



# The development of organic agrotourism route connection in Ban Hua Ao Community, Sam Phan District, Nakhon Pathom Province, to promote tourism potential

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## Abstract

This study aimed to 1) study the tourism-related contexts of Ban Hua Ao Community in Nakhon Pathom Province, Thailand, and its connected areas, 2) study the agrotourism potential of Ban Hua Ao Community, and 3) develop connecting tourism routes for organic agrotourism according to the supply chain of organic products. This study adopted the method of qualitative research. Data were gathered by means of in-depth interviews with 20 people who were involved in Ban Hua Ao tourism. These people were divided into 5 groups: the community leaders, the local entrepreneurs, the residents, the public and private agencies, and the tourists. This study employed content analysis to analyze the data.

The study found that Ban Hua Ao Community is known for its organic agricultural practice, which it uses to promote tourism. Ban Hua Ao Community shows great potential in all of the 5 respects of agrotourism potential. These are physical and biological landscape value; knowledge, wisdom and innovation value; tourism resource management potential; service potential; and potential to attract tourists. Finally it was found that the tourism route connection can be developed employing the concept of supply chain.

**Keywords:** Tourism route development, agrotourism, tourism potential

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## 1. Introduction

The government's national strategy to develop the country's economy and promote sustainability includes tourism industry development. (The twelfth national economic and social development plan 2017–2021) [1]. Evidently, tourism industry is one of the major economic factors of Thailand. In 2015, the country's tourism revenue amounted to 2.23 trillion baht, about 1.44 of which came from foreign tourists, while the other 0.79 from the native ones (The national development plan for tourism 2 Year 2017–2021) [2]. Tourism industry also helps to attract investment, create more employment opportunities, enhance income for local people, as well as raise the living standards of people in such region [3].

The global tourism trend nowadays is responsive to the change in economics, society, and culture. Most of the tourists put emphasis more on what they have learned and the experience they have gained during their travel. The kinds of tourism which suit

their interest are special interest tourism, experimental tourism, and creative tourism. The point is to experience the actual local way of life rather than to merely visit tourist attractions. In this respect, it becomes essential that, with the cooperation of the local people, new types of tourism be developed which are in accordance with the new demand, (The twelfth national economic and social development plan 2017–2021) [1] for example, cultural tourism, health and wellness tourism, and agrotourism.

In Thailand, agrotourism is gaining popularity. It has become a new channel through which the farmers can directly communicate with tourists and add more value to their product, avoiding the exploiting merchant middlemen and earning more money in times of falling crop price. This kind of tourism responds to the present tourism demand well. It serves to educate tourists about agriculture, the local way of life, and the local community identity [4]. Agrotourism which deals with organic agriculture receives better attention because, at present, more and more tourists become interested in safe and chemical-free products.

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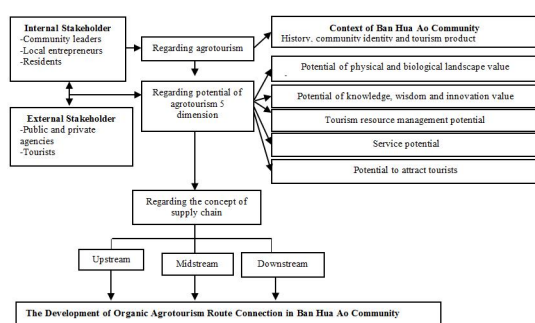
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Ban Hua Ao Community, Sam Phran District, Nakhon Pathom Province, is one of the communities which are distinguished for their organic agriculture. People in the community joined hands in developing local agrotourism, which was based on the sufficiency economy model. The community has made ready their tourist attractions, tourism activities, and tourism products. However, most of the income is limited only to some parts of the community. This is due to the lack of tourism route connection, leaving tourists to travel without guided direction. The result is that tourists will neither be able to properly engage in the local way of life nor gain more memorable experiences. The researcher team recognized this problem and was interested in developing a connecting tourism route for organic agrotourism in Ban Hua Ao Community to help tourists understand more about organic agriculture as well as to promote cooperation among local tourism attractions. The concept of supply chain was adapted in order to develop the tourism route connection. The development aims to further the potential of the community's organic agrotourism, leading to local agrotourism tourism success.

