



## RESEARCH ARTICLE

## Agricultural Participatory Tourism Administration and Management in Ban Na Sub-District, Ban Na District, Nakhon Nayok Province for Supporting Sustainable Tourism

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**ABSTRACT**

This research article aims to study the potential of agro-tourism management and administration and build and trial a participatory agro-tourism management and administration model in Ban Na Sub-District, Ban Na District, Nakhon Nayok Province, for supporting sustainable tourism. The objectives of the study were to investigate the potential of the administration and management of agro-tourism, study the administration and management of participatory agricultural tourism, and create and experiment with a participatory agro-tourism tourism administration and management model in Ban Na Sub-District, Ban Na District, Nakhon Nayok Province for supporting sustainable tourism. A mixed-methods approach, both quantitative and qualitative, was adopted for conducting the research study. The quantitative data was collected through an open-ended questionnaire from the 362 respondents selected by purposive sampling out of 3,838 people in Ban Na Sub-District, Ban Na District, Nakhon Nayok Province. In-depth structured interviews were taken from 20 key informants, the Tourism Authority of Thailand, Nakhon Nayok Province, or representatives of relevant government organizations, community leaders, entrepreneurs, and private sector representatives in Ban Na Sub-district, Ban Na District, Nakhon Nayok Province, The analysis of the data resulted in the conclusion that participatory agro-tourism management and administration has the potential of Ban Na Sub-district for sustainable agricultural tourism, directing towards effective management approaches and a comprehensive series of contributions that could guarantee its execution and sustained growth in the broader tourism landscape. Furthermore, the qualitative research highlighted the potential of Ban Na Sub-district for agricultural tourism. It delineated practical steps for sustainable development, covering diverse areas from resource management to community engagement and economic enhancement. Findings stressed communities need to use their potential and resources to develop sustainable agricultural tourism.

## **INTRODUCTION**

Tourism is considered an industry in the service sector; each year, it can generate hundreds of thousands of millions of baht in foreign currency. It plays an important role in the economy because, in addition to generating revenue with the number one value of the country's total service trade, it is also an industry that generates many related businesses such as hotels and accommodation, restaurants, souvenir shops, transportation, etc. (MTS, 2011). It also generates income for areas with tourism resources, directly and indirectly creating economic stability by creating jobs and careers (Boonlert, 2006). Thus, tourism is considered to play a very important role in the country's economic and social development (?, 2018). . Agro-tourism is one of the activities in the development process as a link between agriculture and tourism that affects the allocation of economic and social benefits (Jan and Karel, 2004).

In addition, agricultural tourism is an alternative activity for rural development in conjunction with tourism, including natural resource development. Agro-tourism has begun to develop into a more systematic system. The main objective is to increase choices for tourists and increase the form of tourism to promote it as a major tourist attraction that can be travelled throughout the year. This agri-tourism is a part of sustainable tourism that allows tourists to engage with nature through a learning process in various ways that make them aware of conservation and realize the importance of nature, making tourism sustainable and not destroying the environment. Due to its density exceeding its capacity, Thailand can be considered an agricultural country with various agricultural occupations. There is famous agricultural wisdom in fruit trees, rice, etc. It is attractive and gives the impression of allowing tourists to participate in activities with farmers and experience the natural environment and agricultural way of life that combines arts, culture, and traditions, as well as learning. Exchange experiences in the livelihood process closely (DAE, 2007).

Tourism has become a central force in developing economies globally, upholding environmental awareness and raising cultural exchange. Yet, the traditional mass tourism model has undesirable ecological impacts and compromises the legitimacy

of local cultures. While the conception of sustainable tourism has gained much momentum, it seeks a harmonious equilibrium between economic gains, environmental conservation, and the preservation of socio-cultural values. One ground-breaking display of sustainable tourism is agricultural participatory tourism (APT), a standard that interlinks agricultural activities and tourist engagement to foster a reciprocal relationship between tourists and local communities (Regmi and Walter, 2017).

This study delves into the intricate realm of agricultural participatory tourism administration and management within the confines of Ban Na Sub-District, nestled in Ban Na District, Nakhon Nayok Province. Most of the population in the area earns their livelihood from agriculture, such as fields, orchards, vegetable gardens, and livestock farms, which have an agricultural way of life developed from local culture and traditional wisdom. With these factors, the researcher was interested in conducting a study on the administration and management of participatory agro-tourism in Ban Na Sub-district, Ban Na District, Nakhon Nayok Province. To support this sustainable tourism, agro-tourism is an important tool to solve problems for farmers because, in addition to generating income, it also helps farmers maintain their way of life. This is a link between the agricultural sector and the community's way of life with tourism to increase value and competitiveness to support sustainable tourism. Ultimately, the study aimed to offer insights into how APT can be strategically connected to enhance economic growth and foster environmental sustainability.

