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 **SARAWAK
AGROTOURISM
CONFERENCE & EXPO**
28 - 30 AUGUST 2023

With Compliments
DR I GUSTI BAGUS RAI UTAMA
INDONESIA



SARAWAK **AGROTOURISM** CONFERENCE & EXPO

28-30 August 2023

Borneo Convention Centre Kuching, Sarawak



PROGRAMME BOOK





Conference
28 – 29 Aug 2023

Exhibition
28 – 30 Aug 2023

Opening Hours
10.00 am to 6.00 pm, 28 – 29 Aug 2023
10.00am to 5.00pm, 30 Aug 2023

Venue
Borneo Convention Centre Kuching (BCCK)
Demak-Isthmus Bridge, Jalan Keruing
Sejingkat, 93050 Kuching, Sarawak, Malaysia

Events
Farm to Farm Travelogue Programme
22 Jul – 23 Aug 2023
Kuching > Bau > Baram > Bintulu > Miri > Be'Kelalan > Kuching

Opening Ceremony
28 Aug 2023, 9.00 am
Great Hall D, BCCK
The Right Honourable
Datuk Patinggi Tan Sri (Dr) Abang Haji Abdul Rahman Zohari bin
Tun Datuk Aband Haji Openg
Premier of Sarawak

Networking Reception
28 Aug 2023, 5.30 pm
The Raintree Restaurant, BCCK

Borneo Empurau Farm & Resort visit
30 Aug 2023, 10.00 am – 2.00 pm

Supporting Organisations
Ministry of Food Industry, Commodity and Regional
Development Sarawak (M-FICORD)

Business Events Sarawak (BESarawak)

Official Media Partner
KUPIKUPI FM Sarawak

Official Hotels
Grand Margherita Hotel Kuching
Riverside Majestic Hotel Kuching

Organiser:
Derrisen Sdn Bhd
C-3-16 Southgate Commercial
Centre, No 2, Jalan Dua, Off Jalan
Chan Sow Lin, 55200 Kuala Lumpur,
Malaysia

Tel: **603-4813 9810**
Email: **info@derrisen.com**
Website: **www.derrisen.com**



Sarawak Agrotourism Conference & Expo (SATCE) 2023

Sarawak Agrotourism Conference & Expo (SATCE) serves as a dynamic platform, bringing together local and global agrotourism pioneers and industry players in a vibrant convergence. Within this dynamic space, innovation takes flight, networks thrive, and the spotlight shines on a tapestry of vivid agrotourism products and services.

Endorsed by the Ministry of Food Industry, Commodity and Regional Development of Sarawak (M-FICORD) and BE Sarawak, SATCE transcends the ordinary. It stands as a potent catalyst, driving agrotourism enlightenment and propelling the sector's growth and enduring allure throughout Sarawak and Malaysia.

Featuring a diverse lineup, the event highlights 20 thought leaders and experts from 8 countries and region, each sharing valuable insights and research. This collaborative effort collectively enhances and promotes agrotourism awareness. Government entities and related agencies from east and west of Malaysia collaborate to present their agrotourism offerings and destinations, infusing vibrancy into the SATCE celebration.

Join us in celebrating agrotourism's journey to new horizons!





The Right Honourable

Datuk Patinggi Tan Sri (Dr) Abang Haji Abdul Rahman Zohari bin Tun Datuk Abang Haji Openg

Premier of Sarawak

Congratulations to Derrisen Sdn Bhd for your accomplishment in organising the Sarawak Agrotourism Conference & Expo (SATCE) 2023 and for uniting local and international entities in Sarawak's journey of growth and success.

The progress and achievements in Sarawak, encompassing various sectors, are a testament to our collective strength and resilience. SATCE 2023, as a significant milestone, not only highlights the agrotourism industry but also reflects the overall growth and potential of our beloved state.

By bringing together diverse stakeholders, SATCE 2023 creates an invaluable platform for collaboration, sharing best practices, and exploring opportunities for sustainable development. This event is a catalyst that drives economic growth, cultural preservation, and community well-being in Sarawak.

Together, let us harness the tremendous potential that Sarawak holds, beyond agrotourism alone. By embracing collaboration and fostering lasting partnerships, we can showcase the richness of our resources and propel Sarawak to new heights as a globally recognised destination.

I extend my best wishes to all participants and may this event inspire us to continue working together, unlocking opportunities, and contributing to the holistic growth of our beloved state.





The Honourable

Dato Sri Dr Stephen Rundi Anak Utom

*Minister of Food Industry, Commodity and
Regional Development Sarawak (M-FICORD)*

I wholeheartedly support and endorse the Sarawak Agrotourism Conference & Expo (SATCE) 2023, which showcases the growth and potential of both the agriculture and agrotourism sectors in Sarawak. This event brings together local and international entities, fostering collaboration, knowledge exchange, and highlighting the best of agrotourism products and services.

Sarawak's agriculture sector has long been a source of pride, with its fertile land, favorable climate, and commitment to sustainable practices. As we embrace the future, agrotourism is emerging as a promising industry in Sarawak, combining our rich agricultural heritage with tourism experiences.

SATCE 2023 plays a crucial role in promoting the development of agrotourism in Sarawak, raising awareness and showcasing the immense potential it holds. By blending agriculture and tourism, we create economic opportunities, generate employment, and preserve our cultural diversity, all while offering visitors a unique and immersive experience.

Together, let us propel the growth of both the agriculture and agrotourism sectors in Sarawak. By harnessing our abundant resources, cultural heritage, and natural beauty, we can position Sarawak as a leading agrotourism destination, attracting visitors from around the globe and contributing to the sustainable development of our state.

I look forward to SATCE's continued success in the future and I wish all participants a rewarding time at SATCE 2023.



**Amelia Roziman***Chief Executive Officer**Business Events Sarawak (BESarawak)*

I extend a warm welcome to all participants attending Sarawak Agrotourism Conference & Expo (SATCE) 2023. This event presents an exceptional opportunity for knowledge exchange, networking, and nurture meaningful connections, enabling the collective contribution to the growth and sustainable development of agrotourism industry.

As we embark on this journey, I encourage each one of you to seize the opportunities that SATCE 2023 offers. Engage in fruitful discussions, share your expertise, and explore potential synergies with fellow participants. Showcase your exceptional agrotourism offerings to a diverse audience and inspire others with your achievements and aspirations.

I would also like to take this moment to extend an open invitation to all individuals and organisations to consider Sarawak as a preferred destination for hosting similar events in the future. With its natural beauty, rich cultural heritage, and excellent infrastructure, Sarawak provides an ideal setting for the Meetings, Incentives, Conferences, and Exhibitions (Business Events) industry. Our dedicated team at BESarawak is committed to developing, supporting and bidding impactful business events that drive economic growth and social development.

Let's forge partnerships, nurture innovation, and propel agrotourism and the business events industry in Sarawak. Together, we will make SATCE 2023 unforgettable and pave the way for a remarkable future of events in Sarawak.





DERRISEN SDN BHD

Warmest greetings.

Welcome to the inaugural Sarawak Agrotourism Conference & Expo (SATCE) 2023!

Thank you for joining us as we showcase and promote agrotourism to the global stage. SATCE brings together the best agrotourism products and destinations, providing opportunities for local businesses to flourish at home and abroad.

Experience more than just a conference and expo at SATCE. It's a dynamic platform that raises awareness about the immense potential of agrotourism, driving sustainable and responsible growth for the sector. This event serves as a catalyst to garner international attention for Sarawak's agrotourism offerings, fostering the growth and prosperity of the agriculture and tourism sector.

