

Natthida Howharn 2007: Farmers' Readiness for Agrotourism Management in Tapong Sub-district, Mueang District, Rayong Province. Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Associate Professor Somsri Pattaratuma, M.S. 100 pages.

The objectives of this research were to study basic information of the farmers, their agrotourism knowledge, their readiness for agrotourism management and their places, including their problems and suggestions. The data were collected from 151 farmers by using interview schedule and statistically analysed for percentage, arithmetic means, t-test and Chi-square.

The results were revealed that 56.0% were male with the average age of 53.31 years, 79.5% obtained primary education and lower, 72.2% having good health. All of them had knowledge of good agrotouring places that it should have convenient path for vehicles, and the farmers who giving information should be able to explain subjects enjoyably to the tourists. For their problems, they lacked of management pattern knowledge, lack of agrotourism experience and services. So they suggested to get more knowledge steadily.

For their readiness, it was shown that the studied farmers had more readiness for giving knowledge to the tourists visiting their places (3.74 scores), and they had most readiness to sale their products with fair prices (4.95 scores). The farmers' readiness problems were lack of time, lack of money, lack of personnel, preferring private lifestyle and limited education. So they suggested the farmers to be grouping in order to develop services and knowledge steadily. Beside, the place readiness problems were found to have less developed fruit trees, too small area, less various fruit products, less developed environment, too far from houses, no parking areas, not sufficient water resources and lack of new interesting fruit varieties.

The hypotheses were proved that the farmers with different gender, age, education level and health status had different agrotourism knowledge and personnel readiness with some items statistically significant at .05, and the farmers with different age, education level and health status had different agrotourism place readiness statistically significant at .05 with some items.

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