



**The Adaptation Dynamics of Agritourism Destination:
A Case Study of Ban Sala Din Community, Mahasawat Canal,
Phutthamonthon District, Nakhon Pathom Province**

Piyapong Katpiyarat¹

¹ Faculty of Liberal Arts and Science, Kasetsart University, Kamphangsang Campus
(Received: September 29, 2020; Revised: June 6, 2021; Accepted: June 22, 2021)

Abstract

This qualitative research aims to investigate the adaptation dynamics of agritourism destination: a case study of Baan Sala Din community. Klong Maha Sawat, Phutthamonthon District, Nakhon Pathom Province. It is collected data by; 1) Document analysis 2) In-depth interview with 4 formal leaders, 6 informal leaders, 10 tourist shop operators, 20 residents, using a continuous referral technique and 20 tourists who travel to Khlong Maha Sawat community by accident sampling and 3) data collection by focus group. The findings of this study are summarized as follows: 1) in 1859-1977, the area began to dig the canal and there were not crowded population. People work in agriculture sector 2) in 1977-1997, it is naturally a canal trade life-style 3) in 1997-present, community has transformed to agritourism destination. It has affected increasing in household income of the community. On the other hand, It has an impact on community life-style and has environmental problem issues.

Keywords: 1) Adaptation dynamics 2) Agritourism destination 3) Ban Sala Din Community, Khlong Maha Sawat

^{1*} Lecturer, Department of Service Industry and Language Innovation; E-mail: katpiyarat@gmail.com

Introduction

Tourism is very important to economic growth. It is an opportunity to distribute income to rural communities and local employment. Strategic plan for tourism development in 2018–2021 of Ministry of Tourism and Sports, Thailand, concentrated on the development of tourism supply chain and quality in all dimensions. It aims to develop Thailand into the world's leading quality tourism destination that it grows with balance and sustainability. Preechametta (2014, p. 1). The study on the dynamics of changing Thailand's economy in the community area and the problem of inequality found that the development that it came into the area has changed the convenience of urbanization. Some parts of the area still live in the traditional lifestyles and they have the positive outlook on rural social life. This results show the overlap in the social context that community condition has changed from development such as occupational problems, communication problems, quality of life problems. As a result, the way of the community has changed to become more urban community, but it is still not become a true urban community (Prudikanakit, 2015, p. 7). This may cause some changes in lifestyle patterns in the community. The development is an important process in order to respond to development and survival amid of the development trend. People can adapt their changing in lifestyles and they are able to live in a sustainable globalized society. Nakhon Pathom Province is a province near by Bangkok. Some areas are still simply lifestyle. In the past, there was a connection with Bangkok by waterways, which it has a long history worth

studying adaptation of the area to support the expansion of urban communities.

Ban Saladin Community, or Khlong Maha Sawat, it is an interesting model community where it attracts many researchers to do research study (Cheudchim, Pattarakitsophon and Khaopongapai, 2014, p. 125). The study of cultural tourism development in Nakhon Chai Si river basin found that the potential of cultural attractions along the Maha Sawat Canal, community area, cultural, history and management. Khlong Maha Sawat community is ready to provide cultural tourism services. The model of tourism operation, it is one-day trip tourism (Maneeapan, 2019, p. 1519). The study factors supporting community development for sustainable tourism of Ban Saladin community, Phutthamonthon District, Nakhon Pathom Province found that the villagers in the community are harmonized; they work together, supportives to each other gradually as if they are in the same family. There are some guidelines for developing and promoting tourism in community such as how to be a good host and create distinctive to their own community. The community has interesting stories and new activities are created all the time to entertain the tourists and to show the way of folk living in the community. Thus; Tourists have seen the charming of the people in Ban Saladin community.

Therefore, the researcher is interested in conducting the study in the topic of the adaptation dynamics of communities, agritourism destination: a case study of Baan Sala Din Community, Mahasawat Canal, Phutthamonthon District, Nakhon Pathom Province. Spatial changes and the way of



life in the community under the current development of tourist attractions in order to accommodate tourists who come into the area. The result shows that the traditional way of local people life have changed to a new way of life along with the maintaining quality of sustainable agritourism attraction. This research is likely to benefit areas with similar contexts. This method of work can be applied to other areas. The research objectives are as follows: to study the adaptation dynamics of communities, agritourism destination: case study of Ban Sala Din Community, Mahasawat Canal, Phutthamonthon District, Nakhon Pathom Province.

