

MOTIVATIONS OF FARM STAY HOSTS AND GUESTS: A PHENOMENOLOGICAL STUDY

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ABSTRACT

Background: Studies pertaining farm tourism chiefly highlights positivistic methodologies and quantitative approaches. However, there is need to explore, describe and better understand the intricacies of tourism impacting the farm, the families and rural surroundings. Interpretative research methods are comprehensive and ease off compound understanding of human dynamics involved in farm tourism. This phenomenological study explores the farm tourism experiences in Shimla from the perspective of both hosts and guests. **Objective:** The aim of the study was to understand different motivations people have to run a farm tourism business, and what motivates visitors to seek holidays at these destinations. **Methodology:** The personal narratives of hosts interviewed clarified assumptions about the motives for embracing farm tourism, the most significant being meeting new people. **Results:** Findings suggest that tourists were motivated with the desire to unwind in the serene rural landscape and to learn about rural lifestyle infused with culture and Horti practices. Incidentally, the stimulus for both the classes were found to be highly coherent with each other indicating bright future of farm stay tourism in the region. **Conclusion:** Both guest and host motivations were found to be compatible indicating a prospective future for farm tourism.

Key Words: Farm Tourism, Positivistic, Horticulture, Interpretative, Phenomenological.

INTRODUCTION

“Fruit cultivation has changed livelihood patterns in Himachal Pradesh as newer cash crops change lifestyles so do they attract a new breed of tourists to undiscovered destinations, where life moves with the season and beckons the travellers to part take in nature's bounty.” (Blossom Holidays, 2014).

In Himachal Pradesh, research from the perspective of farm tourism is overdue. The available research on farm tourism seeks references from sustainable rural development studies and special interest tourism studies primarily highlighting adventure, religion, culture and eco-tourism. Farm tourism studies with application of phenomenology was found to be minimal with no articles or research work available in context

minimal with no articles or research work available in context of Himachal Pradesh. The review of tourism literature frequently refers to lesserqualitative research studies done in areas of rural and farm tourism (Rauniyar et al., 2020). Specifically, some authors have recommended that there is need for more research into motivations of visitors who opt to stay at specialist accommodations such as farm stays (Morrison et al., 1996).

IPA is suitable methodology to answer research questions which aim to understand “what a given experience was like(phenomenology) and how someone made sense of it (interpretation)”. In this study, two important research questions had to be answered;

R.Q 1. What motivates families to start a farm tourism business?

R.Q 2. What motivates people to indulge in farm tourism holidays?

This phenomenological study explores the experience of farm tourism host families and guests in upper Shimla region, with the objective of understanding the motivations of farm families to operate a farm tourism business, and primary motivation of people seeking farm tourism holidays. Most of previous studies have focussed on the economic factors impacting farm tourism. However, there are many other socio-economic factors and the role of different family members which motivate them to embrace tourism on the family farm. The findings revealed the “lived experiences” of twelve host family members across three farm locations where tourism enterprise was operational. It was recognized that multiple factors combine together when farm families engage in farm tourism. It is an evolutionary process, highly impacting the family members; by not only providing them with work opportunities but also the farms switching from being mere producers to turning it into consumptive place.

The experience of a farm tourism holiday for guest is linked to the nature, peace and tranquillity fortified with simplicity and hospitality of people of these rural places. Many a times, Agritourism and agro-tourism are synonymously used for farm tourism and rural tourism (Fleischer & Tchetchik, 2005; Yang et al., 2010). Agritourism has often been viewed as form of rural tourism and defined as “travel which combines rural settings with products of agricultural operations—all within a tourism experience” (Williams et al., 2004). On a contrary note, others suggest farm tourism to be functional on a working farm and not just being located in a rural location (Barbieri & Mshenga, 2008; Phillip et al., 2010; Tew & Barbieri, 2012). Recently, there has been an increased interest in rural and countryside tourism. This phenomenon is observed globally; emphasizing the need for more studies on farm tourism, capable of providing valuable guidelines to the

providers, tourists, and others involved (Dimitrovski, 2019). Most studies available on farm tourism concern developed countries, focusing on the motivations and attributes of the players in this field but only few researchers have worked on qualitative aspect of tourism and identity of these actors in agritourism.

