Potential of agriculture based destinations for developing creative tourism: A case study of Ko Lad E-Tan, Nakhon Pathom Province, Thailand

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Abstract

This study explored the potential of agriculture destinations in Ko Lad E-Tan, Nakhon Pathom Province which could be used to develop a creative tourism destination. Participatory research was used and the research objective was based on a desire from the local community to develop tourism in the area. Grounded theory was applied to collect intensive information. Semi-structured questions were used during in-depth interviews with fifteen stakeholders including local leaders, local people, government officers and entrepreneurs. The study found that agriculture based destinations have the potential for developing into creative tourism destinations if they have the strength of local human resources including the potential of opinion leaders and unity of the community. The effective learning and participatory process are the main techniques that can lead to long-term creative tourism activity management. The potential of generating creativity is also important element for developing creative tourism management. This includes the capacity of tourism resources, local actors and tourism networks to be used to develop creative tourism products and learning processes to produce creative experiences. These can produce effective creative experiences for tourists and benefits for local people as well. To date, no study has been published that investigates the potential of developing creative tourism in agriculture based destinations. Consequently, these research results can add a new perspective into developing creative tourism in agriculture based destinations and will ultimately develop a framework for how this can be implemented.

Keywords: creative tourism, agriculture based destination, tourism potential

1. Introduction

Creative tourism is one of the alternative forms of tourism for coping with the challenges of tourism management. It has been developed in many countries including Spain, the United Kingdom, Israel, Brazil, China, the Republic of Korea and Thailand [1]. It can provide benefits to the destinations such as providing a highly sustainable income, adding value to products, balancing tourist volume and not needing a high level of investment [2]. It also addresses the psychological desires of some tourists who are looking for self-development, inspiration and meaning in their lives [3–4]. The principle of creative tourism is different from other tourism forms because it focuses on transforming intangible elements into experiences that can be consumed by tourists, for example, local lifestyle, narratives, traditions and beliefs [5]. Participation between local people and tourists is the main process for creating valuable knowledge or experiences. This process can support the concepts of local sustainable development. Richards and Wilson [6] found that creative tourism is more sustainable than other tourism forms in terms of the environment. Participation can encourage tourists and local people to conserve the local environment when they can learn together through creative activities [4]. It can also encourage tourists to spend money and buy local souvenirs because they appreciate the value of local stories and feel affection for the local area. Buying local products can diminish carbon footprints and conserve traditional landscapes [7]. At the same time, creative tourism can develop local economies. Sepe and Trapani [8] revealed that there are a significant number of repeat visitors to creative tourism sites. Buaban [9] also found that creative tourism can be launched all year around and it can reduce the challenge of fewer tourists in the low season. Additionally, creative tourism also influences the conservation and development of local cultures and stories. For example, after promoting creative tourism in the early 2000s, St. Petersburg was able to conserve a local festival and create new products merging traditional local crafts. In brief, creative tourism has increased in popularity in many destinations because of its benefits and ability to respond to present tourists' needs.

The benefits of creative tourism have encouraged Thailand to promote this form of tourism since 2012 [10]. The Tourism Authority of Thailand (TAT) launched the campaign *'The first creative tourism destination in Asia'* in early 2012. The aim of this was to direct the policies which stimulated Thai sectors to support this concept. It also contributed to the goal of a creative economy, Creative Thailand, initiated by the Thai government in August 2009. The tourism

campaign was also designed to attract more repeat tourists in the low tourism season and increase Thailand's profile in terms of the Internet and social media [11] TAT also recognised the increasing demand for meaningful experiences within creative tourism that can respond to the needs of present-day tourists [11]. A lot of destinations have tried to create creative tourism products and services. In the past, only cultural based-destinations focused on creative tourism. However, Buaban's findings [9] revealed that all destinations can promote creative tourism if they have outstanding cultural capital such as local stories, local wisdom or way of life. In addition, local human resources are important for successful creative tourism management.

