

Learning Network to Promote and Develop Agro-Tourism Community Enterprises and Farmer Maid Network To Have The Capacity to Link the Network of Agricultural Tourist Routes According to The King's Philosophy, Samut Songkhram Province

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Abstract

This research is objective: 1) To study the condition and problems of implementation of community enterprises, agricultural tourism and farmers' maid network, Samut Songkhram Province. To manage the network of agricultural tourist routes of agricultural tourism community enterprises 2) To study the innovative elements of the learning network towards the promotion and development of agricultural tourism community enterprises and the farmer housekeeping network to have the capacity to link the agricultural tourist route network according to The King's Philosophy, Samut Songkhram Province 3) To develop innovative learning networks to promote and develop agricultural tourism community enterprises and farmer housekeeping networks to have the capacity to link the network of agricultural tourist attraction routes according to King's Philosophy, Samut Songkhram Province. The population in this research is members of the Agricultural Tourism Community Enterprises, Samut Songkhram Province, 250 people. Using research instruments, interviews and questionnaires, the average IOC value is 0.81 and the sentiment value is .91, rather than 0.80. Data analysis uses exploratory component analysis statistics, percentages, averages, standard deviations, and content analysis. The results showed that conditions and operational problems showed that there was no linkage to the network of agricultural tourism routes, 2) the exploratory elements of innovation, there were 3 elements and 22 component attributes, and 3) innovation development. Process 2 in network information technology according to King's Philosophy and Process 3 in network operations according to King's Philosophy.

Keywords: Linkage of Agro-Tourism Route Network / Community Enterprises / King's Philosophy.

Introduction competition-induced problems. In

Product development in line with conjunction with the study of the needs of consumers' eye values, modernization and local community enterprises, Samut

Songkhram province found that the operation of community enterprises in Samut Songkhram area, which produces products from coconuts, grapefruits, tiedye fabrics, shampoos, soaps and many others, but suffers from raw material collection problems, is planting and collecting produce. Since the descendants prefer to work in factories and companies in the city rather than farming and processing, which can send money to continue to care for the family, the production of goods from local wisdom will be lost (Sudthanom Tancharoen, 2016: 12-15). Moreover, one of the professions that the younger generation may want to become is a farmer, with a hectic life in the capital that is under pressure from many problems, it is more than just people who want to live a simple life to endure the ailments that come with food. And when one day everyone turns to growing their own organic gardening vegetables, agricultural knowledge becomes as interesting as the science of information about modern agriculture that everyone now wants to learn, but will bow to traditional farming with low yields but a lot of resources. Especially the proportion of water consumption compared to the average. Agriculture uses up to 75% of the country's water usage overview. Imagine if we could combine the expertise of older farmers with modern technology and apply them by the younger generation who are ready to learn and develop agriculture to produce good yields. Effective management and broadening of the agricultural market (Khanidda Kraisaniti and Rasman khamsri, 2016).

For the above reasons, it is of interest to affect the development of agricultural-minded young people to manage agriculture with modern innovation and technology, to be creative, to be able to become entrepreneurs, selfreliant and become local

agricultural leaders. At the outset, farmers will be central and design self-learning, as well as bringing development research results to the proposed approach to pushing policies, promoting learning network innovation towards promoting and developing agricultural tourism community enterprises. To further reinforce community solidarity. This is because community solidarity is important and is one of the indicators that will make community tourism sustainable, and it is also one of the elements that creates the power to drive community development in all dimensions because it helps to work together towards the goals set by the community and gives rise to the power to move the community in the desired direction, which affects the sustainable development of the community. As a result, the panel recognizes the importance of promoting community enterprises and developing community products. By studying the needs of executives and members of community enterprises, coupled with the needs of tourists in line with the government's policy of promoting tourism, major cities, secondary cities for economic and social development at the local level. To create a comprehensive agricultural promotion model, namely to develop quality production, develop quality production activities according to the community way, and market, agricultural products in the community have a royal approach to sustainability.