We hope your participation at SATCE will give you valuable insights into the latest trends, innovations, and best practices in agrotourism. At the same time, connecting with industry experts and like-minded individuals, fostering meaningful collaborations.

SATCE opens doors to a world of possibilities, unlocking the untapped potential of agrotourism. As the organiser, we wish to become the advocate to bring this sector to the forefront and supporting the local economy in agriculture and tourism ecosystems.

We wish all attending SATCE 2023 an enjoyable and fruitful time.



28 August 2023

OPENING CEREMONY

0900–0910 **Welcome Remarks**
Ms Karen Goi
Project Director, Derrisen Sdn Bhd

0900–0915 **Welcome Address**
The Honourable Dato Sri Dr Stephen Rundi Anak Utom
Minister of Food Industry, Commodity and Regional Development Sarawak (M-FICORD)

0915–0945 **Guest Speaker**
Mr John Stanley, Founder, John Stanley Associates, Australia
Agrotourism, Its Time Has Arrived for Sarawak

0945–1015 **Keynote Address**
The Right Honourable
Datuk Patinggi Tan Sri (Dr) Abang Haji Abdul Rahman Zohari Bin
Tun Datuk Abang Haji Openg
Premier of Sarawak

1015–1030 **Presentation of token of appreciation & group photo session**

1030 – 1100 **VIP Exhibition Tour, Coffee Break**

SESSION 1: GLOBAL TRENDS AND REGIONAL POLICIES IN AGROTOURISM

1100–1125 **The Future of Farm Tourism in the Philippines: Challenges, Strategies and Insights**
Dr Kafferine Yamagishi, Assoc Professor, Cebu Technological University, Philippines

1125–1150 **Agrotourism Business Models and Government Policies in Taiwan**
Dr Ming-Chang Lin, Assoc Professor, National Taichung University of Science and Technology, Taiwan

1150–1215 **Maharashtra: Agri Tourism Policy 2020**
Mr Pandurang B Taware, Father of Agri Tourism in India, Agritourism Development Company Pvt Ltd, India

1215–1230 **Panel Discussion: Moderator: Dr Victor Luna Amin**

1230 – 1400 **Lunch Break & Networking**

SESSION 2: OVERVIEW AND DEVELOPMENT OF AGROTOURISM IN SARAWAK AND MALAYSIA

1400–1425 **Overview of Agriculture Industry in Sarawak**
Dr Gluma Saban, Head - Policy & Development Division, Ministry of Food Industry, Commodity and Regional Development (M-FICORD)

1425–1450 **An Overview of Ecotourism Industry and the Potential of Agrotourism Industry in Sarawak**
Dr Victor Luna Amin, Assistant Principal Secretary, Ministry of Tourism, Creative Industry & Performing Arts Sarawak (MTCP)

1450–1515 **Overview of Tourism Industry in Malaysia and Homestay Programme**
Mr Sulaiman Suip, Senior Deputy Director, Package Development Division, Tourism Malaysia

1515–1530 **Q&A**

SESSION 3: CASE STUDY: INTERNATIONAL BEST PRACTICES

1530–1555 **Case Study: Chestnut Brae Farm: Agrotourism Best Practices**
Mr John Stanley, Founder, John Stanley Associates, Australia

1555–1620 **Agritourism in New Zealand: Case Studies in Diversifying Farm Income**
Ms Marijke Dunselman, Founder, Agritourism NZ, New Zealand

1620–1645 **Agrotourism as an Alternative Form of Tourism in Bali Indonesia**
Dr I Gusti Bagus Rai Utama, Assoc Professor of Tourism/ President/ Rector, Universitas Dhyana Pura, Bali, Indonesia

1645–1700 **Panel Discussion: Moderator: Mrs Linda Stanley**

END OF DAY 1

1730–2030 **NETWORKING RECEPTION**

29 August 2023

SESSION 4: OPPORTUNITIES AND POTENTIALS IN AGROTOURISM

- 0900–0925** **Levelling-up Stakeholders in Agrotourism Through Experiential Learning: The SEARCA Experience**
Dr Nova Ramos, Head, Training for Development Unit, Education & Collective Learning Department, SEARCA, Philippines
- 0925–0950** **Establishment Interpretation Trail at Agriculture Park: From Concept to Tourism Product**
Prof Dr Azlizam Aziz, Department of Recreation & Ecotourism, Faculty of Forestry, University Putra Malaysia
- 0950–1015** **Agrotourism Destination in Cameron Highland, Malaysia Choice of Holiday Destination and the Future for Agrotourism Development**
Dr Ong Siew Har, Chris, Dean, Faculty of Hospitality and Tourism, Berjaya University College, Malaysia
- 1015–1040** **Eco Village Community Development for Agrotourism**
Mr Arul James Edwin Thambu, Founder & Managing Director, Tamilnadu Agrotourism Network Corporation, India
- 1040 –1055** **Q&A**
- 1055–1125** **Coffee Break & Networking**

SESSION 5: DIVERSITY AND SUSTAINABILITY IN AGROTOURISM

- 1125–1150** **Farm Tourism and Sustainability Indicators**
Dr Lanndon Ocampo, Professor, Cebu Technological University, Philippines
- 1150–1215** **Agrotourism and Sustainable Agrotourism Development: What it is, Its Potential Roles, and What is Needed**
Assoc Prof Dr Ramesh Boonratana, Regional Vice-Chair, IUCN SSC Primate Specialist Group, Thailand
- 1215–1240** **Integrating Regenerative Tourism Principles into Agrotourism**
Prof Dr Vikneswaran Nair, President, DISTED College, Penang, Malaysia
- 1240–1250** **Q&A**
- 1250–1400** **Lunch Break & Networking**

SESSION 6: SUSTAINABLE AGRICULTURE AND COMMUNITY FARMING

- 1400–1425** **Potentials of Agrotourism at Kampung Tringus Bong, Bau, Sarawak**
Mr John Jadol, Senior Research Officer, Department of Agriculture Sarawak
- 1425–1450** **Sustainable and Green Lifestyle**
Mrs Intan Jailani, Co-founder & Principal, SEEDS Malaysia
- 1450–1515** **Community Based Food Production – Permaculture for Sustainable Agriculture**
Mr Abdul Razak Abdul Aziz, Chief Seeder, SEEDS Malaysia
- 1515–1530** **Q&A**
- 1540–1610** **Coffee Break & Networking**

SESSION 7: AGROTOURISM: THE WAY FORWARD

- 1610–1710** **Panel Discussion: Sarawak Agrotourism, Moving Forward**
Panelists: Mr John Stanley, Ms Marijke Dunselman, Dr Kafferine Yamagishi, Mr Pandurang Taware
Moderator: Mr Sirai Daha, Permanent Secretary, M-FICORD
- 1710–1730** **Closing Message**
The Honourable Mr Maclaine @ Martin Ben, Deputy Minister, M-FICORD

END OF DAY 2



MR JOHN STANLEY
 FOUNDER
 JOHN STANLEY ASSOCIATES

Agrotourism, Its Time has Arrived for Sarawak

The keynote presentation will discuss:

- What agritourism is and the opportunity in this tourism sector for Sarawak.
- Analyse where, why and how to engage visitors in the agri-tourism sector
- Developing a viable unique agri-tourism experiences in Sarawak.
- Assess the marketing strategy that will need to be in place for ventures to be successful
- Provide a recommended process plan moving forward for agritourism in the region.

Global tourism growth is in rural tourism destinations outside of the main cities. This provides major opportunities for farmers and rural entrepreneurs. The key is to learn the lessons from around the world and adapt them to the scene in Sarawak.

