TRIP CHARACTERISTICS AND ACTIVITIES OF INTERNATIONAL AND DOMESTIC AGROTOURISTS: THE CASE OF CHOKCHAI FARM, NAKHON RATCHASIMA PROVINCE

By

Ms. Pairin Wechtunyagul

Submitted in Partial Fulfillment of the
Requirement for the Degree of
Master of Arts in Tourism Management in the
Graduate School of Tourism Management

Assumption University
Graduate School of Business

July 2003

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Acceptance

This dissertation was prepared under the direction of the candidate's Advisor and Committee Members / Examiners. It has been approved and accepted by all members of that committee, and it has been accepted in partial fulfillment of the requirements for the degree of Master of Arts in Tourism Management in the Graduate School of Tourism Management of Assumption University of Thailand.

Director & Associate Dean
Graduate School of Tourism Management

Thesis Committee:

(Dr. Adarsh Batra)
(Advisor)

(Dr. Jeffrey M. Wachtel)

(Dr. Ismail Ali Siad)

(Dr. Michael Schemmann)

(A. Rattana Prechawut)
(MUA Representative)

Abstract

This research investigated the differences between international and domestic agrotourists in regards to their trip characteristics and agrotourist activities in agrotourist attractions at Chokchai Farm in Nakhon Ratchasima Province.

The survey research method was used for collection of data. The Statistical Package for Social Science program (SPSS) was used to scientifically interpret 400 questionnaires that were received from 200 international agrotourists and 200 questionnaires from domestic tourists. Descriptive statistics was used for presentation of independent and dependent variables (tourists' demographic profiles, trip characteristics and agrotourist activities) in the form of percentages and proportions with cross-tabulation tables. Chi-square test and t-test were used to test the differences in the preferred trip characteristics and agrotourist activities of international and domestic tourists.

From the findings, there were differences of international and domestic agrotourists in the trip characteristics. The important tourism motive of international tourists was the agrotourism outdoor activities whereas the important tourism motive of domestic tourists was the natural environment of farmland. Furthermore, the largest percentage of international tourists spent four hours on an agrotourist attraction while the largest percentage of domestic tourists spent 2-3 hours on an agrotourist attraction of Chokchai Farm.

The other important result was, there were differences of international and domestic tourists in the agrotourist activities that they preferred. Most of

international tourists wanted to taste the traditional meal at Chokchai Farm' restaurant while domestic tourists wanted to enjoy the view of the countryside. The largest international tourists preferred to stay in hostels whereas the largest domestic tourists preferred to stay in small family hotels. The important agrotourism outdoor activity of international tourists was the horseback riding while the important agrotourism outdoor activity of domestic tourists was to participate in the facilities of farm. Besides, the international tourist preferred the offerings of steak as the unique characteristic of agrotourism product of Chokchai Farm. On the other hands, the domestic tourists preferred the demonstration of milk production as the unique characteristic of agrotourism product of Chokchai Farm.

The other important result was, there were similarities of international and domestic tourists in the trip characteristics. Both international and domestic tourists received information about agrotourism at Chokchai Farm from their friends and relatives. Besides, most of both international and domestic tourists preferred to travel with their families and used the personal conveyances. Furthermore, the majority of international and domestic tourists have visited Chokchai Farm for first time.

Another result was, there were similarities of international and domestic tourists in the agrotourist activities. Both preferred to have traditional meal in the small family restaurants or taverns.

The study of this research can help Managers of agrotourist attractions to develop and improve agrotourism products that can be used to attract the attentions and satisfy the different desires of international and domestic agrotourists.

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Chapter 1
Introduction

1.1 Background of study

Today the tourism industry is among one of the world's fastest growing industries and it has been identified as a means of generating foreign exchange in developing countries (World Tourism Organization, 2002). It is obvious that the tourism industry is a major source of foreign exchange in host countries. Increasing the number of tourists will lead to the generation of revenue for the host country's government that will become an important part of the government's budget, which can be spent for the development of the country in ways that will improve the superstructure, the infrastructure and the economic system. Therefore, most countries around the world are competing for a share of the world's tourism industry.

The Thailand tourism industry would like to attract the number of tourists to prefer Thailand as their tourist destination to generate the revenue to develop economy of this country. Agrotourism is the one such form of tourism that the government can use to attract additional segments of tourists with diverse background. At the same time, exploration of such alternative forms can broaden the present tourism offerings.

1.1.1 Agrotourism in Thailand

Like other countries, Thailand has promoted tourism as a major source of national revenue (Tourism Statistic and Research; TAT, 2002). Thailand is an agricultural country that has rich and diverse resources. For instance, Thailand grows tropical crops such as rice and beans to meet both domestic and

international demand. With approximately 70% of Thailand's population engaged in farming or other agricultural activities, village life and heritage are integrated and form the fabric of Thailand's farming communities (Farming and Agriculture in Thailand, 2002).

The country 's reputation as the "Rice bowl of Asia" endures and it is considered one of the world 's most important rice producers (Farming and Agriculture in Thailand, 2002). Rice has always been the most important crop that has supported Thailand, and makes Thailand one of the world's major food producers (The Data of Economic plants, 2001).

Thailand also has geographical characteristics that suit animal farms, especially in the northeastern region of Thailand. In addition, tourism continues to play an increasingly crucial role in the growth of Thailand's economy as the country shifts from an agricultural base to an economy based more on industrial and service sectors. Therefore, Thailand promotes tourism as an export product because the revenue from the tourism industry between the years of 1982-1996 was the second largest source of revenue for Thailand; it amounted to 220,754 million baht, which was up 0.63% from 219,364 million in 1996. And, it accounted for about 20 percent of the country's annual revenue for 1997 (TAT Annual Report 2001). In 2000 and 2001, Thailand received foreign exchange revenues amounting to 285,000 million baht and 278,000 million baht respectively (TAT, 2001). For this reason, TAT has launched a program to support the expansion of the tourism industry. This program is called, "The Tourist Destination Conservation and Development" (TAT Annual Report, 2000). This program is concerned with inspection, improvement, development, conservation, and the solving of problems related

to tourist destinations nationwide, as well as the provision of public utilities and facilities to accommodate tourists. A total budget of 167,582,900 baht was allocated for 16 projects including agrotourism projects (Annual Report of TAT, 2000).

Thailand's agrotourism, to a large extent, shares features with ecotourism and cultural tourism, because farm life is inseparable from local culture and heritage. Agrotourism centers run by the Department of Agricultural Extension offer tours of local farms with nature exploration and home stays in the villages (Department of Agricultural Extension, 2001). Agrotourist destinations can be enjoyable stops on a long trip, and they also offer sightseeing, education and shopping opportunities in one package.

The agrotourist attractions in Thailand can be divided into 5 regions (Conservation Division; TAT, 2001) as follows:

♦The Central region consisting of 3 provinces includes agricultural areas that contain agrotourist attractions. These provinces are Nakhon Pathom, Samut Songkhram, Saraburi.

♦The Northern region consists of 6 provinces. These provinces are Chiang Mai, Phrae, Kamphaeng Phet, Tak, Phetchabun and Chiang Rai.

♦The Southern region consists of 2 provinces: Krabi and Narathiwat.

♦The Northeastern region consists of 2 provinces. These provinces are Nakhon Ratchasima and Loei.

♦The Eastern region consists of the 6 following provinces: Rayong, Chanthaburi, Trat, Chachoengsao, Nakhon Nayok and Prachin Buri.

1.1.2 Government agrotourism policy

Tourism is a major foreign exchange industry (Aikaterini, Thanasis, and Ioannis, 2001). It is in the policy of the Thai Government to improve the quality, diversity and standard of services and to ensure the long-term competitiveness of the Thai tourism services. The policy includes, increasing the diversity of different forms and purposes of tourism, and targets eco-tourism, health tourism, and nature tourism (Annual Report, 2001). The policymakers also feel that new tourist sites should be developed and promoted and communities should be permitted to play a greater role in the management of tourism, either through the establishment of tourism cooperatives or the development of community areas as tourist sites.

"Be My Guest" is another National tourism promotion campaign for 2002-2003(TAT, 2001). In this campaign, tour operators in Thailand have launched new forms of tourism products to extend the length of stay of tourists. Agrotourism is one of the new tour forms that the Royal Thai Government, with Prime Minister Thaksin Shinawatra, has included in this campaign ('Be My Guest', Thailand, 2001). Agrotourism intends to attract the special interest market. The objectives of this campaign are as follows:

♦To invite foreign government officials, business leaders, foreign investors, trade delegations, members of the international media and other international visitors to be Thailand's guests;

♦To boost awareness of Thailand among international visitors;

♦To promote the country as a value-added destination in the face of growing competition from around the world;

♦To encourage Thai people to be constantly aware of the importance of preserving the natural beauty of the country and to be good hosts to visitors;

♦To encourage Thai people to travel domestically to help minimize the outflow of tourism foreign exchange; and,

♦To include all private and state sector efforts to promote Thailand and Thai products to both Thai people and international visitors.

1.1.3 Nakhon Ratchasima Province

The case study of this research mentions Chokchai Farm, which is situated in the area of Pakchong District in Nakhon Ratchasima Province (See Figure 1.1, page5). Nakhon Ratchasima province, commonly known as Korat, is situated on the northeastern plateau. It is about 259 kilometers northeast of Bangkok. The province covers 20,494 square kilometers of high plateau and mountainous terrain. The administration of this province is divided into 26 districts and 6 sub-districts (Provincial Guide North East, 2002). Nakhon Ratchasima province serves as the gateway to the Northeastern Region. This province encompasses an area that connects 4 borders:

North : Chaiyaphum and Khonkaen provinces

South : Prachin Buri and Nakhon Nayok provinces

East : Buriram province

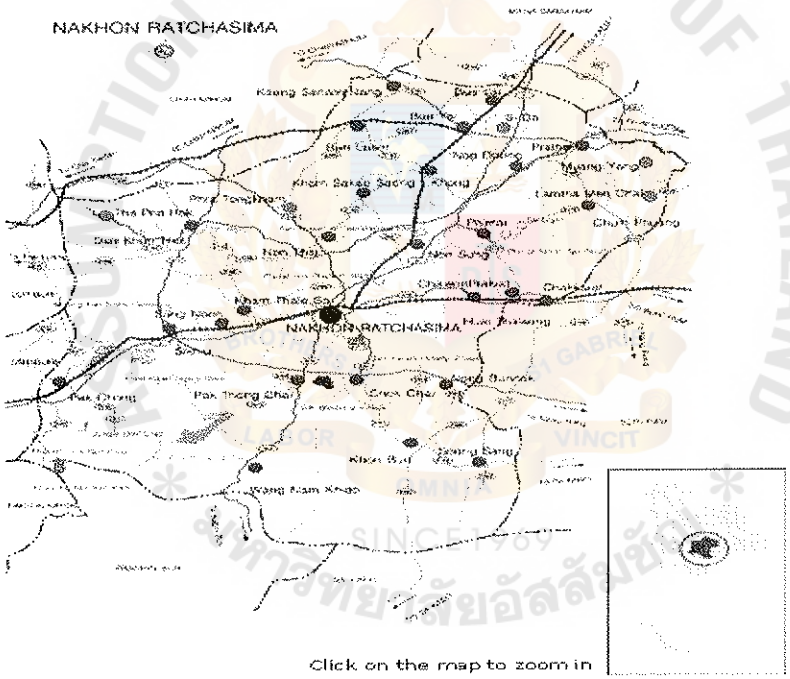
West : Chaiyaphum, Saraburi and Nakhon Nayok provinces

According to the 1996 census (House and Population Statistics, 1996), Nakhon Ratchasima province has a population of 2,494,516: 1,242,702 males and 1,251,814 females. 99.8 % of the population in this province is of Thai nationality. Most of the populations living in this province are Buddhist (99.1%) and there is a small number of Muslims 0.1 %. The language that the

local people speak is the Thai language but the accent is different from other regions of Thailand (Provincial Guide North East, 2002).

The topography of this province is composed of areas covered with savanna-type grasses and shrubs. The soils of this province are poor and sandy. The rainfall is scarce except during the rainy season—from June to October (Provincial Guide North East, 2002).

Figure 1.1. Thailand, Nakhon Ratchasima Province and Chokchai Farm.



Source: Provincial Guide North East, 2002

1.1.4 Chokchai Farm

Chokchai Farm is one of the oldest cattle ranches in Thailand and has promoted the legend of the Thai Cowboy (Chokchai Farm, 2001). It is also one of the largest diary farms in Asia (Provincial Guide North East, 2002). It has grown to 5,000 head of cattle and 20,000 rai (8,000 acres) of land and is widely acknowledged as an operation with the largest variety of focal points, such as thoroughbred animals (especially horses of pedigree stock) and a zoo, etc.

The farm has recently introduced a new program called, "Education Farm Tour" (Chokchai Farm, 2001). This program is related to agrotourism in that it provides opportunities for tourists to view breathtaking scenes of nature and participate in the various activities on the farm, such as learning the production process of milk and seeing the different stages of how cattle is raised.

Activities at Chokchai Farm (Conservation Division; TAT, 2001)

Chokchai Farm is a full-cycle dairy farm on a vast stretch of plains amid a scenic surrounding where one can:

- ♦Learn about milking, making fresh ice cream and animal plant food
- ♦Horseback riding
- ♦View and tour the sweet corn and sunflower fields
- ♦Visit the museum of old machines, a petting zoo and dairy shop

Facilities at Chokchai Farm (Conservation Division; TAT, 2001)

- ♦Toilets
- ♦A souvenir shop
- ♦Tour guides

♦Chokchai Steak House

♦A parking area

♦Brochures

Agrotourism is a new form of alternative tourism that provides knowledge of the farm and enjoyment to tourists. Moreover, it provides employment opportunities to local people and revenue derived from working on the farm as well as producing and selling souvenirs and other local products.

1.2 Statement of problem

In 2002-2003, the Thai government and TAT declared a campaign called "Be My Guest" in which new forms of tourism were launched to motivate both international and local tourists to visit Thailand ('Be My Guest', Thailand, 2001). Agrotourism was one of the new forms of tourism that TAT and the Ministry of Agriculture and Cooperatives created to attract the attention of both international and domestic tourists to travel to and within Thailand. Agrotourism is a type of tourism that attracts a number of tourists and is generally connected to the promotion of quality services and goods desired by tourists who tend to respect the cultural heritage, the environment and the local lifestyle of the host country. In addition, agrotourism intends to develop the social and economic position of each area by improving the income and living conditions of the local people by providing creative non-agricultural sources of income by way of related agricultural activities (Iakovidou, 1997 and 1999).

In order to promote agrotourism as a tourism product that will attract the interest of both international and domestic tourists, an understanding of tourist

desires and needs is important so that the service-providers can create and develop agrotourism products to satisfy the tourists.

Tourism products are important motivational items that can be used to attract potential tourists to come to distant tourist destinations. Tourists with different demographic backgrounds have different interests. Agrotourism targets specific groups of tourists and provides specific products and services to gain their approval. This research investigates the differences between international and domestic tourists in regards to their preferred trip characteristics and agrotourist activities. The differences are classified by the demographic backgrounds of the tourists. It is expected that the findings of this research will provide useful information that can be used to design effective marketing strategies for the service-providers involved in the agrotourism business. The focus of this research, as stated in the statement of the problem is, "to identify the differences in the preferences of international and domestic tourists regarding trip characteristics and agrotourist activities in agrotourist attractions at Chokchai farm in Nakhon Ratchasima Province".

1.3 Objectives of the research

1. To identify the demographic profile of international and domestic tourists who visit Chokchai Farm in Nakhon Ratchasima Province.

2. To identify the preferences of international and domestic tourists regarding trip characteristics.

3. To identify the preferences of international and domestic tourists regarding agrotourist activities.

4. To analyze the differences in the preference between international and domestic tourists regarding trip characteristics and the agrotourist activities that they prefer.

5. To analyze the above data, make appropriate conclusions and offer useful recommendations to the organizations concerned with the development of tourism.

1.4. Limitations of the research

-The research concentrates on tourists visiting Chokchai Farm during March-May, 2003. As a result, the findings of this study should not be generalized for other time periods.

-The research also concentrates on the differences of trip characteristics of international and domestic tourists and their participation in agrotourist activities. Therefore its findings may not be generalized for other dimensions.

-The study does not include eco-tourism, health tourism, or nature tourism.

1.5 Scope of the research

At present, Thailand has many agriculture related tourist attractions i.e. farmland, agricultural land and fruit orchards. Both domestic and international tourists, having appreciation for these products, are the target groups to whom Thailand tourism developers would like to attract.

Different types of tourism (e.g. eco-tourism, health tourism, or cultural tourism, etc.) may be appropriate for different tourist groups depending on gender, age, income, or occupation. In order to respond to the needs of tourists while enhancing their understanding and providing opportunities to experience agrotourism services, the operators of agrotourist attractions need to

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understand the preferences of individual tourists and to match their agrotourism products to current and shifting market preferences.

Therefore, the purpose of this research is "to determine the differences between international and domestic tourists in their trip characteristic preferences and agrotourist activities. As a result, the information collected in this research is from the perspective of tourists who have already visited Chokchai Farm in Nakhon Ratchasima Province.

1.6 Significance of research

The research will draw conclusions and make useful recommendations to agriculturists and farm owners who live in rural areas concerning how to develop their lands as agrotourist attractions. This research will also examine information about the demographic profile of tourists, trip characteristics and agrotourist activities to provide marketing techniques that will help promote agrotourism in attracting both Thai tourists and international tourists to Thailand as a better alternative.

1.7 Definition of terms

Agrotourism: Tourist activities those are undertaken in rural areas by individuals primarily employed in agriculture (Vafiadis, Xristos and Leannida1992).

Agrotourist: The person who travels away from home to the Agricultural attraction (Vafiadis, Xristos and Leannida1992).

Agrotourist activity: An activity is closely related to the routine activities of the rural population in the form of agricultural diversification (Dernoi, 1991).

Agrotourist attraction: The tourist attraction that takes place on working farms where the working environment forms a part of the product from the perspective of the consumers. (Clark, 1999)

Bed & Breakfast: Private homes where the owners rent spare bedrooms and include a full breakfast (Dittmer and Griffin, 1996).

Cabin: Small simple dwelling (Medlik, 2003)

Cattle: Animals with horns and cloven hoofs such as cows, bulls and bullocks, bred for their milk, or meat, such as oxen.(Oxford Advanced Learner's Dictionary, 2000)

Conservation: The protection, maintenance, management, sustainable use, restoration and enhancement of the natural environment. (ANZECC Task Force on Biological Diversity, 1993)

Countryside: Fields, wooded areas, etc. outside towns and cities (Oxford Advanced Learner's Dictionary, 2000)

Crop: Agricultural plants in fields. (Oxford Advanced Learner's Dictionary, 2000)

Demographic profile: The characteristics of individuals presented in the for of gender, age, education level, income, etc. (Oxford Advanced Learner's Dictionary, 2000)

Domestic tourist: Any person residing within a country, irrespective of nationality, traveling to a place within this country other than his usual residence for a period of not less than 24 hours or one night for a purpose other than the

exercise of a remunerated activity.
(World Tourism Organization, 2003)

Eco-tourism: The travel of tourists to tourist attractions that attempt to provide tour services while conserving the natural environment and sustaining the well-being of the local people (Helle, 1997).

Education farm tour: This program is related to agrotourism in that it provides opportunities for tourists to view breathtaking scenes of nature and participate in the various activities on the farm, such as learning the production process of milk and seeing the different stages of how cattle is raised. (Chokchai Farm, 2001).

Farm tourism: Rural tourism conducted on working farms where the working environment forms part of the product from the perspective of the consumers.
(Denman& Denman 1990,1993)

Gastronomic tourism: Special interest holidays essentially motivated by the art and science of food eating interests such as trips and visits to attractions that present the tradition of eating, and local methods of food preparation.
(Medlik, 2003)

Gateway: The place through which one must go to reach another destination.
(Oxford Advanced Learner's Dictionary, 2000)

Geo-tourism:	Special interest holidays essentially motivated by trips and visits to features of land formations such as rivers, mountains, seas, etc. (Medlik, 2003)
Handicraft:	Work that needs both skill with hands and artistic expression, such as needlework, pottery, and woodwork. (Oxford Advanced Learner's Dictionary, 2000)
Health tourism:	Promotion by a tourist destination of its health care facilities and services (Goodrich and Goodrich, 1987).
Heritage:	Things such as works of art, cultural achievements and folklore that have been passed on from earlier generations. (Oxford Advanced Learner's Dictionary, 2000)
International tourist:	The tourist who travels to a country for at least one night and whose main purpose of visiting may be classified under one of the following: (a) leisure and holiday (b) business and professional (c) other tourism purposes (World Tourism Organization, 2003).
Lodging:	An establishment that charges fees for providing furnished sleeping accommodations to persons who are temporarily away from their homes (Dittmer and Griffin, 1996).
Nature tourism:	The traveling of tourists to natural attractions. (Dittmer and Griffin, 1996)

Plantation:	A large piece of land, especially in a tropical country, where trees, cotton, sugar, tobacco, etc, are grown as groups of trees or plants planted together. (Oxford Advanced Learner's Dictionary, 2000)
Plateau:	Large area of fairly level land high above sea level. (Oxford Advanced Learner's Dictionary, 2000)
Rice bowl of Asia:	One of the world 's most important rice producers (Farming and Agriculture in Thailand, 2002).
Rural house:	The local houses that take place in the countryside (Dittmer and Griffin, 1996).
Rural tourism:	The tourism that takes place in the countryside (Iakovidou, 1997).
Small family hostel:	An inexpensive lodging establishment that typically caters to younger, transient customers (Dittmer and Griffin, 1996).
Songtauw:	These are vans with 2 rows of seats in the back (Tourism Authority of Thailand, 2001)
TAT:	Tourism Authority of Thailand
Tavern:	A place licensed for the sale and consumption of alcoholic drink. (Oxford Advanced Learner's Dictionary, 2000)
Thoroughbred:	An animal, especially a horse of pure or pedigree stock. (Oxford Advanced Learner's Dictionary, 2000)
Tourism:	The activity of people being away from their own homes, on short-term, temporary visits, for particular

"tourism" purposes.

(Oxford Advanced Learner's Dictionary, 2000)

Tourist: One who travels away from home for a distance of at least 50 miles for business, pleasure, personal affairs, or any other purpose, except to commute to work, whether staying overnight or returning the same day

(Goeldner, Ritchie and McIntosh, 2000).

Transportation: Vehicles that are used to take someone or something from one place to another

(Oxford Advanced Learner's Dictionary, 2000)

Trip characteristics: The features of a tourist's trip that include the following: purpose of trip, type of co-travelers, frequency of travel, type of accommodations and the mode of transportation.

(Goeldner, Ritchie and McIntosh, 2000).

Urban tourism: Trips and visits with a focus on town and city destinations.(Medlik, 2003)

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Chapter 2

Literature Review

This chapter presents a review of the literature and research related to the agrotourism concept, agrotourism products, the tourism motives of tourists for choosing agrotourism, trip characteristics, the definition and forms of preference, as well as the advantages and disadvantages of agrotourism. Concepts and theories from major contributors related to this research are identified and discussed.

2.1 Agrotourism concept

In 1990, Jansen-Verbeke and Nijmegen described agrotourism as, "all tourism activities in rural areas, which are linked to agriculture." It can also be referred to as, "rural tourism". Agrotourism frequently comprises tourism products, which are directly connected with the agricultural environment, agricultural products and agricultural stays.

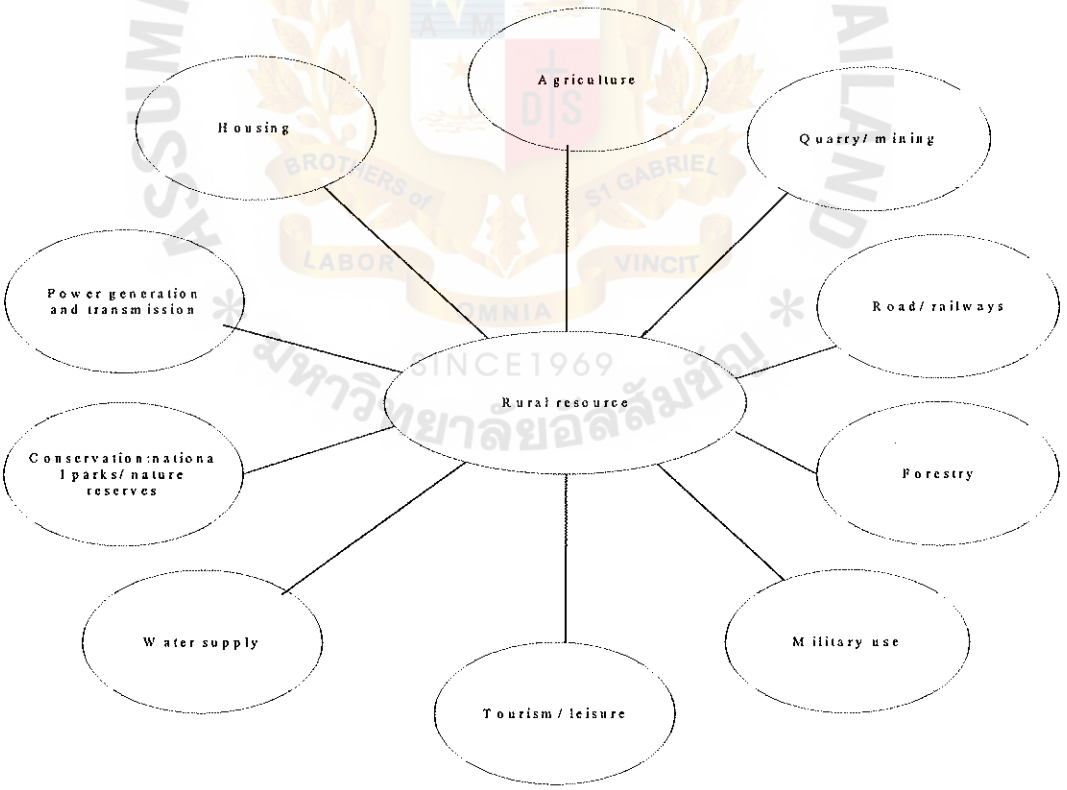
In 1991, Dernoi said that agrotourism is an activity in which a permanent human presence seems to be a qualifying requirement. This statement mean agrotourist activities is closely related to the routine activities of the rural population in the form of agricultural diversification.

In 1992, Evans, Leannidas, Vafiadis and Xristos; defined agrotourism as only a part of the greater rural tourism concept, that is, tourist activities undertaken in rural areas. Small families, cooperative units and rural residents who provide accommodation, participation in agricultural or outdoor activities and cater the activities with local agricultural products connect agrotourist activities with agricultural activities through the holdings. Different types of

farm or agricultural diversification are major options adopted by farming or agricultural families to aid business restructuring and have been necessitated by falling farm income.

