

Development of Guidelines for Community-Based Agro Tourism: Hua Ruea Subdistrict, Ubon Ratchathani Province

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Abstract

This research study is a research and development. The objectives are 1) to study the potential of communities in agricultural tourism development in Hua Ruea; 2) to design a route for community-based agrotourism in Hua Ruea; and 3) to bring forward guidelines of development of community-based agrotourism in Hua Ruea Subdistrict, Mueang District, Ubon Ratchathani Province. The sample group used in qualitative research was 30 parties/participants, this research were used semi-structured interviews.

The research findings revealed that the community's potential in developing agrotourism still lacks adequate knowledge and understanding in tourism operations, particularly in community-based agrotourism. This is largely due to the fact that most of the local people are engaged in agriculture and trade, leaving them with little time or interest in tourism development. Additionally, the community needs support from various agencies to act as mentors in helping them develop careers that can be elevated into tourism-related activities, thereby enhancing the community's capacity and enabling them to fully utilize their potential. In the case of designing community-based agrotourism routes in Hua Ruea Subdistrict, Mueang District, Ubon Ratchathani Province, the Hua Ruea community has developed unique agrotourism activities that reflect the local identity. These activities emphasize providing tourists with knowledge and new experiences through tourism, encouraging mutual learning between hosts and visitors. The tourism programs are designed to be suitable for all genders and ages. Furthermore, the community seeks to design agrotourism programs that are environmentally friendly and grounded in sustainability and process consists of 6 steps, in which all steps are in accordance with the approval from all parties: 1) development of people's potential 2) development of participation 3) development of tourism attractions 4) development of tourism activities 5) Local Product Development and 6) Marketing Development

Keywords: Tourism Development, Community-based Agro Tourism, Hua Ruea Community

Introduction

The Thai government has implemented policies to enhance agricultural tourism sites, raising their safety and hygiene standards to ensure greater confidence among tourists. Guidelines have been established to prepare these sites for tourism services in line with the New Normal way of life, emphasizing cleanliness and safety for both the community and visitors. Key measures include screening tourists before entry, allowing only those wearing surgical masks to access the sites, providing hand sanitizing stations, enforcing social distancing during tourism activities, regularly cleaning service areas, and ensuring that food and agricultural products for sale or service are contained in sealed and hygienic packaging. (Chalermchai Sri-on, 2020)

Agricultural tourism is a form of tourism that focuses on learning about rural agricultural lifestyles. It emphasizes the participation of tourists in various activities to gain knowledge about agriculture, local ways of life, culture, and traditions. This type of tourism utilizes existing resources to create learning opportunities while generating income for both the community and farmers. Agricultural tourism also promotes conservation alongside tourism, ensuring minimal impact on both the community and the environment. (Department of Tourism, 2009)

Ubon Ratchathani Province has a total area of 10,069,000 rai, with 5,350,894 rai designated for agricultural use, accounting for 53.14% of the province's total area. The province is well known for its agricultural products, particularly rice, cassava, and rubber. In terms of livestock, key products include cattle, buffaloes, broiler chickens, and pigs. Regarding cultivated land, the province is particularly suitable for the growth of Thai jasmine rice (Hom Mali rice). Most of the area consists of uplands, with rainfall beginning in May. Farmers typically start plowing and preparing the land in June, followed by planting between July and August. As the rainy season ends from late October to early November, harvesting takes place in November, when humidity levels are low. (Ubon Ratchathani Provincial Statistical Office, 2018)

Hua Ruea Subdistrict, Mueang District, Ubon Ratchathani Province, is located north of Mueang Ubon Ratchathani District, approximately 17 kilometers from the city center. It was officially established in 1932 (B.E. 2475) and consists of 14 villages under its jurisdiction, covering an area of approximately 32.28 square kilometers. The subdistrict is divided into 16 communities with a total population of 9,223 people—4,578 males and 4,645 females—spread across 3,006 households. The majority of the residents engage in agriculture and trade. One of the key local attractions is Wat Ban Hua Ruea, which houses an ancient drum, a sacred village artifact. Before it can be played to invoke rain, a ritual offering of "Khan 5" or "Khan 8" must be performed. However, preliminary research indicates that Hua Ruea Subdistrict has not yet developed its tourism sector. The community lacks knowledge and understanding of tourism management, particularly community-based tourism, where local residents actively participate in planning and administration. (Hue Ruea Provincial Administrative Organization, 2015)

Therefore, to develop Hua Ruea Subdistrict in a way that aligns with its agricultural community lifestyle, the researcher has initiated a study titled "Guidelines for the Development of Community-Based Agricultural Tourism in Hua Ruea Subdistrict, Mueang District, Ubon Ratchathani Province." This research aims to establish a tourism model that reflects the way of life of the local community and to implement community-based tourism management rooted in agricultural practices. The goal is to create a new tourism route in Ubon Ratchathani Province while also promoting and supporting community-based agricultural tourism as a means of generating additional income for local residents in the future.

