



A STUDY USING ANALYSIS (SWOC) OF AGRO TOURISM AND ITS ADVANTAGES TO THE FARMERS IN PUNE REGION

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Abstract: This paper aims to study analysis (SWOC) of agro tourism and its benefits to the farmers in the region of Pune. For this purpose, researcher has studied and reviewed available literature and published news in various resources as well as government records. Researcher mainly focus on Economic benefits and advantages of agro tourism to the farmers. Agro tourism is emerging industry across the world. Agro tourism is financial tool having capability to increase rural economy. Agro tourism intends to gain privileged standards of living for rural farmers particularly through increased earnings for people who work in farming. Farmers frequently work in two industries simultaneously, giving two streams of income. The reason of beginning a variety of activities is that the income from agriculture is not sufficient and the hard work appears to be high.

Keywords: agri (Agro)-tourism, rural tourism, eco-tourism, economic effects, rural development.

PART-I INTRODUCTION:

Agro Tourism is fastest growing sector in the various locations of Maharashtra. Agro tourism interconnects agriculture with tourism through which farmers get an additional income source. This available source can help in improving the living standard and financial condition of the farmers. Agritourism is a commercial enterprise at a working farm, ranch, or agricultural plant conducted for the enjoyment of visitors that generates supplemental income for the owner. Agro tourism not includes just farming, milking, herda party, enjoying and experiencing rural food and rural life it has many other activities that can enhance the experiences of the tourists. Now-a-days agro-tourism has become very important segment of travel industry to generate maximum revenue. It is a subset of a larger industry called rural tourism that includes resorts, off-site farmers' markets, non-profit agricultural tours, and other leisure and hospitality businesses that attract visitors to the countryside. Agro tourism having great opportunity in present situation due to low cost, health consciousness of people, people desire of peace and tranquillity, urban citizens interest in natural environment, attraction of rural life. Agro tourism is a business venture located in a farm, or agricultural activity that

provides an “experience” for visitors at the same time as generating supplemental earnings for the landlord. Agro tourism provides new opportunities for learning about farming society and ecosystems. As a result, the growth of agro tourism will offer the opportunity for local farmers to boost income and lifestyle. The talukas of Pune district have different rainfall, geographical conditions and natural conditions from place to place. Obviously, its effect is seen on agricultural field in Pune district. Due to this unfavourable situation, the farmers of Pune district are facing many problems, in which sometimes a decrease in income is a common phenomenon.

PART-II DISCUSSION ON AVAILABLE LITERATURE REVIEW:

As per available literature reveals that agro tourism can provide a new potential for farmers who have small farms in rural areas. Therefore, if farmers link agriculture with agro tourism, it can be a promising option to increase both agriculture and agro tourism. By generating employment, income, and benefits to the local rural economy for farmers. Agro tourism will also promote tourism, farm products, agri tourism services and agriculture commodities and reduce the gap between farmers and consumers to boost the economic income of farmers. This will encourage various industries related to goat rearing, the seed sector, agriculture commodities and processing units, along with employment generation in many parks. The result of which is the ability to open up a variety of new jobs and income opportunities for people, both skilled and unskilled rural dwellers. This may consequently reduce the flow of job seekers to cities. Agro tourism can simultaneously balance local, rural, urban, and national development, enabling tourism to improve local communities’ quality of life and economic stability.

In agro tourism, the farmer realizes that organic farming outperforms conventional farming. Due to this, a platform like agri tourism has been created to sell organic products and tourists have started to enjoy organic tourism. The beneficial effect of agro tourism has greatly helped in the development of cooperation between goods and service providers in the same region. But for agro tourism to successfully disseminate information through appropriate information and communication technology tools and harness the potential for real growth and social change, it is important for farmers to consider involving stakeholders within and outside the agricultural sectors. At the same time, agro tourism centers lack of lot of things like labour, marketing, insurance coverage against natural calamities, and licenses or permits. If the Maharashtra government plays a proper role, agriculture tourism will benefit the farmers and the government’s income will increase. For that, the government should work to provide the best possible financial support to the agro tourism industry of Maharashtra by providing grants and institutional funds. The bank should also give Maharashtra’s agro tourism sector the best financial support available at the same time.

