

Agro Tourism Management is the Key to Success

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Abstract

To success in any business, it is important to good management of that business. Effective management helps business to grow and expand. Agro tourism is evolving well in India as agriculture related business. Now a day management is essential to the growth of this business. The main function of agro tourism business is to show agriculture and rural culture and provide recreational and educational services to the customers. A customer is a blood of business. And if its customer is not satisfied it cannot be success. So properly management of the services provided to the customers essential.

Keywords: Agro Tourism, Management etc.

Introduction

Tourism is termed an instrument for employment generation, poverty alleviation and sustainable development. So adding additional income generating activities to the existing agricultural sector would certainly increase the contribution of agriculture to the national GDP. Urban peoples are looking forward for more offbeat options in their weekend getaway plans. They have started exploring countryside & rural tourism.

Agro Tourism is the concept of visiting a working farm or any agricultural, horticultural, or agribusiness operations for the purpose of enjoyment, education, or active involvement in the activities of the farm or operation. In general Agro Tourism is the practice of attracting visitors to an area used primarily for agricultural purposes. Ago Tourism is currently an expanding business that has directed urban attention to the rural countryside. Agro tourism is complimentary to traditional agricultural activities. It is an opportunity for farmers to use the available resources in a diversified and innovative way. It creates a win to win situation to farmers as well as tourists

Accepted definition of Agro tourism by **Maharashtra Agricultural and Rural Tourism Federation (MART)** “It is the holidays concept of visiting farm or any agricultural, horticultural, or agribusiness operations for the purpose of enjoyment, education, or active involvement in the activities of the farm or operation”

Objective:

1. To study the concept of agro tourism
2. To examine the management practices in agro tourism business.
3. To determine the affecting management factors on agro tourism business

Methodology

The Present study is based on the secondary data collection form the variety of séances such of Reference books, reports, websites etc. and analyses in systematic manner.

What Is Agro Tourism?

Agro Tourism is a business operation on a working farm or agricultural enterprise that offers educational and entertainment experiences for visitors while generating extra income for the farmer. Visitors or Customers participate in friendly discovery and learning activities in natural or agricultural settings. Because it blends entertainment and education, Agro Tourism is also known as “agrientertainment” and “agritainment.”

Agro Tourism Potential in Maharashtra

Maharashtra is the third largest state of India, both in area and population. It is located on the west coast of India with a 720 km long coastline along the green Konkan region. Nestled in the Western Ghats and the Sahyadri mountain range are several hill stations and water reservoirs with semi-evergreen and deciduous forests. There are many tourist centers in Maharashtra which are the supporting natural environment for the agro-tourism centers in Maharashtra.

Management practices

Authentic farm or Ranch Experience:

Agro tourism can be defined as any agriculture related activities actively engaged in the operation, management or promotion of an agriculture product to the public. This business provides visitors with an agriculture and rural educational experience. It is most important to keep in mind that a product offer to visitors may be the experience of farm or ranch living because farm or ranch is often the face of farming and ranching.

Educational Experience:

Depending on the ages of the visitors, it is important to provide them with educational experience as per his expectation. Agro tourism provides real rural civilization experience with effective setup of rural culture. And also important to provides other educational experience for farming and farming activities

Customer Service:

Customer service is an internal part of business planning. Customer is a god of business. So customer satisfaction is most important to success of any business. Effective customer service will ensure a safe and high quality experience for customers. it also ensures these customer will return to again and again and tell others potential customers about activities

Adequate public facilities:

It is most important needs to have sufficient capacity of staff and infrastructure to provide basic service such as parking, transportation, food, entertainment equipment, customer assistant etc. in order to maintain a safe and customer friendly business, provision of service and facilities like rooms, roads, cleanness and educational facilities.

Safe and accessible environment:

Agro tourism business ensure that property and facilities are maintained and in compliance with zoning, health, food safety, security and environmental regulations. Planning of risk management for farm is useful to business. All the facilities are safe and free accessible

Community relations:

Community relation is depends on customer satisfaction. It is important to regularly provide opportunities for organize groups and individuals to visit agro tourism business like schools and business association

Planning for financial future:

Review business plan regularly and appropriately add value to all farm services, product, and experiences in order to provide for the long term sustainability of business. Financial planning is require to maintain successes and valuable return form business

Important points to manage

Traditional well come

Agro Tourism is a combination of rural and agriculture activities so it is important to welcome the customers in a traditional way, because first impression is most important to business. Their for arrangements should be made to ensure that every customer is warm welcome

Parking and Traffic Control

Sufficient Parking facilities are important requirement of agro tourism business. Provide parking spaces for both small and larger vehicles with traffic lanes. Customers free access for in and out of parking. Parking area should be clean and well maintained with soil and dust.

Walkways

The next good impression on customer is walkway. Walkway is more safety and clear instructed between parking and other facilities. It means walkway should be easily identified areas to visit. Walkways must have firm, smooth surfaces and be free of puddles and mud.

Access to Rooms and Food Services

Customers must have safe access to rooms and food services. It must provide reasonable accommodations for all customers. Separate rooms allocated for every customer as per his demand. Room facilities are provided with all necessary equipment and keep clean every time. The Kitchen management also provide good quality of food And give clear information about timing of food services.

Lighting

If customers are present at night than all public areas must be lighted. It must importance for prevention of injuries of customers. all walkways covered under fresh lighting.

Security

It is important for your customers to feel safe and secure at agro tourism center. If customers feel unsafe or uneasy than he may be unlikely to return. For this train all staff to recognize potential safety and security threats and to implement proper communication and response for customer expectation.

Animal Control and Bio-security

Animals are part of the farming experience, but safety should be a major consideration when deciding how animals are to be included in your agro tourism operation. Animal control

and bio-security procedures may be always in control of the operators. Animal activities should be handled promptly. Keep distance between animals and visitors

Water Features

Natural water features – ponds, lakes, streams, rivers or swimming pools may be part of the landscape in agro tourism enterprises. Because water poses a danger, so posting warning signs near the water features, fencing in or fencing off the water feature from customers and instructing children not to go near the water without an parents..

Fire Prevention

Fire can cause a major damage of business. After the fire is an negative impact on business so It is necessary to take fire prevention measures. If there is a fire than additional planning is needed to control the fire. Flammable substances should be kept away from crowded areas. There should be sing that smoking is strictly prohibited.

Operation of Machinery

Farm equipment and machinery is fascinating to children of all ages. Therefore, the operation of machinery should be kept to a minimum and incorporated into only very carefully planned activities that do not place staff and customer at risk. All agriculture equipment should be maintained properly.

Recreational Activities

Increase customer happiness and enjoyment of their visits and allows them to spend more time or more visit often, need to provide recreational activities. Recreation should be without certain risks. It is necessary to properly maintain and safe for customer. e.g. horseback riding, bullock cart, shooting, boating etc.

Storage Areas

Storage areas are necessary for agro tourism business. They can also properly secured by a lock. Unused equipment that poses a danger to children should be kept under lock.

Conclusion:

Proper implementation of management functions in the business helps maintain the business continuity. In order to provide quality services to the customers, the staffs need proper co-ordination and good control over them. Because effective quality services is most important

to any business. If the customer is satisfied, he will inform other customers about your services and indirectly promote the business. Therefore, management is considered the key to success.

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