

Awareness, Experience and Satisfaction of Tourists Over Farm Tourism in Central Kerala

M.C. Neethu^{1*} and Dr.N. Ramyaprabha²

^{1*}Research Scholar, Karpagam Academy of Higher Education, Coimbatore, Tamil Nadu, India;
Assistant Professor, SSV College, Valayanchirangara, Perumbavoor, Kerala, India

²Assistant Professor, Department of Commerce, Karpagam Academy of Higher Education,
Coimbatore, Tamil Nadu, India

Email: ¹ammuneethu210490@gmail.com, ²ramyaprabha.nagarajan@kahedu.edu.in

ORCID: ¹<https://orcid.org/0009-0006-9573-2870>, ²<https://orcid.org/0009-0009-1071-7092>

(Received 08 December 2025; Revised 13 January 2026, Accepted 28 January 2026; Available online 27 February 2026)

Abstract - Kerala is a vast farmland with beautiful scenery and a real rural way of life. It is also the main source of the state economy, and it offers agricultural tourism to experience a unique opportunity. In Kerala, agricultural tourism provides the visitors the opportunity to enthusiastically participate in farming activities, to know local customs and to experience practical knowledge of sustainable farming practices prevailing there. It also explains to the agricultural tourists about their farmland and their agricultural heritage. This article mainly concentrates on identifying the awareness, experience and level of satisfaction of agricultural tourist to have a good understanding of the main factors determining their important opinions and experiences. The data was collected from 100 sample agriculture tourists from the main part of Kerala using various statistical and analytical tools. The study gives practical information for tourist policymakers, especially in relative to differences in service quality, tourist participation and overall happiness from farm sightseeing performance. Findings of the study highlight the importance of attractive infrastructure, increasing the possibility of agriculture tourism-related activities, ensuring active tourist contribution and providing perfect and broad information about the area. These improvements have the possible to extensively boost tourist satisfaction and encourage the continuing growth of the sector. It is also expected from the tourism agencies or service providers that they will modernise their facilities and offerings to satisfy the upcoming demands of tourists. The article concludes that due to these efforts taken by tourist agencies as well as the Kerala government, the agriculture tourism industry will spread and will retain the existing tourists and attract new tourists to visit.

Keywords: Tourist, Farm Tourism, Awareness, Opinion, Experience, Growth, Service, Satisfaction, Attractive Infrastructure, etc

I. INTRODUCTION

Farm tourism has significantly grown in recent years, particularly in the central districts of Kerala, where several farms are located (Poulose & Ushadevi, 2024). By relating the activities with the rural environment, this kind of tourism offers visitors an experience in rural areas while helping to achieve sustainable purposes (López-Sanz et al., 2021). The central part of farm tourism is in mid Kerala, which is famous for quite beauty, rich history, and old farming techniques. By protecting the environment and expanding financial gains, this approach increases the value of local people's lives. It requires knowledge, skill,

and a feeling of satisfaction to know the functions of farm tourism. Travellers' awareness of agro tourism services is shaped by promotional activities, word-of-mouth and received information. The most famous activities of tourism include planting, sampling and social events. Tourists' opinion of farm tourism is prompted by the activities (Hüseyn, 2023). The happiness of tourists is to coordinate potential with truth, which greatly affects the farm tourism experience (Sánchez-Ancajima et al., 2024). Customer retention and informal promotion depend on consumer happiness (Dela Cruz et al., 2024). In the middle of Kerala, a farm tourism collaborates with nature and beliefs (Abdulkareem, 2022). Hands-on activities like communications with local farmers, usual cooking classes and joining spice tours attract both national and international tourists to this region. Likewise, agro tourism has more potential; however, challenges like weak communication with the target market, ineffective marketing, and uneven service quality exist. Investigating the awareness level, knowledge, and satisfaction is essential for the development of the farm tourism industry, which ensures its sustainability and safeguards the rural cultural heritage (Hüseyn, 2023).