Despite varied horticulture production, farming has become a challenge for the residents of Shimla due to increasing cost of fertilizers and pesticides, farming equipment and weather uncertainties. Farming is beset with the disadvantage of small holdings as there is a preponderance of small land holdings in the state. (Agriculture census 2015-16; Statistical Abstract). It is no more a sole source of income for the family. This gap continues to widen; separating the producers from actual product consumers.

However, some of the farmers are diversifying into farm tourism to help family farms to survive, protect the agricultural heritage, enhance the productivity of farm resources through their recreational use, and even to improve the economic situation of local communities (Malkanathi, 2012). Presently, travellers seeking rural tourism are interested in authentic vacations and desire to connect with farms and farmers (Di Domenico & Miller, 2012; Phillip et al., 2010). Some of these “enterprising” family farms have diversified into a new innovative market where visitors are welcomed onto farms in what is commonly referred to as “agritourism or farm tourism” (Sznajder et al., 2009; Phillip et al., 2010; Phelan & Sharpley, 2011).

Adding of tourism to a farm has been projected as a survival strategy in some studies (Phillip et al., 2010; Sznajder et al., 2009). Farm tourism has been suggested to bring in additional income to help sustain the marginal returns from conventional farming practices. Some studies suggest that tourism on an operational farm is influenced with many socio-economic motives with main objective of preserving agrarian lifestyle (Ollenburg & Buckley, 2007; Barbieri & Mshenga, 2008; Che, 2010; Tew & Barbieri, 2012). Also, diversification of farms is

seen as technique of farm operations to keep the farms “healthy and robust” (Mendoza, 2008; Phelan & Sharpley, 2011).

Further, these farmers are assumed to be entrepreneurial (McGehee & Kim, 2004; Haugen & Vik, 2008). A farmer is like an entrepreneur – ‘managing their own business and willing to take risks’, because farming nowadays is a risky and challenging business (Phelan & Sharpley, 2011). There is steady increase in family entrepreneurship (Nordquist & Zellweger, 2010).

These family farms constantly evolve to accommodate the changes of its family members as well as the wants of society (Machum, 2005; Brookfield, 2008). These farms are transferred from one generation to the next. Given the attributes and roles of farm families, it is desirable to explore the motivations of engaging in farm tourism from the familial perspective.

Phenomenology, as a qualitative measure is well suited to find the gaps between real-life happenings and theoretical concepts; and individual's interpretations of these situations (Berglund, 2007). IPA is rooted in psychology and has an idiographic focus. IPA is a preferable research approach which is often used to examine how people make sense of their major life experiences (Smith et al., 2009).

The objectives of the study work:

- To understand different motivations people have to run a farm tourism business.
- To find what motivates visitors to seek holidays at these destinations.

METHODOLOGY

Research Design: Research design used in this study is qualitative and exploratory in nature.

Locale: This study was conducted at three farm stays in Shimla from the perspective of both hosts and guests.

Sampling Design: Purposive, small homogenous sample (similar demographic and socioeconomic conditions). Host participants – 3 farm families with 12 members, Guest

into farm tourism and their guests.

Theoretically, IPA finds its origin in phenomenology and hermeneutics (Smith, 2007). Interpretative Phenomenology aims to reveal and interpret implicit meaning in a lived experience. The second underpinning is Hermeneutics as the analysis moves from mere descriptive to interpretative. IPA is influenced and looked through the lens of ideography to understand particular phenomenon from the perspective of particular people, in a particular context. IPA's unique combination of psychological, interpretative, and idiographic elements distinguishes it from other approaches of qualitative phenomenological psychology (Gill, 2014). IPA is an iterative process- data is moved and analysed in different ways, not focusing on completing each step in a sequential path (Smith et al., 2009).

Analysis in IPA uses 'bottom-up' approach which means that the researcher generates codes from the data, rather than using a pre-existing theory to identify codes that might be applied to the data (Flowers et al., 1997). IPA encourages an open-ended conversation between the researcher and the respondent and lead us to see things in a new light

Once the data is transcribed, the researcher works closely with the text. Some parts of the interview are rich; however, some are weak connections. Moving along the transcript, similarities and differences emerge. As the analysis shapes, the researcher classifies the emerging codes. From the coded data, researcher starts identifying patterns or “Themes”. These themes are arranged as to how they are related to each other.

In the first stage of this phenomenological study, researcher tried to explore the experiences of three farm families having started and operating farm tourism enterprises. It probed in-depth into the family attributes and the dynamics involved as these families chose to diversify and exercise tourism on their farm. The data was collected through phenomenological unstructured interviews involving a small number of open-end questions which eventually served as a guideline for “in-depth conversations” with the respondents.

