

Abstract

Guidelines for Integrated Agro-Tourism Development with the Nan Lifestyle, consisting of 3 projects. 1) The agro-tourism situation with the Nan Lifestyle. 2) Potential and development of agro-tourism with the Nan Lifestyle. 3) Guidelines for Integrated agro-tourism marketing development and supply chain with the Nan Lifestyle. Objectives of the projects. 1) to study about a present situation in agro-tourism, 2) to study about the potential of agro-tourism with the Nan Lifestyle, 3) to study about the guidelines for integrated agro-tourism marketing development and supply chain with the Nan Lifestyle. Areas that explore agro-tourism through the Department of Agricultural Extension, The Ministry of Agriculture and Cooperatives were Baan Manee Prueuk, Thung Chang District; Mushroom Farm, Farm Hed Baan Hua Nam, Pua District; Farm Fame Fai Agricultural Farm, Mueang District and Baan Donmool Pattana Sub-district, Mueang District, Nan Province.

The study of the agro-tourism situation through the Nan Lifestyle had the following purposes; based on the study of the tourism situation in Nan province it was found that Nan province mainly promoted cultural tourism. There was a clear marketing identity and a lot of architectural and cultural resources in the city. Some resources were getting lost, both tangible resources such as the wall and antique items, as well as intangible resources, especially the art of folk games, wisdom and handicrafts. In the aftermath of these losses, tourism through the Nan Lifestyle began to reduce. By surveying and studying to find out the direction of tourism development in terms of resources in Nan province, it was found that in addition to the cultural tourism resources, Nan was also notable in the field of agriculture which could lead to agro-tourism for tourists who were interested in learning the agricultural way of life.

The study on the expectation of tourists toward agro-tourism in Nan province showed that tourists had expectations on agricultural tourism in all aspects of the Nan Lifestyle at the highest level which was 4.57. That included the physical and biological attractions which was 4.73 followed by the agro-tourism service potential of 4.6, the knowledge, innovation and wisdom at 4.59, the tourism attractiveness, and the agricultural tourist attraction management potential gave scores of 4.58 and 4.35 respectively.

The perception of tourists towards agro-tourism through the Nan Lifestyle found that tourists' perception of agro-tourism in all aspects was at a high level. The average was 3.97 which also included the physical and biological was at 4.10, followed by the tourism attractiveness was 4.04, the agricultural tourist attraction management potential was 3.94, the agro-tourism potential was 3.90, and the lowest score was the Category of knowledge innovation and wisdom with of 3.86 scored.

It was concluded that tourists had a high level of expectation before their trip and, after traveling to Nan province, the tourists had a lower perception level than expectation

level. Therefore, the province or those involved in all sectors should focus and support the improvement of development in tourism areas to have potential in various aspects, including physical, biological, attractiveness, management and services of agro-tourism areas and promoted by the public relations and mass media activities in many channels. Moreover, they should support and develop a strong community by allowing the community to participate and manage tourism or integrating marketing activities in the form of agro-tourism supply chains, etc. in order to meet the tourists' expectations and will lead to an increase in the number of tourists.

Concerning the study of the potential and development of agro-tourism with the Nan Lifestyle, the results of the study were the area that explored agro-tourism through the Department of Agricultural Extension, the Ministry of Agriculture and Cooperatives consisting of Baan Manee Prueuk, Thung Chang District; Mushroom Farm, Farm Hed Baan Hua Nam, Pua District; Farm Fame Fai Agricultural Farm, Mueang District and Baan Donmool Pattana Sub-district, Mueang District, Nan Province. The result of the evaluation of the potential of agro-tourism for 4 areas was found that Baan Manee Prueuk, Thung Chang District was a medium-sized agricultural tourism destination, (accommodation 51-500 tourists), with a total score of 70 points. Furthermore, Baan Donmool Pattana, Sub-district, Mueang District, Nan Province, was found to be a small agricultural tourist destination (accommodation 1-50 tourists) with a total score of 63.33 points, at a good level. The potential for the agro-tourism Food Service, in agro-tourism was rated very good, including the Mushroom Farm, Farm Hed Baan Hua Nam, Pua District was a medium-sized agricultural tourism destination, (accommodation 51-500 tourists), with a total score of 80.33 points. Farm Fame Fai Agricultural Farm was also a medium-sized agricultural tourism destination (accommodation 51-500 tourists) with a total score of 67 points, with a rating of potential tourism destinations at a good level. According to the assessment of the potential of agro-tourism, a proposal guideline for the agro-tourism marketing development of Nan was needed. In particular, the potential agro-tourism development plan in order to benefit the target community and to integrate the stakeholders' cooperation with in Nan tourism development.

The guidelines for integrated agro-tourism marketing development and supply chain with the Nan Lifestyle will be mentioned as the concept of positioning of Nan's agro-tourism as a selling point to attract the attention of tourists. The format and cost of tourism concerns 3 aspects; lower-price travel, normal price and price in peak season. Channels to reach through the tourist are social media, web site, hotline, Nan cultural exhibition hall and the tourist agency. Marketing promotion activities will focus on preserving the image of the province during the important festivals, car service, tours by bicycle to enhance the travel experience, photo corner, design of tourist service design, special events etc. Integrated marketing communications are tools to drive all activities.

Keywords: Agro-Tourism, Nan Lifestyle, Tourism Potential, Supply Chain for tourism