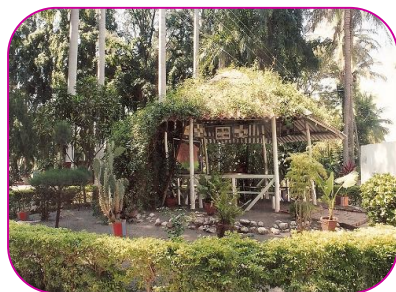




## REVIEW OF RESEARCH



### “EVALUATION OF AGRO TOURISM CENTERS MALEGAON TAHSIL BARAMATI, DISTRICT- PUNE BY SATISFACTION INDEX”



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#### INTRODUCTION

Tourism is a industries which include in service sector. This field is very big and less investment. Tourism industry accommodates more people. This industry opens new eras in modern times. Agro-tourism is new emerging tourism type which opens to all the farmers. Agricultural activities are culture of India. Tourists are always interested in our culture. Now a day's tourists are turning from regular tourism to agro-tourism. This activity opened the new earning way to farmers. They are establishing their own Agro Tourism Centers (ATC) on their farm. ATC are operated by himself with the help of family members. Tourists from urban areas are very interested in village lifestyle and they are main customers of the farmers. its is very important that if customers are satisfied with services then that industries can grow naturally. ATC are located on agricultural land in villages and the way start from City tar road, clean Highway and ends towards rough road, just sometimes muddy drive through humpy roads, will curves up & down and ends on small walkway.

Agro-tourism centers are sound of silence crop-land, free from turmoil, creeping and chatter of birds, dark tree shadows, And testing rural food, worm love of farmers through living life like villages, tourists can take part in agricultural work like plowing the field, planting the trees, milking the cows, touching a lamp etc. They can ride on horse, bathing buffaloes in water body, ride in bullock cart and go up to walking distance

The rural environment with small house, Tulsi Vrindavan, courtyard, wooden coats, lantern for light, *ghongdi* for setting, small well, goat farm etc. are real spiritual situation which makes refresh mind of tourist.

Indian tradition ritual with the *barabalutedar* system (Barter system) makes rural life very rich in the world wake up the villagers at early morning *vasudeo* party at morning *Jogwa*, *waghya murali* gaje. Tourist can experience these all in ATC.

#### Evaluation of Agro Tourism Centre:

Maharashtra agricultural and rural tourism Cooperative federation and Agricultural Development Trust, Shardanagar established the ATC at Malegaon Kh., Tal. Baramati, District Pune. ATC is on 52 hectares of agricultural land where crops like sugarcane, grapes, mango, custard apple, coconut, nursery, and mulberry are grown in throughout the year.

Goat farm, dairy and milk collection centers, sericulture, silk cloth making unit, food processing unit, poultry farm, fish farming, nursery and many other agro-based activities are run on the ATC farm when tourist step in they are welcomed by wearing necklace of marigold flowers and by making Tilak on their forehead by the farmers during arrival on farm. They provide good well furnished rooms, tense accommodation and tasty rural foods. Tourist can wandering around the farm by observing all the crops and projects of far. They can do ride on the bullock-cart and tractors also. They play a rural games like karte vitti-dandu, games of tumbles (gotya) bhovra, fuggadi etc. at morning up to 11:30 a.m. Afternoon tourist can visit to surrounding agro-based tourist places like jaggery Kakvi, gudd unit, wine industry, small scale industries of villagers, museum, rural market, Temple as a tourist interest. Tourist can purchase rural market things, vegetables, fruits and leather chappals, belt, purses. At evening tourist are entertained by the rural program like folk dance, (*Bharud*) singing Gaje dance (Shepherds folk dance) and tribal dance. Tourist takes role in this program with rural artists, tourist also present their act in this program.

The success of the centre depends on the number of tourists visit at centre and their number increases in future it happens when the tourist fills happy about this services and their satisfaction. Researcher tried to evaluate the activities, offered services and behavior of the farmers and his family members. It is very important that getting satisfaction level the centre could eliminate the drawbacks of the ATC for better income and development on economic condition of farmers.