In the second phase, three guests were interviewed using the same process of phenomenological approach. The interviews were audio recorded and participants were assured of confidentiality. In IPA studies, tape recording is necessary along with writing so as not only to capture zest but important nuances and expressions. Special attention was paid in the selection of hosts and guests to choose from multiple backgrounds to enhance the generalis ability of the findings (Ingram, 2016). All of these host families had been operating farm tourism for different lengths of time, and the types of accommodation being offered also varied from separate self-contained cottages to in-house accommodation providing meals.

All three guests couples were vacationing at one of these farm stays during the interview. The visitors were families ranging from a young to middle aged and an elderly couple. The interviews were held in congenial and comfortable setting so that they could share their lived experiences (Pollio et al., 1997). Phenomenology demands special technique of “bracketing” which enables the researcher to become receptive to the “meaning structure” of all significant experiences shared by the participant (Schweitzer, 1998a). Bracketing requires setting aside all known aspects, knowledge, own biases and presumptions about the phenomenon.

IPA is suited for small and purposively selected samples. With IPA as guiding structure for this study, at first, a careful selection of homogenous sample was done. A purposeful sample of three farms (with twelve family members) was selected to ensure they furnished relevant and significant information on perspectives of farm tourism. The three host families had been operating their farm tourism business for different period of time, ranging from five years to more than twenty years. The types of farm tourism accommodation offered also varied from solo, self-contained cottages to a separate well-furnished guest rooms within the host house. The participants were contacted telephonically to check their willingness to participate in this study. The previous studies on

farm tourism focus majorly on leading or head family member - usually the farmer or the farm tourism entrepreneur. However, in this study all close members of farm family were requested to participate. The purpose was to gain an insight from as many family participants as possible. In all, twelve family members, across the three farms, gave their consent to participate and subsequently, each member was interviewed. Similarly, three farm guest couples were interviewed who had stayed at these destinations and were willing to share their lived experiences. They ranged from a young working couple to a middle-aged business family and an elderly couple about to retire. All the guests were Indian nationals and from North India.

Data Analysis and Statistical Analysis: Data was collected by visiting each farm plot in person and interviewing each participant face-to-face. Semi-structured interviews are exemplary for IPA studies. The interviews were audio-recorded as well so as to seek references later on. Almost all the interviews with the hosts began with asking them to share how they started farm tourism on their farm and then automatically shaped into conversation there on. On an average, each interview lasted up to 45 minutes. The data was transcribed verbatim (quoted word to word) for analysis. A journal was maintained throughout the project. This journal was used to take down visual observations and nuances which would have been probably missed in the recording. These “thick” notes were added into the transcribed interviews wherever found appropriate before carrying out analysis. Towards the final stages of the analysis, patterns started emerging from these transcripts- some common and other distinct. The research journal serves as instrument to record and document the overall process of analysis. IPA is distinguished by a group of common processes (transitioning from the individual to shared experiences, and from illustrative to the interpretative) and guiding principles (understanding respondent's standpoint and meaning-making) that can be applied with fluidity (Smith et al., 2009).

Table 1: Overview of study members

Farm	Family member	Age (years)	Role on the farm
A (5)	1 (a) Husband	61	Farm tourism principal/farmer
	1 (b) Wife	57	Involved/joint management of farm tourism
	1 (c) Son	33	Farm tourism successor/farmer
	1 (d) Daughter	28	Involved/seasonal help
	1 (e) Daughter in law	30	Involved/joint management of farm tourism
B (4)	2 (a) Husband	50	Involved/joint management of farm tourism
	2 (b) Wife	45	Farm tourism principal
	2 (c) Father-in-law	73	Farmer/casual help
	2 (d) Mother-in-law	69	Casual help
C (3)	3 (a) Husband	45	Farm tourism principal/farmer
	3 (b) wife	40	Involved/joint management of farm tourism
	3 (c) Son	17	Student/casual seasonal help

(Adopted from: “A Phenomenological Study of Agritourism Entrepreneurship on Ontario Family Farms”; Suzanne, 2014)

RESULTS AND DISCUSSION

This study highlights social and economic factors motivating these families to diversify into farm tourism. Further, the impact of this entrepreneurship on the farm and the family members also becomes evident. A common shared experience by these families was farm tourism is evolving and transitioning process which is sustaining their farming lifestyle.

