

Taw-wong Youyod 2012: Activities and Facilities Need Assessment Towards Agrotourism: A Case Study of Wang Nam Yen Dairy Cooperative Limited, Sa Kaeo Province. Master of Arts (Cooperative Economics), Major Filed: Cooperative Economics, Department of Cooperative. Thesis Advisor: Associate Professor Vinai Artkongharn, M.A. 77 pages.

This study examined the components and criteria used in development of agrotourism at Wang Nam Yen Dairy Co-Operatives, including, the style of agrotourism and facilities at Wang Nam Yen Dairy Co-Operatives. The findings will be used to develop Wang Nam Yen Dairy Co-Operatives for agrotourism. The research data set was random sampling comprising of 360 stuff, members and visitors respectively. The instrument was interviews and the data was qualitative. Comparison of the data with other agrotourism places showed Wang Nam Yen Dairy Co-Operatives was not properly equipped for facilitation of visitors.

The style of the agrotourism at Wang Nam Yen Dairy Co-Operatives corresponding to the samples' needs was flexible time periods for independent visits, which allowed the visitors to choose the length of time they wanted to adequately view.

The most desirable activities for agrotourism at Wang Nam Yen Dairy Co-Operatives was the model of dairy farming to demonstrate the process of taking care of and milking cows. Stuff at Wang Nam Yen Dairy Co-Operatives were dairy farming, and they had thorough knowledge of its systems and processes. This strength can benefit the agrotourism at Wang Nam Yen Dairy Co-Operatives because the stuff are able to present and answer questions about dairy farming to the visitors, which can help increase sales of the dairy products at Wang Nam Yen Dairy Co-Operatives.

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