Research Objectives 1) To study the condition and problems of implementation of community enterprises, agricultural tourism and farmers' maid network, Samut Songkhram Province. To manage the network of agricultural tourist routes of agricultural tourism community enterprises.

2) To study the innovative elements of the learning network towards the promotion and development of agricultural tourism community enterprises and the farmer housekeeping network to have the capacity to link the agricultural tourist route network according to The King's Philosophy, Samut Songkhram Province. 3) To develop innovative learning networks to promote and develop agricultural tourism community enterprises and farmer housekeeping networks to have the capacity to link the network of agricultural tourist attraction routes according to King's Philosophy, Samut Songkhram Province.

Research Methodology

Population and sampling

It is divided into 3 groups: the first group is a study of the condition and problems of the implementation of agricultural tourism community enterprises and the farmers' maid network, Samut War province in managing the network of agricultural tourism routes of agricultural tourism community enterprises, i.e., a specific sample of volunteers joined the group, divided into 3 groups of 30 people. The second group is an analysis of the innovative elements of the learning network towards the promotion and development of agricultural tourism community enterprises and the farmer maid network to have the capacity to link the network of agricultural tourist attraction routes according to the King's Philosophy, Samut Songkhram province is a member of the agricultural tourism community enterprises, Samut Songkhram Province, 250 people. And the third group is the development of innovative learning networks to promote and develop agricultural tourism community enterprises and farmers' networks to have the capacity to link the network of agricultural tourist attractions according to The King's

Philosophy, Samut Songkhram province, i.e. the qualified group. 5 persons

Research Tools

Data collection tools include interviews, group discussions with environmental analysis methods, knowledge generation and transfer analysis, and the use of marketing principles in the production of agricultural products and services. The questionnaire averaged 25 IOC values equal to 0.80 versus 25 convictions, 25 equal to 0.91 rather than 0.80, with confidence values according to Cronbach's method (Cronbach, 1990) being very high, and in-depth interviews with critical interview methods, delving into individuals by interview.

Data analysis

Data analysis from interview data, group discussions using content analysis, innovation element analysis using critical component analysis using exploratory component analysis statistics and data analysis from suitability assessment using mean, standard deviation, and content analysis.

Findings

The results of the study, conditions and problems of implementation of agricultural tourism community enterprises and farmers' networks, Samut War provinces managed to link the agrotourism route network of agricultural tourism community enterprises.

Conditions and problems operating agricultural tourism community enterprises and farmer maid network, Samut Songkhram province in linking the agricultural tourist attraction route network to enhance the community economy, found that

there has not been a network of agricultural tourist routes yet.

The results of the analysis of innovative elements of

Table 1 Data suitability checks

enterprises and farmer housekeeping networks to have the capacity to link the

Questionnaire	Number of Questions (Variables)	KMO	Bartlett's Test Sphericity		
			Approx. Chi-square	df	Sig.
Linking the network of agricultural tourist routes	25	.790	3774.099	300	.000

the learning network to promote and develop agricultural tourism community

According to Table 1, the results of the data analysis in the analysis of the exploratory elements of learning network innovation towards the promotion and development of agricultural tourism community enterprises and farmers' networks to have the capacity to link the

network of agricultural tourist attraction routes according to The King's Philosophy, Samut Songkhram Province.