Farm tourism targets emphasise their rare farming and rural attributes through strategic marketing and advertising. Visually absorbing digital content, involving advertising operations and inducing social media storytelling is needed for enhancing perceptions and fostering expectations among potential visitors (Singh & Sharma, 2023). In the perception stage, tourists' access to exact, detailed knowledge through official websites, tourism portals, mobile apps, and travel blogs improves both availability and perception (Kumar & Devi, 2022). Positive word of mouth from past visitors and strong area networks also develop trust and induce the first impact of the location (George & Varghese, 2024). The ability to identify trustworthy or recognised farm tourism providers increases trust and reliability, which further updates the process of decision-making for travellers (Thomas & Mathew, 2023).

In the experience stage, both human and physical aspects play a key role in determining the value of tourists' farm tourism experiences. Better service quality reflected in staff responsiveness, consistency and courtesy, which helps to

build an effective and positive sense (Raj & Prasad, 2023). Strong Infrastructure, such as safe roads, comfortable farm accommodations, and useful access to farming activities, improves visitor well-being and satisfaction (Mohan & Rani, 2022). Distinctive farm-based practices, including organic food sampling, farmer relations, and hands-on farming involvement that set farm tourism distant from other rural tourism forms (Nair et al., 2024). In addition, the target gets both moral and visual value when it sustains ethical resource management, safety standards, and environmental sustainability (Patel & Joshi, 2023).

Visitor satisfaction reflecting how well opportunities are seen or exceeded is the key indicator of an effective farm tourism experience. When the real experience goes beyond what was ensured in promotional backgrounds, it fosters satisfaction, loyalty, and repeat visits (Ganesan & Pillai, 2024). Extending good experiences at reasonable prices increases value for money, improves positive insights, and helps with word-of-mouth recommendations (Sharma & Menon, 2023). Emotionally rich and notable farm activities stimulate visitors to share their experiences with others, proving sustainable growth through community-driven marketing (Varma & Singh, 2022). Suitable factors such as clear directions, organised transport, and simple booking processes also contribute significantly to overall satisfaction (Kaur & Bhat, 2023). Moreover, meaningful cultural interactions like joining local farming practices, festivals, or traditional food preparation extend tourists' perception of rural lifestyles and promote cultural appreciation (Chacko & Suresh, 2024, Dziurakh et al., 2024). Service providers who actively gather feedback, address visitor firms, and continue to provide transparent help build trust, goodwill, and long-term reliability among farm tourists (Devi & Rajan, 2023).

II. LITERATURE REVIEW

Vishwanath et al., 2022 stated stakeholders' opinions and thoughts on agro tourism and noticed that one of the foremost problems for the area's development is the people's limited perception of farm tourism as a unique and valuable recreational decision. Their findings showed that farm owners and local areas usually acknowledged their monetary benefits, but also highlighted that they require greater promotion and interaction efforts to attract potential tourists. The findings indicated that knowledge drives should focus on the learning benefits, authentic nature, and communicating experiences extended by agro tourism to successfully reach the target audience. Extending public awareness is also needed for determining visitor expectations, which finally affects their overall satisfaction with the farm experience.

Sahoo et al., 2023 supervised a new evaluation of tourist satisfaction regarding agro tourism in Kerala, analysing various elements of the tourist experience. Using many regression models, the research studied how eight detailed conditions were related to overall tourist satisfaction. The results showed that, excluding one aspect, all variables had an optimistic and statistically significant impact on improving tourist satisfaction. Especially, the educational aspect of the agro tourism experience emerged as the most significant factor of tourist satisfaction. This suggests that

visitors greatly value opportunities to study farming, engage in hands on activities, and obtain innovative data about farming experiences that encourage their own improvement and accomplishment. Other important suppliers to satisfaction built in value of farm-to-table contributions, the convenience of recreational choices, perceived sustainability practices, the validity of the rural situation, and chances for saving and welfare. In general, the study suggests that for ago tourism to boom, service providers must create meaningful, inspiring experiences that highlight knowledge and encourage an open connection to agricultural life.

Ahmad et al., 2023 examined that the mainly interesting side of farm tourism is its role to give tourists with a shortest, hands on face with the "lived reality" of rural life, instead of only granting them to regard the environment. Across literature, a foremost idea is the strong connection between the educational factor of knowledge and overall tourist fulfilment, especially when tourists are ready to study about sustainable farming, production practices, and rural heritage. Also, the environment of social relations with the present extended family performs a vital role; sincere hospitality and authentic personal stories substantially improve the perception of truth in the event.

