

# A Critical Analysis on Agro Tourism Typology and Architectural Improvements with Relation to Chhattisgarh

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## Abstract

Agrotourism has developed into a significant component of the state's tourism industry in Chhattisgarh, with a few typologies that focus on the social and horticultural traditions of the region. As agrotourism experiences fill in the ubiquity to ensure vacationers' contentment and the acceptability of the tourism industry, the architectural plan and progressions are essential. We examined the relationship and regression between Chhattisgarh's agrotourism typology and architectural headways, focusing on the number of rooms, feel, amenities, size, and occupancy rate. We discovered that whereas amenities had a strong positive correlation with occupancy rates, there was only a possible excellent correlation with room size, appearance, and number. It's interesting to see that attraction and the number of rooms have no real correlation. According to relapse investigation, which had an R-squared value of 0.064, the number of rooms and offices also significantly affects the inhabitation rate. This suggests that approximately 6.4% of the variation in the occupancy rate is represented by the total number of rooms and offices. Our research reveals that taking into account both architectural advancements and agrotourism typology can help Chhattisgarh create and develop acceptable and attractive agrotourism interactions. These findings may aid legislators, drafters, and tourist organizers in creating socially and environmentally responsible agrotourism locations, which would increase visitor satisfaction and generate revenue.

**Keywords:** Agro tourism Typology, Architectural Improvements, Chhattisgarh

## 1. INTRODUCTION

In the context of agrotourism, any plant-based activity or movement that transports visitors to a home or ranch is honored. Agrotourism and design are included in the unclear boundaries that benefit developed nation tourism exercises. Combining tourism and agriculture has resulted in agrotourism, which reorients common locations as a visitor goal and interest for providing a sort of unique interest visits to take extraordinary consideration of the necessities of current explorers to experience and get information on delivering different things in cultivating. Urban residents are given the opportunity to go back to their rural roots, and farmers benefit from the ability to generate extra income and work from their agricultural fields. Chhattisgarh, which has immense potential for agro-tourism over a wide range of destinations, is one of the most well-known travel concerns in India.

It is generally accepted that the Indian economy is built around the crop industry. In an effort to build genuine relationships with customers and acquire more, farmers are currently eager to try out new, cutting-edge tactics that depart from the conventional, idealized models. More assumptions and better lives are thus being attained by including particular vacationer exercises in the green pay. Massive efforts are currently being made in this direction since it has all the required attributes; one such drive is agro tourism. Agro-tourism is not a particularly new concept, even if it is only found in a few locations. Agrotourism may improve farmers' livelihoods while also benefiting tourists, given its baby steps and trial-and-error appeal.

### 1.1.Challenges faced by Agro tourism

The agrotourism industry in Chhattisgarh faces several challenges concerning architectural design and typology. Among the challenges are:

- **Absence of standardization:** The agrotourism locations in Chhattisgarh do not conform to a standard architectural style or typology. This makes it easier for tourists to identify and select the top agrotourism concerns.
- **Insufficient infrastructure:** Many of Chhattisgarh's agricultural tourism concerns are related to inadequate infrastructure, including as roads, parking, restrooms, and housing. The neighborhood finds itself striving to draw in new visitors, which has an impact on the tourist experience.
- **Restricted resources:** Many of the objections to agrotourism in Chhattisgarh are found in rural areas with little resources. Consequently, providing tourists with excellent framework and services becomes challenging.
- **Lack of knowledge of sustainable design principles:** Many of the concerns against agrotourism in Chhattisgarh do not adhere to realistic plan dimensions. This has implications for the area's climate and long-term viability.
- **Inadequate understanding of architectural design:** In Chhattisgarh, a large number of agrotourism site owners and operators lack basic knowledge of architectural design. This affects both the user experience and the overall quality of design.

All things considered, these problems greatly obstruct the growth and development of Chhattisgarh's agrotourism industry, and their resolution is crucial to the industry's success.

