

# Overview/Assessment of Karnataka Farm Tourism Policy: A Case Study on Sri Bagyalakshmi Farm Tourism in Karnataka

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## Overview/Assessment of Karnataka Farm Tourism Policy: A Case Study on Sri Bagyalakshmi Farm Tourism in Karnataka

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### ABSTRACT

**Purpose:** *Agri tourism is a multi-beneficial discovery of the industry. South India contributes unique agricultural or Agri tourism. Extensive range of new forms and types of tourism ranging today with diverse traveler's interests. This case study focuses on the policies introduced by Karnataka Tourism Development Corporation (KTDC) and how it is being successfully implemented in Sri Bagyalakshmi Farm Tourism in Karnataka.*

**Design:** *A case study conducted by using exploratory research design. Secondary data was used to find out the facts in this study. Sentimental data analysis was also used to find the visitor's views about the Sri Bagyalakshmi Farmhouse. Data was sourced from journals, articles, google scholar, newspapers, websites, and case studies.*

**Findings:** *Karnataka tourism policy revised the guidelines to make Farm or Agri tourism to its heights. Subsidies, incentives, and concessions are included in the new operational policy of Agri tourism to make it a more inspirational one. The policy is well specified about the activities to be provided and the way it should be enhanced in the Agri fields to make Agri tourism more convenient. Tourist reaction to the SBL farmhouse shows that farm tourism implemented all government policies successfully.*

**Originality/Value:** *This study includes a detailed analysis of Karnataka Tourism policy and the possibilities of its implementation. It also compares the policy along with its execution in one of the prominent farm tourism destinations.*

**Paper Type:** *A case study*

**Keywords:** Tourism industry, Agri tourism/ Farm tourism, Tourism policy, Tourism operation, Sustainability, SWOT Analysis, Sentimental analysis

### 1. INTRODUCTION :

Tourism is a unique industry and is interlinked with many other industries. Tourism is possible only when there is Attraction, Accommodation, and Accessibility (popularly known as the 3A<sup>s</sup> of tourism) are present. The tourism industry operates hand in hand with many other industries, so the growth of tourism helps other industries flourish. The World Travel and Tourism Council calculated that tourism generated ₹16.91 lakh crore (US\$220 billion) or 9.2% of India's GDP in 2018 and supported 42.673 million jobs, 8.1% of its total employment. The sector is predicted to grow at an annual rate of 6.9% to ₹32.05 lakh crore (US\$420 billion) by 2028 (9.9% of GDP) [1-2].

Agri travel offers a wide variety of opportunities for guests to participate and take part in agricultural activities. It is identified that inefficient policies and incomplete regulation will not safeguard the guest in Agri fields. Karnataka has taken a step to introduce the 'start to end' process of providing Agri tourism to highlight it from among the other tourism products by Karnataka Tourism Policy 2022. There are wide variety kinds of tourism are available, recently Agri /farm/spices parks are getting more tourism importance. Many of the south Indian states are focusing to transform Agri fields accessible for tourism purposes. The visitors come with a curiosity about the process of cultivation, and to satisfy this curiosity they have to take part in cultivation, crop collection, and preparing crops. Karnataka tourism

policy 2022 enhanced the proper implementation of Agri tourism along with many other tourism products. The policy clearly explains the start of the venture, the regulations to follow, and the minimum number of tourism products to offer. All policies are implemented after lots of experiments, quality checks, model testing, and forecasted outcomes. All kinds of norms and regulations are multiple times amended and revamped due to their inefficiencies to meet the forecasted outcome or the circumstantial changes. Here is the importance of a SWOT analysis to estimate the problems related to the policy. India has a high potential to preserve the concept of agriculture [3]. Tourism is one of the prime media for preserving agriculture. Successful implementation of Agri tourism is beneficial for youngsters, Banks, Farmers, Business people, the Country’s economy, the Tourism sector, and Tourists [4].

