Findings, Conclusions & Suggestions
Chapter 5 . Findings, Conclusions, Suggestions and Recommendations

Section 5.1 Findings:

Part I: Findings based on survey of Agritourism centers (ATC)

Part-II: Findings based on Tourists’ Survey

Section 5.2 Conclusions

Part I: Conclusion related to ATCs

Part II: Conclusion related to Tourists

Section 5.3 Suggestions

Scope for further Research

Development of Model

Section 5.4 Recommendations
Section 5.1 Findings:

From the analysis of the data collected following are the findings.

Part I: Findings based on survey of Agritourism centers (ATC)

Classification of Agritourism centers: Agritourism centers were classified into small, medium and large based on the investment in starting the Agritourism business. ATCs with investment up to Rs.10 lakhs were classified as small, those with investment up to 20 lakhs were classified as medium and those with investment of more than 20 lakhs are classified as Large. Out of the total 22 ATCs surveyed, 11 (50.00%) were small, 9 ATCs (41.00 %) were medium and 2 (9.00%) were large units.

Location and distance of Agritourism center from City: Average distance of Agritourism centers from nearest main city was found to be 50 Km. Least distance was 10 KM and highest distance was 300 KM. Most of the Agritourism centers were 20 to 60 KM away from nearest district places.

Age and education of ATC owner/Operator: Age of the ATC owners/operator lies between 27 years and 66 years. However most of them (16 out of 22 ) were in the age group 30 to 50 years. ATC owners’ education varies from fifth standard to Ph.D. More important to note about education of ATC owners’ is that 13 ATC owners/operators (59.00%) have completed graduation.

Land holding pattern by ATCs: All the Agripreneurs operating Agritourism centers are medium or high land holders having on an average 20 acres of land of which maximum land were with irrigation facility.

Source of Idea to start ATC: Most of the ATC owners (11) stated that they have initiated ATCs from their own idea and the training from MART has helped them to grow in the business.

Employment generation By Agritourism Centers: Agritourism centers are run by 1or 2 family members. Each center has generated minimum 2 to maximum 20 employments for villagers.
Agritourists' arrival at ATCs: All the Agritourism centers were getting maximum business during weekends due to the larger number of tourist visits. 80% tourists visited in the weekend i.e. on Saturday/Sunday and 20 % visited on other days to ATCs.

The analysis has showed that the peak season in which largest proportion of the agritourists visited ATCs was winter followed by rainy season and summer.

It has been also found that the tourists groups visiting Agritourism centers are mostly families.

Charges (fees) for tourists: The average package cost for one tourists charged by ATC was Rs.350/- and varied from Rs. 200-500 for twelve hours and from Rs.800-1000 for twenty four hours including food.

Attractions at ATCs:

Food: All Agritourism centers served regional, rural delicious cuisine to tourists.

Agricultural activity: Most of the Agritourism centers were having some specific agricultural activities to see or experience for the tourists groups.

Nearby tourist spots: Agritourism centers were near to some tourist spots at a distance of 10-20 km from the centers where visiting tourists were taken by Agripreneurs for excursion.

Events at ATCs: Agritourism center arranged special unique events or activities to attract more tourists groups to their centers like Grape festival, Kite festival, Summer camps for children, Full moon celebration etc.

Agritourism centers and media preferences: Agritourism centers promoted them through Internet websites, newspapers, pamphlets and Hoardings. Exceptionally Agritourism centers gave advertisement on Radio. Some centers also appointed agents for soliciting tourists.

Agritourism as a beneficial activity: On the basis of Return on Investment (RoI), ATCs were classified into three groups. The first group was of ATCs whose return on investment was below 10% and there was one ATC (4.50%) in this group. Second group comprised ATCs whose return on investment was between 10-20% and total eleven ATCs (50.00%) were found in this zone. Third group was made up of ATCs which
received return on investment above 20% and such 10 ATCs (45.50%) were in this group.

