

Determinants Affecting Agritourist's Travel Intention toward Agro-tourism around Eastern Coastal Region of Thailand

Parinya Nakpathom

Lecture of International Hospitality and Tourism Management Department
Burapha University International College, Thailand
boontoob@hotmail.com

Krittapat Pitchayadejanant, Ph.D.

Lecture of Logistics Management, Burapha University International College, Thailand,
krittapat@scitech.au.edu

Abstract

The purpose of this study is to determine the effect of Agritourist's Travel Intention toward agro-tourism around Coastal Eastern Region of Thailand. The aims are: (a) exploring the agritourists' behavior in agro-tourism, (b) determining the determinants of agritourists toward traveling intention in agro-tourism destinations, and (c) determining the determinants of different segment of agritourists toward traveling intention in agro-tourism destination. Data are totally collected from 409 agritourists who are traveling in 12 agro-tourism destinations where located in Rayong, Chantaburi, and Trat province. The statistical methods conducted in this research are descriptive statistics, structural equation model (SEM) and cluster analysis. The research finding shows six factors that affect agritourists travelling intention consist of attitude determinants, activity initiation, accommodation perspectives, amenities and advertising communication, accessibility standard and attractive creation. Moreover, there are three segments: Young Professional, Married Professional, and Empty Nesters. The results show that amenities and advertising communication has significant positive effect to agro-tourism travel intention in all segment. The activity initiation has significant positive effect to agro-tourism travel intention in overall and Young Professionals' perspective. However, the attractive creation has the effect negatively on agro-tourism travel intention by Young Professional perspective. The results of this study would help management to identify the determinants affecting agritourist's travel intention and implement an effective strategy to meet the agritourists' expectations in agro-tourism.

Keywords: Agro-tourism, Agritourist's Expectation, Eastern Coastal Region

Introduction

Nowadays, the characteristic of tourism is changed around the world. In Thailand, tourism is an activity encompassing economic, society and natural resources (Yang et al., 2010; Karampela et al., 2016). The tourists' motivation factors are the abundance of natural resource, arts and culture, history and uniqueness of tourist destination (Phandee and Pinthong, 2012). New generation of tourists' characteristic is dependent to seeking for new experiences and new activities (Koutsouris et al., 2014). Agro-tourism, in Thailand, is strongly activated and promoted by the government which its benefit offers agricultural products of local community to be widely well known. The phenomenon of urban agricultural in the globe had rapidly increased since 1990s (Yang et al., 2010). Hence, the trend of agro-tourism had been promoted officially throughout Thailand since 1995 (Na Songkhla, and Somboonsuke, 2012).

At present, Office of Agricultural Economic presents the 1,213 agro-tourism destinations from all region of Thailand; they are divided into 969 belonging to local community tourisms, 87 belonging to government responsibility and 163 belonging to Agricultural Learning Center (ALC). Most agritourists prefer to travel in short term with participating in physical activities and some of them prefer to stay overnight in the local community such home stay to observe and perceive the experience of local way-of-life (Bureau of Farmer Development, 2005). McGehee, Kim, and Jennings (2007) indicated three elements of agro-tourism; independence, contribution to community and diversity of product. In addition, agro-tourism enlarged the positive attitude for local people and brought new awareness of environment and culture toward local community (Lopez and Garcia, 2006).

The successful of agro-tourism development is benefit to local community; economic, financial performance, new local businesses establishment, employment opportunity, developing the competency of local people and training, knowledge value, cultural exchange and conservation of local agricultural resources, that affects to be sustainable in agricultural resources used in agro-tourism (Kumbhar, 2012; Na Songkhla and Somboonsuke, 2013; Schilling et al., 2014; Kaminska and Mularczyk, 2015).

Tourism industry inevitably plays a substantial role in the economy (Goeldner and Ritchie, 2012) that affects to creation of agro-tourism sustainable development, tourists' activities have to conserve, preserve and respect the social believable, cultural awareness and natural resources of local destination. Moreover, the increasingly of sustainability in each agro-tourism must concern undertaking of research and capacity building in physical activities on different aspects regarding local policies, and its development, management, regulation, and similar issues of public concern. (World Tourism Organization, 2007). However, the Agro-tourism destinations are able to welcome agritourist in the short period; only in cultivation period about 3 months per year. Thus, the study of agritourist's expectation in agro-tourism around Eastern Coastal Region of Thailand will be beneficial to improve the quality, efficiency and effectiveness in agro-tourism of Thailand for attaining the intention of agritourist for being more frequent of their travelling.