Case Study: Chestnut Brae Farm: Agrotourism Best Practices

Chestnut Brae is an award winning Agritourism destination in the south west of Australia. In this presentation we learn about the successes of the farm and what John and Linda learned along the way that they can share with the audience.



MR ARUL JAMES EDWIN THAMBU
 FOUNDER & MANAGING DIRECTOR
 TAMILNADU AGROTOURISM NETWORK CORPORATION

Eco Village Community Development for Agrotourism

Mr Arul James Edwin Thambu, the founder of Grace Garden Agrotourism Centre, will present an innovative concept for an agrotourism centre that fostering a community of 200 families, dedicated to embracing an organic lifestyle.

The proposed eco village aims to create a sustainable and self-sufficient community, while also promoting the principles of organic living and agrotourism to the world.

By combining elements of agriculture, education, wellness, and cultural exchange, this visionary project endeavors to shape a future where communities thrive in harmony with nature, ensuring a brighter and greener tomorrow.



MR PANDURANG B TAWARE
 FATHER OF AGRI TOURISM IN INDIA
 AGRI TOURISM DEVELOPMENT COMPANY PVT LTD

Maharashtra - Agri Tourism Policy 2020

Maharashtra is rich in history, culture, and natural landscapes, offering a multitude of experiences for a diverse segment of tourists. Some of the tourism segments in the State that have been witnessing great interest from travellers, are Agri-Tourism and Rural Tourism. Recognizing the potential of these sectors, Maharashtra has been at the forefront of implementing and promoting Agri-Tourism, rural tourism and sustainable tourism in the country.

Mr Pandurang shares the mission of promoting agriculture tourism to achieve income, employment and economic stability in rural communities in India, to help boosting a range of activities, services and amenities provided by farmers and rural people to attract urban tourists to their area, thereby providing opportunity to urban people to get back to the roots.



DR I GUSTI BAGUS RAI UTAMA

*ASSOCIATE PROFESSOR OF TOURISM/ PRESIDENT/ RECTOR
UNIVERSITAS DHYANA PURA, BALI, INDONESIA*

Agrotourism as an Alternative Form of Tourism in Bali Indonesia

Dr I Gusti Bagus Rai Utama will share with us:

1. Agrotourism Development as an Alternative Tourism
 - Agrotourism Definition in many perspectives
 - Definition of Agrotourism from Agricultural Perspective
 - Definition of Agrotourism from Tourism Perspective
 - The Categories of Agrotourism
 - The benefit from agrotourism
 - The Elements of Agrotourism
 - The Opportunities in Agrotourism
2. Agrotourism Management Model as Alternative Tourism
 - The Ideal of Quality Tourism
 - The Philosophy of Agri/Ecotourism
 - Agri/Ecotourism Business
 - The Role of Agri/Ecotourism
 - Study on the Implementation Agri/Ecotourism by Community Based Tourism Principles in Jatiluwih, Tabanan, Bali
3. Mapping The Potential of Catur Village as A Herbal Agrotourism Village Kintamani Bali
 - Introduction
 - Penta helix element in community-based tourism
 - Research Method
 - The mapping of 4A Components
 - Recommendations



MR ABDUL RAZAK ABDUL AZIZ

*CHIEF SEEDER
SEEDS MALAYSIA*

Community Based Food Production – Permaculture for Sustainable Agriculture



MRS INTAN JAILANI

*CO-FOUNDER & PRINCIPAL
SEEDS MALAYSIA*

Sustainable and Green Lifestyle

The bad news..

We hear a lot on global warming, ozone depletion, air and water pollution, acid rain, waste management and more.

Do you know that almost half of the food we grow and buy doesn't get eaten and massive portion of our food is wasted and sent to landfills? While food sits in a landfill, it produces methane. That speeds up climate change.

But, the good news...

By making small changes in your routine, at work & at home, you can have a major positive impact on the planet.

And the best part?

Everybody can be part of the solution. YOU can be part of the solution!! And we ALL have a part to play. Take steps towards change. It isn't too late to solve these problems and create the change we need for a better future



PROF DR AZLIZAM AZIZ

*DEPARTMENT OF RECREATION & ECOTOURISM, FACULTY OF FORESTRY
UNIVERSITY PUTRA MALAYSIA*

Establishment Interpretation Trail at Agriculture Park: From Concept to Tourism Product

An agricultural park is a tourist attraction provided as a place to showcase the role of the Department of Agriculture in the agricultural sector in Malaysia. In the development of an agricultural park, planning and product development components are important to make the park more conducive and attractive to visit. The goal of the interpretive trail in the agricultural park is to make the subject of agriculture more accessible and appealing to the public. In the context of tourism experience, an interpretation trail. As a concept, interpretation involves the translation of ideas and concepts into forms that are more interesting and can encourage visitors to think while in the agriculture park. It can also be seen as a more effective technique in delivering management and educational messages to visitors. If done right, interpretation will help to change the image of agencies tasked for managing the park resources into something of relevance and professional in dealing with the current need of the visitors.

In addition, the interpretation process will create awareness among visitors through the information presented. The 'learn and understand' process will be faster and more effective through the use of interpretation techniques such as sentence preparation, picture selection or graphic and design of the papers themselves. Furthermore, through this understanding, visitors will be more 'appreciative' toward the resources (natural and cultural) at agriculture park. The final outcome of this interpretation process will lead to changes in visitor attitudes, which are more 'responsible' to their resources and environment. Some of the processes involved in the establishment of interpretive trails, the techniques used and some case studies that give practical examples will be presented in this paper.



DR GLUMA SABAN

*HEAD, POLICY & DEVELOPMENT DIVISION
MINISTRY OF FOOD INDUSTRY, COMMODITY & REGIONAL DEVELOPMENT*

Overview of Agriculture Industry in Sarawak

Ministry of Food Industry, Commodities and Regional Development (M-FICORD) is the ministry responsible in spearheading the development of agriculture and rural communities in Sarawak. With the theme "Empowering Communities, Enhancing Growth, Spearheading Development", M-FICORD aims to transform and sustain the agriculture and rural economy through modernisation and commercialisation. By the year 2030, M-FICORD's ambitious goal is to position Sarawak as a notable Net Food Exporter, achieving sustainable progress and prosperity for our region.



MR JOHN JADOL

*SENIOR RESEARCH OFFICER
DEPARTMENT OF AGRICULTURE SARAWAK*

Potentials of Agrotourism at Kampung Tringgus Bong, Bau, Sarawak

Kampung Tringgus, Bong is a picturesque village nestled in the heart of Bau district, Kuching Division, making it an ideal destination for agrotourism. Situated approximately 57.5 kilometers from Kuching City and only 22.7 kilometers from Bau town, the village offers a serene escape for tourists seeking an authentic rural experience.

The primary livelihood of the villagers revolves around agriculture, presenting a unique opportunity for agrotourism to thrive. Traditional farming practices and sustainable agricultural methods can be showcased to tourists, providing an educational and immersive experience into the lives of local farmers. The essence of Kampung Tringgus, Bong lies in its thriving agricultural practices, which provide a captivating opportunity for agrotourism to flourish. In addition to their primary livelihood in agriculture, some enterprising villagers have tapped into the potential of tourism-related activities to supplement their income. They engage in diverse ventures, serving as knowledgeable tourist guides, managing the Tagang system of fish, and operating homestays. These endeavours not only provide an additional source of revenue for the villagers but also contribute to the village's local economy.

