



Research Report

On

Agritourist Needs and Motivations:  
The Chiang Mai Case

By

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## ABSTRACT

Agritourism in Thailand has been growing in terms of number of accommodations, shops, and attractions. Unfortunately, not many of them are successful as they do not know what agritourists need and/or are looking for. The purpose of this study is therefore to examine what agritourist needs are and how those needs are correlated among themselves. The sample of this study were agritourists who have stayed at agritourism accommodations and/or visited agritourism attractions in Chiang Mai. Factor analysis was employed to assess the nomological and discriminant validity of agritourists' needs and motivations as well as to analyse the correlations among agritourist needs. Meanwhile, ANOVA was employed to determine differences in agritourists' needs. Three groups of agritourist needs including 'Activities and shopping', 'Facilities, services, and location', and 'Attractions and environment' were identified. Moreover, the results of the factor analysis also categorise agritourist motivations into three groups namely 'Agricultural experiences', 'Quality of life, relationships, and adventure', and 'Relaxations'. As a result of the research findings, strategic implications for agritourism providers and destination marketing organizations (DMOs) are proposed.

## CHAPTER 1 – INTRODUCTION

### 1.1 INTRODUCTION

Tourism plays a vital role in Asia's economic vibrancy. According to the Tourism Authority of Thailand, tourism revenue represents nearly six percent of gross domestic product and is one of the highest foreign revenue earners and contributes significantly to Thailand's economy (World Tourism Organization, 2004). Growth in Thailand's tourism industry in recent years has been the result of numerous strengths including Thai hospitality (Koumelis 2004; National Identity Board, 2000), rich cultural heritage and historical tourist destinations (Rittichainuwat, Qu, & Brown, 2001), strong natural attractions, and value for money (Rogers, 2003). As a result, Thailand's tourism arrival grows significantly from 1999 to 2006, as illustrated in the Table 1.1.

Despite a significant growth from 1999 to 2006, the tourism industry in Thailand has seen a decline in international tourist arrival in 2003 and 2005. In early 2003, tourism around the world experienced detrimental negative impact from two major incidents; namely, the American-Iraqi conflict and the Severe Acute Respiratory Syndrome (SARS) epidemic in Asia. SARS left behind the most severe impact in Thai tourism history, particularly in May 2003. Due to these influencing factors, there was much confusion among tourist markets, especially the females market which was sensitive to travel safety and rather chose to delay a trip. Hence, the year 2003 saw merely 10 million international arrivals to Thailand, representing a decrease of 7.36 percent and generating tourism revenue of 309,269 million baht, a drop of 4.39 percent from the previous year (Tourism Authority of Thailand, 2004).

A few major causes of tourism decline in 2005 have also been identified by the Tourism Authority of Thailand. The tsunami disaster and disturbance in the 3 southern provinces, as well as the increased market competition in new destinations (Vietnam, China, India) and tourism product creation (Japan, Hong Kong, and Korea) were key factors of Thailand's tourism decline in 2005, with 11.52 million inbound visitors, a 1.15 % decrease from the previous year. Particularly in the first quarter, the



tsunami discouraged Thai tourism growth considerably (-10%) because tourists worldwide were shocked by the unexpected crisis. Moreover, they waited and were looking forward to hearing of the safety, security measures, and what the disaster would bring. In particular, tsunami had an adverse impact on the popular tourism province, Phuket. Therefore, there were many cancellations of visits, partially resulting from the media which reported news by focusing too much on the damage and distorting the real situation in Thailand (Tourism Authority of Thailand, 2008).

**Table 1.1:** Thailand Tourism Arrivals from 1999 to 2006

Year	International						
	Tourist		Average	Average Expenditure		Revenue	
	Number	Change	Length of Stay	/person/day	Change	Million	Change
	(Million)	(%)	(Days)	(Baht)	(%)	(Baht)	(%)
1999	8.58	+ 10.50	7.96	3,704.54	- 0.23	253,018	+ 4.48
2000	9.51	+ 10.82	7.77	3,861.19	+ 4.23	285,272	+ 12.75
2001	10.06	+ 5.82	7.93	3,748.00	- 2.93	299,047	+ 4.83
2002	10.80	+ 7.33	7.98	3,753.74	+ 0.15	323,484	+ 8.17
2003	10.00	- 7.36	8.19	3,774.50	+ 0.55	309,269	- 4.39
2004	11.65	+ 16.46	8.13	4,057.85	+ 7.51	384,360	+ 24.28
2005	11.52	- 1.51	8.20	3,890.13	- 4.13	367,380	- 4.42
2006	13.82	+ 20.01	8.62	4,048.22	+ 4.06	482,319	+ 31.29

Source: Tourism Authority of Thailand (2007b)

Year	Domestic						
	Thai Visitor		Average	Average Expenditure		Revenue	
	Trip	Change	Length of Stay	/person/day	Change	Million	Change
	(Million)	(%)	(Days)	(Baht)	(%)	(Baht)	(%)
1999	53.62	+ 3.02	2.43	1,523.55	+ 2.29	203,179.00	+ 7.42
2000	54.74	+ 2.08	2.48	1,717.77	+ 12.75	210,516.15	+ 3.61
2001	58.62	+ 7.09	2.51	1,702.70	- 0.88	223,732.14	+ 6.28
2002	61.82	+ 5.45	2.55	1,689.52	- 0.77	235,337.15	+ 5.19
2003	69.36	+ 12.20	2.61	1,824.38	+ 7.98	289,986.81	+ 23.22
2004	74.80	+ 7.84	2.60	1,852.33	+ 1.53	317,224.62	+ 9.39
2005	79.53	+ 6.33	2.73	1,768.87	- 4.51	334,716.79	+ 5.51
2006	81.49	+ 2.46	2.65	1,795.09	+ 1.48	322,533.71	+ 8.41

Source: Tourism Authority of Thailand (2007b)

Apart from a tourism decline in both 2003 and 2005, the tourism industry in Thailand also faces an era of greater competition on the global stage, especially when free trade in services becomes more prevalent under the rules of the World Trade Organization. This has posed further challenge to the tourism organizations in Thailand, in that they do not only have to cope with the international tourists' vulnerability to crisis, but also have to compete with tourism organizations in other destinations.

To overcome such a challenge, Thailand has come up with an aim to become the 'Tourism Capital of Asia'. In order to achieve such an aim, Thailand is employing a new tourism strategy which place strong emphasis on campaigns highlighting 13 niche-market products that are becoming increasingly popular among global visitors. One of those key products that has been promoted is agritourism (Asia Travel Trips, 2002).

Thailand's advantage of agritourism is reflected by its fast established status as one of the world's horticultural centers. In fact, approximately 70% of Thailand's population engages in farming or agricultural activities. Their village life, culture, and heritage are integrated and form the fabric of Thailand's farming communities. These components of nature and culture converge to create unique 'living museums' (Tourism Authority of Thailand, 2007a), which makes them very attractive tourist destinations (Rattanasuwongchai, 1998).

Moreover, the Tourism Authority of Thailand (2006) has reported that Thailand's tropical climate has endowed the country with an abundance of distinctive agricultural produce and products. Thailand is now ranked as one of the five most important agricultural producers in the world. Thai products appear in nearly every kitchen, from staple grains to fine canned goods. This richness has been translated into a tourism bounty in terms of agritourism.

Example of agritourism in Thailand's public sector is the Royal Initiatives of His Majesty the King in agriculture encompass a wide array of projects such as the Royal Agricultural Station in Ang Khang in northern Thailand to study cold climate plants and the coastline educational centre at Khung Kraben in eastern Thailand. An example of Thailand's agritourism established by a private sector is Chokechai Farm

in Nakhon Ratchasima Province. Visitors can get up close to farm animals, learn how Thai-style livestock development and modern farming is done and stay in ultra-comfortable air-conditioned boutique tents (Tourism Authority of Thailand, 2006).

## 1.2 RESEARCH PROBLEM

While there is a growing in numbers of agritourism enterprises (Hsu, 2005, p. 12), there are several challenges that obstruct the success of agritourism business. One challenge is a management skill, which The Food and Fertilizer Technology Center (2007) has pointed that a problem shared by most Asian countries is the lack of management skills among farmers involved in tourism projects. Most of them have little knowledge or experience of tourism development, which makes it difficult to develop a successful agritourism projects.

In some cases, agritourism businesses are unsuccessful mainly because farmers lack information about what visitors want. Simply put, farmers who provide accommodation for tourists, especially visitors from overseas, are dealing with people who have a different life style from their own, and an unfamiliar set of preferences and values. Moreover, success in rural tourism is based on return visits, and word of mouth recommendations. Therefore, farmers need information about their visitors, including feedback, so they can adapt to the wishes of their visitors. A good questionnaire, or some other way of telling farmers what their customers liked and what they didn't like, will help them develop a successful enterprise (The Food and Fertilizer Technology Center, 2007).

Other possible stumbling blocks to both formal and substantive success for agritourism include risk management and liability issues, a lack of knowledge concerning small business planning and development, community objections to some forms of agritourism, and no guarantees of return on both economic and time investment (McGehee, 2007, p. 115). Furthermore, marketing-related barriers also have impeded agritourism from developing to its fullest potential. This is because independent decision-making has focused on improving production, rather than on marketing and consumptive uses of farmlands (Che, Veeck, & Veeck, 2005, p. 227).

It should also be pointed that agritourism enterprise involves investment of time and capital. These resources have opportunity costs, and diverting these resources away from one's core competency (e.g. from purely farming to farm tourism) can negatively impact the farm business (Bernardo, Valentin, & Leatherman, 2004, p. 2). Besides, retail and service activities are relatively high-risk ventures. In many cases, returns on capital invested in agritourism tend to be fairly low. In fact, they are nearly always lower than the returns from other kinds of commercial enterprises (The Food and Fertilizer Technology Center, 2007).