**1.1 Important Impacts of Agri Tourism:**

**Table 1:** Impacts of Agri Tourism

S. No.	Impacts of Agri tourism
1	Protection of fertile land
2	Sustainable development
3	Growth of the agricultural industry
4	Contribution to the tourism industry
5	Protection of farmers’ interests
6	The invention of varieties of plants

Source: Author

**2. REVIEW OF LITERATURE :**

The following scholarly papers are listed in table no.2 along with their contribution, outcome, and references to Agricultural Tourism and Farm Tourism. A collection of articles and their social outcomes was compiled using Google Scholar. Detailed information was gathered from publications from 1962 to 2022. Publications include the bigging of the Tourism industry, Agri tourism, Tourism policy, Tourism operation, and Sustainability as the keywords. The result of the study was obtained through the analysis tool called SWOT. From the beginning of human history, agriculture and its related businesses have existed. Agriculture is always a source of income for a nation, so it influences its social, economic, and cultural development. Recently agriculture became an attraction for many tourists and travelers. Operational guidelines to promote these kinds of tourism are to promote the entire process of cultivation into an extra income-generating one for usual farmers. The below table provides information about such studies and their all-possible outputs.

**Table 2:** Publications related to farm tourism and contributions.

S. No.	Focus	Contribution	References
1	Agri tourism in Karnataka-issues constraints and possibilities	Entrepreneurs contribute to the local tourism area development.	Hamilpurkar, (2012). [5]
2	The future of agritourism? A review of current trends of touristic commercialization in rural areas	Professional publicity like websites about the product rather than the procedure can be a pulling factor	Streifender et al. (2022). [6]
3	Restoring Tourism Industry in India after Covid-19	Penetrating business strategy should be applied from the bottom level.	Devi, (2021). [7]
4	The Indian tourism industry and COVID-19: present scenario.	Methods to overcome the slowdown in tourism after covid	Kumar, (2020). [8]

5	The role of government in agro-tourism development: a top-down bottom-up approach	Possible government interventions in various areas	Kubickova & Campbell, (2018). [9]
6	An aspect of Indian agriculture	Loans to give financial cover to agriculture	Sen, (1962). [10]
7	Technology: The Future of Agriculture	Robotic agriculture system	King, (2017). [11]
8	IT as the enabler of sustainable farming: An empirical analysis of farmers' adoption decision of precision agriculture technology	Model to check the benefits of electrical monitors	Aubert, (2012). [12]
9	Comparing conventional and organic agriculture in Karnataka, India: Where and when can organic farming be sustainable?	Sustainable farming	Patil, (2014). [13]
10	Towards better management of groundwater resources in India	Efficient sustainable collection and use of groundwater	Jha & Sinha, (2009). [14]
11	Trends in cultural globalization: From agriculture to agribusiness in Karnataka.	Market Liberation to Agribusiness as a result of cultural globalization	Panini, (1999). [15]
12	Rural Tourism: Emerging Trends & Possibilities In Indian Context Amid COVID 19	Possibility of sustainable rural tourism business	Singh et al., (2022). [16]

### 3. RESEARCH GAP :

Karnataka State government issued a Tourism policy with precise importance of Agri tourism by understanding the importance of Agri tourism and it got a place in Karnataka tourism policy 2015 onwards. The policy sets its first guidelines to keep the authenticity of providing this tourism [17]. The traditional concept of tourism had a rapid change with the introduction of Agri tourism rural tourism and village tourism. There are issues related to these tourism providers and tourists, these problems can be identified and resolved by structuring this tourism. Effectively it can be done by an authorized schedule of rules and regulations to follow. Karnataka tourism operational policy regarding Agri or Farm tourism gets important here to reduce the limitations. This work focuses to analyze the lawful execution of Agri tourism and its smooth execution by selecting the destination Sri Bagyalakshmi Farm Tourism [18].

### 4. RESEARCH AGENDA :

Tourism policies of each state design the uniqueness of their tourism destination which is the status of tourism policies also. The tourism industry is one of the first five industries which got ruined by the recent pandemic Corona [19]. The revamping of the tourism industry is much needed and each step for the same should be intensely planned [20]. this research is to study farm or Agri tourism and it's This study helps to understand the importance of implementing Agri tourism and the execution of Agri tourism through its highlighted SWOT Analysis.

### 5. OBJECTIVES OF THE STUDY :

- (1) To study Karnataka tourism policy and its implementation through a SWOT analysis.

- (2) To analyze the government guidelines and the way it is executed in a farm or Agri destination.
- (3) Conduct a SWOT analysis to understand the impact of Karnataka Tourism policy.
- (4) To identify the reach of farm tours to travelers and their benefits through sentimental data analysis.
- (5) To suggest strategies to be formulated by the farm or Agri tourism destination to improve its service depending on the government policy.

