

Strategy for developing agricultural tourism in the lower northeastern region of Thailand

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ABSTRACT

Agricultural tourism, or agritourism, offers a strategic avenue for enhancing rural economies by merging agriculture and tourism, providing immersive and educational experiences to visitors while supporting local communities. This study outlines a strategy for developing agritourism in the lower northeastern region of Thailand, focusing on eight provinces: Nakhon Ratchasima, Buriram, Chaiyaphum, Surin, Amnat Charoen, Sisaket, Yasothon, and Ubon Ratchathani. Utilizing the 8 P model—Product, Price, Place, Promotion, People, Process, Tangible Proof, and Partnerships—the strategy emphasizes integrating agricultural activities with cultural experiences, building sustainable tourism infrastructure, and effective marketing. Offering guided farm tours, seminars on sustainable farming methods, and lodging that immerses visitors in farm life are essential components. Including regional celebrations and customs enhances the attraction of the culture. Pricing plans are made to accommodate a range of financial constraints, and packages that provide all-inclusive farm experiences at affordable prices are available. The choice of location places a premium on accessibility, guaranteeing pristine roads and transit connections, and offering necessary tourist amenities. To reach a wider audience, promotion activities make use of internet marketing and collaborations with nearby companies and travel agents. High-quality tourist experiences are ensured by training programmers in hospitality and customer service for farmers and workers. Infrastructure development, sustainable practices, and community participation are supported by partnerships with local governments, non-governmental organizations, and local communities. The findings demonstrate how agritourism may strengthen the regional economy, generate employment opportunities, and encourage environmental responsibility.

KEYWORDS

Strategy for developing, agricultural tourism, northeastern region of Thailand.

1. Introduction

Since human civilization's origins, agriculture has served as its cornerstone. Due to it, people were able to go from being roving hunters and gatherers to permanent communities, which facilitated the growth of cities and sophisticated cultures. Human populations need a steady food source to expand and survive, which was made possible by the domestication of plants and animals. (Wu, Wang & Patras, 2016) The economy of many nations, especially emerging ones, is heavily dependent on agriculture. It furnishes job prospects to a substantial portion of the populace and makes a noteworthy contribution to the GDP. The main source of revenue and means of subsistence for rural populations across the world, agriculture promotes economic progress and stability. (Rafael, 2023)

Producing food is agriculture's principal purpose. It guarantees a steady and dependable supply of food, which is necessary for human survival. Technological developments in agriculture have improved the efficiency of food production, contributing to feeding the world's expanding population. In addition to promoting food diversity, agriculture also enhances nutritional security by offering a variety of dietary alternatives. A major factor in international trade is agriculture. The export of agricultural products is a significant source of foreign exchange revenue for many nations. (Rafael, 2023) Trade in agricultural goods, such as grains, coffee, tea, and spices, supports international trade and the world economy. Agricultural goods are frequently the focus of trade

agreements and legislation, underscoring their significance in global markets.

A smooth transition between tourist activities and farming operations is necessary for agricultural tourism to be successful. Providing guided tours that teach guests about agricultural production, animal management, and farming procedures. (Buckley, Pickering & Weaver, 2003) Letting visitors take part in agricultural tasks including planting, harvesting, and animal feeding. Offering seminars on local food production, organic gardening, and sustainable farming. (Devine, 2016) Adding value to farm goods and expanding the variety of activities available can improve agricultural tourism. Establishing cafés or restaurants on the premises that provide food made with fresh vegetables from the farm. Establishing facilities to transform agricultural products into goods that may be marketed to visitors, such as crafts, cheeses, jams, and wines. Planning activities to draw people, such culinary demonstrations and harvest celebrations. (Ammirato, Felicetti, Raso, Pansera & Violi, 2020)

Those that travel to farms or rural regions for agricultural tourism do so in order to engage in farm activities, get a firsthand look at agricultural life, and see how local food is produced. It encourages rural development and gives farmers an additional source of income. In this sense, community development pertains to the enhancement of rural regions' social, economic, and environmental situations. (Chhabra, 2010) This might include projects that support regional companies and services, educational efforts, and infrastructure development.

Important Knowledge Deficits

1. Economic Effect To fully comprehend the economic advantages of agricultural tourism for nearby towns, including the development of jobs and revenue, additional study is required.
2. Sustainable Practices: It's critical to find sustainable agricultural tourism best practices that don't deplete the environment or local resources.
3. Experiences of Visitors Enhancing marketing and tourist happiness may be achieved by knowing what features of agricultural tourism appeal to the greatest number of people.
4. Community Engagement: It's important to look into the best ways to include local communities in tourism-related activities and guarantee their benefits.
5. Policy Assistance Thailand is looking at how national and local laws promote agricultural tourism and how to best utilize them to achieve desired results.

