

# Experience And Satisfaction Of Tourists Over Agritourism In Himachal Pradesh

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## Abstract

In today's environment, travellers are more concerned with obtaining peace and quiet from their vacation spot than with simply travelling. Travellers engage in travel experiences that allow them to interact with locals and gain a true knowledge of the culture and traditional ways of life. Agri tourism is one way to respond to the needs of these all-inclusive travellers. The goal of this study is to determine the degree of variation in the elements impacting the pleasure and anticipation of guests undertaking Agri tourism. The study is being done in different districts of the Indian state of Himachal Pradesh. The data collection approach is a closed-ended questionnaire. The study's objective is to assess the many characteristics of rural Agricultural tourism accommodations that contribute to visitor satisfaction or discontent, as well as to educate Agri tourism owners about the needs and expectations of guests in order to enhance the service given. Additionally, the study explored the impact between guests' socioeconomic status and their level of satisfaction. The research findings support recommendations for Agri tourism operators and public authorities that will increase customer satisfaction and lead to the improvement of widespread cultural and rural tourism. In this paper analysis to assess the level of expectations and satisfaction of tourists over Agritourism attributes has been done. Under this objective, two hypothesis are generated - Tourist Satisfaction purpose/motivation to undertake this trip and tourist Satisfaction expectation and experience values. Both hypothesis are validated by independent t-test. In other test, Chi-square find the relation between different attributes

**Key words:** Agri tourism, Satisfaction, Expectation, Experience, Sustainable tourism

## Introduction

India is well-known throughout the world for its inherent tourism attractions and great hospitality. In 2019, India received 17.91 million foreign visitors and 2321.98 million domestic tourists[1]. In the 2019 World Travel and Tourism Competitiveness Report, India was rated 34th out of 144 economies[2]. India's wealth of culture, tradition, and heritage, as well as its diversified ecology and outstanding natural attractions, appeal to a broad range of travellers. The Ministry of Tourism is critical in establishing prospective policies and plans to promote the country's tourism industry's growth. Tourism and hospitality contribute

significantly to the nation's growth momentum by creating jobs and serving as a main sources of foreign exchange profits. Increasing tourism results in increased competition among service providers to maintain a competitive advantage. It is critical to comprehend tourist behaviour, spending patterns, and decision-making. A vacation experience is completed when natural tourism attractions are combined with the services and amenities supplied to tourists[4].

When tourists visit a destination, they have preconceived notions about the facilities and services they would encounter; if the actual services encountered meet those preconceived notions, the tourists will feel satisfied[5]. While

dissatisfaction occurs when the real event fails to live up to the preconceived expectation. Satisfaction with tourists is a measure of quality of services and facilities supplied to them, which contributes to tourism's overall growth. Tourists use caution when selecting an accommodation that meets their specific wants and preferences. Currently, modern tourists are not only looking for a convenient and enjoyable stay; they are also on a mission to learn about and experience conventional living cultures and traditions. Rural Agritourism is ideal for such expeditions and unique cultural experiences. The United Nations World Tourism Organization (UNWTO) has designated 2020 as the year of 'tourism and rural development,' with the goal of concentrating on rural community empowerment and rural site development through tourism. The number of travellers willing to stay in a different type of lodging as motivated by gardens and or gardening – Agritourism – throughout their travels is increasing exponentially[6] A rural Agri tourism as mentioned earlier is a cross road of tourism and can be narrowly defined as a travel primarily motivated by gardens and or gardening. It can be more broadly defined to include travel where gardens are a critical component of the overall experience but not the primary motivator. It is a farm-based business where a native farmer or a person of the area offers tour to their orchard to allow a person to view the system of fruit growing, their harvesting, post-harvest handling and storage and offer pollution free environment and stay to the tourist. The visitors can observe the daily life of the rural people, as well as the cultural elements and traditions which the person would not encounter in their city or home country. The tourism and hospitality industries place a premium on understanding and enhancing the quality of service and potential value of service for guests (tourists) in order to increase customer loyalty and satisfaction[7]. The Agritourism can benefit the rural mass economically and socially as well as enable interaction between tourist and local population for a mutually enriching experience. The promotion of Agritourism in a village can promote revenue generation for rural communities through tourist visitations, thereby stopping the exodus from rural to urban areas.