**Part-II: Findings based on Tourists’ Survey**

**Tourists’ place of residence:** It is interesting to know from analysis that approximately 74.00% of the tourists visited Agritourism centers were from Pune and Mumbai and rest 26.00% were from other district places.

**Age groups of tourists:** It was found that out of 967 agritourists studied under the survey, ‘below 30 years’ of age constituted 31.40%. Survey also showed that majority of the visitors were aged between ‘30-50 years’ (64.00% of the total tourists) and a very small proportion of 44 visitors (4.60%) was ‘above 50 years’ of age.

**Occupations of the respondents:** Out of the 967 agritourists surveyed 42.00% were Professionals-Managers, 35.00% were self employed and remaining 23.00% were Government employees, or school/college students.

**Distance of tourists’ city of residence from ATCs:** 18.00% tourists travelled less than 50 km, 35.00% traveled 50-100 km, 44.00% traveled 100-200 km and only 4.00% traveled more than distance of 200 km to reach ATCs.

**Previous Agritourism experience:** Most of the agritourists i.e. out of 967 participants 738 tourists (76.30%) mentioned that they had no previous experience of visiting ATC. Out of remaining 229 tourists (23.70%), 126 tourists (55.00%) stated that they had taken such experience at same center and 103 tourists (45.00%) had experienced Agritourism activity at different centers.

**Reason for visiting Agritourism center:** The major reason for visiting an Agritourism centre was to experience the rural lifestyle which was supported by responses from 423 respondents (43.70%). Next was the motive of leisure and recreation which brought 398 respondents (41.20%) to the Agritourism centers. Another 121 tourists (12.50%) responded that they came for the sake of gaining knowledge and 25 visitors (2.60%) had other reasons to visit ATCs.
**Classification of tourists’ groups:** 67.00 % Tourist groups who visited Agritourism centers were families. 24.00% were groups of friends, 8.00% were School or College groups and 1.00% tourist visits alone.

**Sources of information to know about ATCs:** The researcher found that the major source of information for knowing about Agritourism centre for the agritourists was internet (379 visitors or 39.20%). Another 35.00 % (339 visitors) came to know about ATC through word of mouth publicity and 16.00% (153 visitors) received information through newspaper advertisements. Among the other sources of information were television, hoardings, banners and radio.

**Gender of the Respondents:** It has been found regarding gender wise classification 774 respondents (80%) were males and 193% (20%) were females.

**Number of visits to Agritourism center and to traditional tourist places:** Number of visits to traditional tourist places by tourists were ranging between two to five times in a year where as the researcher found that most of the respondents wanted to visit ATCs once or twice a year. 359 visitors (37.10%) would like to visit Agritourism center once in a year and 282 visitors (29.20%) would like to visit Agritourism center twice in a year.267 visitors (27.60%) were interested to visit such centers thrice in a year and 56 visitors (5.80%) mentioned that they would like to visit Agritourism centers more than thrice in a year.

**Duration of stay by tourists at Agritourism center:** 61.00% tourists groups who visited Agritourism centers stayed for two to three days to experience and enjoy the services and activities at center, 34.00% tourists returned same day and 4.00% stayed for 4-6 days at the ATCs.

**Important factors and its importance in view point of agritourists**

**Age group:**

It has been found that ‘farm scenery’ was ‘very important’ to the agritourists irrespective of the age groups. It has been noted that overall ‘local sightseeing’ was ‘important’ to all age groups of agritourists. However, for the age group ‘below 30 years’ it was ‘very important’. ‘Recreational activities’, ‘to experience traditional ways of life’,
‘transportation access’ and ‘guide’ were ‘important’ factors to the agritourists irrespective of age groups. Food factor was ‘important’ to the agritourists in the age group below 30 and above 50 years. For the age group of 30-50 years it was ‘very important’. The factor ‘package cost’ was ‘very important’ to the agritourists irrespective of age groups. ‘Safety and security’ factor was ‘important’ to the agritourists in the age groups ‘below 30 years’ and ‘30-50 years’ while for visitors ‘above 50 years’ this factor was ‘very important’.