Elucidation of major interpretive themes (farm stay hosts)

1) Farm diversification is slow and deliberate process-

Each of these units had humble beginning, simply starting as a home stay operation; adding an extension to their conventional Horticultural practice.

Host 1(a) noted that new touristic activities started on farm were initial steps of an evolutionary process which eventually led to development of full-fledged new farm stay business. The economic and social benefits of being in farm tourism were realized soon and later assessed. These farm families continuously reciprocated to suggestions given by their guests – be it a new idea, a product recommendation or suggestive

activities for their visitors. This is a sign of significant evolving. Farm tourism is assumed to be a deliberate action with economic considerations only.

Host 3(a) is a post graduate in management studies. Having struggled for petty jobs in Shimla for a while, he returned back to his apple orchards. He tried hands on experience along with working labour on his ancestral farm only to realize that his marginal piece of land wouldn't yield the profits he had expected. He came to know about concept of home stay from his college mates which inspired him to diversify his farms into tourist place.

“Initially I was reluctant; I always wanted an assured 9-5 kind of job for myself ; you know...when you are sure about your income. After trying here and there, I thought of farming. But you see it's not easy either. It was one of my friends who was holidaying in some home stay at Manali, who gave me this idea. I had my doubts....but again there wasn't much at stake. You see we have spare rooms where we can always accommodate couple of people and we have a road approaching....so why not. Now, down the lines five years I haven't made much- but I see it's growing and most importantly I am satisfied with my venture. I'm sure it is going to be bigger. We had a couple staying with us during covid who stayed back almost for about two months.... And now they are coming back to us.....”

2) Farming remains critical component of rural lifestyle-

Embracing farm tourism fortified the profile of these families as “farmers”. The demand and pressure of having visitors in the house and simultaneously, on the farm had to be coped up without any fuss. All of these units are functional during peak tourism season and would close down their operations during harvesting. The tourist off-season gave much needed break and space to refresh and recharge. Although most of this time is utilized in farming activities, their priority for sustaining farming is revealed. The family members were willing to run the operations year round, but time off is needed for retaining a quality lifestyle. They continued to identify themselves

essentially as farmers and not as an entrepreneur. These families were engaged in farm Maintenance and it was utmost important to them. These findings are contradictory to conclusion of some studies where agritourism has been found to diminish the farmer identity (Sharpley & Vass, 2006; Haugen & Vik, 2008; Brandth & Haugen, 2011; Di Domenico & Miller, 2012). Farm tourism in this study was found to be sustaining a farming lifestyle. Farming is family business with more chances of younger generation adopting it to be new farmers (Brookfield & Parsons, 2007). The role of farm stay and tourism in farm inheritance has not been sufficiently investigated from the perspective of family's life cycle (McGehee & Kim, 2004; Barbieri, 2009). Motives for starting such businesses are influenced by different developmental stages in the family's wheel-of-life (Ollenburg and Buckley; 2007 and Rilla, Hardesty, Getz, and George (2011). It significantly became apparent when their children returned home after attending university or college, or whilst covid 19 as in case of farm A.

Farms were not only the source of income for the local residents but it has also resulted in the satisfaction of them. Local people were proud of their profession. Even the small landholding was giving the satisfactory output. These farms were not only supporting the present generation but at various instances it was witnessed that the next generation was indulged in the same profession even after good educational background. An elder respondent said while quoting his son:

“What would he do by going for job to the neighbouring states. There is no availability of government job. It is better to adopt the same profession that we followed. By doing so at least he would live with the family. Now you must tell me that is it possible that in any job can he get this much of money where he can save couple of thousands in a month? The most beautiful thing is that we are living within our own culture and society. What else a human being requires”

The new age farmers were integrating new skills and technologies on the farm suitable for operating farm

tourism (Tew & Barbieri, 2012). Choosing to adopt their family farm business and the new takers advancing latest mechanisms, both worked in favour of their current found business. Farm tourism provided full time employment and succession of farms to the next generation. Further, it inculcated sovereignty and sense of responsibility in the newer generation to manage their own business.

Involvement of complete families including all generations needs to be supported by the same resource. Farm tourism definitely raised the level of farm income, simultaneously providing satisfying careers to family members at different phases of life.

