

## Royal Development Projects and the Promotion of agritourism to linked areas: The case of Khao Hin Sorn Royal Development Study Centre

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### Abstract

The primary challenges to agricultural income in Thailand include high production costs, fluctuations in product prices, and risks from natural disasters and water management issues, which impact production and revenue. These reasons lead to uncertainty. The National Economic and Social Development Board Office of the Prime Minister had the Eleventh National Economic and Social Development Plan 2012–2016, which was prepared with the sustainable involvement of the Thai people, environment, society, and economy by application of the Sufficiency Economy Philosophy. This paper highlights that the Royal Development Project can facilitate agritourism in Thailand. This research aims to study the potential of agritourism in the linkage areas targeted by the Khao Hin Sorn Royal Development Study Centre, Chachoengsao Province. Therefore, the study focuses on agritourism, which is a part of the household's stable economy in Thailand. This is to say that researchers believe the Khao Hin Sorn Royal Development Study Centre can build both agriculture and sustainable agricultural tourism in Thailand. This will lead the country toward sustainable and a "Happy Society". Researchers explore the agritourism potential of Khao Hin Sorn Royal Development Study Centre and agritourism in the linked areas by using the 3A's elements of tourism. Then evaluate the agritourism potential with reality touring simulation. In summary, this study found that Khao Hin Sorn Royal Development Study Centre grants agritourism to linked areas targeted for tourism support. The researchers indicate tourism potential by a sample group of travelers' satisfaction. The sample tourist, which is a group that corresponds to the purpose of using services and traveling at Khao Hin Sorn, consists of study tour groups, family groups, and independent groups. A 5-point Likert scale is used in surveys to measure travelers' satisfaction, which means that if travelers are satisfied, and refers to the potential to support agritourism.

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These findings, supported by data, show the overall satisfaction level in Khao Hin Som Royal Development Study Centre: high and highest, suggesting the Khao Hin Som Royal Development Study Centre is effective in the model experience of agritourism. Research results demonstrate an example showing the overall satisfaction level of Khao Hin Som Royal Development Study Centre and the linked areas targeted. The results of the simulation trips described the attraction's satisfaction at high and very high levels on a rating scale. Thus, the agritourism potential of the research areas positively correlated with the satisfaction level. Moreover, it can be seen that the products of each attraction are popular. Therefore, it is sufficient to conclude that agricultural tourism is a part that helps create a stable economy for Thai farmer households.

**Keywords:** Agritourism Attraction; New Theory of Agriculture; Philosophy of Sufficiency Economy

### **Background and Significance of the Research Problem**

Thailand is an agricultural country. Thus, agriculture is firmly rooted in Thailand because it plays a role in the growth of the Thai economy. Nowadays industry has replaced economic development by the policy of the Thai government in recent decades highlighting the importance of industrial development as the main since the 1<sup>st</sup> National Economic and Social Development Plan (1961-1966) that supports industrial production to substitute imports till the 3<sup>rd</sup> National Economic and Social Development Plan (1972-1976) which promotes industrial production for export that convince negative effects on the role and changing situation of the Thai economic structure and the agricultural sector. Significant changes in the population structure of the agricultural sector tend to have a long-term impact on the overall level of food production in Thailand. The population in the agricultural sector (a large sector of the country) is flexible to adapt to changes in the economic environment at a lower level than the non-agricultural population, causing a lack of economic opportunities and ultimately leading to the problem of income distribution, which is a result of factors such as education, skill level, and skills–ability to recognize modern technology. The Government has recently launched the National Organic Agriculture Development Strategy (2017–2021) and the Agricultural and Cooperative 20-year strategy, with the main goal of achieving a per capita income for farmers of more than USD 13,000 per year (Food and Agriculture Organization of the United Nations, 2018). In 2018, the contribution of travel and tourism to GDP (% of GDP) in Thailand was 21.6 %. Though Thailand’s contribution of travel and tourism to GDP (% of GDP) fluctuated substantially in recent years, it tended to increase through the 1999-2018 period, ending at 21.6 % in 2018 (Knoema, 2018). Thailand's Tourism Revenue reached 62 USD bn in December 2019 (CEIC, 2019).

It is Thailand's good fortune. Throughout the reign, His Majesty Bhumibol Adulyadej focuses on improving Thai rural farmers' quality of life, self-sufficient, ensure job stability, add value to agricultural products, ensure sufficient clean food for consumption in the household, and sell products at a reasonable price. In accordance with Sustainable Development Goals (SDGs) in no poverty and no hunger. His Majesty Bhumibol Adulyadej's initiatives, Office of the Royal Development Projects Board, shows the procedures of operation are as follows: (1) study of information, (2) on-site information gathering, (3) study and drafting of the project, (4) implementation, and (5) monitoring and evaluation Royal Development Study Center tries to drive friendly agriculture based on the "New Theory of Agriculture". His Majesty Bhumibol Adulyadej began researching, working to develop the New Theory of Agriculture, and conducting experiments in 1989. For farmers' self-supporting ability, His Majesty Bhumibol Adulyadej focuses on food security and income by developing a stable career first (agriculture), and then connecting the agriculture sector with tourism to make income from the main occupation and the extra income from tourism. Khao Hin Sorn Royal Development Study Centre and the agricultural land in linked areas can be an agritourism attraction in accordance with Pizam and Pokela (1980, as cited in Weaver and Fennell, 1997) divided vacation farms on the basis of volume. Thus, the agriculture sector development to stable growth not only helps the agricultural or rural sectors but also prepares the tourism supply in the form of organic farming. His Majesty Bhumibol Adulyadej initiated the "New Theory of Agriculture" (organic farming in the form of natural farming to be a sustainable agriculture) for the improvement and expansion of education that provides help to Thai farmers through the royal project. Khao Hin Sorn Royal Development Study Centre is one of the agricultural education institutes, an agricultural education provider, and an agricultural attraction free of charge for all people around the world. The agricultural land around Khao Hin Sorn Royal Development Study Centre is called the farm in the area linking. The farms improved knowledge, skill improvement, some resources, and the "Philosophy of Sufficiency Economy", a virtue as guidelines in living, which were supported by Khao Hin Sorn Royal Development Study Centre. This concept helps to create new agricultural tourism destinations and agricultural education places, which increases the number of tourists (increases capacity). Moreover, it is the income distribution from tourism to rural people, most of whom are poor. This concept is similar to pro-poor tourism in that tourism is a part of the promotion and the quality of rural poor life development. His Majesty Bhumibol Adulyadej has a comprehensive understanding of Thai society. Thus, in granting initiatives or delivering advice, he would also take into consideration the people's way of life and social norms to avoid internal conflicts that may obstruct the implementation (Chaipattana Foundation, 2017).

The Khao Hin Sorn Royal Development Study Centre is one of the six Khao Hin Sorn Royal Development Study Centres. It operates under three missions: (1) research, (2) knowledge dissemination to farmers, and (3) tourism. The study of Royal Development Projects and the Promotion of Agritourism to Linked Areas: The Case of Khao Hin Sorn Royal Development Study Centre serves as a visualization of the mission, focusing on tourism missions that extend to farmers' agricultural areas. The experimental travel routes in this study serve as an indicator of the direction of the Khao Hin Sorn Royal Development Study Centre's tourism missions. This is done by designing travel routes from areas connected to the Khao Hin Sorn Royal Development Study Centre or the Khao Hin Sorn Royal Development Study Centre to the connected areas. All of this development must be carried out systematically, taking into account the supporting capacity of farmers or rural people, and expanding to the agricultural economy and food security, leading to self-reliance, with tourism as a part of building a stable household economy in the agricultural sector (for farmers who simply need it). This collaborative agritourism approach involves organizing tourism activities that involve tourists participating in agricultural processes and learning about farmers' ways of life. This study found that tourists who have the opportunity to participate in agricultural activities receive the highest satisfaction, such as planting, harvesting, and raising animals. Therefore, the agritourism tour program should include educational farm tours, hands-on activities like planting, harvesting, raising, seasonal events celebrating local produce, and farm-fresh dining experiences. Other key components include offering authentic on-farm accommodations and farm-to-market shopping, ensuring a safe, clean, and accessible environment with good public facilities, prioritizing sustainability and environmental preservation, and collaborating with local stakeholders for marketing and community benefit.