Though it is believed that the success or failure of an agritourism enterprise will be largely determined by the management team (Bernardo, Valentin, & Leatherman, 2004, p. 2), the discussion above has shown that managing an agritourism enterprise is a complex task which requires the management to have a profound understanding of not only agriculture but also tourism. A lack of knowledge, experiences, and skills in management and marketing, as well as insufficient information in terms of customer profiles and demands were identified as being barriers for the development of agritourism enterprises (Hsu, 2005, p. 12). This is in line with Moutinho (1987, p. 5)'s comment that as tourists become more sophisticated in their travelling behavior, research must continue to become more sophisticated to explain these behaviors.

Under such circumstances, providing learning opportunities and consulting channels for operators of agritourism enterprises became the key to further development (Hsu, 2005, p. 12). Although a number of researchers (e.g. Bernardo, Valentin, & Leatherman, 2004; Caballe, 1999; Clarke, 1999; Hsu, 2005; Ilbery, Bowler, Clark, Crockett, & Shaw, 1998; Jensen, Lindborg, English, & Menard, 2006; Leeds & Barrett, 2004; López & García, 2006; e.g. Ou & Shih, 2002; Rilla, 2007) have conducted their studies with agritourism enterprises, limited researches have focused on agritourist needs and motivations, particularly in the case of Thailand.

Having said that, there is a lack of empirical study on the motivation of agritourists (McGehee, 2007, p. 117). Moreover, previous studies about agritourism (e.g. Caballe, 1999; Ilbery, Bowler, Clark, Crockett, & Shaw, 1998) have primarily focused on the motivations of farmers to start agritourism businesses. Apparently, the literature on

the subject of demand for agritourism is limited and therefore there is a need for further study in this area (Carpio, 2006, p. 10).

To fill in such a gap, this research will conduct a quantitative research in order to examine the needs and motivations of agritourists in Thailand. It is envisaged that this research would contribute to the body of knowledge by suggesting those needs and motivations which would not only be beneficial to existing agritourism enterprises, but also to agriculture operators who plan to diversify their business from simply agriculture to agritourism.

### **1.3 RESEARCH QUESTION**

*What are agritourist needs and motivations and how are those needs and motivations correlated among themselves?*

### **1.4 RESEARCH OBJECTIVES**

- 1.4.1 To investigate the sustainable approach of the agritourism management process and strategy for agritourism providers in Chiang Mai
- 1.4.2 To identify agritourist needs
- 1.4.3 To determine agritourist motivations

### **1.5 DEFINITIONS**

**Agritourism:** A style of vocation which involves visiting agricultural communities, orchards, herb gardens, agroforestry, animal farms, aquatic animal farms as well as agricultural festivals in order to experience the rural life, tradition, culture and agricultural activities

**Agritourist:** A tourist who consumes agritourism goods and services

**Agritourist needs:** Attributes that agritourists would like to receive and/or get from their consumption agritourism goods and services

**Agritourist motivations:** Attributes that drive agritourists to purchase agritourism goods and services

## **1.6 RESEARCH FRAMEWORK**

This study examines needs and motivations of Thai Agritourists only. Samples in this survey are those who stay at agritourism accommodations and/or visiting agritourism attractions in Chiang Mai during the period 1 November 2007 - 31 January 2008.

## **1.7 LIMITATION**

The survey sites of this research are limited to agritourism accommodations and/or visiting agritourism attractions in Chiang Mai because there are a large number of agritourism accommodations and attractions, including the Royal Projects.

## **1.8 CONTRIBUTION**

The findings of this research illustrate agritourist needs and motivations which allow agritourism providers to be able to offer agritourism goods and services that satisfy their customers. Eventually, the results of this study suggest a guideline for a sustainable approach of the agritourism management process and strategy for agritourism providers in Chiang Mai, which will assist them operate their business more effectively.

## CHAPTER 2 –LITERATURE REVIEW

### 2.1 INTRODUCTION

In this chapter, a number of literatures relevant to this research will be critically reviewed. This includes an introduction of nature-based tourism and one of its components, agritourism. Then, this chapter will discuss travel needs and motivations respectively. Finally, a conclusion will be drawn, followed by a linkage to the methodology chapter.

### 2.2 AGRITOURISM

#### *Nature-Based Tourism*

The tourism industry is increasingly subsuming the identity of an ‘experience industry’ whereby tourists are willing to pay tourism organizers to help find optimal experiences within the limited time available. Simply put, they want to buy feeling, not products. Moreover, they want to personally experience the immaterial qualities, seeking ambience, aesthetics and atmosphere (Trauer, 2006, p. 183).

For that reasons, forms of tourism have emerged along with the rapid growth of tourism (Mehmetoglu, 2005, p. 357), particularly a tourism in the nature area as the role of tourism in the context of the sustainable use of natural resources has become more recognized in recent years (Dettori, Paba, & Pulina, 2004, p. 2). Tourism in the farm areas is arguably one of the indicators which reflect the growth of demand and consumption of new tourism products in the nature area (Caballe, 1999, p. 245).

In order to market those tourists effectively, there is a general consensus that tourism marketers and planners need to obtain systematic knowledge about nature-based tourists. The literature suggests, however, that there may be different types of nature tourists depending on their degree of specialization (Mehmetoglu, 2005, p. 357). In this regard, Dowling (2001, p. 290) has pointed that it is possible to characterize natural area tourism according to the relationship between specific tourism activities and nature. Those categories are: tourism in the environment (e.g. adventure tourism);

tourism about the environment (e.g. nature-based tourism); and tourism for the environment (e.g. ecotourism).

Nature-based tourism, in particular, can be defined as tourism activities that are generated by the existence of natural preserves, parks, and refuges, such as whale watching and a visit to popular national parks (Ou & Shih, 2002, p. 577). Unlike ecotourism, it should be pointed that nature-based tourism lacks of explicit environmental interpretation (Dowling, 2001, p. 290) and does not have a specific concern for the protection of natural areas (Ou & Shih, 2002, p. 577).

### ***Agritourism Defined***

Agriculture was one of the primary focuses in the traditional natural resource-based economic development for many countries. Until recently however, a new tourism concept like nature-based tourism has been used as an alternative to undesirable nature-based economic development. While scholars have discussed different types of nature-based tourism, one of the new concepts of nature-based tourism is agritourism. Agritourism is nature-based tourism that has been promoted as an environmentally safe way for rural communities to generate income from natural resources (Ou & Shih, 2002, p. 577).

Agritourism, also known as Agrotourism, is a business conducted by a farmer for the enjoyment and education of the public to promote the products of the farm and thereby generate additional farm income (Ou & Shih, 2002, p. 577). Well-developed agritourism systems in rural areas have the potential to reverse negative economic trends by bringing in visitors and creating new jobs and local business ventures for rural residents (M. Ramsey & N. A. Schaumleffel, 2006, p. 7). Moreover, agritourism can provide economically feasible ways to care for natural habitats, natural scenic areas, national resources, and special places (Carpio, 2006, p. 12).

Therefore, it can be argue that in fact agritourism is a hybrid concept that merges elements of two complex industries—agriculture and travel/tourism—to open up new profitable markets for farm products and services and provide travel experience for a large regional market. Moreover, regionalization is a critical strategy for developing an agritourism experience, drawing on the “power of clusters of interesting sites,



activities, and events that can only be accomplished on a regional basis through cooperation (M. Ramsey & N. A. Schaumleffel, 2006, p. 7).

### ***Agritourism Activities and Services***

In addition to producing food and fiber, farms provide other rural amenities to the public. Some of these amenities can be marketed as private goods or on-farm recreations in an agritourism context (Carpio, 2006, p. 10). Agritourism providers (farm families) then deliver these “products and services” to agritourism visitors (agritourists), who ‘consume’ those products and services. With a sustainable development, agritourism can increase the long term potential for higher margin on-farm sales of these value-added products and services (McGehee, 2007, p. 111).

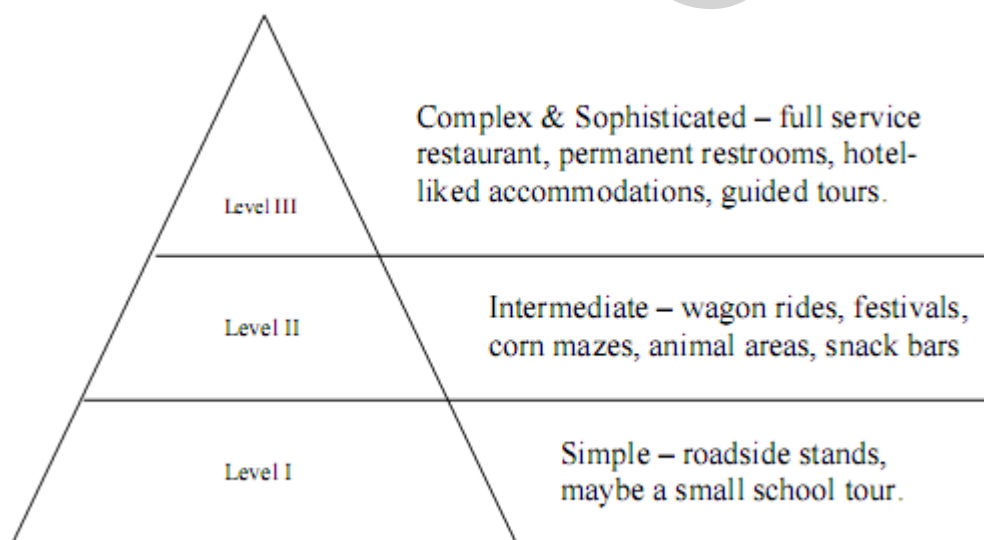
Family, young people, and lovers of rural life are primarily the targeted agritourists (Caballe, 1999, p. 246). Agritourism offers a wide range of benefits to those tourists, such as convenient, secure, educational, and amusing family experiences for visitors (M. Ramsey & N. A. Schaumleffel, 2006, p. 6). Moreover, visitors to farms also obtain benefits derived from the scenic beauty of rural landscape (Carpio, 2006, p. 10). For that reason, agritourism offers direct contact with nature as well as providing a valuable resource for increased ecological and agricultural awareness (Caballe, 1999, p. 246).