For the previously stated reasons. The researcher thinks about how crucial it is to come up with plans for profitable agritourism. Agritourism creates jobs in farming, hospitality, and tourism services, which in turn creates employment prospects in rural regions. The expansion of regional companies that offer handicrafts, food items, and lodging. By participating in tourism-related activities, farmers may diversify their revenue sources and lessen their reliance on conventional farming. Putting on informative farm tours and workshops teaches guests about the value of agriculture, local customs, and sustainable agricultural methods. Agritourism enhances mutual understanding and appreciation by promoting cultural interchange between tourists from metropolitan areas and rural communities. By bringing traditional farming practices and rural traditions to a wider audience, agritourism contributes to their preservation. Government initiatives supporting rural development, environmental preservation, and sustainable development are compatible with agritourism. To entice farmers to engage in agritourism, governments might offer rewards like grants, subsidies, and tax breaks. Ensuring safety, quality, and sustainability in agritourism enterprises requires the establishment of clear norms and standards. Organizing collaboration between the public and private sectors improves agritourism investment, marketing, and infrastructure development. Agritourism locations may be efficiently promoted through coordinated marketing strategies that make use of resources from both the public and commercial sectors. Farmers and rural communities can enhance their abilities in tourist management and hospitality by participating in training programs and seminars that are sponsored by both industries.

2. Objectives

To study the strategy for developing agricultural tourism in the lower northeastern region of Thailand.

3. Scope and Methodology

For this research, data on the growth of agritourism initiatives was gathered from eight provinces in the lower northeastern area: Nakhon Ratchasima, Buriram, Chaiyaphum, Surin, Amnat Charoen, Sisaket, Yasothon, and Ubon Ratchathani. via researching, evaluating, and assessing current agricultural tourist locations and their prospects for agricultural growth. Connectivity between agritourism and regional sports and customs Resources

and community readiness to support the growth of organic farming and agritourism cultivating therapeutic herbs incorporation with regional celebrations, etc. Data was gathered by the researcher. Triangulation of data Employ a range of techniques to gather data, including focus groups and interviews. as well as observation To verify that the data from the Data Source Triangulation is accurate Using information from a range of sources, including government representatives, farmers, and visitors In order to eliminate prejudice and obtain a complete picture, Triangulation of investigators assembling a multidisciplinary research team to examine data in order to provide many interpretations and boost credibility. The following is the data gathering methodology.

1. In-Depth Interviews with interested parties, including farmers and tour guides. Both visitors and government representatives to get knowledge about the viewpoints and experiences of the intended audience.
2. Focus groups with different participants. To learn about various viewpoints and thoughts on the development of agritourism strategy. Agricultural tourism destinations may be developed by collaborating with network partners in the public and commercial sectors, offering lodging, developing new products, and creating tourist attractions.
3. Observation visited the region to watch agritourism-related events. And visitors' involvement in a range of activities to gather unadulterated, natural information.
4. Studying data from documents with the use of internet databases, libraries, and other sources should look for records about the growth of agritourism. Choose documents that are both relevant to the study's objectives and of excellent quality. by taking into account the accuracy and comprehensiveness of data, including development standards. Correlated guidelines current initiatives Effects on the Economy and Society

Target group

1. Farmers and locals in places known for agricultural tourism to investigate the views and firsthand accounts of 20 individuals on their involvement in tourism and how it affects their lifestyles.
2. Tourism operators to study strategies for the development and management of agritourism. How to receive tourists Management of tourist attractions Public relations for tourist attractions, 30 people
3. To research responsibilities and policies linked to agricultural tourism development, government officials and relevant agencies, such as tourism and sports offices in all eight provinces, district agricultural offices in all eight provinces, and public relations offices in all eight provinces, should be consulted. in addition to supporting tourism-related activities
4. Traveler to study perceptions and experiences with agriculture tourism endeavors. Items and merchandise Playing games, etc., with the garden owner.

4. Literature Review

Agricultural tourism, or agrotourism, has emerged as a vital sector in rural development, offering a unique blend of agriculture and tourism that benefits both farmers and visitors. In many regions around the world, this form of tourism has played a key role in enhancing rural economies, preserving cultural heritage, and promoting sustainable agricultural practices. Agrotourism provides tourists with an immersive experience in agricultural life, allowing them to engage in farm activities, learn about traditional and modern farming techniques, and appreciate local culture and natural resources.

In Thailand, particularly in the lower northeastern region, agricultural tourism has the potential to stimulate rural development, diversify farmers' income sources, and attract both domestic and international tourists. This region, known for its rich agricultural landscapes and cultural diversity, is an ideal location for promoting agrotourism. However, for this sector to thrive, a strategic approach is necessary—one that aligns with sustainable agricultural practices, community engagement, and long-term tourism development.

This strategy for developing agricultural tourism aims to outline a comprehensive framework for integrating tourism with agriculture, enhancing the region's economic resilience, and promoting environmental sustainability. By leveraging local resources, preserving cultural identity, and fostering collaboration among stakeholders, this strategy seeks to create a balanced, thriving agricultural tourism sector that benefits both rural communities and tourists alike. Developing agricultural tourism requires a strategic approach that leverages local resources, community involvement, and innovative business models. The following strategies are essential for fostering successful agro-tourism initiatives. The researchers reviewed the concepts of agricultural tourism studies as follows:

1. Business Model Development Utilizing the Business Model Canvas can help identify key components such as customer segments, value propositions, and revenue streams. For instance, the Rekadena agrotourism business emphasizes service quality and personal assistance to enhance customer experience (Jessyka, Dolorosa & Suharyani, 2024).