These parents were open to “insights and outlooks” presented by their children. They appreciate the skills and latest technology introduced at the farm by their children. Many studies highlight women using farm tourism activity as an instrument of empowerment. Women are often found to be more responsible and dependable for developing and managing farm tourism enterprises (Brandth & Haugen, 2007). In this study as well, women entrepreneurs have been observed playing key roles in managing farm tourism. Moreover, the new roles created through farm tourism inspired their daughters also to pursue their careers in the same field. Host 1(b) wife and 1(e) daughter-in-law were in charge of the duties pertaining to meals, rooms, supplies and bookings as well. In fact, the daughter in law managed the online reservations, queries and the social status of the farm. Host 1(d); the daughter was undergoing training to upgrade and extend their farm stay venture. Similarly, at farm B and C, host 2(a) and 3(b) respectively, were in charge of the in house operations.

3) Families enjoy hosting guest at their farms-

A desire to interact with visitors was yet another very important aspect projected by these families for their choice of farm tourism. Hosting strangers at one's own place is a complex process. All the family members enjoyed their role play of hosting guests as well as showed gratification having

performed their duties successfully. They were delighted to be able to offer a place where people could relax and de stress. As a host, they offered the best of the local food but tried to match food preferences of the guest as well. They loved educating about own culture and rituals to people who showed interest. Livestock, especially cow was a big attraction for children. People loved the quiet walks in nature trails. There was also the satisfaction of meeting new people and spending time with them. They experienced great pleasure with people of same age and similar interests; specially the elder family members could relate well to the guest from their age category and tried to accompany them when the others had gone outdoors. It was a matter of contentment that guests enjoyed their holiday and as a host they could provide whatever means they had. Hosting has been enriching and rewarding experience to most of the family members. Knowledge sharing was another thread that kept both the sides mutually tied. At one end, the host families shared their knowledge of farming, livestock and rural culture, yet at another end knowledge that guest brought with them from outside world was received very enthusiastically. The venture of farm tourism has laid a platform for knowledge and experience sharing amongst the like-minded people. Overall experience was pleasurable for both- the host families and guests.

These families experienced unity in hosting farm tourism. They supported each other well by sharing the tasks amongst themselves. Although each member had his/ her charter of duty but many a times overlapped/ swapped their roles as the situation demanded.

Apart from mutual leanings, there were associated challenges which demanded flexibility and adaptability. One had to be present on the farm while guests are staying, and make lifestyle changes accordingly.

In the initial phase of their start-up, host 3 (b) experienced traction and anxiety in relating to guests who had different mindsets and unusual expectations from their own. She recalls that she had a lot of difficulty in handling guest from plains

who come for weekend tourism. She had little knowledge and guests were demanding elaborate menu choices. All this led to confusion and tension. Now they have set their own house rules to avoid such anxiety and frustration.

In another experience, host family farm A was reminded of city guest who had very unrealistic expectations. The guest had opted to stay at one of the independent cottages set up on the farm which had fully functional kitchen attached. Being on vacation meant room service or a dedicated staff to them. Whilst running an operation like this, one does keep labour for outdoor works, but most of the house hold chores are done by the family themselves. Had the guest been staying on the premise, they still could have been served meals in their room. After acquiring some experience, they have learnt how to tackle such guest and decline stay to them. Another fear was highlighted by host 1(b) and 2(c) in communicating with visitors from other countries who may have different expectations of the farm holiday. They have voiced for better support from government in terms of training, skill development and financial aids.

Elucidation of major interpretive themes (farm tourism guest)

1) Farm stay is rejuvenating and educational experience

(Guest 1) was highly inspired by the natural beauty and surrounding landscapes. The tranquillity and peaceful nature simply left the couple speechless. They opted to stay at one of the cottages amidst the farm which gave them feeling of small and cosy home. They felt that they couldn't have asked for more. Farm stay exceeded all their expectations of ideal holiday. This was their first experience of country side and watching the farming practices so closely. They even volunteered to take part in the field work and were surprised to see the advancements of technology and machinery in use. Having developed interest in farming, the guest couple even visited a modern farm being developed with high density plantation in the near vicinity.

Guests admitted that lifestyle in city is full of stress - be it surviving a dynamic job, being self-employed, a business owner or simply looking after the house. They experienced a feeling of renewal, recharge and recovery at these farms with clean air- free from pollution and the traffic noise.

