Conclusion

The Baramati district of Maharashtra was selected for the study has lots of potential for the introduction of agritourism industry which could have positive effect on the development of local people. Out of the total population, there are significant number of farmers with farm lands and some other facilities that are important in agritourism development. Most of the farmers also have basic knowledge and skills required for farming. Further, different important features of these areas are able to attract visitors in a great deal. Also, the extent of agritourism will never overlap with other rural tourism operations.

However, in most of the farms, infrastructure facilities are not sufficiently available. This is one of the factors that determined the success of the industry. Therefore, provision of basic infrastructure such as road facilities, clean water, and electricity is very important. Moreover, there is low awareness of agritourism and its attractiveness with farmers. Making farmers well aware of agritourism and creating a positive attitude towards opportunities of agritourism is essential in order to have agritourism operations. Although farmers have basic knowledge and skills in farming, they are poor in business management skills namely entrepreneurship, management skills interpersonal and communication skill etc. so that, education and training on these areas are very much important for the successful agritourism operations. Also, another important aspect for the successful agritourism operation is to make arrangements to get necessary financial facilities for the farmers to renovate and arrange agritourism destinations in an attractive manner. This activity needs lots of money and effort. If farmers can have access to credit or loan facilities under concession rate, it would be an ideal solution.

Finding proper remedies for the above mention problems is an essential prerequisite as the potential entrepreneurs will face difficulties to start a business without external support. After that, introduction of agritourism in these areas would be of great significance and would improve the overall economic, social, cultural, and aesthetic level of the areas.

Rural development is one of the main targets of many countries. Agriculture had been played a significant role in the rural development in the past. However,
due to several reasons such as open economic policies and globalization and liberalization of agricultural trade, now agriculture sector of several countries have gone down. Moreover, lots of other problems like high cost of production, low productivity, lack of modern technology, marketing problems are also in the sector. Owing to this situation for a certain period of time, rural development was expected through modernization approach paying emphasis on rural industries. By now, it has failed and a latest rural development is again pay attention highly on agricultural development in a sustainable way. In this background, the main challenges are to find ways and means of save the agriculture sector and get the contribution of it for the rural development as agriculture is the main resource available in rural areas. Many studies have identified agritourism as an important alternative in this regard due to its special characters to rejuvenate the agriculture sector and the rural development.

When agritourism studies of India is concerned, only a few can be identified. The aim of the study was to formulate the best strategies to innovate and build up agritourism. Based on the study, it was found that increase in income of agritourism farmers and job opportunities for local residents, creating networks to strengthen regional or local structures, multiplier effects for small-scale direct investments, diversity increment of economic activities, stimulating physical infrastructure development, increasing the awareness of the importance and value of an area, such as its nature and culture, landscape and the economic potencies and also developing the infrastructure in order to bring about opportunities for other economic development activities.

Furthermore, creation of working fields for the local communities through generating related tourism businesses, enhancing the values of the village that contributes for the forms of agricultural product improvements, stimulation of development of other related tourism enterprises such as restaurants, accommodations and handicraft shops, uplifting the social statuses of the local communities in order to reduce poverty, decrease unemployment and also to diminish urbanization though environmental conservation are sustainable tourism development indicators that contributed towards the development of agritourism. Increasing the arrival of tourists and creating economic incomes are some other contributions that play the key roles of agritourism in applying the sustainable tourism development in Baramati District, Maharashtra State.
Conclusion

Furthermore, agritourism has contributed lots to the improvement of economy lives of the local communities in the forms of agricultural products sales, several of hand-made souvenirs or handicrafts sold for the tourists, chances to establish food stalls or restaurants and certain types of accommodation such as home-stay, bungalow, villa, and hotel, as well as village development. With respect to economy improvement, the stakeholders predominantly agree that increasing agricultural products are the most contribution generated from agritourism development with mean of 3.97. Moreover, agritourism has contributed toward improvement of social situation. There are three indicators which empower the potency of agritourism development such as poverty alleviation, decreasing the number of unemployment, and declining the urban. The stakeholders mostly agree that the agritourism enables to alleviate poverties and decrease the unemployment since it provides work opportunities which can help to improve the quality of the villagers' lives. Not only that, agritourism has highly played a role in applying sustainable tourism development in Baramati District. Stakeholders predominantly have agreed that the agritourism development contributes toward nature conservation as one of the important goals of sustainable tourism (sustaining nature, social life, and culture, as well as generating income for the local societies) (Utama, 2007).

