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Community-Based Tourism Management for Urban Agriculture

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Abstract: Agricultural tourism is one dimension of community-based tourism in urban and rural areas. To expand research from community-based tourism in rural areas into urban agriculture with data analysis of Thai tourist behavior and expectations, this study combines qualitative research using surveys and quantitative research using questionnaires. The sample included 15 stakeholders and 400 Thai tourists. Findings indicated local stakeholders have expectations matching those of Thai tourists. However, these stakeholders agree upon several details of urban agriculture at the highest level, including administration of community-based tourist attractions (Administration), development of community-based tourism media with diverse community-based tourist attractions (Attractions), historical tourist attractions and community-based tourism services (Amenities), and meeting with communities about guidelines for the skills development of tour leaders in communities that require promotion of quality tourism, and support of community-based tourist attractions (Accessibility). Through the process of creating knowledge for use as guidelines for community-based tourism management in urban agriculture that clearly lead to efficiency, mechanisms and movement toward performance guidelines are created, which requires integration of stakeholders in every sector.

Keywords: Community-based tourism, Urban agriculture, Tourist behavior, Expectations, Management

Introduction

The tourism sector experienced the largest crisis in history in the year 2020 due to the outbreak of Covid-19 that caused the number of international tourists to decrease 74% or approximately 500 million international tourists. The survey of the UNWTO Panel of Experts indicated that 45% believe

the economy will improve in 2021 and recover close to the pre-Covid-19 situation around 2023-2024 (World Tourism Organization, 2021; Wojcieszak-Zbierska et al., 2020). Therefore, the Thai government must sustain the economy by stimulating domestic consumption through various measures (Thaipublica, 2020). However, tourists traveling in urban areas of Thailand is most low-quality mass tourism, which affects the ability to support cities and tourism resources.

Therefore, the concern is what cities can do to attract more quality tourists. Tourism resources in secondary cities, such as architecture, agricultural areas, historic sites, and old neighborhoods, may be considered urban attractions. Further, the trend of public participation motivates communities in secondary cities to take part in management of tourism resources in urban areas with some success. However, there is still a need for innovative knowledge that must be adapted in accordance with changes in tourist behavior that have shifted community-based tourism to tourism managed by various parties. In this area, the objective is creating learning, which will lead tourism toward sustainability in the environmental, cultural and social dimensions. Therefore, it is a tool in strengthening communities through the participation of people, which allows communities to have a role in determining the direction of development and receive benefits from tourism. Thus, strength for communities in tourism management must be built (Thailand CBT Network Coordination Center, 2012).

Therefore, management of community-based tourism for urban agriculture in Thailand involves creating knowledge using research and development as tools that can mobilize communities toward sustainability. This concurs with Somnuxpong (2017), who indicated community-based tourism is a mechanism creating participation that can be applied to other areas, especially urban areas, and data of the World Tourism Organization (World Tourism Organization, 2011) that mentioned agricultural tourism is an important strategy in determining the direction of successful development of global tourism (Temirbulatova et al., 2015; Busby et al., 2000; Canoves et al., 2004). The main factors that drive growth are: 1) changes in the agricultural sector causing farmers to seek additional sources of income and 2) development and modern lifestyles creating demand for new tourist attractions that offer more variety. This is in line with the literature review and research database of the Thailand Research Fund (TRF). Most recent research emphasizes management of community-based tourism in the context of “rural areas” rather than “urban areas”, reflecting the “research gap” that lacks studies on other dimensions, namely community-based tourism management in cities and urban agriculture and learning about the environment in urban communities. Thus, this research studied the management of community-based tourism for urban agriculture to expand research from community-based tourism in rural areas into urban agriculture, including analysis of Thai tourists’ behavior and expectations. Through the research process of creating knowledge for management guidelines of community-based tourism in urban agriculture, mechanisms are created and the process of moving toward performance guidelines leads to efficiency, which requires integration of stakeholders in all sectors as well as tourists.