## 2. Research Objectives

- 1) To study the tourism-related contexts of Ban Hua Ao Community and its connected areas.
- 2) To study the potential of agrotourism in Ban Hua Ao Community.
- 3) To develop tourism route connection for organic agrotourism according to the concept of supply chain.

## 3. Conceptual Framework



**Figure 1:** Conceptual framework of Development of Organic Agrotourism Route Connection in Ban Hua Ao, Nakhon Pathom.

## 4. Literature Review

### 4.1. Regarding agrotourism

Agrotourism is a type of tourism focusing on tourists learning and engaging in the local way of agriculture. The farmers will gain more income; while the

tourists, better understanding about agriculture, pleasure and relaxation, and environmental awareness [5]. Agrotourism consists of 4 major activities: 1. Agricultural demonstration, e.g., how to grow mushrooms and how to make value-added products; 2. Education, e.g., making tourists understand more of an organic farm; 3. Local product selling; and 4. Introduction to agricultural business [6].

### 4.2. Regarding organic agriculture

Organic agriculture refers to an agriculture system which promotes biodiversity and seeks to maintain the ecological balance during production. Prioritizing consumer's well-being and the environment, it is a system which shuns the use of chemicals and synthetic substances while strongly advocates for sustainability [7].

### 4.3. Regarding the potential of agrotourism

The potential of agrotourism comprises 5 respects, that is, 1) physical and biological landscape value, 2) knowledge, wisdom and innovation value, 3) tourism resource management potential, 4) service potential, and 5) potential to attract tourists [8].

### 4.4. Regarding tourism route connection

Tourism route connection refers to the establishment of routes for the convenience and safety of tourists. These routes can be travelled either by foot, personal car, or other modes of transportation available. They can be ones which are normally used in daily life or ones which are specially designed for tourism purposes. The routes can be divided into 4 main groups: 1) urban tourism routes, 2) historical tourism routes, 3) natural tourism routes, and 4) integrated routes [3].

### 4.5. Regarding the concept of supply chain

Organic agricultural supply chain comprises processing stages of upstream, midstream and downstream. First comes the upstream stage, dealing with farmer's crop supply and quality control. Next is the midstream stage, dealing with the product-sorting and value-adding processes. Lastly, the downstream stage deals with the distribution of the product and responds to the consumer's demand [9].

## 5. Research Methodology

This study adopted the method of qualitative research with 3 stages of progress as follows:

**Stage 1:** Study of tourism-related contexts in Ban Hua Ao community, Sam Phran District, Nakhon Pathom Province, through document research and in-depth interview.

