Guidelines for tourism development of farm stay according to the King’s Philosophy of Sa Kaeo province

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Abstract— The objectives of this research are 1) to study the potential of a farm stay community based on the King's philosophy 2) to be a guideline for the development of farm stay tourism based on the King's philosophy and 3) to create a farm stay business model according to the King's philosophy using mixed method research descriptive Statistics by questionnaire The target group is agricultural entrepreneurs that a total of sampling 400 of them were female, totaling 208. Education under Bachelor's degree 284 Occupation farmers 117 income 10,001-20,000 baht, total 132. The analysis of the potential level of communities in Sa Kaeo province found that Management potential of agro-tourism attractions followed by the capacity to support agricultural tourism sites and a qualitative study performed a SWOT analysis. SO Strategies include increasing public relations channels. WO Strategies is to develop skills, knowledge in process and product design. ST Strategies include maintaining and increasing product standards and the WT Strategies was to create a farm stay following the King's philosophy using a model.

Index Terms— Tourism development, Potential Assessment of Agro-tourism, Farm stay tourism based on the King's philosophy

I. INTRODUCTION
Sa Kaeo Province is classified as a target group for the development of the Eastern Border Special Economic Zone in accordance with Strategy 3: restoring tourist attractions to safety and improving facilities to enhance the environment to be eco-tourism and link ancient civilizations together according to the 20-year national strategic framework to strengthen the economy and competition in the service sector because Sa Kaeo Province is the gateway to the east to Cambodia. This action is to build the business competitiveness of the service sector in terms of the development of new economic areas in the border areas [1].

The study found that there is a rapid increase in tourists in both second cities and communities, thus providing a good opportunity for income distribution in the area because this province has an abundance of natural and cultural tourism resources, traditions that are still intact and beautiful, as well as community lifestyles and local wisdom. These will attract tourists to new experiences and create attractions within the community and ultimately generate income into the Grassroots Economy [2].

Marketing tools are used to stimulate preparation and development of the area to be a balanced tourist destination in all dimensions. In line with the 2017 Sa Kaeo development strategy that this province will be a source of agricultural production and the promotion of non-toxic agriculture, along with the development of quality tourism and generating income for the people In line with
the vision of “Indochina's eco-tourism and logistics hub, energy crops and safe food” [3]. An interesting problem is the lack of development of farm stay tourism. Therefore, the researcher would like to study the guidelines for the development of farm stay tourism according to the King's Philosophy of Sa Kaeo Province.

II. RESEARCH OBJECTIVES

The objectives of this research article were 1) To study the potential of a farm stay community according to the King's Philosophy 2) To be used as a guideline for the development of farm stay tourism according to the King's Philosophy 3) To create a farm stay tourism model according to the King's Philosophy.

III. LITERATURE REVIEW

Agrotourism management consists of activities and learning processes that enhance the experience while raising awareness and good awareness among tourists, local residents and related entrepreneurs. In terms of area, agrotourism is tourism in tourist attractions related to nature and culture that is unique to the locality. In terms of participation, agrotourism is tourism that takes into account the participation of the community and local people by thinking, planning and implementing a plan so that everyone can benefit thoroughly. It also contributes to income distribution and quality of life improvement, as well as the maintenance of tourism resources for the real benefit of the locality. In terms of management, agrotourism is responsible tourism without causing environmental and social impacts with sustainable management. Conservation of environmental resources, prevention and elimination of pollution and control of tourism development are covered in this study [4].

The concept of the King's Philosophy and the propulsion of new agricultural theory as an agricultural system for farmers with land to alleviate poverty. The aim of this concept is to produce in a manner of self-sufficiency with an ecosystem as a production system and primarily based on the capacity and self-sufficiency of farmers and households. The area is divided into appropriate proportions. [5]. The King's Philosophy is used to develop tourism by linking agricultural attractions together, for example, 1 rai for solving poverty project according to the concept of sufficiency economy of Ratchaburi province, the Pluak Daeng Development Service Center Project under the Royal Initiative of Rayong Province, which is a tourist and learning destination with new agricultural activities and the cultivation of non-toxic plants for a comprehensive study, and the Khung Kraben Bay Development Study Center under the Royal Initiative of Chanthaburi Province. These projects work for sustainable natural resource management [6]. Agrotourism management can be divided as follows: 1(A) is an integrated agricultural tourism destination. 2 (B) is a private agritourism attraction that is outstanding in the field of agriculture and is recognized by outsiders. 3 (C) is a private agricultural source or refers to villagers who do not focus on tourism but have interesting wisdom or techniques that are accepted by outsiders. 4 (D) is a learning center or agricultural wisdom conservation. 5 (E) is an animal and plant breeding research center that focuses on improving agricultural efficiency rather than tourism. 6 (F) is a community or villager grouped together to develop agricultural wisdom. [7].

