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Relationship between attitude of agriculture students towards agrotourism as an enterprise and their personal and psychological variables

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Abstract
Agrotourism is a new market for tourism. It is a worldwide trend which offers city dwellers a chance to escape urban pollution and re-discover their rural roots. Agrotourism is an enterprise that involves any agriculturally based operation or activity that brings visitors to farm or ranch. The concept of agrotourism can bring a new face to the field of agriculture where local resources are mobilized to add to the income of the agricultural land. It is very much essential to convince and motivate the agricultural graduates to take up an agrotourism as an enterprise. So this research was carried out to measure correlation between attitude of agriculture students towards agrotourism as an enterprise and their personal and psychological variable. The present investigation was carried out on random sample of total 50 respondents studying in the agriculture faculty of Anand Agricultural University of Gujarat state. The data were collected through an interview-schedule by employing ex-post facto research design. Out of total respondents nearly half (48%) of the students had 23 to 24 years of age, majority (56%) of respondents had rural native with majority (66%) of them had annual income upto 4,30,000 ₹. Out of all respondents' fathers majority (60%) of the respondent's father were graduates. If we look into family background vast majority (72%) had a joint family. In case of psychological variable great majority (76%) of respondents had medium level of self confidence, large majority (88%) had medium to higher achievement motivation, great majority (80%) had lower to medium business anxiety and more than half (58%) of them had highly positive attitude for agrotourism as an enterprise.

Keywords: Agrotourism, students, attitude

Introduction
Agrotourism is a good concept as it takes urban tourists back to a culture that was pure and closed to the nature. The rural lifestyle still retains its closeness and connection with nature. While the urban life style had lost that touch. The urban population, especially the young generation, does not know anything about where the food they eat comes from or how is it grown. Agrotourism can provide them such opportunity to city dwellers and it can also provide extra income to farmers. All they have to do is set up few rooms in their farms. The agrotourism can be developed as an important instrument for sustainable human development to alleviate poverty through employment generation, environmental regeneration and development of remote areas. The government should promote agricultural graduates and farmers to start and establish agro, farm and rural touris to ensure sustainable economic development and positive social change.

Objective
1) To study the personal and psychological characteristics of student respondents.
2) To study the correlation between attitude of agriculture students towards agrotourism as an enterprise and their personal variable

Methodology
The present investigation was carried out on a random sample of total 50 postgraduate students studying in the agriculture faculty of Anand Agricultural University of Gujarat state. The data was collected through an interview schedule by employing ex- post facto research design as the independent variables already operated in the study area. For age we asked them their chronological age, to measure self-confidence of the agricultural graduates, scale developed by Heartheton and Heatherton (1991) [1] was used. Achievement motivation was measured with the help of the scale developed by Singh (1974) [6].

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To measure the business anxiety of the agricultural graduates, the scale developed by Patel (2009) [2] was used. Attitude was measured with the help of the scale developed by Pattar (2011) [4].

Results and Discussion
After surveying by personal interview method we got data presented below. The distributions are tabulated in Tables 1 to 8.

Table 1: Distribution of the respondents according to their age

(n=50)

Sr. No.	Category	Frequency	%
1	21-22 years	18	36
2	23-24 years	24	48
3	25-26 years	8	16

From above table we can inferred that nearly half (48%) of the students were in the 23 to 24 year of age group.

Table 2: Distribution of the respondents according to their native

(n=50)

Sr. No.	Category	Frequency	%
1	Rural	28	56
2	Urban	22	44

Table 2 shows that more than half (56%) of the students were from rural background.

Table 3: Distribution of the respondents according to their annual income

(n=50)

Sr. No.	Category	Frequency	%
1	Low Up to 4,30,000 ₹	33	66
2	Medium (4,30,001₹ to 815000 ₹)	12	24
3	High (12,00,000 ₹ and above)	5	10

It can be clearly seen from Table 3 that majority (66%) student's family had low annual income.

Table 4: Distribution of the respondents according to their father's education

(n=50)

Sr. No.	Level of education	Frequency	%
2	Primary school level (1st to 7th standard)	4	8
3	Secondary level (8th to 10th standard)	4	8
4	Higher secondary level (11th and 12th standard)	10	20
5	Graduate	30	60
6	Postgraduate	2	4

The result revealed that the majority (60%) of respondents' fathers were graduate.

Table 5: Distribution of the respondents according to their family type

(n=50)

Sr. No.	Category	Frequency	%
1	Joint family	36	72
2	Nuclear family	14	28

The data presented in Table 5 shows that the vast majority (72%) of the respondents are living in a joint family.

Table 6: Distribution of the respondents according to their level of self confidence

(n=50)

Sr. No.	Category	Frequency	%
1	Low level of self confidence	12	24
2	Medium level of self confidence	38	76
3	High level of self confidence	0	0

The results in Table 6 postulated that the vast majority (76%) of the students have a medium level of self confidence.

Table 7: Distribution of the respondents according to their level of achievement motivation

(n=50)

Sr. No.	Category	Frequency	%
1	Low level of achievement motivation	6	12
2	Medium level of achievement motivation	29	58
3	High level of achievement motivation	15	30

Table 7 shows that the majority (58%) of respondents fall under medium level of achievement motivation.

Table 8: Distribution of the respondents according to their level of attitude towards agrotourism as an enterprise

(n=50)

Sr. No.	Category	Frequency	%
1	Less favourable attitude	6	12
2	Medium favourable attitude	18	36
3	High favourable attitude	26	52

From the above table 9 we can say that the majority (60%) of respondents fall in higher favourable attitude towards agrotourism as an enterprise.

Table 9: Correlation between attitude of agriculture students towards agrotourism as an enterprise and their personal variable

(n=50)

Sr. No.	Variables	Correlations
1.	Age	-0.255
2.	Native	0.229
3.	Annual income	-0.081
4.	Father's education	-0.011
5.	Family type	-0.010
6.	Self confidence	0.600**
7.	Achievement motivation	0.284*

From the above relationship table we can see that in the attitude of students towards agrotourism as an enterprise is positively and significantly affected by self confidence, achievement motivation; while age, native, annual income, father's education, family type were not affected student's attitude towards agrotourism significantly.

Conclusion
From the above overall discussion, it can be concluded that among all the students. The majority (60%) of the students fall under medium favourable attitude and the rest (40%) fall under high favourable attitude. From the correlation we can say that for policy making or for improving attitude of students for agrotourism as an enterprise we should focus more on self confidence, and achievement motivation.
From the result, we can depict that students who have higher self confidence and achievement motivation tend to have a positive attitude towards agrotourism and an enterprise.

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