

COMMUNITY MANAGEMENT TO STRENGTHEN THE LOCAL ECONOMY OF AGRITOURISM COMMUNITY ENTERPRISES

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ABSTRACT

The objectives of this paper are 1) to study the situation and needs of community management to strengthen the local economy of agritourism community enterprises, and 2) to create community management innovations in the development of product and service production capacity to strengthen the local economy of agritourism community enterprises. The study area was determined in Thakha Subdistrict, Amphawa District, Samut Songkhram Province. The sample of the research consisted of (1) community leaders, (2) member groups, and (3) representatives of the chairman and community enterprises, a total of 30 people. Group discussions, data analysis, using content analysis.

The results of the study show that the community management situation has a need for packaging development and brand identity building of community products. The result of creating innovations in community management in terms of developing the capacity to produce goods and services. In terms of marketing promotion, to strengthen the local economy of agritourism community enterprises. In terms of developing the production capacity of products and services, the company has created "Coconut Sugar Packaging Community Products with Logos that Reflect the Strengths of the Community", focusing on packaging designs that reflect local identity and are environmentally friendly. As a result, the product stands out and creates recognition in the market by focusing on the efficient use of local resources and the reuse of waste materials, which reduces production costs and meets the needs of environmentally conscious consumers, encouraging community enterprises to develop sustainably. Strengthening the community's basic economy.

Keywords: Community Management, Local Economy, Agritourism Community Enterprises

INTRODUCTION

Infrastructure economic development is an important mechanism that can help strengthen local communities. Especially in agricultural tourism community enterprises, which are not only the main source of income for the community. It also serves to preserve and promote local culture. The increasing economic competition in the modern era has forced these community enterprises to adapt and increase their production capacity to produce goods and services that meet market needs in a sustainable manner. Kongsila, T. (2023) [1] pointed out that cooperation from all sectors in the community is indispensable in this development. In particular, effective management will lead to the production of quality products and long-term market expansion.

Farmers and entrepreneurs in the agro-tourism community are considered the main mechanism to drive the However, The importance of linking products with local lifestyle and culture, which will help increase the attractiveness and uniqueness of the product, which is an important factor in attracting tourists, Srisai, S. (2022) [2] further explained that such linkage will not only differentiate the product but also enhance the local community economy to be more sustainable. Especially products that lack quality and uniqueness to attract consumers. This problem is often caused by a lack of systematic development of production processes, as well as a lack of training in new technologies that will improve production efficiency. In addition, resource management and marketing remain major issues that have not been fully resolved. As a result, these community enterprises need to adapt to respond to changes in the tourist market with more diverse needs and expectations.

Local economy. However, they still lack the production and management skills needed to develop unique products. which can compete in a wide market. Ravanavik, K. (2023) [3] emphasizes the importance of training and developing skills in various fields for these farmers and entrepreneurs so

that they can adapt to economic changes and generate sustainable income for their communities. Effective management in the field of production Therefore, it is important to expand trade opportunities and increase the competitiveness of community enterprises.

Article on "Community Management to Strengthen the Local Economy of Agritourism Community Enterprises" aims to study and develop a community management model through the use of innovation to strengthen the production capacity of goods and services, and to link the community economy with agritourism. Increase the value of products in the community and create jobs for local people.

OBJECTIVE

1) To study the situation and needs of community management to strengthen the local economy of agricultural tourism community enterprises.

2) To create community management innovations in terms of developing the capacity to produce goods and services to strengthen the local economy of agricultural tourism community enterprises.

METHODOLOGY

This research determined the study area in Thakha Sub-district, Amphawa District, Samut Songkhram Province, and the researcher selected a total of 30 specific samples. Divided into 3 sub-groups. The first group consists of community leaders who play an important role in community management, such as community leaders and community enterprise chairmen. The second group is the chairman of a community enterprise in Tha Kha sub-district, Amphawa district, Samut Songkhram province, who has experience in managing community enterprises directly, and the last group is a member of a community enterprise in the same area (Etikan, I., Musa, S. A., & Alkassim, R. S, 2016). [4]

Tool creation and tool quality monitoring

Phase 1: Study of Situation and Needs Focus Group Interviews Use SWOT Analysis and Business Model Canvas (BMC) to assess the current situation and analyze the strengths, weaknesses, opportunities, and obstacles in developing the potential of the community.

Data Analysis

To obtain comprehensive and reliable research results. The researcher used qualitative data analysis using the content analysis method, which is an appropriate method for analyzing data obtained from interviews and group discussions (Krippendorff, K. 2018). [5] Categorize and analyze data to identify key issues.

RESULTS

1. Results of the study on the situation and needs of community management to strengthen the local economy of agricultural tourism community enterprises.

