



P-Glossary



Agrotourism

Agrotourism (also known as farm tourism, agritourism, rural tourism, nature tourism, and green tourism) generally refers to visitor-oriented, value-added farm/ranch enterprises, operated singly or as part of a package of activities to provide enjoyment and education or other experiences or services to visitors which can generate additional income in addition to products produced by the farm/ranch. In agrotourism, visitors have the opportunity to become acquainted with agricultural areas, farming activities, local farm-based products, traditional cuisine, and the daily life of the people, as well as cultural elements and authentic features of the area. At the same time, it mobilizes the productive, cultural, and developmental forces of an area, contributing in this way to the sustainable environmental, economic, and social development of rural areas. For example, green tourism in Japan puts an emphasis on farming and rural cultural experiences, which have educational effects as people come to understand farming and rural heritage.