### **Research Objective**

To study the potential of agricultural tourism in the target areas linked with the Khao Hin Sorn Royal Development Study Centre, Chachoengsao Province, as the center.

### **Scope of Research**

The study's scope encompasses the Khao Hin Sorn Royal Development Study Centre and four agritourism attractions in the linked target area, which were recommended by the Khao Hin Sorn Royal Development Study Centre under the condition of being a farmer in the database of Khao Hin Sorn Royal Development Study Centre, with the condition of a circular path, received

The New Theory of Agriculture training, and a radius not more than 30 kilometers from Khao Hin Sorn Royal Development Study Centre. The researchers studied the tourism role of the Khao Hin Sorn Royal Development Study Centre with a sample of 407 Thai tourists, which is displayed as a percentage. For 4 agritourism attractions in the area were evaluated for their tourism potential with 3A's elements of tourism (Attraction, Amenities, and Accessibility) (Collier & Harraway, 1997) by the simulation agritourism trips together with the satisfaction level criteria, it is an assessment of the potential of the Agriculture attraction in a proportional manner, that is, if there is high satisfaction, it means that there is high tourism potential, and low satisfaction, it means that there is low tourism potential. Before the tourism experiment, researchers will survey the area according to the 3A's (Collier & Harraway, 1997), interview the owners of agricultural places, and prepare to accommodate tourists according to the capacity of each place. Finally, compare the potential levels in a format according to grade descriptors as follows:

Measurement		Evaluation	Valuation: Grade
Score/Percentage 80 – 100	means	Excellent	A
Score/Percentage 75 – 79	means	Very good	B+
Score/Percentage 70 - 74	means	Good	B
Score/Percentage 65 - 69	means	Fair	C+
Score/Percentage 60 - 64	means	Moderate	C
Score/Percentage 55 - 59	means	Fair	D+
Score/Percentage 50 - 54	means	Pass	D
Score/Percentage 0 - 49	means	Below the standard	F

Researchers discuss the data and results based on the three pillars of sustainability, then suggest guidelines for developing agricultural tourism activities.

## Literature Review

### Definition of “Agritourism”

Barbieri and Mshenga (2008, as cited in Phillip, Sharon et al., 2010) discuss the meaning of “agritourism” as any practice developed on a working farm to attract visitors. The researchers have identified “agritourism” as rural tourism uses the rural environment and agricultural areas together with the tourism business that McGehee (2007, as cited in Phillip, Sharon et al., 2010) and McGehee, Kim, and Jennings (2007, as cited in Phillip, Sharon et al., 2010) state “agritourism” that rural tourism operators use the rural environment and agricultural areas together with

commercial tourism components. Integrated into the agritourism business. Sharpley and Sharpley (1997 as cited in Phillip, Sharon et al., 2010) give the meaning of “agritourism” as ‘tourism products which are directly connected with the agrarian environment, agrarian products or agrarian stays. While Sonnino (2004, as cited in Phillip, Sharon et al., 2010) gives the meaning of “agritourism” as the activity of welcoming visitors, which is run by agricultural entrepreneurs and family members of agricultural entrepreneurs, the activities must be related to agriculture and are supplementary activities to the agriculture of agricultural entrepreneurs. Hence, “agritourism” is a type of rural tourism. Marques (2006, as cited in Phillip, Sharon et al., 2010) gives the meaning of “agritourism” as a unique style of tourism, which is classified as a type of rural tourism the shelter of the agricultural entrepreneur must be on the agricultural land. And allow visitors to participate in agricultural activities or have tourism activities integrated into agricultural areas.

In addition, the researchers agree with The National Agricultural Law Center that says agritourism is a form of commercial enterprise that links agricultural production and/or processing with tourism to attract visitors to a farm, ranch, or other agricultural business to entertain and/or educate the visitors and generate income for the farm, ranch, or business owner. Including WMTH Corporation (2020) defined agritourism as the act of visiting a working farm or any agricultural, horticultural, or agri-business operation for enjoyment, education, or active involvement in the farm activities or operation. MICE Intelligence Center, and Thailand Convention & Exhibition Bureau (TCEB) (n.d.) specify that agritourism is a type of niche tourism that brings visitors to a farm or ranch. A wide variety of unique activities can be done, such as picking fruit, horseback riding, winemaking, attending a harvest festival, etc.

### **Types of agritourism attractions**

Agriculture Tourism Quality Standard Assessment Manual by the Department of Tourism (2014), classified the types of agricultural tourism as follows

- A - An agritourism attraction that is a comprehensive agricultural place.
- B - A private agritourism destination that is outstanding in agriculture. Accepted by outsiders.
- C - A private agricultural source or villager, who does not focus on tourism, but is interested in agricultural wisdom or techniques. Accepted by outsiders.
- D - Agricultural Learning Center, or the Agricultural Wisdom Conservation Center.
- E - An animal and/or plant breeding research centers or station that focus more on improving agricultural efficiency than on tourism.
- F - A community or group of villagers who come together to develop agricultural knowledge.

The Thailand Institute of Scientific and Technological Research (2001, as cited in Thapanee Huntopap, Phakorn Ueaposin, and Supaporn Prasongthan, n.d.) divided the forms of agricultural tourism into 10 forms as follows:

1. Rice farming patterns.
2. Mixed farming model: Growing organic vegetables together with fruits or farming rice together.
3. Fruit garden patterns.
4. Flower and ornamental plant patterns.
5. Conservation agriculture model combined with the culture of the hill tribe people.
6. Educational formats and experimental research centers of various government agencies.
7. Royal Projects and Royal Initiative Projects.
8. Farmer community model.
9. Private agricultural garden or farm model.
10. Agricultural market model.

Thailand Research Institute (2000, as cited in Prempreeya Thongla and Pensri Samarak, 2018) described the classification of agricultural tourism destinations as having considered the condition of tourist attractions and the tourism market, classified as follows

1) Agricultural attraction is the main attraction that has been developed. Therefore, agricultural attraction does not need to be large or have the highest potential for attracting tourists.

2) Agricultural attraction in an agricultural land. In this case, an agricultural land has a production of agricultural products and a sales process. A high-potential tourist attraction with a distinctive feature, so they are a place of interest that tourists visit. They can be developed into an interesting tourism market.

3) Agricultural attractions in the tourism network are located in various areas. They have sufficient potential to be developed into a tourism network by agricultural attractions developing in conjunction with other types of attractions that are the same tourism product.

4) Specific agricultural tourist attractions, which are agricultural areas with distinctive characteristics that can attract people to visit. Guidelines for tourism development in the specific agricultural tourism destinations.

The Thailand Institute of Scientific and Technological Research (2001, as cited in Baifern Wongbuangam, and Muksuda Poolsawat, 2013) said that agricultural tourism destinations are classified into four types:

1. Agricultural production areas or specialized agricultural areas
2. State Educational Projects and Research Stations
3. Agricultural Festival
4. Agricultural Market

The tour itinerary can take into account the format, which is considered between the route and the accommodation points. Therefore, there are 3 models of travel for tour arrangement as follows (Sakchai Setarnawat, 2011):

Model 1 “Hub and Spoke” is a route trip pattern for about 2-4 days using a short distance because it is intended to use the same accommodation throughout the trip. The tour departs in the morning and returns to the same accommodation in the evening. The advantage is that there is no hassle with the steps to enter and exit the accommodation, and there is no need to move the tourist's luggage each day.

Model 2 “Circle” is a route trip pattern that changes accommodation every day. It requires more travel distance than Model 1. The advantage of this model: tourists experience the novelty of the environment in each tourist attraction because they change accommodation every day. Therefore, it impacts costs, and there are obstacles to travel.