Future Scope of Agritourism

Agritourism has great scope in the present context for the following reasons:

1. **An Inexpensive Gateway** - The cost of food, accommodation, recreation and travel is least in Agri-Tourism. This widens the tourist base. Present concept of travel and tourism is limited to urban and rich class which constitutes only a small portion of the population. However, the concept of Agri-Tourism takes travel and tourism to the larger population, widening the scope of tourism due to its cost effectiveness.

2. **Curiosity about the farming industry and life style** - The urban population having roots in villages always have had the curiosity to learn about sources of food, plants, animals, raw materials like wood, handicrafts, languages, culture, tradition, dresses and rural lifestyle. Agri-
Tourism which revolves around farmers, villages and agriculture has the capacity to satisfy the curiosity of this segment of population.

3. **Strong demand for wholesome family oriented recreational activities** - Villages provide recreational opportunities to all age groups i.e. children young, middle and old age, male, female, in total to the whole family at a cheaper cost. Rural games, festivals, food, dress and the nature provides variety of entertainment to the entire family.

4. **Health consciousness of urban population and finding solace with nature friendly means** - Modern lifestyle has made life stressful and average life span has come down. Hence, people are in constant search of pro-nature means to make life more peaceful. Ayurveda which is a pro-nature medical approach has roots in villages. Indigenous medical knowledge of villagers is respected. Organic foods are in greater demand in urban areas and foreign countries. In total, health conscious urban population is looking towards pronature villages for solutions.

5. **Desire for peace and tranquility** - Modern life is a product of diversified thinking and diversified activities. Every individual attempts to work more, in different directions to earn more money to enjoy modern comforts. Hence, peace is always out of his system. Tourism is a means for searching peaceful location. Peace and tranquility are inbuilt in Agri-Tourism as it is away from urban areas and close to nature.

6. **Interest in natural environment** - Busy urban population is leaning towards nature. Because, natural environment is always away from busy life. Birds, animals, crops, mountains, water bodies, villages provide totally different atmosphere to urban population in which they can forget their busy urban life.

7. **Disillusionment with overcrowded resorts and cities** - In resorts and cities, overcrowded peace seekers disturb each other’s peace. Hence, peace is beyond cities and resorts. Even though efforts are made to create village atmosphere in the sub urban areas through resorts, farm houses, it looks like a distant replica of the original.

8. **Nostalgia for their roots on the farm** - Cities are growing at the cost of villages. Villagers are migrating to cities in search of jobs and to seek the
comforts of modern life. Hence, yesterday’s villagers are today’s urbanites. Deep in the heart of urbanites lies the love and respect for their ancestors and villages. Hence, visit to villages satisfies their desire. This is also expressed through the hatred of urbanites to flat culture and love for farmhouses located in the outskirts of cities. Any opportunity to visit villages and spend time with family is dream of any urbanite. But, minimum decent facilities are always problem. Agri-Tourism attempts to overcome this problem.

9. **Rural recreation** - Villages provide variety of recreation to urbanites through festivals and handicrafts. Villagers (farmers) 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. Places of agricultural importance like highest crop yielding farm, highest animal yielding farm, processing units, farms where innovations tried add attraction to the tourists. Agricultural products like farm gate fresh market, processed foods, organic food could lure the urban tourists. As result of this agri – atmosphere in the villages, there is scope to develop Agri – Tourism products like agri-shopping, culinary tourism, pick and own your tree / plot, bed and breakfast, pick and pay, bullock cart riding, camel riding, boating, fishing, herbal walk, rural games and health (ayurvedic) tourism.

10. **Educational value of Agri-Tourism** – Agri-Tourism could create awareness about rural life and knowledge about agriculture science among urban school children. It provides a best alternative for school picnics which are urban based. It provides opportunity for hands on experience for urban college students in agriculture. It is a means for providing training to future farmers. It would be effectively used as educational and training tool to train agriculture and line department officers. This provides unique opportunity for education through recreation where learning is fun effective and easy. Seeing is believing, doing is learning. This experience based concept is the USP of Agri-Tourism.
Agro Tourism Opportunities in India:

1. Indian tourism industry is growing @10.1%. The World Tourism organization has estimated that the tourism industry is growing at the rate of 4% a year and that by the year 2010 there will be more than one billion tourists visit various parts of the world. But Indian tourism industry is growing at the rate of 10% which is 2½ times more than the growth rate at global level. By introducing Agro-tourism concept, not only present growth rate is sustained but also this value addition contributes to further growth.