### 1.2.Recent typology and architectural design strategies of agro-tourism sites in Chhattisgarh

The several agrotourism sites in Chhattisgarh have different architectural arrangements and typologies based on the region that is accessible, available resources, and available assets. Standard plan strategies and typologies include:

- **Farm stays:** This type of housing entails renting out traditional or modern farmhouses. Provincial, rural architecture designs that make use of natural materials like wood and stone are common in ranch stays.
- **Agro-eco parks:** This includes the design of parks that are friendly to the environment and have a variety of amenities, such as food courts, jungle gyms, and rest areas. Sustainable materials like bamboo and cover are often used in the reasonable, modern design of agro-eco stops.
- **Agro-resorts:** This type is the construction of ostentatious hotels that provide guests with an opulent experience in landscaped gardens. Agro-resorts usually have sophisticated, modern architecture that makes use of high-end components like steel and glass.
- **Agrotourism villages:** This typology refers to emerging communities that offer a variety of agrotourism activities, such as food, crafts, and gardening. People in the agrotourism industry

usually have traditional and local architectural styles built with components from provincial development projects.

- **Farm-to-table dining establishments:** The main purpose of this arrangement is to provide feasting foundations with food that is delivered and gathered secretly. Ranch-to-table restaurants usually feature modern, warm interior design that emphasizes the use of natural materials like metal and wood.

Generally speaking, Chhattisgarh's contemporary agrotourism typology and architectural design techniques ensure visitors' comfort and well-being while providing them with an authentic national experience.

### 1.3. Study Area

In Chhattisgarh, agrotourism has been envisaged for some time. Indeed, a few of them trace their lineage back to the very beginning of freedom. That is what occurs when the developed regions' opaque provincial owners depart from them. Thus, the current owner converted the ranch into an agrotourism resort. At this same moment, local energy participating in a certain kind of movement will help Chhattisgarh's agro-tourism sector grow. Moreover, horticulture is a significant source of revenue for organizations in Chhattisgarh. This is noteworthy because the agrotourism sector may be able to assist people, especially farmers, in covering their expenses and recouping their investment. Leasing establishments such as hotels, bistros, and gift stores, along with providing services like entertainment and development, can be profitable aspects of agrotourism. It is typically possible to locate a great deal of important real locations, spotless regular settings, brilliantly carved havens, magnificent homes, overflows, sinkholes, rock formations, and inclination levels in this state. These locations, the majority of which are pure and unspoiled, offer guests amazing feasts in addition to a fascinating and captivating experience. About 14 of these locations have been classified by Chhattisgarh Tourism as provincial agro-explorer complaints.

The following widely acknowledged elements help Chhattisgarh's agrotourism industry:

- The availability of guest rooms to support agrotourism at this time.
- Excellent offices for transit and communication.
- The creation of nurseries for organic goods, long-stemmed cut flowers, food, etc.
- These days, Chhattisgarh is regarded as one of India's most popular travel destinations. Chhattisgarh is a major producer of flavors, organic goods, and legally grown aromatic and medicinal plants in India. In the state, 8.05 lakh hectares of land are cultivated at the moment.
- The diversity of agroclimatic conditions, harvests, people, cascades, and mountains in Chhattisgarh facilitates the growth of year-round and multi-area agrotourism.
- In rural Chhattisgarh, indigenous dances including the pandavani, suanacha, saila society dance, and karma dance are frequently performed. The culture of Chhattisgarh is extremely diverse and rich. It provides the nation of Chhattisgarh with a distinct individuality.

### 1.4. Research Problem

The following is a statement of the review issue for a fundamental evaluation of architectural developments and agrotourism typology associated to Chhattisgarh: Despite the fact that agro-tourism has become widely recognized as a viable source of income for Chhattisgarh's country networks, the architectural style and typology of these destinations have not been thoroughly examined. Consequently, nothing is known about the potential implications of architectural headways for the agro-tourism sector in Chhattisgarh. A basic analysis of the agrotourism typology and architectural headways associated

with Chhattisgarh is essential to determine the best course of action that would enhance the tourism experience, support industry pay, and advance appropriate financial growth for provincial networks.