Distance of residence city from ATCs:

It has been found that farm scenery was ‘very important’ to the agritourists irrespective of the distance they travelled to reach ATCs. ‘Local sightseeing’ factor was found ‘very important’ to the agritourists of all distance groups except those who came from the distance of 50 to 100 km who reported it as ‘important’. ‘Recreational activities’ factor was ‘important’ to the agritourists of all distance groups and for the tourists who came from the distance of 100 to 200 km, it was ‘very important’. The factors ‘to experience traditional ways of life’ and ‘food’ were ‘important’ to the agritourists of all age groups except those who came from more than 200 km it for whom they were ‘very important’. The factors ‘Guide’ and ‘transportation access’ were ‘important’ to the agritourists irrespective of distance they travelled to reach ATCs. ‘Package cost’ factor was ‘very important’ to the agritourists coming from the distance of 50 – 100 Km and 100 - 200 km. For other groups, this factor was ‘important’. The factor ‘safety and security’ was ‘important’ to the agritourists coming from distance of 50 – 100 km and 100 – 200 km while for distance groups of less than 50 km and more than 200 km this factor was ‘very important’.

Gender of the agritourists:

The factors ‘Farm scenery’, ‘local sightseeing factor’ and ‘package cost’ were ‘very important’ factors to the agritourists irrespective of the gender. The factors ‘recreational activities’, ‘to experience traditional ways of life’, ‘transportation access’, ‘safety and security factor’ and ‘guide’ were ‘important’ to the agritourists irrespective of the gender. The factor ‘food’ was ‘very important’ for male and ‘important’ for female agritourists.
Size of Agritourism center:
The factor ‘farm scenery factor’ was ‘very important’ for agritourists visiting small and medium size of the ATCs while it was ‘important’ to agritourists visiting large ATCs. The factor local sightseeing was ‘very important’ for agritourists visiting small and large size of the ATCs and for the agritourists visiting medium size ATCs it was ‘important’ factor.
The factor ‘to experience traditional ways of life’ was important to agritourists irrespective of size of ATCs they visited except for large ATCs in which agritourists rated this factor to be ‘very important’. The factor ‘food’ was ‘very important’ for agritourists visiting large ATCs and ‘important’ for agritourists visiting small and medium size ATCs.
The factors ‘Guide’, ‘safety and security factor’ and ‘transportation access’ were ‘important’ to the agritourists irrespective of size of ATCs. ‘Package cost’ factor was ‘very important’ to the agritourists irrespective of the size of ATCs except for the agritourists visiting large ATCs for whom it was ‘important’.

Satisfaction level of agritourists towards products, services and hospitality at ATCs:
Age group of agritourists:
For the ‘food quality’ agritourists were ‘satisfied’ in the age group between 30 to 50 years whereas the agritourists from the other two age groups were ‘highly satisfied’. Agritourists were ‘satisfied’ with the accommodation facility at ATCs in age groups ‘30 – 50’ and ‘above 50 years’. However, tourists from age group below 30 were ‘neither satisfied nor dissatisfied’ about accommodation. Agritourists in the age group 30 – 50 years were ‘satisfied’ about ‘friendliness of the ATC personnel’ and other two groups were ‘highly satisfied’ regarding the same. Agritourists were ‘satisfied’ towards ‘recreational activities’, ‘accessibility to cultural heritage sites’, ‘personal safety and security’ and ‘organised excursions’ irrespective of the age group. Agritourists in the age group 30 – 50 years were ‘satisfied’ whereas from the other two groups agritourists were ‘highly satisfied’ with ‘value for money.’

Distance of residence city from ATCs:
It has been found that agritourists were ‘satisfied’ towards ‘friendliness of people’, ‘organised excursions’, ‘accessibility to cultural heritage sites’, ‘recreational
activities’, ‘value for money’ and ‘personal safety and security’ irrespective of distance they travelled to reach ATCs.

