

MARKETING STRATEGY IN AGRO TOURISM BUSINESS

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Abstract

A marketing plan is also important for developing a promotional strategy as it helps any business identify its target markets and to set measurable goals. It is vital to the success of the organization to implement a marketing plan, that aims for growth and positive change in the bottom line. Marketing strategy explains how will promote your agro tourism. It is function of products, pricing, promotion, place of sale, customers, competitors, and complementary business etc.

Key Words : Marketing strategy, Agro Tourism etc.

Introduction

Agro Tourism is the latest concept in the Indian Tourism industry. Agriculture is something common to all the citizens of India and everyone has its root in some village. It is a hidden wish of every citizen to explore back the roots , and agro Tourism is a perfect way to explore those real enchanting life. Marketing Strategy is most important for Every business to developing business activities. Marketing is a top management concept concern for many Extension specialists and for our audiences. Whether we're selling our own programs or helping producers and growers sell their products or services, we need to understand marketing basics and how to apply them in the field

Urban travelers are looking forward for more offbeat options in their weekend getaway plans. They have started exploring countryside & rural tourism. Urban consumers have become digital savvy and look out for travel plans online like, I want to get away, Time to make a travel plan, time to book a travel itinerary or can't wait to experience travel moments. These are some of the issues that the urban travelers are trying to search online. Hence Agro Tourism centre owners need to understand the urgency of implementing a marketing plan for their promotion. Digital Skills team can step into for your help in such situations as we have gained expertise in Agro Tourism digital marketing, we have gained a deep understanding of the travelers behavior, and their preference while searching, planning and experiencing Farm stay & Agro Tourism activity. Digital Skills is one of the best digital marketing agencies in the world to promote Agro Tourism businesses online.

Marketing is defined by the American **Marketing** Association as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

Concept of Agro Tourism

Agro tourism is considered as the fastest growing sector in the tourism industry. The concept has been successfully implemented in various countries in the world It has become a new avenue for earning the income for the rural farmers. Tourism is one of the key areas which can strengthen socioeconomic activities besides attracting tourists 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. In general Agro Tourism is the practice of attracting visitors to an area used primarily for agricultural purposes. It could be described as - Rural/Agricultural Environments + Farm Commodities + Tourism Services = Agro tourism

Objectives

1. To Study the concepts of Agro Tourism Business
2. To analyze the Marketing strategy in Agro Tourism
3. To Study importance of marketing for Agro Tourism Business.

Methodology

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

Agro Tourism Marketing

Marketing is the process of determining what customers want and of using that information to produce and sell a good or service to satisfy that want. Marketing includes identification of your customer base. A clear description of the goods, services and experiences offered. And advertising and promoting of agro tourism business

Create a Marketing Plan

One of the most important aspects of marketing your business is the formulation of a marketing plan

1. **Who are your customers** - identify customers coming to your area for similar attraction. Such information may be found through agro tourism association, regional tourism councils or local chamber of commerce and other outlets. Be specific in identifying the group of consumers you wish to target
2. **Become familiar with your market** - what types of agro tourism activities are popular or increasing in popularity? Notice where growth is taking place in the industry and the types of activities and goods consumer are seeking. What changes and developments in the agro tourism market might be expected in the foreseeable future
3. **Your Niche** - what makes your agro tourism business unique? What would set you apart from competitors? Some examples - a farm/ ranch operated by your family for generations with unique heritage components, a unique location with attractive amenities, specialized attributes of your products or services, such as organic produce or meat, raising exotic animals, or unique activities available
4. **Budget** - a rule of thumb for a beginning agro tourism operation is that 10 to 30% of gross revenues should be invested in marketing

In your plan clearly state marketing goals with regard to the number of visitors, revenue and expenses etc. assess your success in meeting these goals over time. Make sure your plan is flexible, so you can adapt to changes in the market place or result that do not match expectation as you monitor your business progress

Why Is It Important to Develop a Marketing Plan in Agro-Tourism

Agro-tourism can refer to anything from a farm that provides tours to a business on farmland that provides varied services such as bird-watching and boating. People will not just show up at your farm, though. You must let customers know where your farm is and how visiting it benefits them. If you market your agro-tourism business well, the chances of the business succeeding improve. A marketing plan is the backbone of any marketing endeavor.

Understand Customers

A marketing plan helps you identify and understand your target audience. The nature of the agro-tourism business itself helps you pinpoint your customer base. For example, if you have friendly animals and envision a petting zoo, your focus could be on recruiting school classes, camps and families with children. However, after you do marketing research, you might find several other petting zoos in the area. You then must decide what sets your farm apart, if the customer base is large enough and whether shifting your focus might be best.

How You Reach Customers

The marketing plan decide to how to reach customers. For instance, if you envision your business as a weekend getaway for couples and business retreats, you would advertise

differently than if your agro-tourism business was a petting zoo. Identify the media outlets (TV, radio, newspaper, Internet sites) and potential costs. The marketing plan helps you find the right angle for specific customers. For example you would take a different slant when marketing to schools than when pitching your farm to parents with children.

Emphasis

Your marketing plan helps you decide what to emphasize. For a petting zoo, you could emphasize the diversity of animals or the sheer number. Or you might have one or two unusual animals (an albino, for instance) and choose to emphasize that. Perhaps your farm is near several other farms, and they all complement one another. You can emphasize getting several experiences in one day from these farm visits.

The Marketing Mix - The Four Ps of Successful Marketing

Common misconception is that marketing is the same as advertising. In fact, advertising is only one component of successful marketing. While approaches to marketing vary, most experts agree that successful marketing is built around addressing the Four P's: product, price, placement, and promotion. Often known as the marketing mix, these are four factors that an agro tourism operator needs to manage in order to successfully reach a target

1. **Product** - is there a market for what you are selling? Is there some way to change your goods or services to more adequately address a consumer demand? the quality of your staff and their training is also an important consideration in agro tourism
2. **Place** - is your location one that is easily found by consumers? will potential customers notice your agro tourism business in passing? Are there other beneficial aspects to your location such as impressive natural scenery?
3. **Price** - balance the price charged for your goods and services between the need to attract customers and maximize sales and the need for those sales to yield a profit
4. **Promotion** - where and how to promote and advertise your business are important considerations. Advertising in agro tourism has traditionally come mostly from customer to customer word of mouth communication. All the following may be appropriate forums for promoting and advertising agro tourism
 - Internet (web sites , Social Media , What's up)
 - Email and E- newsletters
 - Brochures
 - Radio
 - Business Cards
 - Newspaper

Benefits of Marketing Strategy

- Increases visibility of your business
- Develops lasting relationship with your customer
- Creates loyalty and trust, with both your current customers and prospects
- Helps you to build authority and credibility
- It allows your business to be proactive and aligned with your vision & goals.
- A plan makes it easy to evaluate new opportunities.
- Having a plan means that your goals are measurable.

Strengths and Weaknesses

A marketing plan helps you pinpoint strengths so you can build on them and weaknesses so you can address them before they become true liabilities. For example, if ponds dot your property and could pose a drowning risk to children, you'll need to minimize the risk or change it to a strength. The plan ensures that all the elements line up: customers, communication/outreach, your marketing messages and your budget.

Conclusion

Marketing is the process of determining what customers want and of using that information to provide service to satisfied for customers. As agro tourism business generally depend on repeat customers so building and maintaining good contact list of Customers. Effective Marketing strategy most important for overall development of Agro Tourism business.

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