

A Study on Customer Experience in the context of Agritourism

**A thesis submitted to the University of Hyderabad in partial
fulfilment for the award of the Degree of**

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in

MANAGEMENT

By

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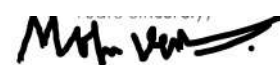
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DECLARATION

I, Mohan Venkatesh Palani, hereby declare that this entitled **“A study on Customer Experience in the context of Agritourism ”** in fulfilment of the requirements for the award of Degree of Doctor of Philosophy in Management Studies, is the outcome of original study, free of plagiarism, undertaken by me under the supervision of **Prof.V.Venkata Ramana and Dr. D.V. Srinivas Kumar.**

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Parts of this thesis have been :

A. Published in the following Publications:

1. Academy of Marketing Studies Journal
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ACRONYMS AND ABBREVIATIONS

S.NO	ACRONYM/ABBREVIATION	FULL FORM/MEANING
1	ATDC	Agritourism Development Corporation
2	ATE	Agritourist Experience
3	AVE	Average Variance Extracted
4	B&B	Bread & Breakfast
5	CE	Customer Experience
6	CEM	Customer Experience Management
7	CRM	Customer Relationship Management
8	DART	Dartington Amenity Research Trust
9	DoT	Department of Tourism
10	FGI	Focus Group Interview
11	GDP	Gross Domestic Production
12	HTMTR	Heterotrait Monotrait Ratio
13	INR	Indian Rupee
14	MAFW	Ministry of Agriculture & Farmers Welfare
15	Mn	Million
16	NABARD	National Bank for Agriculture and Rural Development
17	NGO	Non-Governmental Organisation
18	PLS	Partial Least Square
19	QoL	Quality of Life
20	SEM	Structural Equation Model
21	SGDP	State Gross Domestic Production
22	TE	Tourist Experience
23	TQL	Tourist Quality of Life
24	UNWTO	United Nations World Tourism Organisation
25	USDA	U.S. Department of Agriculture
26	USP	Unique Selling Proposition
27	VIF	Variance Inflation Factor
28	WoM	Word of Mouth

SYMBOLS USED IN THE STUDY

\$	US dollar
%	Percentage
R^2	Explanatory power of the model
Q^2	Predictive power of the model

Chapter 1

INTRODUCTION

1. Tourism

Tourism is a vital economic growth engine for developing and emerging economies. It directly contributes to economic growth in terms of generating employment, increase in foreign currency exchange and boosting exports services. Indirectly it strengthens the local communities in and around it and supports inclusive regional growth. Innovations in entrepreneurship, technology transformation, easy e visa facilitation and improvement in accessibility to destinations are the major factors zooming tourism as one of the economic growth engines.

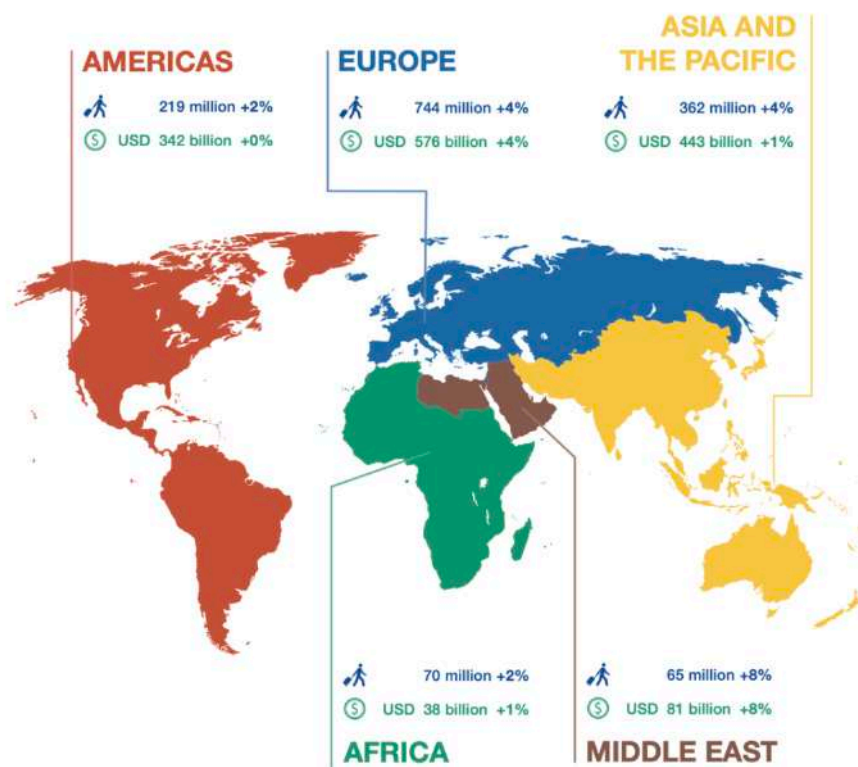


Figure 1.1 Map of International tourists arrivals and tourists receipts (UNWTO, 2020)

Every continent has been witnessing positive growth in terms of international tourist arrivals and international tourist receipts. In the recent past, the Middle East stood first with eight per cent of annual growth and Europe stood second with four per cent of annual growth in the category of International tourist arrivals and tourism receipts as shown in figure 1.1

1.1 Tourism in the world

The tourism service sector is positively correlated with the economic development and growth of a country (Brida, Cortes-Jimenez et al. 2016). Directly or indirectly tourism has been an economic growth factor, especially in a service-based country. Tourism sector development and growth depends upon government policies, environmental sustainability, health, safety and security, economic conditions, tourism-related infrastructure, tourist service price levels, availability of skilled labour and training cost, and available cultural and natural resources of the nation (Assaf and Josiassen 2012). All these factors have a positive impact on international tourists arrivals and tourism receipts. All over the world, International tourists' arrival and tourism receipts have been increasing for the last two and half decades. According to the UNWTO report, the world' International tourist arrivals and tourism receipts have reached 1,481 million and 1,460 billion for the year 2019 respectively as shown in figure 1.2.

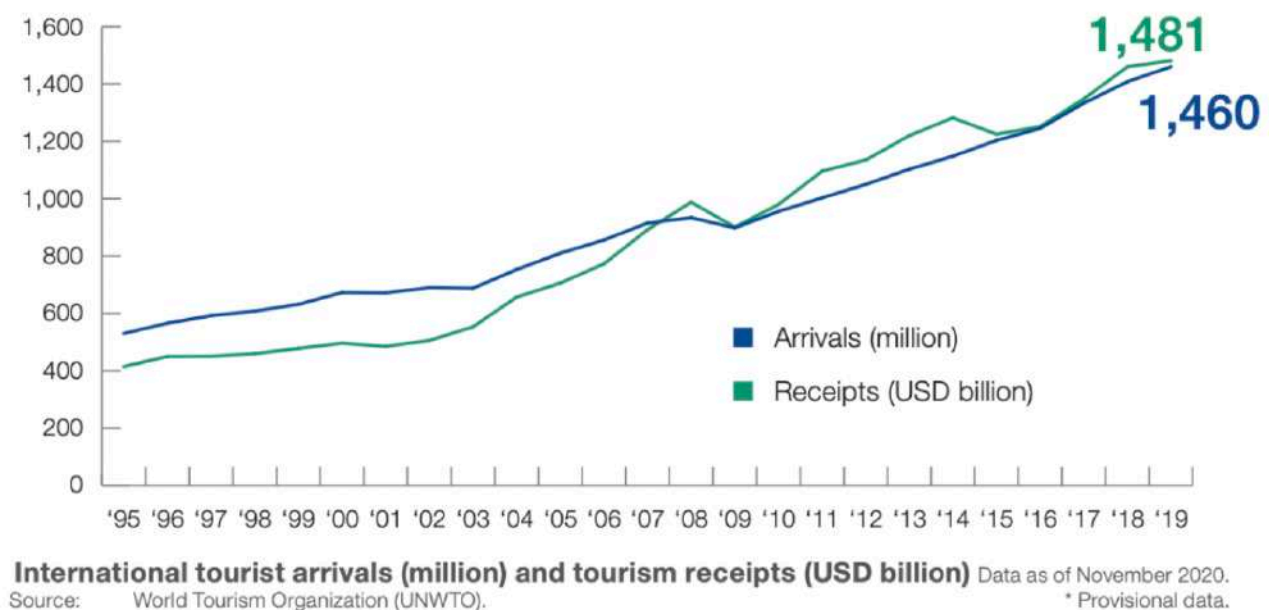


Figure 1.2 International tourists arrivals and tourism receipts (UNWTO 2020)

1.2 Tourism in India

The Asia-Pacific region represents 24.8% of total international tourist arrivals and 29.9% of total international tourism receipts. On the other hand, India shares 5% and 6.8% of the international tourist arrivals and international tourism receipts of the Asia Pacific region respectively as shown in table 1.1 (UNWTO, 2020).

Table 1.1 Shares in International tourist arrival & International tourism receipts for the year 2019

	International tourist arrivals	International tourism receipts
Asia's share (world tourism) (%)	24.8	29.9
India's share (Asia and Pacific region) (%)	5	6.8

India saw a positive and steady increase in international tourists and international tourism income from 2010 to 2019. India received 5.7 million and 17.91 million international tourists in 2010 and 2019, respectively. In India, International tourism receipts increased from 14,490 (US \$ million) in 2010 to 29,962 (US \$ million) as shown in table 1.2.

Table 1.2 International tourist arrivals and tourism receipts of India (UNWTO, 2020)

Year	International tourist arrivals (Thousands)	International tourism receipts (million US dollars)
2010	5,776	14,490
2018	17,427	28,568
2019	17,910	29,962

There is consistent growth in the tourism sector in India. All the statistics like International tourists arrivals and International tourism receipts are witnessing steady growth in this tourism Industry.

Note : Researchers has not included pandemic period (Year 2020)

1.3 Sustainable Tourism

Tourism development over a period of time becomes the reason for the exploitation of local resources, culture and people. First, The Brundtland Report (WCED,1987) addressed the need to achieve sustainable development without hampering development. Even though it had an outline for policy, it didn't have guidelines for implementation at ground level. Later innumerable policies were drafted and implemented to redirect tourism into sustainable practice since the 1992 Rio Earth Summit. As a result of the deliberations in the summit, a series of annual multi-stakeholders meetings were held on tourism-related issues especially promoting sustainable ways of tourism practices. All policymakers started to think towards the development of sustainable tourism and UNWTO also declared Sustainable Tourism as their agenda in the year 2015 by adopting 17 Sustainable Development Goals (UNWTO,2016 a). Especially UNWTO focused on “Sustainable Development Goal (SDG) 8 to *Promote sustained, inclusive economic growth, productive employment and decent work for all*”. (UNWTO,2017a). Now UNWTO has come up with United Nations 2030 Agenda to establish “a crystal clear framework which is lacking in the previous policies for Sustainable Development”. UNWTO also emphasises the participation of multi-stakeholders initiatives especially active participation of civil society partners (UNWTO,2017b). Needless to say, Agritourism is one of the sustainable tourism forms to full fill the resolutions made by various national and international tourism bodies. Consequently, Agritourism is becoming a key ingredient for sustainable development in policymaking. As a result Government of Maharashtra, the Government of Karnataka and the Government of Goa adopted exclusive policies to promote Agritourism in their respective states.

1.4 Rural Tourism

Agritourism is a subset of rural tourism (Lane, B. 1994). Agritourism and Rural tourism share a few common characteristics. Sznajder et al (2009) defined the bounties of Agritourism and rural tourism as shown in image 1.4.1. In rural tourism a tourist experiences authentic country experience, activities that take place in and around agriculture or agricultural farms with wide-open spaces in rural tourism and get the opportunity to visit directly natural and agricultural environment. DARD (2010) on the other hand Agritourism is also facilitating the most of the experiences of rural tourism but confined to Agricultural farms or Agricultural set-ups.

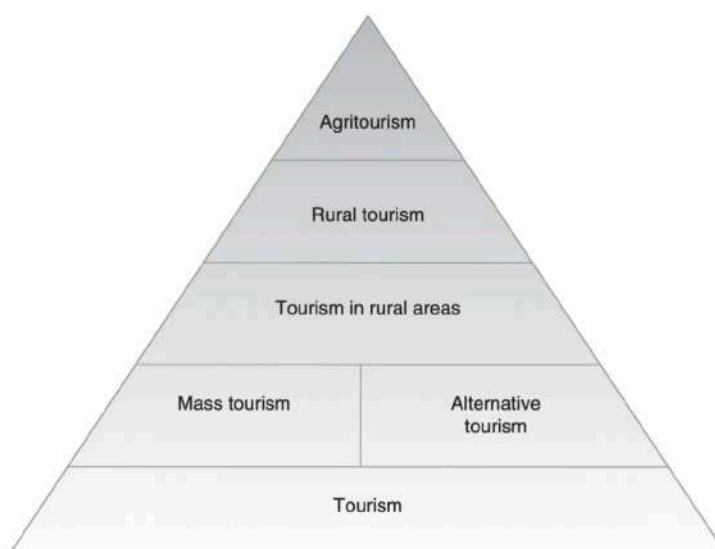


Figure 1.3 A pyramid of the range of terms related with tourism

Source : Agritourism, Sznajder et al (2009) page no.6

1.5 Agritourism

Agritourism is the word that appeared in the research literature for the last three and half decades, but it has been practised for many decades all over the world. Agri is the word adopted from Latin which means native or field and it combined with tourism to form Agritourism. In short, Agritourism can be defined as tourism activities taking place in an Agriculture field. For an agritourism consumer, Agritourism means “familiarising himself or herself with the production activities or recreation activities taking place in agriculture fields”.

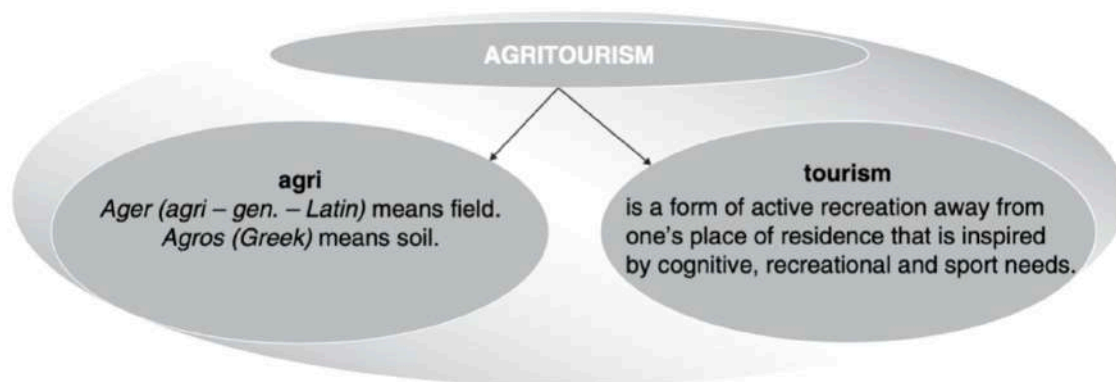


Figure 1.4 Etymology of the term agritourism (Source : Agritoursim Sznadger et al (2009) page 4

1.5.1 Agritourism in USA

In the United States, agritourism is one of the growing trends among farmers and landowners. In the year 2007, USDA's Census of Agriculture stated that 1,60,000 US farmers were taking Agritourism as an extra income generator to their mainstream of agricultural production and made the US \$ 566,834,000. It was a 180% increment in US agritourism when compared with the income generated in the year 2002. Recreational activities and educational activities like "Pick your own fruits and vegetables" at farms in the United States are gaining demand. Agritourism has become one of the strategies to resuscitate rural economies and remain competitive. In addition, it has been creating employment for residents and more labour opportunities (Van Sandt, Low et al. 2018). Revenue generated through agritourism is tripled from 2002 to 2017 and revenue grew from US \$704 Mn in 2012 to the US \$ 950 Mn in 2017(Van Sandt, Low et al. 2019). Researchers found the trace of agritourism in the early years of 1800. It has been practised in less number in the past and gradually gained momentum in recent years (Karabati, Dogan et al., 2009). Providing recreational activities at the farming enterprises is called as agritainment and visiting relatives' farms along with family to escape from the stress and heat in the summer is a part and parcel of lifestyle in the US (Krishna and Sahoo, 2020).

1.5.2 Agritourism in Europe

European countries have agricultural ethnicities from long back made the tourists visit and stay in farmhouses and it is a common phenomenon to go for farm holidays when they get a holiday break (Frater 1983). Farm tourism is receiving a good number of footfalls in recent decades and it has witnessed considerable success in agritourism. Farmers' revenue has been compounded due to agritourism practices as an alternative diversified revenue strategy. In Spain, the tourism sector was highly developed especially travel through wine farms to experience the wine production and process, rest on the seashore. "Finca" is a word used for rural hotels or farm stay type houses in rural areas which offer services to agritourists. In Italy, Agritourism is equipped with two key elements, one is authentic Italian cuisine and green landscapes. These two key elements of farm tourism are the success of agritourism in Italy. In addition, Italian authentic olive groves, oil mills, wine farms, cheese production farms and pasta forms add value to agritourism in Italy.

1.5.3 Agritourism in Asian and pacific countries

In Malaysia, agritourism started to gain the attention of policy makers from the year 1991 as the sixth Malaysia plan (1991-1995) was introduced with the National tourism plan to increase international tourist arrival as a major objective. Agritourism has become one of the major tourist attracting segments in Malaysia. Initially, Agritourism was about agricultural fields visits to experience the flora and fauna, as the demand increases tourism packages for agritourism were introduced and the Government of Malaysia is supporting agritourism with marketing and promoting packages including activities like farm stay, fishing etc (Norida and Abdul 2014). In Thailand, National schemes of Agritourism and visiting farm areas resulted in half a million tourists' footfalls in the year 2002 (Taemsaran 2005). In Australia, Farm stays is one of the agribusinesses for farmers for many years. Few tour operators exclusively offer agritourism packages only. These farmers and Agri tour operators are connected with rural community co-operatives and hubs called tourists centres.

1.5.4 Agritourism in India

Agriculture and allied sectors are some of the largest wage earners in India, especially in rural areas. It shares a major part in the Gross Domestic Production (GDP) of India and witnessed various revolutions like the green revolution and white revolutions to improve production in various agriculture and its allied sectors. India stands among the top 15 agriculture producing countries in the world. In India, 58% of the population, directly and indirectly, depends on agriculture (India 2020 -21). India has a 193.7-million-hectare Gross Cropped Area according to Agriculture Census 2010-11 released by MAFW, Government of India(GoI). Indian agricultural market size has reached 295.67 million tonnes of food grain production and 320 million metric tonnes horticulture crops production, 537 million livestock, 198 million tonnes milk production during 2019-20 as stated by Ministry of Statistics and Program implementation, GoI. In India for the last decade, exploring rural areas and agricultural fields has become a new trend in tourism. In line with the demand for rural tourism, the Government of India is also supporting rural tourism by devising special exhibitions to showcase rural art, culture, cuisine, heritage, and rural life. It has multiple benefits like employment creation in rural areas and preservation of heritage. It helps in the development of organic farming and community immersion at the village level (Krishna and Sahoo, 2020).

1.5.4.1 Agritourism in Maharashtra

Sri Panduranga Taware is the one who initiated the concept of Agritourism in Maharashtra in the year 2005. He started his pilot program together with his land of 38 acres is 50 km away from Pune and named it Agritourism Development Corporation (ATDC). Initially, few farmers came forward to take up Agritourism as another alternative income source. Later he started the training programs for farmers, agricultural entrepreneurs to determine Agritourism centre from the fundamentals to operations, marketing and management. Taware formed a network with the aid of the Government of Maharashtra and began to market the Agritourism concept in the districts of Maharashtra.

According to the ATDC survey, Maharashtra has 623 Agritourism Centres in 30 districts and witnessed 0.47 million, 0.58 million, 0.79 million Agritourist within the year 2017,2018 and 2019 respectively.

1.5.4.2 Agritourism in Himachal Pradesh

Apart from bringing tourists to the country of captivating beauty, tourism is one of the important sectors that may enhance Himachal Pradesh's socio-economic activities. Recently, Govt. of Himachal Pradesh introduced a plan known as “Har Gaon Ki Kahani”. It means every small village has a story, the story has to be told. Along with that Government introduced the “Home Stay Scheme,” which has been bringing a huge number of visitors to the state's lesser recognised and distant areas for a few years. The intriguing tales, traditions, and anecdotes associated with remote villages in the state are expected to lure tourists under these schemes and initiatives.

1.5.4.3 Agritourism in Rajasthan

The Rajasthan government has chosen to aggressively push agritourism. The confluence of the agriculture sector and tourism sector provide additional income to the farmers along with improved sustainability, multiplier effect on job creation. It features a giant food park in Roopnagar, Ajmer, that allows visitors to tour organic farms and learn about various agricultural techniques and produce. The government is contemplating establishing similar types of trips to Jhalawar and Sri Ganganagar orange orchards, where tourists may observe citrus fruits trees, sample them, and learn about fruit processing.

1.5.4.4 Agritourism in Karnataka

In the process of selling the Agritourism concept, Karnataka Govt. has introduced the word “Agritourism” in Karnataka Tourism Policy 2015. The government has issued guidelines to agritourism centres for preserving the authenticity and for Government approval.

This agritourism concept creates an ecosystem of entrepreneurship in agriculture. Agri-vacationer involvement in primary agriculture sports which includes harvesting competitions, bullock cart ride competitions, tree climbing, buffalo race, fishing etc. should generate huge pleasure at the least cost.

1.5.4.5 Agritourism in Kerala

Villages in Kerala have come up with an idea of the hybrid concept. It is the mix of the conventional approach of farming with hospitality to attract additional tourists, making a singular construct mentioned as “Farm Tourism/niche tourism”. The main resource for State Kerala is a pioneer state in plantation and specialised in cultivating the four crops (tea, rubber, coffee and spices) and fertile agricultural land with paddy. It allows spot-on farm tourism destination housing tropical diversity.

1.6 List of products, services and experiences at Agritourism Destinations in India

Agritourism is a unique form of tourism in which agri entrepreneurs exhibit their services in different forms. The following list of products, services and unique experiences are staged for the Agritourists at Agritourism Centres. It includes serving authentic traditional breakfasts, farm beds, farm tours, old farm equipment, sericulture fields, different crop fields, organic farming practices, compost preparation yards, Kite flying, bullock cart ride, cycling in the village, birdwatching, visiting flower gardens, camping in the moonlight and dinners, preparation of jaggery and sugar, feeding cattle at cattle farms and milking cows, and making rural artefacts etc. Each agritourism destination has its own Unique Selling Proposition (USP) to create a memorable agritourism experience for the tourists. Pictures of various products, services, experiences are listed in Appendix A.

1.7 Agritourism policies in India

The word Agritourism is mentioned in the product-specific road maps for Draft Tourism Policy 2020. It has not defined specifically the boundaries between Rural tourism, Village tourism, Farm or Agritourism and Plantation. In the policy, it has clubbed all the above tourism products into rural tourism. The policy has highlighted the experience in village life and natural beauty of villages with a simple way of living at the same time unique experience for urban people. The policymakers strongly believe that these forms of tourism will become a powerful tool for boosting the rural economy. The government of India is looking forward to strong public-private people partnership in the framework of sustainable and responsible tourism to create mutual benefits for tourists, the host community and the local community. It has multiple benefits, one is that the development of rural tourism boosts the rural economy on one hand and on the other hand it can revive traditional activities. Maharashtra's government further backed the notion of agritourism in the state by adding the term in the Maharashtra State Tourism Policy 2016. It was made compulsory for students in grades 5 to 10 to attend the Agritourism Centre once a year as part of their school curriculum. With the support of the Department of Tourism, the Government of Maharashtra took another attempt to promote and market agritourism centres, and the NABARD assisted financing to build up agritourism centres. About 60% of Maharashtra's population is directly dependent on agriculture or agriculturally related fields such as horticulture, dairy farming, goat and sheep rearing, poultry, silkworm breeding, beekeeping, and fishing. Maharashtra's government has been assisting farmers in all fields through subsidies on seeds, fertilisers, insecticides, and crop insurance.

“Maharashtra Tourism Policy, 2016 aspires to make the State a leading tourist destination by the year 2025 and attract investments to the tune of ` 30,000 crore along with creation of one million additional jobs in this industry. As of December, 2020 there were 1,416 Bed & Breakfast entrepreneurs and 124 Mahabhraman entrepreneurs in the State. During 2019-20, in all 21 proposals with expected investments of 1,970.27 crore have been received of which 10 proposals with expected investment of ` 1,638.03 crore have been sanctioned”

“The State has announced its Agro Tourism (earlier conceptualised in the Tourism Policy 2016) Policy in September 2020. Rural development through agro-tourism, ensuring market to agricultural produce, encouraging agriculture-

related businesses, exhibiting folk art & traditions, providing employment to rural women & youth and providing information & experience of farm related activities to the urbanites are the objectives of the policy. Individual farmers, agriculture cooperative societies, agriculture research centres, agriculture colleges & universities and companies/partnership firms set up by farmers are eligible for setting up agro-tourism centres. These enterprises are eligible for loans and other tax benefits”

-Economic survey of Maharashtra 2020-21 page .152

As a whole, the tourism industry contributes 10% of Maharashtra's annual earnings and State Gross Domestic Production (SGDP). Now, the Maharashtra government has devised a strategy to enhance the tourism sector's contribution to the state's GDP by 15% by combining tourism and agriculture, to create one million new employment as a result of this policy.

1.8 Agri Tourism Development Corporation (ATDC)

Agri Tourism Concept in India was initiated by Shri Pandurang Taware. He is the Director of marketing for ATDC and founded Agri Tourism Development Organisation (NGO) and also the founder of Maharashtra State Agri & Rural Tourism Co-operative Federation Ltd. He initiated “May 16th as a World Agritourism Day with the support of UNWTO and he is the core committee member working on the scope of the Tourism industry with DoT, Govt. of Maharashtra”. And the recipient of several national and international awards too. He incorporated ATDC in the year 2005. He started the Agritourism concept in India with a pilot project of 38 acres near Pune city. He encourages the farmers to take up Agritourism as a supplementary livelihood along with farming. He collaborated with the Government of Maharashtra and started training farmers in Agritourism training and skill development programs in the name of Maharashtra Agri Tourism Vistar Yojana.

1.9 Rationale of the study

1.9.1 Increasing momentum for Agritourism

Agritourism is a win-win situation for all stakeholders. *“Agritourism is one of the oldest forms of sustainable tourism, and notes its high potential to contribute to rural economies”*(Weaver 2006).

In India, it is one of the oldest practices that farmers along with their families and relatives spend a few days in their agricultural farms on different occasions.

Consumption and selling of Agri produce take place in such farms events also. In such a way, Agritourism influences the rural economies directly and indirectly. Farmers are looking for alternative incomes and Agritourism is one of those and “*Alternative use of farm resources and potential benefits for small farms*” (Barbieri & Mshenga, 2008). It adds income to farmers and “*Potential economic benefits of Agritourism include increased farm revenues*” (Nilsson. P, 2002). One of the biggest problems for farmers is unstable income so “*Agritourism generates stable cash flows for small-farms families*”(Mc Gehee & Kim, 2004) and helps them to maintain the family economic situation. On the other hand, creating employment opportunities has become a big task for governments, Agritourism is a solution for unemployment. “*Agritourism creates Employment opportunities*” (Barbieri, 2013), especially for rural youth.

1.9.2 Importance of Agritourism study in Indian Context

Agritourism experience varies from country to country depending on various factors such as geographical difference, crop production practices, variety of crops etc. so there is a need to study this concept in every country. “There is a need to study Agritourism in every Country worldwide since geographically every Country is different” (Sznajder M. et al 2009). As mentioned above India has 193.7 million gross cropped areas as a source of tourism and it needs less capital investment when compared with the development of other tourism development projects. “India has a rich resource for Agritourism and does need little capital for the development of Agritourism”.

The development of agritourism will be the solution to many other problems in India like unemployment, migration to urban areas, farmers' suicides etc. “Agritourism addresses current issues of India like unemployment of rural youth, empowerment of women, generating alternative and stable income to farmers.”

1.10 Problem statement

Even though there are many studies available on Tourist experience, still there is little literature available on Agritourism experience especially mapping the influence of effective Agritourism experience dimensions on Tourist Quality of Life, Memory and Word of Mouth in Agritourism context, which helps the Agritourism entrepreneurs in segmentation and targeting and improvement of their Agritourist experience.

1.11 Research gaps

After a careful review of literature and existing studies taken up thereof the following are the Research Gaps identified :

1.11.1 Research gap 1

Agritourism has been practiced for many decades but demographics, motivations, interests and experience of Agritourists have not been documented. Sznajder et al (2009) stated *“Agritourism was seen in literature form past 25 years, it is an emerging discipline and little research is done”*. Especially, *“Rural tourism is driven by the search for unique and memorable experiences in particular settings, but knowledge on visitors’ experiences in rural destinations is still scarce”* (Kastenholz et al., 2017). The agritourism literature is dominated by studies that specialise in aspects of agritourism entrepreneurs, especially the supply side, and demand-side perspectives are limited(Sharon Flanigan, Kirsty Blackstock, & Colin Hunter, 2014). On the other hand, motivations and experiences of Agritourist are different from any leisure tourist Sznajder et al (2009) so there is a gap in the literature to study the experience of Agritourist since little has been done on experience dimensions for countryside holidays (Kastenholz et al., 2017).

Along with the above factors, there is a recent trend that Urban people are visiting Rural India has been increasing rapidly for various reasons.

1.11.2 Research gap 2

The other research gap is found to be the role of memory on experience Pine and Glimore (1998) proposed that “consumption experiences incorporating the 4Es lead to improved recollections and subsequent high-quality evaluations. Literature helps that the 4Es can also make contributions to high-quality reminiscences”(Quadri -Felitti et al., 2013; Su et al.,2016) and Oh et al. (2007) learn about indicated that the 4Es have been appreciably correlated with advantageous recollections experiences. Experience consequence is memory. (Kastenholz et al., 2017). The find out about of function of reminiscence as a mediator of the impact of the tourism trip on behavioural consequences has been neglected. (Kastenholz et al., 2017). Most research has “conceptually linked experiences, memories, and customer behaviour alternatively of empirically checking out their relationship”(Kang et al., 2015). Previous research has targeted direct relationships between tour experiences and some behavioural intention elements and ignores the necessary function of the traveller’s reminiscence in inducing fantastic behavioural intentions. (Kang et al., 2015).

1.11.3 Research gap 3

The other ignored relationship in the tourism literature is the interrelation between the Tourist Experience(TE) and Tourist Quality of Life (TQL). Tourism literature identifies “the quality of life as the last intention of tourism development, in accordance to Croes”d(2012a, 2012b), Chancellor, Yu, and Cole (2011). “Quality of existence of stakeholders as they are affected using tourism” (Chase, Amsde, & Phillips, 2012). Uysal et al(2016) pointed out that, “One of the lookup areas gaining momentum and extended interest is the interrelationship between tourism activities, their consequences, and the high-quality of lifestyles(QOL)”.

The indispensable lookup query that wishes to be thoroughly investigated from each demand and “provide facets of tourism is how tourism experiences relate to one's first-rate life. Only a handful of researchers have studied the contribution of journey trips to tourist’s"QOLUysal et al(2016).

1.12 Research questions and objectives

1.12.1 Research questions of the study

1. What are the unique elements that influence the satisfaction of Agritourist in the Indian context?
2. Which is the dominant experience realm that highly influences the Tourist Quality of Life in the Indian context?
3. Which is the dominant experience realm that highly influences the Memory of Agritourist in the Indian context?
4. Which is the dominant experience realm that highly influences the Word of Mouth in the Indian context?
5. What is the role of Memory and Tourist quality of life as mediators between the Agritourist experience and Word of Mouth in the Indian context ?

1.12.2 Research objectives of the study

1. To find out the unique elements that give satisfaction to Agritourist in the Indian context.
2. To examine the influence of dominant Agritourism experience dimensions on Tourist Quality of Life in an Indian Agritourism Context.
3. To investigate the influence of dominant Agritourism experience dimensions on Agritourist Memory in the Indian Agritourism context.
4. To determine the impact of dominant Agritourism experience dimensions on Agritourist's Word of Mouth in the Indian context.
5. To find out the role of Memory and Tourists Quality of Life as mediators between the relationship of Agritourist experience and Word of Mouth.

1.13 Scope of the study

The study has covered the basic demographic profile of Agritourist in Maharashtra State in India and also tried to find out the dominant experiential components of Agritourist quality of life, Memory and Word of Mouth and also the role of Memory, Tourist Quality of Life as mediating variables between Agritourist experience and Word of Mouth. The results of the study could be generalised not only to India but also to Asian and Pacific countries because of the similar crops and manual way of cultivation practices.

1.14 Limitations

The researcher has encountered challenges in carrying study, especially in the time of data collection. The Researcher had sent emails to some of the Agritourist entrepreneurs and Agritourist to know their opinions and experience but very few responded to emails. As anticipated the response rate through emails was less than 1%. It became a difficult task to gather the emails of the Agritourist from the review books of Agritourism centres. Not only agritourists even Agri entrepreneurs also hesitated to talk and share the information. The researcher has anticipated all these limitations before the study and approached Shri. Panduranga Taware , who is a mentor more than 600 Agritourism centres and collected the data with the help of a directory published by ATDC.

Chapter 2

Literature review

2.0 Agritourism

Agritourism is a hybrid blend of farming and tourism. It is the supplementary activity and agriculture is an essential activity on a working farm irrespective of the size of the farm and type of the farm (Wales Tourist Board 1986). The basic definition of Agritourism is the “combination of Agriculture and Tourism”. Especially *“Agritourism means familiarizing oneself with agricultural production or recreation in the agricultural environment or it may include an opportunity to help with farming tasks during the visit”* (Sznajder et al., 2009). Agritourism gives a possibility to explore the farming activities during their visit to farms. A group of researchers defined *“Agritourism consists of farming-related activities carried out on a working farm or other agricultural settings for entertainment or education purposes”* (Arroyo, Barbieri, & Rich, 2013, p. 39). These researchers argue that the place where agriculture setting is created for entertainment or education comes under Agritourism. Few defined *“Agritourism activities that might occur on a farm include but are not limited to: pick your systems, recreational activities hosted events such as weddings or festivals, guided tours, and dining or accommodation opportunities on the farm”* (Barbieri, C, & Mahoney, 2009). In their view, any celebration like marriage or festival at farms including guided tours and farm accommodation comes under Agritourism. Missouri Department of Agriculture, USA (2009) defined Agritourism as *“Visiting a working farm or any agricultural, horticultural, or agribusiness operation for appreciation, enjoyment, education, or recreational involvement with agricultural, natural or heritage resources”*. In general staging, the experience of providing recreation and leisure activities at farm fields to Agritourist is called Agritourism and it brings an economic advantage to farmers, agritourism and local communities (Ollenburg et al., 2007).

Different organisations/associations/boards/agencies defined Agritourism to reflect its multi-facet nature. Research has quoted a few definitions as follows :

“Any tourist or recreation enterprise on a working farm”

-Dartington Amenity Research Trust(1974)

“Involves accommodation being offered in the farmhouse or in a separate guesthouse, providing meals and organising guests’ activities in the observation and participation in the farming operations.”

-World Tourism Organisation(1998)

“Agritourism is a specific set of leisure activities to cater the visitors”.

- Spanish Ministry of Agriculture(1992)

“Agritourism refers to an enterprise at a working farm, ranch or agricultural plant conducted for the enjoyment of visitors that generates income for the owner. It refers to the act of listing farm or any agricultural, horticultural or agribusiness”.

-American Farm Bureau Federation(2004).

Agritourism as *“Holidays organised in a farm: meals are prepared with natural products and guests are entertained with handicraft, sporting and agricultural activities”.*

-European Environment Agency(2008).

“It is the holidays concept of visiting farm or any agricultural, horticultural, or agribusiness operations for the purpose of enjoyment, education, or active involvement in the activities of the farm or operation”.

- Maharashtra Agricultural and Rural Tourism Federation

“Agro-tourism is that Agri-Business activity, when a native farmers or person of the area offers tours to their agriculture farm to allow a person to view them growing, harvesting, and processing locally grown foods, such as coconuts, sugar cane, corn or any agriculture produce. Often the farmers would provide a home-stay opportunity and education”

- Agri Tourism Development Cooperation(ATDC)

Researchers/authors have presented various definitions of Agritourism based on their country's culture, farmers agricultural practices and engagement of agritourist in the farms. Every definition has its own sense of resemblance of their native country. The following are the definitions of Agritourism presented in table 2.1 in a chronological order.

Table 2.1 Definitions of Agritourism in literature in a chronological order

S.No	Definition	Researchers/Authors
1	The process of providing accommodation on a working farm or providing recreational activities on a working farm	Hoyland(1982)
2	Any enterprise makes the tourists to participate in the activities of farm that are happening while the tourist visit.	Frater (1983)
3	Farm activities are presented as form of tourism to supplement the farmers on a working farm.	Murphy (1985)
4	Driving the people to agricultural farms	Evans and Ilbery (1989)
5	Giving priority to tourism and facilities tourism activities for tourists on a working farm	Denman and Denman (1990)

- | | | |
|----|---|----------------------------|
| 6 | Farmers' active participation in a small scale tourism business while continuing the ownership of the farm. | Pearce (1990) |
| 7 | In this phenomenon, farmers are paid by the tourists to share the activities which are happening on the farm at that time or getting accommodation on a working farm. | Davies and Gilbert (1992) |
| 8 | Tourists go away from the place they usually work and like and take active participation on a working farm for day or more. | Roberts (1992) |
| 9 | <i>"A business conducted by a farm operator for the enjoyment and education of the public & to promote the products of farm & there by generate additional farm income"</i> | Duncan(1993) |
| 10 | Working farm with facilities for tourists | Denman (1994) |
| 11 | <i>"A range of activities, services and amenities provided by farmers and rural people to attract tourists to their area in order to generate extra income for their business"</i> | Klaze(1994) |
| 12 | It is a bundle of tourism products in which farming environment is an essential element and tourist aware of it. | Clarke (1996) |
| 13 | In non-urban/rural regions activities are provided for tourists by farmers whose income either from primary sector or secondary sector. | Iakovidou (1997) |
| 14 | Tourism associated with agriculture in which agricultural environment, farm activities and farm stays are common. | Sharpley, R. andJ., (1997) |
| 15 | An enterprise in which agri environment and tourism business are two main components in rural areas. | Weaver and Fennell (1997) |
| 16 | In order to generate supplementary income to the farmers, they setup a farm enterprise to offer enjoyment or education to public | Fogarty and Renkow, 1998 |

- | | | |
|----|---|--|
| 17 | From the tourist point of view, in an agritourism farm activities are part and parcel of tourism products which are offered on a working farm | Clarke (1999) |
| 18 | It is a confluence of Agricultural activities and tourism activities. | Gladstone and Morris (2000) |
| 19 | It is form of tourism in which tourists participate in agricultural activities and reside in agri farms. Sometimes it overlaps with cultural tourism or eco tourism. | Smith, V., Long, V. (2000) |
| 20 | The wide range of actives takes place on a farm managed by the farmer | Roberts and Hall (2001) |
| 21 | Agricultural products, Agriculture services or Agricultural experiences activities are incorporated in a tour plan. | Meatzold(2002) |
| 22 | Economic activity takes place when tour plan includes consumption of products, services or experiences, related agriculture. | Kentucky
AgritourismWorking Group
(2003) |
| 23 | Agri entrepreneurs along with their family members offer hospitality which complements agricultural activities | Sonnino (2004) |
| 24 | Accommodation and other tourism activities are connected with agriculture as a complementary to farming by the agriculture operator. | Dettori, Paba, Pulina (2004) |
| 25 | Tourism component is amalgamated with a working farm by a rural enterprise. | McGhee(2004) |
| 26 | Merged experiences of agriculture and tourism becomes a selling point in a working farm, village or agricultural plant by an enterprise to generate additional income for the farmers | Mace(2005) |

- | | | |
|----|--|---------------------------------------|
| 27 | Activities offered on a working farm in which active participation, keen observation and education are prioritised | Ollenburg (2006) |
| 28 | Agrotourism is viewed as fundamental for the variety, change and improvement of the seriousness and nature of homesteads | Lopez et al(2006) |
| 29 | In rural areas, tourism activities are offered by people engaged or employed in agriculture | Kizos and Iosifides (2007) |
| 30 | Rural enterprise blends commercial tourism element in a working farm environment and provides as agritourism products | McGehee, Kim, and Jennings(2007) |
| 31 | The practice of attracting tourists towards the working as a sole purpose. | Barbieri and Mshenga (2008) |
| 32 | <i>“Agritourism in many countries consist primarily of lodging and meals on the farm. Farm families often remodel farm building into rustic lodging facilities, and then operate them as type of Bed & Breakfast”</i> | Bues(2008) |
| 33 | <i>“Agritourism is commercial enterprise at any agriculture site, in cluding horticulture and agribusiness operations, conducted for the enjoyment of visitors that generates supplemental tourism income for the owner”</i> | Lamb(2008) |
| 34 | “Facilitation of interaction between the tourists and locals to enrich the tourism experience with the exhibition of the rural life, art, cuisine, culture at the farms”. | Fariborz Aref and Sarjit S Gill(2009) |
| 35 | Agritourism gives an opportunity for the tourist to make a direct contact with the rural environment and farming life | Contini et al(2009) |
| 36 | <i>“A unique entrepreneurial venture, the sociological view considers it a component of entire farm structure”</i> | Barbieri(2009) |

- | | | |
|----|--|----------------------------------|
| 37 | <i>“Tourism activities carried out in non urban regions by individuals mainly employed in the primary and secondary sector of the economy”</i> | Kim(2010) |
| 38 | <i>“Integral utilisation of rural environment, with its agricultural, touristic, anthropic and techno-economic potential”</i> | Grigore et al(2011) |
| 39 | <i>“Activities and services which are provided by the farmer or the rural community in order to generate extra income for their business while showcasing the rural setting”</i> | Kipper(2011) |
| 40 | <i>“A hybrid concept that merges elements of agriculture and tourism, to open up new profitable markets for farm products and services and provide travel experience for a large regional market”</i> | Sirkatanyoo and Campiranon(2010) |
| 41 | <i>“Visiting a working farm or any agricultural, horticultural, or agribusiness operation for the purpose of appreciation, enjoyment, education, or recreational involvement with agricultural, natural or heritage resources”</i> | Tew & Barbieri(2012) |
| 42 | A form of rural tourism which helps in farm diversification and creates additional alternative income | Routray(2012) |
| 43 | <i>“Agritourism is a value added product that generates additional income from the farm and introduces a farm brand to customers, which opens the opportunity for the creation of a loyal consumer base for all farm products”</i> | Hawkes L(2013) |
| 44 | <i>“A sustainable form of tourism, often integrated into the regional development, which aims to promote rural capital and be a stimulus for local economies”</i> | Dubois et al(2017) |

Source : Compiled from researcher from various sources
Note : The list is not intended to be exhaustive in its coverage.

Even though agritourism is defined by various authors in multiple facets, the fundamental question that arises is that, “how agritourism is different from other forms of tourism?”. The first differentiating element is the setting (agritourism farm). The fundamental difference between Agricultural farms and Agritourism farms is presented in table 2.2. Agritourism is always debated in the literature for its similarity with rural tourism. There are very few elements that differentiate agritourism from the other similar forms. This is the first-order difference according to Sznder et al (2009). Their book “Agritourism” differentiated the fundamental principles of Agricultural farm and Agritourism farm.

Table 2.2 Fundamental principles of management of agriculture and agritourism farms

The principle of management concerning:	Agricultural farm	Agritourist farm
Use of land	Maximization of agricultural use of land	Partial excluding of land from agricultural use, using it for agritourist purposes (buildings, car parks, squares, etc.)
Production structures	Only agricultural, breeding and possibly processing activities. Specialization of production, increasing the scale of production	The agricultural and agritourist activities in various proportions to each other. Subordination of the structure of agricultural activity to agritourism. Diversification, balanced development of farms
Work organization	Maximization of work efficiency, mechanization and automation	Organizing production processes in such a way that they are 'spectacular' or even give tourists a chance to participate in them. This requires high work investment. Thus work efficiency is not the leading principle
Investment level	Emphasis on production intensity, and investment in modern technology, especially fertilizers and pesticides, in order to maximize the profit from agricultural production	Emphasis on extensive production and environment protection. Moderate use of fertilizers and pesticides. Optimization of the quality of agritourist space
Market for agricultural products	Ready market beyond the agricultural farm, mainly contracting, purchasing	Using the products on one's own farm for the purposes of agritourism, excess sold on the market
Sources of income and their importance	All income is generated from crop and livestock production and possibly from food processing	Income comes from two sources, agricultural production and agritourist activity, or only from agritourist activity. The importance of agritourism for the farm depends on its share in the total income
The country	Agricultural production is done in rural areas, but rusticity does not have much in common with the production standard on a farm	The country facilitates running an agritourist business. There is a possibility and necessity to use folk traditions, for example (ethnography)

Source : *Agritourism*, Sznajder et al (2009),page no: 106

The second-order differences are presented by various authors to differentiate Agritourism from the other forms of tourism with several unique features. For example, Sznajder et al (2009) differentiated with three unique features. The first feature is participation in activities related to nature and gives self-satisfaction. The second feature is participation in farm activities gives mental level satisfaction and the Third feature is experience gained in the rural farms gives emotional satisfaction.