2. Community Empowerment Engaging local communities is crucial. In Taba Penanjung, community leaders and youth organizations play a vital role in managing agro-tourism, which enhances local economic development through resource synergy (Laverack, 2006)

3. Diversification and Marketing Diversifying offerings, such as integrating tourism with agricultural activities, can increase income. Sawangan Farm's strategy includes online marketing to attract visitors from nearby urban areas (Yodfiatfinda & Safitri, 2024). Additionally, promoting local products directly to tourists can enhance profitability

4. Infrastructure and Services Investing in infrastructure, such as accommodations and recreational facilities, is vital for attracting tourists. Al-Ahsa's strategic plans highlight the importance of enhancing agricultural tourism services to boost economic returns (Ahmed & AlEid, 2023).

While these strategies present a robust framework for developing agricultural tourism, challenges such as insufficient investment and market awareness remain. Addressing these issues is essential for realizing the full potential of agro-tourism.

5. Result and Discussion

Growing in popularity, agritourism—also known as agricultural tourism—contributes significantly to sustainable development. It strengthens the local economy, fosters environmental care, and closes the divide between urban and rural populations. Agritourism offers farmers other revenue sources apart from customary farming. This financial stability supports farming activities and has the potential to boost the local economy. Agritourism creates jobs in rural regions by drawing travellers, from tour guides and hotel personnel to marketers and artisan dealers. The increase in visitors stimulates local companies including eateries, retail stores, and lodging establishments, resulting in a stronger local economy. The implementation of sustainable farming techniques is encouraged by agritourism. Farmers are encouraged to use ecologically friendly practices since tourists frequently look for organic and eco-friendly farms. Agritourism increases public knowledge of the value of biodiversity, conservation, and sustainable land use through informative tours and practical experiences. Sustainable agritourism encourages the economical use of natural resources, waste reduction, and the reduction of the environmental impact of farming and tourism. Exposé a larger audience to regional customs, traditional agricultural methods, and cultural heritage. It promotes mutual understanding and cultural exchange by facilitating meaningful contacts between tourists from metropolitan areas and rural people. Agritourism highlights a region's distinctive cultural and agricultural features, enhancing regional identity and pride.

The manner of life and cultural legacy of Northeastern Thailand, or Isan, are closely entwined with agriculture. This essay highlights how Isan's unusual farming techniques may both attract and educate tourists while also benefitting local populations. It also investigates the possibilities for agricultural tourism in the area. The climate of Isan is tropical savanna with distinct wet and dry seasons. Rainfall during the monsoon season, which runs from May to October, is necessary for rice farming. The dry season, from November to April, offers issues such as water scarcity, altering crop selections and farming practices. Most of the soils in the area are sandy and not very fertile. Crop rotation and organic fertilisers are two common ways farmers fight this and preserve the productivity and health of their land.) Heis, (2015

The main crop is rice, and sticky rice is especially common. The area is dominated by rice paddies, which are essential to the local economy and way of life. Rice is still grown using the age-old techniques, such as hand planting and water buffalo ploughing. Because of its capacity to withstand drought and adapt to unfavourable soil conditions, cassava is another important crop. It is an essential cash crop that makes a significant financial contribution to the area. With rubber producing latex and sugarcane used to produce sugar and ethanol, both crops are becoming more and more significant. Export demand and government incentives sustain both crops. Subsistence farming is the practice of many farmers who grow enough food for their families and sell the excess locally.)Jaruchai, Monkham, Chankaew, Suriarn & Sanitchon, (2018 For community resilience and food security, this approach is essential. To optimise resource usage and sustainability, farmers frequently combine crops, livestock, and aquaculture into integrated agricultural systems. Cooperative labour exchanges are a widespread practice throughout the planting and harvesting seasons, and agricultural operations are community-oriented.

Potential for Agricultural Tourism in Northeastern Thailand Agricultural tourism, or agritourism, presents a unique opportunity for Northeastern Thailand to leverage its agricultural heritage and scenic landscapes to attract tourists. A strategy for promoting agricultural tourism based on the 8 P model principles was developed from an area study of eight provinces in the lower northeastern region: Nakhon Ratchasima, Buriram, Chaiyaphum, Surin, Amnat Charoen, Sisaket, Yasothon, and Ubon Ratchathani. A thorough framework for creating successful agricultural tourism plans is the 8 P model. Product, Price, Place, Promotion, People, Process, Tangible Proof, and Partnerships are all included. A thorough description of how each component relates to the development of agricultural tourism is provided below.

1 Product found that Offer guided tours of farms to showcase different agricultural activities, such as rice planting, harvesting, and animal husbandry. Provide workshops on sustainable farming practices, organic gardening, and traditional food processing. Develop accommodations that allow tourists to stay on farms, experience daily farm life, and participate in farming activities. Incorporate local festivals and traditional ceremonies into the tourism experience, such as harvest festivals and cultural performances.)Bhatta & Ohe, (2020 Highlight traditional foods and cooking methods, offering farm-to-table dining experiences. Create nature trails and agroforestry tours that showcase the region's biodiversity and sustainable land use practices. Include activities like biking, hiking, and bird-watching in the agricultural setting.

According to the details the farm owner supplied, it was said that:

Teach visitors something new. It could be anything from making cheese to growing organic veggies. Let them get their hands dirty. Trust me, they'll leave with great memories and maybe even a new skill or two. Offer them a place to stay. Think about it—people are always looking for unique experiences, and what's better than spending a night on a farm? Set up a cosy room or a small cottage. Serve them fresh farm-to-table meals. Let them help with morning chores. It's all about giving them a taste of the farm life. If there's a local festival or a traditional event, invite them to join in. They'll love the chance to experience something new and authentic.

