

## Agritourism: Supplementary Business for Farmers in Maharashtra State

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### ABSTRACT

*This study was designed for Maharashtra farmers interested in developing new or expanding existing Agritourism centre as a supplementary income source. This paper depicts the basic concept of "Agritourism", provides analysis of existing studies, analyses three case studies of Agritourism centres and makes recommendations for farmers for further developing Agritourism as an income stream to complement other income-generating activities. This study describes and analyses farm projects that offer Agritourism. Some major issues emerge: 1) The centers with different facilities described are located in rural areas near to large urban areas are necessary; 2) Personal satisfaction of tourists through Agripreneurs and employees with their work is important; 3) Conserving the unique character and authenticity of the center is attractive to tourists; 4) Staff with effective people skills is significant; 5) Each Agritourism centre seeks participative ways to educate the public about their products and services and 6) Different marketing strategies to make aware and promote Agritourism centres to the urban people are important.*

**KEYWORDS:** Agritourism, Agripreneurs, U-picking, Agritouristic potential, Agritourism network.

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