In 1997, Iakovidou defined rural tourism as, "tourism that takes place in the countryside". The countryside has become a multi-purpose resource supporting a variety of different demands and uses including tourism (See **Figure 2.1**). Under this concept, rural tourism can take many forms of tourism depending on the services and activities offered. The agrotourism concept is generally connected with the promotion of quality services and goods provided by agrotourist holdings, respect of cultural heritage, environment, and the local character of the activity.

Figure 2.1 Demand on rural resources



Source: Sharpley and Sharpley, 1997

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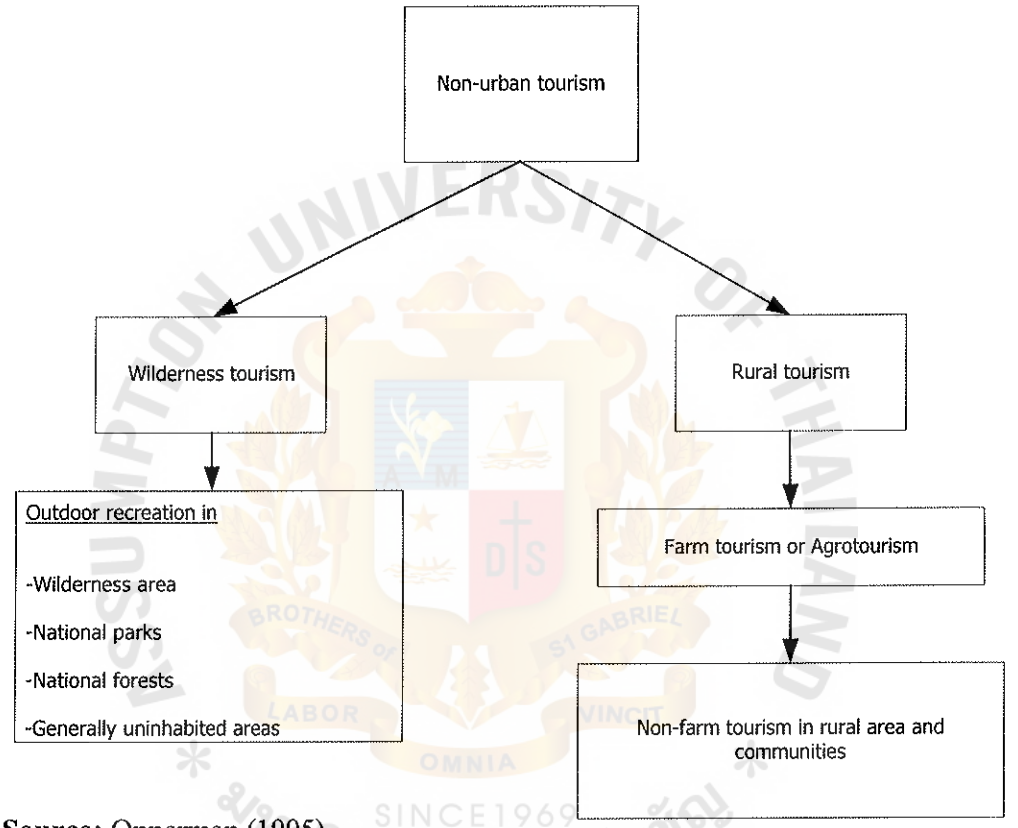
In addition, Page and Getz (1997) have defined rural area tourism as tourism in a non-urban territory where human activities—primarily agricultural, in nature—are going on, according to the agrotourism definition of Opperman **(Figure 2.2)**.

Figure 2.2 Model of non-urban tourism



Source: Opperman (1995)

In the same year, Sharpley and Sharpley described rural tourism and especially agrotourism as activities that can serve as alternative forms of tourism. The products and the activities of all types of agrotourism are linked to specific rural traditions and environments, or the local landscapes. Local people are encouraged to maintain and promote the diversification of local rural heritage and cultural landscapes that tourism requires. It can be said that

agrotourism is a broader concept covering festivals, museums, and craft shows as well as other events and attractions.

In 1998, the Research and Education Program defined agrotourism as "a business conducted by a producer for the enjoyment and education of the public, to promote the products and thereby generate additional income to the owners of agricultural lands."

In the same year, the FFTC international seminar illustrated the concept of rural tourism in Indonesia with tourism activities it had developed mainly in the plantation areas of Sumatra and Java. The tourists stayed in hotels, and visited farms to see agricultural activities such as rice planting or rubber tapping. These activities presented the traditional agriculture of the Indonesians and employed them as agrotourism products to attract tourists from around the world.

In 1999, Clark defined agrotourism or farm tourism as a form of rural tourism that takes place on working farms where the working environment forms a part of the product from the perspective of the consumers. This contribution may be as passive as an appreciation of the working farm environment as a part of the tourism experience.

In 2000, Davis concluded that agrotourism is a commercial enterprise on a working farm conducted for the enjoyment, education, or active involvement of tourists, generating supplemental income for owners of the farms. For example, many farmers in Vermont (Germany) are opening up their operations to the public by producing and selling products directly from the farm, operating bed and breakfast services, conducting educational farm tours, offering hay and sleigh rides, and many other agrotourist activities which bring

the farm experience to more people and provide additional revenue to support their farming operations.

In 2001, Brumfield and Mafoua concluded that agrotourism is the visitation to agricultural attractions as part of a leisure time activity. Agrotourism may include visits to ranches, run your own farms, roadside stands, wineries, farm or ranch bed and breakfast services, agricultural festivals and fairs and food processing facilities such as dairies, packing plants, etc. Agrotourism enterprises can take many forms for the greenhouse industry. On location, property can be designed as nursery trails; picnic or camping grounds, farmers' markets or roadside stands to attract customers. Consumers may seek overnight vacation activities such as farm stays or bed-and-breakfast lodging.

In the same year, Aikaterini, Thanasis, and Ioannis defined agrotourism as a part of the greater rural tourism concept. Under this concept, considering the services and activities that they offer, such as ecological tourism, cultural tourism, agrotourism, etc can recognize the type of rural tourism. Agrotourism refers to tourism activities undertaken in rural areas owned and operated by holders primarily employed in agriculture. The various tourist products can be defined as ecological, cultural, gastronomic tourism, agrotourism, and geo-tourism. Furthermore, Manitoba Agriculture and Food has referred to agrotourism as economic activities that occur when people link travel with agricultural products, services or experiences. It includes visits to nurseries and greenhouse attractions as part of leisure time activities.

Beaver (2002) defines agricultural tourism as "tourism associated with working farms; the form of tourism involving visiting working farms for

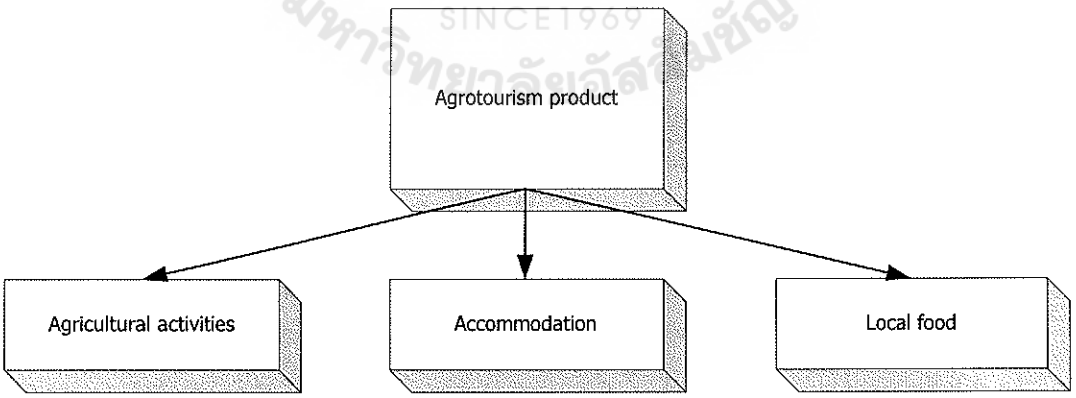
leisure purposes". Some farms promote themselves as open farms, inviting the public and encouraging groups of school children to visit working farms as tourist and educational tourism attractions. Accommodations, self-catering and services may also be available to the tourists.

In conclusion, agrotourism is the economic activity that occurs when people link travel with agriculture products, services, and experiences. It can be regarded as one of the most important local initiatives that can lead to rural development, including the protection of the natural and cultural environment and as a vital part of the agrotourism product that promotes sustainable rural development.

2.2 Agrotourism products

Papakonstantinidis (1993) and Iakovidou (1997) have concluded that the agrotourism product that is most common concerns the activities of agrotourists. These activities may include: residence in, meals offered, and outdoor or creative entertainment activities (**Figure 2.3**).

Figure 2.3 Agrotourism products



Source: modified from Iakovidou (1997)

The first sets of activities of agrotourism discussed are the outdoor activities. Referring to the studies of many researchers, there are many, diverse outdoor activities that can be mentioned:

In 1999, Triandafyllou studied the preferences of tourists who visited Agios Germanos in Greece focusing on agrotourist activities. It was found that these tourists preferred the agrotourist activities concerned with good food and learning about the local culture, as well as maintaining closer contact with the natural and manmade environment.

In 2000, Moschi and Papaioannou conducted research on the inhabitants of Thessaloniki for the mountainous masses of Mt. Paikon in Greece. They concluded that the outdoor activities that potential agrotourists desired most were walks in the forest, tours of the mountains on horseback and visits to monasteries and wineries, where they also attended lectures on wine making. Other less preferred activities were visits to folk museums or participation in sports activities.

In the same year, Iakovidou, Simeonidou, Emmanouilidou, Stavrakas and Chrisostomidism defined outdoor activities as the activities that offer the tourists the opportunity to get to know the natural and manmade environment of the agrotourism destination. The demand for activities in this definition is directed towards short walks or horse riding for the more educated tourists in the forests or around the agricultural areas.

In 2001, Iakovdou included agrotourist outdoor activities that consisted of getting to know the environment and the flora and the fauna of the local area, as well as purchasing local traditional products—mainly organic farm

products. This last provides local farmers with opportunities to be involved in new cultural activities and to promote their agricultural products.

In the same year, Iakovidou, Emmanouilidou, Stavrakas, Simeonidou, and Chrisostomidis studied the trends of the tourism market for agrotourism focusing on the outdoor agrotourist activities of visitors to Mount Kerkini in Greece. They found that most agrotourists preferred to participate in walks in the forest (83.6%), followed by participation in the farming experience (78.9%), horse-riding around the lake and in the mountains (67.7%), participation in the preparation of local products (58.3%), mountain-biking (45.3%), and visits to a local museum of natural history or a center of environmental education (26%).

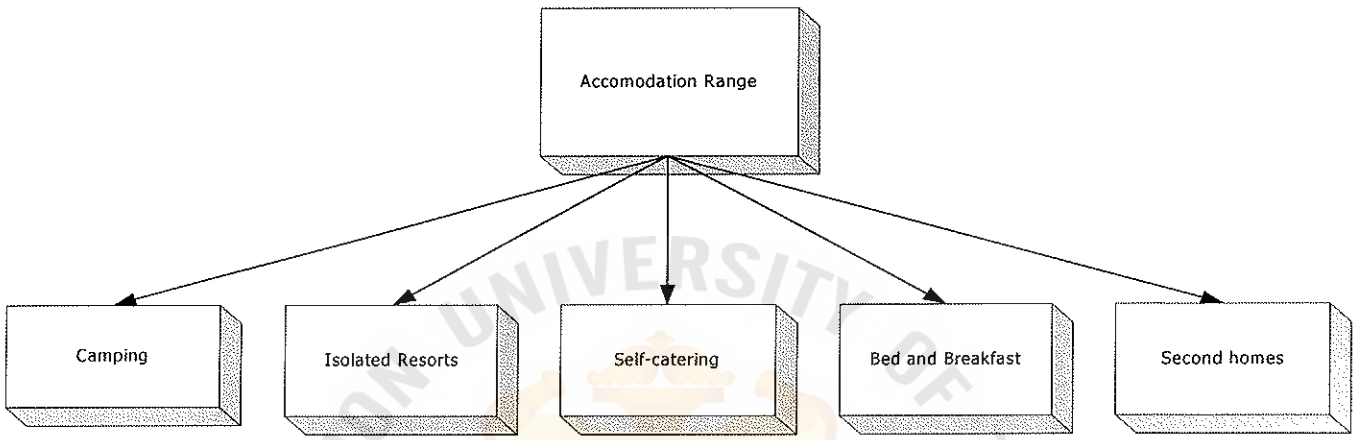
It can be concluded that the outdoor activities of agrotourism consist of visiting and participating in agricultural activities—a farmer's life—relaxing in natural places, horse riding activities, and observing demonstrations of traditional agricultural product preparation, in order to learn about the processes of production.

The second agrotourist activity that has been identified is residence in. This activity is the selection of tourists for the types of accommodations that they prefer to stay in during visits to the agrotourist attraction. Iakovidou (1997) and Papakonstantinidis (1993) concluded that agrotourism accommodations could be divided into small family hotels, hostels, spare rooms in farmhouses, independent apartments, and open areas on the farms.

In 1995, Opperman defined the accommodation range in rural areas as illustrated in **Figure 2.4**. This figure presents the accommodations spectrum in rural tourism ranging from campgrounds, self-catering and bed and breakfast

(B&B) to full catering establishments. It also includes hotels and motels in rural communities. The location of agrotourism accommodations may be located either inside or outside the agricultural area or farm area.

Figure 2.4. Accommodations Range



Source: Opperman (1995)

According to the research of Iakovidou, Emmanouilidou, Stavrakas, Simeonidou, and Chrisostomidis (2001), it was found that the agrotourists who visited Mount Kerkini in Greece mostly preferred to stay in a hotel or small hotel within the village (44.8%), followed by rented rooms (18.3%), hostels outside the village (14.5%), independent houses and flats (12.7%), and open-air accommodation (9.7%).

The final activity to be mentioned is the meals offered. This activity concerns offering traditional foods that may introduce the tourists to the local product quality and identify traditional and cultural eating habits of the rural people. Iakovidou (1997) and Papakonstantinidis (1993) concluded that the location of meal offerings in the rural area can be classified as rural houses, small family restaurants or taverns, refreshment rooms, or open areas with

local farm products. The locations of meal servings may be different depending on each tourist's preference.

According to the research of Iakovidou, Emmanouilidou, Stavrakas, Simeonidou, and Chrisostomidis (2001) found that the agrotourists who visited Mount Kerkini in Greece mostly preferred to have the meal in taverns (72%), the farmer's home (23%) and small family restaurants (5%).

In conclusion, traditional agrotourism products, which consist of accommodations, meal offering activities, and outdoor agrotourist activities should be improved to high quality and diversified, in order to be able to establish the relative advantages of rural areas and attract larger numbers of potential tourists to a community (Gannon and Greffe, 1994; Iakovidou, Simeonidou, Emmanouilidou, Stavrakas and Chrisostomidism, 2000). In addition, the elements that constitute the infrastructure of agrotourism development must be in accord with the local atmosphere, the season and the local characteristics of agriculture (Hummelbrunner and Miglbauer, 1994). It should be mentioned that the diversification of agrotourist activities and the utilization of local natural and cultural resources, along with the establishment of personal relationships between tourists and the host population, are regarded as essential for the effective promotion of agrotourism products to be potential agrotourist attractions.

2.3 The tourism motives

In 1978, Schiffman and Kanuk have defined the tourism motives as the driving force within an individual that impels person to take an action.

In 1991, Hamele stated that the reasons someone chooses agrotourism include closer contact with nature, serenity offered by the countryside, contact with local culture, health, rural life and recreation.

In 1993, Bramwell noted that rural tourists appear to be more affluent and better educated and seek quality agrotourism products. As to motivation, there is little published material available.

In 1994, Greff and Lane, indicated that potential visitors choose agrotourism because they want to escape from the aggression and crowds of the city.

In 1996, Oppermann (1996) found a surprising fact in a study of rural tourism based on farm tourism and agrotourism in southern Germany. He found that operators thought a calm relaxing environment was the chief motivator of tourists.

In 1997, Ronningen summarized the reasons why agrotourism is chosen. The important role in this choice is played by the cultural profile of potential tourists. He says that tourists from outside Scandinavia will be more interested in the cultural customs of Norwegian rural regions than Norwegians themselves. He also noted that tourists who come from highly polluted areas stress the lack of pollution in the countryside.

In 1998, Bessiere said that the culinary heritage of local communities as agrotourist attractions could be used to motivate tourists to select a particular agrotourist attraction. The unique characteristics of preparing traditional food lead agrotourists to learn the local culture and lifestyles. For example, eating fresh farm products may represent for the tourist not only a biological quality, but also a short-lived appropriation of a rural identity.

In the same year, Iakovidou studied the behavior and activities pursued by Athenian potential tourists for Mt. Helicon in Greece. She discovered that most agrotourist activities, which have been chosen, are activities that provide the tourists with knowledge of agricultural places and offer tourists the opportunity to enjoy the local food as well as provide them with opportunities to buy local, traditional products.

In 1999, Triandafyllou discovered that the reasons tourists visited Agios Germanos of the Prespes Lakes in Greece were mainly interested in closer contact with the natural environment of the area, as well as its cultural tradition. She adds that those who choose agrotourism are mainly people who live in big cities seeking to escape stress, pollution and the exhausting pace of city life.

While Velasco (1999) indicated that tourists prefer agrotourism because of the more direct and friendly relationships developed between clients and entrepreneurs in the accommodations of agrotourist attractions. The owners of accommodation businesses in Andalusia, Spain reduced the number of beds in their accommodation businesses in order to increase the quality of services provided. Cabelle (1999) has discovered that agrotourists are people who want to rest, but who also want to enjoy good food, beautiful landscapes and are prepared to travel over long distances in order to get to their destinations.

In summary, there are many motives attracting tourists to agrotourism. Firstly, agrotourism provides tourists a closer contact with the natural environment and local culture. Secondly, it provides tourists with knowledge of agricultural production and local traditions. Thirdly, agrotourist sites are places where tourists can escape the congestion of the city. Finally, agrotourist

sites are places where the family can spend time together for participating in agrotourist activities.

2.4 Trip characteristics

In 1994, Ritchie and Goeldner noted that trip characteristics of tourists include as the following: purpose of trip, mode of transportation, type of accommodations and activities engaged in.

The first trip characteristic of the tourists is the purpose of trip. In 1990, the U.S. National Travel Surveys identified more specific purposes for traveling and trips such as conventions or meetings, which are subsets under business, and outdoor recreation and entertainment that fall under the heading of pleasure. British statistics of international visits record holiday, including tours (i.e. package tours) separately from other pleasure travel described as holiday independent visits (British Tourist Authority, 1990).

In 1994, Ritchie and Goeldner identified the primary purposes for travel and trip as business, visiting friends and relatives (VFR), pleasure and other personal business.

The second trip characteristic of tourists is the mode of transportation. This is used to identify the vehicle that the tourists use to transport themselves to various destinations outside their normal place of residence. Referring to relevant research, most tourists preferred traveling to agrotourist attractions by their own cars rather than traveling by public transport or by vehicles organized by travel agencies (Iakoviou, 1997; Moschi and Papaioannou, 2000; Ohe, 2000; Triandafyllou, 1999). Tourism Authority of Thailand (2002) has defined the modes of transportation in Thailand as including airplane, bus or coach, train, private automobile, rental vehicles and water transportation.

The third trip characteristic of tourists is types of accommodations. The main types of commercial accommodations in North America are hotels and motels including specialized vacations such as motor inns, motor hotels, resort hotels, and lodges. Campgrounds and trailer parks, bed and breakfast operations in private homes, rental condominiums and vacation homes, commercial cottages and cabins and hostels supplement this basic accommodation stock. Most travel surveys also record nights spent by travelers in private accommodation facilities, including homes of friends or relatives and personally owned vacation homes.

The final trip characteristic of tourists is the activities engaged in, which the tourists elect to participate in during their trips. Tourist activities are important trip characteristic that can recognize by the type of tourism.

In conclusion, the tourist's trip characteristics consist of the purpose of the trip, mode of transportation, type of accommodations and the type of tourist activities. These characteristics can be used to define the type of tourism that the tourist selects.

2.5 Definition and forms of preference

Hanna and Wozniak, 2001 have defined a preference as a statement that one product, event or project is preferred to one or more other products, events or projects. If an individual prefers X to Y, it can be said that the utility he derives from one product is greater than from other products.

2.5.1 Forms of Preference Patterning

The forms of preference patterning can be classified in terms of the following:

1.**The social context,** which is families, formal organizations, mass communication audiences, or diffuse interaction has an influence on the preference patterning of the individual.

2.**The intentionally** involved in the deliberate or incidental patterning.

3.**The psychological motivation** that the pattern of an individual's preferences is influenced from aspiring and envying, learning, desiring to belong, or adapting to constraints.

4.**The temporal origin** of patterning is influenced from past experiences, contemporaneous perceptions, or anticipations of the future.

5.**The psychological objects** of patterning are influenced from beliefs, feelings, or preferences.

2.5.2 Forms of consumer preference patterning

In the economic literature three forms of social patterning have been applied to consumer preferences. They are as follows:

(1). **The form of consumption that individuals have had experience with determine their preferences**, often in favor of repeating these or closely related experiences. Patterning may actually take the form of habit formation. Endogenous determination is involved because these past experiences were chosen on the basis of the means for want satisfaction then available, so that instruments for want satisfaction that have been used in the past come to shape preferences in subsequent periods.

Concerning preference patterning on the basis of past experience; Penz, 1986, divided it into two distinguishable processes. One is the reliance on habitual choices and another one is the habituation of preferences.

1.**Habitual choices** are used as a decision-making aid when information and the capacity for practical rationality are limited. Given the costs of determining the real efficacy of wants whose satisfaction have not been experienced so far, experience forms in the preference structures of individuals.

2.Though habitual choices are instrumental to ulterior preferences, the **habituation** of wants and preferences need not be limited to instrumental wants. It covers the range of phenomena from learned tastes to unconscious conditioning to physical addiction. The costs of changing habituated wants and preferences are more profound than changing habitual choices.

The difference between habitual choices and habitual ulterior preferences lays in whether it is interests themselves or only the revealed evidence about interests that is affected by this feedback effect. The latter applies to habitual choices. Whether this systemic bias applies to improvement of choices or a distortion of choices resulting from habitual choices is immaterial as far as the evaluation circularity is concerned; probably both improvements and distortions are normally involved. The habituation of ulterior preferences, on the other hand, making the evaluation circularity applicable to interests.

(2). **Imitation** is another way, which Penz, (1986), has claimed that preferences are endogenously shaped. This already means that process by which wants are satisfied is also the process by which wants are created. The purpose of imitation is simply to assist decision-making. It is reasonable to assume that certain individuals are better informed about the consequences of certain choices. That is, the basic preferences of the individuals can be basic

preferences of other individuals. These choices can be expected to satisfy one's ulterior preferences better than one's independent choices.

In the case of status wants, there is a further reason why imitation is rational. To the extent that status can be obtained by engaging in certain appropriate consumption activities, imitating some of the consumption activities of individuals who have status may be a way of attaining some status oneself. People may be imitated because they are informed about consumption activities that bring social respect to the consumer. On the other hand, in some instances, it may be more a case of certain consumption activities being endowed with status because individuals who already have status for other reasons engage them in.

(3). **Advertising** is a process of creating or at least molding consumer wants. According to Penz (1986), certain forms of advertising may serve to reduce the ignorance of consumers about consumption opportunities and their nature. To the extent that advertising acts in this way, it does so in a manner that is not costly to the consumers in effort. Under appropriate conditions it may also be socially efficient, since it is information distributed by those who have ready access to it. Advertising certainly contributes to the evaluation circularity. The pattern of information and persuasion provided by it is distinctive to the processes of production and distribution of particular systems, and serves to shape preferences to conform more closely to producer aims (Penz, 1986).

However, to the extent that it occurs in a market context, there is an incentive for producers and distributors to present information that is selective in a biased way, as well as to provide misleading messages. Moreover,

advertising goes considerably beyond merely providing information or misinformation. It emphasizes repetition, triggers unconscious associations, and appeals to fantasies and irritation fears in a manner that is compatible with rational decision-making (Reith et al., 1996). The susceptibility of individuals to such processes of persuasion, which is due to their limited self-knowledge and the costs of rational decision-making, induces producers to bias their choice of goods to offer in favor of those that can be made appealing by such processes (Galbraith, 1996).

2.6 The advantages of agrotourism

There are many advantages of agrotourism that Iakovidou, GEOTE, Greek Ministry of Agriculture, Triandafyllou, and Van der Ploeg have identified in the year 2000:

From the perspective of the tourists: firstly, agrotourism can help to reduce the stress of tourists by offering them agrotourist activities closely connected to local culture, local agricultural traditions, and rural life. Secondly, agrotourism is a source of agricultural education because it provides the opportunity to tourists to learn about the agricultural production process while on holiday. Finally, agrotourism provides the opportunity for urban families and tourists to experience and better understand agricultural activities through exposure and actual participation in them. This can lead to the protection and preservation of the agricultural traditions of rural communities.

From the perspective of the hosts: agrotourism can lead to the generation of additional income that will supplement the agriculturist's normal income; that this income can help to improve rural people's living and working conditions. It also will help to create and strengthen rural economies. The

example of agrotourism income most commonly comes from accommodations, by offering rented guest rooms in the farmhouse to tourists or converting a separate farm building to be accommodation units, providing camping facilities, operating a farmhouse restaurant, selling farm products and leasing fishing rights on a farm creek. This type of tourism is developed for its economic benefit of supplementing farm income with little investment required and represents a successful symbiotic relationship for areas where neither farming nor tourism could be independently justified. Secondly, agrotourism is a form of tourism that could be considered a matter of friendship. This is due to the fact that local people and tourists will have opportunities to meet each other during the travel time. Thirdly, agrotourism can lead to the promotion and support for the local agricultural and handicraft products by producing and selling local products directly to tourists. Fourthly, the development of agrotourism can provide employment opportunities to the local people. Finally, the natural environment, architectural and cultural heritage will be protected and preserved due to the growing demand for agrotourism.

In conclusion, agrotourism can generate advantages to both tourists and local people. Tourists will be provided opportunities to participate in and to learn about the agrotourism activities. Agrotourism can help the local people to improve the quality of life related to a higher level of income, improve their standards of living and generate income to diversify the local economy. The important advantage of agrotourism is that this type of tourism can motivate both tourists and local people to preserve and protect the unique agricultural traditions and local cultures of rural communities to pass on to the next

generation. For example, in Cyprus, the Cyprus Tourism Organization (CTO) is actively promoting the development of agrotourism to underpin the sustainable social and economic development of rural areas (Sharpley and Sharpley, 1997).