Visiting farms and agricultural regions to experience the farming lifestyle and take part in various activities linked to agriculture is known as agricultural tourism, or agritourism. In the context of agritourism, the "Product" component is essential as it outlines the primary services that draw visitors and provide them distinctive and unforgettable experiences. When agritourism development's product component is examined via an academic lens, several important factors become apparent that are crucial to its success. In order to satisfy a wide range of interests and demographics, agritourism goods need to provide a diversity of experiences.)Roman, Roman & Prus, (2020 Farm tours with a guide provide informative perspectives on animal management, crop cultivation, and agricultural techniques. Interactive components, including letting guests take part in planting or harvesting tasks, can improve these trips. Providing classes on organic gardening, sustainable agricultural methods, and traditional food processing might draw travellers who are eager to acquire and put these skills into practice. Staying on farms gives guests the opportunity to really experience country living. Farm stays may accommodate a variety of tastes and price ranges, from modest lodgings to opulent lodgings. For many agritourists, this immersive experience is the high point. Authenticity and attraction of agritourism goods are increased when local culture is incorporated into them. Incorporating customary rituals, festivals, and cultural events into the agritourism offering might offer visitors a more profound comprehension of the area's history. Highlights may include things like taking part in a rice harvest celebration or seeing a traditional dance performance.)Holland, Khanal & Dhungana, (2022 Presenting customary dishes and preparation techniques provides a gastronomic encounter that enhances the farming element. Farm-to-table dining experiences, where meals are prepared using fresh, locally sourced ingredients, can be a major draw for food enthusiasts.)Mastronardi, Giaccio, Giannelli & Scardera, (2015 Activities centred on nature and adventure can enhance agritourism offerings. These events may draw travellers seeking outdoor adventures and chances to get in touch with the natural world. The creation of agroforestry tours and nature trails enables visitors to discover the agricultural landscape's richness and natural beauty. Visitors may learn the value of conservation and sustainable land use techniques during guided tours. Adventure seekers may find it appealing to include outdoor pursuits like bicycling, hiking, and bird watching into the agricultural environment. Activities like guided walks through vineyards or bike tours of orchard farms might be planned to fit in with the agricultural theme.

2. Price discovered that Provide inexpensive packaged packages that include lodging, food, and activities. In order to control demand and optimise income, use pricing techniques that take into account peak and off-peak seasons. Offer varying price points according to the duration of stay and quality of experience, ranging from one-day tours to seven-day farm stays.)Cerina, Markandya & McAleer, (2010 Make sure visitors are aware of the value they are getting by explaining what is included in the purchase. To promote more involvement, give discounts for groups, reservations made in advance, and return visits.

It was said in a focus group with stakeholders that:

Convenient and reasonably priced travel too many parts of the Northeast is available. Learned about the customs of the area. In addition to engaging in activities not costly, but cheap Most significantly, each and every time you go, you will be amazed.

Based on data supplied by Sisaket Provincial Tourism and Sports Office representatives:

A well-known province is Sisaket. Many people visit during the "Sisaket Volcano Durian Festival" in order to see, sample, and shop. This custom not only teaches visitors how to cultivate durian. We also engaged in activities with the durian orchard owners. Every year, a large number of visitors visit the region during the event. It might be said to have a significant positive impact on the local economy.

A weekend package may provide visitors full value by including farm tours, workshops, and farm-to-table eating experiences. Managing demand and maximising income may be achieved by modifying pricing according to peak and off-peak seasons. Prices can be raised to reflect increasing demand during the high season, while lower costs during the off-peak season can draw travellers on a budget and keep the flow of tourists coming

in all year long. The pricing of agritourism products is a complex undertaking that requires careful consideration of cost structures, market dynamics, and consumer behaviour.)Slocum & Curtis, (2017By implementing flexible pricing strategies, ensuring value for money, and incorporating insights from academic theories, agritourism operators can develop effective pricing models that attract tourists, ensure financial sustainability, and enhance overall visitor satisfaction.) Ozcan, Bozoklu & Khan, (2021 From an academic standpoint, pricing strategies in agritourism operators can set prices that align with consumer expectations and maximise acceptance. Different agritourism experiences help in segmenting the market and tailor offerings accordingly.

3. Place discovered that Select areas with the required infrastructure, such as well-maintained roads and transit linkages, to facilitate tourism. To make it easier for visitors to explore the area and comprehend the activities on offer, provide clear signs and information. Provide information on the farm, the nearby surroundings, and the various activities at tourist centres. Make sure that facilities like parking, bathrooms, and snack places are available.

It was discovered through focus groups with operators of agricultural tourist locations that:

A trip to a farm or fruit orchard gives us the impression that we have travelled back in time to enjoy a cozy and uncomplicated way of life. The proprietors of the farms usually provide a warm welcome to visitors. Gives off the impression that you are seeing an old friend. It's enlightening to learn from someone who genuinely grows plants or raises animals. I also gave it a shot on my own. Similar to gathering fresh fruit from trees or giving animals food. You won't find anything like it anyplace else. Agricultural tourism destinations provide a very serene and soothing ambiance. Unlike in the city, there is no traffic noise or mayhem. Increases your sense of relaxation and comfort. Many claim that it's like taking a vacation from their busy life.

