

Interdisciplinary Journal
Registration No. 3341/2010

Vol. No. 21 Nov.-Dec. 2018
ISSN 2277-4858

THE KONKAN GEOGRAPHER

*Interdisciplinary Peer Reviewed
National Level Research Journal*

Half-Yearly



KONKAN GEOGRAPHERS' ASSOCIATION OF INDIA

Chief Editor
Dr. R. B. Patil

KONKAN GEOGRAPHERS ASSOCIATION OF INDIA
SINDHUDURG - MAHARASHTRA - 416602

Journal Volume 21, Nov-Dec. 2018

ISSN 2277 - 4858



THE KONKAN GEOGRAPHER

Interdisciplinary National Level Research Journal of the
KONKAN GEOGRAPHERS ASSOCIATION OF INDIA

INDEX

Sr. No.	Name of the Research Paper	Author	Page No.
1.	Development of Rural Road Infrastructure in India: An Overview	Prin. Dr. T. K. Jadhav	1-3
2.	The Pilgrimage Tourism-Strengths And Weaknesses - A Case Study of Narsobawadi, (Maharashtra)	Dr. M. S. Dabade, Mrs. Madhura C. Pujari	4-8
3.	Rural Housing Program in Kolhapur District Achievement of Pradhan Mantri Awaas Yojana-Gramin	Shri Sanjay N. Patil, Dr. Ranjit B. Pawar	9-11
4.	Morphometric Analysis of Godavari River-Sub-Drainage in Marathwada Region by Using Srtm Data Set	Mr. Balaji B.Waghmare Dr. M. V. Suryawanshi	12-15
5.	Tourist Attractions in Sindhudurg District	Dr. Satish Parshuram Terse	16-17
6.	Role of Business Communication in Tourism Industry	Dr. S. A. Tambade	18-20
7.	A Spatio-Temporal Analysis of Sex Ratio in Panhala Tehsil 1991-2011	Prof. Sunil Bhosale Prof. Sanjaykumar Menshi	21-26
8.	Agro Tourism In Maharashtra	Dr. Devidas V. Hargile	27-28
9.	Scenario of Co-Operative In India	Dr. D. B. Karnik	29-31
10.	Single to Three Phase Conversion with Auto Switching System for Agriculture Pumps	R. G. Jadhav S. R. Kumbhar	31-35
11.	विसाव्या शतकापूर्वीच्या कोल्हापूर राज्यातील कृषीजीवन	डॉ. खंडेराव शिंदे	36-40
12.	खिद्रापूर कोपेश्वर मंदिर - पर्यटन स्थळ	सौ. एस. व्ही. पाटील	41-44
13.	महाराष्ट्रातील सहकारी चळवळ -सद्यस्थिती आणि आव्हाने	डॉ. अनिल दि.वाडकर	45-50
14.	कॅम्बरग्रस्त शिरोळ तालुका : अफवा आणि वास्तव - एक भौगोलिक दृष्टीकोनातून अभ्यास	प्रा. पी. ए. हुलवान	51-54
15.	मराठी बोली आणि भूगोल : एक सहसंबंध	प्रा. श्रीमती शैलजा श्रीधर शिंदे	55-58
16.	वास्तुशिल्पाचा अदभूत नमुना - कोपेश्वर मंदिर (खिद्रापूर)	प्रा. आर. एस. कदम प्रा. ए. व्ही. पाटोळे	59-61
17.	कोल्हापूर शहरातील ऐतिहासिक रंकाळा तलावाचे पर्यटनदृष्ट्या संवर्धन	प्रा. डॉ. डी. व्ही. सुर्यवंशी	62-65
18.	पर्यटनाचे वर्गीकरण	डॉ. के. ए. माळी श्री. अशोक शामराव पाटील	66-68
19.	"Scope of Agritourism in India"	Dr, Mirza Wajid Rustum Baig	69-71



“Scope of Agritourism in India”

Dr. Mirza Wajid Rustum Baig

Dept. of Geography, Milliya Arts, Sci & Management, Science College, Beed.