### Objectives:

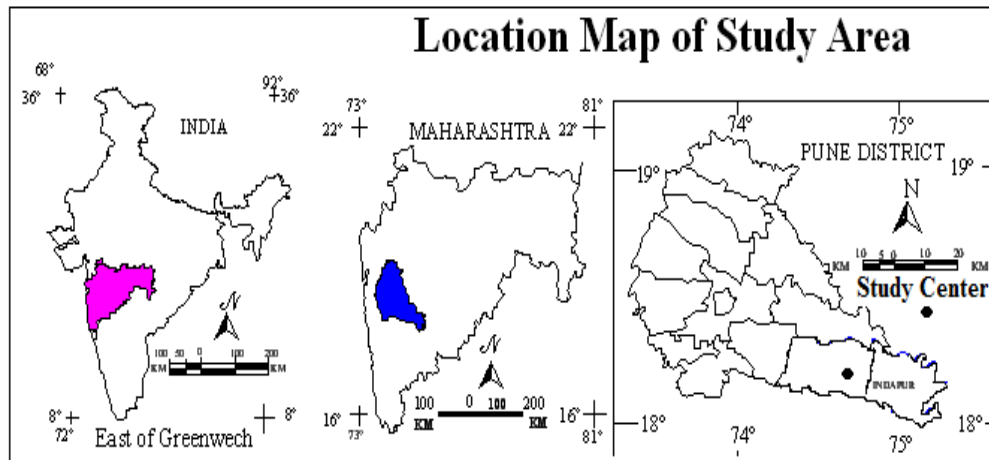
1. To study the satisfaction index of tourist visit at Agro tourism center.
2. To study the problems faced by agro tourism center.
3. To give suggestions for Agro tourist centers development.

### Study Area:

Malegaon Agro tourist Centre is located near Malegaon Kh. village which is 7 km away from Baramati City 93 KM from Pune. Village Malegaon is located at the height of 540 m above the mean sea level between  $74^{\circ} 34' 07''$  East and  $18^{\circ} 8' 60''$  North. Map.1

### Location map of study Center

Map.1.



### Data Base:

The main focus of this study was collecting satisfaction of tourists. An attempt was made to take up survey to enquire about satisfaction of tourist visitors regarding services provided by ATC and their basic information. To assess the satisfaction schedule was prepared and filled up from by the visitors and tourist

came at ATC. The level of satisfaction of the tourist was assessed by noting their views about facilities and other services provided on the ATC. Printed schedule was given to each separate tourist after the services they have enjoyed at evening after the dinner. the question was on welcome program, foods provided to them, accommodation, drinking water, cleanliness, their environment, their entertainment, security riding, behavior of the farmers with them. The objective type questions with level of satisfaction asked from high to low level, like excellent, good, satisfactory and unsatisfactory. Tourists' views were collected during December 2013 to May 2014 by 10 tourists at each Sunday, selected by random sampling method. Total 260 tourists were filled the schedule.

**Methodology:**

The views recorded by the tourist converted into numerical value such as 8 to 10 for excellent 6 to 8 for good, 6 to 4 for satisfactory, 0 to 4 for unsatisfactory. The factor wise averages are calculated categorically summing up the values given by tourist and divided by actual tourist by the category. For that the following formula was used.

$$SI = \frac{\sum MI}{NI} \times N$$

Where SI = Satisfaction Index,

MI= numerical values for particular level of satisfaction for the i th factors

NI= number of tourists deriving the particular level of satisfaction for the I th factor

N= total number of tourists for that factors for all level of satisfaction

Then the indexes are ranked by factors which were studied.

**Result and Discussion:**

Satisfaction pattern and factor-wise satisfaction level was calculated and shown in Table No.1 and Table No.2 then factor-wise satisfaction index also calculated and shown in Table No. 2.

**Table No.1**

Factors	Excellent		Good		Satisfactory		Unsatisfactory		Total Tourist
	No. of Tourist	%	No. Of Tourist	%	No. of Tourist	%	No. Of Tourist	%	
Welcome Program	80	31	109	42	68	26	4	1	260
Quality of Breakfast	84	32	113	43	62	24	2	1	260
Quality of Lunch/ Dinner	135	52	88	34	23	9	14	5	260
Accommodation	122	47	78	30	57	22	3	1	260
Drinking Water	145	55	96	37	16	6	3	2	260
Cleanliness	140	54	78	30	36	14	6	2	260
Farmers Behavior	148	57	72	28	37	14	3	1	260
Servants Behaviors	140	54	89	34	26	10	5	2	260
Security and Safety	108	42	108	42	44	17	0	1	260
Emergency Health Service	58	22	120	46	69	27	13	5	260
Ride on Bullock Cart	110	42.5	98	37.5	39	15	13	5	260
Getting Farm Information	47	18	135	52	70	27	8	3	260
Purchasing Agro	61	23.51	122	47.09	64	24.	13	4.8	260

Product						6			
Purchasing Silk Cloth	94	36	133	51	31	12	2	1	260
Total Tourist	1472		1439		642		87		3640
Average	105.14		102.78		45.85		6.21		
Percentage	40.43		39.53		17.63		2.38		100

**1. Satisfaction Level:**

The data analysed for the month of December 2013 to May 2013. Each facility considered separately for the analysis which is shown in table No.1 in first column.