An important factor in determining the success of an agricultural tourism business is its location. The topography, ease of access, facilities, and neighbouring tourist destinations all have a big impact in drawing visitors. Wide-ranging vistas can greatly increase how appealing a farm visit or other agricultural experience is. Travellers looking for peace of mind and a close connection to nature may be drawn to the area primarily because of its visual appeal. The kind of agricultural operations that may be shown and the seasonal feasibility of tourism are both impacted by the climate of the area.)Stacherzak & Heldak, (2019 Year-round tourism is usually more attractive in regions with mild temperatures, whereas harsh weather regions may have trouble drawing visitors in the off-season. An accessible agritourism site requires good transportation linkages, such as well-kept roads, highways, and public transit choices.) Petroman, Mirea, Lozici, Constantin, Marin & Merce, (2016 Travellers' selections might be influenced by how simple it is to get to a destination, especially if they are taking older or family members. Way finding tools and clear signs are essential for directing visitors to the place. Good directional signage at important intersections and along main thoroughfares facilitates easy navigation for guests, improving their experience overall.

4. Promotion discovered that to connect with prospective travellers, make use of marketing, social media. Emphasise memorable experiences and visitor feedback. To reach a larger audience, make use of regional publications, tourist guides, and newspapers. Promote agricultural tourism packages by collaborating with online travel firms, tour companies, and travel agents. Take part in exhibits, farming shows, and tourist fairs to highlight the products.

According to data from the Buriram Province travel operator, it has been reported that:

It feels more natural to be surrounded by forests, orchards, or rice fields. Saw plant growth and animal husbandry that was ecologically friendly It brings home to us the value of protecting the natural world. Local communities are also supported by agricultural tourism. The money that visitors spend is frequently reinvested in the local economy. Promote sustainable agriculture and aid in the expansion of the local economy

A vital component in the growth of agricultural tourism is promotion. It entails a range of tactics and initiatives meant to draw visitors, raise awareness, and strengthen the allure of agritourism services. Agritourism businesses may increase tourist numbers, improve the guest experience, and maintain their financial sustainability with the help of effective marketing. Digital marketing is essential in the present day for reaching a large audience. Agritourism providers may successfully communicate with potential tourists by using websites, email marketing, and social media platforms. Using social media sites like Facebook, Instagram, and Twitter, one may publish aesthetically pleasing content like pictures, videos, and narratives about agritourism. Potential visitors can be drawn in and kept interested by posting interesting information, live streaming, and interactive elements.) Ivona, (2021 By taking part in travel fairs, agricultural shows, and exhibits, agritourism providers may directly present their products to prospective tourists. Networking with travel agents, tour operators, and other tourism sector players is possible at these events. Travel fair booth setup allows for direct engagement with travellers, giving them access to advertising materials and first-hand knowledge. At agricultural events, showcasing the distinctive features of the farm and its operations might draw in guests with an interest in farming and rural living.)Na Songkhla & Somboonsuke, (2012Engaging in exhibits, particularly those cantered around sustainability and eco-tourism, may help the agritourism location present itself as an appealing and conscientious travel destination. Increasing the reach of marketing initiatives may be accomplished by forming alliances with nearby companies, tour operators, and Internet travel platforms. Cross-promotional cooperation with nearby eateries, lodging

facilities, and retail establishments might result in win-win situations. For instance, local eateries may serve farm-fresh food, and in exchange, the agritourism destination may advertise these eateries to tourists.

5. People discovered that to improve the visitor experience, provide staff and local farmers with training in hospitality, customer service, and cultural awareness. To promote genuine experiences and benefit sharing, encourage local communities to become involved in tourism-related activities. Make use of informed advisors who are able to offer comprehensive details on the local way of life, culture, and environment. Assure individualised attention to give visitors a sense of importance and welcome.

According to reports from focus groups with public and commercial organisations that assist in educating agricultural plantation owners,

Those involved in agritourism were able to pick up a lot of new knowledge and skills from this course, including farm management. Greeting visitors or even advertising all those that took part were given really helpful information. Additionally, it provided a fantastic chance to foster relationships and collaboration between the public, business, and local communities. Everyone was able to share ideas, insights, and techniques for working together. Better coordination results from it. This generates fresh concepts and inventions that may be applied to the development of agricultural tourist destinations—for example, the management of farms through technology. Or developing engaging and distinctive tourism activities.

In the context of agricultural tourism, or agritourism, "people" are essential to the business's viability and success. This includes the visitors, the local community that both benefits from and is impacted by the tourism industry, and the farmers and employees that offer the agritourism experience. Agritourism's success depends on having staff members with the skills and abilities to provide top-notch experiences. To give farmers and employees the skills they need in hospitality, customer service, and instructional delivery, training programs are crucial.)Simpson & Bretherton, (2013 Employees should receive training on how to greet visitors, offer first-rate customer service, and guarantee visitor happiness. This entails handling various visitor groups and being aware of cultural sensitivities.

The notion of human capital highlights the significance of investing in individuals' abilities and education to enhance economic results and productivity. Developing the abilities of farmers and employees in agritourism improves the quality of the visitor experience and boosts the business's overall performance. Positive interactions between visitors, employees, and the local community may foster mutually beneficial connections in the context of agritourism, which will increase visitor satisfaction and community support.)Budiasa & Ambarawati, (2014 The goal of sustainable tourism development is to balance the effects of tourism on the environment, society, and economy. Sustainable agritourism methods emphasize equitable economic distribution, cultural heritage promotion, and community engagement. This strategy promotes community resilience and the long-term profitability of tourism-related enterprises.

