

GUIDELINES FOR DRIVING SUSTAINABLE AGRO-TOURISM NAKHON PATHOM PROVINCE

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Introduction

Statement and Significance of the Problem

Tourism is an industry that plays an important role in bringing income into the country. Affect the development of the country especially in economic, social, and environmental aspects. In the past, Thailand's income from tourism in 2022 was at 1.25 trillion baht, although the context of spending behavior of tourists has changed. from the COVID situation and tourism behavior. The Tourism Authority of Thailand forecasts revenue in 2023 to grow by 2.25 trillion baht.

According to the 13th Economic and Social Development Plan (2023-2027), the tourism strategy aims to transform the tourism sector, which is an important service sector in Thailand, into tourism. that focuses on quality and sustainability by promoting tourism that focuses on quality, value, and sustainability and in the part of the Tourism Authority of Thailand has announced 4 tourism strategies, consisting of 1. Drive Demand 2. Create meaningful and valuable travel experiences for tourists (Meaningful Travel) 3. Continuation The development of the supply chain , which all lead to 4. Raise the level of the Thai tourism industry towards sustainable growth (High Value and Sustainability). Paying more attention to nature and the culture of people's lives in the area.

From a variety of tourism resources in Thailand including resources natural tourism historical and cultural tourism resources, agricultural tourism resources, and other man-made resources (Wongwanich, 2003). various tourism Both caused by the needs of tourists and caused by activities. Supporting community-based tourism such as Agricultural Tourism health tourism; lifestyle cultural tourism; religious tourism travel Tourism for learning, including creative tourism from a variety of current tourism forms .It can be concluded that the demand of pattern of tourist needs are more diversified. In addition to the beauty, facilities and safety that attract tourists. Visited a tourist attraction Nowadays, tourists tend to consider the form of tourism activities, attraction management. Safety from sources and tourism, quality and services that meet the needs of tourists to use in planning to visit various tourist attractions is important. Alternative tourism or the diversity of tourism occurs. At present, tourist attractions face various problems such as the deterioration of tourist attractions, management that does not take into sustainability. including external problems such as economic volatility. Political confidence and natural disasters have a direct impact on tourism which has a direct effect on the economy as well. Many parties therefore view tourism as an economic driver, focusing only on money. There may be a crisis for the community. and related agencies Therefore, many agencies have added a view on creating collaborative learning between people. in the area as a host and tourists Including finding a way to increase the value and value of tourism. both in the economy society, culture, and environment to develop tourism in sustainable direction and causing repeated tourism in various tourist destinations.

Agricultural Tourism is a form of tourism that brings activities agriculture to tourism activities for tourists to gain agricultural knowledge and appreciation The distinctive rural scenery (Hall and Jenkins, 1998) sometimes resembles a tourist frog. rural (rural tourism) Agricultural tourism is one of the activities in the rural development process. Links between agriculture and tourism affecting the restoration of natural resources and allocate benefits

Agrotourism is characterized by the opportunity for tourists to experience the natural environment. Farmer's way of life with a combination of activities as well as to allow tourists to travel in the agricultural community for learning and education. Finding experience and knowledge in agriculture can be regarded as another form of tourism that has both enjoyment and knowledge that can be applied or made a career more than anything else. It is an added value of agricultural products. Concepts, philosophy, knowledge, and wisdom of Thai farmers are transmitted, and tourists experience the way of life of the villagers, customs, culture, and activities. and a variety of agricultural occupations Including the traditional way to the use of advanced technology. Amidst beautiful natural scenery managed by farmers.

