

CREATIVE AGRICULTURAL TOURISM MANAGEMENT MODEL FOR PRACHARATH BANG BAI MAI FLOATING MARKET, BANG BAI MAI SUB-DISTRICT, MUEANG DISTRICT, SURAT THANI PROVINCE

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Citation: Ruengdet, K., Witoonpan, S., & Somkeatkun, W. (2023). CREATIVE AGRICULTURAL TOURISM MANAGEMENT MODEL FOR PRACHARATH BANG BAI MAI FLOATING MARKET, BANG BAI MAI SUB-DISTRICT, MUEANG DISTRICT, SURAT THANI PROVINCE. *GeoJournal of Tourism and Geosites*, 48(2spl), 782–791. <https://doi.org/10.30892/gtg.482spl12-1078>

Abstract: This research aimed to: 1) study concepts and models of creative agricultural tourism management; 2) study factors affecting the behavior of creative agricultural tourism in Pracharath Bang Bai Mai Floating Market; and 3) propose a model for creative agricultural tourism management at Pracharat Bang Bai Mai Floating Market. The data were collected using a questionnaire asking 400 participants. A focus group, observation and interview were used to collect data and descriptive and inferential statistics were used for analysis. 1) The tourism management model is not yet aligned with the needs and behaviors of tourists. The condition of the community area is limited. There are quite a few people who will inherit the knowledge/local wisdom. Most of the activities focus on training rather than learning and exchanging experiences that are delivered to tourists. 2) Factors that affect tourism behavior are: personal factors, economic factors social/cultural factors, technology/innovation factors, public relations factor and tourism infrastructure factors. 3) Tourists are interested in the form of agricultural tourism routes that combine agricultural communities. The results of this research can be used as :1) a guideline for policy formulation to promote tourism and income distribution to the community; 2) a guideline for community resource and tourism management ;3) as a guideline for preserving and inheriting local wisdom from generation to generation; 4) a guideline for creating careers and creating value for the community from creative agritourism. and; 5) a role model for creative agritourism.

Key words: model, management, agritourism, creative tourism, Pracharat Bang Bai Mai Floating Market, Surat Thani Province

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INTRODUCTION

Thailand's economy has grown from agriculture, which is a very important foundation that determines the way of life, social culture and livelihood style of people who can live happily on the basis of living a life of sufficiency. Agriculture in Thailand has a variety of occupations. In addition, farmers have developed their own potential based on local wisdom in producing quality vegetables and fruits and raising animals, and can push agricultural products to become export products or become a world-class kitchen. In addition, the agricultural sector can be organized as an activity or form of agritourism service, allowing tourists to gain agricultural knowledge and appreciate the outstanding scenery of the community (Hall and Jenkins, 1998). Agritourism is therefore one of the activities in the rural development process that links agriculture and tourism, which will result in the restoration of natural resources and the allocation of economic and social benefits (Tubtim, Nillakan and Sumethokul, 2022), especially in developing countries. Therefore, creative agricultural tourism is another form of tourism that has a distinctive feature that allows tourists to experience the natural environment, way of life of agriculture that combines various activities as well as allowing tourists to enter. Traveling in agricultural communities to learn and gain experience in agriculture will bring income to the community and improve the well-being of the people in the community, especially the farmers who are the owners. Tourist attractions and nearby citizens can generate income from tourism for agritourism, which includes a trip to community areas, agriculture, agricultural gardens, herb gardens, farms, pets and aquaculture to appreciate the beauty and ability to experience and learn the way of life of rural people, customs, culture, traditions, forms of activities and a variety of agricultural occupations. Agricultural tourism is regarded as another form that tourists can enjoy and bring the knowledge back to apply or make a career. The most important thing is that tourists return to search, learn, understand, and be proud of the valuable agricultural profession under the concept, philosophy, body of knowledge, wisdom of the ancestors of Thai farmers.

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Bang Bai Mai Community, Muang District, Surat Thani Province is a community full of trees that grow green on both sides of the canal that infiltrate the houses. Bang Bai Mai villagers bring trees and fruits on the island that are natural assets. It is brought together with folk wisdom, resulting in a living income from generation to generation. In addition, the community also has a center of faith from the Buddha statue of Luang Pho Khao Suk, which the villagers respect faith as well as a community that is aware of good health, which observed from the production of organic vegetables and fruits, causing Bang Bang. Bang Bai Mai is famous and well-known in Surat Thani Province. At the same time, the Bang Bai Mai Sub-district community has managed its abundant resources, especially natural resources, and developed it into an agritourism channel that can generate jobs and income for the people in the community as well, becoming a tourist attraction. It has been continuously popular both in Surat Thani province and people from other areas. Bang Bai Mai Community operates the Pracharat Floating Market. Bang Bai Mai in the form of agritourism for almost 5 years, each week there will be a large number of tourists coming to travel. However, it found that the current form of agritourism in the floating market is still unable to accommodate tourists sufficiently and is not suitable for certain groups of tourists.

