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