From the origin and significance of the above problems, therefore, the researcher focused on studying the management and participatory agricultural tourism management at Ban Na Sub-district, Ban Na District, Nakhon Nayok Province, to support sustainable tourism as a model for the management and participatory agricultural tourism management that can be extended to other areas.

### **Objectives of the research study**

The following research objectives guided the study:

- To study the potential of administration and management of agro-tourism in Ban Na Sub-district, Ban Na District, Nakhon Nayok Province, to support sustainable tourism.

- To investigate the administration and management of participatory agricultural tourism in Ban Na Sub-district, Ban Na District, Nakhon Nayok Province, to support suitable sustainable tourism.
- To create and experiment with a participatory agro-tourism administration and management model in Ban Na Sub-district, Ban Na District, Nakhon Nayok Province, to support suitable sustainable tourism.

#### Research questions

- What is the potential of the administration and management of agro-tourism in Ban Na Sub-district, Ban Na District, Nakhon Nayok Province, to support sustainable tourism?
- Up to what extent can the administration and management of participatory agricultural tourism in Ban Na Sub-district, Ban Na District, and Nakhon Nayok Province support suitable sustainable tourism?
- How can the unique cultural and environmental characteristics of Ban Na Sub-district be integrated into the development and implementation of the administration and management model?

#### LITERATURE REVIEW

The tourism industry has recently witnessed a standard shift towards sustainability, where economic growth and environmental preservation are no longer viewed as conflicting objectives. In this context, agricultural participatory tourism (APT) has emerged as a favourable approach that interlaces agricultural activities and tourist experiences, creating a symbiotic situation for tourists and communities (Mogomotsi, 2019).

Agricultural participatory tourism is characterized by its emphasis on experiential engagement, allowing tourists to actively partake in farming activities and immerse themselves in rural life. This approach has gained attention for its potential to foster sustainable tourism development by enhancing economic opportunities for local communities while preserving their cultural and environmental resources (Koens, 2018; Ali et al.).

It is a form of tourism that uses agricultural activities as the main tourist resource to attract tourists. The

main goal is to generate income for farmers in the community and allow local researchers to fully participate in the development of tourism, which the agrotourism model is regarded as one of the forms of sustainable tourism (Zou et al., 2014; Brewis et al., 2020). Joshi and Bhujbal (2012) defined agricultural tourism as an activity carried out on a farm for recreation, entertainment, education, or fun activities in farms, wineries, livestock, culture, harvest, or other interesting activities that are agricultural tourism activities.

Boraste (2022) described, Agri-tourism is popular and uses nature as a cultural experience ecotourism and agritourist health care, etc. Agricultural tourism can encourage domestic and international tourists to visit in large numbers. In particular, agricultural tourism has obvious economic and social impacts and contributes to the abundance and attractiveness of tourism. Komariah et al. (2018) mentioned that people participate in the development of agro-tourism by taking a role in the field of culture and wisdom in the community.

Cheykeewong and Sakunapat (2005) divided the elements of agricultural tourism as activity and process components, space elements, participation component, and the management element. Similarly, Songkhla (2011) categorised the forms of agro-tourism depending on the type of tourists and the nature of agricultural activities of that tourist destination as Agro-tourism activities, a demonstration of tourist attractions emphasizing these tourist attraction, Agro-tourism activities in the form of educating all agro-tourism tourism, Agricultural tourism activities in the form of selling community products, Agro-tourism as an introduction to agribusiness.