Gender of the agritourists:
It has been found that agritourists were ‘satisfied’ towards ‘friendliness of people’, ‘organised excursions’, ‘accessibility to cultural heritage sites’, ‘recreational activities’, ‘value for money’ and ‘personal safety and security’ irrespective of gender.

Satisfaction level and classification of Agritourism center:
It has been found that agritourists were ‘satisfied’ towards ‘friendliness of people’, ‘organised excursions’, ‘accessibility to cultural heritage sites’, ‘recreational activities’, ‘value for money’ and ‘personal safety and security’ irrespective size of ATCs. However, regarding ‘personal safety and security’ agritourists visiting large ATCs were ‘highly satisfied’.

Recommendation of visited Agritourism centers to others by agritourists:
87.00% tourist groups were ready to recommend visited Agritourism center to others while 13.00% refused to do so. 296 visitors of small Agritourism centers, 368 visitors of medium sized centers and 172 visitors of large centers were highly satisfied with their experience and responded that they would like to recommend the center they visited to their friends and relatives. On the other hand there were 65 visitors of small centers, 43 of medium centers and 23 of large centers who refused to recommend the Agritourism center to others.
Section 5.2 Conclusions

Part I: Conclusion related to ATCs:

Several general conclusions can be made based on the findings of this study.

First the research shows that, since 2005 farmers in the Maharashtra have started to adopt Agritourism business activities. They continue to modify existing farm activities in response to changing market opportunities to develop the best suitable Agritourism attractions for the Agritourists. Though the farmers of the Maharashtra are well aware with related diversification there is a problem of low awareness about Agritourism business in the farmers as well as in tourists along with problem of the finance.

Second, data show that Agritourism is financially beneficial to farmers in Maharashtra. Since Agritourism is a type of tourism, it offers a new venue and different dimension to the already saturated travel and tourism market. Linking the tourism sector to agriculture has the ability to rejuvenate and inject resources for both sectors. Farmers used Agritourism business for diversifying farm products and developing new market for generating supplementary income. In many cases, Agritourism also helped farmers' children to remain in agricultural activities.

From the study it has been also concluded that those centers where the income from Agritourism business added to the income from earlier operations including farming, most of the family members were involved in the activities related to running of Agritourism business. These centers have also generated good employment opportunities for villagers. It has been seen that number of temporary workers is more than the number of permanent ones. This research study has also concluded that large Agritourism centers became more successful in creating more employment as compared to smaller ATCs.

Productivity in Agritourism depends on the quality of the experience, reflected in the perceived satisfaction of the tourists which is a subjective judgment. Taking care of the key parameters associated with agritourists satisfaction is an important issue. For the purpose of efficient production in Agritourism serving and entertaining the tourists from arrival to departure are important and which also contribute in the marketing of quality experiences of Agritourism.
Third, the information showed that farmers needed specific assistance and resources in order to successfully develop and integrate Agritourism activities into their farm operations.

**Important factors for successful Development of Agritourism Centers:**

All the Agritourism centers studied along with tourists' survey clearly depicts the Agritourism industry from both the sides of supply and demand. All ATCs having distinctive types of characteristics, offer different Agritourism experiences for the tourists groups. Success of any Agritourism center depends on the farm size, types and number of activities, geographical location and months of operations. Despite the range of businesses, services offered, varied locations and different character of the centers, these centers share some common characteristics as below.

**Location:** For any ATC, accessible location with good connectivity to a large city (most populated) is important to attract tourists rather than centers’ distance from small city places (taluka /district) where the urbanization and population is lesser as compared to bigger cities. Maximum tourists from Pune and Mumbai regions preferred to visit Agritourism centers. So targeting marketing efforts in the highly populated cities becomes essential to get maximum business. Each Agritourism center has found ways to bring more agritourism business through local events and festivals and cooperation with other local businesses.

