Buddhist Economics Meets Agritourism

A Pilot Study on Running a One Rai Farm to Gain a One Hundred Thousand Baht Return

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Presentation Overview

• Introduction
  – Buddhist Economics
  – “Running a one rai farm ...” – project
  – Agritourism

• Food tour package project
  – Methodology
  – Results
  – Conclusions
Buddhist Economics

- Serving social values in stead of personal interests
- Not harming the environment
- Cooperation to fulfill needs

Schumacher, 1966
Running a One Rai Farm to Gain a One Hundred Thousand Bath Return

• Implementation of his Majesty King Bhumibol’s Sufficiency Economy Project
• Action based learning
• 85 farmers involved in a 5 month training
• Purpose to improve productivity and reduce negative impact on the environment
Agritourism

• Diversification of agricultural operations
• Providing touristic services (lodging, direct selling)

• Definition (Philip, et al., 2012):
  – Working farm
  – Contact between tourism and agricultural activities
  – Authenticity of agricultural activities
Food Tour Package Project

- Prototype for agritourism
- Two-day tour
  - For city dwellers
  - Visit to four organic farmers
  - Preparing and eating local food
  - Assisting farm activities

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Methodology

- Interview with:
  - 4 farmers
  - 8 trip participants
- Evaluation of the trip
Results: supply side

- Support of continuation of organic farming
- Providing special services:
  - Non-local food
  - Traditional transportation over short distances

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Results: demand side

• Interested in “Running a one rai farm ...” – project
• Grateful on hospitality
• Appreciated authenticity
• Mentioning socially characters of farmers
Results: trip management

• Time schedule
  – Delays
  – Preferable longer stay at farm

• Agricultural activities
  – Participants want to be actively involved in farm activities
  – Desire for local tour guide
Conclusions and recommendations

• Successful in the main purpose
• Preserve authenticity
• Need for mediating actors