

A STUDY OF AGRO-TOURISM: A CASE STUDY AT BAN DONG YEN, U THONG SUB-DISTRICT, U THONG DISTRICT, SUPHAN BURI PROVINCE, THAILAND.

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ABSTRACT

The objective of this research is 1) to study of community capital for agro-tourism in Ban Dong Yen Community Thao U Thong Sub district Municipality, U Thong Subdistrict, Suphan Buri Province and 2) to study the readiness of agro-tourism in Ban Dong Yen Community Thao U Thong Subdistrict Municipality, U Thong Subdistrict, Suphan Buri Province. The research results show that this community pass 8 cultures which are food, clothing, residence, tradition, language, occupation, belief, and local art. The researchers provide the brainstorm state with leader of community, group/ organization leader, and population in village by using VRIO framework (Barney, J.B., 1991) which is a conceptual of searching resource of organization potentially enough to create competitive opportunity. Form study community capital through 8 cultures pass VRIO Framework (Barnee,J.B., 1991) found that food refers to eating habits, cooking style, and 18 various food containers. Clothing means clothing styles, garments, and dress in various ceremonies and it found that community has Dong Yen community dress (Red), Bing loincloth and Paw Printed Sarong In term of residence aspect refers to the nature of the residence and various architecture. It found that the community has the characteristics of general housing and architecture. In tradition aspect, it found out that the community has continued believing until become a pattern of people in the village such as Phra Chao Phor Ho event 7 months and pounding rice. In language aspect, including speaking, alphabet, and inscriptions, there is Lao Khrang language, which is no different from nearby communities. In occupation aspect, local wisdom is developed into life skills that generate income such as raising a good mood hens (fed with vegetables and herbs), raising catfish, shellfish farming, herb garden, black sugarcane and recycling plastic bags. In belief aspect, intangible culture can be transmitted by representing concrete values such as the master's hall, the sacred house. In local art aspect, the result of community operations through local wisdom and community identity is shirt with community symbols.

Kew word; Agro-tourism, Community potential, tourism by community

INTRODUCTION

Agro-tourism refers to tourism that focuses on learning agricultural methods of rural people by concentrating on the participation of tourists in carrying out activities to learn about agriculture, way of life, culture, and tradition. Furthermore, the usage of existing agricultural resources is for learning purpose to benefit the community and farmers. Agro-tourism is a conservation along with tourism for not having an impact on the community and the environment. Agricultural tourism is a trip to agricultural areas such as agricultural garden, agroforest garden, herb garden, livestock and pet farm as to admire the beauty,

success and delight in the garden, gain knowledge and new experiences based on responsibility to preserve the environment of that place. In each agro tourist attractions, there are various activities to serve tourists depending on the condition of each spot which have 5 types as follow 1. Tourists participating in short-term activities, such as visits to agricultural garden which tourists may collect or buy the agricultural product in the garden and do short-term folk activities with the farmers such as buffalo riding, wagon riding, and others. 2. Tourists staying in the village; to let them learn and experience rural people lifestyle while receiving warm, safe, convenient and clean services. 3. Training for new agriculture knowledge, local wisdom, and new farming practices such as planting and care, agricultural product processing as well certificate granting for local wisdom learnt including learning of useful insects, local eatable vegetables, making coconut sugar and palm sugar, and etc. 4. Selling agricultural products, local handicrafts, goods and souvenirs, fresh fruit, fresh flowers, and seeds of interesting plant. 5. Business avenues; when other businesses decline, some tourists travel to look into way to do business in agriculture because it provides quick returns. Agro-tourism's goal is not only helping farmers but also helping the private sector that affected by the current economic situation. [1].

Agro-tourism can be divided into 3 types as follows 1.) Individual activity such as a tour to a successful farmer's fields including durian, mangosteen, flower gardens, or even an animal farm. Tourists would gain knowledge of production technology, marketing management, and would also purchase various products from the garden 2. Seasonal or festive tourism activities such as the World Durian Day event, Rambutan day, blooming Sun flower field, Pathumma flower field. This type of tourism will be held only during agricultural exhibitions. 3. Tourism activities in communities or farmers' villages which farmers in the community jointly establish tourism management [2]. Furthermore, Department of Agricultural Extension supports cooperation in the preparation of physical structures, landscape arrangement, providing ideas on the development of tourist attractions to suit the area and ability of farmers in the community.

