

**Employment and Economic Opportunities for Local Community in Farm
Tourism with Reference to Thanima Farmlife, Palakkad**

**Project submitted in partial fulfilment of the requirement for the
Degree of Masters of Business Administration in
Tourism and Travel Management**

By

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PROJECT

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CERTIFIED AS BONAFIDE RESEARCH WORK


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DECLARATION

I declare that the project entitled “**Employment and Economic Opportunities for Local Community in Farm Tourism with Reference to Thanima Farmlife, Palakkad**” submitted by me for the degree of Masters of Business Administration (MBA) in Tourism and Travel Management is the record of work carried out by me during the period from December 2022 to May 2023 under the guidance of **Dr. K. Sathiyabamavathy MBA, M.Phil., Ph.D., NET, SET**, Assistant Professor of Department of Tourism Management, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore and has not formed the basis for the award of any Degree, Diploma, Associate ship, Fellowship, Titles in the University or any other similar institution of Higher Learning.

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INTRODUCTION

CHAPTER 1

INTRODUCTION

1.1. TOURISM

Tourism is a social, cultural and economic phenomenon which enhances the movement of people to countries or places outside their usual environment for personal or business or professional purposes. These people are called visitors and tourism has to do with their activities, some of which imply tourism expenditure (United Nations World Tourism Organization, 2008). The definition clearly states what is tourism industry and describes about tourism in appropriate terms. Tourism is mainly a considered as a service industry which deals with the feelings and emotions of tourists and it gets benefits through the satisfaction level of the tourists.

Tourism is an umbrella term for the travel, stay, experience of the tourists who are involved in travelling outside their usual environment. The industry provides required products and services for various needs of the tourists and travellers on leisure, business or other travel or trips. There arises the generation of revenue to the country from tourism industry. UNWTO has defined the major industries that can be said to be serving the tourists in general are: Accommodation, Food and beverage serving activities, Transportation facilities, Transport equipment rental, Travel agencies and other reservation services activities, Cultural activities, Sports and recreational activities, Retail trade of country-specific tourism characteristic goods, other country-specific tourism characteristic activities.

1.2 SIGNIFICANCE OF TOURISM

Tourism industry is not only considered as an important one among other industries, it contributes towards more economic activities and generates more employment. It has created and promoted different styles or types of travelling for travellers. Travelling to places make various destinations popular and developed which lead to infrastructure development.

The unique aspect of tourism is that it creates demand for economies on global scale and growth in opportunities at all levels. Tourists who coming from different regions carry back image and perception about a destination.

Tourism is also a commercial activity because industry involves the consumption of both products and services. It brings numerous benefits and advantages like creation of demand, boosting of economic activities, wholesome development, motivation in reaching Global standards, induces more consumption, and so on.

The industry creates a cultural exchange between tourists and local citizens. Exhibitions, conferences, and events usually attract tourists from different places. Host community can make revenue from souvenirs, accommodation, transportation, cuisine, and many other things. Furthermore, Foreign tourists bring cultural diversity and enrichment to the host country. Foreigners will be getting a great opportunity to learn about a new culture and it allows young entrepreneurs to establish new products and services.

1.3 TOURISM IN INDIA

India is considered as one of the most popular tourist destinations in the world as it attracts millions of tourists every year. The country is blessed with numerous historic monuments like Taj Mahal, Red Fort, Golden Temple and many more which can increase the revenue for the country. Socio-economic development can be possible through tourism as it can be used as a tool in this scenario. Nowadays tourism industry is growing steadily and rapidly as well as the industry is providing so many job opportunities to the people from all parts of the world. Tourists arriving the country can be provided with ample facilities and amenities like sophisticated hotels, resorts, food joints and various other services.

Tourism industry is the important one for the strong contribution on foreign exchange while the apex body related with tourism like Department of Tourism, Ministry of Civil Aviation, Government of India and many other authorities are implementing a number of campaigns and schemes for the promotion of the industry. This will be included with International Travel Mart, Destination India Exhibitions worldwide and Indian Cultural Festivals Abroad and so on.

India has wide variety of terrains like tropical beaches, snow-capped mountains, wildlife, houseboats, historic monuments, rivers, valleys and many more. Many cities in India are well connected by air, road, rail networks from across the globe. The country is also home to some of the world's fascinating cultures, traditions, customs and its rich diversity which attracts tourists from many parts.

The seventh-largest country in the world recognized for its economic development and for its geographically distinct from other Asian nations because of its location between mountains and the sea. Indians has many contrasts from the Indian Ocean to snow-capped mountains and deserts to forests.

1.4 STATISTICS OF TOURISM

The Honourable Vice President of India has released the Indian Tourism Statistics 2022 report on the occasion of World Tourism Day which is on September 27th, 2022. In which the major facts were;

The states of Tamil Nadu and Maharashtra has witnessed the highest number of foreign visits in 2021. The number of foreign tourist arrivals in India in 2021 has fallen because of COVID-19 restrictions to about 1.52 million and this will be around 44.5 percent decline. In the case of domestic tourists, India has 677.63 million visitors in 2021 and it shows an increase of 11.05 percent from 2020 figures as people in the country decided not to go to foreign countries due to COVID restrictions. Also, Government has introduced various schemes like 'Dekho Apna Desh' to boost the tourism industry after pandemic. The most visited sites in India are Taj Mahal, Red Fort and Qutub Minar in 2021-22 with about 3.29 million visitors. Tamil Nadu is having the most visited centrally-protected monument by foreigners in 2021-22 which is the Group of Monuments at Mamallapuram. There is a huge growth of visitors recorded in 2021-22 with 98 percent of domestic tourists whereas the number of foreign visitors declined at the same time with 23.4 percent. While the non-resident Indians and international tourist arrivals witnessed positive growth, the foreign tourist arrivals recorded negative growth rate in 2021. NRI arrivals has also increased by 52.6 percent from 2020 to 2021.

In 2021, Foreign exchange earnings from tourism sector were \$8.797 billion, which is an increase of 26.4 percent from 2020. Foreign Tourists Arrivals (FTA) were through air routes, land routes, and by sea routes where 79.2 percent were through air, followed by 19.3 percent through land and 1.5 percent by sea. In 2020, Foreign Exchange Earnings (FEE) from tourism were \$ 6.958 billion as compared to 2019 which was \$ 30.06 billion, registering a negative growth of 76.9 percent. Indian national departures from India during 2020 was 7.29 million as compared to 26.91 million in 2019, registering a negative growth rate of 72.9 percent. About 97.3% of the Indian Nationals Departures through air routes followed by land routes 1.9% and 0.8 by sea routes. (Indian Tourism Statistics)

1.5 FARM TOURISM

Tourism industry can bring numerous benefits for the host community by stimulating various income generating opportunities. So, many countries try to make more efforts to promote tourism for economic development. In most of the developing countries, rural community receives lesser benefits from tourism due to poor level of tourism investments. Here arises the need and development of Farm tourism and its application can help in the development of the living standards of the rural communities. Farm tourism is still a new term to both the industry and the country. At present, farm tourism is a well-established practice in many of the developed countries as an alternative income source for the rural farming community. Farm tourism is providing numerous benefits to the rural community nowadays. It has become an important part of agriculture and rural development, mainly focusing on improving livelihoods of the rural farming community. Community based tourism and tourist villages are to be promoted to increase value change in tourism-based activities which are linked with rural economy, harvesting seasons, wildlife, farming practices, art, culture and religion. Promotion and development of farm tourism can facilitate the preservation of culture and heritage of a community. Hence, farm tourism can be developed with the help of local community participation with positive results.

Farm tourism is being developed as a relatively innovative product in tourism industry, being agriculture is having more importance nowadays. Every state is having potential in both agriculture and animal husbandry in India. Developing farm tourism in india can help in much additional investment from various sources from different regions which will help in the overall development of the country.

Farm tourism has become a widely accepted alternative form of tourism which links the agriculture sector with the tourism sector and provides opportunities for the rural community to enhance their income. Linking agriculture with tourism is important in many aspects particularly in acquiring the best possible benefits. Therefore, development of farm tourism as a niche tourism activity would positively open up new income sources for farmers. This can be led to reinforcing rural development by optimum utilization of agricultural and other rural resources.

Farm tourism has become an increasingly popular concept across the world as it provides a specific focus to diversify income generating activities for farmers, ultimately leading to rural development. Although, there are various forms of activities and resources linked with the

agricultural sector towards farm tourism. Since the tourism sector has been emerging as one of the key economic contributors of the country, a link between tourism and agriculture would be mutually complementary for both sectors while rendering potential benefits to the rural farming community.

1.6 SCOPE OF FARM TOURISM

Farm Tourism gives people a chance to breathe fresh air, learn about rural environment, horse rides, activities, pick fruits and vegetables, participate in farming activities, etc., Bringing major primary sector agriculture close to major service sector tourism will make great results. As agriculture sector is having immense potential, tourism sector can also be expanded. Agriculture and farming can also preserve the culture and heritage of a region as well as it helps to retain the biodiversity.

- **An Inexpensive Gateway** - The cost of food, accommodation, recreation and travel is least in Farm Tourism which widens the tourist base. The concept of Farm Tourism takes to travel and tourism to the larger population, widening the scope of tourism due to its cost-effectiveness.
- **Curiosity About the Farming Industry and Lifestyle** – Urban population having roots in villages will always have the curiosity to learn about sources of food, plants, animals, raw materials like wood, handicrafts, languages, culture, tradition, dresses and rural lifestyle. Farm tourism revolves around farmers, villages and agriculture has the capacity to satisfy the curiosity of this segment of the population.
- **Strong Demand for Wholesome Family-oriented Recreational Activities** – Farm tourism destinations provides recreational activities to all age groups like children, young, middle aged and old aged people with a minimum cost. Rural games, festivals, food, dress and nature provides a variety of entertainment to the entire family.

1.7 FARM TOURISM IN INDIA

Agriculture is the main sector of Indian Economy. Around 65 percent of the population is directly or indirectly dependent on agriculture. Out of total GDP around 13 percent comes from the agriculture sector. Providing additional income-generating activities to existing agriculture would certainly increase the contribution of agriculture to national GDP (Agripedia,2020).

Farm tourism is one among the latest concept in Indian tourism industry and it gives opportunity to experience authentic and traditional life. Promotion of rural tourism, health tourism and adventure tourism can be possible through farm tourism. As a newly developing field, it has its own share of challenges and there are issues like a guest-host relationship, sustainability, economic feasibility. Considering farm tourism, it is more because it has a direct impact on the host community and rural culture. "World Tourism Organization (1998) defines Agri-tourism as "involves accommodation being offered in the farmhouse or in a separate guesthouse, providing meals and organizing guests' activities in the observation and participation in the farming operations." (WTO,1998).

1.8 FARM TOURIST DESTINATIONS IN INDIA

1. **Dewalokam Farmstay Retreat, Karimannoor, Kerala-** Dewalokam is the organic ancestral farm of a welcoming Syrian Christian family. The name means "paradise" and the property certainly is that kind of a property. This faultless farmstay is conveniently located only 90 minutes-drive from Kochi airport, in the spice belt of Kerala, bounded by a placid river and nature reserve where fruit, vegetables, spices, milk, and honey are all produced. An extensive range of activities is available for guests, including spice walks, village walks, bamboo rafting, temple visits, cow milking, and swimming.
2. **Vanilla County, Kottayam, Kerala-** It is located two and a half hours drive from Kochi airport, near Vagamon in the lush Western Ghat mountain range. Guests can swim in natural rock pools, go on plantation walks, go trekking, birding, visit villages and a local meditation ashram, and cruise the Kerala backwaters.
3. **Konyak Tea Retreat, Mon District, Nagaland-** The host is the great-granddaughter of a tattooed headhunter, and she is actively involved in researching and documenting the various tattoo patterns. The boutique farmhouse is located in the middle of a remote, privately-owned 250-hectare tea estate. The farm also has an orange tree orchard and organic vegetable garden. Guests can pick and eat during harvesting season (mid-November to December).
4. **Maachli, Sindhudurg, Nagaland-** The name "Maachli" means "elevated huts" in the local Malvani language. There are four architecturally designed hut-style

accommodations on the property, built deep within nature among the Samant family's coconut, betel nut, banana and spice plantation. Everything revolves around nature, and there is a sweet water stream flowing through the property. Responsible tourism is also a strong focus here. Activities include village walks, cooking lessons, farming experiences, trekking.

5. **Enchanted Forest Farm, Gangtok, Sikkim-** The tranquil setting, deep inside the forest with a waterfall, and delightful hosts are totally worth it when visiting the destination. The farm is completely organic and the property is pretty much self-sufficient. Guest accommodations consist of three rustic yet elegant standalone cottages.

1.9 FARM TOURISM IN KERALA

Reports state that Kerala has 30.22 lakhs hectares of gross cropped area which is 56.78 percent of the State's total geographical area. More than 1/3rd of the cropped area contains plantations of Tea, Coffee, Rubber, Pepper, Cardamom and Ginger, and another 1/3rd of this area is covered by Coconut plantations. The State has about 3,50,000 lakhs hectares of land under paddy cultivation. There is a possibility of converting potential cropped areas of the state as tourist attractions with minimum intervention to transfer the benefits of tourism directly to the farmers. The various schemes underway are intended to prepare the Farms or Plantations of Kerala to receive tourists by presenting a positive image of the farm and of agriculture as a whole, in view of revitalising the agriculture sector of Kerala through tourism.

The Government decision to allow 5 percent of the farm area for tourism purpose has been an encouraging factor for the tourism industry for the development of farm tourism destinations. Numerous projects are being planned by the state to prepare the Farms of Kerala to receive investments for the development of farming communities. (Kerala Farm Tourism)

1.10 FARM TOURISM IN PALAKKAD

Palakkad is an ideal farm tourism destination with its picturesque location, distinctive wine palm trees and extensive green paddy fields. Farm tourism destination in Palakkad is located on the banks of Chittur river, is a unique farming venture that has undertaken the

mission to bring back the fast-losing significance of Navara, a grain considered to be of great value from the healthcare point of view.

Spread over an area of 18 acres, the Navara organic Eco Farm near Chittur in Palakkad farm tourism destination also has other types of crops like coconut, mango, pomegranate, medicinal herbs which promotes ayurvedic farming, bamboo and vegetables. A maximum of eight visitors can be accommodated in the farm at a time, and the stay here gives one the opportunity to enjoy some of the local delicacies.

At the ancestral house located in the farm in the farm tourism destination, visitors can have a close look at some of the old and traditionally used farming implements; varieties of Navara and rice seeds and literature on various farm products. The farm has a walkway that is ideal for leisurely strolls and for familiarization with about Eighty varieties of trees and plants, most of them are fruit bearing. The Navara fields in the farm at Chittur, Palakkad farm tourism destination can become the activity zone for the visitors, who are interested in various farming tasks, available at a particular period of the year; like sowing, weeding, harvesting and so on.

1.11 OBJECTIVES OF THE STUDY

1. To study the current situation of farm tourism and its benefits to local community.
2. To analyse the employment opportunities and economic benefits of farm tourism to the local community.
3. To find out the opportunities and challenges in the development of farm tourism.
4. To suggest recommendations to promote farm tourism in Palakkad.