Literature Review

Eastern Region of Thailand

Tourism Authority of Thailand: TAT (n.d.) indicates Thailand is known as a kingdom of farmers, and its rice, silk and food products are recognized all over the world. There are 6 region of Thailand; North, Northeast, Central, West, South and East. The Eastern region of Thailand is the mixture of mountain and the sea, where it characterized by mountain ranges and several river basins that flow into the Gulf of Thailand. there is divided into 7 provinces; Chonburi, Rayong, Chanthaburi, Trat, Chachoengsao, Prachinburi and Sa Kaew. The main attractions are beautiful beaches and various islands where are the famous coastal location of Rayong, Chanthaburi, Trat and Chonburi. Moreover, Eastern region is not a location for the sand, the sea and sun but also make up an integral part of agricultural produce such as fruits crop, its rural and agricultural traditions and close village communities.

The best location of agro-tourism in Coastal Eastern Region of Thailand is Rayong, Chanthaburi and Trat province which indicates the Eastern region embraces perfect geographical, climate, and soil conditions for growing fruits. The briefly conceptualization to identify both provinces are; 1) "Rayong" is marked by series of mountains interspersed by flat plains and large tracts of forest and fruit plantation. This province is famous for its interesting tourist attractions and regional fruits such as pineapples, durians and rambutan. There are total 14 Agro-tourism destinations. 2) "Chanthaburi" means "the city of the Moon".

It is a busy gem-mining center, particularly noted for its sapphires and rubies. Chanthaburi is also renowned for tropical fruit (rambutan, durian and mangosteen), rice noodles, and Chanthaboon mats. There are total 18 agro-tourism destinations. And 3) “Trat” is combine with long white sandy beaches, unspoiled coral reefs and fifty-two of the islands off Trat’s coastline. Moreover, Trat is a major fruit-growing and fishing area. There are total 13 agro-tourism destinations (Phachong et al., 2002; Somnuek, 2005).

Agro-tourism

Tourism is a physical space where tourists select to travelling and recreation for best experience. Agro-tourism has high potential to provide the best benefit to local community, not only in agriculturists, but also in off-farm activities such as transportation, accommodation, agriproduct and agriservices (Carlos et al., 2009). Agro-tourism is a kind of tourism which Phillip et al. (2010) defines the meaning of agro-tourism within 3 criteria; the nature of contact between tourists and agricultural activities, presenting products based on a “working farm” and level of authenticity in the agro-tourism experience. In addition, Na Songkhla and Somboonsuke (2012) offer the definition of agro-tourism where has to combine agricultural activities and tourism services.

Moreover, Karampela et al. (2016) indicates the general factors, to develop agro-tourism, have to concern into 2 main factors which are products and services. At present, agro-tourism has been defined to a set of activities that combines with products, services, and experience of agriculture (Maneenetr et al., 2014). Agritourists can also be educated the important from rural areas such as knowledge of agro-tourism and the uniqueness of rural landscapes by the local community.

Agro-tourism based on “farm tourism” enhances the level of tourists by attractive agricultural activities in farming life and production activities. However, the interesting factors to motivate agritourists consist of accommodation for recreation, entertainment or education activities (Carpio et al., 2008). Office of Agricultural Economic (2016) classifies the agro-tourism into 5 taxonomies; 1) Agricultural such as orchard tourism, flora tourism, herbal tourism and etc. 2) Forest such as natural forest and reforestation 3) Fishery 4) Livestock and animal farm and 5) Local education of cultural festival and local life.

In tourism destination management, six core components of tourists’ attraction in tourism destinations: attractions, accessibility, amenities, available package, activities and ancillary service (Buhalis, 2000). These components are widely considered. In addition, Kumbhar (2012) and Maneenetr and Ha Tran (2014) present the components of agro-tourism following tourists’ demand which apply seven aspects: attitudes, attractions, accessibility, accommodations, activities, amenities, advertising and souvenir shop. However, the components of agro-tourism have to create and combine the education values with a part of tourists’ experience and concern the benefit to tourists’ expectation.

One of the most attraction for tourists’ expectation is agricultural activities that have been divided into three types; firstly, direct contact means a tangible feature in tourists experience such as milking a cow and harvesting a crop; secondly, indirect contact mentions to a secondary connecting to agricultural activities within tourists’ experience such as crop maze or food processing; finally, passive contact indicates to operate independently and only farm is held on in common such as outdoor activities (Phillip et al., 2010). Nowadays, agro-tourism’s conceptualization is changed by encouraging the agritourists to participate in economic activities; a social practice and making agritourist’ satisfaction from their expectation (Karampela et al., 2016).

