

Farm Tourism Entrepreneurship: A Mechanism for Rural Development in Kerala

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Abstract: *Farm Tourism is a new trend in Kerala's tourism sector. Kerala, being an agriculture dominated state, has tremendous potential for developing Farm Tourism in a big way without much additional investment. Farm Tourism could create awareness about rural life and knowledge about agriculture science among urban school children. Treating guests is pleasure for the villagers than pain. The farmer entertains the guest while entertaining himself in the process. He is not like an exploitative natured businessman which itself facilitate a clean tourism atmosphere. There is an increase in the number of tourists preferring non-urban tourist spots. Hence, there is scope for the promotion of non-urban tourist spots in interior villages by establishing Farm-based Tourism centers. Organic Farming and its development give tremendous impetus to Farm Tourism. Farm tourism Entrepreneurship is a new concept for farmers to get into enterprise and business system. Entrepreneurship development through Farm tourism may be a useful tool for the development of rural areas in Kerala. The purpose of this study is to explore the scope of farm tourism entrepreneurship in Kerala. This study also investigates the socio-economic contribution of farm tourism entrepreneurship to the rural development of Kerala.*

Keywords: farm tourism, eco-tourism, entrepreneurship, organic farming, socio-economic contribution

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