Given the village's strong agricultural foundation, agrotourism emerges as one of the most promising tourism activities for this village. The unique Tagang system of fish management stands out as a major attraction, presenting a prime opportunity for agrotourism development. Beyond that, the village's natural treasures, including waterfalls, clear water rivers, and pristine jungles, entice nature enthusiasts. Furthermore, the cultivation of crops such as Liberica coffee adds to the village's potential as a tourist attraction, especially if carried out using best agronomic practices and complemented by downstream processing activities. With effective management, support, and encouragement from the government and local authorities, this village is poised to unlock the full potential of agrotourism and thrive as a sought-after destination for sustainable and enriching travel experiences.



DR ONG SIEW HAR, CHRIS
DEAN, FACULTY OF HOSPITALITY & TOURISM
BERJAYA UNIVERSITY COLLEGE

Agrotourism Destination in Cameron Highland, Malaysia Choice of Holiday Destination and the Future for Agrotourism Development

Cameron Highland is one of the most popular tourist destinations in Malaysia. Cooling resorts, tea plantation, strawberry farms, gardens, bee farms and many more.

Dr Ong Siew Har, Chris, Dean of Faculty of Hospitality & Tourism at Berjaya University College, conducted a study focusing on finding out on the resident's push and pull factor towards Agro-Tourism destination in Cameron Highland, to obtain a better understanding of attributes that motivates tourist's choice towards Agro-Tourism destination in Cameron Highland.

The result of the study hopes to encourage Agro-Tourism sector in Malaysia to be improved and help to make on a clearer pathway for future development to attract more tourists to visit the destination.



MR SULAIMAN SUIP
SENIOR DEPUTY DIRECTOR
PACKAGE DEVELOPMENT DIVISION
TOURISM MALAYSIA

Overview of Tourism Industry in Malaysia and Homestay Programme

Malaysia has faced unprecedented challenges during the pandemic, but it has also demonstrated resilience and innovation in its recovery strategies. The presentation will cover the performance of Malaysia's tourism industry from pre-pandemic to post-pandemic until Q1 2023, plus target arrivals and revenue that can be generated until 2026. At the same time, will explore the key elements that make Malaysia a unique tourist's attraction and delve into the transformative impact of Homestay Programs on the tourism landscape.



DR VICTOR LUNA AMIN
ASSISTANT PRINCIPAL SECRETARY
MINISTRY OF TOURISM, CREATIVE INDUSTRY & PERFORMING ARTS, SARAWAK

An Overview of Ecotourism Industry and the Potential of Agrotourism Industry in Sarawak

From the Post Covid 19 Development Strategies 2030 (PCDS 2030), Sarawak is envisioned to be a thriving society driven by data and innovation where everyone enjoys economic prosperity, social inclusivity and sustainable environment by 2030 through six economic sectors. Two of the sectors are the agriculture and tourism sectors. From the Tourism Sector, by 2030, Sarawak is envisioned to become a leading destination for ecotourism and business events in ASEAN Region driven by empowered communities to conserve heritage, culture and biodiversity and to promote investment and development through responsible actions. Whereas, the Commercial Agriculture and Agro-commodities Sector, it is envisioned to become a technology-driven and sustainable agriculture sector that will ensure food security & safety, create wealth for the agro-based community and establish Sarawak as a net food exporter by 2030.

Both sectors, equipped with thirteen strategies of PCDS 2030, mainly focussing on achieving high-income local communities in both agro-based and ecotourism activities in rural areas, including ensuring the sustainability of both sectors' environment and resources utilization. In this globalised and digitalised world, the rural development is increasingly expanding beyond the limit of market economy and moving toward the non-exploiting natural resource and landscape. This paper is promoting the integration of the concept of community-based ecotourism that conserve the environment, sustaining the well-being of local people and involving environmental interpretation and education with the concept of a community-based agritourism or agroforestry tourism which have huge potential of mutually supportive linkages in helping to promote higher visitor arrivals which could lead to a high-income agro-based community and contribute to the sustainable development of rural areas.



PROF DR VIKNESWARAN NAIR

*PRESIDENT & PROFESSOR
DISTED COLLEGE, PENANG*

Integrating Regenerative Tourism Principles into Agrotourism

Regenerative tourism goes beyond conserving nature and culture by actively enhancing them and delivering socio-economic benefits to communities. Agrotourism, a part of sustainable tourism, invites visitors to participate in farm activities and learn about local agricultural practices and rural lifestyles, allowing tourists to connect more deeply with the places they visit.

In Malaysia, the fusion of regenerative tourism principles with agrotourism presents an exciting opportunity. By doing so, the country can offer visitors genuine, impactful experiences while also contributing to the revitalization of local environments and cultures.

Prof Dr Vikneswaran Nair, a specialist in Sustainable and Responsible Tourism, Rural Tourism, Agritourism and Community-based Tourism, has facilitated many rural tourism projects in Southeast Asia and The Bahamas. His insights will be invaluable in understanding how to realise a truly regenerative and sustainable agrotourism model.



MS MARIJKE DUNSELMAN

*FOUNDER / CEO
AGRITOURISM NZ*

Agritourism in New Zealand: Case Studies in Diversifying Farm Income

New Zealand has traditionally been an agricultural economy. Tourism has taken over from farming in terms of foreign export earnings. Farmers are increasingly under pressure to diversify into greener farm practices and agritourism is proving to be a sustainable way to achieve this.

Marijke Dunselman will provide a range of brief case studies of agritourism success stories in New Zealand and will outline a new regional training programme that helps farmers develop profitable businesses and work together.



DR KAFFERINE YAMAGISHI

*ASSOCIATE PROFESSOR
CEBU TECHNOLOGICAL UNIVERSITY*

The Future of Farm Tourism in the Philippines: Challenges, Strategies and Insights

Dr Yamagishi will account the Philippine farm tourism sector, its various initiatives and measures. She will share insights on the current state, potential growth, and future development of farm tourism in the Philippines. Dr Yamagishi will present the underlying factors that have hindered the progress of farm tourism in the Philippines, shedding light on critical challenges faced by Filipino farmers as they strive to diversify their farms and efficiently operate farm sites. Her understanding of these challenges enables her to craft effective strategies and policies, involving all relevant stakeholders, to address these obstacles and promote sustainable growth in the Philippine farm tourism industry.

Dr. Yamagishi offers valuable insights on Philippine farm tourism, drawing from her knowledge and experience, which are bound to inspire and inform stakeholders, policymakers, and anyone interested in the flourishing domain of farm tourism in the country.



DR LANNDON OCAMPO

PROFESSOR
CEBU TECHNOLOGICAL UNIVERSITY

Farm Tourism and Sustainability Indicators

Creating sets of sustainable tourism indicators has become a popular initiative to effectively plan and manage the sustainability performance of farm tourism sites.

Dr Lanndon Ocampo from Cebu Technological University has conducted ample research and studies on sustainability of agrotourism, he will:

1. Showcase the design of farm sustainability indicators in the context of the Philippines, demonstrating an approach that is responsive to regional needs.
2. Explore the effectiveness of mathematical toolboxes that can handle the complexity and uncertainty of the sustainability evaluation process in farm tourism sites.
3. Provide guidance on the potential implementation of these approaches to evaluate farm sites, drawing on the experience of the Philippines as a case study.



DR NOVA A RAMOS

HEAD, TRAINING FOR DEVELOPMENT UNIT
SOUTHEAST ASIAN REGIONAL CENTER FOR GRADUATE STUDY & RESEARCH IN AGRICULTURE (SEARCA)

Levelling-up Stakeholders in Agrotourism through Experiential Learning: The SEARCA Experience

The Southeast Asian Regional Center for Graduate Study and Research in Agriculture (SEARCA), through its Training for Development Unit (T4DU), offers capacity building activities on farm tourism that imbue Southeast Asian agricultural development and environmental leaders, academicians, researchers, and practitioners with needed competencies toward leveling-up the farm tourism industry in the region.