The situation of the epidemic of COVID-19 during the past 2 years has greatly affected the service of the market. The researcher is interested in studying the behavioral analysis model for creative agricultural tourism in the case of Bang Bai Mai Pracharat Floating Market, Bang Bai Mai Sub-district, Mueang District, Surat Thani Province, using the community participation process. It will be a guideline for developing strategies to strengthen the community of Bang Bai Mai Subdistrict Mueang District, Surat Thani Province, as well as to allow tourists to experience the natural environment, the way of life of farmers with a combination of activities and bring knowledge back to apply or make a career in agriculture. Aside from this, it is to go back to search, learn, understand, be proud of agriculture, which is the distribution of income to local, as well as the use of information in the planning of agricultural tourism promotion of other tourist attractions.

LITERATURE REVIEW AND RELATED THEORIES

1. The concept of community-based tourism

Community-based tourism is a tourism that takes into account the sustainability of society, environment and culture where the community has the role of owning, setting the direction, and managing by itself. They also have the right to administer and educate visitors. The components are: 1) natural resources and culture; 2) community organizations; 3) management and; 4) learning (Ministry of Tourism and Sports, 2013). The management of community-based tourism must create participation in every step of management in a systematic way. Regulations and guidelines for preventing and solving problems may affect the community, sharing and distributing benefits thoroughly and fairly, and monitoring and monitoring actions to lead to improvement and development regularly (Angkun, 2009). Somkeatkun and Ruengdet (2020) said that the community-based tourism management model the community should be involved in tourism management throughout the process, especially natural resources. Cultural resources and local wisdom are indicators of the way of life and identity of the community. At present, this type of tourism is gaining widespread popularity and is considered an important tool in driving and elevating the community economy as well as generating income and strength for the community, as well as protecting the nature and culture of the community to continue. Arinta et al., 2023 said that the development of community-based ecotourism must be implemented in a management framework that combines communities and relevant agencies to achieve sustainable development, such as community cooperation in management and marketing. Promoting and supporting local activities, conservation and sustainable use of natural resources, and creating opportunities for local people to participate in development and decision-making.

2. Concepts and Theories about Agritourism

2.1 Agritourism Concept

Agritourism is tourism that uses agricultural activities as the main tourism resource that can attract tourists. The main goal is to generate income for farmers in the community and local people to participate in tourism development (Srisomyong, 2009). In accordance with Hao et al., 2020 tourism products proposed to tourists must be in accordance with the wishes of tourists, where tourists want good tourist attractions, and have tourist services that are in accordance with their wishes and have maximum service.

2.2. Agritourism Model

Na Songkhla (2011) has presented a model of agritourism where which type of tourism activities will be emphasized in each tourist destination. It depends on the type of traveler and nature of activities. The agricultural activities of that tourist destination are: 1) Agritourism activities in the form of a demonstration of tourist attractions emphasizing demonstration activities; 2) Agritourism activities in the form of Agritourism knowledge; 3) Agritourism activities in the form of selling community products and; 4) Agritourism as an introduction to agribusiness.

2.3 Principles of Agritourism

Agritourism is sustainable tourism. Focus on 3 fundamental components: 1) the quality of the tourist experience; 2) the continuity and sustainability of tourism resources; and 3) the balance of community and local participation in the management of tourism, tourism and the distribution of benefits to the local in order to set guidelines, policies and rules related to the management of tourism (Hao et al., 2020).

3. Creative Tourism Concept

Creative tourism is a new form that is appropriate and in line with the needs of today's tourists. Remoaldo et al., (2022)

discussed creative tourism in line with the community development approach, using tourism as a tool to drive sustainability, providing opportunities for tourists to develop their own creative potential through participation in learning activities with real experiences in various activities of the lives of people in the community and organizing tourism activities harmoniously and related to culture in the form of experimental learning to obtain gaining experience and fun from existing and real things. According to González-Torres et al., 2021 tourist interest to visit is the tendency of tourists to visit a place they like or a place for vacation with the aim of carrying out traveling activities. According to Amaral et al., 2013 the interest of tourists to visit is the self-awareness of tourists to choose tourist attractions that are in accordance with the expectations and personal desires of tourists. These authors also said that entertainment is mainly the ability of destinations to entertain tourists. It involves how hosts treat tourists and how the destination features fulfilled tourists' emotional appeal. In the field of tourism, the concept of loyalty is mentioned in many scientific studies and is often affected by factors such as destination image, tourist satisfaction, and word of mouth (Li et al., 2021a; Li et al., 2021b; Ramseook-Munhurrana et al., 2015; Jalilvand et al., 2012; Chi and Qu, 2008; Prayag and Ryan, 2012) Praprom and Laipaporn, 2023 proposed that Betong has the potential to become a wellness tourism city, especially in terms of local food, beverages, Betong Hot Springs, and historical and community attractions. In addition, in order to strengthen and generate increased revenues, it is necessary to develop innovative tourism products and services, using innovation to create interesting and unique travel experiences.