Huseyan, 2023 pointed out that in areas such as Turkey and Azerbaijan, common people do not even have a strong knowledge of agro tourism. This lack of awareness reduces the overall potential growth sector and creates significant difficulties for resident farmers getting to participating. The findings highlighted that the success of promoting efforts indicated by informing prospective travellers about the individual experiences and leaders of farm visits, has a direct influence on the industry's growth. At its core, the argument lies like the product itself; unlike mass tourism, farm tourism is usually offered by smaller, locally based farms that do not have the resources for large-scale, traditional marketing promotions. Therefore, it has become increasingly significant for local tourism consultants and government bodies to intervene and collaboratively grow targeted marketing plans that can increase the image and public understanding of farm tourism prospects. Landing policy supported promotional initiatives to develop perception; small farm workers resist attracting the visitor numbers needed for rural development and long continuing sustainability (Yunuskhodjaeva et al., 2025).

Baby & Kim, 2024 studied in their findings on natural agro tourism and farm productivity that visitor satisfaction develops from a grouping of several factors, rather than a single measure. Their complete analysis proved that visitors who observe the farm as naturally reliable, community-oriented, and committed to sustainable agricultural practices tend to be largely satisfied. The study also refined that fulfilment with target structures, food related attributes, and positive impressions of the farm's environmental behaviour together contribute to high practical value an important driver of both visitor satisfaction and trustworthiness. For agritourism operators, these conclusions highlight the added value of accepting a complete, sustainability-centred method.

III. RESEARCH GAP

Exclusively, there is a significant investigate gap about tourist awareness, experience and satisfaction in the circumstance of farm tourism, mainly in Kerala (Neethu & Ramyaprabha, 2025). Farm tourism has received a lesser amount of concentration than other tourist-related topics such as service quality, purpose loyalty and tourist satisfaction, which have been the focus of numerous studies. Contrasting usual tourism, farm tourism provides an exclusive experience, vacation, and enlightening potential, making it an innovative and budding category of sustainable and agricultural tourism. The factors determining tourist awareness, attitudes, motivations, experience and overall satisfaction in this place, however they are not well studied. In the central part of Kerala, studies on agricultural tourism are still in the beginning stages and have not, however, carefully investigated how tourists observe, work together and estimate agro-based attractions. The research gap needs to be closed to improve the standard of services and marketing campaigns in the segment and to recognise the elements that influence tourist actions. This research main objective is to reveal the awareness, experience and satisfaction levels of tourists from the central part of Kerala who contribute to agricultural tourism to produce enlightening data concerning the exclusive description of farm-based tourism. The conclusions of the study are likely to lead to better tourist experiences, service delivery and marketing strategies, all of which will contribute to the continuing development and sustainable progress of agricultural tourism in Kerala state.

IV. STATEMENT OF THE PROBLEM

Although farm tourism has turned into an important part of Kerala's tourism business, predominantly in the central areas, little is acknowledged about how tourists observe and experience farm tourism contributions. However, there is a bundle of studies being researched on topics like cheerfulness, service quality and faithfulness these days, the fundamentals impacting tourist opinion and experience toward farm tourism are still unknown. Suitable information in this region is partial because there is no focused study on tourists' information of farm tourism, their potential during their stay, and their satisfaction subsequent to their visit. Just beginning regulations that will meet the demands of future travellers and improve agricultural tourism knowledge is hard without this information. This research's main aim is to determine this research gap by considering the information, experience and happiness levels of farm tourism visitors in Kerala. The development of the farm tourism area in the part will be made likely by their understanding.

Significance of the Study

The important objective of this research is to find the awareness, experience and satisfaction research gap that is present among tourists in the farm tourist sector in Kerala. By giving foremost importance to these factors, government initiators and rural tourism operators can collect essential information to improve services and promotion strategies and satisfy the expectations of tourists. The outcome will encourage the local community,

support agricultural tourism in a sustainable manner and promote better economic growth in Kerala's areas (Karimov et al., 2024). It will also give confidence to support farm tourism as a substitute to predictable travel.

