

Stakeholder Perspectives on Agro-Tourism Sector of Satara District in Maharashtra

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Article Info	ABSTRACT
Article History: Received: 15th Dec 2025 Accepted: 19th Dec 2025 Published: 20th Dec 2025 Keywords: Owner, Employment, Potential	Satara district possesses numerous tourist attractions; however, its potential for large-scale agro-tourism remains underutilized. This is primarily attributed to inadequate facilities and limited regional development. This study examines the perspectives of owners, employees, and visitors regarding agro-tourism, an emerging sector in India that promotes sustainable rural development. Agro-tourism offers visitors exposure to agricultural environments, practices, local cuisine, and traditions, while simultaneously supporting farmer economies. In recent years, it has become a popular choice for urban tourists. Although Satara is a recognized tourist zone with natural, historical, religious, and cultural sites, its agro-tourism potential is not fully realized. This paper specifically investigates human resources and visitor satisfaction levels in Satara's agro-tourism, arguing that both Maharashtra and Satara district possess significant potential for agro-tourism center development.

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Introduction

Agro-tourism serves as a complementary activity to conventional agriculture, offering farmers an innovative way to diversify their use of existing resources. It establishes a mutually beneficial scenario: farmers gain additional income, and tourists experience rural life and nature at reasonable costs. The development of agro-tourism also brings broader socio-economic benefits to entire villages. Instances from Satara district, Maharashtra, demonstrate that agro-tourism contributes to the holistic development of farmers and their communities.

As a subset of the tourism industry, agro-tourism enables visitors to learn about agriculture and appreciate rural landscapes, often categorized as rural or farm tourism. Globally, tourism is acknowledged as a significant driver of economic growth, capable of generating extensive employment and supplementary income for individuals across skill levels. Promoting tourism yields substantial direct and indirect advantages for local populations.

Sampling: Human Resources and Sample unit

Present research paper has focused to take opinion of owners, employers and visitors. Following was the sampling taken for study.

Following table shows population and sampling details of Agro tourism selected for sample on the basis of (Unity of farm Specific Factors, One agro tourism center in each tehsil)

Table No-1
Human Resources and Sample unit

Sr.no	Category	No. of Samples
1	Owners	18
2	Employers	36
3	Visitors	100

Following table shows Details of sampling unit, which contain name of agro tourism center and address

Table No-2
Details of Sampling Unit

Sr. no	Agro tourism Center	Tehsil	Address
1	Rutugandh Agro Tourism Center	Wai	Wai-Menwadi Road, Wai
2	Apala Gaon	Karad	Shree Vanlaxmi Agro tourism Center, Karad
3	Janaki Agro Tourism center	Satara	Borgaon, Satara
4	Vedi farm agro-tourism	Koregaon	Solashi, Koregaon
5	Balaji Agri Tourism Center	Phaltan	At/Post-Gat No- 775, Vadgaon
6	Anantraj Agri Tourism Center	Jawali	At/Post- Bhang , Tal- Jawali,
7	Dahiwadi Agri Tourism Center	Man	At/Post-Dahiwadi
8	Prabhusrushti Agro Tourism Centre	Phatan	Prabhusrushti Agro Tourism Centre, Phatan
9	Adarsh Agri Tourism Center	Khandala	At/Post- Gutad
10	Bandhu Prem Agri Tourism Center	Khataav	At/Post-Nidhal
11	KasKoyana Agro	Mahabaleshwar	At/Post-Kas

Table No-3
Opinion of Human Resource

Sr.No	Part	Opinion of Human Resource
1	Part I	Opinion of Owners
2	Part II	Opinion of Employers
3	Part III	Opinion of Visitors

I.Opinion of Owners

Analysis shows the opinion of owners. Researcher has conducted total 18 interviews with structured questionnaire. Following descriptive analysis highlights on opinion of owner on different parameters.

