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A study on the potential for developing an agro-tourism model in western Tamil Nadu

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Abstract

Agro-tourism is increasingly gaining popularity as a means of expanding the rural economy and providing farmers with valuable additional income. By mixing agriculture with tourism, it places rural living in the heart of tourist activities, which aligns perfectly with international travel trends. This study investigates the feasibility of implementing an agro-tourism concept in west Tamil Nadu, using Coimbatore and Pollachi as the target destinations. 140 farm visitors in the area provided information via questionnaires and guided interviews. According to the findings, tourists would like easily accessible locations, high-quality service, and unique seasonal activities. Agro-tourism has considerably aided rural livelihood development by allowing farmers to diversify their income, resulting in profits that are several times larger than while farming. Nonetheless, some of the existing major hurdles include insufficient infrastructure, limited awareness, internet connectivity issues, high operational expenses, and instability. Such issues can be addressed by leveraging government aid, improved infrastructure, effective marketing tactics, and farmer education, resulting in sustainable development. Agro-tourism in rural areas not only revitalizes the local economy, but it also protects cultural heritage and promotes sustainable agriculture. With strategic planning and stakeholder participation, agro-tourism has the potential to be a significant contributor to rural prosperity in Tamil Nadu.

Keywords: Agro-tourism, agro-tourism preferences, tourist satisfaction, constraints in agro-tourism, sustainable tourism development

Introduction

Agro-tourism has steadily grown into a meaningful avenue for rural economic development. It not only offers farmers an alternative stream of income but also invites tourists to experience farm life, traditional agriculture, and local culture in a more immersive way. Over the years, various studies have explored agro-tourism's potential, its challenges, and the key roles different stakeholders play in its success. Researchers have consistently shown that agro-tourism contributes positively to rural economies by blending agriculture with tourism, which creates jobs and encourages local community involvement. Sharma, Joshi, and Singh (2020) [7] highlight how the growing interest in agricultural heritage attracts visitors and helps stimulate the local economy. In a similar context, Nimase (2020) [10] explains how agro-tourism in Maharashtra enables rural communities to maintain their traditional farming practices while generating new income opportunities. These insights reveal agro-tourism's role in connecting urban tourists with rural experiences, fostering entrepreneurship and social change in the process.The financial benefits are equally significant. Sawant (2019) [15] and Mahida (2023) [9] point out that agro-tourism supports farmers directly, while also boosting rural businesses like handicrafts, organic produce, and homestay hospitality. According to Sawant (2019) [15], tourists are particularly drawn to farm stays, cultural activities, and nature-based experiences, making these top attractions in the agro-tourism space. Fulsundar (2020) [5] adds that Maharashtra's diverse geography and strong agricultural base give it the potential to become a leader in this sector. These findings highlight how agro-tourism can be a strong pillar for economic sustainability in rural areas. That said, the journey isn't without its challenges. Kanse and Kanse (2017) [8] note problems like poor infrastructure, lack of awareness, and high setup costs. Rambodagedara *et al*. (2015) [11] further point out that weak policy support and limited marketing hinder growth. As Susila *et al*. (2023) [18] emphasize, successful agro-tourism needs strong collaboration between farmers, policymakers, and the tourism sector. This is where stakeholder support becomes crucial. Sathe and Randhave (2019) [14] highlight efforts by NGOs like the Agri-Tourism Development Corporation (ATDC), which provides training and marketing support for farmers in Maharashtra. (Ihsan and Gunawan, 2024) [6] advocate for clear regulations and sustainable practices like green farming to ensure long-term success. As Susila *et al*.

(2023) [18] and Fulsundar (2020) [5] remind us, balancing economic growth with environmental care is key. Ultimately, sustainable agro-tourism, as (Ihsan and Gunawan, 2024) [6] describe, can lead to lasting prosperity for rural communities by protecting both nature and livelihoods.

