

Kanogporn Saikew 2012: Development of Agro Tourism Attractions:
A Case Study of Bang Kruai District Ornamental Plant Project, Nonthaburi Province.
Master of Urban and Environmental Planning, Major Field: Urban and Environmental
Planning, Department of Urban and Environmental Planning. Thesis Advisor:
Mrs. Supaporn Kaewko Leopairojna, D.Tech.Sc. 260 pages.

Thailand has many agriculture areas that can be developed as agro tourism attractions in order to increase incomes for farmers. However, some agro tourism projects are not success. For example; Bang Kruai District Ornamental Plants Project in Nonthaburi Province. The project was established in 2004 to increase incomes for flower growers. It is success in selling and plant propagating, but not success in agro tourism. One of the reasons was an area assessment was not carried before implementing the project. This research intended to invent a tool for an area assessment, to study limitations and problems in implementing the project from the flower growers, traders and representatives from related organizations, and to provide recommendations to develop the Bang Kruai District Ornamental Plants Project as an agro tourism attraction. The author reviewed literatures and studied criteria in assessing agro tourism attractions form Thailand Institute of Scientific and Technological Research, Department of Agricultural Extension and Tourism Authority of Thailand. Thus, other organizations or local governments, who intend to develop their areas as agro tourism attractions, can apply the tool to assess the areas before implementing their projects.

For Bang Kruai District Ornamental Plants Project, this study showed that the flower growers, representatives from related organizations and the author agreed that the area had high potential while the traders considered that the area had medium potential. Problems from developing the area as an agro tourism attraction were; 1) weak working relationships among the flower growers 2) public relations was ineffective and 3) tourism facilities were inadequate and the government was shortage in budget. Therefore, networking with other flower grower groups, continuously promoting the project, and improving landscape and tourism facilities by cooperating among the flower growers were recommended.

Student's signature

Thesis Advisor's signature