

**POTENTIALITY OF SAMPATUAN SUBDISTRICT
FOR AGRO-TOURISM ATTRACTION**



ORNANONG RUECHALIT
2

With compliments
of
บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล

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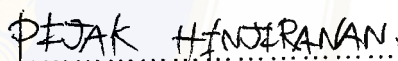
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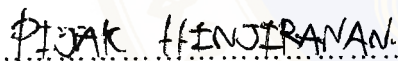
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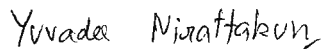
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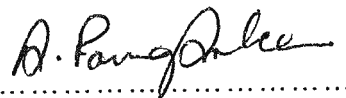
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✕ The objectives of this research is to study the potential of Sampatuan subdistrict as an agro-tourist attraction and to propose was in which to manage an agro-tourist attraction appropriately. 200 local people and 200 tourists were used in the study. The information was gathered by questionnaires. The period of time of the study was from January to April 2002. The analysis was conducted by t-test statistics through SPSS for Windows.

The research found that Sampatuan subdistrict has on average level of potential in as an agro-tourist attraction of 2.2.(This indicates that Sampatuan has medium level of potential as an agro-tourist attraction.) The sample groups evaluated the subdistricts readiness as an agro-tourist attraction through analysis of these factors: 1) physical condition 2.) basic factors of being an agricultural tourist attraction 3) management of agricultural tourism 4) the preparation of the community in being an agricultural tourist attraction 5) the interesting and attraction sites in being an agricultural tourist attraction. It was found from the comparison of the readiness evaluation in being an agro-tourist attraction between the groups of local people and the groups of tourists that there was no significance difference statistically at the level of 0.05.

From the study of ways in which to manage an agro-tourist attraction, it was found that the factors of the management systems of an agro-tourist attraction of Sampatuan can be ranked by this order: 1) management of agricultural tourism 2) basic factors of being an agricultural tourist attraction 3) the preparation of the community in being an agricultural tourist attraction 4) the interesting and attraction sites in being an agricultural tourist attraction and 5) physical condition.

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 วท.ม.(เทคโนโลยีที่เหมาะสมเพื่อการพัฒนาทรัพยากร)

อรอนงค์ ฤชาฤทธิ์ : ศักยภาพของตำบลสัมปทวนในการเป็นแหล่งท่องเที่ยวเชิงเกษตร
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การศึกษานี้มีวัตถุประสงค์เพื่อศึกษาระดับศักยภาพของตำบลสัมปทวนในการเป็น
 แหล่งท่องเที่ยวเชิงเกษตร และเสนอแนวทางการจัดการการท่องเที่ยวเชิงเกษตรที่เหมาะสมกับ
 ตำบลสัมปทวน โดยมีกลุ่มประชากรตัวอย่างที่ใช้ในการศึกษาได้แก่ ประชาชนจำนวน 200 ตัวอย่าง
 และนักท่องเที่ยวจำนวน 200 ตัวอย่าง โดยใช้แบบสอบถามเป็นเครื่องมือในการศึกษา ช่วงเวลาใน
 การศึกษา คือเดือนมกราคม ถึงเดือนเมษายน พ.ศ. 2545 และทำการวิเคราะห์โดยใช้สถิติ t-test ด้วย
 โปรแกรม SPSS for window

ผลการศึกษา พบว่าตำบลสัมปทวนมีระดับคะแนนศักยภาพในการเป็นแหล่งท่องเที่ยว
 เชิงเกษตรเฉลี่ยเท่ากับ 2.22 แสดงให้เห็นว่าตำบลสัมปทวนมีศักยภาพในการเป็นแหล่งท่องเที่ยว
 ระดับปานกลางโดยกลุ่มประชากรตัวอย่างให้ระดับความพร้อมในการเป็นแหล่งท่องเที่ยวเชิง
 เกษตรของตำบลสัมปทวน โดยพิจารณาจากปัจจัยที่เป็นองค์ประกอบในการเป็นแหล่งท่องเที่ยวเชิง
 เกษตรได้ดังต่อไปนี้ 1)ปัจจัยด้านลักษณะทางกายภาพ 2)ปัจจัยพื้นฐานของแหล่งท่องเที่ยว
 เชิงเกษตร 3)ปัจจัยด้านระบบการจัดการการท่องเที่ยวเชิงเกษตร 4)ปัจจัยด้านความพร้อมของคนใน
 ชุมชนต่อการเป็นแหล่งท่องเที่ยวเชิงเกษตร และ5)ปัจจัยด้านสิ่งดึงดูดใจทางการท่องเที่ยวเชิงเกษตร
 และจากการเปรียบเทียบความแตกต่างในการประเมินระดับความพร้อมในการเป็นแหล่งท่องเที่ยว
 เชิงเกษตรระหว่างประชาชนที่อาศัยอยู่ในพื้นที่และกลุ่มนักท่องเที่ยวพบว่าไม่มีความแตกต่างกัน
 อย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05

จากการศึกษาแนวทางการจัดการการท่องเที่ยวเชิงเกษตร พบว่าปัจจัยด้านระบบการจัด
 การการท่องเที่ยวเชิงเกษตรที่เป็นองค์ประกอบในการเป็นแหล่งท่องเที่ยวเชิงเกษตรของตำบล
 สัมปทวนเมื่อนำมาจัดลำดับความสำคัญในการที่จะพัฒนาหรือบริหารจัดการแล้วสามารถลำดับได้
 ดังนี้1)ด้านระบบการจัดการการท่องเที่ยวเชิงเกษตร2)พื้นฐานของแหล่งท่องเที่ยวเชิงเกษตร3) ความ
 พร้อมของชุมชน 4) ด้านสิ่งดึงดูดใจทางการท่องเที่ยวเชิงเกษตร และ5)ด้านลักษณะทางกายภาพ

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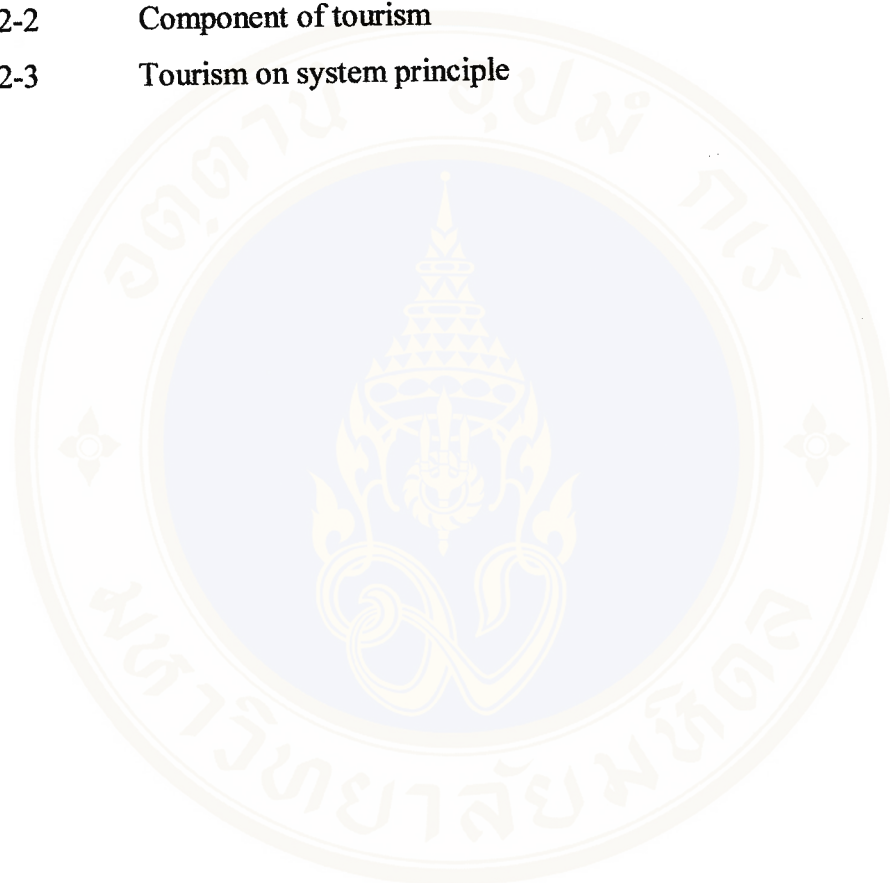
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CHAPTER I

INTRODUCTION

1.1 Background and problem statement

In 1987, the government announced to be “Visit Thailand year” that they would present the importance of tourism, which they have a significant the economic development of Thailand. Results of the promotion in 1987 were amount of international tourists who came to Thailand increased from 2,818,092 in 1986 to 3,482,958 in 1987 and it increase every years. In 2000 amount of tourists increase to 9,505,623.(The Tourism Authority of Thailand:2000) More flow of money is created when international tourists come to Thailand, it supports international money revolving in Thailand. Furthermore, incomes from tourists have spreader to far locals where is location of tourism attraction. Not only tourism help support ate economy, but also its develops local’ s society owner. Many public utility were builder and developed for tourists. For example : electricity, irrigation system, communication all of these are the by-products of local.

Thailand is a country where there are many natural and historical tourism. These enable both Thai tourists and international tourists to be able to choose to travel to many provinces of Thailand. In the past, tourists often decided to go to tourism attraction where there are beautiful nature sights such as mountains, waterfalls, shores and beaches for appreciate beauty, of the nature and fine different emotions. As maintenance and folkway that have been changing, the pressure on their working is one of the causes that creates the people’s desire to getting away support from social city conditions and find some relaxing times. So tourism activities have been chosen be the way for solving these problems. When the same need had been spread to all societies, relation between capacity of tourism attraction to amount of tourists, rottenness of tourism attraction have increased, human found tourism attraction where

can reply their need. Accordingly the old tourism have changed and sustainable tourism began for solving tourism retraction problems and for conserving tourism.

Sustainable tourism have begun by way of operation which are:

- 1) Conservation and use valuable retraction especially natural retraction, social retraction and cultural retraction.
- 2) Decrease over all consumption and decrease waste products.
- 3) Reservation and promotion diversity of unspoiled societies and culture.
- 4) Linkage of tourism development to The nation development strategy plan.
- 5) Tourism that have capacity economical activities of local by consider about price and environmental value.
- 6) Local participation on tourism branch.
- 7) discussion between manufacturers, local people, concerned organizations and institutions.
- 8) Personnel practicing by inserting concepts and treatments on sustainable development to all level of local personnel's.
- 9) Marketing that their have been provided perfect information, its support tourists to understand and respect the natural environment, societies and cultures. Lastly
- 10) An efficiently research an check up can help solve increase benefit of tourism attraction tourists and investor.(2000)

Agrotourism is the one of the sustainable tourism that have been using as a new alternative for tourist. And it's one of the tourisms that can decrease effects on the environment and culture. In addition, it support tourists to touch many agriculture such as orchard, farming crop, flower gardens, rice filled, domesticated animals and fish nursing. Moreover, it also teach the tourists to know about Thai agricultural knowledge. (The Tourism Authority of Thailand,2000) Agrotourism have been going on for long time in foreign countries. For instance, Australia, New Zealand and U.S.A. Even Malaysia where there is the first agricultural farm in the world, there have been admitted from tourists everywhere. In case of Thailand, agrotourism have just began in narrow society, but there have not been admitted because tourists still don't have trust in Thailand's services. Especially, agriculturists who are the owner of the areas are not understood about agrotourism management system, and they don't trust the tourists. Since Thailand is an agricultural country that is filled with agricultural retraction. This supports agrotourism form to be admitted. About condition of agricultural areas use in the present : 174.85 millions raise from 320.96 millions raise of all were used for agriculture as follows :1) 79.94 millions raise is rice

fields 2)50.63 millions raise is farm corp. fields 3) 23.89 millions raise is perennial fields 4)105.50 millions raise is forests 5) 23.5 millions raise is perfectly forests.

For a long time, Thai people earn their living agriculture. And cultural variety, custom, tradition, art and folk knowledge are reflected by their earning. And that variety can attract tourist. Agrotourism is the one of the tourism forms that use agricultural areas to attract tourists. It give a chance to tourist to touch natural environmental, livelihood of agriculturists that there are integrated religion activities, art cultures and traditions along with learning and exchange experiences of agricultural activities. From this dominant, can considered to many area of Thailand where there can operate the system of agrotourism management.

When those standing out characters are analyzed, the researcher could see that there are many region in Thailand that could possibly be organized as agro-tourist attractions, but there will be problems of the distance. Therefore, the researcher sees Sampatuan subdistrict Nakhonchaisri district in Nakhonprathom province is suitable and appropriate to be studied since it is near to the big city like Bangkok, and it is located on the business area of the country. The region is mostly green with agricultural farming and animal farming, which the majority of the crops are guava, coconut, orange, pamelo, bell fruit, and papaya etc. In addition, there are rice farming and vegetable gardens in some areas. The local people have gotten together to establish the women volunteering group to raise extra funds from their full time jobs. There are also popular tourist attractions inside the subdistrict like the Wat Klangkuweang floating market, which is popular by their treatments using Thai herbs and the traditional massage. Other than that, the Wat is also is a central meeting point of the people of Sampatuan subdistrict to they sell their agricultural goods to the tourists. The Watkoktan National Park of fish is another tourist attraction that is located in Sampatuan subdistrict. Beside those popular tourist attractions, there are other attractions agriculturally like agriculture demonstration points that can be developed into an agro-tourist attraction to make money for the people of Sampatuan subdistrict.

From the points of view of agro-tourism, there is a potency to develop to be an acceptance in the future of tourist market. The researcher, therefore, sees that there should be studies on the potentiality of Sampatuan subdistrict Nakhonchaisri district

in Nakhonprathom province in being an agro-tourist attraction. Since it is a part of the business area, isn't far from Bangkok, is easy to travel to, and already has main tourist attractions, which this goes along with the theme of agro-tourism management, and the results can be used to manage and improve Sampatuan in the coming future.

1.2 Objectives

1.2.1 To study potentiality of agrotourism attraction in Sampatuan subdistrict

1.2.2 To present appropriate ways of agrotourism management for Sampatuan subdistrict, Nakhonchaisri district and Nakhonpathom province.

1.3 Conceptual framework

Since Thailand is a country where there are the majority of people work in agriculture. It's also that produces food to provide many countries in the world. However, Thai people have been having poverty-stricken problem, and they have been having insufficient income since past until present. And then when trend of tourism had been accepted that there had been supported increasing economic system, form of tourism were developed to increased careers. Thus, agrotourism have been becoming a role because it's one of the ways which increase their incomes. However, it must be well managed in order to have no effects on society and culture of agriculturists.

In the case study of potentiality of Sampatuan subdistrict, Nakhonchaisri, district and Nakhonpathom province in order to develop to agrotourism attraction. It was being made by the studies about present conditions of the case study areas, revised concerned document and researches. Studied about agrotourism attraction potentiality on their place by using questionnaires about physical appearance, base factor that those places were being converted to agrotourism attraction, tourism management system, completion of community when their place become agrotourism attraction and agrotourism attractions. Moreover, in this case study also used sampling interviewing model to suggest agrotourism development by ways that are appropriate for Sampatuan subdistrict, Nakhonchaisri district, and Nakhonpathom province.

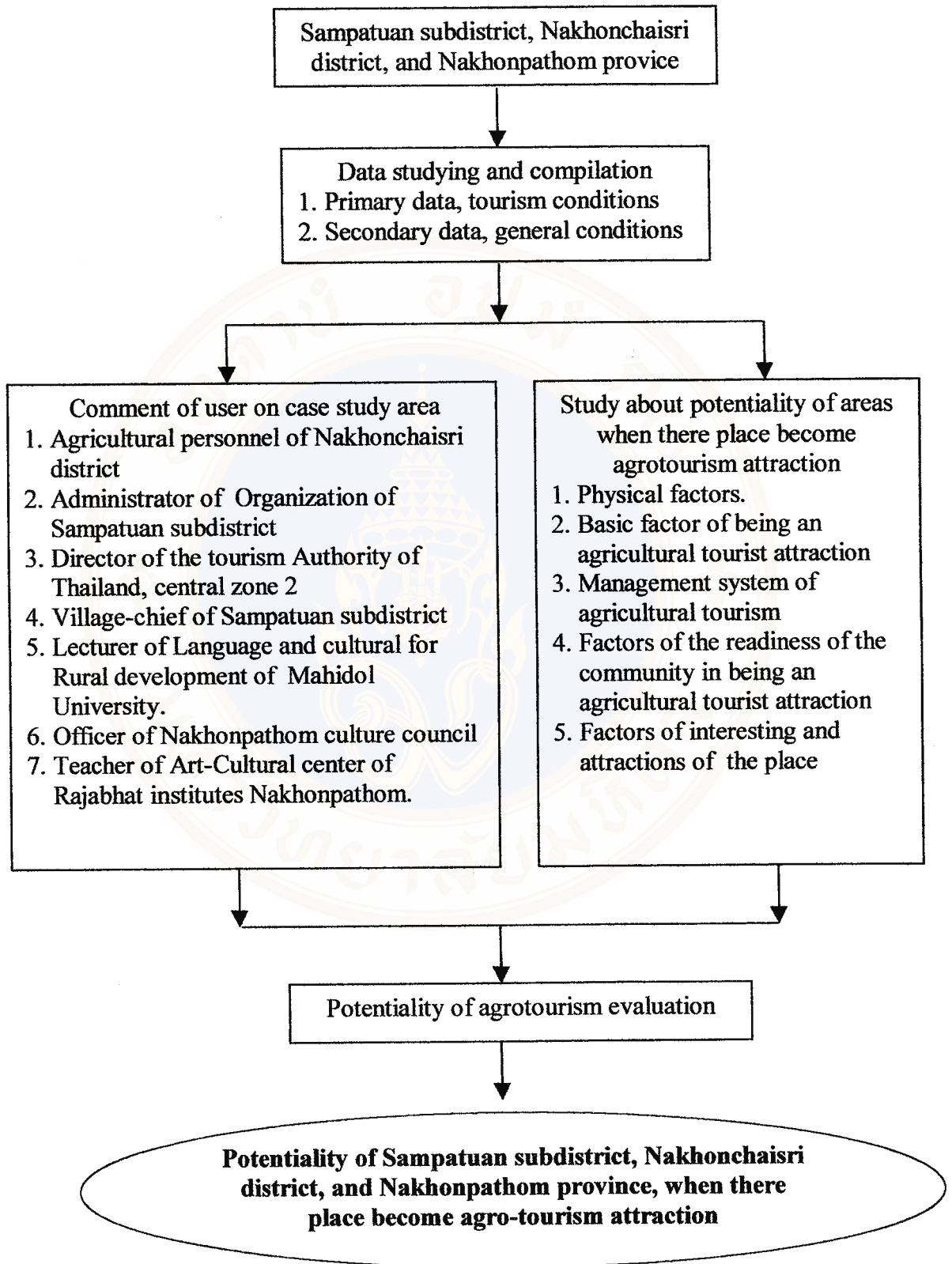


Figure1-1 Conceptual Framework

1.4 Hypothesis

1.4.1 Sampatuan subdistrict, Nakhonchaisri district, Nakhonpathom province have potentiality of agrotourism attraction at moderate level

1.4.2 The groups of local people and the groups of the tourists evaluated the readiness level of Sampatuan subdistrict in being an agro tourism differently.

1.5 Scopes of study

1.5.1 Scope of area, this study limit area in Sampatuan subdistrict, and Nakhonchaisri district, Nakhonpathom province.

1.5.2 Scope of demography, this case study limit at 3 group which are :

1.5.2.1 Thai tourists group who are 15 years old up and come to Sampatuan subdistrict, Nakhonchaisri district, Nakhonpathom province.

1.5.2.2 Concerned officer group : Administrator of Organization of Sampatuan subdistrict, director of the Tourism Authority of Thailand, central zone 2, Village-chief of Sampatuan subdistrict, Lecturer of Institute of Language and Cultural for Rural Development of Mahidol University, officer of Nakhonpathom council, teacher of Art-Cultural center of Rajabhat Institutes Nakhonpathom.

1.5.2.3 People who live in Sampatuan subdistrict.

1.5.3 Scope of theme , theme are including limit at many point :

1.5.3.1 Physical appearance, base factor that there place were being made to agrotourism attraction, tourism management system, completion of human in community, agrotourism attraction. All of this, it for studying potentiality of agrotourism in Sampatuan subdistrict, Nakhonchaisri district, and Nakhonpathom province.

1.5.3.2 Concept of agrotourism that relate with limit factor that limit potentiality of agrotourism in Sampatuan subdistrict, Nakhonchaisri district, and Nakhonpathom province when there place become agrotourism attraction.

1.5.4 Scope of case study period, this case study were limited period during 2001 to April 2002

1.6 Expected results

1.6.1 To know about the potentiality level of Sampatuan subdistrict, and Nakhonchaisri district, Nakhonpathom province when they become agrotourism attraction.

1.6.2 To know about completion of Sampatuan subdistrict, Nakhonchaisri district, and Nakhonpathom province when it is developed to be an agrotourism attraction.

1.6.3 The information obtained from this research can be utilized as a guideline in developing agro tourism so that it is appropriate for the capacity of Sampatuan subdistrict, Nakhonchaisri district, and Nakhonpathom province.

1.7 Definition

Agrotourism : Tourism that have agricultural areas and livelihood of agriculturists and they are attraction. Furthermore, inner of that areas have facilities for tourists and they can receive knowledge and entertainment on their trip.

People means the locals living in Sampatuan subdistrict Nakhonchaisri district Nakhonprathom province

Tourists means Thai visitors above the age of 15 that have visited Sampatuan subdistrict Nakhonchaisri district Nakhonprathom province between January to April 2002.

Potentiality means the readiness of the area in being an agro-tourist attraction that is considered by the component factors of an agro-tourism, which they are the factors of the physical condition, the basic factors of being an agro-tourist attraction, the factors of the management of the systems of an agro-tourist attraction, the factors of the readiness of the people in the community, and the factors of attractions in the area.

Argricultural area : place where there are used in agriculture activities such as rice field, farming, animals rearing or other activities that concern with agriculture.

CHAPTER II

LITTERATURE REVIEW

This research compiled concept, theory that are concerned with agrotourism potentiality studying of Sampataun subdistrict, Nakhonchisri district, and Nakhonpathom province and it comprise of :

2.1 Tourism

2.1.1 Meaning of tourism.

2.1.2 Components of tourism.

2.2 Sustainable tourism

2.2.1 Scope of sustainable tourism.

2.2.2 Principles of sustainable tourism.

2.3 Agriculture conditions in Thailand.

2.3.1 Agricultural areas where there are agrotourism attractions potentiality.

2.3.2 Types of agriculture.

2.4 Agrotourism

2.4.1 Scopes of agrotourism.

2.4.2 Definitions of agrotourism.

2.4.3 Components of agrotourism.

2.4.4 Tourism activities on agricultural area

2.4.5 Agrotourism in Thailand.

2.4.6 Types of agrotourism attractions.

2.5 Potentiality

2.5.1 Definition of potentiality.

2.5.2 Significance of area potentiality knowledge.

2.5.3 Potentiality of agrotourism attractions.

2.6 Concerned research



2.1 Tourism

2.1.1 Meaning of tourism.

Tui Chumsai, son of highness(1984: 4-6 refer in Wanna Wongwanich 1996:5-6) said about the meaning of tourism and traveling in “The first of tourism”. Tourism is travel. If there is no traveling, there is no tourism. In case tourism, meaning of tourism and traveling are often integrated by the tourism operator. Sometimes they used the meaning of tourism to cover both tourism and traveling such as “The Tourism Authority of Thailand”.

Tourism is one of the recreations. It always begin on leisure times that concerned with travel. And traveling mean often means setting from one place to another from residence to tourism attractions in order to experience different air and environment. All of this, it is the result of motivating of physical demands, cultural demands, communication demands and status or honorable demands.

Whenever people travel to one place, it often concern with work. And this is part of social that they have relation travel to new places, use there benefits and facilities up to their potentiality. Traveling of the people differ in purposes, methods and satisfactions. Therefore variety tourism have begun. And it were called in many visions and views. Such as conservation tourism, economic tourism, adventure, entertainment etc.(Thailand Institute of Scientific and Technological Research 1999.) Thus, meaning of tourism is not only traveling but it includes traveling from residence to other place on willingness and not for work.

The Tourism Authority of Thailand refer to purpose of tourism. It is one of human requirement that happens when there are completely physical and mental with many purpose which are :

- 1) Curiosity about new things, cultural and traditional including politics, people, nature and natural phenomenon different.
- 2) To relax from routine duty.
- 3) Religion and magic interests such as the pilgrimage.
- 4) Careers and businesses like travel for surveys, conferences, seminars, operation studying.
- 5) Other such as visiting relatives or friends

2.1.2 Components of tourism

Thailand institute of Scientific and Technology Research concluded about tourism that it was social and economic process. And there were 3 component : tourism resource, tourism service and tourism market or tourists. On each component there is a sub-component that there are related. So difference of each tourism are distinguished by sub-components and their relations.