Himachal Pradesh is typically referred to as the 'country of gods' due to its pure beautiful nature, varied climate change, and topographic-cultural diversity. Himachal Pradesh, situated in the sub-Himalayan region, attracts travellers from all over the world. Himachal Pradesh welcomed 16.83 million domestic tourists and 383 thousand international visitors in 2019 [1]. Shimla, originally the summer capital of the British Empire, has become the capital of Himachal Pradesh, with a geographic region of 5131 square kilometres, of which 5075 square kilometres are rural and the remaining 55 square kilometres are urban. Situated in the south western Himalayan ranges, with a climate similar to that of a subtropical highland. Shimla has the second greatest number of registered Agritourisms (433), after Kullu (578), out of the state's 2189. The Himachal Pradesh Department of Civil Aviation and Tourism launched the 'Himachal Pradesh Home Stay Strategy, 2008' in 2008 with the primary goal of giving accommodation to tourists in remote regions of Himachal Pradesh with all basic amenities and an opportunity to experience the region's traditional way of life.

Creative ideas for Agritourism are unlimited. The transformation of ideas reflects the transformation of values. Traditionally, farmers mainly focus on planning and cultivating fruit trees and selling their fruits which are complimentary, because the value and the revenue of the products are limited. Tourist farms should be totally different and its core value should lie in sight seeing rare experiences and economic gain. Thus, the principal solution for the development of tourist farms in India should focus on creating new adventures like construction of huts on a tree where a visitor can spend his night with a very different experience. In Himachal Pradesh, the state government had launched a stay scheme in orchards registering the private house owners. Such initiatives need to be taken in states like Kashmir, Uttarakhand, north eastern states like Sikkim, Meghalaya, Arunachal Pradesh etc. The US department of Agriculture suggests that farmers develop a "rent free operation" in which a customer select a tree and pay a rental price, and the farmers care for the tree throughout the season. The customer could pick the fruit or contract with the farmers to harvest it. Before implementing a new orchard adventure one however, needs to analyse the liability issues and financial

feasibility in relation to the farms character, value, goals and financial resources[12].

Location of the Agri land is an important aspect for the tourism to flourish. This site may be located near a major high way or at the end of a remote country road. Wherever it is situated, one can take the advantage of location. For instance, if the farm is positioned near a major highway, the farmer can capitalize on the number of tourist motorist travelling by the site. On the other hand, if the farm or orchard is located in a remote location, the farmer can draw guests with the natural or serene qualities of his getaway destination[13].

The State government's new tourist policy aims to diversify tourism by focusing on places that are underdeveloped yet have significant tourism potential. Efforts are being undertaken to support sustainable rural tourism by redirecting tourists away from overcrowded metropolitan tourist spots. Along with the 'Home Stay Scheme' (2008), the Himachal government has launched another initiative named 'Har Gaon Ki Kahani' (the narrative of each hamlet). Under the banner of 'Har Gaon Ki Kahani,' interesting tales, anecdotes, and folklore from Himachal Pradesh's distant villages are meant to entice and captivate travelers. In 2013, the state adopted a sustainable development policy with the goal of utilizing sustainable tourism to create more business and job opportunities for citizens, to make a contribution to the safeguard of the state's distinctive cultural and natural heritage, and to make sure the state's long-term wealth and good standard of living for future generations[14]. The policy emphasizes the importance of Agritourism in achieving this goal.

The new coronavirus epidemic, which has rocked the world to its core, has wreaked havoc on Himachal Pradesh's economy, decimating tourism, one of the state's important areas of livelihood and growth, and forcing the state's economy to completely shut down. Tourism contributes upwards of 7% of a state's GDP to Himachal. At least 30% of the state's population derives their living from tourism, either directly or indirectly. Tourism industry have suffered setbacks during the last 2 years. In Himachal, the tourism industry had a historic decline in visitor numbers of 81.4 percent in 2020,

compared to the prior year. Tourism and related businesses are estimated to have sustained a loss of Rs. 2500 crore (app). The purpose of this study is to determine the extent to which the Agritourism concept benefits tourism in Himachal, with a particular emphasis on sustainable expansion following the pandemic. The sample is restricted to Agritourism operations in Himachal Pradesh, a popular tourist destination.