Agro-tourism enhances the conservation of natural and cultural heritage, guarantees sustainable agriculture practices, and raises the income of farmers through ecotourism services. Agro-tourism also facilitates rural development by attracting tourists and enhancing local business (Siregar and Selwendri, 2024) [17]. Agro-tourism improves farmers' livelihood by exposing them to more markets, selling farm produce, and improving their lives. The use of online media in ecotourism marketing supports farmers' accessibility to more customers (aryanto *et al*. 2014) [1]. Agro-tourism holds great potential for farmers, but key challenges—like limited funding, poor infrastructure, lack of marketing skills, and minimal government support—hinder growth. Researchers highlight these barriers as critical areas needing strategic intervention to help farmers sustainably benefit from agro-tourism opportunities.

Literature review

Siregar and Selwendri (2024) [17] investigates tourist choices regarding ecotourism destinations in North Sumatera, Indonesia, using cluster and conjoint analysis to categorize tourists into two groups: soft ecotourists and hard ecotourists. Soft ecotourists value comfort and accommodation the most, while hard ecotourists place greater importance on environmental sustainability. The findings highlight that while comfort and lodging are critical to soft ecotourists, hard ecotourists prioritize ecological commitment and biodiversity. The study also notes variations in tourist preferences across areas like Medan, Langkat, Karo, and Toba Samosir. It suggests that to meet the diverse demands of both groups, ecotourism destinations should offer a variety of natural attractions, cultural festivals, and quality services.

Mahida R (2023) [9] describes agro-tourism as an experience where visitors explore rural communities and farms to immerse themselves in country life. It highlights how agro-tourism supports rural economies by creating jobs and educating visitors about agricultural practices. The study outlines how farmers, local communities, and tourism companies all benefit economically. Furthermore, it observes that agro-tourism is gaining popularity in India, driven by the global trend towards sustainable tourism practices.

Sathe S and Randhave M (2019) [14] The contribution of agro-tourism to rural development in Maharashtra, focusing on Village Inn Agro Tourism in Wardha, is explored in this study. The authors underline how agro-tourism strengthens the local economy, promotes sustainable tourism, and generates employment. They also discuss key challenges, such as infrastructure development and promotion, recommending policy initiatives to make agro-tourism a long-term sustainable activity in rural India.

Joshi *et al*., (2020) [7] identifies critical success factors (CSFs) impacting the success of agro-tourism clusters. Using Analytical Hierarchy Process (AHP) and the Technique for Order of Preference by Similarity to Ideal Solution (TOPSIS), the study highlights nine key CSFs, with destination attractiveness ranked as the most significant. It stresses that these factors are crucial for ensuring the long-term sustainability and efficiency of agro-tourism networks.

Sarath *et al*., (2023) [12] delves into gender-based differences in landscape preferences within Tamil Nadu's agritourism sector. It finds that women prefer natural features like native plants, meadows, and intensive crop farms more than men. The study suggests that understanding these gender-specific preferences can help service providers improve customer satisfaction. It uses MANOVA statistical methods to highlight the significant differences between male and female tourists' choices.

Cheraghzadeh *et al*., (2024) [3] focuses on factors influencing tourist satisfaction at the Bisheh Waterfall in Iran, a renowned ecotourism site. Through factor analysis and multiple regression, it identifies eight crucial elements, including infrastructure, safety, destination accessibility, travel costs, and hospitality. The findings emphasize that safety and security are the most critical components. Although the satisfaction levels were moderate, the study offers valuable insights for sustainable tourism development and planning.

Sarath *et al*., (2023) [12] examines the evolution of agritourism in Tamil Nadu, driven by changing customer behavior towards experiential tourism. Using Principal Component Analysis (PCA), the study identifies important factors like the natural environment, farm activities, food offerings, and farm services. The findings stress that customers value conventional farming methods and locally produced food, providing practical suggestions for tailoring agritourism experiences to boost customer loyalty and growth.

Sennimalai and Sivakumar (2022) [16] discusses the expansion of agritourism in India based on client preferences and supplier needs. A survey in Tamil Nadu revealed that most agritourism visitors are women who prefer weekend visits. The study highlights the importance of offering traditional dishes and authentic farm practices to attract tourists. It proposes creating development committees, offering financial support, holding training programs, and promoting agritourism digitally to encourage sustainable growth.