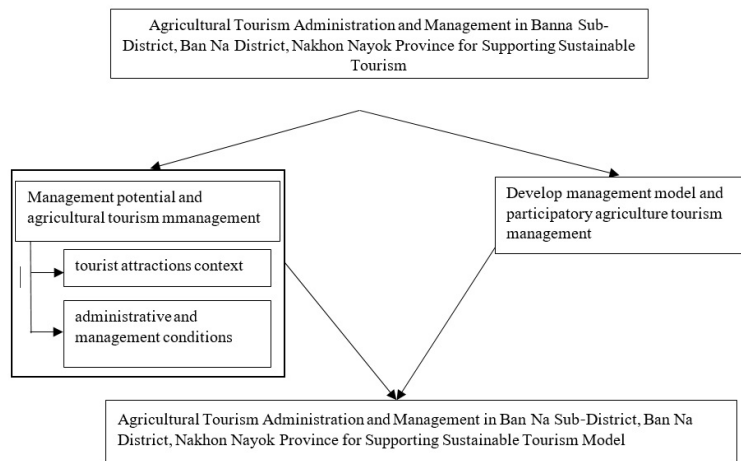
Likewise, Ammirato et al. (2020) characterised the form of agro-tourism in which each tourist attraction will focus on what kind of tourism activities depending on the type of traveller and the nature of agricultural activities of that tourist destination as, Agricultural tourism activities demonstration forms of tourist attractions that focus on demonstration activities, Agricultural tourism activities showing a model for knowledge of agricultural tourism, Agricultural tourism activities community product distribution model, Agro-tourism as an introduction

to agribusiness.

In the quest for sustainable tourism, approaches that empower local communities and align with environmental conservation are vital. As highlighted by the UNWTO, accentuate community participation and co-creation of tourism practise, raising a sense of ownership among inhabitants and safeguarding the conservation of cultural authenticity (UNWTO, 2017; Shahbaz et al., 2014). The concept of sustainable tourism development is to improve the condition of agricultural tourism in Ban Na Subdistrict, Ban Na District, Nakhon Nayok Province in order to make it better and sustainable by being suitable for tourist attractions, not causing negative effects as well as to attract more tourists to travel with participation from the whole community government agency the private sector to cooperate in planning appropriately for maximum benefit. By applying the principle of sustainable tourism development (Yomkerd, 2022). Research advocates that APT yields economic benefits by expanding sources of income for farmers, endorsing rural businesses, and generating employment opportunities (Salem and Salem, 2020). Furthermore, APT can enable communal empowerment, promote a sense of pride, and safeguard cultural legacy (Rehman and Klemas,

2017). Though APT grants promising economic and social benefits, its impact on the environment must also be considered. Sustainable practices and proper management are indispensable to foiling the exploitation of natural resources and curtailing adverse ecological footprints (Stringer, 2019; ? , 2021). Economic interests and ecological integrity are the major challenges in APT administration and management. Problems include impending cultural commodification, preserving legitimacy, and addressing infrastructural boundaries (Choe and Lee, 2021). Engagement of the local community in the decision-making processes of APT initiatives is crucial as it ensures their necessities, apprehensions, and aims, guaranteeing that APT development is tailored to the community's best interests (Cole and Morgan, 2010).

The literature emphasizes the potential of agricultural participatory tourism to promote sustainable tourism development by leveraging agricultural assets, endorsing community involvement, and conserving cultural heritage. Effective administration and management approaches must be formulated to support economic growth with environmental and socio-cultural preservation to accomplish success.



**Figure 1: Research framework**

**RESEARCH METHODOLOGY**

**Study design**

The current research adopted a mixed-methods approach using quantitative research by distributing questionnaires to the population and tourists of Ban

Na Subdistrict, Ban Na District, and Nakhon Nayok Province. Furthermore, qualitative research involves interviewing and setting up a forum with important informants and observing the activities that occur in the study area as follows:

### **Population and sample of the study**

The population and sample used in this research were people in Ban Na Subdistrict, Ban Na District, Nakhon Nayok Province. A total of 3,838 people were selected by purposive sampling using the formula for calculating the sample size of Taro Yamane in determining the size of the research sample. With a margin of error of 0.05, the sample size used in the research was 362 people. Key informants used in this research were the Tourism Authority of Thailand, Nakhon Nayok Province, or representatives of relevant government organizations, community leaders, entrepreneurs of tourist attractions, or private sector representatives in Ban Na Subdistrict, Ban Na District, Nakhon Nayok Province, totalling 20 persons.

### **Data collection tools and procedures**

The following data collection tools were used to get relevant data:

The primary data was collected through an open-ended questionnaire, while an in-depth interview was used to structuredly interview key informants. The secondary data was collected by analyzing relevant documents, textbooks, articles, theses, and related research, including Internet data. To collect data through the distribution of questionnaires to study the management potential and management of agrotourism in the study area. A total of 362 surveys were collected, and the completeness of the questionnaire was checked and recorded with a statistical package for research. The results were used to analyze the data. The preferred interview style is in-depth interviews, which involve a group of key informants to obtain complete and reliable information. Platform preparation and data collection were used to record the information obtained from document analysis. It was a combination of information gathering in every related field, audio recordings, and data from interviews with key informants. Emphasis is placed on in-depth interviews linked to objectives and participatory observation.