Model 3 “Open Jaw” is a route trip pattern similar to Model 2, but the destinations to go and return are different (do not use the same route). In addition, each point of travel can be separated. The advantage of this model, there is no need to waste time returning to the same point. This model is often used between countries that are long distances and take a long time. The disadvantage is high cost, so it is the most expensive itinerary model. Because the round-trip takes different routes.

## Research Methodology

### 1. Instrument

A questionnaire is a research instrument consisting of a series of questions to gather information from sample groups to collect the primary data of the agritourism attractions based on the 3A's of a destination (Collier & Haraway, 1997) that serves as the starting point to evaluate the tourism potential of Khao Hin Sorn Royal Development Study Centre and linked areas.

Interviewing the director of Khao Hin Sorn Royal Development Study Centre and farm owners in areas linked by the researchers asked one or more participants were asked general questions, answers to open-ended questions were recorded, and audiotapes were utilized to allow for more consistent transcription.

## 2. Data collection and analysis

### 2.1 A questionnaire

1) A questionnaire to survey Thai travelers who visited the Khao Hin Sorn Royal Development Study Centre to find out the groups of tourists, visitors, and the purpose of travel. Able to see the direction of tourism of Khao Hin Sorn Royal Development Study Centre by predicting from the data.

The research population is Thai tourists and visitors at Khao Hin Sorn Royal Development Study Centre. This study uses the accidental sampling method to survey at least 400 samples. The data obtained will be used to define tourist groups and tourist activities for the linked areas, including the creation of the agritourism simulation trip form.

2) A questionnaire for a satisfaction survey to find agricultural tourism potential analysis, which uses a 5-level rating scale according to the Likert scale. (A commonly used 5-point Likert scale example to measure satisfaction is: very satisfied = 5, satisfied = 4, neither satisfied nor dissatisfied = 3, dissatisfied = 2, and very dissatisfied = 1). The criteria for interpreting an average score are to use 4 levels of measurement from finding the width of the class interval to view the satisfaction level of the tourists (A common level is: 4.21–5.00 = highest, 3.41–4.20 = high, 2.61–3.40 = moderate, and 1.00–1.80 = lowest). The statistics used in this study were percentages and standard deviation.

This questionnaire is used in simulation agritourism trips to find the agritourism potential in linked areas.

### 3. Criteria for evaluation

This study evaluated using the element of a destination: 3 A's (Collier & Harraway, 1997 as cited in lampring, 2014, see also Sood, 2017) as a criterion for evaluating the aptness of agritourism attractions that consist of (1) A: attraction. (2) A: amenities, and (3) A: accessibility. The aptness of agritourism attractions' data associated with the Likert scale (Likert, 1987) to find the satisfaction level that indicates agritourism attractions. The researchers use a five-level Likert scale and a five-point scale to measure as follows: 1 = Very low satisfaction, 2 = Low satisfaction, 3 = Moderate satisfaction, 4 = High satisfaction, 5 = Very high satisfaction. The scores are then calculated to convert the comparison value into a satisfaction level and used as an indicator of tourism potential as follows: 1.00–1.80 = Lowest, 1.81–2.60 = Low, 2.61–3.40 = Moderate, 3.41–4.20 = High, 4.21– 5.00 = Highest.

**Table 1** Model Conceptual Evaluation Framework

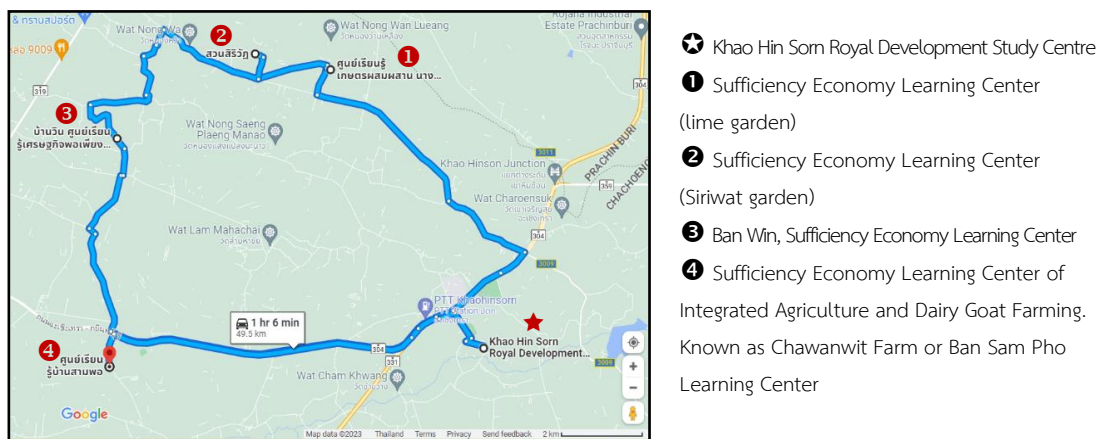
3 A's	Satisfaction Level				
	1 : Very low satisfaction	2 : Low satisfaction	3 : Moderate satisfaction	4 : High satisfaction	5 : Very high satisfaction
Attraction					
Amenities					
Accessibility					

↓

Pair Table		Consider Expected Direction
3 A's Satisfaction & Potential		Potential level is inversely proportional to the satisfaction level
Satisfaction Level	Potential Level	
1	1	1 = 1 = Very low potential
2	2	2 = 2 = Low potential
3	3	3 = 3 = Moderate potential
4	4	4 = 4 = High potential
5	5	5 = 5 = Very high potential

## Results

The research areas consist of Khao Hin Sorn Royal Development Study Centre and 4 agricultural areas recommended by the Khao Hin Sorn Royal Development Study Centre. Screened according to conditions and tools by researchers. The result is shown in Figure 1.



**Figure 1** Map showing Khao Hin Sorn Royal Development Study Centre and 4 agricultural targets

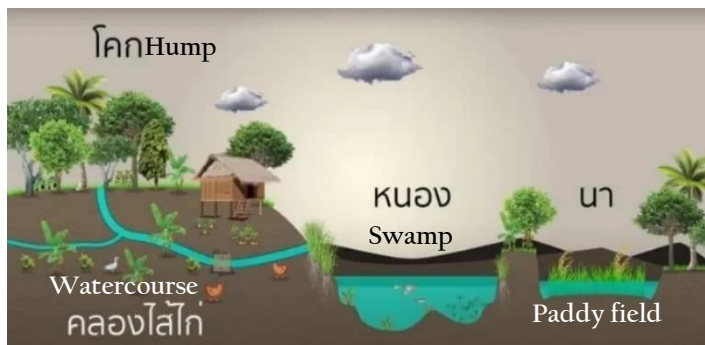
**Source:** Researchers pinpoint the location on Google Map

However, the 4 target-linked areas with the Khao Hin Sorn Royal Development Study Centre were selected through on-site readiness surveys by researchers, as shown in Table 2.

