

Human Resources Development for Agro - Tourism in Mae Tha Sub - district, Mae On District, Chiang Mai Province

การพัฒนาศักยภาพบุคลากรเพื่อการท่องเที่ยวเชิงเกษตร ตำบลแม่ทา อำเภอแม่ออน จังหวัดเชียงใหม่

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Received: March 25, 2019 ; Revised: March 29, 2019; Accepted: April 1, 2019

Abstract

This research aims to explore factors that influence the level of potential development of community personnel in agro-tourism management. This research is analyzed based on quantitative analysis, the management theory. The concepts of capacity enhancing and human resource development, have been applied as the research framework. The specified research area is located in Mae Tha sub-district, Mae On district, Chiang Mai Province. Forty-nine key informants have been participated in this research including 14 of administrators and staff who work for Mae Tha Sub-district Administrative Organization, 22 of Mae Tha organic members, and 13 of community leaders. The collecting data method by questionnaire form as well as the descriptive statistics are used to analyze the data.

The development of potential personnel for enhancing the capacity of tourism management with the concept of human resources development by KUSAMOC as a tourism management concept is to strengthen the power of the new generation for overall social change. The average means of 7 compositions is 3.97 and that represents a high potential level of the personnel in advanced level of agricultural tourism management. This research found that focusing on individual leads to greatly increase in a collaborative teamwork which

is essential for a new generation to deal with social change. Moreover, applying the tourism development strategies to the next generation enhances youths to be an authentically capable leader.

Keywords: Agro-Tourism Management, Capacity Building, Human Resource Development

บทคัดย่อ

งานวิจัยนี้มีวัตถุประสงค์เพื่อวิเคราะห์ปัจจัยที่มีอิทธิพลต่อระดับการพัฒนาศักยภาพของบุคลากรในชุมชนเพื่อการจัดการการท่องเที่ยวเชิงเกษตร โดยรูปแบบการวิจัยเป็นการวิจัยเชิงปริมาณและใช้ทฤษฎีการจัดการ (Management Theory) และแนวคิดการเสริมสร้างศักยภาพและการพัฒนาทรัพยากรมนุษย์เป็นกรอบการวิจัย พื้นที่วิจัย คือ ตำบลแม่ทา อำเภอแม่ออน จังหวัดเชียงใหม่ ผู้ให้ข้อมูล คือ กลุ่มผู้บริหารและเจ้าหน้าที่องค์การบริหารส่วนตำบลแม่ทา 14 ราย กลุ่มแม่ทาออแกนิคส์ 22 ราย และผู้นำธรรมชาติ 13 ราย โดยเครื่องมือที่ใช้ในการวิจัยสำหรับการเก็บรวบรวมข้อมูล คือ แบบสอบถามและวิเคราะห์ข้อมูลโดยใช้สถิติพื้นฐาน

การพัฒนาศักยภาพบุคลากรเพื่อเสริมสร้างขีดความสามารถในการจัดการการท่องเที่ยวด้วยแนวคิด human resources development by KUSAMOC for tourism management concept เป็นการเสริมสร้างพลังของคนรุ่นใหม่เพื่อการเปลี่ยนแปลงทางสังคม โดยรวมค่าเฉลี่ยทั้ง 7 องค์ประกอบ มีค่าเฉลี่ยรวมเท่ากับ 3.97 นั้นหมายความว่าศักยภาพของบุคลากรในชุมชนตำบลแม่ทา ว่าด้วยการจัดการการท่องเที่ยวเชิงเกษตรอยู่ในระดับสูง (Advance) การค้นพบจากงานวิจัย คือ การริเริ่มที่มุ่งเน้นเป็นรายบุคคลนำไปสู่การทำงานร่วมกันเป็นทีมด้วยการเสริมสร้างพลังของคนรุ่นใหม่เพื่อการเปลี่ยนแปลงทางสังคมโดยส่งเสริมการเรียนรู้เกี่ยวกับกลยุทธ์ทางการพัฒนาการท่องเที่ยวจากการส่งต่อจากรุ่นสู่รุ่นด้วยความมุ่งมั่นการเป็นผู้นำแห่งการเปลี่ยนแปลงด้วยพลังของคนรุ่นใหม่อย่างแท้จริง