Agritourists' expectation

The expectation is important factor to attract and motivate tourists to participate in tourism industry. Expectation has been considered imperatively in explaining individuals' behavior particularly their economic behavior (Olson & Dover, 1979). Moreover, expectation is generally referred to as a prediction in the mind of the consumer about the anticipated results or performance of the product/service transaction in the future (Higgs et al., 2005). Destination's owner should concern and consider all expectation to fulfil the best perception and awareness of tourists' demand. The agritourists' expectation can be enhanced by the development of agro-tourism products and services that present location, environment, agricultural products local community, and including with agro and eco-tourism activities.

The concepts to promote agro-tourism products among the tourists 'expectation, are increasing of agricultural knowledge; some travel agencies request the local community as tour guide and agro-tourism as added-value activities in destination (TTR Weekly, 2016). However, Agriservice is required from agritourists which can attract the new target market group such as teenagers or students or incentive tourists (Kaminska and Mularczyk, 2015). A review of several recent tourism studies (Fountain et al., 2010, Kim, 2012, Lee et al., 2011 and De Rojas and Camarero, 2008) reveals that existing studies were understanding the expectation as a standard of actual product and service, and examining the consequences of expectation through satisfaction and quality perceptions.

Kumbhar (2012) proposed 18 items regarding to agritourists' expectation: attractive locations, convenience location, peace and quiet, comfort of interacting with service providers, interpersonal congruency, countryside accommodation, clean and green environment, food image, chance to be involved in farm, education value, entertainment value, security and trust, adequate parking facilities, participation in rural festivals, purchasing opportunities, primary health care, interact with rural people, and continue of relationship with farmer. On the other hand, Kaminska and Mularczyk (2015) summarized that determinations of agritourists' requirement in agro-tourism destination; there are convenient transportation, geographic environmental characteristics, level of agritourist' service, agritourist farm facility, quality of education aspect, the purchase of local products, varieties of agritourist physical activities, participation in rural activities and the like of social characteristic and lifestyle. However, there are many researchers focused on eight components which is called 8 As: attraction, accessibility, activity, amenity, ancillary service, accommodation, advertising, attitude (Kumbhar, 2012; Maneenet and Ha Tran, 2014).

However, the researchers was summarized the agritourists' expectation from many documentary researches. Then, the eight tourism components was introduced and applied to study agro-tourism travel intention around Eastern Coastal Region of Thailand with the following elements:

1. **Attraction** is something that makes tourist impress, interest, or liking; it can be the knowledge and enjoyment of tourism. The attractions of the tourism vary depending on the needs and interests of each tourist group. Moreover, agro-tourism attraction enhances the knowledge of agriculture along with leisure and entertainment. Tourists can experience the agricultural lifestyle, traditions, culture of the local communities, who participate in various agricultural activities to improve skills, exchange agricultural knowledge, enjoy the several of entertainment, or purchase the agricultural products and community products.

2. **Accessibility** is an important factor that comforts tourists to travel to tourist destination. This implies the routes or transport networks that tourists can easily access to the tourist destinations.
3. **Activity** is considered as the heart of tourism products for travelers seeking experience. Tourist attractions require activities for tourists to participate and attract the tourists. Activities of agro tourism are classified by Thailand Institute of Scientific and Technological Research (TISTR) into six categories: 1) products display or demonstration such as display the procedures of planting paddy, 2) agricultural activities by tourists' participations such as fruit gathering, 3) home stay, 4) agricultural knowledge training which provides agricultural knowledge and the wisdom of villagers such as fruit preservation, 5) agricultural products distribution such as selling flowers, fresh fruits, and 6) agricultural business offering.
4. **Amenity** means the facilities provided by tourism destinations in order to facilitate the needs of tourists to achieve maximum satisfaction. For instance, the transportation and meal are provided for facilitating tourists.
5. **Ancillary service** will require various services to facilitate tourists such as tourist centers, banks, ATMs, hospitals, gas stations, etc.
6. **Accommodation** is facilitated tourists traveling to provide the tourists for stay overnight or taking the rest for longer. The component of accommodation consists of comfort, convenience, suitable price, types of accommodation, and sufficiency.
7. **Advertising** means the communication channels to disseminate the information of tourism destination, activities from the tourist attraction to agricultural tourists.
8. **Attitude** means the opinion or attitude of tourists toward the agricultural tourism and local community to participate in agricultural destination.

Research Objectives

The main objectives of this study are as followed:

1. To explore the agritourists' behavior in agro-tourism.
2. To determine the determinants of agritourists toward traveling intention in agro-tourism destinations.
3. To determine the determinants of different segment of agritourists toward traveling intention in agro-tourism destinations.