**Table 2** Results of the evaluation of the three basic tourism resource components (3 A's)

Items	Attraction	Amenities	Accessibility
Ban Win, Sufficiency Economy Learning Center	✓	✓	✓
Nong Song Hong Community and Nong Wua Organic Mushroom and Vegetable Community Enterprise Group	✗	✗	✓
Sufficiency Economy Learning Center (Siriwat garden)	✓	✓	✓
Sufficiency Economy Learning Center (Lime Garden)	✓	✓	✓
Sufficiency Economy Learning Center of Integrated Agriculture and Dairy Goat Farming.	✓	✓	✓
Ban Pruwai Community Learning Center	✗	✗	✗
Tharatip Community Enterprise Group	✗	✗	✗

According to the researcher's survey, Khao Hin Sorn Royal Development Study Centre is a mixed D and E type agricultural tourism attraction. It is the learning center, conservation of agricultural wisdom, and research station for animal and plant breeding that focuses on improving agricultural efficiency rather than tourism. There are 13 departments related to agriculture working together within Khao Hin Sorn Royal Development Study Centre. Ban Win; Sufficiency Economy Learning Center is a D-type, which is a learning center that is a source of agricultural information for people with wisdom or techniques that are interesting and accepted by outsiders. Especially, it is the learning center or agricultural wisdom conservation under the sufficiency economy philosophy. Sufficiency Economy Learning Center (Lime Garden) is a D-type, a conservation place of ancient agricultural wisdom, which is produced by using fertilizer, humus hay, as well as repelling insects from plants and herbs manually. Together with conservation under the sufficiency economy philosophy. Sufficiency Economy Learning Center of Integrated Agriculture and Dairy Goat Farming is a D-type in which the agricultural knowledge learning or conservation center is a source of knowledge about local wisdom in raising goats. There are how to raise environmentally friendly goats and techniques for raising goats' milk to have interesting quality for processing goat milk into pasteurized goat milk, goat milk Greek yogurt, and French soft goat cheese. Siriwat Garden; Sufficiency Economy Learning Center is a D type, which has brought the wisdom of agriculture of the ancient people in agriculture, namely Khok Nong Na (Hump, Swamp, Paddy field) from the science of the King to the Khok Nong Na Model (Figure 2), which was developed from the wisdom of ancestors. This is part of the data integration project to increase the efficiency of agricultural land use.



**Figure 2** Khok Nong Na Model (Hump, Swamp, Paddy Field Model)

**Source:** Kamphaeng Phet Provincial Agriculture and Cooperatives Office

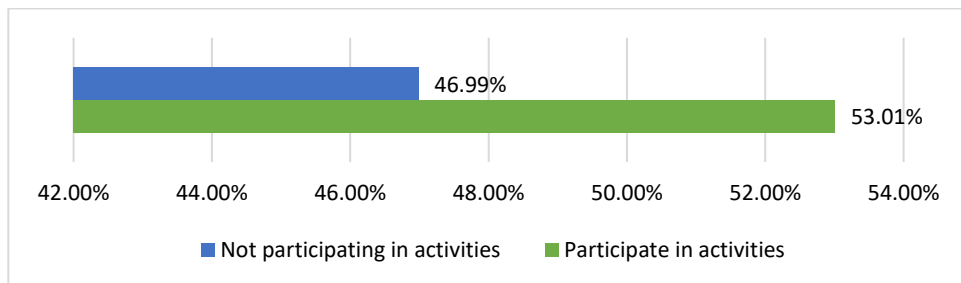
Information from the questionnaire was collected from samples of Thai travelers who visited the Khao Hin Sorn Royal Development Study Centre. A survey was conducted to find out the tourists and visitors groups, including their purpose of travel and the provinces of origin, which shows results in Table 3.

**Table 3** General information of the respondents (N = 407 Thai travelers)

Demographics	n	%	Demographics	n	%
<b>Age span (years)</b>			<b>Occupation</b>		
Less than 15	37	9.1	Government agencies	89	21.87
15-20	48	11.8	Farmer	17	4.18
21-25	74	18.18	Student	152	37.35
26-30	61	15	State enterprise employees/	27	6.3
31-35	48	11.8	Entrepreneur	42	10.32
36-40	24	5.9	Private company employees	33	8.11
41-45	32	7.86	Freelance	22	5.41
46-50	31	7.62	Housewife	8	1.97
51-55	10	2.46	Not specified	11	2.7
56 years and over	14	3.44	<b>Domicile</b>		
Not specified	28	6.88	Chachoengsao	86	21.13
<b>Purposes</b>			Bangkok	44	10.81
Training	27	6.63	Samut Prakan	39	9.58
Field trips with educational institutions	98	24.08	Chonburi	34	8.35
Resting/exercising	17	4.18	Prachin Buri	27	6.63
Traveling	87	21.38	Surin	23	5.65

**Table 3** General information of the respondents (N = 407 Thai travelers) (Continued)

Demographics	n	%	Demographics	n	%
Learn agriculture	22	5.41	Si Sa Ket	12	2.95
Study trip/activity with the workplace	141	34.64	Nonthaburi	10	2.46
Other	9	2.21	Buriram	10	2.46
<b>Travel Companion</b>			Saraburi	8	1.97
Colleague agencies	236	57.87	Lop Buri	7	1.72
Family/Lovers	89	21.83	Sing Buri	7	1.72
Friend	59	14.47	Ratchaburi	5	1.23
Association/Club	14	14.45	Ayutthaya	5	1.23
Alone	9	2.28	Not specified	90	22.11



**Figure 3** Participation in the activities of Khao Hin Sorn Development Study Centre

Table 3 and Figure 3 show that the Khao Hin Sorn Development Study Centre plays a role in agricultural tourism, particularly in categories D and E, attracting a diverse range of tourists, with a notable presence of educational groups. Therefore, the Khao Hin Sorn Development Study Centre's main role is to learn, train, and practice agriculture.

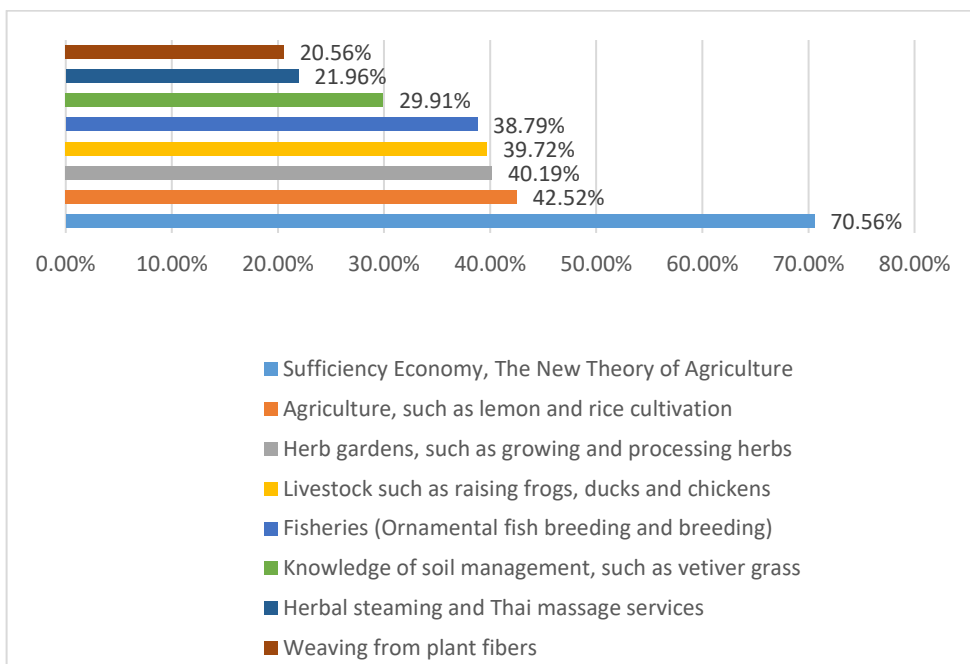


Figure 4 Impressions of the activities of the Khao Hin Sorn Royal Development Study Centre

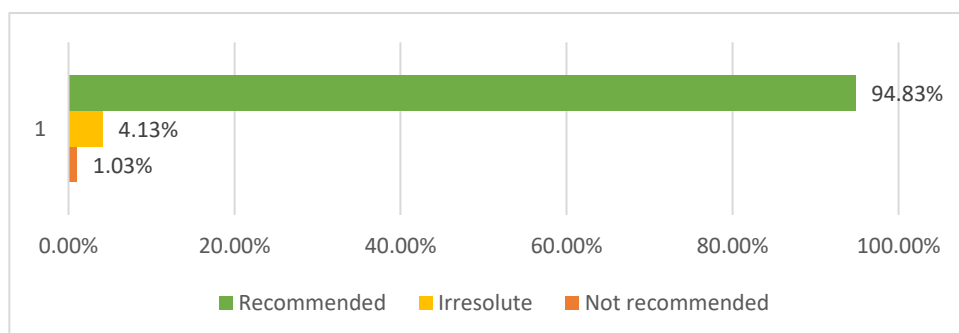


Figure 5 Recommend and tell others

Table 4 Travelling to agritourism in areas surrounding Khao Hin Sorn Royal Development Study Centre (N = 407 Thai travelers)

Will you travel to agritourism in areas surrounding Khao Hin Sorn Royal Development Study Centre?	n	%
I will travel there	229	56.27
I won't travel there	149	36.61
Irresolute	29	7.13

Figure 4-5 and Table 4 show that Khao Hin Sorn Development Study Centre has tourism potential, as evidenced by their impressions of the activities that they visited, participated in, or practiced, especially activities related to the main mission of Khao Hin Sorn Development Study Centre is the Sufficiency Economy, The New Theory of Agriculture (70.56%). In addition, tourists are happy to recommend others (94.83%), and will visit the agricultural tourist attractions surrounding Khao Hin Sorn Development Study Centre.

