

Buddhist Economics Meets Agritourism

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

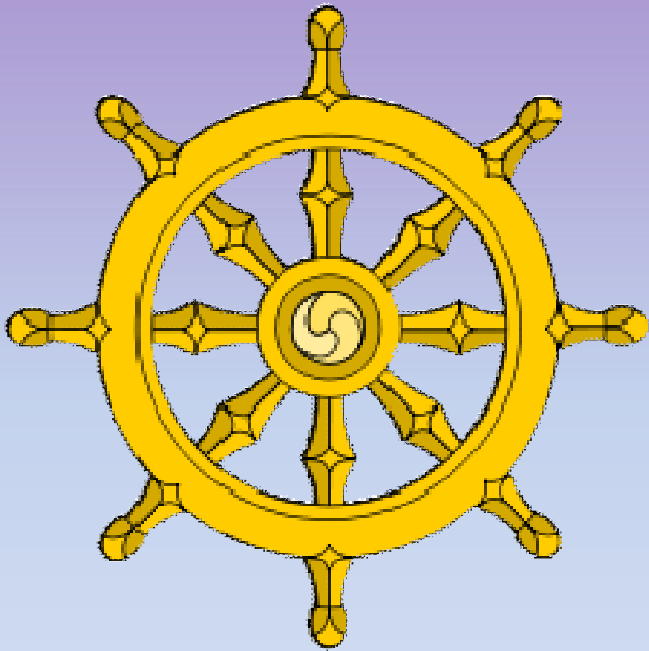


Presentation Overview

- 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



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



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 wants 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