### 1.5. Research Objective

- To identify the current architectural typology and configuration strategies applied at the agrotourism sector in Chhattisgarh.
- To evaluate the intended use of typology and architectural plan concepts in Chhattisgarh's agrotourism industry.
- To determine the issues with architectural plan and typology that the Chhattisgarh agrotourism area is facing.

### 1.6. Limitations

It is critical to recognize the limits of the study, especially those related to the sample size, the subjectivity of the data, and the applicability of the findings.

## 2. LITERATURE REVIEW

Eckert and Kline (2004) discussed the opportunities that the agro-tourism region presents to farmers and ranchers in their book. It is a sophisticated tool for enhancing an agrotourism destination. Practice tendency is demonstrated by the arrangements whereby some initial ideas for an agro-tourism center are suggested. The author of the book concentrates on tasks that can be completed toward an agrotourism goal. The author has also gone into detail regarding the rules and legal framework of the US agrotourism industry. Advancement sees are made reasonable by displaying government awards and using administrative monetary norms. Oddly, the article states that "Farmers and ranchers working together can increase the benefits of agrotourism."

According to Ramsey and Schaumleffel (2006), agrotourism in rural areas may be able to alter the economic landscape by developing a new niche and deceiving visitors. To aid rural networks in reimagining their economies, they also exhort local trailblazers to select offices or foundations that are fantastic for agro-tourism.

Adams (2008) explored several agrotourism complaints both domestically and internationally. The book discusses how inbound resources for agrotourism lands should be managed to maximize something that is essentially virtually identical. The book also looks at the role that farmers should have in promoting tourist issues that emphasize various auxiliary organizations and their importance to agro-tourism. As per the book, "Agro-tourism pay mirrors the cream subject to the legitimate plan of subsidiary organizations and cultivating tasks." Agro-tourism firms may host farm parties, which are very vital for advertising. By emphasizing the opportunity for experiential learning—something that agrotourism accentuation region owners have taken into consideration—the author has improved the use of agrotourism in training.

The goal of Curtis's (2008) book is to promote a brand-new agrotourism destination. He makes a concerted effort to gain control over the recently organized areas so that an agro-tourism center can be established and new requirements can be addressed.

Gascoigne, Sullins, and McFadden (2008) presented an informative model of how visitors would behave when engaging in agrotourism. The model groups agro-sightseers in their Colorado Express School client assembled agro-tourism assessment and breaks out the components that impact how much development is completed.

The book by Sznajder et al. (2009) reveals a number of important information regarding agrotourism in

the United States. The creators addressed many concerns about agrotourism and highlighted their financial and social value. The author clarifies the process of creating the agrotourism central focuses and talks about some pertinent research. In order to prove that they visited several agrotourism objections, the creator added images of the objections. The designer's illustration of "Agro-tourism centers can't be grown rapidly; all things considered, they are worked on over the long run through a constant cycle" is one of the main problems. The growth of agrotourism quickens with age."

Barbieri and Tew (2010) define "agro-tourism" as visits by visitors to farmlands for leisure, amusement, and relaxation that occurs more than fifteen days out of the year.

In 2010, Jaybhaye and Saptarshi He went on to say that while business travel is essential for efficiency, the advantage is always independent of the number of visitors. For the ongoing survey, basic factual techniques like rate, mean, alterability score, and others were used. Wide-ranging, hands-on work has been conducted throughout the audit region to gather data on current traveler locations, prospective vacation destinations, and the partners overall. The review's suggested sorting method is contingent upon the anticipated resilience of the local residents as well as the assistance of partners involved in the models of viability for the growth of ecotourism.

