Chapter - XIII

RECOMMENDATIONS AND SUGGESTIONS
Agri culture is the back bone of India. It contributes significantly to Indians G.D.P. and overall economy. Aurangabad is a major industrial and agricultural city in Maharashtra. It is the fourth major city in Maharashtra after Mumbai, Nagpur and Pune.

I propose to make the following recommendations.

01. **Publicity**: The rural sites should be aggressively promoted via travel intermediaries like travel agents and tour operators. Print media and electronic media also should promote eco agri rural tourism of Aurangabad sites. The developed sites of eco agri rural tourism should be included in domestic brochures and folders of domestic travel agents and tour operators.

02. **Local Transportations**: The main roads adjacent to Aurangabad are in good condition but interiors pathways leading to these eco agri rural sites should be developed.

03. **Supportive Financial Assistance**: It was found that most of the farmers in Paithan, Sillod, Khuldabad, Kannad and Soygaon require financial assistance. Financial assistance should be given to these farmers to develop their farms for tourist through financial institutes like NABARD, Nationalized Banks,
Ministry of Agriculture and Tourism, Panchayat Raj and Co-operative banks.

04. **Expert Assistance**: Expert assistance should be offered to the farmers. Well renowned agriculturists and rural tourism experts should assist the farmers.

05. **Eco Nature based Unique Accommodation Facilities**: Nature based unique accommodation facilities like tree top, bamboo cane, floating accommodation should be provided at Aurangabad eco agri rural tourism sites.

06. **Cuisine**: Farm fresh, organic, fruits and vegetables, juices along with local delicacies and cuisines should be provided at Aurangabad eco agri rural tourism sites.

07. **Beautification and Landscaping**: The village surroundings should be considerably improved with the creation of beautiful parks, fencing and entry gates.

08. **Hygiene and Sanitation**: Local authorities like Gram Panchayat along with rural entrepreneurs should provide clean drinking water, maintain cleanliness hygiene and sanitation on the farms in the village.

09. **Safety and Security**: Safety and security measures at night time should be taken to protect the tourist from thefts, wild animals, serpentines.

10. **Trained Guides**: Local youths as trained tour guides should be appointed in these eco agri rural tourism site.
11. **Non Conventional Energy Sources**: Non conventional energy sources like solar, wind mills should be established to provide electricity at the time of load shedding in these agri rural tourism sites.

12. **Effective Training Programmes for Farmers**: Value added agri processing businesses like sericulture, apiculture, fruit and vegetables preservations and bi-products, milk and milk products, plant nursery, training should be given to entrepreneurs and agri rural tourism education should be given to the tourists on the farms. The farmers should be taken on tours to developed sites like Baramati and Nerul in Maharashtra. Entrepreneurs should also be trained in better visitor management.

13. **Better Communication Facilities**: There is an urgent need for improvement of better communication facilities for tourist in these agri rural tourism sites.

14. **Conservation of Ecology**: Farmers should be made aware of conservation and preservation of natural environment and ecology.

15. **Insurance**: Comprehensive insurance cover should be provided to entrepreneurs. Also enough insurance should be provided to adventure tourists in adventure games like river rafting, diving etc.

16. **Enhancing Local Community Awareness**: Awareness among local community towards eco agri rural tourism as well as rural heritage, history and culture should be enhanced.
17. **Public Private Partnership**: Strong community – private sector partnership should be sought. Adoption of villages in every district by tourism industry, state tourism department private sector should be done to encourage agri rural tourism.

18. **Entertainment and Sports**: Local entertainment and local, rural sports should be provided to the tourists.

19. **Marketing**: Following marketing strategies should be aggressively adopted:
   
   a) Develop and promote thematic image of Indian farm experiences which will enhance and provide new marketing avenues.
   
   b) These eco agri rural tourism sites should be marketed along with the lines of successful marketing campaign like ‘Incredible India’.
   
   c) Marketing material with specific information on farm experiences should be provided to the tourists.
   
   d) For marketing and selling of agricultural food products, e-marketing concept should be adopted.
   
   e) All these products should be marketed through interactive website with latest clippings. The websites should be periodically updated.
   
   f) Road side farm stands, kiosks should be located near the farms.
   
   g) Farm festivals such as Tomato festival, Mango festival should be marketed.
20. **Co-operative Farming**: Co-operative farming should be adopted by rural entrepreneurs.

21. **Indian Agri-Tourism Council (IAC)**: Should be established for coordinating product development, marketing, training for all agri tourism initiatives having representation in every state.

22. **Collaboration or Tie-up**: Some farmers in Aurangabad sites should have collaboration or tie-up with Agricultural Tourism Development Corporation (ATDC), Pune to get more business and earn profit.