4. Concepts and Theories of factors affecting tourism behavior

There are several important factors that affect the decision to buy travel products, both in terms of quantity and quality. Some of these factors are controllable and some difficult to control. Factors that affect changes include: 1) Demographic factors; Phiriyathanapat (2016) states that demographic analysis is concerned with the structure, size, change and distribution of the population in relation to social, economic and cultural factors, which is conform with the concept of Phimonsompong (2014) which has studied that the demographic factors comprising age, status, gender, race, nationality, occupation, income, education level, family and experience, which will affect the demand patterns and purchase volume of tourism products. 2) Economic factors; National and local economic conditions are important factors that cause different levels of consumer demand and affect the purchase of tourism products. In order to attract the main target customers, business operators need to develop different forms of services, products, marketing activities and facilities suitable for the conditions and status of the customer groups (Sanitchan, 2021). MacNeill and Wozniak (2018) stated that the economic factors play an important and decisive role in the business activities of enterprises. Specifically, economic growth rate, economic structure, and exchange rate are economic factors that often affect the operation of all organizations in general and the tourism industry in particular. 3) Socio-cultural factors; Society as a subunit of culture is another factor related to consumer's daily life and influences consumer's purchasing behavior. Social and cultural characteristics will shape ideas, tastes and attitudes in consuming tourism products (Sanitchan, 2021). 4) Technology and innovation factors; Nowadays, the basics of modern news technology are essential to everyone's daily life. Entrepreneurs must invest and develop their own businesses, especially in bringing technology and innovation into the operation of the tourism business, especially in terms of facilities and utilities, which will be an incentive for tourists to travel more (Yanopas, 2018). Similar to Chamboko-Mpotaringa and Tichaawa, 2023 indicated that the quality of service is an important factor in building customer satisfaction and confidence in tourism. Improving good service using the right digital marketing tools and platforms is an important aspect that travel marketers should focus on and thoroughly analyze. Adopting the right digital tools and platforms can help maximize returns. 5) Public relations factor; Nowadays, all kinds of information from the media is one of the factors in building trust, believing or not confident in making a travel decision that will help create more acceptance, knowledge, familiarity, resistance or curiosity which will lead to decisions for purchasing tourism products (Jittangwattana, 2012). 6) Tourism infrastructure factors are very important to success in the tourism competitive market, namely supporting the administrators of tourism areas and tourist attraction infrastructures, developing various tools for tourism and development processes in the area and hospitality. Potjanjaruwit (2023) proposed that the trust and performance of online services are related and have an impact on a business's market advantage. Businesses with reliable and efficient online services can increase their chances of retaining existing customers and attracting new customers. It also affects other aspects of the business such as building a strong business network to increase business opportunities with partners and competitors, learning within the organization to develop personnel knowledge and skills, increasing productivity. of business Creating knowledge and applying appropriate technology for business development and emphasizing business attitudes that emphasize creativity and use innovation to add value to the business. Hence, businesses should value the credibility of their online services website by developing a reliable security system and providing quality support services to their customers through the website. Similar to Khasawneh et al., 2023 indicate that the importance of considering user satisfaction and quality of online service systems by using digital marketing platforms and tools in business and establishing a stable IT infrastructure and reliable data quality. All of which will increase the efficiency and success of the business.

MATERIALS AND METHODS

This research aims to: 1) study the concept and model of creative agricultural tourism management by focusing on related literatures and articles; 2) study the factors affecting creative agricultural tourism behavior in Pracharat Floating Market, Bang Bai Mai Sub-district, Mueang District, Surat Thani Province; and 3) propose a creative agricultural tourism management model at Bang Bai Mai Pracharat Floating Market, Bang Bai Mai Subdistrict, Mueang District, Surat Thani Province. This research used a mixed method research approach consisting of qualitative and quantitative methods. The triangulation technique was used to confirm results. Objective 1 was to use content analysis to know the creative

agritourism management model: a case study of Bang Bai Mai Floating Market, Bang Bai Mai Sub-district, Mueang District, Surat Thani Province by applying the concepts, theories, documents, and related research and related literature used. The samples of this research were: 1) 3 community leaders in the area; 2) 2 people in the area; 3) 3 local government agencies; 4) 2 tourism business operators in the area. Objective 2 was to use content analysis to know the factors affecting creative agricultural tourism behavior; a case study of Pracharat Floating Market, Bang Baimai Subdistrict, Mueang District, Surat Thani Province, using percentage, mean and standard deviation to assess factors affecting creative agritourism behavior. Questions were created for each aspect according to Likert's method and opinions were interpreted by considering the mean according to Boonchom Srisaard's criteria (Boonchom Srisaart, 2018). Section 1 involved general information of respondents on income. Section 2 involved information on tourism behavior of the respondents, the issue of participants in making a decision to travel, how to know the information about Pracharat floating market attractions from which sources, who travel with whom, how much does it cost to travel on average per time. and how much is the average cost of purchasing goods/services each time and Section 3 involved factors influencing the decision to travel to Pracharat Floating Market. In terms of accessibility and attractions and services were used in the analysis. The samples of this research were tourists who travel to visit Pracharath Floating Market, Bang Bai Mai, Bang Bai Mai Subdistrict, Mueang District, Surat Thani Province. Due to the study population being large and the exact scope of the population being unknown the research team chose to use a purposive sampling method by using Taro Yamane's prefabricated table Non-probability Sampling at a confidence level of 95 percent at a level of error of 5 percent (Yamane, 1976). The sample size is equal to 400 people. Objective 3 was to use content analysis to study tourist behavior and create a model to analyze creative agricultural tourism behavior. A case study of Pracharat Bang Baimai Floating Market, Bang Baimai Sub-district, Mueang District, Surat Thani Province, by using percentage, mean and standard deviation, suggestions from focus group and f-test to assess tourist behavior and create a model to analyze creative agricultural tourism behavior.