According to the investigation done by some researchers, many farmers have now started agro tourism after receiving training from ATDC, which has increased their basic agricultural income and helped in generating employment. But some researchers argue that effective marketing can provide fair returns to agro tourism and agriculture as well as small communities. Meanwhile, other researchers believe that efforts should be made to create better methods and practices for environmentally friendly municipal solid waste management. Hence, to overcome the

challenges of starting agro tourism, incentives should be developed. In turn, if the agro tourism efforts are boosted, it will benefit the farmers with additional income.

PART-III: METHOD:

3.1 METHOD, SOURCE, AND TIME OF DATA COLLECTION:

The available literature regarding agro tourism during the 1999 to 2020 has been reviewed for this research.

3.2 THE DATA SEARCH PROCESS:

The articles related to agro tourism are collected using different sources like published articles nationally and internationally, edited books, government records, news published in various newspapers, online journals, and several research websites (Shodhganga, Research gate, Google Scholar etc.).

3.3 DATA COLLECTION:

Sr. No.	Year	Number of Papers
1.	1999	1
2.	2000	1
3.	2002	1
4.	2003	1
5.	2004	1
6.	2005	2
7.	2006	2
8.	2007	2
9.	2008	2
10.	2009	2
11.	2010	3
12.	2011	2
13.	2012	3
14.	2013	2
15.	2014	2
16.	2015	3
17.	2016	3
18.	2017	2
19.	2018	2
20.	2019	1
21.	2020	2
Total		40

Table 1: Yearly distribution of research papers

3.4 DATA ANALYSIS

Sr. No.	Year	Research Report	Books	Business Mgmt. Guide	Number of Papers
1.	1999	-	-	-	1
2.	2000	-	-	-	1
3.	2002	-	-	-	1
4.	2003	1	-	-	-
5.	2004	-	-	1	-

6.	2005	-	-	-	2
7.	2006	-	-	-	2
8.	2007	-	-	-	2
9.	2008	-	-	-	2
10.	2009	-	-	-	2
11.	2010	-	-	-	3
12.	2011	-	-	-	2
13.	2012	-	-	-	3
14.	2013	-	-	-	2
15.	2014	-	-	-	2
16.	2015	-	-	-	3
17.	2016	-	-	-	3
18.	2017	-	-	-	2
19.	2018	-	-	-	2
20.	2019	-	-	-	1
21.	2020	-	-	-	2
Total		1	0	1	48

Table 2: Distribution chart for Research Report, Business Mgmt. guide, and Books.

PART-IV SWOC ANALYSIS

4.1 STRAIGHT

Agro tourism has potentials to become an alternative source of income for farmers who are small farm holders. Agro tourism can be helpful for comprehensive development of rural areas. Agro tourism provides platform for farmers to directly sell their products that interconnects market with seller. These all activities help to boost rural economy and sustainable development of rural areas.

4.2 WEAKNESSES

Agro tourism industry has a shortage of skilled workforce along with a lack of proper marketing, advertising, and service-related knowledge among the farmers. This can create problems for providing services to the customers. The government's policy for agro tourism is still on paper. There are many obstacles in the growth of this business, as there is no independent government recognition as an agro tourism center. Financial agencies are not ready to provide financial support for agro tourism as there is no solid source of income for agro tourism.

4.3 OPPORTUNITIES

In India largest population is dependent on agriculture related activities. The amount of small farms holder is too large. It impacts on earnings of farmers that is why agro tourism can provide sustainable income source to the farmers. Agro tourism will be helpful to increase rural economy and sustainable development of rural regions of India. Through agro tourism new employment opportunity can be provided to the rural people.

4.4 CONSTRAINTS

Generally, the most important hurdle faced by the agro tourism industry is the need for large investments. Similarly, there is no financial plan from banks as there is no proper policy regarding agro tourism. As a result, lack of capital to build infrastructure in the center is the most important problem. Also, awareness about agro tourism is still not as much as desired among the farmers and tourists due to which the farmer or the agro tourism operator has to face many problems.

