

# A Potential Growth of Agri-Tourism Destination in Nagpur District

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## CHAPTER 1

### INTRODUCTION

Agri-tourism is a field that is growing in popularity as producers try to diversify and increase profits. By combining agriculture and tourism, agritourism offers new sources of revenue but also presents potential problems and legal complications to agritourism operators. Agriculture is quite possibly the most important advancement and discovery that humanity has made. The term 'agriculture' itself displays how strongly it coalesces with the root of human culture. Agriculture is not mere a profession, it is a distinct lifestyle. Whereas, in the times where the unique 'lifestyles' have become tourist attractions, tourism as an industry has developed into one of the largest and fastest- growing industries in the world, while going through many expansion and diversification over the years.

The new-age tourists, as well as the ones who have experienced the superficiality of mass tourism along with their changing attitudes, preferences and needs, have resulted in the emergence of 'alternative' forms of tourism. Alternative tourism is when people tour to a place, which is unique than the usual tourist destinations. In this type of tourism, visitors often interact more with the locals rather than simply visiting the attractions of the destination. The local cultures, families and communities are emphasized over mainstream tourism.

Agriculture is the backbone of Indian economy, around 85% of the population is directly or indirectly dependent on agriculture more than profession or a business, agriculture is India's culture.

Hence India has a great scope to be a developed as agri-tourism destination.

By meeting the needs of the society to their benefit and create an economic concept and a working model through the concept and working model of Agri - Tourism for bringing additional earnings to the farmers,

learning in respect of the comfortable life style, working methodology, challenges and benefits involved in the city life and village life for both the farmers.

People from urban areas used to travel to rural areas with an intention to meet the relatives and friends over there. However, while doing so, unintentionally, they used to get a break from their busy and stressful life in the cities. These visits were the tool to rejuvenate their bond and connection with the rural life, its culture and traditions. However, in recent times, due to rapid urbanization of rural areas, employment opportunities, modern lifestyle and so on. The migration of rural population towards urban areas has grown tremendously.

This has resulted in lesser visits to the relatives and ultimately lesser bonding with rural areas. The change in tourists trends as “People are taking more and shorter trips, doing more travelling by car, combining business travel with vacations, looking for new experiences, adding diversity to their experiences, travelling as a family, and looking to go back to their roots.” These are the ‘roots’ tourists want to visit and cherish that cultural heritage with theirfamily.

## **Aim**

A potential growth of argi-tourism tourist destination in Nagpur district.

## **Objectives:**

- 1) To identify argi-tourism destination in Nagpur district
- 2) To analyse the present agri-tourism destination in Nagpur
- 3) To study the concept of agriculture tourism.
- 4) To accumulate information on global scenario of agri-tourism.
- 5) To analyse the impact of agri-tourism on economic conditions of farmers
- 6) To assess the level of expectations and satisfaction of tourists over agri-tourism attributes.

## **Limitations:**

- 1) The study will be limited to 45 Samples only.
- 2) The study does not consider the personal background of employees.
- 3) The study will be limited to Nagpur city only.
- 4) Time, money and energy will be major constraints.

## **Hypothesis:**

- Ho - Most of the participants are aware about the agri- tourism concept.
- Ha –Tourist feels that the argi-tourism concept is not worth for potential growth of tourist destination.

## CHAPTER 2

### REVIEW OF LITERATURE

#### Argi-tourism industry

Tourism literature indicates the gradual changes in travelling attitude, a decrease in the seasonality feature of tourism and an increase in the active holidays have become the objectives of new tourists. These objectives are influenced by culture, nature and the traditional way of life<sup>(1)</sup>

This has paved the way for 'Alternate Tourism' products. Alternative tourism presents new markets and alternative income opportunities for the local people. These alternative methods include nature based tourism products, which makes them sustainable for both to the environment and the entrepreneur.

Under the term of sustainability, new approaches in the tourism sector are not only protecting the present tourism resources but also creating new nature-based sustainable tourism products. It is said

“alternative tourism creates a new economic opportunity for nature-based and rural areas, which leads to the relation between development and tourism in rural areas”<sup>(2)</sup>

#### Argi-rural Tourism

Many studies of 'what tourism is' show that tourists seek the wholeness in 'the different' which everyday life cannot offer. A lot of the existing literature on rural and farm tourism refers tourism as a 'potential solution to the socio-economic challenges of rural areas'. One of the major characteristics of rural tourism is its location in regions and territories, which so far have not been exploited by mass tourism. Rural tourism offers the opportunity of enjoying the rural environment and culture at a low price, which appeals to a large market, including families, couples and seniors. The rural areas attract the urban population by the cultural flavour given to it by people living in that continuum.

Rural tourism, as a concept, is, “a form of tourism that is located in rural areas, is rural in scale, character and function, reflecting the differing and complex pattern of the rural environment, economy, history and location” One of the key features of rural tourism is its localization in areas which were not been exploited by mass tourism<sup>(4)</sup>

According to the Government of India's rural tourism guidelines, rural tourism refers to, “any form of tourism that showcases the rural life, art, culture and heritage at rural locations, thereby benefiting the local

community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching experience”. Rural tourism may be described as a type of ‘special interest tourism’, which develops in the rural regions by promoting the cultural, environmental and historical richness of the rural areas.

The rural capital is commercialized and packaged as an experience in rural tourism. Rural capital is divided into Physical, Social and Natural capital, which includes aspects such as rural – agricultural landscapes, biodiversity, geology, rural settlements, water bodies, distinctive local customs, languages, traditions, cuisines, crafts, festivals, lifestyle etc.

Rural development can be defined as, “the type of development that benefits rural population by raising their living standards and improving their prosperity in a sustainable way”.

Rural tourism is commonly regarded as a mode of lifting rural areas out of a situation of migration and economic decline. Rural development contributes not only to decrease rural poverty by indirectly bringing employment and demand outside agriculture but also reducing regional income gaps and minimizing immigration from rural to urban areas. Agri-tourism is perceived to be instrumental in “preserving the rural environment and local cultures, preventing immigration, increasing income and reassigning of economic roles in households”, it also plays an important role in invigorating local economies.<sup>(3)</sup>

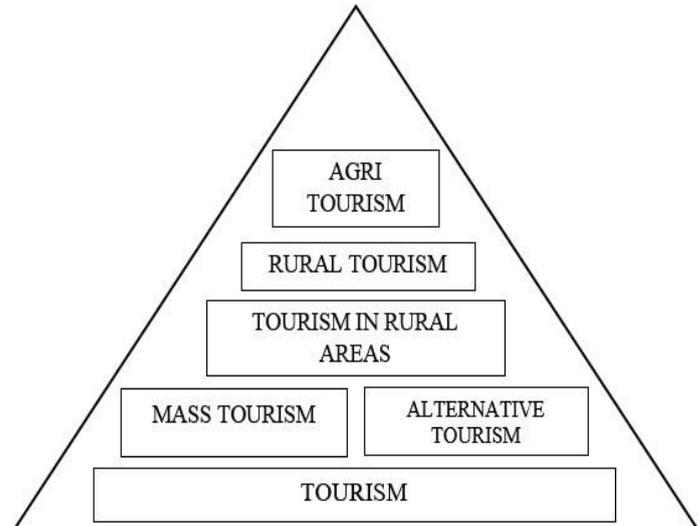
Literature shows, that, in Europe, rural tourism has played an important role in rural development.

Rural tourism has often been identified as a “vehicle for safeguarding the integrity of the countryside resource, enhancing the rural economy and maintaining rural ways of life”<sup>(8)</sup>

Rural tourism involves agriculture as a part of the whole product, similarly, agri-tourism also involves some elements of rural tourism. Essentially, agri-tourism needs rural surrounding, while, the core product of rural tourism – ‘rural area’ is incomplete without agriculture. In other words, “rural tourism is based on the rural environment in general, whereas agri-tourism is based on the farm and farmer”.<sup>(5)</sup>

Both the concepts focus on benefiting the local community economically and socially and also enabling interaction between the tourists for a more enriching tourism experience. Rural tourism is a wide concept and agri-tourism, as well as Ethnic tourism, are the specialized branches of it.

Agri-tourism is a new type of rural tourism, which is executed in agricultural lands. It is developed as an agri-allied business with the aim of not only a development instrument for local people who are dependent on agricultural production but also for sustaining the agricultural lands.



The demand for a slow-paced farm experience has now become the catalyst for farm-based recreation to become an important business. Agri-tourism is playing an ever increasingly important role in the diversification of the agriculture, farming and tourism sectors into the rural areas. Agritourism is vital to diversify, transform and improve the competitiveness and quality of the farms. While considering the farm as a tourism product, the literature suggests that the agrarian sector is not only a provider of material goods but also of immaterial goods, especially those connected with culture, education, gastronomy, landscape and the environment.

In the current scenario, where the poor agriculture commodity prices, rising production costs, globalization, industrialization, the encroachment of suburban development, loss of government – supported agriculture programs and the elasticity of commodities market have led farm families to explore the possibility of alternative income sources to preserve the family farm.<sup>(5)</sup>

### Concept of Agri-tourism

This is a new concept developing in the agricultural sector where a farmer or an agro – entrepreneur having his own farm land and growing agricultural or horticultural produce, also develops certain amenities in the farm land where he can invite and entertain certain guests from the cities that he can comfortably accommodate in the natural setting for a fee for certain period which will afford the city dwellers an outing from their usual work packed environment and acquaint them with the vitals of life of villages. Such an opportunity will be a source of learning and fun for the city dwellers, while adding to the income of the farmer entrepreneur providing a financial cushion to him in his occupation.

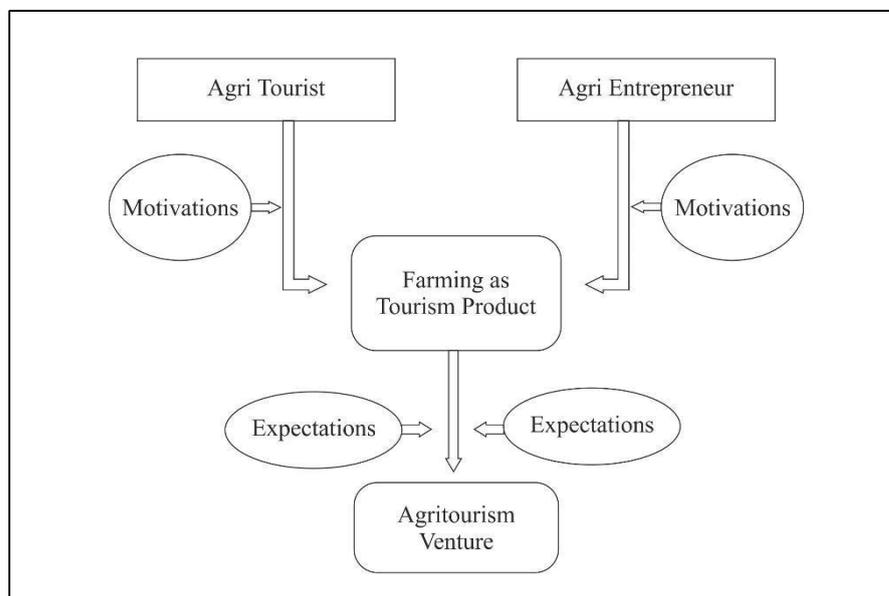
This will also bring him knowledge of the newer technological developments through the acquaintance of the guests and bring him closer to the modernity. The idea is though may appear to be similar, is actually different from running a resort, which is out and out a business for pleasure often in the outskirts of the cities, whereas the Agri – Tourism is actually developing out of mainly agricultural occupation, where facility to relax, learn and make fun is added by the farmers to earn.