Agritourism activities can be simply a visit of a working farm or any agricultural operation to enjoy, to be educated, or to be involved in what is happening on the operation (Carpio, 2006, p. 11). Having said that, there are a wide array of agritourism activities which include, but not limited to, pick-your-own produce, on-farm festivals (Carpio, 2006, p. 11; McGehee, 2007; M. Ramsey & N. Schaumleffel, 2006), the purchasing of local products (Caballe, 1999, p. 246), children’s educational program (Carpio, 2006, p. 11; McGehee, 2007), farmer’s market, mazes (corn/hay), petting zoos, roadside markets, scenic byway tours, wineries, camping, ecosystem preserve, hiking, living history farms, tractor pulls/hay rides, antique stores (M. Ramsey & N. Schaumleffel, 2006).

Based on such complexity of activities and services provided by farm enterprises as discussed above, Leeds and Barrett (2004) has developed a classification (see a figure below) which categorizes agritourism into three levels of agritourism.

1. The first level and the simplest form of agritourism enterprises are those farms that would have limited interactions with customers. Being a good farmer is the primary role played by a farm entrepreneur of this type. Activities provided by Level I enterprises include roadside stands, limited small school tours, and/or other occasional events.
2. The second levels of agritourism enterprises contain those farms providing various activities and services to meet customers' needs. Examples of those activities are wagon rides, corn mazes, petting zoos, snack bars, festivals, and/or pick-your-own. In Level II, farm entrepreneurs would have direct interactions with their customers.
3. Unlike Level II, the third level of agritourism enterprises is more complex and sophisticated. Including all possible services and activities offered in the second level, Level III enterprises comprise well-designed shopping grounds, full service restaurants, permanent restrooms, paved parking lots, guided tours, educational programs, and/or hotel-like accommodations. Unsurprisingly, many agritourism enterprises would never reach this level.

**Figure 2.1:** Classification of Agritourism Enterprises



Source: Leeds and Barrett (2004)

### ***Supply-Side of Agritourism***

Although this research does not focus on the supply-side of agritourism, it is crucial for the researcher to understand factors influencing the demand of agritourism from a supplier perspective.

According to recent studies, economic pressures have forced farmers and ranchers to supplement their income through diversification, both within agriculture and non-agriculture pursuits (Carpio, 2006, p. 11). Moreover, poor commodity prices, rising input costs, and globalization are substantially eroding small farm incomes across the world. Consequently, many farmers are being forced to sell their farms, seek jobs elsewhere, or explore alternative ways to be successful while remaining on the farm (McGehee, 2007, p. 111).

For these reasons, much of the research in agritourism development has reported that the most prevalent motivations for agritourism development are primarily economic, or in other words, to create income (McGehee, 2007, p. 114) which in turn increase farm revenue and increase community economic activity (Carpio, 2006, p. 11). It should be pointed however that although this added revenue gained from agritourism activities may be minimal, these small contribution can provide the difference between survival and bankruptcy (McGehee, 2007, p. 114).

Apart from an economic aspect of agritourism, factors influencing farmers to explore the viability of alternative economic strategies are: a declining labor force, changing farm structure, increased intensification and specialization of farming activities, poor agricultural commodity prices, rising production costs, globalization, industrialization, the encroachment of suburban development, and the loss of government-supported agriculture programs (Carpio, 2006, p. 12).

### ***Demand-Side of Agritourism***

On the demand-side, tourists' interest in agritourism activities has increased in recent years (Carpio, 2006, p. 11), particularly in Europe, Australia, and the United States, in response to the combination of agricultural decline and a growing market for holidaying in the countryside. The major attraction of agritourism is farming

experience and farm products along with services provided (Ou & Shih, 2002, p. 587).

A number of researchers discussed several factors that drive the demand of agritourism. Firstly, the demand for outdoor recreation is rising due to increases in income. Moreover, trends and future projections indicate continued increases in the number of participants, trips, and activity days for outdoor recreation as well as the increase of multi-activity but shorter trips. Secondly, people are doing more traveling as a family, generally by car and looking for more activities involving experiences. Finally, there is a growing concern by the public to support local farmers (Carpio, 2006, pp. 11-12).

Ou and Shih (2002, pp. 587-588) added that the potential tourists are urban settlers who would like to visit farms with following primary reasons: to build strength relationships; to improve health and wellbeing; to rest and relax; to have an adventure; to escape; to know more about locally grown food, particularly organic food; to make a special occasion; to save money and time; and to reminisce.

Caballe (1999, p. 246) added that tourists from urban areas visit countryside primarily because they are attracted by different rural ways of life. Although farm tourism accommodation tends not to be the most fashionable and usually does not have the highest occupancy rates, the tourists' preferences in general seem to be based on pull factors other than whether or not the accommodation is on a farm.

It is also crucial for agritourism providers to understand the demographic characteristics of agritourists who demand agritourism services and activities. Such an understanding will enable operators of agritourism businesses to assess what preferences visitors are likely to have for their recreational and educational demands. As a result, operators of agritourism enterprises are able to make appropriate decisions for the purpose of generating sustainable incomes (Hsu, 2005, p. 6).

For instance, whilst elderly tourists are more likely to spend their holidays in rural areas, there is considerable interest among people who have not previously taken a rural holiday to consider rural tourism as one possibility (Tyrvaainen, Silvennoinen,

Nousiainen, & Tahvanainen, 2001, p. 144). Such an understanding would help agritourism businesses to tailor their marketing strategies accordingly.

### 2.3 TRAVEL MOTIVATIONS

For tourism operators, understanding travel motivation is critical to an understanding of tourist behavior. Travel motivation can be referred to experiences or benefits that directly influence the choice of a type of trip or destination. Motivations tend to be transitory or changeable. This means the motivations that influence a person's decision for one trip may be very different from those motivations that shape the next trip decision (Tao, Eagles, & Smith, 2004, p. 152). Though motivation is not the exclusive factor in explaining human behavior (Pan & Ryan, 2007, p. 289), it should be noted however that motivation is a major driving force that influence not only on the tourists' choice of destination or type of vacation (Yuan, Cai, Morrison, & Linton, 2005, p. 43) but also on the choice of tourism activity (Lee & Chen, 2005, p. 176).

Travel motivation can be characterized as having two dimensions, the behavioral 'needs' which are intrinsic to the individual, and the more constraints-based decisions influenced by the situational, cognitive motivations (Yuan, Cai, Morrison, & Linton, 2005). Simply put, consumer motives determine what people want to do or want to have and the extent to which they want to do it or have it. When consumers see, feel or conceive a connection between their needs and the product or service offered, incentives to follow-up develop. Evidently, the greater the need, the greater the incentive. And this need incentive correlation is induced through direct or indirect methods or approaches directly based on promotions and advertising primarily; and indirectly on personal consumer experiences (Kurtzman & Zauhar, 2005, p. 24).

To develop an effective marketing strategy and sustainable management plan for any tourism organization, it is important to identify and explore motivating factors that lead to the decision to visit (Pan & Ryan, 2007, p. 289). This is primarily because the tourist travel market is highly competitive, particularly within the area of mass tourism which is highly segmented (Shaw, 2002, p. 86). In general, there must be a motivation for each traveling pattern since it guides activities of individual (Lee & Chen, 2005, p. 176) and therefore it is not surprised that several authors have

proposed different categorizations of factors influencing travel motivation as shown below.

Krippendorf (1987) suggested 8 primary reasons for travel which are: recuperation and regeneration; compensation and social integration; escape; communication; freedom and self-determination; self-realization; happiness and to broaden the mind. Pan and Ryan (2007, p. 290) has a slightly different view which summarizes travel motivations into five broad categories, which are: relaxation; sociability; skill mastery; intellectual, and a sense of belonging in terms of place attachment.

In addition, travel motivation has been studied in a nature-based tourism context as Stein (2003, pp. 411-412) has suggested the following categories and attributes of tourist motivation toward nature-based tourism:

#### *Group/Family*

- Bring your family closer together
- Enjoy the natural scenery
- Be with members of your own group
- Be with others who enjoy the same things as you do

#### *Escape*

- Experience solitude
- Get away from crowds of people

#### *Relaxation*

- Rest mentally
- Enjoy the smells and sounds of nature
- Help release built-up tension
- Get away from the usual demands of life
- Rest physically

### *Learning*

- Learn more about the natural history of the area
- Keep physically fit
- Learn more about nature
- Experience new and different things
- Learn more about the cultural history of the area

### *Improve Well-being and Sense of Self*

- Feel more self-confident
- Experience a sense of personal freedom
- Help you recover from everyday stress
- Reduce depression or anxiety
- Gain a greater sense of independence or autonomy
- Feel more self-reliant
- Gain a more holistic sense of well-being
- Help clarify your thinking
- Feel at one with living things
- Enjoy a place that is special to you
- Put you in a happier frame of mind
- Develop or enhance your environmental ethic
- Improve your outlook on life
- Enjoy a sense of timelessness

### *Adventure/Excitement*

- Experience excitement
- Enjoy a different temperature than what you experience back home
- Do something challenging
- Experience adventure
- Feel exhilarated

### *Self-improvement*

- Develop your skills and abilities
- Maintain a sense of self-pride
- Express and nurture personal spiritual values and orientations
- Reflect on and clarify personal values
- Maintain a desired image of yourself

### *Do Your Own Thing*

- Do things your own way
- Be in control of things that happen
- Chance dangerous situations

### *Creative*

- Do something creative such as sketch, paint, or take photographs

### *Social Skills and Development*

- Share what you have learned with others
- Lead other people
- Be with caring and sensitive people
- Avoid the unexpected
- Help maintain pride in your race or cultural subgroup
- Help others develop their skills

### *New Experience*

- Talk to new and varied people
- Observe other people in the area
- Have others know that you have been there
- Escape the family temporarily

Another study conducted in the area of nature-based tourism has pointed the following travel motivations: to relax mentally, to be in a calm atmosphere, to keep the body healthy, to avoid the hustle and bustle of a daily life, to refresh the mind and gain inspiration, to seek tranquility/to contemplate, to discover new places and things,



to have a good time with friends, to learn about nature, to relax physically, to challenge my abilities, to use my physical abilities and skills, to be with others, to increase my knowledge, to build friendship with others, to use my imagination, to gain a feeling of belonging, and to develop close friendships (Pan & Ryan, 2007, p. 295).