Analyzed SWOT which includes: Strengths analysis is an internal organizational attribute that can be used to achieve desired goals and objectives and give the organization a strategic
competitive advantage. Weakness analysis is an internal feature that limits or hinders an organization's operations and can put the organization at a strategic competitive disadvantage. Opportunity analysis is the external environment factor that will enable an organization or business to achieve its desired strategic objectives. The analysis of obstacles is the external environment that prevents or prevents the organization from achieving its desired goals and objectives and can lead to a strategic competitive disadvantage. [8]

IV. RESEARCH METHODS

A. Research scope

Spatial boundaries of Sa Kaeo Province. Demographic scope and sample. The research population was agricultural entrepreneurs. The research started from March 2020–February 2021. The population and sample consisted of 26,894 farmers who used the service in the Sa Kaeo Provinicial Information Center [9]. The convenience sampling was used in research. A sample of 400 people was selected using the Taro Yamane comparison table [10].

B. Research Process

Research tools

The research tool was a questionnaire to measure the potential of agro-tourism management. It could be divided into 3 parts as follows:

Part 1: Respondents' personal data includes gender, age, education level, occupation and income. The questions were in check-list format. The frequency distribution method was used and the result was summed up as a percentage.

Part 2: The components and indicators of agro-tourism management to measure agro-tourism management potential consisted of the rating scale, mean (\(\bar{x}\)) and Standard Deviation (S.D.) questionnaires. The researcher used the analysis and interpretation criteria based on Best's concept [11].

Part 3: Recommendations are derived from a content analysis.

Data analysis

This research applied mixed method research both quantitatively and qualitatively. The statistical and data analysis methods used for this research were:

1. The quantitative data analysis used a questionnaire as a research tool to measure the potential of agro-tourism management and statistics were used for quantitative data analysis. Data can be classified into two types: 1.1) Reporting results using descriptive statistics, Checklist, Frequency and Percentage. 1.2) Rating scale questions, mean (\(\bar{x}\)) and standard deviation (S.D.) using statistical package program

2. The content analysis was performed using Purposive Sampling. The researcher conducted the research using the focus group of key contributors: mayor of Ban Dan Sub district Municipality, municipality members, community enterprise members, entrepreneurs, community leaders and community philosophers, totaling 28 people. Then, the SWOT theory was applied to categorize the answers in each aspect for further building a farm stay tourism model according to the King's Philosophy.

V. RESULTS

The general information of the sample could be summarized as follows.
Sex: The majority of the respondents were 208 female (52.00%) and 192 male (48.00%) respectively.

Age: The majority of the respondents were aged 20-30 years, 165 people (41.25%), followed by 69 people aged 41-50 years old (17.25%), 57 people aged 31-40 years old (14.25%), 59 people aged 51-60 years old (14.75%), 37 people over 60 years old (9.25) and 13 people under 20 years old (3.25 %), respectively.

Education Level: Most of the people who answered the questionnaire had 284 people with a bachelor's degree (71.00%), followed by 113 people with a bachelor's degree (28.25%) and 3 people with a postgraduate level (0.75%), respectively.

Occupation: The majority of the respondents farmer were 117 people (29.25%), followed by, work for wages of 82 people (20.50 percent), students/students of 60 people (15.00 percent), traders/personal businesses of 46 people (11.50%), company employees of 45 people (11.25 percent), civil servants / state enterprise employees of 29 people (7.25) and others of 21 people (5.25 percent), respectively.