Objective

1. To assess the community's potential in developing agricultural tourism in Hua Ruea Subdistrict, Mueang District, Ubon Ratchathani Province.
2. To design a community-based agricultural tourism route in Hua Ruea Subdistrict, Mueang District, Ubon Ratchathani Province.
3. To propose guidelines for the development of community-based agricultural tourism in Hua Ruea Subdistrict, Mueang District, Ubon Ratchathani Province.

Research Methodology

The Conceptual Framework

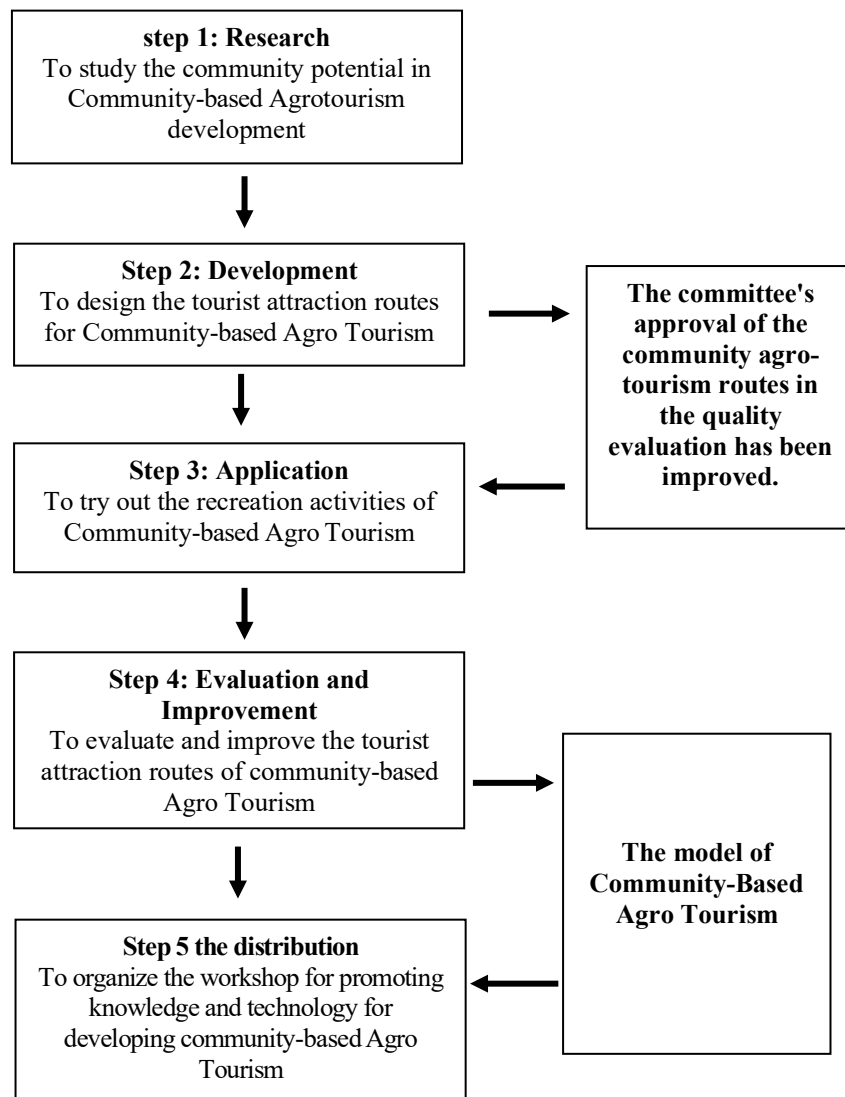


Figure 1: The Conceptual Framework

The study “Guidelines for the Development of Community-Based Agricultural Tourism in Hua Ruea Subdistrict, Mueang District, Ubon Ratchathani Province” adopts a Research and Development (R&D) approach, which consists of five key phases as follows:

1. Research (R1):
 - Assessing the community’s potential in developing agricultural tourism in Hua Ruea Subdistrict.
 - Conducting in-depth interviews and group interviews with key informants to gather relevant data.
2. Development (D1):
 - Designing a community- based agricultural tourism route by analyzing data from Phase 1.
 - Conducting content analysis and evaluating the community’s potential.
 - Developing the tourism route through focus group discussions with stakeholders.
3. Research (R2):
 - Implementing a trial phase where tourists experience the newly developed community-based agricultural tourism route.
4. Development (D2):
 - Evaluating the tourism route through focus group discussions with tourists and experts.
 - Assessing the suitability of the tourism route and refining it based on feedback.
 - Enhancing the potential of the tourism route for greater sustainability and effectiveness.
5. Dissemination:
 - Organizing a practical training workshop to transfer knowledge and technology related to community-based agricultural tourism development.
 - Training 30 tourism stakeholders in Ubon Ratchathani Province.