Relation of the 3 sub systems began when tourism had used benefits of tourism resources for recreation or visual education. These benefits may be directly benefited or concerned services.

Normally, tourism resources are resources that never run out, because the use from is often external touch, and they are not moved or may be they are compensated all the time. However, on true tourism, resources use full are often transformed though they don't consider about losses and effects on many sub-system and other environmental effects.

In the other hand, environment system such as community system, industrial system have effects on the tourism system. Thus tourism that there are lacking good system management are the tourist that are not successful. Besides the internal components of system, tourism have many signification environment situations that there are concerned such as physical conditions and ecological system, environment, base construction, economy and investment, society and culture, government and individual cooperation organization, and law that support development and promote tourism ,etc. (Figure 2.1)

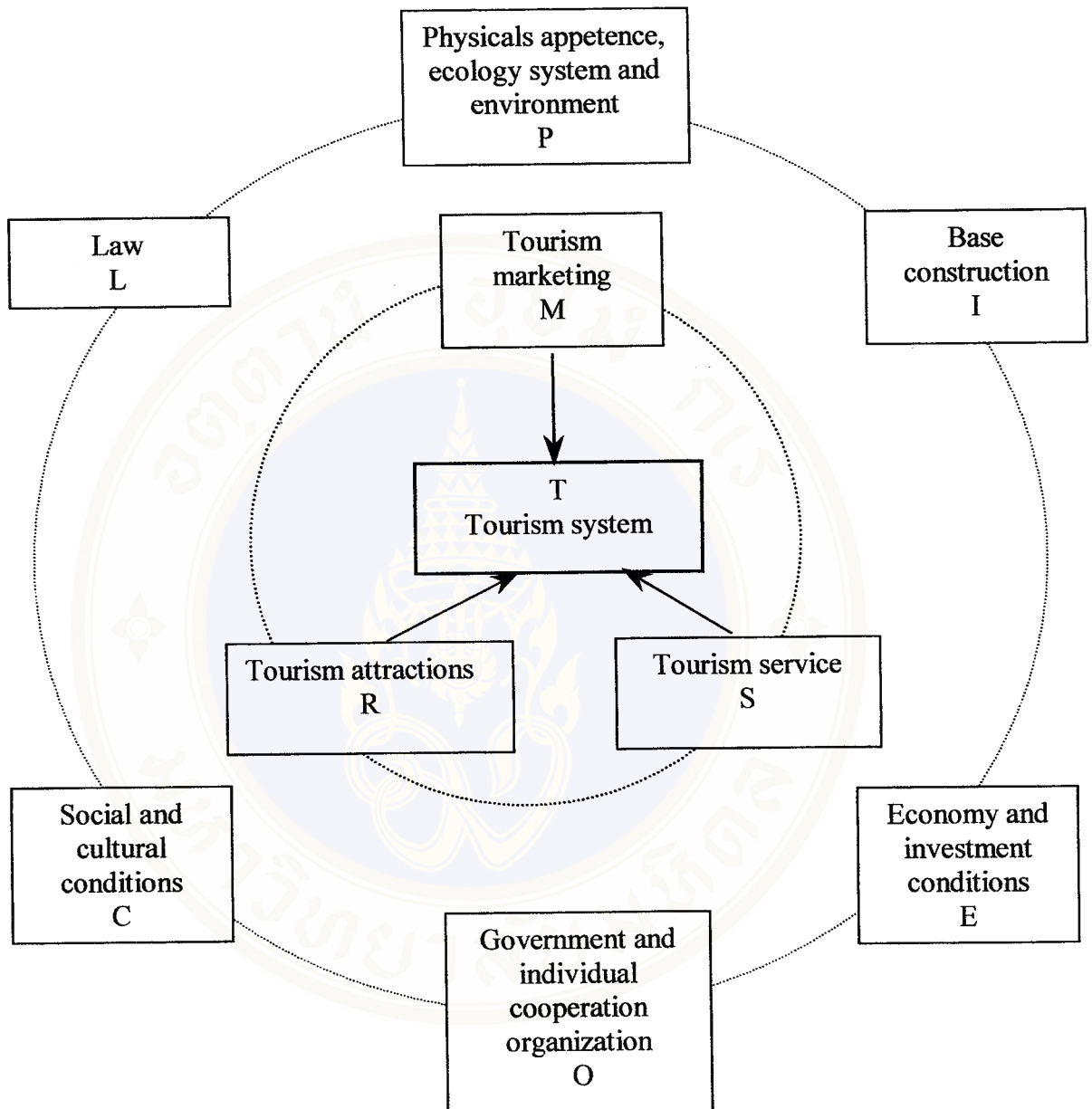


Figure 2-1 Tourism System

Source : Thailand Institute of Scientific and Technological Research(1999).

2.1.2.1 Tourism attractions

Tourism attractions are significantly resources are significantly resources. They're the tourism supply. Peters(1969) divided tourism attractions into 5 types which are cultural Attractions, traditional Attractions, Scenic Attraction, Entertainment Attractions, and other Attractions.

Thailand have tourism resources that are mostly concerned with base of folk styles such as natural resource, History, archaeology, Tradition and culture. From the past to the present, Thai tourism management were divided from that are natural tourism and cultural tourism (include history and archaeology)

After that the way that requested tourism to consider increasable conservation or cultural community reservation need had begun. So tourisms in present time are divided in 4 types :

- 1) Tourism in natural source is the tourism for relaxation, amusement and pleased about natural tourism. Aloof these are main objectives of this tourism. This tourism is the natural tourism.
- 2) Tourism that emphasizes on cultural, historical, archaeological appearance, and many places that were built by humans. Moreover, it concern with social livelihood, and it give knowledge to the foreigner. Consequently, it brings bride to the natives.
- 3) Tourism that respond deliration and satisfaction on relaxation, amusement, and entertainment of tourists, they emphasize appropriate services. This tourism is sport and entertainment tourism
- 4) Tourism that there are objectives for convention and business. They may have observation and visual education. It is included in one type of tourism. This tourism ibis business and convention tourism.

2.1.2.2 Tourism service

Service in tourism is one of the supplies that isn't the main target to tourists. But it is the service that they are facility and entertainment to tourists. And in some occasions, they are attractions to the tourists including important tourism services as lodging, food, souvenir center, entertainment

center, activity center and other service. As well as, other necessary base constructions and facilities.

2.1.2.3 Tourism marketing

Tourism marketing is the presentation of tourism demand that there are deliration on tourism from one place to other place, to participate in many activities, to practice in relaxation, and other activities. M Normally, tourism marketing emphasizes on tourist.) Manage process, it includes promotion and development, and tourism service. In The Thailand tourism Authority of Thailand gave a part of concerned meaning were:

1) Visitor: people who came from their residences for some objectives. Maybe stay overnight, or they may not,(It's the total of tourists and excursionist)

2) Tourist: peeper who came to one place for many objectives, through it isn't for work, education. They aren't folk that have habitat, working and education in there areas. They must stay overnight at least 1 night. (90 not too many) Maybe their objectives are not to spend their free times (recreation, relaxation on holiday, health care, education-learning, religion and sport) for business, visit their relative, duty treatment, and convention.

3) Excursionist: people who don't stay overnight. Domestic tourism: travel of tourists both Thai tourists and international tourists. They travel cross provinces and they have object that isn't for work or education. They aren't folk who have habitat, working or study in provinces that there are going to.

4) Tourist consumption expenditures are expenditures for goods and services that they pay (International tourists) during their stay in Thailand(except international fare).

5) Tourism Revenges : revenges that Thailand receive international money both are from directly and indirectly means. Thai international tourism pay for goods fee and service fee except for international fares.

6) Tourism is the activity that depend on quality of humans , resources and natural and cultural environment. It is separated form other economy developments.

Tourism processes are developed to be one of the important branch in the economy system, that there are buyer and seller. All of These make up the Tourism Industry that originates important revenges of Thailand. During economical crisis, although tourism industry wall effected, but it quickly recovered, and it could reward the economy break off position. So in the past, tourism emphasizes the economy dimension. However, because tourism industry have been growing with the economy benefits, tourism industry expansion had effects on the natural environment and both directly and indirectly. As well as the development in other branches of society production.

In 1987, a new alternative of development was presented. It was the sustainable development. From Brundtland Report (Our Common Future) meaning of sustainable development is “development that respond deliration of the society which doesn’t decrease the capability of future human development on their deliration respond search”. (Shirley Eber 1993) This concept was expands to the tourism development.

Thus, tourism that only emphasize son the economy , it has effects on the environment. Moreover if it doesn’t have good management the environment is difficult restore to normal condition. For these reason, the alternative for solving this problem is appropriate as agrotourism, because environment or tourism found out that it can attract tourists. They are areas that usually originate the income of own area. And when there are well manage, it will become a tourism attractions.

2.2 Sustainable tourism

2.2.1 Scope of sustainable tourism

From this case study, it can be concluded that sustainable can always rely on the dissipation of tourists and the owner of the area on economic, social, and culture throughout environment. Researcher propose some concepts on sustainable tourism, they are: in Globe 90 conference in Canada gave meaning of sustainable tourism “ It is tourism that respond tourist’s requirement and also respond deliration

of the owner of the areas. It has protection and conservation on many occasion of future humans. This tourism mean the resource management in order to respond economic, social and beautiful scene necessary. At the same time, it can preserve the cultural, identity, and the ecosystem. UN. summit on environment and development or EARTH SUMMIT at Rioderjanero city in Brazil gave the meaning of sustainable tourism as is tourism that no has danger on all the face of the environment. Although the target is any place, big groups or small groups, and in the city or in the rural areas.

Proposal of Robert Cleverdon and WTO (1999) are “sustainable tourism development is the development that resend tourist’s deliration and also respond deliration of the owner of the areas and it has protection and conservation on many locations of future humans. Furthermore, this tourism management mean tourism management that respond necessary on economic, social, and beatiful scene. At the same time, it can preserve cultural, identity, and ecosystem of the place. All of this, sustainable tourism concept emphasize total tourism industry to adapt management condition to the world that has been changing limit of development covers all part of tourism

Boonlert Chittangwatana(1999) proposed in education documents sustainable tourism is tourism that there are 6 significant appearances :

- 1) It is the tourism that is all types of tourism attractions ; natural attraction, historical and relics attraction, and art –cultural, traditional, activity attraction.
- 2) It is the tourism that emphasizes the value and the identity of each tourism attractions.
- 3) The tourism that is responsible for tourism resources and the environment in tourism attractions.
- 4) It is the tourism that gives opportunity for tourists to touch , learn and receive experience that are concerned with the nature and the culture.
- 5) It is the tourism that gives long interest to person who work in the tourist industry.
- 6) It is the tourism that gives benefits to the locals and turn benefit to tourism resource and environment for the locals.

2.2.2 Principle of sustainable tourism

Basic principle of sustainment must be treated by all tourism industries. It's not only some tourism such as small tourism, expensive tourism or the elite market, but it also includes the mass market. Accordingly, sustainable principles are: (Shirley Eber 1993)

- 1) conservation and appropriate resource are both natural social and culture resource. It is importance and it's the concept for doing business in the long term
- 2) More consumption decreases and waste products decrease can help the environment in the long run though avoid expenditures in environment keep rip that there are destroyed and it increases the quality of tourism.
- 3) Natural , social and cultural variety preservation and promotion have signification on tourism in the long term. And help to expand the base of tourism industry.
- 4) Tourism development coordinated with the nation development strategy plane , local development and effect on environment evaluation help to expand tourism capabilities in the long run.
- 5) Tourism in local economy activity that consider price and value of environment, it's not only save, but also it protects the environment from destruction.
- 6) local participation on tourism branch , it not only gives interests to the people and the total environment, but also increase the quality of tourism management.
- 7) There are always discussion between managers , folk and concerned organizations and institutes are necessary for their cooperation in the same way, problem solving and decrease contravention in different interests.
- 8) Personnel training by inserting concept and treatment method on sustainable development to the local personnel's in all levels. It helps to increase tourism service level.

9) Marketing that provide perfect data originate tourists understanding and respect on natural environment , social and culture of tourism attractions. It helps to increase tourism satification.

10) Research considered that there are capability to help solving problems and to help increase the benefit from tourism attractions, tourists and investors. From this text, concept of sustainable tourism emphasizes totally on tourist industry adaptation management to the new generation of the world that has been changing. Accordingly, the limit of development covers all components and all parts of tourism. Its mean “all tourism development should have target to sustainment. And it can concluded” as in order to preserve tourist activities and to have a no flowing of tourists, to conserve tourist attractions. For many profit of service business although it must always adjust for there are effect or least effect on the natural environment, social , and culture. It’s only sustainable management that can preserve sustainment of tourism.

2.3 Agriculture conditions in Thailand.

2.3.1 Agriculture areas where there are agrotourism attractions potentiality form.

Agriculture form that is in agricultural land is the factor that originates the capabilities of agricultural area on development for agrotourism. Agriculture forms are separated as follows :

1) Form of rice farming. This includes original culture to provide soil and harvest. For example. Using buffalo to plough the rice fields to harvest and trash by human energy. And other fobs and activities are mushroom cultivation , square dip net raise etc. This agricultural culture is the life circle that we have seen in Ayutthaya and Angthong.

2) Form of integrated farm. This includes growing organic vegetables and building bonds to do fish farming. Agriculturists can make salad to feed their own family. They can sell fruit , grill fish or grill shrimp for the tourists. This land utilization form have been seen in Nakhonpathom and Ratchaburi.

3) form of orchard. Many Fruit crops that are popular among the foreigner are as followed mangoes, homeless, rose apples , they are cultivated in Nakhonprathom. As well as rambutans, durians, mangosteens, lansas which are cultivated in Rayong, Chanthaburi, and Prachinburi and lansa is cultivated in Narathiwat. So each province can make fruits tasting festival by inviting tourists to harvest fruits by themselves and provide and teach them many harvest of the harvesting method.

4) Flowering plant form. As followed : orchids in Nakhonpathom ,and Ratchaburi rose plantation in Nakhonpathom, Tak, Chiang Mai, flowering plant plantation in Nakhonpathom, Chiang Mai, Chiang Rai, and Nakhonratchasima etc.

5) Form of reserved agriculture that integrates with Thai hill tribes cultures. Form that there are many agrotourism attractions such as tea fields in Chiangdao amphor Chiang Mai province and Maechan amphor Chiang Rai province , agriculture doing at table land in Phetchabun, Chiang Mai, Chiang Rai and Maehongson.

6) Education center and experiment research center form of several offices. Which are : Huayhongcrai study center at Chiang Mai, Kaohinson development education center at Narathiwat etc. Further more, there are also many experiment and research center of several office, Royal Forest Department, Department of Agriculture, and Department of agriculture Extension that can be developed to agrotourism.

7) Royal project and a Royal plan project such as Doi inthanol royal project, Huay royal project, Doi angkhang royal project and Doitung development project. These place are several plants species and many vegetable field that can be developed to tourism attractions.

8) Agricultural farm or individual farm such as Suansampran at Nakhonpathom, B.N. farm at Phatchabun, Boourot farm at Chiangrai, Maesa farm and Maesa butterfly farm at Chiangmai and crocodile farm at Samutprakan, etc.

9) Agricultural marketing farm such as Damnearnsaduak floating market at Ratchaburi, Talad Thai at Pathumthani Throughout fruits market on many festivals.

2.3.2 Types of Agricultural or types of farming

2.3.2.1 Divide by farming characters. It's classified to 6 types :

- 1) Subsistence farming(sufficiency) sufficiently cultivate for only use in house hold and doing at a few areas.
- 2) Plantation farming(L. plantago – planty = Sole of the foot) is the large areas that only cultivate 1 species such as bananas, Para rubbers cottons and pine apple, etc. Agriculture in this types often have many agriculturists share cropper under the same operation plan and sharing sell.
- 3) Mixed crop and livestock farming that there are many areas for cultivate and animal rearing. It often use machine. Moreover, agriculture in this type give high productivity per area and good incomes.
- 4) Intensive farming. Agriculture that require high productivity often have problems therefore it must have planning and close take care. Aloof these, it for solving immediate problem. Especially, when these areas are limit or a cultivation area have problems such as insufficient mineral, ph of soils and many weed flora. These problem often decrease productivity. Thus, it must doing fine agriculture such as chicken, mulch cow rearing, cultivate vegetables flowering plants, and mushroom cultivation.
- 5) Extension farming. It is agriculture that have no large areas and don't close take care but also it give some productivity and use a few fine agriculture such as steer rearing, paddy field and some plants. Moreover, it use machine to decrease labor and cattle ranch.
- 6) Part 3 time farming and hobby farming. It's doing agriculture to be secondary careers such as to make branch root of trees for selling; orchid nursery. Sometime, income from farming in this type more than income from their works

Besides agriculture in these types, now alternative agriculture or sustainable tourism are begun through can divide to many types or many concept such as a royal plan project, no tillage agriculture, no use chemical substance, cultivate vegetable by net cover and connect alternative agricultural network. All of these receive support from individual development organization and government office

2.3.2.2 Divide by business types. It is divided to 3 types as follows:

1) Agriculture doing of large business owner such as Chokchai farm, B.N. farm, Phasak hillside farm of betagro or farm of C.P. at Buengsampan, and Nakhonsawan province. Through lung Suwanwachokasikit training farm at Nakhonratchasima.

2) Agriculture doing of middle business owner. It is often mixed crop such as fruits, corn, mulch cow farm at Pakchong, Nakhonratchasima.

3) Agriculture doing of small business owner. It both modern agriculture and alternative agriculture such as Wiboon, the headman of a village / Kemchalearm / Chachoengsao often have many people invite to.

2.3.2.3 Divide by produce method It is divided to 3 types which are:

1) Modern agriculture that produce by large land use and labor – saving device on cultivation.

2) Sustainable / alternative agriculture have a wide meaning on new agriculture that there are basic from unclearly operation effect on environment, life quality of agriculturist and consumer Furthermore, It matching with ecology system that can sustain operation.

3) The old agriculture have production by these method which are cut, new, burn, and mobile plantation doing.

2.3.2.4 Divided by agriculture productivity. It's divided to 4 types which are :

1) Agriculture as follows: farm crop and gardening crop.

2) Fishery as follows : fresh water fishery, salt water fishery that there are many activities such as aquatic animal nursing and catch.

3) Livestock animals divide to big animals such as cows, buffaloes and horse. And small animals such as pigs, goats, rabbits. Bird such as young duck. Now, wild life are also reared such as crocodiles, tigers and sambas.

4) Forest is forest plantation and agricultural forest.

2.4 Agrotourism

2.4.1 Scope of agrotourism

Thailand is a agricultural country, where there is diversity of agriculture careers. There significant cultures, and they are called "Rice cultures." There are also agricultural, fruits, and fishing reputation, and domesticated animals activities. Which have been developing. These diversities are attraction of tourists, and originate. The impression of the tourists on large tourism farms or fields of agriculturists and agricultural knowledge on many product transformation. Therefore, concept of agrotourism will have been having opportunity increasingly. The concept are:

2.4.2 Meaning of agrotourism

Meaning assignment of agrotourism aren't clear assigned. Department of agricultural extention had concept on this activity survey. That is agrotourism is one of the ways that creates incomes to agriculturists in local areas. Since Thailand have agricultural tourism resources, that there are diversity, and it has agricultural community source which present folkways, cultures, traditions and maintenances of folk in local through integration with scenery of the beauty of the nature. It originates the amusement, knowledge, experience and excitement of the tourists. Thus, to develop agricultural community or agriculture village in local to be agrotourism and open it to international tourist. It is one of the ways that creates income to agriculturists in local areas. In addition, it also originate income dispersion to local by tourists consumption expenditures.

Thailand Institute of Scientific and Technological Research (1999) gave the definition and meaning of agrotourism by many methods for consideration as follows:

1) Define by main component

There are 3 significant tourism components which are sources or attractions for tourists, services, and tourists. From 3 components of agrotourism consideration, it will have sign (figure 2-2) are

- Source: Agricultural activities that attract and are interesting of tourists.
- Service: in order to meet the standard of tourist's requirement.
- Tourist: person who require knowledge and amusement, can have expenditure potentiality on traveling to sources and the services which one used

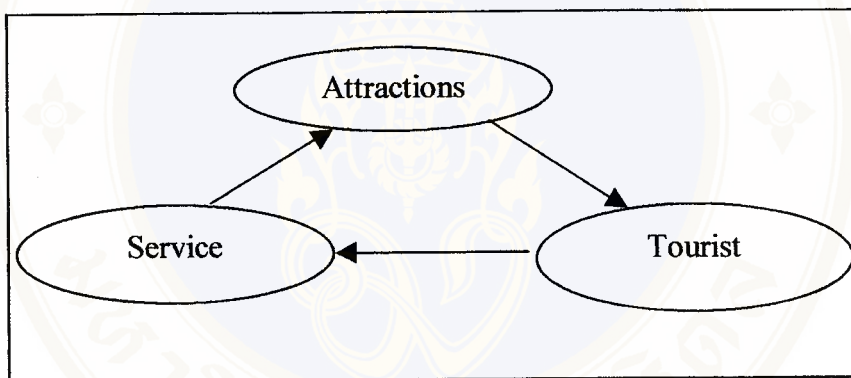


Figure 2-2 Component of tourism

Source: Thailand Institute of Scientific and Technological Research(1999).

Definition and meaning of agrotourism is concluded by consider component are “Tourism that have agricultural main activity which attract and are interesting of tourist, preparing service in order to respond tourism’s standard requirement that is knowledge and amusement. At the same time, tourists have expenditure potentiality when traveling to source and use many services”.

2) Define by system principle.

In use, this principle to find the definition and the meaning. Using principle to consider input, process, output, and effect or impact of tourism. As figure 2-3

- Input is tourism resource that there are main agricultural activities in clued service
- Process is Administration and manage for tourists bearing
- Out put is satisfy of tourists an agriculturists' s income
- Impact is both good and bad result.

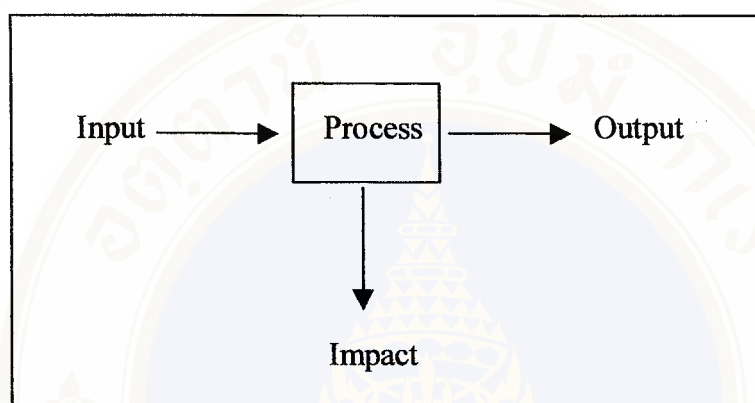


Figure 2-3 tourism on system principle.

Source : Thailand Institute of Scientific and Technological Research(1999).

Definition and meaning of agrotourism is concluded by system principle are “ tourism that there are tourism resource, main agricultural activities, administration and tourist bearing. All of these, it for create tourist' s satisfy and agriculturist's income through there are also impact management”.

3) Define by sustainable resource management principle

It's a consideration principle by considering tourism attractions reserved principle with considering effects on the environment, community's participation, and have it they well organized administration and management. From this principle, The meaning of agrotouism is “ Tourism that there are main agricultural activities and is managed by using reserved principles through agriculture's participation. Moreover, there are quality administration and management system. And they expected results on agriculture, relaxation, cultural educations, and environmental reserved development and promotion.

2.4.3 Component of agrotourism

Tourism system consideration comprise of 3 agrotourism component which are agrotourism resource, resource market, and tourism service.

2.4.3.1 Agrotourism resource

Agrotourism resource mean the resource that is used in production of agricultural products, The resource include sunlight, soil, and water, which are needed throughout plant's species, animal's specie, also humans management, which it originates the agricultural products for consumption. In this text, agrotourism resources mean agrcultural sources and concerned factor on agricultural resources. These sources cover role of areas, process, and agricultural activities that are chosen for tourism resource.

2.4.3.2 Tourism market

Specific tourism market is the market that emphasizes specifically on growing. Tourism in this tope emphasize on specially on learning activities such as maintenance education, specific ancient remains and ancient ruins education. Therefore marketing management are shown clearly. Now amount of tourism attractions in this type of industry is increasing, for example, in Phetchaburi, there are agricultural tours and fruits tours etc.

2.4.3.3 Tourism service

Agroyourism service such as lodging, restaurant, guide service must concern with agriculture of the local. Examples of such service are home stays and farm stays.