## **RESULTS OF THE STUDY**

### **Results of quantitative data analysis**

*Demographic analysis:* The results of the general data analysis of 362 people in the area of Ban Na

Subdistrict, Ban Na District, Nakhon Nayok Province showed that 41.7 per cent were female and 58.3 percent were male, aged 50 years and over, and 30.4 percent were mostly farmers or livestock. 37.6 percent have a monthly income of 10,001–15,000 baht (36.2%) and have lived in the community for 11 years or more (87.8%).

### **Management potential and management analysis**

: The analysis of the management potential and management of agricultural tourism in Ban Na sub-district, Ban Na district, Nakhon Nayok province to support sustainable tourism found that the overall level was moderate. When considering item by item. It was found that most of them were organizations in management and tourism administration, i.e., i) organizing the public's participation to listen to benefits and problems, as well as suggestions for the continuous development of agro-tourism. ii) organize cooperation between the public, private, and public sectors to develop agro-tourism tourism; iii) organizations or government agencies have encouraged plantation owners and operators to understand agro-tourism management. iv) local leaders, the private sector, and the public sector participate in managing agro-tourism tourism to appropriately increase the potential of the community's agro-tourism, and v) organize training seminars.

*Agro-tourism activities analysis:* Agro-Tourism Service and Safety Standard Creation Project, Followed by community cooperation are: i) community leaders see the importance of organizing agro-tourism activities; ii) communities form groups to do activities to promote agro-tourism. iii) The community participates in donating capital and labour items to promote community agro-tourism activities. iv) People in the community have unity. Cooperation in various fields leads to effective participation in agro-tourism management. v) The community has established conservation, restoration, culture, or agricultural tourism groups.

*Accessibility analysis:* In terms of accessibility, they are: i) Agro-tourism attractions are located near main and secondary roads; ii) Traveling to agro-tourism tourism is easy; iii) Agro-tourism tourism is easily accessible by road; iv) Agricultural tourism attractions have clear signposts and signposts that are easy to

read and see; and v) Bus services to access agricultural tourism.

*Agro-tourism activities analysis:* Agro-tourism activities are: i) agricultural experiments. Activities related to or collecting agricultural produce by oneself, ii) organizing activities to visit orchards, flower gardens, herb gardens, and organic vegetables, iii) agricultural performances and demonstrations, iv) contact with the surrounding natural environment, such as rice fields and mixed gardens, and there are seasonal tourism activities or festivals; v) distribution of agricultural products or souvenirs that represent the identity of the community; vi) an activity to stay overnight with the villagers in a homestay to experience the way of life of the agricultural community; and vii) study the way of life, culture, and agricultural wisdom.

*Human resources analysis:* Regarding human resources, i) people in the community feel ownership and participate in developing agro-tourism tourism; ii) people know the value and importance of agro-tourism tourism. People in the community can communicate and convey stories, experiences, and ways of life. And people in the community are ready to manage agro-tourism, and iii) local sages, tour guides, lecturers, and orchard owners have knowledge, ability, and experience in disseminating agricultural knowledge.

*Attractive aspects analysis:* Attractive aspects are: i) Agricultural tourism in the community is linked to the main or nearby tourist attractions. ii) The surrounding environment of the community's agricultural tourism is clean and orderly. iii) Agricultural tourism in the community There is a beautiful view of nature, a shady atmosphere, and agro-tourism tourism in the community with uniqueness and local wisdom; iv) the community has a diverse and outstanding agro-tourism; and v) agricultural tourism in the community is famous and known to the general public.

*Facility analysis:* The last one is the facility, which is: i) Agro-tourism tourism has sufficient parking spaces; ii) Agro-tourism tourism provides security guards to service tourists; iii) The community has enough restrooms to accommodate tourists, and iv) The community has a place to serve as a tourist information centre. v) The community has enough

restaurants to support tourists; v) The community has public relations about agricultural tourism, such as websites, print media, television media, etc.; vii) The community has sufficient accommodation for tourists and souvenirs for tourists.

Overall, the research provided insights into the demographic composition of the area's residents and their perceptions and engagement in agro-tourism, ranging from management potential to accessibility, activities, human resources, attractive features, and available facilities.