Monthly income: Most of the respondents had an average monthly income of 10,001–20,000 baht, 132 people (33.00%), followed by income of 5,000–10,000 baht, 131 people (32.75%), income less than 5,000 baht, 106 people (26.50%) and income more than 20,000 baht, 31 people (7.75%), respectively. Agritourism management indications as shown in Figure.1

<table>
<thead>
<tr>
<th>Agritourism management indicators</th>
<th>n = 400</th>
<th>Level of Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management potential of agrotourism sites</td>
<td>4.11</td>
<td>High</td>
</tr>
<tr>
<td>Potential to support agrotourism</td>
<td>4.08</td>
<td>High</td>
</tr>
<tr>
<td>Service potential of agricultural tourist attractions</td>
<td>4.04</td>
<td>High</td>
</tr>
<tr>
<td>Attractive potential of agricultural tourist attractions</td>
<td>3.97</td>
<td>High</td>
</tr>
<tr>
<td>Average total</td>
<td>4.05</td>
<td>High</td>
</tr>
</tbody>
</table>

Figure. 1 shows the mean and standard deviation of the overall data in the management of agrotourism.

Figure. 1 showed that the respondents had a high level of overall potential, with a mean of 4.05 and a standard deviation of 0.52. Considering each aspect, it was found that the opinion level was high in the following order: the potential for agrotourism management was high with an overall average of 4.11, followed by the capacity to support agricultural tourism sites with an overall average of 4.08, the potential of services in agrotourism centers was 4.04 and the attractiveness potential of agrotourism sites was 3.97, respectively and summarizes TOWS Matrix as shown in Figure.2
Figure 2 shows the results of the TOWS Matrix analysis.

Figure 2 summarizes the data analysis of the development strategy as follows: Protective ST strategy: 1) Maintain production standards and increase standards of community-oriented products. 2) Transfer knowledge of cultural heritage and local wisdom in Thai-Cambodian communities. 3) Exchange knowledge between groups to strengthen community enterprise groups. Active SO Strategy: 1) Develop a variety of public relations channels. 2) Improve the potential of the learning base. 3) Develop creative activities of tourism and diversify the needs of consumer groups. Revised WO Strategy: 1) Develop knowledge in product design and product processing. 2) Develop knowledge in marketing for the community. 3) Develop knowledge in community-based tourism management. 4) Develop knowledge of community-based tourism management for communicators and youth. 5) Make signs both within the community and outside the community. 6) Develop standards of lifestyle tourism programs. Passive WT strategy (WT) 1) Develop a participatory community-based tourism development plan. 2) Make a farm stay tourism model according to the King’s Philosophy as shown in Figure 3.
Figure 3 shows the process of making a farm stay tourism model according to the King's science. Input/process: 1. to collect, process and analyze data in the context of farm stays. 2. To study the community by surveying from the real area to consider the possibility of what needs to be developed (agritourism activities): 1) Normal way of life of the community. 2) Readiness of the community. 3) Attractiveness of local cultural wisdom. 4) Enhancing the experience for tourists. 5) Setting time periods and reasonable prices. 3. Test what needs to be developed (pilot tour): 1) Prepare activities and practice on the tour guide process 2) Test using a pilot tour arrangement (Tourists must have knowledge and understanding of good agricultural tourism activities). 4. Review what needs to be developed. (Suggestions): 1) Use suggestions from analysis of strengths, weaknesses, opportunities and obstacles to develop marketing strategies. Output: Guidelines for self-development based on existing potential, community participation for agro-tourism services, implement the recommendations of the travel program trial experts in decision-making and obtain programs and activities that are appropriate and in line with the needs of the community. 2) Improve and develop appropriate programs. Outcome: Create a participatory process from the community through training skills and develop community products to create added value and public relations channels via www.farmstaysakaeo.com, organize community-based activities or groups of villagers to develop agricultural wisdom, organize community tourism programs for 2 days and 1 night and organize farm stay tourism according to the King's Philosophy.