Objectives of the Study

- To assess the level of awareness of tourists about farm tourism
- To examine the experiences of tourists visiting farm tourism destinations.
- To evaluate tourists' satisfaction with farm tourism services in central Kerala.

Hypotheses

- Ho1: There is no significant difference in the level of satisfaction between various socioeconomic groups.
- Ho2: There is no significant difference in mean ranks towards factors influencing tourists' experiences in farm tourism
- Ho3: There is no significant relationship between awareness and level of satisfaction.

Limitations of the Study

- Responses might be biased or inaccurate due to self-reporting.
- Findings may not apply to farm tourism in other regions.
- The sample size is not based on an all-inclusive experience.
- The data were gathered at a specific time, which may have missed seasonal variations.

V. RESEARCH METHODOLOGY

A descriptive research design is adopted in this study. The researcher used both primary and secondary data for the study. Primary data is collected through a structured questionnaire. Secondary data for this research has been collected with the help of books, journals, magazines, and online sources related to tourism. A total of 100 questionnaires were distributed among tourists visiting farm tourism destinations in central Kerala. The questionnaire consisted of four sections, consisting of the following: (1) demographic profile, (2) awareness level, (3) experience of the tourists, and (4) satisfaction. A Likert scale was used to gather information about tourism experiences and satisfaction. The variables were identified and selected through in-depth and careful analysis of existing academic literature specific to tourism experience and satisfaction.

Conceptual Model

Fig 1 describes the relationship between agricultural tourism and demographic profile, awareness, experience, and enjoyment. Travellers' perceptions of farm tourism activities are influenced by their age, gender, occupation, income, and level of education. The degree to which guests are aware of farm locations, events, and information sources, like as social media or marketing, is known as awareness. Increased awareness leads to richer and more

meaningful experiences by assisting guests in making more informed decisions and setting more reasonable expectations. The experience component consists of visitors' involvement, engagement, and pleasure in farm-based activities, where genuine and intriguing encounters foster good emotions and memories. Finally, overall satisfaction, perceived service quality, and propensity to suggest or return to the place are all indicators of fulfilment. (Prayag & Ryan, 2012; Chen & Tsai, 2007)

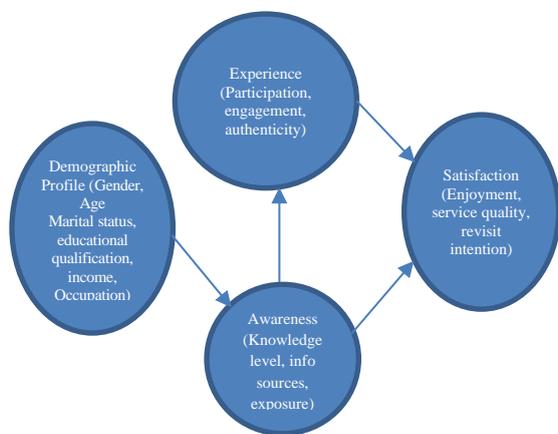


Fig 1. Conceptual Model

Data Analysis

The data needed for the study have been analysed using descriptive statistics such as percentage analysis, arithmetic mean and standard deviation. Parametric tests like one-way ANOVA, Independent sample t-test, Correlation and Regression were used to test the hypothesis.

VI. ANALYSIS AND INTERPRETATION

TABLE I DEMOGRAPHIC PROFILE OF RESPONDENTS

Variables	Distribution	Frequency	Percentage
Gender	Male	36	36
	Female	64	64
Age	18-30	90	90
	30 – 40 years	10	10
Marital Status	Married	21	21
	Unmarried	79	79
Educational Qualification	UG	29	29
	PG	44	44
	Others	27	27
Monthly Income	Less than 5 lakhs	47	47
	10 lakhs to 15 lakhs	51	51
Occupation	Student	47	47
	Business	2	2
	Profession	51	51

TABLE III SIGNIFICANT LEVEL – 5 % RESULT OF ANOVA AND INDEPENDENT SAMPLE T-TEST OF THE LEVEL OF SATISFACTION BASED ON SOCIO-ECONOMIC CHARACTERISTICS

