



Agrotourism: A Boon to Agriculture

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In our socio-economic life, agriculture is the constant source of food and economic exchange. Increasing population not only enhancing the burden on agriculture but also depleting the nature and its natural resources. Certain studies also state that enormous application of synthetic fertilizers, pesticides, insecticides etc. are also creating pollution. So, mitigate the increasing demand of the food and to maintain the balance in the ecology, "Agrotourism" is certainly a trustworthy option. To implement best practices, farmers are always in the need of money, energy, new equipment's, market, manpower etc. All these requirements are interconnected to each other. Under the one roof of "Agrotourism" farmers can fulfil them.

Now a days definition of tourism has changed. Travellers are exploring new destinations and they want to take different experiences of their tourist destination. Youngsters, citizens of urban cities and environment friendly workers are now readily taking part in such innovative activities. Frequent visits of these people create income source, they can contribute to actual farming techniques as well as marketing of the products can easily achieve. Newly generated revenue can be utilized to employ new techniques and methods in the field. At the same time, manpower can also be utilized for the daily farming activities. Such kind of initiative of the farmers will also boost the activities of environment friendly, government organisation, non-governmental organisations and activists to solve the basic needs of farming such as fertile soil, ample amount of water, organic fertilizers etc. At this stage farmers have a huge scope to develop their lands as a platform of sustainable development.

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