

**A Study on Prospects of Agri Tourism in Pollachi**

By

**M.ANANYA**

**20PTA001**

Thesis Submitted To

**Avinashilingam Institute for Home Science and Higher Education for  
Women, Coimbatore – 641043**

In Partial Fulfilment of the Requirements For

**Master Degree**

**In**

**MASTER OF BUSINESS ADMINISTRATION  
(TOURISM AND TRAVEL MANAGEMENT)**

**May, 2022**

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**CERTIFIED AS BONAFIED RESEARCH WORK**

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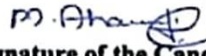
**Signature of guide**

## DECLARATION

I declare that the dissertation entitled “A Study on Prospects of Agri Tourism in Pollachi” submitted by me for the degree of Master of Business Administration (MBA) in Tourism Management is the record of work carried out by me during the period from January 2022 to May 2022 under the guidance of **Dr. Sandhya Durga Prasad MTA, DTTF, DTTC (IATA), PhD.**, 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 University or other similar institution of Higher Learning.



Signature of the Supervisor



Signature of the Candidate

## ACKNOWLEDGMENT

The success of this project lies in the hands of many people who have helped and guided me in completing the project. The researcher takes this opportunity to express her thanks and gratitude to each one of them.

It gives me immense pleasure and pride to place on record my sincere gratitude to all inspired and help me in this endeavor. After all the academic pursuit has led me to draw inspiration for many sources.

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## TABLE OF CONTENTS

CHAPTER. NO	TITLE	PAGE. NO
<b>I</b>	<b>INTRODUCTION</b>	
	1.1 Tourism	1-2
	1.2 Growth of Tourism Industry	2-3
	1.3 Tourism in India	3-4
	1.4 Statistics of Tourism	4
	1.5 Agri Tourism	4-5
	1.6 Agri Tourism Worldwide	5-6
	1.7 Agri Tourism in India	6
	1.8 Agri Tourism in Tamil Nadu	7
	1.9 Agri Tourism in Pollachi	8
	1.10 Need for Study	8
	1.11 Scope of the Study	8-9
	1.12 Objectives of the Study	8-9
	1.13 Limitations of the Study	8-9
	1.14 Chapterization	9-10
<b>II</b>	<b>REVIEW OF LITERATURE</b>	
	2.1 Introduction	9
	2.2 Tourism	9-10
	2.3 Community Perception	10-11
	2.4 Community Perception on Tourism	11
	2.5 Community Perception on Agri-Tourism	11-12
	2.6 Agri-Tourism	12-27
	2.7 Conclusion	27
<b>III</b>	<b>RESEARCH METHODOLOGY</b>	
	3.1 Methodology	23
	3.2 Research Design	23
	3.3 Source of Data	23
	3.4 Questionnaire	24
	3.5 Research Instrument	24
	3.6 Sampling Design	25
	3.7 Sample Size	25
	3.8 Sampling Procedure	25
	3.9 Period of the study	25
	3.10 Tools used for Analysis	25-26
	3.11 Location of the Study Area	29
<b>IV</b>	<b>ANALYSIS AND INTERPRETATION</b>	30-55
<b>V</b>	<b>FINDINGS, SUGGESTIONS AND CONCLUSION</b>	56-58
	<b>BIBLIOGRAPHY</b>	59-60
	<b>ANNEXURE</b>	61-69

## LIST OF TABLES

TABLE NO	TABLE NAME	PAGE NO
4.1.1	Gender	31
4.1.2	Age	32
4.1.3	Education	33
4.1.4	Employment	34
4.1.5	Marital Status	35
4.1.6	Annual Income	36
4.1.7	Types of visits to the Location	37
4.1.8	Common Duration of tourist visits	38
4.1.9	Market value of Annual Income	39
4.1.10	Existence of farm in years	40
4.2.1	General Perception of community towards Agri Tourism	41
4.2.2	Economic Benefits to the community from Agri Tourism	42
4.2.3	Socio-Cultural Benefits to the community from Agri Tourism	43
4.2.4	Opinion about Environmental Impacts to the community from Agri Tourism	44
4.3.1	KMO and Bartlett's Test	45
4.3.2	Factor Analysis	46
4.3.3	Total Variance	48
4.4.1	To examine the age group difference towards the general perception of community towards Agri Tourism	49
4.4.2	To examine the employment difference towards the economic benefits of community towards Agri Tourism	50
4.4.3	To examine the types of visits to the location towards the socio-cultural benefits of community towards Agri Tourism	51
4.4.4	To examine the existence of farms in years towards the social-cultural benefits of community towards Agri Tourism	52
4.4.5	To examine the annual income towards the social-cultural benefits of community towards Agri tourism.	53
4.5.1	Correlation	54
4.6.1	To illustrate the ranking for the satisfactory level of the facilities available	55

## LIST OF FIGURES

<b>TABLE NO</b>	<b>TABLE NAME</b>	<b>PAGE NO</b>
4.1.1	Gender	31
4.1.2	Age	32
4.1.3	Education	33
4.1.4	Employment	34
4.1.5	Marital Status	35
4.1.6	Annual Income	36
4.1.7	Types of visits to the Location	37
4.1.8	Common duration of tourists visits	38
4.1.9	Market value of Annual Harvest	39
4.1.10	Existence of farm in years	40

# **INTRODUCTION**

# CHAPTER - 1

## INTRODUCTION

### 1.1 TOURISM

Tourism is travel for pleasure. Tourism may be international, as well as traveling within the country. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."

Tourism is the principal supply of profits for many nations and it affects the financial system of each source and host international locations, within the case of being critical significance. Tourism is touring for especially leisure or entertainment purposes and additionally refers back to the provision of offerings with the help of this act. According to Macintosh and Guilder Tourism is a group of sports, services, and industries that supply a travel enjoy comprising transportation, lodging, ingesting, and ingesting institutions, retail shops, leisure corporations, and different hospitality offerings supplied for people or businesses journeying far from home.

As a carrier enterprise, tourism has many tangible and intangible elements of the main intangible. Major tangible factors include transportation, lodging and so forth. Predominant intangible factors relate to the reason or motivation for becoming a tourist, such as rest, relaxation, the opportunity to meet new human beings and enjoy other cultures, or really to do something unique and feature an adventure.

Tourism is one of the largest industries in the world. Tourism is an activity which can make a human move from one place to another, the purpose of traveling depends on religion, spiritual, natural, wildlife, monument, historical sites, which will induce human curiosity.

Tourism may be domestic or global, and international tourism has both incoming and outgoing implications within the case of a rustic's balance of bills. Tourists make a contribution to income, earnings, jobs, tax sales, and profits in an area. The most direct effects arise in the primary tourism sector accommodations, restaurants, transportation, amusements, and retail change.

Tourism is now a worldwide industry involving millions of people in international as well as domestic travel every year. The World Tourism Organization estimated that international tourist arrivals grew by 4.4 percent in 2015 to reach a total of 1,184 million in 2015, this

amounts to approximately 12 percent of the world's population. Tourism is defined as a temporary movement of people from one place to other destinations which is outside of their normal places of work and residence, and the activities were undertaken during the stay in those destinations and the facilities created to cater for their needs. Tourism is also multi-dimensional and can be compartmentalized in a number of ways. There are two significant variables, such as origin-destination relationship and the motivation for travel. Tourism can be divided into four categories, such as international tourism, internal tourism, domestic tourism, and national tourism. Significant reasons for tourist travel are escape from routine, relaxation, play, strengthening family bonding, prestige, social interaction, sexual opportunity, educational opportunity, and self-fulfillment and shopping.

The Government has additionally been making severe efforts to enhance investments in the tourism area. In the motel and tourism area one hundred percent FDI is permitted the automatic course A5- 15 months tax holiday has been presented for two,3 and four megastar category lodges positioned around UNESCO world heritage web sites (besides Delhi and Mumbai). Total FDI obtained by way of Indian resort and tourism era changed into US\$ 12.35 billion among April 2000 and March 2019.

Not only it makes a significant contribution to the foreign exchange earnings, employment, income generation and regional development but it also helps in the overall development of that area Tourism is as such a part of socio-economic development as any other related activity.

For these reasons, NGOs and government agencies promote a specific region as a tourist destination and support the development of the tourism industry in that area. The contemporary phenomenon of mass tourism results in over-development; however, alternative forms of tourism such as ecotourism seek to avoid such outcomes by sustainably pursuing tourism.

## **1.2 GROWTH OF TOURISM INDUSTRY**

Tourism in India has a strong relevance to economic development, cultural growth and national integration. As mentioned earlier, India is a vast country of great beauty and diversity and her tourist potential is equally vast. With her rich cultural heritage as superbly manifest in many of the architectural wonders (palaces, temples, mosques, forts, etc.), caves and prehistoric wall paintings, her widely varied topography ranging from the monotonous plains to the loftiest mountains of the world, her large climatic variations ranging from some of the wettest and the driest as well as from the hottest and the coldest parts of the world, beautiful long beaches on

the sea coast, vast stretches of sands, gregarious tropical forests and above all, the great variety of the life-style, India offers an unending choice for the tourist.

Tourism is not only an activity for passing the time and entertainment; however, it is an enriching and energizing activity. Tourism is one of the right vehicles for a developing country like India that plays a crucial role in modern economic growth through structural transformation of the economy. The value-added effect of tourism is increasing. Sustainable tourism has vast scope in India by the convergence of landscapes with finances capes, techno capes, and Mediascapes. India's tourism industry has witnessed an' upsurge in recent years, paying rich dividends to both consumers and producers.

Organized tourism in India began in the 1950s with the genesis of planned development. Over the years, Indian tourism has grown considerably as is indicated by the arrival of foreign tourists.

The tourist arrivals increased from an insignificant of 16.8 thousand in 1951 to 2.6 million in 2000. However, a marginal decline had been observed thereafter. This is a serious trend and must be checked at all costs. Strenuous efforts are required to encourage the inflow of foreign tourists so that precious foreign exchange could be earned in good measure.

Tourism has become the second largest foreign exchange earner next only to garments if gems and jewelry trade is left out because of the vast outgo on import inputs.

### **1.3 TOURISM IN INDIA**

India is one of the best and beautiful countries and one of the most popular tourist destinations in South Asia. It is noted for its generous and heartfelt treatment of all visitors, no matter from which corner of the world they come from. Tourism in India has measureless options which might be relished by tourists on their vacation within the country. Cultural, heritage, adventure, wildlife, pilgrimage, beach, backwater, nature, medical, and monsoon tourism are some of the famous tourism choices available in India which enthralls tourists from all over the world. It is said that a country is well identified by its culture and tradition. And, the country has a rich culture, ancient civilization, glorious history, and a fascinating tradition that attracts tourists.

The role of Tourism is crucial in the economic development of a country. Tourism is the second largest foreign exchange earner in India. The tourism industry provides job opportunities for an enormous number of people, both skilled and unskilled. Hotels, travel agencies, transport

together with airlines benefit a lot from this industry. It generates foreign exchange. It promotes cultural activities.

#### **1.4 STATISTICS OF TOURISM**

Tourism in India is important for the country's economy and is growing rapidly. The World Travel and Tourism Council calculated that tourism generated ₹16.91 lakh crore (US\$220 billion) or 9.2 percent of India's GDP in 2018 and supported 42.673 million jobs, 8.1 percent of its total employment. The sector is predicted to grow at an annual rate of 6.9 percent to ₹32.05 lakh crore (US\$420 billion) by 2028 (9.9 percent of GDP). In October 2015, India's medical tourism sector was estimated to be worth US\$3 billion, and it is projected to grow to US\$7–8 billion by 2020. In 2014, 184,298 foreign patients travelled to India to seek medical treatment.

Over 17.9 million foreign tourists arrived in India in 2019 compared to 17.4 million in 2018, representing a growth of 3.5 percent. This makes India the 22<sup>nd</sup> most visited nation in the world and 8<sup>th</sup> in Asia and Pacific. Domestic tourist visits to all states and union territories numbered 1,036.35 million in 2012, an increase of 16.5 percent from 2011. In 2014, Tamil Nadu, Maharashtra and Uttar Pradesh were the most popular states for tourists.

Delhi, Mumbai, Chennai, Agra and Jaipur were the five most visited cities of India by foreign tourists during the year 2015. Worldwide, Delhi is ranked 28<sup>th</sup> by the number of foreign tourist arrivals, while Mumbai is ranked 30<sup>th</sup>, Chennai 43<sup>rd</sup>, Agra 45<sup>th</sup>, Jaipur 52<sup>nd</sup> and Kolkata 90<sup>th</sup>.

#### **1.5 AGRI TOURISM**

Agritourism or agrotourism involves any agriculturally based operation or activity that brings visitors to a farm or ranch.

Agricultural tourism is a worldwide trend, which offers city dwellers a chance to escape urban concrete and re-discover their rural roots. Agricultural tourism is a relatively new market for tourists. The chance of interacting that one may not interact with on any level at any time involves the mystery that accompanies the occupation of this individual. The interaction of individuals with farm life also carries an educational aspect. People tend to enjoy learning about items and processes that they will not participate in directly. Agri-tourism or Agricultural

tourism is becoming an important tourism development opportunity and more of the population have moved to the city and have lost their connection to where agriculture is produced “Agricultural Tourism” includes a set of economic and social activities that occur and link travel with the products, services and experiences of agriculture.

Agricultural tourism is a type of tourism that has seen a boost in popularity within recent years. It allows people to stay at fully functioning farms in order to observe the work routines and activities that are undergone in the agriculture business on a day-to-day basis.