Welcome activities are also so assigned by investigator. Tourist recorded 31% excellent activities, 42 percent tourist reported that are good. 26% tourist reported satisfactory 1% tourist noted welcome program are unsatisfactory.

Village foods are served by ATC. Investigator noted views of tourist about breakfast the opinion of the tourist regarding the breakfast facilities reveals that 32% tourist reported that breakfast provided by ATC are excellent which 42% tourist reported that are good 24% tourist reported that are satisfactory and 1 percent tourist reported that breakfast are unsatisfactory.

The opinion of tourist regarding lunch and dinner facilities ravelts that 52% tourist reported that lunch and dinner provided by ATC are excellent, while 34% tourist reported that lunch and dinner are good 9% to restore reported lunch and dinner are satisfactory however 5% tourist noted that food facilities are unsatisfactory.

Accommodation facility are made available by the ATC. Special tents, dormitory, rooms etc. The views about the accommodation facility were assessed by the investigator with discussion and put in the Table No. 1. Tourists opinion about accommodation facilities reveals that about 47% strongly supported that the accommodation facilities are excellent about 30% felt that accommodation facilities are good, about 22% are satisfactory. 1% tourist was noted accommodation is unsatisfactory.

Drinking water facility are made available by ATC to the tourist. The views of tourist about drinking water facility are noted and put in the table No.1.This table reveals about 55% tourist noted excellent opinion while 37% tourist reported that drinking water facilities are good 6% tourist noted that drinking water facilities are satisfactory while 2% tourist reported drinking water facilities are unsatisfactory.

ATC takes care about cleanliness of farm and maintain the cleanliness of the palm areas the views of tourist about the cleanliness are noted and put in the Table No. 1 that about 54% tourist noted excellent opinion. 30% reported that cleanliness are good 14% tourist noted that cleanliness are satisfactory, 2 tourist reported cleanliness is unsatisfactory.

On the ATC farmers gives information about the farm to tourist and other. Views of the tourists reviews of tourist about the farmers behavior are noted and put in the table number one reveals that about 57% tourist noted excellent opinion, 28% tourist reported that behavior are good 14% tourist noted that farmers behavior are satisfactory. 1% tourist reported information given by farmers is unsatisfactory.

On the ATC servant boy gives information about the farm and other helps to the tourist the views of tourist about the farm information given by the servant are noted and put in the table 1 that table reveals about 54% tourist noted excellent opinion file, 34% to restore reported that are good 10% tourist noted that information are satisfactory 2% tourist reported information given by farmers is unsatisfactory.

Personal security and safety is very important to the tourist tourists opinion about personal security and safety are noted and put in the table number 1 it reveals that about 42% tourist noted excellent opinion wilds 42% reported that are good 17% tourist noted that security and safety are satisfactory and 1%tourist reported that security and safety is unsatisfactory.

ATC provides onsite Medical Health and doctors on call facilities to tourist free of charge to restore opinion are noted and put in the table number 1 Table Number 1 reveals that about 22% tourist reported

medical facilities are excellent about 46% tourist the reported that these facilities are good files hundred percent tourist noted as a satisfactory about 27%. 5% tourist reported opinion that this medical service is unsatisfactory.

Riding on the bullock cart is very interesting to all tourist from child to old is the tourist opinion are noted and put in the table table reveals that about 42.5 % of tourist reported ride are excellent about 37.5% tourist reported that these ride are good file 15% tourist noted as satisfactory about 5% tourist reported opinion that are rides are.

On the ATC farmer use information about the farm and other help to tourist the views of tourist about the farmers information given by farmer are noted and put in the table number one the table reveals that 18% tourist noted extend opinion file 52% tourist reported that are good while 27% tourist noted that information is satisfactory 3% tourist reported information given by farmers is unsatisfactory.

There are many things to purchase from the farm tourist are interested to purchase it from the rural areas because of purity and freshness the views of tourist about the processing agro product from farmers are noted and put in the table number one the table reveals that about 23.51% tourist noted excellent opinion files 47.09% tourist imported that are good 24.6% tourist noted that processing is satisfactory 4.8% tourist reported purchasing is unsatisfactory.