Population and Sample Group

The population and sample group for the study “Guidelines for the Development of Community-Based Agricultural Tourism in Hua Ruea Subdistrict, Mueang District, Ubon Ratchathani Province” are divided into two groups:

1. Key Informant Group (Stakeholders in Agricultural Tourism Development)

This group consists of 20 individuals involved in the development of community-based agricultural tourism in Hua Ruea Subdistrict, Mueang District, Ubon Ratchathani Province. It includes community leaders, local residents, local entrepreneurs, and government officials related to tourism development. The selection process combines Purposive Sampling and Snowball Sampling, where key informants recommend other knowledgeable and experienced individuals in the field of community-based agricultural tourism development.

2. Thai Tourist Sample Group

This group consists of 10 Thai tourists who are interested in agricultural tourism and voluntarily participate in tourism activities developed by the research team in collaboration with the Hua Ruea community, Mueang District, Ubon Ratchathani Province.

Data Collection

1. Secondary Data

This includes the guidelines for the development of community-based agricultural tourism in Hua Ruea Subdistrict, Mueang District, Ubon Ratchathani Province. Data is collected from documents, published materials, reports, academic papers, research articles, and theses in both Thai and English.

2. Primary Data

This consists of field data, gathered using semi-structured interviews to assess the community's potential and explore guidelines for the development of community-based agricultural tourism in Hua Ruea Subdistrict, Mueang District, Ubon Ratchathani Province.

Instruments used for data collection

The instruments used for qualitative data collection from key informants include semi-structured interviews, which are open-ended questions with keywords about the information need.

Data Analysis

For Qualitative data, the researcher examined it from different sources of key informants, examined data collection methods, semi-structured interviews, focus group discussions, and repeated data questions, and checked data with the data owner. Data triangulation was performed by examining data sources, sources, and individuals (Supang Chantawanich, 2000). The data obtained from the interviews was analyzed for content.

Discussion

From the research on the development of community-based agricultural tourism in Hua Ruea Subdistrict, Mueang District, Ubon Ratchathani Province, several important issues can be discussed as follows:

Objective 1: Community Potential in Developing Agricultural Tourism in Hua Ruea Subdistrict, Mueang District, Ubon Ratchathani Province

From the research findings, it was found that the community still lacks knowledge and understanding in managing tourism, particularly community-based agricultural tourism. This is mainly because most of the population in the community is engaged in agriculture and commerce, leaving little time to focus on tourism. As a result, there has not been much attention given to tourism development. Furthermore, the community seeks support from various organizations to act as mentors in the development of occupations, helping to elevate the community's tourism activities. This support would enable the community to enhance its potential and fully utilize its strengths. This finding aligns with the conclusion of Jeerasak Phokawin (2018), who summarized that the success of agricultural tourism development requires external networks to provide support and knowledge to local communities in managing agricultural tourism.

Ban Hua Ruea has a long history and rich cultural heritage, with unique local resources for tourism, including natural, historical, and cultural attractions. The community's natural tourism resources include Nong Chang Yai, Nong Janak, Nong Hua Ling, and Nong Mek, which are natural water sources that can be developed for eco-tourism. In terms of historical tourism resources, the community is home to significant historical sites such as the ancient large drum, the museum hall, the Sala Sao Yai (a traditional hall), Non Umong, and other

landmarks of historical importance. Additionally, the community boasts a variety of traditional festivals and customs, including the Bun Bang Fai (Rocket Festival), Loy Krathong, Bun Ok Phansa (End of Buddhist Lent), Tam Roy Fai, and the Wesak (Buddha's Birth, Enlightenment, and Death). Furthermore, there are Buddhist merit-making activities such as alms-giving during the Buddhist Lent and other religious holidays.

However, the tourism attractions in Ban Hua Ruea still face issues of degradation and require proper care, restoration, and management. There is a lack of education, infrastructure and amenities to support tourism, such as proper facilities to accommodate visitors. Additionally, there is a lack of connectivity and a well-established tourism route within the community.

Ban Hua Ruea community participates in the collective management of shared spaces, such as areas for agriculture and the development of the cultural road at Ban Hua Ruea, located at the Walking Street in Soi 5. However, there is still a lack of tourism resource management, as no tourism club has been established. The community of Ban Hua Ruea has a distinctive potential for tourism products and services. There is a clear division of work and responsibilities within the community, with active participation and strong cooperation from the community members.

However, the Ban Hua Ruea community still lacks the development of products and goods that can be marketed as key attractions for tourists. Additionally, there is a lack of tourism resource management, as no tourism club has been established to oversee and manage the operations.

The community is actively seeking agricultural tourism activities to create a lasting impression, with the cooperation of the government in developing community-based tourism. Another key strength of the Ban Hua Ruea community is its strong leadership, with community leaders collaborating effectively with government agencies, private sectors, and educational institutions to drive and set the direction for community-based agricultural tourism. This has enabled the community to involve residents in improving and developing the community's tourism more effectively.

The Ban Hua Ruea community actively participates in facilitating and coordinating between tourists and the tourism management group members. They have clearly defined roles and responsibilities in tourism management and are involved in initiating and implementing tourism activities within the community.