## **1.6 AGRI TOURISM WORLDWIDE**

Agritourism is a subsector of the ecotourism industry in which tourists visit farms, ranches, or other agricultural businesses, whether for the purpose of education or entertainment. These vacations can be either an experience—say, for fishing, horseback riding, or touring a tea plantation—or a full-on immersive stay in which guests participate in regular upkeep of crops and livestock for several days. Eight popular destinations for agritourism around the world.

- Taiwan
- Tuscany
- Mallorca
- Brazil
- Hawaii
- Grenada
- California
- Philippines

Since 1985 agritourism in Italy is formally regulated by a state law, amended in 2006. Starting in 2013 Italy has used a sector trademark, “Agri Turismo Italia”, accompanied by a new system of classification of farms with accommodation. The trademark, which distinguishes farms regularly operating in accordance with existing laws and regulations, shows a sunflower enclosing a farm. The classification (from 1 to 5 marks) represents the level of comfort, the variety of services and the quality of the natural environment that each farm is able to offer. This system was implemented by the Ministry of Agriculture, in cooperation with all regional and national

agritourism associations. The national system thus offers an overall guarantee which still takes account of specific regional characteristics.

Through the Small Farm Center at the University of California, “Agricultural tourism or agritourism, is one alternative for improving the incomes and potential economic viability of small farms and rural communities. Some forms of agritourism enterprises are well developed in California, including fairs and festivals. Other possibilities still offer potential for development”. The UC Small Farm Center has developed a California Agritourism Database that “provides visitors and potential entrepreneurs with information about existing agritourism locations throughout the state”.

According to a 2011 article in the journal *Tourism Planning and Development*, agritourism has become economically important to the agriculture sector in North West England, as farmers seek to diversify their income streams.

## **1.7 AGRI TOURISM IN INDIA**

The idea of Agro-tourism makes tourists live life like a villager, right from milking the cow, ploughing the field, bathing in a well, to climb a tree and plucking fruits from trees. Therefore, it is a new concept in Indian tourism sector which normally occurs on farms which gives an opportunity to experience the real enchanting rural life with the taste of local food including the familiar with the various farming tasks during the visit on a farm. India is a agriculturalist country and since 2004 Agro-tourism is operational, which started in Baramati Agri Tourism Center under the guidance of Pandurang Taware who received the National Tourism Award from the President Of India, for the most innovative Tourism Product.

85 percent of India’s population is directly or indirectly dependent on agriculture and allied activities. Similarly, agriculture accounts for 26 percent of India’s GDP. Maharashtra and Kerala are the states in India that are taking advantage of the potential of agritourism. In Maharashtra Agritourism is promoted by the Agri Tourism Development Corporation. Kuttanad, Wayanad, Palakkad and Idukki are some of the important agricultural areas in Kerala. The ‘Green Farm’ project launched by the Government of Kerala is aimed at promoting Agro-tourism in Kerala. Apart from Kerala and Maharashtra, Nagaland and Sikkim are also successful Agri-tourism states.

## **1.8 AGRI TOURISM IN TAMILNADU**

Tamil Nadu being the foremost district of the Cauvery delta occupies an important position in the agricultural map of Tamil Nadu as 70 percent of the population is engaged in Agriculture and allied activities for their livelihood. The district has a Geographical area of 3.39 L.Ha with a gross cropped area of around 2.69 L.Ha. Since its formation, the district Thanjavur is called as the “Rice bowl of Tamil Nadu”. The geological formation of Thanjavur district is made up of cretaceous, Tertiary and Alluvial deposits with major area occupied by the Alluvial and Tertiary deposits. Thanjavur has all along been one of the districts with a creditable performance in agricultural production with the farmers relatively more responsive and receptive to new technologies. They also innovative in adopting modern technologies and High Yielding varieties. The district is constituted with 3 Revenue Divisions, 9 Taluks, 14 Blocks and 906 Revenue Villages.

The main objectives and functions of the department of agriculture are

- To double the productivity and tripling the farmers income
- To ensure stability in agricultural production and to increase the agricultural production in a sustainable manner to meet the food requirement of growing population
- To meet the raw material needs of Agro based industries, thereby providing employment opportunities to the rural population.
- To produce and distribute quality seeds and critical inputs
- To disseminate the improved production technologies for getting maximum productivity thereby increases the farmer’s income
- To ensure the fertilizer requirement for the farmers at critical phases of growth
- To organize On and Off Campus Trainings, Result Demonstration, Adoptive Research Trails, Awareness programs, Village level Meetings and other extension activities at field level
- The Agriculture Department has taken up the challenge to achieve higher growth rate in agriculture by implementing several development schemes and also propagation of relevant technologies to step up the production.
- To fetch better return and value addition to agricultural produce are also given priority to improve the economic status of the farming community.

## **1.9 AGRI TOURISM IN POLLACHI**

Pollachi is located at the southern part of Coimbatore district, Tamil Nadu and is the second largest town in the district. Pollachi was once known as “Pozhil Vaichi” – meaning “The land of natural wealth and prosperity.” The name Pozhil Vaichi has changed into Pollachi over time.

Unlike most of the towns in Tamil Nadu, Pollachi experiences a pleasant climate given its proximity to the Western Ghats and is one of the few places which receive both southwest and northeast monsoon rains which contributes to the rich natural beauty around.

Pollachi caters to a wide range of tourism activities like Spiritual tourism, Adventure tourism, Eco tourism, Village tourism, Wildlife tourism, Agri-tourism, Wellness tourism and so on. It is a perfect vacation spot for families and travel freaks of all pages. Pollachi is also a home to a numerous species of birds, flora and fauna that is near extinction or rare.

The economy of the town is predominantly dependent on agriculture. Coconut, jaggery, vegetables and cattle contribute to the Agricultural output.

## **1.10 NEED FOR STUDY**

Pollachi is located at the southern part of Coimbatore district, Tamil Nadu and is the second largest town in the district. Pollachi caters to a wide range of tourism activities like Spiritual tourism, Adventure tourism, Eco tourism, Village tourism, Wildlife tourism, Agri-tourism, Wellness tourism and so on. The economy of the town is predominantly dependent on Agriculture.

In these circumstances, need arises to know about the Perception of the community towards Economy, Environment, Socio-Culture towards their locality. And also, to know about how the people face with the tourists. Not much of study has been done on the Perception of the community in Agri Tourism in Pollachi. Thus, this study has been undertaken to know their suggestions, opinion etc.

## **1.11 SCOPE OF THE STUDY**

Generally, the study focuses on to understand the opinion of the community towards Agri Tourism. It also reveals the preferences, satisfaction, and the needs of the community regarding

the Agri Tourism spots. The result of this study can be used for further researches and to improve the needs of the Agri Tourism spots.

### **1.12 OBJECTIVES OF THE STUDY**

- To examine the resident's satisfaction towards the Agri Tourism sites.
- To study the General Perception of community towards Agri Tourism.
- To study the Economic Benefits to the community from Agri Tourism.
- To study the Socio-Cultural Benefits to the community from Agri Tourism.
- To study the Opinion about Environmental Impacts to the community from Agri Tourism.

### **1.13 LIMITATIONS OF THE STUDY**

- The research was carried out in a short span of time in Pollachi.
- The sample size was confined to 250 respondents.
- Due to confidentiality of some information accurate response was not revealed by some of the respondent.
- Respondent has marked the questionnaire which may be socially incorrect irrespective of their actual feeling cannot be accurate since the survey is subjected to the bias and of the respondents.

### **1.14 CHAPTERIZATION**

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

#### **Chapter 1-Introduction**

In this chapter, a holistic perspective is provided of the proposed research. The chapter provides a brief introduction about Tourism, Growth of tourism industry, Tourism in India, Statistics of Tourism, Agri Tourism, Agri Tourism in Worldwide, Agri Tourism in India, Agri Tourism in Tamil Nadu, Agri Tourism in Pollachi, Need for the study, Scope for the study, Objectives of the study, limitation of the study.

## **Chapter 2-Review of Literature**

In this chapter, the review of literature is collected on Tourism, community perception, community perception on tourism and community perception on Agri tourism and Agri tourism.

## **Chapter 3-Research and Methodology**

This chapter provides a discussion on how the study is conducted and its descriptions by using research design, data collection methods, sampling design, research instruments, and construct measurement (scale and operation definitions). Furthermore, it discusses the data processing and data analysis.

## **Chapter 4-Analysis and interpretation of results**

In this chapter, data are analyzed in detail and interpreted in terms of the primary theme of the dissertation. The result of the analysis and its discussions are given to disclose the proposed research problem.

## **Chapter 5-Findings, Suggestion, and Conclusion**

In this chapter, the research is concluded. The finding of the study is summarized. It also proposes various suggestions for **“A Study on Prospects of Agri Tourism in Pollachi”**.

# **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 (e.g.: dissertation, conference proceedings) 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 “**A Study on Prospects of Agri Tourism in Pollachi**”.

#### 2.2 TOURISM

**S Gupta**, Introduction to travel and tourism, (2012) “Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes”.

**S Gupta**, Introduction to travel and tourism, (2012) the International Association of Scientific Experts in Tourism defined tourism in terms of particular activities selected by choice and undertaken outside the home.

**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.

**Manish (2014)** the study says that tourism industry today is one of the world’s fastest growing industries. The study shows that the satisfaction level of tourists in India is quite better and they are enriched. The researcher tries to find out the factors crucial for the success of tourist

destinations and their positioning. The author also tries to find out the status of these factors in India and suggested some measures which can be utilized for up gradation of tourism Industry in India.

According to **Das (2014)** Tourism is a popular leisure activity. These recreational activities play an important role in maintaining social harmony, resolving differences and can contribute to improving community skills. Tourism helps in integrating culture and social bonds. It can be seen that cultural attractions and events are a strong magnet for 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.

### **2.3 COMMUNITY PERCEPTION**

Referring to a study of residents’ perceptions and attitudes towards tourism impacts by **Brida, Osti and Faccioli (2011)**, the researchers noticed number of positive responds from the residents: tourism was an attractor to economic investments and spending; tourism was considered as a factor that contributes to a higher standard of living; and tourism provided more facilities and services to the residents.

A study by **Frater (2011)** mentioned that “a number of research studies have examined the socio-cultural impacts”, and are getting more important in the tourism study. The tourists leaved the impacts on both social and cultural life of local community since they “behave differently” while on vacation. As the impacts affect the lifestyles of the community, thus, a study to understand the changes has to be done. In an effort to generate greater understanding on the successfulness of homestay program in a destination, perceptions from local community are worth to be identified because some villages are enjoying the homestay program activities while others feel inconvenience by noise or crowd associated with the activities.

**Gao, Zou et al., (2014)** Community participation in decision-making entails democratization of the decision-making process, and can lead to improvement of the quality of life for rural residents.

**Jones M. Muzirambi & Kevin F. Mearns (2015)** provides a conceptual framework of community-based nature conservation and tourism (CBC-T). The study further discussed some important some important and guiding factors related to community-based tourism, i.e.: land rights of local communities in and around protected areas; community-based wildlife management in close relationship with community-based ecotourism; and benefit-sharing and social development issues.

## **2.4 COMMUNITY PERCEPTION ON TOURISM**

According to **Rebecca Armstrong (Armstrong, 2012)**, Community-based tourism is tourism that is owned or managed by some communities for the purpose of local economic development and reduction in the poverty level.

**Rozemeijer's study (As cited in Stone, 2014)** opined that community-based tourism may be elaborated as tourism initiatives that is owned by one or more defined communities or run as joint venture partnerships with the private sector, with equitable community participation as a means of using the natural resources in a sustainable manner to improve their standard of living in an economically viable way

**Jones M. Muzirambi & Kevin F. Mearns (2015)** provides a conceptual framework of community-based nature conservation and tourism (CBC-T). The study further discussed some important some important and guiding factors related to community-based tourism, i.e.: land rights of local communities in and around protected areas; community-based wildlife management in close relationship with community-based ecotourism; and benefit-sharing and social development issues.

## **2.5 COMMUNITY PERCEPTION ON AGRI-TOURISM**

**Perry Georgye, Reso G. And Marzia Traverso, (2010)** presented a planned presentation of agricultural sciences where they included agriculture (agricultural products) and tourism services as two important integral parts of the advancement; And they mentioned the activities of the entire Agritourism under rural tourism as part of the tourism.

**Domenico and Miller (2012)** explore the case of farm attractions and the views of members of the farming families in terms of the dilemmas they face while attempting diversification

through a tourism entrepreneurial route. It also takes into cognizance the likely effect of their attitudes towards more traditional farming activities. The findings relating to the connection of authenticity with the self-identity of the farmers has been modelled and takes into account the distress farmers feel in their transition to a diversified business and the subsequent pressure to project an ersatz product in order to be financially successful. The research has allowed for the development of a more coherent picture of the nature of farm tourism to be refined in order to deepen our understanding of this business segment from the perspective of the farmer. What this proves is that a more erudite understanding is needed of farmers' attitudes to farm attractions and how this affects their perception of self, family farming as a way of life, and tourism diversification. The research done in this paper provides for greater understanding of both the perceived potential and the risks of farm-based tourism attractions as a diversification strategy by farmers.

**Joo, Khanal and Mishra (2013)** studied whether farmers benefit from participation in agritourism in terms of return to assets, total household income, and net farm income per dollar of owned assets. Agritourism is helpful in increasing the economic wellbeing of small-scale operators and thus improving their sustainability. The results help to identify the types of farms and farmers best suited to undertaking agritourism enterprises, information of use to both farmers and policymakers.