Demographic Group		Sum of Squares	df	Mean Square	F/t	Sig.	H1
Age	Between Groups	2.731	1	2.731	0.119	0.731	Rejected
	Within Groups	2232.622	97	23.017			
Qualification	Between Groups	48.035	2	24.017	1.065	0.349	Rejected
	Within Groups	2187.965	97	22.556			
Status	Between Groups	1.063	1	1.063	.047	.829	Rejected
	Within Groups	2234.937	98	22.805			
Income	Between Groups	3.650	1	3.650	.159	.691	Rejected
	Within Groups	2197.411	96	22.890			
Occupation	Between Groups	6.589	2	3.295	0.143	0.867	Rejected
	Within Groups	2229.411	97	22.984			
Gender	Equal Variances assumed		a98		-0.445	0.657	Rejected
	Equal Variances are not assumed		66.238		-0.432	0.667	

TABLE I shows that Most of the tourists in the sample were female (64%) compared to males (36%). In terms of age, the largest group falls within the 18-30 years range, accounting for 90%. The educational profile reveals that most tourists have completed a master’s degree (44%). Most of the respondents were professionals (51%). Regarding income, the largest group falls within the 10- 15 lakh range (51%). Regarding marital status, the majority is unmarried (79%).

- H₀: There is no significant difference in the level of satisfaction between various socioeconomic groups.
- H₁: There is a significant difference in the level of satisfaction between various Socioeconomic Groups

TABLE II LEVEL OF SATISFACTION BASED ON SOCIOECONOMIC PROFILE

Socio-economic profile		N	Mean	Std. Deviation
Age	18-30	91	20.24	4.826
	30-40	9	19.67	4.472
Qualification	UG	29	19.31	5.670
	PG	44	20.93	4.037
	OTHERS	27	19.96	4.751
Occupation	Student	47	20.43	4.638
	Business	2	19.00	5.657
	Profession	51	20.04	4.915
Income	less than 5 lakhs	48	20.43	4.638
	10 lakhs to 15 lakhs	52	20.04	4.915
Marital status	Married	21	20.00	5.523
	Unmarried	79	20.25	4.564
Gender	Male	36	19.92	5.107
	Female	64	20.36	4.575

TABLE II presents the mean score and standard deviation of the respondents' level of satisfaction, based on their demographic profiles. The mean score of the 18-30 age group (AM – 20.24 & SD 4.826) is higher than that of the 30-40 age group. The mean score of the respondents belonging to the category with P G qualification is 20.93 & SD 4.037. Students' mean score is 20.43 & SD 4.638. The mean score of respondents within the income level of 5 lakhs is 20.43 & SD 4.638. the mean score of unmarried (AM 20.25 & SD 4.564) is more than that of married. Gender wise mean score of females (AM 20.36, SD 4.575) is higher than males.

TABLE III reveals that the p-value is greater than .05, so the null hypothesis is accepted. Concluded that the level of satisfaction doesn't vary between various socioeconomic groups.

TABLE IV shows 52% of the respondents have a moderate level of awareness. Only 25% of the respondents have a high level of awareness.

TABLE IV LEVEL OF AWARENESS

	Frequency	Percent
Low level	23	23
Moderate	52	52
high level	25	25

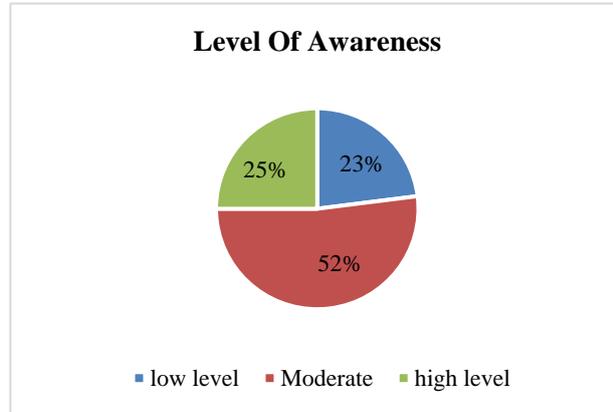


Fig 2. Level of Awareness

Fig 2 represents the awareness of respondents. 52% of the respondents have a moderate level of awareness. Only 25% of the respondents have a high level of awareness.