Greater interactions between the farming community with the city dwellers by way of the Agri – Tourism is likely to facilitate exchange of ideas, better understanding of the opportunities and advantages, threats and problems of in various occupations in the villages and the cities and enlarge the vision of the farming communities, increase their earnings possibilities, afford alternative ideas in times of financial crisis and embolden them in their risk management capabilities.

One of the crucial realities of the small landholder, totally depending upon the uncertain earnings from the same, is the lack alternative sources of income and non-availability of a socio – financial network to bail him out during financial and seasonal crisis. Agri – Tourism can be a real alternative, given the opportunities for every stratum of the landholders engaged in agriculture.

‘Agri-tourism can be defined as presenting the farming culture, farming lifestyle, farming and allied activities in the rural surrounding as the tourist destination as well as attractions by the farmer or agri-entrepreneur’.<sup>(6)</sup>

### Framework of agri-tourism

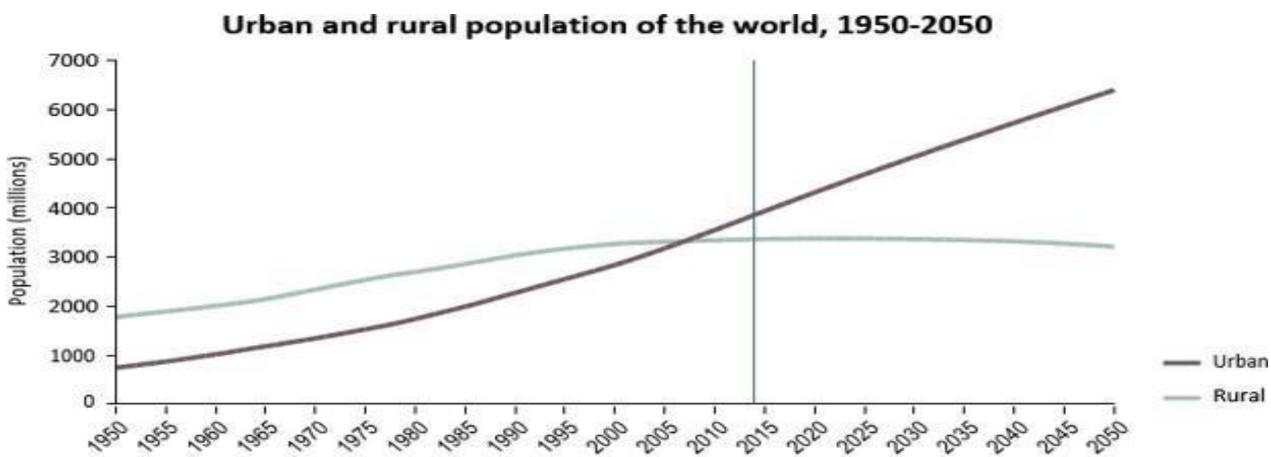


#### The concept of Agri-tourism (Worldview)

The need for agri-tourism arises from the mundanely of the urban life as well as the lack of exposure of rural - farming life. Urbanization, which is referred as a “continuous and permanent increase of the urban population at the expense of rural areas” is an important factor in the concept of rural and agri-tourism.

According to the report on World Urbanization Prospects of United Nations (2014), globally, more people live in urban areas than in rural areas, with 54 percent of the world's population residing in urban areas in 2014. In 1950, 30 percent of the world's population was urban, and by 2050, 66 percent of the world's population is projected to be urban within which, India is projected to add 404 million urban dwellers.

The global rural population is now close to 3.4 billion and is expected to decline to 3.2 billion by 2050. According to Census survey of India 2011, India's urban population share increased from 27.81 percent in 2001 to 31.16 percentage of total population in 2011. Figure shows the opposite changes in the world urban and rural population.



Various factors such as the density of the population, different types of pollutions, the stress and speed of urban living lead to a mechanized type of lifestyle and create an 'Urbanized' mind-set. The loss of touch with nature causes various negative consequences for the urban population. This urban population no longer have contact with agriculture, the rural areas and food production. However, contacts with nature, agriculture, animals and rural areas are a natural and emotional human need. <sup>(7)</sup>

The stresses of urban lifestyle have led to 'counter-urbanisation', which has led to increased attraction of the rural areas.

As the urban population becomes more detached from the natural world i.e. the rural area, which are the sources for our natural and cultural heritage, they seek to fill this void by trying to get close to nature, by making a connection with rural areas. Changing working culture also has increased the popularity of shorter breaks with a greater choice of leisure activities. The sense of individualism prevailing in urban tourists creates a need for unique experiences.

Tourism, especially weekend tourism has become a ‘stress buster’ for the urbanites, where they can take a short break from their hectic city life. “Increasing environmental awareness and interest in the relationship between humans and environment have raised the attractiveness of rural experience as ecologically sustainable tourism”.<sup>(9)</sup>

The braided idea of traditional rural activities with those of hospitality gives rise to forms of rural tourism. Whereas, an amalgamation of agriculture and tourism has resulted in the concept of Agritourism, which reorients agriculture as a tourist destination and attraction for providing ‘special interest tourism’ to cater the need of modern tourist to experience and obtain the familiarity with agricultural activities. This form of tourism comes under the term ‘Rural tourism’ and relates itself to ‘Eco’ or ‘Nature-based tourism’, ‘Ethnic tourism’ and ‘Educational tourism’ as well. It may also be promoted as ‘Responsible tourism’, ‘Social tourism’ and ‘Volunteer tourism’.

“Agri-tourism in many countries consist primarily of lodging and meals on the farm. Farm families often remodel farm buildings into rustic lodging facilities, and then operate them as a type of Bed & Breakfast”.<sup>(12)</sup>

In other words, agri-tourism, like other types of tourism, is also about attraction, activity and accommodation. These terms in the context of agri-tourism may be explained in the following way: Attractions: the working farm, different activities of the process of cultivation, various agri products, the lifestyle of the farming community, authentic rural food, local handicraft, authentic traditional hospitality, rural culture, folk art etc. Activities: observing the farming activities, taking part in farming activities, visiting allied farming activities like cattle plant, poultry units, playing authentic rural games, bullock cart ride, purchasing the agri-products, enjoying the authentic rural cuisines in the traditional way, swimming in well or river etc. Accommodation: available infrastructure like farm side rooms, halls, tents etc. can be used for making accommodation arrangement of the tourists.

Along with agri-tourism, terms like ‘agri-tainment’ and ‘agri-education’ are used. Agritainment refers to the fun side of agri-tourism that includes mazes, petting farms, cycling, traditional games, kite flying and so on. Whereas Agri-education may be explained as, giving the orientation to tourists about agricultural production, different crops, agriproducts, rural culture, farming lifestyle and other related activities.

India has a great scope to be developed as agri-tourism destination, talking specially vidarbha which has a vast agriculture, has a great potential to be developed as agri-tourism destination. This study well contributes to adding awareness for additional income for the farmers. Bring some respite to farmers which are not able to get enough economic benefit from the farm so serious efforts need to be made in this direction and agri-tourism is one such an activity.<sup>(12)</sup>

## Basic principles of agri-tourism

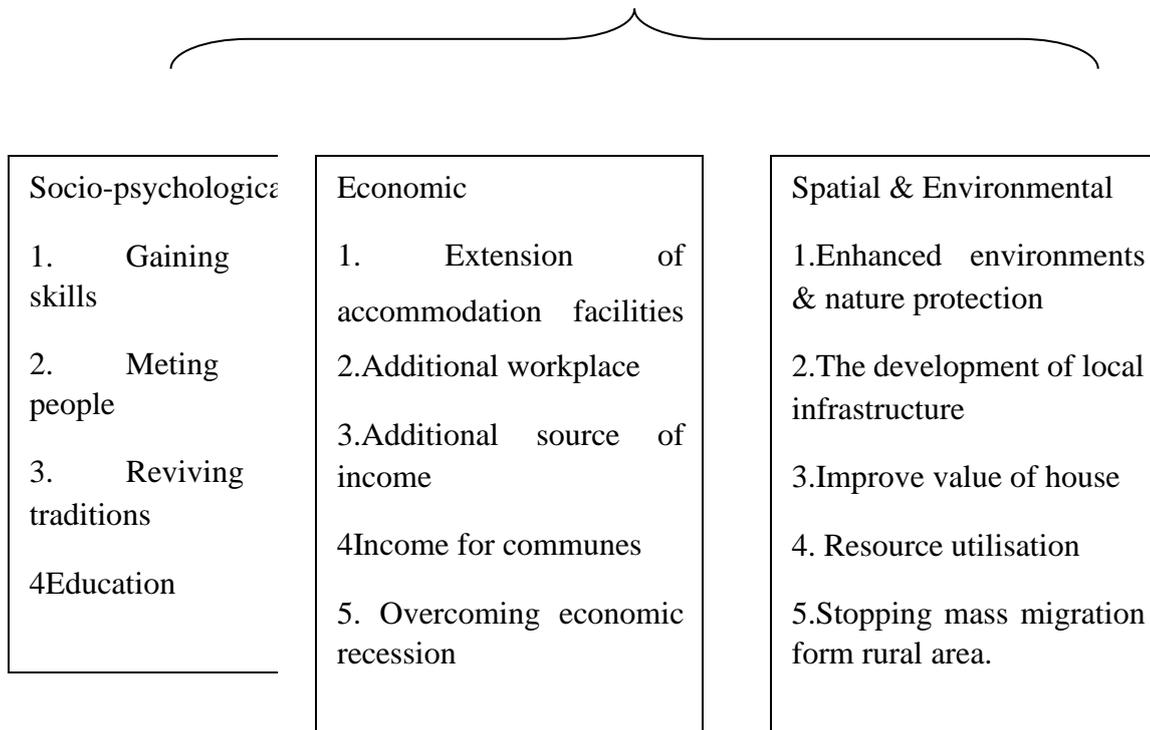
Agri - Tourism should ensure the following three basic principles.