There is Silk making factory on farm side silk clothes and sarees are sold here tourist likes to purchase this cloths reviews of tourist about the processing Silk clothes from ATC are noted and put in the table number one table reveals that about 36% tourist noted excellent opinion file 51% tourist reported that are good 12% tourist noted that purchasing is satisfactory. Only 1 % tourist repotted processing Silk clothes and sarees is unsatisfactory.

**2. Average Factors-wise Satisfaction:** Table No. 2 shows that the factor average & satisfaction percentage clearly.

**Factor-wise Average satisfaction & Satisfaction Index with Rank**

**Table No. 2**

Factors	Numerical Values				SI	Rank
	Excellent	Good	Satisf-actory	Un-satisfactory		
Welcome Program	14.13	19.69	27.54	11.95	18.33	VI
Quality of Breakfast	14.84	20.42	25.11	5.98	16.58	IX
Quality of Lunch/Dinner	23.85	15.90	9.31	41.84	22.72	IV
Accommodation	21.55	14.09	23.08	8.97	16.92	VIII
Drinking Water	25.61	17.35	6.48	8.97	14.60	XIII
Cleanliness	24.73	14.09	14.58	17.93	17.83	VII
Farmers Behavior	26.14	13.01	14.98	8.97	15.78	XI
Servants Behaviors	24.73	16.08	10.53	14.94	16.57	X
Security and Safety	19.08	19.51	17.82	0.00	14.10	XIV
Emergency Health Service	10.24	21.68	27.94	38.85	24.68	I
Ride on Bullock Cart	19.43	17.71	15.79	38.85	22.95	III
Getting Farm Information	8.30	24.39	28.35	23.91	21.24	V
Purchasing Agro Product	10.77	22.04	25.92	38.85	24.40	II
Purchasing Silk Cloth	16.60	24.03	12.55	5.98	14.79	XII

**3. Factor-wise Satisfaction Index:**

Factor-wise values are calculated for the purpose The Tourist were asked to assign points (out of a maximum 10) for particular level of satisfaction derived from each factor ensure informality a distribution of points was adopted for convenience. Namely 8 to 10 for excellent 6 to 8 for good 4 to 6 for satisfactory and 0

to 4 for unsatisfactory the average values for different level of satisfaction for different factors given in the table the ranks are given to this factors which indicate the priority of the factors. Table No. 2

#### 4. Factor-wise Satisfaction Index with Rank:

These satisfaction indices are weighted by giving ranks to those factors. Table No.3 reveals that Emergency Health Service received first rank it shows that the tourist have a higher satisfaction regarding this facility Purchasing Agro Product received second rank it shows that the tourist are very happy which food facility, Ride on Bullock Cart received 3rd rank the level of satisfaction of tourist is very high in discount dissatisfaction index quality of lunch & dinner is 4<sup>th</sup> rank relative it has higher rank the quality of breakfast get 5<sup>th</sup> rank. Getting Farm Information received VI ranks with 21.24 satisfactory index tourists are satisfied with the processing agro product from the Agro tourism Centre. Welcome program received 7th rank, Cleanliness received 8<sup>th</sup> rank and then accommodation 9th rank, servants behavior get 10th and farmers behavior get 11th rank, purchasing silk cloth received 12th rank and drinking water has on 13th rank last rank get to the security and safety with 14.10 satisfaction index.

#### Tourist problem:

This satisfaction index is very high so the problem of tourist is very low. Cleanliness receives 17.83 rank of satisfaction so it shows that tourist place this problem the surrounding of the residence area is cropped and irrigated area it creates some insects and mosquitoes biting is the problem of this etc the breakfast factors gets 100 satisfaction rank for this point tourist mention that breakfast not get in proper time some tourist noted that spicy of lunch and dinner. Transportation from City to rural area is problematic and the roads are not in good condition interruption in electricity during night halt is recorded by the tourists.

#### Suggestions:

Tourist welcome program can be enhanced. Tourist and farmers introduction session have to take during the welcome program. Transportation systems and Road connectivity must improve. Drinking water is most important and it should be pure and packaged. The information of agriculture must be provided by special agricultural educated person. This information shall give in simple language and understandable manner. Agricultural Products like vegetable and fruits shall give in packaged manner. Processed food shall make available to tourist, they could purchase the same. To take part in agricultural activity may make the trip interesting and exciting.

#### Conclusion:

ATC activities found good, satisfactory in tourist industries. Satisfactory ratio between 24.68 to 14.10 shows that ATC are very good for tourism industry and to increase the farmers income by this other source. Tourist enjoys one or two days on farm site. They like this live agricultural experience. Tourist establishes permanent relationship with honest, economically weaker farmers. Farmers also get guidance about modern agricultural ideas from the tourists.

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