Research Methodology

The purpose of this study is analyzing and examining the attributes affecting the agritourists' travel intention around Eastern Coastal Region of Thailand.

Data collection

As Structural Equation Modelling (SEM), the sample size should meet the statistical requirement of SEM to ensure the quality of the results that the minimum sample size of SEM should not be less than 200 (Weston and Gore, 2006). The samples were 409 agritourists who preferred to travel in agro-tourism around Eastern Coastal Region of Thailand.

The data collection was completed in one month (1- 31 May, 2017). The instrument of data collection is questionnaire. The researchers identified 12 locations of agro-tourism where located in Eastern Coastal Region of Thailand: 4 places in Rayong, 4 places in Chantaburi, and 4 places in Trat. The questionnaires were distributed in a particular destination. Hence, the observations were selected by using convenience sampling by asking the persons who used to come to travel in the agro-tourism destinations around Eastern Coastal Region of Thailand.

Measurement

A research instrument was developed by researchers, which was a questionnaire, by gathering useful data from previous studies as stated and cited in literature review. The developed questionnaire was validated by 3 specialists in tourism industry. A questionnaire consisted of four parts. The first part, agritourists were required to brief the demographic characteristics that were age, gender, status, education level, occupation and salary. The second part was agritourists' behavior based on general information and activities' interesting in tourists' destination. Part three of questionnaire consisted of 42 items, were selected to identify the main expectations of tourists that would encourage the agritourists to participate in agro-tourism. All items were measured by a 5-point Likert scale ranging from 1 - 5: 5 is 'very high expectation', 4 is 'expectation', 3 is 'neutral', 2 is 'low expectation', and 1 is 'very low expectation', respectively. Finally, the recommendation was suggested to motivate agritourists to travel agro-tourism in Eastern Region of Thailand.

Data Preparation and Data Analysis

According table 1, the majority of respondents' gender is female. Most of their educational background is bachelor degree with the income between 10,001 – 30,000 baht.

Table 1. Agritourists' demographic characteristics

Agritourists' demographic characteristic		Frequency	Percentage
Gender	Male	158	38.6
	Female	251	61.4
Education Level	Below Bachelor Degree	77	18.8
	Bachelor Degree	216	52.8
	Above Bachelor Degree	116	28.4
Income	Lower than 10,000 baht	79	19.3
	10,001 – 20,000 baht	110	26.9
	20,001 – 30,000 baht	105	25.6
	30,001 – 40,000 baht	44	10.8
	Above 40,000 baht	71	17.4

The behavior of agritourists for traveling at agro-tourism is shown in table 2. For traveling in agro-tourism destination, the travelers prefer to travel with their friends or family approximately 4-6 persons per group. They will travel in agro-tourism for one-day trip. The interesting ticket package should include fruit buffet and also the activities provided by the tourist destination. The acceptable ticket price range is between 270 and 400 baht.

Table 2. Agritourists' behavior for traveling in agro-tourism

Agritourists' behavior for traveling in agro-tourism		Frequency	Percentage
Number of Travelers	1-3 persons	76	19.0
	4-6 persons	183	45.9
	7-9 persons	62	15.5
	10 and above	78	19.5
Whom do you like to travel with?	Alone	8	2.0
	Family	160	39.1
	Friends	195	47.7
	Organization/Club/Foundation	46	11.2
The package of purchasing the ticket	Visiting the sightseeing	51	12.6
	Visiting the sightseeing + Buffet	114	28.1
	Visiting the sightseeing + Buffet + Activities	240	59.3
Duration of traveling in agro-tourism	Half day	91	22.5
	1 day	206	51.0
	2 days	74	18.3
	3 days and above	33	8.2

The assumptions of Structural Equation Model (SEM) should be addressed. The researchers are careful about missing value, normality test, and outlier detection. Skewness and kurtosis values for normality detection should be in acceptable range: positive 3 and negative 3. According to research data, both values of each indicator are in the range. All data are normally distributed. Based on these assumption and data preparation, the researchers have investigated and addressed these problems.

According to the exploratory factor analysis (EFA), it was conducted to identify the factor structure of the measure with an eigenvalue should be more than 1. In addition, the indicators which have small communalities values are eliminated from the analysis. The cutoff value in communalities values should be 0.4. Hence, there are 40 items in this analysis which are classified into 7 determinants: 1) Attitude 6 items, 2) Activity Initiation 7 items, 3) Accommodation Perspectives 6 items, 4) Amenities and Advertising Communication 8 items, 5) Accessibility Standard 7 items, 6) Attractive Creation 4 items, and 7) Attending Intention 2 items.