1.1 Researchers conducted a survey on related documents, researches, and studies regarding agrotourism

**Table 1.** Agrotourism potential, respect 1: physical and biological landscape value.

<b>Respect 1: physical and biological landscape value</b>
<p><b>Scenery of agrotourist attractions</b></p> <ul style="list-style-type: none"> <li>- The community has clear and orderly division of organic agricultural areas.</li> <li>- Rich agricultural and natural attractions include rice field, fruit orchard, vegetable field, river, canal, etc., which perfectly reflect the local's agricultural way of life.</li> </ul> <p><b>Climate of agrotourist attraction region</b></p> <ul style="list-style-type: none"> <li>- The local climate can be divided into three seasons: hot (February-May), rainy (May-October), and cold (October-February), with the temperature running between 18-38 °C.</li> </ul> <p><b>Variety of agricultural products</b></p> <p>Ban Hua Ao's agricultural products can be classified into 3 groups, as follows:</p> <ol style="list-style-type: none"> <li>1. Organic agricultural products, for example, guava, mango, banana, nam hom coconut, lime, and baby jackfruit.</li> <li>2. Processed agricultural products, for example, baby jackfruit-made soap, herbal shampoo, crispy banana snack, guava juice, and baby jackfruit juice.</li> <li>3. Other products, for example, fish sauce, herbal repellent, and organic fertilizer.</li> </ol> <p><b>Remarkability and approval of agricultural products</b></p> <ul style="list-style-type: none"> <li>- Ban Hua Ao's agricultural products are certified by the Organic Agriculture Certification Thailand in accordance with ACT Organic standards.</li> <li>- Ban Hua Ao's agricultural products are approved by various retailers and are distributed in Tops Supermarket, Sook Jai market, local hotels, hotels in Bangkok, etc.</li> </ul> <p><b>Chemical-free production process</b></p> <ul style="list-style-type: none"> <li>- The production does not permit the usage of chemicals at any time, from the upstream stage to the downstream stage.</li> </ul> <p><b>Awards and certificates</b></p> <ul style="list-style-type: none"> <li>- Sufficiency Economy Community Model Award in 2007, conferred by HRH Sirindhorn.</li> <li>- Yoo Yen Pen Sook Community Award in 2015</li> <li>- Outstanding Farmer Award in fruit orchard farming, second runner-up, by the community leader.</li> <li>- Organic agriculture system certified by IFOAM</li> <li>- Organic agricultural products in accordance with ACT standards</li> </ul> <p><b>Waste management</b></p> <p>The waste management system mainly deals with 2 types of waste:</p> <ol style="list-style-type: none"> <li>1. Waste which can be recycled can be exchanged at the community learning center for selective products, including egg, fish sauce, and oil.</li> <li>2. Food waste will be kept in a fermenter bucket and will be turned into organic fertilizer.</li> </ol> <p><b>Agricultural product value</b></p> <ul style="list-style-type: none"> <li>- Ban Hua Ao's agricultural products are 100% chemical-free and are one of Nakhon Pathom's local specialty.</li> <li>- Organic agriculture serves as a means by which local wisdom and local way of life are preserved. It also increases the local people's income and, therefore, improves their quality of life. The knowledge can be passed down to next generations for further development in the future.</li> </ul> <p><b>Study on the development of crop species</b></p> <ul style="list-style-type: none"> <li>- The local people collaborated in studying and experimenting in order to develop better organic farming practices as well as quality crop species.</li> </ul> <p><b>Tourist safety</b></p> <ul style="list-style-type: none"> <li>- Tourism activity and route safety are ensured by the community staff stationing at every place of attraction.</li> </ul> <p><b>Sustainable agriculture</b></p> <p>Ban Hua Ao's sustainable agriculture is supported by its organic agriculture and the adaptation of sufficiency economy theory. In terms of economics, organic agriculture can support the local financially. In terms of culture, the cooperation of the community members helps to preserve the local way of life as well as further develop their inherited wisdom. In terms of environment, organic agriculture teaches one about the value of natural resources and promote the sufficient use of them.</p>

potential, tourist behavior studies, and tourism route development. The data were obtained from a variety of secondary resources and were further analyzed to develop the questionnaire for interview.

1.2 Using the above-mentioned questionnaire, researchers conducted in-depth interviews with 20 informants who were involved with agrotourism in Ban Hua Ao Community. They were divided into 5