As can be seen above, measuring motivation is extremely problematic because little in the way of common understanding has emerged (Shaw, 2002, p. 86). For that reason, an iceberg analogy may be used to help illustrate the layers of differing motives. The tip of the iceberg (i.e. what is visible) represents expressed motives whilst the majority of the iceberg, which remains unseen below the waterline, accounts for the underlying motives such as those pertaining to socialization and personality factors. It is arguably unrealistic to identify all the often contradictory reasons for travel which are specific to individuals' own biographies and in any case are so deep rooted as to be practically imperceptible by those who experienced them (Robinson & Gammon, 2004, p. 222).

Unsurprisingly, therefore, tourism motives mooted in the literature tend to categorize reasons for travel as escaping from and/or escaping to particular destinations in order to experience preconceived outcomes. This has led to a variety of both similar and competing cultural, social and psychological suggestions of what drives individuals and groups to travel (Robinson & Gammon, 2004, p. 222).

Whilst literatures have suggested a number of travel motivations, it is vital to point out however that a single motive is rarely identified as the only reason for travel. In contrast, various motives for travel have been found although there may be one which dominates the others. This means most people's holidays represent a compromise between their multiple motivators. Either one motivation becomes dominant or a holiday is purchased which ensures all the motivators can at least be partially satisfied (Robinson & Gammon, 2004, p. 223).

## 2.4 TRAVEL NEEDS

This section discusses travel needs in the aspect of travel requirement, which aims to examine what agritourists need, require, or prefer, when they choose agritourism as a way to spend their holiday.

In Hecht and Martin's (2006, p. 73) study on backpackers in Canada, The respondents' top five service preferences were: cleanliness; location; personal service; security; and hostel services such as internet and laundry facilities. Das et al. (2007, p. 111) has reported more in-depth travel needs, which include 7 major factors. Factor 1 is labeled as 'Ease of accessibility', which consisted of four items measuring information, accessibility, connectivity and reservation facilities. Factor 2 also represents four items covering basic infrastructure, infrastructure of hotels, food and hygiene, which was named as 'Touristic infrastructure'. Factor 3 is labeled as 'Support services' which deals with five items namely postal and banking services, travel arrangements, tourist information centre, proper display of fares and inexpensive tourist destination.

Das et al. (2007, p. 111)'s Factor 4 is named as 'Ancient flavor of the city', which consisted of three items namely spiritualism, oldest surviving city and museum. Factor 5 is labeled as 'Distinctive local features', whereby Factor 6 is labeled as 'Psychological & physical environment', which combined safety of tourists, attitude of the local people and visible physical environment. Finally Factor 7 covered only two items measuring music and handicrafts, named as 'Cultural attributes'.

World Tourism Organization (2003) has proposed six standards for tourist product or service according to the tourist needs that have to be put into consideration when tourism enterprise/destination management is taking decision related to tourism product design and marketing. These needs are:

1. Safety and security. A tourism product or service cannot represent danger to life, damage to health and other vital interests and integrity of the consumer (even if we talk about "adventure tourism"). Safety and security standards are normally enforced by law and should be considered as quality standards.

2. Hygiene. For instance, an accommodation facility just has to be safe and clean, one cannot pretend that such requirements are more important to high-class establishments. Food safety standards, often also enforced by law, must be met and be common to all types of food outlets, from street vendors to luxury gourmet restaurants to airline catering.
3. Accessibility. This determinant requires that physical, communication and service barriers must be done away with to allow, without discrimination, the use of mainstream tourism products and services by all people irrespective of their natural and acquired differences, including people with disabilities.
4. Transparency. It is a key element to provide for legitimacy of expectations and consumer protection. It relates to providing and effectively communicating truthful information on the characteristics and coverage of the product and its total price. It includes the statement of what is covered by the price and what is not in the product on supply.
5. Authenticity. In a commercial world, authenticity is the most difficult and most subjective quality determinant to attain. It also has marketing and competition aspects. Authenticity is culturally determined and one of its results is making the product clearly distinct from other similar products. Authenticity must meet consumer expectations. However, it diminishes and eventually terminates when the product loses its links with its cultural and natural background. In this sense, a “genuine” ethnic restaurant can never be entirely authentic in a place distinct from its original setting. This does not mean that such an establishment cannot be an attraction and that it cannot be assessed from the viewpoint of quality with respect to production, marketing, distribution, sale and delivery of the service concerned. A theme park representing other lands and far away cultures is a clear example of an initially artificial tourism product which may create an authenticity and a quality image of its own.

6. Harmony. Harmony with the human and natural environment pertains to sustainability which is a medium and long-term concept. To do so, maintaining the sustainability of tourism requires managing environmental and socio-economic impacts, establishing environmental indicators and maintaining the quality of the tourism products and tourist markets.

While the studies above focus on travel needs in the general tourism context, a few researchers (e.g. Jensen, Lindborg, English, & Menard, 2006; e.g. McGehee, 2007; Tyrvaïnen, Silvennoinen, Nousiainen, & Tahvanainen, 2001) have undertaken their study particularly in a nature-based tourism or agritourism context. Details of those travel needs are discussed as follow.

According to Tyrvaïnen et al. (2001, p. 144), traditional agriculture is clearly seen to maintain attractively of rural areas. Having said that, living countryside and culture linked with the rural area in question have less significance than nature when a farm resort is being chosen. Thus, the attractiveness of the surrounding area is primarily based on the condition of nature.

Tyrvaïnen et al. (2001, p. 144) also pointed that tourists prefer to be able to relax in nature and to have things to do. The general tidiness of the surrounding area is therefore important in the holiday experience. Moreover, a variety of activities are also desired as beautiful scenery is an essential part of outdoor activities. The use of the areas concentrated to specific places, such as lakeside forests and to minor roads and paths, are where special attention must be paid to visual impacts of forest management (Tyrvaïnen, Silvennoinen, Nousiainen, & Tahvanainen, 2001, p. 145).

McGehee (2007, p. 117) added that agritourists are interested in convenience, diversity of attractions, and value-added product purchasing opportunities both during and after visits. Moreover, they want to have greater access to information from a variety of sources about farm locations and purchase opportunities. Similarly, a study by Jensen et al.(2006) found that the tourists' need for agritourism amenities and services are: freshness of farm products, on-site restrooms, adequate parking, learning about how products are grown or made, easy transportation access, pricing of

products, farm scenery, product samples, seating, picnic areas, opportunity to pet or care for animals, food and drink for purchase, and crafts or souvenirs.

While different authors have different opinions on travel needs or travel requirements, it is evident that they have a consensus on certain travel needs, which are:

- Accessibility (Das, Sharma, Mohapatra, & Sarkar, 2007; Hecht & Martin, 2006; Jensen, Lindborg, English, & Menard, 2006; World Tourism Organization, 2003);
- Attractions (Das, Sharma, Mohapatra, & Sarkar, 2007; McGehee, 2007);
- Authenticity (Das, Sharma, Mohapatra, & Sarkar, 2007; World Tourism Organization, 2003);
- Facilities (Das, Sharma, Mohapatra, & Sarkar, 2007; Hecht & Martin, 2006; Jensen, Lindborg, English, & Menard, 2006);
- Food hygiene (Das, Sharma, Mohapatra, & Sarkar, 2007; World Tourism Organization, 2003);
- Natural environment (Tyrvaainen, Silvennoinen, Nousiainen, & Tahvanainen, 2001; World Tourism Organization, 2003); and
- Security (Hecht & Martin, 2006; World Tourism Organization, 2003)

## **2.5 CONCLUSION**

Thus far, this chapter has undertaken a critical review of literature in areas of nature-based tourism, agritourism, travel motivations, and travel needs. This chapter started by introducing nature-based tourism as an umbrella of a more specific agritourism. Then, this chapter defined agritourism and discussed diverse agritourism activities and services and also the supply and demand-side of agritourism. The chapter moved on to travel motivations (e.g. Get away from the usual demands of life) and travel needs (e.g. Accessibility). Having reviewed those relevant literatures, the researcher have gained a general concept toward agritourist needs and motivations, which guided the research methodology described in the next chapter.

## **CHAPTER 3 – METHODOLOGY**

### **3.1 INTRODUCTION**

The purpose of this chapter is to describe and justify the research methodology employed in this study. This chapter consists of five sections. Firstly, the research design will be justified followed by describing sampling strategy. Next, data collection and data analysis strategy will be discussed. Finally, conclusions of the methodology employed in this study will be drawn.

### **3.2 RESEARCH DESIGN**

Generally, research approaches can be classified into three categories based on the fundamental objective of the research: exploratory, descriptive, or causal (Burns and Bush, 1995; Churchill, 2001; Kumar, Aaker and Day, 1999). Descriptive and causal research, in terms of marketing research, are considered as subtypes of conclusive research designed to provide information for the evaluation of alternative courses of action. Whereas, exploratory research is designed for discovering ideas and insights of the general nature of a problem, and gathering information on the problems associated with doing conclusive research (Churchill, 2001; Kinnear & Taylor, 1996; Kumar, Aaker, & Day, 1999).

In order to meet the research objectives, the exploratory research approach was selected with a self-administered questionnaire as a data gathering tool. An agritourist survey was employed to identify agritourist needs and motivations, and to understand whether these needs and motivations can be grouped. The data gathered through the survey was structured, using factor analysis, to explain how agritourist needs and motivations are correlated among themselves.

### **3.3 SAMPLING STRATEGY**

The approach used to determine the sampling strategy for this study followed Kinnear and Taylor's (1996) five steps in selecting a sample including defining the population, identifying the most suitable sampling frame, determining sample size, selecting a sampling procedure, and selecting the sample.