Ko Lad E-Tan, Nakhon Pathom Province, is one agriculture destination which has promoted tourism. This area has a variety of tourism resources such as an outstanding green atmosphere and agriculture and local wisdom. There are other traditional tourism destinations around this area. This can provide advantages and disadvantages. On the positive side, networking and creating a tourism route and an interesting itinerary are easy. However, the downside is that there are a large number of tourism competitors. At present, there is a tour by road tram around this area. There are four attractions which tourists can visit; a local museum, a pomelo plantation, A Buddhist Temple and a learning centre for organic rice production and processing. Tourists can buy the tram ticket from Rai Khing Temple for the two-hour tour. In the primary study, the research team and the local researchers found that tourists did not get a high level of satisfaction from the tour. Some activities were not interesting from the tourists' perspective. They did not feel excited or that the tour responded to their need for learning local stories. At the same time, tourists did not buy local products; they still bought local agriculture products from the Don Wai Floating Market or the Suk Jai Market, which are not far away. Therefore, a group of local farmers who are interested in creative tourism have joined a project from Nakhon Pathom Rajabhat University. After a group meeting, they believed that creative tourism should be one of the tools used to motivate tourists to spend more money in their area and provide a high level of satisfaction. Moreover, the participatory process between local people and tourists could be a trade gateway.

There are also negative impacts from creative tourism management. Previous studies have revealed problems when promoting creative tourism as an alternative form to solve tourism challenges. Richards and Raymond [12] pointed out that there is a lack of uniqueness in creative tourism sites. It is difficult to provide creative tourism activities based on the local uniqueness and provide a high level of tourist satisfaction. In the research conducted by Florida [13], it was found that creative tourists complained about creative tourism products and services which were nothing new. The research of the Association of Tourism and Leisure Education (ATLAS) in 2004 indicated that only five percent of tourists got creative experiences from their travels in European countries. Moreover, Richards and Wilson [5] found that carrying capacity problems have occurred in the case of events or festivals. Creative tourism is not a perfect form for all tourism destinations; it may be suited to specific tourism sites. Therefore, creative tourism requires appropriate management. One of the causes of problems is a lack of creative tourism management knowledge which can lead, for example, to not creating appropriate creative tourism activities which are based on local tourism resources and not knowing how to develop creative tourism over the long term [9]. As a result of problems such as these, tourists and local people may not get a high level of satisfaction from creative tourism.

Up to now, there has not been a study that has presented the potential of destinations for developing creative tourism in agriculture sites. Consequently, the aim of this research is to study and evaluate potential tourism resources that can support creative tourism management in the agriculture based destinations in Ko Lad E-Tan, Nakhon Pathom Province, Thailand. Grounded theory was used in this research because it is a powerful interpretive tool for in-depth understanding of all of the information which can be used to focus on people's experiences and interpret the active roles of actors [14]. The research results could affect the destination in a positive way by supporting the development of creative tourism in agriculture based destinations.

2. Research Objective

To explore the potential of agriculture based destinations which would be appropriate for developing creative tourism in Ko Lad E-Tan, Nakhon Pathom Province and to create a framework that could be used to replicate this process in other agro tourism destinations.

3. Literature review

Creative tourism

Creative tourism has been one of the interesting tourism forms used as a solution to cultural tourism challenges from the late 1990s onwards [12, 15–16]. This tourism concept has been developing for a number of years (see Table 1). Its management process is based on the participatory process between local people and tourists which can provide authentic creative experiences, as well as pleasure, for tourists [1, 6, 12, 17–18]. At the same time, a local community can also get valuable knowledge and skills and tourism benefits through the process of co-creation [1, 6].

It is interesting to note that creative tourism management can respond to the needs of attractions to recreate and differentiate themselves in a saturated market, and the needs of new tourists who are focusing on more individualized consumption but also

Table 1 The creative tourism concept [9]

Year	Implications of creative tourism
1990	Creative tourism went beyond the general tourist gaze [19].
1998	Based on experiencing, participating and learning (e.g. not only observing icons or icon painting but taking courses in icon painting at the destination) [20].
2000	Offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences which are characteristic of the holiday destination where they are undertaken [12].
2003	Based on the authenticity of the experience [21]. The next generation of cultural tourism that satisfies the higher level need of self-actualisation with a primary focus on active skill development [15].
2006	Travel directed toward an engaged and authentic experience, with participative learning in the arts, heritage, or special character of a place. Provides a connection with those who reside in this place and create this living culture [1]. More sustainable in nature than traditional cultural tourism based on the consumption of built environment [6].
2007	Involves tourists deeply in the cultural escape of the destination, where they take part in different activities - culinary and other creative activities, crafts and arts - thus creating a close link between the tourists, the local population and its cultural heritage [5].

looking for local participation. Personal factors of tourists and external factor can affect creative tourism demand. Since 1990, tourists have tried to search for different travel forms to escape mass tourism and traditional worldviews. In addition to pleasure, creative tourists are motivated by psychological needs such as self-development, searching for new experiences and having meaning in their lives [3, 12, 22]. Binkhorst [4] gave more detailed information, stating that that this tourist group needs to be part of a group of people or an active activity with local people. Moreover, global capitalist development and a decline in mass tourism have also affected tourists' consumption which has changed from symmetric to individual travel [23]. They need authentic and/or exotic experiences through participating with local people. Consequently, tourism demand can influence creative tourism management, which can respond directly to the needs of this tourist group.

