

Importance of Quality of Service in Agro Tourism

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Abstract

Providing quality of service is very important for any business because the future of business depend up on the good quality of service. In other words, the growth and development of a business determine on the quality of service. In agro tourism business management of quality service is essential and there should also be proper co-ordination between owner or management and employees of business. Agro tourism business is a business that preserves the heritage of agriculture and rural culture as well as provides entertainment and educational services. There must be quality service to identify and satisfy customer expectations.

Key Words: Agro Tourism, Quality of Service etc.

Introduction

Tourism is a business that cannot exist without customer. Every business needs to provide good quality of services to customers for building great relationship between business and them, and become a permanent customer of the business. The two words service and quality are emphasis on the availability of quality of services to the tourism users. The term quality focuses on standard that a service generating organization promises. Sky is the limit for quality generation so we cannot have a fix boundary for quality. The quality of service is determined by the expectations of the customer.

Agro tourism is a great option for those who are thinking of getting rid of the stress of daily life and urban life. Agro tourism provides natural, agriculture and rural environment for customer. Agro Tourism is the concept of visiting a working farm or any agricultural, horticultural, or agribusiness operations for the purpose of enjoyment, education, or active involvement in the activities of the farm or operation. Agro tourism business requires maintaining quality of service in its activities. Because the customers of agro tourism are form small children to old person, proper management of the service is important to meet

certain expectation according to their age. It is most important that the customer satisfaction related to quality of service. Customer satisfaction is the reward of a business

Objective:

1. To explain the concept of quality of service in agro tourism business.
2. To examine the important dimension of service quality.

Methodology

The Present study is based on the secondary data collection from the variety of séances such of Reference books, reports, Journals, websites etc. and analyses in systematic manner.

Quality of Service

Service quality is output of the service delivery system. An assessment of how well a delivered service conforms to the customer expectations. The quality of service determine on customer expectation and actual service delivered. Tourism business operations often assess the service quality provided to their customers in order to improve their service, to quickly identify problems of customers and to better assess customer satisfaction. Employees of the business play important role in the execution of effective service, because they are keys of good quality of service. Quality is the most important factor for customer and also their opinion, which will the result that service quality is achieved if the customer expectations are achieved

Zeithaml and Bitner (2003) mentioned that, ‘Service quality is a focused evaluation that reflects the customer’s perception of specific dimensions of service namely reliability, responsiveness, assurance, empathy, tangibles.’

Impact of Service Quality

Quality needs to understood and managed throughout a service provider. The business is focus in perception and expectation of customer. And give promise to provide quality of service. Following areas addresses for quality of service.

1. Service encounter:

In agro tourism business customers interact with service provider staff and physical facilities. Staff will be knowledgeable and courteous, provide all information and facilities with effectiveness to the customer. Pay personal attention and inspire to customer for contribute to the quality

2. Service Design:

Owner or management prepares the service design of process. Create a blueprint or flowchart for how to implement the service process. Improve the system of service with more flexibility and service process requires customization and standardization.

3. Service Productivity

It is relation between the quantity and quality of services produced with use of quality resource. Maintain the quality of service require to proper management between changes in quality and changes in quantity. And fix the role of customers in the productivity equation.

4. Service organization and culture:

The culture of an business and the way is organized can affect the quality of service in agro tourism business understand the which kind of service provided. It is most important of delivery of quality of service based on features of business culture.

Important Dimension of Service Quality:

The customer does not perceive quality in a unidimensional way but rather judge quality based on multiple factors relative to the context. The dimension of service quality are listed below

1. Tangibles:

Tangibles provide physical representation of the service that customer will use to evaluate quality. In agro tourism business physical appearance of rural and agriculture equipment, entertainment facilities, Staff and infrastructure facilities etc must essential. all physical facilities are attractive, well plant, maintain and also clean.

2. Reliability:

Reliability means the ability to perform the promised service dependably and accurately. In other word the ability to reproduce the same level of service again and again. It is most important to keep promises to effectively communication and delivery of service to customers.

3. Responsiveness:

In agro tourism business this dimension has big value, because tourism business and its services directly dealing with customer request, question complaints and problems. Owner of the business need to well trained staff for customer service. Staff has

assistance to customer at any time, give answers to questions and attention towards customer problems. Responsiveness also represents the flexibility and ability to customize service to customer needs.

4. Assurance:

Assurance is defined as the ability of the firm and its employees to inspire trust and confidence through knowledge and courtesy. Creating trust and more confidence in the minds of customers for agro tourism business by presenting the best example of quality of service, for this, the employee needs to develop personal contact with customer.

5. Empathy:

Service provider always kept in mind that customers are unique and special for our business and understood their need and expectation. It means business and employees caring and pays personal attention towards customers. Build personal relationship with customer for know about their requirement and references.

6. Communication:

The service provider staff will be more careful at the time of interaction with customer. Good communication is a slandered of quality. Staffs need to give clear and understandable information about customer inquiries. When customers have any complaint, the manager or staff tries to solve problem on the spot and give promise to better serve.

7. Credibility:

Credibility means trustworthiness, believability and honesty. Agro tourism business has maintained good reputation among the society. The main aim of business is satisfaction of customers, because satisfied customer indirectly promotes your business. More customers visit your business and get satisfaction, and then increase the reputation of business in market. Satisfaction depends upon good quality of service

8. Security:

Agro tourism business requires arraigning physical safety of the customers. Entertainment facilities and agriculture equipments are installed safely. Children keep away from water, lighting and animals. And also protect the privacy of the customer.

9. Competence:

Define as competence is possession of the skills and knowledge required to perform the service. Service provider staff in agro tourism business must be expert in particular work. Staff require to know basic knowledge and skill about the how to provide service and how to interact with customers.

10. Courtesy:

The behavior of the manager and employee of agro tourism business should be politeness, respect, consideration and friendliness with customer. Customers can various ages, personality and mentality so staff will understand the expectation of customers and complete the demand of customers with politely and friendly.

11. Understanding:

The service provider understands the expectation and need of customers. Fulfill of customer expectation through good quality of service. The staff should take effort to each every customer become regular customer of business.

12. Assess:

Customers must have free access to infrastructure and facilities. It must provide reasonable accommodations for all customers. Customer is easy to reach the service provider. Separate rooms allocated for every customer as per his demand. Walkway is more safety, clear instructed and easily identified areas to visit.

Conclusion:

Most of the agro tourism business owners are not commercial but ordinary farmers, so it is a challenge to consistently provide quality service, but it is important for business existence. And the farmers are good administrator. There is no substitute for quality service as the owners have to focus on how the customer will visit again and again once the business progresses. Effective quality services are most important to agro tourism business for customer satisfaction.

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