Samut Songkhram Province. When reviewing the preliminary agreement, it was found that the correlation matrix of all 25 variables was not an identity matrix, that is, all 25 variables were correlated enough to be able to continue analyzing the elements. (Bartlett's Test of Sphericity

Table 2 Statistical values after element extraction

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.052	24.208	24.208	6.052	24.208	24.208	3.598	14.392	14.392
2	3.707	14.827	39.035	3.707	14.827	39.035	3.414	13.655	28.047
3	3.323	13.293	52.329	3.323	13.293	52.329	3.313	13.251	41.299
4	2.065	8.260	60.589	2.065	8.260	60.589	3.194	12.776	54.074
5	1.558	6.233	66.822	1.558	6.233	66.822	2.224	8.896	62.971
6	1.117	4.469	71.291	1.117	4.469	71.291	2.080	8.320	71.291

network of agricultural tourist attractions according to The King's Philosophy,

Approx. Chi-Square = 3774.099, df = 300,

Sig. = .000) (Kalya Vanisbunsha, 2013) Considering the variable list, the overall sample selection adequacy (MSA) value is .790 and the range of sample selection sufficiency (MSA) of all 25 variables is 0.99-0.90, which is greater than 0.5.

The researchers determined the exploratory elements of the innovation of the learning network to promote and develop agricultural tourism community enterprises and the farmer maid network to have the capacity to link the agricultural

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
7	.862	3.448	74.738						
...									
2	.110	.441	100.000						

From Table 2, the results showed that the results of the analysis of the elements of the Learning Network Innovation Variable to promote and develop agricultural tourism community enterprises and farmer maid networks to have the capacity to link the agricultural tourist route network according to The King's Philosophy, Samut Songkhram province found that a total of 25 variables studied, creating 6 important elements. It considers the number of elements from Eigen values greater than 1.00 according to Kaiser's law (Hair, et al., 2010: 38-134), and the variance in all 25 variables can be described in 71.291 percent. Element analysis results when the axis is rotated by the Verimax method. It was found that element 1 explained 22.050 percent variability, element 2 explained 41.736 percent of variance, and element 3 explained 55.529 percent of the variance. The optimal number of elements is determined by the order in which the actual data elements with Eigen values are higher than the order of the elements emulated by the emulator, resulting in the results of the analysis of 6 elements.

tourist route network according to the King's Philosophy, Samut Songkhram province must have questions with an element weight value greater than .20 and more than 3 variable elements, so 3 new elements can be obtained from 25 issues remaining 24 issues.

The researchers collected data with exploratory factor analysis (EFA) of learning network innovations towards the promotion and development of agricultural tourism community enterprises and farmers' networks to have the capacity to link the network of agricultural tourist attractions according to King's Philosophy and the attributes of the 22 variable elements: Element 1 has 11 variables with element weight values greater than .20 with element weight values between 0.728 and 0.479, Element 2 has 7 variables with element weight values greater than .20, with element weight values between 0.741 and 0.5, and element 3 has 4 variables with element weight values greater than .20, with element weight values between 0.616 and 0.566.

The results of the synthesis of data are then used to incorporate the innovation

of the learning network as shown in Figure 1.

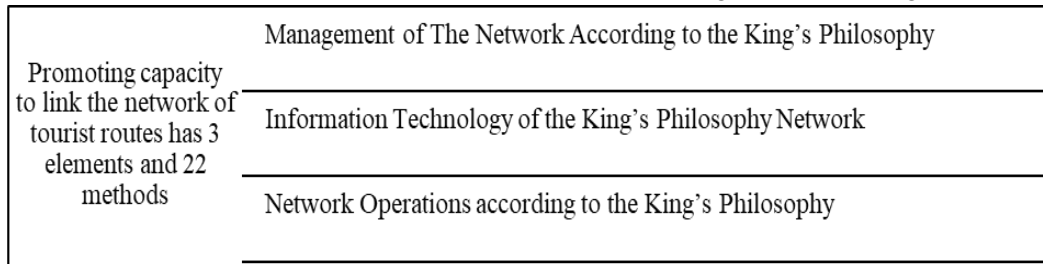


Figure 1 Innovation of learning network to promote and develop agricultural tourism community enterprises and farmer maid network to have the capacity to link the network of agricultural tourist attractions according to King's Philosophy, Samut Songkhram Province

From Figure 1, innovation development has three elements and 22 methods, which can start from any step first: process 1 management of the network according to the King's Philosophy. Process 2: Information Technology of the King's Philosophy Network and Process 3 in Network Operations according to the King's Philosophy