**Rohana Mahaliyanaarachchi (2015)** in his book titled "Agritourism Farm and farm stay" also opined that the important factor of starting and developing of Agri tourism is to build people's eagerness and their competences to agriculture and related free time activities. The provision to develop Agri tourism is creating of positive relationship between farming and the tourists. According to his study, the way of managing Agri tourism farm.

## **2.6 AGRI-TOURISM**

**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 agritourism and other types of farm entrepreneurs.

**Indiana State Department of agriculture (2010)** conducted a study on “Planning for agro tourism: a guide for local government and Indiana farmers”. This paper presented agro tourism as a business model. The study stated that agro tourism obtained a great publicity in recent years so that the farmers of Indiana were aware about it and understood the need for diversifying their activities. They got training on how to multiply their income through tourism. It provided not only income generation but also job opportunities to get it multiplied through expansion of tourism. The integration of agriculture with tourism offered urban people to experience rural life. This paper which was prepared by Indian Land Revenue Council has been a planning guide for visitors and other service providers.

**Jagtap et al., (2010)** examined the benefits and applicability of Agro-tourism business in Maharashtra. The study included their benefits and problems as well as appropriate framework regarding establishment of Agro-tourism centers in the Maharashtra. The study pointed out some key techniques for the success of Agri tourism such as development of contacts with the schools, colleges, NGOs, clubs, unions, organizations etc., providing training to the staff or family members for reception and hospitality. Understanding the customers wants and their expectations and serving accordingly, making artificial arrangements to use local resources to the entertain / serve to tourists, taking customer feedback and comments about the service and suggestions to more development and modification, preserving the address book and comments of the visited tourists for future tourism business.

**Petroman and Cornelia (2010)** in their paper described different types of Agro tourism and its importance in rural tourism. The cooperation is the main factor for all the developments in any sector. The preparation of a logic model and the acceptance of that model will give more clarity in the parameters of tourism. Sustainable development is the objective of expanding the tourism. Sustainable development includes protection of resources, keeping the greenery, save the soil and fields etc. Rural area is a part of the nation. Therefore, the development includes the progress of rural sector also. Rural people need to achieve good residence facility.

**Rainey et al., (2010)** studied about the features of Agro tourism operations like type, location and size that prepare to enhance their operations. The main features of expansion plans are live classes in farms and workshops for tourists which will positively affect the tourism. There are some challenges that are faced by the expanders. They are collecting capital, discovering, directing and training the workers etc. The results of many studies are analyzing to overcome these challenges.

**Tew (2010)** conducted a study on “Importance of Agri tourism for Agripreneur goal accomplishment” examined the importance of Agri tourism in accomplishing 16 economic and intrinsic farm operator’s entrepreneurial goals in receiving visitors for recreation, tourism or leisure activities, as well as the farm household and business attributes. Respondents showed that Agri tourism was important for accomplishing their goals in four different dimensions: Farm Profitability, Family Connections, Market Driven, and Personal Pursuits. Regression models framed for these four dimensions also showed associations between household attributes and farm business and the importance of Agri tourism in accomplishing goals within those that of four dimensions.

**Burr (2011)** focused on Agri tourism and rural development. The study revealed that agricultural tourism activities and effective marketing management would bring community and regional development through generating additional income, capitalizing on underused assets, educating the public through active collaborative learning process community engagement, resource identification and management, and small business development/entrepreneurship. The study disclosed that it contributed to enable Agri operators to diversify operations beyond agricultural production into Agri tourism, but also helps to overall rural community development.

**Dahlin (2011)** discussed various parameters in Agri tourism and developing strategies relating to Agri tourism. The data will be helpful to the policy makers in the field of Agri tourism 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.

**George and Rilla (2011)** in their paper explained different marketing strategies to promote Agri tourism and to identify requirements of customers to be satisfied by the farmers to attract them. The study gave the different marketing strategies that should be well planned and executed. Different steps are needed to take in order to utilize the maximum potential of each tourist spot systematically. Marketing of farm products also comes under this marketing strategy.

**Kunasekaran et al., (2011)** identified the different factors influencing the farmer’s perception and developed a perception scale based on these factors. The study revealed that the farmers have positive perception towards the new concept of Agri tourism because some of the farmers

are directly involved in Agri tourism activities and others are motivated to enter into the new tourism opportunities.

**Malkanthi and Routry (2011)** described various ways for achieving developments in Agro tourism 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 Agro tourism. Rural tourism and Agro tourism are different fields of tourism, but progress in one sector will automatically improve the other sector.

**Ubale and Borate (2012)** stated the role of Agro tourism as an innovative income generation avenue. This paper dealt with the contributions that can be done by Agro tourism for rural economy. An innovative sector of tourism is farm tourism. It integrates tourism and agriculture. It donates to both social and economic sector. The utilization of rural and natural resources gives benefits to both the above-mentioned sectors. Knowledge about the agriculture should be passed to the visitors and public. Farming, cultivation and conservation of farm lands are the important areas which need close supervision. Rural people share their lifestyle and agricultural heritages with the visitors and produce additional income.

**Chadda and Bhakare (2012)** conducted a study on “Socio-economic implications of Agri tourism in India”, through this study it was reviewed and evaluated the experience of transformation of agriculture into Agro based tourism by means of SWOT analysis technique. It was concluded that by giving more prominence to this sector the economic development of India could be achieved at the increased rate.

**Bagi and Reeder (2012)** estimated a logit model to identify factors affecting U.S. farmers’ participation in Agri tourism. In the study it was revealed that the public access to the farm has a positive impact, followed by farmers’ education, their remittance for farm advice, partnership’s, enrollment of farms in conservation programs, and farmer’s accessibility to internet facility. The participation of farmers in Agri tourism is based on the area of land holdings, suitability of crops to the land, age of the farmers, and distance to cities. Targeting farms and farmers with these traits can make the Agri tourism promotional efforts, a success.

**Gil Arroyo (2012)** conducted a study in North Carolina (U.S), among farmers, residents and Extension faculty. The study revealed that the marketing strategy used for the promotion of Agri tourism was not effective because most of the farmers had not visited any Agri tourism center and they had no knowledge about the term Agri tourism. Hence it is suggested that the

extension faculty can play a great role in sharing knowledge and experiences for the development of Agri tourism industry as an innovative practice to be adopted by the farmers.

**James (2012)** made a study on “Farm tourism” to improve Agro 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.

**Orlic and Brscic (2012)** highlighted the role of hospitality in Agri tourism business. The hospitality is expressed in different ways by means of providing dinner, simplicity, friendly approach; relationship within the family members, communication methods, sending greeting cards etc. Besides all, feeling of tourist that they are at home is the best way of enjoying hospitality. This is a leading factor in guest’s satisfaction and repeated purchase behavior. So, it can be concluded that hospitality is the backbone for the development of any tourism.

**Petroman et al., (2012)** attempted to study the solutions for destination management on Agri tourism farm. The study revealed that Agri tourism is mechanism of integrated management of farm and tourism through the application of knowledge management. The study also focused on the destination management based on the principles and practices of management that would contribute to the development of Agri tourism industry.

**Rogers (2012)** identified the growth and development in the tourism and agriculture industries in the countries of pacific region. Policy and institutions have not been directed toward upcoming positive linkages. Tonga consists of a small, open economy with a thin export base largely comprised of agricultural goods. The main crops of Tonga are roots and tubers, kava, vanilla, beans and squash. When comparing with other countries, Tonga’s tourism sector has not been developed. Marine based activities such as whale watching, sailing, diving, and swimming are currently well promoted in tourism.

**Sathe (2012)** it is reviewed that; India was a cultural destination not only in international tourism but also in domestic tourism. In India tourism is also growing as an industry. The problems like sustainability, economic feasibility, guest host relationship etc. are important for any new development in tourism at a destination. Agro tourism has a direct impact on the rural

community and host culture. So, the above-mentioned issues are to be more carefully considered in the case of Agro tourism.

**Arroyo et al., (2013)** thrown light on different definitional elements and types of agritourism activities across residents, farmers etc. the author also pointed out that “agricultural setting”, “entertainment”, “farm”, and “education” were significant contributors of agritourism. The respondents evaluated that agritourism needs staged or authentic activities to be carried out on working agricultural facilities. All stakeholder groups refused to consider activities offered in non-working farms or the spots where agricultural setting only served for background purposes as Agri tourism. The study analyzed the relationship between Agri tourism definitional elements among groups and the implications of the tourism sector.

**Chandralal Valenzuela (2013)** attempted to study antecedents and behavioral outcomes of memorable tourism experiences (MTEs) from Australian travelers’ perspectives. The study identified nine antecedents of MTEs and behavioral outcomes through Inductive content analysis, out of which eight represent the cognitive domain-perceived, last one represents the affective domain. The cognitive domain comprises of meaningfulness of the experience, perceived significance of the experience perceived opportunities to encounter authentic local experiences, perceived novelty of the experience, perceived serendipity perceived opportunities for social interactions, and surprises encountered during the experience, perceived local hospitality and perceived professionalism of local guides-and In relation to the affective domain, one theme emerged, namely positive emotions. Analysis of the study revealed that novelty seeking travelers do not intend to re-visit the same destination despite they have had a memorable experience but they serve to recommend MTEs to others.

**Khatoon and Mehdi (2013)** gave importance to rural tourism that supplements agriculture. In their study rural tourism occurs mainly in countryside and it has to be explored at its maximum level and should take out the untapped potential in order to develop the Indian economy in terms of infrastructure, employment opportunities, foreign exchange earnings etc. The study emphasized that the success of rural Indian economy is based on the growth of agriculture sector; there is no other alternative sector for enriching the rural Indian economy. There should be an innovative thought to integrate the agriculture with tourism which will develop our rural economy.

**Kumbhar (2013)** stated the prospects of Agri tourism in the state of Maharashtra. The potential for development of ago tourism in Maharashtra is very supportive. It consisted of different

types of Agri-products along with different rural festivals which can be well utilized for canvassing tourists. Agro tourism must be conducted among the farmers in rural areas to make them aware about the benefits. Active participation and support of the farmers are well required for the promotion of the tourism.

**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 agro tourism.

**Walke (2013)** held that, Agro tourism acts as the best option for enhancing income and economic flexibility of rural communities and small farms. It is beneficial from both aspects of demand and supply side. Tourist satisfaction is the ultimate goal of the Agri tourism center, so taking care of all the elements which are directly or indirectly associated with tourist satisfaction is the success behind the entire center.

**Barbuddhe and Singh (2014)** described the potential and activities in Agro tourism as a form of tourism that emerged recently. The study stated opportunities of Agri tourism to visitors to experience rural life by farm stay and engaging in bullock cart riding, picking up fresh fruits, Agro technical tours etc. It helps the visitors to enjoy the real beauty of natural as well as the authentic contact with the rural life, taste the local genuine food and get experience with the various farming tasks.

**Budiasa and Ambarawati (2014)** showed that the development of community based Agro-tourism of SalakSibetan plantation during 18 years seemed to be very slow, due to limited community competency, limited financial resources lack of promotion, leakage of profits to ecotourism companies, and limited agro-tourism landscaping. The study suggested that Agri tourism should be potentially sustainable when sustainability criteria such as economically viable, environmentally sound, socially just and culturally appropriate got fulfilled. In order to support the sustainable agro-tourism of SalakSibetan plantation, the government should intensively and consistently facilitate the local community involvement especially through capacity building programs related to agrotourism development.

**Jensen et al., (2014)** assessed how the various distinguished features of Agri tourism operations and potential barriers might influence the future development of strategic plans by

applying a logit model. The findings will be useful for the development of policies for future growth in the Agri tourism sector, as well as special assistance needs by associated firms.

**Jose (2014)** tried to throw light on the scope and challenges in the farm tourism sector in Kerala. The study stated that farm tourism provided a way to the people living in abroad as well as in urban areas to experience rural culture. Explaining the urban people about farming, cultivation, harvesting etc. may not be effective. But when they get an opportunity to experience it, they might become more familiar with all these processes. They can also taste traditional. Handmade products are the next variety in farm tourism. Tribal music makes an outstanding experience. The other specialty is bullock cart rides. In the past, bullock carts were the main vehicle for human. But the new era is not familiar with it. Farm tourism makes an opportunity to refresh the past for human. As a whole, farm tourism is a package including many leisure providing activities.

**Kiran et al., (2014)** describes the meaning and different dimensions of Agri tourism. The Agri tourism gives new opportunities to the Indian tourism industry, which generally executes on farms. India has all the favorable condition to enhance the Agri tourism development. Maharashtra is a good example for agro tourism destination. So, the Agri tourism model adopted by this state can be applied to other states also. By applying the model to other states, the whole India can improve the economic status and can support the agriculture sector along with tourism.

**Lucha (2014)** revealed that there were four potential significant areas of focus for Virginia Agri tourism: 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 Agri tourism 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.

**Madan (2014)** conceptualized Agri tourism with respect to interactions between development goals, environmental governance and agrarian ecologies that shape Agri-tourism's understanding and practice in peri-urban Mumbai and Pune. The study made a rural-urban linkages transforming in the face of rapid urbanization in this region, and stated their negotiation within the Agri tourism discourse. The study also threw a light on environmental sustainability subjectively interpreted by stakeholders like Agri tourism farm owners, employees, urban visitors and the wider rural community, within the locally situated everyday

practices of Agri tourism and the practices that transform ecological citizenship within agritourism.

**Schilling et al., (2014)**, found that Agri tourism has a positive effect on profitability of a farmer. It is advised that the innovative strategies should be adopted in order to stimulate and sustain the tourism activities that supplement agriculture.

