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Edited by Kai Heuer, Wismar University, Germany
Chayanan Kerdpitak, IBEST Conference & Publication, USA
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Maria Assif, University of Toronto, Canada

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DEVELOPMENT OF AGRO-TOURISM MANAGEMENT GUIDELINES SUSTAINABLE PARTICIPATION OF SAMUT SONGKHRAM PROVINCE, THAILAND

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ABSTRACT

The purpose of this research was to study the context of agro-tourism management and ways to develop sustainable agro-tourism management of Ban Bang Plub Community, Bang Phrom Subdistrict, Bang Khonthi District, Samut Songkhram Province, Thailand. The results of the community context survey revealed that each community is unique in that it focuses on participation and promotion of learning activities for sustainable agri-tourism development approaches. It starts with a group of leaders and members participating in development to promote sustainability. There is a community forum. networking and workshop helps increase community participation in achieving the development of community-based agro-tourism management, developed by 1) training guides 2) Communities learning basics of agriculture 3) Promoting Tourism 4) Tourism Routes 5) Homestays. In addition, there was participation in the preparation of the tourism action plan which led to the workshop on community-based agro-tourism management. As for the assessment of tourism management guidelines to examine the impact, a model for the development of Ban Bang Plub community agro-tourism has been established. The results of the research revealed that the management of agro-tourism was achieved in a concrete manner with sustainable community participation.

Keyword: Development, Management, Agro-Tourism, Participation

INTRODUCTION

Tourism is a service industry that plays a very important role in introducing foreign currency into the Thai economy. It is an important industry and can earn the number 1 revenue when compared to other exports that exist within the country. The importance of the tourism industry (Kantisa Hiranprasitkul 2020) mentions that the tourism industry is considered important to human beings and the global society due to one important factor in country development. This industry generates income widely, including all levels of society and helps promote the spread of art and culture in the country economically, the tourism industry plays an important role in economic development. The travel of tourists to tourist destinations naturally encourages the production of goods and services to meet the needs of tourists generate income from trading goods and services both directly and indirectly causing the circulation of financial flows to all levels of society thoroughly create a lot of income for many countries, positively affecting the country's economy, increasing income, causing local development in various fields, causing growth to become an urban society, building a hotel building an airport The tourism industry has encouraged the development of infrastructure, any region or locality that has a tourist attraction provides the necessary infrastructure to facilitate tourists, such as

roads, electricity, water, ports and telephones. As mentioned above, in addition to facilitating tourists, it also makes people in that tourist attraction get the convenience of living as well.

Agro-tourism is therefore one approach that can be implemented in response to the strategy. It is a form of tourism in sustainable tourism (Sustainable Tourism) that focuses on learning about rural agriculture, focusing on the participation of tourists in activities to learn about agriculture and ways of living. Life, culture, traditions, and bring existing resources to use to learn and make benefits. Generate income for the community and the farmers (Department of Tourism, 2010; Rane Isichaikul, 2017: 8). Or may say It is tourism-oriented. A way to learn the way of agriculture of the villagers. By emphasizing on the participation of tourists in activities for learning about agriculture. And ways of life, culture, traditions to distribute income to the locals by adding value and quality (Value Added) in each activity. Enhance tourism attraction as a sustainable activity, which is considered an activity that helps to restore agricultural resources and allocate economic and social benefits, especially in developing countries where agriculture remains a key factor in economic development. And rural society (Akpınar et al., 2005).

Samut Songkhram Province is located in the lower central region, not far from Bangkok. There is an area adjacent to the Gulf of Thailand. It is also important in history. There is a diversity of arts and culture. Have a traditional Thai way of life and Thai-Chinese way of life. Especially the famous tourist attractions of Samut Songkhram province such as Amphawa Floating Market. And umbrella market, etc.

