

Advancement of Organizational Agro-Tourism Business Culture Through Digital Transformation

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Abstract

Digitalization and digital transformation both are based on technology and development as well as research and continuous innovation. In today's world entrepreneur of Agro-Tourism running the business successfully with the help of digital sources. Agro-Tourism is the organized business, in this business some ICT tools are used for marketing of Agro-Tourism business and some tools are used for provide specific information to the farmers and tourists. Under the digital marketing in Agro-Tourism uses of smart technology for marketing, it's a need of present market to increase profitability of business. All these points I discussed here in research paper with graphical presentation of data related to Maharashtra state.

Keywords— Agro-Tourism, Agri-Tourism, Organizational business, Management, Digital Transformation.

Introduction of Agro-Tourism

Both Agri-Tourism and Agro-Tourism terms uses in India and abroad. These terms refers to people visit to farm then they involves themselves with agricultural operations and other activities for the purpose of enjoyment and education, farmer provides them a large variety of activities and services to get supplementary income from them.

It is linked with the help of digital sources to other farmers, entrepreneur of Agro-Tourisms, small vendors etc. So this is working like social unit and small organization. Organization is defined as, "consciously coordinated social unit, made up of a group of people that functions on a relatively continuous basis to achieve common goal." An Organizational

business structure means how job tasks actually are formally grouped and coordinated and divided.

ICT tools uses in Agro-Tourism on the basic Six elements of the organizational structure: Work specialization, Departmentalization, Chain of command, Span of control, Centralization and decentralization, Formalization.

1.1 Management in Agro-Tourism

Holding size of land by individual farmer in USA is nearly 444 acres (www.statista.com) and in India which is only 2.7 acres i.e. 1.08 hector (<https://pib.gov.in>), so management practices in Agro-Tourism and in their organizations is slightly different in India as compare to U.S.A and other countries

1.1.1 Quality & Total quality for digital marketing of Agro-Tourism.

A. Quality in services : Boeing defines quality as “providing our customers with products and services that consistently meet their needs and expectations” Some farmers can construct rooms and give them on rent basis to tourists but they have to strictly maintain quality standards to attract tourists again and again then take feedback from them on agro-tourism’s website.

B. Total Quality (In all Management functions)

The Department of Defense (DOD) defines “total quality consist of continual improvement of people, processes, products (including services), and environments.”When the total quality concept is effectively applied then the final result can include organizational excellence in Agro-Tourism, superior value and global competitiveness. Quality factor is essential in Agro-Tourism in various views for management under hospitality services, marketing management, tourist management, account management, garbage and waste management, animals rearing management etc.

1.2 Research Objectives

1. To study about digital transformation in Agro-Tourism.
- 2.To study about phases of tourist in travel for Agro-Tourism for digital marketing.
- 3.To observe mode of IT uses by farmer to access agricultural information.

1.3 Hypothesis

1.Agro-Tourism with digitalization is beneficial for Maharashtra: Yes it is beneficial for the Maharashtra according to opinion of the tourists.

2.Already increases the IT uses by the farmers
:Yes according to research scholar survey IT uses increases by farmer.

3.The study will justify this research: Yes it is justify with the research, according to above hypothesis the study will justify of this research.

1.4.Data analysis and Methodology

This research paper has been prepared for describing data of digital transformation in Agro-Tourism. This is based on secondary data which involved publications, Scopus Journals, annual reports and standard websites etc.

2.1 Need of digital transformation in Agro-Tourism

- 1.To make awareness about Agro-Tourism concept.
2. To reduce the time of advertising.
3. To effective management of human resource.
- 4.To increase income through tourists.
- 5.To make easy booking for tourists.
- 6.To make easy comparison between two Agro-Tourism.
- 7.To maintain & increase the repetition of tourists.
- 8.To promote Agro-Tourism in different way to stay in competition by using of smart technology.

