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# ***Critical Space®***

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## **Special Issue on Transformation in Language, Literature, Society and Culture in the 21<sup>st</sup> Century**

**Guest Editors**

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## Rural and Agro-Tourism : A Case Study of Parashar Agritourism

Dr. Sachin Hudale

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### Abstract:

Nowadays, tourism has some share of economy of any country, and tourism has many dimensions. Agro-tourism or rural tourism is a newly and rapidly growing dimension of tourism. In a country like India, which has more than two-third population resides in rural areas, this kind of tourism is one of the powerful options for growing economy. In such a way, this paper tries to throw a light on the agri and village tourism with the help of case study of Parashar Agri and Village Tourism Centre, Rajuri Tal. Junner, Dist. Pune. This centre provide an authentic rural and agriculture culture and give a chance to people from urban area to live and experience countryside culture. People visited here, are also much satisfied with the facilities and services provided to them by this centre.

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### Introduction

Tourism is an industry, which is one of the very rapidly growing industries in worldwide. There are various aspects of tourism. Recently, agro-tourism is a newly arrived, very swiftly growing and unique tourism type. People can enjoy rural and agricultural life through agro-tourism, mostly people with broken nerve from villages.

Agro-tourism, rural tourism, farm tourism, farm based tourism are often used interchangeably with agritourism and each other (Barbieri and Mshenga, 2008), but there are some different in all these concepts. Here we understand some of it. According to Marques (Marques, 2006), "agritourism is a specific type of rural tourism in which the hosting house must be integrated into an agricultural estate, inhabited by the proprietor, allowing visitors to take part in agricultural or

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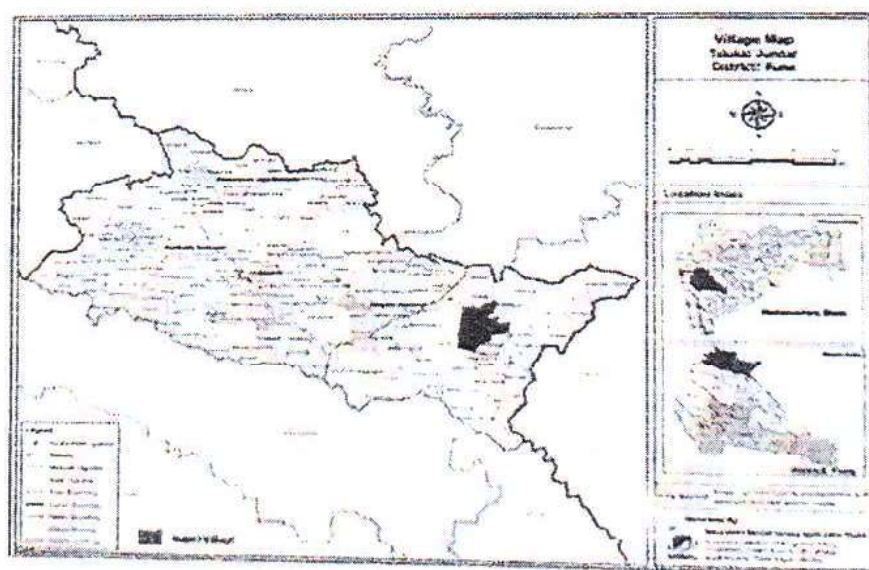


complementary activities on the property". While as per Kizos and Iosifides (Kizos and Iosifides, 2007), "agrotourism is a "tourist activities of small-scale, family or co-operative in origin, being developed in rural areas by people employed in agriculture". Iakovidou (Iakovidou, 1997) defines farm tourism 'is to take tourists in and put them up on farms, involving them actively in farming life and production activities". According to Evans and Ilbery (Evans and Ilbery, 1989), "farm based tourism is a phenomenon of attracting people onto agricultural holdings" while "incorporate both a working farm environment and a commercial tourism component is a concept to vacation farm" says Weaver and Fennell (Weaver and Fennell, 1997). All these definitions shows complex and confusing picture of agro-tourism.

