

Farm tourism as a significant form of agrarian enterprise in Vojvodina

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Abstract: Farm tourism, as a special form of rural tourism, is characteristic of the territory of the Autonomous Province of Vojvodina and is a well-developed, promoted and popular rural tourist product. This form of rural tourism can initiate the development of rural economies, increasing the employment rate of rural population since it is a labor-intensive activity. Farm tourism is, also, a form of agrarian entrepreneurship. Agrarian entrepreneurship is a "new organizational form of entrepreneurship" that can be developed in all activities covered by multifunctional agriculture. These activities can provide rural residents with additional employment and income. Therefore, multifunctional or multifunctional agriculture is often referred to as agrarian entrepreneurship in the literature. The most important segment of multifunctional agriculture is rural tourism, since it can create the fastest diversification and development of rural economies. The importance of rural tourism is derived from the multiplicative impact of tourism on economic development. Therefore, the development of farm tourism, as the most authentic and represented form of rural tourism in Vojvodina, is of great importance for the development of rural economies. The revitalization of Vojvodina farms, and the development of tourism on them, enables the affirmation of tradition as well as its economic valorization. It is an affirmation of the Farm lifestyle, farming, traditional and authentic gastronomy, as well as the revitalization of old crafts, domestic crafts and the like. Tourism, in return, provides funding for investments and further revitalization of the farm. The economic importance of farm tourism is also reflected in the rise in entrepreneurial activities. Of particular importance is the impact on the development of women's entrepreneurship, given that this type of tourism mainly engages the female workforce. Farm tourism can keep women as well as young people on farms and initiate economic development and survival of villages and small towns in Vojvodina.

Key words: farm tourism, agrarian entrepreneurship, development, rural economy, Vojvodina

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