Jaime (2011) is a well-known expert and scholar in the travel industry who has written several books on the subject. The book alludes to agrotourism in a number of ways, such as new goals for socioeconomic classes, fulfilling experiences, motivation to travel, games for tourists, and nation tourism, to name just a few. Jaime A. Seba, "Agro and Country Tourism as an Expense for Upheld Improvement," The tourism industry enjoys remarkable respect in the global economy, which will support the expansion of the common economy as a whole. He makes connections between the travel industry, agrotourism, and mainstream tourism, anticipating a shift in travel trends toward rural areas and regional cuisines. The book also makes the point that supporting tourism-related initiatives and the style of assistance have a significant impact on the creation business. These days, organizations are an essential and unavoidable component of the real business world. Even though it may only include a small portion of the business area, cultivation depends on the organization area.

### 3. RESEARCH METHODOLOGY

The study methodology framework for a critical analysis of Chhattisgarh's agrotourism typology and architectural innovations is provided below:

#### 3.1. Research design

Although the goal of this study is to examine the various agro-tourism typologies and architectural trends in Chhattisgarh, the nature of the examination may be exploratory. For the examination, both subjective and quantitative examination methods may be used.

#### 3.2. Sampling Design

**3.2.1. Sample Size:** There were 150 answers, including engineers and owners of agrotourism destinations.

**3.2.2. Area and Target Population:** The selection of the exploration site could take into account the agrotourism destinations and architectural advancements of Chhattisgarh. Experience and knowledge in agrotourism and architecture may be used to select the members.

**3.2.3. Sampling Technique:** The members and topic district of the investigation may be chosen using a purposive testing strategy. The term "purposive testing" refers to a collection of non-probability testing techniques, such as selecting test units based on their characteristics. Purposive testing selects "deliberately" units as a result. In research involving hybrid methodologies and subjective investigation, deliberate examination is customary. It is incredibly helpful when looking for examples with a ton of data or when trying to make use of limited resources, but it is also inclined to look into errors like spectator tendency.

### **3.3. Source of Data Collection**

Both primary and secondary data are crucial forms of information utilised in research.

#### **3.3.1. Primary Data**

Primary information is defined as data that is directly obtained from primary sources using a variety of techniques, such as studies, interviews, assessments, perceptions, tests, and focus groups. This type of data consists of unfiltered, direct information that hasn't been shared or widely taken into account. Primary data is often tailored to the scientist's requirements and gathered with a certain report topic or hypothesis as the primary focus. It is essential to investigate since it provides fresh, up-to-date data relevant to the review's problem.

#### **3.3.2. Secondary Data**

On the other hand, secondary data is information that has already been compiled, dispersed, and examined by another entity. A few sources contain this kind of information, such as books, journals, papers, and online databases. Secondary data can be used as a basis for primary data, to support or refute results from other sources, or both. In many circumstances, obtaining secondary data will cost less and take less time than obtaining main data.

Both primary and secondary data have benefits and drawbacks. Although gathering primary data might be expensive and time-consuming, it provides direct information that is relevant to the review problem. Conversely, secondary data can be acquired quickly and cheaply, but it could not be relevant to the review problem and could contain bias or errors from the primary source. In research exams, primary and secondary data are sometimes combined to provide more thorough knowledge on the review subject.

### **3.4. Instrument for collecting Data**

To gather the information for the investigation, a few different approaches that may be used are surveys, meetings, and perceptions. Surveys may be conducted among visitors to investigate into their preferences and satisfaction levels with the agro-tourism objections. Agrotourism destination owners and modelers may be consulted in order to understand their plan as it approaches and the difficulties encountered in carrying out the overhauls. It is possible to manipulate perceptions in order to obtain information about current architectural trends and how they affect the agrotourism region.

### **3.5. Tools used for Data Analysis**

To examine the collected data, methods that are both quantitative and subjective may be used. Relapse analysis and correlation analysis are two factual approaches that could be applied to assess the quantitative information gathered from surveys. Two approaches to examine the subjective information gathered through meetings and perceptions are topical investigation and content evaluation.

