

Ecological Agriculture Tourism Management based on Sustainable Community Participation in Northeast Regions, Thailand

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Abstract:- Research objective aimed for analyzing the represent guidelines of ecological agriculture tourism management based on sustainable community participation in Northeast regions, Thailand. The collections, first to involved synthesizing documentary, second to field visits for interviews and group discussions with the key informants in stakeholders to the data. The study revealed a “Key” guidelines were to economy sustainable for promoting economy in communities area and nearby communities, on socio-cultural sustainable for promoting communities to participate in tourism management of the communities, allowing the communities to collaborative, and have to policies management of clearly, on environment sustainable for having to clear policies on preserving natural resources, determination of zoning for resulting in appropriate area management services in each communities and reduce the negative impacts on tourist attractions.

Keywords:- *Ecological Agriculture Tourism Management, Sustainable Community Participation, Northeast Regions, Thailand.*

I. INTRODUCTION

Industry tourism becoming an important mechanism for economic and social driven of Thailand. Which the operation plan has been defined at every level include the provinces, national, and international. But the changing situation has affected the industry tourism due to both external and domestic factors, causing the ministry of tourism and sports of Thailand to be adjust the action plan to be in line with the situation for the tourism has the potential of competed, promoting Thailand to be a center of tourism in Southeast Asia. [1] Tourism is an industry that plays a role in economic development. In which the Thai’s government has established tourism strategies was important mission to making the economy and increase capacity. Also, integration to a good infrastructure and complete natural resources, and service of quality the personnel are important mechanisms for industry tourism development to successfully, considered as the backbone of revenue generation and source of income and employment distribution for promoting good quality of life for the communities. [2] Promoting tourism at the local level also contributes to the distribution of the travels to the areas in the communities, Which leads to employment and career creation in both the direct tourism sector and employment

in other relevant sectors. Throughout the periods, tourism of Thailand to progressed accordingly that is Resulting in revolving revenue worth over hundreds thousands of Thai’s Baht, which is good for the overall economy of Thailand. On the other hand, the growth of the tourism industry has caused the environment in tourist sites to deteriorate, while the image of the growth of tourism in the economy is highest to successful. But behind the picture of such success is damage to natural resources and environments including social conditions, ways of life and culture that have to changed. The ecological agriculture tourism is a sub- component on the field of sustainable tourism. The perceived potential as an effective tool for sustainable development is the main reason why developing the communities are embracing it, including it in their economic development and conservation strategies. [3] In this regard, the framework for sustainable tourism development, will be an important tools in the development of a balanced Industry tourism include socio-economy, socio- cultural, and environments. Ecological agriculture tourism management based on sustainable community participation in Northeast regions, Thailand into the objective for analyzing the represent guidelines of ecological agriculture tourism management based on sustainable community participation in Northeast regions, Thailand to effectiveness.

II. CONCEPTUAL THEORY

Sustainable tourism, Beck, P. [4] to presenting tourism depends for its very existence on quality natural environments is equally dependent on human environments, resources and cultures. The ecological agriculture tourism management based on sustainable community participation were tourism that focuses on agricultural learning and environments of the communities in the province on Northeast regions, Thailand, activities to create learning in agriculture and way of life, culture and traditions. And Bringing existing resources to the benefit of generating income for the communities, which to conservation along with tourism in order to not have an impact on the community and the environmental. However, an important of ecological agriculture tourism will be the travels have to learned about agriculture that will lead to sustainability in dimensions of economics, socials, and environments, concurrently to accordant of sustainable development on economics sustainability, social sustainability, and environmental sustainability.

III. METHODOLOGY

The methodology in the research is the qualitative research are to study to study employed a review of documentary, to participate for interviewing and surveying the group of Stakeholders for analyzed the guidelines of ecological agriculture tourism management based on sustainable community participation in Northeast regions, Thailand.

A. Sampling Data

The results sampling method that will be used in this study with the stakeholders including government officials, Tourism business operators, communities leaders, and people in the communities of Northeast regions areas on three province in Thailand (i.e. Chaiyaphum, Nakhonratchasima, Khonkhen Province). The participants were cluster sampling random of each per 150 persons.

B. Collection Data

The represent guidelines of ecological agriculture tourism management based on sustainable community participation in Northeast regions, Thailand on the qualitative data collection. *First*, relevant of documentary study and research for getting a variety of informations. *Second*, field visit for interviews and group discussions with target groups of stakeholders of each per 150 persons with the interview questionnaire according to the questions of a context to ecological agriculture tourism based on sustainable community participation, a condition to ecological agriculture tourism management based on sustainable community participation, and other suggestions Related to tourism management in the areas together with note taking interview to the data.

C. Data Analysis

The data analysis of the qualitative method was an interpretive research, which emphasized the way that persons make sense of, and give meaning to, the social interactions that constitute daily life in and around schooling. [5]

IV. SUMMARY

The ecological agriculture tourism management based on sustainable community participation at a “Key” guidelines including Economy Sustainable, Social and Culture Sustainable, and Environment Sustainable were followed:

➤ **Economy Sustainable:** ecological agriculture tourism management for promoting economy in communities area and nearby communities, used to tourism as a tool to make money, and there should be a career promotion for the local communities to distribute income from tourism, collecting entrance fees for various tourist attractions And have a variety of tourism activities, arrangement of the nature study route including arranging accommodation for both lodging and

homestay types. Which will allow tourists to stay in the area longer and increase tourism for spending.

➤ **Socio-cultural Sustainable:** Promoting communities to participate in tourism management within the communities. Allowing the local community to be a tourism service provider, both arranging tour programs, sales of goods and services, facilitation on transportation. The main objective is Must distribute income to the communities and improve the quality of life of the communities, Allowing the communities to collaborative of thinking, planning and decision making into tourism management in the areas, and have to policies management of clearly. For the local communities was supported to should be gathered of managing tourism within the communities.

➤ **Environment Sustainable:** having a clear policies on preserving natural resources, determination of zoning for resulting in appropriate area management services in each communities area, and reduce the negative impacts on tourist attractions. In addition; there should be a signboard meaning for creative knowledge, an understanding of responsible tourism to natural resources and the environments include a facility management that is in line with the condition of the area and environmental stewardship such as adequate and appropriate trash collections, and clearly specifying tourism.

V. DISCUSSIONS

The ecological agriculture tourism management based on sustainable community participation of guidelines were to economy sustainable for promoting economy in communities area and nearby communities, used to tourism as a tool to make money, and there should be a career promotion for the local communities to distribute income from tourism, collecting entrance fees for various tourist attractions, on socio-cultural sustainable for promoting communities to participate in tourism management within the communities, allowing the communities to collaborative and have to policies management of clearly, on environment sustainable for having a clear policies on preserving natural resources, determination of zoning for resulting in appropriate area management services in each communities area and reduce the negative impacts on tourist attractions. In addition; there should be a signboard meaning for creative knowledge according Allen, K [6] with economic and social worthiness, the importance of conservation of resources and the environment must be considered, also, different cultures. Patsri Nonsiri [7] sustainable tourism development is management of tourist attractions to be as sustainable and unique as before, for tourists to visit regularly. Which the impact on the environment, both natural local societies and cultures must have the least impacts, therefore able to maintain tourism sustainability as long as possible a according Shirley, E. [8] the government that oversees the development of tourist destinations, if lacking a systematic management visions will be the tourism in the communities is not as effective as

it should be. So, model and activities of ecological agriculture tourism was important to create a new tourism form to conservation flows and the need to restore natural integrity, along with participation in tourism development, from the idea of a service model that is consistent with tourism resource management and strengthening the quality of life on the communities.

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