2.7 The disadvantages of agrotourism

There are some disadvantages of agrotourism; firstly, agrotourism might be the cause of increasing traffic congestion and the need for more parking in the rural area due to the rapid growth of agrotourism. Secondly, the jobs offered in agrotourism may tempt young people to give up farming. Finally, agrotourism may also require additional investment in farms to improve the infrastructure and facilities to attract large numbers of tourists.

2.8 Conclusion

This chapter presents a review of the literature and research related to the agrotourism concept, agrotourism products, the tourism motives of tourists for choosing agrotourism, tourist's trip characteristics, the definitions of and forms of preference, as well as the advantages and the disadvantages of agrotourism, which are important to this study. The agrotourism concept and agrotourism products can help the owners of agrotourism attractions to understand more about agrotourism. In addition, the motives of tourists for choosing agrotourism can help the owner of agrotourism attractions to understand the motives that can support the tourist's preferences. In managing any agrotourism attractions to be the first choice of tourism destination, two important factors that the owner of agrotourism attractions has to pay heed to are the tourist trip characteristics and the agrotourist activities that the tourists prefer. Analyzing these factors can help to understand and improve

agrotourism products to meet and satisfy tourist preferences. On the part of advantages and disadvantages of agrotourism, these can tell the positive and negative impacts that may happen from the development of agrotourism. Especially, the knowledge of negative impacts of agrotourism development can help owners of agrotourist attractions to prevent and control the negative impacts that might arise from an inefficient development of agrotourism.

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Chapter 3

Conceptual Framework

3.1 Conceptual framework

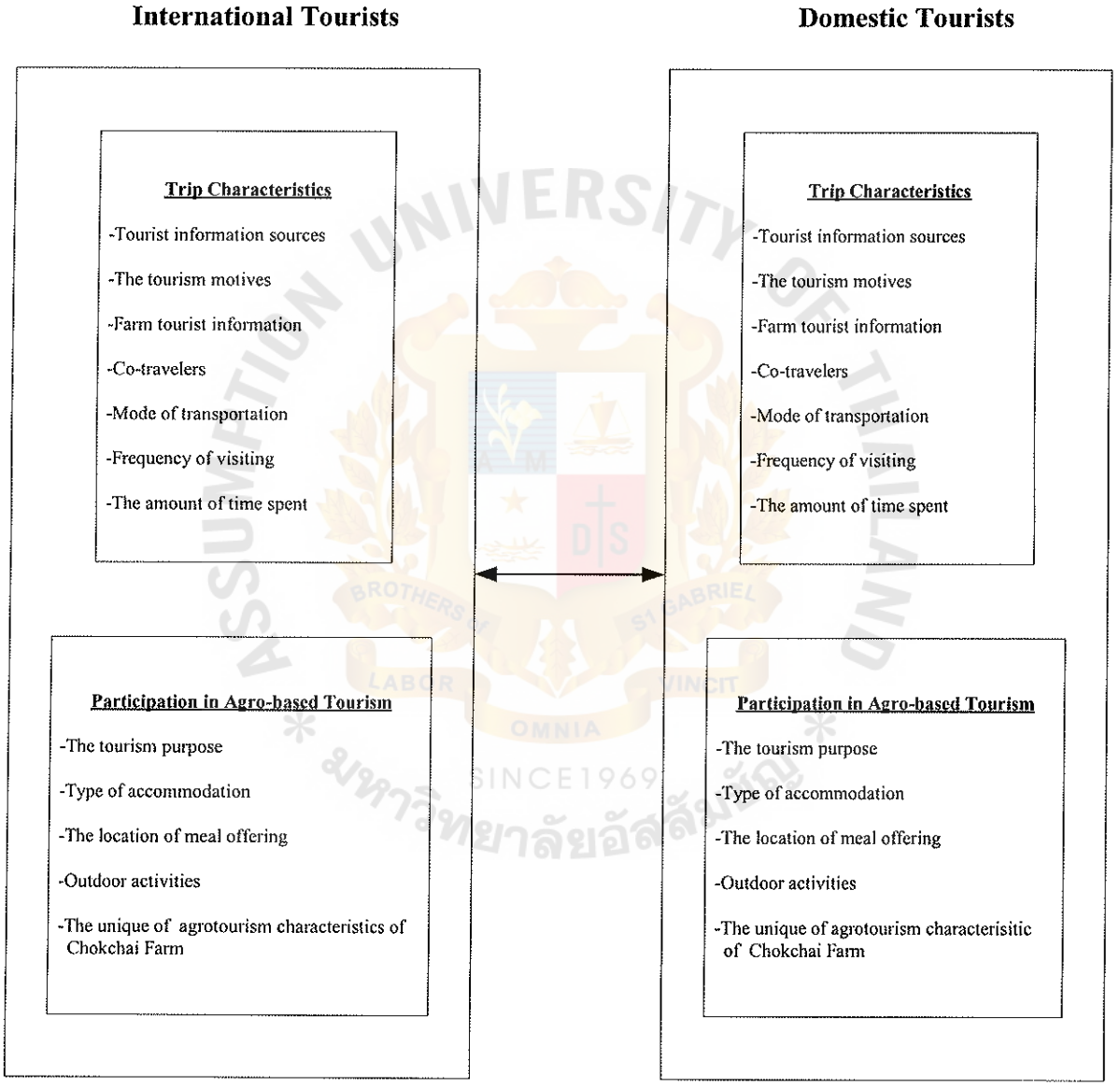
This conceptual framework has been constructed to illustrate the differences between two dependent variables. This research investigates the trip characteristics and preferred the participation of international and domestic tourists in agrotourist attraction.

The demographic attributes are the most common basis for segmenting consumer markets. Marketers' preference for using demographic data to segment markets rests on the relative ease of measuring them as well as their close link to demand for many products and services. Demographic variables such as age, stage in the family life cycle, gender, income, occupation, education, religion, nationality, and race are commonly used by marketers because they usually correlate with consumer preferences, needs, and usage rates (Hanna and Wozniak, 2001). Furthermore, Ronninger (1997) examined the profile of people who choose agrotourism in a Norwegian region and came to the conclusion that independent variables affecting potential agrotourism are: age, education, family status, income, sex and the number of people in a household.

There are two dependent variables. The first variable is the trip characteristics, which consist of the sources of tourist information of Thailand, tourism motives, the tourist information sources of Chokchai Farm, co-travelers, modes of transportation, frequency of travel, and the amount of time spent. Another variable is the participation in agrotourist attraction that

includes the tourism purposes for visiting Chokchai Farm, types of accommodations, the location of meals offering, outdoor activities and the unique characteristic of agrotourism of Chokchai Farm, Nakhon Ratchasima province.

Figure 3.1 Conceptual framework



Source: modified from Aikaterini, Thanasis and Ioannis (2001).

3.2 Definition of variables

3.2.1 Independent variables

Gender is an independent variable that has proven to be associated with the tourist's trip characteristics and the preference of participation in agrotourist attraction. Gender influences people's thinking, values, attitudes and behavior (Brunt, 1997).

Age has also proven to be associated with the tourist's trip characteristics and the preference of participation in agrotourist attraction. According to Knowles in 2001, it can be inferred that the decisions of consumers are influenced by personal characteristics, such as age, in such a way that the kind of goods and services that people buy alter during one's life. Age has been found to affect the consumption of products and services and it shapes the media individual use, where they shop, how they use products and services, and how they think and feel about marketing activities at different time periods. Moreover, young people preferred vacations, which give opportunities for activity-based holidays while older travelers sought restful destinations with sightseeing opportunities (Swarbrooke, 1999).

Education has proven to be associated with the tourist's trip characteristics and the preference of participation in agrotourist attraction. Swarbrooke (1999) has indicated that the more highly educated respondents showed a preference for destinations offering opportunities for nature-based or cultural activities. On the other hand, those people with a lower level of educational attainment stressed the importance of vacations where they could try new and unfamiliar activities that were very different from their everyday life. Knowles (2001) has concluded that as education level increases, one can

anticipate that many changes in preference will occur in the demand for specific products and services associated particularly with tourism and hospitality.

Nationality has proven to be associated with the tourist's trip characteristics and the preference of participation in agrotourist attraction. The location of people in terms of geographic region (rural, urban, and suburban locations) influences the behavior of consumers and contributes to the total demand for goods and services (Swarbrooke, 1999).

Occupation has proven to be associated with the tourist's trip characteristics and the preference of participation in agrotourist attraction. One's occupation influences one's consumption patterns. The kind of work one does and the different kinds of people the individual work with, directly influences a preferred lifestyle and all aspects of the consumption process. Marketers are continually seeking to distinguish the occupational groups that hold above-average interest in their products and services whereas a company can even specialize their products for specific occupation groups (Knowles, 2001).

Income has proven to be associated with the tourist's trip characteristics and the preference of participation in agrotourist attraction. According to Swarbrooke (1999), those with lower incomes saw their holidays as chances to get away from the monotony of everyday life, and indulge in activities that built up their self-confidence. On the other hand, higher income earners wanted an intellectually stimulating holiday with excitement, and the chance to increase their knowledge of the destination area. Income provides the means for consumers to satisfy their needs by purchasing products and services.

Family Status has proven to be associated with the tourist's trip characteristics and the preference of participation in agrotourist attraction. Stages of the family life cycle (a series of life phases that most families go through starting with young single individuals and ending with sole surviving spouses) present another demographic segmentation variable. Each stage of the cycle brings changes that, in turn, affect the family's needs, resources and expenditure patterns (Hanna and Wozniak, 2001). In this research, the marital status is identified as the status of individuals in the family life cycle. It can be divided into single, married, divorced and widowed.

3.2.2 Dependent variables

(1). Trip characteristics are the most fundamental findings of travel surveys. They provide basic information on the " Why, When, What, and How" of travel, and are distinct from the "Who and Where" covered by socioeconomic and geographical questions (Ritchie and Goeldner, 1994).

This research specifies the trip characteristics of international and domestic tourists who visited Chokchai Farm including the following:

-Tourist information sources are promotion sources used to inform the tourist. In this research, the tourist information sources about agrotourism in Thailand consisted of advice from tourists' friends and relatives, travel agencies, travel exhibitions, Internet, TV and radio, travel magazines, and newspapers.

-Tourism motives are tools used to motivate both international and domestic tourists to prefer an agrotourism site as their tour destination. In this research, the tourism motives consisted of joining outdoor activities, closer contact with the natural environment, to learn about farming knowledge, to

contact the serenity of the countryside, to taste traditional meals, to contact the local culture and farm lifestyle, and to escape from the stress and pollution in the city.

-Co-travelers are the people whom the tourists prefer to travel with. In this research, the tourists' co-travelers included couples, family members, group tours, friends, relatives and business associates.

-Mode of transportation is the type of vehicle used to transport the tourists from their hometowns to the tour destinations. In this research, the mode of transportation is composed of airways, railways, buses or coaches, ships, private cars, Songtauw and rental vehicles.

-The frequency of visits is the number of times that the tourists have visited the tourist attractions.

-The amount of time spent is the amount of time that the tourists spend at the tourist attraction.

(2). Participation in agrotourist attraction is another dependent variable that this research specifies. This dependent variable includes the following:

-The tourism purpose is the reason for which a trip or visit is undertaken.

-Types of tourism accommodations are any facilities regularly providing overnight accommodations to the tourists.

-The locations of meal offerings are the places that meals will be served to the tourists.

-The agrotourism outdoor activities are activities that are provided for the tourists to participate in during their visits to the agrotourist attractions.

-The unique characteristics of agrotourism are the agrotourism characteristics of the agrotourist attraction that indicate the uniqueness of Chokchai Farm's agrotourism product supporting the farm as an agrotourist attraction.

3.3 Hypotheses statements

The researcher intends to prove whether the research hypothesis can be supported. The hypothesis statement of this study aims to assert probable answers to research questions concerning the tourists' trip characteristics and their preferences for participation in agrotourist attraction. The hypothesis statement of this study was constructed as the following:

Group 1: There are no differences in trip characteristics between international tourists and domestic tourists.

Ho1: There are no differences in the tourist information sources regarding agrotourism in Thailand between international tourists and domestic tourists.

Ha1: There are differences in the tourist information sources regarding agrotourism in Thailand between international tourists and domestic tourists.

Ho2: There are no differences in the tourism motives of international tourists and domestic tourists in selecting agrotourism as their tourist attraction.

Ha2: There are differences in the tourism motives of international tourists and domestic tourists in selecting agrotourism as their tourist attraction.

Ho3: There are no differences in the tourist information sources about agrotourism for Chokchai Farm between international tourists and domestic tourists.

Ha3: There are differences in the tourist information sources about agrotourism for Chokchai Farm between international tourists and domestic tourists.

Ho4: There is no difference in the type of co-travelers of international tourists and domestic tourists.

Ha4: There is a difference in the type of co-travelers of international tourists and domestic tourists.

Ho5: There is no difference in the mode of transportation between international tourists and domestic tourists.

Ha5: There is a difference in the modes of transportation between international tourists and domestic tourists.

Ho6: There is no difference in the frequency of visiting Chokchai Farm between international tourists and domestic tourists.

Ha6: There is a difference in the frequency of visiting Chokchai Farm between international tourists and domestic tourists.

Ho7: There is no difference in the amount of time spent at Chokchai Farm between international tourists and domestic tourists.

Ha7: There is a difference in the amount of time spent at Chokchai Farm between international tourists and domestic tourists.

Group 2: There are no differences in the preferences for participating in agrotourist attraction between international tourists and domestic tourists.

Ho8: There are no differences in the tourism purposes between international tourists and domestic tourists.

Ha8: There are differences in tourism purposes between international tourists and domestic tourists.

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Ho9: There is no difference in the types of tourism accommodations between international tourists and domestic tourists.

Ha9: There is a difference in the types of tourism accommodations between international tourists and domestic tourists.

Ho10: There is no difference in preferring the locations of meal offerings between international tourists and domestic tourists.

Ha10: There is a difference in preferring the locations of meal offerings between international tourists and domestic tourists.

Ho11: There are no differences in preferring the types of agrotourism outdoor activities between international tourists and domestic tourists.

Ha11: There are differences in preferring the types of agrotourism outdoor activities between international tourists and domestic tourists.

Ho12: There is no difference in preferring the unique agrotourism characteristics as the agrotourism product of Chokchai Farm between international tourists and domestic tourists.

Ha12: There is a difference in preferring the unique agrotourism characteristics as the agrotourism product of Chokchai Farm between international tourists and domestic tourists.

3.4. Operationalization of the independent and dependent variables

An operational definition is a definition stated in terms of specific testing criteria or operations. That is the definition must specify the characteristics to study and how they are to be observed.

Table 3.1 Operationalization of independent variables

Concept	**Concept Definition**	**Operational Component**	**Level of Measurement**
Gender	Gender identification of individual tourist.	Male or Female	Nominal Scale
Age	Number of years Calculating the experience	Duration of life specific to individual person.	Ordinal Scale
Education	Level of a tourist's formal education	Individual's highest degree of study	Nominal Scale
Nationality	Nationality identification of individual tourist	The name of nationality	Nominal Scale
Occupation	A job or profession	Career occupied by individual person	Nominal Scale
Income	The range of money that individual tourist earn each month	Duration of income of individual person	Ordinal Scale
Family Status	Characteristic of social status of individual tourist	Family life cycle of individual person	Nominal Scale

Table 3.2 Operationalization of Dependent Variables

Concept	Concept Definition	Operational Component	Level of Measurement
Trip characteristics	Trip characteristics of individual tourist	-The tourist information sources -The tourism motives -The tourist information sources of Chokchai Farm -Co-travelers -Type of transportation -Frequency of visiting -The amount of time spent in an agrotourist attraction	Nominal Scale *Ordinal Scale *Interval Scale
Participation in Agro-Based tourism	Agro-Based tourism activities preferred by individual tourist	-The tourism purpose -Type of accommodation -The location of meals offering - agrotourism outdoor activities -The unique s agrotourism characteristic of Chokchai Farm.	Nominal Scale

Chapter 4

Research Methodology

The purpose of this chapter is to present the research methodology. In the first section the techniques used for data collection are explained. The second section concerns the sampling design, describes how the target populations are classified and the sample size. The research instruments are discussed in the third section. The data analysis will be explained in the last section.

4.1 Research method

The method used in this research was a sample survey. It is the most common method of generating primary data. The method explored the primary data collection by interviewing the representative sample of individuals by using a structured questionnaire. The questionnaires were used in order to facilitate and speed up the conversation and increase the effectiveness of the information collected (Fin, Elliott-White and Walton, 2000). The questionnaire assumed the primary purpose of describing and predicting the phenomenon, which assisted in fulfilling the purpose of this research. The questions provided in the questionnaire concern the tourist's demographic data, trip characteristics and their participation in agrotourist attraction preferred by the tourists.

4.2 Sampling design

4.2.1 Sampling method

To select the respondents of the sample, the researcher concentrated on the probability sampling technique. In this technique the sampling elements were selected by chance, that is, randomly. The probability of selecting each

potential sample from a population can be pre-specified. While every potential sample need not have the same probability of selection, it was possible to specify the probability of selecting a particular sample of a given size. In this research, the sampling technique used was a simple random sampling. A simple random sampling (SRS) is a probability sampling technique in which each element in the population has a known and equal probability of selection. Every element was selected independently of every other element, and the sample is drawn by a random procedure from a sampling frame (Malhotra, 2002).

For collecting the questionnaires at Chokchai Farm, a simple random sampling technique was applied to select a sample of 200 international tourists and 200 domestic tourists.

4.2.2 Target population

Target population : International tourists and Domestic tourists who visited Chokchai Farm, Nakhon Ratchasima Province

Sampling Element : Male or Female

Sampling Unit : Chokchai Farm area

Duration : March-May, 2003

4.2.3 Sample size

The sampling technique that was used in this study is a probability sampling and the number of tourists who visit Chokchai Farm is about **60,000** per year (Tourism Business Magazine, 2002). As a result, **382** observations were considered a suitable sample size as Gary Anderson (1996) indicates in the table 4.1.

Table 4.1 Theoretical Sample Sizes for Different Sizes of Population and Different Tolerable Error.

Population	Required Sample for Tolerable Error of			
	5%	**4%**	**3%**	**2%**
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	535	879	1,622
50,000	381	593	1,044	2,290
100,000	**382**	596	1,055	2,344
1,000,000	384	599	1,065	2,344
25,000,000	384	600	1,067	2,400

Source: Anderson, Gary; *Fundamentals of Educational Research*, 1996

4.3 Research instruments

4.3.1 Research instrument

A well-structured questionnaire was designed to gain information from tourists who visit Chokchai Farm. The questionnaire was distributed in and around the area of Chokchai Farm. The questionnaire was written in English, for the foreign tourists and in Thai, for interviewing Thai tourists. The questionnaire was comprised of three parts as follows:

Part I : The tourist's trip characteristics

Part II : The participation in agrotourist attraction

Part III : The tourist's demographic profiles

Questionnaire details and questions used in each part were as follows:

Part I: The tourist's trip characteristics.

The questionnaire in this part consists of 7 questions (questions number 1-7) with the purpose of measuring the trip characteristics of international and domestic tourists.

Question number 1: The purpose was to collect information about the type of tourist information sources that present information about agrotourism in Thailand to international and domestic tourists by a simple category scale of 7 selectors that comprise the Nominal scale.

Question number 2: The purpose of this question was to collect data about the tourism motives of international and domestic tourists that motivated them to select agrotourism as their alternative destination by examining 7 reasons that comprise the Nominal scale.

Question number 3: To collect information concerning how the individual tourists came to know Chokchai Farm by providing 7 selectors that comprise the Nominal scale.

Question number 4: To collect data about the type of co-travelers of individual tourists who visited Chokchai Farm by using the Nominal scale to indicate the relationship of their co-travelers.

Question number 5: The purpose of this question was to collect data about the mode of transportation that individual tourists selected to transport them to Chokchai Farm by using 5 transport alternatives that comprise the Nominal scale.

Question number 6: To collect data concerning the individual tourist's frequency of visits to Chokchai Farm by using the Ordinal scale.

Question number 7: To collect data about the amount of time individual tourists spent on Chokchai Farm by using a scale of 4 levels that comprise the Interval scale.

Part II: Participation in agrotourist attraction.

This part of the questionnaire consists of 6 questions (question numbers 8-13). These questions were used to measure the agrotourist attraction that international and domestic tourists preferred to participate in during their visits to Chokchai Farm.

Question number 8: To collect the data about the tourism purpose of the individual tourists visiting Chokchai Farm by using 7 alternatives that comprised the Nominal scale.

Question number 9: To assess the type of accommodations that the individual tourists selected to stay in during their visits to Chokchai Farm by using 5 alternatives that comprise the Nominal scale.

Question number 10: To assess the location of meal offerings that individual tourists preferred by using 7 levels that comprise the Nominal scale.

Question number 11: To collect information about types of agrotourism outdoor activities that individual tourists preferred to participate in during their visits to Chokchai Farm by using the Nominal scale.

Question number 12: To measure the unique characteristics of agrotourism that tourists preferred as agrotourism products to support Chokchai Farm as an agrotourist attraction by providing 7 alternatives by using the Nominal scale.

Question number 13: this question is an open-end question that provides an opportunity to the tourists to write their suggestions concerning agrotourism at Chokchai Farm.

Part III: The tourist's demographic profiles.

The questionnaire in this part contained 8 questions (question number 14-20). These questions assessed the demographic profiles of international and domestic tourists who participated in agrotourism at Chokchai Farm.

Question number 14: Is intended as a way to collect data about the gender (male or female) of individual tourists by using the Nominal scale.

Question number 15: Collected data concerning the age of individual tourists by using a scale of 4 levels that comprise the Ordinal scale.

Question number 16: Collected data about the education level of individual tourists by using a scale of 6 levels that comprise the Nominal scale.

Question number 17: Collected data about the occupations of individual tourists by using the Nominal scale.

Question number 18: Collected data about the income of individual tourists by using a scale of 4 levels that comprise the Ordinal scale.

Question number 19: Collected data about the family status of individual tourists by using the Nominal scale.

Question number 20: Collected data about the nationality of individual tourists by using the Nominal scale.

4.3.2 Pretest

According to Malhotra (2000), pre-testing refers to the testing of the questionnaire on a small sample of respondents in order to identify and eliminate potential problems. Even the best questionnaire can be improved by

pre-testing. A pretest should be extensive. All aspects of the questionnaire should be tested, including question content, wording, sequence, form and layout, question difficulty, and instructions. The respondents in the pretest should be similar to those who will be included in the actual survey in terms of background characteristics, familiarity with the topic, and attitudes and behaviors of interest. In other words, respondents for the pretest and for the actual survey should be drawn from the same population.

The data acquired was pre-tested for the reliability of the questionnaire. Twenty copies of the questionnaires were randomly distributed to those respondents who visit Chokchai Farm. The researcher looked for evidence of ambiguous questions, wording, question format and sequence as well as the length of the questionnaire. If there are any mistakes in the pre-testing period, the researcher can modify the questionnaire accordingly.

4.4 Data collection

The data collected in this research was divided into two sources. First was the primary source and the second was the secondary source.

4.4.1 Primary data

The researcher has collected primary data for the specific purpose of addressing the present problem at hand. Obtaining primary data can be expensive and time consuming (Malhotra, 1990).

The primary source means that the data was collected directly from the target population. In this research, the total numbers of respondents were 400 tourists (200 international tourists and 200 domestic tourists). The purpose of the survey and the letter of request were sent to the Vice-President of Chokchai Farm, Ms. Ploenpit Hancharaonwanaphusit for permission. Then the

researcher and friends personally visited Chokchai Farm to distribute the questionnaires to the respondents.

Table 4.2 The schedule of collecting questionnaires

Type of Tourists	Month	Week	Day (s)	Time	Date
Domestic tourists	-	-	10	9.00 am -5.30 pm each day	21st March – 31st March, 2003
International tourists	2	-	-	9.00 am – 2.30 pm each day	21st March – 20th May, 2003

It took more time to collect the questionnaires from international tourists due to effect of SARS in Thailand. This problem caused to the reduction of numbers of international tourists.

4.4.2 Secondary data

The secondary source means to acquire data indirectly from tourist magazines, foreign and local journals, academic textbooks, the Internet, libraries and daily newspapers. For the present study, the researcher made use of two research articles, entitled "Is Agrotourism 'Agro' or 'Tourism'? Evidence from Agrotourist Holdings in Lesvos, Greece." And another article was "Trends of Tourism Market for Agrotourism.

4.5 Data analysis

Data analysis was performed once the necessary data was collected. The Statistic Package of Social Science (SPSS) was utilized. The information was summarized and interpreted in two forms as follow:

4.5.1 Descriptive Statistics:

Descriptive Statistics are statistical indices that summarize and communicate basic characteristics of a distribution, which are used to verbally communicate features of a distribution (Grimm, 1993). In this research, independent variables (gender, age, education, nationality, occupation, income and family status) and dependent variables (the trip characteristics and agrotourism characteristics) were tested. Descriptive Statistics involved the use of bivariate analysis. These methods of analysis incorporate the use of cross-tabulation to describe two or more variables simultaneously and result in tables that reflect the joint distribution of two or more variables that have a limited number of categories or distinct values. A cross-tabulation includes a cell for every combination of the categories of the two variables. The number in each cell shows how many respondents gave that combination of responses. The information presented in the cross-tabulation table could be obtained from a separate frequency distribution for each variable. In general, the margins of the cross-tabulation show the same information as the frequency distribution tables for each of the variables (Malhotra, 2002). The categories of one variable are cross-classified with the categories of one or more other variables. Thus, the frequency distribution of one variable is subdivided according to the values or categories of other variables (Malhotra, 2001).

Descriptive analysis refers to the transformation of the raw data into a form that will make them easy to understand and interpret. Describing responses or observation is typically the first form of analysis. The calculation of averages, frequency distribution, and percentage distributions is the most common form of summarizing data (Zikmund, 1994). In this research, the

primary data about demographic characteristics: gender, age, nationality, education level, occupation, income, and the family status of individual tourists were summarized in the form of bivariate analysis. Additionally, the data concerning tourist's trip characteristics and preferences for participation in agrotourist attraction were summarized in forms of bivariate analysis by using the cross-tabulation tables.

4.5.2 Inferential Statistics

Inferential statistics tell us the statistical significance of the sample statistics so the probability that differences or correlations are simply left to chance and whether we can generalize to the survey population. These techniques make use of the hypothesis testing procedure. This involves the null hypothesis, the research hypothesis and the rejection level. The null hypothesis is simply the hypothesis of no difference that the rejection level for research in leisure and tourism is usually $p \leq 0.05$ (Finn, Elliott-White and Walton, 2000). The chi-square test and t-tests were applied to test the hypothesis of this research.