### **Review of literature**

India has diverse culture and geography which provides ample and unlimited scope for the growth of this business. With the growth of income and increased time for recreation, people desire diversity and uniqueness of recreational activities. Agri tourism can provide a unique opportunity for education through recreation where learning is fun, effective and easy. Value addition by introducing novel products like agri-tourism stay would strengthen the competitiveness of Indian tourism industry in global market. It can be an inexpensive gateway due to its cost effectiveness and in turn can attract massive amounts of visitors based on their infrastructures, management, and human services. It can promote the development of local economy as well as the income of local farmers. We anticipate that tourist orchards could be a highlight in the tourism industry of India<sup>35</sup>.

Nurtured by swift mountain rivers and blessed with fertile land and a conducive climate, the state of Himachal Pradesh is filled with fruit orchards and farms growing a range of grains and vegetables. The entire state is stunningly beautiful and so all the hotels and homestays here are primarily set in picturesque settings. However, there's something extra special about the hotels and homestays set in orchards, farms and even a tea estate.

Successful Agritourism implementation benefits the host financially, and also aids to community outreach through socioeconomic improvements, earned social capital, and enhanced quality of life[15]. Rural tourism is a type of tourism in which all activities take place in rural settings devoid of urban influence[16]. Agri tourism housing may be used to promote rural tourism[17]. Rural Agritourism housing generates revenue for the host population by

focusing attention on service excellence, which results in visitor pleasure and loyalty<sup>16</sup>, which raises the likelihood of attracting future guests.

Governments, non-governmental groups, private businesses, or a coalition of diverse operators may initiate Agri tourism laws. For example, in Peru, these initiatives are managed and supported by the government, non-governmental organisations, and commercial operators. For even more than 16 years, the Thai government has operated Agritourism programmes. Malaysia's government is running one of most sophisticated nationwide Agritourism programmes in the world. In China and Nepal, the central governments also regulate Agritourisms. These government laws and oversight have contributed to the social, economic, and ecological well-being of host communities. The restrictions range from minimum lodging standards to tariff control. These could stretch to the operator's health history, which is especially relevant in current epidemic circumstances. For example, the Malaysian government is asking that Agritourism hosts be in good health.

The key obstacles include the need to protect the natural resources and the environment, need for education, occupational training, and handicraft development, and a lack of

knowledge among tourists and locals at all levels about sustainable tourism practices.

Brundtland's 1987 report defines sustainability as "filling current demands without jeopardising future needs." Sustainable development results in a healthy future that prioritises environmental protection and natural resource restoration[18].

Home stays are not merely a way to spend a few days exploring the nearby area; they are in and of themselves a vacation destination[12]. Home stays are not simply a way to spend a few days seeing the local environment; they are a vacation destination in and of themselves

The essence of Agritourism is its connection to environment and its inclusiveness of indigenous communities in order to provide access to their unspoiled lifestyle and culture[19] All of these characteristics and traits can be effectively packaged as part of Agritourism offers. Likewise, Rural Agritourism emphasises accessibility to natural areas and easy access to cultural sites in the area. Modern urban travellers obsess about these one-of-a-kind encounters.

## Results and analysis

### H1 Tourist purpose/motivation to undertake this trip

**Table I. Parameters based on destination characteristics**

Destination characteristics	N	Mean	Std. deviation	t	df	sign	Result
R1. Being close to nature	385	3.234	2.3	43.23	25	0.0089	JS
R2. To experience rural culture/countryside life	385	2.456	3.12	47	30	0.0023	JS
R3. Mental and physical rejuvenation	385	5.353	2.45	45.5	40	0.044	NS
R4. An escape from city life stress	385	3.45	4.23	40.75	42	0.0023	JS
R5. Excursion with family/friends	385	2.845	4.12	39.5	50	0.0234	N
R6. Novel/different holiday experience	385	3.9045	3.12	34	56	0.0004	SS
R7. To experience local food and drinks	385	4.4015	2.12	33	34	0	SS
R8. To gain knowledge about farm practices	385	3.1475	3.12	37.66667	23	0.0002	SS
R9. To purchase farm fresh produce	385	3.37475	3.12	37.33333	45	0.003	JS

The tourist satisfaction can be measured using H1 hypothesis. Satisfaction is measured by employing four Parameters , N=neutral; NS=not satisfied; JS =just satisfied; and SS=strongly satisfied. We observe from table that all the destination features have got a mean over 2.0 with significance level less than 0.05, which suggests that all these destination qualities are relevant to boost tourism. Here