คำสำคัญ : การจัดการการท่องเที่ยวเชิงเกษตร การเสริมสร้างศักยภาพ การพัฒนาทรัพยากรมนุษย์

Introduction

Human resources development for agro-tourism is an important key to drive economic and social progress in many countries around the world. Sustainable tourism development creates success, together with human development with the objective to enhance the happiness and understanding in order to achieve mutual development, (Department of Tourism, 2016).

The most important thing for human resources development for agro-tourism development especially in the enhancement of an individual potential is to assign individual for an appropriate

workload to be able to increase personal work quality. (Association of Southeast Asian Nations, 2015).

Consequently, Thailand focuses on the success of development goals. To achieve its goal, the human capital is considered as the main source of satisfaction and is a process of providing essential services because human beings are the best means of maintaining natural resources and environment. It develops the important elements in tourism development to persuade enormous travelers to visit Thailand.

The Statement of the Problems

Mae Tha sub-district has a policy for community development to promote agro-tourism, but at the same time the community has faced various problems, (Institute for Resource Development and Sustainable Agriculture of Mae Tha, 2016). That the change in the local community may adversely affect on other groups. People in the community do not have the stability of existing of society and do not rapidly respond to social changes, (Marco Aurisicchio Et all, 2013). As a consequence, the community will fall into decay and society is likely to be threatened due to an excessive suffering in the community. Importantly, local leaders therefore aim to develop human resources to improve the training skills system and to create expertise that are suitable for the management of tourism in the area toward the work, (New Philanthropy Capital Organization, 2014). It can be proved that working together as a team with all sectors in the community can be a tool to discard problems that can occur in the community by making decisions together to solve problems, (Victorian Council of Social Service, 2016).

From the statement of the problems, the researcher therefore wishes to find empirical answers in responding to research problems that lead to answering research questions in order to know which important factors have significant effects on the potential development of personnel for tourist management.

Objective

To explore factors that influences the level of potential development of personnel in the community for agro-tourism management.

Scopes of the Study

1. **Area:** Human resources development for agro-tourism in Mae Tha sub-district, Mae On district, Chiang Mai province has been located in this research. Selected area was divided into 7 villages: M.1 Bantamon, M.2 Banthakham, M.3 Bankhoklang, M.4 Banhuaysai, M.5 Banphanot, M.6 Bandon chai, and M.7 Banmaidonchai

2. **Sample:** There was a total of 49 key informants were selected as research sample consisting of 14 of administrators and staff who work for Mae Tha Sub-district Administrative Organization, 22 of Mae Tha Organic Farm Members, and 13 of community leaders.

3. **Contents:** The scope of research content with development of tourism personnel potential used human resources development by applying KUSAMOC concept, (Josephat Stephen Itika, 2015). which is divided into 7 elements: 1. Knowledge Management 2. Understand 3. Skill 4. Attitude 5. Moral 6. Organization and 7. Conflict Management

Literature Review

Management theory is the process of determining and creating an environment in which people can work together to achieve the goals and objectives specifically in the management concept which can be traced back under emergency. Management is a revolution, which is a change with a new process to enhance and develop the capable of a person to be proficient in order to achieve capacity. The maximized efficiency for the evolution involve with in the politics, social and economic by systematic approach based on the creation. Participation in management and management of current organizations are required, (Abhishek Asthana, 2014).