## 6. RESEARCH METHODOLOGY :

Karnataka tourism policy about farm tourism is analyzed and cross-verified for the successful implementation of the same in one of the prominent farm tourism locations in Karnataka. This study led by SWOT analysis to identify the expected strength, mis-usable guidelines, chances of risk, future scope, and life risk in the fields [21]. Sentimental data analysis was carried out in the study to understand the customer feedback about the farm / Agri destination where government guidelines were implemented. A positive sentimental analysis was also done to substantiate the guest's feedback. Google reviews about SBL Farmhouse were used as data to carry out a sentimental analysis.

## 7. AGRITOURISM :

Agri tourism referred to the people visiting agricultural spots of farmhouses for the purpose of education, entertainment, and participation in cultivation. Agricultural tourism in short Agri tourism offered various kinds of activities at cultivation fields it turns into revenue for the farmers despite the climatic seasons [22].

Agri tourism is a magical contribution to the industry from Maharashtra. Agri or farm tourism is the latest guest-preferred product of the tourism industry [23]. Pandurang Taware is a farmer's son with a high moral of affection and love for Indian farmers. He is the man behind the Agri/ farm tourism invention. He wishes to see the farmers be independent and all-time earns despite of seasons, as he understands the major risk of agricultural life is the climatic fluctuation and offseason. By developing a tourist attraction along with Agri fields can lead to an all-time income for farmers.

### 7.1 Karnataka Government: Operational guidelines of Agri Tourism 2022:

Government guidelines are mandated to start an Agri tourism destination or farm tourism spot [24]. Government-authorized farm tourism can be begun by the farmer who owns the land, whereas farmer-producer organizations are also allowed to start the same. The project must hold necessary licenses and a No Objection Certificate from concerned government offices. The farmer or organization must hold land ranging from 5 acres, it must have two types of an area like Agri tourism-related activities and cultivational and agricultural activities. Transportation towards the destination must be well maintained along with proper parking. Farmhouse and Agri tourism can be focused on one of the following Agricultural farms, Horticultural orchards/gardens, Fish ponds, Sericulture units, Apiculture units, Dairy farms, and farmsteads [25].

Guidelines state about the surroundings of the farm like the entrance area must be a pulling factor and mesmerizing by its exhibition, full farm or Agri area must be compounded and need to exhibit the name and related information. The front office area should be available to provide other information about the farmhouse including its history and the way to watch the area and activities to participate. All guests are mandatorily educated on the safety procedure and do's and do not's of the Agri tourism destination. Any typical kind of traditional food can be offered at the destination along with a normal course menu with basic restaurant facilities [26]. Facilities must include purified drinking water and gender-separate toilets.

### 7.2 Compulsory Events at Agri Tourism Project for government approval:

- (1) Complete the Agri tour guided and explained by the farmer.
- (2) Guest must be allowed to do farming as of the season like harvest or cultivation.
- (3) Domesticated farm animals should be presented for guest interaction.
- (4) Special areas should be marked for arranging activities and games.
- (5) Inheritance or rural life exhibition, demo, and sale of local art and craft.
- (6) Educative sections of activity-based projects.
- (7) Traditional meals



## 8. SWOT ANALYSIS OF AGRIFARM TOURISM OPERATIONAL POLICY :

The experimental basis of SWOT started in 1952 within Lockheed's Corporate Development Planning Department [27]. SWOT analysis is considered a comprehensive study of a particular subject. Strengths, Weaknesses, Opportunities, and Threats make a SWOT. A SWOT examination can be explained as the Tactical planning and tactical administration technique to analyze the facts about a policy or procedure. It is recognized as an effective evaluation tool to identify the comprehensive factors of a working policy or a company [28]. It is usual to have misled misleading results in all studies, penetrating strategic questions, and deeper observations required to get a strong SWOT analysis of a firm [29].