1. Have something for visitors to see - Animals, birds Have something for visitors to see, farms and nature are few things which Agri-Tourism could offer to the tourist. Apart from these, culture, dress, festivals and rural games could create enough interest among visitors in Agri-Tourism.
2. Have something for visitors to do - Participating i Have something for visitors to do n agricultural operations, swimming, bullock cart riding, camel riding, buffalo riding, cooking and participating in the rural games are few activities to quote in which tourists can take part and enjoy.
3. Have something for visitors to buy Have something for visitors to buy- Rural crafts, dress materials, farm gate fresh agriculture products, processed foods are the few items which tourist can buy as memento for remember. <sup>(11)</sup>

## Functions of agri-tourism

Agri-tourism serves various functions connected with revenue, employment, utilization of available accommodation facilities, activation of rural areas, nature conservation, as well as rest, recreation and education. They have categorized these function into three groups; namely, Sociopsychological functions; Economic functions and Spatial and Environmental functions, <sup>(13)</sup>

## Functions of Agri-tourism



Three important factors contribute to the success of agri-tourism

1. Farmer – In majority of the cases, farmers are less educated, less experienced and innocent. For a farmer, any outsider is a guest and is treated wholeheartedly without any commercial motive. Treating guests is pleasure for the villagers than pain. The farmer entertains the guest while entertaining himself in the process. He is not like an exploitative natured businessperson which itself facilitates a clean tourism atmosphere.
2. Village – Villages, located far from the city lack village urban facilities, but are blessed with natural resources. Investments are made by nature in the form of water bodies, fields, forest, mountains, deserts and islands. The community structure is more homogenous and treating guests is part of the culture rather than a professional activity leading to natural environment required for such form of tourism.
3. Agriculture – Rich resources in agriculture namely agriculture land, water and plants are unique from place to place bringing diversity and creating curiosity. Each field is unique which adds to the attraction of tourists. The way of cultivation and the products are great attraction to the urban population. Indigenous knowledge of rural people is a wealth, which adds to the novelty and the curiosity of urban population. Combination of farmer, village and agriculture creates a wonderful situation which provides unlimited satisfaction to the tourist especially from urban areas

### Scope of Agri-tourism

Tourism is depending upon the convenience of the location, the kind of facilities that can be offered, proximity to the city and the marketing of the same. Obviously in the hinterland and in the arid zones, Agri – tourism may not gather momentum. Or, greater effort and offering of typically interest holding activities including learning or enjoyment supplementing the usual attraction for relaxation and facilities therefore may bring in the city agri – tourists.

In the recent days People have become more interested in nature and how their food is produced. They want to meet farmers and processors and talk to them about what goes into food production. For many people who visit farms, especially children, the visit marks the first time they see the natural environs, source of their food, be it a dairy cow, an ear of corn growing in a field, or an apple they can pick right off a tree.

Agro-tourism has different definitions in different parts of the world, and sometimes refers specifically to farm stays, as in Italy. Elsewhere, agro-tourism includes a wide variety of activities, including buying produce direct from a farm stand, navigating a corn maze, picking fruits, feeding animals.

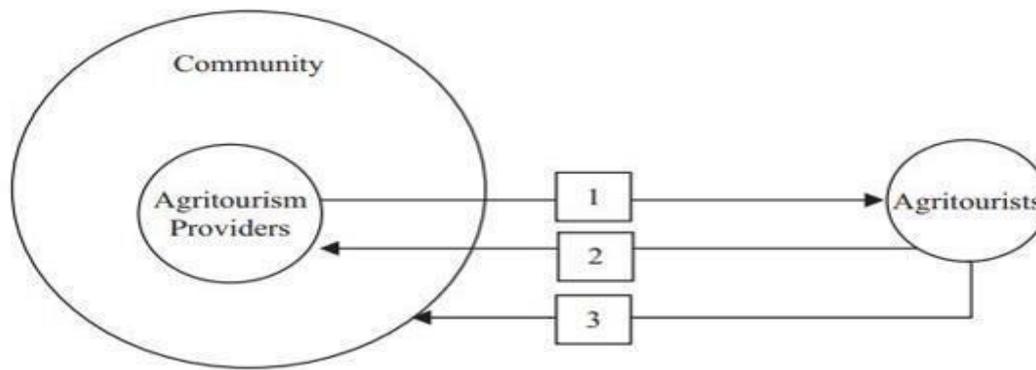
1. Inexpensive gateway - The cost of food, accommodation, recreation and travel is least in Agrotourism. This widens the tourist base. Present concept of travel and tourism is limited to urban and rich class which constitutes only a small portion of the population.
2. Curiosity about the farming industry and life style - The urban population having roots in villages always have had the curiosity to learn about sources of food, plants, animals, raw materials like wood, handicrafts, languages, culture, tradition, dresses and rural lifestyle.
3. Health consciousness of urban population and finding solace with nature friendly means - Modern lifestyle has made life stressful and average life span has come down. Hence, people are in constant search of pro-nature means to make life more peaceful. Ayurveda, which is a pronature approach medicine, has roots in villages. Indigenous medical knowledge of villagers is respected.
4. Rural recreation - Villages provide variety of recreation to urbanites through festivals and handicrafts. Villagers' (farmers) lifestyle, dress, languages, culture / traditions which always add value to the entertainment.
5. Educational value of Agro-tourism – Agri-Tourism could create awareness about rural life and knowledge about agriculture science among urban school children. It provides a best alternative for school picnics, which are urban, based.

The demand of agri-tourism is multifaceted, as it includes both 'push' and 'pull' factors. listed ten aspects of agri-tourism concept with which he believes that agri-tourism has a great scope in the context of Indian tourism.<sup>(14)</sup>

Scope of Agri-tourism

Sl. No.	Aspect	Scope
01	Close to Nature	Attracting urban population with is interested in environment and nature-based tourism
02	The Desire for Peace and Tranquility	Attracting the segment of tourist which are looking for peaceful holiday options
03	Health Consciousness of Urban Population	Attracting health conscious urban population with its organic products
04	Family Oriented Recreation	Provides recreation for all the members of the family, which gives an added advantage over other tourism products
05	Disillusionment With Mass Tourism	Agri-tourism centers with a limited number of tourists are in contrast with overcrowded resorts and mass tourism destinations
06	Inexpensive Getaway	Agri-tourism costs very less, which widens its attractiveness in cost conscious market
07	Rural Recreation	authentic rural culture, traditions, activities, fairs and festivals, cuisines are the unique offerings of Agri and Rural tourism
08	Curiosity about the Farming Industry and Lifestyle	Variance between urban and rural area increases the curiosity of urban population about the agricultural activities
09	Nostalgia	The lost connection with the rural culture and agriculture creates nostalgia, which can be satisfied with agri-tourism
10	Educational Value	Agri-tourism has great potential for education- tourism, which can disseminate the practical exposure and experience to the urban students regarding agriculture and allied activities

As the product of agri-tourism involves agri-tourists, agri-tourism provider and the community, it should meet the needs of agri-tourists and the host community while protecting and enhancing the opportunity for the future. <sup>(15)</sup>



1. Agritourism providers motivating the agritourists and serving the agritourists' needs.
2. Agritourists bring in revenue to agritourism providers. They also create jobs and revenues for the community by and large.
3. Agritourists might cause problems; e.g., pollutions, waste, and the overconsumption of resources in the community.

Accommodation also is an important part of agri-tourism experience. The 'holiday in farmer's house' offer of agri-tourism should be reflected in the product with the typical characteristics of the farmer's house. The 'defining features' of agri-tourism which differentiates them from other tourism products.<sup>(16)</sup>

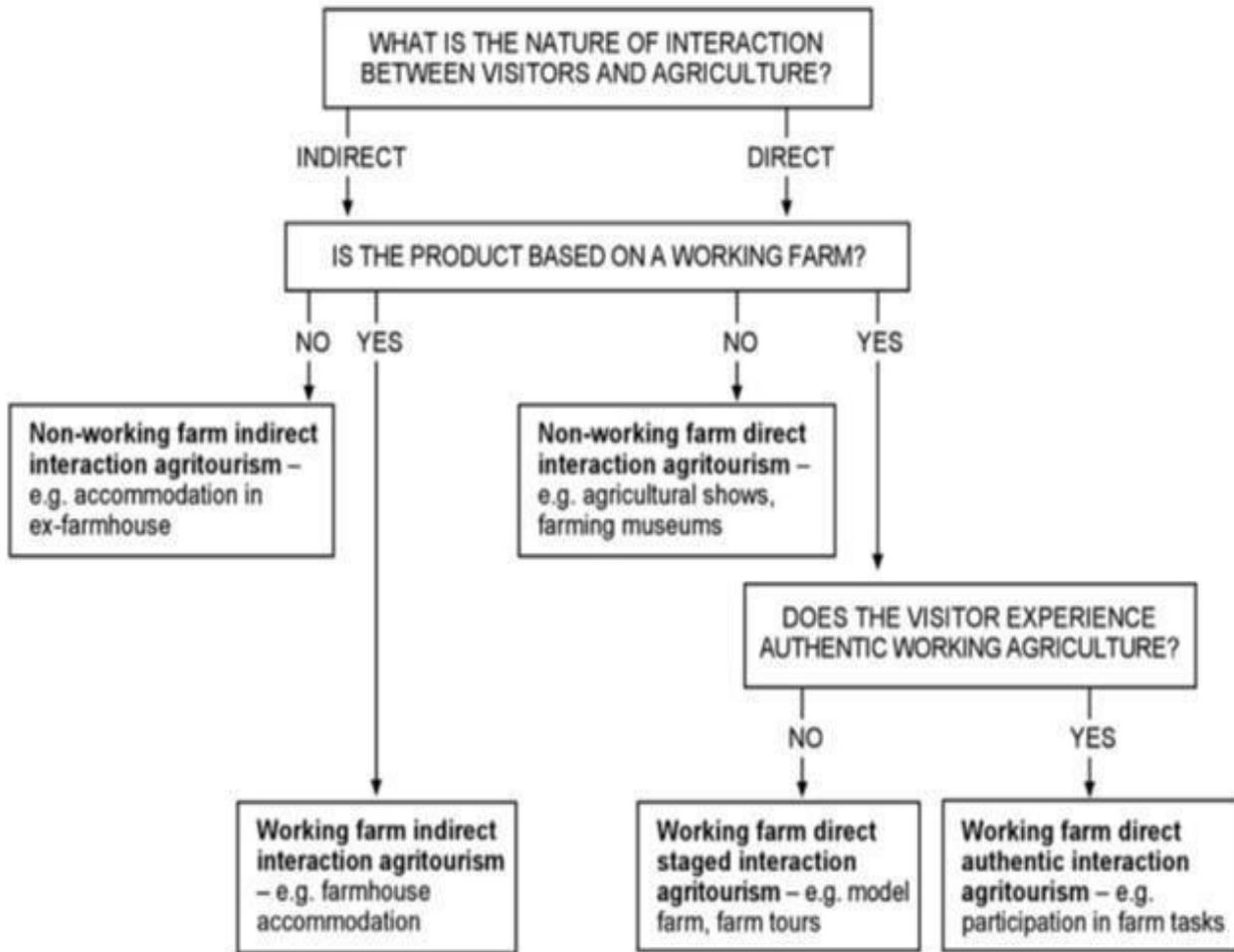
Defining features, which customize argi-tourism	
Agro- tourism is a mix of agricultural activities with tourist service of the farm	Is adiffuse tourism, because the offer is characterized by a large spread in space
Agri-tourism farm provide natural product and programs of awareness of farm	Avoid large gatherings of the tourist season during the peak season.
Agri-tourism comprise the activities of both of the family get income & agricultural activities	Tourism offer is authentic, based on the specific area and its special peculiarities
Accommodation place are, in agri-tourism, far reduce in number, and housing having rusticity character	Provides for people with low income possibility of rest, gaining natural products