The committee has explained the process of community-based tourism to all sectors, emphasizing that all professions have the right to participate. Most of the community members are actively involved in meetings, offering suggestions regarding various operations within the community, including tourism-related ideas. This is considered a good starting point for managing tourism, as the community contributes valuable information about potential tourist sites and other locations that can be developed into tourist attractions within the community.

Additionally, the community has contributed to suggesting nearby tourist attractions. However, the majority of the population has not yet participated in community-based tourism activities. Some have joined in helping to take care of the tourists, but there are still few tourists visiting the community, and the frequency of visits is quite infrequent.

However, the community-based agricultural tourism activities are still in the process of understanding with the landowners and adjusting the format of the activities to allow tourists to actively participate. There is involvement in revenue sharing and using the income from tourism to develop the community. Most community members are actively participating in dividing the income and utilizing it for community development. After tourists return, there

will be a meeting to summarize the results of the activities. Once the information is gathered, the community will consider it as a guideline for future tourism operations

This is consistent with the findings of Narin Sangraksa, Somboon Yuenyongsuwan, and Natthayan Tangthawornsakul (2017), who concluded that the development of agricultural tourism destinations requires the community to be well-prepared for tourism management. There must be internal drive, a shared sense of ownership, identity building within the community, empowerment, and the establishment of academic networks.

However, the Hua Ruea community still lacks a fundamental understanding of tourism management, which has resulted in the absence of a formal tourism organization. Nonetheless, a key strength of the community is its unity, with residents supporting one another and openly sharing their opinions.

The community's potential for self-reliance reveals that Huaro residents can sustain themselves through traditional Isan ways of life. Their income from agriculture and trade enables them to maintain a stable livelihood.

Additionally, the community hosts Talad Phum Phuang (Huaro Subdistrict Council Fresh Market), located in the center of Huaro Village. It operates daily from 1:00 AM to 5:00 AM, with around 300 sidecar vendors and approximately 300 market stalls. The market generates a nightly cash flow of about 1.5 million baht. Most vendors are locals from Huaro Subdistrict and nearby areas. Apart from Talad Phum Phuang, the community also has Talad Laeng Kok Kho, a marketplace where both tourists and locals can shop for food and beverages.

The development of community-based agrotourism in Hua Ruea Subdistrict, Mueang District, Ubon Ratchathani Province faces several challenges and obstacles, including the impact of the COVID-19 Pandemic which caused the declining number of tourists, and the decreased sales due to the economic downturn. Moreover, the community members have a limited understanding of agrotourism. There is a shortage of storytellers who can share the history and culture of the community. Most existing storytellers are elderly, and there is a lack of knowledge transfer to younger generations. Eventually, the community members lack of understanding online marketing to effectively reach target tourists.

This aligns with the findings of Jiranan Khemkhan (2018), who concluded that agrotourism still lacks unique selling points and attractions, as well as an effective supply chain management system. These shortcomings pose risks for the future sustainability of agrotourism businesses. To address these challenges, key development strategies include enhancing existing resources and utilizing them efficiently, strengthening marketing strategies to highlight unique features and selling points to attract visitors and sustain interest in agrotourism.

Objective 2: Designing a Community-Based Agrotourism Route in Hua Ruea Subdistrict, Mueang District, Ubon Ratchathani Province

The research findings indicate that the design of the community-based agrotourism route in Hua Ruea Subdistrict, Mueang District, Ubon Ratchathani Province, showcases agrotourism activities unique to the local identity. These activities emphasize knowledge-sharing and hands-on experiences, allowing tourists to gain new insights and experiences while fostering cultural exchange between hosts and visitors. The tourism program is designed to be inclusive for all genders and age groups, ensuring accessibility for a diverse range of travelers. Additionally, the community expresses a strong preference for designing agrotourism activities that are environmentally friendly and promote sustainable tourism practices.

This is consistent with Maneerat Sukkasem (2016), who concluded that developing the potential of agrotourism must emphasize the value of tourist attractions, quality of services, management efficiency, environmental conditions, tourism activities, and available facilities.

Additionally, hospitality and the role of the local community as welcoming hosts are crucial factors in enhancing the overall tourism experience.

Objective 3: Guidelines for Developing Community-Based Agrotourism in Hua Ruea Subdistrict, Mueang District, Ubon Ratchathani Province.

To successfully develop community-based agrotourism in Hua Ruea Subdistrict, Mueang District, Ubon Ratchathani Province, six key aspects need to be improved:

1) Human Capacity Development: This focuses on preparing individuals for managing community-based agrotourism by enhancing their capabilities in various aspects, including planning, setting directions, implementing, and managing operations. It also involves developing knowledge relevant to agrotourism, such as agricultural tourism, storytelling skills, communication skills, and service skills. These are essential for creating sustainable development within the community.

2) Development of Participation: This involves providing opportunities for community members to actively participate, which leads to the exchange of ideas and fosters unity within the community.

3) Development of Tourist Attractions: This includes developing natural, historical, lifestyle, cultural, and traditional attractions to be ready to accommodate tourists. At the same time, the tourism areas must be managed to ensure beautiful landscapes and safety for visitors.