In the same vein, another group of authors Ciolac et al(2009) identified the features of agritourism as mentioned in table 2.3 are defining features as well as customised agritourism.

Table 2.3 Defining features, which customises Agrotourism

Defining features, which Customises Agrotourism	
Agrotourism is a mix of agricultural activities with tourists services of the farm	Is a diffuse tourism, because the offer is characterised by a large spread in space
Agro-tourist farm provides natural products and programs of awareness of farm	Avoid large gatherings of the tourists season during the peak season
Agrotourism comprises the activities of both of the family get income and agricultural activities	Tourism offers is authentic, based on the specific area and it's special peculiarities
Accommodation places are, in Agrotourism, far reduced in number, and housing having rusticity character	Provides for people with low-income possibility of rest, gaining natural products.

Source : Ciolac et al.,(2009)

2.1 Principles of Agritourism

In the Agritourism literature, basic principles of Agritourism are given by Adam(2001). He classified the basic principles of Agritourism into three features as shown in table 2.4. Initially, agritourist is exposed to sensory vision stimulating experiences and made them participate in activities and finally, they leave the agritourism sites with some souvenir purchases.

Table 2.4 Three basic principles of Agritourism

	Principles	Activities
1	<i>“Have something for visitor to See”</i>	Handcrafts, Agri produce, animals, birds etc.
2	<i>"Have something for visitor to do”</i>	Milking, cooking, riding etc.
3	<i>“Have something for visitor to buy”</i>	Hand crafts, agri products, souvenirs etc.

2.2 Functions of Agritourism

Sznajder et al.,(2009) classified functions of Agritourism into three categories. The first function is *“Socio-psychological function”* which covers the activities like meeting new people, educating the agritourism on the usage of farm equipment, hands-on experience with Agri activities and gaining Agri related skills.

The second function is the “*Economic function*” in which facilitation of accommodation and workplace, creation of extra income to farmers and helps in overcoming recession and finally foster the socio-economic development. The final function of Agritourism is the “*Spatial and Environmental function*”, which includes protection of nature and environment, local infrastructure development, proper utilisation of resources and avoiding urban migration. The complete classification of functions of agritourism is presented in the below fig 2.1

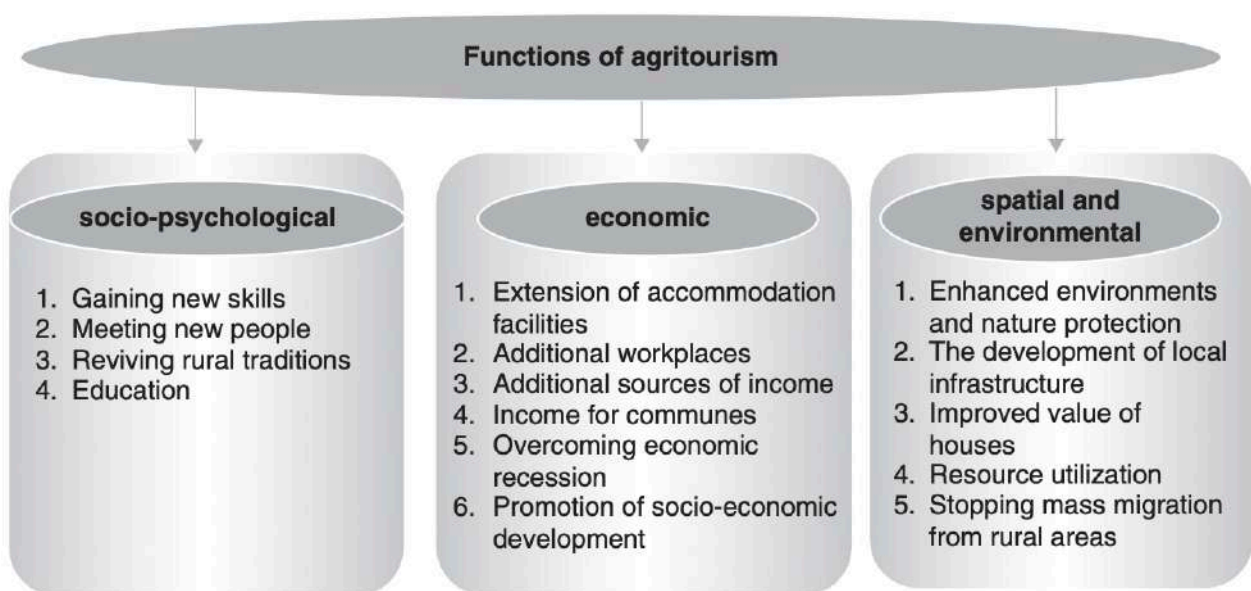


Fig 2.1 Functions of Agritourism(based on Iakoviou et al.,2000)

However, researchers felt three functions namely “Socio-psychological, Economic, Spatial and environmental” play a key role in Agritourism.

2.3 Classification of Agritourism space

The fundamental way of looking at agritourism is to define its space and tourists and product and activities. When it comes to the classification of Agritourism space variability is a common thing in the Sznajder et al (2009) suggest characteristics to be considered for the classification of Agritourism space as shown in the below table 2.5.

Table 2.5 Classification of Agritourism space

S.NO	Category	Qualities
1	Biophysical	<i>“1.Climate 2. Water relations 3. Sculpture of terrain 4. Geological structure 5. The animal world 6. Vegetation”</i>
2	Anthropogenic qualities	<i>“ 1. Forms of terrain 2. Natural fauna and flora 3. Types of land use 4. Buildings 5. Size of farms 6. Specilization of production”</i>
3	Area configuration	<i>“ 1. Plain areas 2. Undulating areas 3. Hilly areas 4. Mountain areas”</i>
4	Attractive relief forms	<i>“1.Mountains 2.Valleys 3. Gorges 4.Waterfalls 5. Rivers 6. Lakes 7. Warm springs”</i>
5	Type of land use	<i>“ 1. Cropped space 2. Livestock space 3. Orchard and plantation space 4. Forest space 5. Fishing space”</i>
6	Spatial development	<i>“ 1. Without development 2. With compact development 3. With dispersed development”</i>

7	Size of the farm	“ 1. <i>Very small farms - up to 5 hectare</i> 2. <i>Small farms - (5 to 20 hectare)</i> 3. <i>Medium farms -(20 to 50 hectare)</i> 4. <i>Big farms - (50 to 100 hectare)</i> 5. <i>Very big farms - bigger than 100 hectare</i> ”
8	Specialisation of production	“ 1. <i>Monocultural space</i> 2. <i>Diversified space</i> ”

Source : Agritourism, Sznajder et al (2009),page No 57-71

2.4 Classification of Agritourist

In the literature, there are many classifications available for Agritourism, products and services and landscapes but Agritourist is classification is done by Sznajder et al (2009) widely accepted. They are classified based on the length of the Agritourist stay and classification is presented in table 2.6.

Table 2.6 Classification of Agritourist

S. No	Name of the Segmentation	Length of the stay	Activities Agritourist engage in
1	Momentary agritourist	3 to 4 hours	Feeding animals Milking Field work etc
2	One-day agritourist	One whole day	All activities except night stay
3	Agritourist staying overnight	One day and night	All activities
4	Weekend agritourist	Friday or Saturday	All activities
5	Holidaymakers	One week to one month or even more	All activities
6	Loyal Agritourists	Several times a year or Several years running	All activities

2.5 Classification of Agritourism

In the literature, many authors presented their way of classification of Agritourism based on various parameters but few authors made classifications from theoretical and practical perspectives.

The following are examples of such well-accepted classification in the research world in chronological order. Maetzold(2002) classified Agritourism based on the type of the service provided at the Agritourism sites into eight categories as reported in table 2.7

Table 2.7 Classification of Agritourism services by Maetzold(2002)

S.No	Name of the Category	Main services included
1	<i>“Fairs, Festivals, Special events”</i>	Experience of local/rural festivals like bullock cart race, Kite flying festival etc.
2	<i>“Unique dining experience”</i>	Authentic cuisine is served under the tree or dining setting in a farm
3	<i>“Nature-based recreation”</i>	Birdwatching, Hiking
4	<i>“Agri-Education”</i>	School students visit to Agritourism centers
5	<i>“Subsidiary units”</i>	Visit to poultry, dairy plant, etc.
6	<i>“Arts and Crafts”</i>	Locally designed crafts are gifted to tourists as souvenirs
7	<i>“Pick,Cut,Gather your own and plantation”</i>	Tourists can go into the farm to pickup of his/her interested vegetables and fruits or Agri products
8	<i>“Agri-tainment”</i>	The arrangement of entrainment activities on or near by the farm to provide urban to relief from the stress

The report “ *The Opportunity for Agritourism Development in New Jersey*” by Schilling et al. (2006) classified Agritourism activities into five major categories are mentioned in table 2.8. The first category is “*Direct Marketing or Direct Agricultural sales*” - it comprises activities like picking the produce by Agritourist himself/herself in the farm and the second category is “*Educational tourism/experiences*” - it covers the activities of school students in the farm as a school educational tour and the main aim of educational tour to farm is to gain the knowledge of agriculture and practices. The third category is “*On-farm entertainment*”- it induces the activities and events are celebrated on the farm to provide joy to urban tourists at the farm. The fourth category is the “*Accommodations*” - it includes activities related to weddings, camping and picnicking at the farm and the fifth category is “*Outdoor recreation*”- it includes activities like hunting, fishing, birdwatching etc. This is the classification prepared for Agritourism in New Jersey and well accepted by many authors.

Table 2.8. Classification of Agritourist activities by Schilling et al.(2006)

S.No	Name of the category	Main features
1	“Direct Marketing or Direct Agricultural sales”	Pickup agri produce by self
2	“Educational tourism/experiences”	School students visit farm
3	“On-farm entertainment”	Events and festivals at farms
4	“Accommodations”	Picknicking, weddings and camping
5	“Outdoor recreation”	Hunting, fishing, birdwatching, cooking, hiking

In the later years, Sznajder et al(2009) classified agritourism based on activities. According to him, there are nine ways to categorise Agritourism as shown in table 2.9.

Table 2.9. Service and products offered within Agritourism activity by Sznajder et al (2009)

	Category	Services/Products/Activities
	Agri-accomodation	“Farm stay Cottage stay Agri-hotel (Motel) Self-service beds Agri-camping Special agri hotel services”
	Agri-food services	“Home meals Canteen Restaurant”
	Primary Agritourism	“Observation of manufacturing process Participation in manufacturing process Walking and riding educational tours Farm zoo”
	Direct sales	“Direct sales of farm products ‘Pick your own’ type sales Farm and enterprise shops”
	Agri-recreation	“Holiday recreation Weekend recreation Holiday stays”
Agritourism	Agri-sport	“Walks and hikes Horse riding Sports requiring large spaces New-generation area games Hunting Fishing”

Agritainment	<i>"Visiting parks and gardens Agritourist excursions and outings Maize and soya mazes"</i>
Agri therapy	<i>"Animal assisted therapy Therapy applying plant and animal drugs Specific diets Mini health resorts"</i>
Cultural tourism	<i>"Historic farms -old farms Historic villages Museums of folk art and agriculture Folk family celebrations and festivals Staying in a village with a certain folk character"</i>

In agritourism literature, the five types of theoretical classification of Agritourism by Philip et al. (2010) is widely accepted classification. He gave the classification based on three parameters. A first parameter is a place, activity or tour must be on a working farm. The second parameter is a level of relationship developed or contact between the host community and tourists and the third parameter is an authentic or staged experience of the tourists. According to him the first classification is "*Non-working farm Agritourism*"- in this bed and breakfast is provided but the place is a former farm. The second classification is "*Working farm-passive contact Agritourism*"- in this bed and breakfast is available in working farm. The third classification is "*Working farm-indirect contact Agritourism*" - in this bed and breakfast is provided with the farm products from the same farm where tourists stay. The fourth classification is "*Working farm direct contact*"- in this classification agritourist views farming procedure and the final fifth classification is "*Working farm-direct contact, authentic Agritourism*" in this classification Agritourist participates in farm activities along with the farmers. The above five classifications are mentioned below in table 2.10.

Table 2.10 Classification of Agritourism by Philip et al.(2010).

S.No	Name of the Category	Main features
1	<i>“Non-working farm Agritourism”</i>	B&B at former farm
2	<i>“Working farm - passive contact Agritourism”</i>	B&B at current working farm
3	<i>“Working farm - indirect contact Agritourism”</i>	B&B from same farm produce
4	<i>“Working farm - direct contact, staged Agritourism”</i>	Viewing farming demos
5	<i>“Working farm-direct contact, authentic Agritourism”</i>	Participating in farming activities

Later Flanigan et al(2014) revised the typology of Agritourism as shown in the image. This classification is based on three characteristics. The first characteristic is the setting (farm or ex-farm). The second characteristic is the level of contact with Agriculture and the Third characteristic is the authentic nature of the offerings on the site.

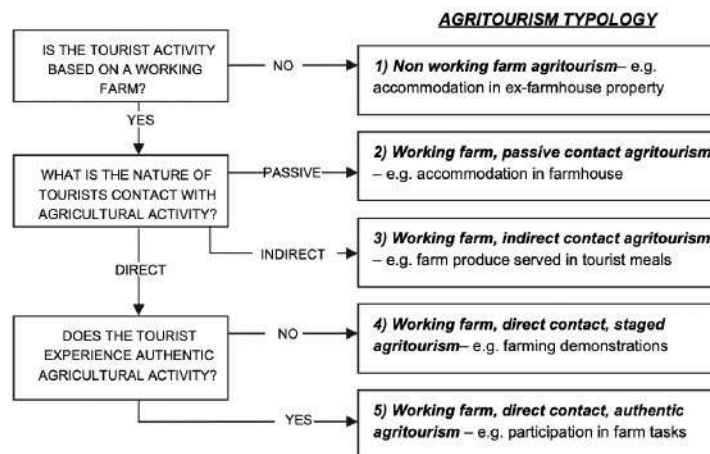


Figure 2.2 Agritourism typology

Source : Flanagan et al.,(2014)

The most recent classification is based on the relationship between agritourism and place-based factors (Van Sandt et al.,2018). According to them a broad range of activities that are related to agriculture can be observed as Agritourism. They are categorised into 4 categories based on the agritourism activity as shown in the below table 2.11.

Table 2.11 Agritourism classification by (Van Sandt et al.,2018)

S.No	Name of the Category	activities
1	<i>“On-Farm Direct Sales(DTC)”</i>	<i>“Farm store selling vegetables, fruits and farm produce etc”.</i>
2	<i>“Entertainment/Special Events(End & Events)”</i>	<i>“Weddings, festivals , sports events etc.”</i>
3	<i>“Outdoor Recreation (Out Rec)”</i>	<i>“Bicycle rides, photography, horseback riding etc”.</i>
4	<i>“Educational Activities(Edu)”</i>	<i>“Historical excursions, food preservation classes, egg gathering, tasting etc”.</i>

However, these classifications or segmentation of Agritourism space, Agritourist, Agritourism products and services will help the Agritourism entrepreneurs to understand the context and customers types to design their products and services according to the needs of the customers. The attempt to classify the types o agritourism helps the researchers to form a common ground for Agritourism in literature. There is a chance to eliminate if any inconsistency exists on Agritourism. Moreover, these classifications tried to fill the gap between the theoretical definitions and practical implications in the literature. At the same time, it helps in the development of a standard framework for Agritourism that fits all crops, all seasons, and for countries. Needless to say, understanding an agritourist becomes easy with this kind of classification and it facilitates to study their motivations and expectations related to products and services individually too. As a result, targeting Agritourist becomes easy and there is a chance for improving the customer satisfaction elements. As a whole, the efforts of authors on Agritourism classification contributes towards the development of literature which is a need of the day for institutions and industries.

2.6 Benefits of Agritourism

Every author has looked at agritourism from different perspectives and their views on the benefits of Agritourism are different. The benefits are multifaceted as the nature of agritourism. It benefits the economy of the state and the country, retains the old social-cultural aspects pertaining to the local tribe or community and more or less shows a positive effect on psychological aspects too.

2.6.1 Benefits of Agritourism from theory

The following table 2.12 is the summary of Agritourism benefits from researchers/authors' perspectives in chronological order.

Table 2.12 Summary of Agritourism benefits in a chronological order

S.No	Benefits of Agritourism	Reference
1	Agritourism encourages restoration of heritage buildings and conserves the local tradition, culture, cuisine and festivals	Frederick(1992)
2	Agritourism increases income of local peoples and enhances employment opportunities.	Weaver and Fennel (1997)
3	Agritourism increases farm revenues and reduce the farm debts	Nickerson et al (2001)
4	Agritourism benefits rural communities with job promotion and culture preservation	Sharpley(2002)
5	Agritourism helps the public to understand the importance of agriculture	Fernanda de Vasconcellos Pegas(2004)
6	Agritourism generates sizeable employment directly from the tourism industry and other related industries linked to tourism industry	Cooper et al (2006)
7	Agritourism adds the income indirectly from the sales of agri produce in the farms.	Barbieri et al (2008)
8	“Agritourism plays a key role in poverty alleviation in rural areas and it helps in the employment creation and growth of sustainable growth and development”	Aref (2009)
9	Agritourism gives economic benefits like additional revenue and expansion of market share and non economic benefits like keep family in the farm and enjoying rural life.	Tew C et al (2012)

Source : The list is compiled by the researcher

Note : The list is only indicative and not exhaustive in its coverage.

2.6.2 Benefits of Agritourism from Industry

Shri. Panduranga Taware has been practising and mentoring Agri entrepreneurs for the last two decades. Agri Tourism Development Corporation(ATDC) has been conducting workshops, surveys and national and international conferences on Agritourism under the supervision of Taware. With his practical experience in the Agritourism centres, he mentioned the benefits of all stakeholders as follows :

2.6.2.1 Benefits for Farmers

Agritourism helps the farmers to expand their farm operations and improve farm revenue streams from multiple sources like direct selling of Agri produce to tourists without any middlemen helps them to get a good price and exhibit the Agri produce and the process to the tourists as an experience generates additional revenue. It leads to the development of new consumers and new markets. It also helps in creating awareness of local agricultural products and their production process. Since people involved in agritourism are mostly family members of farmers so it adds additional revenue to family income. In the process of exhibiting the Agritourism experience farmers improves the farm living conditions, cleanliness in and around the farm. Farmers are the operators of Agritourism centres gradually their managerial skills and entrepreneurial spirits are improved. In the long term also, it benefits the farmers in building Agritourism as a sustainable business model.

2.6.2.2 Benefits for Local communities

Practising Agritourism increases the Agritourist footfalls and automatically it creates additional revenue for local businesses and services. Due to an increase in the number of tourists up-gradation of facilities in and around the farm happens. Protection of rural landscapes and the natural environment becomes a common phenomenon. It revitalises the local tradition, craft and art while promoting inter-regional and intercultural communication and understanding.

2.6.2.3 Benefits for Tour operators

Tour operators have a diverse variety of tourism products and services for tourists. It helps them to operate a business successfully in off-peak seasons also. The policy helps the investment to flow into attractive rural regions. Indirectly it helps in bringing non-local currency into local business.

2.6.2.4 Benefits for Agritourist

Agritourism provides a unique experience among all other tourism products at affordable prices. Tourists need not travel long distances to experience Agritourism. These centres are developed in the outskirts of cities which are 50km to 100km away from main business centres. Tourists can travel by car and experience one day tour. It gives a lot of satisfaction in terms of contribution to farmers and a feeling of giving back to society. Experience of agritourism can change the healthy lifestyle too by encouraging and motivating tourists to adopt to consumer farm fresh organic and chemical-free Agri produce. Having this kind of experience makes them relieve the stress and improves their mental health.

2.6.2.5 Benefits for Governments

Central and State Governments are providing subsidies on seeds, fertilisers and other agricultural equipment purchases to support the small farmers. When the farmers can make a good amount of money from Agriculture itself, the burden on Governments decreases in terms of budget allotments to subsidies. On the other side generation of employment has become a hectic task for Governments it helps in the creation of rural youth employment and women employment without migration to towns, and cities. Undoubtedly, this policy helps in boosting of rural economy and State GDP.

2.7 Experience logic in Management

Experiential perspective in management studies is not a new research topic. It has been widely discussed in management literature. Researchers have been working on the experience element relating to various fields. Moreover, the experience element is more widely used in Business Management and Account than other subject areas. In the following table, the rank of various subjects has been given based on the number of publications that used the experience as an element (Pencarelli, T., & Forlani, F. Eds.2018). Table 2.13 is the compilation of the top-rated journal 585 publications from the year 1999 to 2016.

Table 2.13 Experience logic is used in different subject areas

No.	Subject area	No.	%
1	Business Management and Accounting	417	71.28
2	Social Sciences	137	23.42
3	Economics Econometrics and Finance	58	9.91
4	Computer Science	43	7.35
5	Engineering	33	5.64
6	Arts and Humanities	31	5.30
7	Environmental Science	29	4.96
8	Psychology	28	4.79
9	Decision Sciences	20	3.42
10	Medicine	12	2.05
11	Agricultural and Biological Sciences	10	1.71
12	Other	34	5.81
	Total field assignments	852	
	Total articles	585	

Source : “*The Experience Logic as a New Perspective for Marketing Management-2018*” Page No 23

According to Pencarelli et al.(2018), the main authors and contributors of the experience concept in management are compiled in table 2.14 based on the number of articles published in the top-rated journals with a high number of citations. Among them, Schmitt B and Pine & Gilmore's works in context management and especially marketing management has got more citations. The number of citations for their work is proof of their authentic work and new contributions towards the experience literature.

Table 2.14 List of the authors who used experience element in their research work

No.	Author	Articles	No.	Author	Articles
1	Schmitt B.	10	11	Joško Brakus J.	5
2	Rahman Z.	8	12	Rahman M. S.	5
3	Fiore A. M.	7	13	Füller J.	4
4	Gilmore J. H.	6	14	Ko H. T.	4
5	Pine B. J.	6	15	Merrilees B.	4
6	Sundbo J.	6	16	Klaus P.	4
7	Garg R.	5	17	Shobeiri S.	4
8	Jeong M.	5	18	Stone M.	4
9	Khan I.	5	19	Walls A.	4
10	Zarantonello L.	5	20	Lorentzen A.	4

Source : “The Experience Logic as a New Perspective for Marketing Management-2018” Page No 23

2.7.1 Experience in Marketing concepts

Cohen(1979) is the first one who tried to investigate the experience as a phenomenon that tourist undergoes. In simple words, experience journey travelled by a customer and his/her perspective is studied. In management specifically in marketing management, the relationships between the experience and sales, customer satisfaction, branding, in different contexts like retail, online, service, products were researched. The customer-oriented approach leads the authors to focus on consumer experience(Swarbrooke & Horner,1999). Even though the experience is personal and subjective When customers are expecting experience elements from the products and services made researchers integrate and develop new frameworks in customer experience. Need to study experience from a marketing perspective is important to theory and Industry. As a result, understanding, managing and staging the experience has become the principal element in marketing and gave birth to the concept called “*Customer Experience Management*”. Even every product and service provider has a manager who takes care of customer experience as it has become the order of the day.

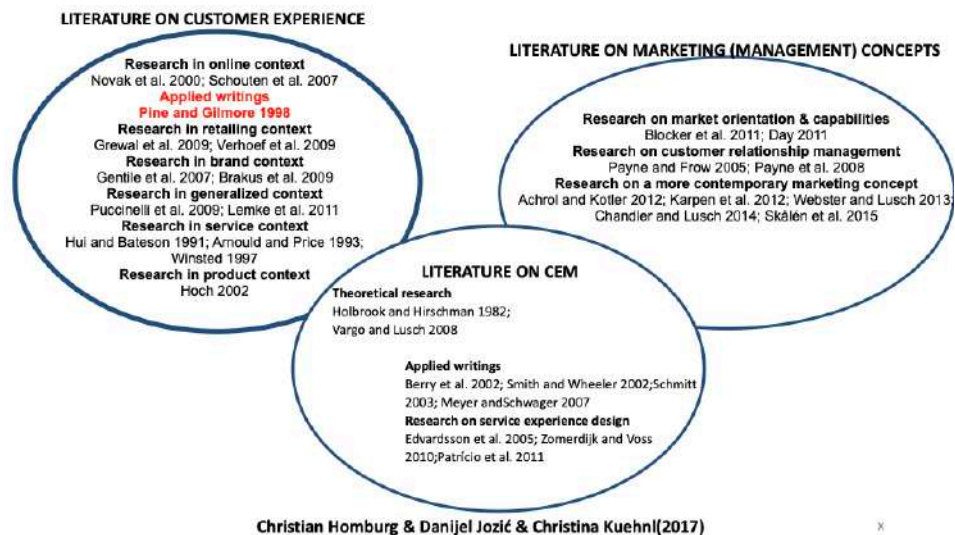


Figure 2.3 Compilation of works on CE, CEM, and Marketing concepts

In marketing management, Christian Homburg & Daniel Jessica & Christina Kuehn(2017) classified research on experience elements into three major categories and mentioned the notable research authors in their specialised fields. The three categories are 1. Marketing concepts 2. Customer experience, and 3. Customer Experience Management. The major works in Marketing concepts are by Blocker et al(2011) and Day(2011) in the context of market orientation, Payne and From(2005) in the context of Customer Relationship Management(CRM). The major works on Customer experience were done by “Novak et al(2000), Schouten et al(2007) in online context” and “Pine & Gilmore(1998) in applied writings” Verhoef et al(2009) in retailing context, “Brakus et al(2009) and Gentile et al (2007)” in brand context, “Puccinellie et al(2009) and Lemke et al(2011)” in generalised context, Winsted(1997) in-service context, Hoch(2002) in product context. The notable works on Customer Experience Management are: theoretical research by "Holbrook and Hirschman(1982)” and “Vargo and Lusch(2008)” and in the category of applied writings “Berry et al (2002), Smith and wheeler(2002), Schwager(2007)” and few researchers worked on service experience design and notable names are “Edvardsson et al(2005) and Zomerdijsk and Voss(2010) and Patricio et al (2011)”. The rest of the other notable works are mentioned in the above Fig.2.3

2.7.2 Experience in Tourism

Experience is the sole of the tourism industry in terms of the economic offering (Morgan, Elbe,& De Esteban Curiel,2009). The following table 14 is a compilation of research articles published in the two decades in the top peer-reviewed journals. It indicates that the application of experiential perspective in the tourism sector is dominant when compared with other sectors. *“Tourism industry is a natural and ideal stage upon which to offer economic experiences that cannot only engage but also transform clients”* (Pencarelli and Forlani, 2016). They also stated that key points as follows *“..The tourist, when travelling and sojourning, does not simply demand individual touristic goods and services (unbundled approach) or package deals(bundled approach) but wants touristic experiences that are complex, engaging, and that can be lived in the personal and participatory way ..”*. When the product and services are not providing tourist satisfaction, the study of experience logic in tourism phenomenon will take to the next level to designing unique customer experience-centric tours which could be participatory and engaging to create a Memorable Tourism experience.

2.15 Main fields of the application of the experiential perspective

Fields of application	Number of articles	% of the 585
Tourism, Travel and Leisure	166	28.38
ICT,Online commerce, Social media	81	13.85
Retail	57	9.74
Rural, Food and Wine	51	7.35
Event and Festival	43	5.81
Bank and Service	34	5.64
City and Place	33	4.62
Healthcare, Wellness and Beauty	27	3.93
Luxury and fashion	23	3.76
Other	22	4.27
Not specified	143	24.44

Source : *“The Experience Logic as a New Perspective for Marketing Management-2018”* Page No 32

2.8 Tourist experience

In the literature, discussion on “Tourist experience” was started in 1960 (Clawson & Knetsch 1963) but there was no remarkable research happened until Chonen(1979) defined tourist experience from the view of tourist participation. As the literature grows in tourism, the tourist experience has become a centre of attention for industry people and academic researchers (Chien Hsin Lin et al., 2016). Research on tourist experience took a division of opinions but all researchers agreed upon that “*tourist experience is a multidimensional and holistic construct*”(Zatori, 2014) and “*a phenomenon*” (Anita Zatori et al 2017). Mainly It has three phases - The first phase is before the visit which is also called preconceived experience, the second phase is on-site experience and the third phase is after the post-visit experience.

Table 2.16 Classification/flow of the experience by different authors

S.NO	Author	Classification/Flow of the experience
1	Csikszentmihalyi (1975)	“ 1. <i>Perception</i> 2. <i>Attention</i> 3. <i>Loss of self consciousness</i> 4. <i>Unambiguous feedback to a person’s actions</i> 5. <i>Feelings of control over actions</i> 6. <i>Momentary loss of anxiety and constraint</i> 7. <i>Feelings of enjoyment or pleasure</i> ”
2	Otto and Ritchie(1996)	“ 1. <i>Hedonics</i> , 2. <i>Peace of mind</i> 3. <i>Involvement</i> 4. <i>Recognition</i> ”
3	Pine & Gilmore (1998)	“1. <i>Entertainment</i> 2. <i>Education</i> 3. <i>Esthetics</i> 4. <i>Escapism</i> ”

4	Aho(2001)	“ 1. <i>Orientation (Arise of desire)</i> 2. <i>Attachment (making decision to purchase)</i> 3. <i>Visiting</i> 4. <i>Evaluation</i> 5. <i>Storing (Memorabilia of the entire tour)</i> 6. <i>Reflection</i> 7. <i>Enrichment (newly adopted practise)”</i>
5	Kim, Ritchie, and McCormick (2012)*	“ 1. <i>Engagement</i> 2. <i>Hedonism</i> 3. <i>Refreshment</i> 4. <i>Local culture</i> 5. <i>Meaningfulness</i> 6. <i>Novelty</i> 7. <i>Knowledge”</i>

*Source : compiled by the researcher *indicates for Memorable Tourism Experience(MTE)*

The conceptualisation of the “tourist experience is a relatively new literary topic. A few scales have been devised by researchers to assess the visitor experience. For example, Otto and Ritchie (1996) developed a four-dimensional scale to assess the tourist service experience”: "*Hedonics, Peace of mind, Involvement, and Recognition.*" Another set of researchers, Kim, Ritchie, and McCormick (2012), “created a scale to assess the Memorable Tourist Experience (MTE)”. In that scale, “*Engagement, Hedonism, Refreshment, Local culture, Meaningfulness, Novelty, and Knowledge*" are among the previously utilised dimensions to quantify the tourists' service experience. The widely used scale in the tourism context is Pine and Gilmore(1998) which has four dimensions namely “*Education, Entertainment, Esthetics and Escapism*” to measure the tourist experience. Oh et al.(2007), which assesses accommodation experiences, is a commonly used scale in the context of Bread & Breakfast. The same scale is then evaluated in a variety of tourism situations, including wine tourism, amusement parks, temple stays, music events, and museums.

2.9 Pine and Gilmore Experience Economy Model

Pine & Gilmore(1998) explained the concept of experience economy with an example of preparing a cake. In the Agrarian economy, people used to purchase sacks of grains (“*Commodities*”) and they take to home to convert into flour and then prepare a cake. When it comes to the Industrial economy, people used to buy flour (“*Goods*”)as products and prepare their cake. After the entry of the service economy, people started to purchase read made cakes(“*services*”) from the shops themselves. According to Pine & Gilmore's theory, “now we are in the Experience economy, in the phase of experience economy customers purchase the cake with an experience associated with therefore they are hiring the event management companies to celebrate their events to create memorable experiences along with the cake”. Pine & Gilmore argues that the present trend is visible in all kinds of industries not only tourism. Even in the Gyms and restaurants, customers are expecting a memorable experience along with their core product. They explained the progression of economic value in the following figure 2.4.

Progression of Economic Value

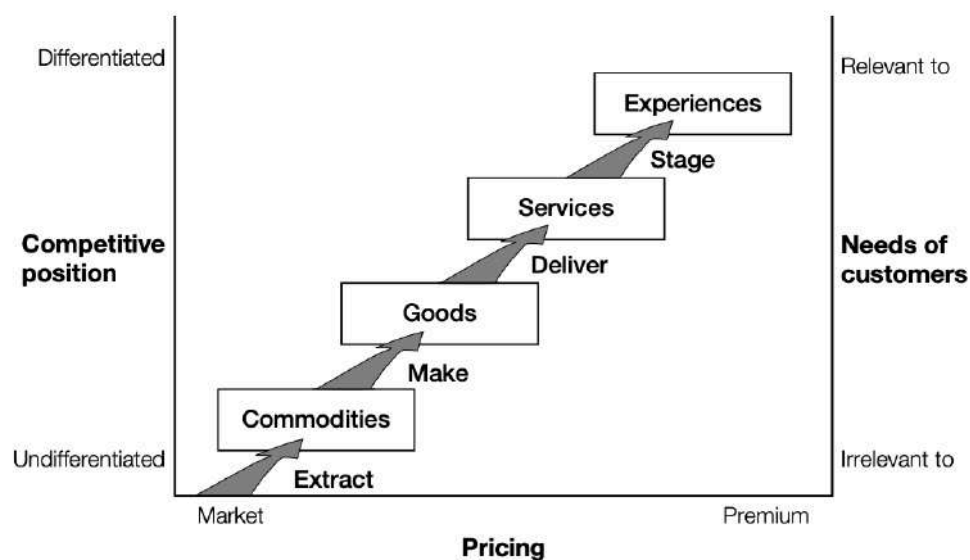


Figure 2.4 Progression of Economic Value over different economies

Source: “*Experience Economy - Joseph Pine & Gilmore(1998)*” page No. 9

Experience realms

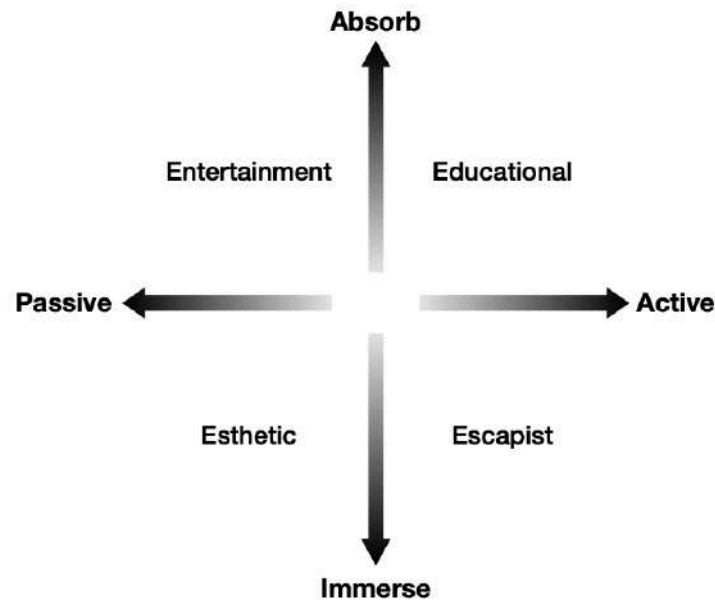


Figure 2.5 Experience Realms

Source: “*Experience Economy* - Joseph Pine & Gilmore(1998)” Page 46

Pine & Gilmore's (1998) “Experience Economy theory says Experience is defined across two realms. The first realm represents customer participation and the second realm of experience represents the connection, or environmental relationship, that unites customers with the event or performance”. **Entertainment Experience** is defined as “*Customers participate more passively than actively; their connection with the event is more likely one of absorption than of immersion*”. For example attending a concert, watching shows etc. **Education Experience** is defined as “*Customer tend to involve more active participation, but customers are still more outside the event than immersed in the action. For example attending demonstration*”. **Escapism Experience** is defined as “*Customer Escapist experiences can teach just as well as educational events can, or amuse just as well as entertainment, but they involve greater customer immersion*”. For example, acting in a play.

Esthetics Experience is defined as “*Customers are engulfed either in an activity or environment, but they have little or no effect on it*”. For example, visiting an art gallery.

2.9.1 Application of Pine and Gilmore model in Agritourism setting

The experience is divided into four realms. The first realm is the entertainment realm, it includes watching birds, watching cultural programs, watching farm festivals, watching food demonstrations etc. Any activity the agritourist is engaged in at the Agri site by the performance of the others (Professional performers/host/local community or co tourists). The second realm is Education in which the Agritourist is expected to try his/her hand on to learn a new skill and enhance their knowledge. For example, learning agricultural activities, knowing agricultural methods, knowing about different types of grains and seeds, knowing food preparation techniques and craft-making classes come under this realm. The third realm of experience construct is Esthetics in which Agritourist is engaged and enjoys the visual wonders like Agricultural landscapes, mud huts, interior decoration with rural crafts, visiting sericulture sites, driving on the rural roads and enjoying the exhibition items at rural craft exhibited museums etc. The final and fourth Escapist realm includes activities that make the agritourist forget about their roles and designations and take them to the new world. When agritourists participate in bullock cart rides, kite flying and fishing or working on a farm in milking activities make they forget them and feel different to be the indifferent world.

Table 2.17 Classification of products/services/experiences based on Pine & Gilmore(1998)

Entertainment <i>“Tourist are engaged by performance”</i> ▪ Birdwatching ▪ Watching Cultural dances ▪ Farm Festivals ▪ Food preparation demonstrations	Education <i>“Tourists enhance their knowledge or skills”</i> ▪ Learning agriculture activities ▪ Knowing agriculture methods ▪ Knowing about different food products, food grains ▪ Food preparation classes ▪ Craft making classes
Esthetics <i>“Tourists are enriched by sensual environment”</i> ▪ Agricultural land scape ▪ Mud huts & interior decoration ▪ Dressing styles of host ▪ Utensils ▪ Visiting honeybees ▪ Driving to rural roads lined ▪ Museums & heritage site visits	Escapist <i>“Tourists become engrossed by participating in a different time or place”</i> ▪ Bullock cart ride ▪ Kite flying ▪ Fishing ▪ working in farms, Milking cows,

2.9.2 Summary of studies used Pine and Gilmore Model at various settings

The “4E experience economy” concept developed by Pine & Gilmore(1998) is used in different tourism settings. It is used in wine yards, temple stays, rural tourism, theme parks, Golf clubs, Mega-events, Bread and Breakfast (B&B), and, Islands. The following table is the summary of research papers published in different tourists settings using the Pine & Gilmore model to evaluate the experience component.

Table 2.18 Summary of list of studies used Pine & Gilmore model in different tourism settings

S.No	Author, Year & Journal	Title	Methodology	Notes
1	(Haemoon Oh, Ann marie fiore, and Miyoung Jeoung 2007) Journal of Travel Research	<i>“Measuring Experience Economy Concepts: Tourism Applications”</i>	Content: Bed and Breakfast Sample size: 419 Independent variables 4Es Dependent variables 1. Memory 2. Arousal 3. Perceived overall quality 4. Tourist satisfaction	In the experiential outcomes, the dominant factors is Esthetic dimension. The statistics showed escapism and entertainment factors were not significant. It is a contradiction to the general expectation

2	Hakjun Song, MinCheol Kim & Yunseon Choe (2018)	<i>“Structural relationships among mega-event experiences, emotional responses, and satisfaction: focused on the 2014 Incheon Asian games”</i>	Context: Mega event Sample size 402 Scale Independent variable 4Es Dependent variable Satisfaction Mediating variables Pleasure Dominance Arousal	In the Incheon Asian games, the four dimensions of the experience were significant in arousing the emotional response of visitors.
	Current issues in Tourism			
3	(Tan Vo Than & Valentina Kirova, 2018)	<i>“Wine tourism experience : A netnography study”</i>	Context : Wineryards Sample size 5552 reviews Nentography method	46% of the references fall under the educational dimension
	Journal of Business Research			44% of the references fall under the entertainment dimensions
4	(Jinsoo Hwang & Seong Ok Lyu, 2015)	<i>“The antecedents and consequences of well-being perception: An application of the experience economy to golf tournament tourists ”</i>	Context : Golf club Sample size : 230 Sampling type : Convenience sampling Independent variable 4Es Dependent variable Brand identification Revisit Intention Mediating variable Well being perception Moderating variable Golf Involvement	Educational experience had more impact on well being perception. Entertainment experience had impact on well being but little less than educational experience. Moderating effect of Golf involvement was found.
	Journal of Destination Marketing & Management			

5	(Tsung Hung Lee, Fen Hauh Jan & Guan Wei Huang, 2015) Journal of Sustainable Tourism	<i>“The influence of recreation experiences on environmentally responsible behaviour: The case of liqiu Island, Taiwan.”</i>	Context: Islands Sample 443 Independent variables 4Es Dependent variables General Environmentally Responsible Behaviour	In the environmentally responsible behaviour context - Educational construct was found to be more effective than other constructs.
6	(Hak Jun Song, Choong-Ki Lee, Jin Ah park, Yoo Hee Hwang & Yvette Reisinger 2014) Journal of Travel & Tourism Marketing	<i>“The influence of Tourist Experience on perceived value and Satisfaction with Temple Stays : The Experience Economy Theory”</i>	Context : Temple Stays Sample size : 320 Independent variables 4Es Dependent variables Satisfaction Mediating variables Perceived value (Functional value & Emotional value)	Esthetics, Escapism , Entertainment showed impact on Emotional value. Escapism, Entertainment, Education showed impact on Functional value Tourism satisfaction is the combined effect of Emotional value and Functional value.

Source : Compiled by the researcher

2.10 Tourist satisfaction

Tourists assess the destination attributes with preconceived expectations of the destinations. In the assessment, destination attributes that go beyond the preconceived expectation lead to tourist satisfaction Tribe and Snaith(1998). Research on “understanding factors that drives tourist satisfaction” is a need of the hour(Prebensen, 2006). Once the tourist is satisfied with the products and services he/she will transmit positive feed to others to visit the place and they repeat the visit(Operman, 2000). Tourists' satisfaction depends on the various factors(Peter & Olson, 1996) few are tangible and few are intangible so to understand these factors many studies were carried out. Few studies are listed in the following table 2.19 to learn key significant factors for tourist satisfaction in different contexts.

