

## Promote agritourism to generate more jobs, support local businesses : BTB

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Dhaka : Agriculture based tourism in Bangladesh has immense potential. It could generate more jobs, support local businesses, reduce poverty, and develop rural communities.

Bangladesh Tourism Board Chief Executive Officer Abu Tahir Muhammad Zaber said this while addressing a workshop held at the NTO's head office in the capital on February 3.

BTB CEO further said, "Agritourism can help improve education, skills, and living standard in rural areas. It can also help promote sustainable farming practices and reduce the environmental impact of tourism in the country."

Agritourism can also play a role in promoting the country's agriculture diversity, cultural traditions, and local products, added the CEO.

Bangladesh Tourism Board in association with Bangladesh Flower Society organized the workshop on Introducing Agritourism in Bangladesh, supported by Netherlands-based organization PUM Netherlands.

An agritourism expert from PUM Netherlands Harro Boekhold shed light on how it can be expanded in Bangladesh.

He said, agritourism can be developed with any agricultural produce, be it fruits, flowers or grains, adding, it can also be developed with fisheries or livestock farms.

"Agritourism will include agricultural-based activities and will attract visitors to a farm. It will offer tourists opportunities to interact with farmers and learn how agriculture production takes place," informed Boekhold.