6. Price Regarding agricultural tourism or agritourism, price is a critical factor in drawing in visitors, maintaining profitability, and successfully vying for market share. Pricing has an impact on both the real financial gains for the operators and the perceived value of the agritourism experience. Providing discounted packaged packages that comprise several activities, lodging, and meals at a lower cost than buying each item separately can improve the sense of value and draw in travelers. Package offers accommodate a range of interests and financial constraints, so expanding the accessibility of agritourism.)Mahaliyanaarachchi, (2016 Managing demand and maximizing income may be achieved by modifying pricing according to peak and off-peak seasons. While cheaper rates during off-peak seasons draw tourists on a budget and preserve a continuous stream of visitors, higher prices during peak seasons capitalize on increasing demand.)Streifeneder Hoffmann & Corradini, (2023 Agritourism providers can offer various experience levels at different price ranges by implementing tiered pricing. Standard meals and day trips may be included in basic packages, while upscale lodging, unique activities, and individualized services may be included in premium packages. This division serves a variety of clientele, including luxury and low-cost travelers.

Based on the details provided by the agricultural garden's owner, he indicated that:

its low cost and ability to provide visitors with an affordable opportunity to engage with the local way of life and environment, agritourism is becoming increasingly popular. It opens up this type of travel to more people. Whether they are tourists on a tight budget, a family, or a student. Even if it's inexpensive However, it is the same sensation as visiting upscale locations. Attempting to carry out tasks on a farm. Get a close-up look at farming and animal husbandry. It was a worthwhile and genuine experience. Inexpensive agritourism frequently helps nearby communities directly. We reinvest the money we spend back into the community. Provide the people with a means of subsistence so they can keep improving their tourism attractions.

Pricing agritourism products is a complicated process that requires in-depth research on consumer behaviour, market dynamics, and cost structures. Putting flexible pricing strategies into reality, ensuring value for money, and incorporating insights from academic theories are all necessary for developing effective pricing models that attract tourists, uphold financial sustainability, and increase overall visitor enjoyment. Academic ideas that provide helpful frameworks for maximising agritourism pricing strategies

.7Programming In the context of developing agricultural tourism, or agritourism, programming refers

to the thoughtful planning and coordination of events, activities, and experiences to draw visitors and increase their level of participation. Good programming makes sure that the offers are interesting, instructive, and memorable, which boosts the agritourism business's overall performance.) Schilling, Sullivan, & Komar, (2012) Putting up guided farm tours may provide guests with a close-up look at agricultural methods. Tours might include stops at animal areas, agricultural fields, and production buildings, providing insights into the day-to-day workings of the farm. Enhancing engagement are interactive features, including letting visitors help with planting or harvesting.

Travellers looking to pick up new skills may be drawn to workshops and demonstrations on subjects including organic farming, sustainable methods, and traditional food preparation. Participants in these hands-on courses can interact directly with the processes that they are learning.)Qiu & Fan, (2016) Organizing seasonal activities, such as planting seasons, harvest celebrations, and special farm-to-table feasts, may attract visitors throughout the year. These occasions offer a variety of experiences and might draw attention to the special features of the farm's activities.

Cultural events, such as storytelling, traditional dance, and music, can enhance the tourist experience and foster a stronger sense of kinship with the area's past. These shows may be planned regularly or in conjunction with other events. Providing gastronomic experiences, such as demonstrations of traditional meal preparation or cooking lessons using farm-fresh products, may be a big draw. Through these excursions, visitors may sample regional food and pick up new culinary skills.

Based on the details provided by the agricultural garden's owner, he indicated that:

Visitors get the chance to learn about environmentally friendly farming practices. And a basic manner of living It opens our eyes to topics we would not have known previously and provides us with fresh viewpoints. Budget agritourism frequently has a laid-back vibe. It's not as crazy as other high-end tourist destinations. It enables us to unwind fully. And is able to establish a complete connection with nature observing a modest way of living and spending time in the outdoors. Many have been motivated to implement what they have learnt to their everyday lives by it. Some may decide to adopt a more sustainable lifestyle, such as planting a small food garden at home.

.8Partnerships discovered that Collaborate with government organisations to secure financing and assistance for the creation of infrastructure and marketing initiatives. Together, local companies—like eateries and boutiques—can develop all-inclusive travel packages. Promote the establishment of agricultural cooperatives so that they may share advantages and manage tourist activities together. Collaborate with non-governmental organisations and academic establishments to create and advance sustainable farming methods and instructional initiatives.

Collaboration is necessary for agricultural tourism to grow successfully. Working together, different stakeholders can guarantee sustainable growth, improve resource usage, and raise the standard of the agritourism experience.)Sher-Hadar, Lahat & Galnoor, (2021) According to Public-Private Partnerships, working with government organizations may give agritourism businesses the crucial support they need in terms of finance, infrastructure development, and regulatory compliance.)Gieseke, (2019) Marketing efforts and tourist policies are two other ways that government actions may support agritourism. Agritourism companies can benefit from government grants and subsidies to build the required infrastructure and adopt sustainable practices. Better roads, signs, and public utilities can be developed by cooperation with local government agencies, increasing the agritourism site's accessibility and attracting to tourists. Helping agritourism businesses comply with regulations ensures they run inside the law, which improves credibility and safety.