N=385 for every parameter. The destination characteristic-1 of being close to nature came first have a mean=3.234 with significance level<0.05, Sd=2.3, t-test=43.23, and df=25, indicating a just satisfactory performance. The destination characteristic-2 (to experience rural culture/countryside living) had a mean=2.456 with significance level<0.05, Sd=3.12, t-test=47.0, and df=30, suggesting a just

satisfactory performance. Similarly, a vacation from city life stress also offers a just sufficient performance. The highly significant performance is being shown based on the vacation experience, enduring local food and drinks, and acquiring knowledge about farming methods with mean values lying between 3.0-4.5, standard deviation varying between 2.0-3.2, t-tests being in range 33.0-38.0, with significance level <0.5. The excursion with

family/friends possesses a neutral consequence, and the qualities based on mental and physical refreshment acquires a not satisfactory result. All characteristics are statistically meaningful. Consequently, a true relationship was identified based on the aim and motive of tourists to conduct a trip.

## H2 EXPERIENCE OF TOURIST AND SATISFACTION

**Table II. Parameters based on experience values**

A1. Destination characteristics	N	Mean	Std. deviation	t	df	sign	Result
Easy Accessibility of accommodation	385	3.234	2.623333333	53	31	0.0184	JS
Amenities and arrangement at the destination	385	2.134	3.266666667	45	37	0.0162	JS
Cleanliness of accommodation	385	3.233	3.6	28.5	44	0.023233	NS
Quality of accommodation	385	3.653	3.823333333	34	49	0.0087	JS
Adequate safety and security	385	3.234	3.12	45	46	0.007933	N
Opportunity to experience authentic rural culture (food, costumes, lifestyle, fairs and religious practices)	385	3.122	2.345	31	37	0.0002	SS

Using H2 hypothesis, one can quantify the satisfaction of tourists based on their expectations and

experiences. N=neutral, NS=not satisfied, JS=just satisfied, and SS=strongly satisfied are the four techniques used to quantify satisfaction. We note from the table that all of the destination characteristics have a mean more than 2.0 and a significance level of less than 0.05, indicating that these characteristics are all relevant for promoting tourism. Here N=385 for all parameters. The first destination attribute of easy housing accessibility has a mean of 3.23 with a significance level of 0.05, a standard deviation of 2.62, a t-test of 53, and a sample size of 385. The destination's amenities and layout, as well as the quality of

its accommodations, are just about satisfactory. To experience true rural culture (cuisine, costume, living, fairs, and religious practises) had a mean score of 3.122 with a significance level of 0.0002, a standard deviation of 2.30, a t-test score of 31 and a sample size of 37, indicating a highly satisfied performance. The answer to the appropriate security and safety of tourists is neutral. The Cleanliness of the lodging yielded unsatisfactory results. All characteristics have statistical significance. Therefore, a true association was established based on the purpose and motivation of visitors to travel.

**Table III. Parameters based on Services and facilities**

A2. Services and facilities	N	Mean	Std. deviation	t	df	sign	Result
Quality of food and beverage	385	3.23	4.123	40.5	45	0.0184	JS
Quality of farm products	385	3.78	3.24	46.5	55	0.0162	JS
Variety of farm activities (fruit plucking, processing, packing, farm maintenance etc)	385	4.123	3.025	47.5	34	0.023233	NS
Customized service	385	5.34	3.48	41.5	23	0.0087	JS
Entertainment facilities like T.V, internet	385	5.33	3.48	37	34	0.007933	JS
Recreational activities (Yoga, spa and massage, trekking etc)	385	5.33	3.3975	45	34	0.0002	SS

Using the services and amenities supplied to tourists, the aforementioned table measures the level of tourist satisfaction. N is also 385 for all factors in this case. With M=5.33, Sd3.4, t=45, df=34, and a significance level of 0.0002, the service facilities centered on entertainment activities such as yoga, spa, massaging, etc. gave strongly satisfied results with a significance level of 0.0002. The just-satisfactory results are demonstrated by the

quality of the food, agricultural products, personalized service, and television and internet recreational facilities. The diversity of farm operations with a mean of >4.0, a standard deviation of 3.1, a t-test value of 34, and a significance level of 0.05 is unsatisfactory. There is statistical relevance to all of the variables. As a result, a genuine relation depending on the goal and motive of tourists to travel has been developed.