Community potential refers to knowledge, ability, and the readiness of the people in the community regarding management, self-reliance, self-development, knowing and understanding the way of life of the community perfectly in order to be ready to provide information. Also, people in the community must be ready to learn, unite and have a desire to develop the community together. Community capital means anything that exists in the community both from nature and from craftsmanship or human wisdom that has value such as natural resources, environment, people, culture and traditions or basic infrastructure services factors causing production for the livelihood of the people in the community. Therefore, community capital that exist in every community including human capital, social capital, physical capital, natural capital, and financial capital as to be balanced and stable which is not diminished in one side (Office of Capital Development and Community Finance Organizations Department of Community Development, 2010) which also includes community culture related to relationships and collaboration to help each other in the community as reflected in the value of culture. The community traditions affect the strength of the community which can be seen from the group of people and the creation of a network of communities (Worawut Romrattanaphan, 2005). Therefore, when community capital can make great impact on the community, The Community Development Department thus has a development strategy for "community capital" which is considered an important agenda of community development. The method of converting "community capital" to have value is then used as an input in the process of strengthening the community (Bureau of Development Grants and community finance organizations Department of Community Development, 2010). In addition, there is a concept that gives importance to the development of community capital and tourism management in which the community determines the direction of tourism

based on the idea that all villagers own resources and are stakeholders from tourism by bringing resources available in various areas such as nature, history, culture, ways of life and ways of production in the community to be used as capitals or factors in managing tourism appropriately. Moreover, the development of the potential of the people in the community to have knowledge, abilities and important roles in operations from decision making, planning, lesson summarization and focus on sustainability for next generations and for the benefit of the local area regarding the capacity to support nature. (Sin Sarobon, 2004) [3].

The researchers therefore realize that the Ban Dong Yen community Thao U Thong Sub district Municipality, U Thong District, Suphan Buri Province is a community near important and well-known tourist attractions of Suphan Buri province. Therefore, if the community understand the value of community capital and learn how to develop community capital to be able to generate tourism income, it should be enable this community to sustain itself and possible to achieve the goal of the co-existence in the community. Hence, Cloud & Granfield (2009) describes four areas of capital that need to be restored: 1) social capital in terms of relationship and support. 2) physical capital. 3) human capital in skills, health, inspiration, aspiration, and 4) cultural capital in terms of values, beliefs, attitudes that are consistent with social conditions and suitable for the behavior of people in that society. Besides from the seeking for their own community capital, in order to survive in the current competitive environment therefore it is absolutely necessary that the community must provide knowledge and understanding about community capital screening as to be able to create a competitive advantage. Michael E. Porter (1990) developed a tool to study the level of competitiveness with the idea that the competition in the world, every country tries to choose the best strategy that will give them a competitive advantage of the industry in their country. Therefore, countries need to assess strengths and weaknesses, including threats from rival countries and competition conditions of the industry in their country and competitors in order to find ways to adapt to compete more effectively in the world market with aggressive competition at every moment [4].

From all of the above, it can be seen that community tourism has a concept that focuses on community development by pushing for self-management potential including distributing income into the community In which the community can generate resources within the local area such as natural, culture, way of life, local wisdom as well as various knowledge that can create a strong point for the community and resulting in the identity of the community that can be further extended to the potential of tourism by the community. Therefore, it can be perceived that the role of communities is an important factor in driving the success of tourism by communities. The researchers realizes the importance of creating competitive opportunities from community capital in order to demonstrate the capability of a sustainable self-reliant community as well as designs methods, guidelines for building the competitiveness of the community by focusing on the process of community participation from the integration of knowledge among people in the community to development for return into the community and able to create tourism competition opportunities by the community in the future [5].

OBJECTIVE

1. To study of community capital for agro-tourism in Ban Dong Yen Community Thao U Thong Sub district Municipality, U Thong Subdistrict, Suphan Buri Province.
2. To study the readiness of agro-tourism in Ban Dong Yen Community Thao U Thong Subdistrict Municipality, U Thong Subdistrict, Suphan Buri Province.

METHODOLOGY

The research to study the readiness of agro-tourism in Ban Dong Yen Community Thao U Thong Subdistrict Municipality, U Thong Subdistrict, Suphan Buri Province. The study of basic information of community capital, the researchers conducted as follows;

Sub-Section 1

Document analysis and related research about community capital and community tourism in order to review the principles and reasons for creating guidelines for the readiness of agro-tourism.