Table 1
A Study on the Situation and Needs of Community Management to Strengthen the local economy of Agritourism Community Enterprises Through SWOT analysis and Business Model Canvas (BMC)

SWOT Analysis:	
Strengths	Weaknesses
- Expertise in the use of local resources - Strong community support - There are various and unique tourist routes.	- Lack of effective training programs - The digital skills of the community are not enough. - Facilities for tourists must be developed.
Opportunities	Threats
- Growing agritourism trend - Opportunities to use technology and digital marketing - Establishing partnerships with external organizations	- Competition in the tourism market - Changes in tourist behavior - Resource and budget constraints
Business Model Canvas (BMC):	
1. Value Propositions	- Unique agritourism experience - Learning about local lifestyle and wisdom - Quality Community Products
2. Customer Segments	- Tourists who are interested in agricultural tourism - Those who are interested in learning about the community lifestyle

	• Consumers of Community Products
3. Channels	• Digital Marketing & Social Media • Community Tourism Network • Flea markets and community fairs
4. Customer Relationships	• Creating memorable experiences • Friendly service • Online Communication
5. Revenue Streams	• Tourism revenue • Distribution of Community Products • Learning Activity Fee
6. Key Resources	• Natural Resources and Tourist Attractions • Local Wisdom • Community Personnel
7. Key Activities	• Skill development and training • Agricultural Tourism Management • Community Product Production
8. Key Partners	• Government Agencies • Tourism organizations • Educational Institutions
9. Cost Structure	• Personnel Development Cost • Facility Renovation Costs • Marketing and PR costs

Source: Based on the analysis of data in the research field.

Table 1 shows the results of the study on the situation and needs of community management to strengthen the local economy of agricultural tourism community enterprises. Demonstrate the potential and challenges of sustainable development. The SWOT analysis points out key strengths, including expertise in the use of local resources. Community support and diverse and unique tourist routes. However, the community also faces challenging weaknesses, such as the lack of effective training programs. Digital skills are still insufficient, and tourist facilities still need to be developed. Analysis through the Business Model Canvas (BMC) shows that the business model should focus on human resource development along with promoting agrotourism. The emphasis is on creating value through training. The development of unique tourism experiences and sustainable development of the community economy. The use of digital technology and marketing, as well as building partnerships with organizations, is an important strategy to strengthen the community's basic economy. The results of this study suggest that the development of production skills The use of technology and management, along with building a cooperative network, will be the key to enhancing the potential of agritourism community enterprises in a sustainable manner.

2. Innovation in community management development of production capacity of goods and services. In terms of marketing promotion, to strengthen the local economy of agricultural tourism community enterprises by applying the results of the study in Item 1 to create innovations in community management. The production of products and services has resulted in "Coconut Sugar Packaging Community Products with Logos that Reflect the Community's Strengths", focusing on packaging designs that reflect local identity and are environmentally friendly. As a result, the product stands out and creates recognition in the market by focusing on the efficient use of local resources and the reuse of waste materials, which reduces production costs and meets the needs of environmentally conscious consumers, encouraging community enterprises to develop sustainably. Strengthen the community's local economy in the long run. It can be shown as Figure 1 as follows:

Figure 1
Coconut sugar packaging community products with logos that reflect the strengths of the community



Source: Based on the analysis of data in the research field.

CONCLUSION AND FUTURE WORK

1) The situation and needs of community management to strengthen the local economy of agricultural tourism community enterprises. The results of this study point out important results regarding the factors affecting the local economic development of agritourism community enterprises. The results show that community management should focus on three main areas: production of goods and services; These three aspects play an important role in strengthening the local community. In addition, the analysis of the community's strengths reveals the diversity of social capital that can be used as a basis for further development, especially the unique cultural heritage and the connection of diverse tourist routes that attract tourists. Human resource development through training programs that are appropriate to the specific needs of the community will help strengthen the management capacity of community members and increase the capacity to produce goods and services to meet the needs of the market. The results of this study are also in line with Boondaeng, P and Sitthanon, G (2023) [6] found that human resource development and network building are important factors in strengthening the capacity of agritourism community enterprises. In addition, research by Liang, A. R. D., & Wang, Y. C. (2022) [7] studying innovation during the COVID-19 pandemic has confirmed that the use of technology and the creation of collaborative networks are key to increasing business capacity and resilience. Community involvement in local resource management has been highlighted as the most important factor in the development of sustainable tourism. Therefore, the integration of knowledge from domestic and international research plays an important role in determining the development of agricultural tourism community enterprises to be strong and sustainable in the long term.

2) Innovation in community management in terms of developing the production capacity of goods and services to strengthen the local economy of agricultural tourism community enterprises. The results of the study show a clear effort to create community management innovations to strengthen the local economy of agritourism community enterprises. By developing communities in many important dimensions, such as product production, The results demonstrate a holistic approach to community development that covers all aspects. Whether it is in the production side by developing coconut sugar products, it is a clear example of the importance of adding value to local products. This development not only generates income for manufacturers, but also generates income. It is also a way to create a prominent identity for the community through unique products. The promotion of agricultural tourism in Tha Kha Floating Market is the use of existing natural resources and local culture. To generate income and distribute benefits to the wider community. This research is in line with the research of Suksaad, P. and Atiwattanpirom, T. (2024) [8] who found that the development of creative tourism should focus on community participation. This is in line with the approach used in the development of coconut sugar and the promotion of agritourism in this study, and in line with the research of Zhao et al. (2023) [9]; Chanthakit, P., Rodjam, C., Boonying, J., Suwannarat, T., Butdam, C., Chotianusorn, E. and

Phansuwan, B. (2022) [10]; Sitthiwarongchai, C., Rodjam, C., Sukmaitree, J., Ninaroon, P., Suwannarat, T., Butdam, C. and Chotianusorn, E. (2022) [11] which studied the development of community-based tourism. Networking and local product development.

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