Darda and Bhuiyan (2022) [4] explores the socioeconomic effects of ecotourism in Terengganu, Malaysia, using a Structural Equation Model (SEM). It shows that ecotourism creates job opportunities, encourages community participation, and supports homestay programs. However, it also raises concerns about environmental damage and cultural erosion. The findings recommend greater community involvement and careful natural resource management to sustain ecotourism's benefits over the long term.

Carvache-Franco *et al*., (2020) [2] evaluates tourist satisfaction at three protected ecotourism sites in Ecuador: Morro Mangroves Wildlife Refuge, Santay Island National Recreation Area, and Samanes National Recreation Area. It reports high satisfaction and loyalty levels, driven by factors such as the serene environment, heritage conservation, courteous service, and facility accessibility. The study concludes that higher satisfaction levels lead to repeat visits

and strong word-of-mouth promotion, offering key insights for tourism marketers.

Objectives

1. to analyse the tourist preferences for agro-tourism in western Tamil Nadu
2. to identify the key factors influencing tourist satisfaction on agro-tourism destination and
3. to identify the constraints faced by tourists on agro-tourism destination.

Methodology

The study uses a descriptive research design to explore the potential for agro-tourism in Western Tamil Nadu, focusing on tourists' preferences, expectations, and experiences at farm resorts. A convenience sampling method was employed, selecting 140 respondents based on their availability at the resorts. Although non-probability sampling limits generalizability, it provides valuable insights into tourist behavior and preferences in agro-tourism contexts. Data were gathered through guided questionnaires, which included both closed and open-ended questions, capturing quantitative information on demographics, satisfaction levels, and qualitative insights on experiences and suggestions. Additionally, interviews were conducted to gain deeper perspectives on the factors influencing agro-tourism development. The data was analyzed descriptively to identify key findings, while qualitative responses were thematically examined to highlight patterns and emerging themes. This approach ensures a comprehensive understanding of the potential for agro-tourism in the region.

Demographic

Agro-tourism is gaining increasing popularity in Western Tamil Nadu, particularly among young, urban, and educated tourists. Most of the tourists are men aged 21 to 30, and most of them are unmarried students or researchers who are interested in rural life, sustainable tourism, and educational travel. A large proportion of them possess higher degrees, suggesting that agrotourism appeals to those looking for meaningful and fulfilling experiences.

The visitors are predominantly suburban and city town residents, and agro-tourism serves as a means to get away from the noise and hubbub of urban life and be with agriculture and nature again. Online sites contribute significantly to finding such places, an evidence of the effectiveness of online sources in promoting rural tourism.

However, factors such as overcrowding and photography restrictions impact satisfaction in tourism. These can be minimized through improved crowd control and friendlier guest policies, which will improve the experience and attract a larger following.

Tourist Preferences for Agro-Tourism in Western Tamil Nadu

Table 1: tourist preferences for Agro-tourism in Western Tamil Nadu

Season	Location	Services	Expenditure (Rs.)
March-May	Easily accessible from towns and cities	Working farm with accommodation, food and activities	Less than 5000
June-August	Remote areas	Working farm with accommodation and food only	5001-10000
September-November	Close to famous tourist spots	Day trips only (no accommodation, but food included)	Above 10000

In Table 1, conjoint analysis for visitor preference in agro-tourism involves examining many variables that affect choice. In this research, there were four attributes: season, location, services, and spending, each of which had three levels. Thus, the entire number of available combinations is calculated as 3*3*3*3 = 81, which yields all the conceivable situations that one tourist may keep in mind when choosing an agro-tourism experience. To make it easier and simpler to analyze, an orthogonal design was used, reducing the cards to 10 in figure 1. Orthogonal design makes systematic selection of a subset of combinations possible without compromising on conducting meaningful analysis of each feature's effect on tourist choices.

Table 1 classifies visitor tastes based on the time of visit, ease of access of the destination, nature of services provided, and cost segment. In March-May, tourists choose places that are easily approachable from cities and towns, provide accommodation, dining, and activities at a cost of less than Rs. 5000. Tourists are willing to visit remote areas during the summer but are prepared to spend only Rs. 5001-10,000 on accommodation and food. During autumn, tourists choose locations near major tourist attractions, opting for day trips with food but no accommodation, at a budget higher than Rs. 10,000.