#### ***Population***

In order to meet the objectives of the study, the relevant target population is defined as all Thai agritourists who have stayed at agritourism accommodations and/or visited agritourism attractions in Chiang Mai.

#### ***Sampling Frame***

Several possible sample frames were considered in terms of the survey sites of this research including the lists of agritourism providers registered with provincial government and authorities, Tourism Authority of Thailand, Ministry of Tourism and Sports, and Department of Agricultural Extension. The best representation of the target population was considered to be the lists of providers registered with provincial government and authorities as they are more updated, and contain useful information including size, rate/price, and contact details of agritourism providers.

#### ***Sample Size***

Decisions concerning sample size were based on consideration of the proposed data analysis techniques—factor analysis, and pragmatic considerations in terms of time and budgetary constraints of the research. It was therefore decided to target 500 respondents in total to ensure valid data.

#### ***Sampling Procedure***

As this study was exploratory research, it was acceptable to employ non-probability based sampling methods to select participants (Malhotra, 2007). Quota sampling was selected on the basis of which accommodations and attractions would be appropriate for gathering information from agritourists. It was planned to collect the data at 5 Royal Project's accommodations and 5 privately or locally owned agritourism accommodations in Chiang Mai, with targeting 50 respondents from each research site. Protocols for the selection of respondents are discussed next.

### *Selection of Sample*

To obtain a sample of 500, it was decided to equally distribute 1,000 questionnaires to ten research sites (5 privately or locally owned agritourism accommodations, 4 Royal Project's accommodations and 1 agritourism attraction recommended by provincial government and authorities, TAT Northern Office: Region 1 and Royal Project office in Chiang Mai (Appendix 1). The questionnaires were sent to the managers of 9 accommodations who in turn distributed them to their guests staying at those accommodations during the period 1 November 2007 - 31 January 2008 (the most popular time of year to visit Chiang Mai).

At the same period of time, the field research assistants were positioned at the high traffic locations within the Queen Sirikit Botanic Garden, one of the most popular agritourism attractions in Chiang Mai, for the selection of participants. People passing by were asked if they would be willing to participate in this research. Passersby who agreed were then requested to complete a personally administered questionnaire.

### **3.4 RESEARCH INSTRUMENT**

This study gathers data by using a questionnaire which comprises of four sections (Appendix 2). The instrument began with general information about agritourists behavior followed by the section that gathers agritourist needs. The third section gathers motivations of agritourists. The final section gathers respondent's demographic information.

### **3.5 DATA ANALYSIS**

In relation to data analysis, SPSS was used to generate descriptive statistics to describe general information about agritourism and respondents' demographic information. The selection of statistical techniques for data analysis was based on the research question, research objectives, and characteristic of data.



The research question in this study was addressed in Chapter I as ‘*What are agritourist needs and motivations and how those needs and motivations are correlated among themselves?*’ In order to answer the research question, factor analysis was therefore employed to assess the nomological and discriminant validity of as well as to analyse the correlations among needs and motivations of agritourists. Meanwhile, ANOVA was employed to determine differences in agritourists’ needs and motivations.

### **3.6 CONCLUSION**

This chapter has reported the methodology to be used in this study. The appropriate research approach was selected in order to meet the research objectives. Five steps of sampling strategy including defining the population, identifying the most suitable sampling frame, determining sample size, selecting a sampling procedure, and selecting sample were also addressed.

The personal administered questionnaire was considered as an instrument to gather the data. The questionnaire was developed on the basis of the review of literature, and was critically reviewed by the research experts at Dhurakij Pundit University. The questionnaire was then thoroughly pretested on agritourists to ensuring that the instrument was reliable and valid.

With regard to data analysis, the statistical techniques used to analyses the data were factor analysis, ANOVA, and descriptive statistics. The results of the data analysis are reported in the next chapter.

## CHAPTER 4 – DATA ANALYSIS

### 4.1 INTRODUCTION

The previous chapter described the methodology employed for this study. This chapter reports the results of data analysis beginning with the results of the sampling strategy. The chapter then reports the preliminary results of the study by considering the descriptive statistics and cross-tabulation analysis, followed by the results of comparison of means and factor analysis in order to answer the research question. Finally, conclusions of data analysis will be drawn.

### 4.2 THE RESULTS OF SAMPLING STRATEGY

Seven hundred ninety two of one thousand questionnaires were returned from the fieldwork, and they were then checked for acceptable questionnaires. Of those questionnaires returned, 767 were useable, and the effective response rate (after adjustments) was 76.7 per cent. As it was planned to obtain a sample of 500, and the actual number of useable responses was higher than planned, no further respondents were drawn.

**Table 4.1:** The Number of Respondents by Research Sites

Research Sites	Number (Percentage) [n = 767]
Doi Indhanon	95 (12.4%)
Queen Sirikit Botanic Garden	92 (12.0%)
Omchoke Garden	91 (11.9%)
Por Pan Din Mae Tham Suan	90 (11.7%)
Khun Wang	87 (11.3%)
Baan Mae Gum Pong	82 (10.7%)
Nong Hoi	82 (10.7%)
Baan Par Nok Kok	70 (9.1%)
Baan Houy Hok	50 (6.5%)
Doi Angkhang	28 (3.7%)

In relation to the respondents' profile, the purposes of profiling and analysing respondents are to identify the characteristics of respondents, and assess the representativeness of the samples. The profile of the respondents was analyzed

through demographic characteristics including gender, age, education level, and personal income. The profile of the respondents is summarized in Table 4.2.

**Table 4.2:** Profile of Respondents

<b>Characteristic</b>	<b>Number (Percentage) [n = 767]</b>
<i>Gender</i>	
Female	413 (53.8%)
Male	354 (46.2%)
<i>Age</i>	
20 Year-old or Younger	196 (25.6%)
21 – 30 Year-old	269 (35.1%)
31 – 40 Year-old	156 (20.3%)
41 – 50 Year-old	83 (10.8%)
51 – 60 Year-old	48 (6.3%)
61 Year-old or Older	15 (1.9%)
<i>Marital Status</i>	
Single	455 (59.3%)
Married	276 (36.1%)
Separated	18 (2.3%)
Divorced	18 (2.3%)
<i>Level of Education</i>	
Junior High School or Lower	105 (13.7%)
High School	116 (15.1%)
Junior Vocational Education	47 (6.1%)
Senior Vocational Education	61 (8.0%)
Bachelor Degree	335 (43.7%)
Master Degree	95 (12.4%)
Doctorate Degree	8 (1.0%)
<i>Occupation</i>	
Student	264 (34.4%)
Private Company Employee	173 (22.6%)
Self-employed/Own business	155 (20.2%)
State Employee	88 (11.5%)
House Person/Retired	37 (4.8%)
Laborer	30 (3.9%)
Non-employed	20 (2.6%)
<i>Personal income</i>	
10,000 Baht or Lower	411 (53.6%)
Baht 10001-30000	200 (26.1%)
Baht 30001-50000	87 (11.3%)
Baht 50001-70000	23 (3.0%)
Baht 70001-90000	27 (3.5%)
Over Baht 90000	19 (2.5%)

The proportion of males and females in this study is very close to the male and female proportion of the population in Thailand, which consists of approximately 49.35 per cent males and 50.65 per cent females (National Statistical Office (NSO), 2007). The majority of respondents are not older than 40 year-old with personal income not more than 30,000 baht per month. In relation to occupation level breakdown, half of the respondents are students, and one-fourth of them are private company employees.

#### 4.3 THE RESULTS OF PRELIMINARY ANALYSIS

The preliminary analysis involves descriptive statistics and comparison of means analysis. Descriptive statistics generated the fundamental understanding of agritourist behavior. Meanwhile, the comparisons of means by employing ANOVA were conducted to assess whether significant differences exist among agritourists with different demographics regarding their needs and motivations.

##### *Agritourist Behavior*

Approximately one fifth of the respondents visited Chiang Mai for the first time, while one third of the respondents live in Chiang Mai. Most of them travelled as a group, either travelling with friends, relatives or family members, or being a part of tour group. The size of the group varied from 2-4 people up to more than 10 people in one group. Nearly half of the respondents stayed in Chiang Mai not more than 6 nights, and spent only one night at an agritourism attraction. The agritourist behavior is summarized in Table 4.3.

**Table 4.3:** Agritourist Behavior

<b>Agritourist Behavior</b>	<b>Number (Percentage) [n = 767]</b>
<i>Visiting Chiang Mai</i>	
Live in Chiang Mai	261 (34.0%)
2-3 times	154 (20.1%)
First time	149 (19.4%)
More than 5 times	139 (18.2%)
4-5 times	64 (8.3%)

Table 4.3: **Agritourist Behavior (Continued)**

<b>Agritourist Behavior</b>	<b>Number (Percentage) [n = 767]</b>
<i>Accompanying person(s)</i>	
Friends	219 (28.6%)
As part of tour group	188 (24.4%)
Relatives and friends	140 (18.3%)
Family members	136 (17.7%)
Spouse	61 (8.0%)
Travelling alone	23 (3.0%)
<i>Number of people travelling together</i>	
More than 10 people	261 (34.0%)
2-4 people	201 (26.2%)
5-7 people	192 (25.1%)
8-10 people	90 (11.7%)
Travelling alone	23 (3.0%)
<i>Number of nights stay in Chiang Mai</i>	
1-3 nights	316 (41.2%)
4-6 nights	122 (15.9%)
Day trip	44 (5.7%)
7-9 nights	15 (2.0%)
More than 9 nights	12 (1.6%)
Live in Chiang Mai	258 (33.6%)
<i>Number of nights stay at an agritourism attraction</i>	
1 night	308 (40.2%)
Day trip	256 (33.4%)
2 nights	135 (17.6%)
3 nights	35 (4.6%)
4 nights	21 (2.7%)
More than 5 nights	9 (1.2%)
5 nights	3 (0.4%)

#### ***Agritourist Needs and Motivations***

The summary of means in Table 4.4 illustrate that the agritourists place a great deal of importance on all needs. All the items have a mean score of above 3.60 except for two items—‘agricultural goods purchasing opportunities’ and ‘non-agriculture activities’. Similarly, the agritourists place a great deal of importance on all motivations as presented in Table 4.5. Most of the items have a mean score of above 3.60 except for five items—‘to make friends or meet people with similar interest’, ‘to

improve agricultural skills’, ‘to attend agricultural event or festival’, ‘to purchase agricultural goods’, and ‘to have an adventure’.

