

# Exploring Preference, Experience and Most Fascinating Element of Farm Holidays among Tourist Demographics

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**Abstract:** Farm tourism is gaining popularity among tourists. There is need for more research on farm tourism as a tool for rural development and tourist underlying motives in general. There might be possibility in the relative importance of elements that fascinate tourist to go for farm holidays in the rural areas of India especially in Punjab. Present paper aims to explore respondent's preferences for farm holidays and their earlier experience with farm holiday. To find out the most fascinated element of farm holidays as perceived important among respondent's demographics. Present study is only a bird eye view on farm holiday concept due to its small sample size. Survey method and convenience sampling was used for data collection. A total of 29 filled questionnaire were found usable. Majority of them were male (62%) and remaining 38 % were female. It was found that there is a significant difference found for farm holidays preferences among respondent gender, occupation and income wise. However, there is no difference exists among respondents age wise. Male respondents have more preference for farm holiday then female's. Majority of respondents who fall in the age group of 40 -49 have more preference for farm holidays. Mostly respondents with business background and in the income level of 41, 000-60,000 has higher presences for farm holidays. There is significant difference exist in term of age, occupation and income wise for experience of farm holidays. Respondents who are young and fall in the age group of 20 -29 not yet experience the farm holidays, similarly respondents who are in private jobs not yet experience the farm holidays. Majority of both male and female respondents attracted to the farm holidays due to opportunity of walking in green mustard fields, ride on the tractor, feed the cattle and enjoy traditional food preparations. Farm House owners can devise certain strategies to anticipate the needs of the tourists and delight them by offering customized packages. Farm house owners and travel intermediaries should also focus on young tourist with low income level and motivate them towards farm holiday concept.

**Keywords:** Motive, Fascinate, Perceived, Demographic, Delight, Packages.

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## I. INTRODUCTION

The concept of farm tourism is a part of village tourism and seeks to take the modern man back to his roots though at a price. Hall et al (2003) highlighted that some travellers prefer to reconnect with the countryside as a source of recreation and relaxation, offering peace, solitude, fresh air and wide-open spaces. This form of tourism aims to satisfy tourists who want to explore healthy, active, relaxing and experience to get escape from urban crowds and stressful workplaces. Farm tourism is gaining popularity among tourists; especially urban residents have the preference of returning to roots. Most of urban residents are restricted in the match box structured flats and see nature only on the television. They also would like to enjoy rural lifestyle and curious about sources of food, plants, animals, raw materials like wood, handicrafts, languages, culture, tradition, dresses. Farm tourism has the potential to satisfy the curiosity of this segment of population. Srikatanyoo and Campiranon (2008) concluded that tourists preferred convenient and easy to access farm location for their holidays and was one of the important aspects in tourism business.

McGehee & Kim (2004) emphasized that farm stay accommodation plays an important role in agritourism by providing opportunity to the traveller to get the experience of farm life. Home stays allows the travellers to explore village people daily lives and how they can relate it difference from conventional tourism interactions and settings Dolezal (2011).

Navare & Sanjay (2016) highlighted that home stays accommodation is an excellent way of experiencing the authentic style of living of a destination. Guests staying here can truly get to live the life as the locals do, in a way that they would not be able to in a hotel. They get to know about the culture and history of the destination. Anshumali & Lakhawat (2015) in their research concluded that farm tourism in Punjab could assist the farmers to supplement their incomes and same model may be replicated in other parts of the country as a tool for counter urbanization.

There is need for more research on farm tourism as a tool for rural development and tourist underlying motives in general. There might be possibility in the relative importance of elements that fascinate tourist to go for farm holidays in the rural areas of India especially in Punjab. There are adequate numbers of farm houses in Punjab but it still needs a great deal of improvement is required to market them for international perspective. This form of tourism could bring many benefits to local community by way of inflow of resources from urban areas to rural economy. Farm tourism can also reduce young people migration to abroad. Halder (2007) emphasized that farm tourism could prevent migration of rural people to urban and it will have emerged as an important instrument for sustainable human development including poverty alleviation, employment generation, and environmental regeneration. It will provide a broader outlook of life and it will not only generate employment for the people but it can also develop social, cultural and educational values. Young educated graduates can start small ventures in rural places in order to tap this emerging market segment of farm holidays. Farm tourism offers various activities such as self-harvest, hayrides, orchid tours, culinary classes, hunting etc. These activities can increase farm revenues and add profits and decreases economic dependency only on agriculture.

## II. OBJECTIVES

1. To explore respondent's frequency of travel and their preferences for farm holidays.
2. To find out the most fascinated element of farm holidays as perceived important among respondent's demographics.

### Hypothesis

1. There is no significant difference for farm holiday preferences among respondent demographic such as Gender, Occupation, Age and income.
2. There is no significant difference exist in the experience of farm holidays among respondent demographics.