2. India has entered amongst the top 10 tourist destinations list (Conde Nast Travellor “A leading European Travel Magazine). India is already established as one of the top tourist destination in the world. Value addition by introducing novel products like Agro-tourism would only strengthen the competitiveness of Indian tourism industry in global market.

3. India has diverse culture and geography which provide ample and unlimited scope for the growth of this business. India has diverse agro-climatic conditions, diverse crops, people, culture, deserts, mountains, coastal systems and islands which provide scope for promotion of all seasons, multi-location tourism products.

4. Increasing number of tourists preferring non-urban tourist spots. Hence, there is scope for promotion of non-urban tourist spots in interior villages by establishing Agro-tourism centers. But, adequate facilities and publicity are must to promote such centers.

5. Government initiatives and policies in X five year plan allocations have been increased from 525 crores to 2900 crores. Increased financial allocation reaffirms the government commitment. The increased financial allocation by six times could be used for capacity building of service providers, creation of infrastructure and publicity.

Agri-tourism is a viable income generating activities in many developed counties which would provide lead to promote the same with modifications suitting to our conditions. Some of the successful running models of Agri – Tourism are:

- Wineries with Friday happy hours.
• Arts & Crafts Demonstrations.
• Farm Store: Exhibition of farm equipments
• Roadside Stand selling fresh farm products and craft items
• Processing of farm products and sale
• Demonstration of Agri-activities
• Sheep Shearing.
• Wool Processing.
• Fee fishing / hunting.
• Farm Vacations.
• Bed and Breakfast
• Farm Tours.
• Horseback Riding.
• Cross-country skiing.
• Bad weather - like desert, snow fields, heavy rainfall also attract Agri-tourists
• Picnic Grounds.
• A shady spot for visitors to rest – like a big banyan tree
• Educational Tours for school children, officers and progressive farmers
• Farm Schools to teach a particular skill
• Outdoor Schools which are mobile in nature teaching agriculture
• Herb Walks.
• Workshops on interesting, emerging agriculture topics
• Festivals with wide publicity and sponsorship
• Cooking Demos to satisfy housewives.
• Pick-Your-own Pumpkin Patch.
• Rent –an – apple tree.
• Moonlight activities.
Conclusion

- Pageants.
- Speakers who can attract Agro-tourist narrating Agricultural experiences.
- Regional Themes like tribal coffee of Kerala, Andaman spices etc
- Crop Art.
- Pizza Farm.
- Historical Recreations like highlighting a oldest farm etc.
- Log Buildings.
- Antique Villages.
- Collection of old farm Machinery.
- Miniature Village.
- Farm Theme Playground for Children.
- Fantasyland.
- Gift Shop.
- Antiques.
- Crafts.
- Crafts Demonstrations.
- Food Sales.
- Lunch Counter.
- Cold Drinks.
- Restaurant.
- Theme (apple town, etc.)
Facts of Agritourism in Maharashtra:

Agritourism in Maharashtra has witnessed a tremendous growth from its establishment. It has created a vast impact on the lives of the farmers as well as rural community. The below shown representations are the proof of the development.

Graph 1:

The growth of the ATC's in Maharashtra has tremendously increased between the years 2005 – 2016

<table>
<thead>
<tr>
<th>Years</th>
<th>No. of Agri Tourism Centers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1991 – 1995</td>
<td>2</td>
</tr>
<tr>
<td>1995 – 2000</td>
<td>2</td>
</tr>
<tr>
<td>2000 – 2005</td>
<td>10</td>
</tr>
<tr>
<td>2005 – 2010</td>
<td>71</td>
</tr>
<tr>
<td>2010 – 2016</td>
<td>101</td>
</tr>
</tbody>
</table>

The growth of the ATC's in Maharashtra has tremendously increased between the years 2005 – 2016
### Age groups of ATC farmers

<table>
<thead>
<tr>
<th>Years</th>
<th>Age groups of ATC farmers</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 - 30</td>
<td>6</td>
</tr>
<tr>
<td>31 - 40</td>
<td>68</td>
</tr>
<tr>
<td>41 - 50</td>
<td>87</td>
</tr>
<tr>
<td>Above 51</td>
<td>25</td>
</tr>
</tbody>
</table>

Maximum numbers of agritourism centers are operated by farmers of age group between 30-60 years, who are experienced in farming and with minimum education level.