**Table IV. Parameters based on Staff members**

A3. Staff members	N	Mean	Std.devation	t	df	sign	Result
Helpfulness	385	2.34	3.328333333	50.12	45	0.019278	JS
Efficiency	385	3.44	3.4525	45.33	32	0.016044	JS
Friendliness	385	4.34	3.43875	42	45	0.013289	JS
Courtesy	385	2.35	3.362916667	43	55	0.005611	JS

The services provided by the staff members are listed in the table above. As seen in the table IV above, most of the given services, like Helpfulness, Efficiency, Friendliness, and Courtesy, delivered merely satisfactory

outcomes. All of the variables have significance level. As a consequence, a perfect correlation depending on the aim and desire of tourists to travel has emerged.

**Table V. Parameters based on Surrounding environment**

A4. Surrounding environment	N	Mean	Std. Deviation	t	df	sign	Result
Natural beauty and greenery	385	3.681	3.025	45.24333	34	0.023233	N
Road conditions	385	3.753	3.48	44.41667	40	0.0087	N
Transportation facilities	385	3.882667	3.48	41.91667	47	0.007933	JS
Health services and Medical facilities	385	3.399833	3.3975	38.08333	45	0.0002	JS
ATM, Banking, Postal	385	3.817833	2.87	34.88889	39	0.0016	JS
Shopping and handicraft aids	385	3.64125	2.786666667	36	34	0.0107	N
Hygiene and sanitation of the vicinity	385	3.261125	2.954444444	37.5	33	0.0173	N
Effective waste disposal system	385	2.684	3.163333333	49	37	0.016044	JS
Other attractions/places of interest	385	2.867	3.328333333	42.16667	40	0.013289	JS

The table shows the adjacent environment based on several parameters. The four ways for quantifying contentment are N=neutral, NS=not satisfied, JS=just satisfied, and SS=strongly satisfied. In this situation, N is also 385 for all factors. Transport, Healthcare care and medical facilities, ATM, Banking, Postal, Efficient sanitation facilities, as well as other sights of interest have merely satisfactory

outcomes with a mean ranging between 2.5-3.5, and sign<0.05. traffic conditions, retail, sanitation and hygiene, and proximity, on the other hand, produced neutral outcomes. Each one of the criteria has a degree of importance. As a consequence, a perfect link based on the aim of visitor’s travels and their willingness to do so has evolved.

A5. Price level	N	Mean	Std. Deviation	t	df	sign	Result
For accommodation	385	3.772222	3.328333333	44.12	34	0.013289	NS

For food and beverage	385	3.6785	3.4525	43.1875	50	0.005611	JS
Farm products	385	3.6665	3.3325	39.9375	45	0.003067	JS
Other souvenirs	385	3.644889	3.129166667	36.8125	50	0.000956	SS

**Table VI. Parameters based on price level**

The price level based on the various characteristics is presented in the preceding table for customer convenience. As can be seen, the majority of the prices that were listed for other souvenirs gave outcomes that were extremely satisfying. However, the pricing levels for food and beverages as well as agricultural items achieved results that were barely satisfactory. The result of the accommodation does not meet expectations in any way. There is a level of significance for each of the factors. As a direct result of this, a perfect correlation that is dependent on the purpose of tourists' journey and their desire to do so has emerged.

#### Chi-square test

The most frequent way of comparing proportions is the chi-square distribution. The Greek letter chi (or  $\chi^2$ ) is used to represent it. This test can be used to examine whether a difference between two groups' preferences or probability to do something is genuine or merely a coincidence. It is a statistical hypothesis that seems to be valid to run whenever the test statistic is chi-squared distributed under the null hypothesis. Pearson's chi-squared test is utilized to assess if there is a statistically significant discrepancy between the predicted and observed frequencies inside one or more areas of a contingency table. Standard uses of this test classify the observations into mutually exclusive categories. The test statistic generated from the observations follows a  $\chi^2$  frequency distribution if the null hypothesis that there are no differences between the classes in the population is true. The objective of the test is to determine how probable the observed frequencies would be if the null hypothesis were true.