With this complexity, here we study about the Parashar Agritourism, which is a unique combination of above said all the aspect of agritourism as well as rural and ecotourism and exploring a magnificent and perfect get way destination for enjoy, entertainment and recreation.

### The Study Area

Parashar Agritourism is situated in the Rajuri village, which is in Junner tahsil of Pune District. As per Geographic coordinates is concern, this venue of agritourism is located on the 19° 10' 10" North Latitude and 74° 08' 16" East Longitude and is on 688 m of height from above mean seal level.





### Objectives

1. To Study the unique tourism culture of agri and rural tourism.
2. To understand the satisfaction level of tourists performing agri and rural tourism.

### Methodology

The present study is based on both primary and secondary sources of data. The satisfaction level of tourists experienced agritourism in Parashar Agri and Village Tourism Centre have been assessed as per their views about various facilities provided to them in the centre as well as performing activities in the centre. For calculating satisfaction level Five Point Likert Scale technique has been used. For that 50 tourists are selected with purposive sampling method.

### Discussion

Parashar Agri and Village Tourism Centre is a recently developed centre, which is an ideal project of agritourism as well as rural tourism. Tourists especially tourists from the urban areas are attracted towards this project and in a very little time of period this centre became a milestone in the agro-tourism.

### Parashar Agri and Village Tourism Centre

Mr. Manoj Hadawale is 28 yrs old, Agriculture Post Graduate, started "Parashar Agri and Village Tourism Centre" at his native Rajuri. He gathered farmers from his village for agri & village tourism and arranged 1st Grape festival of Maharashtra in 2011, which received tremendous response from the tourists. Since then he never looked back and established a company 'Hachiko Tourism' to working for promotion of Junner tourism. He has developed 'Junner Tourism Development Organisation', under which he explored nature, flora and fauna, forts, caves, valleys, rural culture and many more in his region.

Parashar Agri and Village Tourism Centre named after the Sage Parashar. The Parashar wrote the book 'Krushi-Parashar' and his ashram was located in the Junnar. Hence, to regards to the Sage Parashar this project named as Parashar Agri and Village Tourism Centre.

Tourists can see beautiful nature, well developed farms, different fruit



crops, vegetables, flowers, grains, pulses and fodder crops, different irrigation systems and farm ponds, beautiful sunrise and sunset from machan, cows, buffalo, sheep, goats rearing, birds' observation, village structure administration, credit structure, co-operative structure, NDDDB award winner Milk Dairy, etc.

In the Parashar Agri and Village Tourist Centre, tourists' inhale fresh air at Sanitarium of India, along with they can perform farm tour of well developed agricultural farm, do some agriculture activities on farm such as ploughing, harrowing, sowing, cutting, winnowing etc., bullock cart and tractor trolley riding, Cleaning of cow sheds, feeding to animals, visit to cow farm and experience cow milking and to taste fresh milk, Playing traditional games such as Ningorcha, Vitti Dandu, Bhovara, creation of agricultural tools by hand, visit to weekly markets, Plantation of trees, forest walk and mountaineering, Indoor activities like clay modeling, reading books, playing rural games, etc.

People can enjoy a fresh and pure vegetarian Maharashtrian food here and would appreciate hospitality of the ruralites. At overnight stay tourists' can enjoy a quality event Maharashtrian folk such as Jagaran, Gondhal, Powada, Bharud, Bhajan, etc. Apart from that many festivals such as Pomegranate Picking festival, Grape Festival, nature festival, farm festival, village festival, Diwali festival, harvest festival, hurda festival, yatra festival, curiosity camps, etc. are celebrated here in the Parashar Agritourism, which enrich and refresh life.

### **Satisfaction Level of Tourists Performing Agro-tourism**

In this part, an attempt is made to look into the satisfaction of tourists about facilities and services provided them by the centre. It is tried to understand the attitude of the tourists towards these facilities and services.