Literature review

1. Agricultural Tourism Concept

“Agricultural tourism” is a part of community-based tourism involving people’s leisure on a farm that offers recreation and services both inside and outside its area during tourist season or throughout the whole year (Roman, 2015). This definition demonstrates its key features, which are tourism activities that use the potential of agriculture as tourist attractions in the form of natural landscapes as well as

unique diverse activities, agricultural production, and technology with culture to enhance knowledge, experience, recreation and business relationships (Putra et al., 2020; Šťastná, et al., 2020; Budiarti et al., 2012), which aims to increase the number of farmers, quality of life, income, etc. (Ammirato et al., 2020; Roman et al., 2020; Eshun and Tettey, 2014) and includes the important components of tourism: 1) Attractions, 2) Activities, 3) Access, 4) Amenities, and 5) Accommodation (Pelasol, 2012; Dickman, 1996). This is in line with Henderson (2009; cited in Clarke, 1996 a, b), who listed the key components of agricultural tourist attractions as management of people and the private sector who enter tourist attractions (Accessibility), and being built to highlight the important components of tourist destinations, which are Attractions, Amenities, Activities and Accommodation.

2. Tourist Behavior Concept

"Tourist Behavior" includes observable phenomena that arise from demands related to motivation, perceptions or expectations resulting from experiences in which environmental factors and tourist attractions impact tourists. Thus, it influences tourists' decisions, which result from internal and external factors that influence their selection of travel locations, tourism products and services (Tourism of the World, 2021; Vithivoravee, 2016). This agrees with Cohen et al. (2014), who divided studies of tourist behavior into: 1) studies that apply concepts of consumer behavior (i.e. marketing or management), 2) studies on the influence of satisfaction on loyalty, 3) quantitative research that may result in errors, and 4) longitudinal and comprehensive studies aimed at understanding tourist behavior. In these studies, the key concepts relevant to tourist behavior are identified as decision-making, values, motivation, self-concept and personality, attitude, trust and loyalty (Cohen et al., 2014). Zeithaml et al. (1993) included expectations, perception and satisfaction. This agrees with academic descriptions of tourist behavior in which attractions and activities are selected to match their demands, which are influenced by data from commercial sources related with personality and lifestyle as follows: Tourism Purpose, Tourism Motivations, Tourism Experience, Tourism Information, Number of People, Vehicle, Accommodation, Length of Stay and Travel Expenses (Phumila, 2009).

3. Expectation of Tourists Concept

"Expectation" is deep knowledge and expression in accordance with demand for something that occurs in the present as a supposition or prediction of something that affects our perception by using learning experiences as an indicator and determines the behavior of each person differently (Oxford Advanced Learner's Dictionary, 2021). Tourist expectations play a role in this model, and visualization in the tourism context is connected to the formation of expectations and helps tourists understand what an experience will be like. Expectations have also been shown to impact satisfaction, which is affected by positive arousal, emotions or pleasures (Bordonaro, 2020; Ren-Hua Kung, 2018).

Conceptual Framework

H0: Gender, age, education, occupation, income and domicile do not have relationship with Thai tourists toward Community-Based Tourism Management for Urban Agriculture.

HA: Gender, age, education, occupation, income and domicile have a relationship with Thai tourists' behavior toward Community-Based Tourism Management for Urban Agriculture.

H0: There is no significant difference concerning gender, age, education, occupation, income and domicile affecting the expectations of Thai tourists regarding Community-Based Tourism Management for Urban Agriculture.

HA: There is a significant difference concerning gender, age, education, occupation, income and domicile affecting the expectations of Thai tourists regarding Community-Based Tourism Management for Urban Agriculture.