**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.

**Wojciechowska (2014)**, highlighted the challenges and opportunities in the tourism industry of Poland and suggested that the role of Agri tourism would be perceived positively and it will depend on the skills of Agri tourism service providers involved in organizing it. They decided how well they can exploit the positive opportunities offered by Agri tourism environment and how to face their challenges.

**Borza (2015)** defined the concept of Agri tourism as a means to support the rural development because it was capable to explore the natural and cultural environment that gives positive energy to rural people. It can be explored from this study that the development of Agri tourism in rural area will ensure environmental protection, preservation of the local culture and tradition.

**Ingavale (2015)** implicated the business model of Agri tourism development using the parameters such as goals, challenges and values. This model helped to formulate business plans in clearing the blocks that might occur in the path to the growth of agro tourism. This planning also helps in protecting the whole enterprise from big losses before they occur.

**Mahaliyanaarachchi (2015)** indicated the role of Agri tourism as a moderated rural business. The study found that Agri tourism attracted locals as well as foreign to experience the life of farmers with in the rural settings to get relaxation and outbreak from busy life in urban area. Therefore, Agri tourism contributes to the economic development by supporting the rural business both for farmers and the local community.

**Mahaliyanaarachchi (2015)** covered a basic understanding about farm stays, the methods that can be adopted for the development in the overall farming community and the farm business. The study showed that in order to attract visitors the farm should kept fit and can offer neat environment and pollution free ecology.

**Mastronardi et al., (2015)** analyzed the performances of farms in Italy with Agri tourism and without Agri tourism. The study revealed that most of the farmers in Italy are dedicated their works using traditional methods of cultivation, processing and marketing, so the activities are more concerned with environmentally friendly methods, that would not create any negative impact on natural resources and biodiversity. The presence and absence of Agri tourism at the farm are presented using Binary Response Model based on Farm Accountancy Data Network dataset.

**Pandey and Lakhawat (2015)** aimed to bring forward the concept of farm tourism promoted and conceptualized by Punjab government. It is observed that India has unique destination offerings, good climate, agricultural environment, cultural and social setting, etc. The Punjab government has adopted the necessary arrangements to promote farm tourism and related activities in order to ensure sustainable development. The major initiatives taken are integrating partnership with the private sector a provider, verification of quality of services offered by farm houses, enrollment mandatory training, development and operational advice, and undertakes promotional activity for farm tourism via, publications, and the Internet and media relations.

**Rambodagedara et al., (2015)** examined the potentials of agro-tourism in Sri Lanka focusing on opportunities and challenges in developing agro-tourism as a source of supplementary income for the farming community. The study was conducted in Matale and Nuwara-Eliya districts and it was mainly based on the primary data collected through focus group discussions, key informant interviews and case studies. According to the study findings, challenges and issues which restrict farmers' access to agro-based tourism activities vary from policy level to farmer level. The absence of proper initiatives at policy level targeting the promotion of direct participation of farmers in agro-tourism has hindered the growth of the industry, despite being one of the most decisive strategies for popularizing agro-tourism.

**Thorp (2015)** examined the effect of distance on the economic fortunes of Agri tourism providers in Kansas through a geocoded survey. Gravity models are simulated using distance-modified regression variables. Survey results suggested certain business profiles (tourist traps) and visitor profiles (the day tripper, the RV traveler) are associated with relatively greater

success. Model results indicated that distance variables are generally worse predictors of economic outcomes than business characteristics. Among distance variables, proximity to similar businesses and accessibility to major roads carried more weight than available income or population.

**Upadhye (2015)** “Problems of Agro tourism industry in Maharashtra: a study”, the work revealed that Maharashtra was a place where there was a high scope for agro tourism. The soil, cultivations, different variety of crops etc. make Maharashtra an agro tourism destination. But for the development of such a sector in a place like Maharashtra needs high government support and different policies and loans. But the government does not take an initiative for the promotion of this sector. So, the farmers steps backward due to the lack of availability of policies. The connectivity options are more for Maharashtra by air, rail or through road. So, the scope is more. Spectacular cultural heritage and the progress of rural tourist spot attract tourists to this place.

**Barbieri and Tew (2016)** conducted a study on “Perceived Impact of Agri tourism on Farm Economic Standing, Sales and Profits”, in their study they analyzed, the impact of Agri tourism in the economic performance of farmers in Missouri using multiple linear regression models. The results showed that there was a positive relationship between the presence of Agri tourism activities and farm profitability. The profitability of the farm was affected by the various factors such as size of the land holdings, distance from town, number of visitors, investment of operators, marketing strategies and managerial performance. The study found that Agri tourism was an aid to other farmers to market their products.

**Chande (2016)** examined that there were three major aspects for agro tourism in the farmer’s view. They were significance of agro tourism, hindrance of agro tourism and upcoming growth of agro tourism. The study also pointed out the main challenges faced by the Agri tourism industry and how to overcome the challenges, teaching the visitors and other people about cultivation but it created more job opportunities in the tourism sector. Job opportunities are mainly offered to the people in rural areas. All the challenges that have been facing by agro tourism should get relief through strategic implementation of the plan.

**Cubillas (2016)** Agri tourism, “Value Co-Creation, and marketing innovation in the Sonoita-Elgin Wine Industry”, explored the strategic potential of customer inclusion in the operations of locally and/or regionally-based agricultural enterprises vis-à-vis on-site tourist models. This exploration relied on the theoretical principles of value co-creation to identify and illustrate

how Agri tourism enterprises can more purposefully and strategically engage and embed consumers within their business operations. Atmosphere, compromise, and investment of consumers within the value creation process leads to the transition of such consumers; taking them passive recipients to active participants.

**Gholap et al., (2016)** the study analyzed the motivations of tourists in decision making process based on the variables such as Taste of local cuisine, close to nature, mental and physical relaxation, and escape from stress, to experience agricultural life, to be together with family and friends and an escape from city life. The measurements revealed that among these being closer to nature factor got the highest mean score (first rank), on the basis of Garret ranking method. It proves that the being closer to nature factor was considered to be the most influential factor from the part of the consumers while taking decision.

**Gopal (2016)** made attempt to identify the importance of Extension & Advisory services and overall perception of tourists regarding the constraints and opportunities towards Agri tourism, in the development and promotion of Agri tourism in India. The study observed that people were more interested and enthusiastic to experience the rural life because of urban pressures.

**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 agro 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.

**Ahsanath and Purushothaman (2016)** described the potential of Agri tourism and its benefits. Karnataka has its own culture, festivals and agriculture suitable for Carnatic weather conditions. The state has more potential to develop Agri tourism than other states in India. Since Karnataka has sobbed more options for connectivity, it can be chosen as a crowded tourism destination. 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. With strategic implementation of the business plan, this sector can achieve a huge development.

**Petroman et al., (2016)** explained the activities of Agri tourism as a tool to create awareness among students. So that the students can understand the traditional culture followed by rural

people, production, distribution, and marketing process followed by the farmers, role of healthy food in farmers lives, protection and preservation of environment etc. Furthermore, it was inferred the role of Agri tourism for creating an environmentally friendly and healthy climate among rural people.

**Priyanka and Kumar (2016)** “Identifying the potential of Agri tourism in India: overriding challenges and recommended strategies”. The study described the scope of Agri tourism and its pros and cons through an exploratory study. The study revealed that India had a great potential to explore the opportunities of Agri tourism as the Agri tourism is a supportive system to the agricultural activities in India. It can be utilized by the farmer and farm owners to harvest this opportunity, through a diversified approach. It will be beneficial Model for both farmer and the tourist, as farmers have opportunities to earn extra income and employments whereas the tourist gets a privilege to relive a smooth, quiet and rejuvenating atmosphere and culture of our agricultural heritage.

**Shembekar and Joshi (2016)** provided information relating to the existing status, development and future prospects and challenges faced by the Agri tourism industry in this particular district. The study revealed the attitude of consumers regarding price charged by Agri tourism providers, the interest to travel by means of distance etc.

**Broccardo et al., (2017)** built a model for the determination of factors that would affect sustainable Agro tourism. Agro tourism business models present innovative ideas for generating a good agro tourism culture. The empirical results showed that Agri tourism business models developed, links the theory, policy and practices which offer potential for Agri tourism. The study concluded that for making adequate planning for developing agro tourism, farmers need to aware the strength, weakness, opportunities and threats.

**Despotovic et al., (2017)** stated that development of Agri tourism activities provided additional income not only for the farmers but also for rural communities. It is recommended that in future Agri tourism development should follow the sustainable development principles. Monitoring of the number of visitors, estimate of tourist consumption, tourist experiences, their motivation, satisfaction etc. plays a significant role in the development of Agri tourism sector.

**Lago (2017)** proved a new exposure to Agri tourism adopted by agro tourism field in a different way. The study revealed that there is a strong linkage of tourism and agriculture in Quezon province. Safety and security are the major factors considered by the tourist while visiting Agri tourism sites. It is recommended that there is a need to educate farmers in order to encourage

diversification of farms into Agri tourism the farmers should be educated regarding market segmentation and promotion strategy. The promoted products and services of farms can give more space than the available products in the market. Market strategy is well studied and applied new plans to get maximum profit.

**Liu et al., (2017)** founds that by using eco-innovation strategy it was possible to combine the small farms in agricultural sector with tourism sector. The study highlighted that the involvement of small-scale farmers would attract the other tribal farmers to engage in sustainable Agri tourism practices that help to preserve the traditional socio cultural and environmental system along with Agri food tourism.

**Mahalisaarachchi (2017)** emphasized that agro tourism increases the opportunities of farmers in the tourism sector. It is a direct marketing activity of farmers for promoting their sales so it reduces the risk factors included in agriculture sector. Along with the progress of tourism industry there is a scope for progress in the agriculture sector.

**Nicole et al., (2017)** stated through this manual “Farm diversification through Agri tourism – Guidebook”, a step-by-step guidance for farmers who are keen interest in engaging in Agri tourism. It showed a number of tools and strategies to design and constitute memorable farm-based experiences that can attract and satisfy visitors.

**Vaugeois (2017)** tried to throw light on Agri tourism concepts, its benefits, potential costs, visitors’ interest and their experiences, factors for the success of Agri 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 agritourism so that the potential investor will get an overall idea to start Agri tourism venture.

**Yeboah et al., (2017)** identified factors influencing Agri tourism adoption by small farmers in North Carolina. This study demonstrated that there was significant effect on the Agri tourism involvement by farmers in North Carolina variables are used are characteristics of farm, farm location, distances from urban centers, size of land, suitability of land for crop production etc.

**Jiang and Wang (2018)** introduced the special distribution characteristics of Agri tourism consumption concept which helped to develop a model based on the analogy that attracted Agri tourism by urban residence. With this model, special distribution characteristics of Agri tourism consumption were investigated under the superposition of multifield sources arising from metropolitan regions. The result indicated that the field strength of Agri tourism

consumption was gradually vitiated with special distance. In addition, there was a positive correlation between field strength distribution and the consumption demand of Agri tourism.

**Raj and Todd (2018)** study gave an insight in to farmers by new tourism product Agri 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 Agri tourism entrepreneurship.

**Chatterjee and Prasad (2019)** focused on cases of various successful farms from India and analyzed the sustainability factors in the farms. The study reveals that inadequate previous research on the farmers' perception of Agri tourism had created a clear gap in this area. Gaps identified include inadequate research done on agro tourism practices among farmers and their attitude towards diversifying agricultural to obtain added value. The awareness and knowledge of agro tourism practice from the point of view of the farmers were captured. The understanding of the farmers' opinion on agro tourism was essential because they were the key players of the agro tourism industry.

**Cullop (2019)** provided an understanding of how consumers make decisions in pertinent for the analyst to model the business as well as planning how to efficiently market the business. Using conjoint analysis, a Choice-Based Conjoint (CBC) survey was developed and deployed regarding varying combinations of attributes related to wedding venues at specific price points. Data regarding consumer choices were evaluated using mixed logit regressions. Using the regression output, Willingness to Pay (WTP) values were calculated to represent utility value. A profit value was calculated based on the user's set of parameters taking into consideration the following values: price per event, number of events per year, construction costs, and the monthly/yearly costs associated with operating the venue. This information is crucial to be understood by all farmers interested in Agri tourism, specifically wedding venue space. If the profit value is sufficiently high, wedding venues could be used as an additional enterprise to keep younger generations on the farm and assist rebuilding rural communities.

**Dias et al., (2019)** conducted a study on "Agricultural entrepreneurship: Going back to the basics", Researchers stated that farmers could be regarded as entrepreneurs and as decision-makers to maximize profits and to develop various typologies of agricultural diversification. It is concluded that entrepreneurial skills required for diversified farming are different from the ones required in conventional farming. The literature also focused on the ways how farmers

had recombined existing farm resources into new uses namely land, human, financial and natural resources.

**Farsani et al., (2019)** the study investigated four objectives (1) exploring the tendencies of tourists towards organizing Agri tours; (2) investigating the tendencies of tourists towards intangible and tangible agricultural heritage; (3) determining the priority of tangible and intangible agricultural heritage from the tourists' perspective; and (4) analyzing the mean difference between tangible and intangible agricultural heritage from the perspective of tourists. The results revealed that tourists were interested in Agri tours and both tangible and intangible agricultural heritage.

**Karthik and Gajanand (2019)** conducted a study on “Agri tourism: an overview”, gives an overall idea about Agri tourism. The study focused on the various challenges in promoting Agri tourism. The major challenges faced by the farmers are lack of knowledge among farmers, lack of infrastructural facilities, lack of training facilities, opportunities to learn about Agri-tourism etc. Additional income earning techniques and different activities to canvas national and international people are achieved through the training. So the Government needs to understand the potential barriers to address the situation and make policies related to irrigation facilities, farm diversification of farms and take community supportive programs to ensure farm profitability so as to empower farmers economically and socially.