Nakhon Pathom Province has an outstanding area in terms of natural tourism resources. History, way of life, and man-made places have created a rich heritage. especially the culture lifestyle and architecture at present, Nakhon Pathom is famous for tourism. The nature of the river, agriculture and cultural sites and way of life and architecture. until the activity Traveling in various tourist attractions in the province in terms of nature, culture and way of life that occur. (Nakhonpathom Governor's Office, 2014 : online) earns income from tourism, but in a way on the other hand, there are negative impacts arising from tourism in terms of depleting resources. Tourism, higher cost of living Social and lifestyle changes and especially Lack of learning and lack of deep understanding between tourists and locals as Host To meet the changing needs of tourism, it is necessary to study. Analyze the potential and Tourism patterns in tourist attractions in Nakhon Pathom Province to develop destinations Duplicate travel destinations in Nakhon Pathom Province and the connected areas and for source management travel efficiently and to provide the tourism experience that clearly meets the needs of each group of tourists along with the development methods or forms and manage tourism areas in the province to meet the needs of each group of tourists effectively and repeat travel. It is also a way to create added value. Travel and promoting cooperation between communities, emphasizing development along with conservation and learning and exchange between tourists or visitors to local communities and agencies involved in Nakhon Pathom Province To be useful and create a form of learning about tourism together. With all parties concerned for sustainable tourism Therefore, to serve tourists who are interested in Agricultural Tourism Nakhon Pathom Province to satisfied and repeat. Therefore, the question arises of how to have a guideline for driving.

Research Question

1. What is the situation of agricultural tourism in Nakhon Pathom Province?
2. What factors make tourists interested in visiting agricultural tourism Nakhon Pathom Province
3. What should be the guidelines for managing agro-tourism in Nakhon Pathom Province?

Research Objectives

- 1 To study the situation of agricultural tourism in Nakhon Pathom Province.
2. To study the factors affecting agricultural tourism in Nakhon Pathom Province.
3. To study and find ways to drive agro-tourism Nakhon Pathom Province

Research Hypothesis

1. Basic Information of Tourists tourist attraction factor which consists of the management of agricultural tourism gold resources Support management of agro-tourism gold sources attractiveness of agricultural tourism gold sources Service of agricultural tourism and tourism marketing Affects the formulation of agro-tourism management guidelines.

2. Tourist attraction factors are related to tourism marketing and lead to the determination of agro-tourism management guidelines.

Scope of the Study This research is a mixed method. The study was conducted both qualitatively and quantitatively.

population boundary

Qualitative population is divided into 2 groups:

(1) Conduct in-depth interviews using semi-structured interviews. by conducting an interview Governor of Nakhon Pathom Province Nakhon Pathom Province Agriculture Nakhon Pathom Province Tourism and agricultural extension officers, totaling 5 people, and

(2) Focus group consisting of 20 local community leaders, entrepreneurs and stakeholders.

Quantitative population will do an interview by used a questionnaire for agricultural tourism tourists. Nakhon Pathom Province aged from 18 years up, in the amount of 400 people, by selecting non-specific.

Content Scope The researcher has studied the data and to review the literature on agro-tourism as follows: Social and economic conditions of farmers in Nakhon Pathom Province. Agro-tourism management Nakhon Pathom Province, problems and suggestions of agro-tourism management, Nakhon Pathom Province interest in agrotourism Nakhon Pathom Province and management guidelines for agro-tourism Nakhon Pathom Province

The scope of the study area in Nakhon Pathom Province

Time boundary This research was conducted from March 2023 to January 2024

Significance of the study

1. Management Benefits the results of the research will provide entrepreneurs with management guidelines. know the weaknesses strengths and issues that need improvement for Agricultural Tourism management to be continuous and sustainable.

2. Policy benefits will help policy makers Acknowledged the limitations and supporting factors and guidelines for implementing the policy.

3. Academic benefits from the results of this research, it can be extended in other agricultural areas and studied in other related issues.

Definition of term

In the study Guidelines for driving agricultural tourism Nakhon Pathom Province The definition of the term has been defined as follows .