1.12 STUDY AREA

This study is conducted in Chittur village of Palakkad district, Kerala, India and the destination was selected considering two reasons. Firstly, it is a major farm tourism destination in Palakkad district, especially for eco and cultural tourism which has close linkages with farm tourism. Secondly, destination is among the major agricultural production areas in the state and agricultural activities are greatly diversified in the area. Also, Palakkad is having good geographical terrains and it lies in the border which will be beneficial for travellers to visit easily.

1.13 NEED OF THE STUDY

This study has mainly conducted for the development of farm tourism in Palakkad because as it lies in the border of Kerala, it has the ability to attract tourists from various regions and it is one of the popular farm destinations in Kerala.

The study focused on the potentials of developing farm tourism in the farming community by analysing the prevailing opportunities and challenges. Farm tourism is relatively a new term and it is truly beneficial for both the farm and farmers in economical way. Through farm tourism, farmers can sell value added products which will increase their revenue. Undoubtedly, the findings of this research and recommendations would be helpful for policymakers to popularise farm tourism among the farming community as an alternative income source.

1.14 SCOPE OF THE STUDY

The study was carried out to examine the potentials of farm tourism in Palakkad focusing on opportunities and challenges in developing farm tourism as a source of supplementary income for the farming community. Diversified and authentic nature of traditional agricultural activities, farmer's interest and willingness to engage in farm tourism by taking responsibility and ownership of such activities will make farm tourism industry more flourished. The presence of agriculture centered rich cultural and rural activities were also identified as the key strengths and common opportunities for farm tourism development of the state. The absence of proper initiatives at policy level targeting the promotion of direct participation of farmers in farm tourism has hindered the growth of the industry. There are possibilities to gain benefits for the farming community by engaging in farm tourism with the right approach. Therefore, it is recommended to promote farm tourism among the farming community as a policy level initiative together with national agriculture and tourism development programmes as a collaborative effort with relevant stakeholders. Adequate attention should be paid to farm tourism activities and product development, considering locally available resources to reap maximum benefits. Since farmer's awareness on farm tourism activities is vital to achieve the best outcomes, actions should be taken to provide proper awareness, training and guidelines on the farm tourism industry to farmers as well as other relevant officials. Here arises the scope of studying more about farm tourism destinations and its promotion for the betterment of the local community.

1.15 LIMITATION OF THE STUDY

The study was carried out in a short span of time at Thanima Farmlife in Palakkad district which has only found out the result from that specific area and the sample size was confined to 290 respondents only. Some of the respondents did not respond properly and revealed some information due to confidentiality which would affect the accuracy of the results of the thesis. Many of them were reluctant to answer to the question and some of them were very cooperative.

1.16 CHAPTERIZATION

The following chapter and content analysis will apply to the research study.

Chapter 1 – Introduction

In this chapter, there is a brief about Tourism industry, Significance of tourism industry, Indian tourism, Statistics of tourism industry, Farm tourism, Worldwide farm tourism, farm tourism in India, followed by Farm tourism in Kerala, Farm tourism in Palakkad. Then, it is continued with Need for the study, Scope of the study, Objectives of the study, and Limitations of the study.

Chapter 2 – Review of Literature

In this chapter, the studies collected are related to Tourism, Farm tourism, and Agri-tourism where researchers tried to find out various strategies, opportunities, challenges of farm tourism as well as the potentials of farm tourism which will improve the life of local community.

Chapter 3 – Research and Methodology

This chapter shows about how the study is conducted and its descriptions by using research design, data collection methods, sampling design, research instruments and construct measurements which can be the scales an operation definition, followed by data processing and data analysis.

Chapter 4 – Analysis and Interpretation of Results

Here, the collected data is organised and analysed in detail and interpreted in terms of the primary theme of the thesis. The results of the analysis are properly framed and given to disclose the research problem.

Chapter 5 – Findings, Suggestions and Conclusion

This chapter shows the conclusions of the thesis. The findings of the study are summarized so as to give suggestions for problems that hindering the development of farm tourism. It also analysed the various opportunities which helps for the economic development of local community.

REVIEW OF LITERATURE

CHAPTER – 2

REVIEW OF LITERATURE

2.1. INTRODUCTION

A literature review is a text written by someone to consider the critical points of current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic. Literature reviews are secondary sources and as such, do not report any new or original experimental work. Also, a literature review can be interpreted as a review of an abstract accomplishment. A literature review overviews articles, books and other sources relevant to a particular issue, area of research, or theory, providing description, summary, and critical evaluation of each work. The purpose is to offer an overview of significance literature published on a topic. The chapter review the existing literature put forward by different scholar and personalities on or related to the topic “A Study on Economic and Employment Opportunities for Local Community in Farm Tourism with Reference to Thanima Farmlife, Palakkad”.

2.2 STUDIES RELATED TO TOURISM

Abu Barkat Ali (2015) in his book ‘Travel and Tourism Management’ emphasizes the importance of tourism, and says about the importance of tourism, that the world’s largest industry is the tourism industry, which is very important for international cooperation and global peace today. In addition, the tourism industry provides employment to a large number of people and also provides for the promotion of many ancillary industry and foreign exchange earnings.

Aaron Tkaczynski, et al (2013) Beaumont University of Southern Queensland suggested that the use of combined segmentation variables to develop tourism profiles is warranted and that a ‘one size fits all’ approach is not suitable because different tourism stakeholders within a single destination attract different tourists, this research identified that the segments used by the destination marketing organization failed to holistically describe the tourist groups using the different services provided by tourism stake holders within a single destination.

2.3. STUDIES RELATED TO FARM TOURISM

Nematpour et al., (2019) stated that the potential of farm tourism to generate socioeconomic benefits for farmers and suppliers has been established in a range of international contexts and also aimed to identify the main socioeconomic benefits of farm tourism for farming communities in Iran on a national scale. In order to cover agricultural potentiality, nine provinces were selected in the study. Factor analysis of the data extracted nine social and economic factors, which were then analysed using stepwise regression analysis. The findings indicate that the diversification of Iran's farms into tourism businesses would introduce a new social and economic growth stimulus for local communities. The stepwise regression findings were employed to identify which farm tourism factors are required for socioeconomic development in Iran. Factors were divided into nine categories of socioeconomic development: learning and educational activities improvements, cultural development, community participation, thriving local economy, pursuit of personal values, income generation, quality of life improvement, building business competitiveness and modifying migration structure. Among these categories, farmers or suppliers in farming communities have primarily concentrated on the pursuit of personal values and income generation.

Raj and Todd (2018) study gave an insight in to farmers by new tourism product Farm tourism in order to make a market for them. The activities done by the farmers are well promoted by the social media. Many farmers are collecting a good income and a sustainable livelihood by their hard work in the agrotourism platform. The study suggested that the farmers could increase their earnings through participating in Farm tourism entrepreneurship.

Vaugeois (2017) tried to throw light on Farm tourism concepts, its benefits, potential costs, visitors' interest and their experiences, factors for the success of Farm tourism, Evaluation of land resources and assets, level of investments, safety of visitors etc. The study covered all aspects of demand and supply side of Farm tourism so that the potential investor will get an overall idea to start Farm tourism venture.

Engeset (2015) investigated that Norwegian farm tourism operators and discusses their strategies in product development, the challenges, and the solutions. Based on a number of in-depth interviews with tourist enterprises in two Norwegian rural areas, the authors argue that Norwegian farm tourism is, in many ways, in line with the foreseen development. The

strategies of the Norwegian farm tourism operators are: varied products, cooperation, and personal presence. Their motives are both market oriented and based on farm resources and household concerns, but when the chosen strategies lead to conflicts between two concerns, the household concern dominates.

Viswan (2014), in the article “Marari Beach Resort-Farm Tourism Redefined”, reviewed about the tourism destinations in Kerala and the specially mentioned about Marari beach resort. Fruit plants, medical plants, coconut trees, paddy fields, butterfly garden and flower garden are the major attractions of Marari beach resort. The farm kitchen will be engaged with the vegetables that are collected from their own garden. The best idea for doing environment friendly cultivation is proposed in the conclusion of this paper.

Chris Phelan et al, (2012) found that diversification to farm tourism is increasingly seen as a viable development strategy to promote a more diverse and sustainable rural economy and to counter declining farm incomes. However, the dynamics of the modern farm tourism business and the entrepreneurial and competitive skills farmers require in making the transition from agriculture to a diversified enterprise remains limited. This article explores the range of skills and competencies that farmers in the North West of England identify as important when adopting a diversification strategy to farm tourism. The findings indicate that, whilst a range of managerial skills are valued by farmers, they lack many of the additional business and entrepreneurial competencies required for success. The article acknowledges the need to generate consensus on the requisite skill-set that farm tourism operators require.

James (2012) made a study on “Farm tourism” to improve Farm tourism economy. Farm tourism is an essential part of rural tourism. He proposed that the possibility of farm stay was the main attraction of farm tourism. Farm stay provides an unforgettable experience for each and every visitor from urban areas as well as from abroad. Farm tourism is a broad context of rural tourism. Rural tourism consists of many activities and it looks more similar to farm tourism. But farm tourism gets more attention than rural tourism. Traditional way of treating guests makes Kerala a major tourist destination in India.

Dahlin (2011) discussed various parameters in Agritourism and developing strategies relating to Farm tourism. The data will be helpful to the policy makers in the field of Agritourism sector in order to explore the complete potential. The study pointed out that both the recreational and

educational activities gave the visitors to enjoy the tourism experiences and copy the method of organic cultivation methods in their homes too.

Blekesaune (2010) focused on the analysis of visitors to Norwegian farms, which offer various tourism activities and services. The countryside had increasingly become a place of consumption and recreation, and as such, farm tourism is part of the shift in the economic base of rural societies. Moreover, in building appreciation for the distinctive features of local places and people, farm tourism represents a counter-trend to homogenisation and mass tourism. Author focuses on the Norwegian domestic market. Based on data from ten representative national Norwegian surveys conducted by Synovate Norway between 1991 and 2007, our analysis shows significant increases in the proportion of the population visiting farm tourism enterprises since 1991. In addition to describing who the visitors are, author also characterises potential visitors within the domestic tourism market.

Capriello (2010) demonstrated three alternative approaches for mining consumer sentiment from large amounts of qualitative data found in online travel reviews. A total of 800 narratives describing farm stay experiences and representing four national settings (Australia, Italy, UK, and USA) was collected. The results of the study reveal that each method provides unique insights of what a farm stay vacation evokes, helpful to farm entrepreneurs wishing to develop a tourism business. The findings indicate universal values as recurrent key drivers of customer satisfaction closely relate to rural experiences. From a methodological viewpoint, all three methods produce reliable results by evidence of the similarities across all three analyses. The current study shows manual content coding, corpus-based semantic method, and stance-shift analysis can capture the peculiarities of rural experiences in different national settings.

Coomber et. al, (2004) analysed whether there are significant differences between the expectations and perceptions of participants of a guided tour in an organic farm. The results of the research were useful in developing an interpretive and tour management model which will help to sustain rural communities in farm environments through tourism, and engage the support of local and regional government.

2.4 STUDIES RELATED TO AGRI-TOURISM

Thakur (2022) determined the degree of variation in the elements impacting the pleasure and anticipation of guests undertaking Agritourism. The study was done in different districts of the

Indian state of Himachal Pradesh. The data collection approach was a closed-ended questionnaire. The study's objective was to assess the many characteristics of rural Agricultural tourism accommodations that contribute to visitor satisfaction or discontent, as well as to educate Agritourism owners about the needs and expectations of guests in order to enhance the service given. Additionally, the study explored the impact between guests' socioeconomic status and their level of satisfaction. Author tried to do analysis to assess the level of expectations and satisfaction of tourists over Agritourism attributes has also been done. Under this objective, two hypotheses were generated by the author - Tourist Satisfaction purpose/motivation to undertake this trip and tourist Satisfaction expectation and experience values. Author validated both the hypotheses by independent t-test.

Kumbhare et al., (2020) conducted with a sample size of forty-five agritourism hosts and operators from two states, Maharashtra and Goa, respectively, aiming at tracing out the significant factors facilitating the success of an agritourism venture. Data were collected by personal interview using summated Likert rating scale and analysed using median analysis and principal component analysis. Five different factors could finally be extracted out of 16 relatively important variables facilitating the success of an agritourism. These five factors were: Location advantage, Customer satisfaction, Resource management, Promotion and publicity and Government Support. The findings implies that these psycho-social and physical factors contribute to a larger extent towards the success of an agritourism venture, hence should invariably be addressed while planning any agritourism related policy at individual and mass level.

Sanjeeb Pal (2020) tried to explore the current marketing strategies for Agri-tourism in India. Farm tourism is the latest concept in the Indian Tourism industry. Agriculture is something common to all the citizens of India and everyone has its root in some village of India. The study is a modest attempt to explore the different marketing strategies employed by the Indian tourism industry especially with reference to Farm tourism and also to find out the possible way forward to market Farm tourism to the end users.

Ahsanath and Purushothaman (2016) described the potential of Agro-tourism and its benefits. Karnataka has its own culture, festivals and agriculture suitable for Carnatic weather conditions. The state has more potential to develop Agro-tourism than other states in India. Since Karnataka has sobbed more options for connectivity, it can be chosen as a crowded tourism destination and farmers in Karnataka have small agricultural farms and small

production units. These products are to be sold for getting earnings. Maximum exploitation of employment opportunities can be made possible through the sustainable growth of Agro-tourism. Community support is an essential factor for the development of tourism sector and with strategic implementation of the business plan, this sector can achieve a huge development.

Kumar and Dubey (2016) explained the facilities exist in the state to develop Agri-tourism and the benefits associated with them. The study also reminded a few things to be kept in mind to succeed in Agri-tourism. They are commercial mind, quality of services, marketing techniques, taking valuable feedback from tourists, development of tourist packages etc. Besides, the paper underscores the fact that the introduction of Agri-tourism in rural areas will be an additional income generation business opportunity for the farmers.

Moraru (2016) found that the reasons for involvement in Agri tourism ventures encompass a complex web of both economic and social motives. Also, the farmers involved in Agri tourism businesses are faced with a number of challenges: lack of experience of farmers in the running of a tourism business; lack of knowledge, expertise and training in the tourism field; limited marketing channels and linkages; necessity to develop new skills in order to manage the tourists and their expectations.

Lucha (2014) revealed that there were four potential significant areas of focus for Virginia Agritourism: proximity to the consumer base, transportation infrastructure and accessibility, population trends, and the possible importance of amenities, both natural and manmade. In an attempt to test these factors, a survey was designed and distributed to 471 Agritourism operations in Virginia. After receiving the results of the survey, there were four main findings: promotion, profit and location, operator experience, and obstacles to success factors.

Rogerson (2014) stated the significance of the research were issues around Agritourism and local economic development (LED) is underlined by the ‘developmental’ mandate of local governments. Although tourism had received attention in a growing body of LED writings on South Africa issues around Farm tourism so far have been overlooked. Farm tourism represents an evolving form of rural tourism which is targeted at mainly urban consumers. Author has explored its potential implications for LED planning in South Africa. Here, national audit of Farm tourism was presented which shows its uneven geographical distribution. Policy suggestions were offered by author for strengthening Farm tourism as a driver for LED in South Africa.