Human Resources Development

Human resource development has an important process, which is the provision and allocation of development and control of human resources by adding additional knowledge and skills. That need to be trained and developed for effective personnel at all times for the purpose of more efficient and effective locations. The research was consistent with a Human Resources Development by applying KUSAMOC concept, (Josephat Stephen Itika, 2015). which is divided into 7 elements:

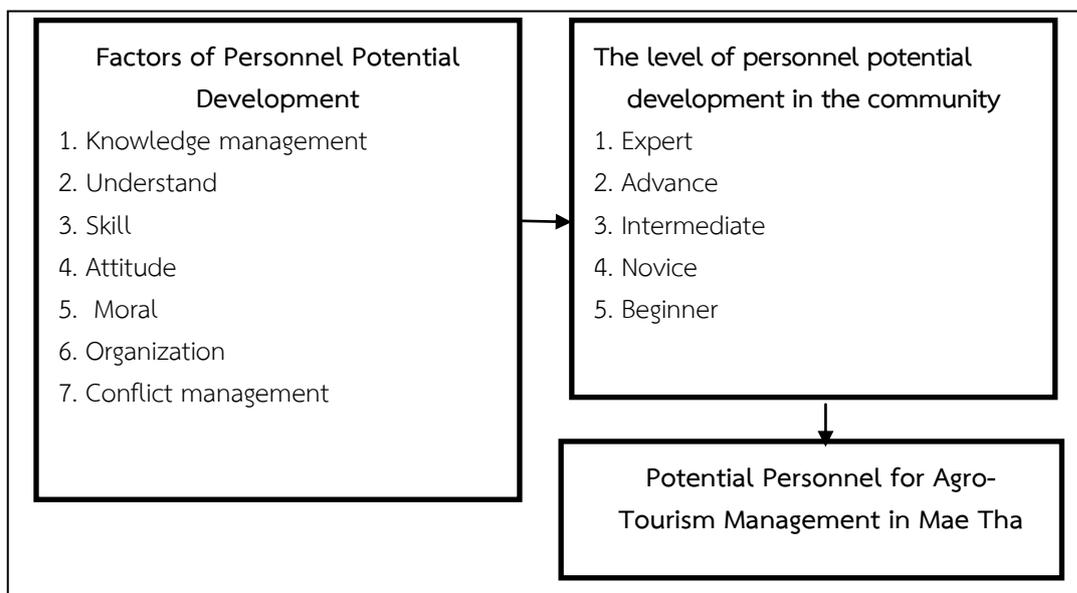
1. Factor of knowledge management refer to encouraging learners to learn together (knowledge, kindly, keen, keep, kite)

2. Factor of understand refer to self-development to achieve learning objectives (utilities, use to)

3. Factor of skill refer to having a positive attitude towards service (safety, service, security, sufficiency, simple)
4. Factor of attitude refer to process for learning and real action (action, apply, alert, alarm, appreciate)
5. Factor of moral refer to develop the potential of physical, mental and thought base to bring good leadership (maturity)
6. Factor of organization refer to systematic human resource management (organization system management)
7. Factor of conflict management and problem solving refer to intellectual solutions for resolving disputes (conflict management, community participation)

These people can solve problems that have been suggested, especially in the interest of tourists or visitors, and come to visit their own communities, which corresponds to Attawut Chatchawan (2015) said the potential development of local leaders reflect the evolution of humanity. Apart from mentioned concepts, the researcher introduces and employs the new concept to develop the potential of personnel in the community for tourism development in the area of Mae Tha sub-district.

Conceptual Framework



Methodology

Locale of the Study

Locale of the study is a research on the development of potential levels of people in the community for sustainable agricultural tourism development in Mae Tha Sub-district, Mae On District, Chiang Mai Province. Consists of 7 villages by Ban Ta Mon, Ban Tha Kham, Ban Kho Klang, Ban Huai Sai, Ban Ba Not, Ban Don Chai and Ban Mai Don Chai.

Population and Sampling

Forty-nine people in the community was selected to collect the data composing of 14 of administrators and staffs who work for Mae Tha Sub-district Administrative Organization, 22 of Mae Tha organic farm members, and 13 community leaders. The populations were examined using a purposive sampling technique.