The test of reliability: Cronbach's alpha is applied to investigate the reliability in each construct. The value indicates high consistency and should be above 0.7 (Knapp & Mueller, 2010). Cronbach's Alpha values, in table 3, are between 0.805 and 0.883 which are high consistency in every construct. Finally, the instrument is suitable for further analysis on Structural Equation Model (SEM) to investigate which constructs impact attending agro-tourism travel intention.

Table 3. Factor Loading and Reliability of each determinants

	Factor Loading	Reliability
Factor 1 Attitude Determinants		
Agricultural tourist destination is safe.	.735	0.856
People in community are friendly to travelers.	.733	
People in community have good relationship with travelers.	.726	
Agricultural tourist destination has been taken care continuously.	.664	
Agricultural tourist destination has been promoted by community.	.571	
Agricultural tourist destination has clean environment.	.551	
Factor 2 Activity Initiation		
Agricultural tourist destination has Philosophy of Sufficient Economy activities.	.757	0.874
Agricultural tourist destination has training about agricultural knowledge.	.692	
Agricultural tourist destination has various agricultural activities.	.691	
Agricultural tourist destination has activities for travelers to participate.	.646	
Agricultural tourist destination has activities for family to participate.	.629	
Traveler has shared the experience with local tour guide through agricultural activities.	.579	
Agricultural tourist destination has agricultural products to sell.	.506	
Factor 3 Accommodation Perspectives		
The accommodation is provided sufficiently.	.744	0.883
Agricultural tourist destination has provided the accommodation.	.741	
The price of accommodation is fair.	.699	
Various types of accommodation such as homestay, camping.	.697	
Accommodation is comfortable.	.605	
Accommodation is clean and neat.	.542	
Factor 4 Amenities and Advertising Communication		
Agricultural tourist destination has brochure and instruction manual.	.607	0.876
Agricultural tourist destination has learning information description.	.590	
Traveler can comfortably find the information of agricultural tourism.	.572	
Agricultural tourist destination has video of destination presentation	.566	
Agricultural tourist destination provides transportation.	.551	
Local tour guide gives presentation to travelers.	.546	
Agricultural tourist destination has various information channels.	.543	
Agricultural tourist destination has cooked by using the local agricultural product.	.400	

Factor 5 Accessibility Standard		
Agricultural tourist destination can be accessed conveniently.	.750	0.860
Agricultural tourist destination provides parking space comfortably.	.650	
Agricultural tourist destination has beautiful scenery.	.630	
The route to Agricultural tourist destination has been improved continuously.	.566	
The route to Agricultural tourist destination is safe.	.534	
The sign to Agricultural tourist destination is clear.	.475	
Infrastructure has been developed to support travelers.	.457	
Factor 6 Attractive Creation		
Agricultural tourist destination do organic farm with various products.	.578	0.805
Agricultural tourist destination has organic learning center.	.572	
Agricultural tourist destination has story of agriculturists' lifestyle.	.561	
Agricultural tourist destination has natural environment scenery.	.499	
Dependent variable: Attending Intention		
You intend to visit Agricultural tourist destination in future.	.712	0.851
You intend to visit new Agricultural tourist destination.	.683	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 15 iterations.

Furthermore, the respondents are classified into three segments. The attribute to separate each segments in this study is demographic information. As well as, the statistical technique applied in identifying the segment of respondents is cluster analysis. Based on the results, the attributes that are able to classify consist of age, marital status, and income. According to the characteristic of each segment, the researchers separate into three clusters which are named as Young Professional, Married Professional, and Empty Nesters because the age is the good criteria to separate them. The characteristics of each group are shown into table 4.

Table 4. Characteristics of each segment

Attributes	Overall	Segmentation ¹		
		Young Professional ²	Married Professional	Empty Nesters ³
Age		15 - 29	30 – 44	45 – 60
Marital		Single	Single	Married

¹ <https://www.analyticsvidhya.com/blog/2013/08/importance-segmentation-create/>

² <http://en.unesco.org/careers/young-professional>

³ <http://www.authorviews.com/authors/brown2/obd.htm>

Attributes	Overall	Segmentation ¹		
		Young Professional ²	Married Professional	Empty Nesters ³
Education		Bachelor	Bachelor	Bachelor
Income (Baht)		10,001 – 20,000	20,001 – 30,000	20,001 – 30,000
Number of Travelers (Persons)		7 – 9	4 – 6	4 – 6
Attitude Determinants	4.39	4.32	4.43	4.43
Activity Initiation	4.14	4.10	4.18	4.13
Accommodation Perspectives	4.13	4.11	4.14	4.13
Amenities and Advertising Communication	4.10	4.12	4.08	4.13
Accessibility Standard	4.24	4.21	4.26	4.27
Attractive Creation	4.25	4.21	4.27	4.32
Attending Intention	4.29	4.25	4.30	4.39
Percentage of Observation		36%	48%	16%

Note: Bold and italic numbers present the values above the average.

