

AGRICULTURAL TOURISM MANAGEMENT

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Received: November 22, 2024; **Revised:** November 22, 2024; **Accepted:**
February 7, 2025

Abstract

In the past, it was believed that tourism had an impact on the environment, society, and culture. In order to lessen the effects, communities started to adapt more through eco-tourism, health-oriented tourism, and agricultural-oriented tourism. Agricultural tourism is a combination of agricultural activities, community ways of life, and cultivating awareness about preserving community resources along with tourism. The development of agricultural tourism destinations is therefore a new option for both Thai and foreign tourists. The agricultural tourism management mechanism requires community members to participate in the development of agricultural tourism destinations. Doing activities to learn together through experiences, focusing on tourists and people in the community, including developing tourist attractions to meet tourism standards to be ready to accommodate tourists. There is marketing, promotion, and cooperation to conserve the environment and achieve sustainability. This is considered a way of developing sustainable agritourism. The agritourism management mechanism is therefore management, starting from the process of planning, organizing, leading, and controlling in terms of participation. Management and public relations media to increase tourists coming to travel in the community. and generate income for the community.

Keywords: Agricultural; Tourism; Management

Introduction

The government and various agencies have continuously prioritized the development of tourist attractions. To distribute income to communities and encourage the growth of a robust grassroots economy. This includes generating job opportunities and income for communities. Developing tourist attractions that are sustainable and environmentally friendly is critical, as is ensuring that agencies provide sustainable knowledge. Furthermore, tourism is promoted for public relations purposes as well as to develop communities' tourism potential, including promoting and creating incentives to encourage continued tourism. (Government Savings Bank Research Center, 2018). Agricultural tourism management aims to strengthen the community's potential. To live together with natural resources and the environment in peace and mutual support. It encourages community participation in conservation and restoration efforts, improves resource management efficiency, raises awareness of the value of life, and strengthens management mechanisms and networks. Furthermore, it allows for the exploitation of local biodiversity while minimizing the negative impact on natural resources.

In addition, the agritourism management mechanism aims to create attractions that entice tourists to visit the area (Camilleri, 2018, pp. 4–5), whether in terms of travel facilities. Quality service Standard products and services can be purchased through various media, such as tours, advertising, and magazines (Buckley, 2010, pp. 32–33), to encourage more tourists to travel in the community. Expand cultural capital. Add value to existing resources based on community identity and find different points to create or develop new tourism products. It preserves the unique way of life and culture of the community (Mason, 2008, pp. 8–9).

Therefore, the development of agritourism management should be based on important mechanisms, including human resource potential. Potential in space and utilities and management potential. In Samphran District, Nakhon Pathom Province, there are agricultural community areas, agricultural gardens, agroforestry, herbal gardens, livestock farms, and various aquatic animal breeding sources that are outstanding in their conservation efforts. However, the number of tourists who come to visit the community is still low. Therefore, agricultural tourism management should be developed. The process of planning, organizing, leading, and controlling processes attracts more tourists to visit the

community. Have taken action and become part of the community through government management mechanisms. And most importantly, we also focus on local arts and culture that are unique. To allow tourists to participate in learning experiences about the arts and cultural heritage of the community. In addition, they must be able to generate income for the community.

Tourism Management Mechanism

Mechanisms are tools that drive operations by following plans, rules, regulations, and guidelines to promote efficiency in operations. And it is an important component of management, whether it is business-related or not. or even agricultural tourism management, which involves organizing and utilizing a variety of resources to achieve predetermined goals. Management has important elements: people, money or capital, materials, and management methods. Tools, mechanisms, and marketing.

Management is the process of putting administrative resources to work to achieve goals through management steps such as planning, organizing, leading, and controlling. The above definition includes three keywords: management resources, process, and goals or purpose. Can be written as the chart is as follows. (Mahapasuthanon Tula, 2002)

