



ST. XAVIER'S COLLEGE, MAPUSA GOA

Report of Activity conducted in the Academic Year 2024-25

Name of Activity	Educational Excursion & Marketing Audit Visit to Parshuvan Farm
Date/Duration	09 February 2026
Venue	Parshuvan Farm, Assonora (Advalpal), Bicholim, Goa – 403503
Name of organizing Department/Cell	BBA (T&T)
In collaboration with	
Name/s of Faculty Coordinator	Prof. Rommel Pinheiro Assistant Professor Department of BBA (Travel & Tourism)
Stratum of Event	Academic Field Visit / Experiential Learning Activity
Name & details of Resource Person/s If any	
Report	<p>The Department of BBA (Travel & Tourism), St. Xavier's College, Mapusa, organized an educational excursion to Parshuvan Farm, Assonora, on 9th February 2026 as part of the curriculum requirement for the course MNT-104: Marketing for Hospitality and Tourism.</p> <p>The visit was conceptualized as an experiential learning initiative aimed at bridging theoretical marketing frameworks with practical application in a real-world rural hospitality setting. The excursion provided students with direct exposure to agritourism operations, service delivery systems, and destination positioning strategies in interior Goa.</p> <p>Parshuvan Farm represents an emerging model of sustainable rural tourism that integrates agriculture, heritage preservation, and hospitality services. During the visit, students were guided through various operational components of the farm including agricultural activities, accommodation facilities, and recreational infrastructure.</p> <p>The activity enabled students to critically observe and evaluate the implementation of the 8 Ps of Service Marketing in a rural tourism context. Particular emphasis was placed on understanding how the farm leverages its cultural authenticity, organic farming practices, and traditional knowledge systems as strategic marketing tools to differentiate itself from conventional coastal resorts in North Goa.</p> <p>Objectives of the Visit</p> <p>The educational excursion was conducted with the following objectives:</p> <ol style="list-style-type: none">1. To evaluate the application of the 8 Ps of Service Marketing within a rural agritourism enterprise.2. To examine how Goan heritage, traditional farming practices, and

	<p>cultural narratives are integrated into tourism marketing strategies.</p> <ol style="list-style-type: none"> 3. To analyze customer engagement mechanisms, service processes, and physical evidence in a hospitality-based rural setting. 4. To assess sustainable tourism practices adopted by the farm and their marketing implications. 5. To enable students to prepare a structured Marketing Audit & Strategy Report, including actionable recommendations. <p>Student Reflection.</p> <p>The visit significantly reshaped students’ perception of tourism in Goa. Goa is widely recognized for its coastal tourism model dominated by beaches, nightlife, and resort-based hospitality. However, this excursion highlighted the immense untapped potential of rural tourism in the hinterlands.</p> <p>Students observed that agritourism offers a deeper, more immersive engagement compared to mainstream coastal tourism. While beach tourism focuses primarily on leisure and entertainment, rural tourism emphasizes sustainability, education, heritage preservation, and community-based economic development.</p> <p>The interaction with farm personnel, observation of traditional distillation processes, and exposure to organic farming practices demonstrated how tourism can function as a tool for cultural conservation and rural empowerment. The experience reinforced the importance of strategic marketing in positioning rural destinations as competitive alternatives within Goa’s tourism landscape.</p> <p>Overall, the activity strengthened students’ understanding of experiential marketing and sustainable destination management.</p>
Brochure/Poster	NA
Photographs	https://xavierscollegegoa.ac.in/wp-content/uploads/2026/04/photos-of-Educational-Excursion-Marketing-Audit-Visit-to-Parshuvan-Farm-.pdf
List of participants With signatures	https://xavierscollegegoa.ac.in/wp-content/uploads/2026/04/List-of-participants-Educational-Excursion-Marketing-Audit-Visit-to-Parshuvan-Farm-.pdf
Certificate	NA