**Table 4.4:** Summary of the Means-Agritourist Needs

Agritourist Needs	Importance
Beautiful scenery	4.25
Safety	4.22
Clean and green environment	4.22
Convenience of restroom and shower facilities	4.14
Diversity of attractions	4.01
Convenience of bedroom facilities	3.97
Taste of food and beverage	3.90
Easy to access	3.89
Attractions close to main touring routes	3.81
Convenience of communication facilities	3.80
Educational opportunities about agriculture	3.72
Activities that allow for family participation	3.64
Participation in agritourism activities	3.60
Agricultural goods purchasing opportunities	3.51
Non-agriculture activities	3.39

**Table 4.5:** Summary of the Means-Agritourist Motivations

Agritourist Motivations	Importance
To relax mentally	4.19
To enjoy scenery	4.08
To relax physically	4.07
To enjoy life	3.93
To be in an agricultural environment	3.90
To discover new places and things	3.89
To escape from day-by-day stress	3.86
To be together with family	3.85
To improve health and wellbeing	3.83
To build strength relationships	3.78
To get away from city life	3.70
To experience agricultural life and activities	3.69
To make friends or meet people with similar interest	3.56
To improve agricultural skills	3.52
To attend agricultural event or festival	3.49
To purchase agricultural goods	3.47
To have an adventure	3.37

The comparison of means between males and females (as illustrated in Table 4.6) demonstrates that females have higher mean scores of all items than males except for three items—‘convenience of communication facilities’, ‘Participation in agritourism activities’, and ‘Non-agriculture activities’. However, it does not reveal any significant difference except for three items—‘safety’, ‘clean and green environment’, and ‘convenience of bedroom facilities’. This indicates that both males and females place equal importance on the majority of their needs.

**Table 4.6:** Comparison of Means-Agritourist Needs

Agritourist Needs	Male	Female	<i>P</i> -value
Beautiful scenery	4.23	4.26	0.560
Safety	4.15	4.29	0.048*
Clean and green environment	4.15	4.28	0.042*
Convenience of restroom and shower facilities	4.09	4.18	0.186
Diversity of attractions	4.00	4.02	0.751
Convenience of bedroom facilities	3.88	4.05	0.021*
Taste of food and beverage	3.86	3.93	0.283
Easy to access	3.84	3.93	0.230
Attractions close to main touring routes	3.75	3.86	0.097
Convenience of communication facilities	3.86	3.75	0.186
Educational opportunities about agriculture	3.69	3.75	0.402
Activities that allow for family participation	3.63	3.65	0.799
Participation in agritourism activities	3.60	3.59	0.883
Agricultural goods purchasing opportunities	3.51	3.52	0.901
Non-agriculture activities	3.41	3.38	0.710

\* *Significantly different at 0.05 level*

In relation to agritourist motivations, the results of the comparison of means between males and females (as illustrated in Table 4.7) indicate that females have higher mean scores of all items than males except for one item—‘to discover new places and things’, which males have slightly higher mean score than females. However, it does not reveal any significant difference except for five items—‘to relax mentally’, ‘to enjoy scenery’, ‘to relax physically’, ‘to be in an agricultural environment’ and ‘to experience agricultural life and activities’. This indicates that both males and females

place equal importance on the majority of their needs. However, females seem to be more motivated by relaxation, agricultural life and environment, and beautiful scenery than males.

**Table 4.7:** Comparison of Means-Agritourist Motivations

Agritourist Motivations	Male	Female	<i>P</i> -value
To relax mentally	4.11	4.26	0.017*
To enjoy scenery	4.01	4.15	0.037*
To relax physically	3.97	4.15	0.004*
To enjoy life	3.88	3.97	0.183
To be in an agricultural environment	3.81	3.98	0.022*
To discover new places and things	3.89	3.88	0.910
To escape from day-by-day stress	3.82	3.90	0.290
To be together with family	3.80	3.89	0.181
To improve health and wellbeing	3.77	3.87	0.151
To build strength relationships	3.74	3.81	0.300
To get away from city life	3.67	3.73	0.402
To experience agricultural life and activities	3.60	3.78	0.021*
To make friends or meet people with similar interest	3.55	3.57	0.773
To improve agricultural skills	3.49	3.55	0.420
To attend agricultural event or festival	3.45	3.53	0.330
To purchase agricultural goods	3.45	3.48	0.641
To have an adventure	3.36	3.38	0.818

\* *Significantly different at 0.05 level*

#### 4.4 THE RESULTS OF FACTOR ANALYSIS

As discussed in the previous chapter, factor analysis was employed to assess the nomological and discriminant validity of agritourists' needs and motivations as well as to analyse the correlations among needs and motivations of agritourists.

Table 4.8 shows the rotated factor scores. The eigenvalue for Factor III is 1.365 and 63.49 per cent of the total variance is attributable to the first three factors. Therefore, a model of three of factors may be adequate to represent the data. The factors identified are 'Activities and shopping', 'Facilities, services, and location', and



‘Attractions and environment’. According to the results of factor analysis, the three-factor solution provided the most credible insight into the needs of agritourist. In addition, from the preliminary 15 attributes, no attribute was removed because all factor loadings are above 0.50. The coefficient alphas for all factors, which are all above 0.80, can be considered adequate as a generally used threshold value for acceptable reliability is 0.70 (Hair, Black, Babin, Anderson, & Tatham, 2005). The coefficient alphas for all factors can be therefore considered acceptable.

**Table 4.8:** Summary of Results from Rotated Factor Analysis-Agritourist Needs

Factor and its attributes	Factor loadings*	Coefficient Alpha
<u>Factor 1: Activities and shopping</u>		0.90
Participation in agritourism activities	0.858	
Activities that allow for family participation	0.821	
Educational opportunities about agriculture	0.813	
Non-agriculture activities	0.787	
Agricultural goods purchasing opportunities	0.753	
<u>Factor 2: Facilities, services, and location</u>		0.82
Convenience of restroom and shower facilities	0.817	
Convenience of bedroom facilities	0.768	
Convenience of communication facilities	0.762	
Easy to access	0.611	
Taste of food and beverage	0.588	
Safety	0.585	
<u>Factor 3: Attractions and environment</u>		0.83
Clean and green environment	0.866	
Beautiful scenery	0.772	
Diversity of attractions	0.749	
Attractions close to main touring routes	0.585	
Reliability of linear combination (total-scale reliability)		0.89

*\*Factor loadings of attributes on factors to which they did not belong were all less than 0.50.*

With regards to agritourist motivations, the three-factor solution provided the most credible insight into the motivations of agritourist. The eigenvalue for Factor III is 1.215 and 68.11 per cent of the total variance is attributable to the first three factors. Therefore, a model of three of factors may be adequate to represent the data. The three factors identified are ‘Agricultural experiences’, ‘Quality of life, relationships, and adventure’, and ‘Relaxations’.

**Table 4.9:** Summary of Results from Rotated Factor Analysis-Agritourist Motivations

Factor and its attributes	Factor loadings*	Coefficient Alpha
<u>Factor 1: Agricultural Experiences</u>		0.92
To improve agricultural skills	0.884	
To attend agricultural event or festival	0.877	
To experience agricultural life and activities	0.839	
To purchase agricultural goods	0.834	
To be in an agricultural environment	0.704	
<u>Factor 2: Quality of life, Relationships, and Adventure</u>		0.88
To build strength relationships	0.817	
To improve health and wellbeing	0.783	
To enjoy life	0.728	
To have an adventure	0.641	
To make friends or meet people with similar interest	0.620	
To be together with family	0.593	
To discover new places and things	0.559	
<u>Factor 3: Relaxations</u>		0.87
To escape from day-by-day stress	0.827	
To get away from city life	0.816	
To relax physically	0.793	
To relax mentally	0.755	
To enjoy scenery	0.450	
Reliability of linear combination (total-scale reliability)		0.93

*\*Factor loadings of attributes on factors to which they did not belong were all less than 0.40.*

All factor loadings are above 0.50, except for one attribute—‘to enjoy scenery’. However, its factor loading of 0.45 is acceptable as factor loadings greater than 0.40 can be considered significant for a large sample (Hair, Black, Babin, Anderson, & Tatham, 2005). Hence, no attribute was removed from the preliminary 17 attributes.

The coefficient alphas for all factors, which are all above 0.80, can be considered adequate as a generally used threshold value for acceptable reliability is 0.70 (Hair, Black, Babin, Anderson, & Tatham, 2005). The coefficient alphas for all factors can be therefore considered acceptable.

#### **4.5 CONCLUSION**

This chapter reported the results of the data analysis of this study. Firstly, the results of sampling strategy were reported and the profile of respondents was developed and analysed accordingly.

Secondly, preliminary analysis was undertaken to generate the fundamental understanding of agritourist behaviour. The results demonstrate that Most of the respondents travelled as a group and the size of the group varied from 2-4 people up to more than 10 people. Nearly half of the respondents stayed in Chiang Mai not more than 6 nights, and spent only one night at an agritourism attraction.

Thirdly, in relation to agritourist needs and motivations, the respondents placed a great deal of importance on all need and motivation items. The results of the comparison of means between males and females reveal that females have higher mean scores of all needs than males except for three items—‘convenience of communication facilities’, ‘Participation in agritourism activities’, and ‘Non-agriculture activities’. Moreover, females also have higher mean scores of all motivation items than males except for one item—‘to discover new places and things’, which males have slightly higher mean score than females.