The researchers created 4 simulation agritourism trips to evaluate satisfaction following the three basic components of tourism, also known as the 3 A's elements of tourism (Collier & Harraway, 1997), using a 5-point Likert scale (Likert, 1987). The result was presented as an average score and then compared with scores to show the satisfaction level. That refers to the potential of agritourism in Khao Hin Sorn Royal Development Study Centre and the areas linked.

Trip No. 1 (Day trip): Khao Hin Sorn Royal Development Study Centre, Ban Win, Sufficiency Economy Learning Center, and Sufficiency Economy Learning Center (Lime Garden). 21 volunteer travelers who are farmers and interested persons, with the number of volunteers set at approximately 1 non-scheduled van, as this is the first simulation trip, and travels to many places. The results are shown in Table 5.

**Table 5** The satisfaction level in attractions

3 A's elements of tourism	Khao Hin Sorn Royal Development Study Centre		Sufficiency Economy Learning Center (Lime Garden)		Ban Win, Sufficiency Economy Learning Center		Overview	
	Average	S.D.	Average	S.D.	Average	S.D.	Average	S.D.
	1. Attraction (Site)	4.19	0.68	3.76	0.54	3.81	0.81	4.00
Level of Satisfaction	High		High		High		High	
1.1 Event	3.86	0.65	3.52	0.60	3.71	0.64	3.95	0.67
Level of Satisfaction	High		High		High		High	
1.2 Service & Hospitality	4.38	0.67	3.86	0.65	4.05	0.86	4.29	0.72
Level of Satisfaction	Highest		High		High		Highest	
2. Amenities	4.10	0.70	3.67	0.58	3.81	0.60	4.10	0.70
Level of Satisfaction	High		High		High		High	
3. Accessibility	4.05	0.74	3.76	0.62	4.00	0.71	4.00	0.63
Level of Satisfaction	High		High		High		High	

**Note:** Satisfaction level: the average: 1.00–1.80 = Lowest, 1.81–2.60 = Low, 2.61–3.40 = Moderate, 3.41–4.20 = High, 4.21– 5.00 = Highest

The trip No. 2 (Day trip): Khao Hin Sorn Royal Development Study Centre and Sufficiency Economy Learning Center (Dairy Goat Farming). 36 volunteer travelers who are goat farmers from Ban Noen Plap Wan, Nong Prue Subdistrict, Bang Lamung District, Chonburi Province. The results are shown in Table 6.

**Table 6** The satisfaction level in attractions

3 A's elements of tourism	Khao Hin Sorn Royal Development Study Centre		Sufficiency Economy Learning Center of Integrated Agriculture and Dairy Goat Farming		Overview	
	Average	S.D.	Average	S.D.	Average	S.D.
1. Attraction (Site)	4.25	0.69	3.72	0.66	3.75	0.65
Level of Satisfaction	Highest		High		High	
1.1 Event	4.14	0.93	3.39	0.87	3.78	0.83
Level of Satisfaction	Highest		Moderate		High	
1.2 Service & Hospitality	4.42	0.81	3.72	0.70	3.97	0.61
Level of Satisfaction	Highest		High		High	
2. Amenities	4.25	0.69	3.58	0.77	3.86	0.68
Level of Satisfaction	Highest		High		High	
3. Accessibility	4.25	0.91	3.81	0.79	3.81	0.62
Level of Satisfaction	Highest		High		High	

**Note:** Satisfaction level: the average: 1.00–1.80 = Lowest, 1.81–2.60 = Low, 2.61–3.40 = Moderate, 3.41–4.20 = High, 4.21– 5.00 = Highest

The trip No. 1-2 was presented in Table 5-6, which demonstrated the overall tourism potential of Khao Hin Sorn Royal Development Study Centre and the areas linked through their ability to satisfy tourists at the “High to Highest” level. In detail, Khao Hin Sorn Royal Development Study Centre can impress with the most “Highest”. Unless the Sufficiency Economy Learning Center of Integrated Agriculture and Dairy Goat Farming has a moderate level of events to serve tourists.

The trip No. 3 (Day trip): Khao Hin Sorn Royal Development Study Centre, Siriwat Garden, Sufficiency Economy Learning Center, and. Sufficiency Economy Learning Center (Dairy Goat Farming). 24 volunteer travelers, including farmers and interested individuals, will be accommodated, with a minimum of 2 non-scheduled vans available for their travel to various locations. The results are shown in Table 7.

**Table 7** The satisfaction level in attractions

3 A's elements of tourism	Khao Hin Sorn Royal Development Study Centre		Siriwat Garden, Sufficiency Economy Learning Center		Sufficiency Economy Learning Center of Integrated Agriculture and Dairy Goat Farming		Overview	
	Average	S.D.	Average	S.D.	Average	S.D.	Average	S.D.
	1. Attraction (Site) Level of Satisfaction	4.33 Highest	0.48	3.79 High	0.72	3.33 High	0.70	3.92 High
1.1 Event Level of Satisfaction	4.25 Highest	0.68	3.92 High	0.78	3.38 High	0.82	4.08 High	0.65
1.2 Service & Hospitality Level of Satisfaction	4.54 Highest	0.59	4.29 Highest	0.62	3.83 High	0.76	4.38 Highest	0.49
2. Amenities Level of Satisfaction	4.29 Highest	0.55	3.92 High	0.65	3.29 High	0.55	3.92 High	0.58
3. Accessibility Level of Satisfaction	4.08 High	0.72	3.63 High	0.71	3.58 High	0.88	3.88 High	0.61

**Note:** Satisfaction level: the average: 1.00–1.80 = Lowest, 1.81–2.60 = Low, 2.61–3.40 = Moderate, 3.41–4.20 = High, 4.21– 5.00 = Highest

The trip No. 4 (Overnight trip): 15 volunteer travelers. Since this is a family trip, the volunteers will be a family consisting of adults and children. Therefore, the number of volunteers per van is limited to no more than two. Furthermore, this is an overnight trip. The results are shown in Table 8.

**Table 8** The satisfaction level in attractions

3 A's elements of tourism	Khao Hin Sorn Royal Development Study Centre		Siriwat Garden, Sufficiency Economy Learning Center		Sufficiency Economy Learning Center of Integrated Agriculture and Dairy Goat Farming		Overview	
	Average	S.D.	Average	S.D.	Average	S.D.	Average	S.D.
	1. Attraction (Site) Level of Satisfaction	4.20	0.56	4.00	0.53	3.47	0.74	4.13
	High		High		High		High	
1.1 Event Level of Satisfaction	4.27	0.59	4.40	0.51	3.73	0.70	4.27	0.59
	Highest		Highest		High		Highest	
1.2 Service & Hospitality Level of Satisfaction	4.47	0.52	4.47	0.52	4.00	0.65	4.33	0.62
	Highest		Highest		High		Highest	
2. Amenities Level of Satisfaction	4.27	0.59	4.33	0.49	3.53	0.64	4.13	0.52
	Highest		Highest		High		High	
3. Accessibility Level of Satisfaction	4.13	0.35	4.33	0.62	4.07	0.59	4.13	0.52
	High		Highest		High		High	

**Note:** Satisfaction level: the average: 1.00–1.80 = Lowest, 1.81–2.60 = Low, 2.61–3.40 = Moderate, 3.41–4.20 = High, 4.21– 5.00 = Highest

Trip No. 3-4 was presented in Tables 7-8, which demonstrated the overall tourism potential of Khao Hin Sorn Royal Development Study Centre and the areas linked through their ability to satisfy tourists at the “High to Highest” level.