According to Young Professional segment, the age is between 15 – 29 years old with the income between 10,001 – 20,000 baht. They would like to travel with friends between 7 – 9 persons. The amenities and advertising communication are important to them for traveling in agro-tourism destination. However, this segment has the lowest attending intention to travel in agro-tourism.

Segment 2, Married Professional, has the age between 30 – 44 years old with income between 20,001 – 30,000 baht. They would like to travel with friends between 4 – 6 persons. The attributes that are important to them to travel in agro-tourism consist of attitude determinants, activity initiation, accommodation perspectives, accessibility standard, and attractive creation. This segment is the second rank in having attending intention to travel in agro-tourism.

Lastly, Empty Nesters segment, the age is between 45 – 60 years old with income between 20,001 – 30,000 baht. They still would like to travel with friends between 4 – 6 persons. The attributes that are important to them to travel in agro-tourism consist of attitude determinants, amenities and advertising communication, accessibility standard, and attractive creation. This segment has highest attending intention to travel in agro-tourism.

Table 5. Fit statistics of the final model

Model	N	CMIN/DF	GFI	AGFI	NFI	IFI	CFI	RMR	RMSEA
Final Model	409	1.699	0.872	0.827	0.902	0.905	0.902	0.040	0.029

According to table 5, the model is acceptable because degree of freedom (CMIN/DF) should not exceed 3.00 (Kline, 2004). Although GFI and AGFI are lower than the recommended threshold of 0.90, they are not relied upon as standing alone index (Hooper, Coughlan, & Mullen, 2008) because the values are affected by the sample size. NFI and IFI are recommended to be good fit when its value is greater than 0.90 (Bentler & Bonett, 1980). The value of CFI should be higher than 0.95 (Hu & Bentler, 1999). The threshold of RMR and RMSEA to indicate suitable fit model should be below 0.06 (Hu & Bentler, 1999)

Table 6. The standardized estimation between determinants and attending intention

Dependent Variable: Attending Intention	Overall	Young Professional	Married Professional	Empty Nesters
R ²	0.558	0.599	0.528	0.674
Attitude Determinants	0.140	0.243	0.099	-0.055
Activity Initiation	0.234**	0.658***	0.194	-0.088
Accommodation Perspectives	-0.011	0.041	-0.082	-0.080
Amenities and Advertising Communication	0.538***	0.326*	0.453**	0.700***
Accessibility Standard	0.058	-0.002	0.085	0.252
Attractive Creation	-0.160	-0.481**	0.037	0.089

* p < 0.1, ** p < 0.05, *** p < 0.001

According to effect analysis as shown in table 6, in overall perspective, activity initiation, amenities and advertising communication have significantly positively affected the attending intention with standardized effect 0.234 and 0.538, respectively. Moreover, the effect has been analyzed into each segment. For Young Professional perspective, activity initiation and amenities and advertising communication have significantly positively affected the attending intention with standardized effect 0.234 and 0.538 whereas attractive creation has significantly negatively affected with standardized effect -0.481.

For middle and Empty Nesters, the significant determinant that has the effect to attending intention in agro-tourism is only amenities and advertising communication with standardized effect 0.453 and 0.700, respectively. According to the result, amenities and advertising communication are significant for all segments. Hence, the agro-tourism destinations should be able and hurry to communicate and promote their destinations to persuade them to travel to their destinations.

Discussion and Conclusion

The research finding shows the effect between 6 determinants and agritourists travelling intention in agro-tourism. Six factors that affect agritourists travelling intention consist of attitude determinants, activity initiation, accommodation perspectives, amenities and advertising communication, accessibility standard and attractive creation. This result is quite similar to the previous researches from Kumbhar (2012); Maneenetr and Ha Tran (2014).

However, the difference of agritourist's travel intention toward agro-tourism around Eastern Coastal Region of Thailand is ancillary service; agritourists do not require the comfortable and other services during agro-tourism trip. They would like to be harmonized with natural environment as much as possible.

However, Agro-tourism destinations in Eastern Coastal Region should still prepare and develop their destinations following the mentioned six factors of agritourists travelling intention to attract and motivate agritourists travelling to obtain higher level of agritourists' satisfaction and loyalty. However, the demographic of agritourists, three age ranges are considered and classified into three categories; young professional, married professional and empty nesters.