This conjoint analysis method helps to identify the most popular combinations of characteristics that are preferred by tourists, so that stakeholders can make corresponding agro-tourism packages appropriately. Knowing the key influencing factors enables agro-tourism operators to make adjustments to products in order to respond to tourist expectations, thus enhancing visitor satisfaction and driving sector expansion.

Model

Figure 1 shows an orthogonal design approach to researching tourist preferences in agro-tourism. The orthogonal design is a statistical approach employed in conjoint analysis to minimize the number of variables while ensuring balanced and unbiased outcomes. Here, the graphics show different combinations of seasons, places, services, and spending levels to better comprehend how tourists rank these variables when choosing an agro-tourism experience.

Each picture contains a grid with different combinations of variables including season (March-May, June-August, September-November), location (town, remote areas, famous tourist sites), services offered (accommodation, food, activities), and expenditure categories (less than 5000, 5000-10,000, or over 15,000. For instance, some of the pictures depict high expenses for spring agro-tourism in accessible areas with accommodation and activities, while others depict low-cost alternatives in remote areas with minimal services. The orthogonal design efficiently identifies the most important variables influencing tourist choice by presenting a limited number of ten potential scenarios out of 81 possible combinations.

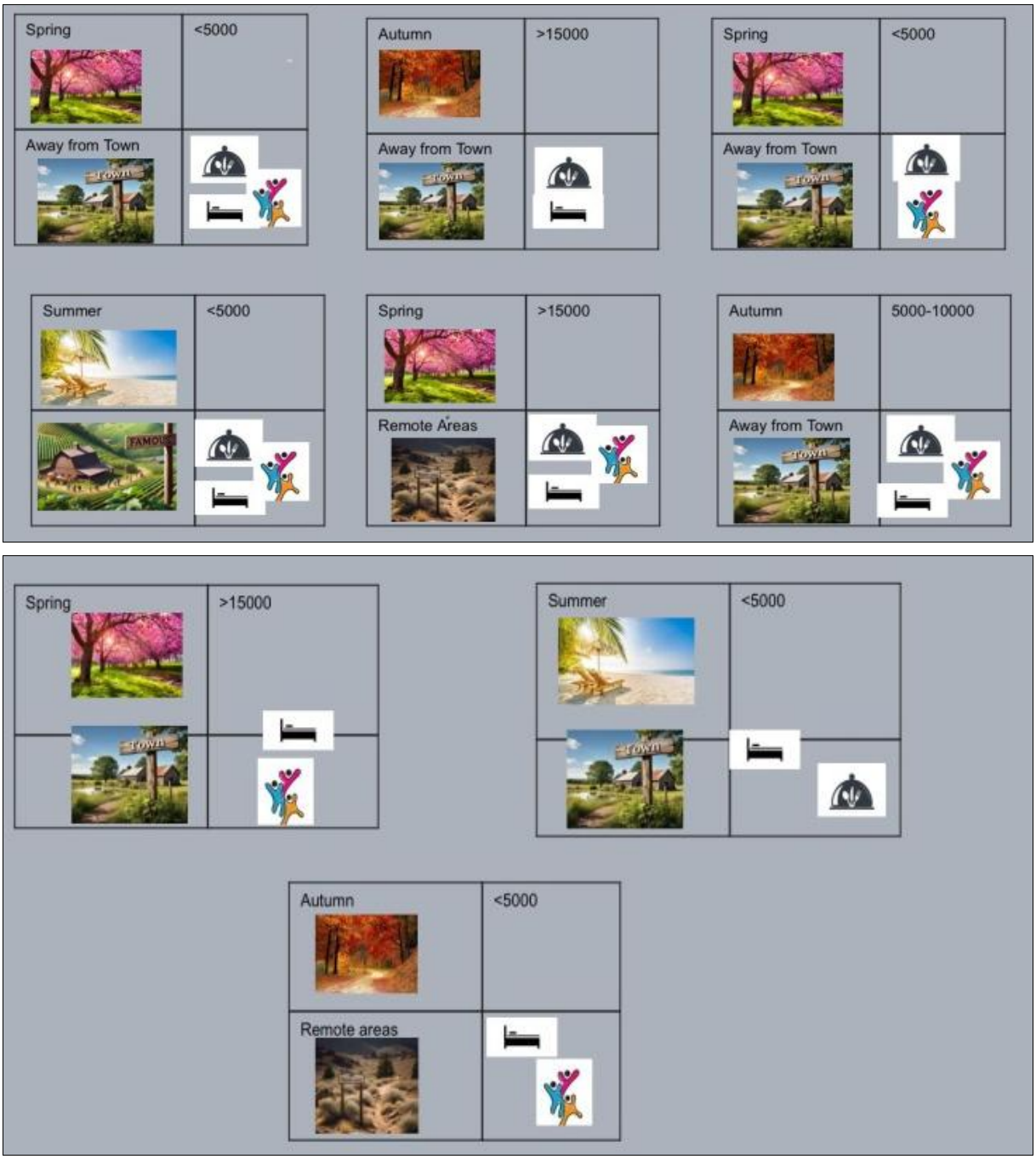

Fig 1: orthogonal design model

This discussion helps in creating a tourist model by determining significant preferences so that agro-tourism packages are fashioned to meet demand at a reasonable cost. The methodical approach enables better determination of market segmentation and possible customer behavior, which benefits sustainable tourism planning.

Important value

Table 2: Importance value

Importance value	
Season	30.741
Location	30.343
Services	26.122
Expenditure	12.794
Average important score	