#### Classification of Agri-tourism:

The 'typology for defining agri-tourism' given by is the latest and most comprehensive model for agri-tourism classification. The typology developed a theoretical classification of agri-tourism operations focusing on three criteria:

- a) Whether the setting is a working farm,
- b) The level of contact between the tourist and agricultural activity and

c) Whether the visitor’s experience is authentic or staged.<sup>(16)</sup>



Agri-tourism includes a diverse range of services. The ‘income – producing opportunities’ for agri-tourism operator or in other words, ‘sub – products’ of agri-tourism as follows:

1. Fairs, Festivals, Special events– Experiencing a festival in an authentic rural style, witnessing a local fair or participating in a special event organized by the center e.g. in the Indian context, Kite festival, Mango / Grape / Tender Sorghum (Hurda) festival are very attractive and unique products.
2. Unique dining experience– A special location and setting like under a tree beside river/lake, on a dining experience on the farm with the authentic rural cuisine, is a new experience and a subproduct.
3. Nature-based recreation– Hiking, Swimming etc. can be additional activities.
4. Agri-Education- Education institutions are eager to give practical exposure to students and agri-education can provide the meaningful experience of rural life, farming culture, crops, farm animals etc to them.
5. Subsidiary units- Dairy plant, Apiculture unit, Sericulture unit, Pisciculture etc. are additional attractions in Agri-tourism Centre.

6. Arts and crafts– Local arts and crafts can be displayed and sold at agritourismcentres as souvenirs. Rather, operators should use local crafts and arts in construction and decoration of the centre. They can use local products like hand weaved blankets, which would provide economic benefit to the local workers and give an authentic rural experience totourists.
7. Pick, Cut, Gather your own and plantation- instead of selling the agri- products like any other market, if a farmer lets the tourists pick or gather the products which the wish to purchase like vegetables, fruits from the farm on their own, it gives immense pleasure and a sense of satisfaction to the tourists.
8. Agri-tainment–Agri-tourism offers different opportunities for entertainment than an urban area. Tourism on farms is an extremely beneficial activity for the tourists who want to relax and forget the daily stress and worries and also for the service performers in this field who obtain economicadvantages.<sup>(2)</sup>

### Global scenario of Argi-tourism

The global agri-tourism market size was valued at \$69.24 Billion in 2019 &is projected to reach \$117.37 Billion by 2027, with a CAGR of 7.42% during the forecast period.

The global market is expanding rapidly on account of the rising adoption of relevant strategies the government of various economies to boost the revenue from agriculture as well as the tourism industry

Globalization has impacted certain changes in the type of experiences tourists are seeking, such as the change in hedonistic patterns of consumption to more effective and cognitive experiences Aimed at satisfying the increasing experiential needs of tourists, agri-tourism has evolved, giving rise to the appearance of a range of innovative variants.<sup>(12)</sup>

### Motivation factor of tourism:

Motivation has always been an important aspect of tourism research, which is prominently visible in the available literature. It's observed that motivation represents individual urges or intentions that lead to action and the motivations to travel refers to a set of needs that cause a person to participate in a tourism activity. Tourist motivations can be seen as push and pullfactors.

In general, travel motivation factors including escape, relaxation, relationship enhancement, and self-development are the motivational aspects for all travelers. Many studies refer “knowledgeseeking, relaxation, and family togetherness, as the common push factors, while the most frequently pull factors were natural and historic environments, cost, facilities, safety, and accessibility”.<sup>(8)</sup> The desire of urban populations to experience the rural environment and nostalgia associated with a working farm has resulted in increasing specific interest in agri tourism.

Agri-tourism attracts tourists for a form of special interest tourism which follows the trend of tourism that is both educational and recreational. Various studies from different countries draw outsimilar motivations

for undertaking agri-tourism, Although these motivations vary in preference but are more or less similar across these developed countries.

Japan	UK	Germany
Outstanding scenery	Variety of things to see and to do	Opportunity to increase ones knowledge about people, place and things
Variety of things to see and to do	Opportunity to increase ones knowledge about people, place and things	Variety of things to see and to do
Opportunity to increase ones knowledge about people, place and things	Interesting and friendly local people	Personal safety, even when travelling alone
Environmental quality of air, water & soil	Nice weather	Interesting and friendly local people
Just relaxing	Standards of hygiene & cleanliness	Destination that provide value for money
Destination that provide value for money	Destination that provide value for money	Environmental quality of area
Nice weather	Inexpensive travel within country	Historical or archaeological building and place
Having fun, being entertained	Outstanding scenery	Nice weather

**Impact of agri-tourism:**

Agri tourism has branched out as an offshoot of rural tourism and has immense scope in India. Since agriculture is the main occupation of the people in India and other developing countries, specifically Asian economies, there is a need for these countries to think of allied income generation strategies with agriculture, one of which is Agri-Tourism.

Agricultural Tourism is the ‘Holidays’ 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, Agri-Tourism is the practice of attracting travelers or visitors to an area or areas used primarily for agricultural purposes.

In India, 85 % of the population is directly or indirectly dependant upon agriculture and a vast majority is based in the rural belt. Tourism is a very significant contributor to the GDP of any country and is a crucial tool for employment generation, poverty alleviation and sustainable human development. India basically being a rural economy, rural tourism and agri tourism hold an important place in facilitating development.

The Ministry in 2002-03 went ahead with the proposal of Rural Tourism with the intention of showcasing, art, culture and heritage through rural life in villages and at rural locations. Villages which have core competence in art & craft, handloom, and textiles as also an asset base in the natural environment as in natural Flora and Fauna were to be considered. The intention is a dual purpose one to benefit the rural community economically and socially and secondly to enable interaction between tourists and rural population for a mutually enriching experience. The promotion of village tourism is also aimed at generating revenue for the rural communities through tourists' visitations, thereby stopping or at least reducing the exodus from rural to urban areas.

Agri tourism is a feasible proposition as:

- Agri tourism has the capacity to create a win win situation for both the farmers as well as the tourists. The farmers benefit by deriving additional source of income and tourist hunger natural environment is satiated.
- Employment generation through allied activities like Emu, organic and dairyfarming.
- Gender bias is reduced as both male and female get equal opportunities to earn  Frequency of income generation increases from once a year to once a week.

A SWOT analysis of the agri tourism in India is enumerated in the matrix:

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• A Strong supplementary source of Income for farmers</li> <li>• Employment generation</li> <li>• Rural development</li> </ul>	<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• As a new branch of tourism has Immense scope for growth</li> <li>• More farmers can be the beneficiaries</li> <li>• Government support can increase the outreach of this tourism</li> <li>• State owned land can be cultivated and converted to facilitate agri-tourism</li> </ul>
<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Climatic conditions</li> <li>• Being a new area of tourism, less competition so no threats</li> <li>• Rampant migration from farming to other sectors</li> </ul>	<p><b>WEAKNESS</b></p> <ul style="list-style-type: none"> <li>• Growth of agri tourism is slow.</li> <li>• Farmers are mostly less educated so need varied training.</li> <li>• Lack of government support in the form of subsidies</li> <li>• Less number of agri tourism training centres in India <input type="checkbox"/></li> <li>• Lack of publicity</li> </ul>

Tourism forms a significant aspect of the service sector which contributes largely to the Indian economic development. Indian tourism industry is growing at the rate of 10 %, which is two and a half times more than the growth rate at global level. The scope of tourism has varied branches very often depending upon

the purpose and circumstances under which the activity is being taken up. In India of late the unique tourism arteries that have gained momentum are health tourism (medical tourism), religious tourism, sports tourism, educational tourism etc. Agri tourism is now an additional artery of the tourism sector in India. Though at present it is in nascent stage, with proper government incubation it can gain flight. There by introducing agri- tourism concept all over India not only the present growth rate can be sustained but it is also a value addition and can accelerate further growth.<sup>(9)</sup>

#### Expectation Factor of tourism:

Expectation is the probability of the future results and consequences based upon gathered information, previous experience and existing conditions. In other words, expectations can be termed as ideal or desirable aspects of the tourism experience. Expectation takes place before the actual visit to the destination. Expectations of the consumer from the product, are highly influenced by the ‘perceived image’ of that product by the consumer. ‘Image’ relates to the mental representation of an object which is not physically in front of the observer. Images are divided into:

- (i) The ‘induced image’ arising from deliberate communication and promotion, on the part of public or private tourism entities, with the purpose of developing the attraction of a destination
- (ii) The ‘organic image’, held by the would-be tourist, which comes from sources of information such as word-of-mouth information, advice and recommendations, the media and the influence of education) not arising directly from the promotion of the destination or from experience.<sup>(15)</sup>

#### Satisfaction Factor of tourism

Satisfaction is the outcome of the tourism experience. Satisfaction can be seen as “the outcome of the comparison between expectations and experiences, the difference between expectations and perceived performance, and the “fit” between tourist expectations and host destination attributes” satisfaction with a destination as “the degree to which a tourist’s assessment of the attributes of that destination exceeds his or her expectations for those attributes”. Multiple attributes influence the environment which considered as a destination product such as the ecological and natural effect of a tourist place as well as service arrangement influence on the experience of tourist.

Destination Image impacts post visit behavioral intentions in two ways; directly and indirectly.

The indirect path which was confirmed by their study is “destination image → trip quality → perceived value → satisfaction → behavioral intentions”

Service quality is essential for customer satisfaction but the complete satisfaction encourages them to repeat their choices.