The optimum distance of ATCs from the tourists’ residence cities is 50-200 km. First, the numbers of tourists visiting ATCs are more in numbers from this distance. Second, to certain extent as the distance increases in between Agritourism centers and residence city the duration of tourists visit to ATCs also increases. If the distance is lesser i.e. below 50 km tourists preferred to return from the ATCs the same day. Tourists preferred to stay for 2-3 days at Agritourism centers if they travelled 50-200 km distance to visit ATCs.

Arranging small tours from Agritourism centers is inseparable part during the tourists visit to ATCs. Hence all the centers also take advantage of available historical, religious, natural tourist spots or attractions nearby (within 20-30 km) which helps to bring tourists to the Agritourism centers.
**Farm size:** The farm size also influences the success of Agritourism centers. Due to small farms there are restrictions for starting the type and number of activities which are important for attracting larger number of tourists. Though there is no condition put by MART regarding minimum or maximum land owned by ATCs to develop Agritourism activities on farm, larger farm size is beneficial in developing bigger and better attractions. Since Agritourism attractions mainly revolve around farm scenery, farm size is an important factor. Not only the total land owned by ATCs is important but total irrigated land is important in the development of Agritourism centers. It is seen from this research study that all (excluding one) Agritourism centers are having facility of irrigation for their land.

**Types and number of activities:** These activities can be grouped into farm tours, nearby historical tours, celebrations of festivals, fairs and events with the tourists which are important activities to attract tourists. U-pick and educational workshops satisfy the tourists’ hunger of knowledge. Most of the Agritourism centers made available or gave opportunity to tourists to participate and enjoy the lot of fun filled rural games which are also center of attraction for tourists. Agritourism centers also entertain their tourists by arranging programs like rural folk dances, music, camp fire etc.

**Months of operation:** In general, all the Agritourism centers tended to be open for business round the year but there are some seasonal patterns. It has been found that November and December tended to be busiest months for maximum number of Agritourism centers attracting highest numbers of Agritourists.

**Hospitality:** The people involved (owners or employees) with each of these centers are enthusiastic about their business and about working with tourists. Those attending to tourists directly are well informed and passionate about the Agritourism business. Establishing rapport with tourists, engaging them in conversation and getting them to taste the local food are all strategies used to gain the interest of tourists and to entertain them full day.

Moreover, one of the important factors strongly connected with success in Agritourism businesses is the attitudes and behavior of Agripreneurs and their families towards the tourists’ groups.
Tourists’ unique experience and education: Each of the Agritourism center has a unique feature that is expressed through many aspects of the business: in the history of the place, site or region, in the layout and presentation of the facilities, in the products, in the way visitors are received, and attitudes and behavior of Agripreneurs and their families toward the tourists. Staying true to this individual character creates a consistent and authentic image of the center. The distinctive character and feel is an important attraction for tourists.

In every center, considerable time and efforts are put into describing different activities. Learning from Agritourism center about how products are grown or made is crucial to tourists. Every center allows tourists to participate in different field work or activities and ask questions. Agripreneurs gives detail information to agritourists about the lives and histories of the local people, tradition, crops, festivals, places etc. it is likely that tourists retell the stories/information when they return home to the friends and family. This retelling at home can reinforce a positive memory about the visit, make a strong a connection with the center and can lead to return visits and additional tourists.

Marketing Media: Each of these centers has a same or different target market based on their location, set of products and services and the vision for their business. Each center budgets for marketing. Internet and word of mouth are most popular media to attract tourists to the centers.

Part II: Conclusion related to Tourists:

Tourists’ group: Majority of tourists visit to Agritourism centers with their families followed by friends. Some school/college/organizational groups also visit to ATCs. All the Agritourism centers were visited by these groups mainly on Saturdays and Sundays. Tourists visited Agritourism centers majorly for relaxation, for experiencing rural life and gaining some knowledge about it.

