

AUGMENTATION OF AGRO TOURISM MODEL FOR ENTREPRENEURS IN GOA

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ABSTRACT

Entrepreneur creates wealth and gives employment to large section of society. More the innovative person is, more opportunities knock at his door. An entrepreneur putting step forward to conserve the tradition is the one who worship nature and encourage people to work towards it. The study is based on both primary and secondary data. The primary data is collected by personally visiting farm and resort and also by observing day to day process in these organisations. The main objective of the study is to analyse Tropical Spice Plantation and Dudhasagar Spa Resort regarding the facilities offered by them to the tourist. By studying these two cases the authors tried to develop a new business model by adding different facilities required by tourist. The model aims at sustainable tourism by using locally grown and available material to start the new venture. Besides, this model will give employment to the rural youths and will provide for balanced economic development. This model will be a successful as the state of Goa attracts large number of domestic and foreign tourists.

Key words: Entrepreneurship, Goa, Innovation, Traditional.

1. Introduction:

Entrepreneurship is a growing trend in today's generation. Most of the individual tries to set and start their own businesses. It is a creative and innovative process of giving rise to oneself and society. It is doing business with opportunities and creative thoughts. It shows the capability and potential of an individual for taking the risk and providing the service to the society which is appreciable in nature. It is the collaboration of two or more people to bring the business at greater height with existence of entrepreneur.

Entrepreneurship is the essential source of change which empowers individuals to seek opportunities where others see insoluble problems. The acts of an entrepreneurship are often linked with true uncertainty, particularly when it involves bringing something really different to the world. According to Peter Drucker, "Entrepreneurship is neither a science nor an art. It is a practice. It has a knowledge in entrepreneurship is a means to an end. Indeed, what constitutes knowledge in practice is largely defined by the end, that is, by the practice" (Panda, 2011).

An entrepreneur is a person who is willing to start-up his or her own businesses by taking risk in the hope of future earnings. The person who is in search of doing something different by grabbing the opportunities is an entrepreneur. Every entrepreneur thinks of surviving in the marketing with their growing business and the only one thing he/she can do is to come up with new innovative ideas. Innovation is a process in which the entrepreneur takes risk with his/her creative thought which needs to be implemented. Coming up with something new is not an easy task. One needs to really be curious about the opportunities coming through his/ her way. Creative innovators look at opportunities over a wide range. Success comes only when innovative idea and hard work meets the opportunities. This paper focuses on the innovative idea of an entrepreneur to start- up their own business.

1.1 Literature Reviews:

The purposeful innovation results from analysis, system and hardwork of an individual which can be discussed and presented as the practice of innovation. Systematic innovation begins when the proper analysis of the opportunities are done. Next is to go out see the availability of customers, users, their expectations and needs. An innovation also means achieving leadership within a given environment in order to develop (Pednekar, 2009).

Quintal Steffi and Girodkar Sidhesh (2018) in their study “Innovative Entrepreneur and Their Contribution towards Economic Development” came up with innovative business plan by merging the ideas of two different entrepreneurs of Goa. The plan consists of e-commerce business to benefit the economy of Goa as a whole by merging of traditional & modern activities. It will pull the Goan traditional produce from local sellers of Goa and will be sold online. They concluded that by implementing this idea not only the entrepreneur but economy as a whole will be beneficial.

Kumbhar Vijay (2013) did study on the topic “Agro Tourism: A cash drop for farmers in Maharashtra, India. The study was based on secondary data and was collected from related articles, research papers, reports and official websites of Govt. of India, Govt. of Maharashtra. It was found that the state of Maharashtra has great potential in developing agro-tourism. 45% of the population lives in urban area and they are unaware of rural lifestyle. So, they want to know the life of rural people and want to enjoy it. State has good opportunity for agro-tourism business. The researcher concluded that the farmers should try to establish the co-operative society for the development of agro-tourism centres. Thus, it will also give rural employment generation.

Principles of Innovation given by Peter Drucker:

- An entrepreneur should scan the environment, should see for opportunities, analyse it and should select the best possible alternative.
- Prefer a process to see whether people are interested in the idea.
- After identifying the need of the people, the idea has to be more valuable and specific which will fulfil the needs of the people.
- An entrepreneur should take the charge of leadership and should focus on large number of customers.

1.2 Methodology:

The present study is based on both primary and the secondary data. The primary data is collected personally visiting farm and resort. The case studies of Tropical Spice Plantation and Dudhsagar Spa Resort taken and their interpretation is drawn. An innovative business plan is created based on the case study.

1. Case studies and its interpretation:

To meet the objective of the innovative business, case study has been taken and interpreted because it will shown the relationship of innovative entrepreneur and how he wants to conserve the natural beauty.

