

Monchai Somboonpong 2010: The Use of Farm Land for Agricultural Tourism in Wang Nam Kheo District Nakhon Ratchasima Province. Master of Science (Sustainable Land Use and Natural Resources Management), Major Field: Sustainable Land Use and Natural Resources Management, Interdisciplinary Graduate Program. Thesis Advisor: Professor Sophin Tongparn, Ph.D. 88 pages.

This research aims to 1) study socio - economic status and agricultural system of agriculturalists in Wang Nam Kheo Sub - district and Thai Samakkhi Sub - district, Wang Nam Kheo District, Nakhon Ratchasima Province who provided tourism services, 2) to know reasons and motivations of providing tourism service of agriculturalists including these from associated agencies, field visiting of tourists and impacts toward agriculturalists' family and community and 3) know problems, constraints and opinion about Ago-tourism from people who live in Wang Nam Kheo Sub - district and Thai Samakkhi Sub – district. The population is members of 57 households who live in Wang Nam Kheo, participating in Agro-tourism activities, selected by purposive sampling technique. Data were collected through questionnaires, evaluated by using computer program. Analytical statistics included the percentages, the arithmetic mean and the standard deviation. The result could be summarized as follow;

Most of agriculturalists aged average 49.46 years old, completed primary education, lived in town for average duration of 24 years, had average 4 family members and average 3 household labors. Family's major income was from working as employee about 173,912.25 baht a year. They owned average 16.96 rai of agricultural land while owned average 2.66 rai of house area. They usually cultivated corns, cassavas, fruits, vegetables, organic vegetables, flowers and poultry. The ago-tourism was begun between the years 2003-2007. Neighbor, was their motivation to provide agro-tourism service. While vinery tour was opened to visit during November – January, they also provided many kinds of souvenirs for sale. The reason that attracted tourists was this area could be a passage way to other tourism spots, distance from city to provided tourism spot was average 11.12 kilometers, a good condition of asphalt road and entrance which made farm easier to access. The provided facilities for home stay were mattress and kitchen utensils with 136.84 baht per person for average service charge or 229.83 baht per day while average food expense was 47.02 baht per meal. The high season duration for agro-tourisms was from January to February. Tourists was highly pleased with services from staffs. Their problems were many capitalists buying land for resort construction and water shortage. The sample suggested that there should be agro-tourism promotion to draw tourists all the year and government agencies should support more home stay.

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Thesis Advisor's signature