Importance of factors to tourists in taking decision to visit Agritourism center: Factors important in tourists' decision making to visit Agritourism center were farm scenery, local sightseeing, recreational activities, experience traditional ways of life, food, availability of a guide, package cost, transportation access, and safety and security. Tourists’ age group, distance they travelled to reach ATCs and gender of tourists plays important role in giving differential importance to these factors.
Satisfaction of tourists about ATCs: Agritourism operators are giving warm welcome to their guests (tourists) and satisfy them regarding products, services and hospitality of the Agritourism centers. Satisfaction level of tourists is dependent on food quality, accommodation, friendliness of people, activities at center, organized excursions, and accessibility to cultural heritage sites, safety and security.
Section 5.3 Suggestions

The full potential of Agritourism has not been realized in the Maharashtra. Tremendous opportunities exist to cultivate Agritourism development in the state. Problems should be solved through proactive policy and strategic investment in Agritourism so that farmers interested in providing on-farm recreational or educational activities get motivated.

All the Agritourism centers that are near to populated cities or away from it should give more focus on advertising in city areas.

The ATC owners should focus on their regional specialty and should avoid which does not fit into the geographical and cultural profiles of the location while considering activities and services to be offered to the tourist groups.

Agritourism centers should go beyond attracting new tourists. It should attract tourist groups who want to stay longer and return more often. Tourists who stay longer or return will spend more money and cost of promotion will be comparatively less.

All Agritourism centers should not only use all possible advertisement media for increasing awareness among the tourists but also should increase their budget on advertisement.

Scope for Further Research:

More comprehensive district wise study is essential for Agritourism development in the Maharashtra.

It is a fact that the study of knowledge of marketing tools and techniques used by a ATCs to reach the target tourists , can provide better understanding and better ideas regarding what strategy should be used by Agritourism centers to grow and prosper in the business. Like business plan, marketing strategy is the fundamental need for success of Agritourism centers. So, to conduct in depth research on the marketing strategies of Agritourism centers in Maharashtra is required which would ultimately improve the overall growth of Agritourism in Maharashtra.

While sense of place, identity or image, and place attachment were not investigated in this study. Further study might enhance understanding of the relationship between place identity or destination image and the success of Agritourism center. Image of the Place
can enhance one’s experience while visiting a center, transforming the Agritourism activity into a memorable cultural and heritage experience.

**Development of a model**

Based on the analysis a model has been developed for the small, medium and large Agripreneures which will help them in taking decisions regarding the following aspects of their ATCs.

1. Target segment.
2. Visitors’ expectations and preference for various services.
3. Media preference of visitors for knowing about ATCs.
4. Frequency of visits, group size of visitors, and number of days spent at ATCs etc.

This model is a spinoff of the analysis of the data and was not initially planned as an objective. This model has considered only overall response and differential responses within respondent variables are not considered. Therefore, this model needs to be refined further into sub-models and validated through a separated research.