Chi-square

The chi-square test can be used to test whether there is a difference between two samples of data expressed in a frequency form (Finn, Elliott-White and Walton, 2000). It is especially valuable for nominal data but can be used for ordinal measurements. For chi-square to operate properly, the data must come from random samples of multi-nominal distribution (Cooper, R and Schinder, S, 2001). Besides, the chi-square test is used as in testing the proportion or percentage for two independent samples (Malhotra, 2002). This method was used to test the level of significance in the association or

relationship between the answers given to one question (usually an independent variable) and the answer given to another question (a dependent variable) (Brunt, 1997). In this research, Chi-square was used to test the difference in the trip characteristics and the preferences to agrotourist activities between the two independent variables, which were international and domestic tourists.

t-test

The t-test is frequently used to test for the differences in two means of independent variables (Cooper and Schindler, 2001). t-test for difference of means is a technique used to test the hypothesis that the mean scores on some interval-scaled variables will be significantly different for two independent samples or groups (Zikmund, 2002). In this research, t-test was used to test the differences between international and domestic tourists' means in the frequency of visiting the agrotourist attraction at Chokchai Farm and the amount of time spent on the farmland.

Chapter 5

Data Analysis

This chapter focuses on the analysis of the collected primary data regarding the study topic "Trip characteristics and Activities of International and Domestic Agrotourists: the Case of Chokchai Farm" by distributing 400 questionnaires to the target populations. The questionnaires were divided into two groups: the first group of 200 questionnaires were distributed to and collected from international tourists and the second group of 200 questionnaires were distributed to and collected from domestic tourists. These two-target populations were international and domestic tourists who visited Chokchai Farm, Nakhon Ratchasima Province.

The data analysis has been divided into two major sections as follows:

1. The statistical technique of cross-tabulation is used to measure the frequency distribution of all independent and dependent variables in the form of percentages.

In this research, the independent variables include the demographic profiles of international and domestic tourists, which are gender, age, education, occupation, income, and family status.

Dependent variables consist of the trip characteristics of these tourists and their preferences to participate in the agrotourist activities of an agrotourist attraction. The trip characteristics include the preferences of tourists for the types of information sources, tourism motives, the type of co-travelers, modes of transportation, frequency of tourist's visits, and the amount of time spent. The agrotourist activities consist of: the tourism purpose, types of

accommodations, location of meal offerings, types of agrotourism outdoor activities, and the unique characteristic of agrotourism of Chokchai Farm.

2. The statistical techniques, chi-square and t-test, were used to test the hypothesis concerning the differences in the trip characteristics and the preferences to agrotourist activities between international and domestic tourists.

5.1. Descriptive analysis of respondents

A cross-tabulation is a statistical technique used to describe two or more variables simultaneously and results in tables that reflect the joint distribution of two or more variables that have a limited number of categories or distinct values (Zigmound, 1994). In this research, cross-tabulation was used to summarize demographic profiles and the results in preferences of international and domestic tourists to trip characteristics and participation in agrotourist activities.

5.1.1. The demographic profiles of tourists.

Gender

Table 5.1 The gender of tourists

Gender * Crosstabulation

			Tourists		
			Thai	Foreigner	Total
Gender	Male	Count	77	119	196
		% of 200 tourists	38.5%	59.5%	49.0%
		% of Total	19.3%	29.8%	49.0%
	Female	Count	123	81	204
		% of 200 tourists	61.5%	40.5%	51.0%
		% of Total	30.8%	20.3%	51.0%
Total		Count	200	200	400
		% of 200 tourists	100.0%	100.0%	100.0%
		% of Total	50.0%	50.0%	100.0%

Source: Survey data gathered on March-May, 2003.

Table 5.1 presents the gender of the respondents in this research. The respondents were divided into 200 international tourists and 200 domestic tourists. The total numbers of respondents were 400 tourists. Among 200 international tourists, 119 or 59.5% were male and 81 or 40.5% were female. Among 200 domestic tourists, 77 or 38.5% were male and 123 or 61.5% were female. This signifies that male tourists represent the majority of international tourists. On the other hand, female tourists represent the majority of domestic tourists.

Age groups

Table 5.2 The age groups of tourists

Age * Crosstabulation

			Tourist		
			Thai	Foreigner	Total
Age	20 or less than 20 years	Count	41	14	55
		% of 200tourists	20.5%	7.0%	13.8%
		% of Total	10.3%	3.5%	13.8%
	21 - 30 years	Count	58	84	142
		% of 200tourists	29.0%	42.0%	35.5%
		% of Total	14.5%	21.0%	35.5%
	31 - 40 years	Count	57	83	140
		% of 200tourists	28.5%	41.5%	35.0%
		% of Total	14.3%	20.8%	35.0%
	Above 40 years	Count	44	19	63
		% of 200tourists	22.0%	9.5%	15.8%
		% of Total	11.0%	4.8%	15.8%
Total		Count	200	200	400
		% of 200tourists	100.0%	100.0%	100.0%
		% of Total	50.0%	50.0%	100.0%

Source: Survey data gathered on March-May, 2003.

Table 5.2 shows the classification of the international and domestic tourists by their age group and its frequency distribution. Among 200 international tourists, most of them were tourists whose ages ranged between 21-30 years old, which accounted for 84 or 42% tourists. While 83 or 41.5%

were international tourists whose ages ranged between 31-40 years old, 19 or 9.5% were tourists whose ages ranged above 40 years old, and 14 or 7% were tourists whose ages ranged from 20 or less than 20 years old. Among 200 domestic tourists, most of them were tourists whose ages ranged between 21-30 years old, which accounted for 58 or 29%. While 57 or 28.5% were domestic tourists whose ages ranged between 31-40 years old, 44 or 22% tourists were domestic tourists whose ages ranged above 40 years old, and 41 or 20.5% were domestic tourists whose ages ranged between 20 or less than 20 years old. This signifies that both international and domestic tourists at ages ranging between 21-30 years old represent the largest group of tourists. While the smallest age group of international and domestic tourists were tourists whose ages ranged between 20 or less than 20 years old.

Education

Table 5.3 The education level of tourists

Education * Crosstabulation

			Tourists		
			Thai	Foreigner	Total
Education	Secondary School	Count	41	10	51
		% of 200 tourists	20.5%	5.0%	12.8%
		% of Total	10.3%	2.5%	12.8%
	Diploma	Count	15	2	17
		% of 200 tourists	7.5%	1.0%	4.3%
		% of Total	3.8%	.5%	4.3%
	Bachelor	Count	106	122	228
		% of 200 tourists	53.0%	61.0%	57.0%
		% of Total	26.5%	30.5%	57.0%
	Postgraduate	Count	37	63	100
		% of 200 tourists	18.5%	31.5%	25.0%
		% of Total	9.3%	15.8%	25.0%
	Other - Doctoral degree	Count	1	3	4
		% of 200 tourists	.5%	1.5%	1.0%
		% of Total	.3%	.8%	1.0%
Total		Count	200	200	400
		% of 200 tourists	100.0%	100.0%	100.0%
		% of Total	50.0%	50.0%	100.0%

Source: Survey data gathered from March-May, 2003.

Table 5.3 presents the educational level of international and domestic tourists. Among 200 international tourists, the majority group among them was the tourists who graduated with bachelor's degrees, accounting for 122 or 61%. While 63 or 31.5% had educational levels of postgraduate degrees, 10 or 5% had educational levels of secondary school, 3 or 1.5% had educational qualifications of the level of doctoral degree, and 2 or 1% had an educational level of the diploma degree. Among 200 domestic tourists, the majority were tourists who graduated with bachelor's degrees accounted for 106 or 53% tourists. While the others, 41 or 20.5%, had educational levels from secondary school, 37 or 18.5% had educational levels with postgraduate degrees, 15 or 7.5% had educational levels with diploma degrees, and only 1 or 0.5% had an educational level with a doctoral degree. This signifies that both international and domestic tourists who graduated with bachelor's degrees represented the majority group of tourists. There was a difference in the minority group of tourists. The minority groups of international tourists were tourists who graduated with diploma degrees, while the minority group of domestic tourists was tourists who graduated with doctorate degrees.

Occupation

Table 5.4 presents the occupational classifications of international and domestic tourists. Among 200 international tourists, most of them were employees, which counted for 64 or 32% tourists. While 37 or 18.5% were students, 35 or 17.5% were business people, 26 or 13% were teachers, 10 or 5% were missionaries and 7 or 3.5% were home managers. In addition, there were certain occupational groups that had the same proportion of engineers, nurses and doctors, which counted for 5 or 2.5% of the tourists.

Table 5.4 The occupation of tourists

Occupation * Crosstabulation

			Tourist		
			Thai	Foreigner	Total
Occupation	Businessperson	Count	42	35	77
		% of 200 tourists	21.0%	17.5%	19.3%
		% of Total	10.5%	8.8%	19.3%
	Employee	Count	78	64	142
		% of 200 tourists	39.0%	32.0%	35.5%
		% of Total	19.5%	16.0%	35.5%
	Farmer	Count	1	1	2
		% of 200 tourists	.5%	.5%	.5%
		% of Total	.3%	.3%	.5%
	Retired	Count	3	2	5
		% of 200 tourists	1.5%	1.0%	1.3%
		% of Total	.8%	.5%	1.3%
	Teacher	Count	7	26	33
		% of 200 tourists	3.5%	13.0%	8.3%
		% of Total	1.8%	6.5%	8.3%
	Government employee	Count	13	3	16
		% of 200 tourists	6.5%	1.5%	4.0%
		% of Total	3.3%	.8%	4.0%
	Other - Missionary	Count		10	10
		% of 200 tourists		5.0%	2.5%
		% of Total		2.5%	2.5%
	Other - Programmer	Count		2	2
		% of 200 tourists		1.0%	.5%
		% of Total		.5%	.5%
	Engineer	Count		5	5
		% of 200 tourists		2.5%	1.3%
		% of Total		1.3%	1.3%
	Accountant	Count		1	1
		% of 200 tourists		.5%	.3%
		% of Total		.3%	.3%
	Student	Count	46	37	83
		% of 200 tourists	23.0%	18.5%	20.8%
		% of Total	11.5%	9.3%	20.8%
	Nurse / Doctor	Count	3	5	8
		% of 200 tourists	1.5%	2.5%	2.0%
		% of Total	.8%	1.3%	2.0%
	Clerk / Receptionist	Count		2	2
		% of 200 tourists		1.0%	.5%
		% of Total		.5%	.5%
	Home manager	Count	7	7	14
		% of 200 tourists	3.5%	3.5%	3.5%
		% of Total	1.8%	1.8%	3.5%
Total		Count	200	200	400
		% of 200 tourists	100.0%	100.0%	100.0%
		% of Total	50.0%	50.0%	100.0%

Source: Survey data gathered on March-May, 2003.

The other occupational group was government employees that accounted for 3 or 1.5%. There were retired people, programmers, clerks and receptionists constituting another occupational group with the same proportion. These groups accounted for 2 or 1% of the international tourists. The smallest occupational group of the international tourists was farmer and accountant that counted for 1 or 0.5% tourists. Among 200 domestic tourists, most of them were employees, which accounted for 78 or 39% domestic tourists. While 46 or 23% were students, 42 or 21% were business people, and 13 or 6.5% of the tourists were government employees. The occupational groups of teachers and home managers have the same proportion as domestic tourists that counted for 7 or 3.5%. Another occupational group that has the same proportion of domestic tourists were retired people, and nurses and doctors. These accounted for 3 or 1.5% domestic tourists. The smallest group of domestic tourists was the farmer group, which accounted for 1 or 0.5% domestic tourist.

This signifies that both international and domestic tourists who were employees represent the largest occupational group of tourists. There was a difference in the smallest occupational groups of the tourists. The smallest group of international tourists was a farmer and an accountant whereas the smallest group of domestic tourists was a farmer only.

Income

Table 5.5 represents the monthly income of international and domestic tourists. Among 200 international tourists, the majority of them were tourists with monthly incomes more than 40,001 baht, which accounted for 134 or 67% international tourists. While 28 or 14% international tourists were tourists

who had monthly incomes between 30,001-40,000 baht and 24 or 12% of the international tourists were tourists who had monthly incomes between 20,001-30,000 baht. In addition, 9 or 4.5% of the international tourists were tourists who had monthly incomes between 5,000-10,000 baht, and 5 or 2.5% of the international tourists were tourists who had monthly incomes between 10,001-20,000 baht.

Table 5.5 The income ranges of tourists

Income * Crosstabulation

			Tourists		
			Thai	Foreigner	Total
Income	5,000 - 10,000 Baht	Count	71	9	80
		% of 200 tourists	35.5%	4.5%	20.0%
		% of Total	17.8%	2.3%	20.0%
	10,001 - 20,000 Baht	Count	53	5	58
		% of 200 tourists	26.5%	2.5%	14.5%
		% of Total	13.3%	1.3%	14.5%
	20,001 - 30,000 Baht	Count	28	24	52
		% of 200 tourists	14.0%	12.0%	13.0%
		% of Total	7.0%	6.0%	13.0%
	30,001 - 40,000 Baht	Count	19	28	47
		% of 200 tourists	9.5%	14.0%	11.8%
		% of Total	4.8%	7.0%	11.8%
	More than 40,001 Baht	Count	29	134	163
		% of 200 tourists	14.5%	67.0%	40.8%
		% of Total	7.3%	33.5%	40.8%
Total		Count	200	200	400
		% of 200 tourists	100.0%	100.0%	100.0%
		% of Total	50.0%	50.0%	100.0%

Source: Survey data gathered in March-May, 2003.

Among 200 domestic tourists, most of them were tourists who had monthly incomes between 5,000-10,000 baht, which accounted for 71 or 35.5% domestic tourists. While 53 or 26.5% of the domestic tourists were tourists who had monthly income between 10,001-20,000 baht, 29 or 14.5% of the domestic tourists were tourists who had monthly income more than 40,001 baht, 28 or 14% of the domestic tourists were tourists who had monthly

incomes between 20,001-30,000 baht, and 19 or 9.5% domestic tourists were tourists who had monthly incomes between 30,001-40,000 baht.

This signifies that the largest group of international tourists were tourists who had monthly incomes of more than 40,001 baht; whereas, the largest group of domestic tourists were tourists who had monthly incomes between 5,000-10,000 baht. The smallest group of international tourists were tourists with monthly incomes between 10,001-20,000 baht; whereas, the smallest group of domestic tourists were tourists with monthly incomes between 30,001-40,000 baht.

Family status

Table 5.6 The family status of tourists

Family Status * Crosstabulation

			Tourists		
			Thai	Foreigner	Total
Family Status	Single	Count	112	96	208
		% of 200 tourists	56.0%	48.0%	52.0%
		% of Total	28.0%	24.0%	52.0%
	Married	Count	86	100	186
		% of 200 tourists	43.0%	50.0%	46.5%
		% of Total	21.5%	25.0%	46.5%
	Divorced	Count	2	1	3
		% of 200 tourists	1.0%	.5%	.8%
		% of Total	.5%	.3%	.8%
	Widower	Count		3	3
		% of 200 tourists		1.5%	.8%
		% of Total		.8%	.8%
Total		Count	200	200	400
		% of 200 tourists	100.0%	100.0%	100.0%
		% of Total	50.0%	50.0%	100.0%

Source: Survey data gathered on March-May, 2003.

Table 5.6 presents the family status of international and domestic tourists. Among 200 international tourists, the majority of them were married, which accounted for 100 or 50% international tourists. While 96 or 48% of the international tourists were single, 3 or 1.5% were widowers, and 1 or 0.5%

international tourists were divorced. Among 200 domestic tourists, the majority of them were single, which accounted for 112 or 56%. While 86 or 43% of the domestic tourists were married, and 2 or 1% tourists were divorced. This signifies that the majority group of international tourists were married. On the other hand, the majority group of domestic tourists were single.

Nationality

Table 5.7 presents the nationality of tourists. There are 400 tourists who were target respondents of this research. Those tourists have been divided into 200 international tourists and 200 domestic tourists. Among 200 international tourists, the largest group of them were American tourists who accounted for 80 or 40% of the international tourists. The second group of them were British tourists, who accounted for 39 or 19.5% and the third group of them were Australian tourists who accounted for 22 or 11%. The fourth group of them were Japanese tourists who accounted for 17 or 8.5%. The fifth group of them were Chinese, who accounted for 14 or 7%. The sixth group of them were German tourists who accounted for 9 or 4.5% tourists. The seventh group of them were Taiwanese tourists who accounted for 5 or 2.5%. The eighth group of them were Korean tourists who accounted for 4 or 2%. The ninth group of them were Malaysian tourists, who accounted for 4 or 2%. The tenth group of them were Indian tourists who accounted for 3 or 1.5%. The eleventh group of them were Spanish tourists who accounted for 2 or 1%.

Table 5.7 The nationality of tourists.

Nationality * Crosstabulation

			Tourists		
			Thai	Foreigner	Total
Nationality	Thai	Count	200		200
		% of 200 tourists	100.0%		50.0%
		% of Total	50.0%		50.0%
	Chinese	Count		14	14
		% of 200 tourists		7.0%	3.5%
		% of Total		3.5%	3.5%
	American	Count		80	80
		% of 200 tourists		40.0%	20.0%
		% of Total		20.0%	20.0%
	British	Count		39	39
		% of 200 tourists		19.5%	9.8%
		% of Total		9.8%	9.8%
	Japanese	Count		17	17
		% of 200 tourists		8.5%	4.3%
		% of Total		4.3%	4.3%
	Other - Taiwanese	Count		5	5
		% of 200 tourists		2.5%	1.3%
		% of Total		1.3%	1.3%
	Other - Australian	Count		22	22
		% of 200 tourists		11.0%	5.5%
		% of Total		5.5%	5.5%
	Other - Spanish	Count		2	2
		% of 200 tourists		1.0%	.5%
		% of Total		.5%	.5%
	Other - Korean	Count		4	4
		% of 200 tourists		2.0%	1.0%
		% of Total		1.0%	1.0%
	Other - Malaysian	Count		4	4
		% of 200 tourists		2.0%	1.0%
		% of Total		1.0%	1.0%
	Other - German	Count		9	9
		% of 200 tourists		4.5%	2.3%
		% of Total		2.3%	2.3%
	Other - Indian	Count		3	3
		% of 200 tourists		1.5%	.8%
		% of Total		.8%	.8%
	Other - Canadian	Count		1	1
		% of 200 tourists		.5%	.3%
		% of Total		.3%	.3%
Total		Count	200	200	400
		% of 200 tourists	100.0%	100.0%	100.0%
		% of Total	50.0%	50.0%	100.0%

Source: Survey data gathered on March-May, 2003.

The final group of them were Canadian tourists who accounted for 1 or 0.5% of the tourists. This signifies that American tourists constituted the largest group of international tourists to the farm.

5.1.2 The trip characteristics of tourists.

The agrotourist information sources of Thailand

Table 5.8. The agrotourist information sources of Thailand

The Agrotourist Information Sources of Thailand

			Tourists	
			Thai	Foreigner
Agrotourist Information Sources of Thailand	- Friends and relatives	Count	106	161
		Column %	53.0	80.5
	- Travel agencies	Count	12	72
		Column %	6.0	36.0
	- Travel exhibition	Count	13	49
		Column %	6.5	24.5
	- Internet	Count	23	73
		Column %	11.5	36.5
	- TVand Radio	Count	76	5
		Column %	38.0	2.5
	- Travel magazines	Count	50	19
		Column %	25.0	9.5
	- Newspaper	Count	15	8
		Column %	7.5	4.0
	- Direct visit to Chokchai Farm	Count	3	3
		Column %	1.5	1.5

Source: Survey data gathered on March-May, 2003.

Table 5.8 shows the tourist information sources about agrotourism in Thailand of international and domestic tourists. There were as follows:

The first primary information source about agrotourism in Thailand for international and domestic tourists was information from friends and relatives. There are 161 or 80.5% international tourists and 106 or 53% domestic tourists who received tourist information about agrotourism from their friends and relatives.

The second tourist information source about agrotourism in Thailand of international and domestic tourists was information obtained from travel agencies. There were 72 or 36% international tourists and 12 or 6% domestic tourists who received tourist information about agrotourism from travel agencies.

The third tourist information source about agrotourism in Thailand of international and domestic tourists was information from travel exhibitions. There were 49 or 24.5% international tourists and 13 or 6.5% domestic tourists who received tourist information about agrotourism from travel exhibitions.

The fourth tourist information source about agrotourism in Thailand of international and domestic tourists was information from the Internet. There were 73 or 36.5% international tourists and 23 or 11.5% domestic tourists who received tourist information about agrotourism from Internet.

The fifth tourist information source about agrotourism in Thailand of international and domestic tourists was information from travel magazines. There were 19 or 9.5% international tourists and 50 or 25% domestic tourists who received tourist information about agrotourism from travel magazines.

The sixth tourist information source about agrotourism in Thailand for international and domestic tourists was information from TV and Radio. There were 5 or 2.5% international tourists and 76 or 38% of the domestic tourists who received tourist information about agrotourism from TV and Radio.

The seventh tourist information source about agrotourism in Thailand of international and domestic tourists was information obtained from Newspapers. There were 8 or 4% international tourists and 15 or 7.5%

domestic tourists who received the tourist information about agrotourism from Newspapers.

The final tourist information source about agrotourism in Thailand of international and domestic tourists was the information from direct visits to Chokchai Farm. There were 3 or 1.5% international tourists and 3 or 1.5% domestic tourists who received tourist information about agrotourism from direct visits to Chokchai Farm.

This signifies that there are many information sources concerning agrotourism in Thailand. The largest percentages of both international (80.5%) and domestic tourists (53%) have received tourist information from friends and relatives.

The tourism motive

Table 5.9 presents the tourism motives of international and domestic tourists who visited Chokchai Farm, Nakhon Ratchasima Provinces.

The first tourism motive was to join the outdoor activities that motivated the preference of international and domestic tourists to select agrotourism as their tourist attraction. There were 130 or 65% international tourists and 15 or 7.5% domestic tourists who preferred agrotourism because they wanted to join the outdoor activities of an agrotourist attraction.

The second tourism motive was to get in closer contact with the natural environment that motivated the international and domestic tourists to select agrotourism as their tourist attraction. There were 41 or 20.5% of international tourists and 143 or 71.5% of domestic tourists who preferred agrotourism because they would like to get in closer contact with the natural environment of an agrotourist attraction.

Table 5.9 The tourism motives of tourists

The Tourism Motives

			Tourists	
			Thai	Foreigner
Tourism Motives	-To join the outdoor activities	Count	15	130
		Column %	7.5	65.0
	-To closer contact with natural environment of	Count	143	41
		Column %	71.5	20.5
	-Education	Count	34	77
		Column %	17.0	38.5
	-To contact the serenity of the countryside	Count	39	43
		Column %	19.5	21.5
	-To taste the traditional meal	Count	21	98
		Column %	10.5	49.0
	- To contact with local culture and farm lifestyle	Count	35	106
		Column %	17.5	53.0
	- Escape from stress and pollution of city life	Count	38	37
		Column %	19.0	18.5
	- Other - Fun for kids	Count	3	3
		Column %	1.5	1.5
	- Other - Nothing to do	Count	3	
		Column %	1.5	

Source: Survey data gathered on March-May, 2003.

The third tourism motive was education that was one tourism motive of international and domestic tourists for preferring an agrotourism as their tourist attraction. There were 77 or 38.5% international tourists and 34 or 17% domestic tourists who selected agrotourism because they would like to learn farm knowledge.

The fourth tourism motive of international and domestic tourists for preferring an agrotourism as their tourist attraction was the serenity of the countryside. There were 43 or 21.5% of international tourists and 39 or 19.5% of domestic tourists who selected agrotourism because they would like to enjoy the serenity of the countryside.

The fifth tourism motive for international and domestic tourists who selected agrotourism as their tourist attraction was traditional meal offerings.

There were 98 or 49% international tourists and 21 or 10.5% domestic tourists who selected agrotourism because they would like to taste traditional meals offered by the farm-owners within the farmland.

The sixth tourism motive for international and domestic tourists who selected agrotourism as their tourist attraction was the local culture and the farm lifestyle. There were 106 or 53% international tourists and 35 or 17.5% domestic tourists who selected agrotourism because they would like to make contact with local culture and farming lifestyle.

The seventh tourism motive for international and domestic tourists who selected agrotourism as their tourist attraction was escape from stress and pollution in the city. There were 37 or 18.5% international tourists and 38 or 19% domestic tourists who selected agrotourism because they would like to escape from the stress and pollution of city life.

The eighth tourism motive for international and domestic tourists who selected agrotourism as their tourist attraction was the children of international and domestic families. There was the same proportion of international and domestic tourists, 2 or 1%, who selected agrotourism because they would like their children to enjoy the farm environment.

The final tourism motive was there were not have anything to do during the long weekend. There were only domestic tourists selected agrotourism because they didn't have anything to do during the long weekend, which accounted for 3 or 1.5% tourists.

This signifies that there are many tourism motives that can motivate both international and domestic tourists to prefer agrotourism sites as their destinations. Considering the percentage of international tourists, an important

motive was the outdoor activities of agrotourism that accounted for 65% international tourists. On the other hand, an important motive of domestic tourists was the natural environment of the tourist attraction that accounted for 71.5% domestic tourists.

The agrotourist information sources of Chokchai Farm

Table 5.10 The agrotourist information sources of Chokchai Farm

The Agrotourist Information Sources of Chokchai Farm

			Tourists	
			Thai	Foreigner
Agrotourist Information Sources of Chokchai Farm	- A previous visit	Count	38	74
		Column %	19.0	37.0
	- Advise from friend / relative	Count	110	123
		Column %	55.0	61.5
	- Tourist Information Center	Count	19	19
		Column %	9.5	9.5
	- Newspaper/Tourist magazine	Count	31	11
		Column %	15.5	5.5
	- Guide book	Count	22	15
		Column %	11.0	7.5
	- Radio program	Count	9	2
		Column %	4.5	1.0
	- Internet	Count	14	71
		Column %	7.0	35.5
	- Tourist brochure	Count	17	53
		Column %	8.5	26.5
	- Other - Billboard	Count	3	1
		Column %	1.5	.5
	- Other - Advertising Bus and TV	Count	9	
		Column %	4.5	
	- Other - Family	Count	2	
		Column %	1.0	

Source: Survey data gathered on March-May, 2003

Table 5.10 shows the tourist information sources about agrotourism of ChokChai Farm, Nakhon Ratchasima Province.

A 'previous visit' was the first agrotourist information source about Chokchai Farm. There were 74 or 37% of the international tourists and 38 or 19% of the domestic tourists who knew about Chokchai Farm from a previous

visit. This particular segment of tourists is very important because of their repeat visits to the farm. These tourists can spread positive word-of-mouth experiences about Chokchai Farm.