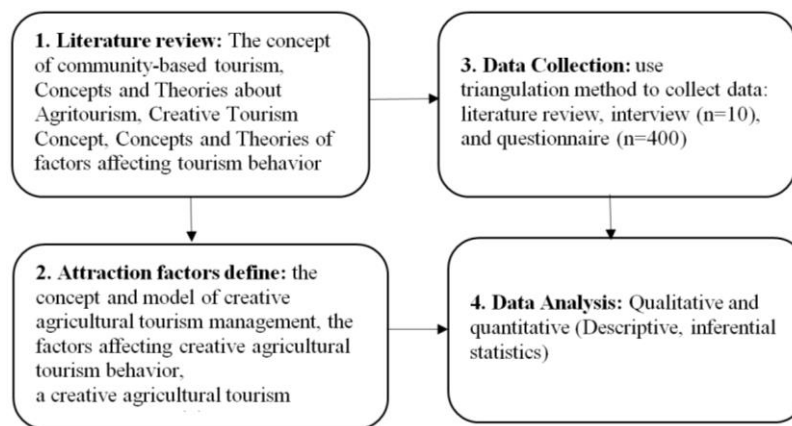


Figure 1 Research Methodology Steps

RESULTS AND DISCUSSION

1. Concept and management model of creative agricultural tourism of Pracharat Floating Market, Bang Bai Mai

At present, the creative agricultural tourism management model of Pracharat Bang Bai Mai Floating Market is still in line with the needs and behaviors of tourists that have not changed much from before. As well as the context of the area of the community of Bang Bai Subdistrict, there are limitations in the distance of the village, because most of the locations of each village have a very far distance, resulting in difficulty to bring tourists to travel in each area and difficulty to organize activities continuously to support the tourism of tourists. In addition, there are quite few people who will inherit the knowledge/local wisdom, causing the community to be unable to organize effective community-based learning activities. Most of the activities that are organized focus on training rather than learning and sharing experiences that are delivered to tourists. Some infrastructure issues are still problematic for the management of creative agritourism. In the management of most tourist attractions, community leaders will act as the main people with responsibility. There will be integration with relevant sectors in the management of tourist attractions. There is a clear joint tourism management such as shop decoration, solid waste and sewage management. Activities include, providing services for tourists, services for selling products, food, beverages, ancient food, boat services to see the way of life of villagers along the canal and the environment along both sides of the canal, etc. Community leaders have the idea to develop the operational process from the original under the strength of the community to manage creative agritourism in the community to effectively respond to the needs of tourists and be a role model for other communities by introducing activities that can enhance learning. Exchanging experiences to be defined as activities for tourists to experience, learn and receive experiences / local traditional wisdom that is the identity of the community from knowledgeable people / local sages truly under the good management system of the community online public relations can reach the target group quickly.

2. The factors affecting creative agricultural tourism behavior A case study of Pracharat Floating Market, Bang Bai Mai, Bang Bai Mai Subdistrict, Mueang District, Surat Thani Province results are shown in Figures 2-3

2.1. The opinions on the creative agricultural tourism management model of the Pracharat Floating Market, Bang Bai Mai

The form of creative agritourism management of the Pracharat Bang Bai Mai Floating Market of the respondents overall was found to be at a high level. Organize a creative agricultural tourism management model of the Pracharat floating market Bang Baimai was at the highest level, namely the knowledge of creative agricultural tourism form affecting travel; Followed by systematic study, collection and categorization of various activities and attractions in the community, getting information about creative agritourism forms and getting information about tourist attractions, respectively. From Figure 2, respondents participated in tourist attractions at the Pracharat Floating Market, Bang Bai Mai, with most participants on the issue of natural resource and environmental conservation (50.0%), followed by agricultural awareness (30.8%), inheriting the culture and way of life of people in the community (16.8%) and create income for people in the community (2.5 %).