### 3.6. Ethical considerations

Ethical considerations for the research should include participant confidentiality, informed permission, and anonymity.

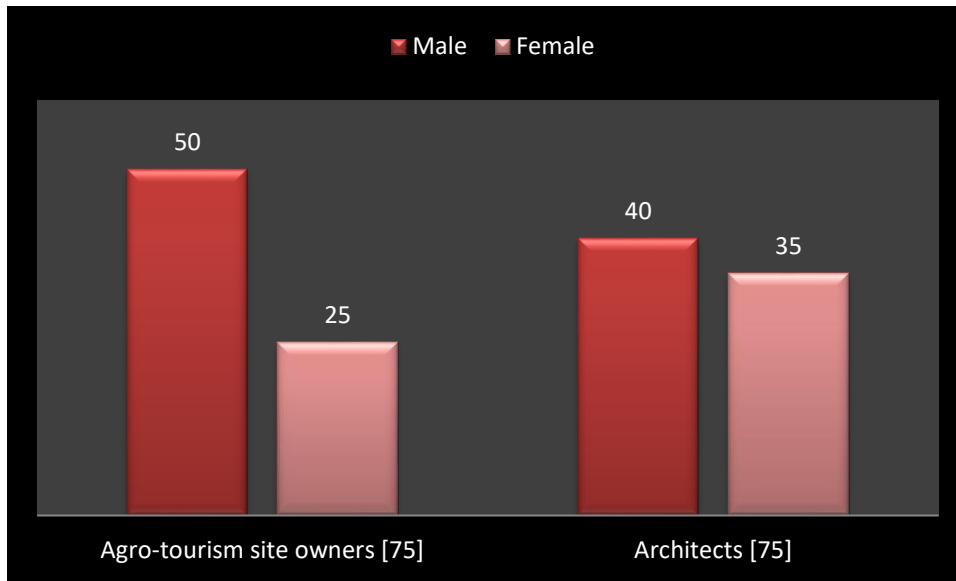
## 4. RESULT AND DISCUSSION

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

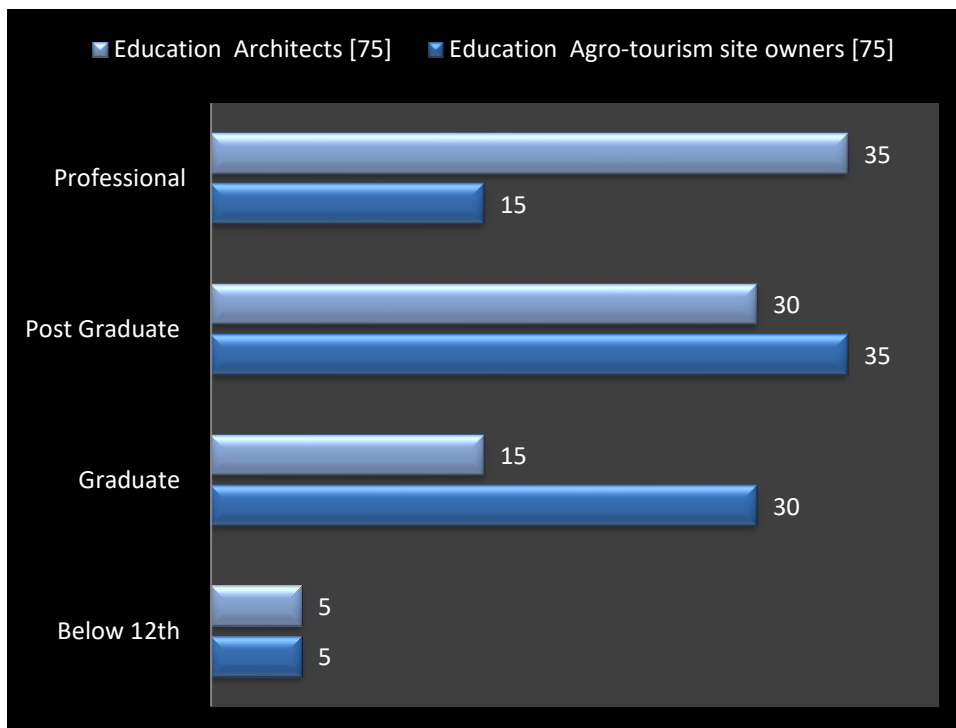
Variables		Agro-tourism site owners [75]	Architects [75]	Total [150]
<b>Age</b>	Below 20	5	30	35
	20-30	50	25	75
	30 Above	20	20	40
<b>Gender</b>	Male	50	40	90
	Female	25	35	60
<b>Education</b>	Below 12 <sup>th</sup>	5	5	10
	Graduate	30	15	45
	Post Graduate	35	30	65
	Professional	15	35	40
<b>Location</b>	Urban	15	30	45
	Semi-Urban	10	35	45
	Rural	45	10	55