Rumphaiphan Kaewsuriya(n.d.) said that " business that lodging services for tourists aren't insufficient amount, there are hotels, resorts,guest-houses,and the business that are called " home stay and farm stay. It is smallest lodging type. Since most of them have 1 or 2 bedrooms per 1 place. Furthermore, their service differ in relationship between the business owner and tourists. In case of farm or home stay the business owner and tourists can open-their mind to learn about livelihood and to exchange their comments and culture between each other. Therefore, tourists receive new experiences that are friendship, and the business owned also have increase their income from their work.

In case of separate one or two room home that live in community to 2 or 4 tourists for staying more than 1 night. The home owner do more and more cook and eat together, and they can exchange their comments with each other. In traditional festivals, they enjoy together. The home owner is the guide tourists to many tourism place in that local on friendship or appropriate rate. This tourism service is called “Home stay”

In case of the farm owner who have farm crop field or animals rearing farm, tourists who stay with them can see family’s activities ,learn to earn a living and have a time for travel to important place in that local areas. This tourism service ice called “Farm stay”. Tourists can have experience on their habitat and travel to important place. The area owner receive money from their service and management. In Thai thinking, home stay service management or farm stay are comparable guest reception, but the area owner never get acquainted with ththose guest. Thearea owner will kwon about tourists from application form that were sent to them, There fore, they should learn and exchang their comment each other. In the same way, tourists will be acquainted with the area owner from tourists service announcements. They known each other by information reading before met each other at home

Home stay and farm stay differ guess reception on the area owner must inform their personal details, career, food and guide service include their limit on service fee and tourists must inform their personal details and admit service rule of the area owner. They must spend time for contacting with the area owner.

2.4.4 Tourism activities on agricultural area

Tourism activities on agricultural area are agrotourism activities that began, and that are excepted to begin. In consider main land use for agriculture and career type. It were separated to at least 19 activities. And each activities can operate on each agriculture area as in table 2.1: Fundamental agrotourism activities.

Table 2-1 Illustrates basic agrotourism

| ACTIVITIES | AGROTOURISM ACTIVITIES | | | | | | | | | | | | | |
|---|------------------------|------------------|-------------------------|---------------------|----------------------|---------------------------|-----------------|----------------------------|-------------------|--------------|-----------------------|------------------|------------------------|------------------------|
| | Accommodation areas | Rice field areas | Vegetable farming areas | Fruit farming areas | Flower orchard areas | Circulation farming areas | Grassland areas | Water animal farming areas | Combination areas | Forest areas | Botanic farming areas | Production areas | Silkworm farming areas | Mushroom farming areas |
| 1. Exhibit rice farming | - | / | - | - | - | - | - | - | - | - | - | - | - | - |
| 2. Exhibit the nature and taking photographs | / | / | / | / | / | / | / | / | / | / | / | / | / | / |
| 3. Riding tractors | / | / | / | / | / | / | / | / | / | / | / | / | / | / |
| 4. Riding plowing cars | / | / | / | / | / | / | / | / | / | / | / | / | / | / |
| 5. Exhibit flower gardens like sunflower, lotus, and rose farms | - | - | / | - | / | / | - | - | / | - | - | - | - | - |
| 6. Special activities for plants and animals like rubber extracting and reproducing corn pollen | - | / | / | / | / | / | / | / | / | / | / | / | / | / |
| 7. Purchasing products | / | - | - | / | / | / | / | / | / | - | / | / | - | / |
| 8. Fishing activities | - | / | - | - | - | - | / | / | / | - | - | - | - | - |
| 9. Riding horses and donkeys | / | - | / | - | - | / | / | - | - | / | - | - | - | - |
| 10. Relaxing | / | / | / | / | / | / | / | / | / | / | / | / | / | / |
| 11. Try out the local food | / | / | / | / | / | / | / | / | / | / | / | / | - | - |
| 12. Animal farming activities | / | - | - | - | - | - | / | - | - | - | - | - | - | - |
| 13. Exhibiting agricultural festivals | / | - | - | - | - | - | / | / | - | - | - | / | / | / |
| 14. Demonstrating the goods production | - | / | / | / | / | / | / | / | / | / | / | / | / | / |
| 15. Showing cultural activities that are related to the agriculture | / | / | - | - | - | - | - | - | - | - | - | - | - | - |
| 16. Harvesting fruits | / | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 17. Staying the night | / | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 18. Try producing agricultural products | - | - | - | - | - | - | - | - | - | - | - | / | - | - |
| 19. Picking flowers | - | - | - | - | / | - | - | - | - | - | - | - | - | - |

Source: Science and Technology Research Institute of Thailand(1999).

2.4.5 Agrotourism in Thailand

Thailand is the agricultural country where there are many agricultural resource. Therefore, agricultural activities are difference. Then, in order to develop agricultural area to be agrotourism attractions, the thing that should be taken in to consideration are

2.4.5.1 Tourism attractions

In the past, agrotourism in Thailand not important emphasis in this meaning but are often include in cultural tourism, for instance fishing community tourism attractions, farm community, agricultural product distribute source, animal farming, shell farming, many hill tribes, research center, royal project, cold seasoning plants etc. However, tourism activities are the activities that emphasize of dominance of area, purchase agricultural product and handmade. From all of tourism attractions in Thailand that were recorded total 2579 source, (The Tourism authority of Thailand: 1997) some places have a possibility on becomes agrotourism sites. For general local areas, agricultural business and another that concern have an opportunity on develop in to agrotourism sites, if it receives appropriate advice. From these text, agrotourism resource that is tourism attractions are few when compare with its potentiality.

2.4.5.2 Directing of marketing-service and development

Many tourism services that concern with agrotourism, nowadays, differ in form and management organization. Such as square dip net raise, see in flowering field through out wine test. Now, a large agricultural business at least 4 place services in form of resort – agricultural farm housings. And there are many activities such as horse ride, seeing farm, sitting tractor. In case community, many community have this tourism services such as Ban koke kho, Koke mho district, Taptan, and Uthai thani have dutchman support as agricultural tourism center. Changing barn to be lodging, lead tourists to doing paddy field, cultivated vegetable and touch local livelihood of Thailand

2.4.5.3 Concerned low organizations, organizations that concern agrotourism are separated 4 types

1) Government organization

1.1 The Tourism authority of Thailand : have direct responsibility on tourism.

1.2 Ministry of Agriculture and Co-operative comprise 13 office as follows Office of the Secretary to the Minister

2) Community Organization and individual development organization such as alternative agricultural network, Boorana alumnus philanthropic foundation, volunteer of society foundation, Royal project foundation, etc.

3) Individual Organization such as conserve tourism and adventure association , the large agricultural company, guide company.

2.4.5.4 Agriculturists Community organization that registered to be juridical people were separated for 9 types by office of agriculture economics. They are follows: Paddy farming groups truck farming groups, orchard gardening groups, silk worm rearing groups, fishery groups. Aquatic animal horsing groups, mushroom cultivation groups, and bee rearing groups. From these all, agriculturists groups that registered to be juridical people. The largest group is the paddy farming groups that there are 2557 sources the next is truck farming groups, that there are 610 sources and the smallest groupies bee rearing groups that there are only 1 source.

2.4.6 Types of agrotourism attractions.

Thailand Institute of scientific and Technological Research (2000) studied and concluded types of agrotourism to be the way on agrotourism development plan. It was separated to 5 types as followed:

2.4.6.1 Agrotourism farm.

Its character is agrotourists use agricultural activities to be as highlight on tourism that were operated by each farm. As now, the most is main agriculturists who have potentiality on developing to be farm stay. In case of sub – agriculturists, they may be developed their places in to being homestay.

2.4.6.2 Agrotourism village.

Its character is all village have agrotourism management since tourist's attraction may begun from many agricultures and diversities. Moreover, in some large villages. They are other types of relaxation areas or tourism attractions. Therefore those villages can be developed into tourism attractions.

2.4.6.3 Agrotourism park.

In case there are the large are as that consist of many agricultural areas connects to each other. They can be developed into tourism areas together. And can plan to become tourism parks, use some services together. Furthermaor, when those area are developed to large areas, it make continuous on travel and many attractions of tourists.

2.4.6.4 Agricultural experiment project of the government

It's the sources that the government manage to become experiment stations or agricultural research centers. Thus, there are still attractions of people would like to set agricultural knowledge, including general tourists that require new agricultural discoveries.

2.4.6.5 Royal Project

It's character is royal project and Sirikit her Majesty's flora garden. It's project that concern with agriculture and many tourists interest as it's the project that compile plants species and many agriculture for some areas, such as cold season crops etc. There for, it's agricultural form that are studied to potentiality evaluation on develop to tourism

2.5 Potentiality

2.5.1 Definition of potentiality

Town and country planning office defined the meaning of potentiality that they are origin things and resources of the area. That in the present are not used to benefit, but are not complete and it will be used on the development.

Satit Prasert, defined potentiality tourism as the capability on bearing, accept to have those place. Amount of tourism that can stay in tourism source, and

they can travel through don't make those places lose from tourists crowded. Tourists can benefit from many facilities through they are not crowded.

Usanee Tooptong studied potentiality of the areas and the attitude on agricultural practices which follow the new theory line in Kaodin pattana district and Puengruang district, Chalearmprakiat, and Saraburi area expand case study. She defined potentiality as "the completion conditions of areas and completion of agriculturists that support agricultural practices that follow new theory line."

Chitphapa Boonloi: studied potentiality of sub-district organization in environmental management plan; case study : Songkla sub-district organization. She defined potentiality as " capability or power of sub-district organization that act something to obtain success.(Fred W.Riggs (ed), refer in research report about capability ob sub-district organization on participation in local development plan : Role of municipality and sanitation)

Thus, the potentiality is the capability on benefit use bearing in many form area through not originate effects on environment and natural resources of that area.

2.5.2 Significance of potentiality studying of the areas

In case study of potentiality of the area, it is important because it originates development way limit that appropriate and useful in treatment way. Furthermore, it originate clear image of area development on that area. For example, what the area that should be developed, what is the area that should to be buffer are in order to protect effect from contrary of land use that are differ in types or what is the area that shouldn't enter to disturb and allow it follow natural or balance of ecology system.

2.5.3 Potentiality of agro tourism attractions

Agrotourism is a new thing for Thailand. Although Thailand has it before, but in few societies and aren't popular in the market. Only form of agriculture don't attract tourists so much. It must be integrated with the local culture, custom, and tradition for the tourists, In the same way, it isn't under devil selling, but it's the thing that are conserved to be history value and nation's property.

Thailand Institute of Scientific and Technological Research limited agrotourism attractions indicator as follow:

2.5.3.1 Production conditional indicator

1) Form of agricultural activities such as orchard gardening form, popular perennial for example mangoes, pomeloes, rambutans, durians, mangos teens, longan, lichi.

2) Agricultural Technology It is a local technology that was inherited from the past such as plow a paddy field using buffaloes, paddy thrash by human, collecting coconuts using monkeys, growing silk worm by human.

3) Agricultural production It have follow sea son and have in short term as followed: each province organizes fruits festivals follow season, guide tourism to keep fruits in the farm.

4) Transform agricultural product and transform agricultural product method by folk knowledge or technology such as dry food, liquor product ion by local method, juice cooking, wickerwork and carve, etc.

2.5.3.2 Physical and beauty indicator

1) Nature and beauty that can develop to natural sources such as sunflower fields , etc.

2) Communication that there are convenience. Break point distance shouldn't far , it should have range under 150 km. From downtown.

3) Main tourism attractions in areas It should have main tourism attractions in the areas and have agrotourism be supplemental tourism attractions. All of these is alternative for tourists on many form of tourism resources.

4) Activities that service tourists It should be created for tourists in order to make tourist's amusement and impression. Those activities as follows transplant rice seedlings , harvest the rice , fishing , elephants riding and natural beauty, herb baking , etc.

5) Tourists service point in community such as lodging , vehicle, restaurant, tourists services center, etc. It is indicator when those places are developed to tourism attractions.

2.5.3.3 Social indicator

- 1) The old agricultural culture attract tourist's impression
- 2) Livelihood of local people is highlight for tourists market such as floating markets, fishery communities, etc.
- 3) Participation of agriculturists To develop their community to agrotourism attractions, it must depend on participation on decision of those agriculturists. They must apply administration and management follow suggestion of the government's office.

2.6 Concerned research

From research and concept review about potentiality when those place became agrotourism attractions. There were concerned research which were.

Chitprapha Bunloay(1998): studied potentiality of the district management committee in the planning of the local environmental management, case study : sub-district organization in Songkhla province have data storage procedure for potentiality of sub-district organization studying in order to planning environmental quality management of district. There was data storage procedure as followed :

1. Type of data and data sources.

This case study used data

1) Secondary data were the data that were compiled from printed matter of many office. These substance concern with sub-district organization ,environmental law and environmental management planning and distract development planning.

2) Primary data were the data that were compiled from survey populations in target by chooses sampling group to be representative. After that , used questionnaire to sampling group in order to found data that concern with potentiality on environmental management planning of sub-district organization. Moreover, it also found comment of target group on ways of local environmental management planning. In case of materials that were used in primary data storage were field survey. Research separated types of data to 2 patterns which were :



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1. Interviewing and questionnaire by used structured interviews.
2. In-depth interviewing , in this pattern have studying point were :
 - 2.1 studying on obligation doing.
 1. Natural resource and art object environment protection and conservation.
 2. Conserve cleanness of road , by water , sidewalk and public facility included rubbish elimination.
 3. Quality of air , water and environmental management on other pointes.
 4. properties protection and conservation that were state property and properties of organization sub-district.
 - 2.2 studying on managerial construction.
 - 2.3 studying on personnel's.
 - 2.4 studying on budgets.
 - 2.5 studying on legislative power.
 - 2.6 studying on information.

Tiwat Rattanaket(1999) : Studied on potentiality of the areas and completion of community on reservoir , reserved tourism promotion and development , case study : Klongraoke reservoir , Rayong province.

1. Used survey research for studied physical appropriate of the areas and completion of communities. It have studying method as followed

- 1) Secondary data compilation
- 2) Primary data compilation

Survey present conditions of the areas from concerned office or inquire people in this areas. After had data , analyzed it separated area management zone by potentiality and manage in order to potentiality management of management scope by special data

In this case study also have analysis in order to separated area management zone potentiality and manage potentiality management of management by scope. High potentiality level is mean conservation areas. Moderate potentiality is mean reservation areas and it is reserved tourism areas. At last, low level is mean development areas.

After that, it was analyzed, give weighting and rating of each factor. Rating giving of each factor were divided to 3 level and on each level were averaged which were low rating, moderate rating and high rating. In score giving, it was give as followed 1 point for low level, 2 point for moderate level and 3 point and more over for high level. All of these refer the limit factors standard and consideration in rating consideration for finding potentiality level of the areas on reserved tourism promotion and development under the factors that were used on studying standard table.

1) Weighting of each factors. The factors that were used which were landscape, geology and mineral sources, penology , land uses , archaeology sources, culture and tradition sources, telecommunications, plants, wildlife. In case score giving, it were considered by main object of each management areas that there were related with reserved tourism. These consideration were made by 3 expert. Then those mean were token in areas analysis on each management area equation. This equation was :

$$S = W1R1 + W2R2 + W3R3 + \dots WnRn$$

When S = Each management areas.

W = Weighting of factors.

R = Rating of factors.

2) Token special data (various factors) in Geographical Information System and analyzed by overlay by GIS. Next totaled score of all of each management areas and divided appropriate level in order to classified each management areas.

Low potentiality level areas = value of $(\bar{x} - S.D.)$

Moderate potentiality level areas = value of $(\text{over } \bar{x} - S.D.)$ to $(\bar{x} + S.D.)$

High potentiality level areas = value of $(\bar{x} + S.D.)$

Ratchada Kochsangsan(1997) studied way of ecotourism development of tourism attractions on island, case study Lipae island, Satun province be research for potentiality level studying when Lipae island become ecotourism attractions. On completion evolution when lipase island become ecotourism, can consider from the factors that were 5 component of ecotourism in island type as follow.

- 1) Physical factors comprise of landscape, beach, hillock, coast, and climate.
- 2) Eogy system factors comprise of semi – evergreen forests, beached and coral reefs.
- 3) Base facility factors of ecotourism comprise of lodging, restaurant, bin, tourists service center, signpost, safety on tourism, waters source, communication, electricity and public health center.
- 4) Completion factors of local communities when those place become ecotourism comprise of custom, tradition, livelihood, history of community, temperament of local's people and participation on tourism.
- 5) Environmental management + factor on tourism attractions comprise of waste managements, natural resource and environmental conservation, and national reserved forest overrun.

In case of weighting, it for manage 5 signification level of main factors From concerned government officials who were representative. 3 level of sub factor rating giving in order to finding potentiality by deviled score to be 3 level: of series, those are high level, moderate level and low level.

In case sampling population groups that are research's target were separated to 2 groups which were: population groups and tourists groups. From results of ecotourism development way of Lipae island have potentiality when this place become ecotourism attractions at moderate level.

On Sripare(2002) studied specific character of agriculture that support Nakhonsrithammarat tourism network and continual areas. Et was made by found specific character of agriculture that were attraction points and support Nakhonsrithammarat tourism network and continual areas which were part of Saraburi, part of Chaiyaphum, part of Khonkaen and part of Buriram. Study areas were total 36,195.01 km² throughout 45 amphur, 6 sub-district on 6 provinces. She studied components of tourism system, form an concept on tourism development throughout agricultural system form and concept on agriculture doing in order to limit factors on potentiality of agrotourism attractions analysis. It comprise 6 factors follows:

- 1) Valuable factors of agrotourism attractions.
- 2) Telecommunication conditions.
- 3) Facilities
- 4) surrounding
- 5) Tourists bearing limit.
- 6) Tourism management.

Furthermore, she also studied agrotourism market by survey constructions, comments and general tourist's deliration and agricultural tourists. The analysis that to finding potentiality of agrotourism attractions can use many methods which are:

- 1) Ranging signification of each factors by tourism expert's comment survey and mean.
- 2) Computing total score of each agricultural areas.
- 3) Limiting potentiality points of agrotourism attractions at 3 level as follows : high, moderate, low.
- 4) Ranging agrotourism attractions by potentiality points and distribution in the areas.

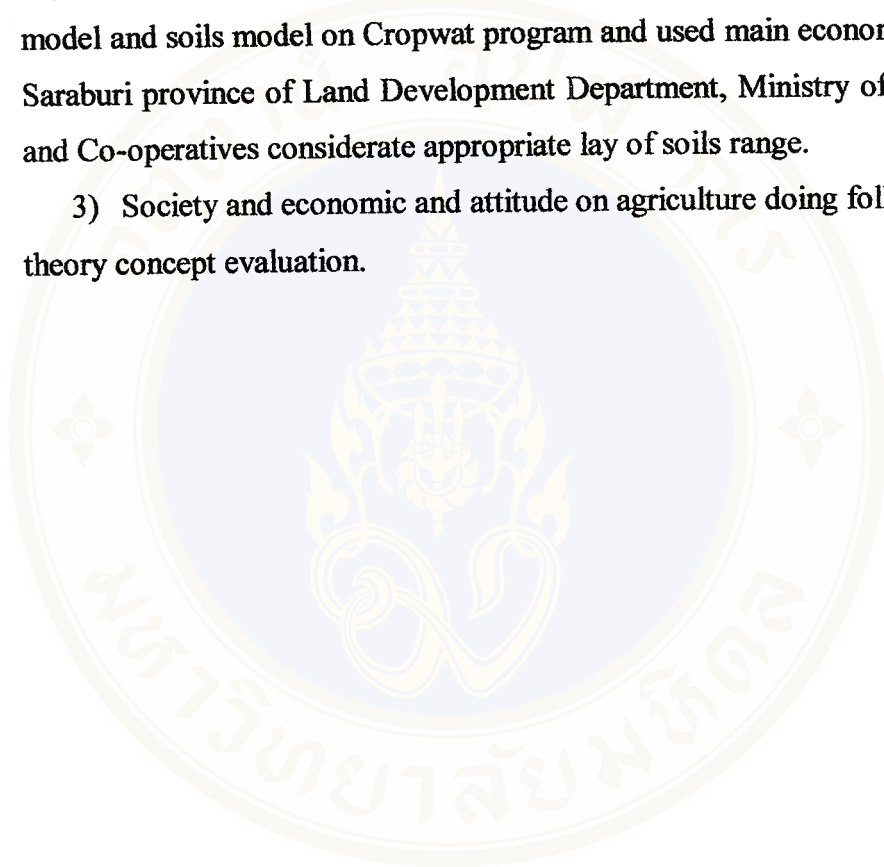
In agrotourism market analysis used few distribution with studding tourism situations in Nakhonratchasima province. All of these, it for finding way of agrotourism development, possibility and connection with main tourism network of Nakhonratchasima province.

Usanee Tooptong(2000) studied potentiality of the areas and attitude on agricultural doing following new theory concept , case study : Kao din pattana subdistrict and puiengruang subdistrict, Chalearm prakiat district, and Saraburi province. Thoes research method were :

- 1) Evaluated potentiality of agricultural lands of case study areas through studied secondary data from concerned office and these data were considerate from basic data as follows :
 1. Physical data
 2. Climate data
 3. Soil resource data
 4. Water resource data

2) Evaluated appropriateness of the lands for main economic plants for agriculture on case study areas by studied crop water requirement in many soil series, moisture availability and irrigation requirement to provided soil had moisture conditions under its requirement and also ranged appropriate lay of soils by moisture only. It can calculated from food and agriculture organization of The united nation's model which were climates model, plants model and soils model on Cropwat program and used main economic plants of Saraburi province of Land Development Department, Ministry of Agriculture and Co-operatives considerate appropriate lay of soils range.

3) Society and economic and attitude on agriculture doing follow new theory concept evaluation.



CHAPTER III

METHODOLOGY

This case study is survey research in order to study potentiality of Sampatuan subdistrict, Nakhonchaisri district, and Nakhonpathom province when there place become agrotourism. In case of primary data were compiled by tourism condition survey and questionnaire to evaluated completion of community when there place become agrotourism. In case of secondary dated and general conditions of areas were compiled by search in document and concerned research. After that, It was analyzed and evaluated potentiality of community to be way to develop tourism sources. It have research persecute as follows :

3.1 Research design

On potentiality of tourism source in Sampatuan evaluation, can consider 5 components factors of agrotourism is illustrated in Table 3-1

Table 3-1 Illustrates The estimation of the potentiality in being an agrotourism attraction.

| Study factors | Detail consideration |
|---|--|
| 1. Factors of the physical condition | <ol style="list-style-type: none"> 1. nice atmosphere and environment 2. cool and fine temperature 3. the variety of agricultural activities 4. the appropriation of the high tourist season 5. the spontaneous of the tourist attraction 6. the attraction and being intimacy with the nature 7. there are popular attraction places in the area |

Table 3-1 Illustrates The estimation of the potentiality in being an agrotourism attraction.(cont.)

| Study factors | Detail consideration |
|--|--|
| <p>2. Basic factors of being an agricultural tourist attraction</p> | <p>8. appropriation of the price, types of food, cleanliness, and the location of the restaurants</p> <p>9. appropriation of number, size and location of the rubbish bins.</p> <p>10. number and the safety of public buses</p> <p>11. appropriation of the location of tourist information services</p> <p>12. appropriation of the number and location of lavatory services</p> <p>13. safety of the traveling routes</p> <p>14. appropriation of the location and the number of direction signs</p> <p>15. style and the period of time of tourist information services</p> <p>16. the number the distance of toilet services</p> <p>17. the cleanliness of the fresh water</p> <p>18. the appropriate size of roads for traffic</p> <p>19. the convenience of getting to the places</p> |
| <p>3. Factor of the management system of agricultural tourism</p> | <p>20. the accommodation to the tourists</p> <p>21. the development of transportation roads to get to the tourist attractions conveniently and safely</p> <p>22. the attempt to not take advantage of the tourists</p> <p>23. clarity in specifying the routes of appreciation</p> <p>24. putting up signs explaining about the agriculture appropriately</p> |

Table 3-1 Illustrates The estimation of the potentiality in being an agrotourism attraction.(cont.)

| Study factors | Detail consideration |
|--|---|
| <p>3. Factor of the management system of agricultural tourism(cont.)</p> | <p>25. Stations demonstrates the harvesting of agricultural products to the</p> <p>26. having tour guides to provide detailed information</p> <p>27. provide rule and regulations to the tourists before and after the exhibition</p> <p>28. gift shops for retailing agricultural products</p> <p>29. promote the attractions to attract the tourists</p> <p>30. introduce security guards</p> <p>31. establish parking lots</p> |
| <p>4. Factors in the preparation of the community in being an agricultural tourist attraction</p> | <p>32. the preservation of uniqueness of the culture and lifestyles</p> <p>33. the unique culture and lifestyles</p> <p>34. the interests of the community's history</p> <p>35. the getting together of the farmers to run the tourist activities</p> <p>36. the friendliness of the local people</p> <p>37. restaurants, shops, accommodations, and the touring boats are operated by the local people</p> |
| <p>5. Factors in the interesting and attracting sites in being an agricultural tourist attraction</p> | <p>38. the uniqueness of ancient agricultural techniques</p> <p>39. ancient lifestyles</p> <p>40. the utilization of the ancient agricultural technology</p> <p>41. supporting activities other from the expedition</p> |

Table 3-1 Illustrates The estimation of the potentiality in being an agrotourism attraction.(cont.)

| Study factors | Detail consideration |
|---|---|
| 5. Factors in the interesting and attracting sites in being an agricultural tourist attraction(cont.) | 42. the illustration of transforming agricultural products using the local people's ideas and knowledge 43. the uniqueness of the local products |

3.2 Population and example groups

Population and sampling groups are separated to 2 groups, which are :

- 1) Tourists groups which is Thai tourists who are 15 years old up and come to Sampatuan subdistrict, Nakhonchaisri district, Nakhonpathom province.
- 2) People who live in Sampatuan subdistrict

3.3 Size of sample groups.

3.3.1 In this research, tourists groups and people who live in Sampatuan subdistrict are limited confidence level at 95% and there is inexactly points at $\pm 5\%$. In case of example size of tourists groups was found from fundamental survey and interviewing data from Sampatuan sub-district organization officer. In 2001, Sampatuan had tourists amount at 48,000 persons/years. Furthermore, from population and household data report of Sampatuan subdistrict in 2001, amount of population who lived in Sampatuan subdistrict were 3,662 person.