and there are also activities that are a way of life people of Samut Songkhram Whether it's simmering coconut sugar making fruit charcoal, etc. Samut Songkhram Province Therefore, it is a province worth visiting for those who are interested in lifestyle and cultural tourism. Charming for both Thai and foreign tourists to want to experience It also has a variety of natural attractions. There are fruit and vegetable orchards in perfect condition, Don Hoi Lot, and there is also the Klong Khon Mangrove Conservation Center, etc. The important festivals and traditions of Samut Songkhram Province are the Mackerel Eating Festival. Lychee festival And there are 5 agricultural tourist attractions 1. Ban Khlong Chong Homestay Mangrove Forest Conservation Community Enterprise, Khlong Khon Sub-district, Mueang District 2. Ban Rim Khlong Homestay Community Enterprise, Ban Prok Subdistrict, Mueang District 3. Suan Nok Agricultural Community Enterprise Bang Yirong Subdistrict, Bang Khonthi District 4. Ban Saraphi Community Enterprise, Chom Pluak Subdistrict, Bang Khonthi District 5. Ban Bang Phlap Community, Bang Phrom Subdistrict, Bang Khonthi District, Samut Songkhram Province

Bang Plub Community, Bang Phrom Subdistrict, Bang Khonthi District, Samut Songkhram Province It is a source area. Tourism in history, arts and culture, natural attractions complete and outstanding one of Thailand (Tourism Authority of Thailand, 2014), which is suitable for agricultural tourism management where tourists can explore the atmosphere of the garden. Along with experiencing culture, way of life, customs, traditions, admiring the beauty of art Learn local wisdom and be an agro-tourist attraction. Who can learn the ways of agriculture, gardeners and touch the charm of the real local people. It is a community that has won the Thailand Tourism Awards 2008, 2010, 2013, 2015 of the Tourism Authority of Thailand. And has won many tourism awards a source of learning Sufficiency activities such as making coconut sugar Watch demonstrations of making reincarnated fruits (wormwood, lime, chili), fruit charcoal burning, soy sauce making, visit pomelo orchards, etc. Learning activities for safe and standardized plant production. There are 20 learning bases such as making coconut sugar Caring for large white pomelo, production of bio-organic fertilizers Tourism, learning bases in the community, food and homestay accommodation, etc.

With such importance this researcher foresees the readiness of the area. And the necessity of developing agro-tourism management practices. Eco learning learning about local

culture Social and community learning This is one way to promote agro-tourism to be more valuable and useful. And suggest guidelines for relevant agencies to see the importance and communities have the opportunity to participate in the development and promotion of agro-tourism. Of Bang Plub community, Bang Phrom Subdistrict, Bang Khonthi District, Samut Songkhram Province for further sustainability.

Objectives of the research

1. To study the context of agro-tourism management. of Samut Songkhram Province
2. To study participation in the development of sustainable agro-tourism management guidelines.

Concepts, Theories and Related research

In conducting this research, important related concepts and theories were studied as follows:

1. Concept of sustainable agrotourism

It is a concept that wants to develop suitable agricultural areas. by linking the agricultural and community sectors with tourism is an opportunity Tourists learn about agriculture, way of life and local traditions. travel Agriculture is important to society, allowing farmers to gain new experiences and unity of local people. Importance in the economy is to increase the opportunity for occupation and increase Income and its importance to the environment made aware of the value of the community restore and protect Natural environment (Jessada Noknoi, 2016; Boonlert Jittangwatana and Pensirisrikapha, 2014, p. 5; Rane Isichaikul, 2017, p. 8) for the quality standards of agricultural tourism In Thailand, there are criteria for judging awards. It consists of 4 standard criteria: 1) Tourism Management 2) Tourism Resources and Environment 3) Economy and Society 4) Service Quality (Tourism Authority of Thailand, 2017). Therefore, the researcher brought this concept to study with model communities that passed the quality standards of agricultural tourism. to apply the information obtained It is a guideline for sustainable agro-tourism development of Ban Bang Phrom community.