## **RESULTS OF QUALITATIVE DATA**

*The potential of agricultural tourism in Ban Na Sub-district, Ban Na District, and Nakhon Nayok Province to support sustainable tourism* It is divided into five aspects: 1) Resources or attractions for agrotourism 2) access to agrotourism 3) facilities 4) readiness to support agrotourism and 5) Product distribution and souvenirs are as follows:

*Agro-tourism resources and attractions:* It was found that the community was unique. Outstanding local wisdom, especially the way of farming, means that tourists can do activities together with the villagers. Demonstration of bio-fertilizer pellets, and in the community, there is a group of community enterprises of housewives and farmers as a source of occupation and income for people in the community. It is also an attraction that attracts interested people and tourists to study, learn, demonstrate, and sell various agricultural products, including Madan, lime, mango, and banana, to make processed products, the Agricultural Learning Base group of housewives, curry paste, etc. In addition, the community also has natural resources. Some fields are green. Quiet atmosphere, a good place to relax. There is an important natural attraction, Wat Chang, but since the community has not yet formed a concrete tourism management group, it is not well known to tourists.

*Access to agricultural tourism:* The Ban Na sub-district area is adjacent to the main road, not far from the cities of Nakhon Nayok and Bangkok, making travel quite convenient. During the route to visit each activity point, there is a beautiful atmosphere. Still, in some travel routes in the tourism program, it is necessary to use the main route, which can easily cause harm to roads within the community. For visiting each activity,

some routes have difficult and complicated routes. There are no signposts or activity points to be noted. The distance from some activities to others is quite long during some periods.

*Facilities:* It was found that the potential of facilities in Ban Na Subdistrict is ready to provide service. Snacks and drinks are provided to tourists during the day. The village has a multi-purpose pavilion to temporarily welcome visitors and introduce visitors before the activity begins. Vehicles used to travel to visit the community will use the E-Taen service, a vehicle the community uses to transport for agriculture. It can be considered as creating an atmosphere for tourists. Nevertheless, because it is a vehicle that the community uses for their occupations, it causes a lack of convenience in terms of the roof covering the sun and rain for tourists. In addition, equipment is provided for tourists to participate in farming activities. But the number of pieces of equipment is not enough for the number of tourists. The community still lacks signposts to point to tourist attractions at each point, along with a detailed introduction to the content of tourism in the community.

*Readiness to support agro-tourism:* It was found that the community was most ready to support agro-tourism in terms of area resources because there is still a traditional way of life, inheriting the occupation, farming, and agricultural wisdom from the ancestors. Most of the area is still used as a fruit and vegetable garden. There are still houses in the garden. An important tourist attraction in the community is the Chom Thung Bridge, Ban Nong Makok. Ban Wang Sai Agriculture Learning Center, along with a Chang temple and the shrine to the maid of the field, but the community still lacks the readiness to accommodate tourism in terms of facilities such as hotels, accommodations, public toilets, public buses, various service facilities, security, etc.

*Distribution of Products and Souvenirs:* It was found that Ban Sub-district agro-tourism tourism has resources within the community that are abundant, and the terrain and weather are conducive to agriculture, making it possible to produce high-quality agricultural products for the market, such as Mayong chid, mango, Santol, banana, rice field, and vegetable garden. It is a highlight that can attract tourists as the product is cheap because it is a product that local

people bring to sell themselves without going through a merchant. However, the agricultural tourism of Ban Na sub-district There are no shops selling products and souvenirs, so it still cannot meet the needs of tourists.

#### **Administration and management of agro-tourism in Ban Na Sub-District, Ban Na District, Nakhon Nayok Province to support sustainable tourism**

It is divided into six aspects: 1) organizational management structure and tourist attraction development plan; 2) establishing a network of cooperation with external agencies. 3) Advertising and public relations for agricultural tourism; 4) Job creation and income for the community; 5) Sales promotion, adding value and developing agricultural products; and 6) maintenance of public utilities and tourism resources as follows:

*The organizational management structure and tourist attraction development plan:* It was found that the tourist attraction development plan, to be attractive to tourists, must take into account the properties of tourist attractions in development. The objective is to develop tourist attractions that can meet the needs of tourists and consider the potential of tourist attractions that will not cause competition. The development is systematic, coordinated, and able to maintain the environment of tourist attractions in good condition. It is a development plan for Nakhon Nayok Province. 2018-2022 Tourism and services to meet the needs of the tourist market Tourism routes are being created to integrate facilities, products, services, and tourism management.