**Table VII. Chi-squared test-1**

Variable	Value	df	Sign	result
R1-R2	42.23	42	0.002	PR
R3-R4	43.21	45	0.0012	PR

R5-R6	45.34	43	0.001	PR
R7-R8	42.12	40	0	PR
R9-R1	42.34	41	0.023	NR

Table VII displays the results of the Chi-squared test-1. The value of Pearson's chi-squared statistical test for the R1-R2 variable is 42.23. The p-value is located in the same row as "Asymptotic Significance (2-tailed)," i.e., 0.002. If this number is equal to and less than the prescribed alpha level (normally .05), the correlation is significant. In this instance, the p-value is less than the normal alpha value, therefore the result is statistically significant – the data indicates that its variables R1 and R2 are connected with a df of 42 and represents a positive relation with each other. Similarly, the Pearson's chi-squared values for the variables R3-R4, R5-R6, and R7-R8 are 43.21, 45.34, and 42.12, respectively. Here, the p-value for each case is less than 0.05, indicating a statistically significant positive correlation between the variables. Lastly, the variable R9-R1 suggests that none of the behaviours are connected.

**Table VIII. Chi-squared test-2**

Variable	Value	df	Sign	Result
A1-A2	40.23	40	0.0023	PR
A1-A3	44.12	42	0.0043	PR
A1-A4	42.12	41	0.0023	PR
A1-A5	46.34	41	0	HPR
A2-A3	40.123	42	0	HPR
A3-A4	42.11	44	0.22	NR
A4-A5	42.175	45	0.345	NR
A3-A4	43.12	47	0.00023	HPR
A3-A5	44.23	49	0.003	PR
A4-A5	43.2315	51	0.034	PR

Table VIII presents the outcomes of the second Chi-square test. A1-A2, A1-A3, A1-A4, A3-A5, and A4-A5 have chi-square values of 40.23, 44.12, 42.12, 44.23, and 43.2315, respectively. In each of the situations described above, the p-value is less than 0.05, indicating

that the relationship is significant, i.e., positive. Similarly, the p values obtained for the variables A1-A5, A2-A3, and A3-A4 are 0 (in two cases) and 0.00023, which are significantly less than 0.05, indicating that these variables have a High Positive correlation. In contrast, the variables A3-A4 and A4-A5 have a p value of 0.05, indicating that their respective outcomes are unrelated.

### Conclusion

Now a days Agritourism are considered as one of the substantial studies. The studies reveal that in developing sustainable rural tourism the most important part is to restore the cultural values and tradition for the future generations. The proper strategies and planning will ensure to help the sustainability of the tourism and it will help the youth to learn more about Agritourism values in real life. This activity enhances their knowledge about tourism and their benefits and will help to promote a rich healthy economy. Agritourism is considered as a micro entrepreneurship tourism business. Indian tourism newly adopted this version of the business. As people are enlightened with this idea and knowledge, they are feeling courage and enthusiasm to develop it in the form of business offering tourism farm stay. Because they know with the help of tourism business development they can secure their lost heritage, culture and identity. But government's lack of interruption is making the work harder. Proper planning, policy strategy and vision needs to be addressed if the government wants to expand the tourism business and to community development. A lot many homework needs to be done so that it can help to reduce poverty alleviation, migration and economical sustainability. Currently, only stakeholders are getting benefits through this tourism business. The Indian government should focus on diverting the international tourist in a rural place, so that the benefits and profitability comes directly to the local community as well as to the stakeholders. However, the innumerable temporary challenges can be fixed with growth of tourism and with proper strategic planning and hope to flourish more and more as Agritourism business in India. From the above analysis, following findings were observed:

1. This article analyses the tourist experience and satisfaction based on a variety of

characteristics or questions. Some of the parameters are: N = neutral, NS = not satisfied, JS = just satisfied, and SS = extremely satisfied. Experience and satisfaction separate two hypotheses. The first hypothesis analyzes the experience in which the following parameters are important:

- i. Novel/different holiday experience
- ii. To experience local food and drinks
- iii. To experience local food and drinks
2. All three parameters above clearly agree and demonstrate the importance of tourist experience. TOURIST SATISFACTION was the subject of a second hypothesis analysis.
- iv. Services and facilities
- v. Staff members services

Significant criteria such as accommodation accessibility and amenities and arrangements at the destination have significant value, and the second hypothesis of Satisfaction is accepted.

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