Literature Review

Tourism is an important service industry that generates revenue for Thailand. From the economic data on tourism in 2019, found that revenue from foreign tourists is worth more than 1.93 trillion baht. The rate of change increased by 3.05% compared to 2018. The revenue from domestic tourists is worth more than 1.08 trillion baht. The rate of change in income increased by 1.18%. Nakhon Pathom Province is an interesting province which the territory adjacent to Bangkok where it can travel in a short time, the most tourists are Thais, the number of rest days and the expenditure of tourists in the area are quite low, separated tourists were Thais; 4,049,256 persons and foreigners; 127,760 persons, the ratio of Thais to foreigner were at 31 : 1 (Ministry of Tourism and Sports, 2019). Therefore, it is easy to change from rural society to urban society. It is also an important agricultural tourist attraction of Thailand. Tourism is one of the fastest growing and

the most resilient socio-economic sectors of our times. It accounts for 7% of global trade and it has outpaced economic growth for the last decade (UNWTO, 2020). The rapid development has led to the phenomenon of overflowing tourist attractions despite the benefits and income coming to many tourist attractions. For this reason, it is necessary to increase environmental awareness in tourist attractions. Since the early 1970s, tourism has been the strongest growing industry in the world. (Boo, 1990, p. 93). Agritourism can be used to persuade and inspire the farming community to grow crops. and change environmentally friendly behavior and to conserve the biodiversity of the farm (Dangol and Ranabhat, 2007, p. 12). It will allow tourists to get closer to the residents of the small rural villages and take part in the traditional farming lifestyle that it is still exists. Visitors can learn about the agricultural practices of the various indigenous communities such as the method of harvesting the crops, organic vegetable cultivation and selection of fresh fruits and vegetables to be used as a food menu (Pandey and Pandey, 2011, p. 59). Agrotourism includes farming with the aim of attracting tourists (Barbieri and Mshenga, 2008, p. 166). It is one of the most widely known and influential styles in Austria (Sharpley and Vass, 2006, p. 1040), Germany (Oppermann, 1995, p. 63), Norway (Haugen and Vik, 2008, p. 321), Greece, Poland and China (Upadhyaya, 2006, p. 109) and also in other parts of Europe and America. All of which are tourism area. It must be located in an area with perfectly in nature. It owned by the people of the local community and often involving the production of

agricultural products and local cultural activities. (Dimitrovski, Todorovic and Valjarevic, 2012, p. 288; Ghaderi and Henderson, 2012, p. 47) The participation of people in the community, regarding community tourism management as one of the economic development policies (Wanichrittha, 2007; Rojrungsat, 2010). It has given the meaning of community tourism, that it relies on the elements of an existing community or potential as a base together with entrepreneurs or the government to manage, or encourage them to travel in the community Boonratana (2010, p. 280) Community tourism is called the tourism situation in the spatial dimension where tourism occurs. Focusing on tourism that occurs in communities with residents by tourists as visitors (guest). The people in the community as the host, the interaction between the visitor and the host. In general, we tend to look at a service provider or distributor of goods, but from an anthropological point of view, tourism is more than a trade, it is also a link and cultural exchange, learning together by participation process, Chaihatup and Pitak (2015, pp. 75-76) which are; 1) Brainstorming to find problems by the people in the community 2) Making decision together 3) Planning together, an idea to carry out various projects together in a systematic procedure 4) Acting together, a joint investment in the operation, actions and activities together create mutual ownership. 5) Using together, the allocation of results resulting from joint action by jointly defining or laying down the management rules for mutual use to create awareness of joint ownership 6) Maintaining together, together to maintain,

restore, and maintain in order to be able to use those things together for a long time and considered the property of the community, everyone who is a member of the community must take care. 7) Evaluating together, community members must jointly assess for themselves, the strengths and weaknesses.