*Building a network of cooperation with external agencies:* It was found that building a network to develop tourism must make members contact Information exchange and voluntary cooperation. Encourage and facilitate network member's good interaction and independence with each other. However, networking requires a two-way communication system to exchange information. This is a connection between people and organizations that voluntarily conduct tourism development activities in the government sector. Private citizens and non-governmental organizations Building a network for tourism development must have a clear objective in determining the direction of the network leading to sustainable tourism development, in which members

must jointly determine the main activities and types of individuals or organizations to be members to strengthen the network. It is a strategy to develop local government organizations in Nakhon Nayok Province to support the development of tourist attractions and create a tourism network.

*Advertising and public relations for agricultural tourism:* It was found that advertising and public relations for tourist attractions are communication tools that play a very important role in tourism. This is because advertising and public relations assist in providing travel information and information in various fields to tourists, such as television, radio, brochures, etc., making agricultural tourism well-known.

*Job creation and income for the community:* It was found that income from tourism is one of the important sources of income for the province, resulting in the government sector giving importance to the province's tourism sector. And from the trend of tourism in the form of being close to nature and living in the traditional way of the community that is constantly increasing, causing the government to continually develop and promote community-based tourism, It aims to make community-based tourism a driving force that will generate income distribution to local communities for sustainable economic growth.

*Promotion add value and develop agricultural products* It was found that adding value and developing agricultural products is an important technique to help farmers earn more income from their own agricultural products. Bringing agricultural products to add special characteristics or some outstanding points to be different from the original to meet the needs of consumers even more, which, if done systematically, will help result in the production of agricultural products not oversupplying the market, resulting in a price war that will reduce product prices and also create new jobs in the community, In addition, the Nakhon Nayok Province Development Plan 2018-2022 has supported community products. Farmers have a distribution channel by selling themselves at the production source in the province's tourist attractions. Manufacturing and distributing according to customer orders and participating in exhibitions and product sales organized by the government and private sectors, Nakhon Nayok

Province is a small province in the central region near Bangkok. Most commercial operations are small and medium-sized enterprises. It is the nature of retail, mostly wholesale.

*Maintenance of public utilities and tourism resources:* It was found that the maintenance of public utilities and tourism resources, along with the preservation of the community's way of life, must combine traditional culture as a strength in promoting agro-tourism by extracting culture and local identity as a selling point to attract tourists and developing transportation systems and transportation networks to promote tourism in terms of convenience.

*Management model and participatory management of agro-tourism in Ban Na sub-district, Ban Na District, Nakhon Nayok Province to Support Sustainable Tourism:* Appropriate and practical methods are: (1) Agro-tourism management is 1) Agro-tourism development planning 2) Agro-tourism development plan 3) Public participation 4) Collaboration, and 5) Cooperation and Integration The details are as follows: Agro-tourism, Ban Na Sub-District, Ban Na District, Nakhon Nayok Province It is an agricultural tourism village type of agricultural tourism caused by community members having grouped together and sharing responsibility for managing agro-tourism. The community leaders and philosophers initiated and persuaded community members to organize tourism groups, namely farmer's groups, housewives' groups, and community accommodation groups, by asking for their opinions and willingness. Create an understanding of community-based tourism management and explain the benefits communities receive from tourism. Community leaders and local philosophers led the way to experiment with agro-tourism until it was successful. When community members saw that it was useful, they gained confidence and joined the agro-tourism group, thus becoming an agricultural-based learning base. In each group, there will be a division of responsibilities according to the abilities and interests of the members; for example, community scholars and farmers will act as lecturers at each learning base location and facility, promoting tourist information and community products and passing on tourists between them.

Regarding supporting factors from local agencies,



namely Ban Na Sub-District Administrative Organization. Nakhon Nayok Province Tourism Agricultural Office and Phra Nakhon Rajabhat University to promote the development of access routes to tourist attractions. Take care of the beautiful scenery and support the budget to create meaningful signs. Utilities to serve tourists and study visits Government agencies and state enterprises in the area, including the Agricultural Office community development office and educational institutions, assisted in promoting agriculture and local career development training. Knowledge support for sufficiency farming and Nakhon Nayok Province Tourism is the main agency that supports the community in linking information, tourism, public relations, and developing knowledge of tourism services, such as homestay accommodation standards, hospitality, being a good host, etc.