VI. DISCUSSIONS
The first objective was to study the potential of the farm stay community according to the King's science. The results showed that the overall potential of the community in Sa Kaeo Province was high. Potential can be classified by aspect as follows: agrotourism management, followed by agrotourism support, agrotourism service and agrotourism attraction. Consistent with the research [12] studied the potential of agricultural tourism management in Chanthaburi province. The objectives of this study were to 1) survey agricultural tourist attractions. 2) Study the potential of agricultural tourist attractions 3) propose the standard of agricultural tourism attractions suitable for Chanthaburi Province and 4) propose guidelines for developing the potential of agricultural tourist attractions in Chanthaburi Province. The research process consisted of collecting data from spatial surveys, assessing the potential of agro-tourism sites, interviews and small group meetings and content analysis to propose guidelines for potential development of agricultural tourism sites in Chanthaburi province. The results of the study revealed that agro-tourism sites in Chanthaburi province had high potential for agro-tourism management and meet quality standards. The standard of agricultural tourist attractions suitable for Chanthaburi province consisted of managerial potential, support potential, service potential, attractive potential and value potential.

The second objective was to study the guidelines for the development of farm stay tourism according to the King's Philosophy. The results of the strategy development synthesis were: Active strategies include: increasing public relations channels both online and offline, development of activities to be a learning base for upgrading the potential of agrotourism, and the development of agro-tourism activities in accordance with the needs of tourists. Revised Strategies include developing and enhancing knowledge of product design and fabrication, developing and increasing marketing knowledge skills for the community, developing and increasing knowledge of community-based tourism management skills, developing and increasing skills for communicator and youth to have knowledge in agricultural tourism management, making road signs to promote
tourist attractions both within the community and outside the community, standard development of tourism programs. Protective strategies include maintaining production standards, promoting knowledge and increasing product standards in the community. Passive strategies include the development of a participatory community-based tourism development plan, and creating a farm stay tourism model according to the King's Philosophy by using a business model. Consistent with the research [13] who studied the management of agro-tourism community in San Highway Village, Mae Chan District, Chiang Rai Province found that the right strategy was: 1) Active strategy - the community should accelerate the improvement and development of community products in order to create a selling point and income for the community. 2) Protective strategies - The community should allocate new generations of people to learn and inherit work and should find new potential customers to be more self-reliant. 3) Passive strategies - Communities should pay more attention to planning because changes in government budgets or unusual events may result in reduced tourist arrivals.

The third objective was to study to create a farm stay tourism model according to the King's Philosophy. The results of the process analysis were as followed: Input: 1. Collecting, processing and analyzing data in the context of farm stay operations. 2. Study the community by survey method in the real area to consider the feasibility according to what needs to develop focusing on agro-tourism activities. 3. Test what needs to be developed (pilot tour) - 1) Prepare activities and practice on the tour guide process 2) Test using a pilot tour arrangement (Tourists must have knowledge and understanding of good agricultural tourism activities) 4. Review what needs to be developed according to recommendations. 1) Use suggestions from analysis of strengths, weaknesses, opportunities and obstacles to develop marketing strategies, along with self-development guidelines according to the potential for community participation in providing tourism services in agro-tourism model, use the recommendations from the experts to make a decision on the travel program, and obtain programs and activities that are appropriate and consistent with community needs. 2) Improve and develop appropriate programs. Outcome: Create a participatory process from the community through training skills and develop community products to create added value and public relations channels via www.farmstaysakaeo.com, organize community-based activities or groups of villagers to develop agricultural wisdom, organize community tourism programs for 2 days and 1 night and organize farm stay tourism according to the King's Philosophy. In Figure 6 (F), 8 communities or groups of villagers gathered to develop agricultural wisdom (40% of the assessors). In line with the research [14] studied on the management of cafe farms following the new agricultural theory of entrepreneurs in Phra Nakhon Si Ayutthaya Province, it was found that 1) Farm cafe operators managed systematically by linking the farm cafe's operating activities and basic knowledge of the new theory of agricultural management. 2) A successful approach to managing a cafe farm following the new agricultural theory of entrepreneurship includes: 1. Entrepreneurs must be learning all the time. 2. Appropriate use of innovation for cafe farm management. 3. Linkage of production management within the farm and continuous marketing. 4. Financial management 5. Consideration of community, society and environment.

VII. RECOMMENDATIONS
1. Advocating for the values and policies of using the country's community-oriented products as a guideline for creating community-oriented products and tourism products that have quality standards and are accepted by the market

2. Standard development of farm stays tourism and reasonable pricing, as well as value creation and community storytelling through tourism

3. Development of modern marketing channels through online marketing materials.

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