**Table 2.** Agrotourism potential, respect 2: knowledge, wisdom, and innovation value.

<b>Respect 2: knowledge, wisdom, and innovation value</b>
<p><b>Innovative body of knowledge about agriculture</b></p> <p>- Ban Hua Ao Community developed and implemented agricultural knowledge which suits its local way of living, for example, ditch fish farming, organic agriculture, tree bank, organic fertilizer making, community mill, and soilless lime planting.</p> <p><b>Wisdom and identity</b></p> <p>The body of knowledge regarding agriculture in Ban Hua Ao Community reflects local wisdom and identity. It is characterized in these 3 stages of production:</p> <ol style="list-style-type: none"> <li>1. Planting: the use of chemicals is not allowed. Instead, organic approaches are preferred, for example, the use of bitter herb to repel insects.</li> <li>2. Harvesting: vegetable fields and fruit orchards must have water trenches. When harvesting, the local will use a foam boat to travel on the water trench.</li> <li>3. Processing: some crops are processed to add value to the product. The training is available to the local and the public alike at the community learning center.</li> </ol> <p><b>Development of agricultural technology</b></p> <p>- Ban Hua Ao developed an herb boiler and a fruit extractor to help with product value addition. - Ban Hua Ao developed a rice mill machine to add more value to its rice crop.</p> <p><b>Sufficiency economy and local wisdom</b></p> <p>Ban Hua Ao community adapted the sufficiency economy philosophy and applied to their agricultural practices and way of life. The theory comprised 3 components as follows:</p> <ol style="list-style-type: none"> <li>1. Moderation: the local people should be moderate towards their production and refrain from using chemicals. They should aim for the quality of the product not the quantity.</li> <li>2. Reasonableness: the local people should try to apply their inherited wisdom with modern knowledge and technological advancement to further their organic agricultural practice.</li> <li>3. Self-immunity: the community can provide for itself and has awareness of the effect of its actions upon society, economy, and environment. The community should be willing to pass on its knowledge and wisdom to those who express interest. Its members should uphold agricultural ethical codes regarding their practice in organic agriculture.</li> </ol> <p><b>Community network</b></p> <p>Ban Hua Ao community is part of Sam Phran Model Project, which solidifies a cooperation between the Office of Non-formal Education, Subdistrict Agriculture Agency, Subdistrict Administrative Organization, Provincial Agricultural Office, and Bank for Agriculture and Agricultural Cooperatives.</p> <p><b>Learning center for visitors</b></p> <p>- The community shares their knowledge about organic agriculture, every process of the production, with visitors, domestic or foreign alike, and those who take interest in the subject. It was also chosen by Prime Minister Prayuth to be the visiting site for Myanmar's officials who came to learn about organic agriculture.</p>

groups: the community leaders (3 people), the local entrepreneurs (5 people), the residents (5 people), the public and private agencies (3 people), and the tourists (4 people) with selecting purposive sampling group.

1.3 The validation of data was done through the technique of triangulation, including data triangulation, investigator triangulation, and theory triangulation.

**Stage 2:** Study of the potential of agrotourism in Ban Hua Ao Community

Researchers synthesized the 5 respects of agrotourism potential, the analyzed data acquired in stage 1, and the information obtained from other related studies to develop the questionnaire for interview. The 5 respects of agrotourism potential comprises 1) physical and biological landscape value, 2) knowledge, wisdom and innovation value, 3) tourism resource management potential, 4) service potential, and 5) po-

tential to attract tourists.

Researchers collected data by conducting in-depth interviews with 20 informants who are involved with agrotourism in Ban Hua Ao Community. They were divided into 5 groups: the community leaders (3 people), the local entrepreneurs (5 people), the residents (5 people), the public and private agencies (3 people), and the tourists (4 people). The study employed triangulation approach for data validation and used the method of content analysis to analyze the validated data.

**Stage 3:** Development of organic agrotourism routes in Ban Hua Ao Community to enhance its agrotourism potential

Having studied the tourism-related contexts and tourism potential in Ban Hua Ao Community, researchers developed the questionnaire which was used in in-depth interviews with 20 people who were in-

**Table 3.** Agrotourism potential, respect 3: agrotourism resource management potential.

<b>Respect 3: agrotourism resource management potential</b>
<p><b>Administrative structure and tourist attraction development plan</b></p> <p>- Ban Hua Ao Community established the organic agriculture community group, joined by the local people, the community leaders, the Village Committee, the Village Woman Development Committee, and the local volunteers. The Ban Hua Ao's organic agriculture learning center was founded. Khun Prayad Pancharoen serves as the president of the center.</p> <p><b>Systematic Area Organization</b></p> <p>- Ban Hua Ao Community divided areas for planting each crop in organized arrangement with each section prepared with a learning station to welcome and give information to visitors.</p> <p><b>Tourist safety</b></p> <p>- There is no well-organized safety system.</p> <p><b>Maintenance of public facilities and tourism resources</b></p> <p>- Government agencies provide support in the maintenance of public facilities, such as, road maintenance and electricity and water supply management.</p> <p><b>Income and employment</b></p> <p>- Organic agriculture creates more jobs and incomes for the local people, whether from the tourist or the distribution of agricultural products (to Tops Supermarket, Sook Jai market, local hotels, hotels in Bangkok, etc.).</p> <p><b>Networking to support tourism</b></p> <p>Ban Hua Ao Community received support from the Office of Non-formal Education, Subdistrict Agriculture Agency, Subdistrict Administrative Organization, Provincial Agricultural Office, Bank for Agriculture and Agricultural Cooperatives, and local entrepreneurs, in supporting tourism. Still, it lacks the cooperation and networking between each place of attraction.</p> <p><b>Natural resources and environment conservation</b></p> <p>- Ban Hua Ao Community practices organic farming, free from chemicals, which produces no harm to the environment. More attempts at conservation are seen regularly, for example, the local river and canal cleaning day, when waste and water weed are collected from the water sources.</p> <p><b>Time for tourism</b></p> <p>- Tourists can visit the learning center round the year. Organic product market is open on Saturdays and Sundays.</p> <p><b>Tourist number limitation for each area</b></p> <p>- Tourist attractions in Ban Hua Ao Community can accommodate no more than 200 tourists each day.</p> <p><b>Tourism PR</b></p> <p>The modes of PR can be divided into 3 groups: person-to-person communication, online channel, and agriculture and tourism exhibition.</p> <p><b>Sales promotion and agricultural product value addition</b></p> <p>The practice of organic agriculture can add value to the product. Proper package design can help increase sales and mobilize goods distribution into remote areas.</p>

