

IMPORTANCE OF FARM TOURISM IN SUSTAINABLE DEVELOPMENT

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ABSTRACT:

Agro tourism is the new branch of tourism. Its new agriculture business, which occurs on farms, including all primary activities like growing crops, fruits, livestock etc. Agro tourism is related to eco-friendly and market friendly part of tourism. Because of that tourist realize the village life and peaceful rural environment. Agro tourism plays important role in development of rural areas, its positive impact on the economic and social condition of the farmer's development. Farming Tourism is important for developing non-agricultural source of income. Only then it will trigger a multiplier effect that will eventually lead to reduction of unemployment, job creation in sectors serving tourists, revenue growth and will improve both living standard and working conditions of the population actively involved.

Improving the visibility of rural values, processing, traditional crafts, rural buildings can become a powerful magnet for tourists, tourists looking for new unconventional forms of recreation. Without disturbing the eco system, eco-friendly tourist Centre is need of today's world. Sindhudurg district has a very good potential for developed agro tourism Centre.

INTRODUCTION:

India is a developing country and mostly depends on agriculture. Agriculture field contribute total 65% income to our economy. Sindhudurg district enriched as a tourist hub in Maharashtra. Agro tourism centers give the opportunity to tourist to realize real rural life and get familiar with village atmosphere. To taste the local foods and fruits there is need of agro tourism Centre's. In today tourists are prefer to take local guide for visiting rural places. Thus the purpose of this research paper is to explore the basic features of farm tourism in Sindhudurg, a primary offer and additional services offered to farm visitors, the characteristics of agro tourism facilities and manpower, methods of promoting the farms, networking with other participants in

rural areas, type of visitors and the length of their stay on the farms, as well as prices of services and distribution channels.

The main concept of Farm Tourism is to develop an integrated tourism that will contribute to the sustainable development of rural areas. Sustainable development of rural locations, on the other hand, can be interpreted as an optimization of the development parameters with regard to growth constraints, objectively specified by the system's internal characteristics and external forces.

DEFINING FARM TOURISM:

Farm tourism is the widest term and refers to the various activities carried out in rural areas, Farm tourism can be a professional activity as a primary activity of family farms, but also as a complementary activity which generate additional income. From the above review we see that one of the types of rural tourism is country tourism, which is somewhat narrower term and refers to the rural environment and the activities that are carried out locally (agriculture, gastronomy, cultural heritage, various traditional events, etc.).

OBJECTIVES OF THE STUDY:

The importance of agricultural tourism growth is stipulated by Poor socio-economic growth rate in rural areas. So many farmers are shift to industrial region, the withdrawal of people from the village, Lack of opportunities to participate in another form of operation for small and medium-sized businesses that are not able to modernize or collaborate. There are so many remote agricultural places, Low level of unified domestic development of tourism; these are some objective of the study topic.

- 1) To understand the concept of agro tourism and its potentiality.
- 2) To study the availability of basic eco-friendly tourist places in Sindhudurg district
- 3) To know the importance of agro tourism.
- 4) To study the climatic and physical condition of Sindhudurg district.
- 5) To know the how to attract tourist without disturbing nature.
- 6) To develop agriculture business in Sindhudurg district.

- 7) To motivate the other farmers to develop such type of eco-friendly centers on their farms.

STUDY REGION:

Due to physiography condition, climate, beaches and availability of all resources Sindhudurg district is selected as a study region. Sindhudurg district lies in western part of Maharashtra state. This is one of the famous tourist destination in India. Absolute location of Sindhudurg district is 15 36' to 16 40' North latitude and 73 19' to 74 13' East longitude. The adjoining parts are Sahyadri Ghats to its East. Arabian Sea to its West, Ratnagiri district to its North and Goa state to its South. The geographical area of this district is 5200 sq.km. The district has wet and warm climate, with an average rainfall ranging from 3200 mm to 3400 mm. Average length from north to south is 280 km and width from west to east is 65 km. The occupational structure of district indicates that agriculture is the main occupation of people.

METHODOLOGY USED:

The main objective of this study is to gain an understanding of agro tourism and how it helps in sustainable development of the economy. It also helps us to understand that how we can choose a better form of tourism that helps us to make our environment a better place to live in.