Participating in agritourism activities with the local community may help to develop a sense of pride and ownership, according to Local Community Partnerships. The visitor experience may be enhanced by the community's jobs, cultural events, and handcrafted goods.) Bagi & Reeder, (2012) Employing locals for a variety of jobs within the agritourism business boosts the local economy and cultivates goodwill among neighbours. Authentic experiences are offered to tourists when traditional crafts, performances, and cuisine are showcased by local artists, entertainers, and chefs.

Local Business Collaboration discovered that establishing alliances with nearby establishments—such as eateries, lodging facilities, and retail stores—can build a network of advantageous connections. In addition to increasing tourism, cross-promotions and package discounts may guarantee that the financial gains from travel are shared by everybody. Cross-promotional partnerships with nearby companies can increase exposure and draw in more customers. For instance, a nearby eatery may provide farm-fresh food, and the agritourism website might advertise this eatery to tourists. Enhancing convenience and tourist appeal may be achieved by partnering with hotels and travel companies to provide all-inclusive packages that feature lodging, food, and agritourism activities.

Non-governmental organisations (NGOs) and non-profits discovered that collaborating with them may improve the social and environmental effects of agritourism endeavours. These groups may offer their knowledge in conservation, community development, and sustainability.)Hill, (2000) Environmental conservation-focused non-governmental organisations (NGOs) may assist in putting sustainable practices into place and teaching tourists the value of environmental stewardship.)Wymer, Knowles & Gomes, (2006) The agritourism industry

may help rural development non-profits improve local communities' standard of living and foster inclusive growth.

6. Findings

Findings: Strategy for Developing Agricultural Tourism in the Lower Northeastern Region of Thailand

1. Integration of Agriculture and Culture: The approach skilfully blends agricultural pursuits with regional cultural customs, offering guests a singular and engaging encounter. Farm tours, traditional rice planting, and harvest festivals are examples of events that improve tourist involvement while also benefiting the community. By combining these customs with agritourism, rural communities can benefit economically and cultural preservation is encouraged. Furthermore, providing lessons on traditional food processing and sustainable agricultural practices adds value by enlightening guests and strengthening their bond with the community.

2. Sustainable Tourism Infrastructure: The lower northeastern region's agritourism industry depends on an emphasis on sustainable infrastructure. It is essential to provide eco-friendly lodging options that make use of sustainable resources and practices, such farm stays and homestays. In addition to reducing environmental harm, the adoption of eco-friendly pest control methods and organic agricultural methods offers visitors interested in sustainable practices an educational opportunity. Infrastructure investments, such as those in transportation, roads, and visitor centres, provide accessibility without having a detrimental effect on the environment.

3. Accessibility and Pricing: The plan has adjustable pricing structures to suit a variety of guests, from those on a tight budget to those looking for opulent encounters. Providing packages that include lodging, food, and agricultural excursions guarantees value for the money and encourages guests to stay longer. This strategy ensures year-round visitor flow by optimising income during high seasons while retaining affordability during off-peak times.

4. Community Empowerment and Participation: The agritourism model's success depends on the involvement and empowerment of local communities. Through the engagement of farmers and locals in tourism-related activities, the plan guarantees the equitable distribution of economic gains. Local farmers and

labourers who participate in hospitality and customer service training programs enhance tourist experiences while strengthening community ties. Working together, farmers, small companies, and government agencies improve the agritourism environment while boosting local economies and benefiting both parties.

5. Marketing and Promotion: To draw in both domestic and foreign visitors, it's essential to leverage social media, digital marketing, and partnerships with local and regional travel agencies. Highlighting the region's distinctive agricultural and cultural experiences sets this place apart from others. Engaging in exhibits, travel fairs, and online platforms offers a means of securing visibility and facilitating communication with a wider audience.

6. Public and Private Partnerships: To promote infrastructure development, sustainable practices, and community participation, the plan makes use of partnerships with local governments, non-governmental organisations (NGOs), and academic institutions. Through these collaborations, vital resources like finance, instruction, and marketing assistance are made available, guaranteeing that agritourism develops sustainably and helps the community.

7. Economic Impact and Job Creation: By generating jobs in farming, hospitality, tourism services, and local crafts, agritourism in this area boosts local economies considerably. The increase in visitors boosts local establishments such as eateries, lodging facilities, and retail stores. This economic boom diversifies farmers' sources of income and lessens their dependency on conventional agriculture, which helps to relieve poverty in rural areas.

7. Limitations and Research Gaps

Despite the promising results and potential of agritourism in the lower northeastern region of Thailand, several limitations and research gaps remain that could influence the long-term success of the strategy:

1. Limited Infrastructure in Rural regions: Although the plan highlights the significance of infrastructure, many rural regions in the lower northeastern region continue to confront major obstacles with regard to the condition of their roads, the accessibility of public transportation, and the provision of basic tourist services. If access to isolated agritourism locations is not improved, it may negatively impact tourist experiences; therefore, more funding is required.

2. Seasonal Dependency: Seasonal agricultural cycles are frequently intimately associated with the

prosperity of agritourism, which may lead to variations in the number of visitors. Certain sites may lose their appeal during off-peak seasons when agricultural operations are either less accessible or less interesting to tourists. To lessen this problem, year-round travel choices must be created or activities must be diversified outside agriculture.