Abstract:-

This paper attempts to probe the scope of tourism in India, which can help in shaping our society. Tourism is considered as one sector that shall propel growth, contribute foreign exchange, enhance employability and result in community development. The most important dimension of tourism is the cultural exchange among various nationalities that visit the country and the cross cultural interface that shall pave way for universal peace and harmony. As on one hand tourism is seen as an economic option and on the other side the greater social and human effect. There is vast scope tourism in India. The government should encourage private enterprises to promote tourism in various less popular areas. For developing tourism in such areas, we need to understand the environment, demography, socio-culture, economic and political background of any place for making it an attractive tourist spot. To develop a strategic marketing plan for tourism we have to understand the target customer their needs and wants and how to match it with our tourist spots' infrastructure.

INTRODUCTION:-

Concept of Agri-tourism: Agri tourism is the latest concept in the Indian tourism industry, which normally occurs on farms. It gives an opportunity to the tourists to experience the real enchanting and authentic contact with the rural life, taste the local genuine food and get familiar with the various farming tasks during the visit. Tourists can relax and revitalize in the pure natural environment. The urban life is becoming more hectic and complex. The corporate world has provided good employment avenues but along with this it has increased the stress level and the complexity. With the experience of Agri tourism the people can get relaxation. Because of the urbanization, many children as well as the adults do not have an idea about the rural life and the agriculture. Agri tourism provides them a chance to experience rural life and see the agricultural activities.

Agri tourism includes opening up farms to tourists from urban areas and from abroad, and letting them to take experience of rural life. Apart from telling them about the various crops and how they are sown and harvested, agri tourism exposes tourists to traditional food, handicraft, culture, music and language. Tourists can get an experience of rural activities such as bullock cart rides, milking cows and goats and picking farm fresh fruits and vegetables etc.

Objectives:

1. To study the ongoing Agri-tourism initiatives & existing schemes to promote agrotourism in the country.
- 2 To find out the strategic role of extension and advisory services in sustenance of Agri-Tourism

Methodology:

The research is will be mainly carried through desk research i.e., secondary sources like maps, photographs, books, internet web sites, dissertations, doctoral level research work, journals, newspaper clippings and conference material etc.

Why agri tourism?

Mother nature is an open door school without brick walls, observe carefully, explore the hidden treasures and learn something or the other, moreover India is agriculture country, hence it is expected of us to be well informed about it. Urban population is increasing day by day, today urban children's world is restricted in the closed door school, classes, cartoon programs on the television, video games, chocolates, soft drinks, spicy fast food, computer, internet, and so on, and they see Mother Nature only on television screen. Moreover out of people living in the cities 35% do not have relatives in villages and 43% never visited or stayed in village. Agriculture as business is becoming more and more expensive and many farmers cannot afford it. To add to this the gradual loss of fertility of the land that is giving

diminishing yields. Unless and until the farmers start business of any form to compliment and support to their income from land, they shall be doomed to eke out bare existence below poverty line.

Advantages of Agri – Tourism are:

1. It brings major primary sector agriculture closer to major service sector tourism. This convergence is expected to create win-win situation for both the sectors.
2. Tourism sector has potential to enlarge.
3. Agriculture sector has the capacity to absorb expansion in tourism Sector.

SCOPE OF AGRI – TOURISM :-

Agri-Tourism 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.
5. **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.

Cultural Tourism :-

Cultural tourism India is the predominant factor behind India's meteoric rise in the tourism segment in recent years, because from time immemorial, India has been considered the land of ancient history, heritage, and culture. The government of India has set up the Ministry of Tourism and Culture to boost cultural tourism in India. The ministry in recent years has launched the 'Incredible India!' campaign and this has led to the growth of culture tourism in India. India has had many rulers over the centuries and all of them made an impact on India's culture. One can see the influence of various cultures in dance, music, festivities, architecture, traditional customs, food, and languages. It is due to the influence of all these various cultures that the heritage and culture of India is exhaustive and vibrant. This richness in culture goes a long way in projecting India as the ultimate cultural tourism destination given boost to tourism in culture in India. The most popular states in India for cultural tourism are:

- Kerala
- Rajasthan
- Tamil Nadu
- Uttar Pradesh

<http://www.indialine.com/travel/culture/>

Among the various states for cultural tourism in India, Rajasthan is the most popular. The reason for this is that Rajasthan is famous for its rich cultural heritage. The state is renowned for many magnificent palaces and forts which showcase the rich cultural heritage of Rajasthan. The various folk songs and music also reflect the cultural heritage of Rajasthan. A large number of festivals and fairs are held in Rajasthan such as the camel festival, Marwar festival, and Pushkar festival. All these attract many tourists to Rajasthan for they get to see the rich culture of the state. Tamil Nadu is also famous for cultural tourism in India, for it shows the Dravidian tradition and culture. It has many temples which mirror the rich cultural heritage of India. Uttar Pradesh has a lot of tourist places