Dr Nova Ramos is currently the Head of the Training for Development Unit, Education and Collective Learning Department, SEARCA. She has more than 30 years of professional capacity building work within and beyond the Southeast Asian region. She will discuss the different capacity-building initiatives that SEARCA has taken through the years to help elevate farm tourism in the region.



DR MING-CHANG LIN

ASSOCIATE PROFESSOR
NATIONAL TAICHUNG UNIVERSITY OF SCIENCE & TECHNOLOGY

Agrotourism Business Models & Government Policies in Taiwan

Agriculture is one of the main industries in Taiwan, and it's also a global leader in agrotourism.

Dr Ming-Chang Lin will present the current status and potential of agrotourism in Taiwan, the agricultural sector's support for agricultural leisure areas, leisure farms, rural community enterprises, rural youth entrepreneurship, and policy support for agrotourism.

He will also share successful business models of agrotourism in Taiwan and outline the future prospects of agrotourism in Taiwan.



DR RAMESH BOONRATANA

*ASSOCIATE PROFESSOR / REGIONAL VICE-CHAIR
IUCN SSC PRIMATE SPECIALIST GROUP*

Agrotourism and Sustainable Agrotourism Development: What it is, Its Potential Roles, and What is Needed

Agrotourism is a tourism niche that has, in recent decades, gained momentum as a unique attraction and a vehicle for income generation for both the tourism and agricultural sectors. Agrotourism provides an additional opportunity to secure the livelihoods of marginalised communities, and also serves as a learning centre for schoolchildren, university students, and rural farming communities. However, a lack of awareness of agrotourism and its benefits has deterred many agricultural and aquaculture farmers and the relevant public sectors from participating.

Dr Ramesh Boonratana will visit the concept of agrotourism, share with us some examples of agrotourism in Thailand, its potential roles and benefits, including those contributing to the UN-SDGs, highlight the gaps that must be closed and the linkages to be established to achieve sustainable agrotourism, the need to develop a state-level Agrotourism Masterplan for Sarawak if Sarawak wishes to realise sustainable agrotourism.

Moderator



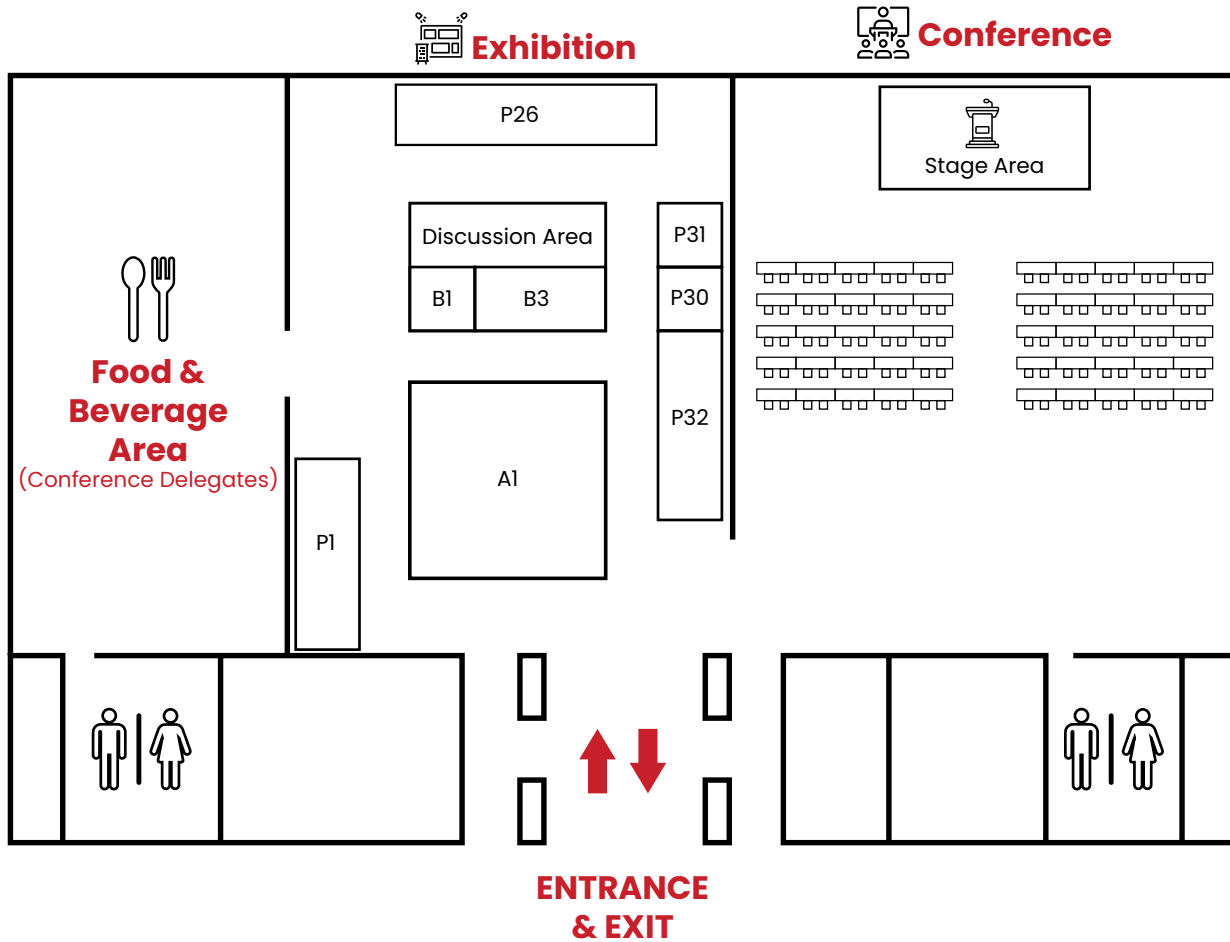
MR SIRAI DAHA

*PERMANENT SECRETARY
MINISTRY OF FOOD INDUSTRY, COMMODITY
& REGIONAL DEVELOPMENT*



MRS LINDA STANLEY

*CO-OWNER
CRESTNUT BRAE*



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DEPARTMENT OF VETERINARY SERVICES SARAWAK (DVSS)	A1
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DEPARTMENT OF AGRICULTURE SARAWAK (DOA)

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SARAWAK FERTILIZER SDN BHD

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SARAWAK FERTILIZER SDN BHD (SFSB) is a fully-owned subsidiary of the Sarawak Land Consolidation and Rehabilitation Authority (SALCRA), established in accordance with the provisions of the Companies Act of 1965. The primary objective behind the establishment of SFSB was to manufacture specialized compound fertilizers tailored to fulfil the specific fertilizer needs and demands of its clientele.

SFSB commenced operations in January 2005. It stands as the first NPK Compound Fertilizer Manufacturer in Sarawak. The construction of a new factory was initiated in March 2015, and the factory's construction was completed in March 2017. The facility is classified as an NPK Compound Fertilizer Factory (Urea Base) utilizing Double Dryer Melted Urea (DDMU) Technology.

SARAWAK LAND CONSOLIDATION AND REHABILITATION AUTHORITY (SALCRA)

WISMA SALCRA, NO 1 LOT 2220 BLOCK 26
MTLD, JALAN DATO MOHD MUSA
94300 KOTA SAMARAHAN, SARAWAK
MALAYSIA

Sarawak Land Consolidation and Rehabilitation Authority (SALCRA) is a statutory body established in May 1976 under the Sarawak Land Consolidation and Rehabilitation Authority Ordinance 1976, to facilitate rural community development in Sarawak by developing idle, native lands into productive agricultural ventures in the hopes of raising economic status of the native communities dwelling in rural areas.