Strengths and Weaknesses are the inner factors of a firm where Opportunities and Threats are influenced by exterior changes. Opportunities are outside environmental changes and they can be beneficial to the firm or organization to make a monetary advantage. Threats are the factors that are crucial in enhancing any policy business or firm [30]. Agri or farm tourism operational policy is taken into the study and a deeper investigation is conducted with the help of SWOT analysis. The SWOT Analysis of the Agri/Farm tourism Operational policy is given as follows:

### 8.1 Strengths:

- (1) Elaborated guidelines about the activities at the farm site will be a pulling factor for tourists.
- (2) Proper maintenance and sustainability of agricultural sites.
- (3) Profitable usage of unused land
- (4) All lands are not equally fertile for agricultural purposes such unusable lands can be used to prove activities and games
- (5) Maximum utilization of all kinds of lands
- (6) Provision for basic amenities made mandatory

### 8.2 Weakness:

- (1) Special government body to monitor the policy is completely followed in the fields.
- (2) Systematic follow-up of Agri fields from agricultural university for the sustainable tourism product.
- (3) Provision for agricultural Testing and its profitable marketing.
- (4) Special guidelines required for opening shops and its sales limits in farm space.

### 8.3 Opportunities:

- (1) It focuses on the income of farmers despite the climatic seasons.
- (2) Souvenir shops and traditional food concepts give a platform for family members to become earns.
- (3) Unskilled people are getting employment and earnings.

### 8.4 Threats:

- (1) Domesticated animal feeding includes the risk element of irregular behavior from animals.
- (2) Safety measures should be explained as per the rides and games provided at the Agri field or farm.
- (3) The minimum area required to start a farmhouse is not affordable for usual farmers.
- (4) Different kinds of farm tourism destinations can be implemented so that usual farmers can make use of them.

## 9. SRI BAGYALAKSHMI [SBL] FARM KARNATAKA :

SBL farmhouse is a child concept from the oldest food company called Sri Bhgyalakshmi Foods. This company was formed by a visionary leader Shri. BS Amaranarayana Gupta. He aimed to produce quality food processing and its networks for customers. Shri BS Gupta had proud that he holds the pioneer in food processing with a portfolio of over 40 food products. Bagyalakshmi Farm is a mind-blowing tourism destination holding 48+ years of experience in this industry. SBL farm's panoramic view is all about 130 acres of land with greenery. Bagyalakshmi farm is an exotic tourism destination in Karnataka, which is implementing and practicing Karnataka's Agri or farm tourism policies. It is being served by hotel healthcare providers, institutions, parks, and private residents. It has started to study

plants flowers and even animals. SBL concentrates on the sustainable farm tourism concept and practicing self-sufficient cultivation procedures. There are 8 facilities defined by the government and at least one must be followed by all farms. SBL created all 7 facilities defined by the government. Sri Bagyalakshmi keeps a stronghold in the food industry since 1972. SBL Foods also has the rare distinction of being a food company with a large distribution network. SBL networks of companies go as Sri Bhgyalakshmi trading corporation, Sri Bhgyalakshmi Agro Foods Pvt. Ltd., Sri Bhgyalakshmicommercial Corporation, etc. [31].

**Table 3: Amenities in Bahyalakshmi Farm House.**

S. No	Farm products	Facilities
1	Vertical green wall	Hydroponic aquatic plants Tissue culture laboratory Estates and orchard crops of more than 3500, Coconut palms, 2700 mango trees, sapota, about 600 plants of kali patti, most of the local fruit plants.
2	Fruit plant gardens	A different interesting fruit segment is from the Research and Development department of the farm. It has Lacota, Palsa, Mulberry trees, Cherry, Gauva, Mallyan Apple, White sapporta, Ber, Jamun, commruck, Cumcot orange, Duriyan, Hogplum, and Apple and many more
3	Animals	Horses, different dog breeds, and animal husbandry. Diary milk and production.
4	Apiculture	Honeybees and hives-related training
5	Cocopeat and corn silage	Organic fertilizer providers and exporters and corn silage exports.
6	Fish pond	Manmade lakes produce varieties of fish.
7	Activities	Nostalgic Sports, Rural Happenings, healthy Competitions, Festivities, and informative gatherings about Agriculture and Cultivation.

**Source:** Compiled by Author

SBL farmhouse welcomes guests with an extraordinary ambiance of natural cultivation. Visitors are taken by trucks to see the field of cultivation along with a person capable of explaining the procedure of cultivation. SBL offers package tours for interested people and they include travel to the field, collection of crops, participation in cultivation, expert classes about different topics including gardening importance of sustainable cultivation, shopping for different SBL products, and different activities including adventure activities and organic meals.