Discussion

The results of the study of innovative elements, learning networks to promote and develop agricultural tourism community enterprises and farmer housekeeping networks to have the capacity to link the network of agricultural tourist attraction routes according to King's Philosophy, Samut Songkhram Province. The analysis of three key elements is the first process in the management of the network according to the King's Philosophy: the segmental management of the network, participating in the activities of the processing group, the production of agricultural products and services of community enterprises and the farmer housekeeping network, and the change in the learning process from knowledge

management activities that contribute to the change in knowledge. The ability,

attitude and skills continuously and permanently to have the capacity to link the network of agricultural tourist routes according to the King's Philosophy. The second process in network information technology according to King's Philosophy is the development of information technology related to communication to research vegetation, production sites and knowledge for production, as well as marketing channels to promote information about the network of agricultural tourist routes. And the third process in the operational aspect of the network, according to King, is the participation of members in the training and development of knowledge, production of agricultural products and services of community enterprises and farmers' networks. Presentation of needs, joint comments with the government in supporting the network of community enterprises and the farmers' network in various activities to promote the network, as well as participation in the implementation of activities resulting from the network of agricultural tourist attractions. In line with Phrakru Sujitkittiwat (2020), he studied. Study of community production innovation through local wisdom, case study of community enterprises, ban Tha Chalaeb, Chanthaburi province. The results showed that 1) participation of members in the community product development process based on local wisdom, Ban Tha Chalaeb Community Group, Chanthaburi Province, found that members were involved in the product development process, dividing

duties according to each person's aptitude and using Buddhist administrative methods to manage the proper management of the group, the group's trademarks were developed and copyrighted named Mat Chan or

Chanhtaboon Mat. 2) To create innovative products for the Buddhist community from local wisdom, it was found that it was formed through collaboration with network partners (jewelry entrepreneurs) to create new products. 3. Identity, community products and value-added creation of community enterprises, mat group, Ban Tha Chaeb, Chanthaburi Province. It was found that 1) Ricochet house reeds are tough, soft, shiny, durable and environmentally friendly 2) Cheung Kadai is a patented mat, stereotype 3) Apply 7 principles to properly manage daily life, provide communities with employment income and create a sustainable distribution of income in the community. In line with Mookpadit, M.

(2006: 39) says that development is that living and management based on the middle line and carelessness, focusing on the common good rather than the selfinterest and taking into account long-term returns rather than the short term. It aims to balance our cravings with basic needs and our limited resources. This philosophy of sufficiency economy uses knowledge and virtue as a base by moderating thought processes to manage through the principles of moderation, rationality and immunity. This leads to thoughtful, careful, accurate and appropriate decisions for ourselves and situations that create a balance and sustainability in life.

Suggestion

1. The management aspects of the King's Philosophy-based network should provide a network of agricultural tourism community enterprises to develop

appropriate management of other services to tourists, such as organizing tourism programs to link the network of agricultural tourist routes according to the King's Philosophy to tourists, etc. The

Community Enterprises Network encourages personnel in agricultural tourism community enterprises to bring knowledge about the community economic trajectory according to King's Philosophy. Let's teach a job in the network.

2. The information technology aspect of the King's Philosophy network should provide a community enterprise network of encouraging people in agricultural tourism community enterprises to participate in human resource development activities organized within the network, the Community Enterprise Network of encouraging people in agricultural tourism community enterprises to have a view of the work of community enterprises to operate in the community economy, according to the King's Philosophy.

3. The operational aspects of the King's Philosophy-based network should provide a network of agricultural tourism community enterprises to develop the management of agricultural tourism attractions such as festivals, traditions, agricultural products, etc. The network of agricultural tourism community enterprises of the development of services for agricultural tourism facilities according to the King's Philosophy, such as agricultural information centers, local exhibition centers, etc.

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