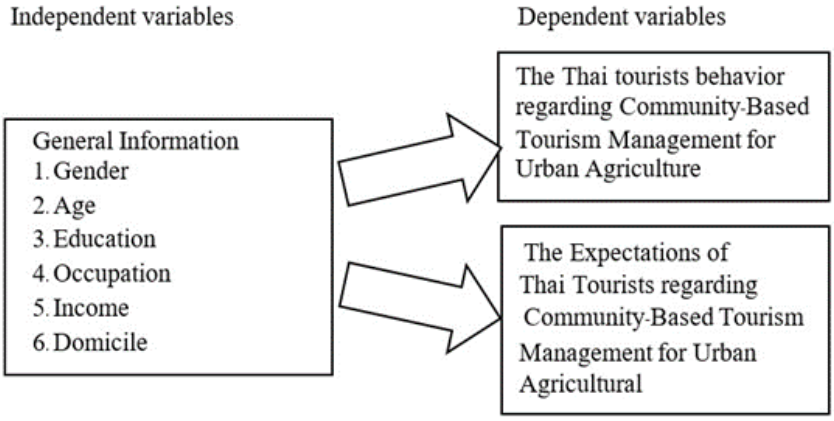

Figure 1 Conceptual framework

Research methodology

Qualitative Research using a survey and Quantitative Research using questionnaires were integrated. The population included 1) Local stakeholders (15 people) and 2) Thai tourists that travelled in Nan Province, a secondary city for community-based urban agricultural tourism, totalling 753,294 people (National Statistics Office, 2019). The sample size of Thai tourists who travelled in Nan Province was calculated using Yamane's (1973) formula with a confidence level of 95% by probability sampling, resulting in a sample size of 399.79 people. However, a sample of 400 people was collected with simple random sampling. The questionnaire included Part 1, related to demographic information, Part 2 concerning Thai tourists' behavior regarding community-based tourism management for urban agriculture, Part 3 contains questions related to expectations of Thai tourists, which were applied to the creation of the questionnaire and submitted to three experts to consider the appropriateness and accuracy of the language usage and the overall content of the research work, followed by consideration of the content validity by finding the Index of Objective Congruence (IOC) between each question, which was between 0.60 - 1.00 and testing with an unsampled population of 30 people through simple random sampling employing Cronbach's alpha coefficient, which indicated a confidence value of 0.97. Part 4 includes the data collection conducted from 2 Sept. 2019 to 1 Sept. 2022. Data was compiled and tested for accuracy to prepare the survey and questionnaire and code them with numbering and organizing the categories. Data analysis was by statistical methods with a software package. Secondary data was compiled from the theoretical concepts and related research results and data from representatives of agencies, educational institutes and the private sector in secondary cities. Part 4 also outlines the data analysis with the statistical software. Part 5 includes the statistics used in this research,

namely the percentage, means, standard deviation, t-test, one-way analysis of variance (ANOVA) and Chi-Square.

Results

The results of Objective 1 in Figure 2 reflect that most local stakeholders agree with related concerns in all four aspects in Ban Bo Suak village, Mueang district, Nan province, a secondary city in Thailand that has potential in urban agriculture tourism, which are 1) administration of community-based tourist attractions (Administration) with a high level of agreement and mean at 4.21, 2) tourist attractions in community-based tourism (Attractions) with a high level of agreement and mean at 4.14, 3) travel services of community-based tourist attractions (Amenities) with agreement at a high level and mean at 4.12, and 4) support of community-based tourist attractions for urban agriculture (Accessibility) with a high level of agreement and mean at 3.91.

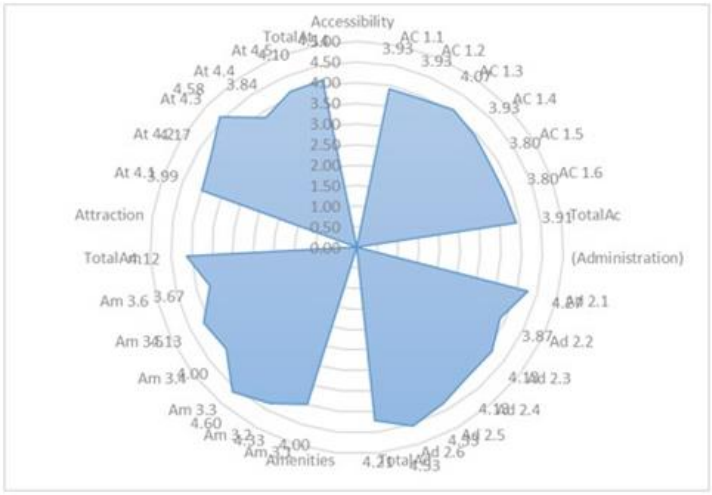

Figure 2 Analysis of stakeholder opinions of community-based urban agriculture tourism