An 'advice from friend and relative' was the second agrotourist information source about Chokchai Farm. There were 123 or 61.5% of the international tourists and 110 or 55% of the domestic tourists who came to know about Chokchai Farm from friends and relatives.

The 'tourist information center' was the third agrotourist information source about Chokchai Farm. There were 19 or 9.5% of both international and domestic tourists who learned about Chokchai Farm from tourist information centers.

The 'newspaper or magazine' was the fourth agrotourist information sources about Chokchai Farm. There were 11 or 5.5% international tourists and 31 or 15.5% domestic tourists who learned about Chokchai Farm from newspapers or magazines.

The 'guidebook' was the fifth agrotourist information source about Chokchai Farm. There were 15 or 7.5% international tourists and 22 or 11% domestic tourists who learned about Chokchai Farm from guidebooks.

The 'radio program' was the sixth agrotourist information source about Chokchai Farm. There were 2 or 1% of the international tourists and 9 or 4.5% of the domestic tourists who learned about Chokchai Farm from radio programs.

The 'Internet' was the seventh agrotourist information source about Chokchai Farm. There were 71 or 35.5% international tourists and 14 or 7% domestic tourists who learned about Chokchai Farm from the Internet.

The 'tourist brochure' was the eighth agrotourist information source about Chokchai Farm. There were 53 or 26.5% international tourists and 17 or 8.5% domestic tourists who learned about Chokchai Farm from brochures.

The 'billboard' was the ninth agrotourist information sources about Chokchai Farm. There were 1 or 0.5% international tourists and 3 or 1.5% domestic tourists who learned about Chokchai Farm from the billboard.

The 'advertising on buses and TV' was the tenth agrotourist information source about Chokchai Farm. Only the domestic tourists learned about Chokchai Farm from the advertising on buses and TV, which accounted for 9 or 4.5%.

The 'family' was the final agrotourist information source about Chokchai Farm. Only domestic tourists learned about Chokchai Farm from the family, which accounted for 2 or 1%.

This signifies that there are many tourist information sources concerning Chokchai Farm that can be used to promote agrotourism of Chokchai Farm. Among tourists, the main agrotourist information source was advice from friends and relatives (61.5% international tourists and 55% domestic tourists).

The type of co-travelers of tourists

Table 5.11 shows the type of co-travelers of international and domestic tourists. Out of 400 tourists, there were only a few international tourists (5 or 2.5%) who elected to travel alone. There were international tourists who preferred to travel as couples (13 or 6.5 %) compared with the domestic tourists who elected to travel as couples (10 or 5%).

Table 5.11. The type of co-travelers of tourists

Co-travelers * Crosstabulation

			Tourists		
			Thai	Foreigner	Total
Are you traveling with?	Alone	Count		5	5
		% of 200 tourists		2.5%	1.3%
		% of Total		1.3%	1.3%
	Couple	Count	10	13	23
		% of 200 tourists	5.0%	6.5%	5.8%
		% of Total	2.5%	3.3%	5.8%
	Group tour / Club	Count	6	11	17
		% of 200 tourists	3.0%	5.5%	4.3%
		% of Total	1.5%	2.8%	4.3%
	Family	Count	129	81	210
		% of 200 tourists	64.5%	40.5%	52.5%
		% of Total	32.3%	20.3%	52.5%
	Friend(s)	Count	33	77	110
		% of 200 tourists	16.5%	38.5%	27.5%
		% of Total	8.3%	19.3%	27.5%
	Business associates	Count	2	4	6
		% of 200 tourists	1.0%	2.0%	1.5%
		% of Total	.5%	1.0%	1.5%
	Other relatives	Count	20	9	29
		% of 200 tourists	10.0%	4.5%	7.3%
		% of Total	5.0%	2.3%	7.3%
Total		Count	200	200	400
		% of 200 tourists	100.0%	100.0%	100.0%
		% of Total	50.0%	50.0%	100.0%

Source: Survey data gathered on March-May, 2003.

There were 11 or 5.5% international tourists who preferred to travel with group tours or clubs and there were 6 or 3% domestic tourists who preferred to travel with the group tours or clubs. However, the number of domestic tourists who preferred to travel with their families (129 or 63%) was larger than the number of international tourists who preferred to travel with their families (81 or 40.5%). There were 20 or 10% domestic tourists who preferred traveling with their relatives; whereas, there were 9 or 3% of the international tourists who preferred traveling with their relatives. There were 77 or 38.5% international tourists who preferred traveling with their friends while there were 33 or 16.5% domestic tourists who preferred to travel with their friends.

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There were 4 or 2% international tourists who preferred traveling with business associates while there were 2 or 1% domestic tourists who preferred traveling with their business associates. The largest group of international tourists preferred traveling with their families accounted for 81 or 40.5% and the largest group of domestic tourists preferred traveling with their families accounted for 129 or 64.5%. This signifies that most of international and domestic tourists preferred traveling with their families, accounting for 40.5% international tourists and 64.5% domestic tourists respectively. The smallest group of tourists preferred traveling with business associates accounting for 2% international tourists and 1% domestic tourists.

Modes of transportation

Table 5.12. The mode of transportation of tourists

Crosstabulation

			Tourists		
			Thai	Foreigner	Total
What is the mode of transportation you have used from your resident to Chokchai Farm?	By air	Count		19	19
		% of 200 tourists		9.5%	4.8%
		% of Total		4.8%	4.8%
	By railway	Count		3	3
		% of 200 tourists		1.5%	.8%
		% of Total		.8%	.8%
	By bus / Coach	Count	13	52	65
		% of 200 tourists	6.5%	26.0%	16.3%
		% of Total	3.3%	13.0%	16.3%
	By Car	Count	173	101	274
		% of 200 tourists	86.5%	50.5%	68.5%
		% of Total	43.3%	25.3%	68.5%
	By songtauw	Count	1		1
		% of 200 tourists	.5%		.3%
		% of Total	.3%		.3%
	Rented vehicle	Count	11	25	36
		% of 200 tourists	5.5%	12.5%	9.0%
		% of Total	2.8%	6.3%	9.0%
	Other - Travel agency	Count	2		2
		% of 200 tourists	1.0%		.5%
		% of Total	.5%		.5%
Total		Count	200	200	400
		% of 200 tourists	100.0%	100.0%	100.0%
		% of Total	50.0%	50.0%	100.0%

Source: Survey data gathered on March-May, 2003.

Table 5.12 shows the modes of transportation that international and domestic tourists used from their residents to Chokchai Farm. Among 200 international tourists, the majority of them preferred traveling by car, accounting for 101 or 50.5% international tourists. Other modes of transportation that international tourists have used are buses or coaches (52 or 26%), rental vehicles (25 or 12.5%), air transportation (19 or 9.5%), and railway (3 or 1.5%). Among 200 domestic tourists, the majority preferred to travel by car, accounting for 173 or 86.5% of the international tourists. Other modes of transportation that they have used were buses or coaches (13 or 6.5%), rental vehicles (11 or 5.5%), travel agent's vehicles (2 or 1%), and Songtauw (1 or 0.5%).

This signifies that the majority group of domestic and international tourists preferred traveling by car accounting for 86.5% domestic tourists and 50.5% international tourists.

The frequency of visiting Chokchai Farm

Table 5.13. The frequency of tourists visiting Chokchai Farm

Crosstabulation

			Tourists		
			Thai	Foreigner	Total
How many times have you been to Chokchai Farm?	1 time	Count	157	113	270
		% of 200 tourists	78.5%	56.5%	67.5%
		% of Total	39.3%	28.3%	67.5%
	2 - 3 times	Count	36	68	104
		% of 200 tourists	18.0%	34.0%	26.0%
		% of Total	9.0%	17.0%	26.0%
	4 - 5 times	Count	3	12	15
		% of 200 tourists	1.5%	6.0%	3.8%
		% of Total	.8%	3.0%	3.8%
	More than 5 times	Count	4	7	11
		% of 200 tourists	2.0%	3.5%	2.8%
		% of Total	1.0%	1.8%	2.8%
Total		Count	200	200	400
		% of 200 tourists	100.0%	100.0%	100.0%
		% of Total	50.0%	50.0%	100.0%

Source: Survey data gathered on March-May, 2003.

Table 5.13 shows the frequency of international and domestic tourists visiting Chokchai Farm. Among 200 international tourists, there were 113 or 56.5% who visited Chokchai Farm for the first time and 68 or 34% of them had visited the farm 2-3 times previously. There were 12 or 6% international tourists who visited the farm 4-5 times and 7 or 3.5% international tourists that had visited the farm more than 5 times. Among 200 domestic tourists, there were 157 or 78.5% domestic tourists who had visited Chokchai Farm for the first time and 36 or 18% of them who had visited the farm 2-3 times previously. There were 4 or 2% domestic tourists who had visited the farm more than 5 times and 3 or 1.5% domestic tourists who had visited 4- 5 times.

This signifies that the largest proportion of both international and domestic tourists were tourists who visited Chokchai Farm for the first time accounting for 113 or 56.5% international tourists and 157 or 78.5% domestic tourists. It can be seen from table 5.12 that the largest number of repeat tourists at Chokchai Farm were international tourists as compared to domestic tourists. Considered from the proportion of international agrotourists it can be seen that their percentage is greater than domestic tourists who visited the farm more than 2 times. There were 68 or 34% of the international tourists who visited the farm 2-3 times while there were 36 or 18% of the domestic tourists who visited the farm 2-3 times. Besides, there was 12 or 6% of the international tourists who visited the farm 4-5 times while there were 3 or 1.5% of the domestic tourists who visited the farm 4-5 times. Moreover, There were 7 or 3.5% of the international tourists who visited the farm more than 5

times while there were only 4 or 2% of the domestic tourists who visited the farm more than times.

The amount of time spent by tourists on Chokchai Farm

Table 5.14. The amount of time spent by tourists on Chokchai Farm

Crosstabulation

			Tourists		
			Thai	Foreigner	Total
How long have you stayed in "Chokchai Farm"?	2 - 3 hrs	Count	150	28	178
		% of 200 tourists	75.0%	14.0%	44.5%
		% of Total	37.5%	7.0%	44.5%
	4 hrs	Count	24	76	100
		% of 200 tourists	12.0%	38.0%	25.0%
		% of Total	6.0%	19.0%	25.0%
	5 hrs	Count	16	67	83
		% of 200 tourists	8.0%	33.5%	20.8%
		% of Total	4.0%	16.8%	20.8%
	6 hrs	Count	6	29	35
		% of 200 tourists	3.0%	14.5%	8.8%
		% of Total	1.5%	7.3%	8.8%
	7 hrs	Count	4		4
		% of 200 tourists	2.0%		1.0%
		% of Total	1.0%		1.0%
Total		Count	200	200	400
		% of 200 tourists	100.0%	100.0%	100.0%
		% of Total	50.0%	50.0%	100.0%

Source: Survey data gathered on March-May, 2003.

Table 5.14 shows the amount of time spent on Chokchai Farm of both international and domestic tourists. Most international tourists spent 4 hours at the farm, which accounted for 76 or 38% international tourists, while 67 or 33.5% of them spent 5 hours at the farm. Besides, there were 29 or 14.5% international tourists who spent 6 hours and fewer tourists spent 2-3 hours in the farm, accounting for 28 or 14%. While most domestic tourists spent 2-3 hours at the farm accounting for 150 or 75% domestic tourists. There were 24 or 12% domestic tourists who spent 4 hours, 16 or 8% of them spent 5 hours, 6 or 3% spent 6 hours and only 2% that spent 7 hours.

This signifies that most of international tourists, 76 or 38%, spent 4 hours at the farm; whereas, most of domestic tourists, 150 or 75%, spent 2-3 hours at the farm. There were 28 or 14% international tourists, representing the smallest group, who spent 2-3 hours at the farm while the smallest group of domestic tourists were those who spent the whole day at the farm, accounting for 4 or 2%.

5.1.3. The preferences of tourists to participate in agrotourist activities

The tourism purpose

Table 5.15 presents the tourism purposes of international and domestic tourists who visited an agrotourism of Chokchai Farm, Nakhon Ratchasima Province as follows:

The walking in the natural environment of the farmland was the first tourism purpose of both international and domestic tourists who visited Chokchai Farm. This signifies that there were the same proportions of the international tourists and domestic tourists who wanted to enjoy the natural environment of the farmland. These proportions were 20 or 10%.

The horse riding was the second tourism purpose of both international and domestic tourists who visited Chokchai Farm. Among 200 international tourists, there were 92 or 46% of them who wanted to ride horses. Among 200 domestic tourists, there were 21 or 10.5% that wanted to ride horses.

The mountain biking was the third tourism purpose of both international and domestic tourists who visited Chokchai Farm. Among 200 international tourists, none of them wanted to bike in the mountains. Among 200 domestic tourists, there were 1 or 0.5% of them that wanted to ride bike in the mountain.

Table 15.15. The tourism purposes of tourists

The Tourism Purposes

			Tourists	
			Thai	Foreigner
Tourism Purposes	- To walk in the natural environment of farmland	Count	20	20
		Column %	10.1	10.0
	- Horse riding	Count	21	92
		Column %	10.6	46.0
	- To cycle the mountain-bike	Count	1	
		Column %	.5	
	-To contact the view country scenery	Count	78	130
		Column %	39.2	65.0
	- Experience a farming value and lifestyle	Count	59	97
		Column %	29.6	48.5
	- See or study farmed animals	Count	57	71
		Column %	28.6	35.5
	- Visiting the preparation of farm products	Count	44	77
		Column %	22.1	38.5
	- Learn about farming methods	Count	43	44
		Column %	21.6	22.0
	- To taste the meal in Chokchai Farm's restaurant	Count	55	154
		Column %	27.6	77.0
	- Other - To learn how Chokchai succeeded in	Count	3	
		Column %	1.5	
	- Other - Want to know how is an agrotourism be	Count	2	
		Column %	1.0	
	- Other - Want to experience all services	Count	2	
		Column %	1.0	

Source: Survey data gathered on March-May, 2003.

The enjoying the country scenery was the fourth tourism purpose of both international and domestic tourists who visited Chokchai Farm. Among 200 international tourists, there were 130 or 65% who wanted to enjoy the country scenery. Among 200 domestic tourists, there were 78 or 39% who wanted to enjoy the country scenery.

The experiencing farming values and lifestyles was the fifth tourism purpose of both international and domestic tourists who visited Chokchai

Farm. 97 or 48.5% of 200 international tourists and 59 or 29.5% of 200 domestic tourists wanted to experience farming values and lifestyles.

The seeing and studying farm animals were the sixth tourism purposes of both international and domestic tourists who visited Chokchai Farm. 71 or 35.5% of 200 international tourists and 57 or 28.5% of 200 domestic tourists wanted to see and study farm animals.

The viewing the preparation of farm products was the seventh tourism purpose of both international and domestic tourists who visited Chokchai Farm. There were 77 or 38.5% of 200 international tourists and 44 or 22% of 200 domestic tourists who wanted to view the preparation of farm products.

The learning about farming methods was the eighth tourism purpose of both international and domestic tourists who visited Chokchai Farm. 44 or 22% of 200 international tourists and 43 or 21.5% of 200 domestic tourists wanted to learn farming methods.

The enjoying meal in Chokchai Farm's restaurant was the ninth tourism purpose of both international and domestic tourists who visited Chokchai Farm. 154 or 77% of 200 international tourists and 55 or 27.5% of 200 domestic tourists wanted to enjoy the meals in Chokchai Farm's restaurant.

The learning how Chokchai succeeded in the farming business was tenth tourism purpose of domestic tourists. There were only 3 or 1.5% of 200 domestic tourists who wanted to learn how Chokchai succeeded in the farming business.

Another tourism purpose those domestic tourists indicated. Some domestic tourists wanted to know how agrotourism came to be. There were 2 or 1% of 200 domestic tourists wanted to know how agrotourism came to be.

The one other tourism purpose that domestic tourists have indicated. That is, to experience all the services of a farm. There were 2 or 1% of 200 domestic tourists that wanted to experience all the services of a farm.

All the tables in section 5.14 show the tourism purposes of international and domestic tourists at Chokchai Farm. Among 200 international tourists, the majority of them preferred to visit Chokchai Farm because they would like to enjoy the meals in Chokchai Farm's restaurant, 154 or 77%. On the other hand, the majority of domestic tourists preferred Chokchai Farm because they would like to enjoy the country scenery, 78 or 39%.

The type of tourism accommodation

Table 5. 16. The type of tourism accommodation of tourists

Type of accommodation in Agro-Based touristm *Crosstabulation

			Tourists		
			Thai	Foreigner	Total
What type of accommodation in Agro-Based tourism have used?	Small family hotels	Count	89	49	138
		% of 200 tourists	44.5%	24.5%	34.5%
		% of Total	22.3%	12.3%	34.5%
	Hostels	Count	27	93	120
		% of 200 tourists	13.5%	46.5%	30.0%
		% of Total	6.8%	23.3%	30.0%
	Tented	Count	5	42	47
		% of 200 tourists	2.5%	21.0%	11.8%
		% of Total	1.3%	10.5%	11.8%
	Other - Cabin	Count	2		2
		% of 200 tourists	1.0%		.5%
		% of Total	.5%		.5%
	Other - Rented house	Count	1		1
		% of 200 tourists	.5%		.3%
		% of Total	.3%		.3%
	Other - One day return trip	Count	76	16	92
		% of 200 tourists	38.0%	8.0%	23.0%
		% of Total	19.0%	4.0%	23.0%
Total		Count	200	200	400
		% of 200 tourists	100.0%	100.0%	100.0%
		% of Total	50.0%	50.0%	100.0%

Source: Survey data gathered on March-May, 2003.

Table 5.16 shows the types of tourism accommodations that international and domestic tourists preferred during their visits to tourist attractions. Among 200 international tourists, most of them preferred to stay in hostels, which accounted for 93 or 46.5% international tourists. 49 or 24.5% international tourists and 42 or 21% international tourists preferred to stay in small family hotels and tents, respectively. There were 16 or 8% that did not prefer to stay in the tourism accommodations; they preferred to return to their hometowns within the same day. Among 200 domestic tourists, most of them preferred to stay in small family hotels, which accounted for 89 or 44.5%. There were 76 or 38% of the domestic tourists that preferred not to stay in the tourism accommodations; they preferred to return to their hometown within the same day. 27 or 13.5% of the domestic tourists preferred to stay in hostels. The minority of domestic tourists preferred to stay in tents (5 or 2.5%), cabins (2 or 1%) and rented houses (1 or 0.5%). This signifies that the type of tourism accommodations that were most preferred by the international tourists was hostels (93 or 46.5%). On the other hand, the types of tourism accommodation that was most preferred by domestic tourists were small family hotels (89 or 44.5%).

The location of meal offerings

Table 5.17 shows the classification of locations of meal offerings for international and domestic agrotourists. Among 200 international agrotourists, most of them preferred the locations of meal servings in small family restaurants or taverns, which accounted for 110 or 55% international agrotourists. There were also 51 or 25.5% of the international agrotourists who preferred meal servings in rural houses.

Table 5.17. The location of meal offerings of tourists

The location of meal offering* Crosstabulation

			Tourists		
			Thai	Foreigner	Total
Where would you like to have meals such as a breakfast in agro-based tourism location?	In rural house	Count	32	51	83
		% of 200 tourists	16.0%	25.5%	20.8%
		% of Total	8.0%	12.8%	20.8%
	In small family restaurants or taverns	Count	68	110	178
		% of 200 tourists	34.0%	55.0%	44.5%
		% of Total	17.0%	27.5%	44.5%
	In refreshment rooms	Count	45	23	68
		% of 200 tourists	22.5%	11.5%	17.0%
		% of Total	11.3%	5.8%	17.0%
	In open areas, with farm or local products	Count	53	14	67
		% of 200 tourists	26.5%	7.0%	16.8%
		% of Total	13.3%	3.5%	16.8%
	Other - Prepare myself	Count	1	2	3
		% of 200 tourists	.5%	1.0%	.8%
		% of Total	.3%	.5%	.8%
	Other - Everywhere	Count	1		1
		% of 200 tourists	.5%		.3%
		% of Total	.3%		.3%
Total		Count	200	200	400
		% of 200 tourists	100.0%	100.0%	100.0%
		% of Total	50.0%	50.0%	100.0%

Source: Survey data gathered on March-May, 2003.

In addition, 23 or 11.5% of the international tourists preferred meal servings in refreshment rooms and there were 14 or 7% of the international tourists who preferred meal servings in open areas of the farmland. However, there were 2 or 1% of the international tourists who preferred to prepare meals by themselves. Among 200 domestic tourists, most of them preferred the location of meal servings in small family restaurants or taverns, which accounted for 68 or 34%. There were also 53 or 26.5% of the domestic tourists who preferred the open areas of the farmland for their meal servings. Moreover, there were 45 or 22.5% domestic tourists who preferred meal servings in refreshment rooms and 32 or 16% of the domestic tourists

preferred meal servings in rural houses. There were 1 or 0.5% of the domestic tourists who preferred to prepare meals by themselves and another 1 or 0.5% preferred meal servings in anywhere. Although there were differences in the proportions of both international and domestic tourists in their preferences for meal servings in small family restaurants or taverns, the largest groups of them preferred to be served meals there.

The agrotourism outdoor activities

Table 5.18 Agrotourism outdoor activities of tourists

Agrotourism Outdoor Activities

			Tourists	
			Thai	Foreigner
Agrotourism Outdoor Activities	- The demonstration of traditional milk products preparation	Count	57	99
		Column %	28.5	50.5
	- To visit and participate the farm facilities	Count	110	106
		Column %	55.0	54.1
	-The configuration of natural sports areas	Count	23	75
		Column %	11.5	38.3
	- Horseback experience	Count	38	141
		Column %	19.0	71.9
	- Visit the museum, petting animals and dairy shop	Count	27	121
		Column %	13.5	61.7
	- Learning about making ice cream and animal food plant	Count	46	133
		Column %	23.0	67.9
	- Other - Dog show	Count	7	4
		Column %	3.5	2.0
	- Other - Sheep herd collection by herd of dogs	Count	4	1
		Column %	2.0	.5

Source: Survey data gathered on March-May, 2003.

Table 5.18 shows the preferences of international and domestic tourists for agrotourism outdoor activities:

The first agrotourism outdoor activity was a demonstration of traditional milk product preparation. There were 99 or 49.5% international tourists and 57 or 28.5% domestic tourists who preferred to participate in the demonstration.

The second agrotourism outdoor activity was the visiting farm facilities and farming participation. There were 106 or 53% international tourists and 110 or 55% domestic tourists who preferred to participate in them.

The third agrotourism outdoor activity was the configuration of natural sports areas. There were 75 or 37.5% international tourists and 23 or 11.5% domestic tourists who preferred the configuration of natural sports areas.

The fourth agrotourism outdoor activity was the horseback riding. There were 141 or 70.5% international tourists and 38 or 19% domestic tourists who preferred to participate in horseback riding.

The fifth agrotourism outdoor activity was the visiting the museum, petting zoo and dairy shop. There were 121 or 60.5% international tourists and 27 or 13.5% domestic tourists who preferred this activity.

The sixth agrotourism outdoor activity was the learning about milk production, making ice cream and the animal food plant. There were 133 or 66.5% international tourists and 46 or 23% domestic tourists who preferred this activity.

The seventh agrotourism outdoor activity was the dog show. There were 4 or 2% international tourists and 7 or 3.5% domestic tourists who preferred to see the dog show.

The final agrotourism outdoor activity was the show of sheep gathering by herd dogs. There were 1 or 0.5% international tourists and 4 or 2% domestic tourists who preferred this activity.

According to the all the tables in section 5.17, the agrotourism outdoor activity that was mostly preferred by international tourists was horseback riding, which accounted for 141 or 70.5% international tourists. On the other

hand, the agrotourism outdoor activity that was mostly preferred by domestic tourists was visiting and participating in farm facilities, which accounted for 110 or 55% domestic tourists.

The unique characteristic of agrotourism of Chokchai Farm

Table 5.19 shows the unique characteristic of agrotourism that supports Chokchai Farm to be an agrotourist attraction of Thailand. Among 200 international tourists, most of them indicated the steak made from fresh meat was the unique characteristic of agrotourism of Chokchai Farm. This accounted for 59 or 29.5%.

Table 5.19. The unique characteristic of agrotourism of Chokchai Farm

*** Crosstabulation**

			Tourists		
			Thai	Foreigner	Total
Which of these agrotourism characteristics that you think it is the most importance to support Chokchai Farm to be agrotourist attraction of Thailand?	To offer horseback experience	Count	30	32	62
		% of 200 tourists	15.0%	16.0%	15.5%
		% of Total	7.5%	8.0%	15.5%
	To provide the tourists to enjoy the nature environment	Count	43	27	70
		% of 200 tourists	21.5%	13.5%	17.5%
		% of Total	10.8%	6.8%	17.5%
	Opportunity to learn about milk production	Count	73	58	131
		% of 200 tourists	36.5%	29.0%	32.8%
		% of Total	18.3%	14.5%	32.8%
	To provide steak that made from fresh meat	Count	21	59	80
		% of 200 tourists	10.5%	29.5%	20.0%
		% of Total	5.3%	14.8%	20.0%
	Selling souvenir and local product	Count	6	21	27
		% of 200 tourists	3.0%	10.5%	6.8%
		% of Total	1.5%	5.3%	6.8%
	The museum of old machine	Count	5	3	8
		% of 200 tourists	2.5%	1.5%	2.0%
		% of Total	1.3%	.8%	2.0%
	Configuration of natural sports area for activities	Count	16		16
		% of 200 tourists	8.0%		4.0%
		% of Total	4.0%		4.0%
	Other - Playing with cows and oxen	Count	3		3
		% of 200 tourists	1.5%		.8%
		% of Total	.8%		.8%
	Other - Everything is good	Count	3		3
		% of 200 tourists	1.5%		.8%
		% of Total	.8%		.8%
Total		Count	200	200	400
		% of 200 tourists	100.0%	100.0%	100.0%
		% of Total	50.0%	50.0%	100.0%

Source: Survey data gathered on March-May, 2003.