Importantly, the Sufficiency Economy Learning Center of Integrated Agriculture and Dairy Goat Farming has enhanced its activities to cater to tourists, thereby increasing its tourism potential. This can be seen from the change in satisfaction level from moderate to high.

## Discussion

The potential of agricultural tourism in the target areas is linked with the Khao Hin Sorn Royal Development Study Centre. From the study, the types of agritourism are classified based on the types of agricultural tourism by the Department of Tourism, Ministry of Tourism and Sports, as shown in Tables 9-11.

**Table 9** The types of agritourism are classified

Types	Highlight of type	★	①	②	③	④
D	Agricultural Learning Center, or the Agricultural Wisdom Conservation Center.	✓	✓	✓	✓	✓
E	An animal and/or plant breeding research centers or station that focus more on improving agricultural efficiency than on tourism.	✓				

**Note:** ★ Khao Hin Sorn Royal Development Study Centre

① Sufficiency Economy Learning Center (Lime Garden)

② Sufficiency Economy Learning Center (Siriwat garden)

③ Ban Win, Sufficiency Economy Learning Center

④ Sufficiency Economy Learning Center of Integrated Agriculture and Dairy Goat Farming

**Table 10** Conclusion of the satisfaction level in attractions

3 A's elements of tourism	Agritourism attractions (Average)				
	Khao Hin Sorn Royal Development Study Centre	Ban Win, Sufficiency Economy Learning Center	Siriwat Garden, Sufficiency Economy Learning Center	Sufficiency Economy Learning Center (Lime Garden)	Sufficiency Economy Learning Center of Integrated Agriculture and Dairy Goat Farming
1. Attraction Level of Satisfaction	4.24 Highest	3.76 High	3.83 High	3.87 High	3.55 High
1.1 Event Level of Satisfaction	4.13 High	3.52 High	3.75 highs	4.10 High	3.45 High
1.2 Service & Hospitality Level of Satisfaction	4.45 Highest	3.86 High	4.17 High	4.36 Highest	3.81 High

**Table 10** Conclusion of the satisfaction level in attractions (Continued)

3 A's elements of tourism	Agritourism attractions (Average)				
	Khao Hin Sorn Royal Development Study Centre	Ban Win, Sufficiency Economy Learning Center	Siriwat Garden, Sufficiency Economy Learning Center	Sufficiency Economy Learning Center (Lime Garden)	Sufficiency Economy Learning Center of Integrated Agriculture and Dairy Goat Farming
2. Amenities	4.23	3.67	3.86	4.08	3.48
Level of Satisfaction	Highest	High	High	High	High
3. Accessibility	4.15	3.76	4.03	3.90	3.79
Level of Satisfaction	High	High	High	High	High

**Note:** Mean satisfaction level: the average: 1.00–1.80 = lowest, 1.81–2.60 = low, 2.61–3.40 = moderate, 3.41–4.20 = high, 4.21– 5.00 = highest

**Table 11** Compare satisfaction levels with potential levels to conclude tourism potential

3 A's of Attraction	Score	Letter Grade	Potential
<b>Khao Hin Sorn Royal Development Study Centre</b>			
1. Attraction (Site)	4.24	A	Excellent
1.1 Event	4.13	A	Excellent
1.2 Service & Hospitality	4.45	A	Excellent
2. Amenities	4.23	A	Excellent
3. Accessibility	4.15	A	Excellent
<b>Ban Win, Sufficiency Economy Learning Center</b>			
1. Attraction (Site)	3.76	B+	Very Good
1.1 Event	3.52	B+	Very Good
1.2 Service & Hospitality	3.86	B+	Very Good
2. Amenities	3.67	B+	Very Good
3. Accessibility	3.76	B+	Very Good

**Table 11** Compare satisfaction levels with potential levels to conclude tourism potential (Continued)

3 A's of Attraction	Score	Letter Grade	Potential
<b>Siriwat Garden, Sufficiency Economy Learning Center</b>			
1. Attraction (Site)	3.83	B+	Very Good
1.1 Event	3.75	B+	Very Good
1.2 Service & Hospitality	4.17	A	Excellent
2. Amenities	3.86	B+	Very Good
3. Accessibility	4.03	A	Excellent
<b>Sufficiency Economy Learning Center (Lime Garden)</b>			
1. Attraction (Site)	3.87	B+	Very Good
1.1 Event	4.10	A	Excellent
1.2 Service & Hospitality	4.36	A	Excellent
2. Amenities	4.08	A	Excellent
3. Accessibility	3.90	B+	Very Good
<b>Sufficiency Economy Learning Center of Integrated Agriculture and Dairy Goat Farming</b>			
1. Attraction (Site)	3.55	B+	Very Good
1.1 Event	3.45	B+	Very Good
1.2 Service & Hospitality	3.81	B+	Very Good
2. Amenities	3.48	B+	Very Good
3. Accessibility	3.79	B+	Very Good

**Note:** 1. Score Meaning: lower 1.00 = Fail, 1.00–1.49 = Very Poor, 1.50–1.99 = Poor, 2.00–2.49 = Fair, 2.50–2.99 = Fairly Good, 3.00–3.49 = Good, 3.50–3.99 = Very Good, 4.00 and up = Excellent  
2. Score compared to transfer as grade point = Letter Grade: lower 1.00 = F, 1.00–1.49 = D, 1.50–1.99 = D+, 2.00–2.49 = C, 2.50–2.99 = C+, 3.00–3.49 = B, 3.50–3.99 = B+, 4.00 = A

\*\*\*Researchers defined values and meanings based on school-record criteria.

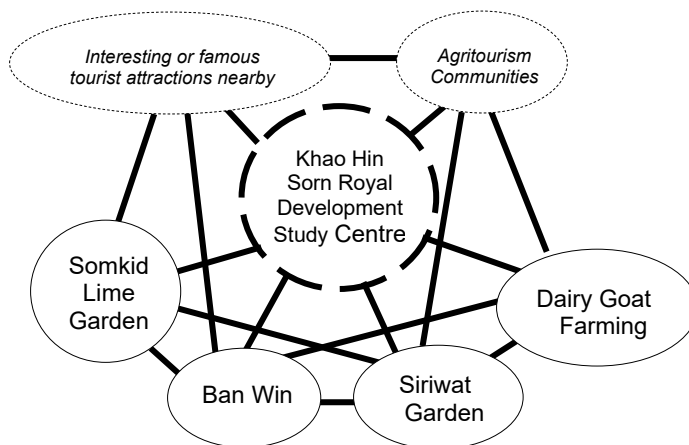
**Table 12** Show the things that need to be improved

3A's of Attraction	Score	Letter Grade	Development
<b>Ban Win, Sufficiency Economy Learning Center</b>			
1. Attraction (Site)	3.76	B+	✓
1.1 Event	3.52	B+	✓
1.2 Service & Hospitality	3.86	B+	✓
2. Amenities	3.67	B+	✓
3. Accessibility	3.76	B+	✓
<b>Siriwat Garden, Sufficiency Economy Learning Center</b>			
1. Attraction (Site)	3.83	B+	✓
1.1 Event	3.75	B+	✓
2. Amenities	3.86	B+	✓
<b>Sufficiency Economy Learning Center (Lime Garden)</b>			
1. Attraction (Site)	3.87	B+	✓
3. Accessibility	3.90	B+	✓
<b>Sufficiency Economy Learning Center of Integrated Agriculture and Dairy Goat Farming</b>			
1. Attraction (Site)	3.55	B+	✓
1.1 Event	3.45	B+	✓
1.2 Service & Hospitality	3.81	B+	✓
2. Amenities	3.48	B+	✓
3. Accessibility	3.79	B+	✓

The study results satisfy the research objective that aims to study the potential of agritourism in the linkage areas targeted by the Khao Hin Sorn Royal Development Study Centre, as shown in Table 9, which shows the overall potential of the agritourism attractions as “Grade B+ and A,” which means high to the highest potential by the tourists' satisfaction indicator. While Table 10 shows the results of the 3 A's distribution, it was found that there were different results, namely satisfaction results indicating high potential to highest, and they have grades B+-A. Therefore, it can be concluded that 4 agritourism attractions have high tourism potential and can be developed.