1 . Agricultural Tourism means tourism that focuses on learning ways of life. Agriculture of farmers and communities .By emphasizing the participation of tourists in activities to learn about agriculture and ways of life, culture , traditions and bringing available resources Live for learning , bring benefits , generate income for the community. and the farmers travel in terms of agriculture, it will be conserved together. with tourism in order not to affect the community and the environment. It is a travel trip to the area. Agriculture, agricultural gardens, agroforestry, herb gardens, livestock, and pet farms. to appreciate the five beauty, success, and enjoyment in the agricultural garden , gaining knowledge and gaining new experiences on the basis responsibility Be conscious of preserving the environment of that place

2. Agricultural Tourism management means the operation of providing services Agricultural Tourism in 4 areas, consisting of

The management aspect of Agricultural Tourism refers to the ability In the operation , planning, controlling, supervising and managing tourist attractions to be able to live

sustainably, consisting of 7 aspects, namely the management of agricultural products Systematic area management, safety management, networking to connect with other tourist attractions, conservation natural resources and environment agricultural product development and public relations

Certification of Agricultural Tourism refers to the readiness to procure basic services for tourists suitable for the environment of tourist attractions Both are components that help create an impression on tourists, consisting of 6 aspects, namely the route of travel to reach tourist attractions. on the readiness of basic utility systems on the readiness of accommodation for tourist services; on the determination of the number of tourists suitable for the size of the area, the preparation of personnel to accommodate tourists and determining the appropriate time for tourism.

The service aspect of Agricultural Tourism refers to the ability to Creating value for products that provide services in tourist attractions consist of 6 aspects, namely: Welcoming and familiarizing visitors on the side, there is a tour guide or leader . variety of activities in tourist attractions Excellent vehicle service tourist area in providing communication services for tourists and knowledge and information services

Attractive aspect of agricultural tourism means the ability to impress tourists, consisting of 4 aspects as follows: Agricultural technology and specific knowledge The linkage of a variety of tourist attractions The prominence and variety of agricultural products and the prominence and Variety of activities in tourist attractions.

The need for promotion and support means the need for knowledge on agriculture. the need for media to promote tourism; and the need for tourism promotion methods to develop agricultural tourism in Nakhon Pathom Province

Agricultural knowledge means the body of knowledge and understanding correctly about Agricultural Tourism of Agricultural Tourism owners.

Promotional media means media or intermediaries in bringing knowledge to Agricultural tourism entrepreneurs, such as personal media, print media . electronic media

Promotion means means methods used to promote Agricultural Tourism. These include lectures, demonstrations, practical exercises, field trips, and other activities.