involved with agrotourism in Ban Hua Ao Community. An area exploration in the community was also conducted.

Afterwards, the data obtained from the interviews and the exploration would be analyzed by the method of content analysis, summarized, interpreted, and synthesized in order to develop organic agrotourism route connection.

## 6. Results

1. Tourism-related contexts of Ban Hua Ao Community, Sam Phran District, Nakhon Pathom

Based on the data obtained from the interviews, there are 3 main, relevant contexts that need to be

addressed: historical contexts, identity context, and tourism product context.

### Historical context

Ban Hau Ao Community is located in Bang Chang Subdistrict, Sam Phran District, Nakhon Pathom Province, Thailand. In the past, there were streams flowing through the area. Various wild animals dwelled in this place, especially elephants. Herds of elephant regularly visited the place to find food, leaving only stomped lands in their wake. Many parts of the area then became spacious and open fields, thus the name "Hua Ao," which is still used nowadays.

**Identity context** Ban Hua Ao is an organic agricultural community, refusing to use chemicals in any production stages, whether in the upstream stage (e.g., soil preparation, fertilizer preparation, location prepa-

**Table 4.** Agrotourism potential, respect 4: service potential.

<b>Respect 4: service potential</b>
<p><b>Travelling route</b></p> <ul style="list-style-type: none"> <li>- There is no signpost which clearly gives direction to Ban Hua Ao community. Only a small signpost exists.</li> <li>- The present asphalt pavement can facilitate the traveling. Road width extension is to be carried out to support greater number of tourists.</li> <li>- To get to Ban Hua Ao Community requires personal car. No public transportation at the moment can be used to reach the area.</li> </ul> <p><b>Tourist facilities</b></p> <ul style="list-style-type: none"> <li>- The restrooms at the community learning center are clean, clearly separated by gender, and can support the maximum amount of 200 tourists per day.</li> <li>- Electricity and water supply are supported by public agencies.</li> <li>- The parking lots are limited and cannot support too many visitors.</li> <li>- No public phone or Wi-Fi service are available in the community’s tourist attractions.</li> </ul> <p><b>Tourism Staff</b></p> <ul style="list-style-type: none"> <li>- The staff at the organic farming learning center is knowledgeable and capable of giving clear and useful information to the visitor.</li> <li>- The community staff regularly gather to improve their skills and knowledge regarding agriculture and tourism.</li> <li>- Young guide service is available.</li> <li>- The number of staff is too small comparing to that of tourists.</li> </ul> <p><b>Tourist reception</b></p> <ul style="list-style-type: none"> <li>- The local people are friendly. A selective number of them was trained by public agencies to be amicable hosts, the skill which they afterwards shared with other residents.</li> </ul> <p><b>Guide and local philosophers</b></p> <ul style="list-style-type: none"> <li>- Young guide service is available on Saturdays and Sundays. The service is provided by the students of Ban Hua Ao School, who attended a community young guide training course.</li> </ul> <p>Local philosophers in the community can act as a guide and give information to tourists, for example, 1. Miss Prayad Pancharoen, who specializes in bio fertilizer, plant propagation, and plant hormone; 2. Miss Mont Choradon, who specializes in fruit processing; and 3. Mr. Chaya Pancharoen, who specializes in plant propagation by various means.</p> <p><b>Services for seniors and people with disabilities</b></p> <ul style="list-style-type: none"> <li>- There is no service for seniors and people with disabilities available at the moment.</li> </ul> <p><b>Other available services and facilities in the community</b></p> <ul style="list-style-type: none"> <li>- Organic agricultural production can be purchased at the community learning center.</li> <li>- Food and drink services are available in the community.</li> </ul>