Part 1 The demographic data regarding gender indicated most respondents were female (54.25%) and males accounted for 45.75%. Results for Age indicated between 29-39 years (Gen Y) was 41.00%, 40-54 years (Gen X) was 26.00%, 23-28 years (Gen M) was 15.25%, 54 years and up (Gen B) was 13.25%, and below 23 years (Gen Z) was 4.00%. Regarding education, most had a bachelor's degree (60.50%), followed by higher than bachelor's degree (10.75%), diploma/advanced vocational certificate (9.00%), upper secondary school diploma/vocational certificate (8.75%), primary school diploma (7.25%), lower secondary school diploma (2.25%), and other (1.50%). Occupation indicated that private company was 23.50%, followed by freelancer (20.50%), personal business (19.75%), public servant/state employee (18.50%), state enterprise/public organization (8.25%), retired (5.00%), and student (4.50%). Average annual income indicated 250,001-500,000 Thai baht was 53.25%, followed by 250,000 Thai baht or less (32.50%) and 500,001 Thai baht and up (14.25%). Domicile indicated the majority live in the central region (41.50%), while 33.50% live in the north, 13.75% live in the south, 5.50% live in the east, 3.00% live in the northeast and 2.75% live in the west.

Part 2 Thai tourist behavior toward management of community-based tourism for urban agriculture in Thailand includes the following. Travel purpose indicated Thai tourists travel to relax (48.75%), attend meetings/training/seminars/observation of work/civil service duties (25.25%), contact businesses (10.00%), visit temples and sacred sites (9.25%), visit friends/relatives (4.5%) and other (3.25%). Travel motivation indicated to experience a way of life and the safe agricultural methods of communities (38.00%), experience community-based tourism for urban agriculture/conservation of resources (28.25%), research of local culture (20.50%), independent discovery of new things, namely agro-forestry, orchards, sufficiency agriculture and organic farming (12.50%) and other (0.75%). Travel experience indicated traveling with coworkers/close friends (34.50%) tour groups (22.25%), family/relatives (19.25%), romantic partners (18.50%), alone (4.5%) and other (1.00%). Tourism experience indicated traveling the first time (66.75%), second time (18.75%), third time (9.25%) and more than 3 times (5.25%). Source of travel information indicated Internet (38.25%), Facebook (22.75%), other media channels (21.25%), extended family/friends (15.25%) and Line (2.50%). The number of people traveling indicated more than 3 people (49.75%), 2 people (26.25%), 3 people (18.50%) and one person (5.50%). Vehicle indicated personal vehicle (57.50%), tour bus (26.25%), van/rental car (10.50%), other vehicle (2.75%), bicycle/motorcycle (1.75%) and public tranportation/bus (1.25%). Selected accommodation indicated hotel (38.50%), homestay (33.50%), resort/guesthouse (17.75%), hospice (4.00%), other (3.25%) and relative's/friend's house (3.00%). Length of travel indicated 2 days (44.25% followed by 3 days (42.25%), more than 1 day (7.75%) and more than 3 days (5.75%). Spending in tourism indicated 1,000-5,000 Thai baht (37.50%), more than 10,000 Thai baht (28.25%), 5,001-10,000 Thai baht (24.25%) and less than 1,000 Thai baht (10.00%). Finally, travel expenses in terms of the highest apsects indicated accommodation expenses (35.50%), food expenses (27.00%), travel/fuel costs (24.25%), buying souvenirs (14.25%), and other (1.00%).