Wojciechowska (2014), highlighted about nature, scale and types of agritourism as experienced in Poland where both in terms of occupation and social phenomenon it has been accepted as a new economic activity by the rural population and the major achievements and issues regarding the development of agritourism in Poland are presented, both in practice and theory. The results of the study states that overall on balance the experience is positive and that two development processes can be differentiated: exogenous and endogenous.

Spire (2013) through the paper “The rise of Agri-tourism in the Philippines”, observed that, Agri-tourism had a wide scope in the country and it also provide a path to the economic advancement in the rural areas. Philippines is a tropical country with a prosperousness of natural resources, a powerful cultural heritage and biological diversity. It will create a very apt environment for Farm tourism.

Arroyo (2012) conducted a study to identify preferred definitional elements and types of Agritourism activities across residents, farmers, and extension faculty in Missouri and North Carolina. Respondents also agreed that Agritourism includes staged or authentic activities carried out on working agricultural facilities. Statistical tests showed significant differences on Agritourism definitional elements and types across groups, results that were further discussed in this study. Besides advancing the understanding of the meaning of Agritourism, the study carries important implications for the practice of Farm tourism.

Berit Brandth et. al, (2012) examined the overlap between work and home in farm tourism. The article showed how central aspects of hosting involve inherent dilemmas between the farm as a home and as a site of commercial activities. The analysis was based on studies of twenty family farms from various districts in Norway using materials like formal interviews with sixteen women and nineteen men operating the businesses.

Schilling (2012) examined the economic benefits of agritourism, using data from a statewide economic impact assessment in New Jersey. The results show broad variability across farm scales in terms of the relative reliance on agritourism as a source of farm revenue. Also significant percentage of farms hosting agritourism were found to earn no immediate income from such activities, suggesting that some farmers may be motivated by either nonmonetary or deferred economic benefits from hosting agritourism.

Malkanathi and Routry (2011) described various ways for achieving developments in Agritourism sector in Sri Lanka. Most of the people living in the country are farmers and they have their own cultivation lands. The country is rich with cultural heritages which influence

the tourists towards the country. Different from other countries, Sri Lankan farmers have basic idea about clubbing agriculture and Farm tourism. Rural tourism and Agritourism are different fields of tourism, but progress in one sector will automatically improve the other sector.

Barbieri (2010) employed an Importance-Performance Analysis (IPA) to examine the level of accomplishment of various goals motivating Agri tourism and on-farm entrepreneurial development in Canada. IPA showed that various goals with greater levels of both importance and accomplishment were the influencing factors to enhance personal/family quality of life, continue farming, to increase or diversify the market, and to respond to a market need or opportunity. Further, results showed the significant differences in goals between Agri tourism and other types of farm entrepreneurs.

2.5 RESEARCH GAP

From the above Reviews of Literature, it is identified that many researchers had found out about the strategies and challenges as well as the potentials of farm tourism for its promotion and development. Even though, limited research has focused on the economic benefits to local community and different types of information related to employment opportunities in farm tourism is not compared with destinations in Kerala. Also, most previous studies have been done at country, city scale while limited studies have been conducted with a smaller scale like one destination. Such that, a study can be conducted to fill the research gap which will bridge the gap and they are possibilities for future researches related to farm tourism opportunities.

RESEARCH METHODOLOGY

CHAPTER – 3

RESEARCH METHODOLOGY

3.1 METHODOLOGY

Research methodology defined as the activity of research that how to proceed and how to measure progress and what constitute success. The dictionary defines research as a studious inquires or examination, especially an investigation or experimentation aimed at the discovery and interpretation of fact or practical application of such a new or revised theory or law. The purpose of research is to discover and answer the question through the application of scientific procedure. Research methodology is a way to systematically solve the research problem. Why the research has been undertaken and what research problem has been identified. What data has been used and such question are answered when a well-structured methodology concerning the research problem is devised.

3.1.1 DEFINITION

According to Waltz & Bausell (1981) “Research is a systematic, formal, rigorous and precise process employed to gain solution to problems (or) to discover and interpret new facts and relationships”. Kothari (2006) defines “Research is the pursuit of truth with the help of study, observation, comparison and experiment; the search for knowledge through objective and systematic method of finding solutions to a problem”.

3.2 RESEARCH DESIGN

Research design stands for planning of the methods to be adopted for collecting the relevant data and technique to be used in the analysis. Descriptive research design is used for the study where the questionnaire was given to the respondents to gather information systematically. For a better understanding, concerning the behavioral styles of the respondents, analytical research is also we utilized for the study where hypothetical relation between the variables could be established.

3.3 SOURCE OF DATA

The primary and secondary data are used for the study. Questionnaire has been designed as a primary research instrument. Questionnaire was distributed to respondents for their feedback. Further coding and analysis were done for each question's respondents to reach the findings and suggestions and finally to the conclusion of the topic.

3.3.1 PRIMARY DATA

The primary data are those which are the collection of fresh and for the first time and thus happen to be original in character, the questionnaire is considered to collect the survey opinion. The primary data has been collected through a structured questionnaire and multiple-choice questions. Thus, the sample includes respondents of staffs and local community of Thanima Farmlife in Palakkad, Kerala.

3.3.2 SECONDARY DATA

The secondary data are those which have already been collected by someone else and which have already been passed through the statistical process such as published books, articles, journals, Internet, and published survey reports of various countries on Farm tourism, Eco tourism, Rural tourism and Socio-economic impacts and benefits for local community.

3.4. QUESTIONNAIRE

A questionnaire consists of a number of questions printed or typed in a definite order or set of form. The structured questionnaire consists of mainly two kinds of questions:

- Yes/ No questions
- Multiple choice questions
- Rating scale questions
- Ranking questions

The respondents filled the multiple-choice questions especially on five-point Likert's scale questions are used to collect the attitudinal measures. The scaling technique used in the research

method for the questionnaire is five-point Likert's scale. It is considered of the points like strongly agree, agree, neutral, disagree, strongly disagree ranging from 5 to 1.

3.5. CONSTRUCT MEASUREMENT

For the purpose of studying the objectives and testing the hypotheses, structure questionnaire was used as an instrument to collect the data. The questionnaire for the tourists has been divided into three aspects so as to fulfill the objectives of the respondents. The first section captures the demographic characteristics and section captures about the General Perception, Economic Benefits, Socio-Cultural Benefits and Environment impacts. Followed by third section which captures the Satisfactory level of Local Community with Farm Tourism Activities.

Likert scales are often used in psychology questions and typically involved offering a response that ranges from Strongly Disagrees to Strongly Agree. In this research, I have used the Likert Scale to collect the responses and the opinions of respondents on each statement is presented in the questionnaire.

The questionnaire is administered in the following way:

SCALES	SCORES
Strongly agree	5
Agree	4
Neutral	3
Disagree	2
Strongly disagree	1

3.6. SAMPLING DESIGN

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or a procedure the researcher would adopt in selecting item for the sample. Sample design deals with the method of selecting item to be observed with the given study. Sample design is determined before data are collected.

3.7. SAMPLE SIZE

The sample size refers to the number of items to be selected from the universe to constitute a sample. The sample size for the study is 290. The local community and staffs were considered as respondents for the study. Approximately 290 respondents were interviewed from Thanima Farmlife, Palakkad.

3.8. SAMPLING PROCEDURES

The sampling procedure used for the study is convenience sampling. The sampling is selected on the basis of convenience in and around Thanima Farmlife which served as main factor for the selection of the sampling procedures. The convenience sampling is a non-Probability technique where subjects are selected because of convenience.

3.9. PERIOD OF THE STUDY

The data used for the purpose of analysis in this study was collected for a period of three months.

3.10. TOOLS FOR ANALYSIS

Primary data is collected through Questionnaire which was distributed to respondents for their feedback. The statistical analysis was done through SPSS 16.0 version.

- Percentage Analysis
- Descriptive Statistics
- ANOVA
- Garrett's Ranking

3.10.1 PERCENTAGE ANALYSIS

The percentage method is used for percentage of different demographic factors. The collected data represented in the form of tables and graphs in order to give effective visualization of comparison made. Percentage analysis is a statistical tool which used to

identify the percentage from the respondent's response to a single question which is accounted samples. It is used to compare the relative terms and distributions of two or more data.

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total number of samples}} * 100$$

The percentage analyses of this study were done on the demographic features like Gender, Age, Education, Employment, and many more.

3.10.2 DESCRIPTIVE STATISTICS

The term given to the data analysis that helps describing or summarizing data in a meaningful way. Descriptive statistics is important because it converts the raw data into meaningful data which allows simpler interpretation of data. In this regards, the following two types of general statistics is applicable for this study.

Statistical tests give accurate results and conclusion of analysis output which can lead to better recommendations of the research. Statistical tests provide scientific evidences of the research conducted and can also be generalized to other relevant studies. There are numerous statistical tests are available for testing hypothesis of any research but few tests are conducted for the purpose of this investigation.

3.10.3 ANOVA

Analysis of Variance (abbreviated as ANOVA) is an extremely useful technique concerning researches in the fields of economics, biology, education, psychology, sociology, and business or industry and in researches of several other disciplines. This technique is used when multiple sample cases are involved. ANOVA is essentially a procedure for testing the difference among groups of data for homogeneity. There may be variation between samples and also within sample items. The basic principle is to test for differences among the means of the populations by examining the amount of variation within each of these samples, relative to the amount of variation between samples.

3.10.3.1 ONE WAY ANOVA

1. To obtain each mean of each sample $X_1, X_2, X_3, \dots, X_k$ when there are K samples.
2. Work out the mean of sample mean as follows:

$$\bar{X} = \frac{X_1 + X_2 + X_3 + \dots + X_k}{\text{No. of samples } (k)}$$

3. To find out the sum of squares for variation between the samples (SS)

$$SS = n_1(X_1 - \bar{X})^2 + n_2(X_2 - \bar{X})^2 + \dots + n_k(X_k - \bar{X})^2$$

4. To find Mean Square (MS)

$$M = \frac{SS \text{ between}}{(k - 1)}$$

5. So, sum of squares within groups can be written as:

$$SS \text{ within} = \sum (X_{1i} - X_1)^2 + \sum (X_{2i} - X_2)^2 + \dots + \sum (X_{ki} - X_k)^2$$

Where $i = 1, 2, 3, \dots$

6. Mean square within sample:

$$MS \text{ within} = \frac{SS \text{ within}}{(n - k)}$$

7. Sum of squares for total variance:

$$SS \text{ for total variance} = \sum (X_{ij} - \bar{X})^2$$

Where $i = 1, 2, 3, \dots$ $j = 1, 2, 3, \dots$

$$SS \text{ for total variance} = SS \text{ between} + SS \text{ within}$$

8. F ratio worked out as:

$$F \text{ ratio} = \frac{MS \text{ between}}{MS \text{ within}}$$

3.10.4 GARRATT'S RANKING TECHNIQUE

To find out the most significant factor which influences the respondent, Garrett's ranking technique is used. As per this method, respondents have been asked to assign the rank for all factors and the outcome of such ranking have been converted into score value with the help of the following formula:

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

Where;

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

N_j = Number of variables ranked by j^{th} respondents

With the help of Garrett's Table, the percent position estimated is converted into scores. Then for each factor, the scores of each individual are added and then total value of scores and mean values of score is calculated. The factors having highest mean value is considered to be the most important factor.

3.11 LOCATION OF THE STUDY AREA

Palakkad is one of the fourteen districts of Kerala which has no coastal line. The district also opens the state to the rest of the country through the Palakkad Gap with a width of 32 to 40 kms. Its geographical position, historical background, educational status, tourism hot-spots and above all, the development activities that are carried out, are wide and varied. The district is considered as one of the main granaries of Kerala and its economy is primarily relies on agricultural. The present Palakkad district, as an administrative unit, was formed on the first of January 1957, comprising of Palakad, Perinthalmanna, Ponnani, Ottapalam, Alathur and Chittur. At present the Palakkad district consists of 2 revenue divisions, 7 taluks and 157 revenue Villages. There are 7 Municipalities, 13 block panchayats and 88 village panchayats in the district.

Palakkad is also known as Palghat, which is located near a wide low pass in the Western Ghats Mountain ranges and it is the land of Palmyras and Paddy Fields and is famous as the chief granary of Kerala. The district gets its name from pala trees which once dominated the

area. This is the area which links Kerala to Tamil Nadu and perhaps does so in a cultural sense too, since the language spoken in the villages here is Tamil, unlike the rest of the state where Malayalam is prevalent. It is known for the ruins of Tipu Sulthan's Fort, four dams and one of the first amusement parks of Kerala - Fantasy Park. Some other locations that can be visited in the area include the Palakkad Fort, Silent Valley National Park, Pothundy Dam, Jain Temple, Dhoni waterfalls, Walayar Dam and so on.

Map of Palakkad District



(Source: <https://www.researchgate.net>)

3.11.1 THANIMA FARMLIFE, PALAKKAD, KERALA

One of the eminent award-winning farmer, self-taught agriculturist and business man who aced the skills of developing barren land to rich natural diversity is Mr. Scaria Pillai who is a living example of perseverance in developing affordable and commercially successful farms. When everyone rejected his ideas of farming, he found many opportunities to flourish. Today he runs, one of the biggest water rich farmlands, promoting agriculture, animal husbandry, fisheries and kennel. As a farmer who knows about the importance of the natural diversity and preservation of those for future, he is inviting generations to experience farmlife and for learning. He is also one of the best farmers of Kerala who has awarded with 'Karshakashree' for best farming has set up an awesome farm tourism destination with the help of his son Reynold Scaria. The farm has walkways for breathing fresh air, to pick more than 60 foreign and local fruits with freshness, to celebrate an agricultural family life in four knots full of sculptural beauty, to enjoy rich local food. There is also an opportunity to know more about farming, traditional lifestyle, activities and rural experiences connected with farming.

Agritourism is a new step in the field of tourism. They have shown that the potential of agritourism can be exploited without losing sight of the importance of agriculture. Scaria Pillai's son Reynolds is the one who prepares this farm for tourists with a variety of activities like sky cycling, mud football court, ATV rides, and many more. A senior executive in a multinational company, Reynold holds a Master's degree in social work. Along with an executive MBA from the Indian School of Business, Hyderabad and IIM Lucknow, Scaria Pilla's wife Mini and other children Richard and Harold are active participants in the activities of Tanima Farm Life.

There are many opportunities to entertain visitors including mud football, volleyball and handball. Two other highlights are the zip line and the sky cycle right at the entrance. Apart from these, river crossing and trekking are also arranged for those who love adventure. Those who walk inside go to the half-acre wide pool. There is a 120-meter zip line across this pool. Animal farm and hydroponics – aquaponics units are also arranged here. There are two ATVs (All-Terrain vehicle) for driving around the farm. Horse riding, fishing, farm walk, pedal boat, swimming, water polo, badminton, swing archery, caroms, chess, snake and cone, basketball, rain tree dance and water wheel have everything for visitors of different ages and tastes.