ration), the midstream stage (e.g., crop harvesting, processing), or the downstream stage (e.g., marketing, product distribution). The community’s organic practice was certified by the Organic Agriculture Certification Thailand. Its notable agricultural products are, for example, guava, mango, banana, nam hom coconut, lime, riceberry, and baby jackfruit, with its vegetable farms and fruit orchards standing remarkable as well.

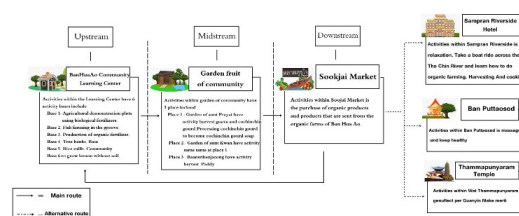
**Tourism product context**

Notable tourism products of Ban Hua Ao Community include organic products, e.g., guava, mango, banana, nam hom coconut, lime, riceberry, and baby jackfruit; and learning activities about organic agriculture, e.g., organic fertilizer-oriented farm, fish ditch farming, organic fertilizer production, bug repellent making, and soil improvement. These products and activities can respond well to tourist’s demand in agrotourism. They provide a true opportunity for the visitor to learn more about organic agriculture from the upstream to the downstream stages and to have an interaction with the local people which leads to the bet-

ter understanding of their way of life.

2. Results concerning the study of agrotourism potential of Ban Hua Ao Community, following the concept of 5-respect agrotourism

3. Results concerning the development of connecting organic agrotourism routes in Ban Hua Ao Community to enhance its agrotourism potential



**Figure 2:** Shows the organic agrotourism routes of Ban Hua Ao Community.

From the study, it is found that the development of the connection between Ban Hua Ao’s tourist attrac-

**Table 5.** Agrotourism potential, respect 5 potential to attract tourists.

<b>Respect 5 potential to attract tourists</b>
<p><b>Variety of tourism activities</b></p> <p>The community learning center holds 6 learning stations, as follows:</p> <ul style="list-style-type: none"> <li>- Station 1: Organic fertilizer-based demonstrated fields</li> <li>- Station 2: Fish ditch farming</li> <li>- Station 3: Organic fertilizer making</li> <li>- Station 4: Tree bank</li> <li>- Station 5: Community rice mill</li> <li>- Station 6: Soilless lime planting</li> </ul> <p><b>Engagement in agricultural activities</b></p> <ul style="list-style-type: none"> <li>- Tourists can participate in agricultural activities with the farmer, from the upstream stage of production to the downstream stage, for example, soil preparation, planting, harvesting, and product consumption.</li> </ul> <p><b>Information service for tourists</b></p> <ul style="list-style-type: none"> <li>- Ban Hua Ao Community has a number of scholars specializing in organic agriculture, who can support visitors with agricultural knowledge. In the community learning center, each learning station offers lecture, demonstration, and learning activity.</li> </ul> <p><b>Skill training and knowledge transfer</b></p> <ul style="list-style-type: none"> <li>- Specific skill training courses, for example, wooden handicraft and food processing, are available to the residents of Ban Hua AO Community to provide them an extra way of earning income.</li> </ul> <p><b>Connection between tourist attractions in the inner part and those in the outer part of Ban Hua Ao Community</b></p> <p>Ban Hua Ao Community holds 1. tourist attractions in the inner part, e.g., Thumpanyaram Bang Muang Temple, Bang Chang Tai Temple, and Buddha O-sot Retreat; and 2) tourist attractions in the outer part, e.g. Sook Jai Market, Sampran Riverside Resort, Rai Khing Temple, Sam Phran Crocodile Farm, and Sam Phran Temple. Also, there are many other tourist attractions in the area but there is no proper networking and collaboration between each place.</p>

tions, which fits the demand of the local people and the present tourism trend, should take into consideration the concept of supply chain regarding organic agriculture. The result concerns the learning of organic agriculture from the upstream stage, the midstream stage, to the downstream stage, as demonstrated in Fig. 2.