Research Instrument

Questionnaire for the development of personnel potential for enhancing human resources development by KUSAMOC for tourism management concept. This questionnaire consists of 2 episodes:

Part 1: Information about personal characteristics, social and economic aspects of informants.

Part 2: Factors of personnel potential development for enhancing, which consists of the following factors;

- Factor of knowledge management refer to encouraging learners to learn together.
- Factor of understand refer to self-development to achieve learning objectives.
- Factor of skill refer to having a positive attitude towards service.
- Factor of attitude refer to process for learning and real action.
- Factor of moral refer to develop the potential of physical, mental and thought base to bring good leadership.
- Factor of organization refer to systematic human resource management.
- Factor of conflict management and problem solving refer to intellectual solutions for resolving disputes.

Variables and Measurements

Human resource development with allocation, development and control of human resources by adding additional knowledge and skills that needs to be trained and developed to be effective with the concept of human resource development by KUSAMOC for tourism management concept. The detail are as follows by 1. Knowledge Management: knowledge, kindly, keen, keep, kite. 2. Understand: utilities, use to. 3. Skill: safety, service, security, sufficiency, simple. 4. Attitude: action, apply, alert, alarm, appreciate. 5. Moral: maturity. 6. Organization: organization system management. And 7. Conflict Management: conflict management, community participation. We observed their behavior as an indicator to evaluate their achievement. The questionnaire divides into five different attitude scores:

Score 5 - the level of strongly agree

Score 4 - the level of very agree

Score 3 - the level of moderate agree

Score 2 - the level of disagree

Score 1 - the level of strongly disagree.

The average score to determine the potential level of personnel in the community for agro-tourism management with the level of assessment as follows: The average score of 4.21 - 5.00 is substantially for expert level, the average score of 3.41 - 4.20 is for advance level, the average score of 2.61 - 3.40 intermediate level, the average score of 1.81 - 2.60 is partially to novice level and the average score of 1.00 - 1.80 is for beginner level.

Analysis of Data

Descriptive statistic included frequency, percentage, mean and standard division used to analyze and described for the potential of human resources development in the community for agro-tourism management.

Research Results

Part 1: Personal characteristics, social and economic aspects of informants

In this research, personal information, social and economic characteristics of forty-nine informants were collected. It composed of 14 of the administrators and staffs who work for Mae Tha Sub-district Administration Organization, 22 of Mae Tha organic farm group, and 13 community leaders.

According to the study, 53.06% of male and 46.94% of female respondents are aged of these, 53.06% of respondents age between 31-40. 89.80% of participants were married. The respondents obtained bachelor's degree education (40.81%). The participants are the employee in the organization (36.74 %). Their average monthly income was 15,001-20,000 accounting for 48.97%

Table 1 : Frequency and percentage of personal, social and economic characteristics

Personal, social and economic characteristics	Sample of 49	
	Frequency	Percentage
Gender		
Male	26	53.06
Female	23	46.94
Age		
21 - 30	2	4.08
31 - 40	26	53.06
41 - 50	12	24.48
51 - 60	6	12.24
More than 60	3	6.14
Status		
Single	3	6.12
Marriage	44	89.80
Divorced/Separated	2	4.08
Education Level		
Primary school	6	12.24
Secondary school	8	16.32
High school	9	18.36
Diploma / Vocational	4	8.16
Bachelor's degree	20	40.81
Master's degree	2	4.11
Occupation		
Government officer	15	30.61
Agriculturist	13	26.53
Trading career	3	6.12
Employees	18	36.74
Income		
Less than 10,00	14	28.57
10,001 - 15,000	6	12.24
15,001 - 20,000	24	48.97
20,001 - 30,000	3	6.12
More than 30,000	2	4.10

Part 2 Factors of human resources development in the community for agro tourism management

Development of human resources for capacity building has been included in this content in order to focus on empowerment in the full capacity with the concept of potential development of tourism personnel with the concept of HRD by KUSAMOC for tourism management with detail as follows.