**Figure 1: Age of Respondents**



**Figure 2: Gender of respondents**



**Figure 3: Education Status**

The table displays the distribution of characteristics related to the segment profile of owners and planners of agrotourism sites based on an example of 75 people from each class, for a total of 150. In terms of age, the majority of people in the two classes (25 modelers and 50 owners of agrotourism sites) are between the ages of 20 and 30. Similarly, both groups consist of a great number of people over 30 years old (20 engineers and representatives of agrotourism destinations), with very few people under 20. thirty modelers and five owners of agrotourism sites. In terms of orientation, the two categories have a greater number of men (50 agrotourism site owners and 40 modelers) while having a large number of women (25 agrotourism site owners and 35 engineers). In terms of education, the majority of the



individuals in the two groups (30 agrotourism destination owners and 15 engineers) possess either an advanced or post-advanced degree (35 agrotourism site proprietors and 30 designers). Thirty-five percent of the population has at least a high school education, but only a small percentage have received training below that level (5 agro-tourism site owners and 5 planners). In comparison to designers, those who own agrotourism destinations (45) tend to be more frequently from rural areas (10). Agrotourism site owners (15) make up a smaller percentage of the population than designers (30), but both groups have roughly equal numbers of people from semi-metropolitan areas (10 agro-tourism site owners and 35 planners). The results of the analysis should be interpreted cautiously, as the sample size of 75 participants for each event might not represent the entire population of Chhattisgarh's agrotourism site owners and designers.

#### 4.1. Regression

**Table 2: Model summary of variables**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.773 <sup>a</sup>	.597	.589	.90049

a. Predictors: (Constant), Number of Rooms, Aesthetics, Amenities, Size

The R value of .773 indicates that there is an extraordinarily strong correlation between the dependent variable and the indicators. With a R Square value of .597, the indicators may account for about 60% of the variation in the dependent variable. The Changed R Square value of .589 indicates that the model influences the dependent variable and fits the data effectively.

**Table 3: Anova summary**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	234.071	4	58.518	72.165	.000 <sup>b</sup>
	Residual	158.124	146	.811		
	Total	392.195	150			

a. Dependent Variable: Occupancy Rate

b. Predictors: (Constant), Number of Rooms, Aesthetics, Amenities, Size

The free factors eliminate the fluctuation in the inhabitation rate for a level of 234.071 by the relapse amount of squares in the model (Number of Rooms, Style, Conveniences, Size). The remaining number of squares, 158.124, addresses the unexplained change in the dependent variable. There are 146 levels of opportunity total—4 for relapse and 146 for remaining levels—in total. The mean square for the relapse and residuals is determined by isolating the number of squares obtained from comparing opportunity levels. With an F-esteem of 72.165, the relapse model is clearly significant at the p 0.05 level. This demonstrates that there is a significant correlation between the dependent variable and one of the free components.