Finally, the results of the factor analysis, which was employed to assess the nomological and discriminant validity of agritourists’ needs and motivations as well as to analyse the correlations among needs and motivations of agritourists, identify three groups of agritourist needs including ‘Activities and shopping’, ‘Facilities,

services, and location', and 'Attractions and environment'. Similarly, the results of the factor analysis also categorise agritourist motivations into three groups namely 'Agricultural experiences', 'Quality of life, relationships, and adventure', and 'Relaxations'.

The strategic implications for stakeholders involved in agritourism in particular agritourism providers and destination marketing organizations (DMOs) and implications for the future research are discussed in the next chapter.

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## **CHAPTER 5 – CONCLUSION AND IMPLICATIONS**

### **5.1 INTRODUCTION**

The previous chapter reported the results of the analysis of data gathered for this study. This chapter will draw conclusions from the results of the study, and describes the implications of these results. The chapter also addresses limitations of this research. Finally, future research directions will be proposed in the last section.

### **5.2 CONCLUSION OF THE STUDY**

The results of this study indicate that there are great opportunities as well as rooms for improvement for agritourism in Thailand. Thai agritourists prefer to travel as a group and many of them will spend about a day at each agritourism attraction. Female agritourists seem to be more demanding than males, and safety is the most important for them. Although male agritourists care most about the beauty of the scenery, safety is also really important for them. These findings do confirm the six standards for tourist product or service according to the tourist needs proposed by World Tourism Organization (World Tourism Organization, 2003), which highlight the importance of safety in the tourism industry.

This research has employed factor analysis to assess the nomological and discriminant validity of agritourists' needs and motivations as well as to analyse the correlations among needs and motivations of agritourists, which little research has previously been attempted. Furthermore, because this research has been conducted in Thailand, it has contributed to agritourism paradigm by adding the notion of agritourist behavior from a developing country. Such work has hardly been attempted to date.

The results of factor analysis illustrate three groups of agritourist needs ('Activities and shopping', 'Facilities, services, and location', and 'Attractions and environment') as well as three groups of agritourist motivations ('Agricultural experiences', 'Quality of life, relationships, and adventure', and 'Relaxations'). Most attributes within those factors confirm the findings of the previous studies including Caballe (1999), Carpio, (2006), Ou & Shih (2002), Pan & Ryan (2007), and M. Ramsey & N. A. Schaumleffel

(2006). As a result of the findings addressed above, the strategic implications for stakeholders involved in agritourism in Chiang Mai are proposed next.

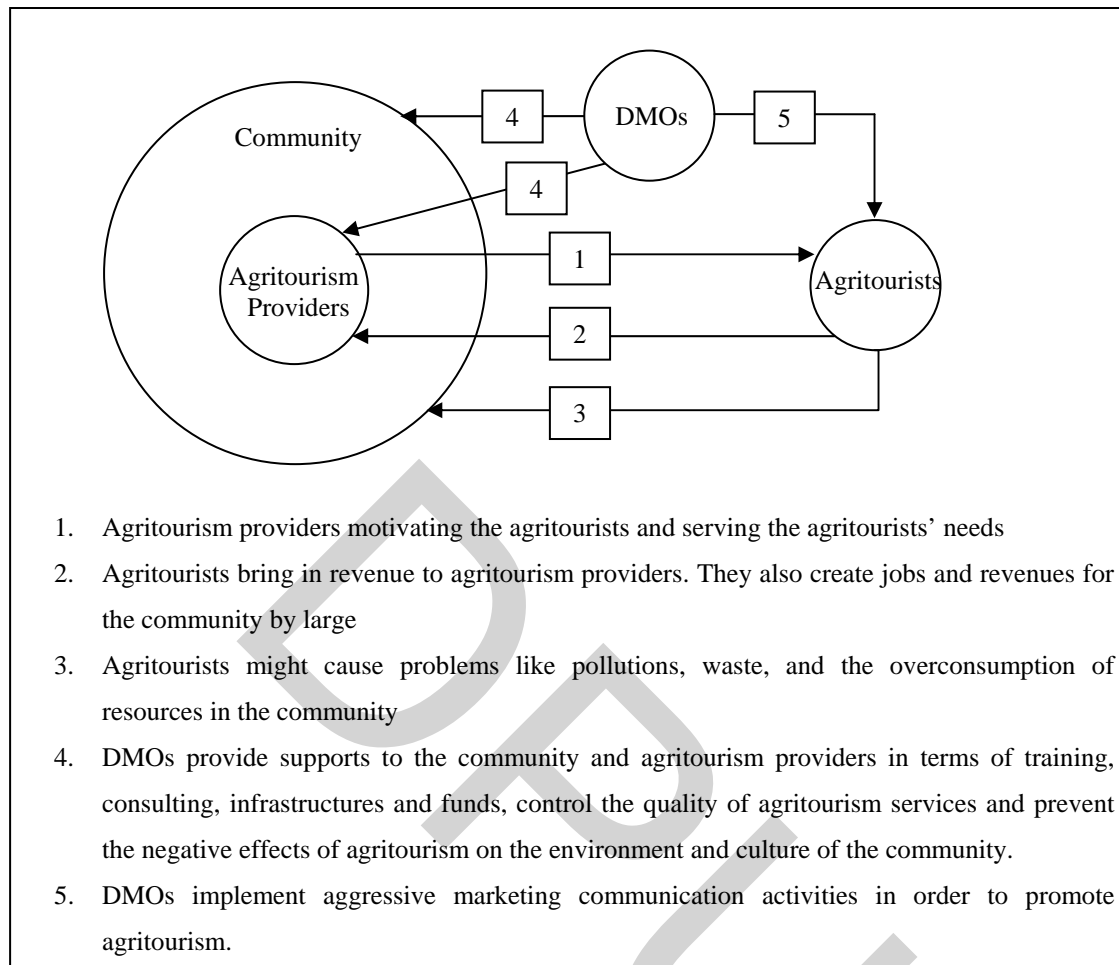
### **5.3 STRATEGIC IMPLICATIONS**

It is important for agritourism providers as well as policy makers to note that all need and motivation attributes identified by this study are considered very important by agritourists surveyed. The success or failure of an agritourism provider will be largely determined their abilities to satisfy agritourists' needs and motivations, and satisfied agritourists will be a significant source of future revenue for the agritourism provider. Hence, the findings of this study will assist agritourism providers develop and package offerings more effectively, and thereby will be able to be more competitive in the marketplace.

The three need factors identified in this study—'Activities and shopping', 'Facilities, services, and location', and 'Attractions and environment'—are important tasks for agritourism providers to accomplish. To do so, agritourism providers and DMOs have to be market-oriented, beginning with satisfying the agritourist needs identified by this study. Next, they need to implement CRM activities in order to keep their current customers and to persuade them to repurchase agritourism services. Furthermore, agritourism providers and DMOs also need to implement marketing activities to attract new customers. However, the development and promotion of agritourism should not concentrate mainly on economic impacts by meeting agritourists' needs. Indeed, agritourism providers need to balance customer satisfaction with the wellbeing and lifestyle of the community.

Moreover, agritourism providers as well as policy makers need to minimize negative impact on the environment and culture of the community like pollutions, waste, and the overconsumption of resources. In other words, agritourism providers have to develop agritourism offerings that meet the needs of agritourists and the host community while protecting and enhancing opportunity for the future. Meanwhile, the policy makers have to ensure that agritourism offerings will not harm the community, environment and natural resources. This relationship among agritourists, agritourism providers, the community, and DMOs can be illustrated in the figure 5.1.

**Figure 5.1:** Relationship among agritourists, agritourism providers, the community, and DMOs



Source: Developed for this research

To achieve this, the followings need to be adhered to. Firstly, the development of agritourism offerings is on the basis of what the community stands for and preserves local indigenous knowledge and wisdom. Artificial and/or additional agritourism products and services that might jeopardize the core value of the community should not be considered. Secondly, safety and security procedures are enforced to ensure that agritourism products and services will not danger to life, damage to health and other vital interests and integrity of the consumer, in particular accommodation and food services must be safe and hygienic.

Next, the physical, communication and service barriers must be eliminated to allow, without discrimination, the use of mainstream agritourism products and services by all people irrespective of their natural and acquired differences. Agritourism providers must truthfully communicate and provide information on the characteristics and coverage of the products and services, costs and fees, and conditions. This is a key element in order to provide for legitimacy of expectations and consumer protection.

Further, harmonizing agritourism offerings with the human and natural environment pertains to sustainability, which is a medium and long-term concept, is also a must. This requires managing environmental and socio-economic impacts, establishing environmental indicators and maintaining the quality of the tourism products and tourist markets.

Lastly, the results of comparison of means between males and females indicate that males seem to put more importance to activities; whereas, females concern more on safety, environment, and convenience facilities. These must be kept in mind by agritourism providers when employing segmentation to identify and serve customer-specific needs.

With regards to agritourist motivations, the motivations identified in this research provide not only the fundamental understanding of agritourist behavior, but also reasons behind their consumptions of agritourism products and services. This valuable information will allow both agritourism providers as well as policy makers to formulate and implement the marketing strategies in order to persuade and satisfy agritourist more effectively. The table below provides an example of how agritourist motivations can be used to segment agritourist and then develop effective agritourism products.

Furthermore, the knowledge of agritourist motivations can be used in designing the right messages to the right consumer, and this will provide clarity and maximum impact of marketing communications and, indeed, the greater sales impact.



**Table 5.1:** Potential Tourism Products for different agritourist segment

<b>Agritourist Segment</b>	<b>Potential Tourism Products</b>
Agricultural Experiences	A day-trip to an apple farm, including pick-your-own apples and an opportunity to purchase farm products.
Quality of life, Relationships, and Adventure	A camping experience for the entire family at the winery. This include a wide range of activities such as hiking, wine tasting, and a visit at farmer's market.
Relaxations	A weekend holiday for retired couples at a farm. They will be able to enjoy scenery along the touring route, home-made cuisine, and a visit at antique shops.

