

Identification And Structuring of Key Parameters for Assessing Agritourism Feasibility in Rural Regions

Ar. Nitin Abasaheb Markad¹, Prof. Zohar Siamwala²

¹Student, Allana College of Architecture, Pune

²Prof. Allana College of Architecture, Pune

Abstract—Agritourism is increasingly being adopted as a strategy for rural development, offering both economic diversification and experiential tourism value. However, the feasibility of such projects varies significantly due to multiple influencing factors. This study identifies and structures key parameters affecting agritourism feasibility using a simplified framework. Based on secondary research including policy documents, academic literature, and existing practices, parameters are grouped into site conditions, development decisions, and performance outcomes. The framework emphasizes measurability and non-overlapping variables, making it suitable for practical application in planning and evaluation.

Index Terms—Agritourism, Feasibility, Rural Development, Tourism Planning, Parameters

I. INTRODUCTION

Agritourism represents a convergence of agriculture and tourism, providing additional income opportunities for farmers while offering visitors experiential engagement with rural environments. In Maharashtra, this model is gaining momentum due to policy support and increasing urban demand. However, performance across projects is inconsistent, indicating that feasibility depends on multiple interconnected factors. This study aims to identify and structure these factors into a clear and usable framework.

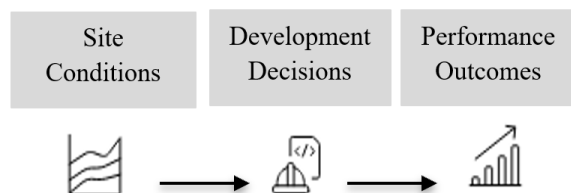


Fig. 1. Conceptual Framework for Agritourism Feasibility Assessment

II. AIM, OBJECTIVES, SCOPE & LIMITATION

A. Aim:

The aim of this study is to identify and structure key parameters that influence the feasibility of agritourism in rural regions, and to develop a simplified, measurable framework for assessment.

B. Objectives:

- To identify critical parameters affecting agritourism feasibility from literature and policy sources.
- To classify parameters into site conditions, development decisions, and performance outcomes.
- To ensure each parameter is measurable and non-overlapping.
- To develop a structured framework that can support feasibility evaluation and planning decisions.

C. Scope:

The study focuses on agritourism feasibility in rural contexts, considering physical, operational, and economic parameters. The framework supports preliminary assessment for planning and decision-making.

D. Limitations:

The study is based on secondary data and lacks primary validation. The framework is conceptual and requires further testing for regional application.

III. LITERATURE CONTEXT

Agritourism has been studied as a model for rural development with emphasis on income diversification, visitor experience, and sustainable use of agricultural resources. Previous studies and policy frameworks identify key influencing factors such as accessibility, proximity to urban centres, availability of infrastructure, diversity of activities, and economic viability as critical determinants of success. In the Indian context, particularly in Maharashtra, agritourism policies highlight the importance of location, farm characteristics, basic facilities, and farmer participation in shaping project outcomes.

However, existing research largely examines these factors in isolation or within specific case studies. There is limited work that integrates these variables into a structured and measurable framework for feasibility assessment. The absence of a unified parameter-based approach makes it difficult to systematically evaluate agritourism potential across different rural contexts.

This study addresses this gap by identifying and organizing key parameters into a coherent framework, linking site conditions, development decisions, and performance outcomes.

IV. METHODOLOGY

The study follows a structured process based on secondary research and parameter identification. The overall research workflow and methodology are illustrated below. The process begins with understanding the research problem and reviewing relevant literature to identify key influencing factors. These factors are then filtered and structured into measurable parameters. The parameters are further classified into logical groups to form a coherent framework. This step-by-step approach ensures clarity, consistency, and practical applicability of the proposed feasibility model.