## **2.7 CONCLUSION**

From the above given Review of Literature, we conclude that Pollachi has a great potential for Agri tourism and more opportunities for the business purposes. The present study has been done to analyze the prospects of Agri Tourism in Pollachi.

# **RESEARCH METHODOLOGY**

## **CHAPTER-3**

### **Research Methodology**

#### **3.1 Methodology**

Research methodology defined as the activity of research is 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 researcher had used primary and secondary data 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 responded to reach the finding suggestion and finally to conclusion of the topic.

### **3.3.1 Primary Data**

The primary data are those which are 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 local community in Pollachi.

### **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 Eco Tourism, Tourist and Tourism Impact, and Visitor Satisfaction.

## **3.4 Questionnaire**

A questionnaire consists of a number of questions printed or typed in a definite order or set of form. 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 Research Instrument**

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 second section captures about the General Perception, Economic Benefits, Socio-Cultural Benefits and Environmental impacts. and the third section captures the Satisfactory Level of the residents of Agri Tourism in, Pollachi.

### **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 250. The people who are the residents at the Agri Tourism Spots were considered for the study.

### **3.8 Sampling procedure**

The present study followed convenience sampling; those who were willing to cooperate and participate in the survey were alone approached and questionnaires were distributed.

### **3.9 Period of the Study**

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

### **3.10 Tools used for Analysis:**

#### **3.10.1 Frequencies**

A frequency distribution is a tabular representation of a survey data set used to organize and summarize the data. It is a list of either qualitative or quantitative values that a variable takes in a data set and the associated number of times each value occurs. The frequency distribution is the basic building block of statistical analytical methods and the first step in analyzing survey data. It helps researchers (a) organize and summarize the survey data in a tabular format, (b) interpret the data, and (c) detect outliers in the survey data set.

### 3.10.2 Mean

Mean, also known as arithmetic average, is the most common measure of central tendency and may be defined as the value which we get by dividing the total of the values of various given items in a series by the total number of items can be worked out as:

$$\text{Mean (or } \bar{X}) = \frac{\sum X_i}{n} = \frac{X_1 + X_2 + \dots + X_n}{n}$$

nn

Where  $\bar{X}$  = the symbol we use for mean (pronounced as  $\bar{X}$  bar)

$\sum$  = Symbol for summation

$X_i$  = Value of the  $i$ th item  $X$ ,  $i = 1, 2, \dots, n$

$n$  = total number of items

Mean is the simplest measurement of central tendency and is a widely used measure. Its chief use consists in summarizing the essential features of a series and in enabling data to be compared. It is amenable to algebraic treatment and is used in further statistical calculations. It is a relatively stable measure of central tendency.

### 3.10.3 FACTOR ANALYSIS

Factor analysis seeks to resolve a large set of measured variables in term of relatively few categories known as factors. This technique allows to group variables into factors so derived may be treated as new variables and their value derived by summing the values of the original variables which have been grouped into the factor.

### 3.10.4 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/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.

### 3.10.4.1 ONE WAY ANOVA

1. To obtain the 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:

$$\bar{X} = \frac{X_1 + X_2 + X_3 + \dots + X_k}{k}$$

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)

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

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

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

### 3.10.5 CORRELATION

Correlation can be studied through (a) cross tabulation; (b) Charles Spearman's coefficient of correlation; (c) Karl Pearson's coefficient of correlation; whereas cause and effect relationship can be studied through simple regression equations.

Cross tabulation approach is especially useful when the data are in nominal form. Under it we classify each variable into two or more categories and then cross classify the variables in these subcategories. Then we look for interactions between them which may be symmetrical, reciprocal or asymmetrical. A symmetrical relationship is one in which the two variables vary together, but we assume that neither variable is due to the other. A reciprocal relationship exists when the two variables mutually influence or reinforce each other. Asymmetrical relationship is said to exist if one variable (the independent variable) is responsible for another variable (the dependent variable).

Charles Spearman's coefficient of correlation (or rank correlation) is the technique of determining the degree of correlation between two variables in case of ordinal data where ranks are given to the different values of the variables. The main objective of this coefficient is to determine the extent to which the two sets of ranking are similar or dissimilar.

Karl Pearson's coefficient of correlation (or simple correlation) is the most widely used method of measuring the degree of relationship between two variables. This coefficient assumes the following:

- There is linear relationship between the two variables.
- The two variables are casually related which means that one of the variables is independent and the other one is dependent.
- A large number of independent causes are operating in both variables so as to produce a normal distribution.

### **3.10.6 GARRETT'S RANKING TECHNIQUE**

To find out the most significant factor which influences the respondent, Garrett's ranking-technique was 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:

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

$N_j$

Were,

$R_{ij}$  = 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:**

Pollachi is a town and a taluk headquarters in Coimbatore district, Tamil Nadu state, India. Located about 40 km to the south of Coimbatore, it is the second largest town in the district after Coimbatore. Pollachi is a popular Marketplace for jaggery, vegetables and cattle. As of 2011, the town had a population of 90,180.

Pollachi was known as Pozhil Vaichi in Tamil which means "gifted with beauty" and later became Pollachi. It was also known as Mudi Konda Chola Nallur during the period of the Cholas.

Pollachi is located at 10.662°N 77.0065°E. It has an average elevation of 293 meters (961 ft). Aliyar river passes about 10 kilometres (6.2 mi) away from the town and the town receives rainfall from Southwest monsoon due to the presence of Palghat gap.

The economy of the town is predominantly dependent on agriculture. agriculture. Coconut, jaggery, vegetables and cattle contribute to the agricultural output. There are also coir producing units with raw materials sourced from local farms. Vanilla is also cultivated in certain locations. Pollachi is also a popular movie shooting location for the Tamil film industry owing to its scenic landscape.

## **ANALYSIS AND INTERPRETATION**

## **CHAPTER – 4**

### **ANALYSIS AND INTERPRETATION**

This chapter deals with the analysis and interpretation of the collected primary data. The analysis

is based on the quantitative and qualitative data collected by the researcher. Convenience sampling method was adopted to collect the needed primary data. A well-structured questionnaire was issued to all the 250 respondents and finally found to be valid in every respect of the study. Thus, the response rate was at 90 per cent. The sample for the study is 250 respondents of the residents at Agri Tourism spots Pollachi were taken for primary data collection. The analysis was carried out using IBM Statistical Package for the Social Sciences (SPSS) 21 version for windows. Frequencies, ANOVA, Correlations and Garrett's Ranking have been used 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 the present study entitled **“A Study on Prospects of Agri Tourism in Pollachi”** are discussed and presented under the following heads:

1. Frequencies.
2. Descriptive Statistics.
3. Factor Analysis.
4. ANOVA.
5. Correlations.
6. Garrett's Ranking.

## 4.1 DEMOGRAPHIC PROFILE

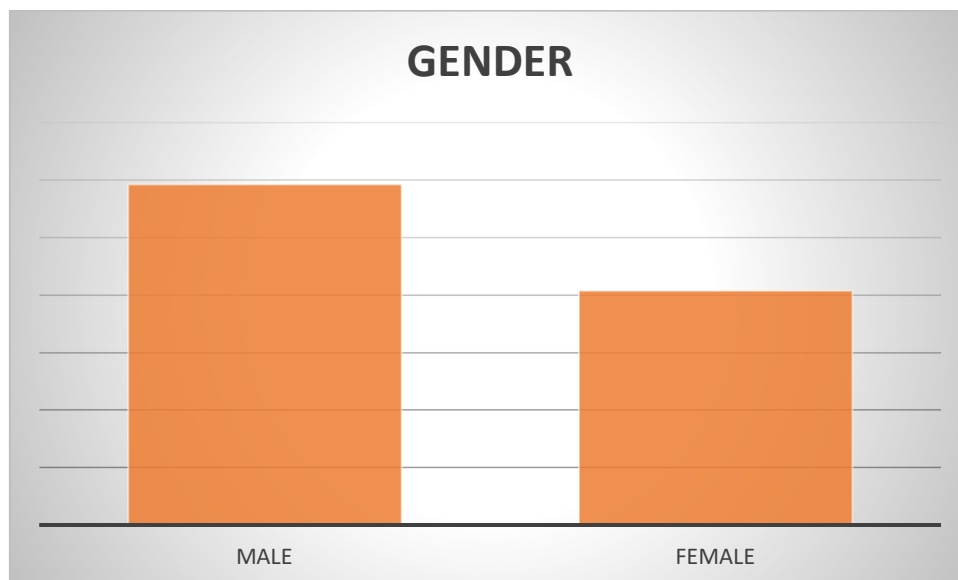
Table 4.1.1

### GENDER

GENDER	FREQUENCY	PERCENT
Male	148	59.2
Female	102	40.8
Total	250	100

The above table 4.1.1, shows that 59.2 percent of respondents are Male, 40.8 percent of respondents are Female. Thus, the majority of the respondents are Male.

Figure 4.1.1



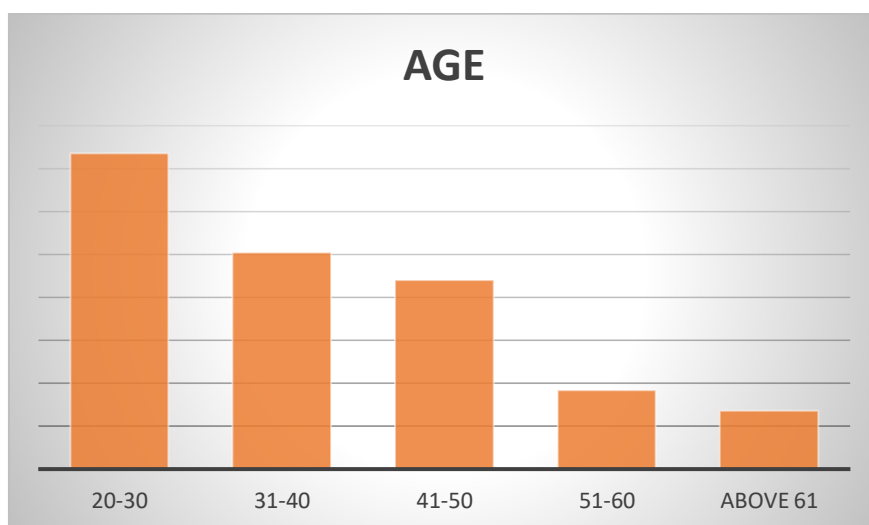
**Table 4.1.2**

**AGE**

<b>AGE</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
20-30	92	36.8
31-40	63	25.2
41-50	55	22
51-60	23	9.2
Above 61	17	6.8
Total	250	100

The above table 4.1.2 shows that 36.8 percent of respondents are at the age of 20-30 years, 25.2 percent of respondents are at the age of 31-40 years, 22.0 percent of respondents are at the age of 41-50 years, 9.2 percent of respondents are at the age of 51-60 years and 6.8 percent of respondents are above 61 years.

**Figure 4.1.2**



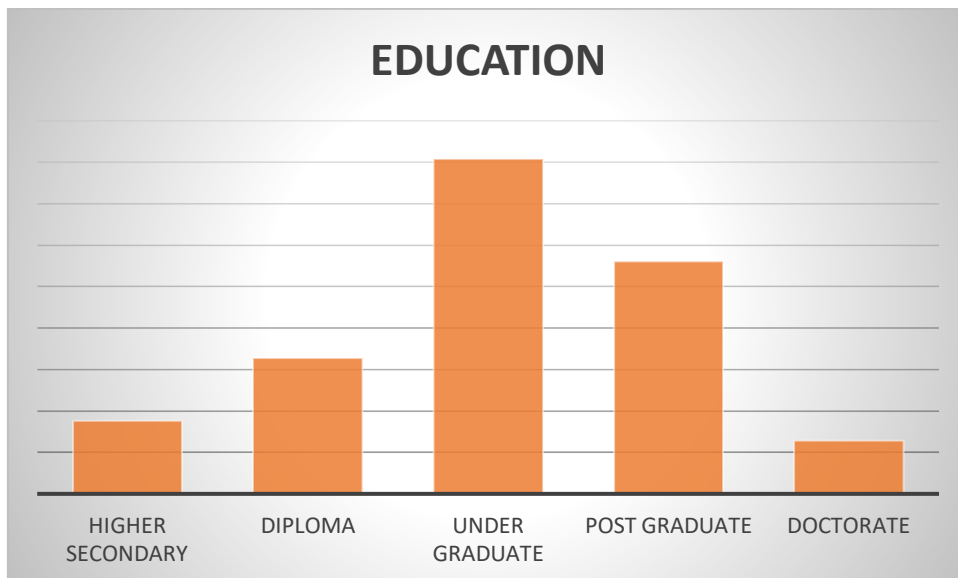
**Table 4.1.3**

**EDUCATION**

<b>EDUCATION</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
Higher Secondary	22	8.8
Diploma	41	16.4
Under Graduate	101	40.4
Post Graduate	70	28
Doctorate	16	6.4
Total	250	100

The above table 4.1.3 shows that 8.8 percent of respondents are from Higher Secondary, 16.4 percent of respondents are Diploma, 40.4 percent of respondents are Under Graduate, 28.0 percent of respondents are Post Graduate, 6.4 percent of respondents are Doctorate.