The present research study belong to survey method, as it is intended to develop the Agro tourism Centre's in Sindhudurg district. The study is depending on the Primary and Secondary data. Primary data is collect after visiting the eco-tourism canter and secondary which is collected from books, journals, newspaper and internet.

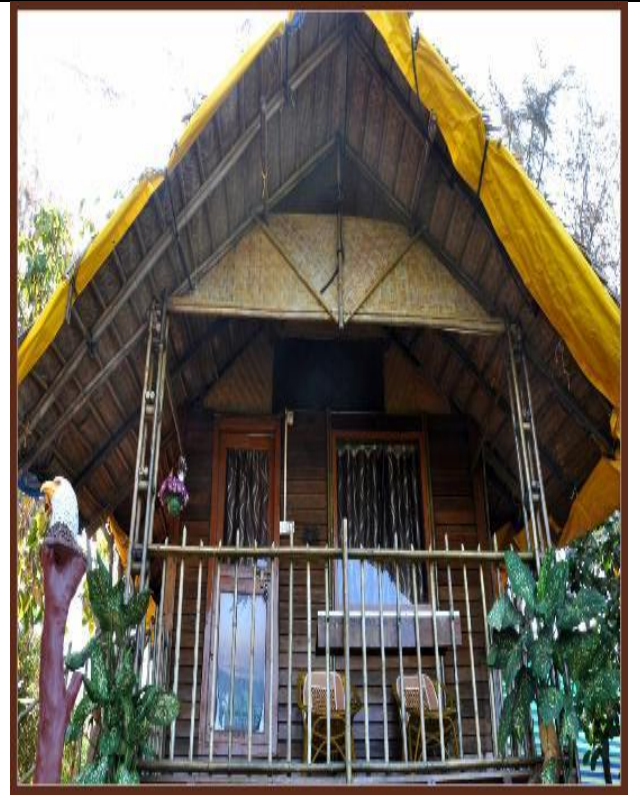


Bamboo Homestay nearer Sagareshwar Beach, Vengurla

CHARACTERSTICS AND IMPORTANCE OF AGRO TOURISM:

Nowadays Farm Tourism is important aspect in rural villages. Nature is open to everyone, If observed one can learn something or the other, moreover Sindhudurg district is Agriculturist's district, expected that we should know the information. Today urban children's world has become limited in the closed door school, classes, cartoon programs on the television, video games, computer, internet, and so on, they see nature only on the television and mobile screen related to agriculture

- 1) Providing employment to the rural and poor farmers and developed agro business Centre.
- 2) To motivate the farmers to establish such tourist centers.
- 3) Reduce the harmful effect of tourism on environment.
- 4) For conserving our traditional culture, there is need of this type of tourism.
- 5) To maintain ecological balance, agro tourism is essential.



Bamboo House: Vengurla

AGRO TOURISM AND ITS POTENTIALITY IN SINDHUDURG

DISTRICT:

- 1) Lodging and boarding facility at agricultural farms.
- 2) Fruit processing laboratory and park.
- 3) Dairy cattle farms
- 4) Fisheries tank
- 5) Livestock likes Cow, goats, birds like quails and rabbit etc.
- 6) Selling fresh farm products Centre like mango, banana.
- 7) Ecologically developed bamboo house.
- 8) Wooden cottages in agriculture farms.
- 9) Different types of fruit and crop farming system like mango, rice, coconut, cashew, kokum, banana etc.



Bullock Cart Riding

CONCLUSION:

There is positive and negative effect on agro tourism places in rural areas. Development of agro tourism in many destinations is viewed positively as an opportunity for local communities to invest, to increase revenues and responsibilities, to protect the environment. Agro tourism generates significant contributions to the process of rural development. Contributions may be in the form of revenue growth, access to work, exchanges between rural and urban areas, multiplier effects on direct investment, strengthening the local structure through working groups, stimulating the development of physical infrastructure, the diversification of economic activities, increase the value of properties in an area, creating a ready infrastructure, create opportunities for other economic developments. Negative effects of agro touristic development occur when this development violates ethical principles. Pollution of villages also

increased day by day. Potential adverse effects are mainly related to environmental degradation and the loss of local cultural qualities.

Government of Maharashtra declared Sindhudurg district as a tourism district. In Sindhudurg district there are number of sites to develop agro tourism activity. Sindhudurg district is a place of attraction of tourists, so its help to develop agro tourism Centre.

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