Table 2.19 Tourist satisfaction factors by various authors (Chronological order)

S.N o	Authors	Context/Setting/Place	Significant factor/factors for Tourist satisfaction
1	Pizam et al (1978)	Beach Cap Cod (US)	<i>“Beach opportunities, hospitality, cost, food and water, accommodation, environment”</i>
2	Ahola(1991)	Sight seeing	<i>“Knowledge, Escape and Social interactions”</i>
3	Anderson et al (1997)	Cultural tourism (Denmark)	<i>“Destination attributes (Museums, castles, historical buildings etc.)”</i>
4	Bramwell(1998)	Sports tourism	<i>“Local people, local culture, overall environment of destination”</i>
5	Master and Prideaux(2000)	Taiwan	<i>“Demographic variables”</i>
6	Heung and Cheng(2000)	Shopping during a trip	<i>“Tangible Quality,Staff Service Quality, Product Reliability, and Product value”</i>
7	Nield et al (2000)	Food tourists of Europe and Romania	<i>“Food quality, value for money, diversity of dishes, pleasant appearance of surrounding and food serving”</i>
8	Thanker(2004)	Tourist destination	<i>“Overall finance, education standard, human resource efficiency, infrastructure and other facilities at destination”</i>
9	Kouthouris and Alexandris,(2005)	Tourist destination	<i>“Personal factors or Environmental factors”</i>
10	Tuna(2006)	Cultural tourism(Turkey)	<i>“Cultural approximation - the degree of similarity in culture and language of hosts and tourists”</i>
11	Valle et al (2006)	Portugal	<i>“Enhancement of services”</i>
12	Nash et al(2006)	Backpackers	<i>“Value for money, sanitary conditions, self catering facilities”</i>
13	Tosum et at (2007)	Shopping (Turkey - Cappadocia)	<i>“Shopping experience to tourists”</i>
14	Moreir-Toteng(2007)	Wildlife sanctuary	<i>“Availability of species, diversity of species, condition of vegetation, accessibility, nature sights and safety”</i>
15	Arrey and Esu(2009)	Cultural tourism(Festivals)	<i>“Facilities, organisation and friendliness of people”</i>

16	Stickdorn and Zehrer(2009)	Tourist destination	<i>“ Service Orientation ”</i>
17	Ozdipciner(2009)	Tourist destinations Germany	<i>“Demographic factors - age, profession, education etc.”</i>
18	Budiono(2009)	Public transport, Indonesia	<i>“ Travel time, Frequency, Price and Punctuality”</i>
19	Song and Cheung(2010)	Tourist destination, China	<i>“Service quality, facilities, feasibility of venue, trained staff etc”</i>
20	Ling et al (2010)	Gastronomy experience, Malaysia	<i>“ Diverse gastronomy attributes”</i>
21	Aksu et al.(2010)	Tourist destinations (Turkey - Antalya)	<i>“Lower expectations”</i>
22	Fountain et al(2011)	Chinese tourists visiting New Zealand	<i>“Natural beauty and culture”</i>
23	Mohamad et al(2012)	Destination image, Malaysia	<i>“ Destination image”</i>
24	Sereetrakul(2012)	Tourist destination, Bangkok	<i>“Product, Place, Promotion, People and Physical evidence”</i>
25	Shing et al (2012)	Hotel	<i>“ Quality of food and beverages”</i>
26	Taplin (2012)	Zoo	<i>“ Destination attributes”</i>
27	Sovero et al(2012)	Lodges, Peru	<i>“Ecological and cultural factor”</i>
28	George and Kuriakose(2012)	Alleppey Backwaters, Kerala	<i>“Food and facilities in the boat”</i>
29	Abdallat(2012)	Tourist destination, Penang, Malaysia	<i>“ Ideal self image, loyalty”</i>
30	Lu and Stepchenkova(2012)	Eco tourism	<i>“Eco-lodge settings, nature, room, location, service, food and value for money”</i>
31	Masarrat(2012)	Tourist destination, Uttrakhand	<i>“Tourism infrastructure, cleanliness of destination”</i>
32	Bhat and Qadir(2013)	Srinagar, Gulmarg Tourist destinations	<i>“Accommodation, transportation, health, safety and security, host attitude and culture”</i>
33	Ababneh(2013)	Tourist destination	<i>“Destination accessibility facilities, accommodation, food and beverage, cultural and entertainment”</i>
34	Khuong and Ngoc(2014)	Tourist destination	<i>“ Tourist expenditure”</i>

35	Hui-Chuan and Hua(2014)	Tourist destination, Taiwan	<i>“Demographic factors”</i>
36	Ferreira and Pereira(2014)	Pre-tour context	<i>“ Economy, environment, infrastructure, competitiveness, destination attractiveness, market share”</i>
37	Du Plessis et al(2014)	Visitors at Airports	<i>“Physical comfort, amenities, visitor facilities and accessibility”</i>
38	Petzer and Mackay (2014)	Restaurant	<i>“ Food quality elements, Service quality elements, Dining atmosphere”</i>
39	Mhlanga et al(2014)	Restaurant	<i>“Better food and effective service delivery”</i>
40	Kim et al(2014)	Aged tourists at tourist destinations	<i>“Level of involvement and perceived values”</i>
41	Singh and Krakover(2014)	Domestic tourist Israel	<i>“ Cultural and natural aspects, socio-cultural facets of home land”</i>
42	Kim(2014)	Aged tourists at tourist destinations	<i>“ Local culture, variety of activities, hospitality, infrastructure, environment management, accessibility, quality of service, physiographic, place attachment, and superstructure”</i>
43	Nithilia(2014)	Tourist destination Kodaikannal, India	<i>“Destination facilities, accessibility and attraction”</i>
44	Kumar and Singh(2014)	Hindu Pilgrims	<i>“ Destination hygiene, local services, prices and entertainment activities”</i>
45	Lee(2015)	Visitors	<i>“Safety and convenience in watching animals”</i>
46	Rajan(2015)	Tourist destination, Munnar, India	<i>“Tourists’ perception, destination image, destination attributes and tourists experience”</i>
47	Bagri and Kala(2015)	Himalayas in Uttarakhand	<i>“ Actual products”</i>
48	Esha and Mandan(2015)	Tourist destination, Jaipur and Agra	<i>“ Service quality”</i>
49	Lalromawia(2015)	Tourist destination Northeast, India	<i>“Maintenance and tourists attractions, and recreational facilities”</i>
50	Tauoatsoala and Monyane(2015)	Visitor, Pretoria, South Africa	<i>“Maintenance, human resource”</i>
51	Zondo and Ezeuduji(2015)	Tourist destination, South Africa	<i>“ Hedonism, interaction, safety, and recognition”</i>

52	Yang(2016)	Cultural tourism	<i>“ Location, historical and cultural attraction and good physical orientation”</i>
53	Plehn et al (2016)	Russian medical tourism	<i>“ Extraordinary offers during hospital stay”</i>
54	Rana, et al(2017)	Food industry, Pakistan	<i>“ Food, service quality and price value ratio ”</i>
55	Choi(2017)	Shopping tourists	<i>“Utilitarian and hedonic values”</i>
56	Sanz Bla et al (2019)	Tourist destination	<i>“Length of the stay”</i>
57	Konuk, F. A. (2019)	Organic restaurant	<i>“Fair prices”</i>

Source : The list is compiled by the researcher
Note : The list is only indicative and not exhaustive in its coverage

However, the factors/elements outlined are numerous as each set has unique products, services and experiences so in-depth study in each destination will give us a clear picture. As a whole, the satisfaction of tourists depends upon the level of transformation of “quality of life of tourist” Rohman, F. (2020).

2.11 Quality of Life

In the social sciences domain, the focus of researchers is shifting towards the Quality of life (QOL) for the last few decades. There are several journals publishing papers related to QOL and a few publishers launched journals and foundations are established as shown in the table. This is an indication for QOL as a potential emerging research topic in future.

Table 2.20 List of journals, foundations and books related to QOL

Publication type	Name of the publications
Journals	<i>“ Applied Psychology : Health and Well being</i> <i>Applied Research in Quality of Life,</i> <i>Health and QOL outcomes,</i> <i>Journal of Happiness Studies,</i> <i>Journal of Happiness & Wellbeing”</i> <i>Journal of Positive Psychology,</i> <i>Psychology of Well-Being,</i>

Foundations	<i>“ International Society for Quality-of-Life Studies ”</i>
	<i>“International Society for Quality of Life research”</i>
	<i>“Positive Psychology Association”</i>
Book series by Springer	<i>“ Social indicators Research</i>
	<i>Community quality of life indicators</i>
	<i>Handbook of QOL Research</i>
	<i>Best practices of QOL”</i>

Source : Uysal, M.,et al (2005)

In the literature, the word “well being” and “Quality of life” are synonymous with one other(Uysal, M et al 2015). QoL has two dimensions. The first one is the objective dimension and the second one is the subjective dimension. The measure for each objective is mentioned in below table 2.20.

Table 2.21 The list of dimension and measurement of Quality of Life and well being

	Name of the dimension	Measurements
Well being Or Quality of Life	Objective aspects	<i>“Economic well being”</i>
		<i>“Leisure well being”</i>
		<i>“Environmental well being”</i>
		<i>“Health well being”</i>
	Subject aspects	<i>“Subjective well being”</i>
		<i>“Happiness”</i>
		<i>“Life satisfaction”</i>
		<i>“Perceived QOL”</i>
		<i>“Domain satisfaction”</i>

Source : Uysal, M.,et al (2005)

2.12 Tourist Quality of Life

In the year 2009, “the first book appeared in the literature relating issues of Quality of Life and Well-being and tourism in Heath and Wellness Tourism” (Smith & Puczko, 2009). After that many books came in to deliberately discuss the concept of “well being and quality of life in a tourism context”(Smith & Puczko, 2009). The following are the few reputed books on well being and Quality of Life in the context of tourism.

Table 2.23 List of reputed books on wellbeing & QOL in the context of tourism.

S. No	Name of the book	Name of the authors	Year of publication
1	<i>"Quality of Life Community Indicators for Parks Recreation and Tourism Management"</i>	Megha Budruk Rhonda Philips	2011
2	<i>"Wellness and Tourism : Mind, Body,Spirit,Place"</i>	Robyn Bushell Pauline J. Sheldon	2009
3	<i>"Quality Tourism experiences"</i>	Gayle Jennings Norma polovitz Nickerson	2010
4	<i>"Tourists, Tourism and the Good life"</i>	Philip Pearce, Sebastian Filep Glenn Ross	2010
5	<i>"Creating Experience Value in Tourism"</i>	Nina K. Prebensen Joseph S Chen Muzaffer S Uysal	2014

Source : Uysal, M.,et al (2005)

Table 2.24 Major works on Quality of Life from tourist perspective

	Title	Year	Name of the journal	Authors	Key findings
1	<i>“Vacationers Happier, but Most not Happier After a Holiday”</i>	2010	<i>“Applied Research in Quality of Life”</i>	<i>“Jeroen Nawijn, Miquelle A. Marchand, Ruut Veenhoven & Ad J. Vingerhoets”</i>	Relaxed and Leisure travel have positive impact on QOL
2	<i>“Effects of vacation from work on health and well-being: Lots of fun, quickly gone”</i>	2011	<i>“An international journal of Work, Health & Orginzations”</i>	<i>"Jessica de Bloom , Sabine A.E. Geurts , Toon W. Taris , Sabine Sonnentag , Carolina de Weerth & Michiel A.J. Kompier"</i>	No positive longer effect of tourism in QOL of all employees
3	<i>“How Does a Travel Trip Affect Tourists’ Life Satisfaction?”</i>	2011	<i>“Journal of Travel Research”</i>	<i>“M. Joseph Sirgy, P. Stephanes Kruger, Dong-Jin Lee, , Grace B. Yu”</i>	Tourism has positive and negative impact on overall satisfaction along with many other domains
4	<i>“Quality of life and tourism: A conceptual framework and novel segmentation base”</i>	2013	<i>“Journal of Business Research”</i>	<i>“Sara Dolnicar Katie Lazarevski Venkata Yanamandram”</i>	Eight life domains were measured to subjective QOL.

5	<i>"Health and Wellness Benefits of Travel Experiences: A Literature Review"</i>	2013	<i>"Journal of Travel Research"</i>	<i>"Chun-Chu Chen, James F. Petrick"</i>	It helped in development eight hypothesis
6	<i>"Family and Relationship Benefits of Travel Experiences: A Literature Review"</i>	2013	<i>"Journal of Travel research"</i>	<i>"Angela M. Durko, James F. Petrick"</i>	It helped in development of three hypothesis
7	<i>"A measure of quality of life in elderly tourists"</i>	2014	<i>"Applied Research in Quality of Life"</i>	<i>"Woo E Kim Uysal M"</i>	Motivation plays key role in overall satisfaction domain
8	<i>"The Impact of Tourism on Quality of Life: A Segmentation Analysis of the Youth Market"</i>	2014	<i>"Tourism Analysis"</i>	<i>"Eusébio, Celeste; Carneiro, Maria João"</i>	In youth tourist the relations between QOL and Tourism tested positive.
9	<i>"Tourism experience and quality of life among elderly tourists"</i>	2015	<i>"Tourism Management"</i>	<i>"Hyelin Kim Eunjum Woo Muzaffer Uysal"</i>	The relation between tourism and QOL is tested positive in elderly aged people.

2.13 Memory

The phenomenon of storage of information and the ability to retrieve it whenever there is a need usually in human beings is referred to as memory. In history, the first scientific way of the investigation was done by Hermann Ebbinghaus(1850-1909) and published in “Memory: A Contribution to Experimental Psychology” in the year 1885. His experiment was designed to avoid the interference of prior knowledge so he devised a few nonsense syllables to test his memory. In the modern literature, memory has been classified as shown in table 2.25 and definitions were included in table 2.26.

Table 2.25 Classification of memory based on various factors

	Classification	Names used to represent memory
Memory	Types	• Semantic Memory - Facts & General Knowledge
		• Episodic Memory - Personally experience events
		• Procedural Memory - Motor & Cognitive skills
	Implicit memory	• Priming - Enhanced identification of objects
		• Learning through classical conditioning
	Sensory memory	• Visual sensory memory (Iconic memory)
		• Auditory sensory memory(echoic memory)
		• Working memory
	Stages	• Non declarative Memory
		• Declarative memory
Process	Encoding	
	Storage	
	Retrieval	

Source : Adapted from Atkinson & Shiffrin, (1968)

Table 2.26 List of definitions of different types/stages/processes of memory

S.No	Type of memory	Definitions
1	Explicit memory	Refers to “ <i>knowledge or experiences that can be consciously remembered</i> ”
2	Implicit memory	Refers to “ <i>the influence of experience on behaviour, even if the individual is not aware of those influences</i> ”
3	Semantic memory	Refers to “ <i>our knowledge of facts and concepts about the world</i> ”
4	Episodic memory	Refers to “ <i>the firsthand experiences that we have had</i> ”
5	Procedural memory	Refers to “ <i>our often unexplainable knowledge of how to do things.</i> ”
6	Priming memory	Refers to “ <i>changes in behaviour as a result of experiences that have happened frequently or recently</i> ”.
7	Learning through classical conditioning	“ <i>in which we learn, often without effort or awareness, to associate neutral stimuli (such as a sound or a light) with another stimulus (such as food), which creates a naturally occurring response, such as enjoyment or salivation.</i> ”
8	Sensory memory	Refers to “ <i>the brief storage of sensory information</i> ”
9	Visual sensory memory /Iconic memory	Refers to “ <i>ability to recollect the the picture/symbols after looking for few seconds</i> ”
10	Auditory memory	Refers to “ <i>ability to recollect the the picture/symbols after looking for few seconds</i> ”
11	Short term memory	Refers to “ <i>the place where small amounts of information can be temporarily kept for more than a few seconds but usually for less than one minute</i> ”.
12	Long term memory	Refers to “ <i>memory storage that can hold information for days, months, and years</i> ”.
13	Declarative memory	Refers to “ <i>the ability to retain information about facts or events over a significant period of time and to consciously recall such declarative knowledge</i> ”.
14	Non declarative memory	Refers to “ <i>a collection of various forms of memory that operate automatically and accumulate information that is not accessible to conscious recollection</i> ”.
15	Encoding	Refers to “ <i>Encoding refers to the initial experience of perceiving and learning information</i> ”.
16	Storage	Refers to “ <i>storage refers to maintaining information over time</i> ”.
17	Retrieval	Refers to “ <i>the ability to access information when you need it</i> ”.

Compiled from the various sources : “(Cowan, Lichty, & Grove, 1990); Atkinson & Shiffrin, (1968); George Sperling (1960); (Baddeley, Vallar, & Shallice, 1990); American Psychology Association definitions, (Melton, 1963) ; Sperling (1960); Peterson & Peterson (1959)

2.14 Role and Relevance of Memory in Tourism context

Experience consequence is memory (Kastenholz et al., 2017). Most research has “conceptually linked experiences, memories, and customer behaviour alternatively of empirically checking out their relationship”(Kang et al., 2015). Previous research has targeted “direct relationships between tour experiences and some behavioural intention elements and ignores the necessary function of the traveller’s reminiscence in inducing fantastic behavioural intentions”. (Kang et al., 2015). This study has investigated the role of memory as a mediator.

Chapter 3

Methodology

3.1 Study setting

Agritourism is an age-old practice in India but there is no census available on the number of agritourists visiting agritourism centres or several agritourism centres in India. Very few states in India identified Agritourism as a potential game-changer in GDP and the life of farmers. Especially Maharashtra is the pioneer in fostering agritourism, it is the first state to include the Agritourism world in the State Tourism policy 2016 and it has brought a new exclusive public policy “Maharashtra Agritourism Policy 2021”. In the policy, guidelines were framed to set up an agritourism centre. Classifications of Agritourism centres were given based on the area and amenities available at the farm to tap the potential for Agritourism. According to the report “Economic survey of Maharashtra 2020-21” glance at agriculture in Maharashtra is given in the below table.

Table 3.1 Glance of Agriculture in Maharashtra for the year 2019-20

S.No	Item	Measure ('000 ha)
1	Net area sown	16,815
2	Gross cropped area	23,212
3	Rice	1,553
4	Wheat	1,057
5	Jowar	2,371
6	Bajra	673
7	All cereals	6,976
8	All pulses	4,316
9	All food grains	11,292
10	Sugarcane cane harvested area	882
11	Cotton	4,491
12	Groundnut	291

Source : Economic Survey of Maharashtra 2020-21 page no

3.1.1 Agritourism centre

According to the survey conducted by the Agri Tourism Development Corporation (ATDC) of today, there are 623 agritourism centres are spread across 31 districts of Maharashtra. In the state, agritourism centres are offering half-day visits, full-day visits to crop fields, diaries, fruit yards, hatcheries along stay in huts and mudhouses. The data was collected from 40 agritourism centres located in and around Pune.

3.2. Population and Population size

There are millions of people who undergo agritourism in India every year. Especially visiting agriculture fields on auspicious days with family members is an age-old practice in India. In this study, the researcher has covered the agritourist who go for paid agritourism tours in India. Since no department or ministry is having a census for agritourists in India the population of Agritourist is unknown.

3.3 Target population (Agritourism in Maharashtra)

Agri Tourism Development Corporation(ATDC) is a private entity that provides agritourism, agritourism centre development training and fostering agritourism by farmers and Agri entrepreneurs in Maharashtra. It is only the entity that conducted several surveys on Agritourism and published the Agritourist census of Maharashtra State. So the researcher has considered all the population who visited 623 agritourism centres in 30 districts of Maharashtra State.

3.4 Research design (Study 1 & 2)

The research has been divided into two studies. The first study is from the perspective industry and Agri entrepreneurs want to know the exclusive factors/elements/products/services/experiences that affect the Agritourism Experience. As a whole, the first study used Focus Group interviews.

The points were noted down in the Focus group interviews and further manually content analysis was done to divide that into themes and analysis was completed after finding the influencing factors. Study 2 was an empirical study with 400 data points and tested two models.

3.4.1 Study 1 : Industry perspective

3.4.1.1 Research question of the Study 1

What are the unique factors/elements/activities/facilities/products/services/things that influence the agritourist satisfaction at Agritourism centres?

3.4.1.2 Research objective of the Study 1

The objective of the study 1 is to know unique factors/elements/activities/things that influence the Agritourist satisfaction and experiences at Agritourism centres. There is limited research literature available on agritourist satisfaction, especially in the Indian context.

3.4.1.3 Methodology of the study 1 - Focus Group Interview

Qualitative techniques - Focus Group Interview was adopted to collect the data for the research question of finding factors/elements/activities/facilities/things that influence the agritourism satisfaction at Agritourism centres.

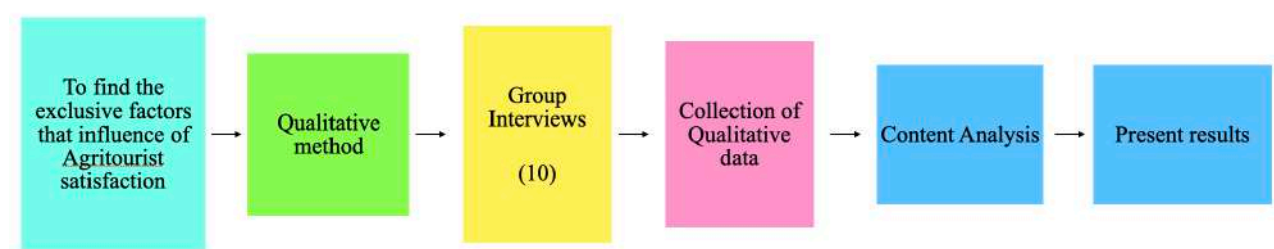


Figure 3.1 Flow chart of methodology of Study 1

The researcher acted as a moderator and coordinated ten Focus Group Interviews with participants ranging from 15 members to 20 members in each group. Group also includes at least one agri entrepreneur along with Agritourists who participated in the discussion. The Focus Group Interviews were held in the following standard format.

Step 1: At the agritourism centres 15-20 agritourists were asked to sit in around

Step 2: The researcher introduced himself and gave an overview of the context

Step 3: Distributed questionnaire to collect the demographic data from Agritourist

Step 3: Researcher acted as a moderator for the FGI and used funnel technique and made Agritourist express their views on the topic

Step 4: Research further dwelled deep down the topic with the help of a semi-structured questionnaire

Step 5: Main points were noted down with the help of the Assistants transcriber (Mr Madhusudan Reddy, Msc Agriculture).

Step 6: At the end of the FGI, all points were summarised and read out to take the final opinion of the Agritourist to add any additional information.

Step 7: The researcher concluded the FGI with the vote of thanks.

In this study 1, “the non-probability sampling method was used with convenience sampling technique to collect the data from 150 estimated agritourists through a semi-structured questionnaire”. The manually content analysis method was used to identify the underlying factors/elements of overall satisfaction.

3.4.2 Research design study 2 - Theoretical perspective

The second study is from the theoretical perspective, a conceptual framework is designed with seven constructs. It has a few dependable variables Independent variables and mediating variables.

Further, data was collected from 400 agritourists of 50 agritourism centres.

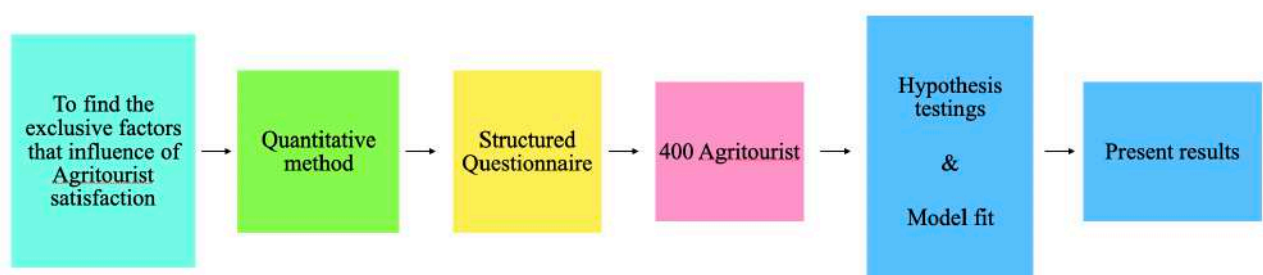


Figure 3.2 Flow chart of methodology of study 2

The second study is descriptive and it is an attempt to explain the relationship between Agritourist experience and Agritourist quality of life, Memory, Word of Mouth with two models.

3.5 Hypothesis development of the study 2 (Model 1 and Model 2)

The agritourism literature is “dominated by studies that specialise in aspects of agritourism supply, and Demand-side perspectives are limited”(Sharon Flanigan, Kirsty Blackstock, & Colin Hunter, 2014). On the other hand, the Motivations and experiences of Agritourist are different from any leisure tourist Sznajder et al (2009) so there is a gap in the literature to study the experience of Agritourist since little has been done on experience dimensions for countryside holidays (Kastenholz et al., 2017). The other research gap is found to be the role of memory on experience Pine and Glimore (1998) proposed “that consumption experiences incorporating the 4Es lead to improved recollections and subsequent high-quality evaluations. Literature helps that the 4Es can also make contributions to high-quality reminiscences”(Quadri -Felitti et al., 2013; Su et al.,2016) and Oh et al. (2007) learn about indicated that the 4Es have been appreciably correlated with advantageous recollections experiences. Experience consequence is memory. (Kastenholz et al., 2017). The find out about of function of reminiscence as a mediator of the impact of the tourism trip on behavioural consequences has been neglected. (Kastenholz et al., 2017). Most research has “conceptually linked experiences, memories, and customer behaviour alternatively of empirically checking out their relationship”(Kang et al., 2015). Previous research has targeted direct relationships between tour experiences and some behavioural intention elements and ignores the necessary function of the traveller’s reminiscence in inducing fantastic behavioural intentions. (Kang et al., 2015) so based on this literature H5, H8, and H9 were framed. To explore the new relationships were framed to test the relationship between Memory and Positive word of mouth, and Memory and Overall Satisfaction respectively. Final hypothesis H10 was framed “to test the relationship between Overall Satisfaction and Word of Mouth”.

Along with the above factors, there is a recent trend that Urban people are visiting Rural India has been increasing rapidly for various reasons based on these lines to examine the relationship between the experience dimensions proposed by Pine & Gilmore(1998) and memory are framed as follows:

List of Hypothesis of the Model 1

H1: There is a significant impact of EDUEXP on MEM

H2: There is a significant impact of EDUEXP on TQL

H3: There is a significant impact of EDUEXP on WOM

H4: There is a significant impact of ENTEXP on MEM

H5: There is a significant impact of ENTEXP on TQL

H6: There is a significant impact of ENTEXP on WoM

H7: There is a significant impact of ESCEXP on MEM

H8 : There is a significant impact of ESCEXP on TQL

H9: There is a significant impact of ESCEXP on WoM

H10: There is a significant impact of ESTEXP on MEM

H11: There is a significant impact of ESTEXP on TQL

H12: There is a significant impact of EDUEXP on WOM

List of Hypothesis of the Model 2

H13 : There is a significant impact of ATE on Word of Mouth

H14 : Memory mediates the relationship between ATE and Word of Mouth

H15 : Tourist Quality of life mediates the relationship between ATE and Word of Mouth

H16 : Memory and Tourist quality of life sequentially mediate the relationship between ATE and Word of Mouth

3.6 Proposed conceptual model of the study 2 of Model 1 and Model 2

The conceptual framework of study 2 of model 1 is represented in the figure. In the framework, the Experience construct has four sub-constructs namely “*Education, Entertainment, Escapism and Esthetics*” are directed towards Tourist Quality of Life, Memory and Word of Mouth constructs. Model 1 has 12 hypotheses as mentioned above.

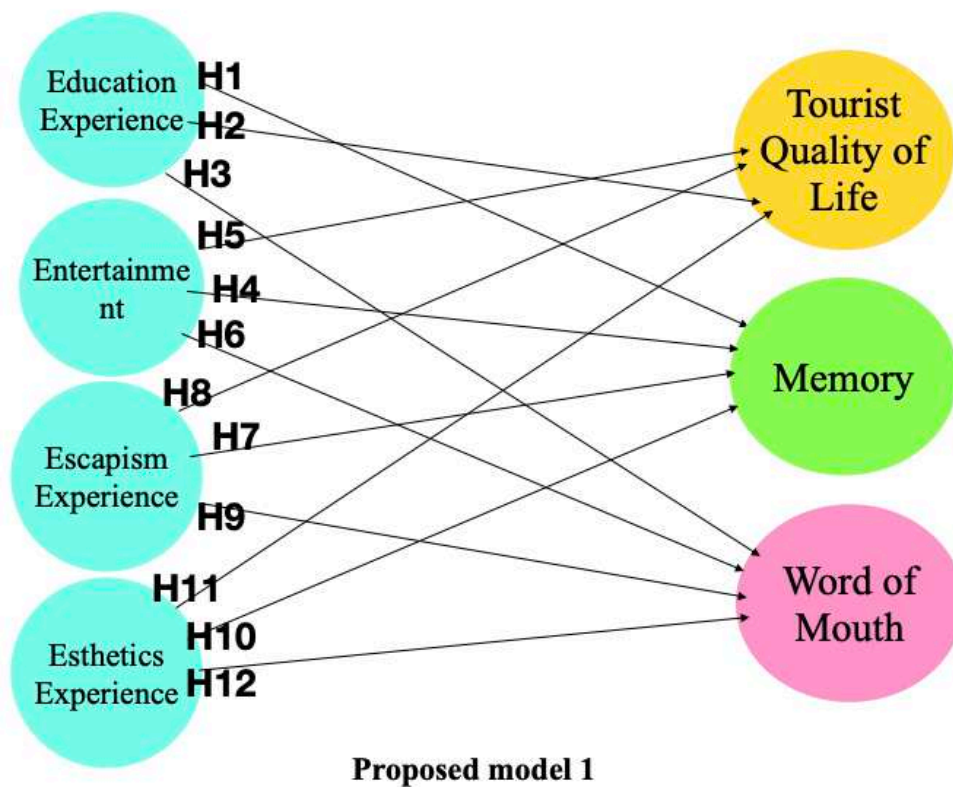


Figure 3.3 Proposed conceptual model 1

The conceptual framework of study 2 of model 2 is represented in the figure. In the framework, the relationship between the Agritourism Experience as a single higher-order construct related towards the Word of Mouth where Memory and Tourist Quality of Life act as mediating variables. It has 6 hypotheses as mentioned in the above list of hypotheses.

3.7 Sample size (Purposive sampling)/Non probability sampling/Convenience sampling

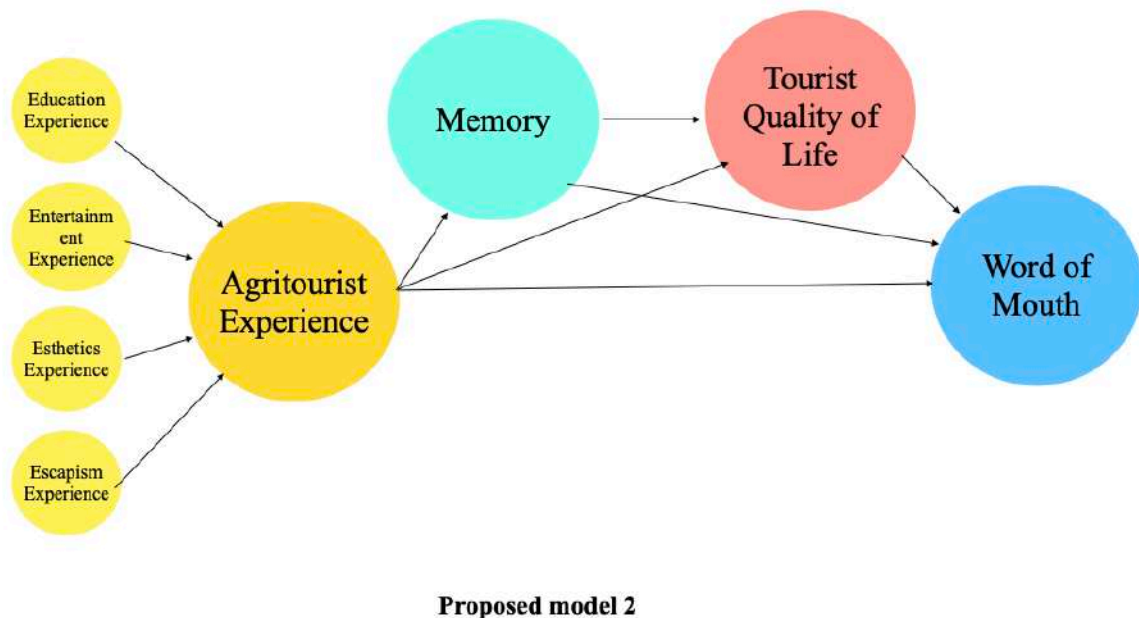


Figure 3.4 Proposed conceptual model 2

The sample size for the first study is 133 and for the second study is 400. The selected sampling method is non-probability and convenience sampling is used in both studies.

3.7.1 Sample justification

3.7.1.1 Sample justification for the Study 1

Study 1 addressed the first objective and collected the qualitative data from 10 rounds of Focus Group Interviews were conducted from 136 Agritourist. After eight focus groups, interviews answers were repeated and no new elements/factors/activities/services/experience were found. The repetitive answers were continued in the 9th and 10th Focus Group Interviews so the researcher and experts felt that most of the answers were covered for the first objective.

3.7.1.2 Sample justification for the Study 2

The conceptual model has 10 constructs and 40 questions. According to Nunnally(1978), each item should have 10 data points. It indicates that 40 items should have at least 400 data points. Each construct must have 1:10 is the ratio suggested by Hair et al(1998) and Using the Pine and Gilmore(1998) 4Es concept numerous studies were conducted in different tourism settings as mentioned in the literature review table 23. The following table 3.3 is the list of such research works which adopted the Pine&Gilmore model and proposed different conceptual models. The average sample size in these contexts is 300 and the maximum is 419. These are the reference to fix the sample size for 400.

Table 3.2 List of the previous studies and their respective sample sizes

S.No	Previous study done by	Sample size
1	Oh et al(2007)	419
2	Hosany et al(2010)	169
3	Manthiou et al(2012)	338
4	Loureiro et al(2014)	222
5	Kastehnholz et al(2017)	252
6	Song et al(2018)	402

Source : Compiled by the researcher

3.8 Instrument development and Questionnaire

3.8.1 Instrument development and questionnaire for the Study 1

In the study, the researcher developed a basic demographic questionnaire (Part A) for study 1 and study 2 and Part B is the semi-structured interview questionnaire.

Table 3.3 Basic demographic profile (Part A)

S.No	Item	Options
1	Gender	1. Female 2. Male 3. Other
2	Age Grop	1. 18 years - 27 years 2. 28 years - 37 years 3. 38 years - 47 years 4. 48 years - 57 years 5. 57 years and above
3	Education qualification	1. School dropout/SSC 2. Inter/Diploma 3. Graduation 4. Post Graduation 5. PhD
4	Occupation	1. Student 2. Employee 3. Self-employed/Business 4. Homemaker
5	Frequency of Visit to Agritourism site in the last five years	1. One time 2. Two times 3. Three times 4. Four times 5. Five times
6	Travel partner	1. Friend 2. Spouse 3. Colleagues 4. Family members
7	Number of travel partners	1. 1-3 members 2. 4-6 members 3. 7-9 members 4. 10 and above
8	Monthly income range(INR)	1. No Income 2. 15,000 to 25,000 3. 26,000 to 50,000 4. 51,000 to 1 lakh 5. 1lakh above to 2 lakh 6. Above 2 lakh
9	Type of Tourist	1. Domestic 2. International
10	Duration of the stay	1. Few hours 2. Complete day 3. One complete day and night 4. 2-3 days 5. 4-6 days 6. One week and above
11	Social background	1. Born and brought up in city - have no relatives in village 2. Born and brought up in city - have relatives in village 3. Born in village migrated to city and have no relatives in village 4. Born in village migrated to city and have relatives in village

3.8.2 Instrument development and questionnaire for the Study 2

The basic demographic profile is same for the study 1 and study 2. In the study 2nd part of the Questionnaire part, B contains the following constructs Experience(4Es), Tourist quality of Life, Word of Mouth, and Memory and their sources of adaptation are given in table 3.4.

Table 3.4 List of items and constructs adopted sources

S.NO	Journal	Authors	Article	Constructs	Items
1	Journal of travel research (2007)	Oh H Fiore A H Jeoung M	“Measuring experience economy concepts : Tourism application”	Education	<i>“1. The experience has made me more knowledgeable</i> 2. I learned a lot 3. It stimulated my curiosity to learn new things <i>4. It was a real learning experience”</i>
2				Esthetics	“ 1. I felt a real sense of harmony 2. Just being here was very pleasant 3. The setting was pretty bland <i>4. The setting was very attractive”</i>
3				Entertainm ent	<i>“1. Activities of others were amusing to watch</i> 2. Watching others perform was captivating 3. I really enjoyed watching what others were doing <i>4. Activities of others were fun to watch”</i>
4				Escapism	<i>“1. I felt I played a different character here</i> 2. I felt like I was living in a different time or place 3. The experience here let me imagine being someone else <i>4. I completely escaped from reality”</i>

“ 1. I will have wonderful memories about this B&B

2. I will remember many positive things about this B&B

3. I won't forget my experience at this B&B”

“1. Overall, I felt happy upon my return from the trip”

“2. My satisfaction with life in general was increase shortly after the trip”

“3. So far I have gotten the important things I want in life”

“4. Although I have my ups and downs, in general I felt good about my life shortly after the trip”

“5. After the trip I felt that I lead a meaningful and fulfilling life”

“1. How likely are you to spread positive word-of-mouth about....

2. I would recommendto my friends

3. If my friends were looking for ...I would recommend them to try...”

8	Journal of travel research (2007)	Oh H Fiore A H Jeoung M	“Measuring experience economy concepts : Tourism application”	Overall Satisfaction	1. “ <i>Satisfied to dissatisfied</i> ”
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The below tables 3.5 to 3.11 are related respective constructs used in the study and these items were modified according to the agritourism context, so that Agritourist can understand and reply.

Table 3.5 Modified items of Education experience

Education Experience	Adopted item	Modified item for Agritourism
	1. <i>“The experience has made me more knowledgeable”</i>	“The experience has made me more knowledgeable(my understanding of crops, agriculture practices and other agri related activities increased”
	2. <i>“I learned a lot”</i>	“I learnt about activities like bullock cart ride, milking, fishing techniques, crop types, dressing styles, and village culinary etc.”
	3. <i>“It stimulated my curiosity to learn new things”</i>	“It stimulated my curiosity to learn processing the seeds, milking cows, and new things in the farm field”
	4. <i>“It was a real learning experience”</i>	“ Really I felt as learning experience”

Table 3.6 Modified items of Esthetics experience

Esthetics Experience	Adopted item	Modified item for Agritourism
	5. <i>“I felt a real sense of harmony”</i>	“ I felt a real sense of harmony with people, place and experiences at agritourism site”
	6. <i>“Just being here was very pleasant”</i>	“Just being in Agritourism centre was very pleasant experience”
	7. <i>“The setting was pretty bland”</i>	“Agritourism setting was uninteresting”

Table 3.7 Modified items of Entertainment experience

Entertainment Experience	Adopted item	Modified item for Agritourism
	9. <i>“Activities of others were amusing to watch”</i>	“ Activities of traditional dances, singing, art performance by local people were amusing to watch”
	10. <i>“Watching others perform was captivating”</i>	“ Watching local performances were captivating”
	11. <i>“I really enjoyed watching what others were doing”</i>	“ I really enjoyed watching what co agritourist, my family members, hosts were doing”
	12. <i>“Activities of others were fun to watch”</i>	“ Activities of co agritourist were fun to watch”

Table 3.8 Modified items of Escapism experience

Escapism Experience	13. <i>“I felt I played a different character here”</i>	“ I felt I like I am real farmer/milkman/ or different character at agritourism centre”
	14. <i>“I felt like I was living in a different time or place”</i>	“ I felt like I was living in a different time or place or I completely forget about my regular work”
	15. <i>“The experience here let me imagine being someone else”</i>	“ Agritourism experience here let imagine being a farmer or native village person”
	16. <i>“I completely escaped from reality”</i>	“ I completely escaped from my profession, job, regular work, and even reality”.

Table 3.9 Modified items of Memory

Memory	Adopted item	Modified item for Agritourism
	“ 1. I will have wonderful memories about this B&B”	“ I have wonderful memories about agritourism”
	“2. I will remember many positive things about this B&B”	“ I remember many positive things about agritourism”

“3. I won’t forget my experience at this B&B”

“ I won’t forget my experience at this agritourism centre”

Table 3.10 Modified items of Word of Mouth

Word of Mouth	Adopted item	Modified item for Agritourism
	“1. How likely are you to spread positive word-of-mouth about...”	“I would like to tell positive things/ experiences of agritourism centres to my friends”
	“2. I would recommendto my friends”	“ I would recommend Agritourism centres to my friends”
	“3. If my friends were looking for ... I would recommend them to try...”	“ If my friends were looking for unique or new experience I would recommend them to try for agritourism centre”

Table 3.11 Modified items of Tourist Quality of Life

Tourist Quality of Life	Adopted item	Modified item for Agritourism
	<i>“1. Overall, I felt happy upon my return from the trip”</i>	“ Overall, I felt happy upon my return from the agritourism”
	2. “My satisfaction with life in general was increase shortly after the trip”	" My satisfaction with life in general was increased shortly after the trip to Agritourism centre”
	3. “So far I have gotten the important things I want in life”	" So far I have gotten the important things I want in life after the trip to Agritourism centre”
	4. “Although I have my ups and downs, in general I felt good about my life shortly after the trip”	" Although I have my ups and downs, in general I felt good about my life shortly after the trip to Agritourism centre”
	5. <i>“After the trip I felt that I lead a meaningful and fulfilling life”</i>	“ After the trip to Agritourism centre, I felt that I lead a meaningful and fulfilling life”

3.9 Scales - 7 point Likert scale of the Study 2

In this study 2 for all the constructs, 7 point unidimensional Likert scales were used to collect the data from 400 agritourists. Famous Psychologist Rensis Likert developed this scale to capture the opinion of respondents. Among the odd Likert scales 5 point scales and 7 point scales were widely used in the research. In this study, 7 points odd Likert scale was used to increase the options for respondents. All items were given 7 options ranging from “1. Strongly disagree” to “7. Strongly agree”.

3.10 Operational definitions of the Study 1 and Study 2

Agritourism : Travelling for leisure/recreational activity out of his/her home town where Tourist experiences the agriculture activities at the working farm/non-working farm and makes him/her experience authentic life of farmer which includes tasting cuisine, experience culture, staying in their accommodation, participating in farmer festivals, learning farming skills.

Agritourist Experience : Any tourists who participates actively and passively and immersion himself/herself with the events or agricultural fields.

Memory : Agritourist having wonderful, unforgettable and positive things in his mind after returning from the trip

Tourist Quality of Life : Satisfaction of Agritourist in selective indicators like happiness, meaningfulness , Life fulfilment, general satisfaction after experiencing Agritourism.

Word of Mouth : Agritourist who talks about the positive things about Agritourism and recommends the others to experience.

3.11 Inclusion criteria for the Study 1 and Study 2

3.11.1 Criteria to include as an Agritourist

The study has covered five types of tourists classified by Snajdzer et al(2009) out of 6 types. The 5 selective types of tourists are marked bold in table 3.12.

Table 3.12 Selective list of Agritourist for the study

S.No	Name of the Segmentation	Length of the stay
1	Momentary agritourist	3 to 4 hours
2	One-day agritourist	One whole day
3	Agritourist staying overnight	One day and night
4	Weekend agritourist	Friday or Saturday
5	Holidaymakers	One week to one month or even more
6	Loyal Agritourists	Several times a year or Several years running

3.11.2 Criteria to include as an Agritourism Destination

In literature, there is no single opinion on measurement for agritourism destinations. Few scholars noted that at least 20,000 tourists per year are considered as Agritourism destinations for an Agriculture farm provides tourism activities. On the other hand, few researchers considered Agritourism destination which receives seven thousand to fifteen thousand Agritourist annually Snjadzer et al(2009). In the study, data was collected from agritourism centres clusters which have more than ten thousand footfalls per year. There are around 50 to 100 clusters that come under the Agritourism destination category. Research has taken care to collect the data from all five different types of Agritourism destinations classified by the Falcon as shown in the figure.

3.12 Sources of data

3.12.1 Source of data for the Study 1

The researcher visited the 5 agritourism centres personally in Baramati (Near Pune District of Maharashtra and conducted Focus Group interviews for 10 groups and each group size ranges from 15-to 20 Agritourist. In the FGDs, 133 agritourists participated in the 10 focus group interviews.

3.12.2 Source of data for the Study 2

The data was collected from Agritourist who experienced agritourism in and around Pune in the last five years. The questionnaire (Google form) was sent to around 7000 Agritourist of 400 Agritourist centres in 31 districts of Maharashtra. To avoid duplicate responses in the google form multiple submission options were disabled. The researcher got a response from 50 agritourism centres and the number of responses was 433. Finally, the number of valid and complete responses were 400 after removing incomplete responses.

3.13 Data collection methods (Survey/ Structured questionnaire/Semi structured questionnaire)

In study 1 one questionnaire was employed to collect the basic demographics of Agritourist who participated in the Focus Group Interviews. Once the Part A demographic information was filled then open-ended Semi-structured questions were asked to the groups.

In study 2, the questionnaire is divided into two parts first part was meant for the collection of demographic information(same as in study 1 - Part A) and the second part was designed to collect the data on various constructs on 7 point Likert scale ranges from strongly disagree to strongly agree.

3.14 Softwares used for analysis

In the study 2, IBM SPSS 26 and Smart PLS were used for analysis of study.

3.15 Pilot study

For study 2, the pilot study was carried out at the Baramati Agritourism Centres and collected the data from 40 agritourists in Baramati Agri tourism centre, Pune. The questions which were adopted directly from the literature are modified according to the agritourism context. The ambiguity and unclear questions were reframed after the pre-test. A pilot study was conducted from 25 December 2020 to 27 December 2020.

3.15.1 Demographic of the pilot study

Table 3.13. Gender (Pilot study)

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	16	38.1	38.1	38.1
Male	26	61.9	61.9	100.0
Total	42	100.0	100.0	

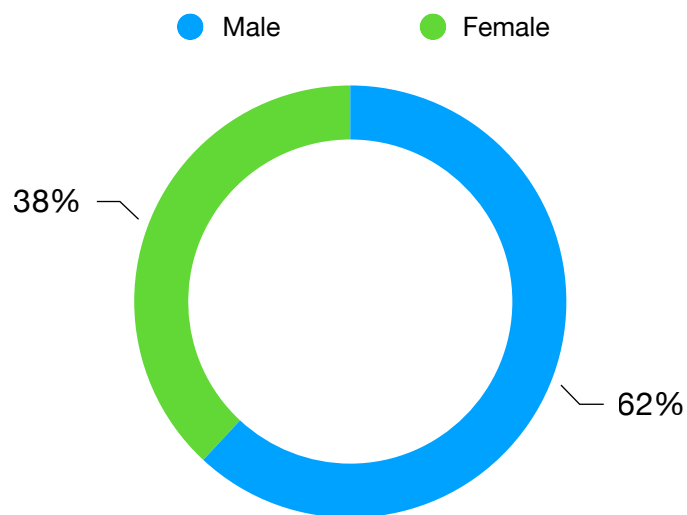


Figure 3.5 Gender (Pilot study)

The above Table 3.13 shows the gender of agritourists who participated in the pilot study. The absolute number of Agritourist partook in the pilot study were 42 and out of which 26 males constituted 62% and 16 females constituted 38%.

