

The main objective of this research is to study the involvement of the community in Agro-Tourism Development using the case study of Ban Pong, Pa Phai District, San Sai District, Chiang Mai Province. The studied details are the involvement in tourism resources management, services management, marketing management and the relationship between their involvement and personal factors concerning community involvement in Agro-Tourism Development.

The sample in this study was 180 residents in Ban Pong, Pa Phai District, San Sai District, Chiang Mai. The samples were obtained by using random sampling. The data was collected through questionnaires and the data analysis methods were descriptive analysis including frequency, percentage, average value, standard deviation, as well as analytical analysis including One – Way ANOVA.

The results of the study were as follows :

The sample had a low degree of involvement in Agro-Tourism Development in the aspects of tourism resources management, services and marketing.

For the relationship between personal factors and the involvement in Agro-Tourism Development, it was found that samples with different ages and length of residence periods, had significant differences in the involvement in Agro-Tourism Development.

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On the other hand, the other personal factors of occupation, level of education and place of birth had no significant differences in the involvement in Agro-Tourism Development.