Table No -4
Primary occupation of owners

Sr.No	Particulars	Frequency	Percentage
1	Farmer	8	44.4
2	Business	10	55.5
3	Job/Service	0	0
4	Self Employed	0	0
		18	100

Source: Primary Data

II.Opinion of Employers

Part II analysis shows the opinion of employers. Researcher has conducted total 30 interviews with structured questionnaire. Following descriptive analysis of employee on the basis of designation.

Table No.5
Designation wise classification

Sr.No	Particular	Frequency	Percentage
1	Manager	13	36.1
2	Accountant	4	11.1
3	Operational	3	8.3
4	Supervisor	4	11.1
5	Worker	6	16.6
6	Receptionist	1	2.7
7	Housekeeping	5	13.8
8	Total	36	100

Source: Primary Data

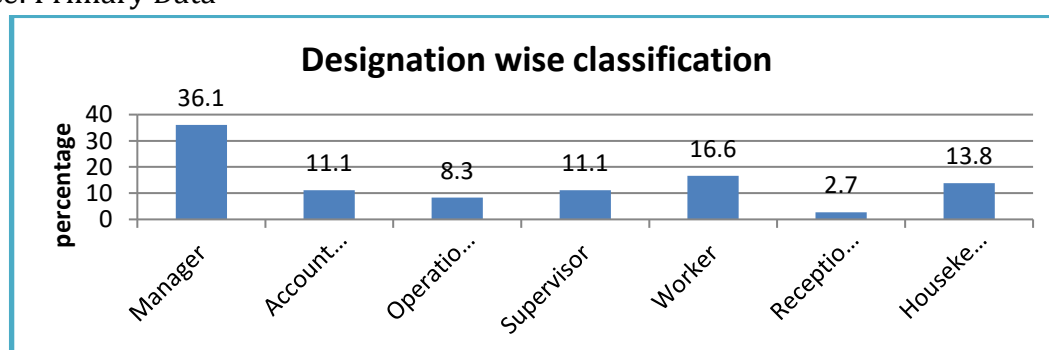


Fig.1

Satisfaction About Facilities Provided At Agro Tourism Unit

Following table shows the satisfaction about facilities provided at agro tourism unit. Researcher has used 5 point likert scale for data collection. i.e. Fully dissatisfied, 2- Dissatisfied, 3- Neutral, 4- Satisfied, 5- Fully Satisfied.

Table No.6
Satisfaction about facilities provided at agro tourism unit
(unit =18)

Sr.No	Particular	Satisfaction		
		Mean	S.D.	Rank
1	Farm Tours	4.28	0.67	5
2	Bullock cart rides	3.88	1.09	9
3	Tractor Rides	3.82	1.11	10
4	Residential facility	4.08	1.18	7
5	Farm Store: Exhibition of farm equipment	4.42	0.50	2
6	Picnic Ground	4.17	0.78	6
7	Gift shop	1.75	0.51	12
8	Rural Sport (VittiDandu, Gotya, Surparmbya etc.)	4.05	0.92	8
9	Vegetarian food	4.52	0.49	1
10	Non vegetarian food	4.37	0.63	4
11	Maharashtra food	4.40	0.81	3
12	Punjabi food	3.11	1.50	11

Source: Primary Data

Above table shows the satisfaction about facilities provided at agro tourism unit. Owners are satisfied vegetarian food, farm store, Maharashtra food, Non vegetarian food, Farm Tours; Picnic Ground etc. mean value is more than 4.08 to 4.52. Total 12 parameter having mean value more than 3 which shows respondent are satisfied on 12 parameter. Only one variable shows mean value below 3 which shows owners are not satisfied on their facility and agreed that improvement is required.

III. Opinion of Visitors

Part III analysis shows the opinion of visitors. Researcher has conducted total 100 interviews with structured questionnaire. Following descriptive analysis highlights on opinion of visitors on different parameters.

