

पर्यटनातील शाश्वत विकास

Sustainable Development In Tourism



संपादक

प्रा. डॉ. राहूल देविदास इंगले.

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Scope of Agro-Tourism Development in Rural Areas: A Geographical Study of Satara District, Maharashtra

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Introduction:

Agro tourism is the latest concept in the Indian tourism industry. Agro tourism needs conceptual convergence with rural tourism, health tourism and adventure tourism. Agro tourism is one such form of tourism which has recently emerged in Maharashtra. It is a field with potential to develop. Agro-tourism has emerged as an innovative tool for rural diversification and development, offering visitors a chance to experience agricultural life while providing farmers with an alternative source of income. This sector is increasingly recognized as a vital tool for promoting rural development by diversifying economic activities, creating employment, preserving cultural heritage, and enhancing local livelihoods. Agro tourism includes: a) overnight services / accommodation, b) meals / food services, and c) other active holiday services on country farms. Accommodation services can be offered in the rooms, apartments, rural holiday houses and camps. Food services may also be offered independently through tasting rooms, wine shops, excursion areas and restaurants. Maharashtra, particularly the Satara district, has witnessed growing interest in agro-tourism due to its scenic landscapes, rich agricultural heritage, and proximity to urban centres like Pune and Mumbai.