3.14. Age Group(Pilot study)

	Frequency	Percent	Valid Percent	Cumulative Percent
18 to 27 Years	11	26.2	26.2	26.2
28 to 37 Years	16	38.1	38.1	64.3
38 to 47 Years	8	19.0	19.0	83.3
48 to 57 Years	5	11.9	11.9	95.2
57 Years and above	2	4.8	4.8	100.0
Total	42	100.0	100.0	

The above Table 3.14 indicates the age group of the Agritourist who participated in the pilot study. In which 28years to 37 years age group people occupied the highest percentage among all other age group people with 38.1% and 18 years to 27 years age group people stood second-highest percentage among all other age group people occupied with 26.2 % and 38 to 47 years age group people occupied 19% of total participants.

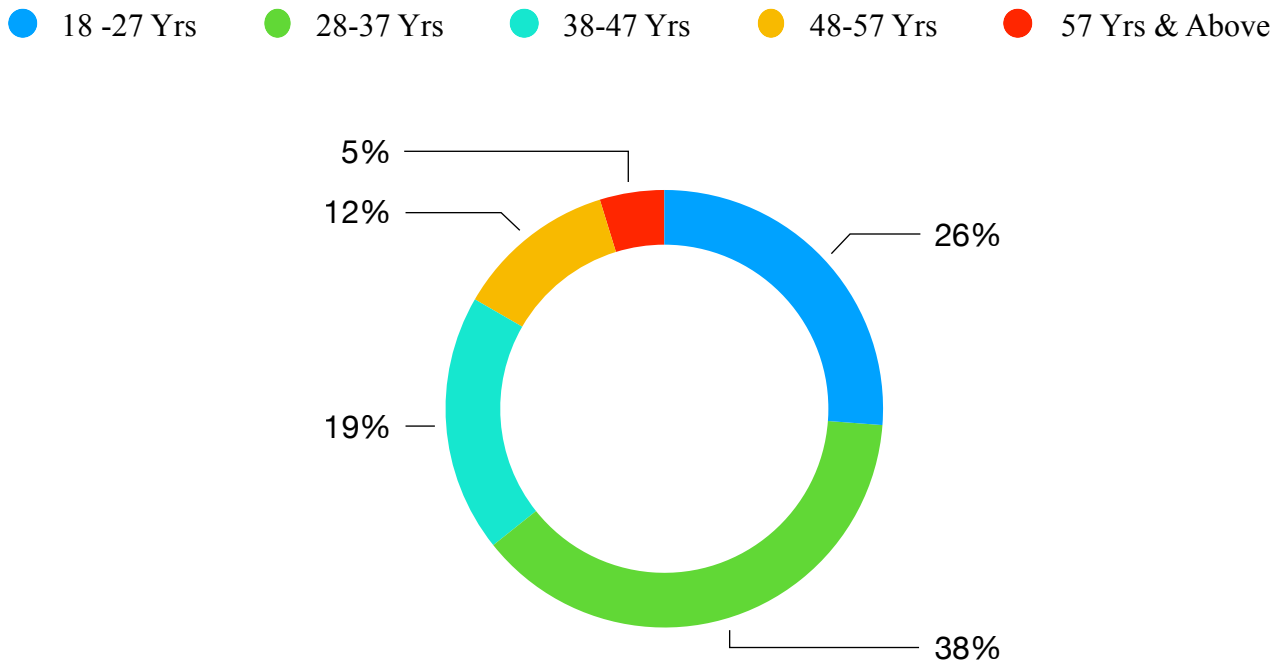


Figure 3.6 Age Group (Pilot Study)

3.15 Education qualification (Pilot study)

	Frequency	Percent	Valid Percent	Cumulative Percent
School Dropout or SSC	7	16.7	16.7	16.7
Intermediate or Diploma	12	28.6	28.6	45.2
Graduation	16	38.1	38.1	83.3
Post Graduation	7	16.7	16.7	100.0
Total	42	100.0	100.0	

The above Table 3.15 indicates the education qualification of the Agritourist who participated in the pilot study. Among them, agritourist who graduated stood highest with 38.1% and Agritourist who did their diploma or Intermediates stood second with 28.6%. All together Agritourist who did graduation and Intermediate/diploma constituted 66.7%.

● School dropout /SSC ● Intermediate/Diploma ● Graduation ● Post Graduation ● PhD

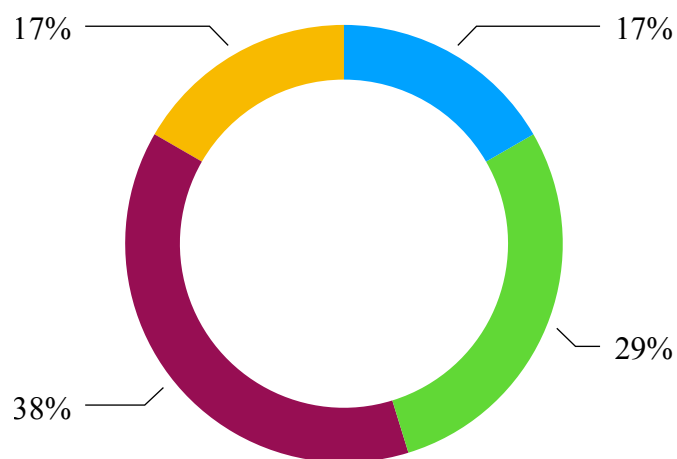


Figure 3.7 Education qualification (Pilot study)

3.16 Occupation(Pilot study)

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	5	11.9	11.9	11.9
Employee	9	21.4	21.4	33.3
Self-employed or Businessmen	22	52.4	52.4	85.7
Home Maker	6	14.3	14.3	100.0
Total	42	100.0	100.0	

The above Table 3.16 indicates the occupation of the Agritourist who participated in the survey. Self-employed or Businessmen/Women occupied the highest percentage with 52.4 % and the second-highest category was the Employee category with 21.4 % in the occupation.

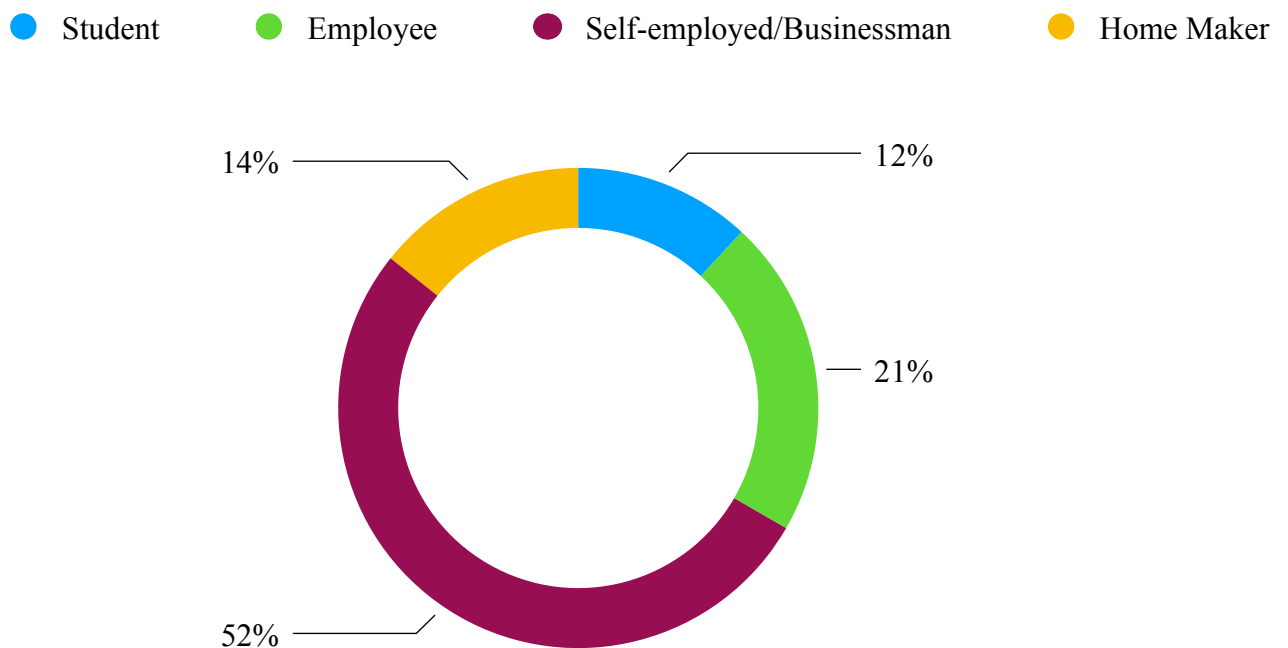


Figure 3.8 Occupation(Pilot study)

3.17 Frequency of visit to Agritourism sites in last five years(Pilot study)

	Frequency	Percent	Valid Percent	Cumulative Percent
One time in last five years	19	45.2	45.2	45.2
Two times in last five years	16	38.1	38.1	83.3
Three times in last five years	5	11.9	11.9	95.2
Four times in last five years	1	2.4	2.4	97.6
Five times or More in last five years	1	2.4	2.4	100.0
Total	42	100.0	100.0	

The above Table 3.17 indicates the frequency of visits to Agritourism sites in the last five years. First-time agritourism site visitors occupied the highest percentage with 45.2 % and two-time visitors occupied 38.1%. Major participants in the pilot study were one time visitors according to the frequency of visits.

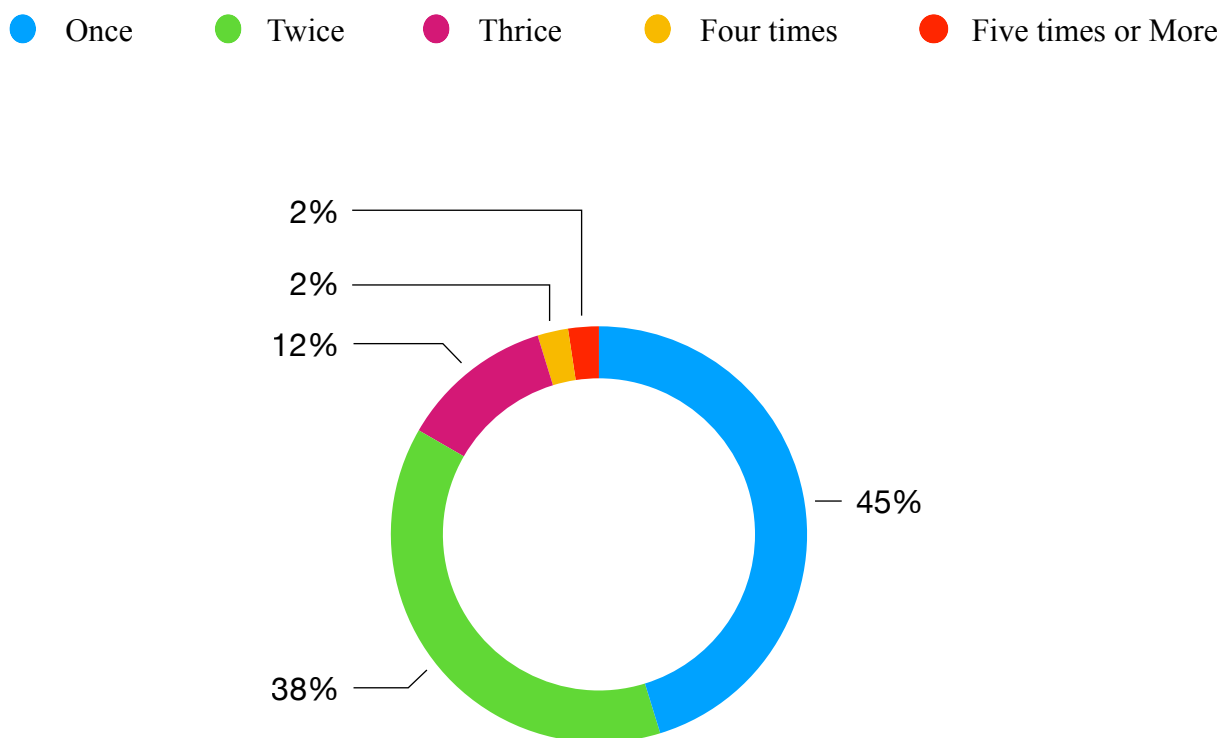


Figure 3.9 Frequency of visit to Agritourism sites in last five years(Pilot study)

3.18 Travel partner (You came along with your)(Pilot study)

	Frequency	Percent	Valid Percent	Cumulative Percent
Friend/Frineds	8	19.0	19.0	19.0
Spouse	6	14.3	14.3	33.3
Colleagues	7	16.7	16.7	50.0
Family Members	21	50.0	50.0	100.0
Total	42	100.0	100.0	

The above Table 3.18 indicates the travel partner of the Agritourist. In this category of Agritourist came with family members occupied highest with 50% and the second-highest in the Agritourist who came along with friend/friends occupied 19%. The second category can also be clubbed in the family segment and the total percentage of Agritourist visiting an agritourism centre constituted 64%.

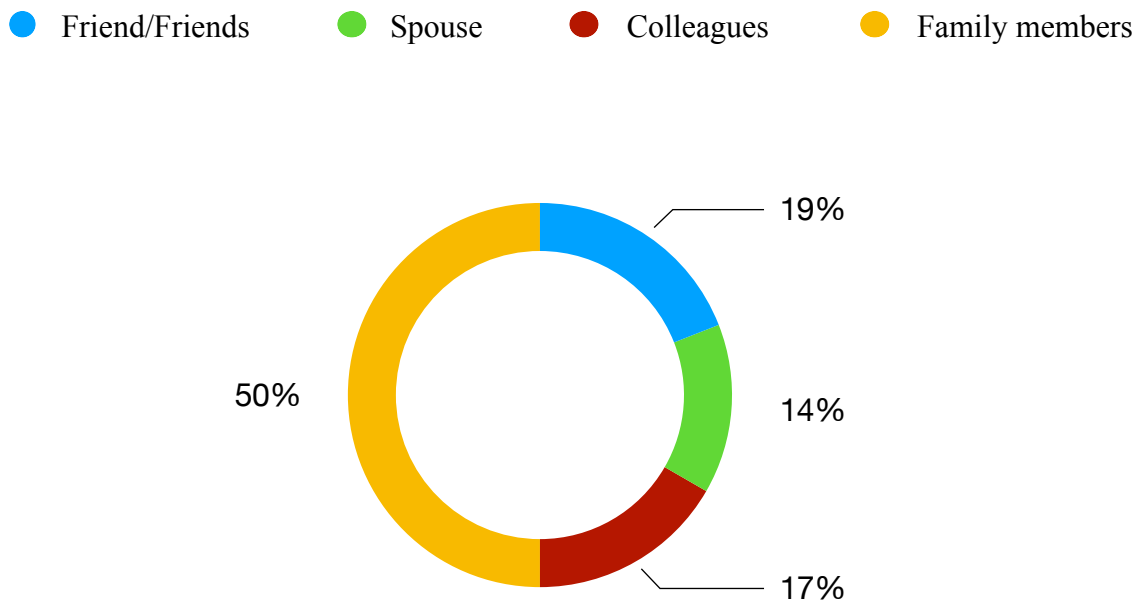


Figure 3.10 Travel partner (You came along with your)(Pilot study)

3.19 Number of Travel partners(Pilot study)

	Frequency	Percent	Valid Percent	Cumulative Percent
1-3 members	23	54.8	54.8	54.8
4-6 members	14	33.3	33.3	88.1
7-9 members	5	11.9	11.9	100.0
Total	42	100.0	100.0	

The above Table 3.19 indicates the size of the group. The group size which has 1-3 people constituted 54.8 % and stood the highest percentage among group sizes. The second group size was 4-6members group constituted 33.3 %. Largely the group range varied from 2 to 7 members.

● 1-3 members ● 4-6 members ● 7-9 members ● 10 members or more

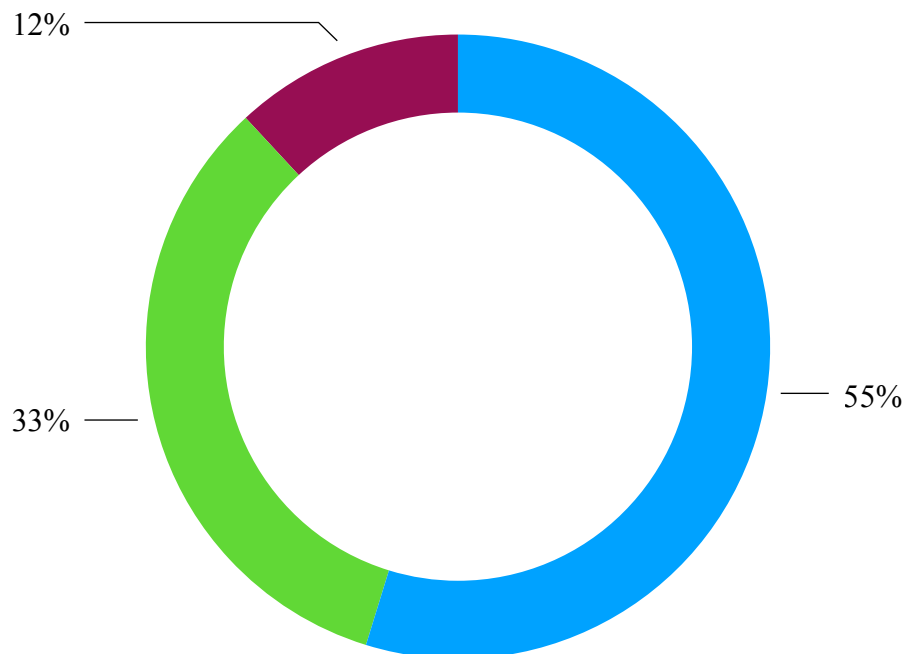


Figure 3.11 Number of Travel partners(Pilot study)

3.20 Monthly income range(Pilot study)

	Frequency	Percent	Valid Percent	Cumulative Percent
No Income	11	26.2	26.2	26.2
15000 - 25000	2	4.8	4.8	31.0
26000 - 50000	12	28.6	28.6	59.5
51000 - 1 lakh	14	33.3	33.3	92.9
1 lakh and above to 2 lakh	3	7.1	7.1	100.0
Total	42	100.0	100.0	

The above Table 3.20 indicates the monthly income of the Agritourist who participated in the pilot study. 33.3% of agritourist monthly income fell in the bracket of 51,000 INR to 1 lakh INR per month stood highest and 28.6 % of agritourist monthly income fell in the bracket of No Income stands second in the monthly income range.

● No income ● 15000-25000 ● 26000 - 50000 ● 51000 - 1 lakh ● 1 lakh and above

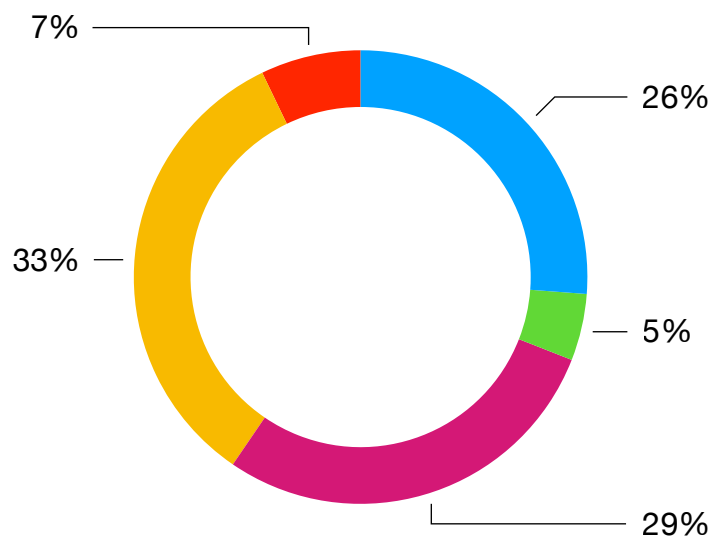


Figure 3.12 Monthly income range(Pilot study)

3.21. Duration of the stay at Agritourism site(Pilot study)

	Frequency	Percent	Valid Percent	Cumulative Percent
Complete Day	14	33.3	33.3	33.3
One complete Day and Night	14	33.3	33.3	66.7
2-3 days	13	31.0	31.0	97.6
4-6 days	1	2.4	2.4	100.0
Total	42	100.0	100.0	

The above Table 3.21 indicates the number of hours/days and nights Agritourists spent in the Agritourism site. There were five categories present in the study. The first category of Agritourist who spent a few hours on the site. The second category of Agritourist who spent complete day but not night. The third category of Agritourist who spent one complete day and night. The fourth category of Agritourists spent 2-3 days and the Fifth category of Agritourist spent almost one week. Among them, the agritourist category who spent one complete day stood first with 33.3%. The second highest was noted by agritourist category who spent one complete day and night was 33.3%.

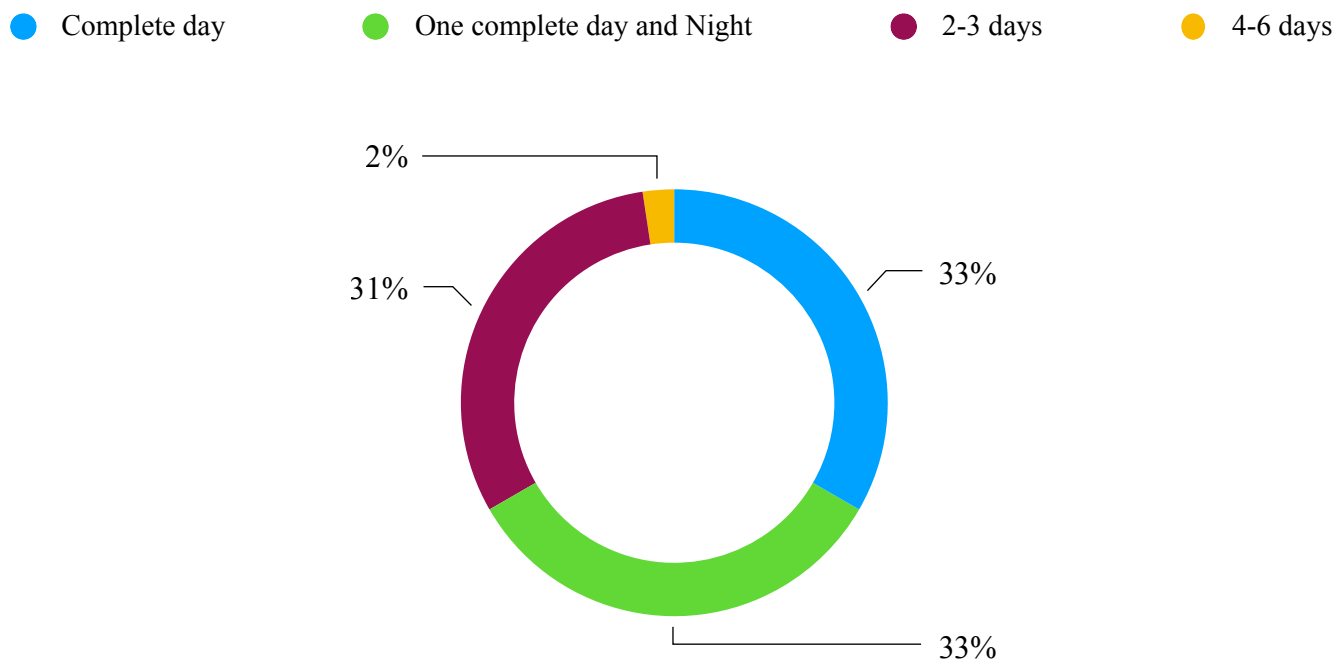


Figure 3.13 Duration of the stay at Agritourism site(Pilot study)

3.22 Social background(Pilot study)

	Frequency	Percent	Valid Percent	Cumulative Percent
Born and brought up in city (Have no relatives in village)	8	19.0	19.0	19.0
Born and brought up in city(Have relative in village)	6	14.3	14.3	33.3
Born in village and migrated to city (Have no relatives in village)	24	57.1	57.1	90.5
Born in village migrated to city (Have relatives in village)	4	9.5	9.5	100.0
Total	42	100.0	100.0	

- Born & Brought up in City (No relatives in Village)
- Born and brought up in city(Have relatives in village)
- Born in village and migrated to city(Have no relatives in village)
- Born in village migrated to city(Have relatives in Village)

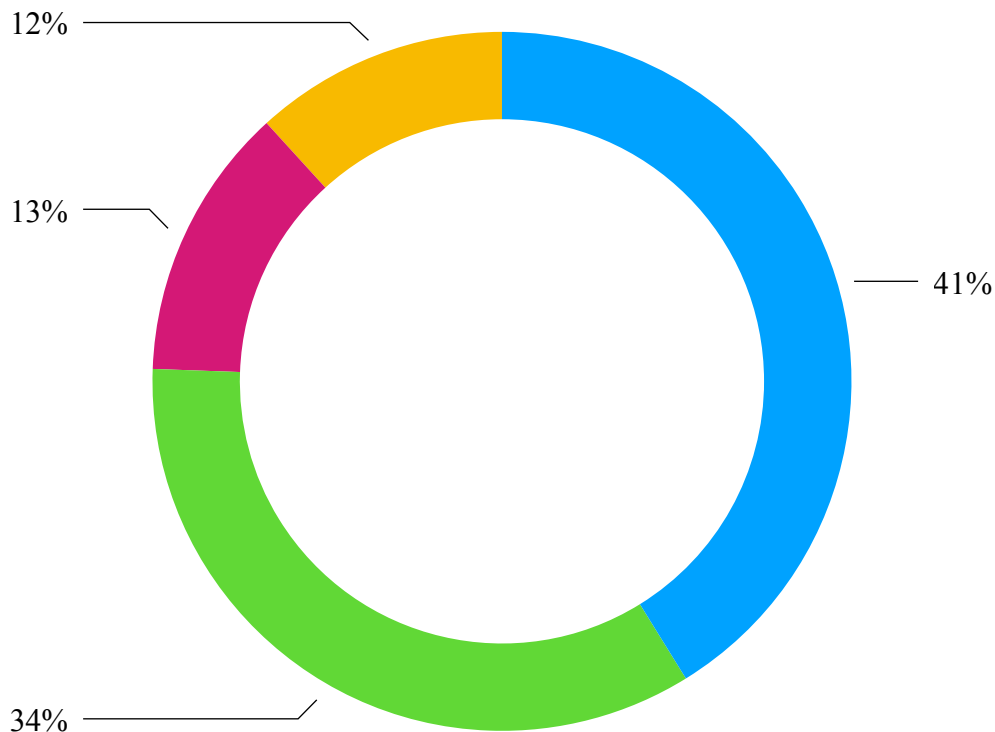


Figure 3.14 Social background(Pilot study)

3.15.2 Changes are made after the pilot study

The following are the changes made after the pilot study. Since participants didn't like to disclose their names, salaries and mobile numbers. In the main study, the name option was removed from the questionnaire. The salary option was converted ratio scale into interval scale. Instead of mobile number email address was collected. In the pilot, it took time to explain the questions to participants so in the main study questions were reframed and elaborated according to the agritourism context.

Chapter 4

Analysis , Findings, and Results

4.1 Analysis, and Results - Study 1

The study was divided into two sub-studies, Study one was a qualitative study that dealt intending to know the elements/factors/experiences that influence agritourist satisfaction with a sample size of 133 Agritourist and Study two was an empirical study and a model is tested with a sample size of 400 Agritourist.

4.1.1 Demographic profile of the study 1

The demographic details of the agritourist who participated in the Focus group interview are given below in the tables and figures.

Table 4.1.1 Gender(Study 1)

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	53	39.8	39.8	39.8
Male	80	60.2	60.2	100.0
Total	133	100.0	100.0	

Table 4.1.1 shows the gender of agritourists. The absolute number of Agritourist partook in the Focus Group Interview were 133 and out of which 80 males occupied 60.2% and 53 females occupied 39.8%.

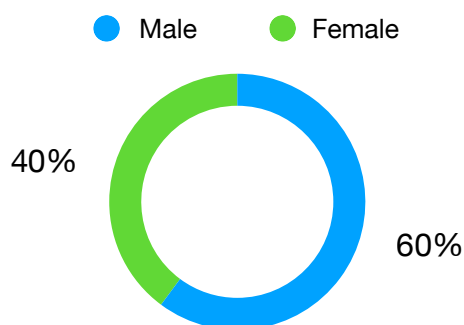


Figure 4.1 Gender(Study 1)

Table 4.1.2 Age Group(Study 1)

	Frequency	Percent	Valid Percent	Cumulative Percent
18 Years to 27 years	55	41.4	41.4	41.4
28 Years to 37 years	42	31.6	31.6	72.9
38 Years to 47 Years	27	20.3	20.3	93.2
48 Years to 57 Years	7	5.3	5.3	98.5
58 Years and above	2	1.5	1.5	100.0
Total	133	100.0	100.0	

Table 4.1.2 indicates the age group of the Agritourist who participated in Figure 4.2. In which 18 years to 27 years age group people occupied the highest percentage among all other age group people with 41.4% and 28years to 37 years age group people stood second-highest percentage among all other age group people with 31.6% and 38 to 47 years age group people occupied 20.3% of total participants.

● 18 -27 Yrs ● 28-37 Yrs ● 38-47 Yrs ● 48-57 Yrs ● 5 Yrs & Above

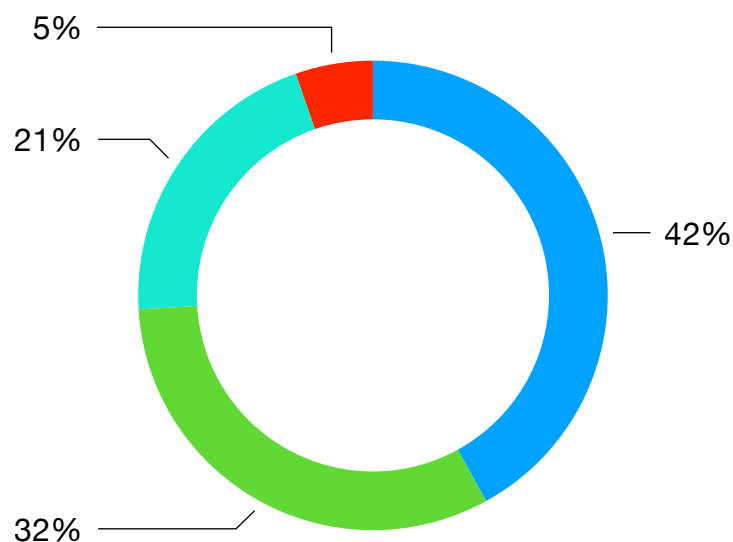
**Figure 4.2 Age Group(Study 1)**

Table 4.1.3 Education qualification(Study 1)

	Frequency	Percent	Valid Percent	Cumulative Percent
School Dropout or SSC	11	8.3	8.3	8.3
Intermediate or Diploma	51	38.3	38.3	85.7
Graduation	52	39.1	39.1	47.4
Post Graduation	18	13.5	13.5	99.2
PhD	1	.8	.8	100.0
Total	133	100.0	100.0	

Table 4.1.3 indicates the education qualification of the Agritourist who participated in the Focus Group Interview. Among them, agritourist who graduated stood highest with 39.1% and Agritourist who did their diploma or Intermediates stood second with 38.3%. All together Agritourist who did graduation and Intermediate/diploma constituted 77.4%.

● School dropout /SSC ● Intermediate/Diploma ● Graduation ● Post Graduation ● PhD

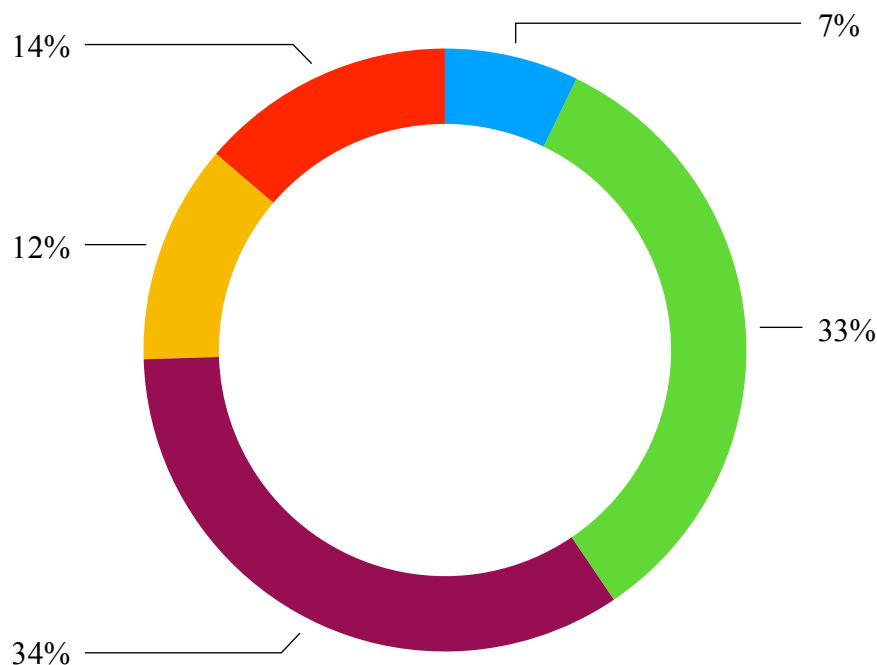
**Figure 4.3 Education qualification(Study 1)**

Table 4.1.4 Occupation(Study 1)

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	28	21.1	21.1	21.1
Employee	40	30.1	30.1	51.1
Self-employed or Businessmen	50	37.6	37.6	88.7
Home Maker	15	11.3	11.3	100.0
Total	133	100.0	100.0	

Table 4.1.4 indicates the occupation of the Agritourist who participated in the survey. Self-employed or Businessmen/Women occupied the highest percentage with 37.6% and the second-highest category is the Employee category with 30.1 % according to occupation wise.

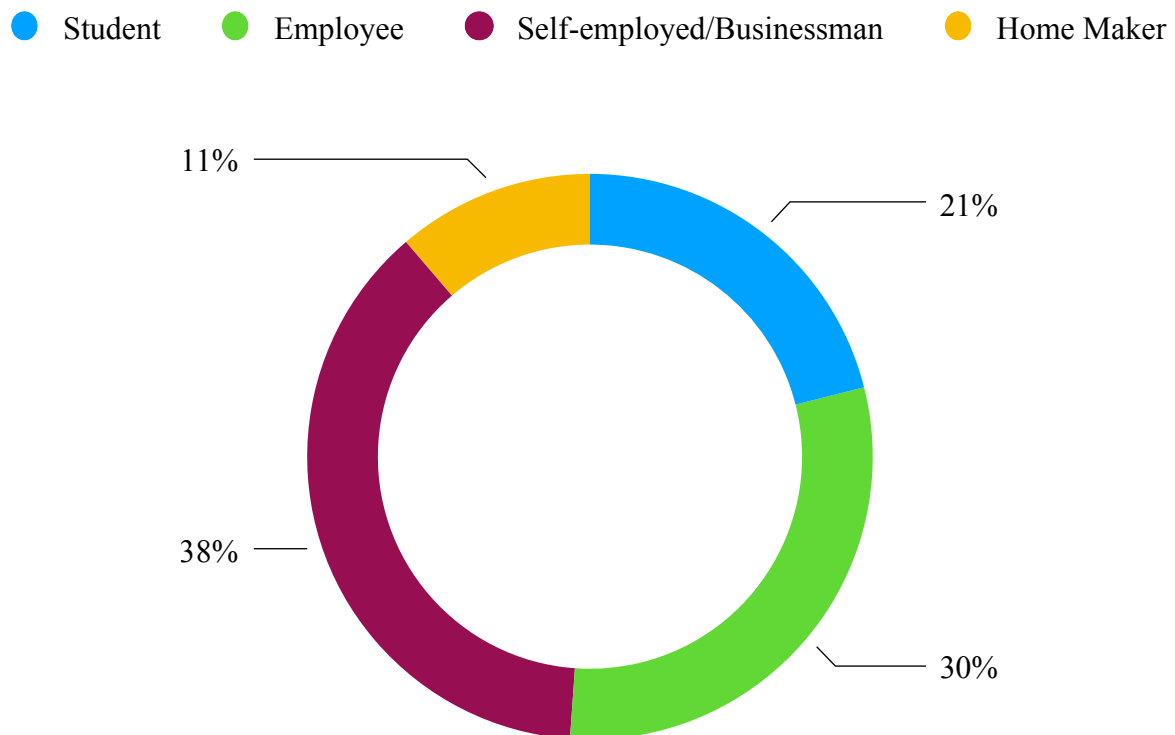
**Figure 4.4 Occupation(Study 1)**

Table 4.1.5 Frequency of visit to Agritourism sites in last five years(Study 1)

	Frequency	Percent	Valid Percent	Cumulative Percent
One time in last five years	72	54.1	54.1	54.1
Two times in last five years	50	37.6	37.6	91.7
Three times in last five years	9	6.8	6.8	98.5
Four times in last five years	1	.8	.8	99.2
Five times or More in last five years	1	.8	.8	100.0
Total	133	100.0	100.0	

Table 4.1.5 indicates the frequency of visits to Agritourism sites in the last five years. First-time agritourism site visitors occupied the highest percentage with 54.1% and two-time visitors occupied 37.6%. Major participants in the Focus group Interview according to the frequency of visit were one time visitors.

● Once ● Twice ● Thrice ● Four times ● Five times or More

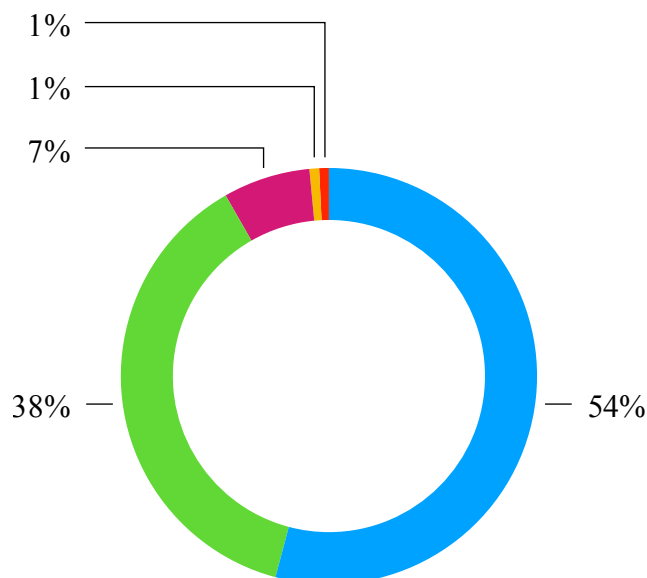
**Figure 4.5 Frequency of visit to Agritourism sites in last five years(Study 1)**

Table 4.1.6. Travel partner (You came along with your)(Study 1)

	Frequency	Percent	Valid Percent	Cumulative Percent
Friend/Frineds	30	22.6	22.7	22.7
Spouse	30	22.6	22.7	45.5
Colleagues	17	12.8	12.9	58.3
Family Members	55	41.4	41.7	100.0
Total	132	99.2	100.0	
Total	133	100.0		

Table 4.1.6 indicates the travel partner of the Agritourist it says with whom they have visited the Agritourism sites. The category of Agritourist came with family members occupied highest with 41.4% and the second-highest was the Agritourist who came along with spouse with 22.6%. The second category can also be clubbed in the family segment and the total percentage of Agritourist visited Agritourist constituted 66%..

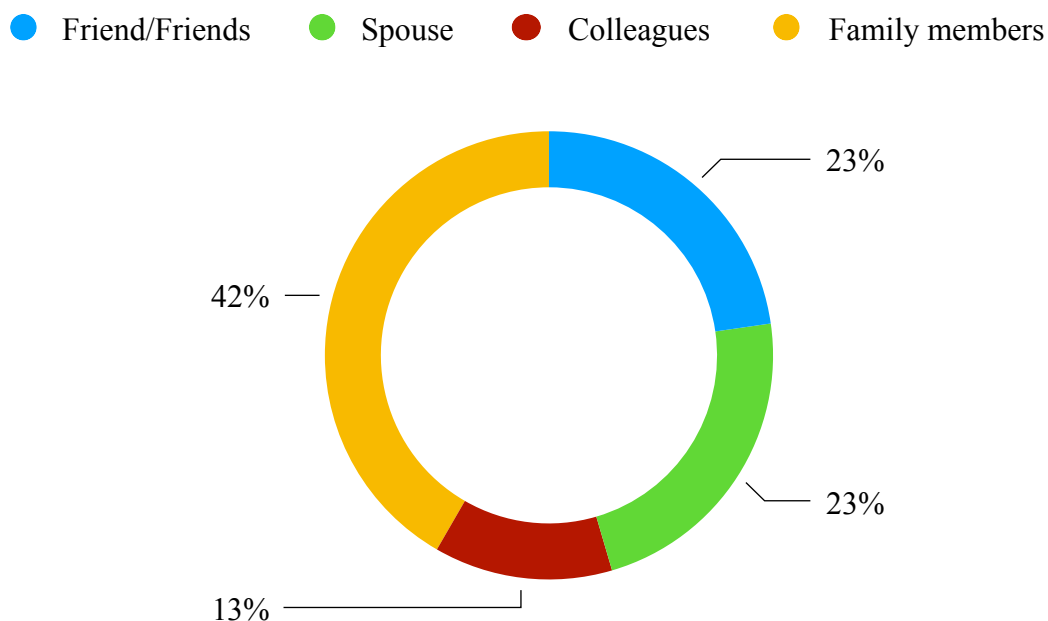


Figure 4.6 Travel partner (You came along with your)(Study 1)

Table 4.1.7. Number of Travel partners(Study 1)

	Frequency	Percent	Valid Percent	Cumulative Percent
1-3 members	71	53.4	53.4	53.4
4-6 members	36	27.1	27.1	80.5
7-9 members	21	15.8	15.8	96.2
10 members and above	5	3.8	3.8	100.0
Total	133	100.0	100.0	

Table 4.1.7 indicates the size of the group. The group size which had 1-3 people constituted 53.4% and stood the highest percentage among group sizes. The second highest group size was 4-6members group constituted 27.1 %. Largely the group range varied from 2 to 7 members.

● 1-3 members ● 4-6 members ● 7-9 members ● 10 members or more

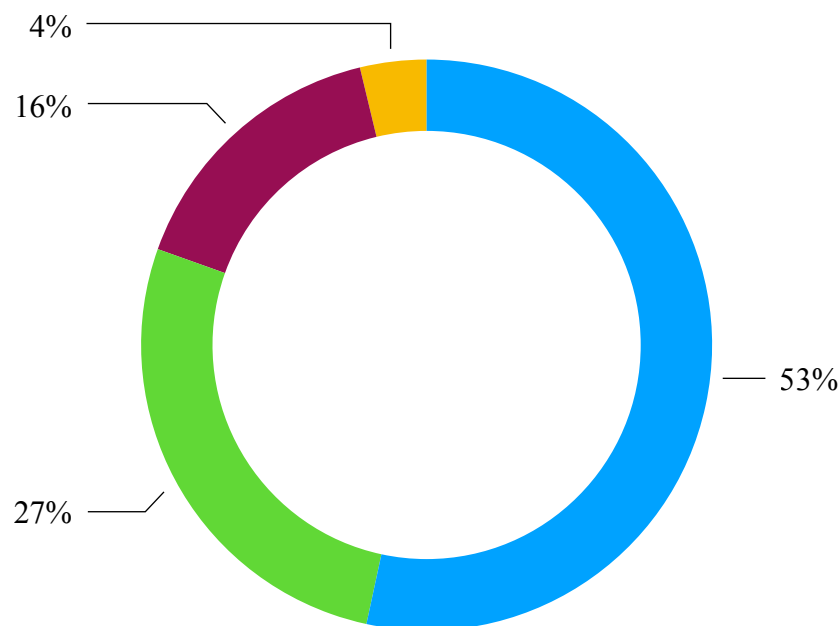


Figure 4.7 Number of Travel partners(Study 1)

Table 4.1.8. Monthly income range (INR)(Study 1)

	Frequency	Percent	Valid Percent	Cumulative Percent
No Income	37	27.8	27.8	27.8
15000 - 25000	14	10.5	10.5	38.3
26000 - 50000	41	30.8	30.8	69.2
51000 - 1 lakh	35	26.3	26.3	95.5
1 lakh and above	6	4.5	4.5	100.0
Total	133	100.0	100.0	

Table 4.1.8 indicates the monthly income of the Agritourist who participated in the FGI were 30.8% of agritourist monthly income fell in the bracket of 26,000 INR to 50,000 INR per month stood highest and 26.3 % of agritourist monthly income fell in the bracket of 51,000INR to 1lakh INR stood second in several footfalls.