Sub-Section 2

In-depth interview with 10 people in the community to find basic information, ways of life, history, tourist attraction management by community in order to analyze and synthesis as well as searching for methods for selecting community capitals that can create readiness for agro-tourism.

RESULTS

From searching for community information through 8 cultural pathways including food, clothing, residence, tradition, language, occupation, belief, and local art aspects. The researchers organized a brainstorming forum with community leaders groups/organizations leaders and people in the village by using VRIO Framework (Barney, J.B.,1991). It is the concept of finding resources of organizations that have sufficient potential to be used to create competitive opportunities. From studying community capitals through 8 cultural pathways using VRIO Framework (Barney, J.B.,1991), it found out that in food aspect, it refers to eating habits, cooking style, and 18 various food containers. In clothing aspect, it means clothing styles, garments, and dress in various ceremonies. It found out that the community has dress in the group of Dong Yen (red) group, bin loincloth, and Paw Printed Sarong. In residence aspect, it refers to the nature of the residence and various architecture. It found that the community has the characteristics of general housing and architecture. In tradition aspect, it found out that the community has continued believing until become a pattern of people in the village such as Phra Chao Phor Ho event 7 months and pounding rice. In language aspect, including speaking, alphabet, and inscriptions, there is Lao Khrang language, which is no different from nearby communities. In occupation aspect, local wisdom is developed into life skills that generate income such as raising a good mood hens (fed with vegetables and herbs), raising catfish, shellfish farming, herb garden, black sugarcane and recycling plastic bags. In belief aspect, intangible culture can be transmitted by representing concrete values such as the master's hall, the sacred house. In local art aspect, the result of community operations through local wisdom and community identity is shirt with community symbols.

Table 1

Searching for community information using VRIO Framework

| V Value | R Rareness | I Imitability | O Organization |
|--|--------------------------|--------------------------|--------------------------|
| 1. Food (refers to eating characteristics cooking style and various containers) | | | |
| 1.1 Dried banana | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1.2 Periwinkle Curry | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1.3 Mixed vegetable curry | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| V Value | R Rareness | I Imitability | O Organization |
|---|--------------------------|--------------------------|---------------------------|
| 1.4 Snack | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1.5 Enameled candy | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1.6 Herbal Rice | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1.8 Fresh tofu | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1.9 Herbal brown rice water | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1.10 Herbal rice water | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1.11 Black sugarcane herbal juice | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1.12 3 Companion Mushroom Juice | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1.13 Stir Fried Chomchan with Oyster Sauce | <input type="checkbox"/> | | |
| 1.14 Stir Fried Mexican Kale with Red Light | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1.15 Stir Fried Noodles with Lao Khrang | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1.16 Papaya flavored with 3 flavors | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1.17 Watercress Salad | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1.18 Steamed e without secretly fishbone | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1.19 Krayasart, Laos | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 1.20 Honey Dried Banana | | | |
| 1.21 Candy Kong | | | |
| 1.22 Banana | | | |
| 1.23 Fried Tofu | | | |
| 1.24 Soy Milk | | | |
| 1.25 Pandan juice | | | |
| 1.26 Fang water | | | |
| 1.27 Mulberry juice | | | |
| 1.28 Passion fruit juice | | | |
| 1.29 Butterfly pea juice | | | |
| 1.30 Butterfly pea and lemon juice | | | |
| 1.31 Dried fish | | | |
| 1.31 Tomatoes | | | |
| 2. Clothing (refers to clothing styles, garments and dress code in various ceremonies) | | | |
| 2.1 Dong Yen Evening Dress (Red) | <input type="checkbox"/> | <input type="checkbox"/> | ✓ |
| 2.2 Bing loincloth | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2.3 Paw Printed Sarong | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| V Value | R Rareness | I Imitability | O Organization |
|--|--------------------------|--------------------------|---------------------------|
| 2.4 Mahogany pants | | | |
| 2.5 Red cylinder sleeve | | | |
| 2.6 Mo Hom shirt | | | |
| 3. Residence (refers to the nature of the residence and various architecture) | | | |
| - | | | |
| 4. Traditions (things that continued believing until become a pattern of people in the village which can combine people's mind) | | | |
| 4.1 Phra Chao Phor Ho event 7 months | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4.2 Kao mao | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4.3 Stirred red sticky rice | | | |
| 4.4 Insurrection Task | | | |
| 4.5 Making merit before Lent | | | |
| 4.6 Songkran Festival in the middle of the house Watering the elderly | | | |
| 4.7 Thao Lao Phen, 10 months | | | |
| 5. Language (speaking, alphabet, and inscriptions) | | | |
| 5.1 Laos Khrang | | | |
| 6. Occupation (local wisdom is developed into life skills, generate income) | | | |
| 6.1 Farming (Organic) | <input type="checkbox"/> | | |
| 6.2 Recycle plastic bags | <input type="checkbox"/> | | |
| 6.3 Raising a good mood hens (Fed with vegetables and herb) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6.4 Raising catfish, clams | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6.5 Herb Garden Black cane | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6.6 Make vegetable nets | | | |
| 6.7 Gardening neem | | | |
| 6.8 Mushroom cultivation | | | |
| 6.9 Feed the earthworm | | | |
| 7. Beliefs (intangible culture can be transmitted by representing concrete values) | | | |
| 7.1 Boss tower Sacred house pairs | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7.2 Buddhism | | | |