Table 2 reveals that season (30.741%) and place (30.343%) play the most critical role in choosing agro-tourism activities. This reveals that tourists organize their trips based on the time of year and the specific destination, considering such factors as climate, scenic beauty, and accessibility of seasonal activity. Services (26.122%) also have a significant bearing, highlighting the significance of quality accommodations, food, and recreational activity in enhancing tourist satisfaction. To everyone's surprise, price (12.794%) is the least critical factor, which suggests that tourists are prepared to pay if the season, site, and services meet their needs. This observation is particularly helpful for developing an agro-tourism model in Western Tamil Nadu, as it suggests that businesses must focus on seasonal draws, carefully selected locations, and thoughtfully designed experiences over competing on price alone.

Utilities value

Table 3: utilities value

		Utility estimate	Std. Error
Season	March-May	-.092	.395
	June-August	.901	1.072
	September-November	-.809	.746
Location	Easily accessible from towns and cities (towns)	1.085	.881
	Remote areas	-.365	.241
	Close to famous tourist spots (famous tourist spots)	-.720	.856
Services	Working farm with accommodation, food and activities (AFA)	-.230	.313
	Working farm with accommodation and food only (day trip with food)	.799	.868
	Day trips only-no accommodation, but food included (AF)	-.569	.645
Expenditure	Less than 5000	.160	.362
	5001-10000	.320	.724
	Above 10000	.480	1.086
Constant		5.173	.604

Table 3 illustrates utility estimates that reveal tourists' preferences for the most important aspects of agro-tourism. June-August has the largest positive utility (0.901), indicating that tourists prefer this season, yet September-November (-0.809) and March-May (-0.092) are not as preferred. Geographically, the most sought-after are towns (1.085), followed by rural areas with negative utility value (-0.365) and popular tourist resorts with negative utility value (-0.720) to suggest tourists might opt for accessibility and metropolitan convenience over remoteness or congested locations. Services-wise, the most useful is a day trip with lunch (0.799) that suggests tourists opting for organized travel with meals. Conversely, AFA (-0.230) and AF (-0.569) are of negative utility, i.e., less preferred. Tourists showed a moderate preference for greater expenditure, with the highest utility being above 15,000 (0.480), then 5,001 to 10,000 (0.320) and below 5,000 (0.160). The repeated score of 5.173 reflects a generally positive perception of agro-tourism activities. These observations can be helpful for the formulation of an agro-tourist model in Western Tamil Nadu, focusing on summer tourism, town-based attractions, day trips with food options, and up-market offers that encourage increased expenditure.