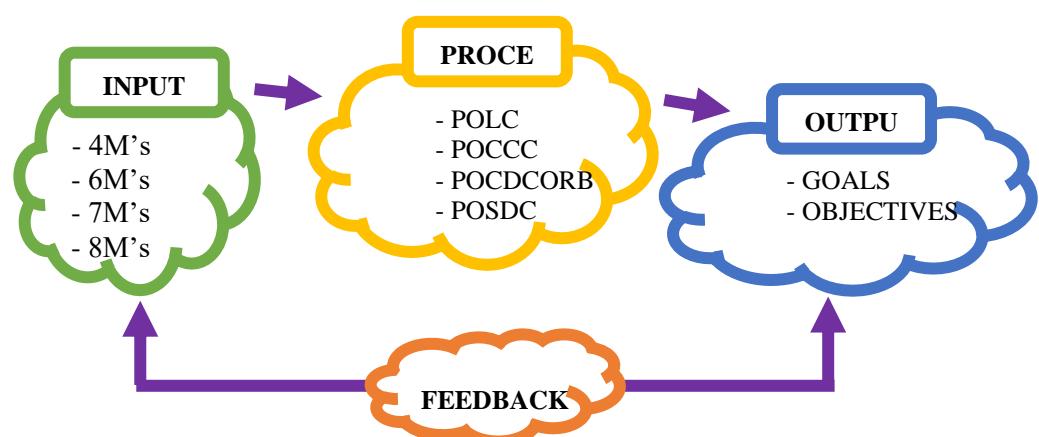


Figure 1: Diagram of Management Process.

Input is management resources, which include the 4 M's consisting of man, money, material, and method/management, and are imported into the system for processing or services that grow and develop in tandem with the rapidly growing production and service industries. resulting in only four resources being insufficient for the goal. As a result, another 2M's were increased to 6 M's, including machine and market. At the same time, work that recognizes the importance or value of the operator's mind has grown by focusing more on employee job satisfaction. Therefore, increasing morale into the 7M's and as the world enters the age of globalization. A borderless communication system connects to a global network system, allowing for faster communication. Anyone who doesn't know or doesn't have information is at a disadvantage in business, so it has been added. Information is added to production process resources totaling 8M's, and these resources will continue to increase. There is no end as long as the industrial system of production, distribution, and service continues to develop and move forward without stopping.

Process is the basic duty or activity that administrators must perform at present, adhering to 4 duties: POLC, planning, organization, leading, and controlling, which has developed the concept since the time of Fayol (Henri Fayol) in 1916, who saw that the management function consists of POCCC, including planning, organizing, commanding, coordinating, and controlling. Later, in 1937, Gulick and Erwig (Gulick and Urwick) saw that the management process consists of planning, organizing, staffing, directing, coordinating, reporting, and budgeting, which is popularly abbreviated as POCDCORB. When entering in 1972, Harold Koontz (Harold D. Koontz) was of the opinion that management duties are POSDC, including planning, organizing, staffing, directing, and controlling, but his ideas clearly changed. In 1988, Kuntz and Wiehrich (Koontz and Wehrich) wrote a book called Management Together and changed the management duties from D (directing) to L (leading). The development of such concepts continues to move forward without stopping. Perhaps in the next era we will see administrative duties that are left with only one or two letters. Therefore, the basic duties or activities of management may be summarized as tools used in the process of converting imported resources into products according to the objectives or goals of the organization.

Output is the goals or objectives of the organization that are taken out of the transformation process in the second step. Organizational goals can be roughly divided into There are two types of organizations: Organizations that have profit-seeking goals. (Profit) and organizations whose goals are not seeking profit (Non-profit) or may be divided into organizations whose objectives are to produce goods. with organizations whose objectives are to provide services.

Tourism management is therefore a purpose-driven endeavor. By adhering to relevant principles, theories, and concepts. Taking into account real-world conditions as well as social constraints and environmental factors. Developing effective strategies, measures, and action plans requires following established frameworks and guidelines. Therefore, tourism management should have a clear direction and may encounter failure if not implemented properly.

Agricultural Tourism

Agritourism involves transforming farming communities into tourist attractions that play a role in tourism management. in agricultural tourism the farming community itself is a service provider. This is different from mainstream tourism, which is provided by large companies, hotels, or restaurants. A key characteristic of agritourism is its focus on nature conservation and the chance for visitors to learn about farmers' lifestyles and engage in the exchange of agricultural knowledge. (Thailand Institute of Scientific and Technological Research, 2000) Agritourism encompasses travel to regions rich in agricultural activities, including farming, fruit orchards, herbal gardens, livestock farms, and animal husbandry. The primary objective is to foster enjoyment and appreciation for the beauty and success of agricultural activities. Agricultural tourism facilitates experiential learning, encourages the exchange of experiences, and promotes awareness about resource conservation and environmental stewardship within the designated area. It is founded on the principles of responsible and sustainable tourism practices, aiming to balance economic benefits with environmental preservation and community well-being. (Rampaiphan Kaewsuriya, 2021)

The nature and format of activities available to tourists at each agricultural tourism destination vary depending on the conditions of the location. These activities include the following: (Thailand Institute of Scientific and Technological Research, 2000)