(Guest 2) found farm tourism as uplifting and rejuvenating experience. She was a home maker who worked 24*7 looking after the needs of her family. It was her chance to take a break from domestic duties. She felt pampered by the host. The Guest couple was happy to see their children playing with farm animals. They were amazed that their children could stay away from gadgets and were learning about farming. Their children thought that they were at one of those places which they draw in their drawing notebooks- a landscape with colonial house; in fact, the younger son called it “old Mc. Donald farm”.

2) Guests cherish their childhood memories of village life

(Guest 3) was a well-travelled couple who were experiencing farm tourism for the first time. They experienced phenomenal simplicity and hospitality from the rural hosts. They related their sentiment of staying in the countryside to their childhood memories when they would visit their relatives in village during their school holidays. They were completely moved with the village life so much that they were actually planning to settle in one of such places post-retirement. During their extended stay at the farm, they developed friendship with the elders of the host family. It was not unusual to befriend like-minded people who shared same interests and belong to the same age category.

3) Guests experience village host to be friendly and hospitable

All the participating guests in this study opined that village people are very friendly and helpful. Where guests had good experience with the host, they have returned to that farmstay. The guest staying in the host house had more interaction with the host family members, thus more closeness was developed. However, the guest staying in independent cottages were the ones seeking privacy. Guests enjoyed meals with the host, respecting their tradition of sitting on the floor

and eating with own hand and no cutlery. It was fun for children as well. As a farm tourism guest, one encounters situation where meals are shared with the host family. Some may find it as a pleasant experience, but it might turn out inconvenient and awkward situation for others. Farm activities are delightful, educational and engaging not only for the children but adults also. It was a way of keeping family happy and occupied with something that they have done never before. The guests were highly moved to see the amount of hard work village people do in their daily routine. They walk up and down their farms so many times needing no other superficial fitness activity. Perhaps, this was their secret mantra to keep them fit and away from lifestyle diseases. Another thing worth observing was that rural people made minimal use of packaged and convenience foods. Though the food in village is rustic, yet it is wholesome and healthy. Some guests simply enjoyed leisurely walking around or reading, some enjoyed listening to the folktales and cultural practices of the host families. Guest spent best quality time with their families and with the host families too.

The purpose of using interpretative phenomenological approach in this study was to add more depth and value to existing knowledge about farm tourism. The researcher could discover a lot more about farmers as entrepreneurs and their motivations, behaviours and values. Without the use of interpretivism, these aspects might have been overlooked. It was realised that diversifying into farm tourism provided opportunities for farm families to interact with new people. They could retain their proud self-identities as farmers, simultaneously educating and demonstrating their farming expertise to the visitors. These important concepts were explored throughout the conversation with our respondents.

The farmers felt that the networking with other farm tourism entrepreneurs can help in growing their business operations. Additionally, these families felt the need for skills training and technical support as these were the areas where they lacked experience; the most significant and applied ones were

marketing and pricing strategies, developing on-farm activities and risk coverage for visitors and hosts. A support system may be developed by the various stakeholders, peers and Government agencies. Collaborating with like-minded farmers may further empower community as a whole. The concept of diversifying farms has been a transitional process for these families where they have built their business skills and capacities over a period of time. Suitable and appropriate plans in the interest of rural communities may be developed and implemented.

CONCLUSION

IPA as a methodology provides for a deeper and holistic understanding of concept of farm tourism, especially in the context of host families as well as their guests. The methodology for conducting tourism research should remain based on the context of the questions to be answered (Ulhoi & Neergaard, 2007).

Three farm families with twelve family members did provide substantial data for exploring in depth the “lived experience” of farm families engaged in farm tourism. No assumptions were made at the outset of this study but the indulged experiences and perspectives of these families were explored. The intention was to understand the shared meanings and divergent experiences of each and every family member involved in the system. The findings have revealed it as an evolutionary process and the decision to opt farm tourism by youth as a career choice was transitional but not abrupt. The findings of this IPA study may not be generalized to all farms engaging in such practices. However, future course of action may include more such studies for comparative analysis. Longitudinal studies may also be carried on such farms to follow the on-going experiences of families involved; influencing diversification of farms into tourism. The motivations of guests were recovering from city life stress and relaxing in the peaceful countryside. The rural lifestyle has been experiential as their farm stay holidays over exceeded

their expectations. Hosts and guests shared common social interests of meeting new, like-minded people.

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