Total utility value

Table 4: Total utility value

Cards	Season	Expenditure	Location	Services	Total utility
C1	March-May	<5000	Near town	AFA	1.123
C2	September-November	>15000	Near town	AF	0.187
C3	March-May	<5000	Near town	DT (day trip)	1.952
C4	June-August	<5000	Famous tourist spot	AFA	0.111
C5	March-May	>15000	Remote	AFA	-0.924
C6	September-November	5001-10000	Near town	AFA	0.366
C7	March-May	<5000	Near town	AF	0.584
C8	March-May	>15000	Near town	DT(day trip)	0.467
C9	September-November	<5000	Remote	AF	0.127
C10	September-November	<5000	Remote	DT(day trip)	-0.215

Table 4 illustrates various tourism decision alternatives by season, spending, location, and services and their corresponding total utility values. Card C3 (March-May, <5000, Near town, DT) enjoys the highest overall utility of 1.952 and thus ranks as the top choice for visitors. The other favorable utility values are C1 (March-May, <5000, Near town, AFA) with 1.123 and C7 (March-May, <5000, Near town, AF) with 0.584, reflecting that March-May, low-cost, and near-town locations are popular. C5 (March-May, >15000, inaccessible, AFA) has -0.924 utility, reflecting that tourists prefer not to visit high-cost and inaccessible places. In the same way, C10 (fall, <5000, isolated, DT) is -0.215, showing that fall and isolated areas are less desirable. In general, the results show that tourists like agro-tourism activities in the March-May season, at a lower price, close to towns, and with amenities like day excursions (DT), which is helpful information for creating an effective agro-tourism model in Western Tamil Nadu.

Tourist satisfaction in agro-tourism destinations

The determinants of tourist satisfaction at agro-tourism spots are identified through Principal Component Analysis (PCA). The study focuses on 14 most significant factors like cleanliness of the farm, parking facility, security measures, products available in farm shops, availability of clean drinking water, food quality and taste, connectivity of mobile network, courtesy of farm workers, accommodation facility, children's playgrounds, recreational activities, medical centers, tourist information centers, and agricultural views.

The Kaiser-Meyer-Olkin (KMO) sample adequacy in Table 5 is 0.808, i.e., the data are suitable for factor analysis. Bartlett's Test of Sphericity is significant (Chi-Square = 2391.193, p = 0.000), indicating the reliability of PCA.

Table 5: KMO and Bartletts Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.808	
Bartlett's Test of Sphericity	Approx. Chi-Square	2391.193
	Sig.	0.000

Table 6 indicates that the first four factors explain 81.39% of total variation. The first factor explains 41.51%, followed by the second explaining 22.66%, then the third and fourth explaining 9.20% and 7.38%, respectively. These factors cluster together a set of related criteria, enabling us to identify the most significant attributes that affect tourist satisfaction.

The results show that infrastructure, quality of service, connectivity, and recreational facilities all play significantly in enhancing tourist experience at agro-tourism destinations. The analysis helps in formulating better facility improvement plans and tourist satisfaction in general.

Table 6: Total Variance explained by different components

Component	Initial Eigen Values			Extraction Sums of Squared Loadings		
	Total	Variance %	Cumulative %	Total	Variance %	Cumulative %
1	5.812	41.512	41.512	5.812	41.512	41.512
2	3.173	22.662	64.174	3.173	22.662	64.174
3	1.378	9.840	74.013	1.378	9.840	74.013
4	1.034	7.385	81.398	1.034	7.385	81.398
5	0.898	6.417	87.815			
6	0.593	4.238	92.053			
7	0.282	2.017	94.070			
8	0.255	1.819	95.889			
9	0.248	1.768	97.658			
10	0.154	1.102	98.760			
11	0.111	0.790	99.550			
12	0.044	0.313	99.863			
13	0.011	0.080	99.943			
14	0.008	0.057	100.000			