Those who are interested in getting to know and enjoy traditional folk arts such as Porotu Nadakam and Pulluvan Patt from other countries also have an opportunity to do so here. A group of local artists present these art forms in relation to Palakkad's agricultural history. This program is a unique initiative of Thanima to provide better opportunities to these artistes whose venues are dwindling. Beautifully made in Kerala style, Nalukett Thanima is the highlight of farm life. It can accommodate 16 people in 6-star quality rooms. Adjacent to this quadrangle is an ootupura and a pool with a stepladder, with a courtyard and verandah for group and extended family gatherings. Just come here with your family to relive the lost rural-agricultural life with all its luxuries for at least a few days. There is a kitchen headed by an expert chef to prepare local cuisine for the guests. 90 percent of the dishes are prepared here using only fruits, vegetables, fish and meat harvested from the farm every morning. The fish caught by the guests will be cooked to their liking. Thanima has a total of 10 rooms, including a farmhouse and a houseboat, which provide accommodation at a relatively low cost. A house is also available at Thellakale Jatithottam for those interested in cooking their own food. Day out packages and overnight residential packages are available for visitors. Thanima has also been chosen by some prominent schools in Tamil Nadu to conduct study camps for students as agriculture.

There are mainly two packages for the visitors in Thanima Farmlife, Palakkad and they are;

1. Day out packages including food will cost around Rs. 1475/-
2. Stay packages will come around Rs. 2,950/- including food. (Taxes extra)

But now the entries are restricted to pre-booked guests only. Walk-ins are strictly not allowed due to maintain the quality of services provided to the visitors.

Visitors can reach the destination through road, rail and air modes as it is accessible in all ways. From Palakkad town, it will take approximately 30 to 45 minutes as it is distant from 25 kms.

3.12 CONCLUSION

This chapter focused on the methodology that was used in this study. An explanation of qualitative research as a method for data collection and analysis was given. Measures followed during the data collection were discussed in this chapter and the information about the sample was provided with tools and the location of the study.

ANALYSIS AND INTERPRETATION

CHAPTER – 4

ANALYSIS AND INTERPRETATION

The chapter completely deals with the analysis and interpretation of the tests conducted on the collected primary data which is quantitative and qualitative in nature. The method for collecting samples were through convenient sampling. A well-structured questionnaire was provided to 290 respondents and they have filled the same and given back. The samples for the study are 290 respondents who are the staffs of Thanima farmlife and local residents near to the destination. The analysis was carried out using IBM Statistical Package for the Social Sciences (SPSS) version 21 for windows. Tests like Frequencies, Descriptive Statistics, ANOVA, and Garrett's Ranking have been done appropriately.

Analysis of the data includes studying the tabulation material in order to determine the inherent factor. It is a process of the breaking down the complex factor into simpler form and putting new arrangement for the purpose of interpretation. Interpretation is the search of the process to find meaning for the research. The analysis is to summaries the collected data and search a way that they provide answer to the question. The analysis is to study the relationship among the various items in detail and interpretation will be given for the explanation of real fact in the study.

It refers to the computation of certain measure alone as well as the relationship that exists among the data collected. It involves the identification of purpose, fact the statement of defensible assumption and formulation of conclusion.

The results of this study are done with the following tests and presented as:

1. Frequencies
2. Descriptive Statistics
3. ANOVA
4. Garrett's Ranking

4.1 FREQUENCY ANALYSIS

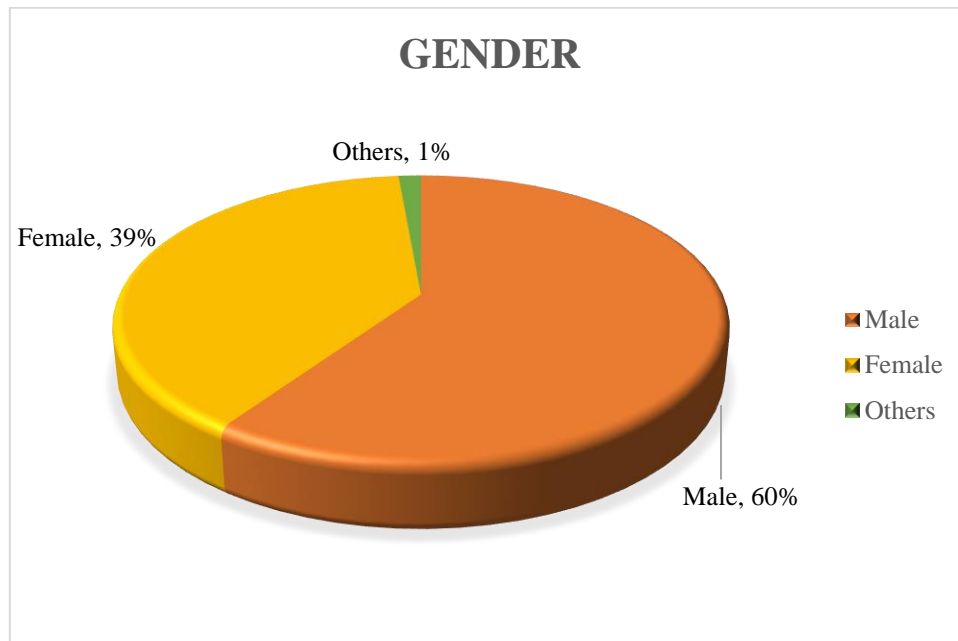
GENDER

Table 4.1.1 Distribution of respondents based on Gender

GENDER	FREQUENCY	PERCENT
Male	173	59.7
Female	113	39.0
Others	4	1.4
Total	290	100.0

(Source: Primary data)

Figure 4.1.1 Distribution of respondents based on Gender



The above table 4.1.1, shows that 59.7 percent of respondents are Male, 39.0 percent of respondents are Female. There are also some respondents constituting a percent of 1.4 for the group of Others. Thus, the majority of the respondents are Male.

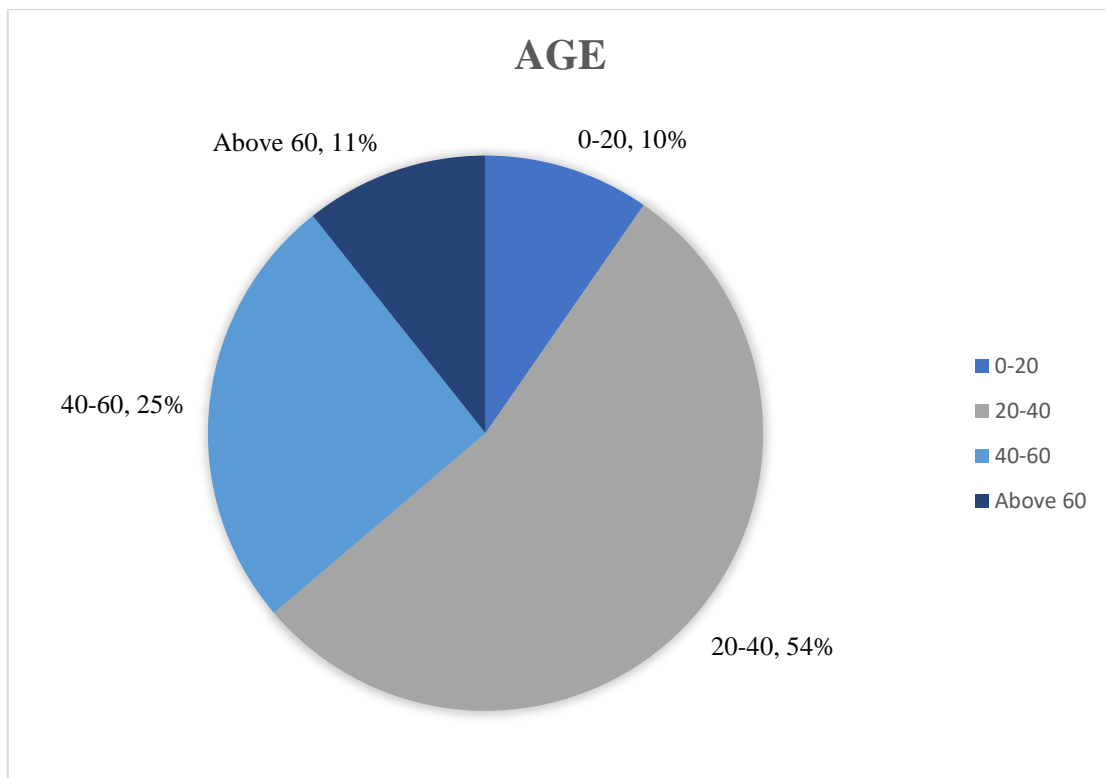
AGE

Table 4.1.2 Distribution of respondents based on Age

AGE	FREQUENCY	PERCENT
0-20	28	9.7
20-40	157	54.1
40-60	74	25.5
Above 60	31	10.7
Total	290	100.0

(Source: Primary data)

Figure 4.1.2 Distribution of respondents based on Age



The above table 4.1.2 shows that 9.7 percent of respondents are at the age of 0-20 years, 54.1 percent of respondents are at the age of 20-40 years, 25.5 percent of respondents are at the age of 40-60 years, and 10.7 percent of respondents are above 61 years. Hence, it is clear that majority of the respondents are from the age group 20-40 years.

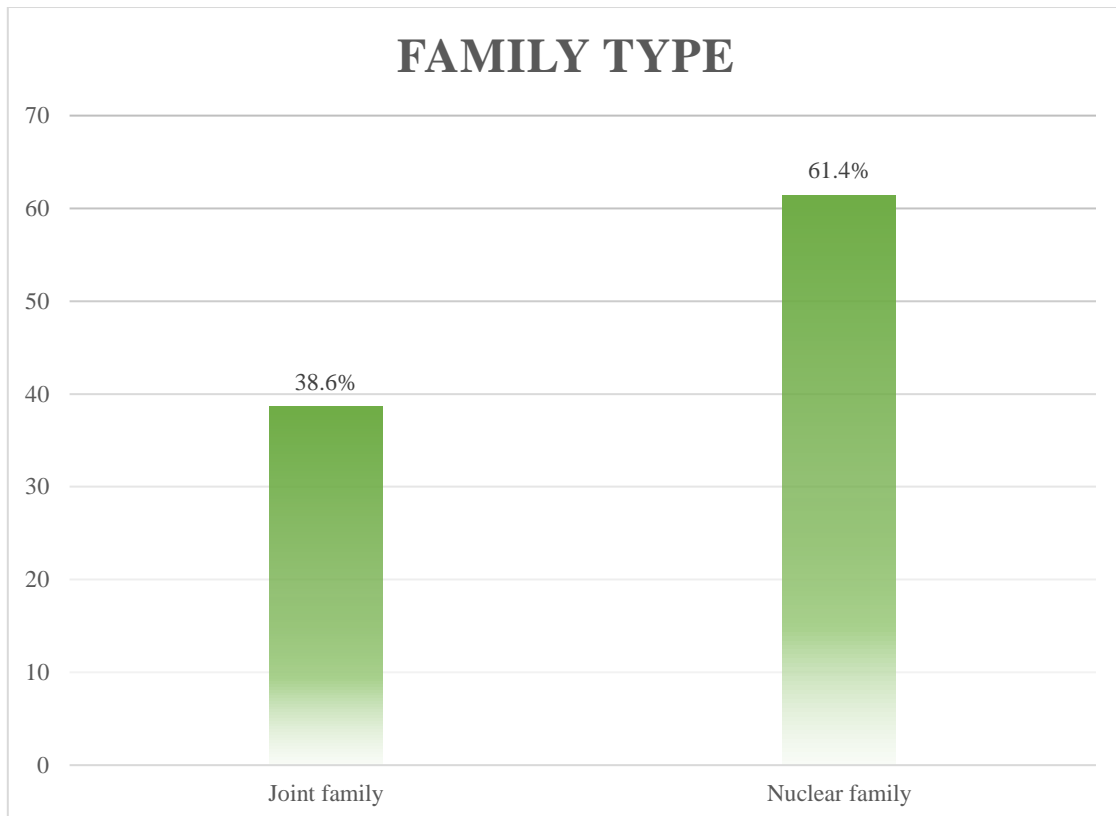
FAMILY TYPE

Table 4.1.3 Distribution of respondents based on Family type

FAMILY TYPE	FREQUENCY	PERCENT
Joint family	112	38.6
Nuclear family	178	61.4
Total	290	100.0

(Source: Primary data)

Figure 4.1.3 Distribution of respondents based on Family type



From the above table 4.1.3, it can be understood that 38.6 percent of the respondents are from Joint family as well as 61.4 percent are from Nuclear family. So, majority of the respondents are from Nuclear family.

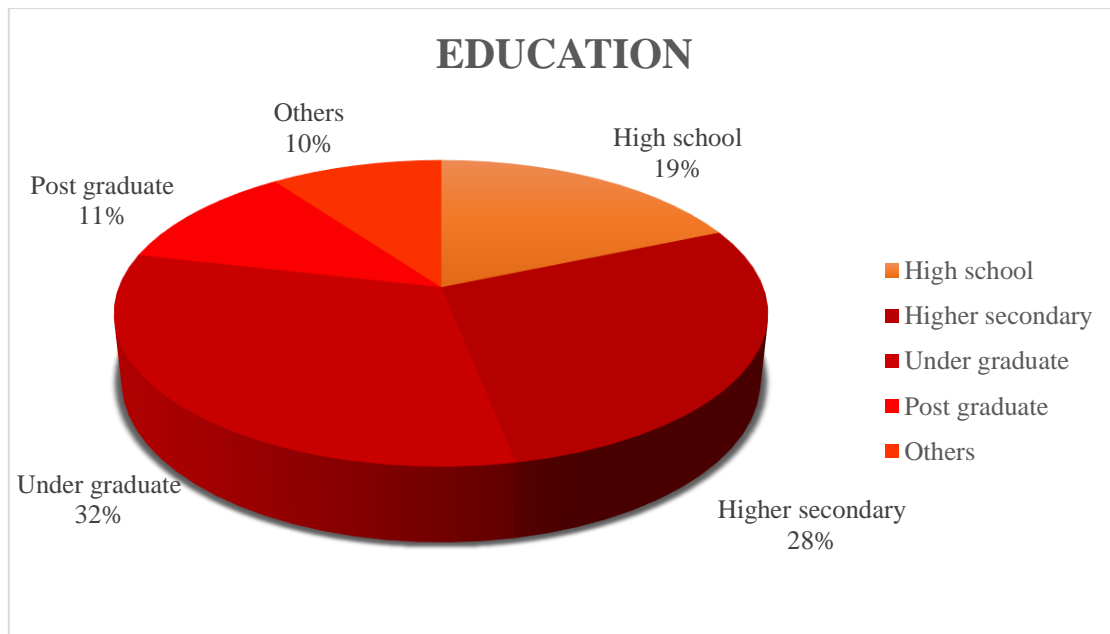
EDUCATIONAL QUALIFICATION

Table 4.1.4 Distribution of respondents based on Educational qualification

EDUCATION	FREQUENCY	PERCENT
High school	54	18.6
Higher secondary	82	28.3
Under graduate	92	31.7
Post graduate	33	11.4
Others	29	10.0
Total	290	100.0

(Source: Primary data)

Figure 4.1.4 Distribution of respondents based on Educational qualification



From table 4.1.4, it is known that 54 respondents come under the group of respondents who have the educational qualification of High school constituting 18.6 percent of the total respondents followed by 82 respondents in the category of Higher secondary constituting 28.3 percent followed by 92 respondents for the under Graduate group constituting 31.7 percent followed by 33 respondents for the Post graduate category. Here, there are also 29 respondents who did not belong to any of the categories constituting a percent of 10, hence they are under Others group.

