

FARM TOURISM IN KERALA: ITS POTENTIALS AND CHALLENGES

Smt. Rajasree. K,

Assistant Professor, Dept. Of Commerce, CAS College, Madayi

Dr. Hemalatha A.V,

Associate Professor, Dept. of Commerce, PRNSS College, Mattanur

Abstract

India's own country is one of the best tourist destinations of the world. Our state has natural beauty and greenery and our high range area is best known for its home stays and farms. It is inevitable for every tourist to stay comfortable, and eat healthy food to enjoy their holidays. The question arises to what can it be? Farm tourism gives a solution to this. When the health conscious tourists are provided with the desired food and stay, there begins the importance of organic tourism. Organic tourism is not yet developed in Kerala though number of organic farms are increasing in Kerala. being an agriculture dominating state, agri-tourism or Farm tourism is a new way of tourism. When health conscious agri - tourism associated with sustainable tourism is referred to as organic tourism concentrated in organic farms. Organic tourism is a part of eco-tourism which included in the category of agri-tourism. Nowadays most of the tourists are interested in visiting farms and love to live in farm houses. They prefer to eat healthy food and like to stay at healthy environment. When farms are organically managed by enhancing the quality of farm products, supplies like, environmentally-sustainable farm-houses, healthy organic farm landscape etc, which attracts more tourists to the state. Increasing demand for organic farm products gives thrust and confidence to many people to come to the field of organic tourism with good projects and thus making it financially viable. Organic farmers of Kerala considered their farm as a source of living by converting its farm to tourism destinations. The demand for organic produces from tourists as well as Locals is increasing. Kerala is the finest destination for creating organic tourism and thus here is the greater scope for it.

Keywords: Organic farming, Agri-tourism, Organic farm tourism, Issues and challenges