Sustainability through green compounds is important to protect and preserve the product for the upcoming years. This mainly includes waste management, restriction of the motor vehicle in the core area, promotion of reusability, etc [32]. The same concept and guidelines are completely followed in SBL.

## 10. SWOT ANALYSIS OF BAGYALAKSHMI FARM/ AGRI TOURISM :

SWOT analysis explains the detailed facts about the Bagylakshmi Farm/Agri tourism [33]. The intensive SWOT methodology is useful to find out the strengths and weaknesses of essential capabilities and core difficulties, by using the core competence and the current reality [34-35]. The strength of a tourism destination is acting the role of pulling factors to collect their guests [36]. Farm or Agri or types of green tourism are chosen by people who are frustrated with the busy life of the metropolitan city and fed up with visiting technological adventures.

### 10.1 Strengths:

- (1) Competitive advantage of quality in providing tourism
- (2) Multi grains cultivation
- (3) Advisory board with experts in agriculture fields

- (4) Tissue culture lab and advanced technologies to develop plants
- (5) Large area of land to exhibit different products related to tourism.
- (6) Hydroponic aquatic plants give an outstanding view for the guest
- (7) SBL has its own team of Research and development to establish their ideas and thoughts related to agriculture.

**10.2 Weakness:**

- (1) It's far from the Bangalore township
- (2) Vehicle service has to be allowed since it is 130+acres of land
- (3) No permission to inhabit certain animals so animal strength is a weak part of the farm tourism concept.
- (4) Time taken for clearing the license and procedure may vary from area to area.

**10.3 Opportunities:**

- (1) SBL Farms venture out the garden planning for firms and institutions, as like that they can do services of modern cultivation in small spaces and terraces.
- (2) Shops can be open to purchase organic farm products.
- (3) Practise making more traditional crops and medicinal plants.
- (4) Making an authorized chain of different kinds of Farm tourism destinations will improve tourist traffic.

**10.4 Threats:**

- (1) Vehicle movement distracts Animals, so the animal walks will be limited.
- (2) Revision of the government's rules and policy will incur costs in the re-arrangement of the Farm.
- (3) some passionate people could not start farm tourism due to the high range of land required.
- (4) Unlicensed and not monitored farmhouses and tourism spots increases the risk for tourist and unfortunate incidents in those destinations are highly affecting the Agri tourism

**11. SENTIMENTAL ANALYSIS ON REVIEW DATA OF SBL FARM HOUSE :**

Sentimental analysis helps in identifying and categorizing positive and negative sentiments with a property and its services. The approach helps in validating the success of a facility/program through people's perceptions. Sentimental analysis can be conducted at different levels as the objectives demand like aspect-based sentimental analysis etc [37-38].

**Table 4:** Details Positive sentimental analysis on review data of SBL farmhouse.

S. No.	Data type	Review data
1	source	Google review
2	Sample considered	30
3	Type of analysis	Identifying positive and negative sentiments and key features identification in positive sentiments