Methods

The study of the adaptation dynamics of communities, agritourism destinations: a case study of Baan Sala Din Community, Mahasawat Canal, Phutthamonthon District, Nakhon Pathom Province. The research objectives are; to study the dynamics and spatial adaptation agro-tourism community and community adaptation. Data were collected using qualitative research techniques together with 1) Documentary Analysis 2) In-depth-Interview and 3) Focus Group (Traimongkolkul and Chatraphorn, 2012, p. 62)

1. Documentary Analysis, data collection of dynamics and spatial adaptation of Khlong Maha Sawat Agricultural Community, a study was conducted from the examination of relevant documents from books related to Khlong Maha Sawat, research articles and other publications related to Khlong Maha Sawat. Analyze and process data using content analysis techniques, present descriptive information.

2. In-depth-Interview, three researchers and five research assistants used snowball sampling techniques. Key contributors include 4 official leaders, 6 informal leaders, shop owner 10 persons, people in the community 20 persons, tourist by accident sampling 20



persons, a total of 60 persons. Collect data using semi-structured questions by field note taking, qualitative data analysis by content analysis, present descriptive information.

3. Focus Group, key contributors include 2 official leaders, 3 informal leaders, shop owner 5 persons, people in the community 8 persons, tourist 2 persons, a total of 20 persons. Collected data through participant and non-participant observations, field note, qualitative data analysis by content analysis, present descriptive information.

- Content scope, used document study and Community study by observation, in-depth Interview and focus group.

- Area scope, Ban Saladin Community Located at Moo 3, Maha Sawat Subdistrict Phutthamonthon Nakhon Pathom Province.

- Time scope, the research period was 12 months from 31 April 2018–31 April 2019.

Results

The results of conducting research obtained; 1) Documentary Analysis 2) In-depth-Interview and 3) Focus Group Interview, the study found that;

1. The changing dynamics of the Ban Saladin community Khlong Maha Sawat; originally, there was no inhabitant community and it become a community with a long history, which occurred in the reign of King Mongkut who took a pilgrimage from Bangkok until he met Phra Pathom Chedi, which contained the Buddha's relics. After he ascended the throne as King Rama IV, he maintained Phra Pathom Chedi by digging the Pathom Reek Canal on September 13, 1859. The meaning of Khlong Maha Sawat; the route to Phra Pathom Chedi, in order to

shorten the time and distance to travel to Phra Pathom Chedi faster. After the canal was dug successfully on May 1, 1860, this canal was the widest canal dug in those days, with a width of 7 wa (14 meters). After that, the Chinese community digging the canals, villagers from the Nakhon Chai Si River, Bang Toei and Don Wai have come to occupy the area along both sides of the canal, living together as a small community. Later, during the reign of King Rama IX, he saw that the community of Khlong Maha Sawat had a poor quality of life. Farmers have no job security. He therefore drafted a land reform law and gave a total area of 1,009 rais, divided into 20 rai per family and received a notice on the 29th B.E. The year 1997 was a time of economic crisis. The government gave policies to create jobs in rural areas without migrating to find work elsewhere. The promotion of agricultural extension academics, Phutthamonthon District, to Agriculture Office at Nakhon Pathom Province, Department of Agricultural Extension, they joined the idea and work with farmers to promote career development in agriculture. Ban Saladin community, Maha Sawat Canal has valuable resources; methods of farming, gardening, farming, and agricultural product processing activities. It has affected to an establishment of; group of farmer's housewives, farmers and the agricultural occupational promotion group in 2000. It was established as a group of 30 members to promote agricultural occupations using the name "Agritourism Promotion Group. Take a cruise to travel to the park along the Maha Sawat Canal. It is managed in the form of a committee. On September 29, 2006, it was registered as "agritourism community enterprise, cruising along the garden Khlong

Maha Sawat. Tourists will enjoy beautiful scenery on both sides of the canal, get knowledge about farming methods, culture, customs and traditions. Tourists can learn and practicing food processing from agricultural products by themselves.