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JALAN TUNKU ABDUL RAHMAN
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Fax: **+6082-525 768**
Website: **www.sldb.gov.my**

SARAWAK TOURISM BOARD

LEVEL 4 PLAZA AURORA
JALAN MCDUGAIL
93000 KUCHING, SARAWAK
MALAYSIA

Sarawak Tourism Board was incorporated under the Sarawak Tourism Board (Incorporation) Ordinance, dated 12 November 1994.

OBJECTIVES OF THE BOARD

- ✓ To increase tourist arrivals in the state
- ✓ To create awareness among the trade, media and public on the diversity of Sarawak in terms of tourism products, both regional and international
- ✓ To position Sarawak as a prime destination for culture, adventure, nature, food and festival (CANFF) tourism

STB VISION

Making Sarawak the naturally preferred tourism destination

STB MISSION

- ✓ Positioning and promoting Sarawak as a safe and friendly eco-tourism destination
- ✓ Be the catalyst for tourism growth
- ✓ Providing networking and synergy among the official agencies and tourism partners
- ✓ Increasing awareness among Sarawakians on the benefits and importance of tourism industry
- ✓ Enhancing performance through motivation and teamwork

Booth No: **P1**
Contact: **MR ANDERSON HARRY WILLIAM**
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41000 KLANG, SELANGOR
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Facebook: **seedsmalaysia**

STATE FARMERS' ORGANISATION (PPNS)

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LEVEL 1 (UNIT 15 & 16) CANAAN SQUARE
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93350 KUCHING, SARAWAK
MALAYSIA

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Fax: **+6082-424 564**
Website: **www.peladangsarawak.com.my**

**TAMILNADU AGROTOURISM NETWORK
CORPORATION PVT LTD**

PLOT NO 770 KARPGANAGAR 3RD STREET
K PUDUR, MANDURAI
625007, TAMILNADU
INDIA

Our Vision

Our vision is to create a model eco village community/ agrotourism centre in 100 acres which will be self sufficient in all ways. It will be a model project to create more such ecovillages/ communities which will eventually lead to green growth and sustainable development. Happily, everyone will be back to nature and back to healthy life.

Our Mission

Our mission is to integrate and promote all the argrotourism centres worldwide. Anyone Interested can book a farm stay or farm visit from anywhere around and can buy farm products directly from the farmers using our shopping cart worldwide.

TOURISM MALAYSIA

LEVEL 4, NO 2, TOWER 1 JALAN P5/6
PRECINCT 5
62200 PUTRAJAYA,
MALAYSIA

Our Mission

Marketing Malaysia as a destination of excellence and to make the tourism industry a major contributor to the socio-economic development of the nation.

Our Objectives

- Promote Malaysia as an outstanding tourist destination.
- Showcase Malaysia's unique wonders, attractions, and cultures.
- Enhance Malaysia's share market for meetings, incentives, conventions, and exhibitions (MICE).
- Increase Malaysia's tourism revenue by increasing tourist numbers to Malaysia and extend their length of stay.
- Encourage tourism and its related industries in Malaysia.
- Help develop domestic tourism and promote new investments in the country, as well as provide increased employment opportunities. The growth of tourism would also contribute positively to the country's economic development and quality of life.

Booth No: **P30**

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SAtCE Conference Speakers (as of Mar 2023)



Mr John Stanley
Founder,
John Stanley Associates,
Australia



Mr Pandurang Bhagvanrao Taware
Founder, Agri Tourism Development
Corporation (ATDC), India



Dr I Gusti Bagus Rai Utama
Assoc Professor,
Dhyana Pura University, Indonesia



Ms Marijke Dunselman
Founder, Agritourism NZ,
New Zealand



Dr Kafferine Yamagishi
Assoc Professor,
Cebu Technological University,
Philippines



Dr Lanndon Ocampo
Assoc Professor,
Cebu Technology University,
Philippines



Dr Nova Ramos
Head, Training for Development Unit,
Southeast Asian Regional
Center for Graduate Study & Research in
Agriculture (SEARCA), Philippines



Dr Ramesh Boonratana
Ecosystem Protection Specialist,
Thailand



Dr Chris Ong
Dean, Faculty of Hospitality and Tourism
Berjaya University College, Malaysia



Prof Dr Vikneswaran Nair
President, DISTED College,
Malaysia



Mr David Branch Ambor
Economic Affairs Officer,
M-FICORD, Malaysia

Conference Programme Overview

Day 1:

- Opening Ceremony and Keynote Addresses
- Session 1: Agrotourism: Overview, Development and Benefits
- Session 2: Global Trends and Regional Policy in Agrotourism

Day 2:

- Session 3: Opportunities and Potentials in Agrotourism
- Session 4: Agrotourism Destinations: Influencing Factors and Competitiveness
- Session 5: Diversity and Sustainability in Agrotourism
- Session 6: Agrotourism: The Way Forward

Conference Package:

- » SAtCE 2023 Conference 2-day pass
- » Delegate lunches
- » Coffee breaks
- » Conference materials
- » Networking Reception on Day 1 evening

(Conference Fee)

RM 800 per pass

***15% discount for group
booking of 5 or more passes.**

Registration Contact:

Ms Karen Goi | Email: karen.goi@derrisen.com

For more information, please visit www.agrotourismsarawak.com
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SARAWAK MAJU MAKMUR
2021-2025