In addition, the Department of Tourism (2010) has set a framework for developing the potential of Agrotourism It can be considered from the components of the tourism industry in 5 factors, namely 1) the attraction of tourist attractions (Attraction) 2) the facilities (Amenities) 3) the accessibility of tourist attractions. (Accessibility) 4) the variety of activities (Activities) and 5) the accommodation (Accommodation) (Dickman, 1996, pp. 208-209) together with the perspective of 5 factors of sustainable development are as follows: 1) Management factors Tourism (Site Management) 2) Agricultural Learning Center Factors (Knowledge Management) 3) Community Participations and Community Strength Factors 4) Goodwill Factors (Hospitality) and 5) safety factor (Safety) (Chatchaphon Songsunthornwong, 2017, pp. 11-15; Boonlert Jittangwatana, 2005, p. 179)

In this regard, from the study of the above 10 factors, the researcher can be summarized as Sustainable agrotourism potential can be divided into 4 components as follows: 1) management potential of agrotourism tourism, 2) support potential of agrotourism tourism, 3) service potential of agrotourism tourism, and 4) attraction potential. of agricultural tourism which the researcher has brought the potential components of agricultural tourism This sustainable approach is used as a guideline for developing a sustainable agri-tourism management approach. of the Na Ban Bang Plub community this time.

2. Concepts of Participation in Community-Based Tourism Management

2.1 The concept of community-based tourism management Community-based tourism is a tourism that takes into account the sustainability of the environment, society and culture of the community. There are a variety of activities according to the potential of the community. using tourism as a tool for community development Create participation of people in the community as well as learning and exchanging experiences between tourists and people in the community. which has a process travel management Starting from studying the context and preparation of the community, surveying the potential of the community, setting objectives for community-based management. Coordinate with relevant agencies Trial conducting tourism activities and monitoring and evaluation (Bampen Kheawwan, 2017, p. 11-12; Pojana Suansri, 2009, p. 189)

2.2 Participatory Action Research Concepts participatory action research Participatory Action Research: PAR is a form of research that arises from a process in which the community discusses problems with researchers from beginning to end of the process and discussion. Starting with steps 1) Diagnosis 2) Operation 3) Performance Measurement 4) Performance Evaluation However, research requires participation. In the process of reflection on practice to achieve development And improve work for the better (Weerayut Chatakarn, 2015; Ong-ard Naiyapat, 2005, p. 343; Coghlan & Brannick, 2001, p. 19) For this research, the researcher applied the concept of sustainable agrotourism and the concept of participation in community-based tourism management. Let's synthesize and summarize step by step. of conducting participatory action research There are 4 operating procedures as follows:

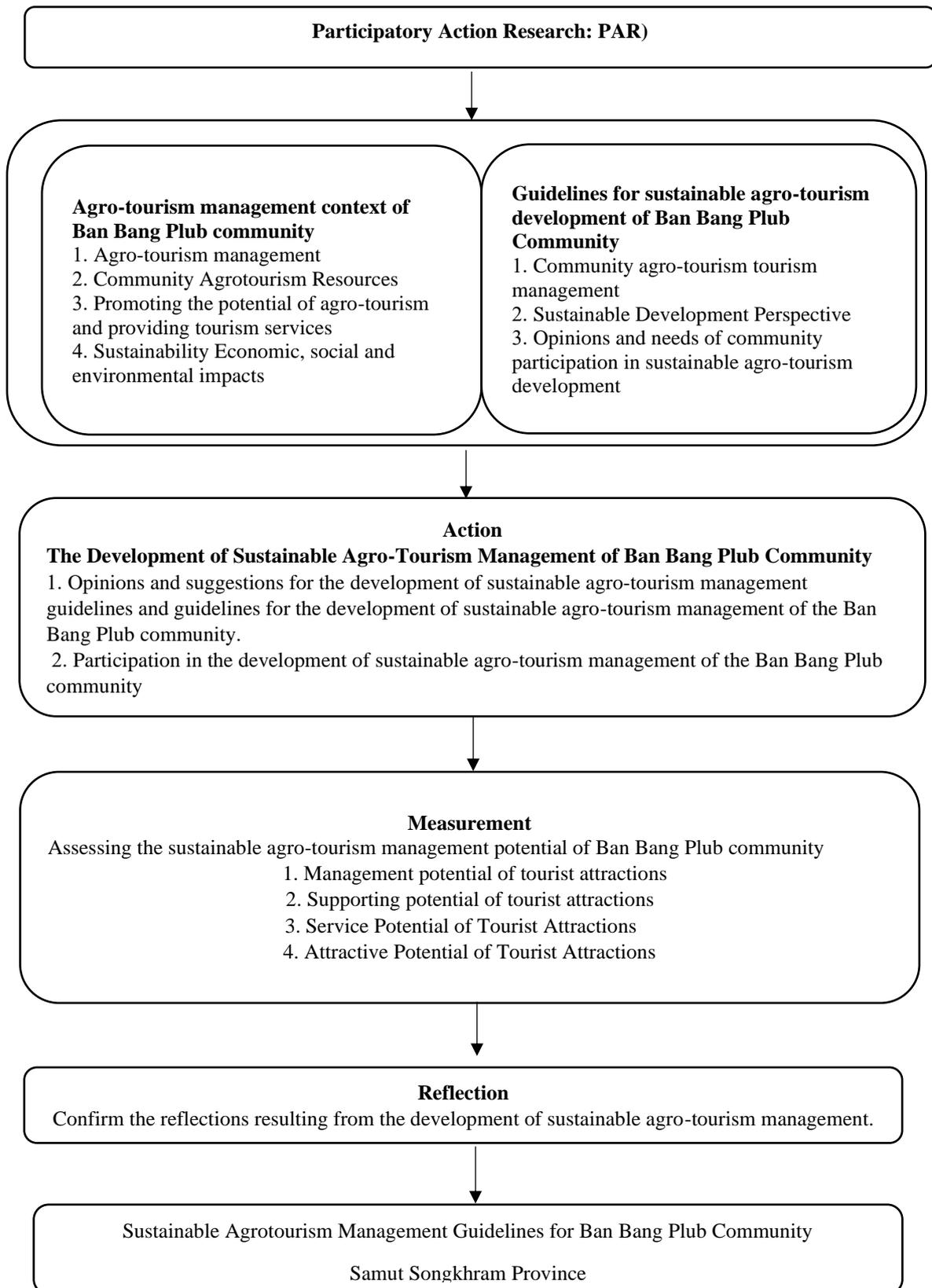
2.2.1 Step 1: Diagnosis: a study of the community's agro-tourism management context that was successful from tourism management and a study of the sustainable agro-tourism management development guidelines of Ban Bang Plub community.

2.2.2 Step 2: Action: Opening the village stage Networking and Meetings workshop To encourage participation of stakeholders in the community. is an opportunity All sectors are involved in planning the potential development of sustainable agro-tourism tourism.

2.2.3 Step 3: Measurement: It is to evaluate the performance of sustainable agro-tourism management of Ban Bang Plub community.

2.2.4 Step 4 Reflection is the reflection that arises from the monitoring, operation and evaluation to confirm the reflection that arises from the sustainable agro-tourism management development of the community. Ban Bang Plub

Research conceptual framework



METHODOLOGY

This research study be mixed approach was quantitative research and qualitative and using participatory action research techniques. There are 4 steps.

Step 1: Diagnosis, Objective 1: To study the context of community-based agro-tourism management. and to study the sustainable agro-tourism development guidelines of Ban Bang Plub community. Samut Songkhram Province This is a study of the community's agro-tourism management context. It has been in operation for at least 5 years and has studied the guidelines for sustainable agro-tourism development of the community. At present, villagers have gathered together to conduct tourism activities in the form of eco-tourism in order to allow tourists to experience the farmer's way of life and the philosophy of sufficiency living.

Step 2: Action, objective 2 : To study the participation in the development of sustainable agro-tourism management guidelines of Ban Bang Phrom community. a brainstorming session Promote participation in the development of sustainable agro-tourism potential. Presentation of information from the diagnosis stage and listening to suggestions both from the community and researchers To create a tourism action plan and develop sustainable agro-tourism management.