TABLE V LEVEL OF SATISFACTION OF RESPONDENTS

	Frequency	Percent
low level	28	28
moderate	57	57
high level	15	15
Total	100	100

TABLE V shows 57% of the respondents have a moderate level of satisfaction. Only 15% of the respondents have a high level of satisfaction.

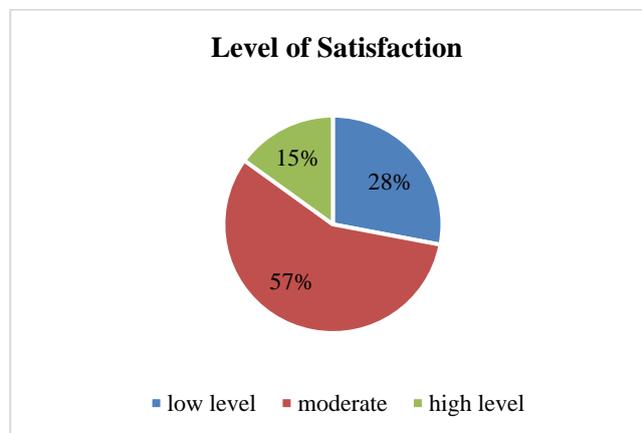


Fig. 3 Level of Satisfaction

Fig 3 shows 57% of the respondents have a moderate level of satisfaction. Only 15% of the respondents have a high level of satisfaction

- Ho: There is no significant relationship between awareness and level of satisfaction.
- H₁: There is a significant relationship between awareness and level of satisfaction.

TABLE VI CORRELATIONS BETWEEN AWARENESS AND LEVEL OF SATISFACTION

		Visitors Satisfaction	Awareness Total
Visitors Satisfaction	Pearson Correlation	1	0.757
	Sig.(2-tailed)		0.000
	N	100	100
Awareness Total	Pearson Correlation	0.757	1
	Sig.(2-tailed)	0.000	
	N	100	100

Correlation is significant at the 0.01 level(2-tailed). TABLE VI revealed that the correlation value is 0.757. So, awareness and satisfaction are highly positively correlated.

Predictors (Constant), Awareness TABLE VII shows that 57 per cent of the variance in the level of satisfaction is explained by the level of awareness.

TABLE VII REGRESSION MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.757a	.573	.569	3.500

TABLE VIII ANALYSIS OF VARIANCE FOR THE REGRESSION

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2213.006	1	2213.006	9431.678	.000b
	Residual	22.994	98	.235		
	T	2236.000	99			

Dependent Variable: Visitor satisfaction Predictors: (Constant), Awareness

TABLE VIII confirms that the regression model is significant, with a significant F-statistic (p = .000). Therefore, the null hypothesis is rejected, and it is

concluded that the awareness level of visitors has a significant influence on their level of satisfaction.

TABLE IX COEFFICIENTS

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.
	Awareness	.919	.009	.995	97.117	.000

Dependent Variable: visitors' satisfaction TABLE IX indicates that the level of awareness of visitors has a significant positive effect on their satisfaction

• H₁: There is a significant difference in mean ranks towards factors influencing tourists' experiences in farm tourism

- H₀: There is no significant difference in mean ranks towards factors influencing tourists' experiences in farm tourism

TABLE X FACTORS INFLUENCING TOURISTS' EXPERIENCES TOWARDS FARM TOURISM

Particulars	Mean Rank	Rank	Statistical Inference
Service Quality	3.68	1	df=4 0.000<0.01 Highly Significant Kendall's W=0.120
Infrastructure	3.15	2	
Unique Attractions	2.77	4	
Safety and Security	2.89	3	
Environmental Quality	2.52	5	