By used Taro Yamane's found size of example group formulary as followed:

$$n = \frac{N}{1 + N(e)^2}$$

When n = Size of sample population groups.

N = Size of all of population

e = Inexactness from sampling at confidence level at 95%

Replace N point in this equation

$$n = \frac{51,662}{1+51,662(0.05)^2}$$

$$= 397$$

Thus, Size of example population groups in this research were 400 sample

3.4 Population sampling

3.4.1 In case of tourists used Accidental Sampling, through chose 200 tourists who came to Sampatuan subdistrict.

3.4.2 In case of local people who lived in Sampatuan subdistrict also used Accidental sampling. Through chose 200 Sampatuan's people.

3.5 Research material

Many material are necessities on details study procedure must. All of these, it support research successful follow objective which are :

3.5.1 Landscape map of Royel Thai Survey Department , 1: 50,000 scale were used in survey and the map that were made by researcher from present areas survey, tourism sources, and tourism ways of Sampatuan subdistrict, Nakhonchaisri district, and Nakhonpathom.

3.5.2 Questionnaire were used in potentiality of agrotourism source studying. It comprise 2 parts :

1) Part 1: general data of questionnaire replier such as genders, olds, education levels, careers, and incomes, etc.

2) Part 2: evaluated potentiality when there place become agrotourism source in Sampatuan subdistrict, Nakhonchaisri district, and Nakhonpathom. Through considered 5 factors that were components of agrotourism as followed : physical appearance, base factor that there place were being made to agrotourism source, tourism management system, completion of community, agrotourism attraction

3.5.3 In-depth interviewing were used since require to know agrotourism concept and comment on potentiality of Sampatuan subdistrict when there become agrotourism sources from 7 personnel which are: agriculture personnel of Nakhonchisri, director of the tourism Authority of Thailand, central zone 2, Administrator of Organization of Sampatuan subdistrict, village-chief of Sampatuan subdistrict, Lecturer of Institute of Language and Cultural for Rural Developments of

Mahidol University, officer of Nakhonpathom culture council, teacher of Art-Cultural center of Rajabhat Institutes Nakhonpathom.

3.6 Research material test

Research material must be tested before data compilation as content validity in this research. When those material had been used on dated compilation, it gave correctly and trust result. Thorgh research will create questionnaire. Next, the research consult with thesis advisors in order to improve this questionnaire to be consistent research objectives. After that, use 30 questionnaire and 3 in-depth interviewing to pre-test. Finally, analyze the results and apply it to improve to high questionnaire.

3.7 Data compilation

compilation procedure that concern with research used primary data from areas survey, questionnaire, secondary data from document and concerned research , and concerned office. It can be separated as follows :

3.7.1 Primary data were compiled data about tourism conditions of the areas by research's areas survey. In case of potentiality data when there become agrotourism source in Sampatuan subdistrict, Nakhonchaisri district, and Nakhonpathom, it was compiled by questionnaire about concept and comment on potentiality when there place become agrotourism source

3.7.2 Secondary data: in case of general conditions of study areas in term of physical, agriculture forms, economies, population, social conditions, tourism resource, and data which there are concern with research.

3.8 Agrotourism source evaluation

On potentiality of tourism source in Sampatuan evaluation, can consider 5 components factors of agrotourism which are:

- 1) Physical appearance.
- 2) Base factors that there place were being made to agrotourism source.
- 3) Tourism management system.

- 4) Completion of community.
- 5) Agrotourism attraction.

3.8.1 Weighting: Those 5 component factors are ranged signification of each factors by score from agriculture personnel of Nakhonchisri, director of the tourism Authority of Thailand, central zone2, Administrator of Organization of Sampatuan subdistrict, village-chief of Sampatuan subdistrict, Lecturer of Institute of Language and Cultural for Rural Developments of Mahidol University, officer of Nakhonpathom culture council, teacher of Art-Cultural center of Rajabhat institutes Nakhonpathom. There are 5 weighting levels for the personnel to give to each factors.

| | | |
|----------------------------|---|--------|
| The most important factor | 5 | points |
| Highly important factor | 4 | points |
| Medium important factor | 3 | points |
| Lowly important factor | 2 | points |
| The least important factor | 1 | point |

Through limit different weighting score of each factor. Next, averaging total score to finding weighting of each factors.

3.8.2 Rating: 43 sub factors that were considerate on completion of Sampatuan subdistrict when there place become agrotourism have consideration way as table 3-1.

There are 4 rating levels as follows:

| | | |
|---|---|--------|
| High readiness in being an agrotourism attraction | 3 | points |
| Medium readiness in being an agrotourism attraction | 2 | points |
| Low readiness in being an agrotourism attraction | 1 | points |
| No readiness | 0 | points |

3.8.3 The multiple of the weighting and the points of preparation rating of each of the factors (WR) to use for the consideration of order of importance of each factor in the development procedures or management in being an agrotourism attraction. Researcher range it on interval level divide which are 3 level since data have lowest distribution score are not over 1.00 and highest score are not over 15.00.

10.34 – 15.00 points Has the last place of importance in development.

5.67 – 10.33 points Has the second place of importance in development.

1.00 – 5.66 points Has the first place of importance in development.

3.8.4 Calculating potentiality level when Sampatuan subdistrict become agrotourism by weighting equation as follows

$$EP = \frac{W_1R_1 + W_2R_2 + W_3R_3 + \dots + W_nR_n}{W_1 + W_2 + W_3 + \dots + W_n}$$

when EP = The capability level of being an agricultural tourist attraction

$R_{1\dots n}$ = The points value or rating of the factors used in the analysis of the preparation of being an agricultural tourist attraction the first factor to n factor.

$W_{1\dots n}$ = The weighting value to rate the factors to use in the analysis of the potency of being an agricultural tourist attraction the first factor to n factor.

Score from weighting score equation, researcher range it on interval level. All of these, in order to facility on potentiality level divide which are 3 level since data have lowest distribution score are not over 1.00 and highest score are not over 3.00.

$$\begin{aligned} \text{By The interval level} &= \frac{\text{the difference of the highest and the lowest points}}{\text{Number of levels}} \\ &= \frac{3-1}{3} \\ &= 0.66 \end{aligned}$$

Thus researcher can range agrotourism's potentiality level as follows :

Score = 2.34-3.00 points have high agrotourism's potentiality.

Score = 1.67-2.33 points have moderate agrotourism's potentiality.

Score = 1.00-1.66 points have low agrotourism's potentiality.

3.9 Data analysis

When compilation are finish, next, transform these data to be numeric to fix codes. Then, analyze it by SPSS program for WINDOW and use statistic as follows:

3.9.1 Questionnaire for tourist and people who live in Sampatuan subdistrict analysis and evolution Part 1: general data use percentage and frequency score and

Part 2: agrotourism source's potentiality of Sampatuan subdistrict evaluation data, use weighting score in order to range signification level of factors that were used on consideration. Multiply this data to rating score that is completion when there place become agrotourism source. Rating score can be found from questionnaire about comments on completion when there place become agrotourism source. Score of comments were limited since 0-3 as follows : have high completion when there place become agrotourism sources ; score is 3, have moderate completion when there place become agrotourism sources ; score is 2 , have low completion when there place become agrotourism sources ; score is 1 and have no completion when there place become agrotourism sources ; score is 0. All of these, it for calculating agrotourism's potentiality level of Sampatuan subdistrict by weighting equation and statistic that were use are mean and S.D.

3.9.2 In-depth interviewing by use description statistic

CHAPTER IV

RESULTS

4.1 General aspects of sample groups

The process of identifying the samples groups of 400 people, that are separated into 2 groups: the settlers around Sampatuan subdistrict of 200 people and the tourists who visited the district, who did the questionnaires to evaluate the capacity of Sampatuan subdistrict as a agricultural tourist attraction, can be explained as follows:

4.1.1 Sample group of people who settled around the area

4.1.1.1 Sex From the people who settled around Sampatuan subdistrict of 200 people, it is found that the majority of the people who answered the questions were males of 53.0% and female of 47.0%.

4.1.1.2 Age It is found that the majority of people who answered the questions aged around 25-34 years old which is 32.5%. The age between 15-24 is 22%, 35-44 is 18%, as well as 45-54 of 18%. And the least of all ages is 55 above which is 9.5%.

4.1.1.3 Status It is found that the majority of people who answered the questions are married which is 47%, and single is 46,5%, and people who have been either divorced or are widows is of 6,5%.

4.1.1.4 Education level It is found that the majority of people who answered the questions are in primary schools, which is of 23.5%. People who are completing their master degree is of 21.5%, in high schools is of 19.5%, at the end of high schools is of 18.5%, and at pre-college level is of 14.5%. The least of undergraduate level is of 2.5

4.1.1.5 Occupation It is found that the majority of people who answered the questions are in sells business/private businesses, which is of 27.5%. Employer is of 23.5%. Government business is of 22%. Student is of 13.5%. And 7% of the people are in agriculture, and the rest are other occupations of 6.5%.

Employer is of 23.5%. Government business is of 22%. Student is of 13.5%. And 7% of the people are in agriculture, and the rest are other occupations of 6.5%.

4.1.1.6 Religion It is found that the majority of people who answered the questions are Buddhists which is of 97%, Christians of 1.5%, other religion of 1%, and other religions of 0.5%.

4.1.1.7 Income It is found that the majority of people who answered the questions earn monthly average income of 5,000-10,000 bahts/month, which is 40%. The rest are people who earn 10,001-15,000 bahts/month as 16, less than 5,000 as 16%, 15,001-20,000bahtss/month as 3.5%, 20,001-25,000 bahts/month as 0.5, and people with no earnings as 21.5%. The general status of the groups of people who live in the area is illustrated in table 4.1.

Table 4.1 Illustrates the general status of the groups of people who live in the area

| General status of the groups of people who live in the area | Quantity of people | Percentage |
|---|--------------------|------------|
| Quantity of sample people | 200 | 100.0 |
| Sex | | |
| Male | 106 | 53.0 |
| Female | 94 | 47.0 |
| Age | | |
| 15-24 years old | 44 | 22.0 |
| 25-34 years old | 65 | 32.5 |
| 35-44 years old | 36 | 18.0 |
| 45-54 years old | 36 | 18.0 |
| 55 and over | 19 | 9.5 |
| Status | | |
| Single | 93 | 46.5 |
| Married | 94 | 47.0 |
| widow/divorce/separated | 13 | 6.5 |

Table 4.1 Illustrates the general status of the groups of people who live in the area.(cont.)

| General status of the groups of people who live in the area | Quantity of people | Percentage |
|--|---------------------------|-------------------|
| Quantity of sample people | 200 | 100.0 |
| Education | | |
| No education | - | - |
| Primary school | 47 | 23.5 |
| Grade 7-9 | 39 | 19.5 |
| Grade 10-12 | 37 | 18.5 |
| Pre-college | 29 | 14.5 |
| Undergraduate | 43 | 21.5 |
| Graduate degree | 5 | 2.5 |
| Occupation | | |
| Agriculture | 14 | 7.0 |
| Government official | 44 | 22.0 |
| Employers | 47 | 23.5 |
| Students | 27 | 13.5 |
| Sells/private business | 55 | 27.5 |
| Others | 13 | 6.5 |
| Religion | | |
| Buddhism | 194 | 97.0 |
| Islamism | 1 | 0.5 |
| Christianity | 3 | 1.5 |
| Others | 2 | 1.0 |

Table 4.1 Illustrates the general status of the groups of people who live in the area(cont.)

| General status of the groups of people who live in the area | Quantity of people | Percentage |
|---|--------------------|------------|
| Quantity of sample people | 200 | 100.0 |
| Average monthly income(bahts) | | |
| No income | 43 | 21.5 |
| Lower than 5,000 bahts | 32 | 16.5 |
| 5,000-10,000 bahts | 80 | 40.0 |
| 10,001-15,000 bahts | 32 | 16.0 |
| 15,001-20,000 bahts | 7 | 3.5 |
| 20,001-25,000 bahts | 1 | 0.5 |
| More than 25,000 bahts | 5 | 2.5 |

4.1.2 Tourist people sample groups

4.1.2.1 Sex From the tourist that have visited Sampatuan subdistrict, it was found that the majority of people who answered questionnaires were females of 53.5% and male of 46.5%.

4.1.2.2 Age From the tourist that have visited Sampatuan subdistrict, it was found that the majority of people who answered questionnaires aged between 25-34 years old which is of 39%; between 15-24 and 35-44 years old are equal of 18.5%; 35-44 years old of 14.5%; and the least of all is between the age of 55 and above which is of 6.5%.

4.1.2.3 Status From the tourist that have visited Sampatuan subdistrict, it was found that the majority of people who answered questionnaires were married calculated to be 56.5%; single people were of 38.5%; and divorced, separated/widow were of 5%.

4.1.2.4 Education level From the tourist that have visited Sampatuan subdistrict, it was found that the majority of people who answered questionnaires had education level of primary school which was of 24%; undergraduate degree was of 19%; first three years of high school was of 18%; pre-college was of

17.5%; last three years of high school was of 14.5%; and the least of all was undergraduate and above was of 7%.

4.1.2.5 Occupation From the tourist that have visited Sampatuan subdistrict, it was found that the majority of people who answered questionnaires were in sells businesses/private businesses which was of 27.5%; government officials of 25.2%; students of 19.5%, agricultural workers of 17.5%; employers of 1% and others of 9%.

4.1.2.6 Religion From the tourist that have visited Sampatuan subdistrict, it was found that the majority of people who answered questionnaires were Buddhists which were of 94.5%; Muslims of 4.5%; and Christians of 1%.

4.1.2.7 Income From the tourist that have visited Sampatuan subdistrict, it was found that the majority of people who answered questionnaires earned average monthly income of 5,000-10,000 bahts/month which was of 33.5%; between 10,001-15000 bahts/month of 8%; less than 5,000 bahts/month of 15%; 15,001-20,000 bahts/month of 21%; 20,001-25,000 bahts/month of 0.5%; and more than 25,000 bahts/month was 5%; and had no income was of 17%.

4.1.2.8 Reasons of traveling From the tourist that have visited Sampatuan subdistrict, it was found that the reasons of traveling to this district were that it was on their traveling route which was 45.5%; near to their homes was 36%; the district's popularity 12.5%; and others as 6%.

4.1.2.9 Veil used for transportation From the tourist that have visited Sampatuan subdistrict, it was found that the majority of people who answered questionnaires used private motorcycles/cars which is of 53.5%; bus of 26%; bicycle of 11%; tour bus of 5.5%; and others of 4%.

4.1.2.10 Sources of information From the tourist that have visited Sampatuan subdistrict, it was found that the majority of people who answered questionnaires knew this district from friend/relatives of 64.5%; from the national tourism of 18.5%; travel magazines of 10%; and from tour guides of 6%. The general information of the sample groups of tourist is illustrated in table 4.2

Table 4.2 Illustrate general information of sample groups of tourist

| General information of the sample group of tourist | Number of people | Percentage |
|---|-------------------------|-------------------|
| Number of people from the sample group of tourist | 200 | 100 |
| Sex | | |
| Male | 93 | 46.5 |
| Female | 107 | 53.5 |
| Age | | |
| 15-24 years old | 37 | 18.5 |
| 25-34 years old | 78 | 39.0 |
| 35-44 years old | 37 | 18.5 |
| 45-54 years old | 35 | 17.5 |
| 55 and over | 13 | 6.5 |
| Status | | |
| Single | 77 | 38.5 |
| Married | 113 | 56.5 |
| Widow/divorced/separated | 10 | 5.0 |
| Education | | |
| No education | - | - |
| Primary school | 48 | 24.0 |
| Grade 7-9 | 36 | 18.0 |
| Grade 10-12 | 29 | 14.5 |
| Pre-college | 35 | 17.5 |
| Undergraduate | 38 | 19.0 |
| Graduate degree | 14 | 7.0 |

Table 4.2 Illustrate general information of sample groups of tourist(cont.)

| General information of the sample group of tourist | Number of people | Percentage |
|---|-------------------------|-------------------|
| Number of people from the sample group of tourist | 200 | 100 |
| Occupation | | |
| Agriculture | 2 | 1.0 |
| Government officials | 51 | 25.5 |
| Employers | 35 | 17.5 |
| Students | 39 | 19.5 |
| Sells/private businesses | 55 | 27.5 |
| Others | 18 | 9.0 |
| Religion | | |
| Buddhism | 189 | 94.5 |
| Islam | 9 | 4.5 |
| Christianity | 2 | 1.0 |
| Average monthly income | | |
| No income | 34 | 17.0 |
| Less than 5,000 bahts | 30 | 15.0 |
| 5,000-10,000 bahts | 67 | 33.5 |
| 10,001-15,000 bahts | 16 | 8.0 |
| 15,001-20,000 bahts | 42 | 21.0 |
| 20,001-25,000 bahts | 1 | 0.5 |
| More than 25,000 bahts | 10 | 5.0 |

Table 4.2 Illustrate general information of sample groups of tourist(cont.)

| General information of the sample group of tourist | Number of people | Percentage |
|--|-------------------------|-------------------|
| Number of people from the sample group of tourist | 200 | 100 |
| Reasons of traveling to Sampatuan | | |
| Near | 72 | 36.0 |
| Popular | 25 | 16.5 |
| On the traveling route | 91 | 45.5 |
| Others | 12 | 6.0 |
| Veil used for transportation | | |
| bicycle | 22 | 11.0 |
| private motorcycles/cars | 107 | 53.5 |
| bus | 52 | 26.0 |
| tour bus | 11 | 5.5 |
| others | 8 | 4.0 |
| Sources of information From the tourist that have visited | | |
| friend/relatives | 129 | 64.5 |
| travel magazines | 20 | 10.0 |
| national tourism | 39 | 18.5 |
| tour guides | 12 | 6.0 |

4.2 The estimation of the potentiality in being an agrotourism attraction of Sampatuan subdistrict

4.2.1 Weighting value- the level of importance of component factors of Sampatuan subdistrict in being an agrotourism attraction by the experts and related people

The evaluation of the weight value- component factors of agrotourism attractions of 43 factors is to order the importance of each of the main factors. This is done by the evaluation of the committees which are the District Deputy Management

Committee, the village-chief of Sampatuan, the agricultural officials, the middle part section 2 Director of Tourism Authority of Thailand, the professor from the Institute Language and Culture for Rural Development, the official of the Nakornprathom province culture council, and the professor from the Institute of Art Culture at Rajabhap Nakornprathom Center, 7 people in total. The important factors can be grouped into these 5 stages:

| | | |
|----------------------------|---|--------|
| The most important factor | 5 | points |
| Highly important factor | 4 | points |
| Medium important factor | 3 | points |
| Lowly important factor | 2 | points |
| The least important factor | 1 | point |

The results of the evaluation of the 5 main component factors in the agrotourism attractions in Sampatuan subdistrict are as follows:

4.2.1.1 Factors of the physical conditions- it was found that the officers evaluated the average importance level of the physical condition factors in being an agrotourism attraction at 3.94 points. The majority of the officers ranked this factors at the most important.

4.2.1.2 Basic factors of being an agricultural tourist attraction- it was found that the officers evaluated the average importance level of the basic factors in being an agrotourism attraction at 3.24 points. The majority of the officers ranked this factor at the medium.

4.2.1.3 Factors of the management of an agricultural tourism - it was found that the officers evaluated the average importance level of the factors of the management in being an agrotourism attraction at 3.31 points. The majority of the officers ranked this factor at the medium.

4.2.1.4 Factors in the preparation of the community in being an agricultural tourist attraction- it was found that the officers evaluated the average importance level of the factors of the readiness of the community in being an

agrotourism attraction at 3.38 points. The majority of the officers ranked this factor at the medium.

4.2.1.5 Factors in the interesting and attracting sites in being an agricultural tourist attraction - it was found that the officers evaluated the average importance level of the attraction places in being an agrotourism attraction at 3.81 points. The majority of the officers ranked this factor at the most important.

When all of the weighting value of every factor is combined and divided by the number of the factor, this will result as the average of the weighting value = $149.30/43 = 3.47$ This means the importance is ranked at the medium level.

The details of the evaluation of the weight values of the importance level of component factors are illustrated in the table 4.3

4.2.2 Rating value of the readiness of being an agrotourism attraction of Sampatuan by the sample group of 400 samples:

The evaluation of the rating value is done on the 43 minor factors that are used in the ordering analysis of being an agrotourism attraction of Sampatuan. It is done by categorize the factors in these groups of value evaluation:

| | | |
|---|---|--------|
| High readiness in being an agrotourism attraction | 3 | points |
| Medium readiness in being an agrotourism attraction | 2 | points |
| Low readiness in being an agrotourism attraction | 1 | points |
| No readiness | 0 | points |

The evaluation of all of the 43 minor factors in being an agrotourism attraction of Sampatuan subdistrict are shown as follows:

4.2.2.1 Factors of the physical conditions- it was found that the sample groups evaluated the average level of the physical condition factors in being an agrotourism attraction at 2.28 points. The majority of the sample groups ranked in the medium category.

4.2.2.2 Basic factors of being an agricultural tourist attraction - it was found that the sample groups evaluated the average level of the basic factors in

being an agrotourism attraction at 2.18 points. The majority of the sample groups ranked this factor in the medium category.

4.2.2.3 Factors of the management of an agricultural tourism - it was found that the sample groups evaluated the average level of the factors of the management in being an agrotourism attraction at 2.16 points. The majority of the sample groups ranked this factor at the medium.

4.2.2.4 Factors in the preparation of the community in being an agricultural tourist attraction - it was found that the sample groups evaluated the average importance level of the factors of the readiness of the community in being an agrotourism attraction at 2.38 points. The majority of the sample groups ranked this factor at the high category.

4.2.2.5 Factors in the interesting and attracting sites in being an agricultural tourist attraction - it was found that the sample groups evaluated the average importance level of the attraction places in being an agrotourism attraction at 2.20 points. The majority of the sample groups ranked this factor at the medium category.

When the rating value of every factor is combined and divided by the number of the factors, it results as the average rating value of the readiness = $95.77/43 = 2.23$. This means that the readiness of being an agrotourism attraction is medium.

The details of the evaluation of the rating value of the readiness in being an agrotourism attraction are illustrated in the table 4.3.

4.2.3 The multiple of the weighting and the points of preparation rating of each of the factors (WR) to use for the consideration of order of importance of each factor in the development procedures or management in being an agricultural tourist attraction. The importance is appointed in the development in 3 levels which are:

- 10.34 – 15.00 points Has the last place of importance in development.
- 5.67 – 10.33 points Has the second place of importance in development.
- 1.00 – 5.66 points Has the first place of importance in development.

From the combination of the weighting value and the rating of preparation of each factor (WR) reveals as follows:

4.2.3.1 The factor that is the first in the level of importance in development is the 21st factor. The development of transportation routes to reach the tourist attractions conveniently and safely holds 5.31 points.

4.2.3.2 The factor that is the second in the level of importance in development is the 40th factor. Most of the factors range between 5.72 – 9.78 points.

4.2.3.4 The factor that is the last in the level of importance in development is the 3rd factor. The variety of the agricultural activities holds 10.41 points. The table 4-3 illustrates the multiples of the weighting values and the preparation rating of each of the factors.