“Emotions and expectations before the experience interrelate and affect the emotions during the encounter as well as the perceived quality both from the participation in activities in nature as well as from the provided accommodation”. Lastly, they all influence the emotions after the experience which helps to achieve the ‘complete’ customer satisfaction. <sup>(17)</sup>

## Agri-tourism in Nagpur district

### Introduction

The Nagpur District of Maharashtra State was selected due to its significance in introducing the practice of agri-tourism. The scenario of agri-tourism concept, its development and business in Nagpur Region. It mainly discusses the particulars of current agri-tourism operation such as the products, practices, activities and variations employed by the operators in the study area. The development of agri-tourism in the state has been started and promoted by the agri-tourism agencies.

### Overview of Maharashtra and Nagpur District

The state of Maharashtra is known for its cosmopolitan, cultural, diligent, tolerant and vibrant spirit. The state is endowed with a glorious background of rich culture, varied geography, mesmerizing history, educational institutions, industrial hubs, cooperative federation movement, which have created a distinct image of its own. Maharashtra is known for its agricultural production as well as industrial development..

Maharashtra is not just a geographic Region but an entity built on collective efforts of its people.

Natural and cultural diversities have developed a unique 'Marathi' culture. It has its own spiritual dimension and known for its traditions of poet-saints and social reformers. The State has always played a significant role in the social and political scenario of the nation. History, heritage, architecture, wildlife and places of natural beauty attract tourists to Maharashtra from all over the world. Geography of Maharashtra: With Madhya Pradesh at the north, Karnataka to the south, Telangana in the south-east Chhattisgarh to the east and Goa on the south-west and a western coastline of 720 kilometers with the Arabian Sea, Maharashtra, is, for the most part, a plateau. Predominantly consisting of two major geographical divisions, namely the Deccan tableland and Konkan (coastal) strip, Maharashtra covers an area of 307,713 square kilometers. The state extends between the 15.6° North and 22.1° North latitudes and 72.6° East and 80.9° East longitudes. Sahyadri mountain range, the part of Western Ghat in Maharashtra, separates Deccan Plateau from the Konkan Region. The State has 36 districts, divided into five major regions i.e. Konkan, Western Maharashtra, Marathwada, Khandesh and Vidharbha.<sup>(21)</sup>



*District Map of Maharashtra Source: Maps of India*

Economic Profile of Maharashtra: Although Maharashtra is one of the most industrialized and urbanized states, agriculture is still the main occupation of the state. Maharashtra is a major hub for the automobile industry and has large investments and manufacturing plants of all the major automobile companies. The gross state domestic product (GSDP) at current prices for 2010-11 was estimated at 10, 68,327 crores and contributes about 14.9 percent of the national GDP. The state is one of the most favored destinations for investment and continues to attract industrial investments from both, domestic as well as foreign institutions.

It is a pioneer in small scale industries and has the highest installed capacity and generation of electricity in the country. It has become a leading automobile production hub and a major Information Technology (IT) growth centre. It boasts of the largest number of Special Export Promotion Zones as well as very vibrant industrial and services sector. In the year 2011-12 industrial and services sector both together contributed about 87 percent of the State's domestic product.

### Tourism in Maharashtra

Maharashtra is one of the few Regions in the world which offers multiple types of destinations for its tourists. Right from the pristine beaches to the beautiful hill stations, hundreds of forts to dense protected forests and places of religious importance to the ultra-modern cities, Maharashtra has it all. The state is also blessed with rich history, tradition and culture, which is evident through its ancient monuments, cave temples and

pilgrimage centers. The plethora of unique and different tourism products escalates the tourism potential of the state. This has resulted in the state consistently being one of the top 3 states in the country in number of foreign tourist arrivals (2<sup>nd</sup> rank with 44,08,916 or 18.90% tourists in 2015) into India and one of the leading states for domestic tourist visits (5<sup>th</sup> rank with 10,34,03,934 or 7.22% tourists in 2015)

### Geography of Nagpur

The northern part of Nagpur district is surrounded by Chindwada and Seoni district of Madhya Pradesh and it is Bhandara district on the east. South and West are respectively Chandrapur and Wardha districts. So, some part of the northwest is covered by Amravati district. There are natural and highly constructed ponds in Nagpur district. Ambajari Lake is the largest in this area. Other natural ponds include Gorewada and Telangkhedilake.

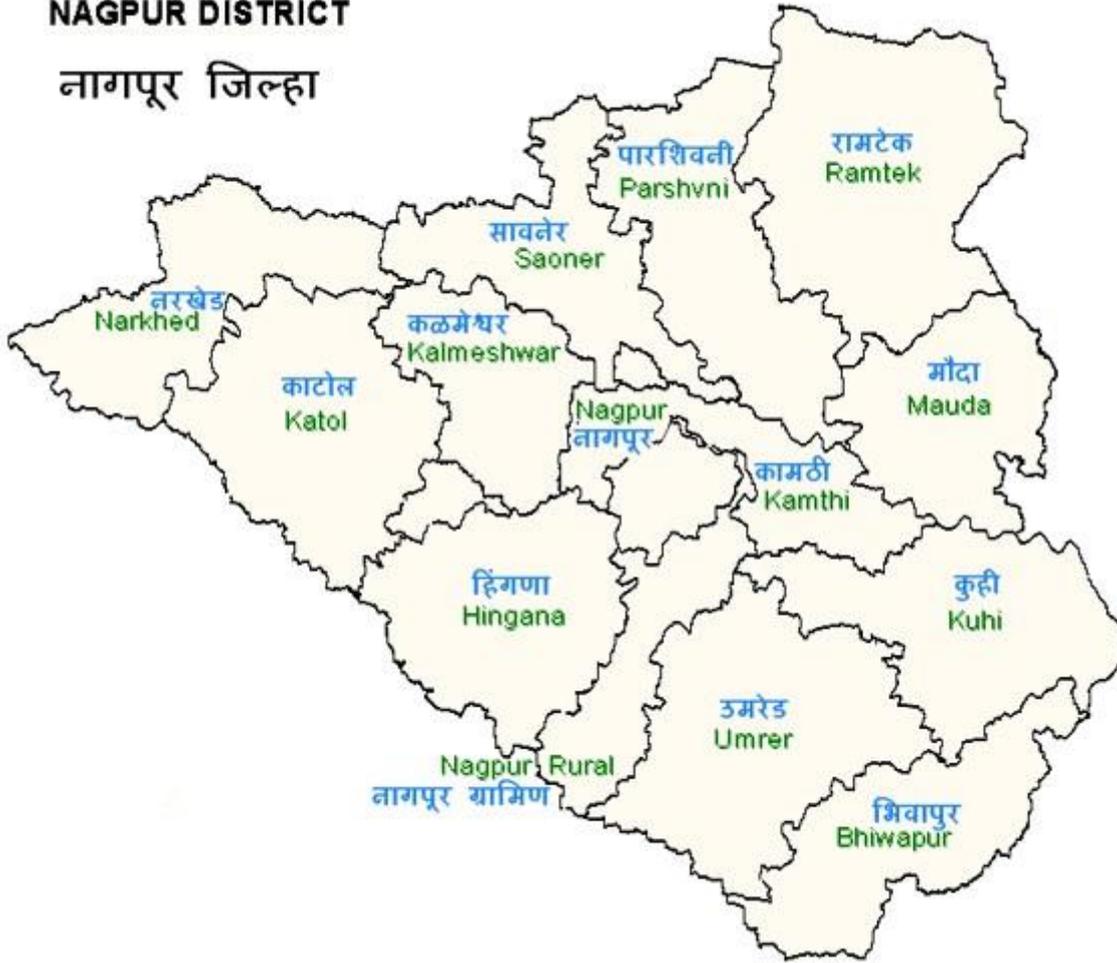
The Sonegaon and Gandhisagar talukas are man-made and the historical rulers of the city have created them. Nag river, Pili river and some nalla are the natural ways of carrying water from the sewage to the city. Nagpur is known as a green city. Nagpur has been recognized as the second most green and cleanest city in India after Chhattisgarh. Nagpur city is rich in natural resources. Along with the agriculture sector, soyabeen, jowar and mineral wealth are rich in district. Nagpur is the largest producer of vegetables and grasses in Nagpur district. Besides, there are large reserves of Manganese in this district.

The city of Nagpur, in the middle of the Bay of Bengal and the Indian diaspora that runs away from the Arabian Sea, is in its wet and dry conditions. The city has dry weather for most of the year. During the monsoon of June to September, Nagpur has 1205 mm of rain. On July 14, 1994, the city had recorded a record rainfall of 304 mm on the same day. They are equally warm during the summer of March to June. May is the highest temperature in May. November to January is the period of winter. In winter the temperatures below 10 degrees are below. On May 29, 2012, the city recorded 48.6 degrees Celsius and the lowest temperature was 3.9 degree Celsius in 1937.<sup>(21)</sup>

Nagpur district has an average annual rainfall of 1064.1 mm. In Umred, Kuhiy and Bhivapur tehsil, the maximum rainfall occurs, whereas in the district of Katol and NarkhedTahsil, less rainfall occurs compared to other tehsils of the district.

## NAGPUR DISTRICT

### नागपूर जिल्हा



### Tourism potential in Nagpur District

Nagpur has not yet been explored to its core. Being in the centre of India, the Zero mile of India starts from Nagpur. Rudyard Kipling had conceived the story of Jungle Book in the backyard of Nagpur, The Pench Tiger reserve which is just about 90kms or say about 90minutes drive from Nagpur. There are several other national parks like Kanha, Tadoba, Bandhavgarh which are within a 300km radius of Nagpur. Nagpur is the Tiger capital of the world with extensive Flora and Fauna within easy reach and driving distance from Nagpur's

Dr.Baba Saheb Ambedkar International airport, which currently has Air Arabia as the only international airline connecting several countries to Nagpur via Sharjah.

Nagpur is well connected to most major metros not only by flights but almost several trains cross Nagpur . All major highways are getting upgraded to 4 and 8 lanes and only a matter of time that we will have some

of the best infrastructure in the country. Chain hotels are coming up in Nagpur, Pride, Radisson, Sun & Sand, Taj in national parks to name a few in addition to several family managed local hotel chains like Centre Point and Tuli group which have presence in the national parks as well.

Although agri-tourism is mainly a weekend activity, which implies in the low impact of the seasonality factor, various variables such as temperature, weather condition, festive season, school exams season, school vacation season impacts heavily on the tourist inflow. March to June can be termed as a comparatively lean period for tourist's arrival, mainly because of the scorching summer season. Whereas July to October receives high number of tourists. November to February can be clearly seen as the peak season for agri-tourism, receiving almost ten times the number of tourists than the low season.<sup>(19)</sup>

#### Agri-tourism Development and Promotion Agencies

In order to help the farmers and agri-entrepreneurs to understand the concept, mechanism and prospects of the agri-tourism business, the agri-tourism development and promotion agencies i.e. ATDC and MART were initiated. These agencies also provide a platform to promote the agri-tourism centers affiliated with them. MTDC which is a governmental body for development of tourism in the state also intends to promote the concept and the centers, which adds to the palette of tourism products of the state.