DAY 1 [28 August 2023]		
OPENING CEREMONY		
0900 – 1030	Welcome Remarks	YB Dato Sri Dr. Stephen Rundi Anak Utom * Minister of Food Industry, Commodity and Regional Development Sarawak
	Opening Keynote	YAB Datuk Patinggi Tan Sri (Dr) Abang Haji Abdul Rahman Zohari Bin Tun Datuk Abang Haji Openg * Premier of Sarawak
	Keynote Address: Agrotourism, its time has arrived for Sarawak	Mr John Stanley Founder of John Stanley Associates, Australia
1030 - 1115	VIP Exhibition Tour, Coffee Break	
SESSION 1: OVERVIEW, DEVELOPMENT AND BENEFITS		
1115 - 1245	Overview of Agriculture Industry in Sarawak	Mr David Branch Ambor Economic Affairs Officer, M-FICORD
	Overview of Tourism Industry and the Potential of Agrotourism in Sarawak	MTCP Sarawak
	Case Study: Chestnut Brae Farm: Agrotourism Best Practices	Mr John Stanley Founder of John Stanley Associates
1245 – 1330	Panel Discussion	Moderator: Linda Stanley
1330 – 1430	Lunch Break & Networking	
SESSION 2: GLOBAL TRENDS AND REGIONAL POLICY IN AGROTOURISM		
1430 - 1600	Agrotourism – Economic Impact to the Community and stakeholders	Tourism Sarawak
	The future of farm tourism in the Philippines: challenges, strategies and insights	Dr Kafferine Yamagishi Assoc. Professor, Cebu Technology University, Philippines
	Agrotourism as an Alternative Form of Tourism in Bali Indonesia	Dr I Gusti Bagus Rai Utama Assoc. Professor of Tourism, Dhyana Pura University, Bali, Indonesia
	Agrotourism Policy in Maharashtra	Mr Pandurang Bhagvanrao Taware Founder, Agri Tourism Development Corporation, India
1600 - 1700	Panel Discussion	
END of DAY 1		
1730 - 2030	NETWORKING RECEPTION	
DAY 2 [29 August 2023]		
SESSION 3: OPPORTUNITIES AND POTENTIALS IN AGROTOURISM		
0900 - 1030	Sarawak Agro Fund	Sarawak Land Development Board (SLDB)
	Agrotourism Destinations in Sarawak	Department of Agriculture Sarawak (DOA)
	Tba	Dr Ming-Chang Lin * Executive Director, Association for Agro & Rural Tourism of Taiwan, Taiwan
	Levelling-up Stakeholders in Agrotourism through Experiential Learning: The SEARCA Experience	Dr Nova Ramos Head, Training for Development Unit, Education & Collective Learning Department, SEARCA, Philippines
1030 - 1100	Coffee Break & Networking	
SESSION 4: AGROTOURISM DESTINATION: INFLUENCING FACTORS AND COMPETITIVENESS		
1100 - 1230	Case Study - Agrotourism New Zealand	Ms Marijke Dunselman Founder of Agritourism NZ, New Zealand
	Sustainable farm tourism using MCDM	Dr Lanndon Ocampo Assoc. Professor, Cebu Technology University, Philippines
	Agrotourism destination in Cameron Highland, Malaysia choice of holiday destination and the future for Agrotourism development.	Dr Chris Ong Dean, Faculty of Hospitality and Tourism, Berjaya University College, Malaysia
1230 – 1315	Panel Discussion: Sarawak Agrotourism: Moving Forward	Panelists: Mr John Stanley, Dr Ramesh Boonratana, Ms Marijke Dunselman, Dr Kafferine Yamagishi (Moderator : Dr Chris Ong)
1315-1400	Lunch Break & Networking	
SESSION 5: DIVERSITY AND SUSTAINABILITY IN AGROTOURISM		
1400 – 1545	Incorporating the concept of regenerative tourism to agrotourism and innovating agrotourism industry in Malaysia	Dr Vikneswaran Nair President of DISTED College, Penang, Malaysia
	Agrotourism and sustainable agrotourism development: What is its Potential Roles, and What is Needed	Dr Ramesh Boonratana Independent consultant of Transdisciplinary Biodiversity Conservation and Ecosystem Protection Specialist, Thailand
	Tba	Universiti Pertanian Malaysia
1545 – 1615	Coffee Break & Networking	
SESSION 6: AGROTOURISM: THE WAY FORWARD		
1615 - 1640	Way forward for Agrotourism Sarawak Vision 2030	Economic Planning Unit (EPU) Sarawak
	Closing Keynote	Datu Sherrina Hussaini * Permanent Secretary, Ministry of Tourism, Creative Industry and Performing Arts Sarawak (MTCP), Malaysia
END of DAY 2		

Updated : 8th April 2023

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For more information, please visit www.agrotourismsarawak.com

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Agrotourism Development as an Alternative Tourism

I Gusti Bagus Rai Utama

Associate Professor of Tourism at Universitas Dhyana Pura, Bali, Indonesia

•Corresponding Author: raiutama@undhirabali.ac.id

Agendas

- 1** Agrotourism Definition in many perspectives
- 2** Definition of Agrotourism from Agricultural Perspective
- 3** Definition of Agrotourism from Tourism Perspective
- 4** The Categories of Agrotourism
- 5** The benefit from agrotourism
- 6** The Elements of Agrotourism
- 7** The Opportunities in Agrotourism

1

Agrotourism Definition in many perspectives



Agrotourism Definition in many perspectives



In simple terms, agritourism is defined as a combination of tourism and agriculture where visitors can visit farms, farms or wineries to buy products, enjoy shows, take part in activities, eat a meal or spend the night together in a farm or garden area (Phillip et al., 2010).



agritourism is an alternative to increase income and survival, exploring the economic potential of small farmers and rural communities (Wu et al., 2022).



In Indonesia, agro-tourism or agro-tourism is defined as a form of tourism activity that utilizes agro-business (agribusiness) as a tourist object with the aim of expanding knowledge, experience, recreation and business relations in agriculture (Junaedi & Utama, 2017a).



2

Definition of Agrotourism from Agricultural Perspective



Definition of Agrotourism from Agricultural Perspective



"In the view of agriculture, agro-tourism has a role as a diversification and quality improvement effort that is unique"



"The new image of agriculture is the application of the agribusiness model, agro-tourism is one of the agribusiness ventures"



"agro-tourism is one of the business ventures in the field of agriculture by emphasizing the sale of services to consumers"



"agribusiness products can be in the form of areas or agricultural products that have specific appeal"



"agro-tourism can be a source of new regional growth, the agricultural sector and the national economy"

3

Definition of Agrotourism from Tourism Perspective



Definition of Agrotourism from Tourism Perspective



"Agrotourism provides an opportunity for farmers to improve their quality of life by utilizing the agricultural resources they have"



"Agrotourism is the demand for pro-environmental, go green, and responsible tourism"



"According to the perspective of the tourism industry, agro-tourism is part of natural tourism that has a planning ethic and a pro-agricultural philosophy"



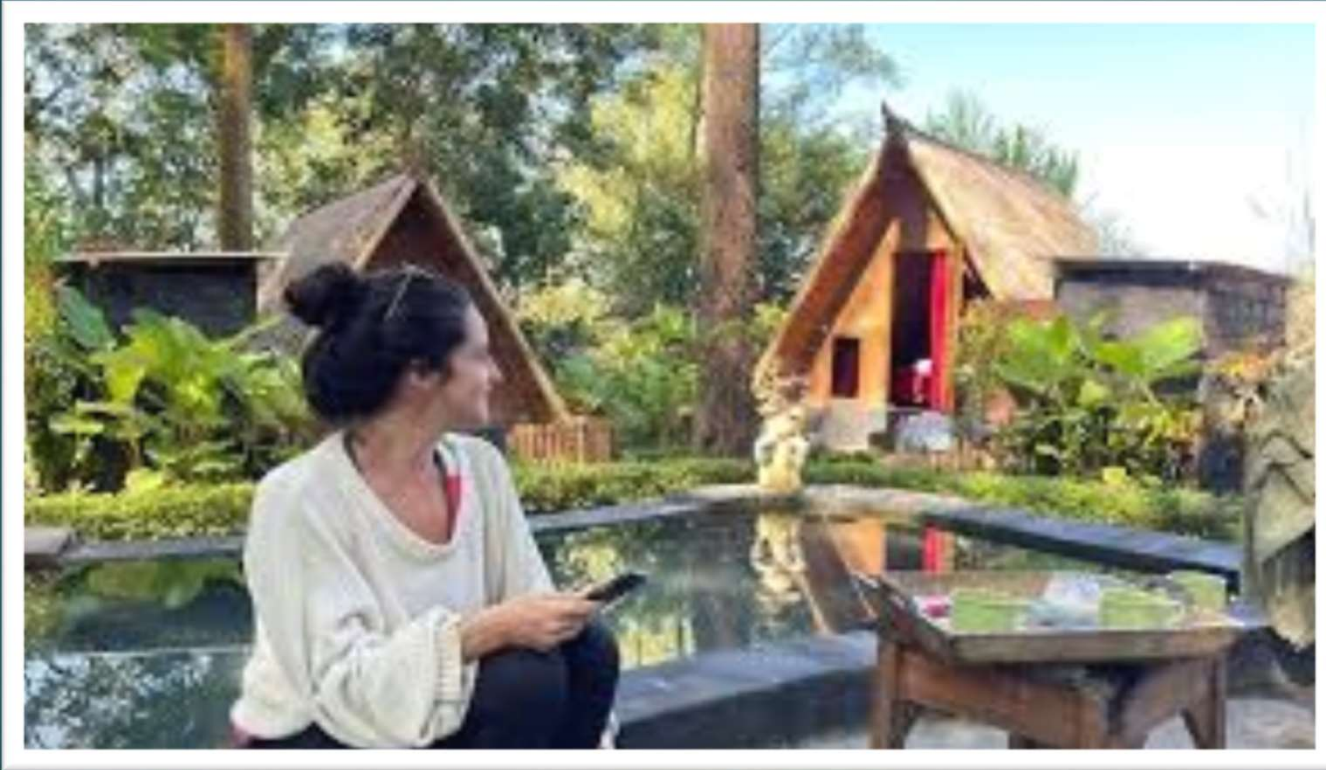
"Ethical agrotourism is rare, natural, unique, and involves local farmers"