Table 4-3 Illustrates the weight value and the value of the factors in being as agricultural tourist attraction of Sampatuan subdistrict

| Component factors of being an agricultural tourist attraction | Weighting value of the factors (W) | Score of the factors (R) | The multiples of the factors (WR) |
|--|---|---------------------------------|--|
| 1. Factors of physical condition | 3.94 | 2.28 | |
| 1. nice atmosphere and environment | 3.86 | 2.40 | 9.26 |
| 2. cool and fine temperature | 3.71 | 2.50 | 9.28 |
| 3. the variety of agricultural activities | 4.43 | 2.35 | 10.41 |
| 4. the appropriation of the high tourist season | 3.86 | 2.15 | 8.30 |
| 5. the spontaneous of the tourist attraction | 3.71 | 2.32 | 8.61 |
| 6. the attraction and being intimacy with the nature | 4.43 | 2.15 | 9.52 |
| 7. there are popular attraction places in the are | 3.57 | 2.06 | 7.35 |

Table 4-3 Illustrates the weight value and the value of the factors in being as agricultural tourist attraction of Sampatuan subdistrict(cont.)

| Component factors of being an agricultural tourist attraction | Weighting value of the factors (W) | Score of the factors (R) | The multiples of the factors (WR) |
|--|---|---------------------------------|--|
| 2. Basic factors of being an agricultural tourist attraction | 3.24 | 2.18 | |
| 8. appropriation of the price, types of food, cleanliness, and the location of the restaurants | 3.00 | 2.29 | 6.87 |
| 9. appropriation of number, size and location of the rubbish bins. | 3.14 | 2.22 | 6.97 |
| 10. number and the safety of public buses | 3.14 | 2.24 | 7.03 |
| 11. appropriation of the location of tourist information services | 2.86 | 2.00 | 5.72 |
| 12. appropriation of the number and location of lavatory services | 3.57 | 2.19 | 7.82 |
| 13. safety of the traveling routes | 3.29 | 2.32 | 7.63 |
| 14. appropriation of the location and the number of direction signs | 3.57 | 2.07 | 7.39 |
| 15. style and the period of time of tourist information services | 3.29 | 2.03 | 6.68 |
| 16. the number the distance of toilet services | 3.00 | 2.13 | 6.39 |
| 17. the cleanliness of the fresh water | 2.86 | 2.17 | 6.21 |
| 18. the appropriate size of roads for traffic | 3.57 | 2.16 | 7.71 |
| 19. the convenience of getting to the places | 3.57 | 2.30 | 8.21 |

Table 4-3 Illustrates the weight value and the value of the factors in being as agricultural tourist attraction of Sampatuan subdistrict(cont.)

| Component factors of being an agricultural tourist attraction | Weighting value of the factors (W) | Score of the factors (R) | The multiples of the factors (WR) |
|---|---|---------------------------------|--|
| 3. Factors of the management of agricultural tourism | 3.31 | 2.16 | |
| 20. the accommodation to the tourists | 2.71 | 2.33 | 6.33 |
| 21. the development of transportation roads to get to the tourist attractions conveniently and safely | 2.29 | 2.32 | 5.31 |
| 22. the attempt to not take advantage of the tourists | 2.71 | 2.48 | 6.72 |
| 23. clarity in specifying the routes of appreciation | 3.29 | 2.18 | 7.15 |
| 24. putting up signs explaining about the agriculture appropriately | 3.57 | 2.10 | 7.51 |
| 25. Stations demonstrates the harvesting of agricultural products to the | 3.29 | 1.89 | 6.21 |
| 26. having tour guides to provide detailed information | 3.57 | 1.78 | 6.37 |
| 27. provide rule and regulations to the tourists before and after the exhibition | 3.86 | 1.95 | 7.52 |
| 28. gift shops for retailing agricultural products | 3.43 | 2.29 | 7.84 |
| 29. promote the attractions to attract the tourists | 3.71 | 2.14 | 7.96 |

Table 4-3 Illustrates the weight value and the value of the factors in being as agricultural tourist attraction of Sampatuan subdistrict(cont.)

| Component factors of being an agricultural tourist attraction | Weighting value of the factors (W) | Score of the factors (R) | The multiples of the factors (WR) |
|---|---|---------------------------------|--|
| 3. Factors of the management of agricultural tourism(cont.) | 3.31 | 2.16 | |
| 30. introduce security guards | 3.57 | 2.09 | 7.46 |
| 31. establish parking lots | 3.71 | 2.34 | 8.70 |
| 4. Factors in the preparation of the community in being an agricultural tourist attraction | 3.38 | 2.38 | |
| 32. the preservation of uniqueness of the culture and lifestyles | 3.14 | 2.48 | 7.78 |
| 33. the unique culture and lifestyles | 3.43 | 2.34 | 8.03 |
| 34. the interests of the community's history | 3.29 | 2.30 | 7.56 |
| 35. the getting together of the farmers to run the tourist activities | 3.57 | 2.20 | 7.86 |
| 36. the friendliness of the local people | 3.57 | 2.57 | 9.18 |
| 37. restaurants, shops, accommodations, and the touring boats are operated by the local people | 3.29 | 2.37 | 7.77 |
| 5. Factors in the interesting and attracting sites in being an agricultural tourist attraction | 3.81 | 2.20 | |
| 38. the uniqueness of ancient agricultural techniques | 4.29 | 2.28 | 9.78 |

Table 4-3 Illustrates the weight value and the value of the factors in being as agricultural tourist attraction of Sampatuan subdistrict(cont.)

| Component factors of being an agricultural tourist attraction | Weighting value of the factors(W) | Score of the factors (R) | The multiples of the factors (WR) |
|---|-----------------------------------|--------------------------|-----------------------------------|
| 5. Factors of interesting and attractions of the place(cont.) | 3.81 | 2.20 | |
| 39. ancient lifestyles | 3.86 | 2.25 | 8.68 |
| 40. the utilization of the ancient agricultural technology | 3.57 | 2.29 | 8.17 |
| 41. supporting activities other from the expedition | 3.86 | 2.16 | 8.34 |
| 42. the illustration of transforming agricultural products using the local people’s ideas and knowledge | 3.43 | 2.25 | 7.71 |
| 43. the uniqueness of the local products | 3.86 | 2.34 | 9.04 |
| | $\Sigma W =$ 149.30 | $\Sigma R =$ 95.77 | $\Sigma WR =$ 331.02 |

4.2.4 The capability level of being an agricultural tourist attraction

The calculation to find the capability of being an agricultural tourist attraction of Sampatuan subdistrict is by the weighting formula. The formula uses the weighting value of the importance of the factors which are the components of being an agricultural tourist attraction and the rating of the preparation as being an agricultural tourist attraction as follows:



$$EP = \frac{W_1R_1+W_2R_2+W_2R_2+W_3R_3+\dots+W_{43}R_{43}}{W_1+W_2+W_2+W_3+\dots+W_{43}} = \frac{\sum WR}{\sum W}$$

- When EP = The capability level of being an agricultural tourist attraction
- R = the points value or rating of the factors used in the analysis of the preparation of being an agricultural tourist attraction the first factor to the 43rd factor.
- W = the weighting value to rate the factors to use in the analysis of the potency of being an agricultural tourist attraction the first factor to the 43rd factor.

The value of points is calculated from the weight formula. The researcher has ordered the levels of them for the convenience in the categorizing the level of potency into 4 levels. Since the information had been scattered, the lowest level is not lower than 1.00 and the highest level is not higher than 3.00 points.

$$\begin{aligned} \text{By the interval level} &= \frac{\text{the difference of the highest and the lowest points}}{\text{Number of levels}} \\ &= \frac{3-1}{3} \\ &= 0.66 \end{aligned}$$

Therefore, the researcher was able to order the level of potency in an agricultural tourist attraction as follows:

- 2.34 – 3.00 points has high potency in being an agricultural tourist attraction
- 1.67 – 2.33 points has medium potency in being an agricultural tourist attraction
- 1.00 – 1.66 points has low potency in being an agricultural tourist attraction

From calculating by the formula above, it is found that the Sampatuan subdistrict has average level of points of the potency in being an agricultural tourist attraction as 2.22 points, which it ranges in 1.67 – 2.33 category of points. Therefore, it can be said

that Sampatuan subdistrict has medium level of potency of being an agricultural tourist attraction.

From table 4-3, it is found that $\sum WR$ equals to 149.30, and $\sum W$ is equal to 331.02. Substitute $\sum WR$ and $\sum W$ in to the formula of potency level (EP) as follows:

$$\begin{aligned} EP &= \frac{\sum WR}{\sum W} \\ &= \frac{149.30}{331.02} \\ &= 2.22 \end{aligned}$$

4.3 The estimation of points of preparation in being an agricultural tourist attraction of Sampatuan subdistrict on the group of the local people in the area

4.3.1 Factors in physical condition it is found that the average score that local people has given in the readiness of being an agricultural tourist attraction of Sampatuan subdistrict in the aspect in physical condition is 2.24 points.

4.3.2 Basic factors of being an agricultural tourist attraction it is found that the average score that local people has given in the readiness of being an agricultural tourist attraction of Sampatuan subdistrict in the aspect of basic factors of being an agricultural tourist attraction is 2.16 points.

4.3.3 Factors of the management of agricultural tourism – it is found that the average score that local people has given in the readiness of being an agricultural tourist attraction of Sampatuan subdistrict in the aspect of the management of agricultural tourism is 2.14 points.

4.3.4 Factors in the preparation of the community in being an agricultural tourist attraction – it is found that the average score that local people has given in the readiness of being an agricultural tourist attraction of Sampatuan subdistrict in the aspect of the preparation of the community in being an agricultural tourist attraction is 2.37 points.

4.3.5 Factors in the interesting and attracting sites in being an agricultural tourist attraction – it is found that the average score that local people has given in the readiness of being an agricultural tourist attraction of Sampatuan subdistrict in the aspect of the interesting and attracting sites in being an agricultural tourist attraction is 2.20 points.

4.4 The estimation of the readiness in being an agricultural tourist attraction of Sampatuan subdistrict of the groups of tourist

4.4.1 Factors of physical conditions – it is found that the average score that the tourists has given Sampatuan subdistrict as an agricultural tourist attraction in the aspect of the readiness of the physical conditions is 2.31 points.

4.4.2 Basic factors of being an agricultural tourist attraction – it is found that the average score that the tourists has given Sampatuan subdistrict as an agricultural tourist attraction in the aspect of the readiness of the basic factors of being an agricultural tourist attraction is 2.21 points.

4.4.3 Factors of the management of agricultural tourism - it is found that the average score that the tourists has given Sampatuan subdistrict as an agricultural tourist attraction in the aspect of the readiness of the management of agricultural tourism is 2.18 points.

4.4.4 Factors in the preparation of the community in being an agricultural tourist attraction – it is found that the average score that the tourists has given Sampatuan subdistrict as an agricultural tourist attraction in the aspect of the readiness of the preparation of the community in being an agricultural tourist attraction is 2.39 points.

4.4.5 Factors in the interesting and attracting sites in being an agricultural tourist attraction – it is found that the average score that the tourists has given Sampatuan subdistrict as an agricultural tourist attraction in the aspect of the readiness of the interesting and attracting sites in being an agricultural tourist attraction is 2.20 points.

The details about the evaluation of Sampatuan subdistrict being an agricultural tourist attraction between sample groups of the local people and the sample groups of the tourists.

Table 4-4 Illustrates the average estimation of the readiness of Sampatuan subdistrict being an agricultural tourist attraction from the sample groups of the local people and of the tourists

| Factors used in analysis the preparation rating in being an agricultural tourist attraction of Sampatuan subdistrict | Groups of local people (average rating) \bar{X}_1 | Groups of tourist (average rating) \bar{X}_2 |
|---|---|--|
| Factors in physical condition | 2.24 | 2.31 |
| Basic factors of being an agricultural tourist attraction | 2.16 | 2.21 |
| Factors of the management of agricultural tourism | 2.14 | 2.18 |
| Factors in the preparation of the community in being an agricultural tourist attraction | 2.37 | 2.39 |
| Factors in the interesting and attracting sites in being an agricultural tourist attraction | 2.20 | 2.20 |
| Average | 2.20 | 2.24 |

4.5 From the comparison of the consideration of preparation rating in being an agricultural tourist attraction of Sampatuan subdistrict between the group of local people and the group of tourist

From the comparison of the consideration of preparation rating in being an agricultural tourist attraction of Sampatuan subdistrict between the group of local people and the group of tourists by t-test statistics, it is found that the group tourists rates the preparation level of being an agricultural tourist attraction higher than the group of local people. The group of tourist gave 2.20 points, which, when calculated for the statistics level of 0.05, is found that there are no difference in the rating of the preparation of Sampatuan in being an agricultural tourist attraction. And, when the factors are calculated, all of the 5 factors have no significance difference for the statistic level

of 0.05. The details of the difference in comparison of the evaluating are illustrated in table 4-5.

Table 4-5 illustrates the difference in the comparison of the preparation in being an agricultural tourist attraction of Sampatuan subdistrict between the group of local people and the group of tourists

| Factors used in the analysis of the components of an agricultural tourist attraction | Average rate | Sig. (2 tailed) |
|---|---------------------|------------------------|
| 1. Physical condition | | |
| local people | 2.24 | 0.059 |
| tourists | 2.31 | |
| 2. Basic factors in being an agricultural tourist attraction | | |
| local people | 2.16 | 0.156 |
| tourists | 2.21 | |
| 3. The management of agricultural tourism | | |
| local people | 2.14 | 0.312 |
| tourists | 2.18 | |
| 4. The preparation of the community in being an agricultural tourist attraction | | |
| local people | 2.37 | 0.595 |
| tourists | 2.39 | |
| 5. The interesting and attracting sites in being an agricultural tourist attraction | | |
| local people | 2.20 | 0.912 |
| tourists | 2.20 | |
| Comparison of difference in every factor | | |
| local people | 2.20 | 0.181 |
| tourists | 2.24 | |

Note : There are significance differences in statistic Level of 0.05

CHAPTER V

DISCUSSIONS

5.1 Component factors in being an agricultural tourist attraction

Turning an agricultural area into an agricultural tourist attraction gave the visitors many opportunities like enabling them to be more in touched with the nature, learn about the lives of farmers who incorporate their cultures and traditions with their agricultural practices, and understand the customs of the local people. This allows the tourists to earn knowledge systematically. There must also be support from the local official in the management of the tours. It attracts more tourists to the area as well. Other than that, the main physical condition and basic factors of the agricultural tourist industry results in a permanent touring systems. The factors in being an agricultural tourist attraction are ordered as follows:

5.1.1 Factors of physical condition these are things that tourists can touch and appreciate. There has to be uniqueness, so it is different from other places. In general views of tourists, usual tourist attractions concentrate their interests in the views and the environment of the places. However, an agricultural tourist attraction has its alternatives of the agricultural activities. There are interesting types of vegetation and the seasons, which it is a factor that a limitation in the tour. Nonetheless, the majority of the agricultural areas can be visited all year round, specially the agricultural area of mixed gardens. In the spontaneous means of the main tourist attraction of the area, people will be able to invite tourists to come visit their places. Since the agricultural tourist industry isn't yet widely accepted by the tourists as a whole, it can be an alternative or an extra activity from the original tours. The main tourist attractions will need the spontaneous

flow of visitors and to have a variety of places, especially if there are no major attractions or preparation in the area.

5.1.2 Basic factors of being an agricultural tourist attraction the infrastructure like roads, electricity, water systems, restaurants, and health places are the main components of a tourist attract. It also includes convenient transportation to get to the attraction places, and the safety of the routes. The tourist information places and restaurants make it easy for tourists to get around. If these things are available in the agriculture area, it will make those places receive more and more visitors. On the other hand, the environment and the balance of the places as a whole must not downgrade the physical condition of the tourist attractions.

5.1.3 Factors of the management of agricultural tourism, Sometimes serving the visitors' needs may lead to inappropriate services. Therefore, the places must keep their original culture, so that it can go along with the service for the tourists. Most important factors of agricultural tourist attractions to satisfy the tourists' needs are the messages like the importance of signs for tour routes, for explanations, and advice on things along with tour guides to give the tourists information about places. As well as those factors, there must be stations where the agricultural activities are illustrated, and police must be around to secure the places to create a safe and secure atmosphere for the incoming visitors.

5.1.4 Factors in the preparation of the community in being an agricultural tourist attraction there needs to be an uniqueness in each of the tourist attraction. The culture and life styles of the local people can very much attract tourists to come visit. Including the democratic vote and say of each person's opinion, and the place and the people will develop in the along together creating a strong and stable economy for the local people.

5.1.5 Factors in the interesting and attracting sites in being an agricultural tourist attraction this is the selling point of the place to attract the tourists. Agricultural tourism is a tourism in the agricultural area, so the attraction of this kind of tourism can be the agricultural culture, lifestyles of the farmers, agricultural technology, and the

transformation of the products that reflect to the knowledge of the region. Those factors can all draw more tourists to visit.

Those above 5 factors are part of the agricultural tourism that was set up by the related government for example, The Tourism of Thailand, Department of Agriculture, Department of Community Development, etc. The community can receive advice and can ask for investment money from those departments. This increases the income of the local people, and it's a place to educate people about the agriculture.

5.2 Estimation of the capacity of being an agricultural tourist attraction of Sampatuan subdistrict

5.2.1 Weighting the level of the importance that is a component in being an agricultural attraction of Sampatuan subdistrict by the group of officials found that the group of officials consider the importance of physical factors as an attraction for the tourists more than any other factors. This is because Sampatuan subdistrict has a wide diversity of agriculture like herbs, coconut farms, fruit gardens, and rice farming, for example. Sampatuan's nature can be visited all year round. In addition, it is unique in ancient agricultural practices, which it uses very little machines. The products are then sent to be sold at Wat Klangkuwang, which this Wat is like a central place for Sampatuan subdistrict. Those products are coconuts, mangoes, coconut rice in bamboo, preserved mangoes, etc. This can create extra income from people's main job. In the Sampatuan subdistrict, there are Agricultural Demonstration Center, Shops Demonstration Center; these encourage people to get together and develop their knowledge. Nonetheless, when the group of officials considers the weighting of every factor, it is ranked in the middle.

5.2.2 Rating The readiness in being an agricultural tourist attraction of Sampatuan subdistrict by the sample group of people of 400 samples. From the research, it is found that the sample group evaluate the rating in being an agricultural tourist attraction of factors in the readiness of people in the community more than other factors. This is because the local people of Sampatuan are very welcoming and treat the tourists very nicely. This reveals the uniqueness of the place, together with the very well preserved

culture and lifestyles. When the group of officials considers the weighting of every factor, it is ranked in the middle.

5.2.3 The multiple of weighting value and the preparation rating (WR) this is used to analyze the order of importance of each of the factor in the management and development before and after being turned into an agricultural tourist attraction. From the research, it is found that the majority of the factors have subsequent ratings. Therefore, the majority of the Sampatuan subdistrict has the readiness rating of being an agricultural tourist attraction in the medium rating. The factors can be developed until Sampatuan subdistrict can become a complete agricultural tourist attraction. The factor that is ranked last in the importance of development is the factor of the diversity of agricultural activities. This suggests that Sampatuan already have a prepared physical condition, only that it has to maintain its traditions. For the most important factor which needs quick improvement is the factor of developing transportation routes, so they reach the destination of the tourists conveniently and safely. This means that the 5-meter rubber road of Sampatuan must be improved and expanded into a 6-meter road, and there must be the side road of 1 meter on each side. This ensures the ability to support the increasing number of tourists, since most of the tourists come in their private vehicles.

5.2.4 The capacity level of being an agricultural tourist attraction of Sampatuan subdistrict. From the research, it is found that Sampatuan has the capacity of being an agricultural tourist attraction at the level of medium. This is because the present multiple of weighting value and the preparation rating is at the middling level. This effect the whole of the calculation to find the capacity level in being an agricultural tourist attraction of Sampatuan subdistrict is at the level of medium, as well.

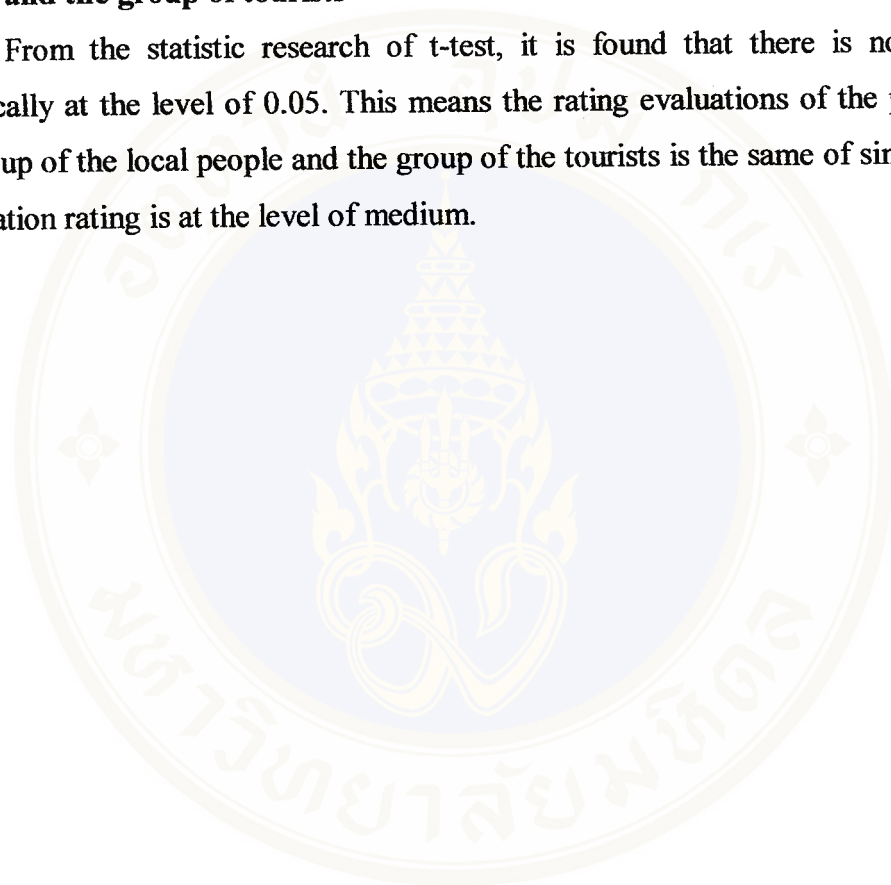
5.3 The estimation of preparation rating in being an agricultural tourist attraction of Sampatuan subdistrict

From the research of the sample groups of the local people and the tourists, it is found that the group of tourists gave higher rating of preparation than of the local people in the present, but the rating were not very different. Therefore, the group of tourists has

the same opinion with the group of the local people. The preparation rating is at the level of medium.

5.4 The differences comparison of the estimation of preparation rating in being an agricultural tourist attraction of Sampatuan subdistrict between the group of local people and the group of tourists

From the statistic research of t-test, it is found that there is no significance statistically at the level of 0.05. This means the rating evaluations of the preparation of the group of the local people and the group of the tourists is the same of similar. That the preparation rating is at the level of medium.



CHAPTER VI

CONCLUSION AND SUGGESTION

The objectives of this research, capacity of Sampatuan subdistrict in being an agricultural tourist attraction, is to study the capacity of Sampatuan subdistrict in being an agricultural tourist attraction and propose the methods in managing and developing Sampatuan into an appropriate tourist attraction. The researcher has accumulated information from documents from investigations and explorations, questionnaires, and the information from the sample groups which consist of 400 people; 200 local people and 200 tourists. The questionnaires consisted of 2 parts which are general information of the sample group and the estimation form for the level of readiness of being an tourist attraction of Sampatuan. In addition, the rest of the information is from intense interviews of the total of 7 people to find the ways and advice to help Sampatuan to become an agricultural tourist attraction. The results from the questionnaires are used to analyze and illustrate the results by statistics of percentage, average, and the t-test standard.

6.1 General condition of the sample groups

6.1.1 Sample group of the local people

From the Sample group of the local people of 200 people, it was found that the majority was males that aged between 25-34 years old, were married, had education equivalent to primary school, were Buddhists, and they mostly are office employers with the average income of 5,000-10,00 bahts per month. From the accumulation of the information, it was found that most of the people are seasonal farmers, if the season is over, they have other jobs, since they did not own the land to themselves.

6.1.2 Sample group of the tourists

From the sample group of the tourists, it was found that most of them were females who aged between 25-3 years old, were married, had education level equivalent to primary school, were Buddhists, and were in the sells businesses or private businesses with the average income of 5,000-10,000 bahts. The reason of travelling to Sampatuan is that it was on their travelling routes. They came by motorcycle or cars. They knew about Sampatuan by their relatives and friends.

6.2 The estimation of preparation rating in being an agricultural tourist attraction of Sampatuan subdistrict

Most of the sample groups evaluated the preparation rating in being an agricultural tourist attraction of Sampatuan from the factors which are the components of agricultural tourism by these following 5 factors:

6.2.1 The sample groups of the local people

6.2.1.1 Factors of the physical condition it was found that the local people evaluated the preparation rating of the factors of physical condition in being an agricultural tourist attraction at the average of 2.24 points

6.2.1.2 Basic factors of being an agricultural tourist attraction it was found that the average score that the local people has given Sampatuan subdistrict as an agricultural tourist attraction in the aspect of the basic factors of being an agricultural tourist attraction is 2.16 points.