#### Agri Tourism Development Company(ATDC)

ATDC along with its founder and Managing Director, MrPandurang Tawareare regarded as the pioneers in the adoption of Agri-tourism concept in the country. MrTaware, an entrepreneur from farmer family who had experience of working in Hospitality and Tourism industry, conceived the idea of agri-tourism in 2004, conducted a feasibility study and started the 'pilot agri-tourism project' at KVK Baramati in 2005.

ATDC acts as an umbrella organization that clusters and represents affiliated Agri Tourism Centers and promotes them in the target markets. The initiative provides training and capacity building for farmers, which equip them with the technical knowledge they need to diversify their products and establish small-holding tourism ventures.

Mission and Vision of ATDC: To promote agriculture tourism to achieve income, employment and economic stability in rural communities in India, help boosting a range of activities, services and amenities provided by farmers and rural people to attract urban tourists to their area, thus providing opportunity for urban people to get back to the roots.<sup>(20)</sup>

Objectives of ATDC:

- To provide consultancy, project reports preparation, sales, marketing and training in the field of Agri and Rural Tourism.
- Promote and showcase the culture of the Agriculture and Rural families of Maharashtra and India.
- Creating jobs, increasing community income, providing a border market base for local business • Help the Farmer to earn the well-deserved respect in addition to the supplementary income to his family.
- Introduce the concept of Agri Tourism to the Urban Citizens as an Educational and Recreational opportunity.

United Nations World Tourism Organization (UNWTO) for 'World Agri Tourism Day'. It was due to ATDC's efforts that UNWTO declared 16<sup>th</sup> May as the 'World Agri Tourism Day' from the year 2008. The efforts and contribution of ATDC have been recognized and appreciated by various national and international agencies.

#### Maharashtra Agri and Rural Tourism Cooperative Federation LTD (MART)

Due to the financial and other limitations, there was a possibility that, the 80 % farmers who have marginal land holdings, may be left out of the agri-tourism benefits. Thus, after successfully operating the pilot project for a few years and replicating it into the farms of more than 50 farmers, Mr. Taware suggested the route of cluster agri-tourism development under co-operative basis. The concept of the co-operatives is very well rooted in the state, in fact, Maharashtra was at the forefront of the 'cooperative movement' of the twentieth century.

Further, when the cooperatives of rural and agri-tourism were established, it was essential to bring all those agri and rural tourism cooperatives under one umbrella. An apex body, to guide, train, build capacity, sell and promote agri and rural tourism concept in urban cities was required. Thus Maharashtra State Agri & Rural Tourism Cooperative Federation Ltd (MART) was registered on 12<sup>th</sup> Dec 2008, with the agenda to coordinate the activity of planning, financing, marketing and liaison with various State and Central governmental agencies. The governing body of Federation has 12 representatives from agri & rural tourism co-operatives along with women directors from the individual-farmers.

The Agri-tourism co-operative societies get financed from National Bank for Agriculture and Rural Development (NABARD). The loan is utilized in creating infrastructure facilities in the village to support the tourism. MART celebrates the World Agri Tourism Day with felicitating the best performing centers with various awards.

Maharashtra Tourism Development Corporation(MTDC)

Maharashtra Tourism Development Corporation (MTDC) is a company, established by Government of Maharashtra, for the systematic development of tourism on commercial lines. The Corporation receives financial assistance in the form of share capital and grants from the State Government. The State Government has delegated all commercial and promotional tourism activities to this Corporation. MTDC has, since its inception, been involved in the development and maintenance of the various tourist locations of Maharashtra. MTDC owns and maintains resorts at all key tourist destinations.

MAHABHRAMAN: In last few years, the travel trends are changing towards 'Experiential tourism'.

Various experimental projects are being implemented in the state's tourism sector. This involves Agritourism, Rural tourism, Food / Cuisine tourism, Educational tourism, Nature-based tourism, Social tourism, Ethnic tourism and so on. Taking these changing trends into consideration, MTDC launched the 'Mahabhraman' scheme, to bring these projects under one roof. The main objective of this scheme is to encourage people from various sectors to provide a unique experience to the tourists, help them in marketing and promote these projects

MTDC claims to provide following benefits to the registered centers:

- Promotion through the publications, print advertisements and website of MTDC.
- Online booking facility
- Featuring the center on MTDC's website and use of the MTDC logo in the own promotional material will create a better perception about the standard of quality among the tourists.
- Employment generation and platform to sell the agri-products

Overall, being the Governmental agency, the MTDC has the infrastructure and capacity to promote and develop the concept as well as the associated agri-tourism centers on different levels.<sup>(21)</sup>

Agri-tourism destination in Nagpur district.

These are the some Agri- Tourism destination nearby Nagpur District. These centers are different than each other in almost all the aspects like size, accommodation capacity, operation, business model and their target segment.

□ Palasbag(Adventure& Agro Tourism) in Katol, Nagpur

Palasbag(Adventure& Agro Tourism) in Nagpur is one of the leading businesses in the Adventure Sports. Established in the year 2018, palasbag(Adventure& Agro Tourism) in Katol, Nagpur is a top player in the

category Adventure Sports in the Nagpur. This well-known establishment acts as a onestop destination servicing customers both local and from other parts of Nagpur.

Over the course of its journey, this business has established a firm foothold in its industry. The belief that customer satisfaction is as important as their products and services, have helped this establishment garner a vast base of customers, which continues to grow by the day.

This business employs individuals that are dedicated towards their respective roles and put in a lot of effort to achieve the common vision and larger goals of the company. In the near future, this business aims to expand its line of products and services and cater to a larger client base.

In Nagpur, this establishment occupies a prominent location in Katol. It is an effortless task in commuting to this establishment as there are various modes of transport readily available. It is at Katol Road, Near SalimarSoyabin Company, which makes it easy for first-time visitors in locating this establishment. It is known to provide top service in the following categories: Tour Packages, Tour Operators, Adventure Sports, Jungle Safari Tour Operators, Tour Packages ForManali, Adventure Tour Packages and Tour Packages for Shimla KulluManali, Agricultural Tourism.

Products and Services offered:

Palasbag in Katol has a wide range of products and / or services to cater to the varied requirements of their customers. The staff at this establishment are courteous and prompt at providing any assistance. Pay for the product or service with ease by using any of the available modes of payment, This establishment is functional from 10:00 - 21:00.

PALASBAG (Adventure& Agro Tourism) ,Katol





### Thakurwadi Agriculture and Eco Tourisms in Adegaoon, Nagpur

Thakurwadi Agriculture and Eco Tourisms in Adegaoon, Nagpur is a top player in the category Tourism in the Nagpur. This well-known establishment acts as a one-stop destination servicing customers both local and from other parts of Nagpur. Over the course of its journey, this business has established a firm foothold in its industry.

The belief that customer satisfaction is as important as their products and services, have helped this establishment garner a vast base of customers, which continues to grow by the day. This business employs individuals that are dedicated towards their respective roles and put in a lot of effort to achieve the common vision and larger goals of the company. In the near future, this business aims to expand its line of products and services and cater to a larger client base. In Nagpur, this establishment occupies a prominent location in Adegaoon.

It is an effortless task in commuting to this establishment as there are various modes of transport readily available. It is at Shiva Adegaon Road, Near Bor River, which makes it easy for first-time visitors in locating this establishment. It is known to provide top service in the following categories:

Tourism, Agricultural Tourism.

Products and Services offered:

Thakurwadi Agriculture and Eco Tourisms in Adegaon has a wide range of products and / or services to cater to the varied requirements of their customers. The staff at this establishment are courteous and prompt at providing any assistance. They readily answer any queries or questions that you may have. This establishment is functional from 09:00 - 17:00.



Shivtirth Agri-Tourism & Picnic Spot in Umri, Nagpur

Established in the year 2017, Shivtirth Picnic Spot in Umri, Nagpur is a top player in the category Water Parks in the Nagpur. This well-known establishment acts as a one-stop destination servicing customers both local and from other parts of Nagpur.

Over the course of its journey, this business has established a firm foothold in its industry. The belief that customer satisfaction is as important as their products and services, have helped this establishment garner a vast base of customers, which continues to grow by the day. This business employs individuals that are dedicated towards their respective roles and put in a lot of effort to achieve the common vision and larger goals of the company. In the near future, this business aims to expand its line of products and services and cater to a larger client base. In Nagpur, this establishment occupies a prominent location in Umri.

It is an effortless task in commuting to this establishment as there are various modes of transport readily available. It is known to provide top service in the following categories: Water Parks, Amusement Parks, Picnic Spots, Boating Clubs, Water Park Resorts, Adventure Parks, Agricultural Tourism.

Products and Services offered:

Shivtirth Picnic Spot in Umri has a wide range of products and / or services to cater to the varied requirements of their customers. The staffs at this establishment are courteous and prompt at providing any assistance. This establishment is functional from 09:00 - 18:00.



Raigad Agri -tourism, KatolRoad Nagpur

A very well known spot in the area, Raigad Agri Tourism Nagpur, Nagpur, is one of the most preferred venues when it comes to hosting impressive events. The lawn here can easily accommodate a small crowd and the venue staff will ensure all their needs are taken care of. Raigad Agri Tourism Nagpur, Nagpur, Katol Road is filled with skilful experts, be it from the decor or the catering department. All your major needs related to your events would be looked after at this venue.

Raigad Agri Tourism Nagpur, Katol Road Nagpur, gives you total liberty to hire an outside decor team to deck the whole place with beautiful decoration as per your preference. Located 15 minutes away from Kohli Railway Station, this stunning and elegant party area could easily be reached using any public or private transportation. Host your event and make sure you be a part of it and not just stay busy with the preparations, leave it all on the staff, and they won't let you down.



### Rukmini Agricultural Tourism, Amravati road, neri, Nagpur

Rukmini Agricultural Tourism, based in Neri will go out all the way to pamper our patrons. They are the area's best professional agriculture tourism company, and they have the reviews to prove it. Over the past few years, domestic and international visitors alike have booked our services and have returned home with a host of happy memories. Their expertise in private and group tours is unmatched.

They have been in the agriculture tourism business for some time and offer you a range of diversity, knowledge, experience, and service. Cater for farm tours with connections to multiple destinations, homestays and cab services. Moreover, experts will sit down with you, listen to your wants and desires, and advise you accordingly. With us, you will get all the information you need to to make the best decision for you and your family or friends.

