

ATTITUDE OF AGRICULTURE STUDENTS TOWARDS AGROTOURISM AS AN ENTERPRISE

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ABSTRACT

Among all countries, India's rank in the world tourism is 16th. Domestic tourist's visits registered a growth of 11.63 per cent. Mostly people prefers domestic tours for holidays, leisure and recreational time. Although there is phenomenal growth in Indian Tourism, rural or agrotourism was never given any priority. The concept of agrotourism can bring a new face to the field of agriculture where local resources are mobilized to add to the income of the agricultural land. It is very much essential to convince and motivate the agricultural graduates to take up an agrotourism as an enterprise. So this research is carried out to measure attitude of post graduate students of Anand Agricultural University towards agrotourism as an enterprise. The present investigation was carried out on random sample of total 50 respondents studying in the agriculture faculty of Anand Agricultural University of Gujarat state. The data were collected through an interview schedule by employing ex-post facto research design. Out of total respondents, vast majority (96.67 per cent) of the respondents studying with first class and first class with distinction category in academic performance, among them more than half (56 per cent) were from rural native with majority (60 per cent) of respondents from lower income group. A great majority (76 per cent) of respondents had medium level of self confidence, large majority (88 per cent) had medium to higher achievement motivation, great majority (80 per cent) had lower to medium business anxiety and more than half (58 per cent) of them had highly positive attitude for agrotourism as an enterprise with.

Keywords : agrotourism, postgraduate students, entrepreneurship

INTRODUCTION

Tourism has become an important sector that has an impact on development of country economy. The main benefits of tourism are income creation and generation of jobs. The total contribution of Travel & Tourism includes its 'wider impacts' (ex.the indirect and induced impacts) on the economy. The agrotourism can be developed as an important instrument for sustainable human development to alleviate poverty through employment generation, environmental regeneration and development of remote areas. The government should promote agricultural graduates and farmers to start and establish agro, farm and rural tourism to ensure sustainable economic development and positive social change. Since 2004 Agriculture Tourism is operational, it started in Baramati Agri Tourism Center under the guidance of Pandurang Taware. Agri Tourism India (ATDC) is pioneer in the development and marketing of agri tourism concept in India. ATDC, as of 2014, has 218 affiliated farmers and operates agri tourism center in their respective villages in the state of Maharashtra. Agritourism is the latest concept in the Indian tourism industry, which normally occurs on farms. It gives

you the opportunity to experience the real enchanting and authentic contact with the rural life, taste the local genuine food and get familiar with the various farming tasks during the visit. It provides you the welcome escape from the daily hectic life in the peaceful rural environment. It gives you the chance to relax and revitalize in the in the pure natural environment, surrounded by magnificent setting. See the real India and have the experience of the lifetime on the farm stay holidays. It include farm stay, venturing into agricultural farm, animal rides, cow milking, rural art and craft etc.

OBJECTIVES

- (1) To study the personal, communicational and psychological characteristics of student respondents
- (2) To ascertain the attitude of students for agrotourism

METHODOLOGY

The present investigation was carried out on random sample of total 50 postgraduate students studying in the agriculture faculty of Anand Agricultural University of

Gujarat state. The data was collected through an interview schedule by employing ex- post facto research design as the independent variables already operated in the study area.

To measure self-confidence of the agricultural graduates, scale developed by Heartheton and Heatherton (1991), achievement motivation scale developed by Singh (1974), for business anxiety scale developed by Patel (2009) and for attitude, scale developed by Patar (2011) were used. From all above scoring we find frequency and percentage distribution of respondents in mentioned classes.

RESULTS AND DISCUSSION

An attempt has been made to assess the students' attitude towards agrotourism as an enterprise. Distribution of the respondents according to their level of self confidence is as under.

Table 1: Distribution of the respondents according to their level of self confidence n=50

Sr. No.	Category	Frequency	Percent
1	Low level of self confidence	12	24
2	Medium level of self confidence	38	76
3	High level of self confidence	0	0

The results in table 1 postulated that majority of the students (76 per cent) have medium level of self confidence followed by nearly one fourth (24 per cent) students have low level of self confidence. Self confidence is one of the most important characteristic require for entrepreneur. Higher self confidence generally leads to higher level of attitude of respondents towards agrotourism as an enterprise. In our case great majority(76 per cent) of respondents falls in medium level of self confidence compared to very low only one fourth (24 per cent) in the low level of self confidence, but no one have high level of self confidence. In this result we can see that level of self confidence is not significantly related with attitude of students towards agrotourism as an enterprise, further this finding can be supported by the findings of Shah (2006) and Patel et al. (2017) and Darji, et al. (2017) who

reported that there was non-significant relationship between the AAU teachers' level of confidence and their attitude.

Table 2: Distribution of the respondents according to their level of achievement motivation n=50

Sr. No.	Category	Frequency	Per cent
1	Low level of achievement motivation	6	12
2	Medium level of achievement motivation	29	58
3	High level of achievement motivation	15	30

Table 2 shows that majority (58 per cent) of respondents falls under medium level of achievement motivation followed by nearly one third (30 per cent) of respondents from high level of achievement motivation and very less (10 per cent) of students from low level of achievement motivation

Table 3: Distribution of the respondents according to their level of business anxiety. n=50

Sr. No.	Category	Frequency	Per cent
1	Low business anxiety	0	0
2	Medium business anxiety	21	42
3	High business anxiety	23	58

The results of Table 3 says that majority (58 per cent) students have high business anxiety and rest of them have (42 per cent) have medium business anxiety. This inference is further emphasized by Parimaladevi *et al.* (2006) reported that there was significant relationship between agricultural business anxiety and attitude.

Table 4: Distribution of the respondents according to their level of attitude towards agrotourism as an enterprise n=50

Sr. No.	Category	Frequency	Per cent
1	Less favourable attitude	0	0
2	Medium favourable attitude	21	40
3	High favourable attitude	29	60

From above table 4 we can say that majority (60 per cent) of respondents falls in higher favourable attitude towards agrotourism as an enterprise and other (40 per cent)

falls in medium favourable attitude towards agrotourism as an enterprise.

CONCLUSION

From the above overall discussion, it can be concluded that among all the students majority (60 per cent) of students falls under medium favourable attitude and rest (40 per cent) falls under high favourable attitude. In this finding we get cent percent students are falls under medium to high favourable attitude which shows students have desire to start enterprise if they will get chance to start enterprise.

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