Limitations

Problems of Agritourism in Maharashtra

Maharashtra has a greater potential of the development of the agro-tourism centers due to the good natural and climatic conditions. But there are some problems in the process of agro-tourism development in the state.

Major challenges and problems are follows;

- Lack of perfect knowledge about the agro-tourism
- Weak communication skill and lack of commercial approach of the small farmers
- Lack of capital to develop basic infrastructure for the agro-tourism
- Ignorance of the farmers regarding to the such type of activities
- Presence of unorganized sector in the Agri-Tourism industry.
- Ensuring hygiene and basic requirements considering urban visitors
- Lakhs of farmers have small size holding, low quality land and little or no access to credit or irrigation. Have to negotiate with consistent drought.

Limitations of the study

None of the research work is ever completed without certain limitations being encountered within the duration of study. Here in this research work too, certain aspects of advertising especially the print advertisements left untouched due to the vast scope of advertisements and their enormous role in business promotion.

Besides the various limitations encountered, the research work is incomplete.

1) Sampling Limitation: As the population of the Maharashtra State is approx 114.2 million and The Baramati Municipal Council has population of 54,415 of which 27,643 are males while 26,772 are females (acc. to 2016 census), and the sample size is 310 for consumer and 5 for small business
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advertisers. This is practically non-representable of the total consumer and seller population of the city.

2) **Time Limitation:** The time period for such a wide exploratory research seems to be very less and the field itself demands loads of time.

3) **Parameters:** Some parameters can remain untouched as it is practically impossible to cover all the aspects for such vast subject of research in a go.

**Area Limitations:** Baramati being a small city, the consumers were not that free to talk nor the tourist centers were fine on talking about their sales and profits of their business. There was the fear factor on sharing information with others.