Step 3 : Measurement, evaluation and confirmation of sustainable agro-tourism management development guidelines of Na Ban Bang Phrom community, Samut Songkhram Province.

Step 4: Reflection to give an opportunity Stakeholders exchanged opinions and suggestions for developing sustainable agro-tourism management guidelines for Ban Bang Phrom Community. from the results.

Population and sample

Population agro-tourism stakeholders consist of tourism group leaders, community leaders, community philosophers, farmers and people in Ban Bang Plub community, Samut Songkhram Province.

Sample

1. Leaders, community philosophers and farmers in the community, 30 people were selected specific random .

2. People in the area of Ban Bang Plub community, 400 people calculate the sample from yamane. (1973)

3. Leaders and members of people's groups, farmers, farm owners, business owners and entrepreneurs, community leaders, government and private sectors, 30 people were selected specific random.

Research tools

1. Interview leaders, community philosophers, and farmers in agro-tourism tourism were semi-structured interviews.

2. Questionnaire: Concerning the opinions on the management of agricultural tourism in Ban Bang Plub community.

Part 1 General Information Questionnaire of Respondents

Part 2 The questionnaire is used to measure the value of the score by frequency distribution, percentage, average (X) and standard deviation (SD) was divided into 5 levels with a scoring criterion interpreted by the likert scale.

DATA ANALYSIS RESULTS

Step 1: Diagnosis, Stage of research findings

1. The study results of the context of agro-tourism management of Ban Bang Plub community consists of 4 aspects the results showed that 1) Management agrotourism: The

community has a group of farmers, agricultural housewives group, homestay groups and create a network of cooperation in tourism management. 2) Agro-tourism resources of the community :The community is the source of growing white pomelos, a local specific variety. 3) Promotion of potential in agricultural tourism and tourism services : The community has organic farming. The products are of good quality and reasonable price. middleman problem solving and product processing. 4) Sustainable development economic, social and environmental impact: The community has distributed income to the community. Community members have a good quality of life, making the community a non-toxic agricultural land achieve sustainable productivity from the exchange of knowledge agrotourism. It shows the context of agro-tourism management of Ban Bang Plub community. All 4 aspects are consistent with the agro-tourism management that is the identity of the community.

2. The results of the study on the sustainable agro-tourism development guidelines of Ban Bang Plub community, Samut Songkhram Province. It was found that the results of the study of opinions about the management of agricultural tourism in Ban Bang Plub community in 5 aspects. 1) Attractiveness in agro-tourism. The community has the most convenient walking area within the tourist attractions 57.00%. 2) Convenience in accessing the community's tourist attractions. The community has the most convenient walking area within the tourist attractions 56.25%. 3) In terms of facilities in the community's tourist attractions. There are restaurants, beverages, services that are most sufficient 69.00%. 4) Readiness for tourism activities in tourist destinations. The community has activities to study culture and community traditions 54.50%. 5) The availability of accommodation to support tourists. The community has a suitable atmosphere around the accommodation area, with good weather and is most peaceful 46.50%

3. The results of the study of opinions in terms of sustainable development erspective towards sustainable agro-tourism of Ban Bang Plub community, Samut Songkhram Province

Table 1

Title: Sustainable Development Perspectives towards Sustainable Agro-Tourism (N=400)

Perspectives	\bar{X}	SD	Opinion level	Rating
1. Tourism Management	3.43	0.35	high	4
2. Agricultural learning resources	3.63	0.57	high	1
3. Community Participation	3.36	0.63	medium	5
4. Goodwill	3.53	0.37	high	2
5. Safety	3.46	0.31	high	3
Total	3.48	0.24	High	

Summary Table 1: People have opinions on the perspective of sustainable development towards sustainable agro-tourism management of the community. Overall, it was at a high level. It was found that the highest level was in terms of agricultural learning resources ($\bar{X} = 3.63$, $SD = 0.57$)

4. Interview results, opinions and the need for community participation. The development sustainable agrotourism of Ban Bang Plub Community. It was found that the key points from interviews with people, farmers, owners of agricultural plantations and community leaders found most people have the opinion that community has tourism resources mainly in agriculture, sufficiency agriculture, making coconut sugar, caring for the big white pomelo, production of bio-organic fertilizers, etc. The journey is comfortable. Because it is close to the city. There are community accommodations and homestays of villagers to serve tourists. As for community management, community-based tourism is being initiated, but the responsible

group has not yet been gathered, and plans to conduct tourism in a concrete way and lack of public and private agencies to seriously support the tourism development of the community.