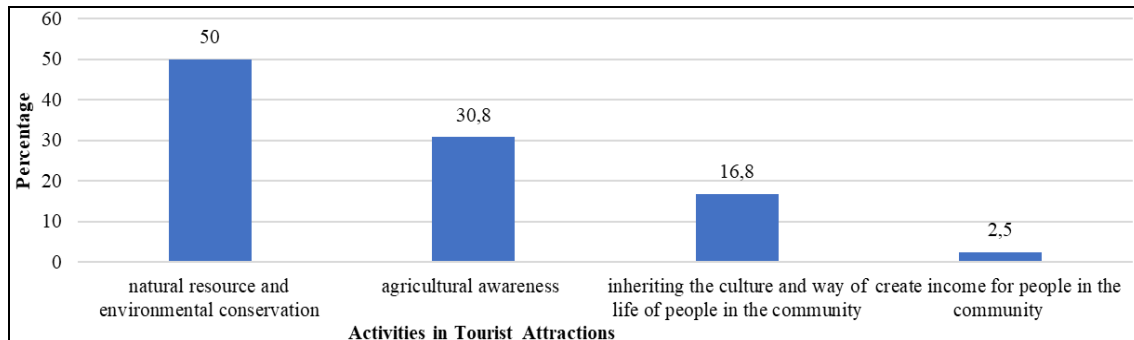


Figure 2. Respondents are involved with tourist attractions

2.2. Information Needs and Creative Agricultural Tourism Management Models of Pracharat Bang Bai Mai Floating Market

From Figure 3, most respondents choose a boat ride/walk through the farm (72.5%), purchasing fresh vegetables and fruits (80.8%) and interested in the form of creative agricultural tourism routes of the Pracharat floating market, the integrated agricultural model with agricultural communities (80.5%). Therefore, creative agricultural tourism information of the Pracharat floating market should be prepared in the form of a mobile application (97.8%) and there will be people downloading the said application (93.3%) and there should not be a fee for downloading the said application (60.8%). The information that should be contained in the first 3 applications is the name of the place (83.8%); history (76.5%) and location (75.5%) and Facebook related agencies should be used in public relations mobile application (91.5%). In the case of creating a mobile application, the majority of the respondents had the highest level of opinions on the issues, namely the issue of tourists being able to plan their trip more efficiently, followed by the issue of tourists getting more convenience and the issue of tourists being able to make a decision to travel easier. The respondents who had opinions at a high level included the issue of tourists traveling more and the issue of tourists recommending friends, relatives and the general public to use this application respectively.

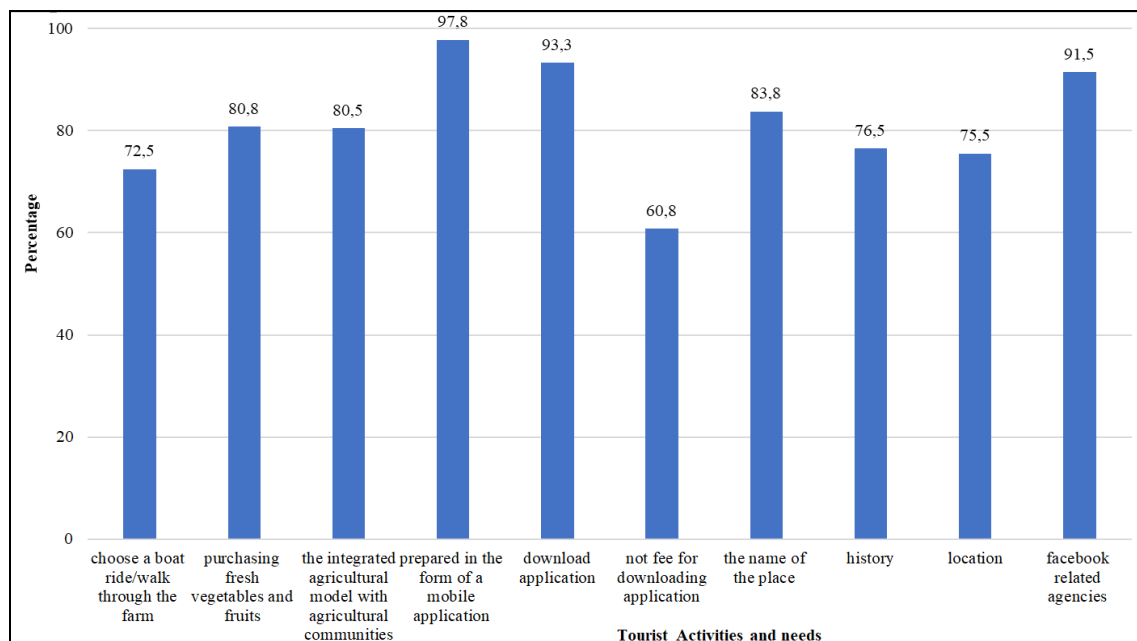


Figure 3. Information needs and creative agricultural tourism management models

3. Regarding the Proposal of a creative agricultural tourism management model For Pracharat Bang Bai Mai Floating Market, Bang Bai Mai Subdistrict, Mueang District, Surat Thani Province, it was found that:

3.1. Tourism Infrastructure

1) The opinion level of the respondents' decision to choose to travel. Accessibility and tourist attractions were at high level,

mean = 3.41, standard deviation = 1.02 and considering each item found that most of the respondents had opinions on the decision to choose to travel in terms of accessibility and tourist attractions at a high level, such as transportation and convenient access to tourist attractions. The distance is not far from the city of Surat Thani. There is a sightseeing cruise along the river. It is a beautiful, clean, and tidy tourist destination. There are shops selling a variety of products, followed by clearly signposts. Including instructional and informative signs. There is an information point for tourists. There are appropriate facilities such as toilets, parking lots, garbage bins, and there are interesting community agricultural learning resources.