Present-day creative tourism

At present, creative tourism management is divided into two main categories; creative cities and everyday life, real city and ethnic quarters [9]. Managers of these two main categories have tried to produce authentic experiences, which are the main characteristics of creative tourism, through sharing local knowledge and experiences in workshops, events and festivals. Richards and Wilson's [6] work showed how Bilbao in Spain and Glasgow in the United Kingdom have promoted the concept of creative cities. The building of the Guggenheim Museum was the first step in the renewal of Bilbao; old industrial areas were also regenerated into parks and cultural sites. Glasgow has also recreated itself in term of space, activities and image as a cultural centre. There are many projects in the city that have been centred round waterfronts and

old factories. In contrast, Maitland and Newman [24] found that the second pattern of creative tourism was promoted in Islington and Bankside in London and Johannesburg in South Africa. Many creative tourists visited Islington and Bankside because the sense of both places presents the 'real' London along with atmosphere, history and a cosmopolitan feel. Meanwhile, the Johannesburg strategy of South Africa promoted a more authentic cultural experience by merging cultural product with narratives of history, politics and entertainment assets.

These are the reasons why many countries around the world such as Spain, Germany, Italy, the United Kingdom, Ireland, Israel, Brazil, Senegal, New Zealand, China, the Republic of Korea and Thailand [25] have tried to apply and promote creative tourism as one of the tools for increasing sustainable development and decreasing tourism problems. Studying the potential of a destination is important and can lead to the successful management of creative tourism in terms of sustainability of the local economy, society and environment.

Agriculture based destinations and tourism management

Agrotourism activities have increased productivity through use of synthetic chemical fertilisers and insecticides for many years. Many agriculture destinations use intensive methods such as mono-cropping which cause environmental deterioration, soil degradation and erosion. Local people report having faced financial and health problems as a result. At the same time, tourists focus on natural and organic production which they perceive to be healthier. A number of previous studies found that agrotourism can increase environmental conservation, appreciation of rural way of life and respect for minority cultures.

In addition to this agriculture based destinations in rural areas around the world have also promoted tourism for mainly supporting local economies [26].

Despite this there are a lot of challenges for agrotourism. Ryan et al [27] found that the limits of seasonality and weather can be obstacles to participating in the activities in the agricultural area. The interesting activities for tourist are also difficult to management. Buaban [9] found that there are a variety of factors to create interesting activities that respond to tourists' needs and desires. Tourists who visit agriculture destinations would like to see farm activities, farm animals, culture and historic elements. Tourists appreciate learning new skills and obtaining knowledge in agriculture destinations. The key principle of creative tourism is to provide meaningful experiences to tourists through the participation process [1, 6, 12, 17–18]. All creative tourism activities should be accessible and fun to respond to the tourists' needs [9]. Many previous studies have focused on promoting creative tourism in cultural-based destinations. Exploring and evaluating the potential for creative tourism in agriculture based destinations are important issues for managing creative tourism in the long term.

4. Methods

The purpose of this paper is to explore the potential of an agriculture site in Ko Lad E-Tan which would be appropriate for developing creative tourism. This area was chosen because it has an assortment of themes and has a strong and structured community. This area met the targeted aim of this research for developing creative tourism. It has a variety of tourism resources such as an outstanding greenery area and agriculture and local wisdom aspects. These differences are important background for the assessment of the adaptive nature of creative tourism management and sustainability.

Grounded theory was applied to thoroughly discover information by constructing and interpreting empirical material across in-depth interviews and grounded theory ethnography. Charmaz [28] and Lindroth et al [29] confirmed that grounded theory is one of the effective methods for reaching deep levels of information from participants and a deep understanding of the subjectivity and diversity of a community.