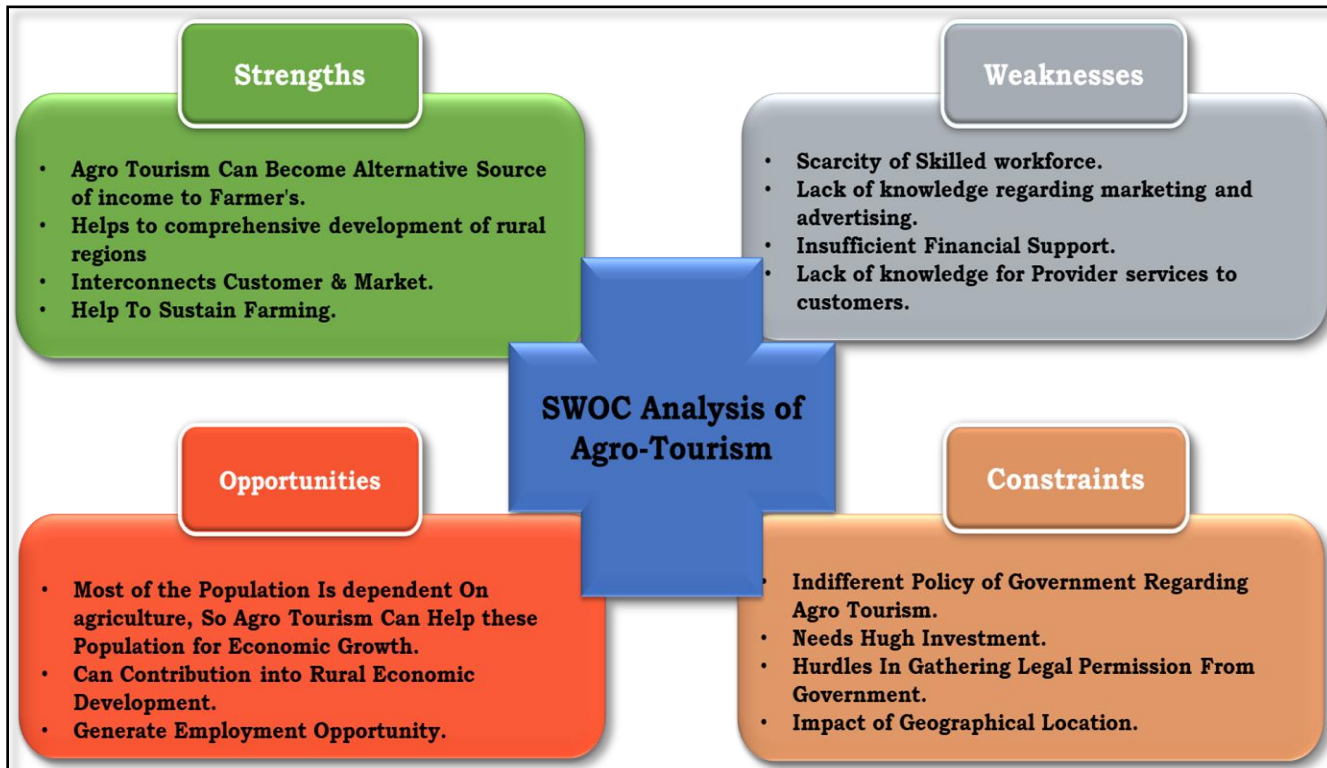


Fig: Agro Tourism SWOC Analysis

Part-V: CONCLUSION

After reviewing the available literature, the researcher concludes with the following points. Available literature reflected the need of comprehensive study regarding to agro tourism and its benefits to economic development of farmers. Agro tourism can become option for sustainable income source of farmers but other factors which are affecting the growth of agro tourism need to be studied so the barriers in the development of agro tourism business growth can be reduced. As per the study and available literature some of the important obstacles in the development of agro tourism can be stated as follows. Due to government apathy, the agro tourism policy remains on paper, lack of capital, insufficient support from financial agencies. Apart from this, some important constraint includes lack of marketing knowledge among farmers, lack of skilled workforce, and lack of knowledge to provide service facilities among the farmers. Due to all above reasons comprehensive study is needed to mitigate these issues.

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