4) Development of Agricultural Tourism Activities: This involves developing agricultural activities that allow tourists to truly participate, such as coconut planting, grape harvesting, chili planting, growing or harvesting vegetables, and rice planting, among others.

5) Development of Community Products: This involves managing community souvenirs to ensure they meet standards and reflect the unique identity of the community. By creating stories around these products, the community can enhance their value and elevate the local products to become a sustainable source of income for the community.

6) Marketing Development: This involves utilizing appropriate marketing strategies for community-based agricultural tourism, both offline and online. The marketing should create satisfaction for both tourists and the community. It includes systematic promotion of community tourism while ensuring that the marketing efforts do not negatively impact society, culture, or local ways of life, leading to sustainable development.

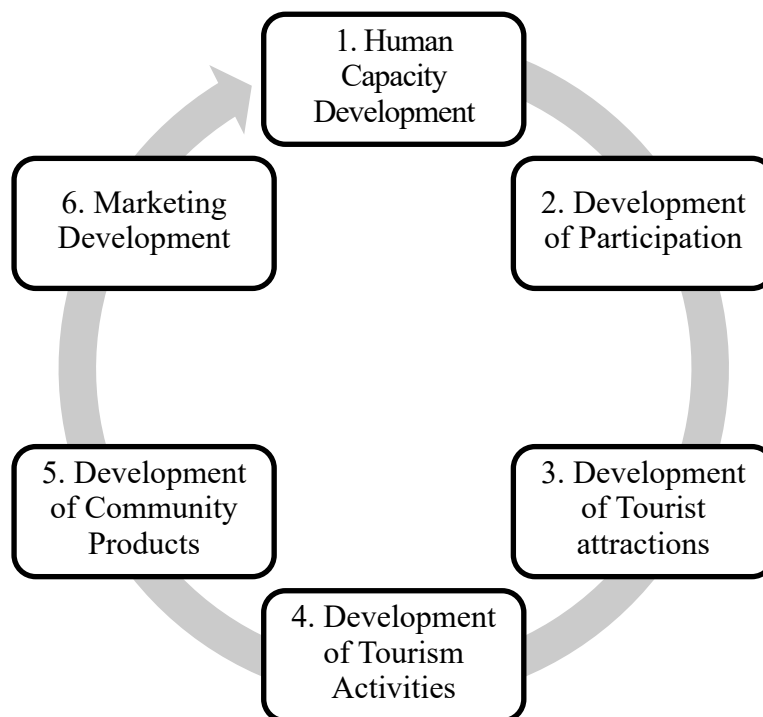


Figure 2: indicates Agricultural Tourism Activity, Hua Ruea Subdistrict, Muang District, Ubon Ratchathani Province.

Conclusion

From the research results on the development guidelines for community-based agricultural tourism in Hua Ruea Subdistrict, Mueang District, Ubon Ratchathani Province, it can be summarized as follows:

1. Research (Research: R1) Study of the potential of communities in developing community-based agricultural tourism in Hua Ruea Subdistrict, Mueang District, Ubon Ratchathani Province.

Human potential: It was found that the community still lacks knowledge and understanding about tourism operations, especially agricultural community tourism, because most of the people are farmers and traders, so they do not have time and are not very interested in tourism. The community also needs support from various agencies to be mentors in career development to upgrade it to tourism activities to increase the community's potential. There are various groups, namely, the organic vegetable farming group, bamboo, and plastic weaving group, preserved mango product processing group, Thai dessert community enterprise group, sun-dried beef group, herbal shampoo and dishwashing liquid production group, Thai massage group, rice mill group, herbal curry paste group, and clothing sewing group.

Area potential: Ban Hua Ruea has a long history and the slogan of Tambon Hua Ruea is that Hua Ruea chili is famous far and wide, the land of the big drum since ancient times. The villagers are religious, some monks are developers, and there is a large pillared pavilion. Tambon Hua Ruea has an Isan way of life and is an agricultural community in farming, gardening, and raising cows and buffaloes. There is a belief in and respect for "Don Pu Ta". The belief in the ghost of the grandfather is found throughout the villages of the Isan people. It is believed that it is the ghosts of the ancestors who are "good ghosts" who protect and take

care of their descendants to live happily. Each village will build a shrine of the grandfather in the area that is believed to be the center of the village. In addition, there is a belief in "wrong karma", eating wrong things, believing that if someone has wrong karma or wrong expression, they will use the community's secret herbal medicine from roots, namely, Rang Chuet, Ya Nang Daeng, Wan Chak Matuk, etc., which are herbs grown in the community.