**Figure 4.1.3**



**Table 4.1.4**

**EMPLOYMENT**

<b>EMPLOYMENT</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
Student	39	15.6
Self Employed	111	44.4
Salaried	89	35.6
Retired	11	4.4
Total	250	100

The above table 4.1.4 shows that 15.6 percent of respondents are Students, 44.4 percent of respondents are Self-Employed, 35.6 percent of respondents are Salaried and 4.4 percent of respondents are Retired.

**Figure 4.1.4**



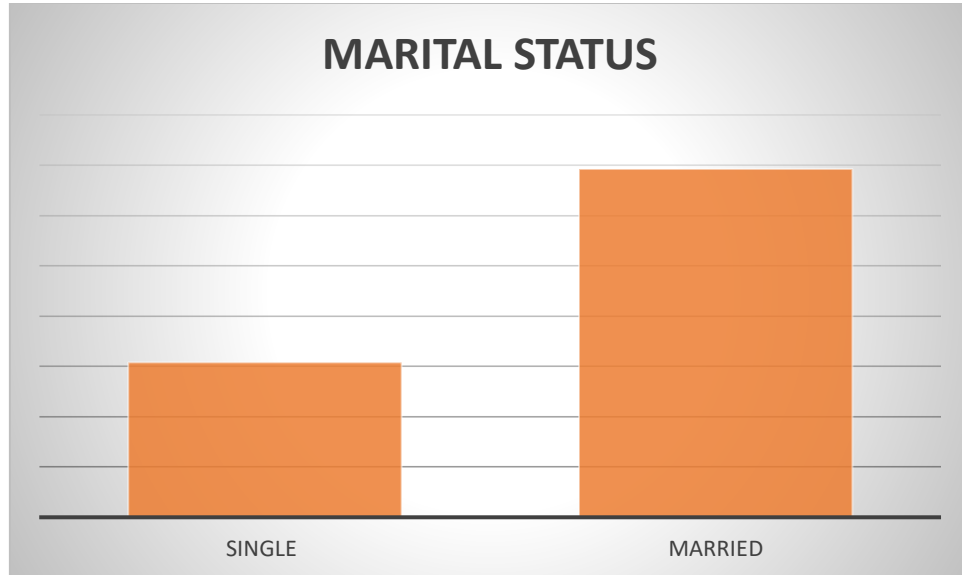
**Table 4.1.5**

**MARITAL STATUS**

<b>MARITAL STATUS</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
Single	77	30.8
Married	173	69.2
Total	250	100

The above table 4.1.5 shows that 30.8 percent of respondents are Single and 69.2 percent of respondents are Married.

**Figure 4.1.5**



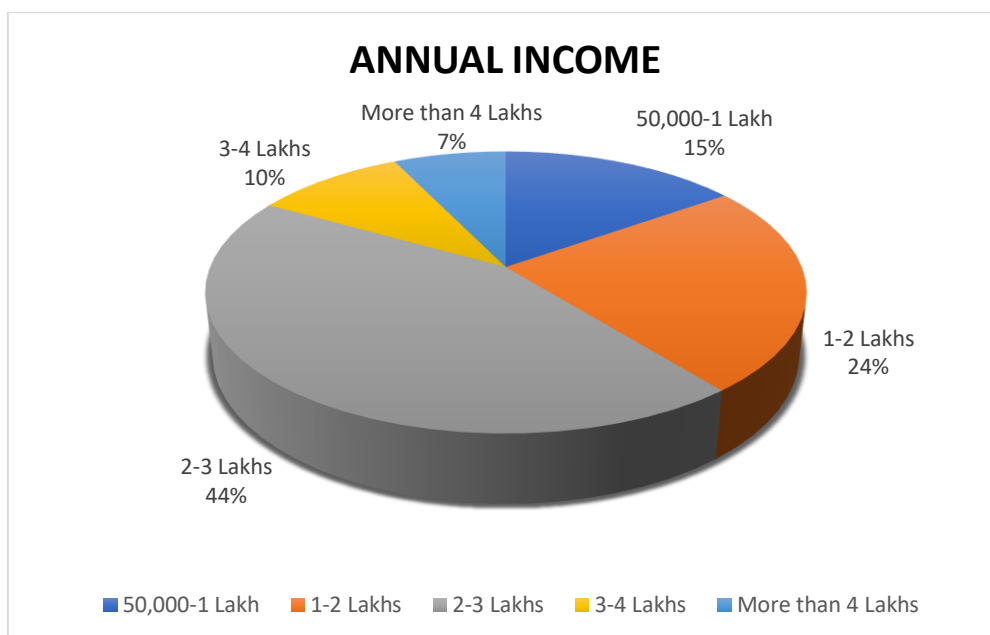
**Table 4.1.6**

**ANNUAL INCOME**

<b>ANNUAL INCOME</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
50,000-1 Lakh	38	15.2
1-2 Lakhs	60	24
2-3 Lakhs	110	44
3-4 Lakhs	24	9.6
More than 4 Lakhs	18	7.2
Total	250	100

The above table 4.1.6 shows that 15.2 percent of respondents have Annual Income as 50,000-1 Lakh, 24.0 percent of respondents have Annual Income as 1-2 Lakhs, 44.0 percent of respondents have Annual Income as 2-3 Lakhs, 9.6 percent of respondents have Annual Income as 3-4 Lakhs and 7.2 percent of respondents have Annual Income more than 4 Lakhs.

**Figure 4.1.6**



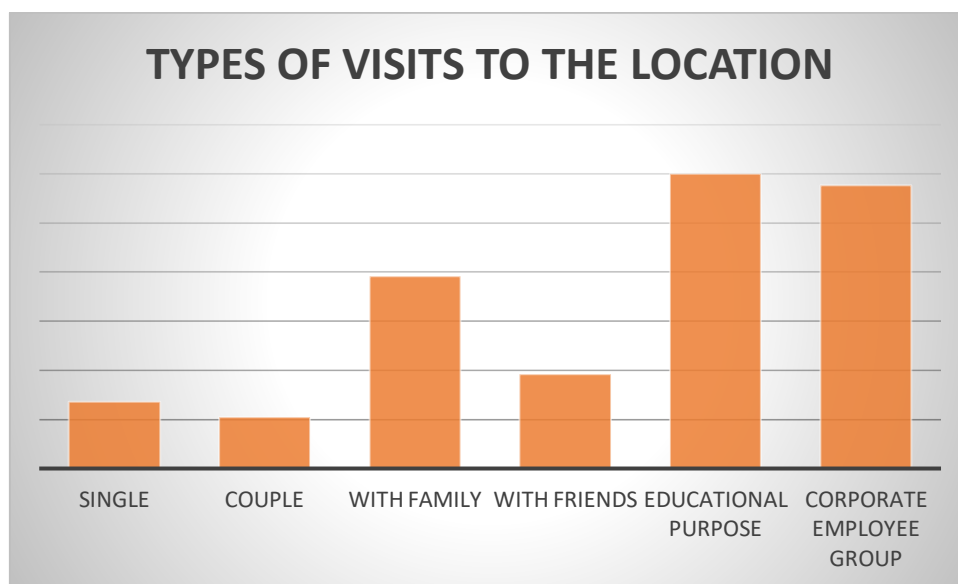
**Table 4.1.7**

**TYPES OF VISITS TO THE LOCATION**

<b>TYPES OF VISITS TO THE LOCATION</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
Single	17	6.8
Couple	13	5.2
With Family	49	19.6
With Friends	24	9.6
Educational Purpose	75	30
Corporate Employee Group	72	28.8
Total	250	100

The above table 4.1.7 shows that 6.8 percent of the respondents visit as Single, 5.2 percent of the respondents visit as Couple, 19.6 percent of the respondents visit With Family, 9.6 percent of the respondents visit With Friends, 30.6 percent of respondents visit as Educational Purpose and 28.8 percent of respondents visit as Corporate Employee Group.

**Figure 4.1.7**



**Table 4.1.8**

**COMMON DURATION OF TOURISTS VISITS**

<b>COMMON DURATION OF TOURISTS VISITS</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
Day Visitor / Excursionist	82	32.8
2 Days	66	26.4
3 Days	53	21.2
4 Days	22	8.8
More than 5 Days	27	10.8
Total	250	100

The above table 4.1.8 shows that 32.8 percent of the respondents are Day Visitor/Excursionist, 26.4 percent of the respondents are 2 Day Visitor's, 21.2 percent of the respondents are 3 Day Visitor's, 8.8 percent of the respondents are 4 Day Visitor's and 10.8 percent of the respondents are More than 5 Days.

**Figure 4.1.8**



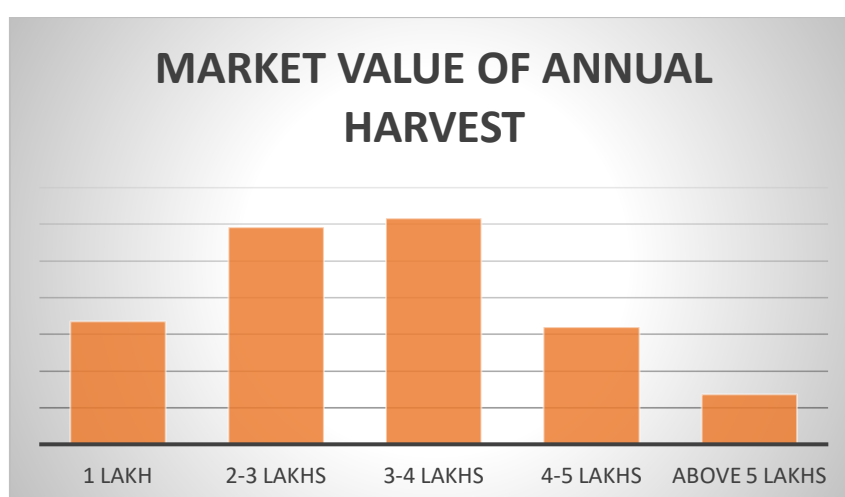
**Table 4.1.9**

**MARKET VALUE OF ANNUAL HARVEST**

<b>MARKET VALUE OF ANNUAL HARVEST</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
1 Lakh	42	16.8
2-3 Lakhs	74	29.6
3-4 Lakhs	77	30.8
4-5 Lakhs	40	16
Above 5 Lakhs	17	6.8
Total	250	100

The above table 4.1.9 shows that 16.8 percent of the respondents have the Market value of Annual Harvest is 1 Lakh, 29.6 percent of the respondents have the Market value of Annual Harvest is 2-3 Lakhs, 30.8 percent of the respondents have the Market value of Annual Harvest is 3-4 Lakhs, 16.0 percent of the respondents have the Market value of Annual Harvest is 4-5 Lakhs and 6.8 percent of the respondents have the Market value of Annual Harvest is Above 5 Lakhs.

**Figure 4.1.9**



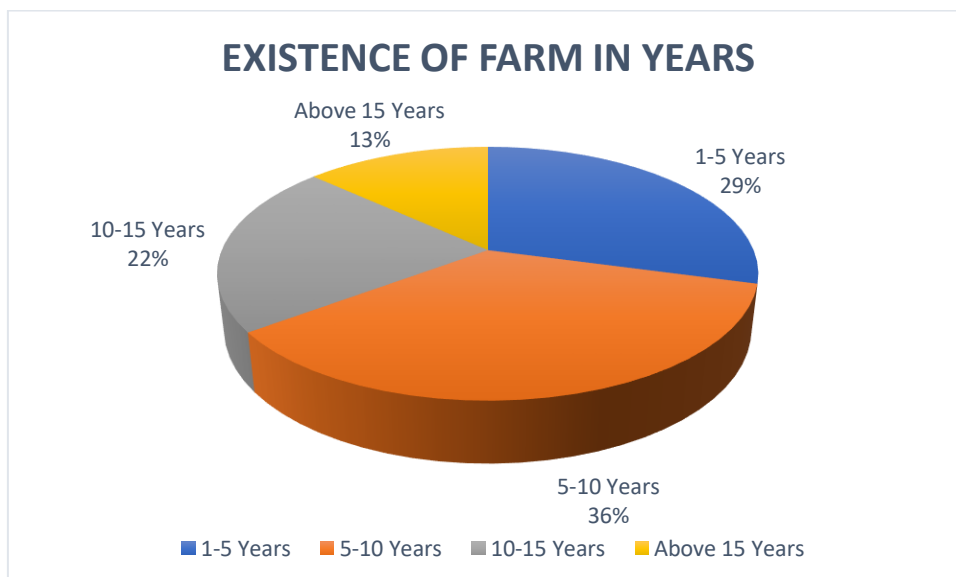
**Table 4.1.10**

**EXISTENCE OF FARM IN YEARS**

<b>EXISTENCE OF FARM IN YEARS</b>	<b>FREQUENCY</b>	<b>PERCENT</b>
1-5 Years	73	29.2
5-10 Years	89	35.6
10-15 Years	55	22
Above 15 Years	33	13.2
Total	250	100

The above table 4.1.10 shows that 29.2 percent of the respondents have 1-5 years of Farm Existence, 35.6 percent of the respondents have 5-10 years of Farm Existence, 22.0 percent of the respondents have 10-15 years of Farm Existence and 13.2 percent of the respondents have Above 15 years of Farm Existence.