- 1) Agricultural demonstrations demonstrate the benefits of farming, such as organic farming plots and agricultural practices like seed planting, soil preparation, fertilization, and harvesting. It also highlights traditional farming lifestyles, traditions, and cultural practices, such as animal-assisted rice cultivation and traditional rice milling.
- 2) Tourists can visit the farmer's garden and participate in short-term activities such as the flower garden, fruit garden, vegetable garden, and herb garden. They can choose to pick their own fruits and vegetables or buy them from the farm. Additionally, they can participate in community activities such as orange picking and composting, or make charcoal from fruit trees.
- 3) Staying overnight in the village allows tourists to immerse themselves in local community life, gain knowledge, exchange experiences, and experience local culture directly. Travelers will receive the best service and comfort possible during their stay.
- 4) Training and demonstrations teach participants about modern agricultural methods as well as community wisdom. Visitors can receive hands-on training in modern agricultural practices, cultivation of local crops, Harvest and processing.
- 5) Agricultural products, which include agricultural products as well as local foods. Sold to interested tourists.
- 6) Provide advice about agricultural business to tourists interested in various agriculture-related activities. After engaging in direct agricultural activities, tourists may develop business ideas, such as collaborating with local farmers to produce, process, and export products domestically or internationally. This type of tourism is not only beneficial to farmers, but also supports the private sector, which is affected by the current economic situation.

Agricultural Tourism in Samphran District, Nakhon Pathom Province

Agricultural tourism attractions Khlong Jinda Floating Market Khlong Jinda Subdistrict, Samphran District, Nakhon Pathom Province Management is under the supervision of the Klong Chinda Subdistrict Administrative Organization, which has established a dedicated floating market management committee. This committee is responsible for managing and overseeing the market as well as developing tourism strategies for Khlong Jinda Floating Market to accommodate tourists and facilitate vendors and people in the area who sell products in the market, as well as participating in committee meetings. Discussing market operations and development plans is an important matter for government agencies to pay attention to. To ensure that all stakeholders are involved in the decision-making process regarding the management and development of Khlong Jinda Floating Market.

Agricultural tourism attractions Pathom Indriya Farm, Yai Cha Subdistrict, Samphran District, Nakhon Pathom Province "Pathom Organic Farm" provides an opportunity to learn and experience basic organic farming. There are various activities in the area, such as growing organic herbs. organic farming insect repellent herbs making herbal balls Natural dyeing, rice farming, rice coloring, and rice harvesting Making soap from rice Making clay from rice fields Production of banana hormones, banana flour, production and selection of containers from banana leaves or making toys from banana stalks, etc. In addition, within the farm, there are many accommodations to choose from, including Thai-style houses by the pond. or hotel-style rooms along the river What stands out is that it is a center for learning about organic farming and farm system cycles. The emphasis is placed on hands-on learning experiences. Tourists will also have the opportunity to prepare meals using ingredients from the farm, experiencing the freshness, taste, and safety of organic vegetables firsthand. This is considered a selling point that requires news to be distributed. and continuous public relations.

Agricultural tourism attractions Oun Rak Agricultural Park, Song Khanong Subdistrict, Samphran District, Nakhon Pathom Province General resources in the Unrak Agricultural Garden area are diverse and abundant. These resources can be consumed or sold. It also provides an opportunity for outsiders to learn about agriculture in the garden. The orchard owner has created various facilities within the orchard, including a non-toxic fruit orchard. Amenities such as benches, restrooms, signage, and boats are available for visitors to enjoy while visiting. There is an activity to walk around the orchard, pick fruit, and demonstrate the processing of fruit products in the orchard. As interest increases, tourists also come to study and gain more knowledge. Resulting in increased tourism benefits. Therefore, the uniqueness of the activities must be created in order to be interesting and attract tourists.

Agricultural tourism attractions Lad-E-Thaen, Rai Khing Subdistrict, Samphran District, Nakhon Pathom Province Koh-Lat-E Thaen consists of 4 subdistricts: Rai Khing Subdistrict, Bang Toei Subdistrict, Song Khanong Subdistrict, and Tha Talat Subdistrict, which are aware of culture, tradition, and architecture. Including many important temples as well as popular agricultural products such as pomelos that are well-known throughout the world. With the aim of creating a tourism center and promoting agricultural products directly to consumers or tourists. Inside, there are activities to convey the meaning of agricultural tourism, including visiting an agricultural museum. Visiting the Thong Dee and White Honey pomelo orchards Pay respect to Luang Por Po Lui and Wat Song Khanong. Learning the standard organic plant growing system and promoting activities that convey tourism meanings that continually attract tourists to visit Lad-E- Thaen.