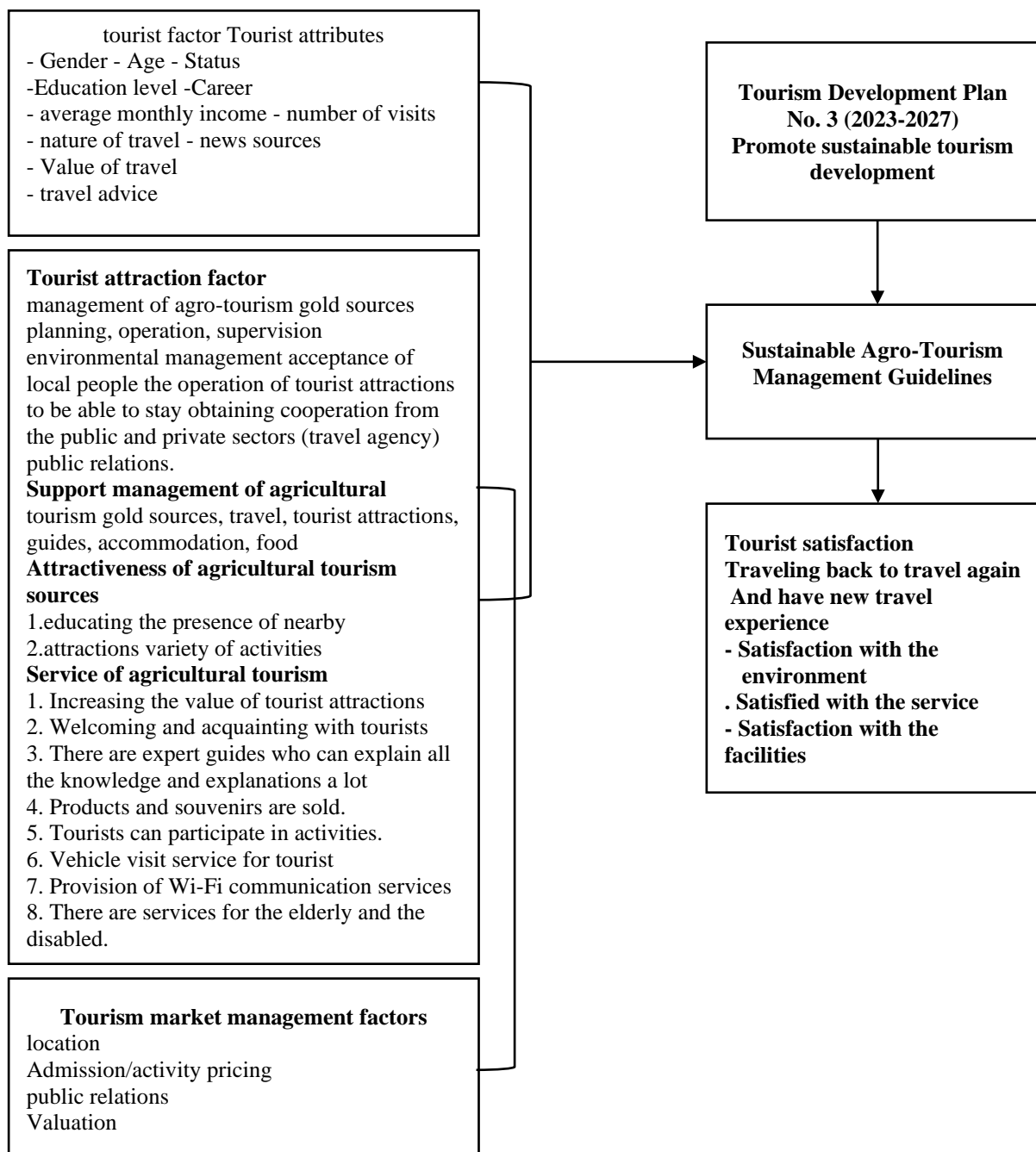
Tourist satisfaction refers to Thai tourists who travel Agriculture in Nakhon Pathom Province in various aspects, namely the management of agricultural tourism The support of agricultural tourism The service side of the source Agrotourism and the attractiveness of agricultural tourism.

Agricultural Tourism entrepreneurs mean farmers or groups of farmers who operate agricultural activities and can allow tourists to visit including being able to participate in activities Agriculture that exists in the area and is their own garden, such as growing organic vegetables, fruit trees and flowers. etc., a total of 15 places as follows: community enterprise group, sailing along Mahasawat Canal Park 2. Na Bua Lung Jam Park 3. Ban Fak Khao Community Enterprise 4. Organic group Koh Lud Ethan 5. A group of housewives, food and fruit processing farmers, Salaya Subdistrict 6. Organic Fruit Farm, Khlong Jinda 7. Orchid Farm “ Big Garden” 8. Agricultural Tourism Community Enterprise Nakhonchaisri (Laem Bua - Lamut Temple) Nakhon Chai Si District by Khun Big Chot 9. Nakhon Pathom Agricultural Community Enterprise Nong Ngu Leam Subdistrict, Mueang District, 10. Nakhon Pathom Nakhon Pathom Agricultural Community Nong Ngu Leam Subdistrict, Mueang District, Nakhon Pathom 11. Don Tum Subdistrict Community Enterprise Lemon Me, Lime Loi Fah 12. Community Enterprise Group, Khlong Yong Community - Lan Tak Fah 13. Ban Hua Ao Bio Fertilizer Production Community Enterprise 14. Nakhon Pathom Orchids 15. Baan Fang Klong Phuean Phuengpha Community Enterprise

Research conceptual framework established from the theoretical concepts as follows:

1. Tourism Development Plan No. 3 (2023-2027)
2. Concepts and theories about tourism
3. The concept of agro-tourism-ecological tourism
4. Agro-tourism standards
5. The concept of tourist needs
6. Satisfaction Theory Concept
7. The concept of agricultural extension
8. Concepts and theories about marketing mix
9. Related research
10. Conceptual Framework

Conceptual Framework



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