In this case, Khao Hin Sorn Royal Development Study Centre operates under 3 missions, including (1) research, (2) disseminating knowledge to farmers, and (3) tourism. Therefore, there are a variety of activities, including various knowledge and activities meet the needs of tourists. In addition, 13 government agencies are operating within Khao Hin Sorn Royal Development Study Centre.

It is a reason supporting the agricultural tourism's highest potential, and answers that Khao Hin Sorn Royal Development Study Centre can be the center of agricultural tourism in this research area. As Figure 6.



**Figure 6** Agritourism routes and network for agritourism that has Khao Hin Sorn Royal Development Study Centre is the center.

“The New Theory of Agriculture” is natural agriculture focusing on self-reliance through integrated farming. Raise animals and grow a variety of plants in the same area without using chemicals, i.e., animal feed, fertilizer from plant waste, animal manure, herb against insects, etc. The best way to reduce the cost of raising animals is to reduce the cost of food. Including the Philosophy of Sufficiency Economy is a matter of self-reliance in five sectors: resources, production, technology, social, and psychological. Many Thai farmers can solve debt problems with the New Theories and Sufficiency Economy Philosophy. Thus, they repay society by opening a learning center for traveling and learning (Considered to be an agricultural tourist attraction of type D).

Discussable that Khao Hin Sorn Royal Development Study Center and the area linking management farm based on the New Theory of Agriculture and the Philosophy of Sufficiency Economy. Those concepts of agriculture are environmentally friendly, which concern the participation of local communities, culture, and local products. In general, current tourists recognize the importance of sustainable tourism balanced for the economy, society, and environment. Thus, the agricultural land of the Royal Development Project Thailand and the network are one of the alternatives to ecotourism. Ecotourism is defined as traveling to relatively undisturbed natural areas, admiring and enjoying scenery

and its wild plants and animals, as well as any existing cultural manifestations (both past and present) found in these areas (Ceballos-Lascurain, 1987 as cited in Donohoe and Needham, 2006). Thus, the tourism resource, potential, and agricultural operations/farming practices that yield positive impacts on the environment, animals, and people's relationship with the agritourism aspect of ecotourism.

Agritourism is tourism related to experiencing and appreciating agricultural products, settings, and lifestyles, which is consistent with the concept of sustainability, which is caring for all dimensions, not just the environmental dimension. It must consist of 3 dimensions: people (Social), profit (Economic), and the planet (Environment), or the so-called 3 Ps, which focuses on maintaining balance and applying it to business, covering social, economic, and environmental aspects. Therefore, agricultural tourism is linked to the concept of sustainability as stated by the Hawaii Tourism Authority (2025): 1) keeps farm/ranches viable, 2) preserves agricultural lands, 3) new employment opportunities/income, 4) enhances and/or promotes agricultural products, 5) authentic farm/ranch experiences, 6) educational experiences, 7) diversifies tourism offerings, and 8) connect with nature.

This study meets the sustainable development criteria as Happy Attraction-Social: 1) keeps farm/ranches viable, 2) preserves agricultural lands, 4) enhances and/or promotes agricultural products, 5) authentic farm/ranch experiences, 6) educational experiences, 7) diversifies tourism offerings. Tourism Income-Economic: 3) new employment opportunities/income. Organic Agricultural-Environment: 8) connects with nature.



**Figure 7** Sustainable development: the result of agritourism management based on the New Theory of Agriculture and the Philosophy of Sufficiency Economy impact on Sustainable Development Goals (SDG's)

## Suggestions

The results regarding the background and significance of the research are that Khao Hin Sorn Royal Development Study Centre can enhance the agricultural knowledge of Thai farmers (missions, (1) research), create strength for Thai farmers with the Sufficiency Economy Philosophy and New Theory of Agriculture, expand safe agricultural areas, and create economic stability for the country with agricultural roots (missions, (1) research and (2) disseminating), and strengthen the stability of agricultural income by using tourism to support it (missions, (3) tourism). The results are utilized to create a route and tour program, as shown in the following example.