Sustainable Agricultural Tourism Development

The development of agricultural tourism involves participatory development, management, and public relations media. To help drive agritourism to be efficient and beneficial to the community by creating added value to the community's products. Promote income with Shun and focus on tourists' satisfaction and needs as important. Each component has suggestions for development, as follows:



Figure 2: Picture Shows sustainable creative community tourism management.

Participations

Promoting people in the community to have knowledge, understanding, and awareness of the benefits of agritourism. Come together to express opinions, make suggestions, and solve problems and obstacles in the implementation of agricultural tourism management. Promote participation from both vendors and community residents in the decision-making process regarding the management and development of agritourism. To jointly care for and help tourists Ready to pass on valuable experiences to tourists. In order to create an impression and attract tourists to come back and visit again in their own area. Give importance to transferring wisdom to local people. Especially the new generation, in order to preserve local wisdom so that it does not disappear from the local area. In particular, local scholars in each area have to work together to pass on existing knowledge. Passed on to the next generation to continue the arts and culture of that locality, which is in line with the concept of human resource development of McLean & McLean (2001, pp. 313-326) who said that human resource development should have guidelines for learning. knowledge that is different according to the social context, environment, and culture of that society is passed on to the next generation.

Management Aspect

Organizing joint activities of tourists and people in the community in order to meet the needs of tourists who come to experience the aura of community life in each area. To give tourists the experience of local people organizing activities for tourists, such as organic farming. Natural dyeing, rice farming, making soap from rice, making clay from rice fields, etc., are also in line with Richard's (2010) ideas in terms of designing activities for creative tourism in the community, such as learning activities with the community where weaving workshops are organized. Ancient patterned cloth for tourists Making Khanom Kong, an ancient dessert that has disappeared, in order to inherit the community's arts and culture. Participating in cooking local food, in the year B.E. 2008, the government announced a policy to drive forward the project to develop One Tambon One Product. To combine with local wisdom Continuing development to keep up with technological advancements the community should have a place to welcome tourists who come to visit the community to eat and drink. Organizing art and culture tour routes so that tourists can see what the community wants to present as the identity of each community. There should be a shop displaying products or souvenirs that are unique to the community. So that tourist can buy it to give to friends and family members. It is another way to help publicize the community. In addition, the community should have management of cleanliness and smell. To create a refreshing atmosphere in the community Including people in the community, they should smile and be friendly to tourists who visit the community in order to make an impression.

Public Relations Media

Training tourism personnel in marketing skills Creating public relations media to distribute through various media such as television, radio, print media, online media, outdoor media, and various billboards, etc., to stimulate interest and create memorable images. that is good for tourist attractions for tourists Including creating a good image in the eyes of those who see it. There should also be language training and tourist information. Able to provide accurate information to tourists for example, the United States places great importance on developing human potential. especially the leader. There is a rapid development model (fast-track) even in Japan. Emphasis is placed on developing personnel in

the organization as well (Phopaithun Suchinda, 2020, pp. 260–261). If Thailand has developed the potential of its personnel Especially in the area of language use. To communicate with tourists without errors in explaining the story. community way of life community identity the architecture of the community is effective, and there is mutual understanding between both sides, resulting in learning and good experiences for tourists. The author concludes that guidelines for managing creative tourism by analyzing the resource costs of each area, we can see what is outstanding in terms of identity. Social, cultural, and environmental values, and the management of intellectual capital, art, and nature, as well as community area owners, must evaluate their distinctiveness in terms of uniqueness and identity in order to rank the upstandingness of tourism. They are jointly selected to participate in activities and plan to develop creative tourism together to promote tourism in the community.

Conclusions

Agricultural tourism is an interesting form of tourism in which tourists not only experience enjoyment but also gain knowledge through activities that can be used in their daily lives or careers. Importantly, it provides an opportunity to learn and understand the importance of agriculture, which has been rich in the wisdom and practices of Thai farmers throughout history. which emphasizes sustainability and environmental friendliness. Including creating a balance between tourism resources, society, culture, and the way of life of the community. In addition, agritourism creates a good quality of life and encourages people in the community to have more income. This will lead to solving the problem of poverty and promoting self-reliance in the community. There is a mechanism for managing agricultural tourism in terms of involving people in the community to jointly plan, dare to make decisions, recognize problems, and solve problems. Management aspect of organizing joint activities of tourists and people in the community so that tourists can experience the way of life, wisdom, and culture of the communities in each area. and public relations media to promote good experiences. To stimulate the impression and create a bond between people in the community and tourists. These agritourism management mechanisms will continue to promote agritourism as a potential agricultural tourism destination.

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