2.1 Case study on Tropical spice Plantation:

Tropical Spice Plantation is the private property of Mr. Rohidas B. Satarkar, it's their family business managed by all the family members. It is situated in the Keri village of Ponda, Taluka. It is spread over large luxuriant land, which gives perfect ambience of the true refreshing nature. The area surrounded with greenery, the vegetation, the chirping of birds, the innocent and calm stream makes it a tremendous destination for every age group of people. It offers a walk around the plantation showing various species and their medicinal values. Various other types of trees are shown and their importance is told to the visitors. At this farm visitors can experience the joy of watching a kingfisher drive for his catch, can also observe as they frolic on trees. Plantation also offers ride with paddle boat or row boat. It also serves as main bird sanctuary, and therefore contributes to conserve the nature life of Goa. After the guided tour or walk visitors are served delicious Goan lunch. Food is served in the traditional manner. The Tropical Spice Plantation guided tour will refresh the senses by making you part of nature.

Interpretation:

This plantation gave more outlooks to the nature and conserving the Goan species. This business idea gave rise to the tourist after Goa mining through tourism sector. It showcases the beauty as well as gives idea to protect and conserve the Goan species and tradition. An entrepreneur has something in their mind which helps to draw the solution for the problems. Agro farms are getting more benefited because of the tourist attraction in Goa.

2.2 Hotel & Resorts:

Goa is known for destination place, its beaches, temples and heritage which give wide opportunity for large number of tourists to step in. The basic need of stay to these tourists is only hotels. There are different rated hotels in Goa and based on their affordability people choose their hotels. Hotels basically provide facilities like rooms, bar & restaurant, party hall, camp fire, dj etc. so, as a case study for present paper, Dudhsagar Spa Resort has been selected.

Dudhsagar Spa Resort:

Dudhsagar Spa Resort is located at Mollem near the check post. This resort focuses on hinterland tourism. It discovers the natural flora and fauna and offers sightseeing to Dudhsagar water fall, butterfly farm, bicycle riding, river rafting, etc. The resort is in forest area. It has deluxe rooms with AC, flat screen TV, Minibar, etc. there's even AC tent of world class standard fully equipped with LED TV, Minibar, tea/coffee maker, etc. one can order anything. The venue is even suited for wedding and pre-wedding shoot. Resort offer outdoor activities, Jungle safari and other special packages. They provide stay categorised in deluxe room tent deluxe tent rooms.

Objectives of the business:

Following are the objectives framed to create the innovative business model:

- To analyse the Tropical Spice Plantation and Dudhsagar Spa Resort.
- To develop a new agro-tourism model.
- To conserve and sustain our Goan tradition.
- To generate employment to local people.
- To encourage people to work towards nature.

Innovative Business Plan Model:

A business plan is a direction for entrepreneur to head towards his or her vision. An entrepreneur should put his/ her heart and soul into his business plan to get it down and to bring to a light. This business plan is formed based on the above case studies. The design is drawn by seeing the ideas of two entrepreneurial organisations namely Tropical Spice Plantation and Dudhsagar Spa Resort.

Since, Goa's mining is closed the entire economy is diverted towards tourism. Goa is well known for the beaches, culture and its tradition. Many entrepreneurs have contributed for the growth of Goa's tourism. Our business plan is all about sustaining Goa's tradition. Basically we will modify an undeveloped area into village area where in will we have different types of plantations, different types of trees, flower plants, medicinal plants, spices plants and various others. This will definitely attract the different types of birds and other friendly animals. There will be one small lake for the beauty.

The area will be designed in such a way that it will look like one of the old Goan villages, the stay houses which we normally call room will be in pure traditional form which will give feelings of togetherness. These houses will be of mud with traditional roofing and flooring having nice bed in it. It will also contain Air Conditioning facilities wherein the visitors can inform about his or her requirement at the time of booking. In the middle of these houses there will be "Maand". In simple words, it is a place where traditional folk dance is performed.

So this place will be basically meant to entertain the guests by performing Goan traditional folk dance. Beside this area there will be an open air restaurant where authentic Goan veg and non-veg food will be cooked in the traditional way i.e., in traditional utensils on fire woods and lunch, dinner and breakfast will be served in traditional manner on banana leaves on timely bases. Here everything will be in a traditional form.