2. In-depth interview results found that, An ancient memory of people living along the Maha Sawat canal, there are abundant fish. If the number of fish is too much, it will be made into marinated fish, sun-dried fish for sale. Fish in the canals are therefore an important source of income. There are big river prawns, shredded shrimp made into jar marinated shrimp paste . Villagers in Sala Din community in the area of Khlong Maha Sawat, most of them have career in agriculture. The way of life of the farming community is quite simple and happy. Traveling in the past was by boat, The road into the community has changed the way of life in the community. Living in the community became more crowded. As a result, water travel has changed to use roads instead. Causing some local people to neglect to conserve the environment. At present, Sala Din community Khlong Maha Sawat, there has been a change in lifestyle from traditional farming to agro-tourism. In 2011, there was a great flood. Agricultural crops were severely damaged, causing people in the community to start to focus on tourism in the community and take part in the development of tourism seriously. Tourism was the only way to survive that it would be able to develop the economy at Khlong Maha Sawat community. Tourism is a source of income, by increasing the value of agriculture. Since in the past, agricultural products prices have increased up and down, causing the price of the agricultural product to

be unstable. The major problems encountered in the area when rich people buy land, causing the former owner to be unable to buy the land back as their own. As a result, people in the community have no occupation and changing their status from landowners to employees. The community is facing natural disasters, environmental intelligence deteriorates, economic problems, society and politics that are very different from the past.

3. Focus group results found that In the past, people in Khlong Maha Sawat community lived peacefully on the way of life of the agricultural community. Nowadays, as more people come to live, the environment has gradually changed. People in the community learn and adapt to survive in the rapidly changing circumstances. The urgent problem that needs to be solved is the rotten water in the canal which it caused by the consumption of people on both sides of the canal. Farmers use chemical fertilizers without control and no supervision. The release of water contaminated with chemicals from agricultural plots into the canals. Consequently, people in the community turn their attention to solving environmental problems in the canal area. In the beginning, very few people visited Khlong Maha Sawat, vendors have to exchange products among themselves. Later, more people began to visit, causing people in the community earning income from agrotourism affecting more people in the community are interested in participating in tourism development. At present, Khlong Maha Sawat community, owning a raft to accommodate tourists with free Karaoke service. There are shops that they can serve a large number of tourists, boats



services and Agricultural Learning Center for the Sufficiency Economy Philosophy. Tourists who come to travel in the community will find various interesting tourist spots, including learning base for making Thai dessert namely, “Khao tang”, visiting lotus farming, tasting of Gac juice, experiencing orchid farming, organic orchard and etc.

Conclusion and Discussion

1. Community context has changed as follows; 1) in 1859-1977 began to dig the canal and there were not crowded population. People work in agriculture sector 2) in 1977-1997 beginning of canal trade and 3) in 1997 to present, it is fully transformed into an agricultural tourism attraction. The government provides policies to create jobs in rural areas. Ban Saladin community, Khlong Maha Sawat has a valuable resources in the way of farming, gardening, including agricultural product processing activities. In 2000, it was established as an agricultural promotion group using the name “Agritourism Promotion Group” which it serves cruise trip for tourists to see the gardens along the canal “Maha Sawat”. in accordance with (Thongpanya, 2018, p. 254) whose case study was Damnoen Saduak Floating Market: The construction of floating market community identity from agricultural society to tourism community. The study found that; 1) the community used the waterways of farmers in 1868-1967, 2) the floating market community for tourism, in 1967-1977, and 3) the floating market community for tourism purposes, seriously traveling in 1977-Present.

2. The people in the community reflected the image of the love and harmony of

the people in Khlong Maha Sawat community from the past to the present, with the tendency of community change and the adjustment of people in the community in terms of economy, society, politics and the environment for sustainable tourism because the fair distribution of tourism income in each place, according to (Wattanasak and Pupaiboon, 2012, p. 12) study on the People Participation in the Saladin Sufficiency Economy Community in Water Quality Management in Maha Sawat Canal whose found problems and find solutions to problems through the process of community participation which can solve environmental problems.

3. Tourism development requires cooperation since the development of tourism potential requires a large number of people. At present, Khlong Maha Sawat community, there is a raft to accommodate tourists with free Karaoke service, Shops serve a large number of tourists, Boats to serve tourists and there is a learning center for the Sufficiency Economy Philosophy. Tourists who come to travel in the community will find various interesting tourist spots, including learning base for making khao tang, lotus farming, Gac juice, orchid farming, organic orchard and etc., according with (Katpiyarat et al., 2018, p. 48) study on the Marketing Communication Process Affecting the Agro-Tourism Image of Uttaradit Province whose found that marketing communication process is a causal factor that directly influences the image of agricultural tourism, created a beautiful image that it attracts tourists to visit the area.



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