## III. RESEARCH METHODOLOGY

Present study is only a bird eye view on farm holiday concept due to its small sample size. Survey method and convenience sampling was used for data collection. A total of 30 respondents were approached for filling the short questionnaire. The respondents were approached at the tourist places of Chandigarh city and only 29 filled questionnaires were found usable. Questionnaire was consisting of close ended questions. Chi square test was applied to determine the differences among respondent's demographics in terms of preferences and experience of farm holidays. Gender: Majority of them were male (62%) and remaining 38 % was female. Age Wise: In the age bracket of 20-29 were 31% and 20% were in the range of 40-49. Occupation: In the present study 11 were females and all of them were housewives and out of the males, majority of them were businessman or working in private and government jobs. Income Wise: No respondent falls in the higher monthly income group of above 80,000. Reamining were fall in equal proportion of income ranges. Table No.1 display demographic profile of the respondents.

**Table 1: Demographic Profile of the Respondent**

Demographic Profile of the Respondent		<i>f</i>	<i>%</i>
Gender	<i>Male</i>	18	62
	<i>Female</i>	11	38
Age	<i>Up to 19</i>	6	21
	<i>20-29</i>	9	31
	<i>30-39</i>	4	14

	<i>40-49</i>	6	20
	<i>50 and Above</i>	4	14
Occupation	<i>Govt. job</i>	3	10
	<i>Private job</i>	3	10
	<i>Housewife</i>	11	38
	<i>Business</i>	9	31
	<i>Agricultural</i>	0	0
	<i>Student</i>	3	10
Income	<i>10000-20000</i>	4	14
	<i>21000-40000</i>	4	14
	<i>41000-60000</i>	4	14
	<i>61000-80000</i>	2	7
	<i>81000-100000</i>	1	3
	<i>Above 100000</i>	0	0
	<i>No Income</i>	14	48

#### IV. DATA ANALYSIS

Table 2: Responses on Frequency, Preference, Experience & Element

Responses on Frequency, Preference, Experience & Element		<i>f</i>	%
Frequency of Travel	Once in a year	6	21
	Twice a year	8	28
	Thrice a year	9	31
	Not Specific	6	20
Preference For Farm Holidays	Yes	16	55
	No	8	17
	No opinion	5	28
Experience	Experienced	13	44
	Not Yet	16	56
Element That Attracts in Farm Holidays	To explore rural way of life.	1	3
	To enjoy natural surroundings in fresh air.	2	6
	To get exposure of local community life activities.	4	14
	To experience festive occasions.	4	14
	To participate in village games.	6	21
	To experience milking cows and feed the cattle.	6	21
	To enjoy walking in green mustards, tractor ride and enjoy traditional food preparations.	6	21

Frequency of travel: Majority of the respondents have marked that thrice in a year as frequency of travel and followed by twice in a year. Very less percentage of respondents were not specific about their frequency of travel. Preference for Farm Holidays: Out of the total respondents 55% were having the preference for farm holidays and 44 % had its experience. It was found that there is a significant difference found for farm holidays preferences among respondent gender, occupation and income wise. However, there is no difference

exists among respondents age wise. Male respondents have more preference for farm holiday then female's. Majority of respondents who fall in the age group of 40 -49 have more preference for farm holidays. Mostly respondents with business background and in the income level of 41, 000-60,000 has higher presences for farm holidays. There is significant difference exist in term of age, occupation and income wise for experience of farm holidays. Respondents who are young and fall in the age group of 20 -29 not yet experience the farm holidays, similarly respondents who are in private jobs not yet experience the farm holidays . Majority of both male and female respondents attracted to the farm holidays due to opportunity of walking in green mustard fields, ride on the tractor, feed the cattle and enjoy traditional food preparations.

Table 3: Chi Square Test Results

Chi Square Test Results		Gender	Age	Occupation	Income Level
Preference for Farm holidays	<i>Chi-square</i>	14.710	15.579	68.817	42.534
	<i>df</i>	3	12	15	18
	<i>Sig.</i>	.002	.211	.000	.001
Experience	<i>Chi-square</i>	3.329	17.267	41.751	36.213
	<i>df</i>	2	8	10	12
	<i>Sig.</i>	.189	.027	.000	.000
Element That Attracts in Farm Holidays	<i>Chi-square</i>	8.693	32.642	64.905	58.654
	<i>df</i>	7	28	35	42
	<i>Sig.</i>	.275	.249	.002	.045

## V. CONCLUSION

Farm House owners can devise certain strategies to anticipate the needs of the tourists and delight them by offering customised packages. Farm house owners and travel intermediaries should also focus on young tourist with low income level and motivate them towards farm holiday concept. Travel and tour operator should develop contacts with schools and educational institutes for farm tours and trips. Travel intermediaries should also approach companies for giving incentive tours of farm stay to their employees.

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