Part 3 Results of analysis of Thai tourists' expectations toward management of community-based tourism for urban agriculture are seen in Figures 3 and 4, which show all four aspects of of community-based tourist attractions for urban agriculture having overall high-level agreement with mean at 4.04. For each aspect, results are 1) providing tourism services with high-level agreement with mean at 4.09, 2) attractions of community-based tourism with high-level agreement and mean at 4.07, 3) administration of community-based tourist attractions with high-level agreement and mean at 4.04, and 4) support of community-based tourist attractions with high-level agreement and mean at 3.96. This shows that Thai tourists' expectations toward management of community-based tourism for urban agriculture are significant, which is in line with the results of local stakeholders in the current context of community-based tourism for urban agriculture, as seen in Figures 2 and 4. The urban agricultural area of Ban Bo Suak village, Mueang district, Nan province has appropriate results in accordance with expectations of Thai tourists and the minor aspects that local stakeholders agree upon at the highest level, namely Administration, including development of media for community-based tourism with mean at 4.53, Attractions, including historical attractions such as temples, palaces and museums, with mean at 4.67, and Amenities, such as meetings with communities about development guidelines to improve tour leaders with mean at 4.60, as seen in Figures 2 and 4.

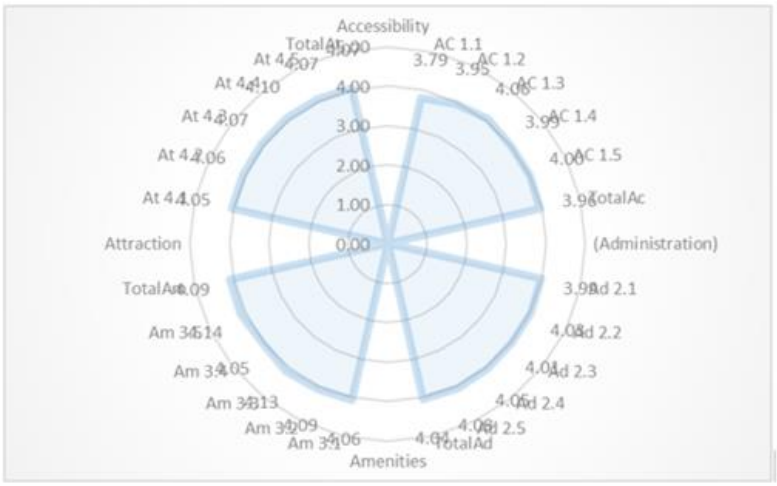

Figure 3 Thai tourists' expectations of community-based urban agriculture tourism management

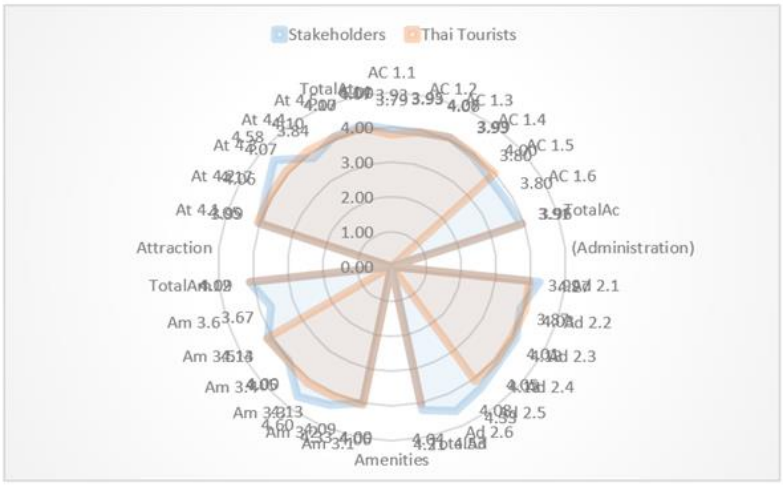

Figure 4 Comparison of opinions concerning expectations between Thai tourists with stakeholders toward management of community-based tourism for urban agriculture

Discussion

Objective 1 The current context of community-based tourism for urban agriculture includes: 1) management of community-based tourism (Administration) with high-level agreement and mean at 4.21, followed by 2) attractions of community-based tourism (Attractions) with high-level agreement and mean at 4.14, 3) services of community-based tourist destinations (Amenities) with high-level agreement and mean at 4.12, and 4) support of community-based tourist destinations (Accessibility) with high-level agreement and mean at 3.91. According to Roman (2015), the most important features of agricultural tourism farm owners are personal culture, kindness and friendliness.