TABLE X reveals significant differences among the factors influencing tourists' experiences in farm tourism (p=0.000 <0.01). Service Quality ranks highest (mean =3.68), highlighting its critical importance, followed by Infrastructure (3.15) and Safety and Security (2.89), highlighting their role in confirming a positive experience. Unique Attractions (2.77) and Environmental Quality (2.52) rank lower, indicating that they are less valued by tourists. The analysis (22= 374.380, df = 4, Kendall's W = 0.120) reveals that farm tourism providers focus on enhancing service quality and infrastructure to improve overall tourist satisfaction.

in tourists' views over time and the impact of government initiatives to improve farm tourism. Survey-based research can be explored based on applying modern technology, such as virtual farm tours, smartphone applications, whether it creates an impact on awareness and experience of the visitors (Natheem et al.,2022). In addition to the above, investigating how happiness, faithfulness and repeat intention are connected and how wellness actions such as meditation, yoga and natural food may be additionally included in farm tourism experience could provide precious insight.

VII. DISCUSSIONS

- Findings of the ANOVA show that there is no significant relationship between the level of satisfaction and the socio-economic status of farm tourists. This contradicts the conclusion of Gunasekara & Silva, 2022; Ma et al., 2018. Therefore, development procedures for farm tourism operation can be evenly intended for all socio-economic groups within the specified area.
- There is a significant association between tourist satisfaction and awareness; lively initiatives are supposed to be implemented to improve awareness among farm tourists to get better visitation regularity

Scope For Further Study

The scope for future study includes implementing farm tourism in the rest of Kerala or in other states to evaluate awareness, experience, and farm visitor satisfaction. The study's strength lies in revealing the similarities between demographic variables, such as age, gender, profession, etc. One of the research questions can be how advertisements affect both online and offline perceptions and experiences. It may also concentrate on the effects of environmental and sustainable initiatives on the fulfilment of tourist and their enthusiasm to visit back. The significance of local community initiative and the financial impact of farm tourism on the home area can be determined by the researcher. Research can also explore the disparity

and higher satisfaction levels. This supports the findings of Thakur, et al., 2022.

- The regression analysis reveals that the level of satisfaction is dependent on the level of awareness. Therefore, improving awareness will honestly develop satisfaction. To accomplish this, farm tourism providers may agree to a social media storytelling strategy (Kwangsawad, et al., 2023) and generate shareable digital experiences on social media platforms such as Instagram, Twitter, YouTube, Snapchat, Telegram, Facebook, etc. (Miller et al., 2023).
- As per the ANOVA and coefficient analysis reveals that tourist satisfaction is positively influenced by the level of experience and consciousness they achieve at the target. Thus, tourists should be provided with the greatest experience of the existing amenities in farm tourism (Liang, et al., 2020).
- Factors that influence tourists' experiences in farm tourism, such as service quality, infrastructure, unique attractions, safety and security, and environmental quality, can be strengthened to improve on the whole tourist satisfaction (Suhartanto, et al., 2020).

VIII. CONCLUSION

In Kerala, farm tourism is a speedily spreading sector with several opportunities for societal commitment and sustainable agriculture expansion. Modern farm innovative tourism products have drastically improved in the tourism sector in recent years. Tourist awareness plays a vital role in factors determining farm tourism achievement for an enhanced level of satisfaction and loyalty, which are highly correlated with a higher level of awareness. However, they are significant; variables like exclusive and natural surroundings hardly affect tourists' overall experience. Factors involving operational and technical such as digital connectivity,

protection policy, infrastructure quality and capable service administration, have a strong influence. Improvement needed in infrastructure with improved transit, hygienic services and trained service to catch the attention of visitors. To increase the visibility and accessibility of farm tourism destinations, information and communication technologies (ICTs) such as smartphone apps, digital media commitment and flexible websites were to be updated. Virtual farm tours, along with influencer collaboration and search engine optimisation (SEO), are taken as examples of data collection using smart social media marketing strategies that can be an assistance to build brand individuality and attract visitors. With the help of modern irrigation, waste management in an organic manner, solar power system and agricultural technologies that are helpful to the environment in a suitable way, leads to sustainable practices and enlighten the importance of farm tourism among the visitors. In the modern tourism business, Kerala farm tourism should improve its smart reach to the visitors using digital media, facility modernisation and technology infrastructure to stay reasonable and interesting.

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