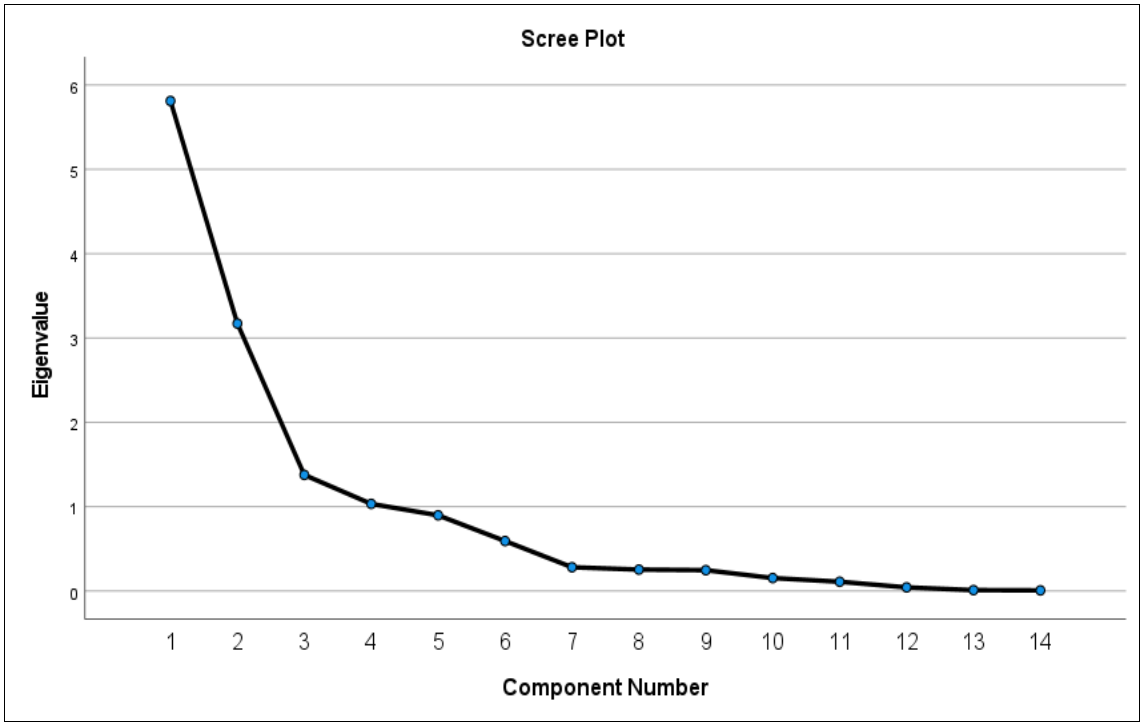

Fig 2: Scree Plot Graph

Table 7: Rotated Component Matrix categorizes

Rotated component matrix	Components			
	1	2	3	4
Farm cleanliness	0.949			
Parking availability	0.944			
Security system	0.942			
Farm store offerings	0.903			
Access to clean drinking water	0.773			
Mobile connectivity	0.712			
Farm staff hospitality	0.712			
Play area for children		0.928		
Recreational activities		0.922		
Agricultural views		0.858		
Quality and taste of food		0.808		
Accommodation			0.928	
Medical facilities			0.812	
Tourist Help Desk				0.793

Table 7 presents an analysis of the factors influencing tourist satisfaction in agro-tourism destinations through Principal Component analysis (PCA), which reveals four major components that have a significant role. Figure 2 illustrates a sharp drop in eigenvalues after the fourth component, indicating that the four principal components explain most of the variance in tourist satisfaction. The Rotated Component Matrix classifies the 14 factors into these four categories. The first facet, Infrastructure & Services, consists of farm cleanliness, availability of parking, security system, store options in the farm, availability of clean drinking water, mobile network connectivity, and farm worker hospitality, noting that basic amenities play a vital role in shaping visitor experiences. The second facet, Recreation & Aesthetic Appeal, consists of children's play areas, recreational facilities, farming scenery, food taste and quality, noting the necessity of entertainment and scenic beauty in drawing tourists. The third element, Comfort & Well-being, deals with housing and health facilities, showing that having access to proper lodging and healthcare significantly affects satisfaction. Lastly, the tourist information desk is the fourth element, Visitor Assistance, which highlights the necessity of advice and assistance services. These results suggest that expanding infrastructure, recreational facilities, comfort amenities, and visitor support systems can greatly enhance the overall tourist experience in agro-tourism destinations.