Bramwell and Lane [5] suggested that various stakeholder groups can lead to finding in-depth data. Participants in this research were stakeholder groups who were related to tourism management and local residents. The participants were essentially people who knew their community or area of research. As part of this study, 15 participants from public organizations or government officials, private organizations/entrepreneurs and nongovernmental organizations/residents who were chosen based on their knowledge, roles, experience and influence in tourism in the research area were interviewed. Interviews were conducted for three months.

Grounded theory is based on empirical data collecting. The answers from participants lead to construction of the concept as well as being a guideline for the next in-depth interview. Moreover, a previous participant can designate the next participant or participants who can provide the best answer to research questions were applied to explore the potential of the case study area.

The data analysis was conducted with a systematic data coding process. Coding processes are the key to analysis in grounded theory. However, it is also necessary to compare themes with extant literature to validate the theory for development. Stern [30] explained that it does not strictly follow a fixed step by step process from open coding through axial coding to selective coding. It depends on what actually takes place in the fieldwork. The first step relates to finding similarities within conversation data by scanning field notes or other documents and underlining or writing the core words, sentences and phrases [31–32]. This is to analyse the data line by line. The ideas of participants' lives, particularly their feelings about knowledge and experiences and the whole story that they want to communicate with the researcher, appear in this step [33]. Then, deeply examining each part of the data and using the details are important to producing rich descriptions while pulling out some themes and developing theory. Moreover, memos can help in analysing data during the coding process because they can be labelled with the concepts and used to compare similar or different data [28]. Questions or new issues will be found in this stage; researchers will go back to field work and collect and code data from other participants. This process will continue until data saturation is reached.

5. Results and discussions

The concept of creative tourism focuses on providing meaningful experiences and pleasant feelings for creative tourists through the participation process with local people. Learning or co-creation is a main method to produce valuable knowledge and experiences. Meanwhile, tourism products and services are also important factors. Collaboration of all actors who relate with tourism management and create appropriate creative tourism products or services is also important. This collaboration can provide interesting things for tourists and benefits for local people as well. The benefits for locals are not only economic but also contribute to environmental and social benefits. Unfortunately, not all destinations can promote creative tourism. This research found significant elements for potential agriculture-based destinations that can promote creative tourism and developing creative tourism in agriculture based destinations

5.1 The potential agriculture-based destinations that can promote creative tourism
Creative tourism is different from other tourism forms because creative tourists cannot explore the attractions

by themselves, visit the sites with tour guides or learn from signs. Tourists have to participate with local people to get meaningful experiences and enjoyment. Moreover, the uniqueness of the management of tourism products and services has to be based on locals. A main product in agriculture based destination is local occupation. Tourists would like to know and learn local way of life and farm product. All participants agreed that local human resources are vital for managing creative tourism. These resources include the potential of opinion leaders and the strength of the community.

The potential of opinion leaders

All participants strongly confirmed that local opinion leaders are very important to lead to successful creative tourism management. Rogers [34] explained that these leaders can influence other people's opinion and behaviour for creating tourism products and services in the long term. A local participant who has worked as a pomelo farmer for 55 years said that an opinion leader should be a person who feels proud of his or her occupation and who has a strong commitment to do everything successfully in the long term. Meanwhile, a participant who is the owner of the local museum also commented that an opinion leader should be a person who is successful in his or her work and who can make things different from the past. Moreover, all participants had the same opinion that a leader's work should have positive impacts on the community. One of the participants, an intelligent farmer who has had a mixed plantation for 15 years, gave an example of one opinion leader who can influence other locals to make organic plantations.

"U-Bon is one of the opinion leaders in our area. He is the first person in our area to make an organic farm. He has a small farm, but he can make a lot of money from his products. It is not an easy thing to do, but he was able to resolve problems in the past… He can make all organic fertilizers and his farm can reduce the investment cost. He always learns from other people's experiences and networks. He does not have only a production network but also a marketing network. Now he has a lot of time for participating in public work."

The owner of a local museum in Ko Lad E-Tan pointed out that a potential opinion leader is one of the masters of local wisdom. These people are essential for encouraging tourists to visit a destination, especially the present tourists who need self-development as well as enjoyment. Haven-Tang and Jones [35] and Sorenson and Epps [36] supported the idea that opinion leaders can promote grassroots local tourism in terms of uniqueness and the use of local producers.

Quality and financial transparency are additional elements of opinion leaders who can foster others' good opinions and behavior. All participants confirmed that opinion leaders have more of a sense of loving the area than other people because when they get benefits from their work and do not have economic problems, they have the freedom of time and money for public work. Moreover, they would like to do everything which supports their work in the long term.

