Tourism in Agriculture?

➢ Farm tourism is one pathway to make agriculture more exciting/"sexy" and encourage people to move into adoption of sustainable and environment-friendly practices.

➢ It is also one of the emerging opportunities on agriculture as a business venture (adds income to the farmers and fisherfolks), and on better and healthy lifestyle.

➢ Farm tourism is also referred to as agritourism or ecotourism.

Unleash the potentials of farm tourism to improve the lives of Southeast Asian farmers
Farm tourism is the practice or business of attracting visitors and tourists to farm areas for production, educational and recreational purposes while encouraging economic activities that provide both the host farmer and the community additional income.

(Farm Tourism Development Act of 2016. Philippines. 23 May 2016)
Farm tourism recognizes that combining tourism with agriculture can disseminate the value of agriculture in the economic and cultural development of the country, serve as catalyst for the development of agriculture and fishery communities, and provide additional income for farmers and fisherfolks.

Farm tourism seeks to promote environment-friendly, efficient and sustainable farm practices; provide alternative recreation facilities and farm tourism activities, and promote health and wellness with high quality farm-produced food.
Emerging Trends and Issues in Farm Tourism

- How does one get started in the farm tourism business? What (how much) are the potential additional earnings to the usual farm harvest? What are its potentials within the ASEAN economic integration?
  - requirements and standards
  - key elements or features to be considered as a farm tourism destination
- What are the capacity building programs to prepare the host farmer/family/establishment and the community? (interpersonal communication skills, cultural dimension, planning activities for the tourist/s, food . . .)
  - Improving the facilities and services as part of the “homestay program”

- What are some of the strategies/innovative approaches to better integrate culture, good agricultural practices, and manage the environmental impacts of the visitors’ activities?
Emerging Trends and Issues in Farm Tourism

How do we integrate or harmonize the family farming activities vis-a-vis farm tourism to further improve on the livelihood of the farm families and also the economy of the community in general?