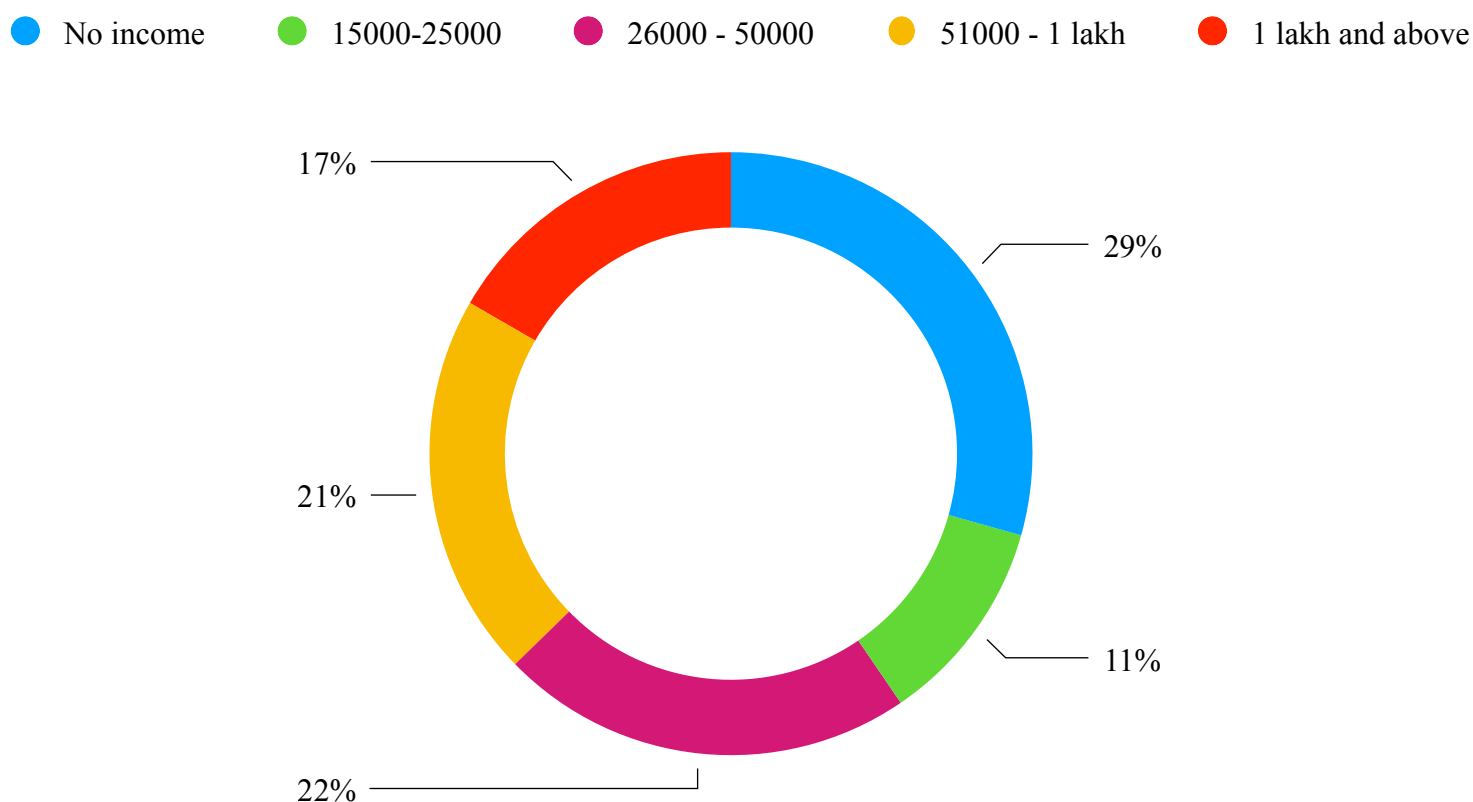


Figure 4.8 Monthly income range (INR)(Study 1)

4.1.9. Duration of the stay at Agritourism site(Study 1)

	Frequency	Percent	Valid Percent	Cumulative Percent
Complete Day	59	44.4	44.4	44.4
One complete Day and Night	29	21.8	21.8	66.2
2-3 days	44	33.1	33.1	99.2
4-6 days	1	.8	.8	100.0
Total	133	100.0	100.0	

Table 4.9 indicates the number of hours/days and nights Agritourists spent in the Agritourism site. There were five categories present in the study. The first category of Agritourist who spent a few hours on the site. The second category was Agritourist who spent complete day but not night. The third category was Agritourist who spent one complete day and night. The fourth category was Agritourist who spent 2-3 days and the Fifth category was Agritourist who spent almost one week. Among them, the agritourist category who spent one complete day stood first with 48.5%. The second highest noted by agritourist category who spent 2-3 days.

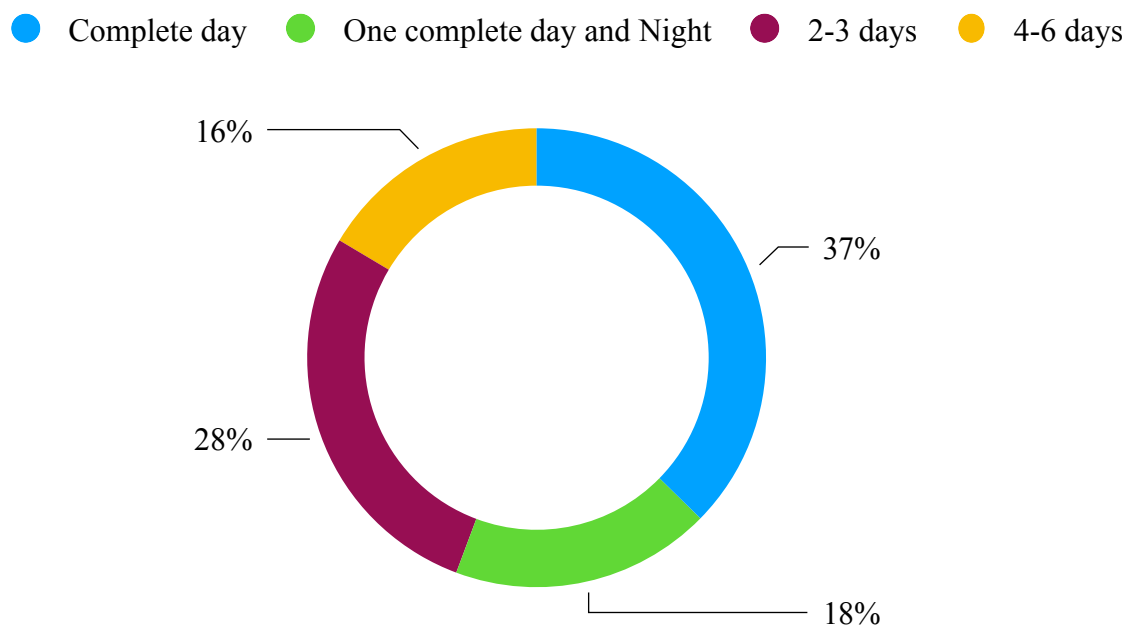


Figure 4.9 Duration of the stay at Agritourism site(Study 1)

Table 4.1.10. Type of tourist (Study 1)

	Frequency	Percent	Valid Percent	Cumulative Percent
Domestic	133	100.0	100.0	100.0

All the participants in the Focus Group Interview were Indians and no foreign Agritourist participated in the study.

4.1.2 Content analysis of the Study 1

Content analysis is a qualitative technique used in research to identify the themes or patterns underlying the data. Content analysis is done in three steps either deductive content analysis of inductive content analysis. The first step is the “*preparation phase*” which includes collecting data from the right sample and deriving a theme of the qualitative content. The second step is the “*Organization phase*” which includes assigning codes, classification of themes, sub-themes and main identification of exclusive categories. The third step is the “*Reporting phase*” which includes the presentation of data to describe the process or phenomenon. Satu Elo(2014). In this qualitative study, all the participants were domestic agritourists and data was collected through ten Focus Group Interviews and 136 Agritourists took part in this study. The assistant moderator had noted down the all key points expressed by the Agritourist in the 10 Focus Group Interviews. Along with the key points, the moderator noted the themes which were repeated many times and the intensity of the agritourist who were expressing the themes. And few follow up questions were posed to groups to get clarity over the themes. As a whole assistant moderator had observed the body language (non-verbal language), the excitement of the participants and all possible clues like nodding their heads as a sign of agreement to the statements made by another agritourist. In the second phase “*Organization phase*”, qualitative data was transcribed into key points, themes and paragraphs. The researcher prepared qualitative data (notes) for each Focus group interview.

Content analysis was done based on the qualitative data collected during the 10 Focus Group Interviews. In the final “Reporting phase” main themes were stated and sub-themes were reported under main themes.

4.1.3 Validity, Reliability of qualitative data

The validity, reliability of qualitative data are evaluated by content analysis criteria proposed by Lincoln and Guba(1985). The main concept is “*trustworthiness*” and is widely accepted in the researcher community. There are four features like “*credibility, dependability, conformability and transferability*” that are used to assess the trustworthiness of qualitative content (Lincoln and Guba1985). The first feature is credibility means “*participating in research are identified and described accurately*”. The second feature is dependability means “*the stability of data over time in different conditions*”. The third feature is Conformability means “*the compatibility between two or more independent people about the data’s accuracy*”. The fourth feature is transferability means “the potential for extrapolation”. Recently fifth element elementary is added to describe trustworthiness is “*authenticity*” which means “*fairly and faithfully show a range of realities*” Polit & Beck(2012). So in this study, one trustworthiness is taken care of data collection, analysis and reporting phases.

4.1.4 Validity and reliability assessment in Preparation phase

“Selecting appropriate Data collection method, sampling strategy and selection of the unit of analysis were addressed in the preparation phase”. Focus Group Interview was employed with semi-structured questions to get suitable data to answer the target research question. The target agritourists were from agritourism centres near Pune city. The sample was chosen to have a mix of all age groups, qualifications, occupations, income range, and duration of the stay. The purposive sampling technique was chosen in this study as it suits qualitative study.

4.1.5 Validity and reliability assessment in Organisation phase

Categorisation of themes, Interpretation and representativeness were addressed in the organisation phase. In study one, themes were derived from the literature and double-checked the qualitative data collected from the agritourist in line with the research objective. Data reached saturation point after 8 Focus Group interviews and continued up to 10 Focus Group Interviews. Once the content analysis was done the findings are cross-checked with the participants and experts in the agritourism to indicate the credibility(Saldana, 2011). The verification process had been continued throughout the analysis process.

4.1.6 Validity and reliability assessment in Reporting phase

Reporting results, and reporting analysis process were addressed mainly in the reporting phase. In a systematic manner with logical order and categorisation, the data were reported. The relationship between the data and results were established clearly and understandably. Appropriate themes and categories were devised based on the data with similarities within the group and differences in the categories. Pytett(2003) stated that *“participants do not always understand their actions and motives whereas researchers have more capacity and academic obligation to apply critical understanding to accounts”* so researchers' critical understanding of the underlying themes in the content plays a key role in qualitative content analysis. The researcher used his experience in qualitative content analysis and finally cross-checked with the experts in the agritourism domain. All the factors /elements and things were reported in the following results of the content analysis section. In the three phases of the content analysis, all measures were taken to get reliable results so that the five elements *“credibility, dependability, conformability, transferability and authenticity”* are established. Once the trustworthiness of the content analysis was established, the results were presented.

4.1.7 Results of the content analysis

In the process of content analysis, different themes and categories were formed and results were presented according to the different themes and categories wise in study one. The factors that come under the safety and security category and which influence agritourist satisfaction are “ *First-aid kit availability on the site*” and “*after the visit medication facility for allergies*”.

Comfortable accommodation facilities are the next priority of agritourists. They are looking for “*western bathrooms, traditional facilities like wooden tooth cleaners, soap nuts juice as shampoo and different organic flours for baths instead of soap and usage of traditional mosquito repellents in the rooms give more agritourism satisfaction*”.

Hygiene is one of the preferred factors of agritourist satisfaction. When agritourists are visiting agritourism sites like poultry or birds rearing cages or sheep rearing farms then “*they will be exposed to bad odour and it influences the satisfaction of the agritourist*”.

Agritourists take the tour to any agritourism site is to seek a unique experience. “*Visiting diverse crops fields gives more satisfaction than visiting a field with a single crop for hundreds of acres*” and they feel unique when they wear traditional costumes of farmers. They love to share their photos with traditional costumes on social media too. These are the things that come under the uniqueness of the experience category which is influencing agritourist satisfaction.

Food and beverages also play important role in the “*satisfaction of agritourists especially when they can handpick up fruits in the fields and eat them*”. And snack items prepared for eating with the Agri produce of the farms influences the agritourist satisfaction. Moreover, the availability of purified mineral water throughout the tour also has a positive impact on tourist satisfaction.

Finally, a few factors are categorised into to professionalism of the tour operator that influences the satisfaction of agritourist. The first one is “*total steps per day agritourist need to walk in the tour*” and “*time agritourist need to exposed to the sunlight*”.

4.2 Analysis and Results of the Study 2

Study 2 is an empirical study that collected data from 434 Agritourist who visited the agritourism centre in the last five years. In the process of data cleaning from the 434 data points, 34 incomplete data and outliers were removed and finally ended up with 400 valid sample data. The valid sample was checked for the Common methods bias method and used smart PLS to check the proposed conceptual structural equation model. In study 2, two models were tested with 14 hypotheses.

4.2.1 Common Method Bias

In social science, there is a chance for biases to avoid that the researchers took precautions and the data was checked for common method bias before operating Structural Equation Model (SEM) in the following ways. Precautions were taken in the development of the questionnaire. Firstly, a questionnaire was developed into four sets that have the same constructs with the difference in the sequence of the constructs in each set being different. In a few sets dependent variables come first and independent variable later. In other sets, the independent variable comes first followed by the dependent variable. After every 100 responses, the different set of questionnaires was deployed not to suffer from common method bias. Secondly, one item in the questionnaire was reverse coded to eliminate the bias. “Herman's single factor test was used to identify the first factors which were 28.6 % of covariance and it is less than 50% indicates that the data was not suffered from biases” (Padsakoff et al 2012).

4.2.2 Reasons for using Smart PLS for analysis

Smart PLS was used “to analyse the conceptual structural model developed in the study. Smart PLS was developed by Herman O.A Wold”, he is a Swedish econometrician. It requires less technical knowledge to operate. In recent years many researchers are using PLS-SEM for analysis in their research(Hair et al.,2012) especially since its application in social sciences is increased.

The first and foremost reason to adopt PLS-SEM is that smart PLS gives exemption from following distributional assumptions(Valle and Assaker, 2015) and the second one is complex models could be tested even though the model has multiple constructs with mediating and moderating variables.

It helps to find the hidden path relations among the constructs. It is used widely to predict the model with statistical robustness(Sarstedt et al., 2017). The other major advantage is on small sample sizes smart PLS could be operated(Willaby et al, 2015). There is no need to operate for the Measurement model and Structural model separately. Smart PLS calculates and presents measurement model and structural model results simultaneously. Undoubtedly using smart PLS for analysis of structural equation model gives a high robust degree of statistical power when compared with the other(Reinartz et al.,2019). This high statistical power is useful when researchers are trying to find new paths and develop a new theory.

4.2.3 Structural Equation Model (SEM)

Structural Equation Model is “*a set of statistical techniques used to measure and analyse the relationship between observed and latent variables*” (González, J., De Boeck, P., & Tuerlinckx, F. 2008). It combines basic statistical techniques like factor analysis and regression. At present researchers are depending more upon the multivariate analysis to understand the complex relationship between the variables and multivariate analysis has the greatest advantage of analysing the relationship between the variables simultaneously. So it gives scope to understand the role of mediating and moderating variables. “The strength of the independent variable and dependent variable in the presence and absence of mediating and moderating variables directs the research towards a new level of investigation usually which is not possible with multiple regression. SEM framework allows analysing first-order constructs as well as higher-order constructs”. The first advantage of using SEM to validate the theoretical models and theory through the empirical model and the second advantage is to manage the measurement error.

All the advantages and flexibilities provided by the SEM made the researcher adopt it. In study 2, SEM gave scope to test the new relationship between the variable empirically with 400 points.

4.2.4 Demographics of the Study 2

Very limited studies were available on Agritourism, especially in the Indian context. This study collected the data of demographics as part of the study. The detailed category wise division for various demographics was given in the below tables.

Table 4.2.1. Gender (Study 2)

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	141	35.3	35.3	35.3
Male	259	64.8	64.8	100.0
Total	400	100.0	100.0	

The above Table 4.2.1 indicates the demographics of agritourists. The number of Agritourist who participated in the study were 400 and out of which 259 male occupied 64.8% and 141 female occupied 35.3%. The participation of males was almost twice the number of females.

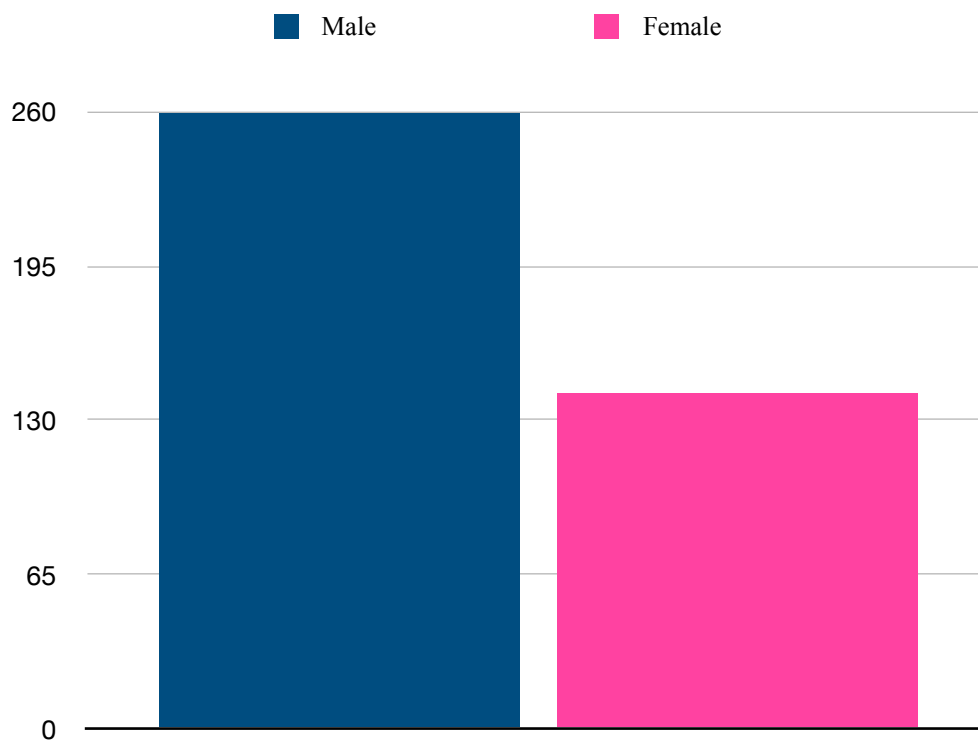


Figure 4.10 Gender(Study 2)

Table 4.2.2 . Age Group (Study 2)

	Frequency	Percent	Valid Percent	Cumulative Percent
18 to 27 years	102	25.5	25.5	25.5
28 to 37 years	123	30.8	30.8	56.3
38 to 47 Years	132	33.0	33.0	89.3
48 to 57 Years	37	9.3	9.3	98.5
57 Years and above	6	1.5	1.5	100.0
Total	400	100.0	100.0	

The above Table 4.2.2 indicates the age group of the Agritourist who participated in the survey. In which 38 years to 47 years age group people occupied the highest percentage among all other age group people with 33% and 28years to 37 years age group people stood second-highest percentage among all other age group people occupied with 30.8% and 18 to 27 years age group people occupied 25.5% of total participants.

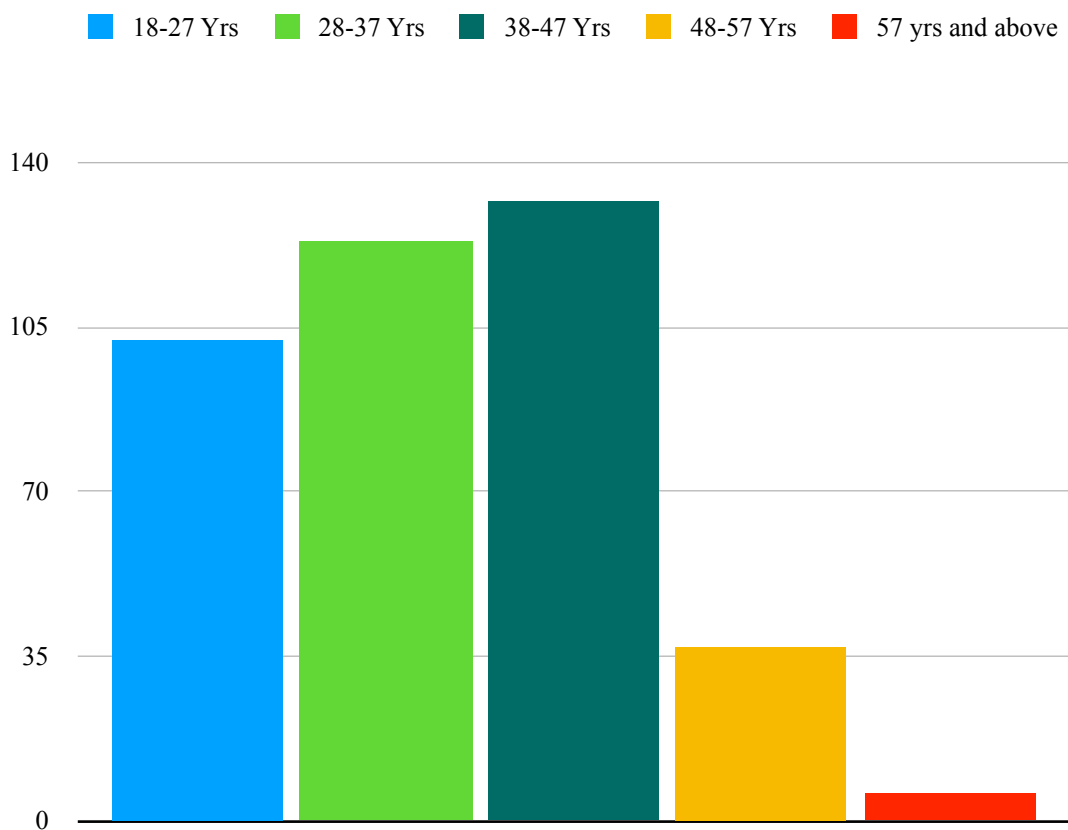
**Figure 4.11 Age group(Study 2)**

Table 4.2.3. Education qualification(Study 2)

	Frequency	Percent	Valid Percent	Cumulative Percent
School Dropout or SSC	26	6.5	6.5	6.5
Intermediate or Diploma	145	36.3	36.3	42.8
Graduation	165	41.3	41.3	84.0
Post-Graduation	63	15.8	15.8	99.8
PhD	1	.3	.3	100.0
Total	400	100.0	100.0	

The above Table 4.2.3 indicates the education qualification of the Agritourist who participated in the survey. Among them, agritourists who graduated stood highest with 41.3% and Agritourist who did their diploma or Intermediates stood second with 36.3%. All together Agritourist who did graduation and Intermediate/diploma constituted 77.6%.

■ School Dropout/SSC
 ■ Intermediate or Diploma
 ■ Graduation
 ■ Post-Graduation
 ■ PhD

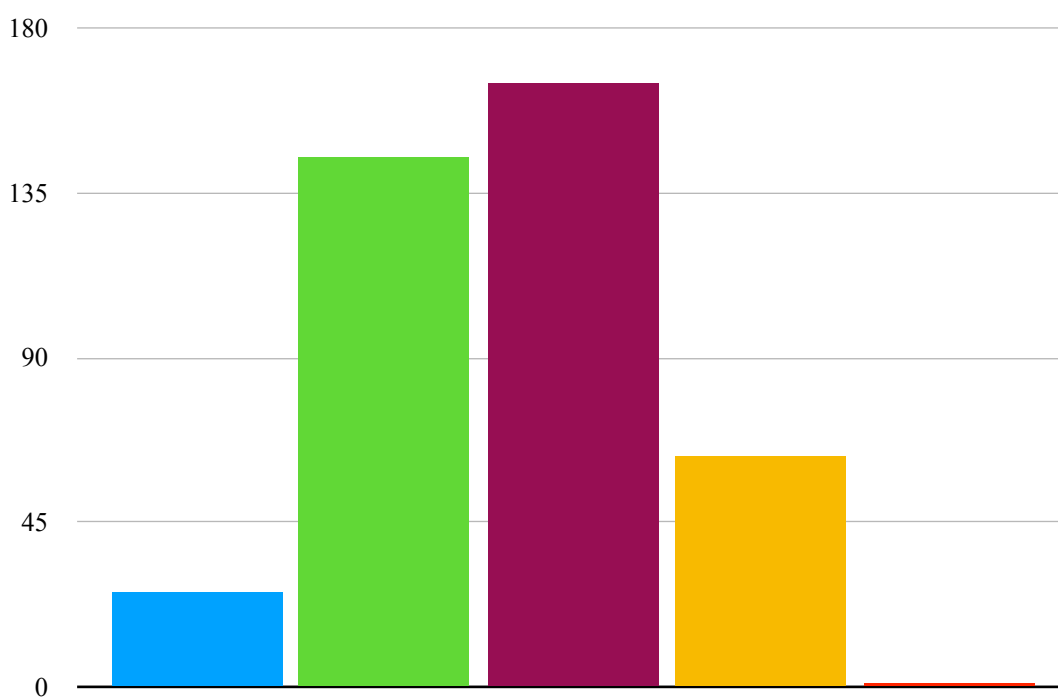
**Figure 4.12 Education qualification(Study 2)**

Table 4.2.4. Occupation (Study 2)

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	50	12.5	12.5	12.5
Employee	116	29.0	29.0	41.5
Self-employed or Businessman/Woman	207	51.7	51.7	93.3
Home Maker	27	6.8	6.8	100.0
Total	400	100.0	100.0	

The above Table 4.2.4 indicates the occupation of the Agritourist who participated in the survey. Self-employed or Businessmen/Women occupied the highest percentage with 51.7%. It showed that out of every 2 agritourists one was either self-employed or a business owner. The second-highest category was Employee category with 29 % according to occupation wise.

**Figure 4.13 Occupation(Study 2)**

Table 4.2.5 . Frequency of visit to Agritourism sites in last five years (Study 2)

	Frequency	Percent	Valid Percent	Cumulative Percent
One time in last five years	166	41.5	41.5	41.5
Two times in last five years	155	38.8	38.8	80.3
Three times in last five years	50	12.5	12.5	92.8
Four times in last five years	24	6.0	6.0	98.8
Five times or more in last five years	5	1.3	1.3	100.0
Total	400	100.0	100.0	

The above Table 4.2.5 indicates the frequency of visits to Agritourism sites in the last five years. First-time agritourism site visitors occupied the highest percentage with 41.5%- and two-time visitors occupied 38.8%. Hardly the difference between the one-time visitors and two-time visitors was less than three per cent.

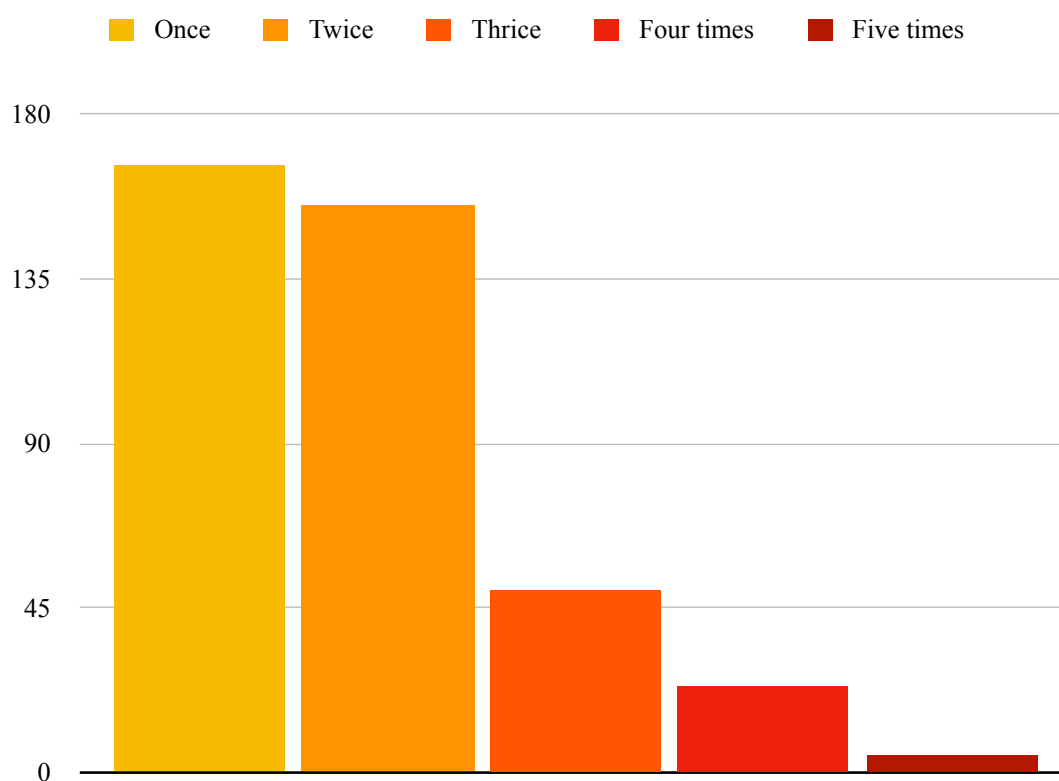
**Figure 4.14 Frequency of Visit (in the last five years)(Study 2)**

Table 4.2.6. Travel partner (You came along with your) (Study 2)

	Frequency	Percent	Valid Percent	Cumulative Percent
Friend/Friends	80	20.0	20.1	20.1
Spouse	90	22.5	22.6	42.6
Colleagues	57	14.2	14.3	56.9
Family Members	172	43.0	43.1	100.0
Total	400	100.0	100.0	

The above Table 4.2.6 indicates the travel partner of the Agritourist it said with whom they had visited the Agritourism sites. The category of Agritourist came with family members scored highest with 43% and the second-highest was the Agritourist who came along with spouse with 22.5%. The second category can also be clubbed in the family segment and the total percentage of Agritourist visiting Agritourist constituted 65.5%.

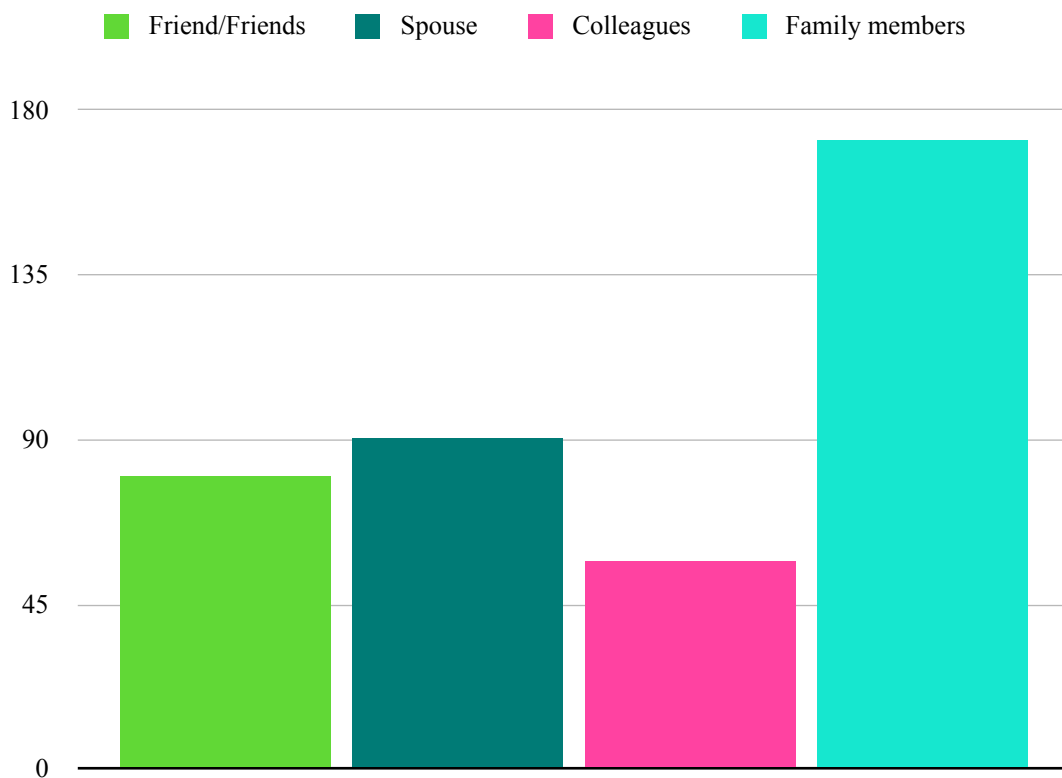


Figure 4.15 Travel partner (Study 2)

Table 4.2.7. Number of Travel partners(Study 2)

	Frequency	Percent	Valid Percent	Cumulative Percent
1-3 members	215	53.8	53.8	53.8
4-6 members	126	31.5	31.5	85.3
7-9 members	47	11.8	11.8	97.0
10 members and above	12	3.0	3.0	100.0
Total	400	100.0	100.0	

The above Table 4.2.7 indicates the size of the group. The group size which had 1-3 people constituted 53.8% and stands the highest percentage among group sizes. The second group size was 4-6members group constituted 31.5%. Largely the group range varies from 2 to 7 members.

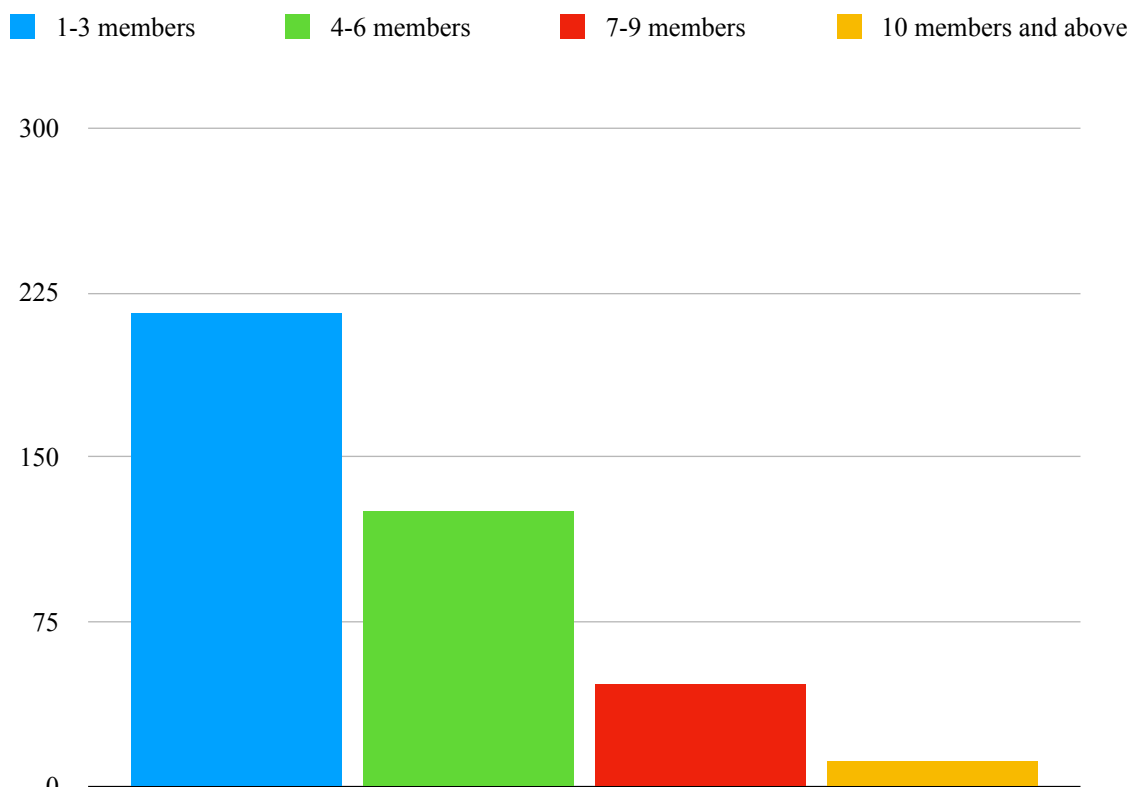


Figure 4.16 Number of Travel partners(Study 2)

Table 4.2.8. Monthly income range (Study 2)

	Frequency	Percent	Valid Percent	Cumulative Percent
No Income	69	17.3	17.3	17.3
15000 - 25000	39	9.8	9.8	27.0
26000 - 50000	145	36.3	36.3	63.2
51000 - 1 lakh	121	30.3	30.3	93.5
Above one lakh	26	6.5	6.5	100.0
Total	400	100.0	100.0	

The above Table 4.2.8 indicates the monthly income of the Agritourist who participated in the survey. 36.3% of agritourist monthly income fell in the bracket of 26,000 INR to 50,000 INR per month stood highest and 30.3% of agritourist monthly income fell in the bracket of 51,000INR to 1lakh INR stands second in footfalls

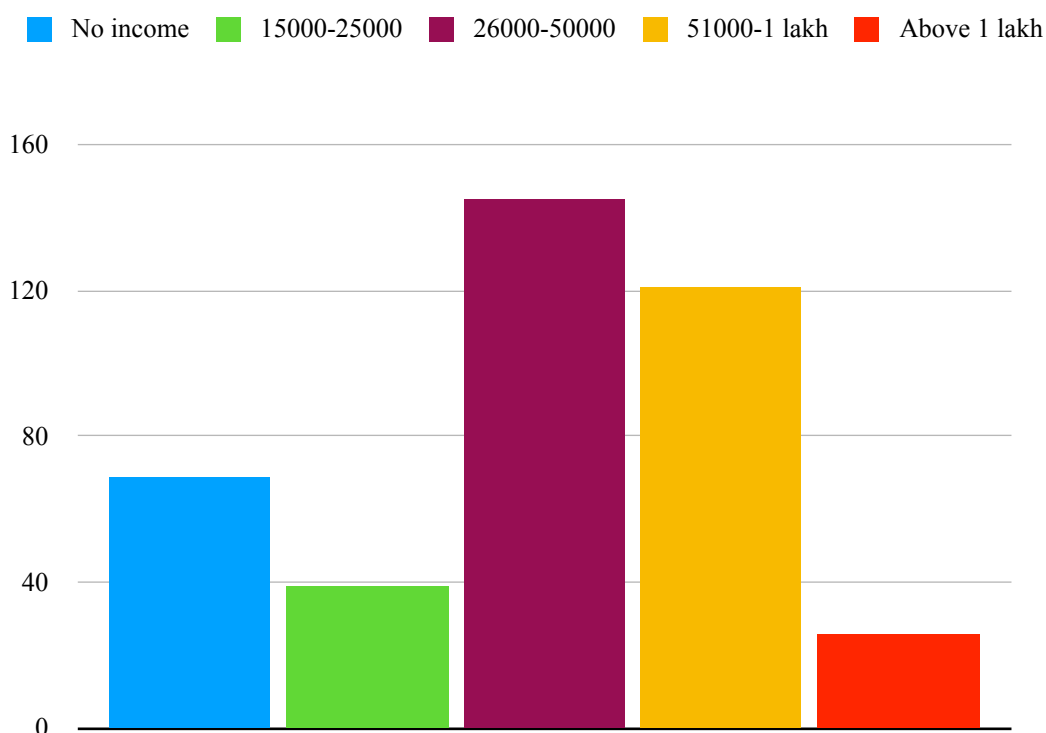
**Figure 4.17 Monthly Income range(Study 2)**

Table 4.2.9 . Duration of the stay at Agritourism site (Study 2)

	Frequency	Percent	Valid Percent	Cumulative Percent
Few Hours	1	.3	.3	.3
Complete Day	194	48.5	48.5	48.8
One complete Day and Night	80	20.0	20.0	68.8
2-3 days	124	31.0	31.0	99.8
4-6 days	1	.3	.3	100.0
Total	400	100.0	100.0	

The above Table 4.2.9 indicates the number of hours/days and nights Agritourists spent in the Agritourism site. There were five categories present in the study. The first category of Agritourist who spent a few hours on the site. The second category was Agritourist who spent complete day but not night. The third category was Agritourist who spent one complete day and night. The fourth category was Agritourist who spent 2-3 days and the Fifth category was Agritourist who spent almost one week. Among them, the agritourist category who spent one complete day stands first with 48.5%. The second highest noted by agritourist category who spent 2-3 days.

■ Few hours ■ Complete Day ■ One complete day and night ■ 2-3 days ■ 4-6 days

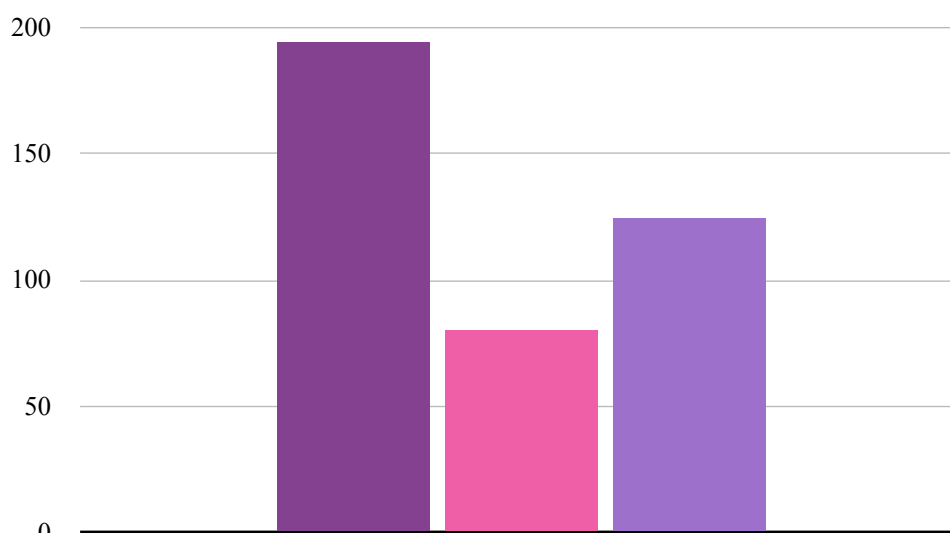
**Figure 4.18 Duration of the stay(Study 2)**

Table 4.2.10 Social background (Study 2)

	Frequency	Percent	Valid Percent	Cumulative Percent
Born and brought up in city (Have no relatives in village)	97	24.3	24.3	24.3
Born and brought up in city (Have relatives in village)	121	30.3	30.3	54.5
Born in village and migrated to city (Have no relatives in village)	145	36.3	36.3	90.8
Born in village migrated to city (Have relatives in village)	37	9.3	9.3	100.0
Total	400	100.0	100.0	

Table 4.2.10 indicates the social background. Agritourists were categorised into four categories. The first category was “people who were born in metropolitan city/city/town and have no relatives in villages”. The second category was “people who were born in city/town and have relatives”. The third category was “Agritourists who was born in village migrated to city/town and have no relatives in villages” and the fourth category was “Agritourist who was born in village migrated to city/town and have relatives in villages”. Among these four categories, Agritourist who migrated to the city and had no relatives in the village stood highest with 36.3%. The second highest was noted by Agritourists who were born and brought up in the city and have relatives in the village with 30.3%.