**Source:** Google Review



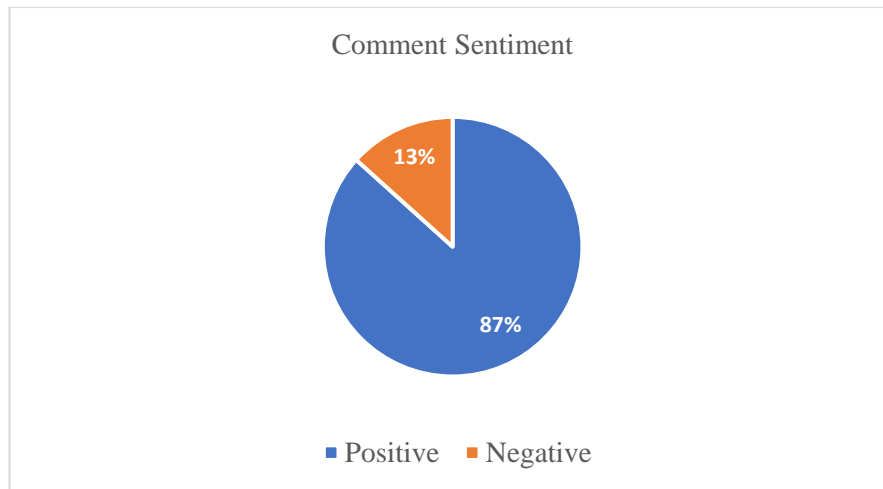


Fig. 1: Sentimental analysis

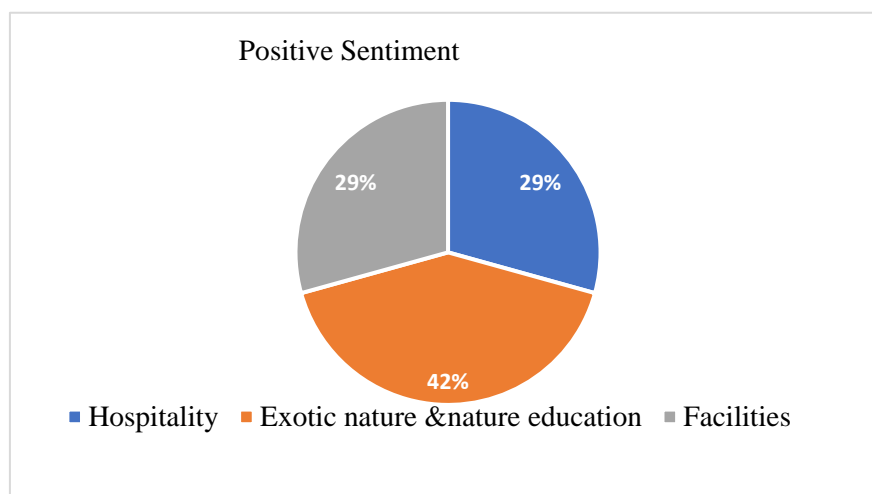


Fig 2: Positive sentimental analysis

Source: Google Review

## 12. FINDINGS :

- (1) Government guidelines are directed in a way that the farm tourism sites will sustain for a longer duration and guest's word-of-mouth publicity will be a good remark for the tourist destination. at the same time, it is mandated to inform the guest what are their rights in a farm tourism location.
- (2) Customer preference and acceptance of SBL farmhouse facilities are appreciable models.
- (3) There is no reference to the division of area in a farmhouse to understand the specialties of different areas in the same tourist destination or zoning in a tourism spot.
- (4) The minimum area required to start the farmhouse is considered the major slab for many farmers to come up with this.
- (5) Animal strength and varieties are less in farmhouses due to the government restrictions to inhabit certain breeds.
- (6) The authorities including farmers are seeking government support to sell the products on a large scale.

## 13. SUGGESTIONS :

- (1) All farm tourism sites can exhibit the government tourism policy about farm tourism along with their directions in order to make guests aware of the facilities that they can get at a farm or agro-tourism destination.

- (2) Instating the concept of zoning the destination like a buffer zone, tourism zone, or core zone will be an informative theme and the same will help the tourist to understand the similarities in any natural tourism locations.
- (3) The minimum area requirement can be reduced or can be implemented in some kind of sub-division in the same manner, it can enable many small scales farmhouses.
- (4) Farms house required permission to inhabit some of the animals and birds they can register under forest and the farmhouse authorities can seek permission after making the necessary arrangements to inhabit such animals safely.
- (5) Government policy regarding farm tourism can be revised to add a marketing policy for farm products under the local government bodies like Grama Panchayath.

#### 14. CONCLUSION :

Analysis of Karnataka tourism policy and its implementation provides the details of running Agri tourism as a stunning tourism destination. The government policy enhances the safety of tourists with a certain defined set of rules. The execution of basic amenities was clearly explained to avoid tourist struggles during the visit, especially during the surviving time of the tourism industry after covid pandemic. Sri Bagyalakshmi Farmhouse has a team of research and development to strengthen its projects. All farm tourism locations need to exhibit the rights of tourists in that spot and can implement the model of zoning in a farm tourism location. Sentimental review analysis shows the influence of an Agri destination among tourists, providing it along with a mandate legal structure is working as a pulling factor. The sentimental analysis conducted along with the study showcases the positive feedback of tourists about the Sri Bagyalakshmi Farmhouse and the importance of policy implementation. The positive sentimental analysis provides light on the success of their legal implementation of Farm tourism facilities. Innovative and skilled employees are the backbone of every industry. Sri Bagyalakshmi Farmhouse affords to register as a unique destination for farm tourism lovers.

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