They are well-regarded for not just our range of services but also for our delivery. Company specializes in personalized as well as group tours. Boat tours, cultural and heritage walks, food tours, wine tasting sessions – we have them all covered. They are sensitive to our elderly customers as well. tours are suitable for senior and handicapped travelers, and we also organize kid-friendly activities to keep young children busy and engaged. All tours are safe and in accordance with local laws.



Shivpriyaagri-tourism, ketapar, Nagpur

The ShivpriyaShivar, an Agri-touriam project, is located in wonderful surroundings of village Ketapar, just 22 km from the center of India, also known as 'The Orange City' Nagpur.

ShivpriyaShivaris surrounded by 100 acres of splendid farms.

Good place for a large family or a group picnics. Excellent desi food. Plenty of rustic games like football, lagori, airgun, badminton, gillidanda, kanche etc. One can innovate the games. Rain dance, music with sing along, open dance floor. Open wide spaces. A toy train ride. Fun place in the lap of nature. Good for a day. Has about 10 rooms for night stay.



## CHAPTER 3

### RESEARCH METHODOLOGY

Research methodology is the systematic, theoretical analysis of the methods applied to a field of study or research work. It acts as the nerve centre because the entire research work is bounded by it. In other word it is the way of searching or solving the research problem. The section represents an overview of the methods used in study. Areas covered here include Research Design, Sample & Sampling Techniques, Population, Data Collection and Analysis.

#### Research Design:

A descriptive research was done to know the procedure that are followed in the argi-tourism concept and to know the concept of potential growth of argi-tourism in Nagpur district. Consequently, the research is designed to achieve the objectives set out by researcher.

#### Selection of area:

Theagri-tourism industry add sparkle to Nagpur district with different agri-tourism outlets.

To fulfil the objectives of the concept a potential growth of agri-tourism, a general survey was carried out in agri-tourism destination of Nagpur district.

#### Universe of the study:

Universe of the study was Nagpur district area.

#### Selection of sample:

It is obvious from the definition of the population below that census was not feasible for this study. Accordingly, the researcher adopted the survey type of research in which samples were collected bypurposive sampling and a random sampling method.

#### Population

“Population is any group of individuals that have one or more characteristics in common thatare interest of research.”

The targeted Population for study included the following: Employees working in the outlets and Customers visiting the food outlet

**Sample size:**

The sample size will be limited to 45 only. 36 from tourists and 09 from operators'/ employees working in outlet of agri-tourism destination.

**Data collection:**

In order to get the information about the study the researcher collected the data from two main sources which are:- Primary data:

Primary data is consisting of general survey, which was done with the help of questionnaire. For the survey one questionnaire was prepared for the tourist currently and second questionnaire was prepared for the employees/manager. A copy of questionnaire has been attached in the annexure.

**Secondary method:**

Secondary data will be gathered through books, website, journals, electronic media, operation and training manual, Management development manual etc. Analysis of data:

Keeping in mind the objectives of made for you concept the data was collected through questionnaire and was analyzed and interpreted with the help of tables and graphical representation.

## CHAPTER 4

### RESULTS AND DISCUSSIONS

The following tabulation shows the results achieved by the survey done by the researcher among the employees working in the agri-tourism destination.

Table-1) The distribution of gender of the agri-tourist

Sr.No	Response	Number of respondents	Percentage
1	Male	24	66.6
2	Female	12	33.3

The percentage of male tourists undertaking agri-tourism is more (66.6 %) than female tourist.(33.3%).

Table-2) The distribution of Age group of the agri-tourist

Sr.No	Response	Number of respondents	Percentage
1	20-30	18	50
2	31-40	8	22.2
3	41-50	6	16.6
4	51-60	2	5.5
5	>60	2	5.5

In the age category, out of the total num of respondents (36) about (50%)belonged to 20-30 age group, whereas (16.6%) of them in between 41-50. The age age group of 31 to 40 years was close (22%) to the next group. Around (5.5%) of the residents were above 51 age group. However, the Table reflects that most of the respondents are middle and youngresponders.

Table-3)The distribution of surveyed agri-tourists among education categories.

Sr.No	Response	Number of respondents	Percentage
1	<10	4	11.1
2	10	2	5.5
3	12	2	5.5
4	Graduation	24	66.6
5	Post-Graduation	4	11.1

In terms of the educational qualification, the sample data shows that most of the respondents (66.6%) had a graduation level of education. Out of which (11.1%) of the respondents had high level & Below 10<sup>th</sup> class education whereas (5.5%) hold 10<sup>th</sup>-12<sup>th</sup> class level qualification.

Table-4)The distribution of surveyed agri-tourists among Professional categories

Sr.No	Response	Number of respondents	Percentage
1	Employed	20	55.5
2	Self employed	4	11.1
3	Student	6	16.6
4	Housewife	4	11.1
5	retires	2	5.5

In terms of the professional qualification, the sample data shows that most of the respondents (55.5%) are Employed, (16.6%) are students, out of which (11.1%) of the respondents are selfemployed and housewife & rest (5.5%) is in retires category.

Table-5)Income categories of tourist

Sr.No	Response	Number of respondents	Percentage
1	<2.5	8	22.2
2	2.5-5	15	41.6
3	5-8	4	11.1
4	8-12	3	8.3

5	<12	0	0
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Most of the agri-tourists among the study sample (41.6%) belongs to middle-income groups of ₹2.5 to ₹5lakh. Below ₹2.5 lakh is the nextmajor category (22.2%) of agri-tourists’ income.

Table-6) City and State of origin frequency

Sr.No	Response	Number of respondents	Percentage
1	Nagpur city	20	55.5
2	Other then Nagpur city	16	44.4

The data presented in this table that Nagpur city (55.5%) had highest tourists and other then Nagpur city have capacity (44.4%) generating markets for agri-tourism centre of Nagpur district.

Table-7) Tourist know about agri-tourism concept:

Sr.No	Response	Number of respondents	Percentage
1	Yes	16	44.4
2	No	20	55.5

The (55.5%) of tourists don’t known the concept, where in other hand there are (44.4%) tourist know the concept of argi-tourism.

Table-8) Source of information

Sr.No	Response	Number of respondents	Percentage
1	Newspaper/magazine	5	13.8
2	Electronic media	17	47.2
3	Friends/ family	6	16.6
4	Website	6	16.6
5	Travel trade exhibition	2	5.5

The source of information for tourist to get the information about the tourism product and tourism destination is vital from the marketing point of view. The Electronic Media (47.2%) is huge source , where else Friends/

family & websites also have (16.6%) source of information generation. Travel trade exhibition need to improve the source medium which in very low (5.5%)

Table-9) Tourist prefer as company while going for agri-tourism

Sr.No	Response	Number of respondents	Percentage
1	Family	18	50
2	Relative	4	11.1
3	Friends	9	25
4	Colleagues	4	11.1
5	Alone	1	2.7

Family (50%) and Friends (25%) are the preferred company, rest like relative & colleague (11.1%) are preferred & only alone (1%) is preferred for agri-tourism trip

Table-10) Spending money for agri-tourism by tourist (per person)

Sr.No	Response	Number of respondents	Percentage
1	1000/-	7	19.4
2	1000/- to 1500/-	17	47.2
3	1500/- to 2500/-	9	25
4	2500/- more	3	8.5

The distribution of respondents regarding average per person money spent by them at the agritourism center. Almost half (47.2%) of the respondents have reported that they spent 1000 to 1500 per person at agri-tourism center. (25%) of the respondents spent less than 1000.

Table-11)The most attraction factor in agri-tourism

Sr.No	Response	Weighted Score	rank
1	Being close to nature	4.98	1
2	Observing & Experiencing rural culture	3.97	3

3	Natural greenery	4.23	2
4	Observing & participating in farm activities	3.88	5
5	Authentic rural hospitality	3.99	4
6	Purchasing agri-products	3.11	6

The most is being close to nature (1rank), natural greenery (2 rank),rural culture(3rank),rural hospitality(4 rank) farm activity (5rank) and purchase agri-product(6rank) in agri-tourism.

Table-12) The most enjoyment point in visiting at agri tourism destination.

Sr.No	Response	Number of respondents	Percentage
1	Food	4	11.1
2	Ambience	25	69.4
3	Service	2	5.5
4	Activates	3	8.3
5	Hospitality	3	8.3
6	Other	0	0

The ambience (69.4%)of destination , & food (11.1%), where activates & hospitality (8.3%) enjoyed during visiting in argo-tourism destination.

Table-13) The least enjoyment thing in visiting at agri tourism destination.

Sr.No	Response	Number of respondents	Percentage
1	Accommodation	6	16.6
2	Service	17	47.2
3	Lack of activities	10	27.7
4	Nothing in particular	2	5.5

5	Others	1	2.7
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The respondents over service (47.2), Lack of activates (27.7%), accommodation (16.6%) are major least enjoyment moment on visiting in agri-tourism

Table-14)The distribution of Age group of the agri-tourism Operators-

Sr.No	Response	Number of respondents	Percentage
1	20-30	1	11.1
2	31-40	5	55.5
3	41-50	2	22.2
4	51-60	1	11.1
5	>60	0	0

In the age category, out of the total number of operator (09) about (55.5%)belonged to 31-40 age group, whereas (22.2%) of them in between 41-50. The age age group of 20-30 & 51-60 years was close (11.1%) to the next group.

Table-15) Education categories of agri-tourism operators

Sr.No	Response	Number of respondents	Percentage
1	<10	2	22.2
2	10	1	11.1
3	12	1	11.1
4	Graduation	5	55.5
5	Post-Graduation	0	0

In terms of the educational categories of operator, the sample data shows that most of the respondents (55.5%) had graduation. Out of which (11.1%) percent of the respondents had 10<sup>th</sup>-12<sup>th</sup> class education whereas <10<sup>th</sup> class (22.2%) level qualification.

Table -16)Income(per annum) Agri-tourism concept

Sr.No	Response	Number of respondents	Percentage
1	>2 lakh	2	22.2
2	<3lakh	4	44.4
3	< 3-6 lakh	3	33.3
4	<6-9 lakh	0	0
5	<9-12 lakh	0	0

Most of the agri-tourism operator among the study sample (44.4%) belongs to middle-income groups of ₹3 lakh. <₹ 3-6 lakh is the next major category (33.3%) of agri-tourism operator income.

Table-17)Dependence on farming operation

Sr.No	Response	Number of respondents	Percentage
1	Full-time with all income from farming	4	44.4
2	Part-time farm income primary and off-farm secondary	1	11.1
3	Part time, off-farm income primary and onfarm income secondary	1	11.1
4	Part time, on- and off-farm equal importance	1	11.1
5	Hobby / Interest, farm income not critical	2	22.2

Most of the agri-tourism operatordependence on full time income from farming (44.4%), part-time, onoff farm income with equal importance (11.1%) &some of them as a Hobby/Interest (22.2%)

Table -18)Employed generated in agri-tourism farming operation-

Sr.No	Response	Number employed generated (avg)	Percentage
1	Only for Agri-tourism Operation	3	33.3
2	Only for Farming:	2	22.2
3	Both for Agri-tourism & Farming operations	4	44.4

As considered the employee generation, both for farming and operation (44.4%) & for agri-tourism operation (33.3%) & for farming (22.2%) by farm operator in agri-tourism.