**Model for profile and behavior of agritourists towards different sizes of ATCs**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Item</th>
<th>Size of Agri Tourism Centre (ATC)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Small</td>
</tr>
<tr>
<td>1</td>
<td>Higher percentage of visitors by gender</td>
<td>Male</td>
</tr>
<tr>
<td>2</td>
<td>Higher percentage of visitors by age group</td>
<td>30 to 50 years</td>
</tr>
<tr>
<td>3</td>
<td>Higher percentage of visitors by Occupation</td>
<td>Professionals, Managers and self-employed persons</td>
</tr>
<tr>
<td>5</td>
<td>Higher percentage of visitors by Accompaniment</td>
<td>With family</td>
</tr>
<tr>
<td>6</td>
<td>Higher percentage of visitors by media used for knowing about ATCs</td>
<td>Internet</td>
</tr>
<tr>
<td></td>
<td>Higher percentage of visitors by Distance travelled to visit ATC</td>
<td>100 to 200 kms.</td>
</tr>
<tr>
<td>---</td>
<td>---------------------------------------------------------------</td>
<td>-----------------</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. Local sight</td>
</tr>
<tr>
<td></td>
<td></td>
<td>seeing</td>
</tr>
<tr>
<td>8</td>
<td>Priority of reasons for visiting ATCs.</td>
<td>1. To experience Rural life</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. Leisure and Recreation</td>
</tr>
<tr>
<td>9</td>
<td>Higher percentage of visitors by annual frequency of visits</td>
<td>Once</td>
</tr>
<tr>
<td>10</td>
<td>Higher percentage of visitors by Duration of stay at ATCs</td>
<td>2 -3 days</td>
</tr>
<tr>
<td>12</td>
<td>Engagement of family members in ATCs by numbers</td>
<td>3</td>
</tr>
<tr>
<td>13</td>
<td>Employment of non-family members in ATCs by numbers</td>
<td>Less than 10</td>
</tr>
<tr>
<td>14</td>
<td>Employment of permanent employees</td>
<td>1 to 5</td>
</tr>
<tr>
<td>15</td>
<td>Employment of temporary employees</td>
<td>5 to 10</td>
</tr>
<tr>
<td>16</td>
<td>Number of tourists visiting weekly</td>
<td>Up to 30</td>
</tr>
<tr>
<td>17</td>
<td>Number of tourists visiting on week days</td>
<td>Up to 10</td>
</tr>
<tr>
<td>18</td>
<td>Number of tourists visiting weekly on week ends</td>
<td>Up to 30</td>
</tr>
<tr>
<td>19</td>
<td>Number of tourists visiting during peak season(Nov. to Feb.)</td>
<td>Up to 300</td>
</tr>
<tr>
<td></td>
<td>Annual income from Agritourism activity</td>
<td>1 to 5 lakhs</td>
</tr>
<tr>
<td>---</td>
<td>----------------------------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>20</td>
<td>Return on investment (Roi)</td>
<td>10 to 20 %</td>
</tr>
<tr>
<td>21</td>
<td>Importance of farm scenery while selecting ATC</td>
<td>Very important</td>
</tr>
<tr>
<td>22</td>
<td>Importance of local sightseeing while selecting ATC</td>
<td>Very important</td>
</tr>
<tr>
<td>23</td>
<td>Importance of recreational activities while selecting ATC</td>
<td>Important</td>
</tr>
<tr>
<td>24</td>
<td>Importance of experiencing traditional life style while selecting ATC</td>
<td>Important</td>
</tr>
<tr>
<td>25</td>
<td>Importance of food quality while selecting ATC</td>
<td>Important</td>
</tr>
<tr>
<td>26</td>
<td>Importance of availability of a guide while selecting ATC</td>
<td>Important</td>
</tr>
<tr>
<td>27</td>
<td>Importance of cost of package while selecting ATC</td>
<td>Very important</td>
</tr>
<tr>
<td>28</td>
<td>Importance of transport facilities while selecting ATC</td>
<td>Important</td>
</tr>
<tr>
<td>29</td>
<td>Importance of safety and security while selecting ATC</td>
<td>Important</td>
</tr>
<tr>
<td>30</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Section 5.4 Recommendations:

The following recommendations are given for individual farm owners who are interested in developing new Agritourism center:

1) Farmers should take training about Agritourism through MART or ATDC;

2) Farmers should also conduct a feasibility study to know the potential for Agritourism development at their farms. (Considering the options available for developing Agritourism activities, tourists potential);

3) Farmers should also take care in conserving the integrity and developing the unique nature of the center (Develop a set of offerings and services that create a unique experience)

4) Farmers should plan facilities and services with care considering needs of tourists; Basic principles of Agritourism should be taken into account i.e. developing something to see, something to do and something to buy.

5) Farmers should address the main people-related issue of safety and security;

6) Farmers should complete the procedure of Agritourism development and submit the documents required to get the license from MART for starting Agritourism business.