**Figure 4.1.10**



## 4.2 DESCRIPTIVE STATISTICS

Table 4.2.1

### General Perception of Community towards Agri Tourism

Descriptive Statistics				
	N	Minimum	Maximum	Mean
Agri tourism enhances quality of life of local people.	250	3	5	4.40
Agri tourism creates self-employment opportunities.	250	3	5	4.44
Agri tourism creates markets for local product.	250	2	5	4.24
It enhances economic dependency of local population.	250	3	5	4.19
Because of Agri Tourism everybody is benefitted individually.	250	2	5	4.15
Agri Tourism leads towards generation of awareness among local community members regarding various tourism operations and innovative trends in tourism business.	250	3	5	4.40
Agri Tourism improves public utility in our community.	250	3	5	4.36
Agri Tourism helps in preserving local ecosystem.	250	3	5	4.51
Agri Tourism leads towards awareness among local people towards their local environment.	250	3	5	4.44
In Agri Tourism community people have more influence in decision making.	250	1	5	4.40

The General Perception of the residents about Agri Tourism ranges from 4.51 to 4.15. Agri Tourism helps in preserving local ecosystem, has a highest mean value 4.51 and Because of Agri Tourism everybody is benefitted individually has the lowest mean value 4.15.

**Table 4.2.2****ECONOMIC BENEFITS TO THE COMMUNITY FROM AGRITOURISM**

<b>Descriptive Statistics</b>				
	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>
Agri Tourism improves local economy.	250	3	5	4.49
Agri Tourism improves investment and development in tourism.	250	3	5	4.46
In Agri Tourism community runs small scale business.	250	3	5	4.17
Because of Agri Tourism cultural shows or festivals gain importance and become profitable.	250	3	5	4.08
Agri Tourism develops local entrepreneurs.	250	3	5	4.33
Agri Tourism is providing opportunities of earning to local entrepreneurs and workers in tourism related projects.	250	3	5	4.45
Agri Tourism is acting as a source of income to local people through selling of local handicrafts as souvenirs to tourists.	250	3	5	4.31
Agri Tourism is providing sources of income and the income generated through tourism activities is getting distributed within the community.	250	2	5	4.34
Agri Tourism is leading towards rise in financial standards of local people through income generation by working in different tourism operations.	250	3	5	4.42
Agri Tourism is providing employment to local people as guides and escorts for tourists.	250	2	5	4.55

The Economic Benefits to the community from Agri Tourism ranges from 4.55 to 4.08. Agri Tourism is providing employment to local people as guides and escorts for tourists, has a highest mean value 4.55 and Because of Agri Tourism cultural shows or festivals gain importance and become profitable has the lowest mean value 4.08.

**Table 4.2.3****SOCIO-CULTURAL BENEFITS TO THE COMMUNITY FROM AGRICULTURE TOURISM**

<b>Descriptive Statistics</b>				
	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>
Agri Tourism results in cultural enrichment through contact between host and guest.	250	3	5	4.43
Agri Tourism brought pride and sense of identity for residents	250	1	5	4.36
Due to Agri Tourism villages become more famous for tourism.	250	2	5	4.24
Agri Tourism increase interest in Gastronomy.	250	1	5	4.08
Agri Tourism helps in preserving culture and heritage.	250	2	5	4.28
Agri Tourism is promoting local cuisines among tourists, visiting local places.	250	2	5	4.30
Agri Tourism is leading towards social empowerment through employment generation, thereby rise in standards of living.	250	2	5	4.32
Agri Tourism is leading towards the betterment of quality of life within the community.	250	1	5	4.30
Agri Tourism is providing a stage for interaction of local people with foreign and domestic tourists.	250	2	5	4.39
Agri Tourism is leading towards the generation of unity and affection among different nations through cultural exchange among natives of different states.	250	2	5	4.47

The Socio-Cultural Benefits to the community from Agri Tourism ranges from 4.47 to 4.08. Agri Tourism is leading towards the generation of unity and affection among different nations through cultural exchange among natives of different states, has a highest mean value 4.47 and Agri Tourism increase interest in Gastronomy, has the lowest mean value 4.08.

**Table 4.2.4****OPINION ABOUT ENVIRONMENTAL IMPACTS TO THE  
COMMUNITY FROM AGRICULTURE TOURISM**

<b>Descriptive Statistics</b>				
	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>
Because of Agriculture tourism traffic congestion has increased.	250	1	5	2.11
Agriculture tourism results in increased noise pollution.	250	1	5	2.03
Due to Agriculture tourism local residents have suffered from unpleased activities.	250	1	5	2.02
Agriculture tourism increased overcrowding in the area.	250	1	5	2.22
Agriculture tourism helps to maintain sustainability.	250	1	5	3.68
Tourist do not know how to behave.	250	1	5	2.08
Agriculture tourism is taking into consideration the carrying capacity of various tourist spots located within the community.	250	1	5	3.90
Agriculture tourism is leading towards conservation and development of local fauna.	250	3	5	4.31
Agriculture tourism is providing opportunity for local houses to act as an alternative to hotels in the form of homestays, thus reducing burden from existing hotels.	250	3	5	4.36
Agriculture tourism is leading towards eco-friendly construction of hotels, restaurants and resorts.	250	2	5	4.56

The Opinion about Environmental Impacts to the community from Agriculture Tourism ranges from 4.56 to 2.02. Agriculture tourism is leading towards eco-friendly construction of hotels, restaurants and resorts, has a highest mean value 4.56 and Due to Agriculture tourism local residents have suffered from unpleased activities has the lowest mean value 2.02.

### 4.3 FACTOR ANALYSIS

#### ENVIRONMENTAL IMPACTS

##### 4.3.1 KMO and Bartlett's Test

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.824
Bartlett's Test of Sphericity	Approx. Chi-Square	619.959
	Df	45
	Sif.	.000

The above table explains the sample adequacy of the collected data to run the data reduction analysis. The Kaiser Meyer Olkin measure of sample adequacy proves to be 0.824 which is above 0.5, a measure enough to carry out the Factor Analysis. The Bartlett's Test of Sphericity also proves to be significant to proceed with Factor Analysis.

### 4.3.2 Factor Analysis

<b>Rotated Component Matrix</b>			
	<b>Component</b>		
	<b>1</b>	<b>2</b>	<b>3</b>
Because of Agri tourism traffic congestion has increased.	<b>.822</b>		
Agri tourism results in increased noise pollution.	<b>.764</b>		
Due to Agri tourism local residents have suffered from unpleased activities.	<b>.798</b>		
Agri tourism increased overcrowding in the area.	<b>.781</b>		
Tourist do not know how to behave.	<b>.800</b>		
Agri tourism is taking into consideration the carrying capacity of various tourist sport located within the community.			<b>.655</b>
Agri tourism is leading towards conservation and development of local fauna.		<b>.806</b>	
Agri tourism is providing opportunity for local house to act as an alternative to hotels in the form of homestays, thus reducing burden from existing hotels.			<b>.754</b>
Agri tourism is leading towards eco-friendly construction of hotels, restaurants and resorts.		<b>.580</b>	

From the above table it is clear that three factors were found from the Factor Analysis. Factor one has components like Because of Agri tourism traffic congestion has increased, Agri tourism results in increased noise pollution, Due to Agri tourism local residents have suffered from unpleased activities, Agri tourism increased overcrowding in the area, Tourist do not know how to behave. Factor two has components like Agri tourism is leading towards conservation and development of local fauna, Agri tourism is leading towards eco-friendly construction of hotels, restaurants and resorts. Factor three has components like Agri tourism is taking into consideration the carrying capacity of various tourist sport located within the community, Agri tourism is providing opportunity for local house to act as an alternative to hotels in the form of homestays, thus reducing burden from existing hotels. The Factor Analysis shows values above .5 and is significant.

**Factor 1; Barriers:** Because of Agri tourism traffic congestion has increased, Agri tourism results in increased noise pollution, Due to Agri tourism local residents have suffered from unpleased activities, Agri tourism increased overcrowding in the area, Tourist do not know how to behave.

**Factor 2; Sustainability:** Agri tourism is leading towards conservation and development of local fauna, Agri tourism is leading towards eco-friendly construction of hotels, restaurants and resorts.

**Factor 3; Carrying Capacity:** Agri tourism is taking into consideration the carrying capacity of various tourist sport located within the community, Agri tourism is providing opportunity for local house to act as an alternative to hotels in the form of homestays, thus reducing burden from existing hotels.

### 4.3.3 Total Variance

Total Variance Explained			
Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	3.424	34.237	34.237
2	1.183	11.826	46.064
3	1.145	11.451	57.515
4	.924	9.240	66.755
5	.889	8.887	75.641
6	.764	7.643	83.284
7	.520	5.200	88.484
8	.453	4.533	93.017
9	.427	4.266	97.284
10	.272	2.716	100.000

The above table shows the Eigen values. The first component has an Eigen value of 3.42 and the percentage of variance is 34.23. The second component has an Eigen value of 1.18 and the percentage of variance is 11.82. The third component has an Eigen value of 1.14 and the percentage of variance is 11.45. The fourth component has an Eigen value of .924 and the percentage of variance is 9.24. The fifth component has an Eigen value of .889 and the percentage of variance is 8.88. The sixth component has an Eigen value of .764 and the percentage of variance is 7.64. The seventh component has an Eigen value of .520 and the percentage of variance is 5.200. The eighth component has an Eigen value of .453 and the percentage of variance is 4.53. The ninth component has an Eigen value of .427 and the percentage of variance is 4.26. The tenth component has an Eigen value of .272 and the percentage of variance is 2.71.

## 4.4 ONE WAY ANOVA

### 4.4.1 TO EXAMINE THE AGE GROUP DIFFERENCE TOWARDS THE GENERAL PERCEPTION OF COMMUNITY TOWARDS AGRITOURISM

**Ho: Different Age groups of respondents have same opinion towards the General Perception of Community Towards Agri Tourism.**

<b>Age</b>	<b>Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Null Hypothesis</b>
Between Groups	33.071	15	2.205	1.497	.107	Accepted
Within Groups	344.529	234	1.472			
Total	377.600	249				

Note: \*Significant difference at 5% level

From the above (table 4.4.1) there is no significance difference in opinion exists among the age groups of the respondents towards the General Perception of Community Towards Agri Tourism. Hence the Null Hypothesis is Accepted.

#### 4.4.2 TO EXAMINE THE EMPLOYMENT DIFFERENCE TOWARDS THE ECONOMIC BENEFITS OF COMMUNITY TOWARDS AGRITOURISM

**Ho: Different Employment of respondents have same opinion towards the Economic Benefits of Community Towards Agri Tourism.**

<b>Economic Benefits</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Null Hypothesis</b>
Between Groups	26.977	3	8.992	1.586	.193	Accepted
Within Groups	1395.023	246	5.671			
Total	1422.000	249				

Note: \*Significant difference at 5% level

From the above (table 4.4.2) there is no significance difference in opinion exists among the Employment of the respondents towards the Economic Benefits of Community Towards Agri Tourism. Hence the Null Hypothesis is Accepted.

#### 4.4.3 TO EXAMINE THE TYPES OF VISITS TO THE LOCATION TOWARDS THE SOCIO-CULTURAL BENEFITS OF COMMUNITY TOWARDS AGRI TOURISM

**Ho: Different Types of Tourists Visits to the Location of respondents have same opinion towards the Socio-Cultural Benefits of Community Towards Agri Tourism.**

<b>Economic Benefits</b>	<b>Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Null Hypothesis</b>
Between Groups	78.810	5	15.762	1.727	.129	Accepted
Within Groups	2227.414	244	9.129			
Total	2306.224	249				

Note: \*Significant difference at 5% level

From the above (table 4.4.3) there is no significance difference in opinion exists among the Types of Tourists Visits to the Location of the respondents towards the Socio-Cultural Benefits of Community Towards Agri Tourism. Hence the Null Hypothesis is Accepted.

**4.4.4 TO EXAMINE THE EXISTENCE OF FARMS IN YEARS TOWARDS THE SOCIAL-CULTURAL BENEFITS OF COMMUNITY TOWARDS AGRI TOURISM**

**Ho: Different Existence of Farms in Years of respondents have same opinion towards the Socio-Cultural Benefits of Community Towards Agri Tourism.**

<b>Socio-Cultural Benefits</b>	<b>Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	<b>Null Hypothesis</b>
Between Groups	92.445	3	30.815	3.424	.018	Rejected
Within Groups	2213.779	246	8.999			
Total	2306.224	249				

Note: \*Significant difference at 5% level

From the above (table 4.4.4) there is a significance difference in opinion exists among the Existence of Farms in Years of the respondents towards the Socio-Cultural Benefits of Community Towards Agri Tourism. Hence the Null Hypothesis is Rejected.

#### 4.4.5 TO EXAMINE THE ANNUAL INCOME TOWARDS THE SOCIAL-CULTURAL BENEFITS OF COMMUNITY TOWARDS AGRITOURISM

**Ho: Different Annual Income of respondents have same opinion towards the Socio-Cultural Benefits of Community Towards Agri Tourism.**

Socio-Cultural Benefits	Sum of Squares	df	Mean Square	F	Sig.	Null Hypothesis
Between Groups	46.975	18	2.610	2.534	.008	Rejected
Within Groups	237.921	231	1.030			
Total	284.896	249				

Note: \*Significant difference at 5% level

From the above (table 4.4.5) there is a significance difference in opinion exists among the Annual Income of the respondents towards the Socio-Cultural Benefits of Community Towards Agri Tourism. Hence the Null Hypothesis is Rejected.

## 4.5 CORRELATION

### 4.5.1 CORRELATION BETWEEN SOCIO-CULTURAL BENEFITS AND ECONOMIC BENEFITS OF THE RESPONDENTS TOWARDS AGRI TOURISM

		<b>SOCIO-CULTURAL BENEFITS</b>	<b>ECONOMIC BENEFITS</b>
<b>SOCIO-CULTURAL BENEFITS</b>	Pearson Correlation	1	.591”
	Sig. (2-tailed)		.000
	N	250	250
<b>ECONOMIC BENEFITS</b>	Pearson Correlation	.591”	1
	Sig. (2-tailed)	.000	
	N	250	250
**. Correlation is significant at the 0.01 level (2-tailed).			