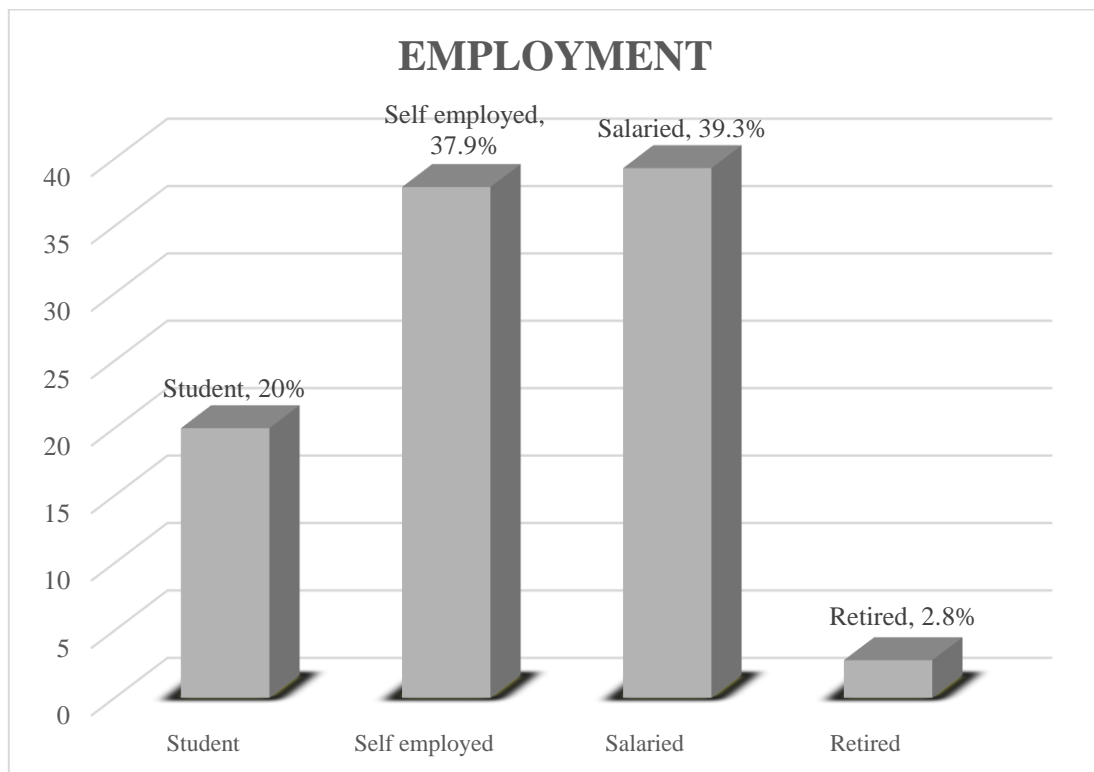
EMPLOYMENT

Table 4.1.5 Distribution of respondents based on Employment

EMPLOYMENT	FREQUENCY	PERCENT
Student	58	20.0
Self employed	110	37.9
Salaried	114	39.3
Retired	8	2.8
Total	290	100.0

(Source: Primary data)

Figure 4.1.5 Distribution of respondents based on Employment



The table 4.1.5 shows that, 20 percent of the respondents are Students followed by 37.9 percent of the respondents who are Self employed followed by Salaried with a percent of 39.3 followed by 2.8 percent of respondents under the Retired group. So, it can be concluded that most of the respondents are Salaried people.

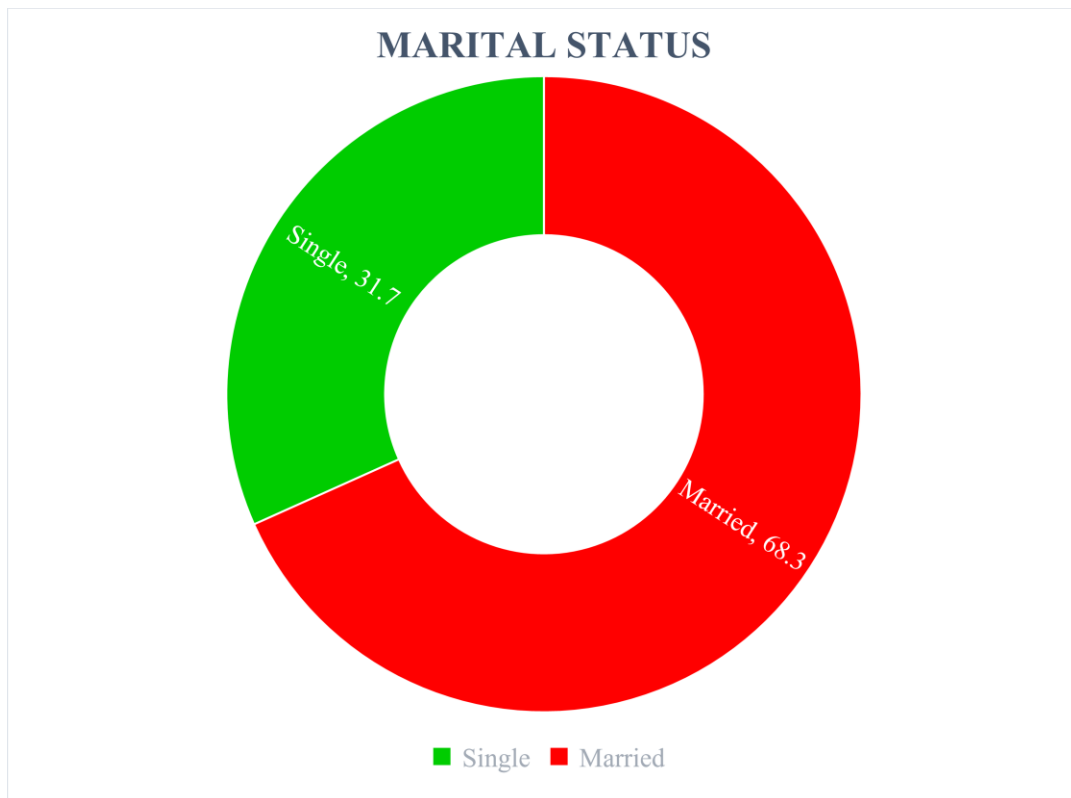
MARITAL STATUS

Table 4.1.6 Distribution of respondents based on Marital status

MARITAL STATUS	FREQUENCY	PERCENT
Single	92	31.7
Married	198	68.3
Total	290	100.0

(Source: Primary data)

Figure 4.1.6 Distribution of respondents based on Marital status



From table 4.1.6, it is observed that 92 respondents from total number of respondents come under Single category constituting 31.7 percent followed by 198 respondents in Married category constituting 68.3 percent. Hence, the major portion of the respondents belongs to Married group.

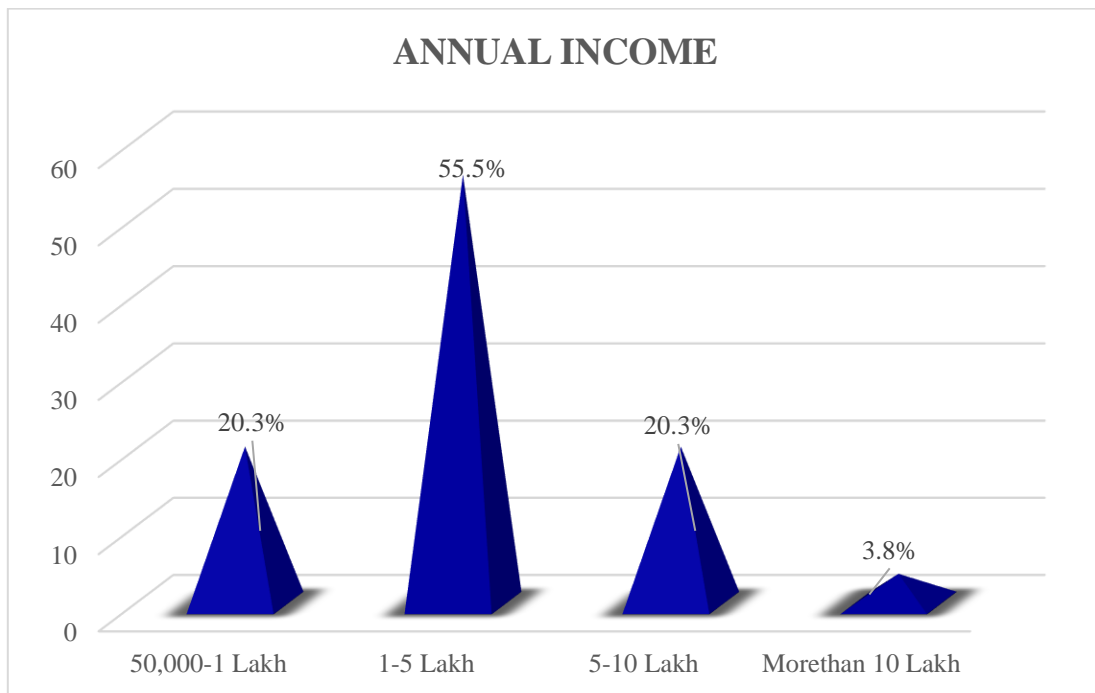
ANNUAL INCOME

Table 4.1.7 Distribution of respondents based on Annual income

ANNUAL INCOME	FREQUENCY	PERCENT
50,000-1 Lakh	59	20.3
1-5 Lakh	161	55.5
5-10 Lakh	59	20.3
More than 10 Lakh	11	3.8
Total	290	100.0

(Source: Primary data)

Figure 4.1.7 Distribution of respondents based on Annual income



The above table 4.1.7 shows that 20.3 percent of respondents come under the group of respondents who is having an Annual income of 50,000-1 Lakh followed by 55.5 percent of respondents having 1-5 Lakhs followed by 20.3 percent of respondents having an Annual income of 5-10 Lakhs. There is also 3.8 percent of respondents who is having an Annual income More than 10 Lakhs. Here, it is understood that many of the respondents are having an annual income of 1 to 5 lakh rupees.

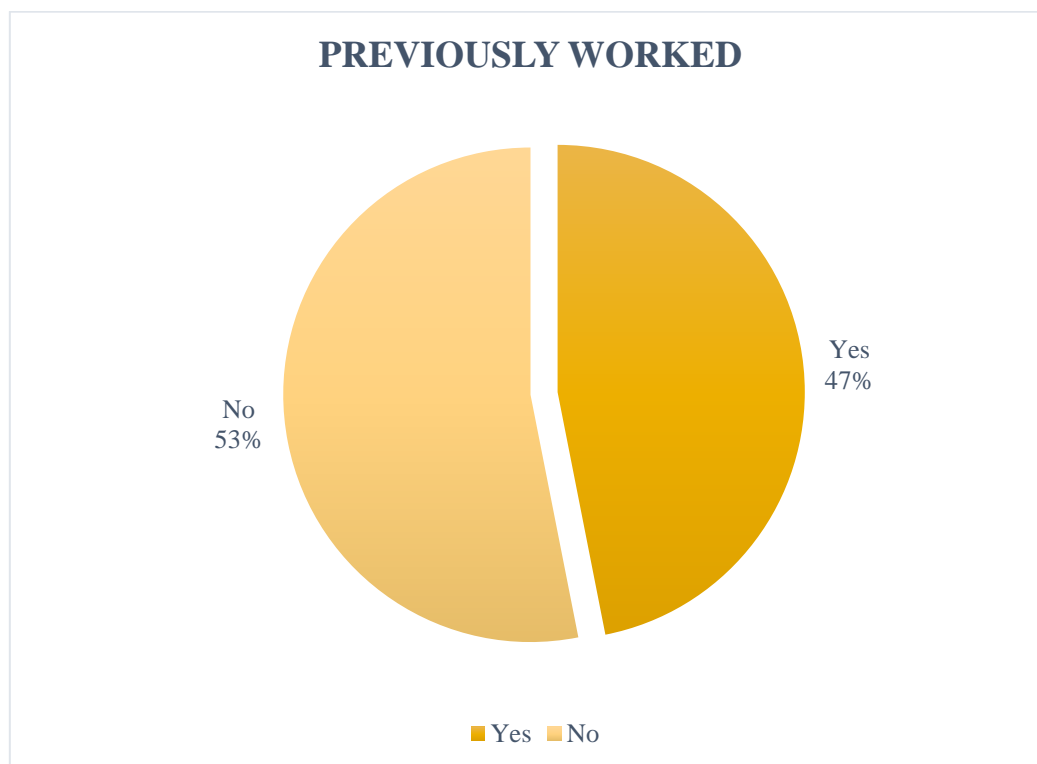
PREVIOUSLY WORKED

Table 4.1.8 Distribution of respondents based on Previously worked in farm tourism destination

PREVIOUSLY WORKED	FREQUENCY	PERCENT
Yes	136	46.9
No	154	53.1
Total	290	100.0

(Source: Primary data)

Figure 4.1.8 Distribution of respondents based on Previously worked in farm tourism destination



The above table 4.1.8 clears that 46.9 percent of respondents have already worked in farm tourism destinations followed by 53.1 percent of respondents who has not worked in any of the farm tourism destinations. So that, majority of the respondents were not worked in any farm tourism destination.

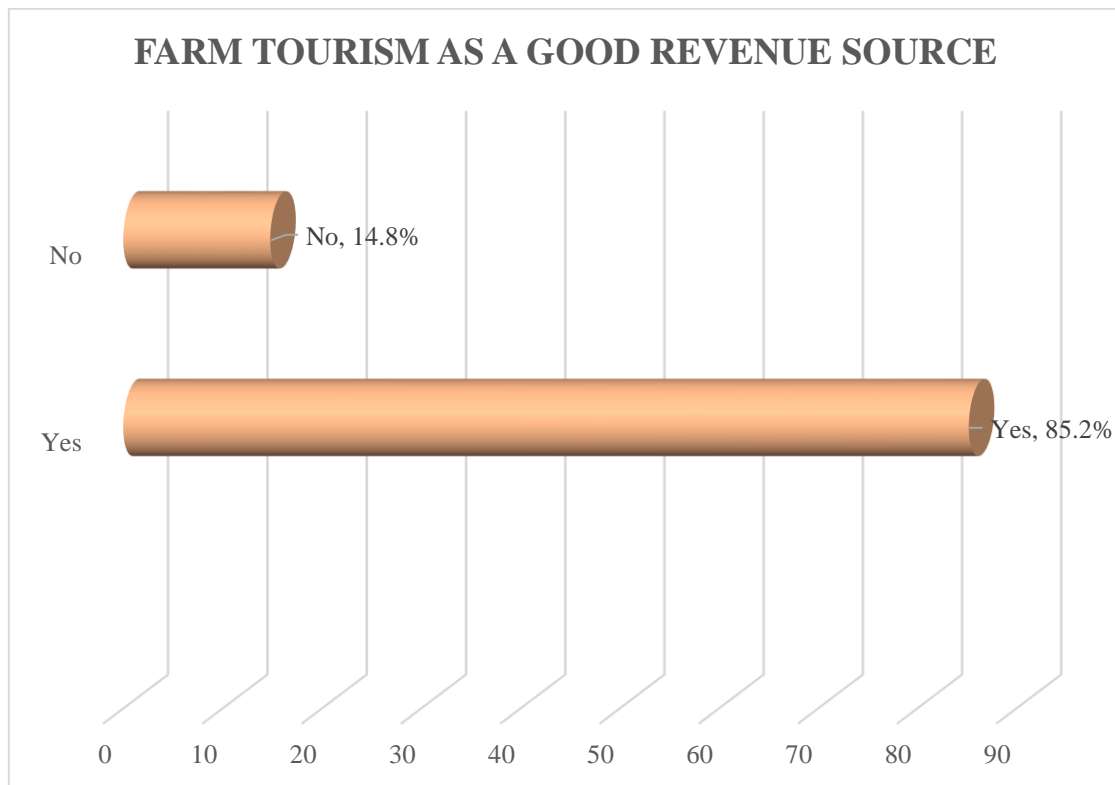
FARM TOURISM AS A GOOD REVENUE SOURCE

Table 4.1.9 Distribution of respondents based on Farm tourism as a good revenue source

FARM TOURISM AS A GOOD REVENUE SOURCE	FREQUENCY	PERCENT
Yes	247	85.2
No	43	14.8
Total	290	100.0

(Source: Primary data)

Figure 4.1.9 Distribution of respondents based on Farm tourism as a good revenue source



From the above table 4.1.9, it is understood that 85.2 percent of respondents says that farm tourism is a good revenue source, on the other hand, 14.8 percent of respondents says that farm tourism is not a good revenue source. Here, most of the respondents says that farm tourism is such a good revenue source.