Components & factors

Table 8: tourist satisfaction in agro-tourism destinations identifies four main components

Components & factors		
Components	**Variances**	**Factors**
Visitor amenities & services	41.51	Farm cleanliness, parking availability, security system, farm store offerings, access to clean drinking water, mobile connectivity, farm staff hospitality
Recreation & experiences	22.66	Play area for children, recreational activities, agricultural views, quality and taste of food.
Accommodation & support	9.84	Accommodation, medical facilities
Tourist assistance	7.38	Tourist help desk

Table 8 displays a factor analysis of tourist satisfaction with agro-tourism destinations, and it results in four important factors influencing visitor experiences. The Visitor Amenities & Services factor accounting for 41.51% variance includes important features such as cleanliness of the farm, parking space, security arrangements, products available in the farm store, availability of safe drinking water, mobile network, and hospitality of farm workers. This places a premium on the importance of basic services and infrastructure in making tourism experience delightful. The Recreation & Experience factor captures 22.66% variance and covers such dimensions as children playground, recreational activities, agricultural landscape, and taste and quality of food, emphasizing leisure and beauty requirements. The Accommodation & Support factor accounts for 9.84% variance and includes accommodations and medical facilities, both being crucial to visitor comfort and health. Finally, the Tourist Assistance factor accounts for 7.38% variance and features the tourist help desk, focusing on advice and assistance for a smooth experience. These findings indicate that upgrading facilities, recreational facilities, housing, and visitor services would significantly enhance tourist satisfaction in agro-tourism.

Constraints Faced by Tourists on Agro- Tourism Destination

Table 9: Constraints Faced by Tourists on Agro- Tourism Destination

S. No	Constraints	Garett's Mean Score	Rank
1	Excessive visitor crowds	71.62	I
2	Restriction on Photography	61.88	II
3	High Cost	57.60	III
4	Limited Variety in Activities	51.18	IV
5	Inadequate Safety Measures	40.11	V
6	Digital Connectivity Issues	39.64	VI
7	Lack of Awareness	27.96	VII

Table 9 demonstrates the restrictions experienced by tourists in agro-tourism destinations, according to Garett's ranking, and identifies key issues that impair visitor experiences. The largest restriction is over-visitation by crowd, having the highest score of 71.62, implying that over-visitation impairs the entire experience. The second key hindrance is a photography prohibition (61.88), which inhibits tourists' possibilities of taking photos and posting on social media. High expense (57.60) is third, showing that financial affordability is a key to accessibility and visitor satisfaction.

Low experience diversity (51.18) is fourth, showing that varied and engaging activities are necessary. Poor safety arrangements (40.11) and digital connectivity (39.64) are fifth and sixth, respectively, highlighting concerns over visitor safety and network access. Last, lack of awareness (27.96) ranks lowest, meaning that marketing efforts and public perception of agro-tourism opportunities must be enhanced. Overcoming such constraints through enhanced crowd control, more affordable packages, increased safety features, and better internet connectivity can potentially make a huge difference in making agro-tourism sites more attractive and profitable.

Conclusion

In Western Tamil Nadu, agrotourism has vast potential for stimulating the rural economy and offering farmers multiple streams of income, the study opines. It seems clear that tourists prefer convenient, reasonably affordable, and experience-crammed destinations, particularly during off-season tourist months such as March to May. Tourists' enjoyment is, nonetheless, significantly affected by constraints such as congestion, restrictions on photography, poor digital connectivity, and limited activity options. The desire of travelers to pay premiums for quality experiences suggests a strong market demand in spite of these challenges. Success for agrotourism relies on enhanced stakeholder coordination, access to the internet, and infrastructure. Farm sites can be converted into thriving tourist places with the assistance of investments in comfort, safety, and amusement, along with skilled labour and effective marketing. The results are important because they promote region-specific planning that respects local capacities as well as tourist aspirations. Through encouraging cultural exchange and enhancing farmer incomes, agro-tourism can be an effective tool for sustainable rural development with concerted government efforts and collective action.

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