6.2.1.3 Factors of the management of agricultural tourism it was found that the average score that the local people has given Sampatuan subdistrict as an agricultural tourist attraction in the aspect of the factors of the management of agricultural tourism of being an agricultural tourist attraction is 2.14 points.

6.2.1.4 Factors in the preparation of the community in being an agricultural tourist attraction it was found that the average score that the local people has given Sampatuan subdistrict as an agricultural tourist attraction in the aspect of the factors in the preparation of the community of being an agricultural tourist attraction is 2.37 points.

6.2.1.5 Factors in the interesting and attracting sites in being an agricultural tourist attraction it was found that the average score that the local people has given Sampatuan subdistrict as an agricultural tourist attraction in the aspect of the factors in the interesting and attracting sites of being an agricultural tourist attraction is 2.20 points.

6.2.2 The sample groups of the tourists

6.2.2.1 Factors of the physical condition it was found that the tourist people evaluated the preparation rating of the factors of physical condition in being an agricultural tourist attraction at the average of 2.31 points.

6.2.2.2 Basic factors of being an agricultural tourist attraction it was found that the average score that the tourist people has given Sampatuan subdistrict as an agricultural tourist attraction in the aspect of the basic factors of being an agricultural tourist attraction is 2.21 points.

6.2.2.3 Factors of the management of agricultural tourism it was found that the average score that the tourist people has given Sampatuan subdistrict as an agricultural tourist attraction in the aspect of the factors of the management of agricultural tourism of being an agricultural tourist attraction is 2.18 points.

6.2.2.4 Factors in the preparation of the community in being an agricultural tourist attraction it was found that the average score that the tourist people has given Sampatuan subdistrict as an agricultural tourist attraction in the aspect of the factors in the preparation of the community of being an agricultural tourist attraction is 2.39 points.

6.2.2.5 Factors in the interesting and attracting sites in being an agricultural tourist attraction it was found that the average score that the tourist people has given Sampatuan subdistrict as an agricultural tourist attraction in the aspect of the factors in the interesting and attracting sites of being an agricultural tourist attraction is 2.20 points.

6.3 The level of the capacity of being an agricultural tourist attraction of Sampatuan subdistrict

6.3.1 Weighting the levels of important of the component factors in being an agricultural tourist attraction.

The group of officials evaluated the levels of important of the component factors in being an agricultural tourist attraction from these 5 important factors:

6.3.1.1 Factors of the physical condition it was found that the officials evaluated the importance of the factors of physical condition in being an agricultural tourist attraction at the average of 3.94 points. The majority of the officials ranked the importance of those factors in the high position.

6.3.1.2 Basic factors of being an agricultural tourist attraction it was found that the average score that the officials evaluated the importance of the basic factors of being an agricultural tourist attraction at the average of 3.24 points. The majority of the officials ranked the importance of those factors in the medium position.

6.3.1.3 Factors of the management in being an agricultural tourist attraction it was found that the average score that the officials evaluated the importance of the factors of the management in being an agricultural tourist attraction at the average of 3.31 points. The majority of the officials ranked the importance of those factors in the medium position.

6.3.1.4 Factors in the preparation of the community in being an agricultural tourist attraction it was found that the average score that the officials evaluated the importance of the factors of the readiness of being an agricultural tourist attraction at the average of 3.38 points. The majority of the officials ranked the importance of those factors in the medium position.

6.3.1.5 Factors of the interesting and attracting sites in being an agricultural tourist attraction it was found that the average score that the officials evaluated the importance of the factors of the interesting and attracting sites an agricultural tourist attraction at the average of 3.81 points. The majority of the officials ranked the importance of those factors in the high position.

6.3.2 The readiness evaluation score in being and agricultural tourist attraction of Sampatuan subdistrict of the sample groups:

6.3.2.1 Factors of the physical condition it was found that the sample groups evaluated the readiness in the aspects of the physical condition in being an agricultural tourist attraction at the average score of 2.28 points.

6.3.2.2 Basic factors of being an agricultural tourist attraction it was found that the sample groups evaluated the readiness in the aspects of the basic factors of agricultural tourism at the average score of 2.19 points.

6.3.2.3 Factors of the management of agricultural tourism it was found that the sample groups evaluated the readiness in the aspects of the factors the management of agricultural tourism at the average score of 2.16 points.

6.3.2.4 Factors in the preparation of the community in being an agricultural tourist attraction it was found that the sample groups evaluated the readiness in the aspects of the factors of the readiness of the local people in being an agricultural tourist attraction at the average score of 2.38 points.

6.3.2.5 Factors of the interesting and attracting sites in being an agricultural tourist attraction it was found that the sample groups evaluated the readiness in the aspects of the factors the interesting and attracting sites in an agricultural tourist attraction at the average score of 2.20 points.

6.3.3 The capacity in being an agricultural tourist attraction of Sampatuan subdistrict

From the calculation of the capacity level of being an agricultural tourist attraction, it was found that the average score of Sampatuan subdistrict in the capacity level of being an agricultural tourist attraction is 2.22 points. Which it is in the rank between 1.67-2.33 points, therefore, Sampatuan has medium capacity level of being an agricultural tourist attraction.

6.4 Comparison of the difference of the readiness estimation in being an agricultural tourist attraction of Sampatuan subdistrict between the sample of groups of the local people and the sample groups of the tourists

From the comparison of the difference of the readiness estimation in being an agricultural tourist attraction of Sampatuan subdistrict between the sample of groups of the local people and the sample groups of the tourists by the t-test statistics, it was found that the group of tourists evaluated the readiness scores of Sampatuan as a tourist attraction higher than of the local people. The groups of tourists gave the average score of 2.24 points and the groups of the local people gave the average score of 2.20 points. However for the more detailed study that looks at each of the factors at the aspects of the physical condition, the basic factors of an agricultural tourist attraction, the management of an agricultural tourist attraction, the readiness of people in the community, and the factors of attractions and interesting areas, it was found that there was no difference. This makes the accumulative estimation of the readiness in being an agricultural tourist attraction between the groups of tourists and the groups of the local people not different significantly at the statistic level of 0.05.

6.5 The guideline advice in the development of Sampatuan subdistrict into an agricultural tourist attraction

From the research, it was found that Sampatuan subdistrict has medium capacity of being an agricultural tourist attraction when the multiplication of the weighting rating and the preparation rating of each factor is considered. This is done to order the importance of the development or the management procedures for the agricultural tourist attraction of Sampatuan subdistrict.

6.5.1 Systems of the management of agricultural tourism

- 1) Tambon Administration Organization of Sampatuan subdistrict should improve the transportation routes so they reach the attraction places more conveniently.
- 2) Tambon Administration Organization of Sampatuan subdistrict with the group of local people should set up security guards for the tourist attraction, which it could obtain help from the local police station.

3) The Tourism Authority of Thailand should inspect the area for the appropriate place to put up direction signs.

4) The Tourism Authority of Thailand should try to find the uniqueness of the product of an agricultural tourism of the district like the culture and the lifestyle to use it to develop the selling point of the place.

5) The Tourism Authority of Thailand, Department of Agriculture, Department of Agricultural Extension, and Department of Community Development should work together to set up seminars for the local people. So they can understand more about agricultural tourism, then both sides can work along together.

6) The Tourism Authority of Thailand should work together with the committee of experienced tour guides to form up training seminars to train local guides.

7) The Chamber of commerce of Nakornprathom should give advice in the management of the market to the replacements of the agriculturist to increase the production of the products.

8) Groups of agriculturist of the people work together to establish a center to coordinate the work of the market with the Chamber of commerce of Nakornprathom and the Association of Tourist Business of Thailand as an advisor for the management.

9) Tambon Administration Organization of Sampatuan subdistrict should work together with the Promotion Office of Nakornprathom province to establish an assembly of advertising for district scale to announce information and advice for running and managing tourism activities of the district.

10) The Tourism Authority of Thailand should develop the transportation routes connecting the district and the nearby tourist attraction places to supplement the tourist industry of the district.

11) The Tourism Authority of Thailand should promote the activities of tourism to the Association of Tourist Business of Thailand

12) Tambon Administration Organization of Sampatuan subdistrict should promote Sampatuan's activities to the Educational Institute in the district and to the institutes that teach tourism courses.

6.5.2 Basic factors of an agricultural tourist attraction

The management of Sampatuan subdistrict should be done together with the most important basic factors and that the uniqueness of the attraction is considered and agrees with the number of the tourists. These procedures must be done without destroying or changing the atmosphere of the tourist attractions; everything must harmonize with the nature. The basic factors that should be managed and encouraged in Sampatuan are:

- 1) There should be tourist service center to serve the tourists with information about the region like the history of the region, restaurants, tourist attractions, tour services, and tourism activities. And the tourist committee of the district should run it.
- 2) The Tourism Authority of Thailand should study the appropriation of the basic structure of the tourist attractions in Sampatuan like electricity, roads, and the irrigation to use to analyze the quantity, and the suit with the physical condition of the district.
- 3) Tambon Administration Organization of Sampatuan subdistrict should set up service points for first aid to help the tourist from accidents.
- 4) Tambon Administration Organization of Sampatuan subdistrict should improve the size of the roads that there are 4 runways. This is to support the increasing number of visitors.
- 5) Tambon Administration Organization of Sampatuan subdistrict should set up parking areas and toilet services, including setting up rules and regulations for safety and cleanliness.
- 6) The Tourism Authority of Thailand and Tambon Administration Organization of Sampatuan subdistrict should inspect and draw up the locations of the tourist attractions in the district.
- 7) Tambon Administration Organization of Sampatuan subdistrict must work with the agriculturist committee of the local people to establish shops for retailing handicraft products and souvenirs from the local

community at appropriate locations, including develop the original products so that they are attractive to the tourists.

8) The Committee of tourism of the district should establish sub committee to analyze ways to set up a funding board to manage the production and retailing the products of the community.

6.5.3 Readiness factors of the local people

On the management of an agricultural tourist attraction, every sides should work together and help build the momentum for the cooperation from everybody to create fairness and benefit to very body. This way the community, itself, will become more and more refined and improved in terms of an agricultural tourist attraction success. These are the supports that would lead the community to a developed agricultural tourist attraction:

1) Tumbon Administration Organization , The District Management Association's support to find the leader of the community who is strong and can be responsible and the backbone for the cooperation of the agricultural tourism.

2) the Tourism Authority of Thailand together with the local committee's ability to train officials for a better education, understanding, and the ability to serve the tourists and provide information for the tourists

3) there should be an establishment of the district tourism committee that consists of the government and private organizations like the Tourism Authority of Thailand, the Department of Agriculture Thailand, the Department of Agricultural Extension, Tumbon Administration Organization, the Department of Environmental Quality promotion, the Pollution Control Department, the Non Governmental Organizations, The Chamber of commerce, the Association of Thai Travel Agents, the Province Tourism Business Association, and the local people's, housewives', and farmers' committee to work on the jobs below:

3.1 the understanding of the agricultural management

3.2 the participation of the local people in running the tourist activities

3.3 building the sub consciousness in preserving the

environment the local culture, and the pride in the minds of every local people

3.4 the grouping together to run the tourist activities like souvenir shop, restaurants, and touring boat, and to solve the permanent problems with the capitalist

6.5.4 Attraction places Agro tourism of Sampatuan subdistrict

Sampatuan has always been an agricultural area since the past until the present. The local people of Sampatuan can really well show their agriculture practices. Therefore, it is wise to bring those ways of life into practice and product products to sell to the tourists and people who are interested. They can be accomplish by these methods:

- 1) The Tourist Committee of the district should advice extra activities other than the exhibition. This gives the tourists a chance to learn about the ways of living of the local people. For instance, methods of plowing, reproducing, and harvesting.
- 2) The farmers should put together a demonstration of producing products using the knowledge of the local people.
- 3) the community should have products that are unique to the area for retailing
- 4) Tumbon Administration Organization of Sampatuan subdistrict should organize water tours along Tachin river
- 5) The Tourist Committee of the district should organize shows of the traditional culture on special occasions.
- 6) Organization home stays the community. The prices must be set appropriately and fairly. The examples of the prices can be learnt at Kiriwong community in Nakornsrithamaratch. There should be only short stays of 1-2 nights, and the tourists should stay with the owner of the house. This way they can learn about the life styles of the local people. The tourists must pay for their accommodation directly to the owner of the house with the same rate throughout the community in to be able to successfully operate it.

6.5.5 Physical conditions

1) The Tourism Authority of Thailand has must improve the appearance of the attractions and advice ways in which to manage Sampatuan, so that there are beautiful sites and least change in the environment.

2) Tambon Administration Organization Sampatuan subdistrict should use restrictions of the law to limit wasteful utilization of the land.

3) The Tourism Authority of Thailand should direct clear ways to managing areas of Sampatuan subdistrict, so that they go along with the environmental conditions, life styles, and the culture. The standard ways of utilizing the land are as follows:

3.1 service areas are places to clearly carry out tourist activities

3.2 housing areas are preserved places for housing the farmers.

These areas must be separated forms the tourist's housing

3.3 working areas are places to do actual farming not for exhibition

4) Tambon Administration Organization Sampatuan subdistrict should set up regions for the tourists and improve old areas.

6.6 Suggestion for researching

6.6.1 There should be the study on the participation of the people in managing agrotourism

6.6.2 There should be the study on the capability of the areas for the tourists

6.6.3 There should be the study on ways to improve agrotourism

6.6.4 There should be the study on the effects of agrotourism on the community

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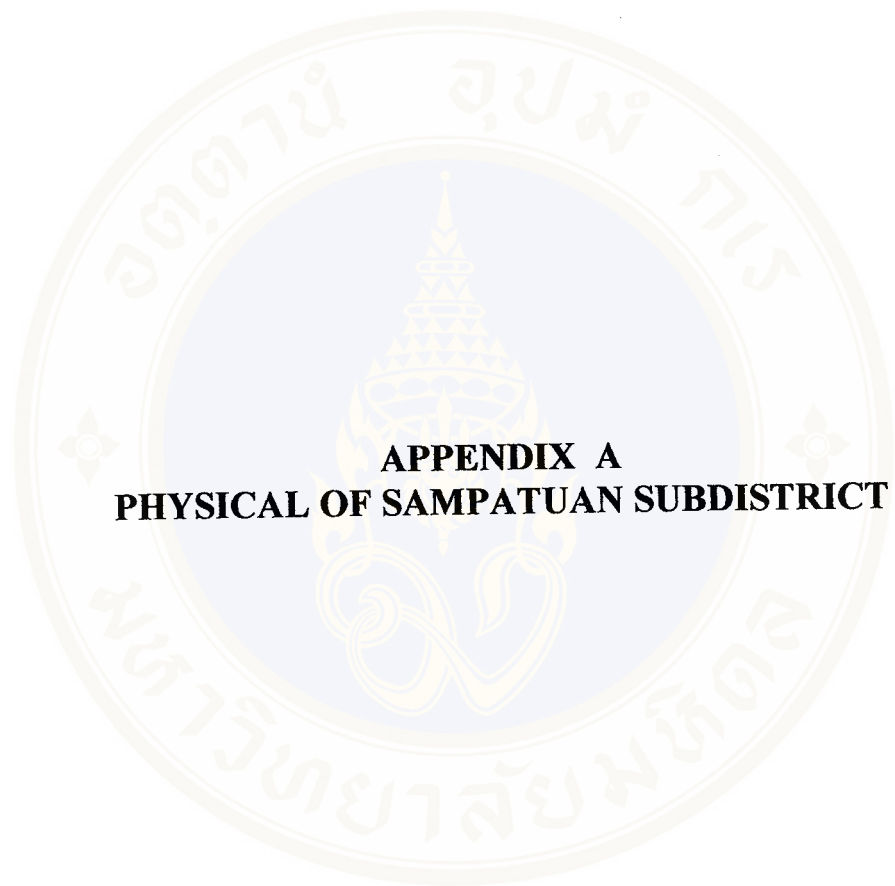
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1. ลักษณะทั่วไปของพื้นที่ศึกษา

1.1 ที่ตั้งและอาณาเขต

ตำบลสัมปทวน ตั้งอยู่ทางทิศเหนือของอำเภอนครชัยศรี จังหวัดนครปฐม อยู่ริมฝั่งแม่น้ำนครชัยศรีหรือแม่น้ำท่าจีน ห่างจากตัวอำเภอนครชัยศรี ประมาณ 5 กิโลเมตร อยู่ห่างจากจังหวัดนครปฐม 15 กิโลเมตร ห่างจากกรุงเทพมหานครประมาณ 43 กิโลเมตร สภาพพื้นที่โดยทั่วไปของตำบลสัมปทวน เป็นที่ราบลุ่ม ไม่มีป่าเขา เหมาะแก่การเพาะปลูก ทำนา ทำสวนผลไม้ ตลอดจนการเลี้ยงสัตว์ มีแม่น้ำนครชัยศรีเป็นแหล่งน้ำสายหลัก มีคลองหลายสาย แยกจากแม่น้ำนครชัยศรีไปทางทิศตะวันตก 4 คลอง คือ คลองสัมปทวน คลองบ้านกล้วย คลองหนองจอกบน และคลองหนองจอกล่าง ทิศเหนือติดต่อกับตำบลดอนแฝก ตำบลวัดสำโรง อำเภอนครชัยศรี ทิศใต้ติดต่อกับตำบลวัดแค ตำบลศรีษะทอง อำเภอนครชัยศรี ทิศตะวันออกติดกับแม่น้ำท่าจีน และทิศตะวันตกติดต่อกับตำบลแหลมบัว ตำบลวัดละมุด ตำบลศรีมหาโพธิ์ อำเภอนครชัยศรี ดังแสดงในรูปที่ 2-4 และ 2-5

1.2 สาธารณูปโภค สาธารณูปการ ประกอบด้วย

1.2.1 การคมนาคม ตำบลสัมปทวนมีทางหลวงจังหวัด 1 สาย คือ สายนครชัยศรีห้วยพลู ซึ่งเป็นถนนลาดยางกว้าง 8 เมตรและมีทางหลวงท้องถิ่น 1 สาย คือสายสัมปทวนวัดสำโรง ซึ่งเป็นถนนลาดยางกว้าง 6 เมตร ก่อสร้างโดยโยธาธิการจังหวัดนครปฐม มีตรอกซอยรวมทั้งสิ้น 24 ซอย ส่วนมากเป็นซอยที่ลงลูกรังหินคลุก

1.2.3 ไฟฟ้า ในตำบลสัมปทวนประชาชนมีไฟฟ้าใช้ครบทั้ง 6 หมู่บ้าน

1.2.4 การประปาในเขตพื้นที่ของตำบลสัมปทวน มีระบบประปาครบทุกหมู่บ้าน

1.2.5 สถานีอนามัย เป็นปัจจัยพื้นฐานที่แหล่งท่องเที่ยวควรมีเพื่อบริการให้แก่นักท่องเที่ยวตำบลสัมปทวน มีสำนักงานสาธารณสุข 1 แห่งและสถานพยาบาลเอกชน 1 แห่ง

1.3 การปกครอง

ตำบลสัมปทวนประกอบไปด้วย 6 หมู่บ้าน คือ หมู่ที่ 1 หมู่บ้านบ้านกลาง มีจำนวนครัวเรือน 43 ครัวเรือน หมู่ที่ 2 หมู่บ้านคลองสัมปทวนมีจำนวนครัวเรือน 86 ครัวเรือน หมู่ที่ 3 หมู่บ้านบ้านสัมปทวนมีจำนวนครัวเรือน 156 ครัวเรือน หมู่ที่ 4 หมู่บ้านบ้านคอนอิฐมีจำนวนครัวเรือน 198 ครัวเรือน หมู่ที่ 5 หมู่บ้านต้นลานมีจำนวนครัวเรือน 203 ครัวเรือน หมู่ที่ 6 หมู่บ้านคลองหนองจอก มีจำนวนครัวเรือน 148 ครัวเรือน มีจำนวนประชากรรวม 3,662 คน โดยมีประชากรเพศชายจำนวน 1,792 และประชากรเพศหญิงจำนวน 1,870 คน

1.4 สภาพทางเศรษฐกิจ

สภาพพื้นที่ส่วนใหญ่ใช้ทำการเพาะปลูกและเลี้ยงสัตว์ ซึ่งพืชที่ปลูกนั้นได้แก่ ฝรั่ง มะพร้าว มะนาว ส้ม ส้มโอ ชมพู่ มะละกอ เป็นต้น นอกจากนั้นก็มีการทำนาในบางส่วน และปลูกพืชสวนรัก โดยมีพื้นที่ทำนาจำนวน 853 ไร่ เป็นการทำนาปี และนาปรัง พันธุ์ข้าวที่ปลูกคือ สุพรรณบุรี 1 มีพื้นที่ทำสวนทั้งหมด 1,268 ไร่ เกษตรกรในตำบลสัมปทวนไม่ทำการปลูกพืชไร่ นอกจากนี้ยังมีการเลี้ยงสัตว์ประเภทสุกรและไก่จำนวน 350 ตัวอีกด้วย

1.5 ลักษณะการท่องเที่ยวของตำบลสัมปทวน

1.5.1 ฤดูกาลท่องเที่ยว ตำบลสัมปทวนมีสภาพอากาศ 3 ฤดู คือ ฤดูฝน ฤดูหนาว และฤดูร้อน นักท่องเที่ยวสามารถเดินทางไปท่องเที่ยวที่ตำบลได้ตลอดทั้งปี

1.5.2 การเดินทาง การเดินทางจากกรุงเทพฯ สามารถเดินทางได้ 2 ทาง คือ ทางรถยนต์ มีรถทัวร์ กรุงเทพมหานครถึงจังหวัดนครปฐม จากสถานีขนส่งสายใต้ใหม่ ลงรถที่อำเภอนครชัยศรี แล้วต่อรถสองแถวมายังตำบลสัมปทวน หรือรถยนต์ส่วนตัวใช้เส้นทางถนนเพชรเกษม และถนนปิ่นเกล้า นครชัยศรี วิ่งเข้าสู่อำเภอนครชัยศรี และใช้เส้นทางหลวงสายนครชัยศรี ห้วยพลูเพื่อเดินทางสู่ตำบลสัมปทวน ซึ่งมีระยะทางห่างจากอำเภอนครชัยศรีประมาณ 5 กิโลเมตร และทางรถไฟ นั่งรถไฟสายใต้ทุกขบวนลงที่สถานีนครชัยศรี และต่อสองแถวหรือมอเตอร์ไซด์รับจ้างสู่ตำบลสัมปทวน ระยะทางประมาณ 2 กิโลเมตร

1.5.3 แหล่งท่องเที่ยว การท่องเที่ยวเชิงเกษตรจะพัฒนาได้คืบหน้าจำเป็นต้องมีแหล่งท่องเที่ยวหลักตั้งอยู่ในพื้นที่หรืออยู่ในบริเวณใกล้เคียงซึ่งสามารถเชื่อมโยงเป็นเส้นทางท่องเที่ยวเดียวกันได้ จากการสำรวจและสอบถามทำให้ทราบว่าภายในตำบลสัมปทวนมีแหล่งท่องเที่ยวที่มีชื่อเสียงตั้งอยู่ โดยนักท่องเที่ยวส่วนใหญ่ที่เดินทางมาที่ตำบลสัมปทวน จะเที่ยวชมสวนสมุนไพรและตลาดน้ำวัดกลางคูเวียง พร้อมกับล่องเรือชมวิถีชีวิตเกษตรกรรมแม่น้ำนครชัยศรี (ท่าจีน) นอกจากนี้ยังเที่ยวชมอุทยานปลาวัดกกตาล และเลือกซื้อผลิตภัณฑ์และเที่ยวชมพื้นที่ทางการเกษตร

1. วัดกลางคูเวียง ตั้งอยู่ที่หมู่ 3 บ้านสัมปทวน จากการสอบถามของผู้วิจัยพบว่าวัดแห่งนี้ไม่มีหลักฐานที่ระบุปีที่สร้าง แต่จากการบอกเล่าของอาจารย์ใหญ่โรงเรียนวัดกลางคูเวียงกล่าวว่า พระเจ้าเมืองชัยและหม่อมเจ้าโสภีพระชายาได้เกณฑ์ไพร่หลวงมาทำการบูรณะวัด และช่วงเวลานั้นพระบาทสมเด็จพระพุทธเลิศหล้านภาลัย ได้ทำการรบชนะเมืองเวียงจันทร์จึงกวาดต้อนราษฎรชาวเวียงจันทร์ล่องลงมาตามลำน้ำท่าจีนจนเข้าสู่มณฑลนครชัยศรี จึงหยุดตั้งถิ่นฐานอยู่ที่บ้านสัมปทวน หรือตำบลสัมปทวน แต่เดิมมีชื่อว่าวัดกลางลาว เพราะเป็นวัดที่มีชาวลาวเวียงจันทร์อาศัยอยู่และเปลี่ยนชื่อเป็นวัดกลางคูเวียงในสมัยจอมพล ป. พิบูลสงคราม วัดแห่งนี้