Table No.7
Marital Status of Visitors (n = 100)

Sr.No	Participants	Frequency	Percentage
1	Married	75	75
2	Unmarried	25	25
		100	100

Source: Primary Data

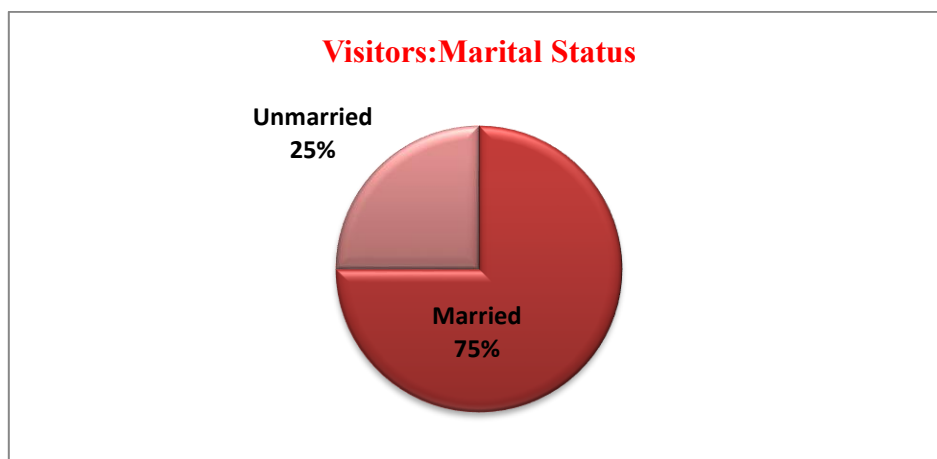


Fig.2

Garrett's Ranking Technique

Garrett's Ranking Technique was used to analyze the factors motivating the tourist to visit agro-tourism. Under the Garrett's ranking technique, the percentage position was calculated by using the following formula:

$$\text{Percentage position} = \frac{100 (R_{ij} - 0.5)}{N_j}$$

where,

R_{ij} = Rank given for i th variable by the j th respondents.

N_j = Number of factors ranked by the j th respondents

Identification of important motivating factors to participate in agro-tourism.

Visitors Satisfaction of Janaki Agrotourism.

The scope of the study is limited to identify the satisfaction level and motivating factors for visiting agrotourism. The present study was conducted on the agrotourism based on primary data. A sample of 60 visitors is selected at random to know their preferences to Janaki agro-tourism. The primary data were collected through a direct interview schedule through a well designed questionnaire. In addition to this, Garrett's ranking technique was used to provide a rank order with respect to the important factors to participate agrotourism. The questionnaire was divided into two parts. In the first part, the respondents were asked about their demographic information so as to collect information about their age, profession and economic status. In second part, the respondents were asked about billing pattern, mode of communication, satisfaction level and tourist expectation and experience and so forth.

Satisfaction level of visitors

It can be inferred from the below graph that near about 80 to 90 per cent of the respondents were highly satisfied with friendliness and professionalism of the operator, food and beverage and attitude and service quality of the support staff. 10 per cent and 6 per cent respondents were dissatisfied about amenities and arrangement at the destination and hygiene, respectively.

Findings & Conclusion

The Maharashtra has a greater potential of the development of the agro-tourism centres due to the good natural and climatic conditions. But there are some problems in the

process of agro-tourism development in the state. Few problems researcher could come across while doing the survey. Major challenges and problems are as follows;

- Lack of perfect knowledge about the agro tourism Weak communication skill and lack of commercial approach of the small farmers
- Lack of capital to develop basic infrastructure for the agro-tourism
- Ignorance of the farmers towards the hospitality for the urban tourists
- Presence of unorganized sector in the agro-tourism industry
- Ensuring hygiene and basic requirements considering urban visitors.

Suggestions

Agro-Tourism is a one of the business activities. So, farmers must have commercial mindset and some marketing techniques for the success. For the better success in the agro-tourism farmers should follow the following things;

- Develop different agro-tour packages for different type of tourist and their expectations.
- Preserve an address book and comments of the visited tourists for future tourism
- Small farmers can develop their agro-tourism centers on the basis of cooperative society
- Participation in training and skills development programs with Maharashtra State Development corporation
- Train your staff or family members for reception and hospitality Understand the expectations of tourists and try to reduce the gap between their expectation and perception

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