In addition, there were 58 or 29% of the international tourists who preferred the opportunity to learn about milk production as the unique characteristic of agrotourism of Chokchai Farm. There were also 32 or 16% international tourists who indicated that the horseback riding experience was the unique characteristic of agrotourism of Chokchai Farm. Moreover, there were 27 or 13.5% international tourists who preferred the opportunities to enjoy the natural environment and 21 or 10.5% of the international tourists preferred the purchasing of souvenirs and local products as the unique characteristic of agrotourism of Chokchai Farm. There were only 3 or 1.5% international tourists who preferred the museum of old machines as a unique characteristic of agrotourism of Chokchai Farm. Among 200 domestic tourists, most of them preferred the opportunity to learn about milk production as the unique characteristic of agrotourism of Chokchai Farm. This accounted for 73 or 36.5% of the domestic tourists. There were 43 or 21.5% domestic tourists who preferred the opportunity to enjoy the natural environment as the unique characteristic of agrotourism of Chokchai Farm. There were also 30 or 15% of the domestic tourists who preferred the horseback experience as a unique characteristic of agrotourism of Chokchai Farm. 21 or 10.5% of the domestic tourists preferred the steak made from fresh meat and 16 or 8% domestic tourists preferred the configuration of natural sports areas as the unique characteristic of agrotourism of Chokchai Farm. There were 6 or 3% of the domestic tourists who preferred the purchasing of souvenirs and local products and 5 or 2.5% domestic tourists who preferred the museum of old machines as

a unique characteristic of agrotourism of Chokchai Farm. There were also 3 or 1.5% domestic tourists who preferred the opportunity to play with cows and oxen as a unique characteristic of agrotourism of Chokchai Farm. And there were 3 or 1.5% of the domestic tourists who thought that all agrotourist activities that Chokchai Farm offers are good.

This signifies that most international tourists preferred providing steak made from fresh meat as the unique characteristic of agrotourism of Chokchai Farm and that supports it to be an agrotourist attraction of Thailand. On the other hand, most domestic tourists preferred the opportunity to learn about milk production as the unique characteristic of agrotourism of Chokchai Farm that supports it to be an agrotourist attraction of Thailand.

5.2. Hypotheses testing

This research was conducted to examine the differences in the trip characteristics and the preferences of international and domestic tourists for agrotourism of Chokchai Farm, Nakhon Ratchasima Province.

The chi-square test and the t-test were applied to identify the differences in trip characteristics and tourist activities between international and domestic tourists.

Group 1: There are no differences in trip characteristics between international tourists and domestic tourists.

Ho1: There are no differences in the tourist information sources regarding agrotourism in Thailand between international tourists and domestic tourists.

Ha1: There are differences in the tourist information sources regarding agrotourism in Thailand between international tourists and domestic tourists.

This can be stated in statistical terms as:

If the p-value >the value of α; fail to reject Ho

If the p-value <the value of α; then reject H_o

95 % level of significance ($\alpha = 0.05$)

Table 5.20. The summary of hypotheses testing of the tourist information sources of Thailand

Chi-square **Tourist Information Sources**	**Results**	**Asymp.Sig** **(2-sided)**	**df**
-Friends & Relative	Reject Ho1	.000	1
-Travel Agencies	Reject Ho1	.000	1
-Travel Exhibition	Reject Ho1	.000	1
-Internet	Reject Ho1	.000	1
-TV & Radio	Reject Ho1	.000	1
-Travel Magazines	Reject Ho1	.000	1
-Newspapers	Fail to reject Ho1	.133	1
-Other (Direct visit to Chokchai Farm)	Fail to reject Ho1	1.000	1

Source: Survey data gathered on March-May, 2003.

As presented in Table 5.20, the null hypothesis (Ho1) was analyzed by using the chi-square test to test the significance of the difference in the agrotourist information sources for international tourists and domestic tourists.

Significance Level

The Chi-square test illustrates the significant value of the difference in agrotourist information sources including direct visits to Chokchai Farm (1.000) and the newspapers (0.133), which were greater than the value of α, 0.05; therefore the null hypothesis (H_o) could not be rejected. This shows that

there were no differences in the agrotourist information sources from direct visits to Chokchai Farm and newspapers for international and domestic tourists.

The Chi-square test shows the significant value of agrotourist information sources including information from friends and relatives, travel agencies, travel exhibitions, the Internet, TV and radio, and travel magazines. All had the same significant value, which were 0.000. These significant values were less than the value of α, 0.05; therefore the null hypothesis (H_o) was rejected. This signified that there were differences in agrotourist information sources from friends and relatives, travel agencies, travel exhibition, the Internet, TV and radio, and travel magazines for international and domestic tourists.

Ho2: There are no differences in the tourism motives of international and domestic tourists in selecting agrotourism as their tourist attraction.

Ha2: There are differences in the tourism motives of international and domestic tourists in selecting agrotourism as their tourist attraction.

This can be stated in statistical terms as:

If the p-value >the value of α; fail to reject Ho

If the p-value <the value of α; then reject H_o

95 % level of significance ($\alpha = 0.05$)

Table 5.21. The summary of hypotheses testing of the tourism motives

Chi-square **The Motives**	**Results**	**Asymp.Sig** **(2-sided)**	**df**
-Joining outdoor activities	Reject Ho2	.000	1
-Closely contact with natural environment	Reject Ho2	.000	1

Chi-square The Motives	Results	Asymp.Sig (2-sided)	df
-Education	Reject Ho2	.000	1
-Contact the serenity of countryside	Fail to reject Ho2	.620	1
-To taste the traditional meal	Reject Ho2	.000	1
-Contact with local culture and farm lifestyle	Reject Ho2	.000	1
-Escape from stress & pollution of the city	Fail to reject Ho2	.898	1
-Other (Fun for kids)	Fail to reject Ho2	1.000	1
-Other (Nothing to do)	Fail to reject Ho2	.082	1

Source: Survey data gathered on March-May, 2003.

As presented in Table 5.21, the null hypothesis (Ho2) was analyzed by using the chi-square test to test the significance of differences in the tourism motives for selecting agrotourism as a tourist attraction for international tourists and domestic tourists.

Significance Level

The Chi-square test presents the significant value of the difference in the tourism motives of international and domestic tourists including fun for kids (1.000), the escape from stress and pollution in the city (0.898), enjoying the serenity of the countryside (0.620), and nothing to do (0.082) which were greater than the value of α, 0.05, therefore the null hypothesis (H_o) could not be rejected. This signifies that there were no differences in the tourism motives for fun for kids, the escape from stress and pollution in the city, enjoying the

serenity of the countryside, and nothing to do for international and domestic tourists.

The Chi-square test shows the significant value of differences in the tourism motives of international and domestic tourists including joining in outdoor activities, close contact with nature, education, meal offerings and contact with the local culture and rural life. All had the same significant value, which were 0.000. These significant values were less than the value of α, 0.05, therefore the null hypothesis (H_o) was rejected. This signified that there were differences in the tourism motives of tourists for joining in outdoor activities, to close contact with the natural environment, education, traditional meal offerings and contact with local culture and farm lifestyle for international and domestic tourists.

Ho3: There are no differences in tourist information sources about agrotourism for Chokchai Farm for international tourists and domestic tourists.

Ha3: There are differences in tourist information sources about agrotourism for Chokchai Farm for international tourists and domestic tourists.

This can be stated in statistical terms as:

If the p-value >the value of α; fail to reject H_o

If the p-value <the value of α; then reject H_o

95 % level of significance ($\alpha = 0.05$)

As presented in Table 5.22, the null hypothesis (Ho3) was analyzed by using the chi-square test to test the significance of differences in awareness of Chokchai Farm's tourist information sources for international tourists and domestic tourists.

Table 5.22. The summary of hypotheses testing of the tourist information sources of Chokchai Farm

Chi-square The information sources of Chokchai Farm	**Results**	**Asymp.Sig (2-sided)**	**df**
-A previous visit	Reject Ho3	.000	1
-Friends & relatives	Fail to reject Ho3	.187	1
-Tourists information center	Fail to reject Ho3	1.000	1
-Newspapers/Tourist magazines	Reject Ho3	.001	1
-Guidebooks	Fail to reject Ho3	.227	1
-Radio program	Reject Ho3	.032	1
-Internet	Reject Ho3	.000	1
-Tourist brochure	Reject Ho3	.000	1
-Other Billboard	Fail to reject Ho3	.315	1
-Other Advertising on the bus & TV	Reject Ho3	.002	1
-Other Family	Fail to reject Ho3	.156	1

Source: Survey data gathered on March-May, 2003.

Significance Level

The Chi-square test presents the significant value of the difference in the awareness about Chokchai Farm's tourist information sources, including tourist information center (1.000), billboards (0.315), guidebooks (0.227), friends and relatives (0.187), and family (0.156), which were greater than the value of α, 0.05, therefore the null hypothesis (H_o) could not be rejected at 0.05 level of confidence. This signifies that there were no differences in the tourist information sources about agrotourism for Chokchai Farm between

international tourists and domestic tourists from the tourist information center, billboards, guidebooks, friends and relatives, and family.

The Chi-square test presents the significant value of the difference in the awareness about Chokchai Farm's tourist information sources, including radio programs (0.032), advertising on buses and TV (0.002), newspapers and tourist magazines (0.001), previous visits (0.000), the Internet (0.000), and tourist brochures (0.000). These significant values were less than the value of α, 0.05, therefore the null hypothesis (H_o) was rejected. This signifies that there were differences in the tourist information sources about agrotourism for Chokchai Farm between international and domestic tourists from radio programs, the advertising on buses and TV, newspapers and tourist magazines, previous visits, the Internet, and tourist brochures.

Ho4: There is no difference in the type of co-travelers of international tourists and domestic tourists.

Ha4: There is the difference in the type of co-travelers of international tourists and domestic tourists.

This can be stated in statistical terms as:

If the p-value >the value of α; fail to reject Ho

If the p-value <the value of α; then reject H_o

95 % level of significance ($\alpha = 0.05$)

Table 5.23. The summary of hypothesis testing of the type of co-travelers

Chi-square	Results	Asymp.Sig (2-sided)	df
Co-travelers	Reject Ho4	.000	9

Source: Survey data gathered on March-May, 2003.

As presented in Table 5.23, the null hypothesis (Ho4) was analyzed by using the chi-square test to test the significance of the difference in the type of co-travelers of international tourists and domestic tourists.

Significance Level

The Chi-square test presents the significant value of the difference in co-travelers with international and domestic tourists as 0.000. This significant value was less than the value of α, 0.05, therefore the null hypothesis (H_o) was rejected. This signifies that there was the difference in the type of co-travelers with international and domestic tourists.

Ho5: There is no difference in modes of transportation between international tourists and domestic tourists.

Ha5: There is a difference in modes of transportation between international tourists and domestic tourists.

This can be stated in statistical terms as:

If the p-value >the value of α; fail to reject Ho

If the p-value <the value of α; then reject H_o

95 % level of significance ($\alpha = 0.05$)

Table 5.24. The summary of hypothesis testing of mode of transportation

Chi-square	Results	Asymp.Sig (2-sided)	df
Transportation	Reject Ho5	.000	6

Source: Survey data gathered on March-May, 2003.

As presented in Table 5.24, the null hypothesis (Ho5) was analyzed by using the chi-square test to test the significance of the difference in the modes of transportation between international tourists and domestic tourists.

Significance Level

The Chi-square test presents the significant value of the difference in modes of transportation between international and domestic tourists at 0.000. This significant value was less than the value of α, 0.05, therefore the null hypothesis (H_o) was rejected. This signifies that there was a difference in the modes of transportation between international and domestic tourists.

Ho6: There is no difference in the frequency of visits to Chokchai Farm between international tourists and domestic tourists.

Ha6: There is a difference in the frequency of visits to Chokchai Farm between international tourists and domestic tourists.

This can be stated in statistical terms as:

If the p-value >the value of α; fail to reject Ho

If the p-value <the value of α; then reject H_o

95 % level of significance ($\alpha = 0.05$)

Table 5.25. The summary of hypothesis testing of the frequency of tourists visiting Chokchai Farm

Tourists	Mean	Std. Deviation	t	df	Sig. (2-tails)	Mean Difference
International	1.57	.761	-4.332	398	0.000	-0.29
Domestic	1.27	.591	-4.332	398	0.000	-0.29

Source: Survey data gathered on March-May, 2003.

As presented in Table 5.25, the null hypothesis (Ho6) was analyzed by using the t-test to test the significance of the differences in two means of

international tourists (1.57) and domestic tourists (1.27) to the frequency of visits to Chokchai Farm.

Significance Level

The t-test presents the significant value of the difference in the frequency of visiting Chokchai Farm between international and domestic tourists at 0.000. This significant value was less than the value of α, 0.05, therefore the null hypothesis (H_0) was rejected. This signifies that there was a difference in the frequency of visits to Chokchai Farm between international and domestic tourists.

Ho7: There is no difference in the amount of time spent on Chokchai Farm between international tourists and domestic tourists.

Ha7: There is a difference in the amount of time spent on Chokchai Farm between international tourists and domestic tourists.

This can be stated in statistical terms as:

If the p-value >the value of α; fail to reject H_0

If the p-value <the value of α; then reject H_0

95 % level of significance ($\alpha = 0.05$)

As presented in Table 5.26, the null hypothesis (Ho7) was analyzed by using the t-test to test the significance of the difference in two means of the amount of time spent in the agrotourist attraction of Chokchai Farm between the international tourists (2.49) and the domestic tourists (1.45).

Table 5.26. The summary of hypothesis testing of the amount of time spent on an agrotourist attraction of Chokchai Farm

Tourists	Mean	Std. Deviation	t	df	Sig. (2-tails)	Mean Difference
International	2.49	.912	-11.376	398	0.000	-1.03
Domestic	1.45	.908	-11.376	398	0.000	-1.03

Source: Survey data gathered on March-May, 2003.

Significance Level

The t-test presents the significant value of the difference in the amount of time spent on the agrotourist attraction of Chokchai Farm between international and domestic tourists at 0.000. This significant value was less than the value of α, 0.05, therefore the null hypothesis (H_o) was rejected. This signifies that there was a difference in the amount of time spent to Chokchai Farm between international and domestic tourists.

Group 2: There are no differences in the preferences of participating in agrotourism activities between international tourists and domestic tourists.

Ho8: There are no differences in the tourism purposes between international tourists and domestic tourists.

Ha8: There are the differences in the tourism purposes between international tourists and domestic tourists.

This can be stated in statistical terms as:

If the p-value >the value of α; fail to reject Ho

If the p-value <the value of α; then reject H_o

95 % level of significance ($\alpha = 0.05$)

Table 5.27. The summary of hypotheses testing of the tourism purposes of tourists

Chi-square The purpose of visiting	Results	Asymp.Sig (2-sided)	Df
-Walking in the natural environment of the farm	Fail to reject Ho8	1.000	1
-Horse riding	Reject Ho8	0.000	1
-To cycle the mountain-bike	Fail to reject Ho8	0.317	1
-To contact the view country scenery	Reject Ho8	0.000	1
-To experience a farming value and lifestyle	Reject Ho8	0.000	1
-See or study farmed animal	Fail to reject Ho8	0.133	1
-Visiting the preparation of farm products	Reject Ho8	0.000	1
-Learn about farming method	Fail to reject Ho8	0.904	1
-To taste the meal in Chokchai Farm's restaurant	Reject Ho8	0.000	1
-Other (To learn how Chokchai Farm succeeded in farming business)	Fail to reject Ho8	0.082	1
-Other (Want to know how is an agrotourism be)	Fail to reject Ho8	0.156	1
-Other (Want to experience all services)	Fail to reject Ho8	0.156	1

Source: Survey data gathered on March-May, 2003.

As presented in Table 5.27, the null hypothesis (Ho8) was analyzed by using the chi-square test to test the significance of the differences in the tourism purposes of visiting Chokchai Farm between international tourists and domestic tourists.

Significance Level

The Chi-square test presents the significant value of the differences in the tourism purposes of visiting Chokchai Farm, including walking in the natural environment of the farm (1.000), learning about farming methods (0.904), mountain-biking (0.317), want to know how agrotourism came to be (0.156),

wanting to experience all the farm services (0.156), seeing or studying farm animals (0.133), and learning how Chokchai Farm succeeded in the farming business (0.082). The significant values of these tourism purposes were greater than the value of α, 0.05, therefore the null hypothesis (H_o) could not be rejected. This signified that there were no differences between international tourists and domestic tourists for their tourism purposes of walking in the natural environment of the farm, learning about farming methods, mountain-biking, wanting to know how agrotourism came to be, wanting to experience all the farm services, seeing or studying farm animals, and learning how Chokchai Farm succeeded in the farming business.

The Chi-square test presents the significant value of the differences in the tourism purposes for visiting Chokchai Farm between international and domestic tourists, including horse riding, enjoying the country scenery, experiencing farming values and lifestyle, viewing the preparation of farm products and eating meals in Chokchai Farm's restaurant. All of these significant values were 0.000. These significant values were less than the value of α, 0.05, therefore the null hypothesis (H_o) was rejected. This signifies that there were the differences in the tourism purposes of visiting Chokchai Farm between international and domestic tourists for the tourism purposes of horse riding, enjoying the country scenery, experiencing farming values and lifestyles, viewing the preparation of farm products and eating meals in Chokchai Farm's restaurant.

Ho9: There is no difference in the type of tourism accommodation between international tourists and domestic tourists.

Ha9: There is a difference in the type of tourism accommodation between international tourists and domestic tourists.

This can be stated in statistical terms as:

If the p-value >the value of α; fail to reject Ho

If the p-value <the value of α; then reject H_o

95 % level of significance ($\alpha = 0.05$)

Table 5.28. The summary of hypothesis testing of the preferences to type of tourism accommodation

Chi-square	Results	Asymp.Sig (2-sided)	df
Accommodation	Reject Ho8	0.000	5

Source: Survey data gathered on March-May, 2003.

As presented in Table 5.28, the null hypothesis (Ho9) was analyzed by using the chi-square test to test the significance of the difference in the preference for tourism accommodation between international tourists and domestic tourists.

Significance Level

The Chi-square test presents the significant value of the difference in the preferences for tourism accommodation between international and domestic tourists at 0.000. This significant value was less than the value of α, 0.05, therefore the null hypothesis (H_o) was rejected. This signifies that there was a difference between international and domestic tourists in their preferences for tourism accommodations.

Ho10: There is no difference in the location of meal offerings between international tourists and domestic tourists.

Ha10: There is a difference in the location of meal offerings between international tourists and domestic tourists.

This can be stated in statistical terms as:

If the p-value >the value of α; fail to reject Ho

If the p-value <the value of α; then reject H_o

95 % level of significance ($\alpha = 0.05$)

Table 5.29. The summary of hypothesis testing of the preferences to the location of meal offerings

Chi-square	Results	Asymp.Sig (2-sided)	df
The location of meal offering	Reject Ho10	0.000	5

Source: Survey data gathered on March-May, 2003.

As presented in Table 5.30, the null hypothesis (Ho10) was analyzed by using the chi-square test to test the significance of difference in the preferences for the location of meal offerings between international tourists and domestic tourists.

Significance Level

The Chi-square test presents the significant value of the difference in the preference for the location of meal offerings between international and domestic tourists at 0.000. This significant value was less than the value of α, 0.05, therefore the null hypothesis (H_o) was rejected. This signifies that there was a difference between international and domestic tourists in their preferences for the location of meal offerings.

Ho11: There are no differences in agrotourism outdoor activities between international tourists and domestic tourists.

Ha11: There are differences in agrotourism outdoor activities between international tourists and domestic tourists.

This can be stated in statistical terms as:

If the p-value >the value of α; fail to reject Ho

If the p-value <the value of α; then reject H_o

95 % level of significance ($\alpha = 0.05$)

Table 5.30. The summary of hypotheses testing of the preference to the agrotourism outdoor activities

Chi-square Outdoor activities	Results	Asymp.Sig (2-sided)	df
-Demonstration of traditional milk products preparation	Reject Ho11	0.000	1
-Visiting and participating in farm facilities	Fail to reject Ho11	0.688	1
-Configuration of nature sport areas	Reject Ho11	0.000	1
-Horseback experience	Reject Ho11	0.000	1
-Visiting the museum, petting animals zoo and visiting the dairy shop	Reject Ho11	0.000	1
-Learning about making ice cream and animal food plant	Reject Ho11	0.000	1
-Other Dog show	Fail to reject Ho11	0.359	1
-Other Sheep herd gathering by herded dog	Fail to reject Ho11	0.177	1

Source: Survey data gathered on March-May, 2003.

As presented in Table 5.31, the null hypothesis (Ho11) was analyzed by using the chi-square test to test the significance of differences in the preference for agrotourism outdoor activities between international tourists and domestic tourists.

Significance Level

The Chi-Square test presents the significant values of the difference in the preference for agrotourism outdoor activities of international and domestic tourists consisting of visiting farm facilities and farming participation (0.688), seeing a dog show (0.359), and viewing a demonstration of sheep gathering by a herd dog (0.177). The significant values of the difference preferences for international and domestic tourists for these outdoor activities were greater than the value of α, 0.05, therefore the null hypothesis (H_o) could not be rejected. This signified that there were no difference between international tourists and domestic tourists for their preference for agrotourism outdoor activities: visiting farm facilities and farming participation, seeing a dog show, and seeing a demonstration of sheep gathering by herded dog.

The Chi-Square test presents the significant value of the difference in the preference of the international and domestic tourists for agrotourism outdoor activities that consisted of demonstrations of traditional milk production, the configuration of nature sports areas, horseback riding, visiting the museum, petting animals zoo and dairy shop, and learning about making ice cream and the animal food plant. All of these outdoor activities had significant values that were 0.000. These significant values were less than the value of α, 0.05, therefore the null hypothesis (H_o) was rejected. This signifies that there are the differences in the preference for some agrotourism outdoor activities between international and domestic tourists. The agrotourism outdoor activities that the international and domestic tourists had preferred differently consisted of the demonstration of traditional milk production, the configuration of nature sports

areas, horseback riding, visiting the museum, petting animals zoo and dairy shop, and learning about making ice cream and the animal food plant.

Ho12: There is no difference in preferring the unique characteristic of agrotourism as the agrotourism product of Chokchai Farm between international tourists and domestic tourists.

Ha12: There is a difference in preferring the unique characteristic of agrotourism as the agrotourism product of Chokchai Farm between international tourists and domestic tourists.

This can be stated in statistical terms as:

If the p-value >the value of α; fail to reject Ho

If the p-value <the value of α; then reject H_o

95 % level of significance ($\alpha = 0.05$)

Table 5.31. The summary of hypothesis testing of the preference to the unique characteristic of Chokchai Farm's agrotourism

Chi-square	Results	Asymp.Sig (2-sided)	df
The unique agrotourism characteristic	Reject Ho12	0.000	8

Source: Survey data gathered on March-May, 2003.

As presented in Table 5.31, the null hypothesis (Ho12) was analyzed by using the chi-square test to test the significance of difference in the preference for the unique agrotourism characteristic of Chokchai Farm between international tourists and domestic tourists.

Significance Level

The Chi-square test presents the significant value of the difference in the preferences for the unique characteristic of agrotourism of Chokchai Farm

between international and domestic tourists at 0.000. This significant value was less than the value of α, 0.05, therefore the null hypothesis (H_o) was rejected. This signifies that there was a difference between international and domestic tourists in their preferences for the unique agrotourism characteristic of Chokchai Farm that make it to be an agrotourist attraction of Thailand.

Table 5.32 Summary of the hypotheses testing

Hypotheses	Results
Ho 1: Agrotourism information sources of Thailand	Fail to reject Ho1 and reject Ha1
Ho 2: The tourism motives	Fail to reject Ho1 and reject Ha1
Ho 3: Agrotourism information sources of Chokchai Farm	Fail to reject Ho1 and reject Ha1
Ho 4: Type of co-travelers	Reject Ho1
Ho 5: Mode of transportation	Reject Ho1
Ho 6: The frequency of visiting Chokchai Farm	Reject Ho1
Ho 7: The amount of time spent	Reject Ho1
Ho 8: The tourism purposes	Fail to reject Ho1 and reject Ha1
Ho 9: Type of tourism accommodation	Reject Ho1
Ho 10: The location of meal offerings	Reject Ho1
Ho 11: The agrotourism outdoor activities	Fail to reject Ho1 and reject Ha1
Ho 12: The unique characteristic of agrotourism of Chokchai Farm	Reject Ho1

Chapter 6

Summary of Findings, Conclusions and Recommendations

This chapter is comprised of three sections. The first section is the summary of the findings of the research. The second section is the conclusions of the research. The final section is the recommendations for further research.

6.1 Summary of findings

The primary purpose of this study is, firstly, to analyze the demographic profile of international and domestic tourists who visited Chokchai Farm in Nakhon Ratchasima Province. Secondly, to identify the preferences of international and domestic tourists regarding trip characteristics. Thirdly, to identify the preferences of international and domestic tourists regarding agrotourist activities. Fourthly, to analyze the differences in the preferences between international and domestic tourists regarding trip characteristics and agrotourist activities. Finally, to analyze the data, make proper conclusions and offer useful recommendations to the organizations concerned with tourism development.

This study used structured questionnaires as the research instruments for collecting the primary data. The size of the target sample was 400 individuals. The first 200 questionnaires were distributed to and collected from international tourists and the second 200 questionnaires were distributed to and collected from domestic tourists. All of the respondents of this research were international and domestic tourists who visited Chokchai Farm, Nakhon Ratchasima Province.

6.1.1. The demographic profiles of tourists

Gender

The tourists have been divided into the gender groups of international and domestic tourists. The findings indicated that the majority of international tourists were male (59.5%) whereas the majority of domestic tourists were female (61.5%).

Age

The tourists in this research were divided into the age groups of international and domestic tourists. The findings signified that the largest age groups of international and domestic tourists were tourists in the age range between 21-30 years old accounting for 84 or 42% international tourists and 58 or 29% domestic tourists.

Education

The education backgrounds of the tourists in this research have been divided into the groups of international and domestic tourists. The findings of this research indicated that the majority groups of international and the domestic tourists educational levels were bachelor's degrees, which consisted of 122 or 61% international tourists and 106 or 53% domestic tourists.

Occupations

The tourists in this research were divided into the occupational groups of international and domestic tourists. The findings indicated that the most occupational groups of the international and domestic tourists were employees that consisted of 64 or 32% international tourists and 78 or 39% domestic tourists.

Income

The tourists in this research were divided into the average monthly incomes of the international and domestic tourists. This finding signified that the largest groups of international tourists have the average monthly income of more than 40,001 baht that consisted of 134 or 67% international tourists. While the largest group of domestic tourists had an average monthly income between 5,000-10,000 baht that consisted of 71 or 35.5% domestic tourists.

Family Status

The tourists in this research were divided according to family status of the international and the domestic tourists. The findings signified that the majority of international tourists were married tourists accounting for 100 or 50%; whereas, the majority of domestic tourists were single accounting for 112 or 56% domestic tourists.

Nationality

The nationalities of the tourists in this research have divided according to international and domestic tourists. Among 200 international tourists, the findings of this research indicated that most of international tourists were American tourists that accounted for 80 or 40%. Among 200 domestic tourists were Thai nationality that counted for 100%.

6.1.2. The trip characteristics of tourists

The tourist information sources

The findings of this research indicated that the tourist information sources about agrotourism in Thailand for international and domestic tourists could be divided as follows:

The first tourist information source was friends and relatives. 161 or 80.5% of international tourists was larger than the 106 or 53% of domestic tourists who received information about agrotourism in Thailand from friends and relatives.