Objective 2 Thai tourist behavior toward management of community-based tourism for urban agriculture in Thailand includes travel purpose and motivation in their current travels, travel experience, information sources, number of people, vehicle, accommodation, services, expenses, and travel expenses in terms of the highest aspects. This is in line with Visessung (2019), who studied

Behaviors of Malaysian Tourists and Potentials of Ecotourism in Betong District, Yala Province and found the following: traveling with family (61%), travel period of 1-3 days (66%), average budget of more than 10,000 baht per day (55.50%), planning own trip (76.50%), and obtaining ecotourism information of Betong District from the Internet, tourism documents/publications and advertising/public relations.

Objective 3 Opinions concerned with expectations of Thai tourists toward community-based urban agriculture tourism management for all four aspects overall agree at a high level with total mean at 4.04, which considered in descending order include 1) tourism services of community-based tourist destinations with high-level agreement and total mean at 4.09, followed by 2) attractions of community-based tourism with high-level agreement and total mean at 4.07, 3) administration of community-based tourism with high-level agreement and total mean at 4.04, and 4) support of community-based tourism with high-level agreement and total mean at 3.96. Cohen et al. (2014) summarized the main factors of tourist behavior, namely decisions, values, motivation, self-concept, personality, attitude, trust and loyalty (Cohen et al., 2014) along with expectations, awareness and satisfaction (Zeithaml et al., 1993). In addition, the results of Somchan and Panyarien (2019) regarding the current perceptions of tourists toward agro-safety tourism in the Ing River Basin were: 1) accessibility, 2) administration, 3) amenities, and 4) attractions of agro-safety tourism destinations.

The testing of Hypothesis 1 with comparison of relationships between demographic factors and Thai tourist behavior toward management of community-based tourism for urban agriculture were classified into each item. 1) Tourism purpose overall indicated age, education, occupation, average income and domicile having Chi-Square equal to 164.701^{a}, 177.604^{a}, 272.778^{a}, 102.757^{a} and 120.628^{a} with statistical significance at 0.000 equally. 2) Tourism motivations overall indicated age, education, occupation, average income and domicile having Chi-Square equal to 39.225^{a}, 49.070^{a}, 89.846^{a}, 26.375^{a} and 35.821^{a} with statistical significance at 0.001, 0.002, 0.000, 0.001 and 0.016. 3) Travel experience overall indicated gender, age, education, occupation, average income and domicile with Chi-Square equal to 24.207^{a}, 112.262^{a}, 98.945^{a}, 136.947^{a}, 30.693^{a} and 217.272^{a} with statistical significance at 0.000, 0.000, 0.000, 0.000, 0.001 and 0.000. 4) Tourism experience overall indicated age, education, occupation, average income and domicile with Chi-Square equal to 53.171^{a}, 50.704^{a}, 72.753^{a}, 13.070^{a} and 68.456^{a} with statistical significance at 0.000, 0.000, 0.000, 0.042 and 0.000. 5) Tourism information overall indicated gender, age, education, occupation, average income and domicile with Chi-Square equal to 20.789^{a}, 47.908^{a}, 91.118^{a}, 162.312^{a}, 50.140^{a} and 59.205^{a} with statistical significance at 0.000 equally. 6) Number of people traveling overall indicated age, education, occupation and domicile with Chi-Square equal to 50.175^{a}, 70.792^{a}, 77.056^{a} and 81.405^{a} with statistical significance at 0.000 equally. 7) Vehicle overall indicated age, education, occupation, average income and domicile with Chi-Square equal to 180.130^{a}, 94.489^{a}, 216.906^{a}, 34.187^{a} and 189.921^{a} with statistical significance at 0.000 equally. 8) Accommodation overall indicated gender, age, education, occupation, average income and domicile with Chi-Square equal to 15.922^{a}, 115.258^{a}, 162.424^{a}, 191.494^{a}, 129.272^{a} and 139.892^{a} with statistical significance at 0.007, 0.000, 0.000, 0.000, 0.000, and 0.000. 9) Length of Stay overall indicated gender, age, education, occupation, average income and domicile with Chi-Square equal to 8.514^{a}, 32.941^{a}, 53.296^{a}, 67.523^{a}, 31.430^{a} and 135.780^{a} with statistical significance at 0.037, 0.001, 0.000, 0.000, 0.000 and 0.000. 10) Travel Expenses overall indicated age, education, occupation, average income and domicile with Chi-Square equal to 55.216^{a}, 105.928^{a}, 186.785^{a}, 52.930^{a} and 72.612^{a} with statistical significance at 0.000 equally. 11) Overall Travel