In terms of tourism resources, Hua Ruea Subdistrict has unique natural, historical, and cultural tourism resources. The natural resources used for community tourism are Nong Chang Yai, a large reservoir covering an area of approximately 7,500 rai and holding 7.675 million cubic meters of water. It is a source of income for local people whose main occupation is rice farming, which relies on water from this pond. Rice farming can be done in both the wet season and dry season. Dry season rice farming starts in January and is harvested in February. Planting 1 rai of rice yields 20 sacks of rice. In addition, it is popular to grow various vegetables such as chili, cabbage, radish, Chinese cabbage, morning glory, and it is a water source for various livestock such as cows and buffaloes. It is also a fishing ground for various types of fish such as snakehead fish, pla nai, and tilapia. The tools used are mostly hooks, nets, and there is an agreement to refrain from fishing during the spawning season, which is from June to July of each year. In addition, Nong Jannak, Nong Hua Ling, and Nong Mek are natural water sources for the community. which can be used as a natural tourist attraction, allowing tourists to take a drive around the area.

Historical tourism resources: This ancient large drum is located at the drum tower of Wat Ban Hua Ruea, Village No. 1, and is used in various ceremonies in the community every year. In addition, there is a museum, Sala Sao Yai, Non Umong, and traditions: Bun Bang Fai, Loi Krathong, Bun Ok Phansa, and Phra Wessantara traditions. From January to March, alms are given on the first day of Buddhist Lent and important religious days. However, the tourist attractions in Tambon Hua Ruea are still deteriorating and need to be taken care of, restored, and managed appropriately. There is a lack of study on various facilities to accommodate tourists, and there is also a lack of connections between tourist routes within the community.

Management Potential: It was found that Hua Ruea Community is actively involved in managing shared spaces, such as agricultural areas and the Cultural Road of Hua Ruea Village on Soi 5 Walking Street. However, there is a lack of tourism resource management, as no tourism association has been established yet. The community has significant potential in terms of tourism products and services, with unique offerings. Responsibilities are divided, and there is good cooperation and participation from community members. Nonetheless, Hua Ruea Community has yet to develop products and services that can serve as tourist attractions. Additionally, there is still no organized tourism association to manage and oversee tourism activities. Despite this, the community is making efforts to find agricultural tourism activities that will leave a positive impression on visitors. There is also collaboration with the government to promote community-based tourism in order to create value and enhance the travel experience for tourists.

Hua Ruea Community has a clear approach and steps for managing its tourism development, as outlined below:

- 1) There is a group formed for purchasing raw materials for processing using the group's funds. The group committee manages the purchasing of raw materials for processing, such as organic farming groups (chemical-free vegetables), bamboo weaving and plastic string groups, dried mango processing groups, Thai dessert community enterprise groups, sun-dried meat groups, Herbal shampoo and dishwashing liquid production groups, Thai traditional massage groups, rice mill groups, herbal curry paste groups, and sewing groups

2) Occupational groups have come together to jointly produce and process products, such as organic farming groups (chemical-free vegetables), bamboo weaving and plastic string groups, dried mango processing groups, Thai dessert community enterprise groups, sun-dried meat groups, Herbal shampoo and dishwashing liquid production groups, Thai traditional massage groups, rice mill groups, herbal curry paste groups, and sewing groups

3) The products are brought together to create community products, such as chili, curry paste, and grapes from the community's grapevine, bamboo baskets, fish baskets, fish scoops, nets, white cloth, cotton fabric, Jaew Bong (fermented fish dip) made from natural fish, sun-dried fish, sun-dried meat, salted eggs, Thai rolled gold cookies, Thai fried rice cakes, rice crackers, chemical-free vegetables from Nong Jamnak, such as water spinach, asparagus, Chinese cabbage, galangal, lemongrass, and kaffir lime leaves, plastic baskets, grass broomsticks, and coconut broomsticks, produced by the elderly group at Ban Nong Muk, Moo 2.

4) The community groups collaborate to sell products by having representatives from each group participate in various product exhibitions organized by both government and private sectors. They also have sales points for community products within tourism partnerships and sell them through their vocational groups. Additionally, the products are sold at the Cultural Street of Ban Hua Ruea and the Phum Phuang Market, as well as at the regular markets of Ban Hua Ruea.

Another notable strength of Ban Hua Ruea is the strong leadership within the community. The community leaders collaborate effectively with government agencies, private sectors, and educational institutions to drive and determine the direction of community-based agricultural tourism. Additionally, they have successfully encouraged local residents to participate in enhancing and developing the community's tourism offerings.

The community participation potential is evident as the Ban Hua Ruea community plays an active role in facilitating and coordinating between tourists and tourism management groups. Roles and responsibilities in tourism management have been clearly defined, and the community is involved in the administration of tourism activities. Community members collaboratively set up tourism models, program activities, and service fees. Currently, Ban Hua Ruea has started offering tourism services, with agricultural groups managing farms that can serve as educational sites, such as chili farms, grape farms, and coconut farms. The community plays an essential part in decision-making through the following steps:

Community participation in the initiation of agricultural community-based tourism shows that most of the community members are engaged in the initiation of tourism activities within the community. The committee has explained the process of community-based tourism to ensure understanding across all sectors. Every occupation group has the right to participate, but the challenge lies in the lack of understanding regarding the implementation of agricultural tourism.