2.2 Digital transformation helps to Agro-Tourism in following phases.

Digitalization can use in three different movement (digital-coach.it) in travel & tourism

- 1.The pre-booking phase
- 2.The trip phase
- 3.The post-trip phase

Also these have a sub phases but above are the main phases are exactly same useful in

management in travel business of Agro-Tourism. Below sub phases also are discussed.

A] The pre-booking phase

Internet and social networks influenced decisions of tourists when they looking for a new destination for trip. According to Nielson research 70% people fixes their own decision motivated by the travel opinions which given by others.

Tourists are more reliable with online feedback and social networks which play crucial role for next trip of tourists. 86 % people interested to see destination photos which are already clicked and visited by other tourists (stackla.com)

In 2018 about 80 % marketers 'Facebook ads' used for marketing and they planned to increase investment through this advertising tool for next year (sojern.com).

B] The purchase phase

It includes book a room ,buy a ticket etc. This is disintermediation phase,it means tourists have full autonomy to book a ticket without extra human interference. More than 140 million prefer the Smartphone for book their vacations.

In 2018, 82% trips booked through Smartphone or website.(adobe.com)

Many companies uses digital platform like facebook, Instagram, Twitter for asking related questions and booking tour.

Booking.com, Trivago, Expedia these booking sites uses same digital platform and they are provides indispensable tools to reach effectively towards future tourists (statista.com).

C] During the journey

Digital transformation changed experience of tourists while travelling mostly they linked with social media for sharing their activities with friends and relatives. 74 % travelers say they always use social networks sites while travelling & 97% tourists says they shares photos & other contents during trip and vacation (Martech.zone).

Both Instagram and Facebook these are considered effective channels for reaching towards tourists respectively 28% and 30% (sojern.com).

D] During stay

During stay we do lots of activities with digital sources like open the door with the help of bluetooth,book a cab using by credit card, set ideal temperature in room with tab etc.

E] After the trip

Digital transformation has influenced this phase while sharing memories with their friend and relatives with social networks. When much more tourists share their memories in the photos and video format as a feedback on the Agro-tourism's website other traveler analyzes these all feedbacks and according to feedbacks tourists choose their vacation point.

From the above points digital transformation useful in Agro-tourism in two ways first is to influence the behavior of people while selecting Agro-Tourism for vacation in positive way then second one is to get facilities like ticket booking, sharing memories on social media, to give feedback on their websites etc. these are ways useful in make a new marketing strategy through digital platform and sustain this Agro-Tourism business for long term.

2.3 Following smart technology entrepreneur can use in Agro-Tourism

It involves ,

1.Data mining

- Tourist number prediction
- Cross selling
- Tourist segmentation for marketing
- Cancellation prediction

2.Virtual Reality (VR)

- Museum exploration of old and traditional farming equipments
- Virtual tour of agro farm
- Allied activities
- Natural beauty i.e. Trees, Birds and Fauna

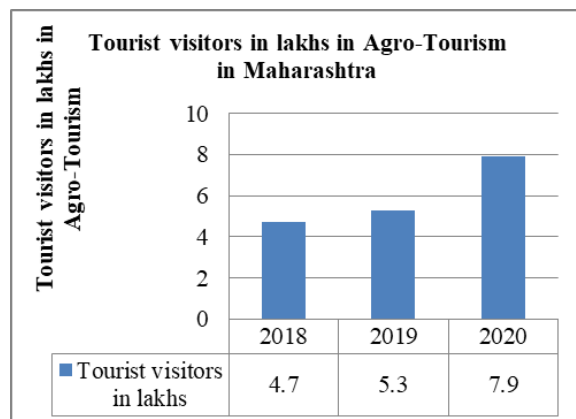
3.Internet of Things (IoT)

- Air quality control
- Contact tracing

4.Augmented Reality (AR)

- Historical reconstruction in Agro-Tourism like farming methods of past simpler era

3. I mentioned here some graphical representation of the data of Maharashtra state.



Graph no.1 Tourist visitors in lakhs in Agro-Tourism
source:www.financialexpress.com (15 may,2021)