### Model 1: “Hub and Spoke” route

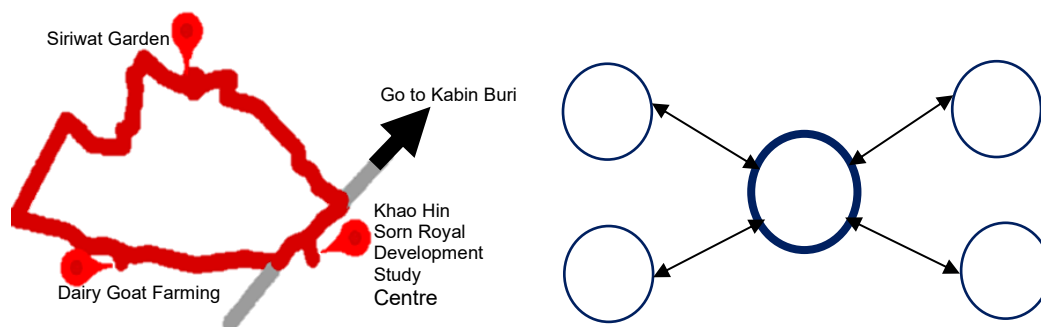


Figure 8 Route map, and hub and spoke model

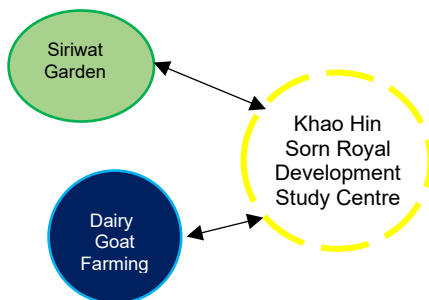


Figure 9 Hub and spoke route

### Model 2 "Circle" route

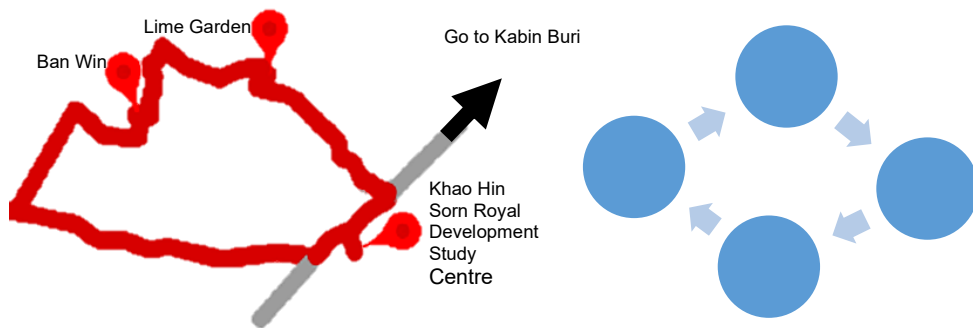


Figure 10 Route map and circle model

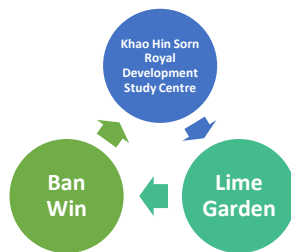


Figure 11 Circle route

### Model 3 "Open Jaw" route

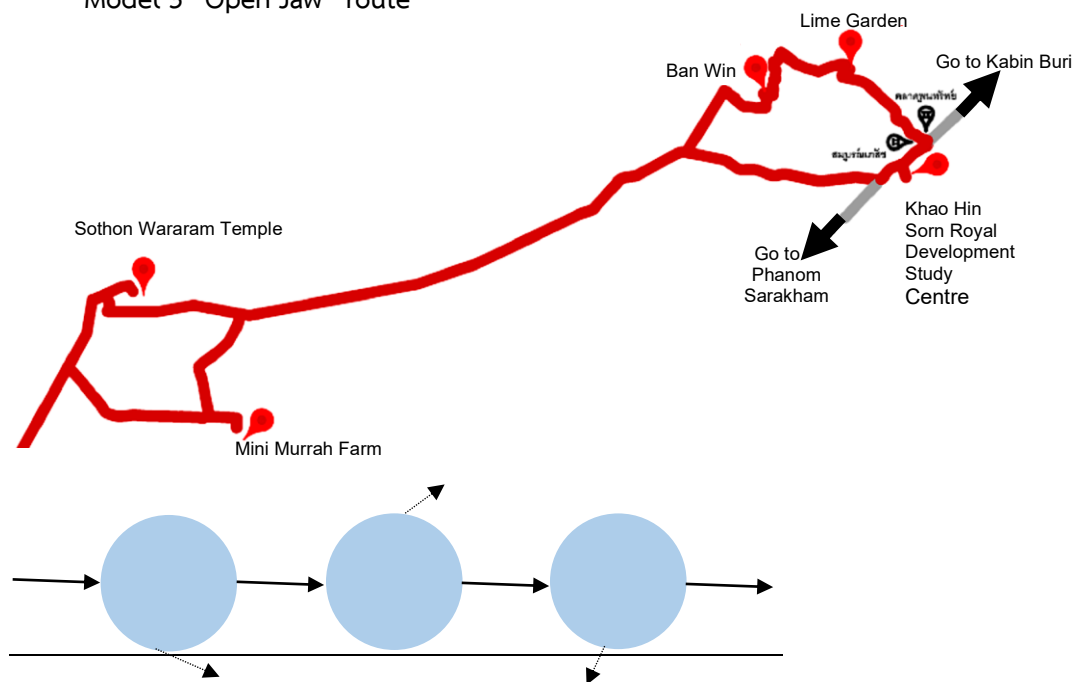


Figure 12 Route map and circle model

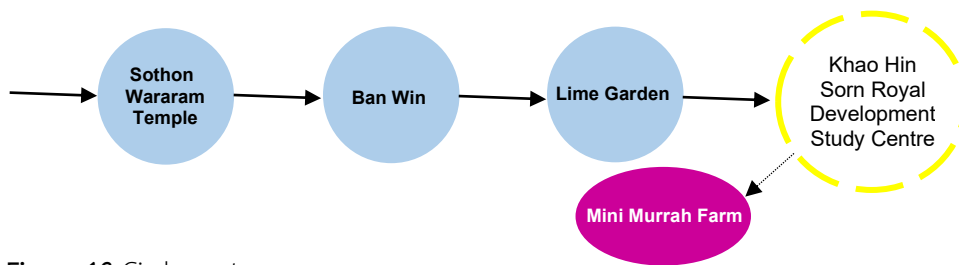


Figure 13 Circle route

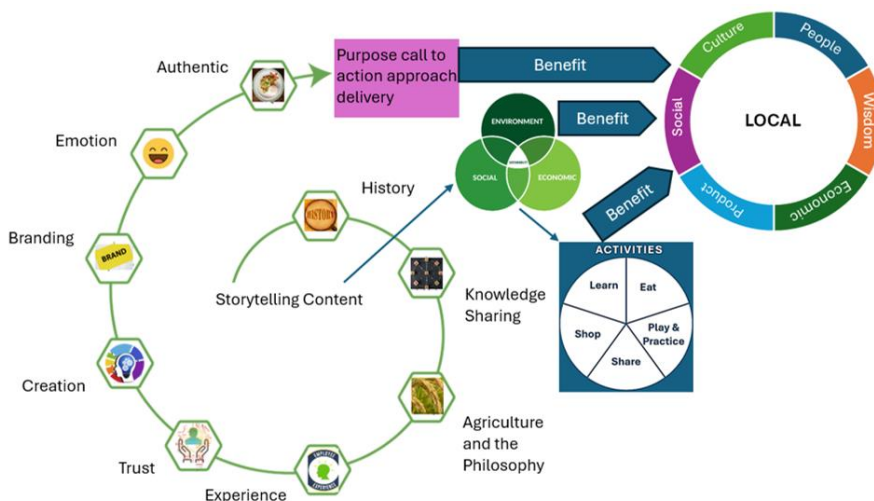


Figure 14 Guidelines for developing agricultural tourism

Possibly, the agritourism gives more experiences for Thai travellers, and provides distinct experiences for foreign travellers. In conjunction with the Sufficiency Economy Philosophy and the Concept of Sustainable Development. The benefits should extend as follows:

1. Financial: generates income for the community, transforms a farmer into a price-maker rather than a price-taker, creates a career in the attractions, improves agricultural revenue streams, and gives income to compensate for unexpected events, along with a marketing mix such as:

1) Product:

1.1) Program trips - Create a travel route connecting to interesting or famous tourist attractions nearby that provides a framework to achieve a green tourism program in Khao Hin Sorn Royal Development Study Centre and areas linked for marketing advantage. The program trips should reward experience through a blend of local culinary experiences. Local cooking combines farm produce (quality and safe raw materials) to serve tourists. Expresses the idea of this trip that “Eating low-quality food is full but harmful to health, or low price, high benefit.

1.2) Horticulture products - Create their own outstanding product and brand of the farm for marketing advantage. Suppose that they create their own local gastronomy, e.g., serving the most exclusive gastronomic delights, and activities such as do-it-yourself (DIY) activities. Offer local life, localist style, local food, food safety, etc.

2) Non-financial: creates activities with low negative impact, cultivates a good awareness of tourism, active role in the agrifood safety (New Theory of Agriculture), and develop niches consumer who interesting in farm working, farm/ranch educational experiences, or enjoy with other agricultural activities such as a activity gathering for growing rice, bicycle tour of around Khao Hin Son Royal Development Study Centre.

### Limitations

This is a limitation of Khao Hin Sorn Royal Development Study Centre tourism because it is a non-profit organization. Therefore, does not focus on entertainment tourism, even though tourism is one of its three main missions. The priority of the main missions is (1) research and (2) disseminating. Therefore, tourism missions are aimed at supporting the dissemination of knowledge, assisting farmers, promoting agricultural careers, establishing networks of safe agriculture, introducing the New Theory of Agriculture, Philosophy of Sufficiency Economy, and fostering the philosophy of a sustainable economy. Therefore, activities and accommodations will give priority to the training group, field trips with educational institution groups, and learn agriculture. Focus on government agencies and farmers. However, Khao Hin Sorn Royal Development Study Centre does not block access for both Thai and foreign people. Everyone can visit, take a rest, exercise, train, and attend workshops.

For farmers, their main occupation is agriculture, while generating additional income from tourism and being a center for disseminating knowledge of new agricultural theories and the philosophy of sufficiency economy. Therefore, the area is not targeted at developing tourism areas, but rather for developing areas for main occupations along with secondary occupations.

The further research should be developed and improved in the 7Ps marketing consists of: Product, Promotion, Price, Place, People, Process, Physical evidence (Hanlon, Annmarie, 2023) to create the service 7Ps mix, and engagement in the New Theory of Agriculture, Philosophy of Sufficiency Economy to provide stronger Thai farmers and sustainable agro-tourism, including agricultural tourism development for Thai farmers. An example research topic is "7Ps in Service Marketing based on the Sufficiency Economy Philosophy and the Concept of Sustainable Development for agricultural tourism".

## Acknowledgement

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