The development of organic agrotourism routes can be explained using Fig. 2, that is, the connection should be established between the tourist attractions of the upstream stage of production, of the midstream stage, and of the downstream stage. Alternatives tourist attractions within the community are additionally provided.

#### **Tourist attraction of the upstream stage of production Ban Hua Ao Community Learning Center**

The community learning center supports the learning of organic agricultural practice. The community adopted the sufficiency economy theory and integrated the ideas into the way of living. It received numerous awards, for instance, Sufficiency Economy Community Model Award in 2007, conferred by HRH Sirindhorn, and Outstanding Farmer Award in fruit orchard farming, second runner-up, and won by the community leader. This learning center is considered the most outstanding tourist attraction of the upstream stage, providing the information regarding soil preparation, seed preparation, sprout growing, organic fertilizer use, etc.

The community learning center holds 6 learning stations, that is, station 1: organic fertilizer-based demonstrated fields; station 2: fish ditch farming; station 3: organic fertilizer making; station 4: tree bank; station 5: community rice mill; and station 6: soilless lime planting. It also offers an activity to teach the learner about fundamental organic agriculture. Available organic products include guava, banana, mango, nam hom coconut, lime, riceberry, traditional Thai dessert, herbal soap, coconut broom stick, and a variety of local OTOP products.

#### **Tourist attraction of the midstream stage of production local organic fruit orchards and vegetable fields**

Ban Hua Ao Community's fruit orchards and vegetable fields are organic and chemical-free. Visitors can learn about crop harvesting and processing at these places.

Available activities are held at 3 places, that is, 1) guava orchard: tourists can participate in the harvesting of the fruit, learn how to tend the tree and its crop, as well as learn how to make guava juice; 2) rice field: tourists can participate in rice seedling transplantation, rice harvesting, and rice milling; and 3) baby jackfruit orchard: tourists can learn how to process baby jackfruit into juice and soap.

Available organic products include guava, guava juice, riceberry, baby jackfruit, baby jackfruit juice,

and baby jackfruit soap.

#### **Tourist attraction of the downstream stage of production Sook Jai Market**

Sook Jai Market is located in Sam Phran District, Nakhon Pathom Province. It offers various choices of organic products. It is considered one of the most suitable destination for the tourist looking for healthful goods.

Available activities are, for example, organic products shopping and eating.

Available products include organic fruit and vegetable, traditional Thai food and dessert, and a variety of processed products.

#### **Alternative tourist attractions Sampran Riverside Hotel**

Sampran Riverside Hotel promotes the learning of organic agriculture; it offers agriculture tour packages on Saturdays and Sundays.

Activities available inside the hotel are, for example, boat rowing tour and organic agrotourism learning (organic practices, crop harvesting, cooking, etc.).

The hotel is a distribution center of local products, including vegetable, fruit, and processed products. Also, Sook Jai Market is part of the hotel.

#### **Thumpanyaram Bang Muang Temple**

Another choice of visit, Thumpanyaram Bang Muang Temple houses the largest statue of Yulai Chinese Buddha in Thailand. The temple also offers organic products and health services.

Available activities are, for example, Buddha statue worship, massage therapy, herbal foot spa, and sight-seeing.

Available products include organic products, for instance, guava, rose apple, baby jackfruit, coconut, lime, and rice berry.

#### **Buddha O-sot Retreat**

Buddha O-sot Retreat is situated in Klong Mai Sub-district, Sam Phran District, Nakhon Pathom Province. This place is a learning center of physical and mental health as well as offers accommodation service for tourists.

Available activities are meditation retreat and acupuncture massage.