Step 2: Action, The results showed that

1.The opening of the community stage: Most of the participants wanted to develop agro-tourism. in the area, but with some places not yet available as tourist attractions and the community does not yet exist Experience in managing agro-tourism as well as various activities There are not many.

2.Agricultural Tourism Network Building Meeting: The highlight is the community has a strong group of community enterprises related to agriculture. Have the right resources. Restrictions the community has not yet formed a concrete group to manage agri-tourism. From this meeting, the cooperation of the network. Communities come together to manage agro-tourism, leading to development planning. Each community enterprise is a learning base and division of duties and responsibilities of tourism board. It is divided into 5 divisions: 1) Training guides 2) Communities learning basics of agriculture 3) Promotion of tourism 4) Tourist routes 5) Homestays.

3.Outcomes of a workshop to develop agro-tourism management Sustainability of Ban Bang Plub community according to the concept of sustainable agro-tourism potential. received cooperation from the community work together to solve problems well.

Step 3: Measurement: to assess and confirm management styles Sustainable Agrotourism of Ban Bang Plub Community, Samut Songkhram Province

Table 2

Title: Assessment of the community's satisfaction with the sustainable agro-tourism model management potential (N=30)

Sustainable agri-tourism management potential	X	SD	Opinion level	Rating
1. Management aspects of agro-tourism tourism	3.38	0.63	medium	3
2. Support for agricultural tourism	3.56	0.61	high	2
3. Service aspects of agricultural tourism	3.74	0.51	high	1
4. Attractive aspect of agricultural tourism	3.35	0.69	medium	4
Total	3.54	0.44	high	

Summary table 2: Tourists are satisfied with the tourism model management potential. sustainable agriculture Overall, it was at a high level. The most is the service aspect of agro-tourism tourism (X = 3.74, SD = 0.51)

Step 4: Reflection to assess and confirm the sustainable agro-tourism management approach of Ban Bang Plub community. It was found that the reflections occurred to confirm the agro-tourism management approach. The community is proud who have participated in pushing for tourism management in the area from joint operations for organizing agricultural tourism for the first time. It can be concluded that the results of the pilot tourism management that occurred Achieve valuable use of community resources and contribute to further sustainable development.

DISCUSSION

1. The research results according to objective 1: To study the community's agro-tourism management context and to study participation in tourism development sustainable agriculture of the community. concluded that

1.1 The results of the study of the community agro-tourism management context found that the community has a way to develop agro-tourism management in the form of community occupational groups and outstanding agricultural resources are used to create tourism activities. By promoting participation for learning to add value to sustainable agricultural products.

1.2 The results of the study of the sustainable agro-tourism development guidelines of the community

1.2.1 The results of the study of community opinions about the management of agricultural tourism in the community found that Most people think that the community has an attraction for agro-tourism. The community is unique in its local wisdom. Areas within the tourist attractions are easy to access. There are restaurants, beverages and adequate service facilities. There are tourism activities related to studying culture and community traditions. (Cholpassorn Sitthiwarongchai, 2022)

1.2.2 The results of the study of opinions on sustainable development perspectives on tourism management sustainable agriculture of the community. it was found that Most of the people have an overall opinion at a high level. This may be because the management of agro-tourism leads to the development of tourism attractions that can develop people in the community to share knowledge. By receiving cooperation from stakeholders who allow the community to participate in tourism development.

1.2.3 The results of the study of opinions and the need for community participation in sustainable agro-tourism development of the community found that The community wants to participate in the development of sustainable agro-tourism management practices. By the initiative of community leaders farmer group leader and members join the tourism management group from the use of resources. existing as a learning base for each occupation group to create a learning experience for tourists. (Jiraporn Bo., Ekgnarong Vo., Panida Ni., 2022).