**Table 4: Coefficient of Variable Determination**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.757	.303		2.498	.013
	Number of Rooms	.065	.088	.045	.742	.459
	Aesthetics	.378	.108	.255	3.486	.001
	Amenities	.161	.099	.102	1.629	.105
	Size	.694	.087	.529	7.952	.000

a. Dependent Variable: Occupancy Rate

According to the capture, or consistent, of 0.757, the inhabitation rate is 0.757 when all free components are zero. The variable "Number of Rooms" has a coefficient of 0.065, but even so, it isn't statistically significant at the 5% level. With a coefficient of 0.378 and a genuinely large 1% level, "Feel" demonstrates that a one-unit increase in style is linked to a 0.255 expansion in inhabitation rate. A connection coefficient of 0.161 for the term "conveniences" indicates that it is not statistically significant at the 5% level. Size is measurable critical at the 1% level, with a value of 0.694. Thus, the inhabitation rate is expected to grow by 0.529 rate foci for every unit increment. The t-values and p-values reflect the factual significance of each coefficient. The issue was not completely resolved by dividing the coefficient by its standard error. P-esteem is the likelihood of obtaining a t-value that is nearly as extreme as the one recorded, based on the erroneous hypothesis that the coefficient is zero. At the 5% level, the coefficient is considered measurably critical when the p-esteem is less than 0.05, and at the 1% level, it is considered truly huge.

#### 4.2. Correlation

**Table 5: Correlation between the Variables**

Parameters	Number of Rooms	Aesthetics	Amenities	Size	Occupancy Rate
Number of Rooms	-				
Aesthetics	0.002	-			
Amenities	0.006	0.035	-		
Size	0.003	0.049	0.096	-	
Occupancy Rate	0.045	0.059	0.072	0.036	-

The association coefficients between a few agrotourism typologies and architectural improvement models—specifically, the amount, claim, conveniences, size, and inhabitation rate—appear to be displayed in the introduced table. A factual indicator of the strength and direction of the relationship between two parameters is the relationship coefficient, which ranges from - 1 to 1. A coefficient of 0 indicates no association, whereas a value of - 1 or 1 indicates an ideal negative or positive relationship individually. A coefficient that is closer to -1 or 1 indicates a stronger correlation, whereas a coefficient that is closer to 0 indicates a weaker one. According to the introduced statistics, the rate of occupancy and conveniences seem to have the highest connect, with a coefficient of 0.072. This indicates that if

convenience quantity and quality increase, the habitation rate will generally rise as well. The least favorable correlation is found between the number of rooms and style; at 0.002, it appears that there is very little correlation between these two variables.

## 5. CONCLUSION

It is good to have an architectural design in an area that supports agrotourism because it is likely to directly or indirectly support horticultural activities there. The real reason people go to a place that supports farming is to observe, learn from, and occasionally even participate in the activities of the farmers there. Most Chhattisgarh agrotourism sites are designed with an architectural layout that aims to alleviate any worry that visitors may have. In fact, it wouldn't seem legitimate to focus only on the unique quality of the architectural design there. Several architectural designs have been created without taking the district's materials, surroundings, or specialized enhancements into account. The rice bowl is a reference to the Indian state of Chhattisgarh. The state is perfect for enhancing agrotourism because to its abundance of amicable history, handicraft, customs, and other typical elements. The residents of the metropolitan area may discover the extensive selection of agricultural products. The majority of people in the state—over 45%—live in cities and are therefore ignorant of local customs, cultures, agriculture goods, and other things. Currently, there is a huge possibility for farmers and engineers in Chhattisgarh to create an agrotourism business or model. There is a problem, too, in that the state's farmers are unfamiliar with this industry. Thus, the agricultural departments of the local agribusiness colleges ought to instruct students in agro-tourism and offer them access to outstanding creative ideas related to agrotourism. The government should provide Chhattisgarh's agrotourism initiatives with the best financial resources possible through incentives and institutional assistance. The bank ought to provide the best possible financial support for Chhattisgarh's agrotourism initiatives. These farmers also benefit from the connection of agrotourism master centers, which promotes agricultural tourism with system organization in India, including Chhattisgarh.

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