| Sr. no | Time | Wednesday | Thursday | Friday | Saturday | Sunday |
|--------|------------------------|---|---|---|---|-----------------------------------|
| 1 | 5:45am | Wakeup | Wakeup | Wakeup | Wakeup | Wakeup |
| 2 | 6:00am to 7:00am | Morning walk | Goan Traditional puja | Milking of Cow | Morning walk | Yoga in forest |
| 3 | 7:00am to 8:00am | Goan Traditional Breakfast | Goan Traditional Breakfast | Goan Traditional Breakfast | Goan Traditional Breakfast | Goan Traditional Breakfast |
| 4 | 8:00am to 9:00 am | Teaching Goan Folk Dance | Working in Field | Teaching Goan Folk Dance | Working in Field | Teaching Goan Folk Dance |
| 5 | 9:00 am to 9:15 am | Break | Break | Break | Break | Break |
| 6 | 9:15 am to 10:15 am | Learning to dress Goan traditional dress | Workshop on Goan culture | Trail to vegetable farms | Goan Carpentry | Trail to vegetable farms |
| 7 | 10:15 am to 11:00 am | Teaching to prepare goan traditional juices | Teaching to prepare Goan traditional sweets | Goan traditional tea making | Teaching to prepare Goan traditional sweets | Visiting other villages |
| 8 | 11:00 am to 12:00 noon | Cleaning the fish | Vegetable cutting sessions | Teach to play goan musical instruemnt | Making Goan handicrafts | Making Goan handicrafts |
| 9 | 12:15pm to 1:00 pm | Cooking food | Cooking Food | Cooking Food | Cooking Food | Cooking Food |
| 10 | 1:00 pm to 2:00 pm | Pure Goan Lunch (veg & Non Veg) | Pure Goan Lunch (veg & Non Veg) | Pure Goan Lunch (veg & Non Veg) | Pure Goan Lunch veg & (Non Veg) | Pure Goan Lunch (veg & Non Veg) |
| 11 | 2:00pm to 3:00pm | Interactive session | Handicraft making | Interactive session | Explaining Feni making process | Interactive session |
| 12 | 3:00pm to 4:00pm | Handicraft Making | Teaching to Play Goan traditional music instruments | Handicraft Making | Handicraft making | Handicraft Making |
| 13 | 4:00pm to 4:10pm | Tea Break | Tea Break | Tea Break | Tea Break | Tea Break |
| | 4:10pm to 4:55pm | Playing village games | Teaching to Play Goan traditional music instruments | Teaching to prepare goan traditional juices | Workshop on goan culture | Playing village games |
| 14 | 5:00 pm to 6:00pm | Playing village games | Bullock cart ride | Playing village games | Bullock cart ride | Feedback Session |
| 15 | 7:45pm to 9:00pm | Goan Traditional Folk Performance | Goan Traditional Folk Performance | Goan Traditional Folk Performance | Goan Traditional Folk Performance | Goan Traditional Folk Performance |
| 16 | 9:00pm onwards | Dinner and off to bad | Dinner and off to bad | Dinner and off to bad | Dinner and off to bad | Dinner and off to bad |

Other than this, the entire area will be like village so there will be different types of plants, trees, Feni booth, in which the process of Feni (international Goan traditional wine) will be shown. Visitors will be able to see different types of plantations. There will be small lake in which the visitors can spend their time. Guests or visitors can go around the campus. The guests will be welcomed by offering Aarti, Kumkum, flower garland and with the traditional Goan folk music. They will be given their allotted houses.

It is often known that the people who are staying in the city area are not aware of what's happening in the village area. They are unaware of our culture, tradition, and other village activities. So, for them we have come with special weekly package. Following programme scheduled get the guest or visitors in Goan activities. This will give the guest the gist of Goa other than beaches.

Activities:

Morning walk:

Every day morning walk will take the guest closer to the nature in this weekly planned schedule. It will make them feel fresh away from the noisy city area. While going on a walk they will hear different sounds.

Goan Traditional Folk Dance:

Goa is blessed with wonderful folk dances which narrates the stories of king and queens, expresses the love to their beloved one and showcases the society as unity. Goan traditional folk dance like Dekhni, Ghode Modni, Kunbi Nach, Divli Nach, Murulo, Mussal Nach, Kalshi nach which will be taught according to the schedule and will also performed by the Goan people in the evening.

Goan Traditional Puja:

The Goan traditional puja will be performed according to the scheduled morning. All the puja rituals will be shown, aarti, bhajan will be sung. This will get energy in the guests and will be happier throughout the day.

Cooking goan food:

Cooking activity can be done by the guest under the proper guidance of Goans. This will show them though the taste of Goan food is nice, but it's difficult in cook. The Aroma of Goan dishes will make them feel foodie.

Milking of Cow:

Milking of Cow is another interesting process which people normally don't see. This session will help to understand that milk of cow as well as cow dunk is important in the village.

Every person sees the farms, every person stays in the hotel rooms or resorts. So this, campus will be unique one to experience the nature closely at day and night time.

Type of Business: Partnership

Name of the Partners:

Name of the campus: "In The Arms of Nature"

Initial fund generation:

The fund will be raised by friends, family, owner's capital and venture

Publicity of the new business:

The publicity of the business will be made by all possible ways such as through local newspapers, advertising on Goan channels, Whatsapp, Instagram, Facebook and Youtube channel and a special website will be created for easy access.

Conclusion:

Goan culture attracts entire world as a tourist destination. Hotel industry is the growing business in Goa. Nearly, 30 lakhs of tourist arrive to Goa. But none of them experience culture of Goa. The main motive of this paper is to showcase the Goan culture with a weekly planned schedule by providing different activities. It is very important to get attached to the culture because many people stay in a nuclear family and has forgotten the importance of join family. This model will give better change to understand nature and nature related activities.

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