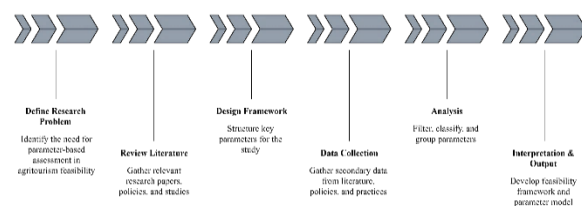


Fig. 2. Research Process Flowchart

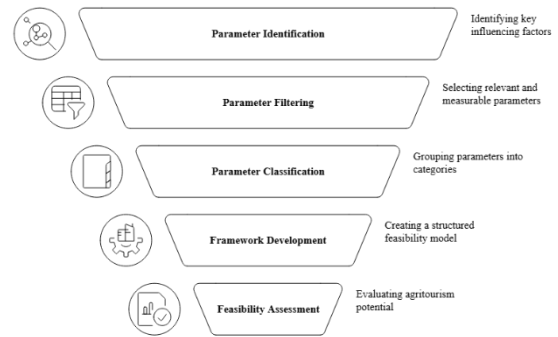


Fig. 3. Research Methodology Flowchart

V. FRAMEWORK STRUCTURE

The framework used in this study is based on three parts: site conditions, development decisions, and performance outcomes. These are connected stages that together explain how agritourism feasibility works in practice.

- A. *Site conditions* describe the basic potential of a location. This includes factors like distance from urban areas, road access, availability of water, and the surrounding tourism context. These are conditions that already exist and cannot be easily changed, but they strongly influence what is possible on the site.
- B. *Development decisions* come next. These are the choices made while planning and setting up the agritourism project. They include aspects such as the type of accommodation, range of activities, infrastructure provided, level of investment, and marketing approach. Unlike site conditions, these can be controlled and modified.
- C. *Performance outcomes* are the result of how well these two aspects come together. These can be observed through indicators such as number of visitors, duration of stay, revenue generated, and overall returns. These outcomes help in understanding whether the project is viable or not.

In simple terms, site conditions set the base, development decisions shape the project, and performance outcomes reflect the result. The framework connects these three in a logical way, making it easier to understand feasibility not just as a concept, but as a measurable process.

VI. PARAMETER ANALYSIS

This part of the study focuses on identifying and organizing the parameters that affect agritourism feasibility. The parameters were not taken directly as a list, but were derived by going through policy documents, research papers, and existing agritourism practices, and then filtering what actually matters in real situations.

Instead of looking at these factors separately, the attempt here is to understand how they work together. Only those parameters are included which clearly influence feasibility, can be measured in practical terms, and do not overlap with each other. This helps in keeping the framework simple and usable.

To make the structure easier to understand, the parameters are grouped into three parts: site conditions, development decisions, and performance outcomes. This grouping follows the way an agritourism project typically develops from what already exists on the site, to what is planned, and finally what results are achieved.

A. Site Conditions

Site conditions refer to the existing characteristics of a location. These include aspects like accessibility, distance from urban areas, availability of water, and the general tourism context around the site. These factors cannot be changed easily, but they set the base for what is possible. In many cases, they decide whether a project is worth developing at all.

B. Development Decisions

Development decisions are the choices made while planning and running the project. This includes the type of accommodation, range of activities, infrastructure, level of investment, and how the place is managed. Unlike site conditions, these can be adjusted. Well-informed decisions at this stage can significantly influence performance and, in some cases, compensate for limitations of the site.

C. Performance Outcomes

Performance outcomes show how the project actually performs. These are reflected through measurable aspects such as number of visitors, duration of stay, revenue, and returns. These outcomes provide a clear basis for evaluating whether the project is functioning effectively and also guide future improvements.

Relationship Between Parameter Groups

While the parameters are grouped for clarity, they do not function independently. In practice, there is a continuous interaction between site conditions, development decisions, and performance outcomes.

For instance, a site with moderate accessibility may still perform well if supported by strong development decisions such as well-designed activities or effective marketing. Similarly, even a highly favourable site may underperform if planning and operational decisions are weak.

This interdependence suggests that feasibility cannot be understood through a single category. Instead, it depends on how site potential is translated into actual performance through planning and management. This also makes the framework adaptable, as different combinations of parameters can lead to viable outcomes.

To further understand feasibility, it is important to recognize that not all parameters carry equal weight. Certain factors, such as accessibility and regional tourism context, tend to directly influence visitor inflow, while others such as activity design and infrastructure shape the overall experience. This distinction allows the framework to be read not just as a list, but as a system where some parameters establish feasibility and others enhance it.

In practice, this also leads to trade-offs. A site with moderate limitations can still perform well through strong planning decisions, while a well-located site may underperform if development is weak. This reinforces the idea that feasibility is not fixed, but can be shaped through informed decision-making.

Overall, agritourism feasibility emerges from the combined effect and interaction of these parameters rather than any single factor. Considering them together makes the assessment more grounded, reduces subjectivity, and improves clarity in planning decisions.