จากมีความสำคัญทางประวัติศาสตร์แล้ว ยังมีชื่อเสียงในเรื่องการแพทย์แผนไทย โดยมีพระครูโสภณ สาธุการ เจ้าอาวาสวัดกลางคูเวียงทำเป็นผู้ทำการรักษาด้วยสมุนไพรไทย นอกจากนี้วัดยังมีสิ่งดึงดูดใจทางการท่องเที่ยวอื่นๆ อีกเช่น การนวดแผนโบราณ และการอบตัวด้วยสมุนไพร

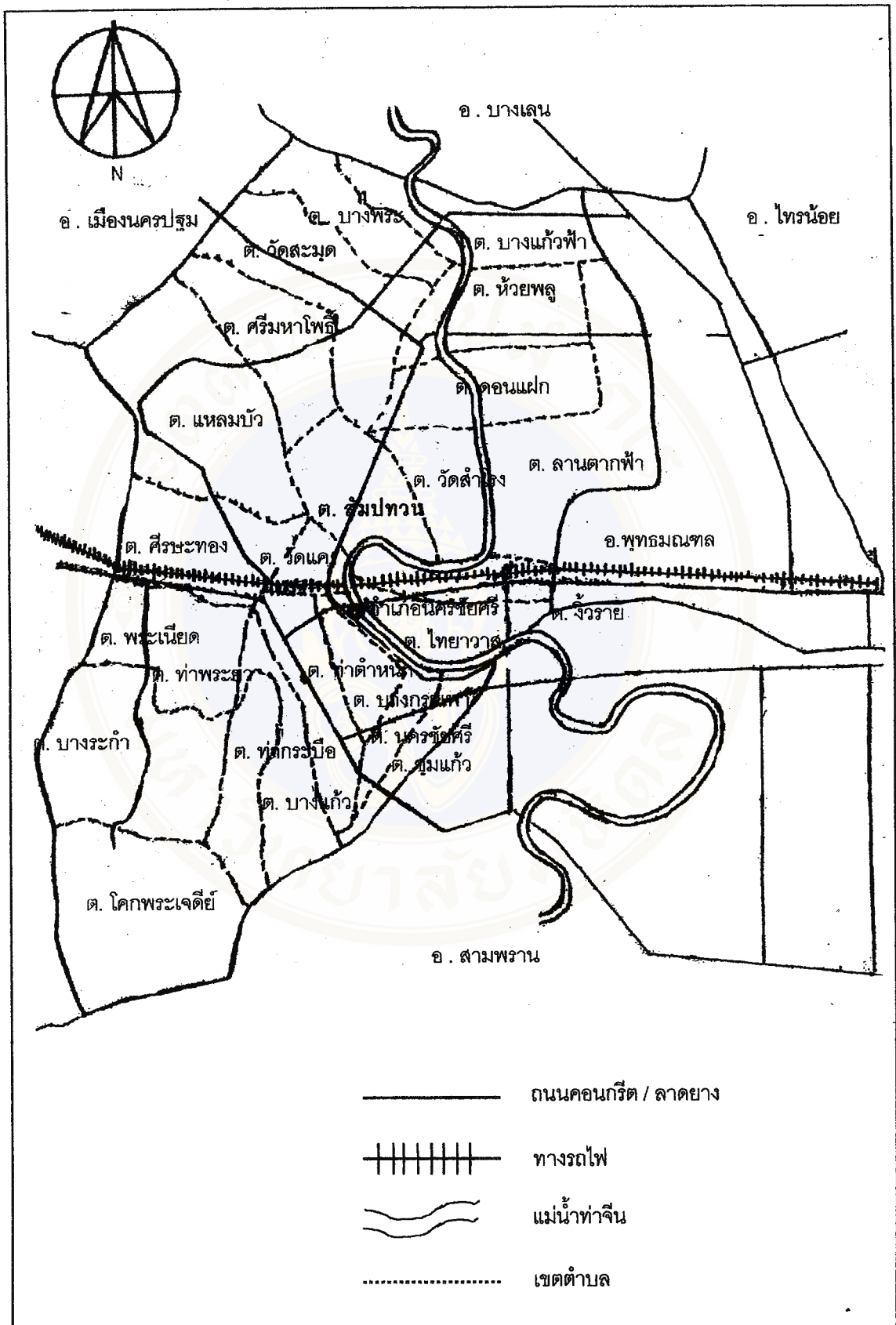
2. ตลาดน้ำวัดกลางคูเวียง ตั้งอยู่ที่หมู่ 3 บ้านสัมปทวน ภายในวัดกลางคูเวียง เป็นตลาดน้ำที่ทางวัดได้จัดสร้างขึ้นตามแนวคิด ที่สะท้อนให้เห็นถึงวิถีชีวิตริมน้ำของชาวบ้านสัมปทวนในอดีต เนื่องจากตำบลสัมปทวนเป็นชุมชนที่ตั้งอยู่ริมน้ำ ใช้แม่น้ำเป็นเส้นทางเพื่อสัญจรและค้าขาย ตลาดน้ำเป็นสถานที่ๆ สะท้อนให้เห็นถึงความหลากหลายด้านวัฒนธรรมและศาสนา ดังนั้นทางวัดกลางคูเวียงจึงได้ดำเนินการจัดทำตลาดน้ำขึ้นบริเวณท่าน้ำของวัด เพื่อให้ชาวบ้านได้รวมตัวกันนำผลผลิตของตนมาจำหน่าย อาทิ ผลผลิตทางการเกษตรแปรรูป อาหารพื้นเมือง รวมถึงของที่ระลึกที่ผลิตขึ้นในชุมชน ซึ่งจะเปิดขายในวัดหยุตราขการ และวันเสาร์-อาทิตย์

3. การท่องเที่ยวทางเรือ มีบริการที่ตลาดน้ำวัดกลางคูเวียง คิดค่าบริการรอบละ 50 บาทต่อคน จะล่องตั้งแต่หน้าวัดกลางคูเวียงไปทางเหนือและทางใต้ เพื่อชมวิถีชีวิตของสองฟากฝั่งแม่น้ำนครชัยศรี ซึ่งแต่เดิมชาวบ้านต้องใช้เรือเป็นพาหนะเดินทางและขนส่งสินค้าโดยแม่น้ำสายนี้เป็นหลัก ปัจจุบันมีการสร้างถนนมากขึ้นทำให้การสัญจรทางน้ำลดความสำคัญลงไป จึงจัดเป็นกิจกรรมที่น่าสนใจอีกอย่างหนึ่งสำหรับนักท่องเที่ยว

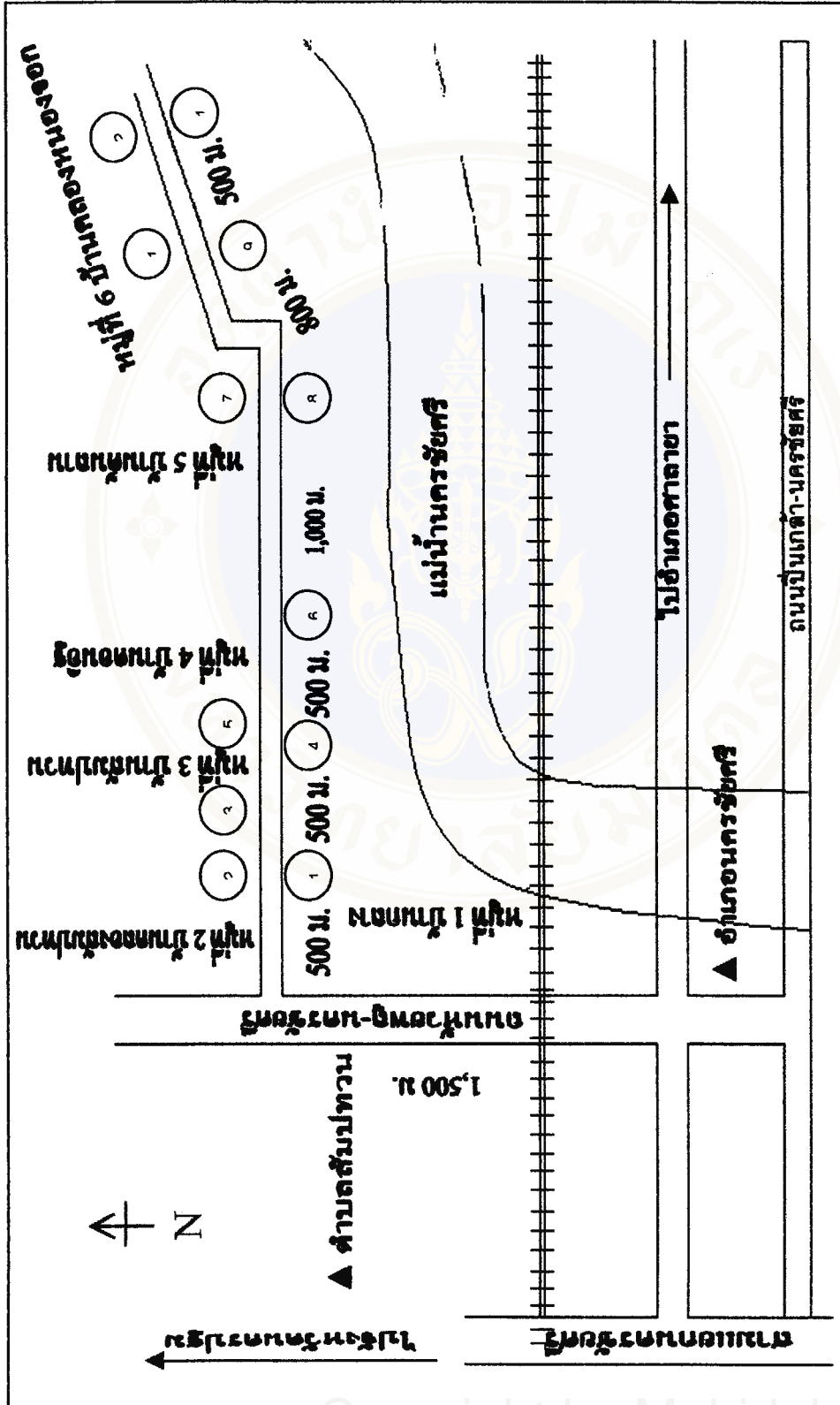
4. อุทยานปลาวัดกกตาล ตั้งอยู่ที่หมู่ 4 บ้านคอนอิฐ เป็นแหล่งรวมปลาสวยงามจำนวนมากจนเรียกว่าอุทยานปลา ภูมิใจให้นักท่องเที่ยวมาทัศนารและซื้ออาหารให้แก่ปลา

5. จุดสาธิตด้านการเกษตร นายบันเทิง รัตนศรี ตั้งอยู่ที่หมู่ 5 บ้านต้นลาน เป็นจุดสาธิตด้านการเกษตรประเภทพุทรา ซึ่งมีผลขนาดใหญ่ เป็นจุดสาธิตและจุดจำหน่ายพันธุ์พุทรา รวมถึงพันธุ์พืชอื่นๆ

การท่องเที่ยวเชิงเกษตรเป็นกิจกรรมที่ถูกจัดขึ้นเพื่อเสริมจากการท่องเที่ยวหลัก ยกเว้นพื้นที่ทางการเกษตรที่มีศักยภาพสูงเท่านั้นที่จะมุ่งเน้นกิจกรรมการท่องเที่ยวเชิงเกษตรเป็นหลัก ดังนั้นควรมีการเชื่อมโยงแหล่งท่องเที่ยวหลักในพื้นที่หรือใกล้เคียงเพื่อจัดให้เป็นเส้นทางท่องเที่ยวที่น่าสนใจ ดังนั้นนอกจากสถานที่ท่องเที่ยวหลักของตำบลสัมปทวนจะมีส่วนสนับสนุนให้การจัดการท่องเที่ยวเชิงเกษตรประสบความสำเร็จแล้ว ยังมีสถานที่ท่องเที่ยวที่มีชื่อเสียงและตั้งอยู่ไม่ห่างไกลจากตำบลสัมปทวน อำเภอนครชัยศรี และสามารถจัดเชื่อมโยงกับแหล่งท่องเที่ยวเชิงเกษตรตำบลสัมปทวนได้ อาทิ พระปฐมเจดีย์ พระราชวังสนามจันทร์ พุทธมณฑล พิชัยภัณฑ์หุ่นขี้ผึ้ง เป็นต้น



A map of Nakhonchaisri district area



- 1. วัดกลางคูเวียง
- 2. ตลาดน้ำ
- 3. สวนสมุนไพร
- 4. วัดสัมปะตาก
- 5. สวนมะพร้าว
- 6. อบต.สัมปทวน
- 7. วัดกกตาล
- 8. อุทยานปลา
- 9. ศูนย์สาธิตร้านค้าชุมชน
- 10. พื้นที่นา
- 11. จุดสกัดด้านการเกษตร
- 12. สวนผลไม้

A map of way to Sampatuan subdistrict





FIGURE 1 WAT KLANGKUWEANG



FIGURE 2 HERB GARDEN AT WAT KLANGKUWEANG



FIGURE 3 FLOATING MARKET AT WAT KLANGKUWEANG



FIGURE 4 AGRICULTURAL MARKET WITHIN FLOATING MARKET OF WAT KLANGKUWEANG



FIGURE 5 OLD MASSAGE WITHIN WAT KLANGKUWEANG



FIGURE 6 A FISHS PARK AT WAT PINJUNTHRARAM(KOKTRAN)



FIGURE 7 A FISHS PARK AT WAT KLANGKUWEANG



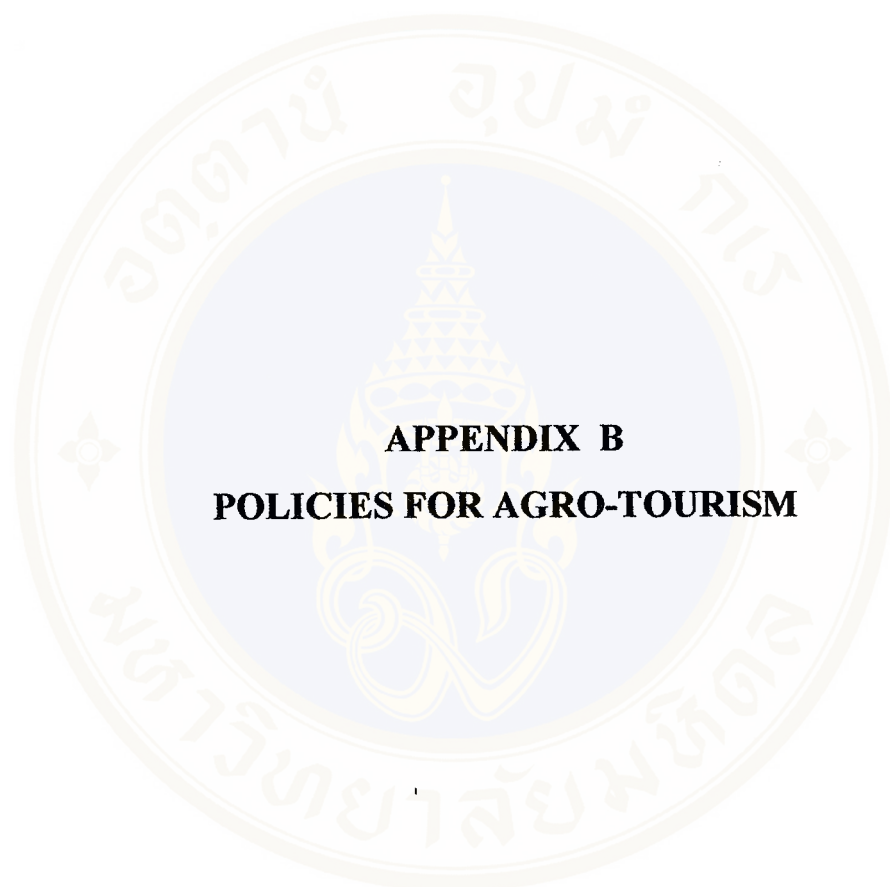
FIGURE 8 A FISHS PARK AT SAMPATAK



FIGURE 9 A BOAT FOR TRAVELLING ALONG NAKHONCHAI SRI RIVER



FIGURE 10 FOOD DISTRIBUTORS, LOCAL PEOPLE WITHIN FLOAT MARKET OF WAT KLANGKUWEANG



APPENDIX B

POLICIES FOR AGRO-TOURISM

1. นโยบายการพัฒนาและการจัดการการท่องเที่ยวเชิงเกษตร

1.1 รัฐธรรมนูญแห่งราชอาณาจักรไทย พ.ศ. 2540

ในส่วนที่เกี่ยวข้องกับการพัฒนาและการจัดการท่องเที่ยวเชิงเกษตร (Agrotourism) บัญญัติไว้ในหมวด 5 แนวนโยบายพื้นฐานแห่งรัฐ ได้แก่

1.1.1 มาตรา 75 รัฐต้องดูแลให้มีการปฏิบัติตามกฎหมายคุ้มครองสิทธิและเสรีภาพของบุคคลจากระบบงานของกระบวนการยุติธรรมให้มีประสิทธิภาพและอำนวยความสะดวกแก่ประชาชนอย่างรวดเร็วและเท่าเทียมกัน รวมทั้งจัดระบบงานราชการและงานของรัฐอย่างอื่น ให้มีประสิทธิภาพเพื่อตอบสนองความต้องการของประชาชน

1.1.2 มาตรา 76 รัฐต้องส่งเสริมและสนับสนุนการมีส่วนร่วมของประชาชนในการกำหนดนโยบายและการวางแผนพัฒนาทางเศรษฐกิจและสังคม

1.1.3 มาตรา 78 รัฐต้องกระจายอำนาจให้ท้องถิ่นพึ่งตนเองและตัดสินใจในกิจการท้องถิ่นได้เอง พัฒนาเศรษฐกิจท้องถิ่นและระบบสาธารณูปโภคและสาธารณูปการตลอดทั้งโครงสร้างพื้นฐานสารสนเทศในท้องถิ่นให้ทั่วถึงและเท่าเทียมกันทั่วประเทศ รวมทั้งพัฒนาจังหวัดที่มีความพร้อมให้เป็นองค์กรปกครองส่วนท้องถิ่นขนาดใหญ่ โดยคำนึงถึงเจตนารมณ์ของประชาชนในจังหวัดนั้น

1.1.4 มาตรา 79 รัฐต้องส่งเสริมและสนับสนุนให้ประชาชนมีส่วนร่วมในการสงวน บำรุงรักษา และใช้ประโยชน์จากทรัพยากรธรรมชาติและความหลากหลายทางชีวภาพอย่างสมดุล รวมทั้งมีส่วนร่วมในการส่งเสริมบำรุงรักษาและคุ้มครองคุณภาพสิ่งแวดล้อม ตามหลักการพัฒนาที่ยั่งยืนตลอดจนควบคุมและกำจัดภาวะมลพิษที่มีผลต่อสุขภาพอนามัย สวัสดิภาพ และคุณภาพชีวิตของประชาชน

1.1.5 มาตรา 83 รัฐต้องดำเนินการให้มีการกระจายรายได้อย่างเป็นธรรม

1.1.6 มาตรา 84 รัฐต้องจัดระบบการถือครองที่ดินและการใช้ที่ดินอย่างเหมาะสม จัดหาแหล่งน้ำเพื่อเกษตรกรรมให้เกษตรกรอย่างทั่วถึง และรักษาผลประโยชน์ของเกษตรกรในการผลิตและการตลาด สินค้าเกษตรให้ได้รับผลตอบแทนสูงสุด รวมทั้งส่งเสริมการรวมตัวของเกษตรกรเพื่อวางแผนการเกษตรและรักษาผลประโยชน์ร่วมกันของเกษตรกร

1.1.7 มาตรา 85 รัฐต้องสนับสนุนระบบเศรษฐกิจแบบเสรีโดยอาศัยกลไกตลาด กำกับดูแลให้มีการแข่งขันอย่างเป็นธรรม คุ้มครองผู้บริโภคและป้องกันการผูกขาดตัดตอนทั้งทางตรงและทางอ้อมรวมทั้ง ยกเลิกและเว้นการตรากฎหมายและกฎเกณฑ์ที่ควบคุมธุรกิจที่ไม่สอดคล้องกับความจำเป็นทางธุรกิจ และต้องไม่ประกอบกิจการแข่งขันกับเอกชน เว้นแต่มีความจำเป็น

เพื่อประโยชน์ในการรักษาความมั่นคงของรัฐ รักษาผลประโยชน์ส่วนรวมหรือการจัดให้มีกิจการสาธารณูปโภค

2. นโยบายของการท่องเที่ยวแห่งประเทศไทยด้านการพัฒนาเศรษฐกิจการเกษตรเพื่อให้สอดคล้องกับแผนพัฒนาเศรษฐกิจและสังคมแห่งชาติ ฉบับที่ 8 (พ.ศ.2540-2544)

2.1 โครงการหนึ่งตำบลหนึ่งผลิตภัณฑ์ จะดำเนินการผ่านศูนย์บริการถ่ายทอดเทคโนโลยีโดยหน่วยงานในระดับพื้นที่ของกรมส่งเสริมสหกรณ์และการเกษตรร่วมกับจังหวัด ทำการคัดเลือกสินค้าและผลิตภัณฑ์เด่นทางด้านเกษตรของชุมชนในจังหวัด 1- 2 ผลิตภัณฑ์ และส่วนราชการที่เกี่ยวข้องพิจารณาให้การสนับสนุนเทคโนโลยีการผลิต การบรรจุภัณฑ์ และการตลาด เป้าหมายปี 2544 จะดำเนินการโดยใช้งบประมาณปกติ และเงินกองทุนหมู่บ้านเป็นทุนหมุนเวียน

2.2 การสร้างเครือข่ายการถ่ายทอดเทคโนโลยีจากภูมิปัญญาชาวบ้าน เนื่องจากกระบวนการพัฒนาภูมิปัญญาท้องถิ่นขาดความต่อเนื่องขาดโอกาส และมาตรการสนับสนุนอย่างต่อเนื่องเกษตรกรเน้นเทคโนโลยีนำเข้าไม่สนใจเทคโนโลยีจากภูมิปัญญาชาวบ้าน

2.3 สนับสนุนให้มีการจัดตั้งสถาบันภูมิปัญญาชาวบ้านขึ้นทุกภูมิภาค เพื่อให้เกิดการพัฒนาภูมิปัญญาชาวบ้านอย่างต่อเนื่องและยั่งยืน ให้ชาวบ้านมีส่วนร่วมในการบริหารจัดการ เพื่อกำหนดนโยบายการบริหารและขอบเขตการดำเนิน โครงการและแนวทางการดำเนิน โครงการควรมุ่งเน้นการมีส่วนร่วมของชุมชน เพื่อพัฒนาภูมิปัญญาชาวบ้านที่เกิดประโยชน์สูงสุด สถาบันนี้ทำหน้าที่เป็นศูนย์กลางรวบรวมเทคโนโลยีจากภูมิปัญญาชาวบ้าน สร้างเครือข่ายสื่อสาร ถ่ายทอดข้อมูลและจัดเวทีแลกเปลี่ยนความรู้

3. แผนปฏิบัติการกระทรวงเกษตรและสหกรณ์ในช่วงแผนพัฒนาเศรษฐกิจและสังคมแห่งชาติ ฉบับที่ 8 (พ.ศ.2540-2544)

3.1 การเสริมสร้างศักยภาพขององค์กรเกษตรกร องค์กรชุมชน และสถาบันทางการเกษตร เนื่องจากการขาดอำนาจต่อรองและโอกาสในการ ได้รับการสนับสนุนงบประมาณและกิจกรรมจากรัฐ โดยมีแนวทางการปฏิบัติดังนี้

3.1.1 สร้างความเข้าใจในเรื่องการพัฒนาองค์กร

3.1.2 สนับสนุนให้องค์กรเกษตรกรชุมชน, สถาบันเกษตรกร เป็นตัวกลางในการรับความช่วยเหลือ และการสนับสนุนจากรัฐ เพื่อให้ประชาชนมีส่วนร่วมในการตัดสินใจทำงาน

3.1.3 ส่งเสริมให้องค์กรเกษตรกรริเริ่มทำธุรกิจที่องค์กรและสถาบันเกษตรกรเป็นเจ้าของและบริหารจัดการเอง