#### **A) Attributes for Satisfaction Level of Tourists**

For the present study of satisfaction of tourists about the facilities and services provided to them at the Parashar Agritourism centre following attributes are taken in to consideration –

1. Amenities and culture and tradition
2. Adequate safety
3. Accommodation

4. Food and beverage
5. Uniqueness
6. Hygiene
7. Friendliness and Professionalism of the operator
8. Attitude and service quality of support staff

### B) Attribute-wise Satisfaction Level of Tourists

In this part of study, an attempt is made to analyse tourists' satisfaction level in relation to the above said attributes. For this purpose, study obtains a degree of perceptions of tourists regarding their satisfaction about the said attributes and tested it on the Five Point Likert Scale for better comprehension. The Table 1 represents the result of this measurement.

Table 1  
Attribute-wise Satisfaction Level of Tourists

Sr. No.	Satisfaction Indicators	Tourist Respondents	
		Mean	S.D.
1	Amenities and culture and tradition	1.680	0.471
2	Adequate safety	1.400	0.495
3	Accommodation	1.540	0.579
4	Food and beverage	1.520	0.505
5	Uniqueness	1.940	0.240
6	Hygiene	1.480	0.505
7	Friendliness and Professionalism of the operator	1.620	0.490
8	Attitude and service quality of support staff	1.780	0.418

*Source : Calculation Based on Fieldwork, 2017*

According to the table, it is found that, the tourists visited Parashar Argi and Village Tourism Centre are strongly satisfied with all the attributes. Tourists are not dissatisfied with any attribute.



### C) Attitude Index Mean of Tourists' Satisfaction

The frequency distribution of attitude index mean of tourists' satisfaction is calculated according to attribute-wise satisfaction level of tourists and presented in the following table (Table 2).

**Table 2**  
**Attitude Index Mean of Tourists' Satisfaction**

Sr.No.	Average Score	No. of Tourists	%
1	-2.000 to -1.001	0	0
2	-1.000 to 0.000	0	0
3	+0.001 to +1.000	48	96.00
4	+1.001 to +2.000	2	4.00
<b>Total</b>		<b>50</b>	<b>100.0</b>

**Source :** Calculation Based on Fieldwork, 2017

Table 2 summarises the frequency distribution of satisfaction attitude index mean of tourists visited Parashar Agri and Village Tourism Centres. As observed, there were 96.0 per cent of tourists' attitude index mean ranging from +0.001 to +1.000 and only 4.00 per cent of tourists' attitude index mean ranging from +1.001 to +2.000. It means tourists are slightly satisfied with the facilities and services provided to them.

### D) Average Satisfaction Level of Tourists

Average satisfaction level of tourists is calculated according to the attitude index mean of tourists and represented in the Table 3.

**Table 3**  
**Average Satisfaction Level of Tourists**

Sr. No.	Average Satisfaction Level		Remark
	Mean	S. D.	
1	0.864	0.074	Slightly Satisfied

**Source :** Calculation Based on Fieldwork, 2017



Table 3 summaries the average satisfaction level of tourists. According to the table, it is clearly found that, average satisfaction level of tourists is 0.864. It is undoubtedly indicating that tourists visited Parashar Agri and Village Tourism Centre are slightly satisfied with the facilities and services provided to them. It is very near to strongly satisfied.

### Concluding Remark

The concept of agritourism as well as rural tourism is new and emerging concept, which has lot of potential to enhance tourism culture especially in India. Here Parashar Agri and Village Tourism Centre introduce the village amenities, culture and tradition to the tourists worldwide. One can experience and live a real rural life here. People came here in search of peace of mind away from city life, to experience agricultural and village life, farm stay and authentic rural hospitality and they get what they want. Hence, people came here are much satisfied with this unique experience. Anyone has a strong desire for unique holiday, just come here the people from Parashar Agri and Village Tourism Centre would fulfill your desire.

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