Participation in providing feedback and attending meetings shows that the majority of community members participate in meetings and offer suggestions regarding various activities within the community, including those related to tourism. This has been a key starting point in tourism management, such as proposing tourist attractions, tourism activities, and identifying community stories. However, community members who do not attend meetings or are not part of the tourism leadership group generally do not participate in the discussions or provide feedback on tourism matters.

Involvement in providing information about tourist attractions within the community shows that the majority of community members actively participate in suggesting potential tourist sites or locations that can be developed as attractions within the community. They also

contribute by recommending nearby attractions such as the Kokkho Market, restaurants, accommodations, retail stores, and cafes, as well as local souvenirs and traditional foods for tourists.

Involvement in management, decision-making, implementation, and problem-solving reveals that most interviewees actively participate in the management of community-based agricultural tourism. They contribute by providing recommendations on improving tourism activities and enhancing the locations used for tourism events to better accommodate tourists.

Involvement in community-based agricultural tourism activities shows that most of the community members have not yet actively participated in tourism activities. However, some individuals have assisted in taking care of tourists. The number of tourists visiting the community is still low, and the intervals between their visits are quite long. Nevertheless, the community's agricultural tourism activities are in the process of educating landowners and adapting the activities to allow tourists to participate more actively.

Involvement in the distribution of income and using tourism revenue for community development shows that the majority of community members actively participate in the distribution of income and contribute to using the revenue from tourism to improve the community.

Involvement in the evaluation process: It was found that after each tourism activity, a meeting is held to summarize the results once the tourists have returned. Upon receiving the information, the community reviews and analyzes the feedback to guide the planning and execution of future tourism activities.

The community of Hua Ruea still lacks the basic infrastructure for tourism, which has resulted in the absence of a dedicated group for direct tourism management. However, a key strength of the Hua Ruea community is the unity and mutual support among its members, who openly share their opinions. For instance, when organizing events such as the annual cultural festival, Songkran celebrations, sports competitions, or community fund-raising activities, the community collaborates effectively. Additionally, when tourists contact the community to visit, a village meeting is held to discuss and prepare for their arrival, ensuring proper coordination and readiness.

The potential for self-reliance in the Hua Ruea community is evident in their ability to sustain themselves through traditional Isaan lifestyles. The community generates income through agriculture and trading, allowing them to maintain their livelihoods even when product sales decline. They are able to rely on agriculture and crop cultivation for sustenance. Additionally, the community has established various groups that sell products and offer tourism-related services, such as the organic vegetable group, bamboo weaving and plastic cord group, dried mango processing group, Thai snack community enterprise, sun-dried meat group, herbal shampoo and dishwashing liquid production group, Thai massage group, rice mill group, herbal curry paste group, and the clothing sewing group. These efforts demonstrate the community's resourcefulness and ability to self-sustain.

In addition, the Hua Ruea community has the Phum Phuang Market (Hua Ruea Subdistrict Fresh Market), located in the center of the Hua Ruea village. The market operates daily from 01:00 AM to 05:00 AM. Each day, approximately 300 vehicles (sidecar trucks) and around 300 stalls are present at the market. The circulation of money in the market per night is estimated at around 1.5 million baht. Most of the vendors are from Hua Ruea and nearby sub-districts, such as Rai Noi, Paeng Yai, Lao Suea Kok, Khee Lek, Paa Oaw, Kham Yai, Muang Sam Sip (Yang Sak Kapholum), Tan Sum, and Don Mod Daeng. The main products purchased by villagers include various vegetables, fish, fresh meat, fruits, and frogs. The highlight of the market is the fresh products available daily at affordable prices, which are mostly sourced

directly from the community (no middlemen involved). In addition to the Phum Phuang Market, the community also has the Laeng Kkho Market (or Evening Market), where both tourists and locals can come to buy food, drinks, and snacks.

The problems and obstacles in developing agricultural tourism by the community in Hua Ruea Subdistrict, Mueang District, Ubon Ratchathani Province are various. Firstly, the outbreak of COVID-19 led to a decrease in the number of tourists and reduced sales of products, which has been further compounded by the current economic situation. Secondly, the community lacks knowledge on Agricultural Tourism: There is a lack of knowledge regarding agricultural tourism and how to develop related activities. Also, there have been limited community storytellers because most of the storytellers are elderly. This results in a lack of knowledge transfer to the younger generation, which hinders the continuity of cultural and tourism-related stories. Furthermore, the community lacks the knowledge and understanding of online marketing strategies, making it difficult to reach target customers effectively. This limits their ability to promote their products and services to a wider audience.

Development (D1): Designing the Agricultural Community Tourism Route in Huareua Subdistrict, Mueang District, Ubon Ratchathani Province.