The components affecting to young professional are activity initiation, amenity and advertising communication, and attractive creation factors because they like to explore the new activity. In addition, they are able to access and get the information through social media and technology comfortably. Thus, they prefer to travel in agro-tourism where provide the basic facilities to make them satisfy.

Currently, they perceive that the agro-tourism destination is not attractive which affect behavioral intention to travel negatively. The married professional and empty nesters concern only one factor which is amenity and advertising communication to motivate them to travel in agro-tourism destination. The information of agro-tourism should be disseminated widely including with amenities information.

The amenities should be provided to support the tourists' traveling. Despite the affecting agritourists traveling results are divided by following three aging categories, it is easy to refer to owner of agro-tourism developing in order to attract agritourists to travel in their agro-tourism. If the owner can manage their agro-tourism destination as following as the components in each segment, it will be benefit to convince the tourists to travel their agro-tourism.

Recommendations

According to the study of agritourist's expectation, the recommendations are described as following:

1. In overall perspective and every segment, travelers would like to know the information of each destination. They miss the useful information for their learning; they would like to reach the information easily. The advertising communication instruments, such video, brochure, social media, should be used to disseminate the information and to promote the agro-tourism activities. In addition, the local tour guide is also recommended to welcome, guide and facilitate the tourists during their visiting.
2. In overall perspective and Young Professional, the agro-tourism destination should provide various activities to agritourists. Activities are able to persuade the tourists' interest to travel in agro-tourism such as picking fruits, leaning to grow some fruits or studying the sufficiency Economic Philosophy in agro-tourism destinations. For illustration, the activities that relate to Philosophy of Sufficient Economy, are trendy and conform to Thailand 4.0 policy. The tourists are ready and interested to learn for gaining agricultural knowledge.

3. Lastly, for Young Professional, the people in this generation are looking for entertainment and challenging activities. The learning of organic farm or agriculturists' lifestyle might not be interested to them. Agro-tourism business owners should provide the challenging activities such as adventure stations, zipline, quickjump or jungle coaster as in Pong Yang at Chiang Mai (Source: <http://pongyangadventure.com>).
4. Agro-tourism destination has to develop the modern technology to support the information announcement, accommodation reservation system to interact and motivate the new generation travelling that affects to increasing revenue and agritourists' satisfaction.

Further research

The components of research in this study might not enough to motivate agritourist to travel in agro-tourism destinations. Marketing strategy should be mixed in study because lacking of communication or marketing strategy are disadvantage. Nobody knows what the interesting activities provided to tourists. In addition, agro-tourism destinations' characteristics are different in each region; the research model can be modified and adapted into other regions. For instance, paddy planting is mainly agriculture activity in center of Thailand, the research model to foster the agro-tourism destination in the center of Thailand can be adopted to improve the quality of agro-tourism destination.

Acknowledgement

The authors would like to thank Burapha University International College for the research grant. The author gratefully acknowledges the support.

References

- Bureau of Farmer Development. 2005. *The handbook of Agrotourism Management*, Department of Agricultural Extension. Bangkok: Bureau of Farmer Development.
- Buhalis, D. 2000. Marketing the competitive destination of the future. *Tourism Management*, 21(1): 97-116.
- Carlos, A. et al. (editor). 2009. *Agro-Industries for Development*. Caracalla: CAB International and FAO.
- Carpio, C.E., Wohlgenant, M.K. and Boosaeng, T. 2008. The Demand for Agritourism in the United States. *Journal of Agricultural and Resource Economics*, 33: 254-269.
- De Rojas, C. and Camarero, C. 2008. Visitors' experience, mood and satisfaction in a heritage context: Evidence from an interpretation center. *Tourism management*, 29(3), 525-537.
- Fountain, J., Espiner, S., & Xie, X. 2010. A cultural framing of nature: Chinese tourists' motivations for, expectations of, and satisfaction with, their New Zealand tourist experience. *Tourism Review International*, 14(2-3), 71-83.
- Goeldner, C. R. and Ritchie, J.R.B. 2012. *Tourism: Principles, Practices, Philosophies*. 12th edition. New Jersey: John Wiley & Sons, Inc.
- Higgs, B., Polonsky, M. J., & Hollick, M. 2005. Measuring expectations: forecast vs. ideal expectations. Does it really matter? *Journal of retailing and consumer services*, 12(1), 49-64.