The second tourist information source was travel agencies. 72 or 36% of international tourists was larger than the 12 or 6% of domestic tourists who received information about agrotourism in Thailand from travel agencies.

The third tourist information source was travel exhibitions. 49 or 24.5% of international tourists was larger than the number of domestic tourists, 13 or 6.5%, who received information about agrotourism in Thailand from travel exhibitions.

The fourth tourist information source was the Internet. 73 or 36.5% of international tourists was larger than the number of domestic tourists, 23 or 11.5%, who received information about agrotourism in Thailand from the Internet.

The fifth tourist information source was travel magazines. 19 or 9.5% of international tourists was less than the number of domestic tourists, 50 or 25%, who received information about agrotourism in Thailand from travel magazines.

The sixth tourist information source was TV and radio. The number of international tourists (5 or 2.5%) was less than the number of domestic tourists (76 or 38%) who received information about agrotourism in Thailand from TV and radio.

The seventh tourist information source was from newspapers. The number of international tourists (8 or 4%) was less than the number of

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domestic tourists (15 or 7.5%) who received information about agrotourism in Thailand from newspapers.

The final tourist information source was direct visits to Chokchai Farm. The number of international tourists was equal to the number of domestic tourists who received information about agrotourism in Thailand from the direct visits to Chokchai Farm. This proportion was 3 or 1.5%.

This signified that there were many tourist information sources that were used to promote agrotourism in Thailand. The majority of both international and domestic tourists were 161 or 80% international tourists and 106 or 53% domestic tourists received information about agrotourism from their friends and relatives.

The tourism motives

The findings of this research indicate that the tourism motives that motivated both international and domestic tourists to prefer agrotourism included the following:

The first tourism motive was to join in outdoor activities. The number of international tourists (130 or 65%) was larger than the number of domestic tourists (15 or 7.5%) who prefer agrotourism due to joining outdoor activities.

The second tourism motive was to make close contact with the natural environment. The number of international tourists (41 or 20.5%) was less than the number of domestic tourists (143 or 71.5%) who prefer agrotourism because of the desire to make close contact with the natural environment.

The third tourism motive was education. The number of international tourists (77 or 38.5%) was larger than the number of domestic tourists (34 or 17%) who prefer agrotourism because of education.

The fourth tourism motive was the serenity offered by the countryside. The number of international tourist (43 or 21.5%) was larger than the number of domestic tourists (39 or 19.5%) who prefer agrotourism because of the serenity of the countryside.

The fifth tourism motive was the traditional meal offerings. The number of international tourists (98 or 49%) was larger than the number of domestic tourists (21 or 10.5%) who prefer agrotourism because of the traditional meal offerings.

The sixth tourism motive was to make contact with local cultures and farm lifestyle. The number of international tourists (106 or 53%) was larger than the number of domestic tourists (35 or 17.5%) who prefer agrotourism because they want to make contact with local cultures and farm lifestyle.

The seventh tourism motive was to escape from the stress and pollution of the city. The number of international tourists (37 or 18.5%) was less than the number of domestic tourists (38 or 19%) who prefer agrotourism because they want to escape from the stress and pollution of the city.

The eighth tourism motive was fun for kids. The number of international tourists was equal to the number of domestic tourists (2 or 1%) who prefer agrotourism because they want to provide fun for their kids.

The final tourism motive of the domestic tourists only was because they had nothing else to do during a long weekend, which counted for 3 or 1.5% domestic tourists.

This indicates that there are many tourism motives that can motivate both the international and domestic tourists to participate in agrotourism in Thailand. The most important tourism motive of international tourists was to

join in outdoor activities that counted for 130 or 65% international tourists. While the most important tourism motives of domestic tourists was to make close contact with the natural environment of farmland that counted for 143 or 71.5% domestic tourists.

The tourist information sources of Chokchai Farm

The findings of this research indicated that there were several tourist information sources used to promote the agrotourism of Chokchai Farm to both the international and domestic tourists. These tourist information sources are as follows:

The first tourist information source of Chokchai Farm was the experience of tourists' on previous visits. There were 74 or 37% of the international tourists who had learned about agrotourism at Chokchai Farm from their previous visits, which was larger than the number of domestic tourists (38 or 19%).

The second tourist information source of Chokchai Farm was advice from friends and relatives. There were 123 or 61.5% of the international tourists who learned about agrotourism at Chokchai Farm from friends and relatives, which was more than the number of domestic tourists (110 or 55%).

The third tourist information source of Chokchai Farm were tourist information centers. There were 19 or 9.5% of the international tourists who learned about agrotourism at Chokchai Farm from tourist information centers, which was equal to the number of domestic tourists who also learned of Chokchai Farm from the same source.

The fourth tourist information source of Chokchai Farm were newspapers or tourist magazines. There were 11 or 5.5% of the international tourists who

have learned about agrotourism at Chokchai Farm from newspapers or tourist magazines, which was less than the number of domestic tourists (31 or 15.5%).

The fifth tourist information source of Chokchai Farm were guidebooks. 15 or 7.5% of the international tourists who learned about agrotourism at Chokchai Farm from guidebooks, which was less than the number of domestic tourists (22 or 11%).

The sixth tourist information source of Chokchai Farm was radio programs. 2 or 1% of the international tourists who learned about agrotourism at Chokchai Farm from radio programs, which was less than the number of domestic tourists (9 or 4.5%).

The seventh tourist information source of Chokchai Farm was the Internet. 71 or 35.5% of the international tourists who learned about agrotourism at Chokchai Farm from the Internet, which was more than the number of domestic tourists (14 or 7%).

The eighth tourist information source of Chokchai Farm was tourist brochures. There were 53 or 26.5% of the international tourists who learned about agrotourism at Chokchai Farm from tourist brochures, which was more than the number of domestic tourists (17 or 8.5%).

The ninth tourist information source of Chokchai Farm was billboards. 1 or 0.5% of the international tourists who learned about agrotourism at Chokchai Farm from billboards, which was less than the number of domestic tourists (3 or 1.5%).

The tenth tourist information source of Chokchai Farm was advertising on buses and TV. Only domestic tourists learned about the agrotourism at

Chokchai Farm in this manner, which accounted for 9 or 4.5% domestic tourists.

The final tourist information source of Chokchai Farm was family. Only the domestic tourists learned about the agrotourism at Chokchai Farm from family members, which accounts for 2 or 1% of domestic tourists.

This indicates that the majority groups of both international and domestic tourists learned about the agrotourism of Chokchai Farm from their friends and relatives. That were, 123 or 61.5% of the international tourists and 110 or 55% of the domestic tourists.

The tourists' co-travelers

The findings of this research indicate that the largest of international and domestic tourists preferred to travel with their families, which consisted of 81 or 40.5% of the international tourists and 129 or 64.5% of the domestic tourists.

The modes of transportation

The findings of this research indicate that the majority of international and domestic tourists preferred traveling by car: 101 or 50.5% of the international tourists and 173 or 86.5% of the domestic tourists.

The frequency of agrotourist visits

The findings of this research indicated that the majority of international and domestic tourists were tourists who were visiting Chokchai Farm for the first time, which accounted for 113 or 56.5% of the international tourists and 157 or 78.5% of the domestic tourists. It can be seen from the numbers of repeat international and domestic tourists that the number of repeat international tourists was higher than the number of repeat domestic tourists.

There were 87 or 43.5% international tourists who visited Chokchai Farm more than 2 times while there were 43 or 21.5% domestic tourists who visited Chokchai Farm more than 2 times.

The amount of time spent of the tourists on Chokchai Farm

The findings of this research indicated that the largest of international tourists spent 4 hours at the farm accounted for 76 or 38% international tourists while the largest of domestic tourists spent 2-3 hours at the farm accounting for 150 or 75% domestic tourists.

6.1.3. The preference of tourists to participate in agrotourist activities

The tourism purpose

The tourism purposes of international and domestic tourists have been divided as follows:

The first tourism purpose was to walk in the natural environment of the farmlands. 20 or 10% of both international and domestic tourists preferred this same activity.

The second tourism purpose was that they wanted to ride the horses. 92 or 46% of the international tourists who expressed their desire to ride horses, which is more than the number of domestic tourists (21 or 10.5%).

The third tourism purpose was that they wanted to go mountain biking around the farmland. There were no international tourists expressing a desire to go mountain biking around the farmland while there was 1 or 0.5% of the domestic tourists who wanted to go mountain biking around the farmland.

The fourth tourism purpose was that they wanted to enjoy the country scenery. There were 130 or 65% international tourists who stated this as their

purpose for visiting Chokchai Farm, which was higher than the number of domestic tourists (78 or 39%).

The fifth tourism purpose was that they wanted to experience farming and its lifestyle. 97 or 48.5% of the international tourists had this as a main purpose for their visit to Chokchai, which was higher than the number of domestic tourists (59 or 29.5%).

The sixth tourism purpose was that they wanted to see and study the farm animals. There were 71 or 35.5% of the international tourist who stated this as their purpose for visiting Chokchai Farm while only 57 or 28.5% of the domestic tourists had the same tourism purpose.

The seventh tourism purpose was that the tourists wanted to view the production processes of farm products. 77 or 38.5% of the international tourists who gave this purpose, which was higher than the number of domestic tourists (44 or 22%).

The eighth tourism purpose was that the tourists wanted to learn about farming methods. 44 or 22% of the international tourists gave this purpose, which was higher than the number of domestic tourists (43 or 21.5%) who gave the same purpose.

The ninth tourism purpose was that they wanted to enjoy the meals in Chokchai Farm's restaurant. 154 or 77% of the international tourists gave this as their purpose for visiting Chokchai Farm, which higher than the number of domestic tourists (55 or 27.5%).

The tenth tourism purpose was that they wanted to learn how Chokchai Farm had succeeded in the farming business. None of the international tourists gave this reason as their purpose for visiting Chokchai Farm; whereas, there

were a number of domestic tourists (3 or 1.5%) who gave this as their purpose for visiting Chokchai Farm.

The eleventh tourism purpose was that they wanted to know how the agrotourism of Chokchai Farm came to be. There were no international tourist giving this purpose; whereas, there were 2 or 1% of the domestic tourists who gave this as their purpose for visiting Chokchai Farm.

The final tourism purpose was that they wanted to experience all of the services provided by Chokchai Farm. No international tourist gave this purpose; whereas, there were 2 or 1% of the domestic tourists who gave this as their purpose for visiting Chokchai Farm.

The findings in this research indicated that there were a great variety of tourism purposes of international and domestic tourists traveling to Chokchai Farm. The most of international tourists wanted to eat meals in Chokchai Farm's restaurant (154 or 77%); whereas, the most of domestic tourists wanted to enjoy the view of the country scenery (78 or 39%).

Accommodations

The findings of this research indicated that there were differences in the preferences of the international and domestic tourists. The largest of international tourists preferred to stay in hostels (93 or 46.5%). While the largest of domestic tourists preferred to stay in small family hotels (89 or 44.5%).

The locations of meal offerings

The findings indicated that the largest groups of both international and domestic tourists preferred to have traditional meals in the small family

restaurants or taverns (110 or 55% of the international tourists and 68 or 34% of the domestic tourists).

Agrotourism outdoor activities

The preferences for outdoor activities of international and domestic tourists were found to be as follows:

The demonstration of traditional milk product preparation: 99 or 49.5% of the international tourists, which higher than the number of domestic tourists (57 or 28.5%).

Visiting farm facilities and taking part in farm activities: 106 or 53% of the international tourists, which was less than the domestic tourists (110 or 55%).

The configuration of natural sports areas: 75 or 37.5% of the international tourists, which was higher than the number of domestic tourists (23 or 11.5%).

Horseback riding: 141 or 70.5% of the international tourists, which was higher than the number of domestic tourists (38 or 19%).

Visiting the museum, petting animal zoo and dairy shop: 121 or 60.5% of the international tourists preferred this activity, which was higher than the number of domestic tourists (27 or 13.5%).

Learning about making ice cream and the animal food plant: 133 or 66.5% of the international tourists preferred this activity, which was higher than the number of domestic tourists (46 or 23%).

Watching the dog shows: 4 or 2% of the international tourists preferred this activity, which was less than the number of domestic tourist (7 or 3.5%).

Watching the demonstration of the sheep being herded by a dog: 1 or 0.5% of the international tourists preferred this activity, which was less than the number of domestic tourists (4 or 2%).

The proceeding indicates that there were differences in the preferences of international and domestic tourists in their desire to participate in these outdoor activities. The majority of international tourists preferred to participate in horseback riding, which accounted for 141 or 70.5% international tourists, while the majority of domestic tourists preferred to participate in visiting farm facilities accounting for 110 or 55% domestic tourists.

The unique characteristic of agrotourism of Chokchai Farm

The findings indicated that there were differences in the preferences of the international and domestic tourists when referring to the unique characteristic of agrotourism of Chokchai Farm that support it to be an agrotourist attraction. Most international tourists preferred the steak made from fresh meat as the unique characteristic of agrotourism of Chokchai Farm, which accounted for 59 or 29.5% of the tourists. While most domestic tourists preferred the opportunity to learn about milk production as the unique characteristic of agrotourism of Chokchai Farm accounting for 73 or 36.5%.

6.1.4. Summary of the hypotheses testing

In this research, the SPSS statistical package was applied to test the hypothesis concerning the differences in preferences of the trip characteristics and the agrotourist activities between the international and domestic tourists. The chi-square test and the t-test were used to test the differences in the preferences of the international and domestic tourists.

Twelve hypotheses were set up to study these differences in the preferences between international and domestic tourists.

Table 6.1 Summary of the results of hypothesis testing by Chi-square test

Hypothesis (Continue)	Results	Asymp.sig (2-sided)	df
Group 1: The trip characteristics			
Ho1: Tourist information sources			
-Friends & relatives	Rejected Ho1	.000	1
-Travel agencies	Rejected Ho1	.000	1
-Travel Exhibition	Rejected Ho1	.000	1
-Internet	Rejected Ho1	.000	1
-TV and radio programs	Rejected Ho1	.000	1
-Travel magazines	Rejected Ho1	.000	1
-Newspapers	Fail to reject Ho1	.133	1
-Other (Direct visiting Chokchai Farm)	Fail to reject Ho1	1.000	1
Ho2: The motives to travel			
-Joining outdoor activities	Reject Ho2	.000	1
-To closer contact with natural environment	Reject Ho2	.000	1
-Education	Reject Ho2	.000	1
-To contact the serenity of countryside	Fail to reject Ho2	.620	1
-To taste the traditional meal offering	Reject Ho2	.000	1
-Contact with local culture and farm lifestyle	Reject Ho2	.000	1
-Escape from stress & pollution of the city	Fail to reject Ho2	.898	1
-Other (Fun for kids)	Fail to reject Ho2	1.000	1
-Other Nothing to do	Fail to reject Ho2	.082	1
Ho3: Farm Chokchai's tourist information sources			
-A previous visit	Reject Ho3	.000	1

Hypothesis (Continue)	Results	Asymp.sig (2-sided)	df
-Friends & relatives	Fail to reject Ho3	.187	1
-Tourists information center	Fail to reject Ho3	1.000	1
-Newspapers/Tourist magazines	Reject Ho3	.001	1
-Guidebooks	Fail to reject Ho3	.227	1
-Radio program	Reject Ho3	.032	1
-Internet	Reject Ho3	.000	1
-Tourist brochure	Reject Ho3	.000	1
-Other Billboard	Fail to reject Ho3	.315	1
-Other Advertising on the bus and TV	Reject Ho3	.002	1
Ho4: Co-travelers	Reject Ho4	.000	9
Ho5: Transportation	Reject Ho5	.000	6
Group 2: The agrotourism characteristics			
Ho8: The tourism purpose			
-Walking in the natural environment of farmland	Fail to reject Ho8	1.000	1
-Horse riding	Reject Ho8	0.000	1
-To cycle the mountain-bike	Fail to reject Ho8	0.317	1
-To view the country scenery	Reject Ho8	0.000	1
-Experience a farming value and lifestyle	Reject Ho8	0.000	1
-See or study farmed animal	Fail to reject Ho8	0.133	1
-Visiting the preparation of farm products	Reject Ho8	0.000	1
-Learn about farming method	Fail to reject Ho8	0.904	1
-To taste the meal at Chokchai Farm's restaurant	Reject Ho8	0.000	1
-Other (To learn how Chokchai Farm succeeded in farming business)	Fail to reject Ho8	0.082	1

Hypothesis (Continue)	Results	Asymp.sig (2-sided)	df
-Other (Want to know how is an agro-based tourism)	Fail to reject Ho8	0.156	1
-Other (Want to experience all services)	Fail to reject Ho8	0.156	1
Ho9: The tourism accommodation	Reject Ho9	0.000	5
Ho10: The location of meal offering	Reject Ho10	0.000	5
Ho11: agrotourism outdoor activities			
-Demonstration of traditional milk products preparation	Reject Ho11	0.000	1
-Visiting at farm facilities and farming participation	Fail to reject Ho11	0.688	1
-Configuration of nature sport areas	Reject Ho11	0.000	1
-Horseback experience	Reject Ho11	0.000	1
-Visiting the museum, petting animals and visiting the dairy shop	Reject Ho11	0.000	1
-Learning about milk production, making ice cream and animal food plant	Reject Ho11	0.000	1
-Other Dog show	Fail to reject Ho11	0.359	1
-Other Sheep herd gathering by herded dog	Fail to reject Ho11	0.177	1
Ho12: The unique characteristic of agrotourism of Chokchai Farm	Reject Ho12	0.000	8

Table 6.2 Summary of the results of hypothesis testing by t-test

Hypothesis	Results	Asymp.sig (2-sided)	df	Mean Difference
Ho6: The frequency of visiting	Rejected Ho6	0.000	398	-0.29
Ho7: The number of time spending	Rejected Ho7	0.000	398	-1.03

6.2 Conclusions

In answer to the objective to identify the differences in the trip characteristics and the preferences to the agrotourism activities between the international and domestic tourists visiting Chokchai Farm, Nakhon Ratchasima Province the Chi-square test and t-test tested the entire hypotheses. The results were as follow:

Group 1: There are no difference in trip characteristics between international tourists and domestic tourists.

Ho1: There are no differences in the agrotourist information sources regarding agrotourism in Thailand between international tourists and domestic tourists.

Ha1: There are differences in the agrotourist information sources regarding agrotourism in Thailand between international tourists and domestic tourists.

According to the results of the hypothesis test, two types of results were indicated. The first revealed that there were no differences between the international tourists and the domestic tourists in preferring to receive agrotourist information of Thailand from the sources of Chokchai Farm and newspapers. The second result showed that there were differences between the international tourists and the domestic tourists in their preference to receive agrotourist information from friends and relatives, travel agencies, travel exhibition, Internet, TV and radio, and travel magazines.

To study the differences in preferences between international and domestic tourists in receiving tourist information from many tourist information sources can help the service-providers to select the most effective media that will provide them access to their target tourists.

Ho2: There are no differences in the tourism motives of international and domestic tourists in selecting agrotourism as the tourist attraction.

Ha2: There are no differences in the tourism motives of international and domestic tourists in selecting agrotourism as the tourist attraction.

According to the results of the hypothesis test, there were both similarities and differences in the preferences of international and domestic tourists in the tourist information sources concerning agrotourism in Thailand. The first result shows that there were no differences between the international and domestic tourists in their tourism motives (fun for kids, escape from stress and pollution in the city, enjoying the serenity of the countryside, and nothing to do) that led them to select agrotourism. In addition, the second result of hypothesis test also indicates the rejection of Ho2. That means there were differences between international and domestic tourists in the motives consisting of making contact with the natural environment, education, traditional meal offerings, and making contact with local cultures and farm lifestyle. These motives can lead both international and domestic tourists to select agrotourist attractions. The findings indicated that the motive that most encouraged international tourists to select agrotourist attractions was to join in agrotourism outdoor activities that accounted for 65% international tourists. While the motive that can most encourage domestic tourists was making contact with the natural environment of the farmland that accounted for 71.5% domestic tourists.

Understanding the various visit motives of international and domestic tourists, which consisted of joining in the agrotourism outdoor activities,

contacting the natural environment, education, tradition meal offerings, enjoying the serenity of the countryside, the local culture and farm lifestyle, and the tourists' families. These motives encourage the service-providers to develop motives that can be used to stimulate the interests of the tourists to select an agrotourist attraction.

Ho3: There are no differences in the tourist information sources about agrotourism for Chokchai Farm between international tourists and domestic tourists.

Ha3: There are the differences in the tourist information sources about agrotourism for Chokchai Farm between international tourists and domestic tourists.

According to the results of the hypothesis test, there were both similarities and differences in the receiving of agrotourist information sources of Chokchai Farm for international tourists and domestic tourists. This indicated that international tourists and domestic tourists have similarities in receiving tourist information about the agrotourism of Chokchai Farm from the tourist information center, billboards, guidebooks, friends and relatives, and family. Besides, there were differences in receiving agrotourist information sources concerning Chokchai Farm between international tourists and domestic tourists. This indicated that international tourists and domestic tourists have some differences in receiving tourist information about the agrotourism of Chokchai Farm from radio programs, advertising on buses and TV, newspapers and tourist magazines, previous visits, the Internet, and tourist brochures.

It can be concluded that to promote the agrotourism of Chokchai Farm service-providers should consider the sources of tourist information that will be used to convey the agrotourism information to attract target tourists. In this research, the tourist information source that had the most access to the international and the domestic tourists were friends and relatives.

Ho4: There is no difference in the type of co-travelers of international and domestic tourists.

Ha4: There is a difference in the type of co-travelers of international and domestic tourists.

According to the results of the hypothesis test, there was difference in the types of co-travelers with international and domestic tourists. 40.5% of the international tourists most preferred to travel with their families while 64.5% of the domestic tourists preferred to travel with their families.

Ho5: There is no difference in the modes of transportation between international tourists and domestic tourists.

Ha5: There is a difference in the modes of transportation between international tourists and domestic tourists.

According to the results of the hypothesis test, there was difference in preferring the modes of transportation of international and domestic tourists. The majority of international tourists preferred to use cars that accounted for 50.5%. Whereas, 86.5% of the domestic tourists most preferred to travel by cars.

Ho6: There is no difference in the frequency of visiting Chokchai Farm between international tourists and domestic tourists.

Ha6: There is no difference in the frequency of visiting Chokchai Farm between international tourists and domestic tourists.

The result of Ho6 indicates that there was difference in the frequency of visiting by international and domestic tourists to Chokchai Farm. The majority of international tourists, which accounted for 56.5% of the international tourists, had visited Chokchai farm for their first time while the majority group of domestic tourists, which accounted for 75% of the domestic tourists, had visited Chokchai Farm for their first time.

Ho7: There is no difference in the amount of time spent at Chokchai Farm between international tourists and domestic tourists.

Ha7: There is a difference in the amount of time spent at Chokchai Farm between international tourists and domestic tourists.

Referring to the results of the hypothesis test, there was a difference in the amount of time spent at Chokchai Farm between international tourists and domestic tourists. Most international tourists spent 4 hours at the farm accounting for 38% while most domestic tourists spent 2-3 hours at the farm accounting for 75%.

Group 2: There are no differences in the preferences for participating in agrotourist activities between international tourists and domestic tourists.

Ho8: There are no differences in the tourism purposes between international tourists and domestic tourists.

Ha8: There are differences in the tourism purposes between international tourists and domestic tourists.

According to the results of the hypothesis test, this indicated that there were both differences and similarities between the international and domestic

tourists in their purposes for farm visits. The similarities of international and domestic tourists in their purposes for farm visits were walking in the natural environment of the farmland, mountain biking, watching and studying farm animals, and learning about farming methods. Besides, there were differences in the purposes of farm visits between international tourists and domestic tourists. These different purposes for visiting the farm were riding horses, enjoying the view of the country scenery, experiencing farm values and lifestyles, watching the preparation of farm products, and eating traditional meals at Chokchai Farm's restaurant. In this research, the largest percentage of international tourists had the purpose to eat the meals at Chokchai Farm's restaurant that accounted for 77% international tourists. Whereas, the largest percentage of domestic tourists had the purpose to enjoy the scenery of the countryside that accounted for 39% domestic tourists.

Ho9: There is no difference in the types of tourism accommodations between international tourists and domestic tourists.

Ha9: There is a difference in the types of tourism accommodations between international tourists and domestic tourists.

According to the results of the hypothesis test, there was difference in the types of tourism accommodations between international tourists and domestic tourists. The international tourists mostly preferred to stay in hostels that accounted for 46.5% of the international tourists. Whereas, the domestic tourists mostly preferred to stay in small family hotels that accounted for 44.5% of the domestic tourists.

Ho10: There is no difference in preferring the locations of meal offerings between international tourists and domestic tourists.

Ha10: There is a difference in preferring the locations of meal offerings between international tourists and domestic tourists.

According to the results of the hypothesis test, there was difference in the locations of meal offerings between international tourists and domestic tourists. The international tourists mostly preferred to have meals in the small family restaurants that accounted for 55%. While the domestic tourists mostly preferred to be served meals in small family restaurants that accounted for 34%.

Ho11: There are no differences in preferring the type of agrotourism outdoor activities between international tourists and domestic tourists.

Ha11: There are differences in preferring the type of agrotourism outdoor activities between international tourists and domestic tourists.

According to the results of the hypothesis test, there were both differences and similarities in the types of agrotourism outdoor activities between international tourists and domestic tourists. The differences in preferences for agrotourism outdoor activities of international and domestic tourists were: the demonstration of traditional milk product preparation, the configuration of natural sports areas, the horseback riding, visiting a museum, petting animals zoo and dairy shop, learning milk production, making ice cream and animal food plant. Besides, there were similarities in the preferences for outdoor activities between international tourists and domestic tourists. Similar outdoor activities were: visiting farm facilities, dog shows, and the demonstration of sheep herding by a dog. In this research, international tourists mostly preferred to participate in horseback riding that accounted for 70.5% of the international tourists while the domestic tourists mostly preferred

to participate in farm activities that accounted for 55% of the domestic tourists.

Ho12: There is no difference in preferring the unique characteristic of agrotourism as the agrotourism product of Chokchai Farm between international tourists and domestic tourists.

Ha12: There is a difference in preferring the unique characteristic of agrotourism as agrotourism product of Chokchai Farm between international tourists and domestic tourists.

The results of the hypothesis test indicated that there was difference in preferring the unique characteristics of agrotourism of Chokchai Farm between international tourists and domestic tourists. The international tourists mostly preferred the steak made from fresh meat as the most unique characteristic of agrotourism of Chokchai Farm that accounted for 29.5% of the international tourists. Whereas, the domestic tourists mostly preferred the opportunity to learn about milk production as the unique characteristic of agrotourism at Chokchai Farm that counted for 36.5% of the domestic agrotourists.