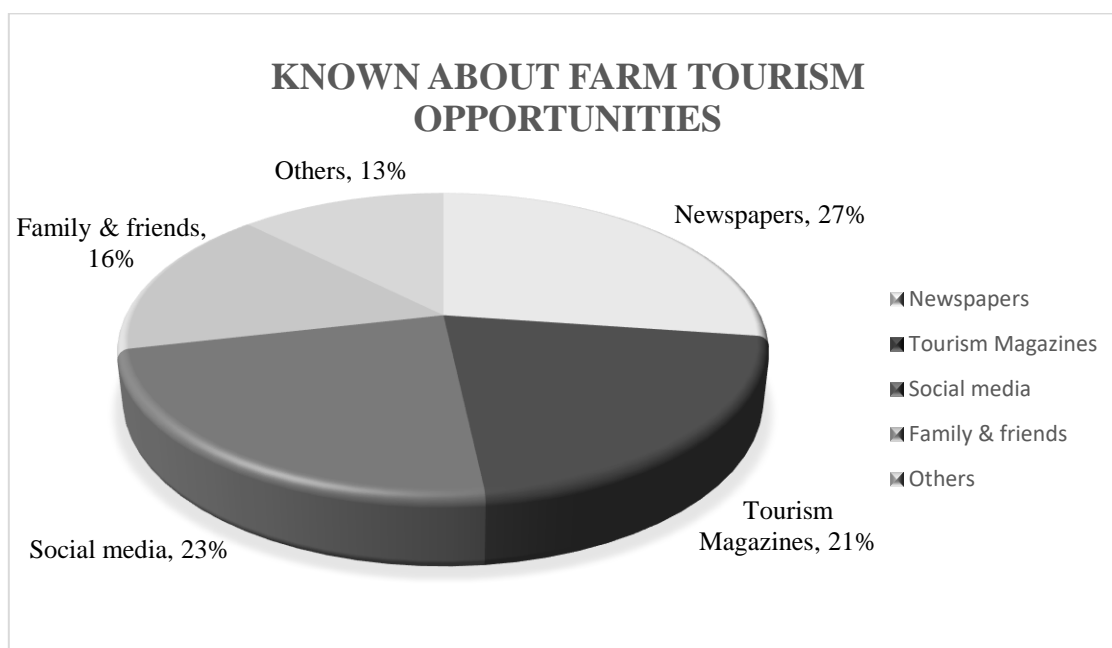
KNOWN ABOUT FARM TOURISM OPPORTUNITIES

Table 4.1.10 Distribution of respondents based on Known about Farm tourism opportunities

INFORMATION SOURCE	FREQUENCY	PERCENT
Newspapers	79	27.2
Tourism Magazines	61	21.0
Social media	67	23.1
Family & friends	47	16.2
Others	36	12.4
Total	290	100.0

(Source: Primary data)

Figure 4.1.10 Distribution of respondents based on Known about Farm tourism opportunities



From the above table 4.1.10, it is understood that 27.2 percent of the total respondents were came to know about farm tourism opportunities through Newspapers followed by 21 percent of respondents through Tourism magazines followed by 23.1 percent of respondents through Social media. Then, through Family & friends, 16.2 percent of respondents came to know about the farm tourism opportunities followed by 12.4 percent of respondents who came to know about the opportunities from none of the sources mentioned above.

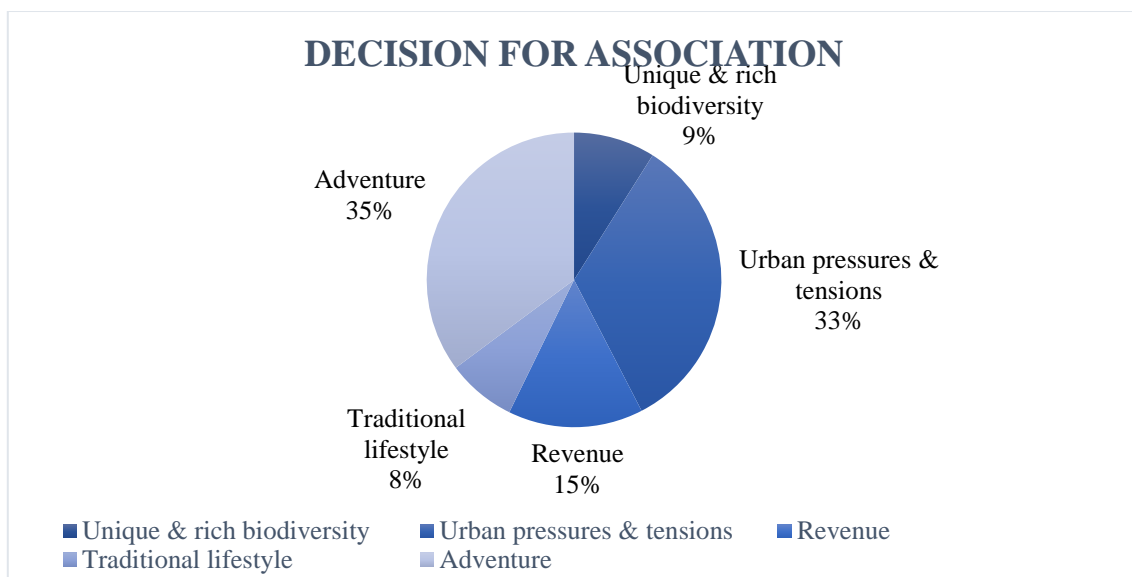
DECISION FOR THE ASSOCIATION WITH FARM TOURISM DESTINATION

Table 4.1.11 Distribution of respondents based on the Decision to associate with farm tourism destination

DECISION FOR ASSOCIATION WITH FARM TOURISM DESTINATION	FREQUENCY	PERCENT
Unique & rich biodiversity	26	9.0
Urban pressures & tensions	97	33.4
Revenue	43	14.8
Traditional lifestyle	22	7.6
Adventure	102	35.2
Total	290	100.0

(Source: Primary data)

Figure 4.1.11 Distribution of respondents based on the Decision to associate with farm tourism destination



The above table 4.1.11, it is clear that 9 percent of the respondents in the total number of respondents have decided to associate with farm tourism destination only because of Unique & biodiversity followed by 33.4 percent of respondents who were interested in associating with farm tourism destination because of the Urban pressures & tensions. To get relaxed from all these they have decided to associate with farm tourism destination followed by 14.8 percent of respondents have associated for revenue generation followed by 7.6 percent of respondents for Traditional lifestyle. Also for Adventure 35.2 percent of respondents have been associated with farm tourism destination.

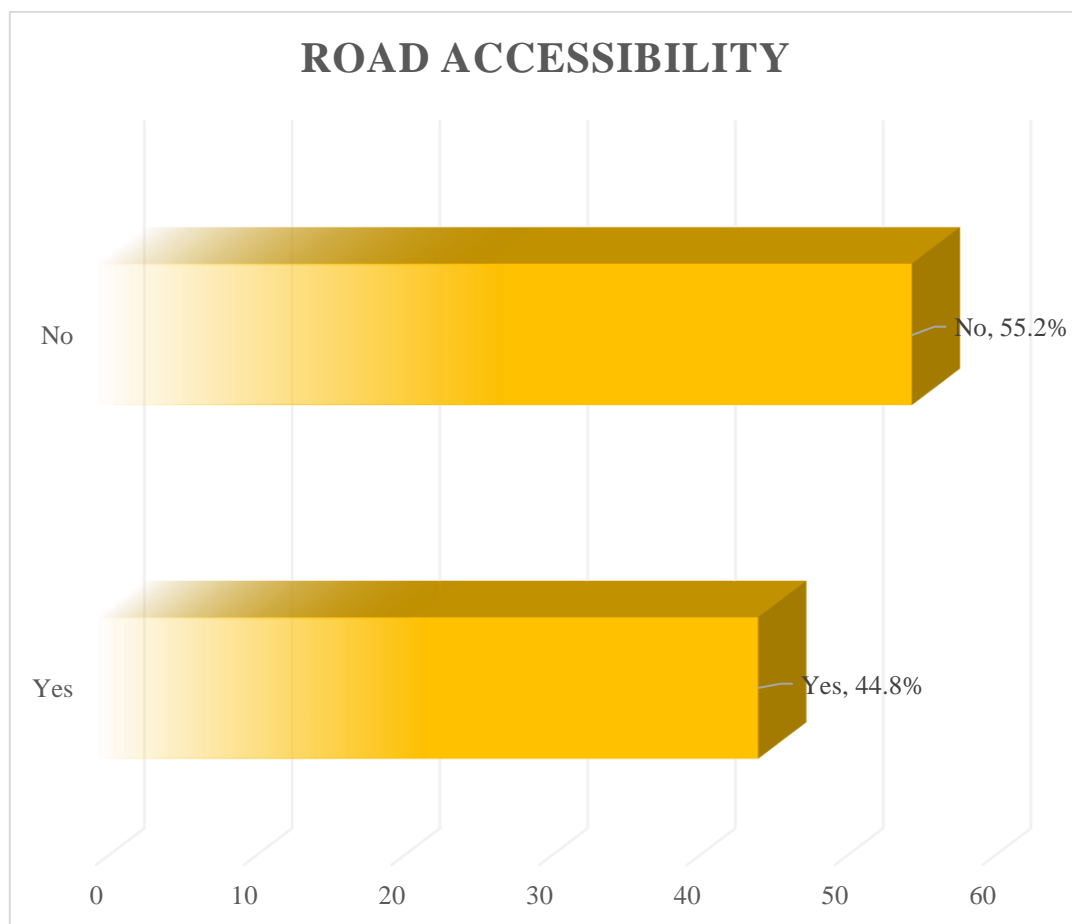
ROAD ACCESSIBILITY

Table 4.1.12 Distribution of respondents based on Accessibility by road

ROAD ACCESSIBILITY	FREQUENCY	PERCENT
Yes	130	44.8
No	160	55.2
Total	290	100.0

(Source: Primary data)

Figure 4.1.12 Distribution of respondents based on Accessibility by road



The above table 4.1.12 indicates that 44.8 percent of the total respondents says that the farm tourism destination is accessible by road and on the other hand 55.2 percent of the respondents says that the destination is not accessible by road. So, majority of the respondents says that the farm tourism destination is not accessible by road.

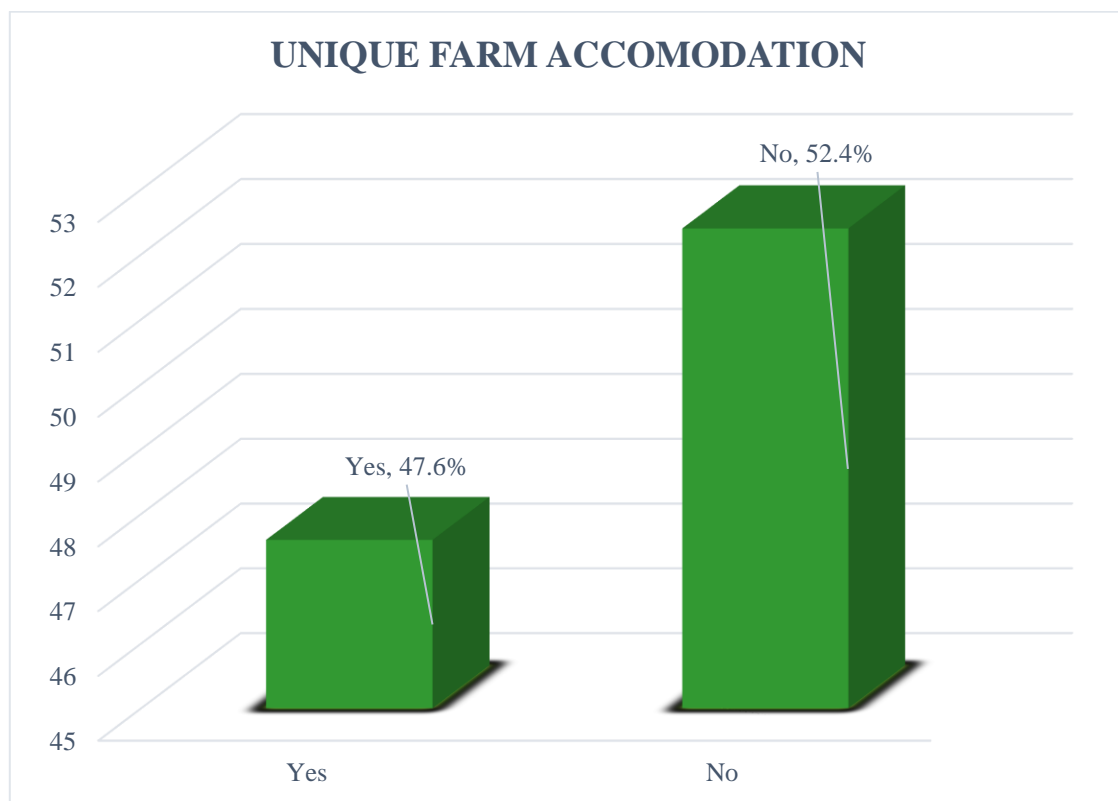
UNIQUE FARM ACCOMMODATION

Table 4.1.13 Distribution of respondents based on the Uniqueness of farm accommodation

UNIQUE FARM ACCOMODATION	FREQUENCY	PERCENT
Yes	138	47.6
No	152	52.4
Total	290	100.0

(Source: Primary data)

Figure 4.1.13 Distribution of respondents based on the Uniqueness of farm accommodation



From the above table 4.1.13, it is identified that 47.6 percent of the total respondents says that the accommodation provided at the farm tourism is unique and having a difference from normal accommodation provided on other tourist destinations while 52.4 percent of respondents says that there is no such difference in the accommodation provided in the farm tourism destinations.

