**Proceedings**

**International Seminar on Agrotourism Development (ISAD 2011)**

**AGROTOURISM: EDUCATING, CONSERVING AND EMPOWERING**





**Workshop & Field trip held on 6 Desember 2011**

**Seminar held on 7 - 8 Desember 2011**

**in Faculty of Agriculture, UPN “Veteran” Yogyakarta Indonesia**

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**Proceedings**

**International Seminar on Agrotourism Development**

**(ISAD 2011)**

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**Preface**

Agro-tourism has become increasingly popular among domestic and foreign travellers. This is because Agro-tourism manages to utilize the natural beauty of agricultural landscapes and the cultural diversity of each region. The goal of Agro-tourism is not only for natural conservation, but also for empowering local communities socially and economically**.** Simply, by developing Agro-tourism, local economies grow. However, to further empower the local communities, it is imperative that they are involved in the planning, decision making and management of the Agro-tourism. Thus, education plays an important role in this matter. The theme of the seminar is Agro-tourism development based on local resources. Topics of interest for the seminar include: Services on Agro-tourism, Socio-culture, Economics and business, Regional development, Land management, Processing of agricultural products, Agronomy, Forestry, Livestock, and Fishery.

The objectives of the seminar are sharing research information and empirical experiences, as well as innovative ideas that will open new perspectives on agriculture related to tourism issues. It also aims to establish interaction and communication among researchers, observers and practitioners in finding solutions of the problems regarding agriculture and tourism to improve welfare of the rural areas.

On behalf of the international seminar organizers, we are pleased to present the Proceedings of the International Seminar on Agrotourism Development (ISAD 2011). ISAD is an event held in cooperation between the Faculty of Agriculture Universitas Pembangunan Nasional "Veteran" (UPN “Veteran”), Yogyakarta, Indonesia and the Faculty of Resource Science and Technology and Faculty of Economics and Bussiness Universiti Malaysia Sarawak, Malaysia.

Finally, we would like to express our gratitude to the Rector UPN “Veteran”, Yogyakarta for the financial support, the Dean of the Faculty of Agriculture for hosting, and the Scientific and Steering Committee. We wish to thank the keynote speaker Sultan Hamengku Buwana X, and invited speakers Prof. Hasanuddin Ibrahim, the Director General of Horticulture, Ministry of Agriculture Indonesia; Prof. Shuib Ahmad, Institute of Agricultural and Food Policy Studies, Putra Infoport, Universiti Putra Malaysia; Prof. Haruo Kuroyanagi, Jogakuen Sugiyama University, Dr. Jesusa D. Ortuoste, Sultan Kudarat State University The Philipines, Mark Vanacht, MBA/ML., Vice President, AG Business Consultant, USA; and Dr. M. Reza, Expert of Taman Buah Mekarsari, Indonesia; as well as participants for their contribution in making the seminar a success. We wish to thank the Regency and Local Government of Bantul Yogyakarta as the major sponsor and all other sponsors for their contribution in making this seminar possible. As a Chairperson, I highly appreciate the great efforts of the members of the organizing committee whose hard work made ​​this seminar a great success.

Yogyakarta, December 8, 2011  
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