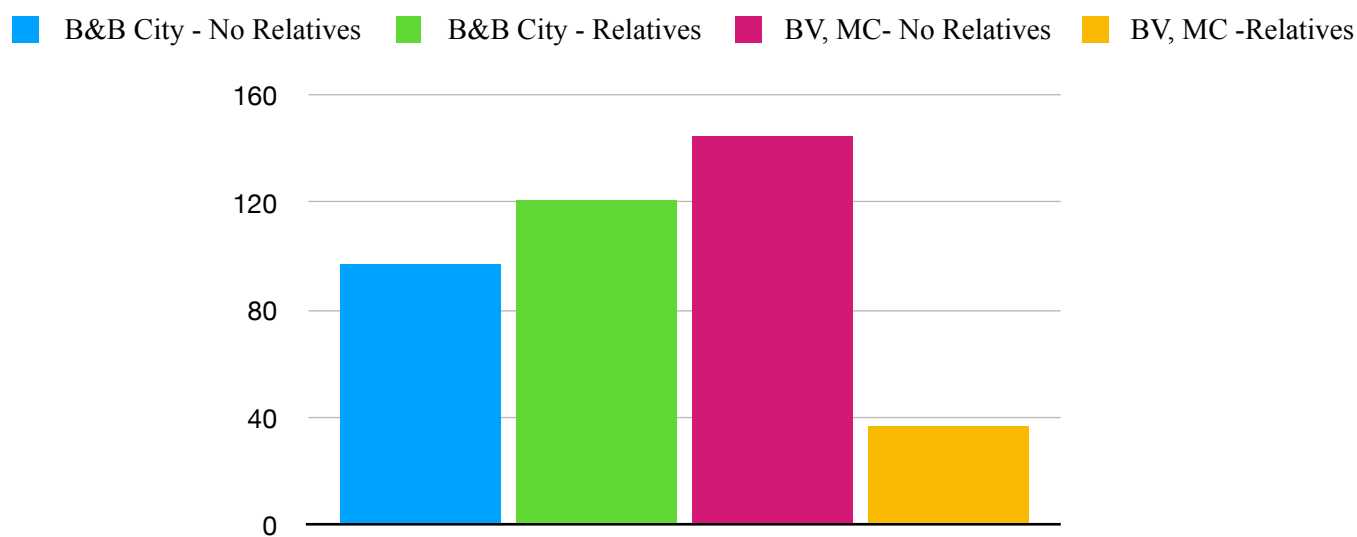
**Figure 4.19 Social Background(Study 2)**

Table 4.2.11. Overall Satisfaction

	Frequency	Percent	Valid Percent	Cumulative Percent
STRONGLY DISAGREE	2	.5	.5	.5
DISAGREE	2	.5	.5	1.0
SOMEWHAT DISAGREE	7	1.8	1.8	2.8
NEITHER AGREE NOR DISAGREE	13	3.3	3.3	6.0
SOMEWHAT AGREE	47	11.8	11.8	17.8
AGREE	195	48.8	48.8	66.5
STRONGLY AGREE	134	33.5	33.5	100.0
Total	400	100.0	100.0	

The above Table 4.2.11 indicates the overall satisfaction of agritourists after completing the trip to Agritourism sites. Out of 400 Agritourist, 134 Agritourists were highly satisfied with the agritourism experience and in terms of percentage, they constitute 33.5%. 195 agritourists rated satisfactory level and they constituted 48.8% and Agritourist those who somewhat satisfactory constituted 11.8%. Agritourists who neither satisfy nor dissatisfy constituted 13% and Agritourist who were not satisfactory constituted 11% as a whole it includes highly satisfactory to not satisfactory.

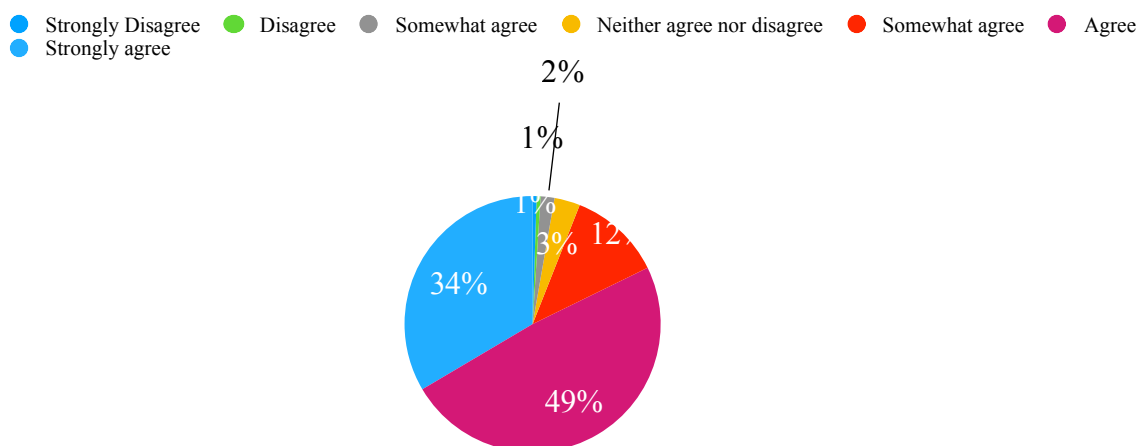
**Figure 4.20 Overall satisfaction**

Table 4.2.12 Social Interaction with tourist

	Frequency	Percent	Valid Percent	Cumulative Percent
STRONGLY DISAGREE	6	1.5	1.5	1.5
DISAGREE	23	5.8	5.8	7.2
SOMEWHAT DISAGREE	34	8.5	8.5	15.8
NEITHER AGREE NOR DISAGREE	74	18.5	18.5	34.3
SOMEWHAT AGREE	87	21.8	21.8	56.0
AGREE	114	28.5	28.5	84.5
STRONGLY AGREE	62	15.5	15.5	100.0
Total	400	100.0	100.0	

The above table 4.2.12 indicates the interaction of the agritourist with the other agritourist. In this 15.5% agritourist highly interacted with other tourists and 28% agritourist interacted with other Agritourist and 21.8% agritourist interacted with other tourists very little. 18.5% of Agritourist neither interacted actively nor sit passively without talking to co-tourists. 8.5%.

● Strongly Disagree ● Disagree ● Somewhat agree ● Neither agree nor disagree ● Somewhat agree ● Agree ● Strongly agree

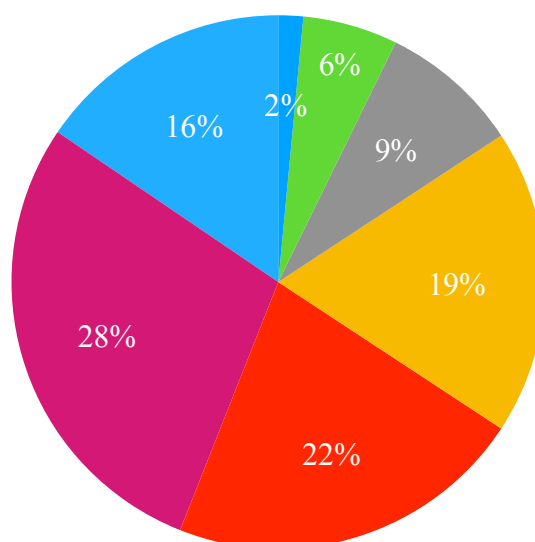
**Figure 4.21 Social interaction with tourist**

Table 4.2.13 Social Interaction interaction with the host community

	Frequency	Percent	Valid Percent	Cumulative Percent
STRONGLY DISAGREE	15	3.8	3.8	3.8
DISAGREE	33	8.3	8.3	12.0
SOMEWHAT DISAGREE	53	13.3	13.3	25.3
NEITHER AGREE NOR DISAGREE	71	17.8	17.8	43.0
SOMEWHAT AGREE	97	24.3	24.3	67.3
AGREE	85	21.3	21.3	88.5
STRONGLY AGREE	46	11.5	11.5	100.0
Total	400	100.0	100.0	

The above table 4.2.13 indicates the social interaction of the Agritourist with the host. Out of 400 Agritourist, 46 agritourists said that they highly interacted with the host constituted 11.5% and 85 agritourists said that they interacted with the host which constituted 21.3% and 97 agritourists said moderately they interacted with the host and the segment constituted 24.3% and 71 agritourists stand neutral on interaction with the host, this category constituted 17.8% and 101 agritourists expressed their disinterest in interaction with the host, which constituted 25.4%.

● Strongly Disagree ● Disagree ● Somewhat Disagree ● Neither agree nor disagree ● Somewhat agree ● Agree
● Strongly agree

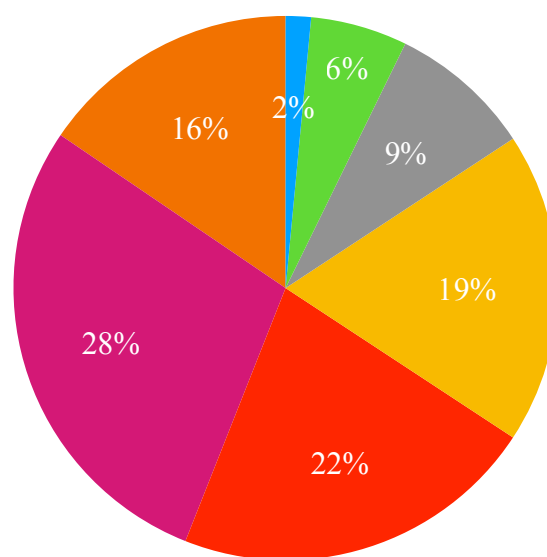
**Figure 4.22 Social interaction with the host community**

Table 4.2.14 Social Interaction with local community

	Frequency	Percent	Valid Percent	Cumulative Percent
STRONGLY DISAGREE	28	7.0	7.0	7.0
DISAGREE	37	9.3	9.3	16.3
SOMEWHAT DISAGREE	66	16.5	16.5	32.8
NEITHER AGREE NOR DISAGREE	62	15.5	15.5	48.3
SOMEWHAT AGREE	72	18.0	18.0	66.3
AGREE	69	17.3	17.3	83.5
STRONGLY AGREE	66	16.5	16.5	100.0
Total	400	100.0	100.0	

The above table 4.2.14 indicates the level of Agritourist interaction with the local community. Out of 400 agritourists, 66 agritourists highly interacted with the local community which constituted 16.5% and 69 agritourists moderately interacted with the local community which constituted 17.3% and 72 agritourists agreed that they interacted with the local community which constituted 18% and 62 agritourists stood neutral which constituted 15.5%. Agritourists who expressed no interaction were around 131 it included least interacted to not interact at all and constitutes 32.8%.

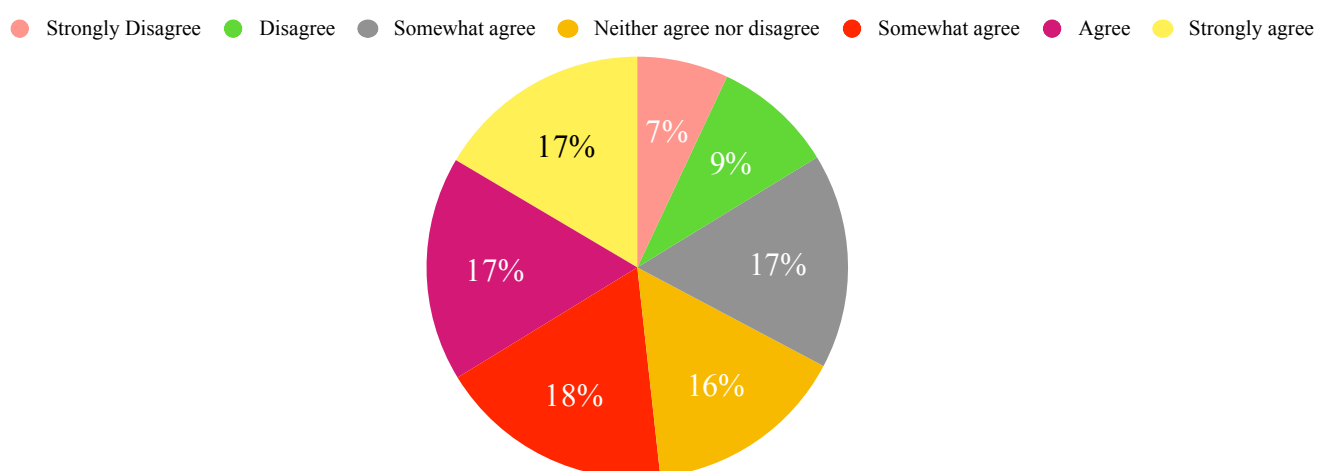
**Figure 4.23 Social interaction with local community**

Table 4.2.15 describes the social interaction of the Agritourist with the other tourists, hosts and local people. The minimum value was 1 “*Strongly disagreed*” and the maximum value was 7 “*Strongly agreed*” for three items. The mean value and standard deviation of item 1 (“*Social interaction with tourists*”) of social interaction were 5.01 and 1.481 respectively. The mean value and standard deviation of item 2 (“*Social interaction with host*”) of social interaction were 4.6 and 1.603 respectively. The mean value and standard deviation of item 3 (“*Social interaction with local people*”) were 4.46 and 1.821 respectively.

Table 4.2.15 Descriptive statistics of Social Interaction

	<i>Mini</i>	<i>Maxi</i>		<i>Std.</i>
	<i>mum</i>	<i>mum</i>	<i>Mean</i>	<i>Deviation</i>
<i>Social Interaction with tourists</i>	<i>1</i>	<i>7</i>	<i>5.01</i>	<i>1.481</i>
<i>Social Interaction with host</i>	<i>1</i>	<i>7</i>	<i>4.60</i>	<i>1.603</i>
<i>Social Interaction with local people</i>	<i>1</i>	<i>7</i>	<i>4.46</i>	<i>1.821</i>

Table 4.2.15 describes the Education experience construct. The minimum value 1 means “Strongly disagree” and 2 means Disagree. Items 1, item2 and item3 had a minimum value of 2 and item 4 has a minimum value of 1. The maximum value of 7 meant strongly agree, all the four items had a maximum value of 7. “The mean and standard deviation of the item1 were 5.59 and 1.247 respectively. The mean and standard deviation of item 2 were 5.42 and 1.268 respectively. The mean and standard deviation of item 3 were 5.44 and 1.235 respectively. The mean and standard deviation of item 4 were 5.39 and 1.357 respectively”.

Table 4.2.16 Descriptive statistics of Education experience

	<i>Minimum</i>	<i>Maximum</i>	<i>Mea n</i>	<i>Std. Deviation</i>
1. “The experience has made me more knowledgeable(my understanding of crops, agriculture practices and other agri related activities increased”	2	7	5.59	1.247
2.“I learnt about activities like bullock cart ride, milking, fishing techniques, crop types, dressing styles, and village culinary etc.”	2	7	5.42	1.268
3.“It stimulated my curiosity to learn processing the seeds, milking cows, and new things in the farm field”	2	7	5.44	1.235
4.“Really I felt as learning experience”	1	7	5.39	1.357

Table 4.2.16 describes the Esthetic experience construct. The minimum value 1 meant “Strongly disagree”. Items 1, item2 and item3 and item 4 had a minimum value of 1. The maximum value of 7 meant strongly agree, all the four items had a maximum value of 7. The mean and standard deviation of the item1 were 4.18 and 1.610 respectively. “The mean and standard deviation of item 2 were 4.04 and 1.633 respectively. The mean and standard deviation of item 3 were 4.31 and 1.462 respectively. The mean and standard deviation of item 4 were 4.26 and 1.497 respectively”.

Table 4.2.17 Descriptive statistics of Entertainment experience (Study 2)

	<i>Mini mum</i>	<i>Maxi mum</i>	<i>Mean</i>	<i>Std. Deviation</i>
1. “ Activities of traditional dances, singing, art performance by local people were amusing to watch”	1	7	6.12	1.202
2. “ Watching local performances were captivating”	1	7	6.16	1.206
3. “ I really enjoyed watching what co agritourist, my family members, hosts were doing”	1	7	6.13	1.196

4. “ Activities of co agritourist were fun to watch”	1	7	6.07	1.279
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Table 4.2.17 describes the Entertainment experience construct. The minimum value 1 meant “Strongly disagree”. The item1, item2 and item3 and item 4 had a minimum value of 1. The maximum value of 7 meant strongly agree and all the four items had a maximum value of 7. The mean and standard deviation of the item1 were 6.12 and 1.202 respectively. The mean and standard deviation of item 2 were 6.16 and 1.206 respectively. The mean and standard deviation of item 3 were 6.13 and 1.196 respectively. The mean and standard deviation of item 4 were 6.07 and 1.279 respectively.

Table 4.2.18 Descriptive statistics of Escapism experience

	<i>Mini</i>	<i>Maxi</i>		<i>Std.</i>
	<i>mum</i>	<i>mum</i>	<i>Mean</i>	<i>Deviation</i>
1. “ I felt I like I am real farmer/milkman/ or different character at agritourism centre”	1	7	3.87	1.668
2.“ I felt like I was living in a different time or place or I completely forget about my regular work”	1	7	3.66	1.579
3.“ Agritourism experience here let imagine being a farmer or native village person”	1	7	3.65	1.563
4.“ I completely escaped from my profession, job, regular work, and even reality”	1	7	3.71	1.566

Table 4.2.18 describes the Escapism experience construct. The minimum value 1 meant “Strongly disagree”. Items 1, item2 and item3 and item 4 had a minimum value of 1. The maximum value of 7 meant strongly agree and all the four items had a maximum value of 7. The mean and standard deviation of the item1 were 3.87 and 1.668 respectively. The mean and standard deviation of item 2 were 3.66 and 1.579 respectively. The mean and standard deviation of item 3 were 3.65 and 1.563 respectively. The mean and standard deviation of item 4 were 3.71 and 1.566 respectively

Table 4.2.19 Descriptive statistics of Tourism Quality of Life

	<i>Mini mum</i>	<i>Maxi mum</i>	<i>Mean</i>	<i>Std. Deviation</i>
1. "Overall, I felt happy upon my return from the agritourism"	2	7	5.67	.913
2. "My satisfaction with life in general was increased shortly after the trip to Agritourism centre"	2	7	5.39	.998
3. "So far I have gotten the important things I want in life after the trip to Agritourism centre"	2	7	5.13	1.093
4. "Although I have my ups and downs, in general I felt good about my life shortly after the trip to Agritourism centre"	1	7	5.16	1.054
5. "After the trip to Agritourism centre, I felt that I lead a meaningful and fulfilling life"	1	7	5.11	1.133

Table 4.2.19 describes the Tourists' Quality of Life construct. The minimum value 1 meant "Strongly disagree" and 2 meant "Disagree". Item1, item2 and item3 had a minimum value of 2 and Item 4 and item 5 had a minimum value of 1. The maximum value of 7 meant strongly agree and all the five items had a maximum value of 7. The mean and standard deviation of the item1 were 5.67 and .913 respectively. The mean and standard deviation of item 2 were 5.39 and 0.998 respectively. The mean and standard deviation of item 3 were 5.13 and 1.093 respectively. The mean and standard deviation of item 4 were 5.16 and 1.054 respectively. The mean and standard deviation of item 5 were 5.11 and 1.133 respectively.

Table 4.2.20 Descriptive statistics of Memory

	<i>Minim um</i>	<i>Maxim um</i>	<i>Mean</i>	<i>Std. Deviation</i>
1. "I will have wonderful memories about agritourism"	1	7	5.42	1.011
2. "I will remember many positive things about agritourism"	2	7	5.48	1.014
3. "I won't forget my experience at this agritourism centre"	2	7	5.52	.947

Table 4.2.20 described the memory construct. The minimum value 1 meant “Strongly disagree” and 2 meant “Disagree”. Item1 had a minimum value of 1 and item2, item3 had a minimum value of 2. The maximum value of 7 meant “strongly agree” and all three items had a maximum value of 7. The mean and standard deviation of the item1 were 5.42 and 1.011 respectively. The mean and standard deviation of item 2 were 5.48 and 1.014 respectively. The mean and standard deviation of item 3 were 5.52 and 0.947 respectively.

Table 4.2.21 Descriptive statistics of Word of Mouth

	<i>Mini</i> <i>mum</i>	<i>Maxi</i> <i>mum</i>	<i>Mean</i>	<i>Std.</i> <i>Deviation</i>
1. “I would like to tell positive things/ experiences of agritourism centres to my friends”	2	7	5.61	.839
2. “ I would recommend Agritourism centres to my friends”	2	7	5.81	1.007
3. “ If my friends were looking for unique or new experience I would recommend them to try for agritourism centre”	2	7	5.90	.950

Table 4.2.21 describes the word of mouth construct. The minimum value was 1 i.e meant “Strongly disagree” and 2 meant “Disagree”. Item1, item2, item3 had a minimum value of 2. The maximum value was 7 i.e meant “strongly agree” and all the three items had a maximum value of 7. The mean and standard deviation of the item1 were 5.61 and .839 respectively. “The mean and standard deviation of item 2 were 5.81 and 1.007 respectively. The mean and standard deviation of the item were 5.90 and 0.950 respectively”.

4.2.5 Evaluation of Structural Equation Model with smart PLS

The analysis could be divided into three phases. The first phase is to examine the Measurement Model once all the criteria are fulfilled then analysis could be taken to the second phase called the Structural model. After testing the measurement model then we can go for the possibility of mediation or moderation between any constructs as a third phase.

The Measurement Model assessment depends upon the type of the construct. There are two types of constructs in PLS-SEM. One is the reflective construct and the second one is the formative construct.

4.2.5.1 Evaluation of Measurement model

4.2.5.1.1 Reflective construct assessment in Measurement model

The nature of the reflective construct is a latent construct that exists without a combination of its indicators but it exists irrespective of measured use Borsboom et al(2004). In this direction between the construct and items is established from construct to items Bollen and Lennox(1991). It means that change in the items doesn't affect the construct (Rossiter(2002). All the items in this construct have the same theme and those are interchangeable, there is no big difference noted with the addition and deletion of one item Jarvis et al(2003). In the empirical consideration of reflective construct, it is mandatory to have strong positive intercorrelation between items Cronbach(1951). In general, to check the item intercorrelation (Internal consistency and reliability) three tools are used namely Cronbach alpha, Factor loading and Average Variance Extracted (AVE) Churchill(1979). In the process of assessing the reflective construct, Convergent validity and Discriminant validity are measured Bollen and Lennox(1991). The measurement model assesses the relationship between indicators and constructs. In this model for reflective constructs, the first step is to examine indicator loadings. In the explorative studies, the indicators loaded value equal to or more than 0.70 is acceptable and those values are retained for further analysis and factors having less than 0.70 will be eliminated. The second step is to test the Composite Reliability developed by Joreskog(1971). It is one of the reliability tests and the values between 0.60 to 0.70 is accepted depending on the study context. In case any indicator loading value is less than 0.60, it is suggested to remove the item. Another way of checking internal consistency reliability is Cronbach's alpha which must have greater than 0.70. Along with the Composite reliability and Cronbach's alpha, a new measurement that has come into the recent literature is ROWA.

To test the construct validity there are two types of validities to be examined. The first one is convergent validity and the second one is discriminant validity. To establish the convergent validity the indicator value should be squared then we get Average Variance Extracted(AVE). The condition to accept the indicator variance explains the construct if the AVE value is equal to 0.50 or more. Another validity that needs to be considered in the measurement model is discriminant. To check this value there is three measure to fill the criteria. The first one is the value of Fornell and Larcker, the Second one is Cross loadings and the Third one is Heterotrait-Monotrait Ratio (HTMTR). It was proposed by Henseler et al.,(2016) for this threshold value is 0.90. If the value of HTMTR is more than 0.90 is the discriminant validity is not established.

4.2.5.1.2 Formative construct assessment in the Measurement model

The nature of the formative construct is a latent construct is formed with a combination of its indicators Borsboom et al(2003). In this direction between the construct and items is established from items to construct Bollen and Lennox(1991). The change in the items does affect the construct Rossiter(2002). There is no rule in the formative construct that all the items in this construct need not have the same theme and those are not interchangeable, there will be notable effects noted with the addition and deletion of one item Jarvis et al(2003). Items in the formative construct should have any intercorrelation pattern and the same directional relationship Cronbach(1951). It is not possible to check the intercorrelation empirically Churchill(1979). In the formative construct assessment, there are three measurements are used to evaluate. “First one is Convergent validity, the Second one is Indicator collinearity and the Third one is statistical significance and relevance of the indicator weights”(Hair et al.,2017).

4.2.5.1.3 Factor loadings

4.2.5.1.4 Indicator Multicollinearity

Indicator multicollinearity indicates the how extent items are correlated with the respective construct. To assess the Indicator multicollinearity Variance Inflation Factor (VIF) is used and there is no single opinion on the threshold value of VIF (Salmeron Gomez et al, 2016).

4.2.5.1.5 Reliability and Validity

Reliability and Validity are the two prime concepts in the process of measuring models. These two concepts play a key role in measuring because of ambiguity in the constructs and there are no ways to measure the unobserved constructs directly and accurately. When the reliability and validity are established then the study will have its credibility.

Reliability

The basic idea behind reliability is to get the same results when a study is operated in the same conditions. Simply reliability means repeatability of study.

“The consistency of a multi-item scale or construct. A scale is reliable when it produces consistent outcomes under similar or the same conditions.”(Hair et al., 2019).

“Reliability is the proportion of the true variance in obtained test scores” Guilford (1954).

“The reliability of test refers to the consistency of score obtained by the individual on different occasions or with different sets of equivalent items” Anastasi(1957).

“The reliability of test can be defined as the correlation between two or more sets of scores of equivalent tests from the same group of individuals” Stordahl 1972).

Reliability could be defined in such a way that, “ the process of minimising the inaccuracy between the true value and observed value”. Broadly reliability of an instrument is assessed in two ways. One is “External consistency procedures” and “Internal consistency procedures”.

Major methods in External consistency procedures are “*Test Re-test Reliability, Parallel Forms Reliability*”. Major methods in the Internal consistency procedure are “*Split Half Reliability, Kudar-Richardson Estimate of Reliability, Cronbach’s Alpha*.”. In this study, reliability was tested through Cronbach’s Alpha values and Composite Reliability values.

4.2.5.1.6 Validity

The validity indicates the degree to which a test measures, what it is supposed to measure and instrument validation is important for implementation and interpretation.

“The validity of a test concert what the test measures and how well it does so”

-Anastasi (1988)

“An index of validity shows the degree to which a test measures what it purports to measure when compared with accepted criteria”

-Freeman(1971)

“Validity is the extent to which a test measures what it purports to measure”

- Cronbach(1951).

4.2.5.1.7 Convergent validity

“Convergent validity is the degree to which multiple attempts to measure the same concept are in agreement. The idea that two or more measures of the same thing should covary highly if they are valid measures of the concept” (Bagozzi et al 1991). Convergent validity “is measured with the Average Variance Extracted (AVE) value. Convergent validity is said to be established when the AVE value is equal to or greater than 0.5”(Fronell & Larcker 1981).

4.2.5.1.8 Construct validity - Discriminant validity - Fornell and Lacker criterion

Fornell and Lacker's criterion is used to assess the discriminant validity of the constructs. It is assessed with “ the square root of AVE for a construct shall be greater Than the correlation of that construct with all other constructs” Fornell and Lacker (1981).

4.2.5.1.9 Construct validity - Discriminant validity - Cross loadings

The other way of validating the discriminant validity of the constructs is cross-loadings. Mainly cross-loading tells about how strongly the indicator is loading to the respective parent construct. If any indicator is loading more on the other construct rather than the parent construct, it means that there is a problem with the discriminant validity. In this process of cross loading assessment, all the indicator values should be greater in their parent construct when compared with the other constructs.

4.2.5.1.10 Construct validity - Discriminant validity - Heterotrait Monotrait(HTMT) Ratio

Heterotrait Monotrait (HTMT) ratio method is a new method and many researchers are to assess the discriminant validity of the constructs. Even though there is no single opinion on validation of HTMT ratio values, many authors follow that the conservative threshold value is 0.90 (Teo et al, 2008). In this study Heterotrait Monotrait Ratio(HTMT), in which the HTMT score is less than 0.85 considered valid (Hensler et al 2014). The measurement model is validated when the reliability, Convergent validity and Discriminant validity are satisfied.

4.2.5.1.11 Evaluation of Structural Model

After evaluation of the measurement model for lower-order construct and higher-order secondary construct, the second step is to evaluate a structural model. In this study 2 evaluation of structural model was performed with Bias -Corrected and Accelerated (BCa) bootstrap was used with 5000 subsamples and test type was two-tailed at a significance level of 0.05. In the structural model validation, Variance Inflation Factor (VIF) is calculated and VIF cuts off is less than 5 for validation (G.Lee & Xia, 2010). After bootstrapping with 5000 subsamples, explained variation (R-Square)

criteria along with the degree of significance of the path coefficients are assessed. For all three models, the same procedure was done and results were presented at the end of each model.

4.2.5.1.12 Bootstrapping

The data is analysed in the SmartPLS without the assumption of data normalisation so as we calculate regression analysis, testing outer weights, outer loadings and path coefficient in the parametric tests is not possible. Instead of that Bootstrapping procedure of creation of subsamples with a randomly drawn sample from the original data set. It ensures stability in the data set (Hair et al., 2017). In this procedure, the original data set is replaced with the randomly drawn 5000 bootstrapping subsamples and parametric estimations outer weights, outer loadings, and path coefficient are estimated on newly created 5000 subsamples. An estimation of the significance is possible with t-values which are derived with bootstrapping.

4.2.5.1.13 Hypothesis testing running the structural model

Hypotheses are tested after running the bootstrapping with 5000 subsamples. The weight of impact of Dependent variable on Independent variable is measured with Beta value. Based on the t-value and p-values the relationship between the constructs are assessed whether the relationship is significant or not.

4.2.5.1.14 Explanatory power of the model (R^2)

R^2 statistics show that “the variance in the endogenous variable explained by the exogenous variable(s)”. It means that the extent of change in the dependent variable is accounted for by one or more independent variables. Falk and Miller (1992) suggested R^2 value should be greater than 0.10.

4.2.5.1.15 Predictive power of the model (Q^2)

Q^2 is used to assess the predictive relevance or not. The model has a good predictive relevance when the Q^2 values are more than zero.

4.2.6 Analysis and results of the Model 1

The proposed model 1 has four experience constructs directed towards the Tourist Quality of Life, Memory and Word of Mouth constructs. H1 showed the relation between the Education experience constructs towards the Memory construct. H2 showed the relation between the Education Experience construct and Tourists' Quality of Life construct. H3 showed the relationship between Education Experience constructs towards the word of Mouth construct. H4 showed the relation between the Entertainment experience constructs towards the Memory construct. H5 showed the relation between the Entertainment Experience construct and Tourists' Quality of Life construct. H6 showed the relationship between Entertainment Experience constructs towards the word of Mouth construct. H7 showed the relation between the Escapism experience constructs towards the Memory construct. H8 showed the relation between the Escapism Experience constructs towards the Tourists' Quality of Life construct. H9 showed the relationship between Escapism Experience constructs towards the word of Mouth construct. H10 showed the relation between the Esthetic experience constructs towards the Memory construct. H11 showed the relation between the Esthetic Experience constructs towards the Tourists' Quality of Life construct. H12 showed the relationship between Esthetic Experience constructs towards the word of Mouth construct.

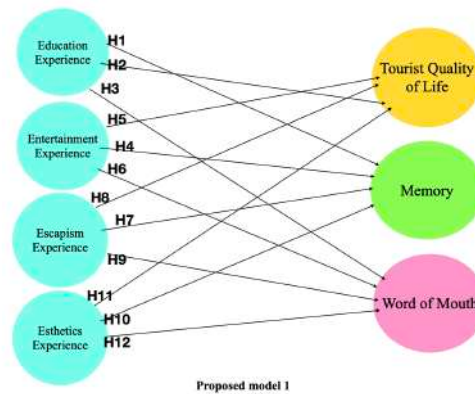


Fig 4.24 Proposed model 1

H4 showed the relation between the Entertainment experience constructs towards the Memory construct. H5 showed the relation between the Entertainment Experience construct and Tourists' Quality of Life construct. H6 showed the relationship between Entertainment Experience constructs towards the word of Mouth construct. H7 showed the relation between the Escapism experience constructs towards the Memory construct. H8 showed the relation between the Escapism Experience constructs towards the Tourists' Quality of Life construct. H9 showed the relationship between Escapism Experience constructs towards the word of Mouth construct. H10 showed the relation between the Esthetic experience constructs towards the Memory construct. H11 showed the relation between the Esthetic Experience constructs towards the Tourists' Quality of Life construct. H12 showed the relationship between Esthetic Experience constructs towards the word of Mouth construct.

The objective was to find out the strength of the relationship between the four sub experience constructs with the TQL, Memory and WoM and also find out dominant experience sub construct which has a high impact on TQL, Memory and WoM. The model was tested with the Measurement model and Structural Model as follows. The first step in “Measurement Model validation was to check the factor loadings and the Second step was to check Reliability with the Cronbach’s Alpha and Composite Reliability, Convergent validity with AVE, Divergent validity with Fronell Lacker Criterion, Cross loadings, and Heterotrait Monotrait Ratio (HTMT)”. The third step was to check the Structural model after fulling the measurement model with R² and VIF validation followed by hypothesis testing.

4.2.6.1 Measurement model assessment - Model 1

In the measurement model, Factor loadings, reliability and validity were checked to test the relationship between the indicators and constructs in the following ways.

4.2.6.2 Factor loadings of the Model 1

Table 4.2.22 Factor loadings of the Model 1

	EDUEXP1	ENTEXP3	ESCEXP4	ESTEXP2	MEM	TQL	WOM
EDUEX1	0.859						
EDUEX2	0.900						
EDUEX3	0.912						
EDUEX4	0.895						
ENTEX1		0.931					
ENTEX2		0.953					
ENTEX3		0.946					
ENTEX4		0.889					
ESCEX1			0.898				
ESCEX2			0.951				
ESCEX3			0.94				
ESCEX4			0.895				
ESTEX1				0.888			
ESTEX2				0.908			
ESTEX3				0.774			
ESTEX4				0.825			
MEM1					0.891		

MEM2	0.885	
MEM3	0.876	
TQL1		0.659
TQL2		0.826
TQL3		0.843
TQL4		0.735
TQL5		0.776
WOM1		0.875
WOM2		0.925
WOM3		0.932

Note EDUEXP =Education Experience, ENTEXP=Entertainment Experience, ESCEXP =Escapism Experience, ESTEXP = Esthetics Experience, TQL = Tourist Quality of Life, MEM = Memory, WoM = Word of Mouth

Factor loadings of the indicators of the Education experience construct EDUEX1, EDUEX2, EDUEX3, EDUEX4 are 0.86,0.90,0.91,0.90 respectively and all were having values greater than 0.6. shows valid values and no indicator was removed. Factor loadings of the indicators of the Entertainment experience construct ENTEX1, ENTEX2, ENTEX3, ENTEX4 are 0.93,0.95,0.95,0.89 respectively and all were having values greater than 0.6. shows valid values and no indicator was removed. Factor loadings of the indicators of the Escapism experience construct ESCEX1, ESCX2, ESCEX3, ESCEX4 were 0.90,0.95,0.94,0.90 respectively and all were having values greater than 0.6 shows valid values and no indicator was removed. Factor loadings of the indicators of the Escapism experience construct ESCEX1, ESCX2, ESCEX3, ESCEX4 were 0.90,0.95,0.94,0.90 respectively and all were having values greater than 0.6. shows valid values and no indicator was removed. Factor loadings of the indicators of the Esthetics experience construct ESTEX1, ESTX2, ESTEX3, ESTEX4 are 0.96,0.89,0.60,0.71 respectively and all were having values greater than 0.6. shows valid values and no indicator was removed. Factor loadings of the indicators of the Tourist Quality of Life construct TQL1,TQL2,TQL3,TQL4,TQL5 were 0.66,0.83,0.84,0.74,0.78 respectively and all were having values greater than 0.6. shows valid values and no indicator was removed. Factor loadings of the indicators of the Memory construct MEM1, MEM2, MEM3 were 0.89,0.88, 0.88 respectively and all were having values greater than 0.6. shows valid values and no indicator was removed.

Factor loadings of the indicators of the Word of Mouth construct WoM1, WoM2, WoM3 are 0.87, 0.92, 0.93 respectively and all were having values greater than 0.6. shows valid values and no indicator was removed.

4.2.6.3 Reliability assessment- Composite reliability & Cronbach's Alpha

Cronbach's Alpha values of EDUEXP1-Education Experience, ENTEXP3-Entertainment Experience, ESCEXP4-Escapism Experience, ESTEXP2 Esthetics Experience, MEM- Memory TQL-Tourist Quality of Life, WoM-Word of Mouth were 0.91, 0.94, 0.94, 0.88, 0.86,0.82, and 0.89 respectively. All values were higher than 0.70 (Cronbach, 1951). All values lie between 0.82 to 0.95.

Composite Reliability values of EDUEXP1-Education Experience, ENTEXP3-Entertainment Experience, ESCEXP4-Escapism Experience, ESTEXP2 Esthetics Experience, MEM-Memory, TQL-Tourist Quality of Life, and WoM-Word of Mouth were 0.94, 0.96,0.96,0.91,0.91,0.88 and 0.94 respectively and all values were higher than the cut-off value 0.70 (Ringle et al, 2018). Hence Reliability of the constructs was established.

Table 4.2.23 Reliability assessment - Cronbach' Alpha and Composite Reliability

Construct	Cronbach's Alpha	Composite Reliability
EDUEXP1	0.914	0.940
ENTEXP3	0.948	0.962
ESCEXP4	0.941	0.957
ESTEXP2	0.880	0.912
MEM	0.861	0.915
TQL	0.827	0.879
WOM	0.898	0.936

4.2.6.4 Validity assessment

Assessment of the validity was done in two steps. The first one was to assess the convergent validity and the second step was to assess Discriminant validity as shown below.

4.2.6.4.1 Validity assessment - Convergent validity- Average Variance Extracted (AVE)

Table 4.2.24 Convergent validity (AVE)	
	Average Variance Extracted (AVE)
EDUEXP1	0.795
ENTEXP3	0.865
ESCEXP4	0.849
ESTEXP2	0.723
MEM	0.782
TQL	0.594
WOM	0.830

Average Variance Extracted scores of constructs EDUEXP1-Education Experience, ENTEXP3-Entertainment Experience, ESCEXP2-Escapism Experience, ESTEXP4- Esthetics Experience, MEM-Memory, TQL-Tourist Quality of Life and WOM-Word of Mouth were 0.80,0.86,0.85,0.72, 0.78, 0.59 and 0.83 respectively as shown in the table. All values lie between 0.59 and 0.86 and all values were greater than 0.5 cut off (Ringle et al. 2018). Hence convergent validity was established.

4.2.6.4.2 Validity assessment - Discriminant validity - Fronell Larcker Criterion

Three measures were taken into consideration for the establishment of Discriminant validity. The first one is the Fronell Larkcker Criterion. All values are greater than the values that lie in their respective rows indicated fulfilment of Frontal Lacker criterion as shown in the table. The second one is the cross-loadings, all indicators were loaded in their respective parent constructs rather than the other constructs indicated the establishment of cross loading validity.

Table 4.2.25 Discriminant validity - Fronell Larcker Criterion

	EDUEXP1	ENTEXP3	ESCEXP4	ESTEXP2	MEM	TQL	WOM
EDUEXP1	0.892						
ENTEXP3	0.379	0.93					
ESCEXP4	0.048	-0.116	0.921				
ESTEXP2	-0.112	-0.121	0.383	0.851			
MEM	0.34	0.378	0.267	0.26	0.884		
TQL	0.41	0.509	0.232	0.066	0.668	0.771	
WOM	0.408	0.479	0.219	0.185	0.768	0.666	0.911

In the discrimination validity - the Fronell Larcker criterion was fulfilled as the square of AVE of each construct were greater than the other values in the respective rows.

4.2.6.4.3 Discriminant validity - Cross loadings

Table 4.2.26 Discriminant validity - Cross loadings

	EDUEXP1	ENTEXP3	ESCEXP4	ESTEXP2	MEM	TQL	WOM
EDUEX1	0.859	0.332	0.009	-0.116	0.248	0.313	0.319
EDUEX2	0.900	0.332	0.062	-0.142	0.302	0.371	0.345
EDUEX3	0.912	0.335	0.029	-0.068	0.357	0.386	0.39
EDUEX4	0.895	0.354	0.068	-0.081	0.295	0.383	0.392
ENTEX1	0.357	0.931	-0.123	-0.106	0.347	0.459	0.442
ENTEX2	0.369	0.953	-0.126	-0.104	0.346	0.489	0.441
ENTEX3	0.338	0.946	-0.089	-0.067	0.4	0.507	0.469
ENTEX4	0.348	0.889	-0.096	-0.181	0.309	0.433	0.427
ESCEX1	0.053	-0.083	0.898	0.318	0.206	0.178	0.185
ESCEX2	0.047	-0.115	0.951	0.349	0.253	0.232	0.203
ESCEX3	0.04	-0.129	0.940	0.368	0.248	0.185	0.209
ESCEX4	0.038	-0.1	0.895	0.373	0.268	0.249	0.207
ESTEX1	-0.056	-0.126	0.368	0.888	0.259	0.102	0.197

ESTEX2	-0.119	-0.153	0.343	0.908	0.251	0.033	0.149
ESTEX3	-0.176	-0.065	0.258	0.774	0.1	-0.032	0.066
ESTEX4	-0.092	-0.041	0.303	0.825	0.205	0.063	0.166
MEM1	0.302	0.341	0.243	0.268	0.891	0.568	0.648
MEM2	0.287	0.334	0.179	0.209	0.885	0.581	0.677
MEM3	0.311	0.329	0.28	0.209	0.876	0.622	0.714
TQL1	0.291	0.386	0.117	0.136	0.517	0.659	0.522
TQL2	0.335	0.455	0.176	0.001	0.533	0.826	0.574
TQL3	0.337	0.422	0.233	0.011	0.493	0.843	0.498
TQL4	0.245	0.32	0.085	0.158	0.549	0.735	0.474
TQL5	0.354	0.359	0.253	-0.011	0.497	0.776	0.494
WOM1	0.328	0.404	0.151	0.112	0.66	0.548	0.875
WOM2	0.403	0.457	0.207	0.203	0.717	0.629	0.925
WOM3	0.377	0.444	0.233	0.183	0.719	0.635	0.932

4.2.6.4.4 Discriminant validity - Heterotrait Monotrait Ratio

Table 4.2.27 Discriminant validity - Heterotrait Monotrait Ratio

	EDUEXP1	ENTEXP3	ESCEXP4	ESTEXP2	MEM	TQL	WOM
EDUEXP1							
ENTEXP3	0.408						
ESCEXP4	0.053	0.123					
ESTEXP2	0.146	0.126	0.406				
MEM	0.379	0.417	0.292	0.272			
TQL	0.465	0.569	0.252	0.129	0.798		
WOM	0.445	0.517	0.235	0.186	0.873	0.771	

The third one is Heterotrait Monotrait (HTMT) Ratio, all values that were less than 0.85 as shown in the table were valid (Hensler et al 2014). Hence Discriminant validity was established after fulfilling the three above mentioned criteria.

Variance Inflation Factor (VIF) was calculated to check the structural model assessment and VIF cuts off was less than 5 for validation (G.Lee & Xia, 2010). Here all the indicator values were less than the 5 except ENTEX2, ENTEX3, ESCEX2, ESCEX3 as shown in the table and the indicators having VIF scores of more than 5 were removed for further analysis.

4.2.6.6 Indicator multicollinearity (VIF)

4.2.28 Indicator Multicollinearity (VIF)	
	VIF
EDUEX1	2.554
EDUEX2	3.071
EDUEX3	3.195
EDUEX4	2.954
ENTEX1	4.68
ENTEX2	6.135
ENTEX3	5.214
ENTEX4	3.03
ESCEX1	3.537
ESCEX2	6.288
ESCEX3	5.386
ESCEX4	2.834
ESTEX1	3.147
ESTEX2	3.531
ESTEX3	4.263
ESTEX4	4.521
MEM1	2.237
MEM2	2.333
MEM3	2.038
TQL1	1.306
TQL2	1.992

TQL3	2.197
TQL4	1.655
TQL5	1.747
WOM1	2.325
WOM2	3.062
WOM3	3.344

4.2.6.7 Bootstrapping for 5000 subsamples

The data were analysed in the SmartPLS without the assumption of data normalisation so as we calculated regression analysis, testing outer weights, outer loadings and path coefficient in the parametric tests was not possible. Instead of that Bootstrapping procedure of creation of subsamples with a randomly drawn sample from the original data set. It ensured stability in the data set (Hair et al.,2017). In this procedure, the original data set was replaced with the randomly drawn 5000 bootstrapping subsamples and parametric estimations outer weights, outer loadings, and path coefficient are estimated on newly created 5000 subsamples. And estimation of the significance was possible with t-values which were derived with bootstrapping.

4.2.6.8 Hypothesis testing for Model 1

All hypothesis path values of β ,t-values, p-values are presented in table 4.2.

Table 4.2.29 Path coefficients and significances

	β	T-value	P Values	Result
H1 : EDUEXP1 -> MEM	0.227	4.636	0	Accepted
H2 : EDUEXP1 -> TQL	0.230	4.941	0	Accepted
H3 : EDUEXP1 -> WOM	0.260	5.523	0	Accepted
H4 : ENTEXP3 -> MEM	0.346	7.235	0	Accepted
H5 : ENTEXP3 -> TQL	0.457	11.881	0	Accepted
H6 : ENTEXP3 -> WOM	0.425	9.078	0	Accepted

H7 : ESCEXP4 -> MEM	0.200	4.499	0	Accepted
H8 : ESCEXP4 -> TQL	0.255	5.894	0	Accepted
H9 : ESCEXP4 -> WOM	0.180	4.536	0	Accepted
H10 : ESTEXP2 -> MEM	0.251	5.56	0	Accepted
H11 : ESTEXP2 -> TQL	0.049	1.02	0.308	Not accepted
H12 : ESTEXP2 -> WOM	0.197	4.423	0	Accepted

H1: There is a significant impact of EDUEXP on MEM

H1 evaluated whether *Educational Experience* had a significant impact on *Memory*. The results showed that *Educational Experience* had a significant impact on *Memory* ($\beta = 0.22$, $t = 4.63$, $p < 0.001$).