Table-19) Peak Season of agri-tourist visited.

Sr.No	Response	Number of respondents	Percentage
1	Jan-March	0	0
2	April-June	4	44.5
3	July-Sep	0	0
4	Oct-Dec	5	55.5

The peak season for agri-tourism in around Oct-Dec season (55.5%) and also on April-June season (44.5%) because of vacation and holiday.

Table-20) Minimum Tariff of agri-tourism destination (per person)

Sr.No	Response	Number of respondents	Percentage
1	<1000/-	0	0
2	1000/- to 1499/-	4	44.4
3	1500/- to 2000	3	33.3
4	>2000/-	2	22.2

Almost half (44.4%) of the respondents have reported that they spent 1000 to 1500 per person at agritourism centre. (33.3%) of the respondents like to spend 1500 -2000, whereas, only (22.2 %) of them spent more than 2000.

Table-21) Accommodation facilities in argi-tourism destination (Quality wise)

Sr.No	Response	Number of respondents	Percentage
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1	Basic	5	55.5
2	Mid-Level	3	33.3
3	Luxury	1	11.2

The accommodation facilities in most fo the basic (55.5%) style, some of them have Mid-level (33.3) style & like luxury (11.2) of style considering in argi-tourism destination.

Table-22)Basic Intention of starting an agri-tourism centre:-

Sl. No.	Variable	Weighted Score	Rank
1	Additional Income	4.51	I
2	Lesser dependence on farm income	3.97	II
3	Full utilization of farm resources	3.8	III
4	Employment for family members	3.88	IV
5	Promoting Agri-products	3.68	V
6	Hobby	3.66	VI
7	Meet new people	3.64	VII
8	Development of rural area	3.64	VIII
9	Increase awareness of farming in urban population	3.37	IX

The top five ranking motivations are related to economic factors, where are rest of the motivations are of social nature. The ‘educators’ type of entrepreneurs is motivated by the last rank motivation.

Table-23)The level of difficulties faced while managing Agri-tourism operation

Sl. No.	Challenges	Weighted Score	Rank
1	Labor Management	2.4	1
2	Assessing tourist behavior	2.04	2
3	Finance management	2	3
4	Promotion of the centre	1.95	4
5	Handling the tourist	1.91	5
6	Compromise with own lifestyle and culture	1.86	6

7	Compromise with family privacy	1.8	7
8	Sale of Agri-products	1.82	8
9	Maintenance	1.77	9

The management of the human resource was regarded as the most difficult whereas maintenance of the centre was said to be the least difficult part of operating an agri-tourism centre. The results emphasize the need for a training programme which can enable the agri-tourism operators to manage these challenges effectively and efficiently.

Table-24) The unwanted aspect of Agri-tourism :

Sr.No	Response	Respondents	Percentage
1	Improper behavior of Tourists	3	33.3
2	Disturbance to family life	0	0
3	Disturbance to Farm activities	1	11.1
4	Payment default / bargaining	4	44.4
5	Damage to Farm / property	1	11.1

Agri-tourism is considered to a disturbing element in the operator's personal life as well as in the farming activity. Although the operators avoid the clash of farming work and agri-tourism by reserving the weekends only for agri-tourism, and rest of the days only for farming, a lucrative big group or a special request may not be avoided during weekdays.

Table-25) Most Desirable Aspects of Agri-tourism Operation

Sr.No	Response	Number of respondents	Percentage
1	Interaction with new people	2	22.2
2	Employment generation	3	33.3
3	Utilization of available employees	0	0.00
4	Promotion / Sale of Agri-products	1	1.11
5	Additional income	3	33.3

The most desirable aspects of the agri-tourism business, according to the agri-tourism operator respondents. The table shows the desirable aspects ranked according to their respective mean value. Both economic and social benefits are considered to be desirable by the respondents.

## CHAPTER 5

### SUMMARY AND CONCLUSIONS

The demographic data was processed with Percentage analysis, along with, applying Cross-tabulation among various variables of the data. The frequency and percentage of the variables across the sample data give the exact overview and valuable insights of the population. The overall profile of agritourists, agri-tourism operators and the centers.

Agri-tourism tourist Profile:

The demographic data collected from 36 agri-tourists was analyzed in order to ascertain the profile of agri-tourists.

As the data shows, the sample distribution of agri-tourists consisted of 62.1 percent male and 37.9 percent female representation.

Whereas the dominant age group was 20 to 30 years with 32.3 percentage, out of which, almost 55 percent were male and remaining 45 percent were female.

41 to 50 years age group, with 63.2 percent male and 36.8 female respondents, followed this. The age category distribution reflects the young respondents followed by the respondents from 'family groups'.

In family income distribution, the respondents from the income category of ₹2.5 lakh to ₹ 7.5 lakh covered almost 70 percent of the sample.

Whereas in profession category, employed respondents had the highest frequency, with almost 70 percent of male respondents, which was followed by the students' category. In the student category, the male – female ratio was almost equal.

More than 90 percent of the respondents possessed the educational qualification of either graduation level or post- graduation level.

The result of the cross-tabulation of age groups with a source of information shows that the younger respondents from 20 to 40 years category are getting agri-tourism related information from the websites, whereas the elders are dependent on print and audio – visual media. Word of mouth category is dominant across all the age groups. Other results show that the agri-tourists generally visit the agri-tourism centers along with family and friends.

For the majority of the respondents, this was the first experience of visiting an agri-tourism center. It was found that the respondents for the centers give the ratings and the concept were mostly favorable.

Where largely the centers received 'satisfactory' rating, the concept was received the highest rating. In cross-tabulation with the genders, it was found that both the gender categories gave an equally higher rating.

#### Agri-tourism Operator Profile:

Data collected from 09 agri-tourism center operators of the Region was investigated to determine the profile of agri-tourists in the Region. The distribution of the demographic data shows that most of the agri-tourism operator respondents were from the middle age group of 31 to 50 years.

It was found that more than half of the respondents were either fully dependent on the farm income, or the farm was their primary source of income. Other categories i.e. 'Off-farm income Primary' and 'On and off-farm income equally important' had a considerable number of responses. Through the cross-tabulation with the income categories, it was found that the prominent income category of '₹ 2.5 to 7.5 lakh' was mainly from first three levels of farm income dependency.

The operators were asked about their overall level of satisfaction regarding operating an agri-tourism center. It was reported that almost 60 percent of the respondents were 'very satisfied' with their experience.

Overall, the profile of agri-tourism center operators can be stated as, the entrepreneurs from middle age groups, with middle-level income category, with a good level of education.

#### Agri-tourism Centers Profile

As discussed earlier, the centers mostly offer 'day package' and 'overnight package', with different tariffs for each. Mostly the 'day package costs less than 1000 for per person. Whereas, more than 64 percent

of the 'overnight package' tariff was ₹ 1000 to 1499. The remaining centers mostly offered their overnight packages for more than ₹1500 per person.

The operators were asked about their staff, to assess the employment generated by the agritourism centers, as well as to observe the distribution of available labor among the farming activities and agri-tourism activities. The result showed that the centers mostly utilized the available staff commonly for the farming as well as for agri-tourism operation.

## Conclusion

Agri-tourism is one of such type of 'alternative' and 'special interest' type of tourism which offers the experience of rural - agricultural lifestyle and farming activities. Since the 'pilot project' was started in 2005, the agri-tourism concept in Maharashtra has developed and evolved. With rising number of agri-tourism centers all over the state and in Nagpur district, there is also a great variety of products and operations among them.

Various studies regarding visitor management and customer satisfaction have been conducted from management perspective. This study was an attempt to explore and describe various aspects of agri-tourism from the tourism as well as the operator's point of view. The push and pull factors, which motivated the tourists to become an 'agri-tourist', their expectations and overall experience, were observed, recorded, analyzed and interpreted in this study.

Similarly, the agri-tourism operators were also surveyed to understand and infer their motivations for getting into agri-tourism venture, their expectation and experiences of operating agritourism center. Various analytical methods were used to understand and infer the collected quantitative and qualitative data, which yielded results to draw the findings.

It was found that the agri-tourism is largely a weekend as well as a family tourism activity. It was also inferred that as the agri-tourism is comparatively an inexpensive tourism activity, the income level of the tourists did not have any significant association with its consumption.

The motivations of the agritourists of the region were found to be in accordance with the existing literature, whereas most of their expectations were satisfied with the experience of agritourism. In the case of agri-tourism operators, where the literature noted that the motivations for agritourism center operators were economic as well as social, the study found that in the Indian context, as of now the economic reasons

are more prominent for motivating them to take up agri-tourism operations. The need for training to the operators as well as to the support staff of the agri-tourism centers was found to be a necessity.

The farmer – operators were found to be in difficulty of managing the finances as well as the labour in between both the ventures of farming and agri-tourism. It was found that better promotion of the concept as well as the centers will not only increase the business but also mould the tourist expectations appropriately and in turn would result in higher satisfaction level.

## CHAPTER 6

### SUGGESTIONS AND RECOMMENDATIONS

- The agri-tourists are looking for a ‘farmer’, ‘hosting’ them on ‘his farm’ along with his ‘family’. Instead, if they get to see a hospitality ‘professional’ ‘managing’ the ‘setup’ with his ‘staff’, the fundamental basis of the concept is lost. Although the professionalism is essential to manage and develop the business.
- The USPs or the specialties of the centers need to be highlighted and to improve upon. Rather than just imitating the activities and facilities of other agri-tourism centers, the operators should adopt the facilities and activities, which are affordable to them and suitable for the center.
- Farmers and rural entrepreneurs can come together and develop a collaborative agri-tourism center of the village. If managed properly, this can contribute significantly to the rural development.
- Tourists like to purchase a memento or souvenir of the tour, to remember the experience. Sale of handicrafts and other rural products will help the rural economy as well.
- The involvement of local residents in the operation of tourism initiatives create a positive image about the center in the village, which helps the business to run smoothly.

- The agri-tourism development and promotion agencies & volunteer should take up a responsibility toward the agri-tourism development and growth of area and economic as well as an emotional support to the needful farmers.
- The government's department, Agriculture, Rural development, these departments are directly or indirectly helping the agri-tourism in the state, e.g.  
MTDC – the state government's agency for tourism develop is also putting in some efforts for agri-tourism promoting.

Governmental agency & rural development agency should support the agri tourism centers in terms of financing to them by providing various existing governmental schemes & agri-financing.

## CHAPTER 7

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