"agrotourism is the utilization of nature as a tourist attraction"

4

The Categories of Agrotourism



The Categories of Agrotourism



**Natural Open
Space Agrotourism**



**Manmade Open
Space Agrotourism**



Jatiluwih Agrotourism



Coffee Agrotourism



Cycle Agrotourism



Product Agrotourism



5 The benefit from agrotourism



The benefit from agrotourism



Villagers who own land in the built-up area will continue to be able to cultivate their land so as to support an increase in the yield of agricultural products which are an agro-tourism attraction and on the other hand will encourage a sense of ownership and responsibility in the management of the area as a whole.



Involve the local village community in the company's activities directly as workers, both for agriculture and for tourism services, guides and others. For this reason, the manager needs to take steps and efforts to increase the knowledge and skills of a special workforce that comes from the community.



Provide facilities and places to sell agricultural products, handicrafts and souvenirs for village communities around the area, so that they can introduce local specialties as well as increase income. Besides that, it can also be included in the appearance of local arts and cultural attractions to be presented to tourists.

6

The Elements of Agrotourism



Key Elements of Agrotourism



Human Resources



Promotion



Natural Resources and Environment



Facility and Infrastructure



Institutional



the success of an agro-tourism in relation to the attractions



five elements of Tourism Perspectives



Attractions: In the context of developing agro-tourism, the attractions in question are expanses of gardens/agricultural land, natural beauty, garden beauty, farmer's culture and everything related to these agricultural activities.



Facilities: The facilities needed may be the addition of public facilities, telecommunications, hotels and restaurants at market centers.



Infrastructure: The infrastructure referred to is in the form of irrigation systems, communication networks, health facilities, transportation terminals, sources of electricity and energy, sewage/water drainage systems, roads and security systems.



Transportation: Public transportation, Bus-Terminal, passenger security system, travel information system, workforce, fare certainty, city/tourist attraction maps.



Hospitality: The hospitality of the community will be a reflection of the success of a good tourism system.

7 The Opportunities in Agrotourism



The Opportunities in Agrotourism (1)



a diversification and quality improvement effort that is unique.



become a new image of agriculture, namely the application of the agribusiness model, agro-tourism is one of the agribusiness ventures.



a business venture in the agricultural sector by emphasizing the sale of services to consumers.

The Opportunities in Agrotourism (2)



increase access to agribusiness products which can be in the form of areas or agricultural products that have specific appeal.



become a source of new regional growth, the agricultural sector and the national economy.



provide opportunities for farmers to improve their quality of life by utilizing the agricultural resources they have.

The Opportunities in Agrotourism (3)



a form of tourism to meet the demand for pro-environmental, go green and responsible tourism.



as part of natural tourism that has planning ethics and a pro-agricultural philosophy.

The Opportunities in Agrotourism (4)

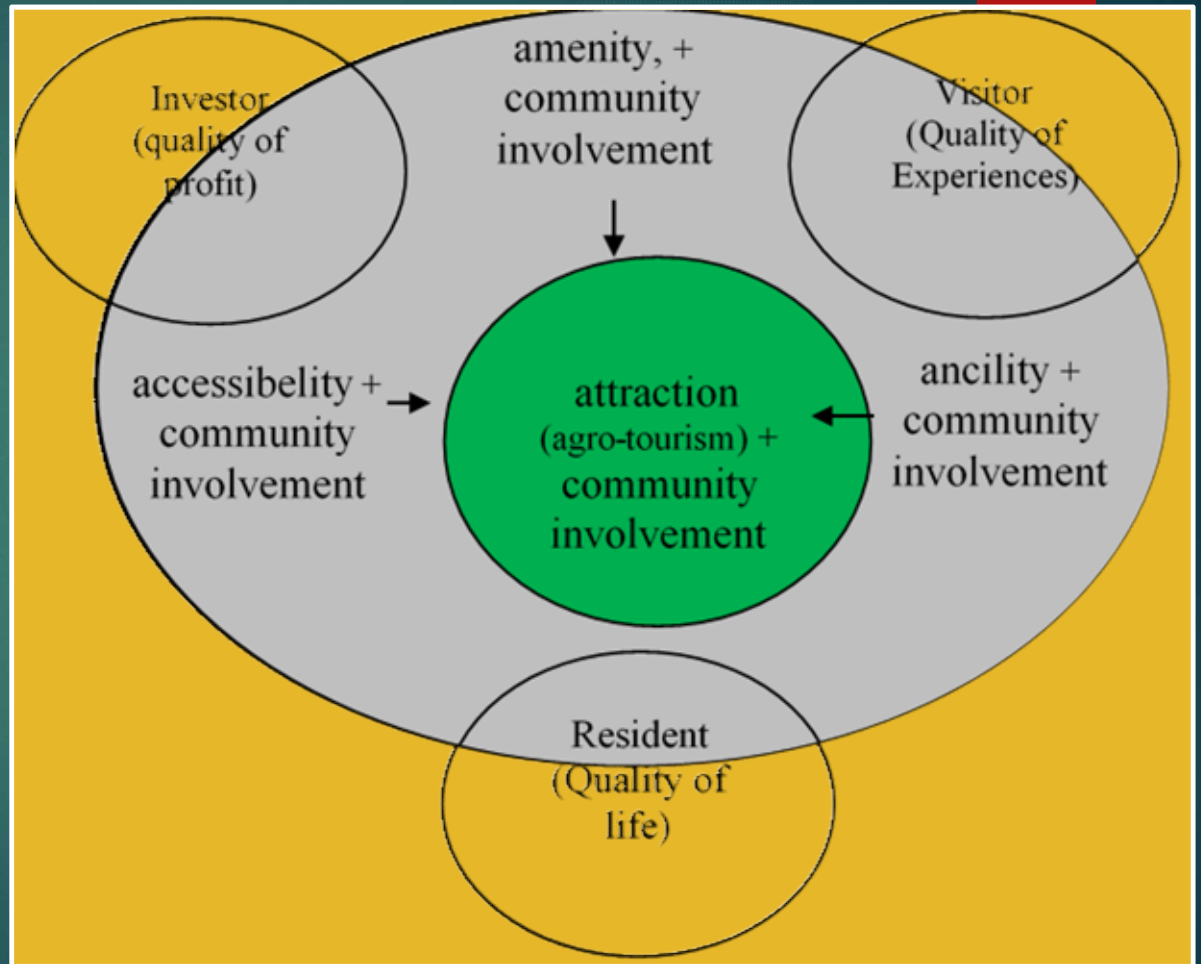


become ethical tourism which is rare, natural, unique, and involves local farmers.



use nature as a tourist attraction that is never ending and sustainable.

Ideal Model for Agrotourism Development.



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