Available products are Buddha O-sot spray and organic herbs

## **7. Conclusion and Discussion**

Ban Hua Ao Community is an organic agricultural community. Their agricultural practice involves no chemicals in every production stage, whether in the upstream stage (e.g., soil preparation, fertilizer preparation, location preparation), the midstream stage (e.g., crop harvesting, processing), or the downstream stage (e.g., marketing, product distribution). The community's organic practice was certified by the Organic Agriculture Certification Thailand. Its notable agricultural products are, for example, guava, mango, banana,

nam hom coconut, lime, riceberry, and baby jackfruit, with its vegetable farms and fruit orchards standing remarkable as well. The community organizes numerous learning activities about organic agriculture, e.g., organic fertilizer-oriented farm, fish ditch farming, organic fertilizer production, bug repellent making, and soil improvement. These products and activities can respond well to the tourist's demand in agrotourism. They provide a true opportunity for the visitor to learn more about organic agriculture from the upstream to the downstream stages and to have an interaction with the local people which leads to the better understanding of their way of life. This is in accordance with the study by Teppagorn NaSong (2011) [6] mentioning that agrotourism is a rising trend; it provides an opportunity for tourists to gain knowledge through agricultural demonstration and engage in doing actual farming work. These activities promote conservation and add value to agricultural products.

Regarding the 5 respects of agritourist attraction potential, it is found that the community is remarkable in all the 5 respects, that is, 1) physical and biological landscape value: the community offers a variety of organic products, certified by Organic Agriculture Certification Thailand; 2) knowledge, wisdom and innovation value: the community developed organic agricultural body of knowledge which suits the community's way of life and can be put into practice for every stage of production, upstream to downstream, for example, organic fertilizer-oriented farming, fish ditch farming, organic fertilizer making, tree bank, and soil-less lime planting; 3) tourism resource management potential: a community organic agriculture group was established to help provide services to tourists systematically, manage agricultural areas, as well as prepare the learning stations for tourists who are interested in organic agriculture; 4) service potential: the staff inside the learning center is knowledgeable about organic agriculture and is capable of educating visitors on this subject; and 5) potential to attract tourists: tourists can participate in agricultural activities from the upstream stage to the downstream stage, such as soil preparation, planting, and harvesting. In this regard, it is seen that the community has enough potential to attract tourists, which is in accordance with the study by Rattanapol Yodkeaw and others (2017) [10], saying that organic agrotourism in Ban Hua Ao Community has great potential, considering its tourism resources, tourism activities, tourist attraction accessibility, and tourist facilities.

Regarding the development of agrotourism route connection, the learning of organic agriculture from the upstream stage, the midstream stage, to the downstream stage that is, the connection should be established between the tourist attractions of the upstream stage of production, of the midstream stage, and of the downstream stage. Alternatives tourist attractions within the community are additionally pro-



vided as following; tourist attraction of the upstream stage of production is Ban Hua Ao Community Learning Center which supports the learning of organic agricultural practice with the sufficiency economy theory with 6 learning stations. Next, tourist attraction of the midstream stage of production is Local organic fruit orchards and vegetable fields with chemical-free and tourists can participate in some activities at 3 places, that is, 1) guava orchard 2) rice field and 3) baby jackfruit orchard. Furthermore, tourist attraction of the downstream stage of production compose of Sook Jai Market for the tourist looking for healthful goods. Moreover, there are alternative sites like Sampran Riverside Hotel for offering agriculture tour packages on weekend, Thumpanyaram Bang Muang Temple and Buddha O-sot Retreat. The development is in accordance with the Logistic Development Strategy and the concept of agricultural supply chain [11], which proposed that agricultural supply chain comprised the upstream stage, the midstream stage, and the downstream stage of production. Nontipak Pianroi and others (2013) [12] also supported the connection development idea, mentioning that tourism route connection can effectively promote a community's tourism marketing and draw greater number of tourists.

## 8. Suggestions

### Regarding the application of the study's results

Ban Hua Ao Community can adopt the study's results to develop connecting tourism routes to enhance its tourism potential and to provide tourists with better experience and knowledge about organic agriculture.

### Regarding future study

This study focused on Ban Hua Ao Community's selected contexts, tourism potential, and tourism route connection. Other aspects are still left unexamined, which can be further investigated, for example, community PR, human resource development, and tourism

strategy, all of which play a significant role in promoting organic agrotourism in Ban Hua Ao Community, one of the most remarkable and notable places of Nakhon Pathom Province.

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