

Research  
Paper

## Socio-economic development of rural area of Konkan region of Maharashtra state through agrotourism

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### ABSTRACT

To preserve the natural heritage of Konkan region and to develop the socio-economic status, strategic scientific planning of Agrotourism as a form of Rural Tourism is a need of hour. Therefore, focus should be given on infrastructure development schemes coupled with anti-poverty fund schemes for increasing income and employment opportunities.

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**Key words :** Rural tourism, Agrotourism, RTBI model

## INTRODUCTION

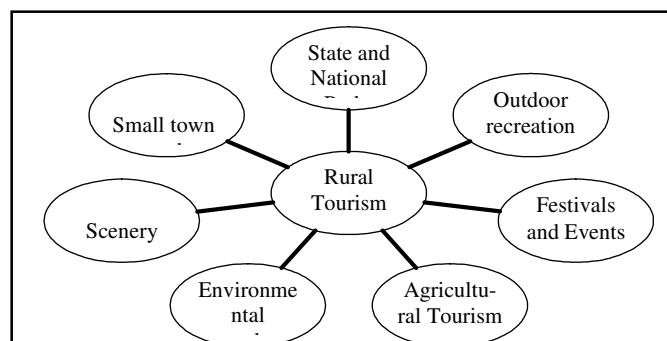
There are varieties of terms used to describe tourism in rural areas including Farm Tourism, Agro-Tourism Soft Tourism and Eco-Tourism (Beeton, 2006)

According to the Organization of Economic Cooperation and Development (OECD), rural tourism is defined as tourism taking place in the countryside (Riechel *et al.*, 2000). Rural tourism is located in agricultural landscapes and is characterized by enjoyment of a tamed nature or highly modified landscapes. It is about the land uses and human cultures that the interaction between humans and the land have created. It positions agriculture and farms as the foundation upon which the attraction is built (Knowd, 2001).

Any form of tourism that showcases the rural life, art, culture and heritage at rural location, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience termed as rural tourism.

### Rural tourism demand drivers:

Rural tourism comprises a number of drivers that help to create the demand for rural tourism visitation. These demand drivers working either alone or conjunction with others help to satisfy the needs of the rural tourism visitor.



Source: CTTC

Fig. 1 : Flow chart 1

Rural tourism is the form of alternative to mass tourism, which takes place in rural areas (Flow Chart 1)