2) The opinion level of the respondents' decision to choose to travel. The service aspect was at a high level, mean = 3.46, standard deviation = 1.00, and when considering each item, it was found that Most of the respondents had a level of opinion on their decision to travel. service at a high level, including offering a cruise service to admire the beauty of the river. There are shops selling goods, food, desserts, a variety of souvenirs, and reasonable prices for goods and services, followed by useful travel information services. and have appropriate service facilities such as restrooms, parking. To conform with Maneerat and Chalernpol (2017) studied of agritourism management models a survey of problems and limitations in the development of agricultural tourism on the Mae Rim - Samoeng route, Mae Rim District, Chiang Mai Province found that whenever tourists traveled to travel ach tourist would like to be informed of that tourism information for consideration and decision making and to motivate them to want to travel at that place. Related tasks are an important part that will help in promoting the tourism market. Applying technology to advertize on the Internet is another channel that allows tourists to easily access information and news.

3.2. Tourism activities

1) The opinion level of the respondents' decision to choose to travel: The expectations towards tourist attractions were at a high level, mean = 3.64, standard deviation = 1.08, and when considering each item, it was found that Most of the respondents had a level of opinion on their decision to travel. Expectations towards tourist attractions were at a high level, for example, seeing, tasting, and shopping for products, food, desserts, and souvenirs, followed by convenience and safety in traveling, take a cruise to see the scenery along the river, learned the way of life of people in the community to conform with Somkeatkun, Ruengdet and Boonkong (2018) who have studied the subject Creation of creative tourism routes in Chaiya District, Surat Thani Province. There is still a desire to learn the way of life of the people in the community. as well as wanting to participate in various activities of tourist attractions that have been visited and also conform with Khianpanya (2019) who said that the factor that attracts tourists to travel in the area is the resource factor, facilities convenience and quick access to tourist attractions for opinions on the decision to choose to travel in terms of expectation towards tourist attractions at a medium level, namely gain more knowledge in agriculture to conform with Treesakorn and Chianwatanasuk (2022) and Songserm (2018) who said that UNESCO Creative Agritourism emphasizes on organizing tourism activities that tourists can learn about art, culture and identity of the place through direct experience and harmonious participation with the owner of the culture, including the participation and interaction between the community and tourists to create sustainability in community life and to gain experience from what exists and is real in the area.

2) Analyze the information needs and creative agritourism management model of the Pracharat Bang Bai Mai Floating Market of the respondents.

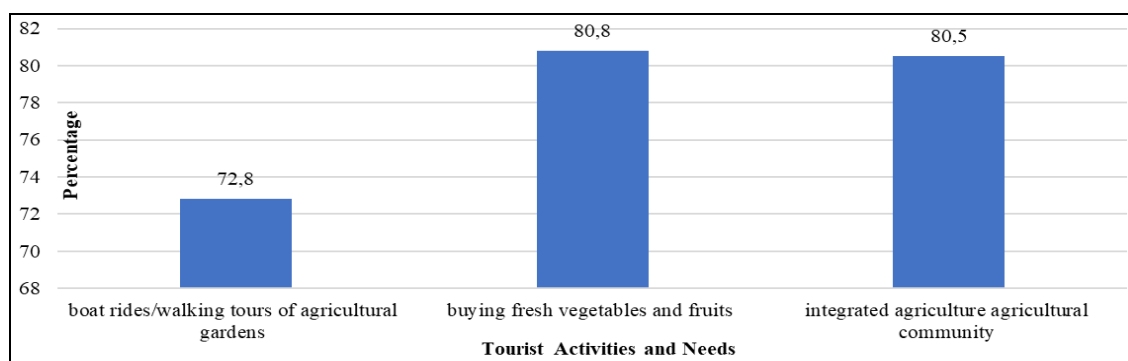


Figure 4. The information needs and creative agritourism management model

From Figure 4, most participants chose boat rides/walking tours of agricultural gardens (72.5%), buying fresh vegetables and fruits (80.8%) and interested in the form of creative agricultural tourism routes of the Pracharat floating market, Bang Bai Mai, integrated agriculture agricultural community (80.5%) to conform with Somkeatkun, Ruengdet and Boonkong (2018) who have studied the creation of creative tourism routes in Chaiya District, Surat Thani Province. It was found that tourists who came to travel, besides just for leisure, also wanted to learn the way of life of the people in the community as well as wanted to participate in various activities of the tourist attractions that they had visited by using the information obtained from the research to create a database of various places as well as creating a map by classifying and creating creative tourism routes into 4 routes that tourists can participate in activities: 1) Food creative tourism routes; 2) Nature creative tourism routes; 3) Buddhism creative tourism routes; and 4) Tradition, culture and history creative tourism routes.

3.3. Management of tourist attractions

From the analysis and synthesis of data from small group meetings, in-depth interviews, questionnaire collection and

observation this can be summarized as a guideline for constructing a creative agritourism management model for Bang Bai Mai Pracharat Floating Market, Bang Bai Mai Subdistrict, Mueang District, Surat Thani Province as follows:

Table 1. Guidelines for the development of a creative agritourism management model in tourist attraction Management for Bang Bai Mai Pracharat Floating Market, Bang Bai Mai Subdistrict, Mueang District, Surat Thani Province