- Kaminska, W. and Mularczyk, M. 2015. Development of agritourism in Poland: a critical analysis of students' expectations of agritourism farms. *Miscellanea Geographica – Regional Studies on Development*, 19(4): 44-55.
- Karampela, S., Kizos, T. and Spilanis, I. 2016. Evaluating the Impact of Agritourism on Local Development in Small Islands. *Island Studies Journal*, 11(1): 161-176.
- Kim, D. J. (2012). An investigation of the effect of online consumer trust on expectation, satisfaction, and post-expectation. *Information Systems and E-Business Management*, 10(2), 219-240.
- Koutsouris, A., Gidarakou, I., Grava, F. and Michailidis, A. 2014. The phantom of (agri) tourism and agriculture symbiosis? A Greek case study. *Tourism Management Perspectives*, 12: 94-103.
- Kumbhar, V.M. 2012. Tourists Expectations Regarding Agritourism: Empirical Evidences from Ratnagiri and Sindhudurg District of Konkan (Maharashtra). *Online International Interdisciplinary Research Journal*, 2(3): 82-90.
- Lee, S., Jeon, S. and Kim, D. 2011. The impact of tour quality and tourist satisfaction on tourist loyalty: The case of Chinese tourists in Korea. *Tourism Management*, 32(5), 1115-1124.
- Lopez, E.P. and Garcia, F.J.C. 2006. Agrotourism, sustainable tourism and Ultraperipheral areas: The case of Canary Island. *Journal of Tourism and Cultural Heritage*, 4(1): 85-97.
- Maneenetr, T., Naipinit, A. and Ha Tran, T. 2014. Guidelines to promote Local Community participation in Developing Agrotourism: A Case Study of Ban Mor Village, Sam Sung District, Khon Kaen Province, Thailand. *Asian Social Science*, 10(9): 178-186.
- Maneenetr, T. and Ha Tran, T. 2014. Improving the Potential of Agricultural Areas for development of Agrotourism: A Case Study of Ban Mor Village, Sam Sung District, Khon Kaen Province. *Mediterranean Journal of Social Sciences*, 5(23): 533-539.
- Na Songkhla, T. and Somboonsuke, B. 2012. Impact of agro-tourism on local agricultural occupation: A case study of Chang Klang District, Southern Thailand. *Journal of Agricultural technology*, 8(4): 1185-1198.
- Na Songkhla, T. and Somboonsuke, B. 2013. Interactions between Agro-Tourism and Local Agricultural Resources Management: A Case Study of Agro-Tourism Destinations in Chang Klang District, Southern Thailand. *Discourse journal of Agriculture and Food Sciences*, 1(3): 54-67.
- Office of Agricultural Economic. 2016. *KOFC the opening of income analysis in Agricultural after the pushing forward Agrotourism in long vocation*. Retrieved April 30, 2017, from http://www.oae.go.th/ewt_news.php?nid=22762&filename=new
- Olson, J. C., & Dover, P. A. (1979). Disconfirmation of consumer expectations through product trial. *Journal of Applied psychology*, 64(2), 179.
- Phachong, S., et al. (editor). 2002. *Rayong*. Bangkok: P.S.P.
- Phandee, M.C. and Pinthong, P. 2012. The Agricultural Areas Potential Development for Agro-Tourism Using Geographic Information System. *International Journal of Innovation, Management and Technology*, 3(6): 647-650.
- Phillip, S., Hunter, C. and Blackstock., K. 2010. A typology for defining agritourism. *Tourism Management*, 31: 754–758.
- Schilling, B.J., Attavanich, W. and Jin, Y. 2014. Does Agritourism Enhance Farm Profitability? *Journal of Agricultural and resource economics*, 39(1): 69-87.

- Somnuek, P. 2005. *The Colorful of Tourism in Thailand*. Bangkok: J.B. Publishing.
- Tourism Authority of Thailand. n.d. *Agro-tourism: Green Travel in Thailand*. Bangkok: Tourism Authority of Thailand.
- TTR Weekly. 2016. *TAT spotlights agro-tourism*. Retrieved May 20, 2017, from <http://www.ttrweekly.com/site/2016/02/tat-spotlights-agro-tourism/>
- Weston, R., & Gore, P. A. (2006). A brief guide to structural equation modeling. *The counseling psychologist*, 34 (5), 719 - 751.
- World Tourism Organization. 2007. *Sustainable Tourism Indicators and Destination management: Regional Workshop Kolašin, Montenegro*, 25-27 April 2007. Retrieved May 2, 2017, from <http://sdt.unwto.org/sites/all/files/pdf/finrep.pdf>
- Yang, Z., Cai, J. and Sliuzas, R. 2010. Agro-tourism enterprises as a form of multi-functional urban agriculture for peri-urban development in China. *Habitat International*, 34: 374-385.