expenses indicated age, education, occupation and average income with Chi-Square equal to 36.182[a], 196.345[a], 79.276[a] and 56.477[a] with statistical significance at 0.003, 0.000, 0.000, 0.000 with statistical significance < 0.05 showing that secondary hypothesis H1 was accepted. However, main hypothesis H**o** was rejected.

The testing of Hypothesis 2 included comparison of demographic factors and expectations of Thai tourists toward management of community-based urban agriculture tourism by each aspect: 1) Support of community-based tourist destinations overall indicated age, education, occupation and average annual income having statistical significance at 0.000, 0.000, 0.008 and 0.000 with statistical significance less than 0.05 showing that secondary hypothesis H1 was accepted, whereas main hypothesis H**o** was rejected. 2) Administration of community-based urban agriculture tourism overall indicated education, occupation and average annual income having statistical significance at 0.000, 0.005 and 0.000 with statistical significance less than 0.05 showing that secondary hypothesis H1 was accepted, whereas main hypothesis H**o** was rejected. 3) Services of community-based urban agriculture tourism overall indicated age education, occupation, average annual income, and domicile having statistical significance at 0.000, 0.000, 0.000, 0.000 and 0.040 with statistical significance less than 0.05 showing that secondary hypothesis H1 was accepted, whereas main hypothesis H**o** was rejected. Finally, 4) attractions of community-based for urban agriculture tourist overall indicated age, education, occupation, and average annual income having statistical significance at 0.000, 0.000, 0.001, and 0.016 with statistical significance less than 0.05 showing that secondary hypothesis H1 was accepted, whereas main hypothesis H**o** was rejected.

Conclusions

Based on the results, participation of local stakeholders and analysing the tourist behavior data and expectations for use in the planning and process of efficient tourism management is necessary. This requires using science and art in the management of the main components of tourism: 1) support of community-based urban agriculture tourism, namely access to attractions, signs, factilities, services, accommodation, agricultural products, and determining the appropriate number of tourists, etc., 2) administration of community-based urban agriculture tourism, such as organizational charts and division of agricultural areas to create networks at local, regional and national levels for development of communities and tourism media, etc., 3) services of community-based urban agriculture tourism, namely clarify local laws and regulations, arrange skill development for tour leaders, and establish learning points and souvenir shops, etc., 4) attractions of community-based urban agriculture tourism, namely presentation of new knowledge and agricultural methods for tourist to participate in activities and experience landscapes, routes for tourists to purchase local products, etc., so that agricultural tourist attractions provide non-agriculture employment for local people and appropriate income distribution.

Limitations and future directions

Although agricultural tourism has numerous highlights, local stakeholders, namely service providers in communities, require raising the level of knowledge and experience in agriculture in presenting creative activities or recreation for creating the tourism highlights that interest tourists. This requires surveys to regularly observe tourists' behavior and expectations and applying the analysis results to improve the work plan, including quality control to achieve the highest satisfaction of tourists and returning for repeated use of services. In addition, community service providers in tourism need preparation and

adaptation in accordance with seasonal cycles and the effects of climatic changes, such as drought, PM 2.5 haze, etc. including new outbreaks of disease similar to the Covid-19 virus, etc., and other situations that may have an effect on tourism in both the present and the future.

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