2. Discuss the research results according to objective 2

2.1 Opening the forum, the villagers concluded that community members want to participate in community-based tourism management. However the heart of sustainable agro-tourism management to achieve success is leader and People in the community must work together to develop tourism according to the context of the area, promoting the development of members' potential to have knowledge in tourism management. and planning tourism operations based on community resources.

2.2 Agrotourism networking meetings found that participants gained knowledge and experience from participating in research to drive the development of agro-tourism. Causing the cooperation of community networks to combine the management of agro-tourism and division of duties and responsibilities of the tourism Board into 5 divisions. (Chumpon Rodjam, 2022)

2.3 Workshop found that the problem of sustainable agrotourism management is the beginning of agrotourism management. Because personnel do not have knowledge and lack of cooperation in tourism management due to the community not being aware of tourism. Therefore, relevant agencies should come to create knowledge and understanding for the community in managing agro-tourism. By establishing a concrete tourism management working group The expected result is that the community has knowledge and awareness in tourism management. People in the community have a better quality of life. and able to attract

more tourists to visit the community. In addition, design techniques for community-based agro-tourism development are also used.

2.4 Satisfaction evaluation results on the potential of tourism model management sustainable agriculture of the community by managing pilot tourism found that tourists have satisfaction was at a high level. However give tourists the opportunity to participate in tourism activities, In terms of support for agricultural tourism, there are sufficient accommodations and restaurants, In terms of management of agricultural tourism, there are guides and lecturers who are knowledgeable and capable of providing information, in agricultural tourism and the attractiveness of agricultural tourism, there are activities to learn and touch the way of life and staying in activities with the community.

- 2.5 The feedback that emerged to confirm the development of sustainable agro-tourism guidelines of the community found that cause learning and awareness of the potential of the community in tourism management. Especially the implementation of the problem solving of a variety of tourist attraction public relations activities. Personnel potential development and emphasis on learning to children and youth, or visitors by proposing that the responsible group collaborate with those involved in the community to create a network of learning partners and share experiences together making the community aware of the importance of tourism as a tool for local development.

SUGGESTIONS

1. Research Recommendations

1.1 Development of community sustainable agro-tourism management model caused by community participation in tourism management. Therefore, people in the community should be encouraged to have knowledge and understanding of the importance of tourism management. By government agencies and stakeholders play a role in continually supporting the organization of training or meetings to educate about the management of agro-tourism in the community.

1.2 Sustainable agri-tourism model lack of variety of activities. Agricultural tourism and learning transfer to children and youth. Therefore, it should increase the variety of tourism forms, emphasizing on activities that tourists of all ages can participate in. Children and youth should be encouraged to participate in tourism management. From organizing activities to build relationships that all groups can take part in tourism management. To raise awareness of resource conservation and inherit sustainable agro-tourism management.

1.3 People involved in sustainable agrotourism should work together to search for good in the community and organized into categories to make as a source of tourism information to promote and publicize through social media search in various forms, to be known, to tourists more.

1.4 This sustainable agro-tourism management approach is just the beginning in developing tourism management. Therefore, the information obtained from the study of feedback from those involved, such as organizing activities that focus on engaging tourists. Personnel potential development, network alliance building and share experiences together, etc. To develop guidelines for sustainable agro-tourism management of the community to be more appropriate.

2. Recommendations for related agencies

2.1 Local government organization acting as a knowledge coordinator mutual understanding and support the budget for tourism management that is appropriate to the context and community resources.

2.2 Samut Songkhram Provincial Tourism and sports office strategy should be formulated to promote and develop the provincial agro-tourism management potential. By driving the community as a destination for agricultural learning by focusing on learning promotion activities to attract attention and enhance the experience for tourists.

2.3 Tourism authority of Thailand, Samut Songkhram office should support tourism marketing tourism interpretation and public relations for tourist attractions community sustainable agriculture.

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