From the above table 4.5.1  $r = .591$  and it shows that Economic Benefits and Socio-Cultural Benefits are Correlated and is significant at 0.01 level. This shows the relationship between Socio-Cultural Benefits and Economic Benefits.

## 4.6 GARRETT'S RANKING

### 4.6.1 TO ILLUSTRATE THE RANKING FOR THE SATISFACTORY LEVEL OF THE FACILITIES AVAILABLE

Table 4.6.1

Facilities	Average Score	Rank
Roads have been developed for tourists.	77	1
Toilets have been developed for tourists.	48.76	3
Recreational facilities have come up like guest house, café, small exhibition ground and hall.	12	9
Tourism has helped us in preserving and promoting our uniqueness.	36.15	5
As community people we take pride for developing our village for Agri tourism.	11	10
As people we learn new things from tourists.	18.20	6
Natural resources are better managed for tourists.	16	7
Tourism has made the village grow and it creates an identity.	14	8
As community people we can easily handle tourists and offer various facilities.	70.5	2
Cleanliness and Hygiene are well taken care of.	42	4

From the table, the Facilities are ranked according to their satisfaction from 77 to 11 and top rank is given for the Roads have been developed for tourists and least rank is given for as community people we take pride for developing our village for Agri tourism.

**FINDINGS, SUGGESTIONS AND  
CONCLUSION**

## CHAPTER – 5

### Findings, Suggestions and Conclusion

#### 5.1 Findings

- Pollachi is located at the southern part of Coimbatore district, Tamil Nadu and is the second largest town in the district. Pollachi was once known as “Pozhil Vaichi” – meaning “The land of natural wealth and prosperity.” The present study is taken to evaluate the Prospects of Agri Tourism in Pollachi.
- The data was collected where 59.2 percent of the respondents were Male, and the age group of the respondents were 20-30 Years. 40.4 percent of the respondents have completed Under Graduate. 44.4 percent of the respondents are Self-Employed. 69.2 percent of the respondents are Married. 15.2 percent of the respondents earn around 50,000-1 Lakh. 28.8 percent of the respondents visit to the location as Corporate Employee group. 32.8 percent of the respondents are Day Visitor/Excursionist. 30.8 percent of the respondents have Market value of Annual Harvest as 3-4 Lakhs. 35.6 percent of the respondents have Farms in existing years as 5-10 Years.
- In terms of General Perception, Agri Tourism helps in preserving local ecosystem has the highest mean value of 4.51. In terms of Economic Benefits, Agri Tourism is providing employment to local people as guides and escorts for tourists has the highest mean value of 4.55. In terms of Socio-Cultural Benefits, Agri Tourism is leading towards the generation of unity and affection among different nations through cultural exchange among natives of different states has the highest mean value of 4.47. In terms of Opinion about Environmental Impacts, Agri Tourism is leading towards eco-friendly construction of hotels, restaurants and resorts has the highest mean value of 4.56.
- The factors such as Because of Agri Tourism traffic congestion has increased, Agri Tourism results in increased noise pollution, Due to Agri Tourism local residents have suffered from unpleased activities, Agri Tourism increased overcrowding in the area, Agri Tourism helps to maintain sustainability, Agri Tourism is taking into consideration the carrying capacity of various tourist spot located within the community, Agri Tourism is leading towards conservation and development of local fauna, Agri Tourism is providing opportunity for local houses to act as an alternative to hotels in the form of homestays, thus reducing burden from existing hotels, Agri Tourism is leading towards

eco-friendly constructions of hotels, restaurants and resorts shows values above .50 and has below 0.005 significance value.

- Applying ANOVA, it is observed that the Null Hypothesis  $H_0$  is rejected for the Existence of Farms in Years of the respondents towards the Socio-Cultural Benefits of Community towards Agri Tourism and for the Annual Income of the respondents towards the Socio-Cultural Benefits of Community towards Agri Tourism.
- Applying Correlation, it is observed that Economic Benefits and Socio-Cultural Benefits are Correlated with the Pearson correlation  $r=.591$  and is significant at 0.01 level.
- By using Garrett's Ranking method, it is done for the satisfactory level of the respondents in Agri Tourism spots towards various facilities and it is observed that by comparing the average total values we can conclude that majority of the respondents ranks to Roads have been developed for tourists as the top rank and the least rank in proposed to others.

## 5.2 Suggestions

The research based on the present study has few suggestions to make the Agri Tourism in Pollachi towards diversity inclusion effective and more sustain.

- To develop Agri Tourism the traffic congestion has to be kept in mind.
- Noise Pollution around the area has to be controlled.
- The unpleased activities that happen around the resident's area has to be minimalized.
- The cultural shows and the festivals have to be improved.
- All the people who are involved in the Agri Tourism has to be benefitted equally.
- There is a significance difference between the age and the farm harvest interested groups. Hence people supporting the farm and the farmers are given utmost preferences to all the age groups who have different types of opinions.
- There is also significant relationship between how well the area around the farm or the agriculture land is maintained as the tourists visiting place definitely need of some good places to stay and visit nearby.
- The government should take appropriate actions to support agriculturists and farmers as a whole as we have received responses that we can see it being poorly supported by the government.

- We can also see many responses stating that Agri Tourism has no impact on or low impact on noise pollution, it also increases the revenue generated by the particular place hence making it much more important for locals and the government to take necessary actions to improve the surroundings in the area.
- The government should emphasize more on placing good roads, good hotel facilities, good tourist spots nearby and finally good hospitality to the visitors and to make sure that no one has harmed or robbed in the meanwhile.

### **5.3 Conclusion**

Many Indian farmers are currently involved in or are considering the use of agritourism as a means of diversifying their farm operations. This paper studies the perception of community point of view under three main areas such as importance of Agri tourism, Barriers of Agri tourism and the Future Growth and implications of Agri Tourism.

The community are people are the respondents of this study. Information / data was collected by interviewing the respondents of the community people by using a well-structured schedule. Perceptions are viewed in different segments, such as the importance, barriers and benefits of Agritourism. The variables are to educate the visitors and public about agriculture, it creates employment opportunity in the rural areas are the variables got the status of Strongly agree under the head of importance of Agri Tourism. In Barriers Involvement of capital for building infrastructure and marketing, less knowledge to handle promotional activities variables are under the status of Strongly Agree. To conclude Agri tourism is gaining increasing worldwide recognition as a good opportunity for enhancing rural household incomes, economy, and aggregate national development. Agri tourism development perceive its economic return. It also suggests that more effort is needed to communicate these positive economic benefits to the public, as such information may elicit more farm visits. The full growth potential for Agri tourism can only be achieved if strategies to address their challenges are developed and implemented.

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## QUESTIONNAIRE

I, Ananya, pursuing II M.B.A in Tourism and Travel Management, from Avinashilingam Institute for Home Science & Higher Education for Women, Coimbatore. As a part of my research work, a survey is being undertaken to study the opinions. My research project titled “A Study on Prospects of Agri Tourism in Pollachi”, therefore I request you to spare your valuable time in filling this questionnaire with your opinion. All the information will only be used for Academic and Research purposes.

**Findings based on survey of the residents at Agritourism spots.**

### SECTION – A

1. Gender

- a)  Male                      b)  Female

2. Age

- a)  20-30                      b)  31-40  
c)  41-50                      d)  51-60  
e)  Above 61

3. Education

- a)  Higher Secondary              b)  Diploma  
c)  Under Graduate              d)  Post Graduate  
e)  Doctorate

4. Employment

- a)  Student                              b)  Self Employed  
c)  Salaried                              d)  Retired

5. Marital Status

- a)  Single                                      b)  Married

6. Annual Income

- a)  50,000 – 1 Lakh                      b)  1-2 Lakhs  
c)  2-3 Lakhs                              e)  3-4 Lakhs  
f)  More than 4 Lakhs

7. Types of visits to the location.

- a)  Single                                      b)  Couple  
c)  With Family                              d)  With Friends  
e)  Educational Purpose                      f)  Corporate Employee Group

8. Common duration of tourists visits.

- a)  Day Visitor / Excursionist              b)  2 Days  
c)  3 Days                                      d)  4 Days  
e)  More than 5 Days

9. Market Value of Annual Harvest

- a)  1 Lakh                                      b)  2-3 Lakhs  
c)  3-4 Lakhs                                      d)  4-5 Lakhs  
e)  Above 5 Lakhs

10. Existence of Farm in years

- a)  1-5 Years                                      b)  5-10 Years  
c)  10-15 Years                                      d)  Above 15 Years

## SECTION – B

Please do you score your satisfaction level for the questions below:

### SECTION – 1 (General perception of community towards Agri Tourism)

S.NO	QUESTIONS	STRONGLY AGREE (5)	AGREE (4)	NEUTRAL (3)	DISAGREE (2)	STRONGLY DISAGREE (1)
1.	Agri tourism enhance quality of life of local people.					
2.	Agri Tourism create self-employment opportunities.					
3.	Agri Tourism creates markets for local product?					
4.	It enhances economic dependency of local population.					
5.	Because of Agri Tourism everybody is benefitted individually.					
6.	Agri Tourism leads towards generation of awareness among local community members regarding various tourism operations and innovative trends in tourism business.					
7.	Agri Tourism improves public utility in our community.					
8.	Agri Tourism helps in preserving local ecosystem.					
9.	Agri Tourism leads towards awareness among local people towards their local environment.					

10.	In Agri Tourism community people have more influence in decision making.					
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**SECTION – 2 (Economic benefits to the community from Agri Tourism)**

S.NO	QUESTIONS	STRONGLY AGREE (5)	AGREE (4)	NEUTRAL (3)	DISAGREE (2)	STRONGLY DISAGREE (1)
1.	Agri Tourism improves local economy.					
2.	Agri Tourism improves investment and development in tourism.					
3.	In Agri Tourism community runs small scale business.					
4.	Because of Agri Tourism cultural shows or festivals gain importance and become profitable.					
5.	Agri Tourism develops local entrepreneur.					
6.	Agri Tourism is providing opportunities of earning to local entrepreneurs and workers in tourism related projects.					
7.	Agri Tourism is acting as a source of income to local people through selling of local handicrafts as					

	souvenirs to tourists.					
8.	Agri Tourism is providing sources of income and the income generated through tourism activities is getting distributed within the community.					
9.	Agri Tourism is leading towards rise in financial standards of local people through income generation by working in different tourism operations.					
10.	Agri Tourism is providing employment to local people as guides and escorts for tourists.					

**SECTION – 3 (Socio-cultural benefits to the community from Agri Tourism)**

S.NO	QUESTIONS	STRONGLY AGREE (5)	AGREE (4)	NEUTRAL (3)	DISAGREE (2)	STRONGLY DISAGREE (1)
1.	Agri Tourism results in cultural enrichment through contact between host and guest.					

2.	Agri Tourism brought pride and sense of identity for residents.					
3.	Due to Agri Tourism village become more famous for tourism.					
4.	Agri Tourism increase interest in Gastronomy.					
5.	Agri Tourism helps in preserving culture and heritage.					
6.	Agri Tourism is promoting local cuisines among tourists, visiting local places.					
7.	Agri Tourism is leading towards social empowerment through employment generation, thereby rise in standards of living.					
8.	Agri Tourism is leading towards the betterment of quality of life within the community.					
9.	Agri Tourism is providing a stage for interaction of local people with foreign and domestic tourists.					

10.	Agri Tourism is leading towards the generation of unity and affection among different nations through cultural exchange among natives of different states.					
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**SECTION – 4 (Opinion about Environmental Impacts to the community from Agri Tourism)**

S.NO	QUESTIONS	STRONGLY AGREE (5)	AGREE (4)	NEUTRAL (3)	DISAGREE (2)	STRONGLY DISAGREE (1)
1.	Because of Agri Tourism traffic congestion has increased.					
2.	Agri Tourism results in increased noise pollution					
3.	Due to Agri Tourism local residents have suffered from unpleased activities.					
4.	Agri Tourism increased overcrowding in the area.					
5.	Agri Tourism helps to maintain sustainability.					
6.	Tourists do not know how to behave.					

7.	Agri Tourism is taking into consideration the carrying capacity of various tourist spots located within the community.					
8.	Agri Tourism is leading towards conservation and development of local fauna i.e., different wild animals, birds and insects.					
9.	Agri Tourism is providing opportunity for local houses to act as an alternative to hotels in the form of homestays, thus reducing burden from existing hotels.					
10.	Agri Tourism is leading towards eco-friendly constructions of hotels, restaurants and resorts.					

## SECTION - 5

Rank the following facilities according to your satisfactory level.

(1 – Excellent, 2 – Very Good, 3 – Good, 4 – Satisfactory, 5 - Poor)

<b>S.NO</b>	<b>FACILITIES</b>	<b>RANKING</b>
1.	Roads have been developed for tourists.	
2.	Toilets have been developed for tourists.	
3.	Recreational facilities have come up like guest house, café, small exhibition ground and hall.	
4.	Tourism has helped us in preserving and promoting our uniqueness.	
5.	As community people we take pride for developing our village for Agri Tourism.	
6.	As people we learn new things from tourists.	
7.	Natural resources are better managed for tourists.	
8.	Tourism has made the village grow and it creates an identity.	
9.	As community people we can easily handle tourists and offer various facilities.	
10.	Cleanliness and Hygiene are well taken care of.	