3. Sustainability Issues: Although the plan calls for environmentally friendly lodging and sustainable agricultural methods, long-term research on the effects of agritourism on the ecosystem in the area is lacking. If not adequately controlled, the growth of tourism may put extra strain on the surrounding ecosystems. To evaluate the environmental sustainability of agritourism and make sure that methods don't deplete local resources, further study is required.

4. Economic Inequality: While agritourism can strengthen local economies and generate jobs, there is a chance that benefits will not be distributed equally. Small-scale farmers may have fewer chances in a market dominated by larger farms or more seasoned operators. Future studies should look on ways to make sure that everyone in the community benefits equally from agritourism, especially those who live in more isolated or marginalised places.

5. Visitor Satisfaction and Experience: Information about the particular preferences and degrees of satisfaction of visitors taking part in agritourism in the lower northeastern region is lacking. A better understanding of the requirements and preferences of various visitor categories, such as domestic vs foreign visitors and budget versus luxury travellers, might enhance the attractiveness and personalisation of agritourism products. Data from visitor surveys and feedback gathering methods would be invaluable in enhancing the traveler experience.

6. Community Involvement: Despite being a crucial part of the plan, it is unclear how ready and eager the local communities will be to participate in agritourism. Cultural disparities, inadequate training, and possible opposition to change are some of the problems that might prevent community-based tourism from reaching its full potential. To get above these obstacles, research into the most effective methods for promoting skill development, community involvement, and tourist management is required.

7. Policy Support and Regulation: Both local and national policy and regulatory frameworks must be supportive to the growth of agritourism. On the other hand, not much is known about how the present policy environment affects the growth of agritourism. Subsequent investigations might evaluate the efficacy of current regulations, pinpoint regulatory deficiencies, and suggest enhancements to provide a more favourable milieu for the expansion of agritourism.

8. Conclusion

A growing trend called "agritourism," or agricultural tourism, combines the tourism and agriculture industries to offer travellers immersive, one-of-a-kind experiences and support rural communities' sustainable economic growth. The lower northeastern part of Thailand, renowned for its varied agricultural methods and rich cultural legacy, offers a perfect environment for the growth of agritourism. This area has many chances to draw travellers looking for genuine and educational experiences because of its stunning scenery, age-old farming practices, and lively local customs.

Several essential components must be included in the development of a thorough agritourism plan in this area. These include combining agricultural practices with cultural events, making sure that the infrastructure supporting tourism is sustainable, and putting together efficient marketing and advertising strategies. By emphasising these areas, the strategy hopes to develop a tourism model that promotes community engagement, helps local farmers, and draws tourists while also protecting the environment.) Harris, Williams & Griffin (Eds.), (2012 Visitors are able to interact with the local way of life, take part in customary farming methods, and savour the distinctive culinary offers of the area via the blending of agricultural and cultural activities. Building sustainable tourist infrastructure guarantees that agritourism will expand in a way that is both good for the environment and the community. Ultimately, in order to increase awareness and draw in a wide variety of visitors, focused marketing campaigns are crucial.

In this talk, the researcher will go over the remarkable results of the agritourism plan for Thailand's lower northeastern region, v how these key components may be successfully applied to encourage eco-friendly travel and local economic development.

.1 Combining Agricultural and Cultural Experiences: Remarkable Results The plan places a strong emphasis on fusing agricultural pursuits with the area's rich cultural legacy. This strategy combines conventions, festivals, and culinary traditions with traditional agricultural methods to provide an immersive and one-of-a-kind experience for visitors. Participating in tourism-related activities with local populations guarantees that the advantages of travel are shared widely.)Beeton, (2006 This strategy encourages rural communities to enjoy

sustainable economic growth while also enhancing the authenticity of the tourism experience. It is recommended that visitors take part in practical agricultural activities including growing rice, collecting fruits, and taking traditional cookery workshops. This interactive feature aids guests in developing a more profound comprehension of regional farming customs and practices.

.2 Building Sustainable Tourism Infrastructure: Notable Results The plan calls for the creation of environmentally friendly lodging options including farm stays and homestays that make use of sustainable building supplies and methods. These lodging options provide visitors a more environmentally conscious and up close encounter with the area. Encouraging environmentally friendly farming methods, such as integrated pest control and organic farming, helps to prevent environmental damage from agricultural tourism.) Ohe & Ohe, (2020) For those interested in sustainable agriculture, this also functions as an instructional feature. To accommodate the increasing number of tourists, infrastructural investments are essential, including those in roads, transit, and visitor centres. These upgrades make it simpler to visit rural regions while guaranteeing that the growth of tourism won't have a detrimental effect on the surrounding ecosystem.

.3 Notable Results for the Marketing and Promotion of Agricultural Tourism Targeted marketing initiatives are part of the plan to encourage local and foreign travellers to experience agriculture tourism.) Mostafanezhad, Norum, Shelton, & Thompson-Carr, (2016) These advertisements showcase the distinctive experiences that may be had in the lower northeastern area, such going to organic farms, sampling regional cuisine, and taking part in customary celebrations. Working together with travel companies and tour operators enables the creation of customised holiday packages that satisfy a range of tastes and interests. Travellers may arrange their trips more easily with the help of these packages, which may include seminars, guided tours, and cultural events. Expanding the digital footprint of agricultural tourism via websites, online booking platforms, and social media guarantees increased accessibility and reach. Offering comprehensive details, interactive tours, and client testimonials on the internet increases traffic and enhances their overall experience.

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