Source: Developed for this research

Finally, similar to the results of agritourist needs, the findings from comparison of means between males and females indicate that segmentation strategy can be implemented in order to customize agritourism products and services that best serve customer-specific segments.

#### **5.4 LIMITATIONS OF THE STUDY**

Although the findings of this research illustrate agritourist needs and motivations which allow agritourism providers to be able to offer agritourism goods and services that satisfy their customers, certain limitations of this research remain and hence should be pointed out.

Firstly, this research only employed a quantitative research method in order to identify major needs and motivations of agritourists among a number of needs and motivations listed by the literatures. This means other needs and motivations, which are not addressed by the literatures, may be overlooked and therefore not present in the survey.

Secondly, this research only focused on the demand-side of agritourism as clearly stated in the research framework. Therefore the supply-side aspect has not been examined. Thirdly, the survey sites of this research are limited to agritourism

accommodations and/or visiting agritourism attractions in Chiang Mai primarily due to a limited timeframe and budget.

### **5.5 IMPLICATIONS FOR FUTURE RESEARCH**

This research has provided not only the fundamental knowledge of agritourist behavior by investigating agritourist needs and motivations, but also the implications for future research. Firstly, qualitative research, such as in-depth interview and focus group, will provide more rich insights about the agritourist behavior. Moreover, the qualitative research is very vital for understanding the meanings which agritourists attach to their beliefs, values, decisions, and actions.

Secondly, as this study has concentrated mainly on the demand size, agritourists, it is worthwhile to conduct a study focusing on the supply size, in particular focusing on the needs as well as obstacles to success of agritourism providers, which very few studies have addressed.

Finally, since this study was conducted in the Chiang Mai province using sample of domestic agritourists, it will be useful to replicate this research in other areas as well as to investigate needs and motivations of foreign agritourists in order to compare the results with this study.

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## **APPENDIX 1**

### **Research Sites**

Privately or locally owned agritourism accommodations

1. Baan Mae Gum Pong
2. Baan Par Nok Kok
3. Baan Houy Hok
4. Omchoke Garden
5. Por Pan Din Mae Tham Suan

Royal Project's accommodations

1. Doi Angkhang
2. Doi Indhanon
3. Khun Wang
4. Nong Hoi

Agritourism attraction

1. Queen Sirikit Botanic Garden

## APPENDIX 2

### แบบสอบถามสำหรับงานวิจัยเรื่อง ความต้องการและแรงจูงใจของนักท่องเที่ยวเชิงเกษตร

เรากำลังทำวิจัยเกี่ยวกับความต้องการและแรงจูงใจของนักท่องเที่ยวเชิงเกษตร ขอความกรุณาท่านโปรดสละเวลาเพื่อตอบคำถามต่อไปนี้ และขอขอบพระคุณมา ณ ที่นี้

#### ตอนที่ 1: ข้อมูลเกี่ยวกับการท่องเที่ยวของท่าน

กรุณาทำเครื่องหมาย “✓” บนวงกลมที่ตรงกับคำตอบของท่านมากที่สุด

1. ท่านเดินทางมากับใครในการท่องเที่ยวครั้งนี้  
 คู่สมรส       เพื่อน       ญาติและเพื่อน       ครอบครัว  
 คณะทัวร์       เดินทางคนเดียว (กรุณาข้ามไปตอบคำถามในข้อที่ 3)
2. การเดินทางครั้งนี้มีผู้ร่วมเดินทางทั้งหมดกี่คน  
 2-4 คน       5-7 คน       8-10 คน       มากกว่า 10 คน
3. ท่านเคยมาเที่ยวเชียงใหม่ทั้งหมดกี่ครั้ง  
 ครั้งนี้เป็นครั้งแรก       2-3 ครั้ง       4-5 ครั้ง       มากกว่า 5 ครั้ง  
 อาศัยอยู่ในจังหวัดเชียงใหม่ (กรุณาข้ามไปตอบคำถามในข้อที่ 5)
4. ในครั้งนี้ท่านจะพักที่เชียงใหม่เป็นจำนวนกี่คืน  
 1-3 คืน       4-6 คืน       7-9 คืน  
 มากกว่า 9 คืน       มาเช้า-เย็นกลับ (กรุณาข้ามไปตอบคำถามในข้อที่ 6)
5. ท่านจะพัก ณ สถานที่พัก/สถานที่ท่องเที่ยวแห่งนี้เป็นจำนวนกี่คืน  
 1 คืน       2 คืน       3 คืน       4 คืน  
 5 คืน       มากกว่า 5 คืน       มาเช้า-เย็นกลับ



ตอนที่ 2: ความต้องการของนักท่องเที่ยวเชิงเกษตร

6. ท่านให้ความสำคัญต่อคุณลักษณะเหล่านี้ของแหล่งท่องเที่ยวเชิงเกษตรมากน้อยเพียงใด กรุณาทำเครื่องหมาย “✓” บนวงกลมที่ตรงกับระดับความสำคัญในความคิดเห็นของท่าน

1 = ไม่สำคัญ

2 = สำคัญน้อย

3 = สำคัญปานกลาง

4 = สำคัญมาก

5 = สำคัญมากที่สุด

คุณลักษณะ	ระดับความสำคัญ				
	1	2	3	4	5
6.1 การเดินทางเข้าถึงสะดวก	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.2 ทักษะพนักงานที่สวยงาม	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.3 สภาพแวดล้อมที่สะอาดและเขียวชอุ่ม	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.4 ความหลากหลายของสถานที่ท่องเที่ยว	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.5 สถานที่ท่องเที่ยวที่อยู่ใกล้กับเส้นทางท่องเที่ยว	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.6 ห้องพักที่สะอาดสบาย	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.7 ห้องน้ำที่สะอาดสบาย	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.8 อุปกรณ์สื่อสารที่ใช้งานได้อย่างสะดวก	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.9 ความปลอดภัย	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.10 อาหารและเครื่องดื่มรสชาติดี	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.11 โอกาสในการเรียนรู้เกี่ยวกับการเกษตร	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.12 การมีส่วนร่วมในกิจกรรมทางการเกษตร	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.13 กิจกรรมที่ครอบครัวสามารถทำร่วมกัน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.14 กิจกรรมอื่นๆที่ไม่เกี่ยวกับการเกษตร	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.15 โอกาสในการซื้อผลิตภัณฑ์ทางการเกษตร	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.16 อื่นๆ-โปรดระบุ _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ตอนที่ 3: แรงจูงใจของนักท่องเที่ยวเชิงเกษตร

7. แรงจูงใจเหล่านี้มีอิทธิพลต่อการตัดสินใจของท่านในการท่องเที่ยวเชิงเกษตรมากน้อยเพียงใด กรุณาทำเครื่องหมาย “✓” บนวงกลมที่ตรงกับระดับอิทธิพลในความคิดเห็นของท่าน

1 = ไม่มีอิทธิพล                      2 = มีอิทธิพลน้อย                      3 = มีอิทธิพลปานกลาง  
4 = มีอิทธิพลมาก                      5 = มีอิทธิพลมากที่สุด

แรงจูงใจ	ระดับอิทธิพล				
	1	2	3	4	5
7.1 เพื่อปลีกตัวจากชีวิตในเมือง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7.2 เพื่อปลีกตัวจากความเครียดที่มีในแต่ละวัน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7.3 เพื่อพักผ่อนร่างกาย	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7.4 เพื่อพักผ่อนจิตใจ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7.5 เพื่อค้นพบสถานที่และสิ่งใหม่ๆ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7.6 เพื่อพบปะกับเพื่อนและผู้คนที่มีความสนใจคล้ายกัน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7.7 เพื่อผจญภัย	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7.8 เพื่อความสุขในการใช้ชีวิต	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7.9 เพื่อสุขภาพและความเป็นอยู่ที่ดีขึ้น	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7.10 เพื่อเสริมสร้างความสัมพันธ์ให้เข้มแข็ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7.11 เพื่อให้คนในครอบครัวได้อยู่ร่วมกัน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7.12 เพื่อชื่นชมทัศนียภาพ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7.13 เพื่อการได้อยู่ท่ามกลางสิ่งแวดล้อมทางการเกษตร	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7.14 เพื่อให้มีประสบการณ์จากการใช้ชีวิตและการทำกิจกรรมเชิงเกษตร	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7.15 เพื่อพัฒนาทักษะทางการเกษตร	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7.16 เพื่อเข้าร่วมงานเทศกาลทางการเกษตร	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7.17 เพื่อซื้อผลิตภัณฑ์ทางการเกษตร	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7.18 อื่นๆ-โปรดระบุ _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### ตอนที่ 4: ข้อมูลส่วนบุคคล

กรุณาทำเครื่องหมาย “✓” บนวงกลม

8. เพศ

- ชาย  หญิง

9. อายุ

- 20 ปีหรือต่ำกว่า  21-30 ปี  31-40 ปี  
 41-50 ปี  51-60 ปี  61 ปีหรือมากกว่า

10. สถานภาพ

- โสด  แต่งงาน  แยกกันอยู่  
 หย่า  อื่นๆ-โปรดระบุ \_\_\_\_\_

11. การศึกษา

- มัธยมต้นหรือต่ำกว่า  มัธยมปลาย  ปวช.  ปวส.  
ปริญญาตรี ปริญญาโท ปริญญาเอก  
 อื่นๆ-โปรดระบุ \_\_\_\_\_

12. อาชีพ

- นักเรียน/นักศึกษา  อยู่กับบ้าน/เกษียณ  ธุรกิจส่วนตัว  
 ข้าราชการ  พนักงานบริษัทเอกชน  ผู้ใช้แรงงาน  
ว่างงาน  อื่นๆ-โปรดระบุ \_\_\_\_\_

13. รายได้ต่อเดือน

- 10,000 บาท หรือต่ำกว่า  10,001 – 30,000 บาท  30,001 – 50,000 บาท  
 50,001 – 70,000 บาท  70,001 – 90,000 บาท  มากกว่า 90,000 บาท