Now, the owner of an organic farm is interested in creative tourism as one of his marketing channels. He launched tourism in his area two years ago. He presents stories about the organic plantation. When there are tourist groups who would like to visit the organic farm in Ko Lad E-Tan, other local people enjoy supporting the farm owner to prepare the area and welcome tourists because they could also get income as well. All locals who have lived in this area for more than ten years confirmed that the opinion leaders can have more power than political leaders in terms of establishing special groups. Local people believe in opinion leaders because these leaders can work for the long term. This is different from political leaders who work for a limited period. The owner of the organic farm is also a leader of an organic pomelo plantation group. He said that this group can also support tourism because a pomelo is a seasonal fruit. If there is a group of pomelo farmers, they can run tourism all pomelo season and can meet the needs of tourists who would like to look at pomelos and buy products from the plantations.

Consequently, the potential of opinion leaders will support creative tourism because these leaders have deep local knowledge and uniqueness of occupation so they can give details about the destination's stories. At the same time, an opinion leader is a key actor to foster other locals to work together. This can support working in harmony and lead to providing satisfaction for tourists.

Community strength

All participants highlighted that social harmony can support the uniqueness of tourism activities and the quality of destinations. Creative tourism focuses on presenting the authentic activities that also provide valuable knowledge and experiences for tourists [9]. All participants also confirmed that community strength can support easier and happier work. Then, it can have a positive impact on the perspectives of all actors and tourists.

In Ko Lad E-Tan, there are a variety of village groups including formal and informal groups. For example, there are housewife groups for producing local products, an organic farmer group, a smart farmer group, the Association of Thai Pomelo Growers, a youth group and a Buddhist village group. Each group has a mixture of local people and a variety of demographics. This can balance public work because there will be various opinions when there are local arguments. At the same time, a participant who is the mayor of Raikhing Municipality confirmed that these groups can also support government projects because it is easier when locals persuade other locals. They believe in their friends and relatives. Therefore, having a variety of groups is important for public work and affects tourism management.

A local government officer participant whose work relates to local tourism management explained that local unity can affect the image of tourism products or services, for example, the atmosphere in local festivals, events and tourism activities. A participant who is the leader of the Association of Thai Pomelo Growers provided details about this.

"At the last temple festival we felt proud of our community because tourists or our guests got a high level of satisfaction when they joined the festival...One reason we could do it was because of our community strength. We could prepare everything for a big festival in only three days. In the first phase of arranging the temple event, there was a village meeting. A lot of people joined this meeting and were willing to support this event. Some families took their new generation to work with us. It was amazing work. Then the new generation could get a new relationship when they worked together. I believed this situation can lead to a new wave of public work."

At the same time, community strength can reduce the need for funds when the destination would like to promote tourism. When there is a high level of public power that can support projects, a local area can overcome challenges. All participants strongly agreed with this. One of participants who is a local resident and member of the Chamber of Commerce explained that local people paid a lot of money and donated the area for building the convenience road near the bridge because they love Ko Lad E-Tan and believe the new road will make easier life for their families and other community members. Moreover, some of the locals who did not have money to donate to this project donated their labour instead to reduce the cost. Importantly, they feel proud of their work.

Some creative products and services, for example, festivals, events and workshops need local participation. If there is community strength, it is easier to create harmonious creative tourism products and services. From the perspectives of all participants, there are three reasons that local people would like to join public projects: having a sense of loving the area, feeling local pride and getting benefits from their area.

5.2 Developing creative tourism in agriculture based destinations

This research found that a tourism attraction system is a necessary element for producing creative tourism activities in agriculture based destinations. Creative tourists expect to get valuable knowledge and skills which come from the interaction between tourists and local people while, at the same time, acquiring the experiences to produce feelings of pleasure [6, 12, 15]. Therefore, the first factor is a combination of agriculture-based stories and local actors to generate creativity. This can present the way of life and local wisdom through the learning process to produce creative experiences. The second factor is a tourism network because tourists also expect enjoyment when they travel. Local people have deep, rich local knowledge and experiences but tourism networks can support them with tourism management knowledge and marketing. Moreover, creative tourists are different from other tourists; they expect comfortable and safe destinations, a variety of activities and attractive tourism products [9]. Consequently, the tourism attraction system should include tangible and intangible products to generate creative experiences and provide benefits for all actors.