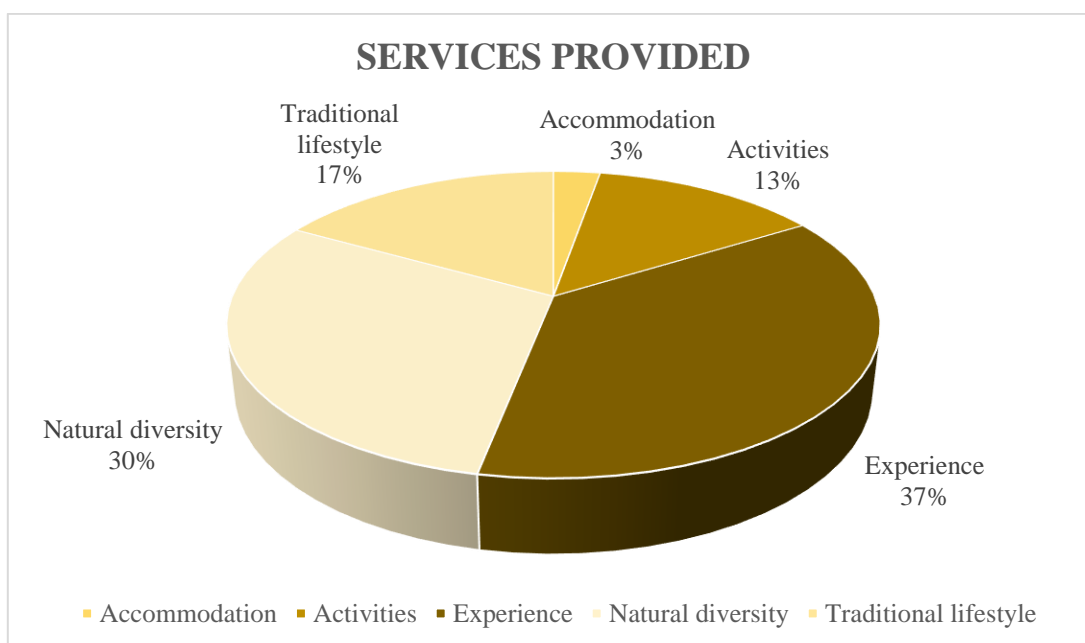
SERVICES PROVIDED IN FARM TOURISM

Table 4.1.14 Distribution of respondents based on the Services provided in farm tourism

SERVICES PROVIDED	FREQUENCY	PERCENT
Accommodation	8	2.8
Activities	39	13.4
Experience	107	36.9
Natural diversity	87	30.0
Traditional lifestyle	49	16.9
Total	290	100.0

(Source: Primary data)

Figure 4.1.14 Distribution of respondents based on the Services provided in farm tourism



From the above table 4.1.14, it is analysed that 2.8 percent of the respondents says that Accommodation is the factor which differentiates farm tourism destinations from other tourist destinations followed by 13.4 percent of respondents says that Activities is the factor followed by 36.9 percent respondents have an opinion that Experience from farm tourist destination is the factor which is differentiating followed by 30 percent of respondents tells that Natural diversity is the factor followed by 16.9 percent of respondents says that Traditional lifestyle is the factor which differentiating farm tourism from other kinds of tourism.

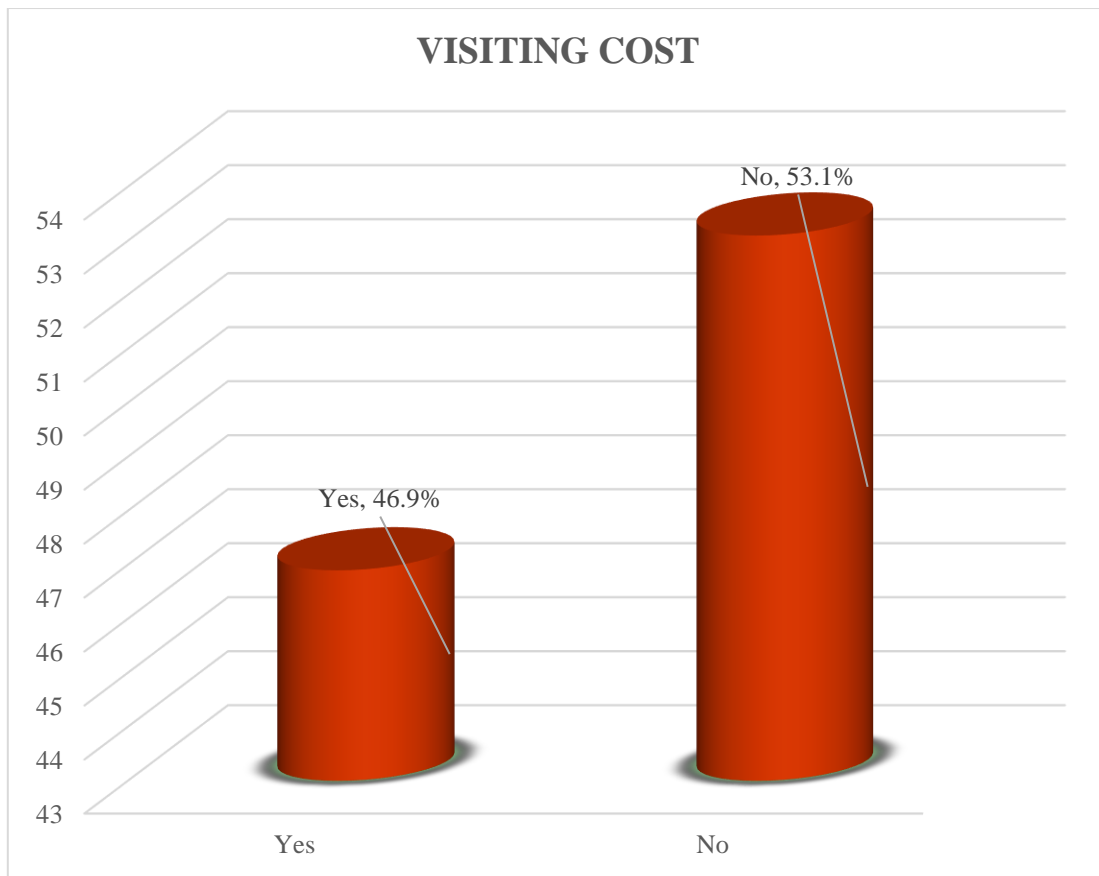
VISITING COST

Table 4.1.15 Distribution of respondents based on the Services provided in farm tourism

VISITING COST	FREQUENCY	PERCENT
Yes	136	46.9
No	154	53.1
Total	290	100.0

(Source: Primary data)

Figure 4.1.15 Distribution of respondents based on the Services provided in farm tourism



The above table 4.1.15 indicates that, 46.9 percent of the respondents have an opinion that the visiting cost at farm tourism destination is lower than the other tourist sites while 53.1 percent of the respondents says that the visiting cost is higher than the other tourist destinations. Hence, it is assumed that the cost for visiting the farm tourism destination is higher than other tourist sites.

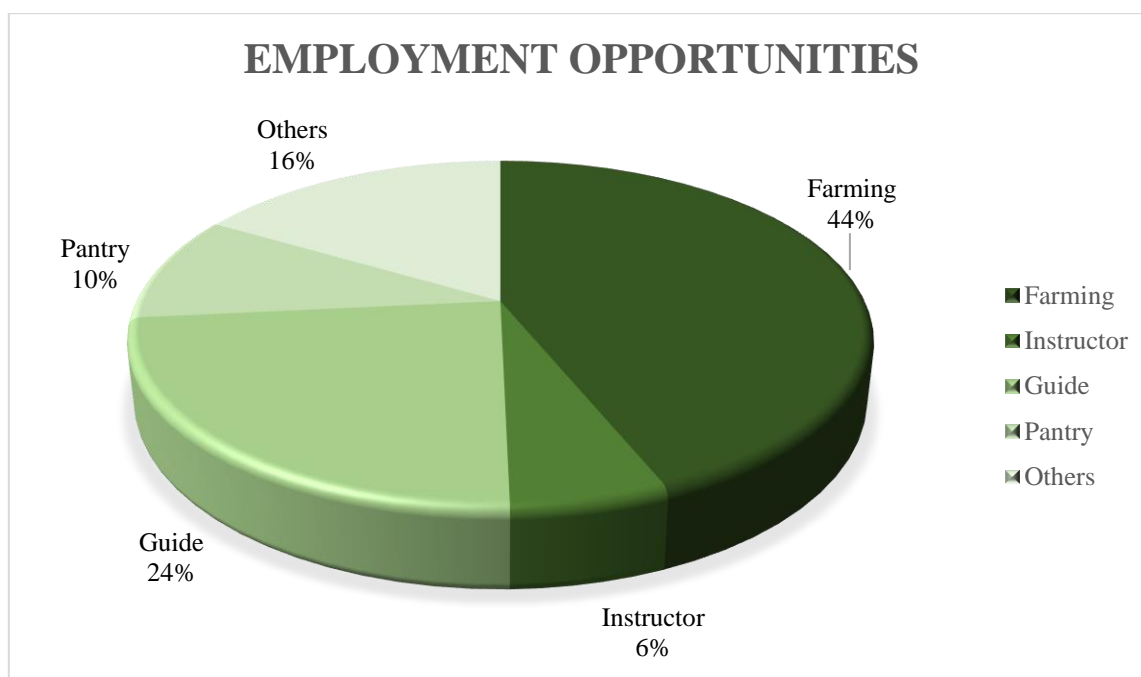
EMPLOYMENT OPPORTUNITIES IN FARM TOURISM

Table 4.1.16 Distribution of respondents based on the Employment opportunities

EMPLOYMENT OPPORTUNITIES	FREQUENCY	PERCENT
Farming	127	43.8
Instructor	17	5.9
Guide	69	23.8
Pantry	29	10.0
Others	48	16.6
Total	290	100.0

(Source: Primary data)

Figure 4.1.16 Distribution of respondents based on the Employment opportunities



The above table 4.1.16 shows that 43.8 percent of the total respondents says that Farming is an employment opportunity for both trained and untrained manpower in farm tourism followed by 5.9 percent of respondents says that Instructor is the opportunity followed by 23.8 percent says that Guide is the opportunity while 10 percent says that Pantry can be the employment opportunity for people in farm tourism. Then, 16 percent of respondents says that there are also some other employment opportunities in farm tourism for both trained and untrained manpower.

4.2 DESCRIPTIVE STATISTICS

PERCEPTION OF LOCAL COMMUNITY TOWARDS FARM TOURISM

Table 4.2.1 Perception of Local Community towards Farm Tourism

Descriptive Statistics				
	N	Minimum	Maximum	Mean
Enhance quality of life of local people	290	1	5	4.48
Create self-employment opportunities	290	2	5	4.35
Creates markets for local products	290	1	5	4.28
Creates awareness among people about the local environment	290	1	5	4.28
Enhances economic dependency of local population	290	2	5	4.44
Helps in preserving local ecosystem	290	1	5	4.32

The table 4.2.1 shows the mean for the respondent opinion about the various measuring items of factor Perception of the local community towards farm tourism. Mean is calculated in order to measure the central tendency. The highest means score of 4.48 is obtained for the statement, the respondents agree that the main reason for the General perception is “Enhance quality of life of local people” followed by the second highest mean score 4.44 is obtained by the statement “Enhances economic dependency of local population”. Followed by the third highest mean score is 4.35 for the statement “Create self-employment opportunities” and next highest mean score is 4.32 for the statement “Helps in preserving local ecosystem”. The fifth highest mean score 4.28 is obtained for both the statements “Creates markets for local products” and the statement “Creates awareness among people about the local environment” respectively.

So that, it is identified that most of the respondents are saying that the Farm tourism is one such important factor which really accelerates the quality of life of local people while they are not much satisfied with the creation of markets for local products and awareness among the people about the local environment accordingly.

BENEFITS OF FARM TOURISM

Table 4.2.2 Benefits of Farm Tourism

Descriptive Statistics				
	N	Minimum	Maximum	Mean
Improves local economy	290	1	5	4.18
Provides opportunities of earnings to entrepreneurs	290	1	5	4.29
Acts as a source of income by selling local products	290	1	5	4.31
Income generation through the activities provided in farm tourism destination	290	1	5	4.29
Improves investment and development in tourism	290	1	5	4.40
Leads to the rise in financial growth	290	1	5	4.24

The table 4.2.2 shows the mean for the respondent opinion about the various measuring items of factor of Benefits of farm tourism. Mean is calculated in order to measure the central tendency. The highest mean score of 4.40 is obtained for the statement, respondents agree that the main reason for Benefits is “Improves investment and development in tourism”. The second highest mean score is 4.31 obtained for the statement “Acts as a source of income by selling local products”. The third highest mean score 4.29 is obtained for both the statements “Provides opportunities of earnings to entrepreneurs” and “Income generation through the activities provided in farm tourism destination”. The statement “Leads to the rise in financial growth” is in fourth highest position with a mean score of 4.24 and the least high mean score is 4.18 obtained by the statement “Improves local economy” respectively.

Thus, it is evident that most of the respondents are saying that one of the major benefits of Farm tourism is Improvement of investments and development of tourism industry where as they are having an opinion that the local economy has to be improved further.

4.3 ONE WAY ANOVA

4.3.1 To Examine Gender Group Difference towards the General Perception and Benefits of Local Community towards Farm Tourism

Table 4.3.1 Gender towards the General Perception and Benefits of Local Community towards Farm Tourism

H₀: There is no significant difference between Gender and the Perception and Benefits of local community towards farm tourism

Gender		Sum of Squares	Df	Mean Square	F	Sig.	Null Hypothesis
P	Between Groups	7.410	2	3.705	.955	.386	Accepted
	Within Groups	1113.794	287	3.881			
	Total	1121.203	289				
B	Between Groups	.194	2	.097	.020	.980	Accepted
	Within Groups	1390.182	287	4.844			
	Total	1390.376	289				

*Significant at 5% level

Table 4.5.1 shows the One-way ANOVA result between Perception, Benefits and Gender groups of the respondents. One way ANOVA was used to determine whether respondent's opinion about Perception and benefits differs among respondents with different gender. Since the significance value is greater than 0.05 the null hypothesis is Accepted. Conclusions can be made that there is no significant difference in respondent's "Perception of local community towards farm tourism" and "Benefits of farm tourism" with Gender groups.

4.3.2 To Examine Age Group Difference towards the General Perception and Benefits of Local Community towards Farm Tourism

Table 4.3.2 Age towards the General Perception and Benefits of Local Community towards Farm Tourism

H₀: There is no significant difference between Age and the Perception and Benefits of local community towards farm tourism

Age		Sum of Squares	Df	Mean Square	F	Sig.	Null Hypothesis
P	Between Groups	29.352	3	9.784	2.563	.055	Accepted
	Within Groups	1091.851	286	3.818			
	Total	1121.203	289				
B	Between Groups	13.987	3	4.662	.969	.408	Accepted
	Within Groups	1376.389	286	4.813			
	Total	1390.376	289				

*Significant at 5% level

Table 4.3.2 shows the One-way ANOVA result between Perception, Benefits and Age groups of the respondents. One way ANOVA was used determine whether respondent's opinion about Perception and benefits differs among respondents with different Age groups. Since the significance value is greater than 0.05 the null hypothesis is Accepted. Conclusions can be made that there is no significant difference in respondent's "Perception of local community towards farm tourism" and "Benefits of farm tourism" with different Age groups.