Current management	Future management	Methodology for future management
1. Manage markets and tourism mainly by people in the community.	1. Create a learning point for preserving knowledge and local wisdom, such as making vinegar from Nipa palm, Nypa sugar and Nypa honey etc.	1. Find local philosophers/knowledgeable people in the community. 2. Support materials and equipment necessary for knowledge transfer such as information boards, pavilions/small buildings, etc.
2. There is integration with related sectors such as people in the community, subdistrict administrative organizations, schools, temples, etc.	2. Conserving the environment by producing containers from leaves/leaves and preservation of local wisdom.	1. Training to provide knowledge from relevant agencies. 2. Self-study.
3. There are clear rules and regulations for joint tourism management such as shop decoration, solid waste management and various waste.	3. Connecting tourism in the community, including markets, boat trips, accommodation such as Rim Wang, Cinnamon Ruen, Rim Lom Yen, Rim Bang, Ananta, Ruen Bang, etc.	1. Consultation between relevant sectors by clarifying/explaining the benefits that will be received both short-term and long-term, especially the benefits that will occur to the people in the community.
4. There are joint public activities such as cutting stems from collecting garbage in the canals, etc.	4. Weekly market data analysis to promote and support tourism.	1. Collect marketing information regularly. 2. Analyze data together to determine guidelines for driving operations.
5. Promote participation of people in the community in managing tourist attractions together.	5. Accelerate public relations to create market awareness and community tourism to be more widely known.	1. Public relations through various social media such as Facebook Line, etc., and update information to be current.

3.4. Tourist services

1) The level of opinions towards the creative agricultural tourism management model of Pracharat Floating Market of the respondents as a whole was found to be at a high level, mean = 4.16, standard deviation = 0.71 and when considering each case, it was found that most of the respondents had opinions on the creative agricultural tourism management model of the Pracharat floating market Bang Baimai was at the highest level, namely knowledge of creative agricultural tourism form affecting travel, followed by study, collection and categorization of activities and tourist attractions in the community in a systematic way. Acknowledgment of creative agricultural tourism forms and getting to know tourist attractions as a whole conformed with Somkeatkun, Ruengdet and Boonkong (2018) who said that the creation of creative tourism routes in Chaiya District, Surat Thani Province found that tourists who come to travel, besides coming to relax, also want to learn the way of life of the people in the community as well as want to participate in various activities of the tourist attractions that have been visited by use the information obtained from the research to create a database of places as well as create a map and create a creative tourism route.

2) Analysis of information needs and creative agritourism management models of Pracharat Bang Bai Mai Floating Market showed the majority of respondents choose to provide information on creative agricultural tourism of the Pracharat Floating Market Bang Bai Mai in the form of a mobile application 97.8% and there will be people downloading the said application 93.3% and there should not be a fee for downloading the said application 60.8%. The information that should be contained in the first 3 applications is the name of the place. at 83.8 percent history 76.5% and location 75.5% and Facebook related agencies should be used in public relations Mobile application 91.5%, which conforms with Somkeatkun, Ruengdet and Boonkong (2018) who have studied creation of creative tourism routes in Chaiya District, Surat Thani Province as well as wanting to participate in various activities of tourist attractions that have been visited by using the information obtained from the research to create a database of places as well as creating a map by classifying and creating creative tourism routes as shown in Figure 5.

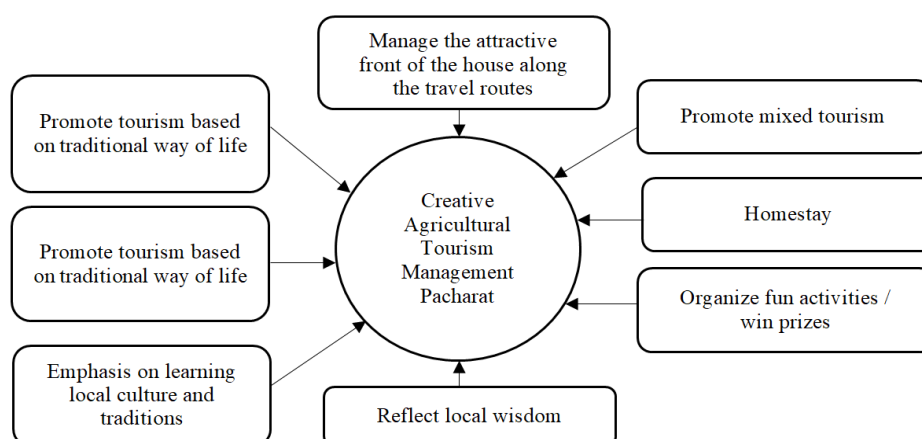


Figure 5. Creative Tourism Management Model Pracharat Floating Market, Bang Bai Mai

CONCLUSION & DISCUSSION

The strength of the community is a very important mechanism for developing and managing tourism in order to effectively meet the needs of tourists and be a role model for other communities of learning by bringing activities that can promote learning and exchanging experiences is defined as an activity for tourists to experience, learn and gain experience/local traditional wisdom that is the identity of the community from knowledgeable people/local sages, under good management of the community and able to reach target groups quickly. The results conform with Mulyani et al., (2022) who found that the position of tourism awareness in the community was hold and maintain by market penetration and product development strategies. Community have to have the professional management of tourist community leading to increasing the number of tourist visits. The leader of the community must be able to optimize the resources they have to set activities and develop a tourist community in the area.