Agriculture based tourism resources and local actors

Developing creative tourism products and services needs the local uniqueness and local actors to provide authentic experiences [9]. All participants strongly confirmed this issue. They also believed that agriculture based destinations can promote creative tourism because their area has local stories and local wisdom which can provide valuable experiences for tourists. Ko Lad E-Tan grows the outstanding Nakhon Chai Sri pomelo which has received the Geographical Indications (GI) registration in Thailand. This symbol shows that this pomelo is planted in a fertile area and grown on the best pomelo plantations in Nakhon Chai Sri, Puttamonthon and Samphran districts. Maybe more importantly, this pomelo has a nice taste. The owner of the organic farm explained that tourists can learn how to plant organic pomelos, to make organic fertilizer and to choose a nice pomelo to eat. Moreover, tourists can focus on the actions which can affect climate change because this area has a green environment and local people try to have organic plantations to preserve the ecological system. The leader of the Association of Thai Pomelo Growers also confirmed that there is a lot of local wisdom related to planting pomelo and this can be adapted for people's lives in terms of local sustainable development. Moreover, one of the participants who is a volunteer in the information centre at Songkanong Temple explained that there are also aspects of an outstanding way of life along the river including the architecture of the homes, local food and festivals. Importantly, it is interesting to learn how to survive in the rainy season because there are always floods. This can show the way to achieve a self-sufficient life. Therefore, agriculture based destinations can have a variety of interesting resources that relate to local life and can be developed into interesting and meaningful creative tourism activities.

However, the learning process is also important to creative experiences. Local actors are the key factors for transferring local knowledge and skills to tourists. Meanwhile, locals also facilitate efficient tourism services. Buaban [9] revealed that there is a mixture of demographics, needs and behaviours of creative tourists. They have a variety of skills and knowledge. Creative tourism destinations should provide various creative products and appropriate presentation for each tourist group. Three participants whose work in a government office relates to local tourism management

found that the deep, rich knowledge and experience of local people can deal with different creative tourism groups. Importantly, one participant who is the owner of the local museum explained in more detail about the necessity of the local role for directing the needs of creative tourists; outside tour guides cannot do this job.

"I think creative tourists have high expectations for learning and sharing knowledge with locals. They visit us and need to know something which is different from their lives. Or sometimes they wonder about the truth such as how to choose a nice pomelo and whether it can be eaten tomorrow or next week. Local people are the best choice to answer questions and discuss with them because they work and stay in this area all their lives… They have learned and absorbed local knowledge for a long time. Their experience creates tactic knowledge that tourists can learn from through the participation process. Other guides who are not local people cannot do this. It can also support the local economy."

This research also found that local people's sense of loving the area can create a more pleasant atmosphere than tour guides from outside tour companies. This result is similar to the study of Buaban in 2016 [9]. Consequently, the outstanding aspects of agriculture based destinations including local stories, local wisdom, pleasure and a safe atmosphere are attractions to encourage tourists visit the area. At the same time, local actors are a significant component to developing creative experiences for tourists.

Tourism networks

Tourism networks are good supporters of successful creative tourism management in terms of local sustainability. They can reduce high investment and maintenance. The benefits of tourism networks can provide the learning and exchanging of tourism management knowledge and effective business activities over the long term [37]. All participants also talked about the advantages of tourism networks that do not support only tourism management but also provide interesting and appropriate tourism routes for tourists. These networks can be divided to three main types; a network of supporting knowledge and skills for tourism, a network of tourism routes and a network of marketing. All networks include close personal networks, community networks, trade networks and governance networks.

Tourism management knowledge and skills comprise one of the important factors to achieving the goal of local sustainable development. Four participants who are local people that have joined tourism activities in Raikhing Temple and Ko Lad E-Tan agreed with this issue. It is not only the deep knowledge of local stories that is needed but other knowledge and skills, for example, tourism activities management, the art of communication and sustainable tourism management. There should be networks to support or train local people in terms of this knowledge. One of the participants who is a government officer of Raikhing Municipality shared details about youth guide training.

"…Some people have communication skills as natural gifts, but other people have to learn and practice to develop these skills …For training guides, there are many topics which guides should know about, but we do not have these skills to train our local people. So, we worked with the university in our area and they provided a trainer for us. It is good that we have networks; they can fulfill our needs and support our work."

