

SEMESTER-IV

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Program	MBA		Branch/Spec.		MBA (Agribusiness) Elective Subject				
Semester	IV				Version	1.0.0.0			
Effective from Academic Year			2025-26		Effective for the batch Admitted in			June 2025	
Subject code		IVA03ASH		Subject Name		Agro Tourism and Sustainable Heritage			
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	2	0	0		2	Theory	100		100
Hours	2	0	0		30	Practical			
Objective:									
To equip Agribusiness students with a strategic framework to design, manage, and scale sustainable agro-tourism and heritage-based ventures that create economic value, conserve cultural assets, and engage communities.									
Course Outcome:									
CO 1: The students will be able to analyze the concept, scope, and global evolution of agro-tourism, evaluate its role in rural development, and design viable agro-tourism business models considering financial, legal, and sustainable operational parameters.									
CO 2: The students will be able to develop sustainable agro-tourism strategies integrating waste management, water conservation, and ethical practices, while formulating effective branding and digital marketing plans supported by real-world case studies.									
CO 3: The students will be able to design and package immersive agro-tourism experiences that incorporate local culture, storytelling, and hospitality best practices, while fostering strategic collaborations with governmental and private tourism bodies.									
CO 4: The students will be able to critically assess government policies, identify challenges in agro-tourism development, apply emerging technologies for operational efficiency, and evaluate future global opportunities in the sector.									
Theory syllabus									
Unit	Content								Hrs
1	Introduction to Agro-Tourism: Concept, Scope, and Significance, Evolution and Global Trends in Agro-Tourism, Role of Agro-Tourism in Rural Development, Case Studies of Successful Agro-Tourism Ventures, Tourism Business Planning & Operations: Business Models in Agro-Tourism, Identifying Potential Agro-Tourism Destinations, Financial Planning & Funding Opportunities, Legal & Regulatory Aspects (Licensing, Land Use Policies), Sustainable Agro-Tourism Practices: Eco-Tourism and Organic Farming Integration, Environmental Impact and Conservation Strategies								6
2	Waste Management & Water Conservation in Agro-Tourism, Ethical and Cultural Sensitivity in Rural Tourism, Marketing & Promotion in Agro-Tourism: Branding and Positioning of Agro-Tourism Enterprises, Case Studies of Successful Branding and Positioning of Agro-Tourism Enterprises, Digital & Social Media Marketing Strategies, Case Studies of Successful Digital & Social Media Marketing Strategies								8

3	Packaging and Promotion of Agro-Tourism Experiences, Collaborations with Government & Private Tourism Bodies, Customer Experience & Hospitality Management: Designing Engaging Agro-Tourism Activities (Farm Stays, Workshops), Enhancing Visitor Experience Through Storytelling & Local Culture	8
4	Food Tourism & Farm-to-Table Concepts, Safety, Risk Management & Emergency Planning, Policies, Challenges & Future Trends: Government Policies & Incentives for Agro-Tourism, Challenges in Agro-Tourism Development (Infrastructure, Market Linkages), Role of Technology & Innovation in Agro-Tourism (AI, IoT, Smart Farming), Future of Agro-Tourism: Global Perspectives & Opportunities,	8
Practical content		
Reference Books		
1.	Pine, B. Joseph, and Gilmore, James H. The Experience Economy: Competing for Customer Time, Attention, and Money. Harvard Business Review Press, 2019.	
2.	Smith, Melanie K. Issues in Cultural Tourism Studies. 3rd Edition, Routledge, 2015.	
3.	Hall, C. Michael, and Page, Stephen J. The Geography of Tourism and Recreation: Environment, Place and Space. 4th Edition, Routledge, 2014.	
4.	Getz, Donald, and Page, Stephen J. Event Studies: Theory, Research and Policy for Planned Events. 4th Edition, Routledge, 2019.	
5.	Freeman, R. Edward. Strategic Management: A Stakeholder Approach. Cambridge University Press, 2010.	
6.	Tyson, E. S. Agritourism. Createspace Independent Publishing Platform, 2014.	
7.	Swarbrooke, John. Sustainable Tourism Management. 2nd Edition, CABI, 2009.	
8.	Hudson, Simon, and Hudson, Louise. Marketing for Tourism, Hospitality & Events: A Global & Digital Approach. SAGE Publications, 2017.	
9.	Anholt, Simon. Places: Identity, Image and Reputation. Palgrave Macmillan, 2010.	
10.	McWilliams, Abigail, and Siegel, Donald S. "Corporate social responsibility and financial performance: Correlation or misspecification?" Strategic Management Journal, 2000.	