H2: There is a significant impact of EDUEXP on TQL

H2 evaluated whether *Education Experience* had a significant impact on *Tourists Quality of Life*. The results showed that *Education Experience* had a significant impact on *Tourists Quality of Life* ($\beta = 0.23$, $t = 4.94$, $p < 0.001$).

H3: There is a significant impact of EDUEXP on WOM

H3 evaluated whether *Escapism Experience* had a significant impact on *Word of Mouth*. The results showed that *Escapism Experience* had a significant impact on *Word of Mouth* ($\beta = 0.26$, $t = 5.52$, $p < 0.001$).

H4: There is a significant impact of ENTEXP on MEM

H4 evaluated whether *Entertainment Experience* had a significant impact on *Memory*. The results showed that *Entertainment Experience* had a significant impact on *Memory* ($\beta = 0.34$, $t = 7.235$, $p < 0.001$).

H5: There is a significant impact of ENTEXP on TQL

H5 evaluated whether *Entertainment Experience* had a significant impact on *Tourists Quality of Life*. The results showed that *Entertainment Experience* had significant impact on *Tourists Quality of Life* ($\beta = 0.45$, $t = 11.88$, $p < 0.001$).

H6: There is a significant impact of ENTEXP on WoM

H6 evaluated whether *Entertainment Experience* had a significant impact on *Word of Mouth*. The results showed that *Entertainment Experience* had a significant impact on *Word of Mouth* ($\beta = 0.42$, $t = 9.07$, $p < 0.001$).

H7: There is a significant impact of ESCEXP on MEM

H7 evaluated whether *Escapism Experience* had a significant impact on *Memory*. The results showed that *Escapism Experience* had a significant impact on *Memory* ($\beta = 0.20$, $t = 4.49$, $p < 0.001$).

H8 : There is a significant impact of ESCEXP on TQL

H8 evaluated whether *Escapism Experience* had a significant impact on *Tourists Quality of Life*. The results showed that *Escapism Experience* had a significant impact on *Tourists Quality of Life* ($\beta = 0.25$, $t = 5.89$, $p < 0.001$).

H9: There is a significant impact of ESCEXP on WoM

H9 evaluated whether *Escapism Experience* had a significant impact on *Word of Mouth*. The results showed that *Escapism Experience* had a significant impact on *Word of Mouth* ($\beta = 0.18$, $t = 4.53$, $p < 0.001$).

H10: There is a significant impact of ESTEXP on MEM

H10 evaluated whether *Esthetic Experience* had a significant impact on *Memory*. The results showed that *Esthetic Experience* had a significant impact on *Memory* ($\beta = 0.25$, $t = 5.56$, $p < 0.001$).

H11: There is a significant impact of ESTEXP on TQL

H11 evaluated whether *Esthetic Experience* had a significant impact on *Tourists Quality of Life*. The results showed that *Esthetic Experience* had no significant impact on *Tourists Quality of Life* ($\beta = 0.049$, $t = 1.02$, $p < 0.308$).

H12: There is a significant impact of EDUEXP on WOM

H12 evaluated whether *Escapism Experience* had a significant impact on *Word of Mouth*. The results showed that *Escapism Experience* had a significant impact on *Word of Mouth* ($\beta = 0.19$, $t = 4.42$, $p < 0.001$).

4.2.6.9 Explanatory power of the model

The structural model was assessed with the degree of significance of past coefficients (See table 4.2.32) and explained variation (R^2) criteria with 5000 bootstrap iterations. The results showed that model 1 explained variation ($R^2 = 38\%$) of Tourist Quality of Life, explained variation ($R^2 = 32\%$) of Memory, explained variation ($R^2 = 38\%$) of Word of Mouth. All the hypotheses were accepted except H11. The structural results of model 1 were represented in figure 4.2. The strength of the relationship between the constructs was indicated with the width of the arrow (the line connecting two constructs). If the width of the arrow is more the relationship between the constructs is high. In the same way, if the width of the arrow is small the relationship of the construct is low.

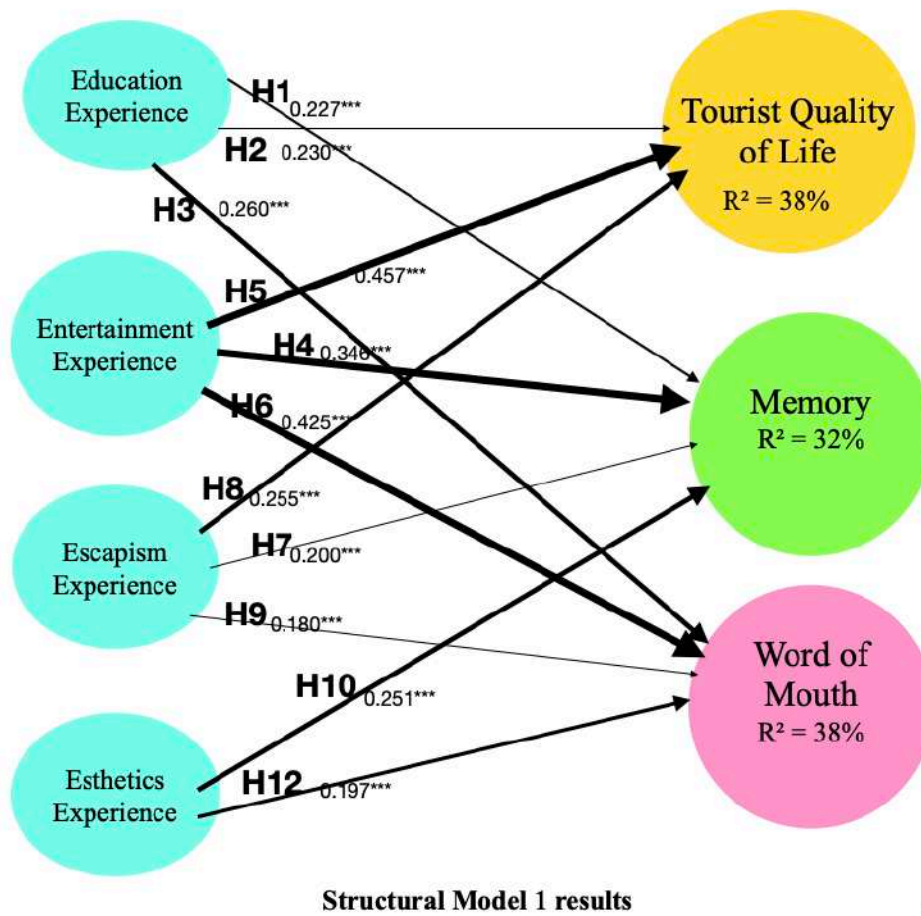


Figure 4.25 Model 1 - Structural Model results

4.2.7 Analysis of Model 2

4.2.7.1.1 Validating lower order constructs

In the process of testing the validity of the lower constructs, each construct was related to other constructs and tests the strength between the variables. In this study 2, Experience had four sub-constructs (Education experience, Esthetic experience, Entertainment experience, Escapism experience) were related with Memory construct, Tourist Quality of Life construct and Word of Mouth construct. The relationship between all the variables was presented in the following tables.

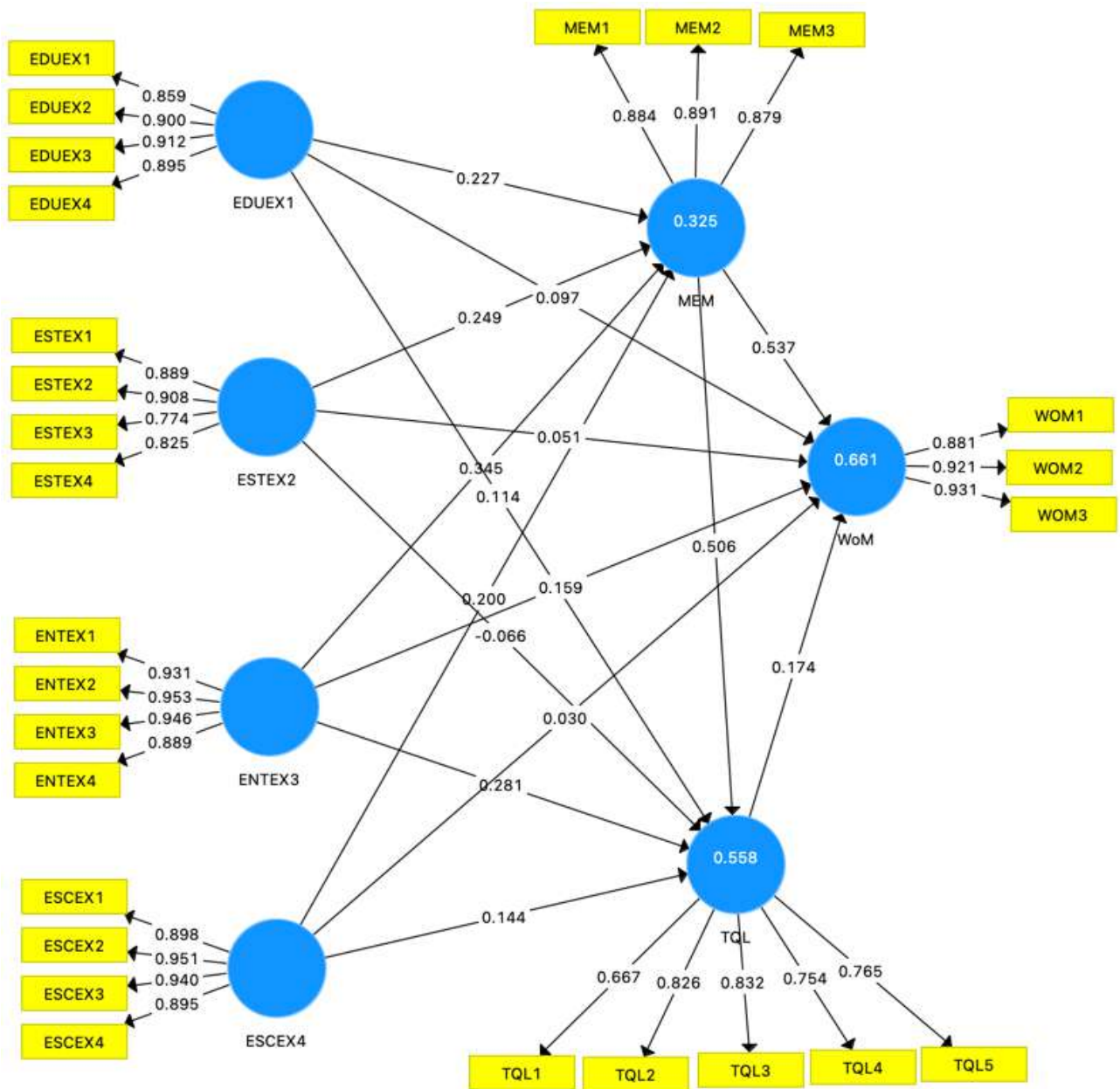


Figure 4.26 Lower order constructs model

4.2.7.1.2 Factor loading of indicator of lower order constructs

Table 4.2.30 Factor loadings of indicators of lower order constructs

	EDUEX P1	ENTEXP3	ESCEXP4	ESTEXP2	MEM	TQL	WoM
EDUEX1	0.859						
EDUEX2	0.900						
EDUEX3	0.912						

	EDUEX P1	ENTEXP3	ESCEXP4	ESTEXP2	MEM	TQL	WoM
EDUEX4	0.895						
ENTEX1		0.931					
ENTEX2		0.953					
ENTEX3		0.946					
ENTEX4		0.889					
ESCEX1			0.896				
ESCEX2			0.951				
ESCEX3			0.939				
ESCEX4			0.898				
ESTEX1				0.889			
ESTEX2				0.908			
ESTEX3				0.774			
ESTEX4				0.825			
MEM1					0.884		
MEM2					0.890		
MEM3					0.879		
TQL1						0.667	
TQL2						0.824	
TQL3						0.832	
TQL4						0.754	
TQL5						0.766	
WOM1							0.880
WOM2							0.922
WOM3							0.931

Factor loading is the strength between the unobserved constructs and observed items. It indicates “the extent to which each item in the correlation matrix correlates with the given principal component. Factor loading value ranges from -1 to +1 and the higher the value indicates higher the correlation of the item with the unobserved construct”(Pett et al 2003). The first step in the SEM

analysis is to assess the factor loadings, remove the factor loadings having values less than 0.7 and few researchers consider the minimum factor loading value is 0.50 (Hair et al 2016). Depending upon the context and requirement of the study items are retained having lesser value than 0.70. In this study 0.70 is the cut-off value for the factor loading so one item TQL1 is removed from the analysis and all other items were retained. “*Education Experience*” construct has four items and those factor loadings are 0.857, 0.90, 0.917 and 0.891. “*Entertainment Experience*” construct has four valid factor loadings and loadings are 0.932, 0.952, 0.948 and 0.886. “*Esthetics Experience*” construct has four valid factor loadings are 0.896, 0.951, 0.942 and 0.895. “*Escapism Experience*” construct has four valid factor loading and their values are 0.885, 0.913, 0.776 and 0.823. “*Memory*” construct has three valid factor loadings and those are 0.886, 0.889, and 0.877. “*Tourists Quality of Life (TQL)*” construct has five loading factors and one-factor loading has a value less than 0.7 and it was removed from the analysis and other four factors loadings are 0.824, 0.829, 0.760, and 0.763. “*Word of Mouth*” contract has three valid factor loadings and their values are 0.879, 0.921 and 0.932. All indicators are having values of more than 0.60. No item was removed from the analysis since all values are more than the threshold limit of 0.60 (Gefen and Straub, 2005). The first step in the measurement analysis is to check the Reliability and Validity.

4.2.7.1.3 Indicator Multicollinearity

Indicator multicollinearity indicates the how extent items are correlated with the respective construct. In order to assess the Indicator multicollinearity Variance Inflation Factor (VIF) is used and there is no single opinion on threshold value of VIF (Salmeron Gomez et al, 2016). However threshold limit of VIF is considered as below 10 (Gujarati, 2003; Salmeron Gomez et al, 2016).

Table 4.2.31 Variance Inflation Factor (VIF) of indicators of lower order constructs

Indicator	VIF value
EDUEX1	2.554
EDUEX2	3.071
EDUEX3	3.195

EDUEX4	2.954
ENTEX1	4.680
ENTEX2	6.135
ENTEX3	5.214
ENTEX4	3.030
ESCEX1	3.537
ESCEX2	6.288
ESCEX3	5.386
ESCEX4	2.834
ESTEX1	3.147
ESTEX2	3.531
ESTEX3	4.263
ESTEX4	4.521
MEM1	2.237
MEM2	2.333
MEM3	2.038
TQL1	1.306
TQL2	1.992
TQL3	2.197
TQL4	1.655
TQL5	1.747
WOM1	2.325
WOM2	3.062
WOM3	3.344

4.2.7.1.4 Reliability analysis - Cronbach's Alpha values of the lower order constructs

In this study 2, the first step was to measure and assess the reliability is Cronbach's Alpha. It was proposed by Cronbach in the year 1951. The Cronbach's Alpha values of EDUEX1 (Education Experience) construct, ENTEX3 (Entertainment Experience) construct, ESCEX4 (Escapism

Experience) construct, ESTEX2 (Esthetics Experience) construct, Memory construct, Social Interaction constructs, Tourist Quality of Life construct and Word of Mouth construct were 0.914, 0.948, 0.941, 0.880, 0.861, 0.827 and 0.898 respectively. All the constructs in the table had Cronbach's Alpha value ranging from 0.827 to 0.948 and higher than 0.70 indicating the significant reliability of the instrument.

Table 4.2.32 Cronbach's Alpha values of lower order constructs

Constructs	Cronbach's Alpha values
EDUEXP1	0.914
ENTEXP3	0.948
ESCEXP4	0.941
ESTEXP2	0.880
MEM	0.861
TQL	0.827
WoM	0.898

4.2.7.1.5 Reliability analysis - Composite Reliability values of the lower order constructs

The composite reliability of the EDUEX1 (Education Experience) construct, ENTEXP3 (Entertainment Experience) construct, ESCEX4 (Escapism Experience) construct, ESTEX2 (Esthetics Experience) construct, Memory construct, Tourist Quality of Life construct and Word of Mouth construct were 0.940, 0.962, 0.957, 0.912, 0.915, 0.879 and 0.936 respectively. All the composite reliability values of all the constructs were more than 0.70 and it showed the proper establishment of reliability. In the two ways, Cronbach's Alpha and Composite reliability were used to assess the instrument reliability in study 2.

Table 4.2.33 Composite reliability values of the lower order constructs

Constructs	Composite Reliability
EDUEXP1	0.940
ENTEXP3	0.962
ESCEXP4	0.957

Constructs	Composite Reliability
ESTEXP2	0.912
MEM	0.915
TQL	0.879
WoM	0.936

4.2.7.1.6 Validity assessment of Model 2

The validity indicates the degree to which a test measures, what it is supposed to measure and instrument validation is important for implementation and interpretation.

4.2.7.1.6.1 Construct validity - Convergent validity of the lower order constructs

Table 4.2.27 showed the AVE values of EDUEX1 (Education Experience) construct, ENTEX3 (Entertainment Experience) construct, ESCEX4 (Escapism Experience) construct, ESTEX2 (Esthetics Experience) construct, Memory construct, Tourist Quality of Life construct and Word of Mouth construct were 0.795, 0.865, 0.849, 0.723, 0.782, 0.594 and 0.830 respectively. All the values were higher than 0.5 so the convergent validity was established.

Table 4.2.34 Convergent validity of the lower order constructs

Constructs	Average Variance Extracted (AVE) values
EDUEXP1	0.795
ENTEXP3	0.865
ESCEXP4	0.849
ESTEXP2	0.723
MEM	0.782
TQL	0.594
WoM	0.830

4.2.7.1.6.2 Construct validity - Discriminant validity - Fornell-Lacker criterion

Table 4.2.35 Discriminant validity - Fornell-Lacker criterion

	EDUEXP1	ENTEXP3	ESCEXP4	ESTEXP2	MEM	TQL	WOM
EDUEXP1	<i>0.89</i>						
ENTEXP3	0.38	<i>0.93</i>					
ESCEXP4	0.05	-0.12	<i>0.92</i>				
ESTEXP2	-0.11	-0.12	0.38	<i>0.85</i>			
MEM	0.34	0.38	0.27	0.26	<i>0.88</i>		
TQL	0.41	0.51	0.23	0.07	0.67	<i>0.77</i>	
WOM	0.41	0.48	0.22	0.18	0.77	0.67	<i>0.91</i>

Fornell and Lacker's criterion was used to assess the discriminant validity of the constructs. It was assessed with “ the square root of AVE for a construct shall be greater Than the correlation of that construct with all other constructs” Fornell and Lacker (1981). In the above table, 4.2.28 square root of AVE of all constructs is highlighted with a bold and italic font. The square root of AVE of constructs EDUEXP1 - “*Educational Experience*”, ENTEXP3- “*Entertainment Experience*”, ESCEXP4 -“*Escapism Experience*”, ESTEXP2- “*Esthetic Experience*”, “*Memory*”, “*Tourist quality of life*”, and “*Word of Mouth*” were 0.89, 0.93, 0.92, 0.85, 0.88, 0.77 and 0.91 respectively. Here the correlation with its parent value greater than the other correlation values in the respective rows of all constructs indicated the fulfilment of Fornell and Larcker criterion and stated the establishment of discriminant validity.

4.2.7.1.6.3 Construct validity - Discriminant validity - Cross loadings

In table 4.2.29 all the indicator values were perfectly loaded in their respective parent constructs and discriminant validity was established.

Table 4.2.36 Discriminant validity - Cross loadings

	EDUEXP1	ENTEXP3	ESCEXP4	ESTEXP2	MEM	TQL	WoM
EDUEX1	0.859	0.332	0.009	-0.116	0.248	0.311	0.318
EDUEX2	0.900	0.332	0.062	-0.142	0.302	0.369	0.344
EDUEX3	0.912	0.335	0.029	-0.068	0.357	0.387	0.390
EDUEX4	0.895	0.354	0.068	-0.081	0.295	0.378	0.392
ENTEX1	0.357	0.931	-0.122	-0.106	0.347	0.458	0.442
ENTEX2	0.369	0.953	-0.126	-0.104	0.345	0.489	0.441
ENTEX3	0.338	0.946	-0.089	-0.067	0.400	0.506	0.469
ENTEX4	0.348	0.889	-0.097	-0.181	0.309	0.429	0.426
ESCEX1	0.053	-0.083	0.896	0.318	0.205	0.173	0.184
ESCEX2	0.047	-0.115	0.951	0.349	0.252	0.227	0.202
ESCEX3	0.040	-0.129	0.939	0.368	0.248	0.181	0.208
ESCEX4	0.038	-0.100	0.898	0.373	0.268	0.243	0.206
ESTEX1	-0.056	-0.126	0.368	0.889	0.258	0.107	0.195
ESTEX2	-0.119	-0.153	0.343	0.908	0.250	0.039	0.147
ESTEX3	-0.176	-0.065	0.258	0.774	0.099	-0.025	0.066
ESTEX4	-0.092	-0.041	0.304	0.825	0.203	0.069	0.166
MEM1	0.302	0.341	0.243	0.268	0.884	0.574	0.647
MEM2	0.287	0.334	0.180	0.210	0.890	0.587	0.677
MEM3	0.311	0.329	0.281	0.210	0.879	0.623	0.714
TQL1	0.291	0.386	0.118	0.136	0.518	0.667	0.522
TQL2	0.335	0.455	0.176	0.001	0.533	0.824	0.573
TQL3	0.337	0.422	0.234	0.011	0.493	0.832	0.497
TQL4	0.245	0.320	0.086	0.158	0.549	0.754	0.474
TQL5	0.354	0.359	0.254	-0.011	0.498	0.766	0.493
WOM1	0.329	0.404	0.152	0.112	0.661	0.552	0.880
WOM2	0.403	0.457	0.207	0.203	0.718	0.631	0.922
WOM3	0.377	0.444	0.233	0.183	0.720	0.634	0.931

4.2.7.1.6.4 Construct validity - Discriminant validity - Heterotrait Monotrait(HTMT) Ratio

Heterotrait Monotrait (HTMT) ratio method is a new method and many researchers are to assess the discriminant validity of the constructs. Even though there is no single opinion on validation of HTMT ratio values, many authors follow that the conservative threshold value is 0.90 (Teo et al, 2008). The HTMT ratio values were extracted through smart PLS and presented in table 4.2.30 and all the HTMT ratio values were less than 0.90 and discriminant validity was established.

Table 4.2.37 Discriminant validity - Heterotrait Monotrait(HTMT) Ratio

	EDUEXP1	ENTEXP3	ESCEXP4	ESTEXP2	MEM	TQL	WOM
EDUEXP1							
ENTEXP3	0.41						
ESCEXP4	0.05	0.12					
ESTEXP2	0.15	0.13	0.41				
MEM	0.38	0.42	0.29	0.27			
TQL	0.46	0.57	0.25	0.13	0.80		
WOM	0.45	0.52	0.23	0.19	0.87	0.77	

4.2.7.2 Reflective - Formative assessment

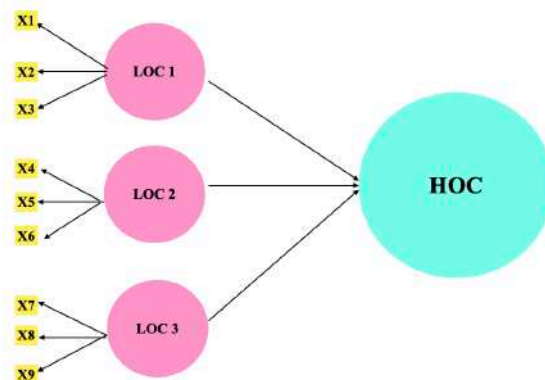


Figure 4.27 Type II - Reflective Formative Higher Order construct

In study 2, Agritourism Experience is the higher-order construct and have four lower-order constructs namely “*Education Experience* (EDUEXP1), *Entertainment Experience*(ENTEXP2), *Esthetic Experience*(ESTEXP3) and *Escapism Experience*(ESCEXP4)”. These four constructs are reflective and each sub construct has four interchangeable indicators and deletion and addition of the item don’t affect the construct. These four lower-order reflective constructs have initially checked the validity and reliability in previous sections and latent values of the sub-constructs are added to the data. Latent values of the sub-constructs of experience become the indicator for the second higher-order Agritourist Experience (ATEXP) construct and its nature is formative since indicators are not interchangeable and deletion of the indicator will have an effect on the construct.

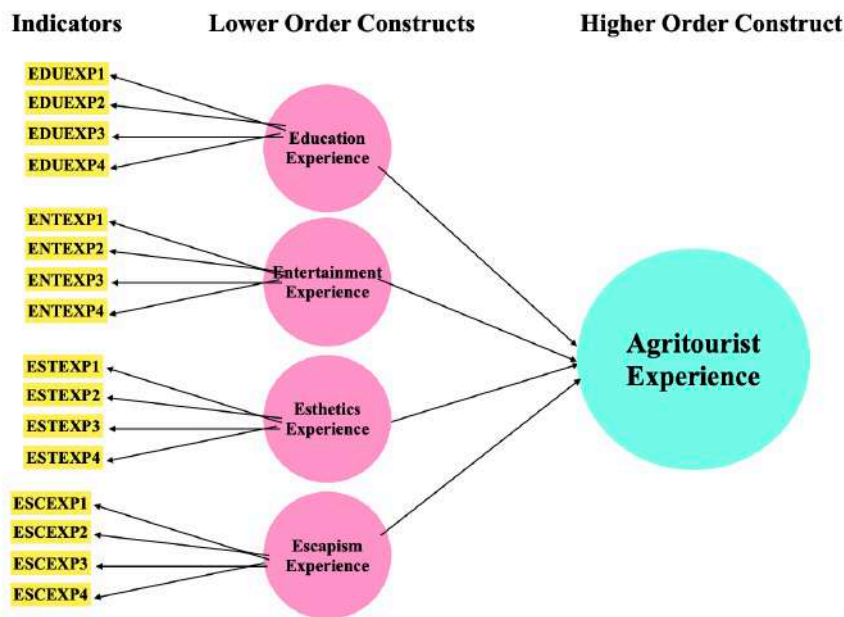


Figure 4.28 Type II - Reflective Formative model of the Study 2

To evaluate the second higher-order construct Agritourist Experience (ATEXP), there is three validation to check are Outer weights, Outer loadings and VIF as shown in the below table.

Table 4.2.38 Higher order constructs validation

HOC	LOC	Outer weights	T Statistics	P Values	Outer Loadings	VIF
ATE	EDUEXP1	0.43	6.25	0.00	0.66	1.19
	ENTEXP3	0.66	11.47	0.00	0.74	1.19
	ESTEXP2	0.30	4.48	0.00	0.28	1.19
	ESCEXP4	0.34	5.14	0.00	0.41	1.19

All lower orders construct out loading values were significant. All VIF values of lower-order constructs were less than 5 and valid. The outer weights of the lower order construct EDUEXP1, ENTEXP3, ESTEXP2, and ESCEXP4 were 0.43, 0.66, 0.30 and 0.34 respectively. EDUEXP1 value was near 0.5 and ENTEXP3 value was greater than 0.5 so both outer weights were found to be significant (Hair et al, 2016). Lower order constructs ESTEXP2 and ESCEXP4 were removed since the out weights of ESTEXP2 and ESCEXP4 are less than 0.5. After removing the two lower-order constructs validation was established for further Structural Model analysis.

4.2.7.3 Evaluation of Structural Model

After evaluation of the measurement model for lower-order construct and higher-order secondary construct, the second step is to evaluate a structural model. In this study 2 evaluation of structural model was performed with Bias -Corrected and Accelerated (BCa) bootstrap was used with 5000 subsamples and test type was two-tailed at a significance level of 0.05.

4.2.7.4 Bootstrapping

The sample of 400 datapoints was converted into 5000 subsamples and the results were presented in the study.

4.2.7.5 Hypothesis testing

Based on the theory research gaps were identified. To address the gaps empirically hypotheses were framed. The following were the hypothesis of study 2 to answer

H13 : There is a significant impact of ATE on Word of Mouth

H14 : Memory mediates the relationship between ATE and Word of Mouth

H15 : Tourist Quality of life mediates the relationship between ATE and Word of Mouth

H16 : Memory and Tourist quality of life sequentially mediate the relationship between ATE and Word of Mouth

Structural model evaluation was done after validating higher-order constructs. The following values (β , t-value and P-values) were drawn from the data and presented in table 4.2.32.

Table 4.2.39 Path coefficients and significances

Relationships	β	t-value	P-Values	Result
H13 : ATE -> MEM	0.534	9.864	0.000	Accepted
H14 ATE -> MEM->WOM	0.297	7.875	0.000	Accepted
H15 ATE -> TQL->WOM	0.046	3.029	0.002	Accpeted
H16 ATE -> MEM->TQL->WOM	0.036	2.846	0.004	Accepted

Hypothesis Testing

H13 : There is a significant impact of ATE on Word of Mouth

H13 evaluated whether Agritourist Experience (ATE) had a significant impact on Word of Mouth. The results showed that Agritourist Experience (ATE) had a significant impact on Memory ($\beta=0.534$, $t=9.864$, $p=0.000$).

H14: Memory mediates the relationship between ATE and Word of Mouth

H14 evaluated whether Memory mediated the relationship between Agritourist Experience(ATE) and Word of Mouth. The results showed that Memory had a mediating impact on the relationship between the Agritourism Experience(ATE) and Word of Mouth ($\beta=0.297$, $t=7.875$, $p=0.000$).

H15: Tourist Quality of Life mediates the relationship between ATE and Word of Mouth

H15 evaluated whether Tourist Quality of Life mediated the relationship between Agritourist Experience(ATE) and Word of Mouth. The results showed that Tourist Quality of Life had a mediating impact on the relationship between the Agritourist Experience(ATE) and Word of Mouth ($\beta=0.046$, $t=3.029$, $p=0.002$).

H16: Memory and Tourist Quality of Life sequentially mediate the relationship between ATE and Word of Mouth

H16 evaluated whether Memory and Tourist Quality of Life sequentially mediate the relationship between Agritourist Experience(ATE) and Word of Mouth. The results showed that Memory and Tourist Quality of Life had a mediating impact on the relationship between the Agritourist Experience(ATE) and Word of Mouth ($\beta=0.036$, $t=2.846$, $p=0.004$).

4.2.7.6 Mediation analysis

Agritourist Experience $\longrightarrow$ Memory $\longrightarrow$ Word of Mouth

Mediation analysis was performed to assess the mediating role of **Memory** on the linkage between Agritourist Experience and Word of Mouth. The results (see Table) revealed that the total effect of Agritourist Experience on Word of Mouth was significant (H13: $\beta=0.506$, $t=9.296$, $p<0.001$). With the inclusion of the mediating variable **Memory**, the impact of Agritourist Experience on Word of Mouth became significant($\beta=0.332$, $t=6.641$, $p<.001$). The indirect effect of Agritourist Experience on Word of Mouth through Tourist Quality of Life was found significant ($\beta=0.04$, $t=3.07$, $p<.001$). This showed that the relationship between Agritourist Experience and Word of Mouth is partially mediated by **Memory**.

Table 4.2.40 Partial mediation values of Memory

Total effect ATE-> WoM		Direct effect ATE->WoM		Indirect effect of ATE on WoM					
Coefficient	p-value	Coefficient	P-value	H14: ATE->MEM->WOM	Coefficient	SD	T-value	p-value	BI[2.5%,97.5%)
0.624	0.00	0.557	0.00		0.297	0.038	7.875	0.00	0.225, 0.372

Agritourist Experience —> Tourist Quality of Life —> Word of Mouth

Mediation analysis was performed to assess the mediating role of Tourist Quality of Life on the linkage between Agritourist Experience and Word of Mouth. The results (see Table) revealed that the total effect of Agritourist Experience on Word of Mouth was significant (H1: $\beta=0.53$, $t=10.1$, $p<0.001$). With the inclusion of the mediating variable Tourist Quality of Life the impact of Agritourist Experience on Word of Mouth became significant($\beta=0.59$, $t=13.99$, $p<.001$). The indirect effect of Agritourist Experience on Word of Mouth through Tourist Quality of Life was found significant ($\beta=0.04$, $t=3.07$, $p<.001$). This showed that the relationship between Agritourist Experience and Word of Mouth is partially mediated by Tourists Quality of Life.

Table 4.2.41 Partial mediation values of Tourist Quality of Life

Total effect ATE-> WoM		Direct effect ATE->WoM		Indirect effect of ATE on WoM					
Coefficient	p-value	Coefficient	P-value	H: ATE->TQL->WOM	Coefficient	SD	T-value	p-value	BI[2.5%,97.5%)
0.624	0.00	0.557	0.00		0.046	0.015	3.029	0.002	0.021,0.082

Agritourist Experience —> Memory —> Tourist Quality of Life —>Word of Mouth

Mediation analysis was performed to assess the mediating role of *Memory and Tourist Quality of Life* on the linkage between Agritourist Experience and Word of Mouth. The results (see Table) revealed that the total effect of Agritourist Experience on Word of Mouth was significant ($\beta=0.53$, $t=10.1$, $p<0.001$). With the inclusion of the mediating variable *Memory and Tourist Quality of Life*, the impact of Agritourist Experience on Word of Mouth became significant($\beta=0.59$, $t=13.99$, $p<.001$). The indirect effect of Agritourist Experience on Word of Mouth through Memory was

found significant ($\beta=0.25$, $t=6.42$, $p<.001$). This showed that the relationship between Agritourist Experience and Word of Mouth is partially mediated by *Memory and Tourist Quality of Life*.

Table 4.2.42 Serial mediation of Memory and Tourist Quality of Life

Total effect ATE-> WoM		Direct effect ATE->WoM		Indirect effect of ATE on WoM					
Coefficient	p-value	Coefficient	P-value	H: ATE->MeM->WoM->WoM	Coefficient	SD	T-value	p-value	BI[2.5%,97.5%)
0.624	0.00	0.557	0.00		0.036	0.013	2.846	0.004	0.016,0.065

4.2.7.7 Structural model results

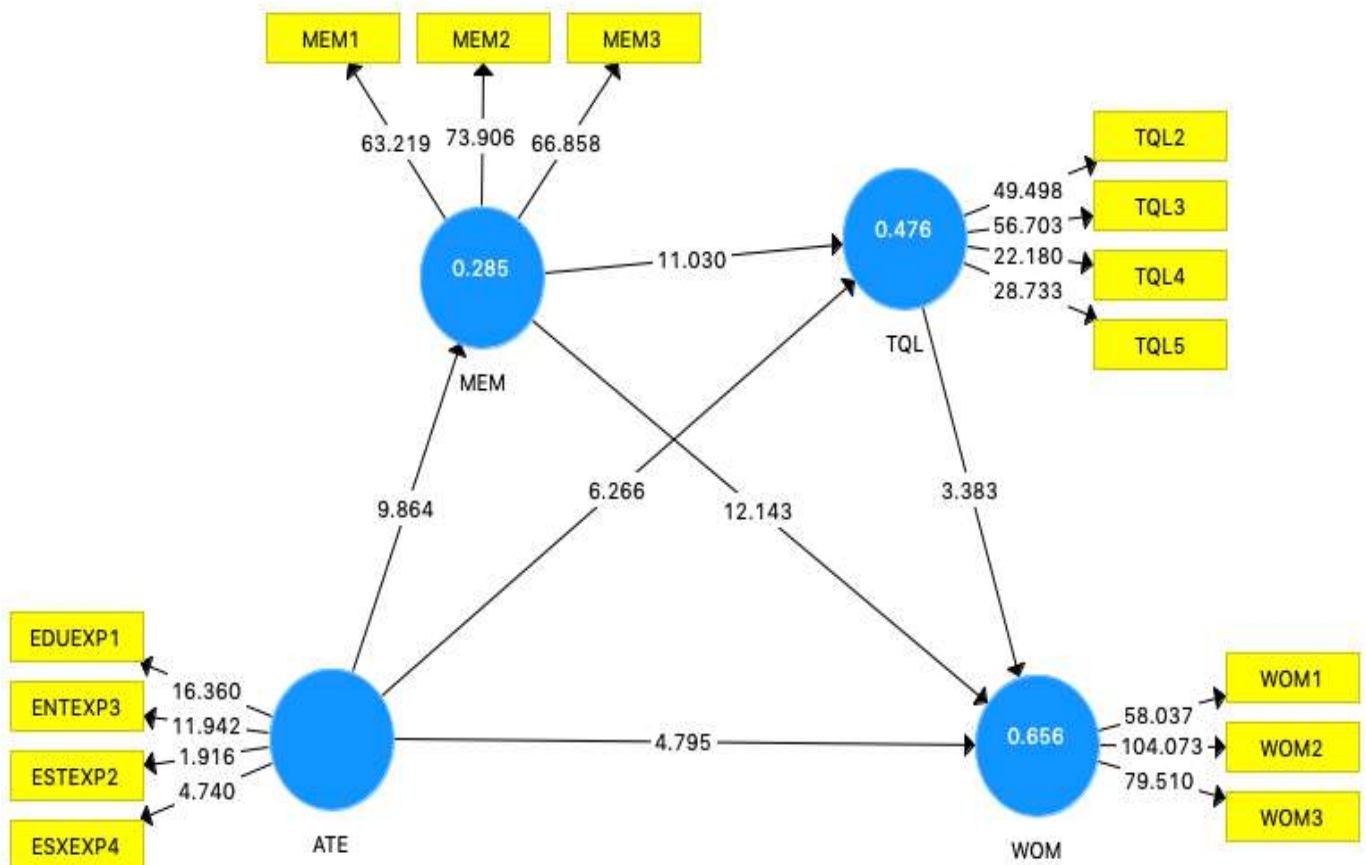


Figure 4.29 Structural model 2 results

4.2.7.8 Explanatory power of the model (R^2)

R^2 statistics show that “the variance in the endogenous variable explained by the exogenous variable(s)”. It means that the extent of change in the dependent variable is accounted for by one or more independent variables. “There are various opinions on the interpretation of R^2 . Falk and Miller (1992) suggested R^2 value should be greater than 0.10.” Cohen(1988) suggested that R^2 value 0.26 indicates substantial, 0.13 indicates moderate and 0.02 indicates weak explanatory power of the model. And also Chin(1998) stated that R^2 value of 0.67 indicates the substantial, 0.33 indicates the moderate and 0.19 indicate the weak explanatory power of the model.

Table 4.2.43 Explanatory power of the model 2 - (R^2)values

Factor	R Square
MEM	0.173
TQL	0.531
WoM	0.659

In study 2 and for model 2 the R^2 values were computed using SmartPLS software and all the values were substantial and moderate according to Falk and Miller(1992) and Cohen(1998).

4.2.7.9 Predictive power of the model (Q^2)

Q^2 is used to assess the predictive relevance of the model. Any model has a Q^2 value greater than zero hence the model is said to be a good predictive relevance. The Q^2 value is measured with the Blindfolding procedure in Smart PLS. All constructs' values were greater than 0 and have predictive relevance.

Table 4.2.44 Predictive power of the model 2 - (Q^2) values

Factor	Q Square
MEM	0.133
TQL	0.310
WoM	0.529

Chapter 5

Findings, Discussions and Conclusion

The purpose of the study was 1) to find out the factors/elements/products/services/experiences that give satisfaction 2) to examine the influence of dominant Agritourism experience dimensions on Tourist Quality of Life in Indian Agritourism Context 3) to investigate the influence of dominant Agritourism experience dimensions on Agritourist's Memory in Indian Agritourism context. 4) to determine the impact of dominant Agritourism experience dimensions on Agritourist's Word of Mouth in the Indian context 5) to find out the role of Memory and Tourists Quality of Life as mediators between the relationship of Agritourist experience and Word of Mouth. The research has been divided into two studies. The first study was from the Industry perspective and Agri entrepreneurs want to know the exclusive factors/elements/products/services/experiences that affect the Agritourist Experience. As a whole, the first study used Focus Group interviews. The points were noted down in the Focus group interviews and further manually content analysis was done to divide that into themes and analysis was completed after finding the influencing factors. Study 2 was an empirical study with 400 data points and tested two models viz. model 1 and model 2.

5.1 General findings

Demographic details and Tripographic details of the agritourist were collected in the study. The major findings from the demographic and Tripographic details are as follows:

5.1.1 Demographic details

The major findings from the demographic details are as follows :

- (i) Male agritourist participation constituted 64.8% which is 29.5% more than then female agritourist participation. The reason behind more male participants in Agritourism is because of Physical activity involvement and little adventure involved in it.
- (ii) According to the age group, 38 years to 47 of years people participated in agritourism.

- (iii) When education is taken into account, we can find 41.3% of graduate people occupied the first place.
- (iv) According to the occupation, Self-employed and Business people category occupied 51.7%. It says that out of every two agritourists one is either self-employed or Business people.

5.1.2 Tripographic details

Tripographic is also referred to as Travel trip characteristics such as “ *Accommodation type used, Activity participation, Destination pattern, Expenditures, Length of stay, Transportation mode, Travel arrangements, Travel distance, Travel party, Travel period, or Season* ” **Hu, B., & Morrison, A. M. (2002).**

The major findings from the Tripographic details are as follows :

- (i) Most of the agritourists said it was their first-time visit. 41.5% of agritourist account in this category.
- (ii) Most of the Agritourist participated with their family members. Agritourists travelled with family members segment constituted 43% and with spouse constituted 22.5% as a whole 65.5% agritourists travelled either with partner or family members.
- (iii) When the size of the group is taken into account, 53.8% of agritourists said that their travel group size was 1-3. The majority of the agritourist came to the agritourism centres with a small group consisting of a maximum of 3 people.
- (iv) Agritourists who had a monthly income of 26,000 INR to 50,000 INR constituted majority among the 400 participants.
- (v) The majority of agritourists would like to stay one complete day at agritourism centres. 48.5 % of participants came to experience agritourism for one complete day and night.
- (vi) Agritourists are categorised into four groups based on social background. Among four groups, the segment of people who were born in a village and migrated to the city and have no relatives in villages constituted the majority with 36.3%.

(vii) In this study, the interaction of the agritourist was also taken into the account. Based on that agritourists interacted with other agritourists constituted 43.5% (It included agritourists highly interacted was 15% and interacted 28.5% with other tourists). The second highest was the agritourist who interacted with local community constituted 33.8% (It included agritourist highly interacted was 16.5 % and interacted was 17.3 % with the local community). The third category was the interaction with host constituted 32.7% (It included agritourist highly interacted was 11.5% and interacted 21.2% with the host).

5.2 Findings of the study 1

The main objective of study 1 was to find the factors/elements/services/products/experiences that impact the satisfaction of the agritourist. To address the above objective researcher had chosen a qualitative method - Focus Group Interview(FGI) and conducted ten Focus Group Interviews. In this study, qualitative data was collected from the ten Focus Group Interviews and content analysis was performed. In the process of content analysis, different themes and categories were formed and results are presented under the themes and categories. Borlikar, R. R. (2017) has classified and prioritised the factors affecting Agritourist satisfaction. He gave the ranks to the top ten attributes of tourist satisfaction as follows viz. 1. *“Safety and security*, 2. *Food and beverage*, 3. *Friendliness of operators*, 4. *Hygiene*, 5. *The uniqueness of the experience*, 6. *Comfortable accommodation facilities*, 7. *The professionalism of the operator*, 8. *Amenities & facilities*, 9. *Service of the support staff*, 10. *Direct sale of Agri products*”. Themes were classified based on his study and factors/elements/services/products/experiences were identified under themes after the content analysis.

(i) Safety and Security

The factors that come under the safety and security category and which influence agritourist satisfaction are “ *Availability of the First on the site*” and “ *Medication facility after the visit for allergies*”. These are the main factors that influence Agritourist satisfaction that comes under safety and security.

(ii) Accommodation facilities

Comfortable accommodation facilities are the next priority of agritourists. They are looking for “western bathrooms, traditional facilities like wooden tooth cleaners, soap nuts juice as shampoo and different organic flours for baths instead of soap and usage of traditional mosquito repellents in the rooms give more agritourism satisfaction”. These are the main factors that influence agritourist satisfaction that comes under the accommodation facilities.

(iii) Hygiene

Hygiene is one of the preferred factors of agritourist satisfaction. When agritourists are visiting agritourism sites like poultry or birds rearing cages or sheep rearing farms then “*they were exposed to bad odour and it influences the satisfaction of the agritourist*”. These are the factors that influence agritourist satisfaction that comes under Hygiene.