4.3.3 To Examine Education Group Difference towards the General Perception and Benefits of Local Community towards Farm Tourism

Table 4.3.3 Education towards the General Perception and Benefits of Local Community towards Farm Tourism

H₀: There is no significant difference between Education and the Perception and Benefits of local community towards farm tourism

Education		Sum of Squares	Df	Mean Square	F	Sig.	Null Hypothesis
P	Between Groups	23.094	4	5.774	1.498	.203	Accepted
	Within Groups	1098.109	285	3.853			
	Total	1121.203	289				
B	Between Groups	7.458	4	1.865	.384	.820	Accepted
	Within Groups	1382.918	285	4.852			
	Total	1390.376	289				

*Significant at 5% level

Table 4.3.3 shows the One-way ANOVA result between Perception, Benefits and Educational qualification groups of the respondents. One way ANOVA was used determine whether respondent's opinion about Perception and benefits differs among respondents with different Educational qualification groups. Since the significance value is greater than 0.05 the null hypothesis is Accepted. Conclusions can be made that there is no significant difference in respondent's "Perception of local community towards farm tourism" and "Benefits of farm tourism" with different Educational qualification groups.

4.3.4 To Examine Employment Group Difference towards the General Perception and Benefits of Local Community towards Farm Tourism

Table 4.3.4 Employment Group Difference towards the General Perception and Benefits of Local Community towards Farm Tourism

H₀: There is no significant difference between Employment and the Perception and Benefits of local community towards farm tourism

Employment		Sum of Squares	Df	Mean Square	F	Sig.	Null Hypothesis
P	Between Groups	6.253	3	2.084	.535	.659	Accepted
	Within Groups	1114.950	286	3.898			
	Total	1121.203	289				
B	Between Groups	7.688	3	2.563	.530	.662	Accepted
	Within Groups	1382.688	286	4.835			
	Total	1390.376	289				

*Significant at 5% level

Table 4.3.4 shows the One-way ANOVA result between Perception, Benefits and Employment groups of the respondents. One way ANOVA was used determine whether respondent's opinion about Perception and benefits differs among respondents with different Employment groups. Since the significance value is greater than 0.05 the null hypothesis is Accepted. Conclusions can be made that there is no significant difference in respondent's "Perception of local community towards farm tourism" and "Benefits of farm tourism" with different Employment groups.

4.3.5 To Examine Annual Income Group Difference towards the General Perception and Benefits of Local Community towards Farm Tourism

Table 4.3.5 Annual income Group Difference towards the General Perception and Benefits of Local Community towards Farm Tourism

H₀: There is no significant difference between Annual income and the Perception and Benefits of local community towards farm tourism

Annual Income		Sum of Squares	Df	Mean Square	F	Sig.	Null Hypothesis
P	Between Groups	.391	3	.130	.033	.992	Accepted
	Within Groups	1120.813	286	3.919			
	Total	1121.203	289				
B	Between Groups	7.889	3	2.630	.544	.653	Accepted
	Within Groups	1382.487	286	4.834			
	Total	1390.376	289				

*Significant at 5% level

Table 4.3.5 shows the One-way ANOVA result between Perception, Benefits and Annual income groups of the respondents. One way ANOVA was used determine whether respondent's opinion about Perception and benefits differs among respondents with different Annual income groups. Since the significance value is greater than 0.05 the null hypothesis is Accepted. Conclusions can be made that there is no significant difference in respondent's "Perception of local community towards farm tourism" and "Benefits of farm tourism" with different Annual income groups.

4.4 GARATT'S RANKING TECHNIQUE

4.4.1 To Illustrate the Ranking for the Satisfactory Level of the Facilities Available in Farm tourism

Table 4.4.1 Distribution of Rank Scale Value and their Frequency

Sl. NO	FACTORS	RANK SCALE VALUE	I	II	III	IV	V	VI	TOTAL SCORE	GARRETT MEAN SCORE	MEAN RANK
		X	69	63	54	46	36	23			
1	VALUE ADDED PRODUCTS	F	131	66	15	24	22	32	290	57.37	I
		Fx	9039	4158	810	1104	792	736	16639		
2	GOVERNMENT SUPPORT	F	18	71	40	34	99	28	290	47.05	III
		Fx	1242	4473	2160	1564	3564	644	13647		
3	REVENUE GENERATION	F	77	68	26	33	26	60	290	51.15	II
		Fx	5313	4284	1404	1518	936	1380	14835		
4	AMENITIES & FACILITIES	F	4	20	99	97	47	23	290	46.77	IV
		Fx	276	1260	5346	4462	1692	529	13565		
5	HYGIENE & SAFETY	F	40	14	70	51	53	62	290	45.17	V
		Fx	2760	882	3780	2346	1908	1426	13102		
6	ACCESSIBILITY	F	21	51	41	54	44	79	290	44.00	VI
		Fx	1449	3213	2214	2484	1584	1817	12761		

(Source: Primary data)

Table 4.4.2 Distribution of Score according to the Formula

RANK	FORMULA	PERCENT	SCORE
1	$100(1-0.5)/6$	16.583	69
2	$100(2-0.5)/6$	25	63
3	$100(3-0.5)/6$	41.67	54
4	$100(4-0.5)/6$	58.33	46
5	$100(5-0.5)/6$	75	36
6	$100(6-0.5)/6$	91.67	23

(Source: International Journal of Library and Information Studies)

Table 4.4.3 Consolidated Table

SL. NO.	FACTORS	TOTAL SCORE	GARRETT MEAN SCORE	MEAN RANK
1	VALUE ADDED PRODUCTS	16639	57.37	I
2	GOVERNMENT SUPPORT	13647	47.05	III
3	REVENUE GENERATION	14835	51.15	II
4	AMENITIES & FACILITIES	13565	46.77	IV
5	HYGIENE & SAFETY	13102	45.17	V
6	ACCESSIBILITY	12761	44.00	VI

(Source: Primary data)

From the above table 4.4.3, the facilities are ranked according to the satisfaction level of respondents from 57.37 to 44.00 and the top rank is given for Value added products while the least rank given for Accessibility. The second rank is for Revenue generation with a mean score of 51.15 followed by the Government support with a mean score of 47.05. The fourth rank is for Amenities & facilities with a mean score of 46.77 followed by Hygiene & safety with a mean score of 45.17. The least rank is given for the Accessibility with a mean score of 44.00.

***FINDINGS, SUGGESTIONS AND
CONCLUSION***

CHAPTER – 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- Palakkad is an ideal farm tourism destination with its picturesque location, distinctive wine palm trees and extensive green paddy fields. Farm tourism destination in Palakkad is located on the banks of Chittur river, is a unique farming venture that has undertaken the mission to bring back the fast-losing significance of Navara, a grain considered to be of great value from the healthcare point of view.
- The data was collected from 290 respondents where majority of the respondents were Male with 59.7 percent and the Age group of the respondents were 20-40 years. In the case of Educational qualification, 31.7 percent of the total respondents were completed Under graduation and 39.3 percent of the respondents are Salaried. 68.3 percent of the respondents are Married. Their income varies from 50,000 to More than 10 lakhs where majority of the respondents have 1-5 lakhs of Annual income. 85.2 percent of the respondents agrees that farm tourism as a good revenue source. Among 290 respondents, 23.1 percent came to know about the farm tourism opportunities through Social media. Respondents says that the main reason to associate with farm tourism is Adventure. 36.9 percent of the respondents are interested in the Experience provided in farm tourism destination and they also say that it is different from the experience received from other tourist sites.
- In terms of General perception of local community, the highest means score of 4.48 is obtained for the statement, the respondents agree that the main reason for the General perception is “Enhance quality of life of local people” followed by the least mean score 4.28 is obtained for both the statements “Creates markets for local products” and the statement “Creates awareness among people about the local environment” respectively. For Benefits of farm tourism, the highest mean score of 4.40 is obtained for the statement, respondents agree that the main reason for Benefits is “Improves investment and development in tourism” and the least high mean score is 4.18 obtained by the statement “Improves local economy” respectively.

- Applying ANOVA, it is observed that the significance value is greater than 0.05 and Null Hypothesis (H_0) is accepted for both the General perception and Benefits of local community in farm tourism with demographic features like Gender, Age, Education, Employment and Annual income. Here, conclusions can be made that there is neither any significant difference between demographic features with both the General perception and Benefits of local community nor the opinions from respondents are having any difference for different demographic features.
- By using Garrett's Ranking method, the satisfactory level of the respondents in Farm tourism towards various facilities are observed and it is identified that the mean score for various items varies from 57.37 to 44.00. The top most mean score has given to Valued added products by the respondents and the least rank is for Accessibility. From this, it is identified that the respondents are having a positive aspect towards Value added products and many of them are facing difficulty in reaching the destination through road.

5.2 SUGGESTIONS

The Research based on the present study has few suggestions to make on Farm tourism;

- Different name boards and route maps can be erected both on the ways and near the destination to make the journey easier.
- More awareness can be given to the visitors on the importance of preserving farms than simply participating in the adventure sports and other activities.
- The Payment given to the staffs in farm tourism can be increased for the improvement in their living standard.
- The government can take appropriate actions to support farmers to come up with farm tourism destination in connection with tourism industries which will benefits farmers in many ways.
- Making the accommodation facilities much attached with the farm like huts, tree houses can create good impact on the experience of tourists.
- Most of the tourists are attracted with the activities provided in the destination where as they are forgetting about the rich variety of plants present there. Giving proper awareness on the rich variety of plants can make an influence on the preservation of nature for future.

- The entry fees of the destination can be reduced as the respondents have an opinion that the visiting cost is higher than visiting other destinations.

5.3 CONCLUSION

Tourism is becoming more important after the pandemic Covid-19 and people are travelling more and more nowadays to escape from their urban pressures and tensions. At the same time, it is very important to preserve the nature for future generations. As the climate changes are having negative impacts on the atmosphere, each and every person living in this earth has a responsibility to take care the nature. We have plenty of plants and trees which are having medicinal values, rich in nutrients, and so many, but everyone is purposefully forgetting these. In this scenario, Farm tourism can make a reasonable change in the mindset of tourists which can have an impact in the good preservation of nature. Along with the awareness about the wide varieties of plants and trees, numerous activities will be provided to the tourists to engage and have a great experience. Many Indian farmers are currently involved in considering the use of farm tourism as a means revenue generation. This project studies the perception of local community towards farm tourism and Benefits of farm tourism.

The local community are the respondents of the study entitled “Employment and Economic Opportunities for Local Community in Farm Tourism with Reference to Thanima Farmlife, Palakkad” where information or data was collected by interviewing the respondents by using a well-structured schedule. In the study, the perception of local community and the benefits were analysed and interpreted. The major things in that are they had an enhancement in quality of their life style and it also creates self-employment opportunities. The respondents also said that farm tourism also improves the local economy with effect to the improvement of local community.

Hence, the study concludes that Farm tourism is positively helping the local community to improve the quality of living and enhances their income. There are also numerous opportunities for the local community to increase their revenue.

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ANNEXURE

QUESTIONNAIRE

I, Athira M, pursuing II MBA in Tourism and Travel Management, from Avinashilingam Institute for Home Science & Higher Education for Women, Coimbatore conducting Research titled “A Study on Economic and Employment Opportunities for Local Community in Farm Tourism with Reference to Thanima Farm Life in Palakkad”. I request you to spare your valuable time in filling this questionnaire and all the information you provided will be used for Academic and Research purposes only.

Thank you...

SECTION A

Findings based on survey of the Local Community at Farm Tourism

1. Gender

a. Male

b. Female

c. Others

2. Age

a. 0-20

c. 40-60

b. 20-40

d. Above 60

3. Family type

a. Joint family

b. Nuclear family

4. Education

a. High School

d. Post Graduate

b. Higher Secondary

e. Others _____

c. Under Graduate

5. Employment

a. Student

c. Salaried

b. Self Employed

d. Retired

6. Marital Status

a. Single

b. Married

7. Annual income

a. 50,000-1 Lakh

c. 5-10 Lakh

b. 1-5 Lakh

d. More than 10 Lakh

SECTION B

Specific findings based on Survey of the Local Community at Farm Tourism Destination

8. Have you previously worked at farm tourism centres?
 - a. Yes
 - b. No
9. Do you find Farm Tourism as a good revenue source?
 - a. Yes
 - b. No
10. How you came to know about Farm Tourism opportunities?
 - a. Newspaper
 - b. Tourism Magazines
 - c. Social Media
 - d. Family & Friends
 - e. Other _____
11. What made you specially decide to associate with farm tourism destination?
 - a. Unique & rich biodiversity
 - b. Urban pressures & tensions
 - c. Revenue
 - d. Traditional lifestyle
 - e. Adventure
12. Was the farm easily accessible by road?
 - a. Yes
 - b. No
13. Is the accommodation in farms different from normal type of tourism?
 - a. Yes
 - b. No
14. What are the services that differentiate farm tourism from other kinds of tourism?
 - a. Accommodation
 - b. Activities
 - c. Experience
 - d. Natural diversity
 - e. Traditional lifestyle
15. Is the cost lower than visiting any other tourist site?
 - a. Yes
 - b. No
16. What are the employment opportunities in Farm Tourism for trained or untrained manpower?
 - a. Farming
 - b. Instructor
 - c. Guide
 - d. Pantry
 - e. Others _____

SECTION C

17. Perception of Local Community towards Farm Tourism

Please do your score satisfaction level for the questions below:

Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), Strongly Disagree (1)

S.NO	QUESTIONS	SA (5)	A (4)	N (3)	D (2)	SD (1)
1	Farm tourism enhance quality of life of local people					
2	Farm tourism create self-employment opportunities					
3	Farm tourism creates markets for local products					
4	Creates awareness among people about the local environment					
5	Enhances economic dependency of local population					
6	Helps in preserving local ecosystem					

18. Benefits of Farm Tourism

Please do your score satisfaction level for the questions below:

Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), Strongly Disagree (1)

S.NO	QUESTIONS	SA (5)	A (4)	N (3)	D (2)	SD (1)
1	Farm tourism improves local economy					
2	Farm tourism provides opportunities of earnings to entrepreneurs					

3	Acts as a source of income by selling local products					
4	Income generation through the activities provided in farm tourism destination					
5	Farm tourism improves investment and development in tourism					
6	Farm tourism leads to the rise in financial growth					

19. Rank the following facilities according to your satisfactory level

[Excellent (6), Very Good (5), Good (4), Better (3) Satisfactory (2), Poor (1)]

S.NO	FACILITIES	RANKING
1	Value Added Products	
2	Government Support	
3	Revenue Generation	
4	Amenities & facilities	
5	Hygiene & Safety	
6	Accessibility	

20. What are the activities which you recommend to introduce in the destination, If any?

21. How do you describe your economic status after getting involved with of farm tourism destination?

22. Any other suggestions

-- END --

PHOTO GALLERY

THANIMA FARMLIFE LOGO:



(Source: <https://www.thanimafarmlife.in>)

KARSHAKASHREE AWARD WINNER MR. SCARIA PILLAI:



FARMING:





(Source: <https://www.thanimafarmlife.in>)

ACTIVITIES:



ROOMS & STAY:



(Source: <https://www.thanimafarmlife.in>)

DATA COLLECTION:



(Source: Field Survey)