6.3. Recommendations

As studied in this research, the results of hypotheses testing indicated that there were differences and similarities of international and domestic tourists in preferring trip characteristics and participating in tourist activities. In order to develop agrotourism to be a tourist attraction of Thailand, the service-providers should understand the difference in trip characteristics and the preference to participate in the agrotourist activities of international and

domestic tourists when designing and developing agrotourism products to attract the attention of these tourists.

Table 6.3 Findings of the study and recommendations

Hypotheses	Findings of the study	Recommendation
Ho 1 and Ho 3	-Most of international and domestic tourists received information about an agrotourism at Chokchai Farm from their friends and relatives.	-Farm Managers should pay attention to informal tourist information source, that is, **word of mouth** by inviting suggestion or comments for improvement and satisfaction of tourists.
Ho 2	-The important motive of tourism for international tourists was the 'outdoor activities'. -The important motive of tourism for domestic tourists was the 'natural environment'.	-Farm Managers should improve the agrotourism outdoor activities to motivate the international tourists such as horseback activities, participation in the production process of ice cream and milk. -Farm Managers should design the agrotourist activities that offer the domestic tourists to contact with the natural environment of farmland such as mountain-biking activity.

Hypotheses	Findings of the study	Recommendation
Ho 4	-Both international and domestic agrotourists preferred to travel with their families	-Farm Managers should design the agrotourist activities that provide a fun and educational day out for whole family's members.
Ho 5	-Most international and domestic tourists preferred to travel by cars.	-Farm Managers should participate with the government sector to linking the transportation networks to Chokchai Farm. -Farm Managers should provide the proper signage or billboard on highway to attract the attention of international and domestic tourists. -Farm Managers provide the adequate and safety parking space.
Ho 8, Ho 11 and Ho 12	-Most international tourists preferred to ride horse. -Most domestic tourists preferred to participate in the farm's facilities such as ice cream production.	-Farm Managers should create more horseback activities to attract the number of international tourists. -Farm Managers should provide the training course to educate staff farm's facilities

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Hypotheses	Findings of the study	Recommendation
		to attract the number of domestic tourists.
Ho 9	-Most international tourists preferred to stay in hostels. -Most domestic tourists preferred to stay in small family hotels.	-Farm Managers should provide the training course to educate the local people about the standard of tourism accommodation and services and assist them to promote their tourism accommodation. -The owners of local tourism accommodation should improve the quality of accommodation facilities to provide the convenience to their customers and offer the activities that the tourists can participate during staying in the local tourism accommodation.

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Hypotheses	Findings of the study	Recommendation
Ho 6	-Most international and domestic tourists have visited Chokchai Farm for the first time.	-Farm manager should develop the tourist activities that can be used to attract the attention of both international and domestic tourists to be the repeated tourists of the farm.

The results of the hypotheses testing (Ho 1 and Ho 3) indicated that there were differences and similarities in preferring the tourist information sources about agrotourism of Thailand and Chokchai Farm between the international and the domestic tourists. In order to develop the agrotourism of Chokchai Farm to be a top tourist attraction of Thailand, the tourist information sources are important devices that help to transmit agrotourism information that motivate the preferences of the target tourists. Seaton and Bennett (1996) have suggested that the promotional tools that the service-providers can use to promote tourism to access the target tourists consist of the press media and broadcast media. The press media consists of a diverse range of general and specialist magazines and newspapers, which cover a wide range of tourists. The main advantages of the press media are its ability for precise segmentation of geographic, socioeconomic and interest group and its capacity to deliver

large amounts of detailed information. In this research, the press media that both international and domestic preferred to receive the agrotourist information from were travel magazines and newspapers. Besides, Seaton and Bennett also identified the broadcast media as promotional tools to promote tourism. The broadcast media consists of TV and radio that are suited for reaching wide audiences quickly. In this research, the broadcast media that both international and domestic tourists preferred to receive agrotourist information from were TV, radio and the Internet. Moreover, this research has indicated that other tourist information sources that can be used to promote agrotourism are advice from tourists' friends and relatives. This is an important source giving both international and domestic tourists ideas to make decisions about their preferences for tourist attractions. In order to increase the tourists' word of mouth, farm managers should pay attention to informal tourist information source, that is, word of mouth by inviting the suggestion and the comments for improvement and satisfaction of tourists. Moreover, they should stress on the importance of offerings high quality and diversified agrotourism products to satisfy the needs and wants of current tourists. Because these tourists can help to promote the positive image of the farm by spreading their words by mouth to friends and relatives who might be the next customers of the farm. It can be concluded that there are many tourist information sources that the farm manager should consider using to promote the agrotourism of Chokchai Farm, these consist of the Internet, advertising on TV and radio programs, tourist brochures, the tourist information center, posters, and tourist exhibitions. The selection of individual tourist information sources to promote the agrotourism of Chokchai Farm, the managers have to

divide their target tourists into the categories of gender, age ranges, educational level, income level, family status, nationality, and occupation. Then they must consider effective tourist information sources that can convey agrotourism information to access the target tourists (Swarbrooke, 2000).

The results of the hypotheses testing (Ho 2)indicated that there were differences and similarities in the tourism motives of the international and the domestic tourists. In order to develop the agrotourism of Chokchai Farm to attract the largest number of both international and domestic tourists, farm managers should understand what the tourism motives of individual tourists that encourage them to travel to an agrotourist attraction. In this research, the motive that most motivated the international tourists to prefer an agrotourist attraction was joining in outdoor activities. In order to influence the preferences of international tourists, the farm managers must develop and improve the agrotourism outdoor activities to attract the desires of the international tourists such as the horseback activities. Among the domestic tourists, the motive that can most influence them to prefer to travel to an agrotourist attraction is the close contact with the natural environment of the farmland. To motivate these tourists, the farm manager must organize agrotourist activities that offer the domestic tourists contact with the natural environment of the farmland; for example, the mountain-biking activity is an activity that provides the tourists with exercise and contact with the cornfields of the farm.

The results of the hypotheses testing (Ho 4)indicated that there were differences in preferring the co-travelers of international and domestic tourists. In order to develop the agrotourism of Chokchai Farm as a tourist attraction of

Thailand, it must be realized that co-travelers are important people that have influence on the tourists' decisions about their preferences for the types of tourist attractions. It can be concluded from the results of this research that the family is an important social context that has influence on the preference patterning of both international and domestic tourists (Hanna and Wozniak, 2001). Both international and domestic tourists most preferred to travel with their families so that the farm managers must design and develop the agrotourist activities that provide a fun and educational day out for the whole family in the farmland.

The modes of transportation are important factors that stimulate the tourists to travel (Swarbrooke, 2000). According to Ho 5, most of both the international and domestic tourists preferred to travel by car while some of these tourists preferred to travel by public transportation such as bus, railway and air. For promoting an agrotourist attraction, the transport networks are important to provide potential tourists with access to the attraction. Therefore, the farm managers should participate with the government sector to develop the connectivity of road. Besides, the proper signage and billboard should be designed to attract the attention of the tourists. The adequate and the safety of parking space should be provided for the needs of tourists.

According to the hypothesis (Ho 6), the frequency of visits to the farm can tell the farm manager about the number of the first time tourists and the repeat tourists. The most numbers of both international and domestic tourists were the tourists who have visited Chokchai Farm for their first time. So that the farm manager should develop the tourist activities that can be used to attract the attention of both international and domestic tourists to be the

repeated tourists of the farm. For example, the tourist activities have to be changed and improve their quality every month and use the advertising media to present the changing of tourist activities to attract both international and domestic tourists to travel repeatedly.

In order to develop and design agrotourism products that fulfill the tourists' satisfaction, farm managers must understand the tourism purposes of both international and domestic tourists. Referring to Ho 8, the horseback riding was the tourism purpose that most international tourists preferred at Chokchai Farm. The farm managers must create more diversified horseback activities, for example, provide the tourists with opportunities to ride horses around the farm-fields. Among domestic tourists, the purpose that most of them indicated was to participate in the farm facilities such as the souvenir outlets and restaurant. Therefore, the farm manager must develop the outlets and restaurants' atmosphere regularly and maintain the quality of souvenirs. Besides, the prices of souvenirs and meals should not be too expensive.

The researcher has found that there were no accommodations directly provided by Chokchai Farm. According to Ho 9, most of both the international and domestic tourists preferred to stay in hostels and small family hotels of local communities that were located around Chokchai Farm. To develop the tourism accommodations in the rural area, the managers of Chokchai Farm should provide training courses to educate the local people about the standards of quality of tourism accommodations in order to allow the local people to develop their houses to be tourism accommodations. Furthermore, farm managers should assist them to promote their accommodations to the tourists.

This can help to support the distribution of tourism revenue in the form of extra income to the local communities.

In order to promote the agrotourism of Chokchai Farm to attract the international and domestic tourists, the staffs are important to present the farm's image and deliver its services. The farm manager should organize training courses regularly to develop the staff's performance and improve the staff's knowledge about agrotourism of farm production to deliver the service standard. Furthermore, the training course should improve the language skills in orders to attract many international tourists whose first language is not English. Besides, they should be trained about the interactions in serving the tourists with their service mind (Swarbrook, 2000).

In order to develop the agrotourism of Chokchai Farm, the carrying capacity should be limited; the number of both international and domestic tourists should be limited to prevent negative impacts that might occur on the farm and in the local environment during the peak seasons. For example, the number of tourists will be overcrowded during a long weekend that might lead to the congestive tourists in the farm area.

The results of the hypotheses testing (Ho 11) also indicated that there were differences and similarities between the international and the domestic tourists in preferring to participate in outdoor activities. Most of the international tourists preferred to join the horseback riding while the most domestic tourists preferred to participate in the farm facilities. In developing agrotourism products to satisfy the international tourists' desires, the farm manager should create more diversified horseback riding activities such as the demonstration of controlling horses. In developing agrotourism products to

attract the domestic tourists, the farm manager should improve the quality of the souvenirs and local products that are sold in the farm outlets. Besides, the farm restaurant should be developed provide more diversified traditional meals and the atmosphere of the restaurant should present the uniqueness of the farm. The development of agrotourism products to fulfill the tourists' satisfaction, the important thing that the farm manager should consider is the uniqueness of agrotourism products that are used to attract the farm's tourists. The agrotourism products have to be developed according to maintaining the traditional agriculture of the farm because the traditional agriculture of the farm can help the tourists to differentiate the uniqueness of Chokchai's agrotourist attractions.

It can be concluded that the study of the different preferences of international and domestic tourists for their trip characteristics and agrotourist activities can assist the agrotourist attraction owners and the farm managers to understand the differences of individual tourists and provide agrotourism products that satisfy the different desires of these tourists. The fulfillment of the individual tourists' desires can motivate the tourists to prefer agrotourism as a tourist attraction. According to the concept of agrotourism products, which consists of the accommodations, meal offerings and agrotourist activities. These components have to be improved and developed in order to maintain the uniqueness of the traditional agriculture. The owners of agrotourist attractions should educate the tourists and local communities about the traditional agriculture of Thailand and stimulate them to protect it through wise agrotourism.

6.4. The suggestion for future research

There are many agrotourist attractions in Thailand. For this research, the researcher focused on the groups of international and domestic agrotourists who visited to Chokchai Farm, Nakhon Ratchasima Province. The results of this research are suitable for use by the owners of agricultural land to develop and improve their lands as agrotourist attractions. Besides, this research is also useful for TAT (Tourism Authority of Thailand) as a reference paper to create a strategic plan to promote agrotourism in Thailand.

This research focused on Chokchai Farm, Nakhon Ratchasima Province. Therefore, further research should be conducted in other agrotourist attractions except farms.

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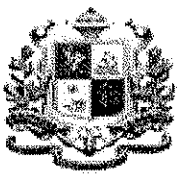
Appendix

Appendix A (English Version)



Assumption University, Bangkok Thailand

I am a student of Master of Arts in Tourism Management. I am researching on the topic entitled, **"A Comparison of the Preferred Trip Characteristics and Activities of International and Domestic Agrotourists: the case of Chokchai Farm, Nakhon Ratchasima Province".** You are requested to fill this questionnaire. The information provided by you will be kept confidential and will be used for academic purpose only.

Part I: Trip Characteristics.

Please checks (/), at least one, that you consider to be the most important option.

1. How do you know about agrotourism in Thailand?

□ Friends and relatives □ Travel agencies □ Travel exhibition □ Internet

□ TV and Radio □Travel magazines □ Newspapers

□ Other.....(Please specify)

2. What motivated you to select an agro-based tourist destination?

□ To join outdoor activities. □ To closer contact with nature. □ Education

□ To contact the serenity of the countryside.□ To taste the traditional meal

□ To contact with local culture and farming lifestyle.

□ To escape from the stress and the pollution in the city.

□ Other.....(Please specify)

3. What are your sources of information about 'Chokchai Farm'?

□ A previous visit □ Advise from friend / relative

□ Tourist Information Center

□ Newspaper/Tourist magazine □ Guide book □ Radio program □ Internet

□ Tourist brochure

□Other .....(Please specify)

4. Are you traveling with?

□ Alone □Couple □Group tour/Club □Family □Friend(s)

□Business associates □ Other relatives

□Other.....(Please specify)

5. What is the mode of transportation you have used from your resident to Chokchai Farm?

□ By Air □ By Railway □ By Bus / Coach □ By Ship □ Car

□ By Songtauw □ Motorbike □ Rental Vehicle

□Others.....(Please specify)

6. How many times have you been to Chokchai Farm ?

□ 1 time □ 2 - 3 times □ 4 -5 times □ More than 5 times

7.How long have you stayed in "Chokchai Farm "?

□ .....Hours □.....Days

Part II : Participation in Agricultural-Based Tourism

Please check (/), at least one, that you consider to be the most important option.

8. What are the purposes of your visiting to Chokchai Farm? (You can tick more than one)

□ To walk in the natural environment of farmland □ To ride the horse

□ To cycle the mountain-bike□ To contact the view country scenery

□ To gain the experience the farming values and lifestyles.

□ To see or study farm animals. □ To visit the farm products preparation

□ To learn about farming methods

□ To taste the traditional meal in Chokchai Farm Steak Hourse

□ Other.....(Please specify)

9. What type of accommodation in Agro-Based tourism have used?

(Please check only an important answer)

□Hotels □Hostels □Tented □Other.....(Please specify)

10. Where would you like to have meals such as a breakfast in agro-based tourism location?

□ In rural house □ In rural restaurants or taverns □ In refreshment rooms

□ In open areas, with farm or local products

□Other.....(Please specify)

11. What type of outdoor activities of agrotourism that you like? (You can tick more than one)

□ The demonstration of traditional milk products preparation.

□ To visiting at farm facilities and participate in farming activities

□ The configuration of natural sports areas that appropriate for mountain biking and running.

□ Horseback experience.

□ To visiting the museum of old machines

□ To learn about making fresh milk ice cream and animal food plant.

□ Other.....(Please specify)

12. Which of these agrotourism characteristics that you think it is an important unique that supports Chokchai Farm to be an agrotourist attraction of Thailand? (Please select only one important answer).

□ To offer horseback experience

□ To provide the tourists to enjoy the natural environment such as corn field.

□ To provide the tourists to have the opportunities learning about milk production.

□ To provide the steak that made from fresh product of Chokchai Farm

□ To sell souvenir and local product

□ The museum of old machine

□ The configuration of natural sports area such trekking, biking and running

□Others.....(Please specify).

13.Other comments.

.....

.....

<u>Part III</u>: Demographic Profile of the Tourists

Please check (/), at only one, that you consider to be the most important option.

14. What is your gender?

□ Male □ Female

15. How old are you?

□ 20 or Less than 20 years □ 21 –30 years □ 31 – 40 years

□ Above 40 years

16. What is your highest educational qualification?

□Secondary School □Diploma □Bachelor □Postgraduate

□Other.....(Please specify)

17. What is your current occupation?

□ Businessperson □ Employee □ Farmer □ Retired □ Teacher

□ Government employee □ Others .....(Please specify)

18. How much monthly income that you receive?

□ 5,000-10,000 Baht □ 10,001-20,000 Baht □ 20,001-30,000 Baht

□ 30,001-40,000 Baht □ More than 40,001 Baht

19. What is your family status?

□ Single □ Married □ Divorced □ Widower

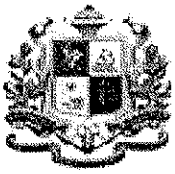
20. What is your nationality?

□ Thai □ Chinese □ American □ British □ Japanese

□ Others.....(Please specify)

♦♦♦♦♦♦ Thank you very much for your time and attention♦♦♦♦♦♦

Appendix B (Thai Version)



มหาวิทยาลัยอัสสัมชัญ

กรุงเทพมหานคร ประเทศไทย

ดิฉันเป็นนักศึกษาระดับปริญญาโท สาขาการจัดการการท่องเที่ยว ดิฉันกำลังทำการค้นคว้าเกี่ยวกับหัวข้อ "**การเปรียบเทียบลักษณะเฉพาะของการท่องเที่ยวของนักท่องเที่ยวกับการเลือกกิจกรรมการท่องเที่ยวประเภทการท่องเที่ยวเชิงเกษตร กรณีศึกษา ณ ฟาร์มโชคชัย จังหวัดนครราชสีมา**" ข้อมูลและรายละเอียดที่คุณได้กรุณากรอกในแบบสอบถามนี้จะถูกเก็บไว้เป็นความลับและจะถูกนำมาใช้ในทางวิชาการเท่านั้น

<u>ส่วนที่ 1 : ลักษณะเฉพาะของการท่องเที่ยวของนักท่องเที่ยว</u>

โปรดใส่เครื่องหมาย(/)ที่ตัวเลือกที่เป็นคำตอบที่สำคัญของคุณ

1. คุณทราบเกี่ยวกับการท่องเที่ยวเชิงเกษตรของประเทศไทยได้อย่างไร

☐ เพื่อนและญาติ ☐ บริษัทนำเที่ยว ☐ งานนิทรรศการการท่องเที่ยว ☐ สื่ออินเตอร์เนต ☐ โทรทัศน์และวิทยุ ☐ นิตยสารการท่องเที่ยว ☐ หนังสือพิมพ์ ☐ อื่นๆ.....(โปรดระบุ)

2. อะไรคือสิ่งกระตุ้นที่ทำให้คุณเลือกการท่องเที่ยวเชิงเกษตรเป็นสถานที่ท่องเที่ยว

☐ เพื่อร่วมกิจกรรมกลางแจ้ง ☐ สัมผัสกับธรรมชาติ ☐ เพื่อการศึกษา

☐ สัมผัสกับทัศนียภาพของชนบท ☐ ลิ้มลองอาหารท้องถิ่น

☐ สัมผัสกับวัฒนธรรมท้องถิ่นและวิถีชีวิตของเกษตรกร

☐หนีจากความเครียดและมลภาวะในเมืองใหญ่ ☐ อื่นๆ.....(โปรดระบุ)

3. โปรดระบุแหล่งข้อมูลที่ทำให้คุณรู้จักฟาร์มโชคชัย

☐ จากประสพการณ์การท่องเที่ยวครั้งที่แล้ว ☐ คำแนะนำจากเพื่อนหรือญาติ

☐ ศูนย์ข้อมูลการท่องเที่ยว ☐หนังสือพิมพ์หรือนิตยสารการท่องเที่ยว ☐ หนังสือแนะนำการท่องเที่ยว

☐ สื่อวิทยุ ☐ สื่ออินเตอร์เนต

☐ แผ่นพับการท่องเที่ยว ☐อื่นๆ.....(โปรดระบุ)

4. คุณมาท่องเที่ยวกับ

☐ คนเดียว ☐ คู่สมรส ☐ คณะท่องเที่ยว/ ชมรม ☐ ครอบครัว ☐ เพื่อน ☐ กลุ่มร่วมธุรกิจ

☐ ญาติ ☐ อื่นๆ.....(โปรดระบุ)

5. โปรดระบุพาหนะที่คุณใช้เดินทางมาท่องเที่ยวที่ฟาร์มโชคชัย

☐ เครื่องบิน ☐ รถไฟ ☐ รถโดยสาร ☐ เรือ ☐ รถยนต์ ☐ รถสองแถว ☐ รถจักรยานยนต์

☐ พาหนะเช่า ☐ อื่นๆ.....(โปรดระบุ)

6. คุณมาเที่ยวที่ฟาร์มโชคชัยบ่อยแค่ไหน ☐ ครั้งแรก ☐ 2-3ครั้ง ☐ 4-5ครั้ง ☐ มากกว่า 5 ครั้ง

7. คุณใช้เวลาท่องเที่ยวในฟาร์มโชคชัยนานเท่าไร

☐ .....ชั่วโมง ☐.....วัน

<u>ส่วนที่ 2 : การเข้าร่วมกิจกรรมการท่องเที่ยวประเภทการท่องเที่ยวเชิงเกษตร</u>

โปรดใส่เครื่องหมาย(/)ที่ตัวเลือกที่เป็นคำตอบที่สำคัญของคุณ

8. อะไรคือจุดมุ่งหมายที่คุณมาเที่ยวที่ฟาร์มโชคชัย (คุณสามารถเลือกได้มากกว่าหนึ่งคำตอบ)

☐ เดินเล่นในสิ่งแวดล้อมธรรมชาติของฟาร์ม ☐ ขี่ม้า ☐ ขี่จักรยานเสือภูเขา ☐ ชมทัศนียภาพ

☐ สัมผัสกับวิถีชีวิตการเลี้ยงสัตว์เพื่ออาชีพ ☐ ชมและศึกษาสัตว์เลี้ยงเพื่อการเกษตร

☐ ชมการเตรียมการผลิตผลิตภัณฑ์ของฟาร์ม☐ ศึกษาเกี่ยวกับกรรมวิธีการการเลี้ยงสัตว์

☐ ชิมรสชาติอาหารของร้านอาหารของฟาร์มโชคชัย

☐ อื่นๆ.....(โปรดระบุ)

9.โปรดระบุชนิดของที่พักที่คุณพักขณะที่มาท่องเที่ยวที่ฟาร์มโชคชัย(โปรดเลือกเพียงหนึ่งคำตอบที่สำคัญที่สุด)

☐ โรงแรม☐ บ้านพักรับรอง ☐ เต็นท์พักแรม ☐ อื่นๆ.....(โปรดระบุ)

10. บริเวณใดในแหล่งท่องเที่ยวเชิงเกษตรที่คุณอยากให้มีการบริการขายอาหาร

(โปรดเลือกเพียงหนึ่งคำตอบที่สำคัญที่สุด)

☐ บริเวณบ้านของชาวท้องถิ่น ☐ ในร้านอาหารเล็กๆหรือที่พักแรม ☐ ห้องอาหาร ☐ บริเวณที่โล่งของฟาร์ม ☐ อื่นๆ.....(โปรดระบุ)

11. กิจกรรมกลางแจ้งของการท่องเที่ยวเชิงเกษตรประเภทใดที่คุณชื่นชอบ (คุณสามารถเลือกได้มากกว่าหนึ่งคำตอบ)

☐ การสาธิตการเตรียมการผลิตผลิตภัณฑ์จากนมแบบวิธีดั้งเดิม

☐ การเยี่ยมชมและเข้าร่วมกิจกรรมสันธนาการของฟาร์ม

☐ การเล่นกีฬาในบริเวณธรรมชาติเช่นขี่จักรยานเสือภูเขาและวิ่ง ☐ ประสบการณ์บนหลังม้า

☐ เยี่ยมชมพิพิธภัณฑ์เครื่องจักรสมัยเก่าสวนสัตว์และร้านขายของสด

☐เรียนรู้กรรมวิธีการผลิตไอศกรีมนมสดและอาหารสัตว์

☐ อื่นๆ.....(โปรดระบุ)

12.ลักษณะของการท่องเที่ยวเชิงเกษตรประเภทใดที่คุณคิดว่าเป็นเอกลักษณ์ที่มีความสำคัญต่อการสนับสนุนฟาร์มโชคชัยให้เป็นแหล่งท่องเที่ยวเชิงเกษตรของประเทศไทย(โปรดเลือกคำตอบที่สำคัญที่สุดเพียงคำตอบเดียว)

☐ นำเสนอกิจกรรมบนหลังม้า

☐ จัดให้นักท่องเที่ยวได้สนุกสนานกับสิ่งแวดล้อมทางธรรมชาติเช่นทุ่งข้าวโพด

☐ เปิดโอกาสให้นักท่องเที่ยวได้เรียนรู้ถึงกรรมวิธีการผลิตนม

☐ นำเสนออาหารประเภทสเต็กที่ผลิตมาจากวัตถุดิบที่สดของฟาร์มโชคชัย

☐ ขายของที่ระลึกและผลิตภัณฑ์ท้องถิ่น

☐ เปิดโอกาสให้นักท่องเที่ยวเข้าเยี่ยมชมพิพิธภัณฑ์เครื่องจักรสมัยเก่า

☐ เปิดโอกาสให้นักท่องเที่ยวได้เล่นกีฬาในพื้นที่ธรรมชาติเช่นปีนเขา ขี่จักรยานและวิ่ง

☐ อื่นๆ.....(โปรดระบุ)

13. ข้อเสนอแนะ

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ส่วนที่ 3 ข้อมูลเกี่ยวกับนักท่องเที่ยว

โปรดใส่เครื่องหมาย(/)ที่ตัวเลือกที่เป็นคำตอบที่สำคัญที่สุดของคุณ

14. เพศ : ☐ ชาย ☐ หญิง

15. อายุ : ☐ 20ปีหรือน้อยกว่า20ปี ☐ 21-30ปี ☐ 31-40ปี ☐ มากกว่า40ปี

16. การศึกษาขั้นสูงสุด :

☐ มัทยมศึกษา ☐ ประกาศนียบัตรวิชาชีพ ☐ ปริญญาตรี ☐ สูงกว่าปริญญาตรี

☐ อื่นๆ..... .....(โปรดระบุ)

17. อาชีพปัจจุบัน : ☐ นักธุรกิจ ☐ พนักงาน ☐ เกษตรกร ☐ เกษียณ ☐ อาจารย์

☐ ข้าราชการ ☐ อื่นๆ.....(โปรดระบุ)

18. รายได้ต่อเดือน : ☐ 5,000-10,000 บาท ☐ 10,001-20,000 บาท ☐ 20,001-30,000 บาท

☐ 30,001-40,000 บาท ☐ มากกว่า 40,000 บาท

19. สถานภาพสมรส ☐ โสด ☐ แต่งงาน ☐ หย่า ☐ ม่าย

◆ ◆ ◆ ◆ ◆ ขอขอบพระคุณค่ะที่กรุณาสละเวลาเพื่อให้ข้อมูล ◆ ◆ ◆ ◆ ◆

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