Moreover, having a variety of tourism routes is one of interesting features which motivate tourists to choose an area for their travel. Meyer [38] described how tourism routes can integrate various tourism products and can lead to network collaboration in tourism management. A local participant who is a volunteer and who has worked in the tourism information center at Songkanong Temple talked about tourists' behavior and the advantages of tourism routes. They can make more interesting destinations; for example, tourists can spend time in the early morning in Ko Lad E-Tan and move to other places around Ko Lad E-Tan such as the Samphran Elephant Ground & Zoo, the Human Imagery Museum, the Jesada Technik Museum, Don Wai Floating Market or the Phra Pathom Chedi. Meanwhile, two participants who are mayors talked about the benefits of the tourism route and how they can reduce some costs for tourism investment.

Finally, all participants confirmed that a tourism marketing network is necessary for managing creative tourism over the long term. Leiper [39] revealed that studying the motivations and behavior of tourists are important for creating tourism products and marketing. All participants agreed with this issue. The Mayor of Raikhing Municipality was one of the participants who talked about the challenges of doing marketing. Local organizations and local people lack tourism marketing knowledge. Importantly, there are no funds to do it because most funds are used to support local well-being. It is good to work with a tourism network such as a tour company, tour agent or the Tourism Authority of Thailand because their work focuses on marketing. They have the funds, knowledge and staff to do tourism marketing. The owner of an organic farm commented that tourism planning and management should be based on the community and all cost and benefit issues should be shared from the first phase when it is decided to use creative tourism as one of the long-term marketing channels. Then, commitments between local people and tourism networks are important for sustainable development.

This research fills a gap identified in previous research on creative tourism in agriculture based destination and produces a framework. Figure 1 shows a framework of the potential of agriculture based destinations for developing creative tourism.
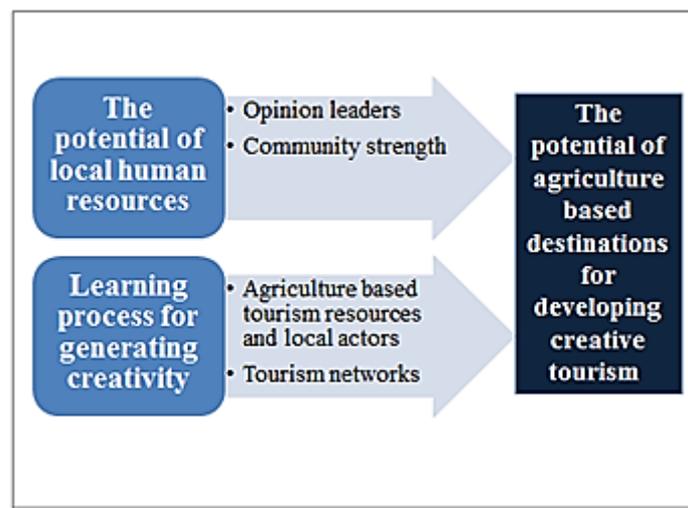
Figure 1 A framework of the potential of agriculture based destinations for developing creative tourism
(source: Author)

This framework is based on the potential of local people and the process of learning. Effective local human resources who can play active roles in creative tourism management are important factor. Meanwhile, social unity and a safe environment are important factors for encouraging creative tourists to visit this area. The strength of community is one of the potential factors for developing creative tourism. Meanwhile, learning process is another important element for generating creative experiences in agriculture based destinations. The previous research studies about creative tourists' behavior found that gaining valuable knowledge and experience is the first need of creative tourists [5, 9, 12]. Therefore, agriculture based destinations should have outstanding tourism resources. This research found that the agriculture products, local stories, local wisdom and green atmosphere of Ko Lad E-Tan can be good resources for promoting creative tourism and can encourage tourists to come to this area. Additionally, tourism networks can support and lead local people to successful management in terms of local sustainability.

6. Conclusions

Most previous research studies have constructed frameworks of the potential of cultural based destinations for developing creative tourism. Within this research, it produced a framework of the potential of agriculture based destinations. This framework could be used to replicate this process in other agrotourism destinations. It highlights the importance of the potential of local people and the process of learning that can lead to successful creative tourism management and provide creative tourism experiences and fulfilling creative tourists' desires. This research also found that opinion leadership affect local empowerment. Meanwhile, a local person is a key actor for providing creative activities. It is not easy to

improve and develop opinion leaders or local people who have a public mind. Consequently, further research will be required to study the factors or processes which can improve the next local generations who to be opinion leaders or having a public mind. They are significant actors for creative tourism management in agriculture based tourism.

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