#### **Community agro-tourism resource management**

It consists of four components: 1) dissemination of community knowledge and wisdom; 2) building a community-based agro-tourism network; 3) participation of tourists; and 4) promotion policies. And create an image of agricultural tourism. The details are as follows: Agro-tourism resource management for agro-tourism tourism in Ban Na Subdistrict, Ban Na District, Nakhon Nayok Province Knowledge and folk wisdom is applied in holistic management, emphasizing natural methods that reduce the cost of production and protect the environment. and focusing on the participation of tourists, dissemination of knowledge and wisdom of the community with community sages as guest speakers in lectures, demonstrations, and for tourists to practice, such as raising chickens, raising fish, growing vegetables, growing fruit, growing rice, and circular farming. In addition, the community has a policy to promote and create a distinctive and successful market image, namely organic rice cultivation and bio-fertilizer pellets. Organic mango chid and organic durian Non-toxic neem because the community uses a natural planting method and modern agricultural technology to help make the quality different from other places. In addition, agro-tourism networks have been created at two levels: community-based networks with collaboration between various groups within the

community and inter-community networks with expanding community-based tourism to tourism communities other than Amphoe Ban Na. From the holistic agricultural management process, resulting in agricultural tourism in Ban Na Sub-district, Ban Na District, Nakhon Nayok Province. It has become a must-visit tourist attraction in Nakhon Nayok Province with 11 learning bases on agriculture, covering and connecting the tourism network in Ban Na Sub-district. Tourists can choose to do activities in each agricultural learning base according to their interests, which can be applied back to real life.

#### **Promoting the potential of agro-tourism and providing tourism services**

These are namely: 1) Potential enhancement by emphasizing tourist participation; 2) Agro-tourism resources or attractions; 3) Access to agro-tourism 4) readiness to support agricultural tourism; and 5) distribution of products and souvenirs. The details are as follows: Potential promotion by emphasizing the participation of tourists and encouraging tourists to participate in community activities that focus on experiencing the way of life, the beauty of agricultural gardens, farmers' way of life, learning and experimenting with farming, and processing agricultural products into local food Tourists, therefore, gain direct experience and knowledge related to agriculture. Apart from being satisfied alone, the community is well-known to tourists. On the return side, the income generated from the agro-tourism arrangements and the sale of processed produce to the responsible members is allocated on a single day, and some money is used as a pool to be used in the management of tourist attractions.

#### **Sustainable development with economic, social, and environmental impacts**

1) economic, social, cultural, and environmental development. 2) Community unions provide additional occupations for communities to increase income. 3) development of infrastructure systems and facilities, 4) sufficiency farming, and 5) adding value creation. The details are: Agro-tourism management in Ban Na Subdistrict, Ban Na District, and Nakhon Nayok Province fosters economic development. Society, culture, and environment by enabling farmers and local people. Builds self-esteem and local community through the integration

of the community. The community has a career, including community housing sales of agricultural products so that farmers can set their own selling prices without going through middlemen, participate in tourism management, and distribute income to the community. In terms of society, community members have a good quality of life. As a result of farmers turning to sufficiency agriculture, the community area is non-toxic, enabling the local people to benefit from developing infrastructure and facilities to support tourism, such as electrical systems and transportation. Knowledge and local wisdom in agriculture have been transferred to tourists interested in learning and implementing them in the future. In terms of the environment, produce sustainable products. From exchanging knowledge and disseminating wisdom, Agricultural knowledge and the way of life of farmers in the community Make the community's agricultural products have quality and reasonable prices from sufficiency agriculture. Creating added value by processing standardized products and selling produce and other products of the community

## **DISCUSSION**

From objective 1, the potential of administration and management of agricultural tourism in Ban Na Sub-district, Ban Na District, Nakhon Nayok Province, to support sustainable tourism, it was found that the organization's potential in managing and administering tourism has provided citizens with the opportunity to participate in listening to benefits and problems with suggestions for continuous development of agro-tourism tourism in line with the findings of Sittijinda et al. (2015). Studying agricultural and community tourism found that people participate in the development of agro-tourism by taking a role in the field of culture and wisdom in the community, including the potential of facilities, which is consistent with the Institute of Science and Technology Research of Thailand's (2000) explanation that tourism that supports agro-tourism Service aspects are tourism facilities such as accommodation and food shops. Accommodation services are mostly provided in the homes of local people.