(iv) Unique experience

Agritourists take the tour to any agritourism site is to seek a unique experience. “*Visiting diverse crops fields gives more satisfaction than visiting a field with a single crop for hundreds of acres*” and they feel unique when they wear traditional costumes of farmers. They love to share their photos with traditional costumes on social media too. These are the things that come under the uniqueness of the experience category which is influencing agritourist satisfaction.

(v) Food and beverages

Food and beverages also play important role in the “*satisfaction of agritourists especially when they can handpick up fruits in the fields and eat them*”. And snack items prepared for eating with the Agri produce of the farms influences the agritourist satisfaction. Moreover, the availability of purified mineral water throughout the tour also has a positive impact on tourist satisfaction. These are the factors that influence agritourism that comes under the food and beverages category.

(vi) Other factors

Finally, a few factors are categorised into to professionalism of the tour operator that influences the satisfaction of agritourist. The first one is “*total steps per day agritourist need to walk in the tour*” and “*time agritourist need to exposed to the sunlight*”. These are the factors that influence the satisfaction of agritourist

5.3.1 Findings of the study 2 from Structural Equation Model (SEM) 1

The main objective of model 1 was to find out the dominant experience realm among four sub experience realms stated by Pine and Gilmore(1998) in the Indian Agritourism context. To address the above objective, the researcher had collected the data from 400 agritourists in and around Pune city who had the experience of visiting any agritourism centre in the last five years. The data was collected from the Agritourist contained questions related to Experience constructs, Memory construct, Tourist Quality of Life construct, Word of Memory construct. Using the Smart PLS relationship and strength between the constructs were found after checking the reliability and validity.

5.3.1.1 Agritourist Experience and Memory

Pine and Gilmore's experiences constructs and Memory path significances were tested in the Indian agritourism context. H1, H4, H7, H10 were the hypothesis that tested the relationship between the Education experience, Entertainment experience, Escapism experience and Esthetic Experience constructs and Memory construct respectively.

H4: There is a significant impact of ENTEXP on MEM

H4 evaluated whether *Entertainment Experience* had a significant impact on *Memory*. The results showed that *Entertainment Experience* had a significant impact on *Memory* ($\beta = 0.34$, $t = 7.23$, $p < 0.001$). The results showed that the Entertainment experience was the first most significant construct for explaining the Memory construct.

H10: There is a significant impact of ESTEXP on MEM

H10 evaluated whether *Esthetic Experience* had a significant impact on *Memory*. The results showed that *Esthetic Experience* had a significant impact on *Memory* ($\beta = 0.25$, $t = 5.56$, $p < 0.001$). The results showed that the Esthetics experience construct had the second most important significant construct for explaining the Memory construct.

H1: There is a significant impact of EDUEXP on MEM

H1 evaluated whether *Educational Experience* had a significant impact on *Memory*. The results showed that *Educational Experience* had a significant impact on *Memory* ($\beta = 0.22$, $t = 4.63$, $p < 0.001$). The results showed that Educational experience was the third most important significant construct for explaining Memory construct.

H7: There is a significant impact of ESCEXP on MEM

H7 evaluated whether *Escapism Experience* had a significant impact on *Memory*. The results showed that *Escapism Experience* had a significant impact on *Memory* ($\beta = 0.20$, $t = 4.49$, $p < 0.001$). The results showed that Escapism experience was the least significant construct among the four experience realms for explaining the Memory construct.

The results showed that the first sub experience construct (Entertainment Experience) had the most significant impact on Memory ($\beta = 0.34$) and sub experience construct (Esthetic Experience) had the second-highest impact on Memory ($\beta = 0.25$). Sub experience constructs (Education Experience) had the third-highest impact on memory ($\beta = 0.22$). Sub experience construct (Escapism Experience) had the least impact on the Memory construct. The order of the impact of all sub experience constructs on Memory construct in the Indian agritourism context was Entertainment Experience > Esthetic Experience > Education Experience > Escapism Experience. Few studies were done to test the relationship between Experience and memory which some studies have results similar to the present study in the Indian agritourism context and some studies have different results.

Shim, C., Oh, E. J., & Jeong, C. (2017) tested the Pine & Gilmore model and four realms impact on memory in the context of Casino and results stated that Entertainment Experience impact was more dominant than other realms of experience which is similar to the Indian agritourism context.

Semrad, K. J., & Rivera, M. (2018) tested the Pine & Gilmore model and four realms impact on memory in the context of small island destinations and results in a state that Education and Entertainment were the two significant impacting experience sub-constructs on memory. The results are a little similar to the present study where Entertainment and Esthetics were the two most significant experience sub-constructs. Jung, T., tom Dieck, M. C., Lee, H., & Chung, N. (2016) tested the Pine & Gilmore model and four realms impact on tour experience in the context of Museums and results stated that only Education Experience and Entertainment Experience-driven the tour experience. Here also Entertainment experience and Esthetics experience were the dominant impacting constructs on memory. Kang, J., Manthiou, A., Kim, I., & Hyun, S. S. (2016) tested the Pine & Gilmore model and four realms impact on tour experience in the context of the cruise experience and results stated that Esthetics experience had the highest impact and Entertainment experience had the least impact on recollection. In the Indian agritourism context, Entertainment experience was the dominant so the results were quite opposite to the present study.

5.3.1.2 Agritourist Experience and Tourist Quality of Life

Pine and Gilmore experiences constructs and Tourist Quality of Life construct path significances were tested in the Indian agritourism context. H2, H5, H8, H11 were the hypothesis that tested the relationship between the Education experience, Entertainment experience, Escapism experience and Esthetic Experience constructs and Tourist Quality of Life construct respectively.

H5: There is a significant impact of ENTEXP on TQL

H5 evaluated whether *Entertainment Experience* had a significant impact on *Tourists' Quality of Life*. The results showed that *Entertainment Experience* had a significant impact on *Tourists' Quality of Life* ($\beta = 0.45$, $t = 11.88$, $p < 0.001$). The results showed that the Entertainment experience was the first most significant construct for explaining the Tourist Quality of Life construct.

H8 : There is a significant impact of ESCEXP on TQL

H8 evaluated whether *Escapism Experience* had a significant impact on *Tourists' Quality of Life*. The results showed that *Escapism Experience* had a significant impact on *Tourists' Quality of Life* ($\beta = 0.25$, $t = 5.89$, $p < 0.001$). The results showed that the Escapism experience was the second most significant construct for explaining the Tourist Quality of Life construct.

H2: There is a significant impact of EDUEXP on TQL

H2 evaluated whether *Education Experience* had a significant impact on *Tourists' Quality of Life*. The results showed that *Education Experience* had a significant impact on *Tourists' Quality of Life* ($\beta = 0.23$, $t = 4.94$, $p < 0.001$). The results showed that Educational experience was the third most important significant construct for explaining Tourist Quality of Life construct.

H11: There is a significant impact of ESTEXP on TQL

H11 evaluated whether *Esthetic Experience* had a significant impact on *Tourists' Quality of Life*. The results showed that *Esthetic Experience* had no significant impact on *Tourists' Quality of Life* ($\beta = 0.049$, $t = 1.02$, $p < 0.308$). The results showed that Esthetic experience had no impact on Tourist Quality of Life construct at all.

The results showed that the first sub experience constructs (Entertainment Experience)had the most significant impact on Tourists' Quality of Life ($\beta = 0.45$) and sub experience construct (Escapism Experience) had the second-highest impact on Tourist Quality of Life ($\beta = 0.25$). Sub experience constructs (Education Experience) had the third-highest impact on Tourist Quality of Life ($\beta = 0.23$). Sub experience construct(Esthetics Experience) had no impact on Tourist Quality of Life construct.

The order of the impact of all sub experience constructs on Tourist Quality of Life construct in Indian agritourism context is Entertainment Experience > Escapism Experience > Education Experience and Esthetic experience has no role in impacting Tourist Quality of Life. Cameron, C. M., & Gatewood, J. B. (2003) tested the Pine & Gilmore model and four realms impact on tour experience in the context of historical site experience and results stated that Entertainment experience had the highest impact as the same as the present study. Poria, Y., Butler, R., & Airey, D. (2004). tested the Pine & Gilmore model and four realms impact on tour experience in the context of heritage site experience and results stated that Entertainment experience had the highest impact as the same as the present study. Hosany PhD, S., Zeglat PhD, D., & Odeh PhD, K. (2016) tested the Pine & Gilmore model and four realms impact on satisfaction in the context of the cruise experience and results stated that Esthetic experience had the highest impact which didn't have any impact in the Indian agritourism context in this study.

5.3.1.3 Agritourist Experience and Word of Mouth

Pine and Gilmore's experiences constructs and Word of Mouth construct path significances were tested in the Indian agritourism context. H3, H6, H9, H12 were the hypothesis that tested the relationship between the Education experience, Entertainment experience, Escapism experience and Esthetic Experience constructs and Word of Mouth construct respectively.

H6: There is a significant impact of ENTEXP on WOM

H6 evaluated whether *Entertainment Experience* had a significant impact on *Word of Mouth*. The results showed that *Entertainment Experience* had a significant impact on *Word of Mouth* ($\beta = 0.42$, $t = 9.07$, $p < 0.001$). The results showed that the Entertainment experience was the first most significant construct for explaining the Word of Mouth construct.

H3: There is a significant impact of EDUEXP on WOM

H3 evaluated whether *Education Experience* had a significant impact on *Word of Mouth*. The results showed that *Education Experience* had a significant impact on *Word of Mouth* ($\beta = 0.24$, $t = 5.44$, $p < 0.001$). The results showed that Educational experience was the second most important significant construct for explaining the Word of Mouth construct.

H12: There is a significant impact of ESTEXP on WOM

H12 evaluated whether *Esthetics Experience* had a significant impact on *Word of Mouth*. The results showed that *Esthetics Experience* had a significant impact on *Word of Mouth* ($\beta = 0.19$, $t = 4.42$, $p < 0.001$). The results showed that Esthetics experience construct has the third most important significant construct for explaining the Word of Mouth construct.

H9: There is a significant impact of ESCEXP on WOM

H9 evaluated whether *Escapism Experience* had a significant impact on the *Word of Mouth*. The results showed that *Escapism Experience* had a significant impact on *Word of Mouth* ($\beta = 0.18$, $t = 4.53$, $p < 0.001$). The results showed that Escapism experience was the least significant construct among the four experience realms for explaining the Word of Mouth construct.

The results showed that the first sub experience constructs (Entertainment Experience) had the most significant impact on Word of Mouth ($\beta = 0.42$) and sub experience construct (Education Experience) had the second highest impact on Word of Mouth ($\beta = 0.24$). Sub experience constructs (Esthetic Experience) had the third-highest impact on Word of Mouth ($\beta = 0.19$). Sub experience construct (Escapism Experience) had the least impact on the Word of Mouth construct. The order of the impact of all sub experience constructs Word of Mouth construct in Indian agritourism context is Entertainment Experience > Education Experience > Esthetics Experience and Escapism experience.

Kang, J., Manthiou, A., Kim, I., & Hyun, S. S. (2016) tested the Pine & Gilmore model and four realms impact on Intention to Recommend in the context of the cruise experience and results stated that Esthetics experience had the highest impact and whereas Esthetics Experiences has the least impact on Word of Mouth in Indian agritourism context. Hosany PhD, S., Zeglat PhD, D., & Odeh PhD, K. (2016) tested the Pine & Gilmore model and four realms impact on Intention to Recommend in the context of the cruise experience and results stated that Esthetics experience had the highest impact and whereas Esthetics Experiences has the least impact on Word of Mouth in Indian agritourism context.

5.3.2 Findings of the study 2 from Structural Equation Model (SEM) 2

The main objective of model 2 is to find out the mediation of Memory and Tourist Quality of life on the relationship between the Agritourist Experience and Word of Mouth.

H13 : There is a significant impact of ATE on Word of Mouth

H13 evaluated whether Agritourist Experience (ATE) had a significant impact on Word of Mouth. The results showed that Agritourist Experience (ATE) had a significant impact on Memory ($\beta = 0.534$, $t = 9.864$, $p = 0.000$).

H14: Memory mediates the relationship between ATE and Word of Mouth

H14 evaluated whether Memory mediated the relationship between Agritourist Experience(ATE) and Word of Mouth. The results showed that Memory had a mediating impact on the relationship between the Agritourist Experience(ATE) and Word of Mouth ($\beta = 0.297$, $t = 7.875$, $p = 0.000$).

H15: Tourist Quality of Life mediates the relationship between ATE and Word of Mouth

H15 evaluated whether Tourist Quality of Life mediated the relationship between Agritourist Experience(ATE) and Word of Mouth. The results showed that Tourist Quality of Life had a mediating impact on the relationship between the Agritourist Experience(ATE) and Word of Mouth ($\beta = 0.046$, $t = 3.029$, $p = 0.002$).

H16: Memory and Tourist Quality of Life sequentially mediate the relationship between ATE and Word of Mouth

H16 evaluated whether Memory and Tourist Quality of Life sequentially mediated the relationship between Agritourist Experience(ATE) and Word of Mouth. The results showed that Memory and Tourist Quality of Life had a mediating impact on the relationship between the Agritourist Experience(ATE) and Word of Mouth ($\beta=0.036$, $t=2.846$, $p=0.004$)

5.3.2 Mediation analysis

5.3.2.1 Agritourist Experience $\rightarrow$ Memory $\rightarrow$ Word of Mouth

Mediation analysis was performed to assess the mediating role of **Memory** on the linkage between Agritourist Experience and Word of Mouth. The results (see Table) revealed that the total effect of Agritourist Experience on Word of Mouth was significant (H13: $\beta=0.506$, $t=9.296$, $p<0.001$). With the inclusion of the mediating variable **Memory**, the impact of Agritourist Experience on Word of Mouth became significant($\beta=0.332$, $t=6.641$, $p<.001$). The indirect effect of Agritourist Experience on Word of Mouth through Tourist Quality of Life was found significant ($\beta=0.04$, $t=3.07$, $p<.001$). This showed that the relationship between Agritourist Experience and Word of Mouth was partially mediated by **Memory**.

5.3.2.2 Agritourist Experience $\rightarrow$ Tourist Quality of Life $\rightarrow$ Word of Mouth

Mediation analysis was performed to assess the mediating role of Tourist Quality of Life on the linkage between Agritourist Experience and Word of Mouth. The results (see Table) revealed that the total effect of Agritourist Experience on Word of Mouth was significant (H1: $\beta=0.53$, $t=10.1$, $p<0.001$). With the inclusion of the mediating variable Tourist Quality of Life the impact of Agritourist Experience on Word of Mouth became significant($\beta=0.59$, $t=13.99$, $p<.001$). The indirect effect of Agritourist Experience on Word of Mouth through Tourist Quality of Life was found significant ($\beta=0.04$, $t=3.07$, $p<.001$).

This shows that the relationship between Agritourist Experience and Word of Mouth is partially mediated by Tourists Quality of Life.

5.3.2.3 Agritourist Experience —> Memory —> Tourist Quality of Life —>Word of Mouth

Mediation analysis was performed to assess the mediating role of *Memory and Tourist Quality of Life* on the linkage between Agritourist Experience and Word of Mouth. The results (see Table) revealed that the total effect of Agritourist Experience on Word of Mouth was significant ($\beta=0.53$, $t=10.1$, $p<0.001$). With the inclusion of the mediating variable *Memory and Tourist Quality of Life*, the impact of Agritourist Experience on Word of Mouth became significant($\beta=0.59$, $t=13.99$, $p<.001$). The indirect effect of Agritourist Experience on Word of Mouth through Memory was found significant ($\beta=0.25$, $t=6.42$, $p<.001$). This showed that the relationship between Agritourist Experience and Word of Mouth is partially mediated by *Memory and Tourist Quality of Life*.

5.4 Theoretical implications

Numerous studies examined Agritourism from the supply side and little research is available on Agritourism experience from the perspective of Agritourist. The present study is unique in terms of examining the Agritourism experience as an economic offering. Even though Agritourism is a well-practised type of tourism in India for many decades, research on this particular Agritourism especially from the demand side is limited. The first aim of the study was to identify the elements that impact Agritourist satisfaction. After an extensive literature review research found there were no studies that addressed this issue. This study attempted to identify the strong impacting element on Agritourist satisfaction.

5.4.1 Extension of Tourist Experience literature to Agritourism in India

There are limited papers and statistics available on Agritourism in the Indian context. Even though India is an agrarian country with 60% of the Indian population directly or indirectly depending on Agriculture Industry, there were no policies to make farming sustainable. Farmers are facing a lot of problems due to unsustainable farming practices to meet commercial demand.

Fortunately, there are few hotspots in India for Agritourism into the sustainable tourism practices to support the Indian agriculture Industry (Taware, 2018). Only a few states in India framed public policy and framework to support Agritourism. The availability of statistics on agritourists is very limited. This study tried to bring out the documented statistics and other information related to Agritourism in India.

5.4.2 The study has examined the Pine and Gilmore Model

Although many researchers examined the Pine and Gilmore model in different contexts viz Casino Shim et al (2017), Small Island destination Semrad et al (2018), Museums Jung et al (2018), Cruise Kang et al (2016), Historical sites Cameron et al (2003), Heritage site Poria et al (2004), and Cruise experience Hosany et al (2016). The present study examined the Pine & Gilmore experiential concepts in the Agritourism context, especially in the Indian context. This kind of study is the second study on the Indian agritourism context according to the knowledge of the researcher.

5.4.3 Relationship between Sub experience constructs and Memory, Tourist Quality of Life, Word of Mouth

The study empirically tested the most impacting sub experience constructs on Memory construct, Tourists Quality of Life construct, and Word of Mouth construct in the Indian agritourism context. Entertainment experience played a key role in impacting all these three constructs.

5.4.4 Role of Memory and Tourist Quality of Life as mediators between ATE and WoM

It helped to understand theoretically the influence of economic experience economy factors can influence the Word of Mouth through Memory and Tourist Quality of Life.

5.5 Practical implications

The study has the following practical implications :

- (i) Based on demographic details, Agritourism entrepreneurs could plan their packages and discount offers which are suitable to the size of the group, length of the stay. Agritourist

qualities are a little similar to adventurous tourists since Agritourism involves a lot of physical activity as an adventure tour.

- (ii) Based on the social background, targeting Agritourist becomes easy since satisfaction level is more in the agritourist category who was born in village migrated to the city and have no relatives.
- (iii) Agritourism entrepreneurs are advised to design activities based on the impact of each experience realm. The researcher identified the most strong impacting sub experience construct to the least impacting sub experience constructs on Memory, Tourist Quality of Life and Word of Mouth.
- (iv) It gives an idea to Agritourism entrepreneurs to mix appropriately to enhance the Agritourist experience and leave memorable experiences and bring new clients through word of mouth.
- (v) Targeting age group 35+ to 50 years and especially self-employed people are undertaking Agritourism tours.
- (vi) Most of the people are visiting agritourism centres with their families. Packages should be designed exclusively for family group tours will get more sales.
- (vii) Usually, all rooms are double sharing, if agritourism entrepreneurs can accommodate 3 members of the same family in a double sharing room reduces the package cost to agritourists. Since the size of the group ranges from 1 to 3 of the same family can get benefit from this and their experience can be enhanced.
- (viii) Half of the agritourists were one complete day visitors. All the activities should be planned to cover in one day and night at the agritourism centres benefits Agritourist and Agritourism entrepreneur.

- (ix) Agritourists are more concerned about safety and security. Availability of First aid box on the site makes them comfortable and the announcement of safety and security guidelines in the orientation talk before the tour commencement make them feel more safe and secure.
- (x) Agritourists are fond of traditional facilities. Providing traditional oils and flours for a bath instead of bath soaps will give more satisfaction.
- (xi) Hygiene conditions influence agritourist satisfaction so it is suggested to take care of foul smell at poultry etc.
- (xii) Unique experiences like visiting diverse crops and wearing traditional local dresses give more satisfaction. Agritourist entrepreneurs are advised to take care of planning these things to be part of the tour plan.
- (xiii) Hand-picked fruits and eating in the fields give more satisfaction. Agritourism entrepreneurs are advised to plan a visit to a fruit plantation and the availability of mineral water on the site make them happy customers.
- (xiv) Agritourism entrepreneurs are advised to plan the day tour with moderate possible footsteps included and less time to exposure to sunlight in the fields. These are two things, entrepreneurs to mind while they are planning to provide a better experience.
- (xv) Among all Entertainment experience made more impact on Memory. Agritourism entrepreneurs should take of entertainment activities to leave a memorable tour to agritourists.
- (xvi) Among all Entertainment experience made more impact on Tourists Quality of life. Which includes satisfaction, happiness, positive change after the trip. Designing Entertainment activities should be given priority.
- (xvii) Most of the Agritourism entrepreneurs depend upon the word of mouth publicity for their publicity so the more significant factor is Entertainment experience. It is advised to take care of it.

5.6 Limitations and directions for future research

The study has focused only on positive aspects of the Agritourism like Positive memory and its impact. The model had not dealt with the negative side. Any interesting research can investigate the model by including negative aspects too. The data was collected from 400 agritourists in convince sample method. Research felt that the random sampling method may give different results. The study had not included below 18 years. School children visiting the agritourism site number is sufficient to do another research. Foreign tourist data were excluded due to pandemics, further studies can be done on the experience of the foreign tourists in Indian agritourism centres.

5.7 Conclusion

Agritourism experience varies from country to country depending on various factors such as geographical difference, crop production practices, variety of crops etc. so there is a need to study this concept in every country. This study had focused on the Indian agritourism experience and the elements that satisfy the Agritourist. In addition, the study tested two proposal models with constructs like ATE (Agritourism Experience), Memory, Tourist Quality of Life, and Word of Mouth. The results showed that the Entertainment experience played a key role in the positive impact of Memory, Tourist Quality of Life and Word of Mouth. The partial mediation of Memory and Tourist Quality of Life were tested too. These results tested new path relationships empirically and studying these parameters in their agritourism centres will help Agritourism entrepreneurs to design their tour. The study findings may benefit the Agritourism Entrepreneurs to design their tour packages and enhance Agritourism experience and Tourist satisfaction. The scale modified to the Agritourism context helps them to collect the data from Agritourist and analysis may give deep insights. Agritourism entrepreneurs need to consider four realms of experience and give priority according to their significant effect on the Tourist Quality of Life.

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Appendix A - List of products/services/Experiences offered at Agritourism destinations



Picture 1 Authentic Breakfast (Poha) (P.C. -ATDC)

The above Picture 1 is the depiction of authentic breakfast offered at the agritourism destinations.

This is Poha served for the Agritourists in Baramathi Agritourism Centre.



Picture 2 Agritourist are having breakfast (P.C.-ATDC)

The above picture 2 is the depiction of Agritourists are having breakfast in a local traditional way of folding legs together and sitting on the floor.



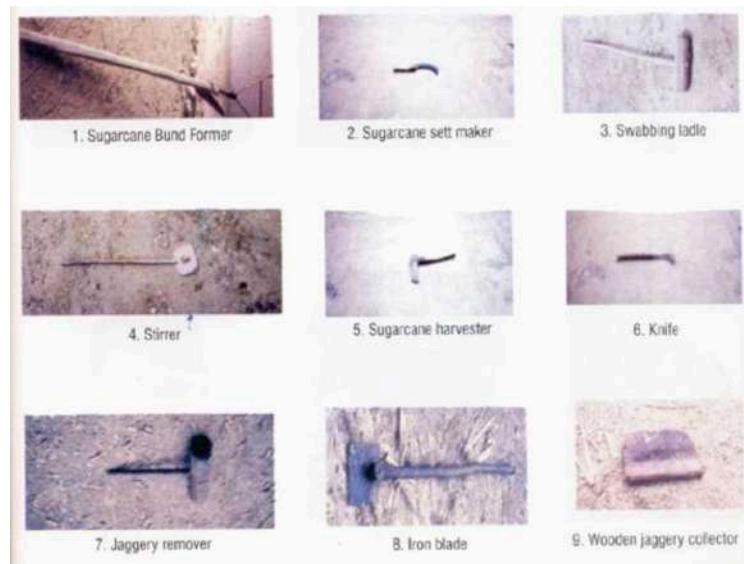
Picture 3 Farm beds (P.C. -ATDC)

The above picture 3 is the depiction of accommodation arrangements to the Agritourist at Agritourism sites. It includes the Indian traditional beds with minimal modern amenities.



Picture 4 : Farm tours (P.C. -ATDC)

The above picture 4 is the depiction of farm tours. Usually Agritourist visit the farms and take part in the activities happening in the farm at the of visit.



Picture 5 Farm museum of old farm equipment (P.C. -Google images)

The above picture 5 is the depiction of old farm equipments exhibited for Agritourist to familiarise with the old ways of farming and contemporary methods of farming.



Picture 6 Pick your own produce (P.C. -Tripadvisor)

The above picture 6 is the depiction of Agritourist pick the farm products while they are doing the farm tours. It is one of the activity offered at Agritourism sites.



Picture 7 Green house (P.C. Google images)

The above picture 7 is the depiction of green house and poly house opened for Agritourist to visit and know about the modern ways of farming.



Picture 8 Cattle farm (P.C. -ATDC)

The above picture 8 is the depiction of cattle farm where the Agritourist take part in feeding, washing and milking cows.



Picture 9 Fishing farm (P.C. -ATDC)

The above picture 9 is the depiction of Agritourist participating in fishing activity in a fishing farm as a recreational activity.



Picture 10 Sericulture farm (P.C. - Google images)

The above picture 10 is the depiction of Agritourist visiting sericulture farms to understand the life cycle of silk worm presented on cardboards.



Picture 11 Honey bee farm (Apiculture) (P.C. -Researcher)

The above Picture 11 is the representation of Honey bee farms. Agritourist are taken tour of the Apiculture farms and facilitate to learn the process of acquiring honey and purification processes.



Picture 12 Flower garden (P.C. -Tripadvisor)

The above picture 12 depicts that an Agritourist is visiting a flower gardens, herbal plants, medicinal plantations as a part of the tour at Agritourism destination.



Picture 13 Bird watching (P.C. -ATDC)

The above picture 13 the depiction of the Agritourist enjoying the watching the birds. Bird watching is a recreational activity offered at Agritourism sites which has ponds and lakes in it.



Picture 14 Watch tower (P.C. -ATDC)

The above picture 14 depicts the model watch tower. Agritourist climbs the watch tower to see the entire crops and fields from aerial view.



Picture 15 Camping at Agritourist site (P.C. -Tripadvisor)

The above Picture 15 is the depiction of Agritourist are provided with camping tents at the Agritourism sites. Few Agritourism entrepreneurs provide accommodation in the camping tents rather than brick and mortar buildings to minimise the cost and to provide the authentic experience of agricultural fields.



Picture 16 Festivals and Events (P.C. -ATDC)

The above picture 16 is the depiction of traditional rural events presentation to the Agritourist as a recreational activity in the evening times.



Picture 17 Playing Hopscotch (P.C. -Researcher)

The above picture 17 is the depiction of Agritourist plays Indian rural game hopscotch in the play ground.



Picture 18 Farm store of fresh Agri produce (P.C. -Researcher)

The above picture 18 is the depiction of farm store of fresh agri produce kept for sale. Agritourist after the visit purchase the agri produce when they are leaving back to home.



Picture 19 Cultural and rural art demonstration (P.C. -ATDC)

The picture 19 depicts the demonstration of cultural and rural art of the particular village to provide recreation for Agritourist.



Picture 20 Wine processing (P.C. -ATDC)

The above picture 20 is the depiction of processing wine from the grapes grown in the vineyards. Agritourist is made to participate in plucking grapes, processing grapes into wine and tasting the wine.



Picture 21 Irrigation methods (P.C. Researcher)

The above picture 21 is the depiction of different types of irrigation methods. Agritourist learn different types of irrigation methods as a part of agritourism tour.



Picture 22 Biogas plant (P.C. -ATDC)

The above picture 22 is the depiction of Biogas plant. Agritourist visit the biogas plant in the farms to know the process of producing biogas from the farm waste and cattle waste.



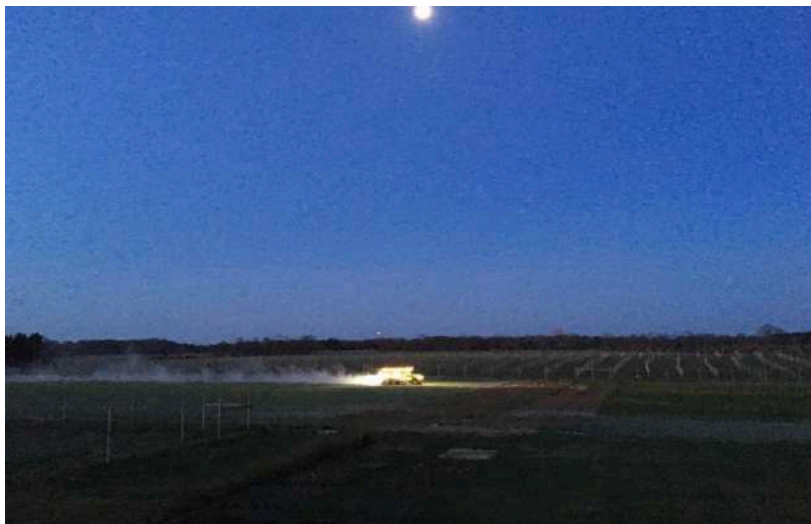
Picture 23 Bullock cart ride (P.C. -ATDC)

The above picture 23 is the depiction of bullock card ride. Agritourist are taken to tractor rides, bullock cart rides, horseback rides etc. as a part of Agritourism tour.



Picture 24 Education tour (P.C. -ATDC)

The above picture 24 is the depiction of education tour of school children to Agritourism sites as part of curriculum fulfilment.



Picture 25 Moon light festival at farm (P.C. -ATDC)

The above picture 25 depicts the moon light festivals celebration in the agricultural fields to entertain the Agritourist. In this dinners are served in the moon light along with the music.



Picture 26 Agro processing unit (P.C. -ATDC)

The above picture 26 is the depiction of Agro processing unit. Different types of agro processing unites are shown to the Agritourist as a part of Agritourism.



Picture 27 cycle tours to farm (P.C. -ATDC)

The above picture 27 is the depiction of cycle tours as a part of soft adventure activities



Picture 28 Agritourist learning pottery (P.C. -ATDC)

The above picture 28 is the depiction of Agritourist learning traditional pottery. In agritourism along with the pottery, crafts making, stone painting are recreational activities.



Picture 29 Students are participating in Agricultural activities (P.C. -Researcher)

The above picture 29 is the depiction of as part of educational tour students are involved in the rice crop agriculture activity.



Picture 30 Bullock cart riding licence (P.C. -ATDC)

The above picture 30 is the depiction of presentation of Bullock card riding licence in Baramathi Agritourism destination by Shri Panduranga Taware to the foreign agritourist.



Picture 31 Agritourist are participating in Agricultural activity (P.C. -ATDC)

The above picture 31 is the depiction of Agritourist are participating in the seed separation process after crop cutting.



Picture 32 Milking of cows (P.C. -ATDC)

The above picture 32 is the depiction of Agritourist participate in the activities of the cattle like feeding, washing , milking and preparing the edible products from the milk like buttermilk, Ghee etc and other non edible products cow dung cakes etc.



Picture 33 wearing traditional dress (P.C. -ATDC)

The above picture 33 is the depiction of Agritourist are wearing the local traditional dresses as part of the tour. Wearing local traditional dresses and photoshoot with those dresses is one of the memorable experience for Agritourist.



Picture 34 Participate in irrigation process (P.C. -ATDC)

The above picture 34 is the depiction of Agritourist participate in the irrigation process by streaming the water supply to the fields.



Picture 35 Processing of harvested grains (P.C. ATDC)

The above picture is the depiction of presentation of processing of harvested grains to the Agritourist.



Picture 36 Welcoming Agritourist (P.C. ATDC)

The above picture 36 is the depiction of welcoming the Agritourist at the entrance with garlands and local health drink.

Appendix B - Questionnaire

I, Mr. Mohan Venkatesh Palani have been pursuing PhD in School of Management Studies, University of Hyderabad and working on the research topic “Agritourism in an Experience Economy – A study in India Context”. Under the supervision of Prof. V.Venkata Raman, Vice Chairman, Telangana State Council of Higher Education (TSCHE) and Dr. D.V. Srinivas Kumar, Asst. Professor, School of Management Studies, University of Hyderabad. As a part of this research, we are collecting data from Agritourist with structured questionnaire. I request you to kindly spend few minutes to fill this questionnaire.

PART A (Study 1 & Study 2)

Email:

Please tick the mark in the bracket

1. Gender Male [☐] - Female [☐]

2. Age group

1) 5-15 [☐] 2) 16 – 26 [☐] 3) 27- 37 [☐] 4) 38 – 48 [☐] 5) 49-59 [☐] 6) 60 and above [☐]

3. Education Qualification

1) Inter/Diploma [☐] 2) Graduation [☐] 3) Post-Graduation [☐] 4) D. PhD [☐]

4. Occupation

1) Student [☐] 2) Employee [☐] 3) Self-employed [☐] 4) Businessmen [☐]

5. Frequency of visit in last five years

1) One time [☐] 2) Two times [☐] 3) Three times [☐] 4) Four times [☐] 5) Five times(or) More [☐]

6. Travel partner (you came along with your)

1) Single Friends [☐] 2) Friends [☐] 3) Colleagues [☐] 4) Family [☐]

7. No of Travel partners

1) 1-2 [☐] 2) 3- 5 [☐] 3) 6-10 [☐] 4) More than 10 [☐]

8. Monthly Income range

1) 15000 -25000 2) 26000- 50000 3) 50000- 1lakh 4) 1-2 lakh 5) 2 Lakh and above

9. Type of the Tourist

1) Domestic [☐] 2) International [☐]

10. Duration of the stay at site

- 1) Few Hours [] 2) Day time [] 3) One day & Night [] 4) One week [] 5).
More than Week []

11. Social background – Please keep tick mark in any one of the box given below.

- 1) Born and Brought up in City []
2) Born in village migrated to City and have relatives in village []
3) Born in village migrated to city and have no relatives in village []
4) Born& Brought up in village []

PART -B (Study 2)

The following questions are ratings of your learning, interactions with others, participation in activities and events, memorable experiences at the destination.

Please tick one number for each question.

1-Strongly disagree 2 – Disagree 3- Moderately Disagree 4 – Neutral 5- Moderately agree 6-Agree 7. Strongly Agree

13	I Highly Interacted with other Tourist	1	2	3	4	5	6	7
14	I Highly Interacted with Host Community	1	2	3	4	5	6	7
15	I Highly Interacted with Local Community	1	2	3	4	5	6	7
16	The experience has made me more knowledgeable(my understanding of crops, agriculture practices and other agri related activities increased	1	2	3	4	5	6	7
17	I learnt about activities like bullock cart ride, milking, fishing techniques, crop types, dressing styles, and village culinary etc.	1	2	3	4	5	6	7
18	It stimulated my curiosity to learn processing the seeds, milking cows, and new things in the farm field	1	2	3	4	5	6	7
19	I felt a real sense of harmony with people, place and experiences at agritourism site	1	2	3	4	5	6	7
20	Just being in Agritourism centre was very pleasant experience	1	2	3	4	5	6	7
21	Agritourism setting was attractive	1	2	3	4	5	6	7
24	Activities of traditional dances, singing, art performance by local people were amusing to watch	1	2	3	4	5	6	7
25	Watching local performances were captivating	1	2	3	4	5	6	7

26	I really enjoyed watching what co agritourist, my family members, hosts were doing	1	2	3	4	5	6	7
27	Activities of co agritourist were fun to watch	1	2	3	4	5	6	7
28	I felt I like I am real farmer/ milkman/ or different character at agritourism centre	1	2	3	4	5	6	7
29	I felt like I was living in a different time or place or I completely forget about my regular work	1	2	3	4	5	6	7
30	Agritourism experience here let imagine being a farmer or native village person	1	2	3	4	5	6	7
31	I completely escaped from my profession, job, regular work, and even reality	1	2	3	4	5	6	7
32	Overall, I felt happy upon my return from the agritourism	1	2	3	4	5	6	7
33	My satisfaction with life in general was increased shortly after the trip to Agritourism centre	1	2	3	4	5	6	7
34	So far I have gotten the important things I want in life after the trip to Agritourism centre	1	2	3	4	5	6	7
35	Although I have my ups and downs, in general I felt good about my life shortly after the trip to Agritourism centre	1	2	3	4	5	6	7
36	After the trip to Agritourism centre, I felt that I lead a meaningful and fulfilling life	1	2	3	4	5	6	7
37	I have wonderful memories about agritourism	1	2	3	4	5	6	7
38	I remember many positive things about this Agritourism	1	2	3	4	5	6	7
39	I won't forget my experience at this agritourism centre	1	2	3	4	5	6	7
40	I would like to tell positive things/ experiences of agritourism centres to my friends	1	2	3	4	5	6	7
41	I would recommend Agritourism centres to my friends	1	2	3	4	5	6	7
42	If my friends were looking for unique or new experience I would recommend them to try for agritourism centre	1	2	3	4	5	6	7

Appendix C - List of Workshops attended

S.No	Name of the workshop	Sponsored	Duration	Venue
1	Structural Equation Modeling: Testing mediation and moderation models	University Grants Commission	5 day	Hyderabad
2	Learning and Engaging Actively through Facilitation (LEAF)	Self	3 day	Mumbai
3	Agri Tourism Workshop - Theme development and doubling the farmers income through Agritourism	Self	3 day	Pune
4	Growth Mindset Workshop - <i>“Classroom facilitation and Teaching to introduce Experiential Learning”</i>	DAV Sushil Kedia Vishwa Bharati Higher Secondary School	5 day	Nepal
5	Workshop on Qualitative analysis	NIEPA	3 day	Delhi

Appendix D - List of Conferences attended

<u>S.no</u>	Name of the Conference	Paper title	Organising Institute	National / International
1	Conference on Excellence in Research and Education (CERE),2019	Agritourism in India context	IIM, Indore	International
2	6th AIM-AMA Sheth foundation Doctoral Consortium - Marketing in a Digital Age	Participated	We School, Bengaluru	International
3	International Conference on Changing Paradigms in Marketing of Services (ICCPMS-2017)	Indian Tourism : Perspectives and Prospects	University of Hyderabad	International

Appendix E - List of research papers published

S.No	Title	Name of the Journal	Relevance with PhD	Year of Publication
1	Determinants of Agri-Hotel Customer's Experience from the perspective of User generated context : Text mining Analysis	Academy of Marketing Studies Journal Online ISSN No 1528-2678 Volume 24 - Issue 2 2020	- Agritourist experience from secondary data	2020
2	Indian Tourism : Perspectives and Prospects	ISBN No 978-93-85101-83-0	Introduction	2017

A STUDY ON CUSTOMER EXPERIENCE IN THE CONTEXT OF AGRITOURISM

by Mohan Venkatesh Palani

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CHANGING PARADIGMS IN MARKETING OF SERVICES WITH SPECIAL FOCUS ON TOURISM AND HOSPITALITY

Conference Proceedings

Edited By :

Prof. V. Venkata Ramana

About the Editor



Prof. V. Venkata Ramana holds a M.B.A. and Doctoral degree in Management and received advanced training at IIIEE, Sweden and IC2 Institute, University of Texas. He is the senior most Professor at School of Management Studies, University of Hyderabad with over 30 years experience across different sectors spanning academics, industry and board level positions: at State Bank of Hyderabad SBH (4 years) and India Infrastructure Finance Company (IIIFCL- Ministry of Finance, Govt. of India 3 years)

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He also served as visiting Professor at San Diego State University, University of New Orleans, USA, Mahasarakham University, Thailand, Poznan University, Poland and delivered many lectures in National University of Singapore and leading Universities in India and abroad.

He received many Honours and prestigious Awards and nominated to various Committees of National bodies like UGC and AICTE and adjudged as "Best Professor in Marketing" in Singapore 2012 by CMO Asia. He was also Member, Academic Court and Finance Committee, Central University of Rajasthan and Sikkim Central University in addition to being Member of Boards of Studies of several Universities in India. Prof. Venkata Ramana had the distinction of being chosen to accompany the Hon'ble President of India on a official visit to China during May 24-25 2016 and was also been invited as "Observer" for the launch of Smart model village Project at Rashtrapati Bhavan. He has been appointed as National Expert by Asian Productivity Organisation (APO) Japan (2017-19) and also invited as Special invitee, CII - Telangana Executive Council. He has authored 10 books and published over 40 scholarly articles in National and International journals and is a popular speaker at various National and International Conferences. In 2017 he was appointed as Vice-Chairman of Telangana State Council of Higher Education (a Statutory body of the Government of Telangana).

Price: ₹ 600

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Travel and Tourism Sector in the World

Despite economic slowdown in the developing world and political, geo spatial tensions in different parts of the globe, the travel and tourism sector has witnessed positive growth. As per the World Travel & Tourism Council (WTTC), this sector will grow 4% year on year and at a much faster pace than major growth sectors such as financial services, transport and manufacturing¹. The results of the Travel and Tourism Competitiveness Index Ranking (TTCI) 2017², shows India's position at 40, with a Value of 3.86. India's position has improved from 52 to 40 (in 2017) since 2015. This essentially indicates that the National tourism policy (2015) and state government initiatives have enabled both public and private sector to deliver better service quality at the several destinations in India. The focus on Swachh Bharat Mission has significantly contributed to the sanitary conditions.

Table 1: Countries which have witnessed significant improvement in competitiveness

Country/Economy	Global rank 2017	Change in performance score (%) since 2015	Change in rank since 2015
Japan	4	6.10	+5
Azerbaijan	71	5.98	+13
Tajikistan	107	5.01	+12
Vietnam	67	4.80	+6
Israel	91	4.79	+11
Algeria	116	4.68	+5
Ethiopia	76	4.62	+9
Gabon	110	4.47	+5
Korea, Rep.	19	4.33	+10
Egypt	74	4.32	+9
Peru	11	3.93	+7
India	40	3.86	+12
Mexico	22	3.85	+6
Chad	108	3.83	+6
Albania	98	3.81	+8

Table 2: World's Leading Countries in Travel and Tourism 2017

¹ Indian Domestic Tourism surges in 2016, Mark Elliot, available on <http://www.traveldailymedia.com/247813/indian-domestic-tourism-surges-in-2016/>, accessed on Jun 2017

² India Inbound, The Kaleidoscopic Canvas, 2014, FICCI available at <http://ficci.in/spdocument/20388/India-Inbound.pdf>

³ Arrival of foreign tourists on medical visa witnessing phenomenal growth, Feb 21, 2017, http://www.business-standard.com/content/b2b-pharma/arrival-of-foreign-tourists-on-medical-visa-witnessing-phenomenal-growth-117022100291_1.html

⁴ Tourism and Hospitality, Union Budget 2017-18, <https://home.kpmg.com/content/dam/kpmg/in/pdf/2017/1/Tourism-and-Hospitality.pdf>

⁵ Travel and Tourism Economic Impact 2017, India, <https://www.wttc.org/-/media/files/reports/economic-impact/2017/india2017.pdf>

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DETERMINANTS OF AGRI-HOTEL CUSTOMERS' EXPERIENCE FROM THE PERSPECTIVE OF USER-GENERATED CONTENT: TEXT MINING ANALYSIS

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ABSTRACT

In the hospitality industry, majority of the guests depend upon online reviews while choosing the hotels due to intangible services and risks associated with them. So, it is necessary to analyze the online reviews to understand the level of customers' satisfaction and their experiences to improve the services. Moreover, consumer-generated reviews have an economic impact on the hospitality industry. The purpose of this paper is to identify the positive and negative determinants of agritourists' experience by using text mining analysis. A total of 2566 online reviews of agri-hotels reviews were collected from 16 agri-hotels in India, which are listed on tripadvisor.com by using web-crawler developed in Python and NVivo 12, qualitative analysis software, was used to identify the determinants of agritourists' experience. R Software was used to extract the technical features of user-generated content. The results of our analysis reveal a set of important insights about the drivers of guests' positive and negative experiences in the agritourism industry. The findings revealed that experience, members, place of business, core products, and sleep quality and value are the common determinants of the positive and negative experience of agritourists. However, the sentiment polarity score is positive for the above-mentioned determinants. The paper focused on niche tourism segments, i.e., agritourism. This study helps agritourism entrepreneurs to understand the experience and expectations of agritourists.

Keywords: Agritourism, Customer Experience, online reviews, TripAdvisor, Sentiment analysis.

INTRODUCTION

User-generated content is a valuable source for consumers in selection of services and helps the managers in business decisions (He et al., 2017). It is evident in research decision is influenced by user-generated content like online reviews of peer groups (Zhang et al., 2014). Majority of travellers depend upon user-generated data in choosing a hotel

Screenshot