Category 1: Knowledge Management

Factor of knowledge management refer to encouraging learners to learn together. Mean and standard deviation from the level of tourism personnel potential are 4.12 and 0.56, meaning that the level of potential of personnel in the community is advance level.

Category 2: Understand

Factor of understand refer to self-development to achieve learning objectives. Mean and standard deviation from the level of tourism personnel potential are 3.95 and 0.69, meaning that the level of potential of personnel in the community is advance level.

Category 3: Skill

Factor of skill refer to having a positive attitude towards service. Mean and standard deviation from the level of tourism personnel potential are 3.91 and 0.60, meaning that the level of potential of personnel in the community is advance level.

Category 4: Attitude

Factor of attitude refer to process for learning and real action. Mean and standard deviation from the assessment of the level of tourism personnel potential are 3.84 and 0.65, meaning that the level of potential of personnel in the community is advance level.

Category 5: Moral

Factor of moral refer to develop the potential of physical, mental and thought base to bring good leadership. Mean and standard deviation from the level of tourism personnel potential are 3.87 and 0.74, meaning that the level of potential of personnel in the community is advance level.

Category 6: Organization

Factor of organization refer to systematic human resource management. Mean and standard deviation from the level of tourism personnel potential are 3.83 and 0.69, meaning that the level of potential of personnel in the community is advance level.

Category 7: Conflict Management and Problem Solving

Factor of conflict management and problem solving refer to intellectual solutions for resolving disputes. Mean and standard deviation from the assessment of the level of tourism personnel potential are 4.22 and 0.55, meaning that the level of potential of personnel in the community is expert level.

Table 2 : Factors affecting the level of potential development of community personnel for agro-tourism management

Factors affecting the level of potential development of community personnel for agro-tourism management	The level of agreement (N = 49)		
	Average	S.D.	Meaning
1. Knowledge management	4.12	0.56	Advance
2. Understand	3.95	0.69	Advance
3. Skill	3.91	0.60	Advance
4. Attitude	3.84	0.65	Advance
5. Moral	3.87	0.74	Advance
6. Organization	3.83	0.69	Advance
7. Conflict Management and Problem Solving	4.22	0.55	Expert
Total average	3.97	0.33	Advance

Conclusion

From the summary of the analysis to answer research questions that ask what factors affect the development of the potential of community personnel for the most agro-tourism management. The researcher found that category 7: conflict management and problem solving is the most important factor refer to intellectual solutions for resolving disputes. That occur in the organization or problems amongst people. In order to settle disputes that occur during the working together. Is the most important factor for measuring the level of potential development of community personnel for the management of agro-tourism in Mae Tha sub-district.

Discussion

The development of the potential of personnel in the community for agro-tourism management has evaluated of personnel potential for strengthening the capacity to manage

tourism. With the concept of human resources development by KUSAMOC for tourism management concept in order to strengthen the power of the new generation. Promoting learning about effective with conflict management and problem solving to positively affects the progress of the organization with the skills defined as behavioral indicators that reflect the ability of proficiency. And development based on the capabilities of each village to develop to the potential level of people in the community for the most effective agro-tourism management.

Recommendation

Recommendation to Utilize Research Results

Based on the research results, factors affecting the level of potential development of community personnel for agro-tourism management found that organization, means organizational management factors for systematic human resource management. With the lowest mean from all 7 elements from the level of potential development of community personnel for agro-tourism management. Therefore, members of the Mae Tha Sustainable Agriculture and Resources Development Institute and members of the Mae Tha Sub-district Administration Organization, jointly set up measures to increase the efficiency of personnel development in the community.

Recommendation for Further Fesearch

Focus on research to know of factor of organization refer to systematic human resource management. For members of the Mae Tha Sustainable Resources and Agricultural Development Institute and members of the Mae Tha Sub-district Administration Organization to increase the efficiency of personnel development in the community for development into the tourism development process for leadership and and development of professional qualifications as appropriate by community participation.

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