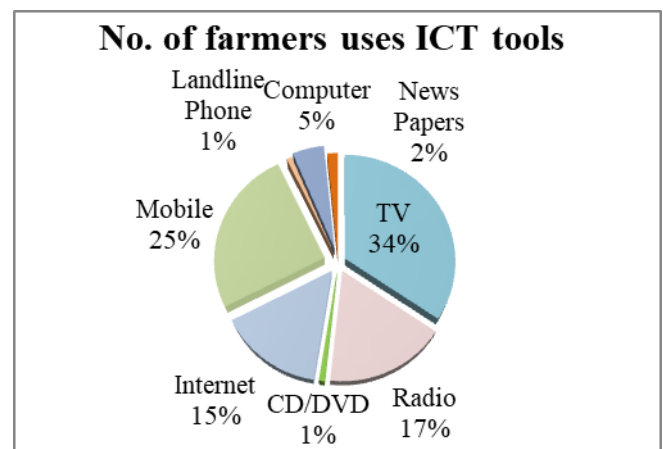
According to research by prof.suresh Gawade & Dr.Varsha Turkar 95 farmers use mobile for information collection among the 375 farmers which they were selected for sampling. Only 6 farmers use news papers and highest 129

farmers use TV for information collection purpose.

Then total 64% farmers use smart phones and 36 % farmers using basic feature phone. This information is useful for digital marketing management in Agro-Tourism.

In Maharashtra according to geographical region entrepreneur has a scope for advertise this agro-tourism business through digital sources. Linkage with other farmers is crucial point for expand the Agro-Tourism and make it sustainable so entrepreneur must take help from call centre, radio, Television, social medias etc.

In Maharashtra 36% of Agro-Tourism got income between 5 to 7.5 lakhs. Then 2.5 % of Agro-Tourism got more than 12 lakhs income yearly, then 33.7 % Agro-Tourism got income between 2.2 to 5 lakhs.



Source: Analysis of digital media compatibility with farmers in Maharashtra and recommendation of service provider design framework'E-Krishimitra'(2017,)Page no.8

ICT tools used by farmers to collect information		
ICT Tools	No. of farmers	%
TV	129	34.4
Radio	65	17.33
CD/DVD	3	0.8
Internet	56	14.93
Mobile	95	25.33

Landline Phone	3	0.8
Computer	18	4.8
News Papers	6	1.6
Total	375	100

Table No.1 Source: Analysis of digital media compatibility with farmers in Maharashtra and recommendation of service provider design framework'E-Krishimitra'(2017)

18.2% Agro-Tourism got income between 7.5 to 10 lakhs, so in this field lots of opportunities developing for researchers day by day. Per capita income is also increasing from 132.48 to 191.74 in the year 2019. In the year 2018 4.7 lakhs tourist arrivals in Agro-Tourism centre then in 2020 it raised upto 7.9 lakhs. All these data mentioned here which is analyzed from graph no.1,2 & 3. From above information digitalization helps in Agro-Tourism for expand business and increasing profitability of Agro-Tourism.

4. Conclusion

Digital marketing management under travel and tourism is the core part of Agro-Tourism business for attract tourist on their Agro-Tourism centre. This business concept is run by farmer they sale services and facilities like hospitality, residential facility, lunch and dinner etc to tourists. Some phases are preset in total tourist cycle from saw advertising to their feedback after vacation, this process is totally same in Agro-Tourism business. In this Agro-Tourism business total rural area involved so culture of this business is slightly different from other tourism business but uses of digital sources and tools by people are same.

In digital transformation some tools can use by owner of Agro-Tourism, like Data mining, Virtual Reality (VR), Internet of Things

(IoT), Augmented Reality (AR) for promote their Agro-Tourism in different way.

This business is highly depended on linkage of farmer, so farmers play crucial role while providing services & facilities to tourist by Agro-Tourism. In Maharashtra about 36% farmers uses basis feature phone for communication. So owner has to decide digital marketing strategy according to above given information. Finally here is large scope for digital marketing of Agro-Tourism under digital transformation.

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