| V Value | R Rareness | I Imitability | O Organization |
|--|-----------------------------|--------------------------------|---------------------------------|
| 8. Local Art (the result of community operations through local wisdom and community identity) | | | |
| 8.1 Shirt with community symbol | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8.2 Home décor from coconut shell and wood branches | | | |

CONCLUSION AND FUTURE WORK

In conclusion, the community capital for agro-tourism of Ban Dong Yen Community Thao U Thong Subdistrict Municipality, U Thong Subdistrict, Suphan Buri Province is as described as follows; From in-depth interviews with key informants in the community, it is found that Ban Dong Yen community has 7 out of 8 community capitals for agro-tourism.

1. Food aspect; consists of 34 food menu.
2. Clothing aspect; consists of 6 clothing styles
3. Traditions aspect; consists of 7 things that have become a community pattern
4. Occupation aspect; consists of 9 lists of items of local wisdom that is developed into life skills and able to generate income.
5. Beliefs aspect; consists of 2 lists of intangible culture that can be conveyed by representing concrete values.
6. Local art aspect; consists of 2 items of community operations through local wisdom and community identity

However, in the residence aspect, the key informants commented that there was no valuable or interesting thing because it has general characteristics

The readiness of agro-tourism in Ban Dong Yen Community Thao U Thong Subdistrict Municipality, U Thong Subdistrict, Suphan Buri Province

The researchers conducted in-depth interviews with key informants and found that the readiness of agro-tourism in Ban Dong Yen Community Thao U Thong Subdistrict Municipality, U Thong Subdistrict, Suphan Buri Province consists 6 community capital out of 8 aspects which are;

1. Food aspect; consists of 18 menu which are dried herb bananas, banana prickly curry, spinach curry, hummi curry, mixed vegetables, confectionery, candy, enameled rice, herbs, tofu, fresh water, brown rice, herbs Herbal rice water Herbs, sugar cane juice, 3 friends mushroom, Stir fried kale, Mexican red fire Stir Fried Noodle with Lao Khrong, Papaya, 3 flavors, Watercress salad Steamed e without secretly dissipating And Krayasart Laos
2. Clothing aspect; consists of 3 types of costumes including Dong Yen Evening Dress, Bin loincloth and Paw Printed Sarong.
3. Tradition aspect; consists of 2 traditions that continued believing until become a pattern of people in the village which are the worship of the Chao Chao Ho Monthon 7 and the Khao Tam Khao tradition.
4. Occupation aspect; consists of 3 occupations that are developed into life skills and able to generate income which are raising good mood hens, raising catfish shellfish farming, herb garden, black sugarcane.
5. Beliefs aspect; consists of 1 intangible culture that can be transmitted by representing concrete value which is respect to the faith of the Master's Chamber
6. Local art aspect; consists of 1 community operations through local wisdom and community identity which is Lao Khrang shirt with the symbol of the community

However, for the language aspect, the community commented that other communities in Suphan Buri province, is also used Lao Khrang language. Therefore, there is not outstanding and interesting characteristic. The result is contradicts with the research of Panida Ninaroon and Kanyanan Ananmana (2017)[10] Team Familiarity is positively affects to team performance as seen in (Wong, 2004) (Espinosa, Slaughter, Kraut &Herbsleb,2007), (Balkundi & Haririson, 2006). For the investigates to productivity found that the increasing the motivation and cognitive familiarity Team familiarity refers to the extend to which team members know each other. Team development can develop by team members overt However, team members should be anticipate and understand the unique working style and experiences of other teammates, understand every's role, efficiency engage all teammate in the task.

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