Youth Tourism

Young people travel inside the country and abroad on holiday, to visit friends, to study, to understand various cultures as well as for adventure and relaxation. Psychologists look upon youth travel as part of their transition to adulthood. Domestic youth travel is regarded as an extension of the education process familiarizing young people with

their country. There is no widely accepted definition of the youth travel market segment. This lack of clarity contributes to the difficulty in measuring its size and characteristics.

BASIC PRINCIPLES OF AGRI – TOURISM :-

Agri - Tourism should ensure the following three basic principles.

1. Have something for visitors to see - Animals, birds, farms and nature are few things which Agri-Tourism could offer to the tourist. Apart from these, culture, dress, festivals and rural games could create enough interest among visitors in Agri-Tourism.

2. Have something for visitors to do - Participating in agricultural operations, swimming, bullock cart riding, camel riding, buffalo riding, cooking and participating in the rural games are few activities to quote in which tourists can take part and enjoy.

3. Have something for visitors to buy - Rural crafts, dress materials, farm gate fresh agriculture products, processed foods are the few items which tourist can buy as memento for remembrance.

HISTORY OF AGROTURISM :-

Agro tourism has been around for a lot longer than anyone might think. In the simple history of agro tourism, our group summarized that development of the history itself related to human development along with the world technologies. Agro tourism also known as agro tourism, and the history of it was discussed by the expert from University of Tennessee Extension Publication by considering it as Agritainment. Agritainment (agro tourism and entertainment farming enterprises), created in 1800s, when families visited farming relatives in order to escape from the city and experience the farming. Mostly they don't really took the holiday as a part of the agro tourism because their main focus is to release tension and get some rest during that time. Visiting other country become more popular with the widespread use of the automobile in 1920s. The used of car and vehicle make them easier to move and to explore the other place that required them to do some journey. That make the agro tourism become more popular and it increases not only the agro tourism industry but also the economy of the country because of many people have their own transportation. Rural recreation gained interest again in the 1930s and 1940s by folks that seeking an escape from the stresses of the Great Depression of World War II. These demands for rural recreation lead to widespread interest in horseback riding, farm petting five zoos and farm nostalgia during 1960s and 1970s. Farm vacations, bed and breakfasts, and commercial farm tours were popular in the 1980s and 1990s

CONCLUSION:-

Some suggestions include the formation of a steering committee on tourism, inclusion of the Ministry of Tourism in the council on skill development and industry in the National Skill Development Coordination Board, and facilitating the development of integrated tourism destinations, Tourism, in my opinion, is a perfect vehicle for inclusive growth of society as it showcases the heritage of the nation and positively contributes to the development of local communities and poverty alleviation. Incredible India's promise of enthralling and engaging tourists will continue to capture the hearts of millions as the tourism industry of the country puts its best foot forward. The future of tourism in India is certainly bright but we do have a long road ahead. Development of quality infrastructure will be the key to India's harnessing her full tourism potential. The Ministry of Tourism has been very supportive to the fraternity efforts, and now visa on arrival is slowly becoming a reality.

References :-

1. Cultural Heritage of Jammu and Kashmir / K. Warikoo - 2009
2. Heritagescapes and Cultural Landscapes / Rana P B Singh (Ed.) & William Logan (foreword) – 2011
3. Unknown Himalayas / Himanshu Joshi – 2008
4. Branding India : An Incredible Story / Amitabh Kant – 2009
5. Sacred Kerala : A Spiritual Pilgrimage / Dominique-Sila Khan - 2009
6. R. Sangeetha, International Journal of Innovative Research in Science, Engineering and Technology
7. Gopal Naidu Karri, project-ICAR- National Academy of Agricultural Research Management Rajendranagar, Hyderabad
8. www.egyankosh.ac.in
9. tourism.indiabizclub.com
10. www.indiastat.com
11. www.mystikalindia.com
12. www.theindiatravelguide.com
13. www.tradechakra.com
14. www.mustseeindia.com
15. wiki.answers.com
16. article-niche.com
17. www.agritourism.in