Hua Ruea Community has an agricultural tourism activity that is a unique local identity, focusing on activities where tourists can gain new knowledge and experiences through travel. This encourages an exchange of learning between the hosts and visitors. The community designs a tourism program that is suitable for people of all ages, ensuring that everyone can participate. The community aims to create an agricultural tourism program based on environmental friendliness. As a result, the community has designed an agricultural tourism route consisting of one day's itinerary. This is because the community does not have homestay accommodations yet and is in the early stages of initiating tourism activities. Therefore, the community wants to test the tourism route through a pilot program as follows:

Table 1: Agricultural and Cultural Tourism Program of Hua Ruea Subdistrict

Huareau Subdistrict Agricultural and Cultural Tourism Program	
08.30 a.m.	The community is ready to welcome the group of tourists at the Hua Reua Subdistrict Administrative Organization
09.00 a.m.	Take the tourists to Wat Hua Ruea to listen to a lecture on the history of Hua Ruea Subdistrict. They will also have the opportunity to take photos inside the temple, visit the large pillar sala, and see the ancient drum "E Tha Ban Hua Ruea."
10.00 a.m.	Visit the sustainable farming techniques at the "Phumipanya Thongthin Learning Center" of Phu Bun Leng.
11.00 a.m.	Visit the integrated sustainable farming system at the "Khok Nong Na Kamnan Khamoon" project. The project includes durian, banana, and various other crops, as well as fish farming in earthen ponds. Afterwards, take a drive to Nong Januk, enjoy the scenic surroundings, and observe a herd of 20 white buffalo.
12.00 a.m.	Lunch on at Hua Ruea Community
1.00 p.m.	Visit and learn about the 2-acre vineyard at "Mae Phikun Grape Garden."

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2.00 p.m.	Visit and observe the fish farming in cement ponds, cattle raising, goat feeding, and learn about the cultivation of Israeli sweet signal grass (Napier grass) at Dino Farm.
3.00 p.m.	Take everyone to Anna Café, where you can enjoy coffee while admiring the scenic views of the rice fields and a lemon garden.
4.00 p.m.	Take everyone to Nong Chang Yai, where you can ride and enjoy a scenic view of the Nong Chang Yai reservoir.
5.00 p.m.	Stop by the Kokkho Market to buy souvenirs, visit the fried chili group at Moo 9, Ban Kho, and then safely return.

Research (R2) Implementing the developed community-based agricultural tourism route in Hua Ruea Subdistrict, Mueang District, Ubon Ratchathani, for tourists to experience.

After the community developed the community-based agricultural tourism route as a pilot tourism route, the research team conducted a trial where tourists participated in the activities. The participants included 10 individuals from government, private sectors, and educational institutions. The community warmly welcomed the tourists during the event.

Development: D2 Evaluation of the Agricultural Tourism Route

From the interviews with the trial group of tourists and consultations with experts who assessed the agricultural tourism activities in the community of Ban Hua Ruea Subdistrict, Muang District, Ubon Ratchathani, it was found that some tourist destinations within the community are located far apart, even though they are in the same district but in different villages. The arrangement of the tourist sites still has some issues in terms of route planning, making it somewhat confusing for the tourists to navigate. The tourism activities mostly follow the traditional format, where tourists visit and listen to community storytellers. However, there is a lack of active participation from tourists in the activities, and the community storytellers have not yet been able to organize and present the stories in a way that is engaging for the tourists.

However, the community's strength lies in its commitment to tourism development. Although the tourism activities were in a trial phase, the community showed great enthusiasm and focus in welcoming tourists and making every effort to manage the tourism process. The evaluators were able to sense the strong vision of the community leaders, as well as the community's strength and determination to continue developing and managing tourism activities in the future. This commitment is a solid foundation for the community to sustain and expand agricultural tourism in the years to come.

Dissemination: Organizing a workshop to transfer knowledge and technology in the development of community-based agricultural tourism to relevant tourism stakeholders in Ubon Ratchathani province, with 30 participants.

The research team has utilized the findings from the study to organize a hands-on training workshop focused on the development of community-based agricultural tourism for relevant stakeholders in Ubon Ratchathani province. This includes tourism operators, community members involved in tourism, government agencies, private sector representatives, and students from Ubon Ratchathani Rajabhat University studying tourism and hospitality,

totaling 30 participants. The participants were able to apply the knowledge gained from the research to further develop and manage community-based agricultural tourism.

The community is able to manage tourism in the right direction, with the government being able to leverage the knowledge gained to develop tourism policies. The private sector can use the tourism routes to offer them to tourists, while faculty members and students from the Tourism and Hospitality Management program at the Faculty of Humanities and Social Sciences, Ubon Ratchathani Rajabhat University, can use the knowledge to enhance their teaching and curriculum development.

Guidelines for the Development of Community-Based Agricultural Tourism in Hua Ruea Subdistrict, Mueang District, Ubon Ratchathani Province

For the development of community-based agricultural tourism in Hua Ruea Subdistrict, Mueang District, Ubon Ratchathani Province to be successful, it must focus on developing six key areas as in 1) Human Capacity Development, 2) Promoting Participation, 3) Development of Tourist Attractions, 4) Development of Agricultural Tourism Activities, 5) Community Product Development, and 6) Marketing Development

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