3.1.4 สนับสนุนการจัดตั้งกองทุนในรูปแบบต่างๆ และพัฒนาเครือข่ายกองทุนในระดับชุมชน

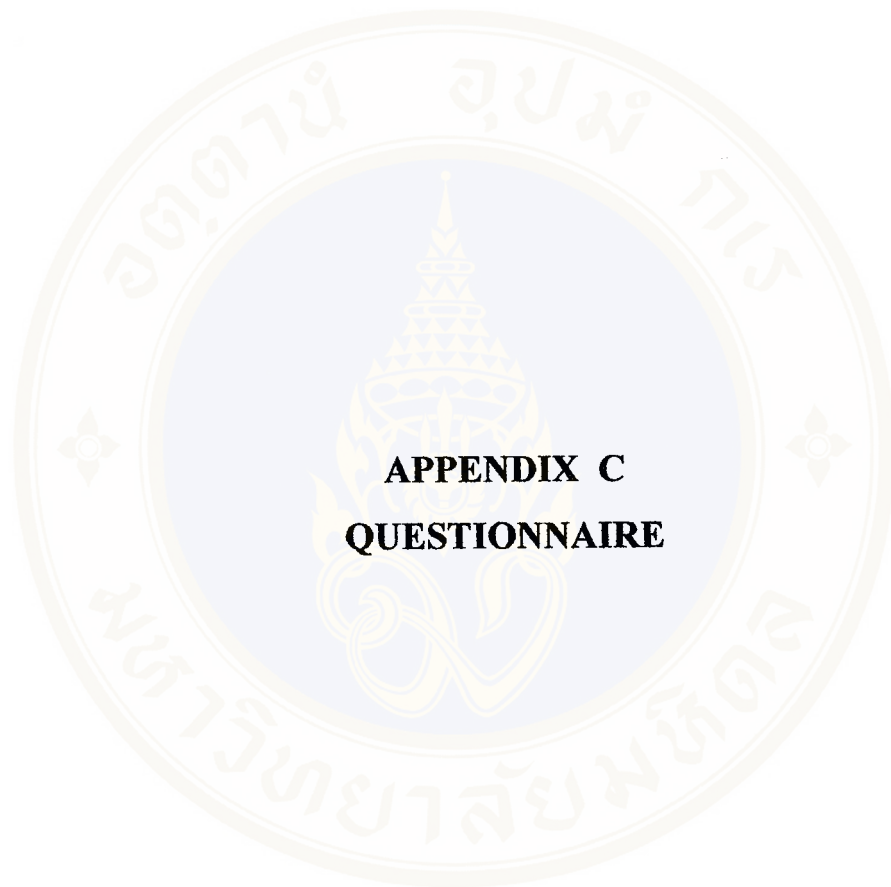
3.1.5 สนับสนุนให้เกิดความเข้มแข็ง

3.1.6 ส่งเสริมให้เกษตรกร องค์กรเกษตรกรมีส่วนร่วมในการพัฒนาเทคโนโลยีการเกษตรที่กลมกลืนกับธรรมชาติ โดยคำนึงถึงภูมิปัญญาท้องถิ่น และความหลากหลายทางชีวภาพ

3.2 โครงการเพิ่มศักยภาพชุมชนด้านการเกษตรระดับตำบล โดยสนับสนุนให้มีการรวมตัวของหน่วยงานต่างๆ อาทิ องค์กรบริหารส่วนตำบล เกษตรอำเภอ กรรมการหมู่บ้าน กรรมการกลุ่มเกษตรกร กรรมการสหกรณ์ แกนนำกลุ่มอาชีพ ผู้อำนวยการศูนย์ถ่ายทอดเทคโนโลยีการเกษตร ซึ่งจะทำหน้าที่

3.2.1 วางแผนงานโครงการ

3.2.2 ติดตาม รายงานผล



**แบบสอบถามนักท่องเที่ยวและประชาชนเพื่อประกอบการทำวิทยานิพนธ์
เรื่อง ศักยภาพของตำบลสัมปทวนในการเป็นแหล่งท่องเที่ยวเชิงเกษตร**

คำชี้แจง

แบบสอบถามนี้เป็นส่วนประกอบของการทำวิทยานิพนธ์ เรื่องการศึกษาศักยภาพของตำบลสัมปทวนในการเป็นแหล่งท่องเที่ยวเชิงเกษตร ของหลักสูตรสาขาเทคโนโลยีที่เหมาะสมเพื่อการพัฒนาทรัพยากร คณะสิ่งแวดล้อมและทรัพยากรศาสตร์ มหาวิทยาลัยมหิดล เพื่อศึกษาปัจจัยที่เป็นองค์ประกอบของการท่องเที่ยวเชิงเกษตร เพื่อเป็นแนวทางในการพัฒนาตำบลสัมปทวนให้เป็นแหล่งท่องเที่ยวเชิงเกษตร โดยทำการสอบถามนักท่องเที่ยวชาวไทย ที่มีอายุตั้งแต่ 15 ปีขึ้นไป และประชาชนที่อาศัยอยู่ในตำบลสัมปทวน อำเภอนครชัยศรี จังหวัดนครปฐม

แบบสอบถามในการวิจัยครั้งนี้ประกอบไปด้วย 2 ส่วน คือ

ส่วนที่ 1 ข้อมูลทั่วไป

ส่วนที่ 2 ปัจจัยที่เป็นองค์ประกอบของการท่องเที่ยวเชิงเกษตร

ในการวิจัยครั้งนี้ผู้วิจัยใคร่ขอความกรุณาตอบคำถามทุกข้อด้วยความจริงเพื่อความสมบูรณ์ในการทำวิจัย ผู้วิจัยขอรับรองว่าคำตอบของท่านจะไม่ถูกเปิดเผยเป็นรายบุคคล และจะนำไปใช้เพื่อประกอบการวิจัยครั้งนี้เท่านั้น

ผู้วิจัยหวังเป็นอย่างยิ่งว่าจะได้รับความร่วมมือในการตอบแบบสอบถามเป็นอย่างดี และขอขอบคุณมา ณ ที่นี้ด้วย

ส่วนที่ 1 ข้อมูลทั่วไป

คำชี้แจง กรุณาใส่เครื่องหมาย ✓ ลงหน้าข้อความที่ตรงกับข้อเท็จจริงเกี่ยวกับตัวท่าน หรือเติมข้อความลงในช่องว่าง

1. เพศ 1 () ชาย 2 () หญิง

2. ปัจจุบันท่านมีอายุ..... ปี (นับจำนวนปีเต็ม)

3. สถานภาพ 1 () โสด 2 () สมรส 3 () ม่าย / หย่า / แยกกันอยู่

4. ท่านจบการศึกษาสูงสุดระดับใด

- | | |
|-------------------------|------------------------------|
| 1 () ไม่ได้รับการศึกษา | 2 () ประถมศึกษา |
| 3 () มัธยมศึกษาตอนต้น | 4 () มัธยมศึกษาตอนปลาย/ปวช. |
| 5 () อนุปริญญา/ปวส. | 6 () ปริญญาตรีหรือเทียบเท่า |
| 7 () สูงกว่าปริญญาตรี | 8 () อื่นๆ (ระบุ)..... |

5. อาชีพ

- | | |
|------------------------------|-------------------------------|
| 1 () เกษตรกรรม | 2 () รับราชการ / รัฐวิสาหกิจ |
| 3 () รับจ้าง / ทำงานบริษัท | 4 () นักเรียน / นักศึกษา |
| 5 () ค้าขาย / ธุรกิจส่วนตัว | 6 () อื่นๆ (ระบุ)..... |

6. ท่านนับถือศาสนาใด

- | | |
|--------------|-------------------------|
| 1 () พุทธ | 2 () อิสลาม |
| 3 () คริสต์ | 4 () อื่นๆ (ระบุ)..... |

7. ท่านมีรายได้เฉลี่ยต่อเดือน

- | | |
|---------------------------|---------------------------|
| 1 () ไม่ได้ประกอบอาชีพ | 2 () ต่ำกว่า 5,000 บาท |
| 3 () 5,000 – 10,000 บาท | 4 () 10,001 – 15,000 บาท |
| 5 () 15,001 – 20,000 บาท | 6 () 20,001 – 25,000 บาท |
| 7 () มากกว่า 25,000 บาท | |

8. สาเหตุที่ท่านเลือกเดินทางมาที่ตำบลสัมปทวน (ตอบได้มากกว่า 1 ข้อ)

- | | |
|-------------------------------|-------------------------|
| 1 () ใกล้เคียงที่พัก | 2 () มีชื่อเสียง |
| 3 () อยู่ในเส้นทางท่องเที่ยว | 4 () อื่นๆ (ระบุ)..... |

9. ยานพาหนะที่ใช้ในการเดินทาง

- | | |
|-------------------------|-------------------------------------|
| 1 () รถจักรยาน | 2 () รถจักรยานยนต์ / รถยนต์ส่วนตัว |
| 3 () รถประจำทาง | 4 () รถนำเที่ยว |
| 5 () อื่นๆ (ระบุ)..... | |

10. ลักษณะของการมาเยือนตำบลสัมปทวนในครั้งนี้

- | | |
|---------------------------|---------------------------|
| 1 () มาคนเดียว | 2 () มากับเพื่อน |
| 3 () มากับครอบครัว /ญาติ | 4 () มากับบริษัทนำเที่ยว |
| 5 () มากับสถานศึกษา | 6 () อื่นๆ (ระบุ)..... |

11. แหล่งข้อมูลที่ทำให้ท่านรู้จักตำบลสัมปทวน(ตอบได้มากกว่า 1 ข้อ)

- | | |
|----------------------------------|-------------------------------------|
| 1 () เพื่อน/ญาติ | 2 () นิตยสารเกี่ยวกับการท่องเที่ยว |
| 3 () การท่องเที่ยวแห่งประเทศไทย | 4 () ผู้ประกอบการการท่องเที่ยว |
| 5 () วิทยุ / โทรทัศน์ | 6 () อื่นๆ (ระบุ)..... |

ส่วนที่ 2 ปัจจัยที่เป็นองค์ประกอบของการเป็นแหล่งท่องเที่ยวเชิงเกษตร

คำชี้แจง กรุณาใส่เครื่องหมาย ✓ ลงหน้าข้อความที่ตรงกับข้อเท็จจริงเกี่ยวกับตัวท่านหรือเดิม
ข้อความลงในช่องว่าง

คำถาม ท่านมีความคิดเห็นในเรื่องของความพร้อมในการเป็นแหล่งท่องเที่ยวเชิงเกษตรของตำบล
สัมปทวนอย่างไรกับสิ่งต่อไปนี้

1. ลักษณะด้านกายภาพ

| ข้อความ | ระดับความพร้อม | | | |
|---|----------------|---------|-----|--------------------|
| | สูง | ปานกลาง | ต่ำ | ไม่มี ความพร้อม |
| 1. มีทัศนียภาพสวยงาม สภาพแวดล้อมดี | | | | |
| 2. อุณหภูมิ ความชื้นสบายของอากาศ | | | | |
| 3. ความหลากหลายของการทำเกษตรกรรม | | | | |
| 4. ความเหมาะสมของฤดูกาลในการท่องเที่ยว | | | | |
| 5. ความต่อเนื่องของจุดท่องเที่ยว | | | | |
| 6. ความดึงดูดใจ ความกลมกลืนกับธรรมชาติ | | | | |
| 7. มีแหล่งท่องเที่ยวที่มีชื่อเสียงตั้งอยู่ในพื้นที่ | | | | |

2. ปัจจัยพื้นฐานของแหล่งท่องเที่ยวเชิงเกษตร

| ข้อความ | ระดับความพร้อม | | | |
|--|----------------|---------|-----|--------------------|
| | สูง | ปานกลาง | ต่ำ | ไม่มี ความพร้อม |
| 8. ความเหมาะสมของราคา ชนิดอาหาร ความสะอาด และที่ตั้งของร้านอาหาร | | | | |
| 9. ความเหมาะสม จำนวน ขนาด ที่ตั้งของถังขยะ | | | | |
| 10. จำนวน ความปลอดภัยของรถสาธารณะ | | | | |
| 11. ความเหมาะสมของที่ตั้ง และการให้บริการข้อมูลของ ศูนย์บริการนักท่องเที่ยว | | | | |
| 12. ความสะดวก/ สะอาด/ จำนวนที่เหมาะสมของจุดบริการสุขา | | | | |

| ข้อความ | ระดับความพร้อม | | | |
|---|----------------|---------|-----|--------------------|
| | สูง | ปานกลาง | ต่ำ | ไม่มี ความพร้อม |
| 13. ความปลอดภัยของเส้นทางรถท่องเที่ยว | | | | |
| 14. ความเหมาะสมของแหล่งที่ตั้ง/จำนวนของป้ายสื่อความหมาย | | | | |
| 15. รูปแบบ ระยะเวลา และจุดให้บริการการสื่อสาร | | | | |
| 16. จำนวน/ ความถี่ ใกล้เคียงและการให้บริการของสถานีอนามัย | | | | |
| 17. ความสะอาด จำนวนจุดให้บริการนำอุปโภคบริโภค | | | | |
| 18. ขนาดของถนนที่เหมาะสมกับปริมาณการสัญจร | | | | |
| 19. ความสะดวกในการเข้าถึง | | | | |

3. ระบบการจัดการการท่องเที่ยวเชิงเกษตร

| ข้อความ | ระดับความพร้อม | | | |
|---|----------------|---------|-----|--------------------|
| | สูง | ปานกลาง | ต่ำ | ไม่มี ความพร้อม |
| 20. การอำนวยความสะดวกแก่นักท่องเที่ยว | | | | |
| 21. การพัฒนาเส้นทางคมนาคมให้เข้าถึงแหล่งท่องเที่ยวได้อย่างสะดวกสบายและปลอดภัย | | | | |
| 22. การไม่เอารัดเอาเปรียบนักท่องเที่ยว | | | | |
| 23. การกำหนดเส้นทางรถเดินชมพื้นที่ทางการเกษตรชัดเจน | | | | |
| 24. การจัดตั้งป้ายสื่อความหมายการเกษตรเพียงพอและชัดเจน | | | | |
| 25. จุดสาริตการเก็บผลผลิตแก่นักท่องเที่ยวก่อนการเข้าชม | | | | |
| 26. การจัดมัคคุเทศก์ท้องถิ่นในการให้ข้อมูลอย่างละเอียด | | | | |
| 27. การชี้แจงข้อควรปฏิบัติแก่นักท่องเที่ยวก่อนเข้าชม ขณะเข้าชมและหลังการเข้าชม | | | | |
| 28. จุดจำหน่ายผลผลิตทางการเกษตร | | | | |
| 29. การจัดทำสื่อประชาสัมพันธ์เชิญชวนให้นักท่องเที่ยวมา เยี่ยมชม | | | | |
| 30. มีเจ้าหน้าที่รักษาความปลอดภัย | | | | |
| 31. การกำหนดจุดจอดพาหนะ | | | | |

4. ความพร้อมของคนในชุมชนต่อการเป็นแหล่งท่องเที่ยวเชิงเกษตรกรรม

| ข้อความ | ระดับความพร้อม | | | |
|---|----------------|---------|-----|--------------------|
| | สูง | ปานกลาง | ต่ำ | ไม่มี ความพร้อม |
| 32. ความเป็นเอกลักษณ์เฉพาะถิ่น การรักษาความดั้งเดิมของ ขนบธรรมเนียมประเพณี | | | | |
| 33. ความเป็นเอกลักษณ์เฉพาะถิ่น ความน่าสนใจของวิถีชีวิต | | | | |
| 34. ความน่าสนใจความเป็นมาของท้องถิ่น | | | | |
| 35. การรวมตัวของเกษตรกรในการดำเนินกิจกรรมทาง การท่องเที่ยว | | | | |
| 36. อุตสาหกรรมและความเป็นมิตรกับนักท่องเที่ยว | | | | |
| 37. ร้านค้า ร้านอาหาร ที่พัก เรือนำเที่ยว คมนำทาง ผู้ให้ข้อมูล ดำเนินการ โดยคนในท้องถิ่น | | | | |

5. สิ่งดึงดูดใจทางการท่องเที่ยวเชิงเกษตร

| ข้อความ | ระดับความพร้อม | | | |
|---|----------------|---------|-----|--------------------|
| | สูง | ปานกลาง | ต่ำ | ไม่มี ความพร้อม |
| 38. ความเป็นเอกลักษณ์และโดดเด่นด้านวัฒนธรรมทาง การเกษตรแบบดั้งเดิม | | | | |
| 39. มีวิถีการดำเนินชีวิตของเกษตรกรชนบทแบบดั้งเดิม | | | | |
| 40. การใช้เทคโนโลยีทางการเกษตรแบบพื้นบ้านในการ ประกอบอาชีพ | | | | |
| 41. กิจกรรมเสริมนอกเหนือจากการเที่ยวชม | | | | |
| 42. การสาธิตการแปรรูปสินค้าเกษตร โดยอาศัยภูมิปัญญา ชาวบ้านหรือเทคโนโลยีชาวบ้าน | | | | |
| 43. ความเป็นเอกลักษณ์พื้นบ้านของสินค้า | | | | |

แบบสัมภาษณ์แบบเชิงลึกเพื่อประกอบการทำวิทยานิพนธ์
เรื่อง ศักยภาพของตำบลสัมปทวนในการเป็นแหล่งท่องเที่ยวเชิงเกษตร

คำชี้แจง

แบบสอบถามนี้เป็นส่วนประกอบของการทำวิทยานิพนธ์ เรื่องการศึกษาศักยภาพของตำบลสัมปทวนในการเป็นแหล่งท่องเที่ยวเชิงเกษตร ของหลักสูตรสาขาเทคโนโลยีที่เหมาะสมเพื่อการพัฒนาทรัพยากร คณะสิ่งแวดล้อมและทรัพยากรศาสตร์ มหาวิทยาลัยมหิดล เพื่อศึกษาปัจจัยที่เป็นองค์ประกอบของการท่องเที่ยวเชิงเกษตร เพื่อเป็นแนวทางในการพัฒนาตำบลสัมปทวนให้เป็นแหล่งท่องเที่ยวเชิงเกษตร โดยทำการสอบถามกลุ่มเจ้าหน้าที่ที่เกี่ยวข้อง ได้แก่

- 1) เจ้าหน้าที่เกษตรอำเภอนครชัยศรี
- 2) ปลัดองค์การบริหารส่วนตำบลสัมปทวน
- 3) กำนันตำบลสัมปทวน อำเภอนครชัยศรี จังหวัดนครปฐม
- 4) ผู้อำนวยการการท่องเที่ยวแห่งประเทศไทยภาคกลางเขต 2
- 5) อาจารย์สถาบันวิจัยภาษาและวัฒนธรรมเพื่อพัฒนาชนบท มหาวิทยาลัยมหิดล
- 6) เจ้าหน้าที่สภาวัฒนธรรมจังหวัดนครปฐม
- 7) อาจารย์ประจำศูนย์ศิลปวัฒนธรรม สถาบันราชภัฏนครปฐม

แบบสัมภาษณ์เชิงลึกเจ้าหน้าที่ที่เกี่ยวข้อง
ศักยภาพของตำบลสัมปทวนในการเป็นแหล่งท่องเที่ยวเชิงเกษตร

ชื่อผู้ให้สัมภาษณ์ ตำแหน่ง

หน่วยงาน

วัน/เดือน/ปี

ในความคิดเห็นของท่านคิดว่าตำบลสัมปทวนควรมีรูปแบบและการจัดการการท่องเที่ยว
เป็นอย่างไร เพื่อพัฒนาให้เป็นแหล่งท่องเที่ยวเชิงเกษตรกรรม โดยพิจารณาประเด็นต่อไปนี้

- 1.1 ลักษณะด้านกายภาพ
- 1.2 ปัจจัยพื้นฐานของการเป็นแหล่งท่องเที่ยวเชิงเกษตร
- 1.3 ระบบการจัดการการท่องเที่ยวเชิงเกษตร
- 1.4 ความพร้อมของคนในชุมชนต่อการเป็นแหล่งท่องเที่ยวเชิงเกษตร
- 1.5 สิ่งดึงดูดใจทางการท่องเที่ยวเชิงเกษตร
- 1.6 ปัญหาและอุปสรรคที่คาดว่าจะเกิดขึ้น
- 1.7 แนวทางในการจัดการ
- 1.8 ข้อเสนอแนะอื่นๆ

แบบสอบถามผู้เชี่ยวชาญ

เรื่อง ศักยภาพของตำบลสัมปทวนในการเป็นแหล่งท่องเที่ยวเชิงเกษตร

คำชี้แจง

แบบสอบถามผู้เชี่ยวชาญฉบับนี้เป็นส่วนหนึ่งของการทำวิทยานิพนธ์เรื่อง “ศักยภาพของตำบลสัมปทวน ในการเป็นแหล่งท่องเที่ยวเชิงเกษตร” จัดทำโดย นางสาวอรอนงค์ ฤชาฤทธิ นักศึกษาระดับปริญญาโท หลักสูตรวิทยาศาสตรมหาบัณฑิต สาขาเทคโนโลยีที่เหมาะสมเพื่อการพัฒนาทรัพยากร คณะสิ่งแวดล้อมและทรัพยากรศาสตร์ มหาวิทยาลัยมหิดล โดยมีวัตถุประสงค์เพื่อศึกษาศักยภาพของตำบลสัมปทวนในการเป็นแหล่งท่องเที่ยวเชิงเกษตร และเพื่อเสนอแนวทางการจัดการการท่องเที่ยวเชิงเกษตรที่เหมาะสมสำหรับตำบลสัมปทวน

ผู้วิจัยได้กำหนดปัจจัยหลักในการเป็นแหล่งท่องเที่ยวเชิงเกษตรไว้ 5 ปัจจัย คือ ลักษณะด้านกายภาพ ปัจจัยอำนวยความสะดวกพื้นฐานของแหล่งท่องเที่ยวเชิงเกษตร ระบบการจัดการการท่องเที่ยวเชิงเกษตร ความพร้อมของคนในชุมชนต่อการเป็นแหล่งท่องเที่ยวเชิงเกษตร และสิ่งดึงดูดใจทางการท่องเที่ยวเชิงเกษตร ซึ่งปัจจัยทั้งหมดนี้ได้มาจากการค้นคว้าเอกสารและงานวิจัยที่เกี่ยวข้อง จากการสอบถามผู้เชี่ยวชาญบางท่านที่เกี่ยวข้อง ปัจจัยหลักเหล่านี้มีความสำคัญต่อระเบียบวิธีวิจัยด้านศักยภาพของตำบลสัมปทวนในการเป็นแหล่งท่องเที่ยวเชิงเกษตร ทั้งนี้ ค่าของคะแนนความสำคัญดังกล่าว จะต้องมีความน่าเชื่อถือ และสามารถนำมาอ้างอิงได้ ดังนั้น ผู้วิจัยจึงอาศัยฉันทามติของผู้เชี่ยวชาญในการกำหนดค่าความสำคัญของกิจกรรมดังกล่าว ซึ่งผู้เชี่ยวชาญที่ผู้วิจัยได้คัดเลือกนั้น เป็นผู้ที่มีความรู้ ความสามารถ และเป็นผู้ที่รับผิดชอบในการปฏิบัติหน้าที่ที่เกี่ยวข้องกับศักยภาพของตำบลสัมปทวนในการเป็นแหล่งท่องเที่ยวเชิงเกษตร และต้องได้รับความเห็นชอบจากคณะกรรมการควบคุมวิทยานิพนธ์

แบบสอบถามผู้เชี่ยวชาญนี้ ผู้วิจัยขอความอนุเคราะห์ผู้เชี่ยวชาญโปรดกำหนดค่าคะแนนความสำคัญของปัจจัยที่จะนำมากำหนดศักยภาพของตำบลสัมปทวนในการเป็นแหล่งท่องเที่ยวเชิงเกษตร โดยปัจจัยที่สำคัญมากให้คะแนนมาก และปัจจัยที่มีความสำคัญรองลงมาให้คะแนนน้อยลง ตามเกณฑ์พิจารณาของผู้เชี่ยวชาญเอง ทั้งนี้ มีค่าคะแนนปัจจัยทั้งหมดรวม 5 คะแนน

ตารางที่ 1 การกำหนดค่าความสำคัญของปัจจัยที่นำมาพิจารณาศักยภาพของตำบลสัมปทวน อำเภอ นครชัยศรี จังหวัดนครปฐม ในการเป็นแหล่งท่องเที่ยวเชิงเกษตร

| ลำดับ | ปัจจัยในการเป็นแหล่งท่องเที่ยวเชิงเกษตร | คะแนน |
|-------|---|-------|
| 1. | ลักษณะทางด้านกายภาพของพื้นที่ | |
| 2 | ปัจจัยอำนวยความสะดวกพื้นฐานของแหล่งท่องเที่ยวเชิงเกษตร | |
| 3 | ระบบการจัดการการท่องเที่ยวเชิงเกษตร | |
| 4 | ความพร้อมของคนในชุมชนต่อการเป็นแหล่งท่องเที่ยวเชิงเกษตร | |
| 5 | สิ่งดึงดูดใจทางการท่องเที่ยวเชิงเกษตร | |
| | รวม | |

ลงชื่อ..... ผู้เชี่ยวชาญ
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ขอขอบพระคุณอย่างสูง
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BIOGRAPHY

| | |
|------------------------------|--|
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