The detailed parameters, along with their definitions and measurable indicators, are presented in Table 1 on the following page.

<i>Component</i>	<i>Parameter</i>	<i>Definition</i>	<i>Measurement Indicator</i>	<i>Key Reference</i>
<i>Site Conditions</i>	Proximity to Urban Centre	Distance from site to nearest urban centre	Distance (km)	Maharashtra Policy (2020)
	Road Network Accessibility	Quality of road access to site	Road type; distance to highway	Scientific Reports (2025)
	Farmland Area	Total agricultural land available	Area (acres/hectares)	Maharashtra Policy (2020)
	Agri-Climatic Suitability	Suitability of climate and soil	Crop diversity; seasons	Frontiers (2025)
	Proximity to Attractions	Presence of nearby tourist attractions	No. within 30 km	Yii et al. (2024)
	Water Resource Availability	Availability of water supply	Supply hours/day	Maharashtra Policy (2020)
	Regional Tourism Context	Tourism activity in region	Tourist arrivals/year	Ministry of Tourism (2025)
<i>Development Decisions</i>	Accommodation Capacity	Number of stay units	Rooms/beds count	Maharashtra Policy (2020)
	Activity Portfolio Diversity	Variety of activities offered	Number of activities	Hollas et al. (2021)
	On-Site Infrastructure	Basic visitor facilities	Infrastructure score	Maharashtra Policy (2020)
	Eco-Friendly Construction	Use of sustainable materials	% eco-material usage	Santharam et al. (2025)
	Capital Investment	Initial project investment	Investment (₹)	Maharashtra Tourism Policy (2024)
	Digital Marketing Adoption	Use of online platforms	Number of platforms	Jagtap et al. (2025)
	Operator Training	Skill level of operator	Training hours	Jagtap et al. (2025)
	Revenue Diversification	Multiple income sources	Number of streams	Van Sandt (2016)
	Local Participation (Family/Community)	Involvement of local people	% local workforce	Jagtap et al. (2025)
<i>Performance Outcomes</i>	Annual Tourist Footfall	Total visitors per year	Visitors/year	Frontiers (2025)
	Average Length of Stay	Duration of visitor stay	Nights per visit	SUNY ESF (2000)
	Revenue per Visitor	Income per visitor	₹ per visitor	Van Sandt (2016)
	Payback Period	Time to recover investment	Years	Maharashtra Tourism Policy (2024)
	Return on Investment (ROI)	Profit relative to investment	ROI (%)	IMARC (2026)

Table 1. Parameter Framework for Assessing Agritourism Feasibility

VII. RESULTS AND DISCUSSION

The structured set of parameters highlights that agritourism feasibility is not dependent on a single factor, but on the combined effect of site conditions, development decisions, and performance outcomes. A favorable site alone does not ensure success unless it is supported by appropriate planning and operational strategies.

It can be observed that site conditions primarily influence the initial viability of a project. Factors such as accessibility, location, and resource availability determine whether a site has the basic potential to attract visitors. However, these factors remain largely fixed and cannot be altered significantly.

Development decisions play a more active role in shaping the success of the project. The selection of activities, quality of infrastructure, and level of investment directly affect visitor experience and engagement. In many cases, well-planned development can compensate for limitations in site conditions.

Performance outcomes reflect the actual effectiveness of these combined factors. Indicators such as visitor footfall, duration of stay, and revenue provide measurable evidence of project viability. These outcomes also serve as feedback for improving planning and operational decisions.

Overall, the relationship between the three components can be understood as a sequence where site conditions set the base, development decisions shape the experience, and performance outcomes indicate the result. This relationship reinforces the need to consider feasibility as a structured process rather than an isolated evaluation.

VIII. CONCLUSION

This study presents a structured approach to understanding agritourism feasibility through the identification and organization of key parameters. Instead of viewing feasibility as a general concept, the framework breaks it down into measurable components linked to site conditions, development decisions, and performance outcomes.

The study shows that feasibility is not determined by location alone. While site conditions establish the base potential, the role of planning and operational decisions is equally significant in shaping project

success. The interaction between these components provides a clearer and more practical way to evaluate agritourism projects.

The parameter-based structure developed in this study can be used as a preliminary tool for feasibility assessment. It offers a simple yet systematic way for planners, designers, and researchers to understand and compare agritourism opportunities.

Further work can build on this framework through field validation and region-specific application to strengthen its practical use.

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