

KEY SUCCESS FACTORS IDENTIFICATION OF FARM TOURISM:

STUDY CASE OF SABILA FARM



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PAGE STATEMENT

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declare that this thesis has been submitted to obtain a bachelor degree from Muhammadiyah University of Yogyakarta. This study focus on the identification of company's key success factors in farm tourism industry, with Sabila Farm as the case of study. As far as I am concern, this thesis contained no works that have been previously written or published by other author, unless the quotations and written document that has been referred to and mentioned in the references. If in this thesis found works that have been previously written or published by other author, I am willing to revise this paper, or the worst consequence is to cancel this paper.

Yogyakarta, August 19th 2020



Sabila Ayu Bestari

DEDICATION

To be grown in a family who is primarily concerned with horticulture, it made the author realize that the future of Indonesia's food stability is in the hands of young people who want to dedicate their life to agriculture. The old generation of farmers is not getting younger, therefore it is the task for the younger generations to continue the work. Hereby, the author dedicates this research for those younger generations of farmers and those the successors of the family businesses. May you find any insightful information that can help to run the business.

PREFACE

Alhamdu lillahi rabbil ‘aalamin. All praise to Allah Subhanahu Wa Ta’ala. His blessings helped the author to completed this thesis and to accomplished undergraduate study and obtained a bachelor’s degree from Faculty of Economics and Business Muhammadiyah University of Yogyakarta. With wholeheartedly, the author thankful for everybody who has helped during the study and research:

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