From the second objective, administration and management of agricultural tourism with

participation in Ban Na Sub-District, Ban Na District, Nakhon Nayok Province to support sustainable tourism, it was found that 1) organizational management structure and tourist attraction development plan 2) Building a network of cooperation with external agencies 3) Advertising and public relations for agro-tourism 4) Job creation and income for community members 5) Sale promotion, adding value and developing agricultural products, and 6) Maintenance of public utilities and tourism resources in line with et al. (2007) described the relationship between tourism services as follows: 1) News and information services that tourists should know before travelling should be prepared. 2) transportation, communication, and travel services to that village; 3) navigating places. There should be a knowledgeable tour guide. It could be a local guide or an interpreter. 4) Any accommodations and local services that have accommodations, such as hotels, resorts, guesthouses, or homestays, must be clean and meet international service standards. 5) Restaurants and services must be clean. Take hygiene into account. 6) Souvenir products: Souvenir products must consider local uniqueness and may improve the colourful style according to the market's taste. 7) Various entertainment activities, if they are an activity in the village, should maintain identity and traditional culture; and 8) security must be managed systematically. It is also consistent with Wilailak (2018) study of the agro-tourism model with community participation. It was found that the community wanted to develop it as a tourist destination and as a learning resource. Still, the availability of the area varies depending on the nature of the area, occupation, identity, and expertise of each place. The management that can lead to success is the form of agro-tourism determined by the uniqueness or strengths of various agricultural communities in production. Educating agriculture and ways of life. According to the third objective, the model of administration and management of agro-tourism tourism with participation in Ban Na sub-district, Ban Na district, and Nakhon Nayok province to support sustainable tourism that is suitable and practical, it is found that 1) Agro-tourism management 2) Community agro-tourism resource management Consistent with Zou et al. (2009), agricultural tourism

resources are resources used in the production of agricultural products, whether they are naturally occurring such as sunlight, soil, water, plant species, animal breeds, etc., or under human management such as various agricultural tools, agricultural technology, etc. 3) Promoting the potential of agro-tourism, providing tourism services, and 4) Sustainable development with economic, social, and environmental impacts In line with Boraste (2021), agro-tourism is popular and takes advantage of nature. Agro-tourism can encourage a large number of domestic and international tourists to visit. In particular, agricultural tourism has obvious economic and social impacts and also in line with Prugsarporn et al.(2020) studied the Ban Dong Yen agro-tourism model. From the study of the situation, it was found that the potential and the need for development in the area consisted of agro-tourism management with knowledgeable stakeholders. Understanding and being able to act in a concrete way Emphasis on organizing a distinctive and diverse agro-tourism.

## CONCLUSION

The study emphasized the significance of endorsing tourist participation, resource management, and sustainable development for achieving economic growth, social and cultural enhancement, and environmental protection. Overall, the research shed light on the intricate dynamics and strategies required to harness the potential of agricultural tourism to support sustainable tourism in the region. In sum, the research outcomes underscored the potential of Ban Na Sub-District for sustainable agricultural tourism, pointing towards effective management strategies and a well-rounded array of offerings that could ensure its success and continued growth in the broader tourism landscape. The qualitative research conducted in Ban Na Sub-district, Ban Na District, Nakhon Nayok Province, focused on identifying and understanding the potential of agricultural tourism to support sustainable tourism. The study encompassed five key aspects: agro-tourism resources or attractions, access to agro-tourism, facilities and readiness to support agro-tourism, and product distribution and souvenirs.

## Recommendations

The following recommendations are given in light of the findings of the study:

- The government should have a policy to manage agro-tourism by bringing agricultural knowledge and ways of life, culture, and traditions to take advantage of and support the creation of agro-tourism by encouraging communities to use their potential and resources to develop sustainable agricultural tourism.
- Administration and management of agricultural tourism may allow tourists to participate in activities to learn about agriculture, ways of life, culture, and traditions. And should use existing resources to generate income for the family and the agro-tourism community. It will be a tool for conservation and sustainable tourism forever.

There are a variety of forms of agricultural activities, including integrated farming, organic farming, safe farming, and sufficiency economy agriculture, by allowing tourists to do activities with farmers and communities.

## Suggestions for further research

- Administration and management of participatory agro-tourism with participation in Ban Na Sub-district, Ban Na District, Nakhon Nayok Province. to support sustainable tourism. It is one form that can lead the community to another form of agro-tourism management. should have research to study cooperation in the management of another form of agricultural tourism that strengthens community cooperation.
- There should be research on the promotion of agricultural tourism in various organizations, both public and private sectors in Nakhon Nayok Province to study the effect of the promotion of agricultural tourism on the income of the community in Ban Na sub-district.
- Community leaders play an important role in participatory agro-tourism management. Therefore, the characteristics and potential of community leaders should be studied. in the development of community tourist attractions to encourage participation of the people in the future.

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