Factors affecting the creative agricultural tourism behavior were gender and education level. Most of the tourists earn more than 30,000-baht, travel expenses less than 500 baht per trip, spent 500-1,000 per trip baht, families involved in the decision making, and get information from family/friends/acquaintances. The infrastructure must be convenient, fast and safe, allowing tourists to access tourist attractions easily and satisfactorily such as transportation, parking and toilet which related to Ha et al., (2022) who stated that the economic, infrastructure, integration, politics have positive effects on both tourists' visit intention and product purchase intention. Moreover, the resource has positive influences on tourists' visit intention but does not have an effect on purchase intention. The accessibility and availability of facilities in a tourist site are one of its attractions (Herat et al., 2015). However, Rahim et al., (2022) found that the relationship between the natural environment, cultural and historical environment with tourist destination satisfaction had a high positive relationship, but the infrastructure factor has low positive correlation with tourist destinations satisfaction. The place is clean, beautiful, tidy, had shops selling a variety of products and reasonable prices which will result in sustainable community tourism. This related to Khuong and Nguyen (2017) who stated that travelers of all types are getting more sensitive to dirty circumstances at their various tourist sites. As a result, tourism is diminishing in certain regions that have recently been quite popular due to environmental issues.

The aforementioned factors have resulted in the impression of tourists returning to visit again, resulting in community tourism to continue the cultural preservation of the environment and natural resources to remain abundant, make the community stronger, people in the community have more careers and incomes, as well as help reduce inequality at the community level. They are related to Arinta et al., (2023) who found that tourism is one of the most important industries because it can create jobs and economic development. In addition, the attraction must be a single business, under a single management, so that it is capable of answering the economic questions on revenue, employment etc" (Fyall et al., 2022).

Most participants both from interviewing and asking questionnaire guidelines for development of creative agricultural tourism model have similar opinions as follows: expanding the tourist group, increasing travel frequency, using technology to facilitate travel, organizing activities allowing tourists to experience local life for learning, having fun and participating in cultural revitalization and passing on to inheritance, as well as helping to preserve the environment to remain with the community for future generations to have resources that can be used sustainably in the future.

The development of a model for creative agricultural tourism management in Bang Bai Mai Pracharat Floating Market to become a community floating market with a creative agricultural tourism model must combine the strengths of the Bang Bai Mai area and various contexts, such as: creative agricultural tourism, creative agricultural entrepreneurs, creative agricultural community, activities/creative agricultural products and creative agricultural communication in order to add value to the existing resources in the community for maximum benefit, whether it is natural resources or culture, bringing innovation and creativity into the form of agritourism activities, new tourism products or services through cooperation from both entrepreneurs and communities that can create participation, learning and increase experience skills for tourists.

Government agencies involved in the tourism sector in Surat Thani Province and academics with experience in tourism in Surat Thani Province should promote, support and revitalize creative agritourism to become unique and desired by tourists, with an emphasis on supporting knowledge and necessary factors, build the capacity of the cooperation network of tourism and operators in the area. In addition, cooperation between local tourism organizers, domestic and cross-border tenders, and networking also offers opportunities for local bodies for sustainable tourism development. It is important for the institutional market to accurately assess its own role in rural tourism (Darabos et al., 2022; Priatmoko et al., 2021) and plan development based on synergy with their network of relationships. The development of a creative agritourism model requires preparation in terms of infrastructure and public relations for tourist attractions by encouraging local people to recognize, remember and be proud of the community's identity. Creative agritourism for new generation in the area.

Limitation of the study

This research found the development of a creative agricultural tourism behavior model. This is a pattern that arises from small group meetings. questionnaire collection and observations of stakeholders and tourists who come to visit Bang Bai Mai Pracharat Floating Market during the outbreak of COVID-19. If applied after the COVID-19 epidemic, there may be some factors in the behavior of tourists that may change. Therefore, in order to raise the level of sustainable tourism for the next research issue, the model derived from the This research is used in real life to confirm that the model is still effective and suitable for the current situation.

Author Contributions: Conceptualization, R.K., S.W. and W.S.; methodology, R.K., S.W. and W.S.; validation, S.W. and W.S.; formal analysis, R.K., S.W. and W.S.; investigation, R.K. and S.W.; data curation, S.W. and W.S.; writing -

original draft preparation, S.W.; writing - review and editing, R.K., S.W. and W.S.; visualization, S.W.; supervision, R.K., S.W. and W.S.; project administration, R.K., S.W. and W.S.. All authors have read and agreed to the published version of the manuscript.

Funding: Not applicable.

Institutional Review Board Statement: Not applicable.

Informed Consent Statement: Not applicable.

Data Availability Statement: The data presented in this study may be obtained on request from the corresponding author.

Acknowledgments: The research team would like to thank the Office of the Science Promotion Commission, Research and Innovation (TSRI) and Suratthani Rajabhat University that provides opportunities and supports budgets for research work for community development and provide various facilities throughout the duration of the research work. It also foresees the importance of creative agricultural tourism and would like to thank all parties involved in helping and supporting the preparation of this research to be successful; especially the community leaders, merchants, and villagers of Bang Bai Mai Sub-district and all the respondents for their kind cooperation and useful information for conducting this research.

Conflicts of Interest: The authors declare no conflict of interest.

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