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มูลนิธิพัชรสุรราชานุรักษ์
ในพระบรมราชูปถัมภ์

Developing Sustainable Tourism in Klong Ta In, Thailand

An Interactive Qualifying Project and Interactive Science and Social Project

Sponsored by

Kachanurak Village at Klong Ta In

Submitted by

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<https://bsac.chemcu.org/interactive-science-and-social-project/>

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Abstract

The organization Patcharasuta Kachanurak and the agricultural village Klong Ta In are working together to encourage co-living between humans and wild elephants. A task force was created in Klong Ta In to deter these elephants as a result of their livelihood being at stake. However, the task force needs supplemental funding for maintenance costs and the villagers for crop loss. Through research, observations, and interviews, our group created a feasible and sustainable tourism package for the village to create this revenue.

Acknowledgements

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Executive Summary

The Thai government organization Patcharasuta Kachanurak is working with villages that are located in areas where elephants reside in order to encourage co-living between humans and wild elephants. This research focuses on the small farming village, Klong Ta In, which is located in the Chanthaburi region. Klong Ta In has been experiencing elephant encroachment that has led to significant income loss due to crop damage and raiding. The village has worked with Kachanurak to create an elephant task force that deters the elephants. While this task force has been successful, they do not receive external funding and are volunteer operated. In order to generate a sustainable supplemental income for the elephant task force as well as for a fund to compensate for crop damage, we worked with Kachanurak and the village and created a tourism package that emphasizes the natural and existing attractions in the village.

Methodology

In order to collect data related to the creation of a Klong Ta In tourism package, we worked towards achieving four objectives. The objectives were as follows:

1. Understand the locals' livelihood in agriculture and perspectives on financial loss due to elephant encroachment.
2. Understand Klong Ta In's elephant deterring task force to gain insight into their financial needs and operational procedures.
3. Understand the tourism infrastructure of the village and the locals' perceptions of tourism to develop the identity of Klong Ta In as a tourist destination.
4. Create and receive feedback on a tourism plan to best align with Klong Ta In's needs and resources.

For objective one, we conducted a study of the village which included interviews and participant observations. The interviews gathered specific insight into the locals' experiences and views on agriculture and elephants. The village leader was interviewed to understand the demographics and land use of the village. The interviewed locals were eleven farm owners and two farm workers. The farm owners were all durian farmers with different amounts of land ranging from 5 rai to 800 rai, and the farm workers both worked on a palm plantation. Moreover, we observed farm workers and conducted informal interviews with the village leader to better understand their lifestyles. We analyzed the interviews and observations using thematic coding. Thematic analysis is the process of identifying patterns or themes in qualitative data. This created a guide of codes that could be followed to define the most prominent ideas within each code. Once the transcripts were coded, themes were developed and analyzed in context to our objective of developing an understanding of the locals' perspective on elephants (Coates et al., 2021).

To achieve objective two, we gathered knowledge about the elephant deterring task force to understand their needs, operational procedures, and the scope of elephant encroachment in the village. Through interviews and observations, we identified the required revenue the tourism activity needed to generate in order to support the elephant deterring task force. This tourism package income will be used to pay for the maintenance and operational expenses of the task force. These methods allowed for direct interaction and firsthand observation of the task force at work. This approach helped us to identify their financial and maintenance requirements.

For objective three, we sought to learn about the local's perspectives on tourism and the resources available in the village. We gathered data to determine whether the locals are open to visitors and whether tourism is a viable option in the village. To achieve this objective, we

conducted interviews, autoethnography, and participant observations. We conducted participant observations, observing what activities the village could host. Proposed tourism options must be both feasible and profitable, ensuring that locals would be motivated and able to work on the attractions. The locals are knowledgeable about the land along with the opportunities that the village has to offer, and this knowledge yielded beneficial insight. The locals' active participation in this problem-solving and decision-making ensured that designed solutions were not imposed but rather co-created with their involvement to ensure sustainability.

Lastly, to find effective ways to generate supplemental income for the elephant task force and the community fund, we developed an initial tourist package proposal and received feedback from the village. We utilized information on the village's capacity and infrastructure for tourism as well as the locals' interest in activities to create potential tourism ideas. We created a draft tourism package that encompassed the identity and ensured that it fulfilled the required revenue to meet the financial needs of the elephant task force and the Klong Ta In community fund. We first evaluated the proposed activities using a Pugh analysis, scoring each activity based on the set criteria: profitability, feasibility, sustainability, authenticity, and novelty. This initial tourism package was then proposed to the village for feedback through surveys asking participants to rank how each activity met the set criteria on a scale of 1-5. We sought to understand what the locals' preferences were for tourism and how often they would like to host visitors. The feedback we received was then incorporated into adjusting our final proposal.

Results and Analysis

The results of our research allowed us to define themes for the village, determine the village's capacity for tourism, and create a tourism package that would meet the financial needs of Klong Ta In. We evaluated the perspectives of the farmers relating to elephant encroachment,

the elephant deterring task force, and the income loss they experience. We identified the necessary budget for the elephant deterring task force and understood what the villagers' preferences would be for a tourism package.

For objective one, we found information on the perspectives of Klong Ta In locals surrounding the topics of agriculture and elephant encroachment. Farmers are dissatisfied with elephant encroachment due to the income loss, and they receive insignificant compensation. Durian farmers lose up to 30,000 baht per tree damaged which can amount to 900,000 baht if a full rai (1600 square meters) of land is damaged. We also learned that the villagers feel that the elephant task force is 90% effective and has significantly helped reduce crop damage.

In objective two, we learned that the elephant task force has effective equipment for deterring elephants. However, it is expensive and is paid for by the volunteer members of the task force. These ongoing costs are a burden for the task force, and we learned that fuel and maintenance prices are the largest expense. The elephant task force has a total of 11,265 baht required monthly to ensure effective operations. These costs would be a part of the required revenue of our tourist package to relieve their financial burden. Furthermore, we learned that the task force is willing and able to safely host tourists on a ride along.

In the third objective, we learned that the village is open to hosting tourists. We gathered information on the criteria that needed to be met for a proposed tourist package, and we also defined the scenery and activities in the village that would be highlighted in the package. The specific themes that we created in this goal are: Klong Ta In as a tourist destination, Klong Ta In as an agricultural experience, Klong Ta In as a natural destination, and Klong Ta In as a cultural experience.

With insights gained from observation and interviews, our team decided to propose a two-day overnight tourism plan taking into account the village's resources, local availability, and the ongoing costs of each activity. The tourist package would take place during the weekend, starting on Saturday noon and ending on Sunday afternoon where tourists would stay overnight in a camping site. For both days, we wanted to provide a well-rounded experience. Our proposed tourism package includes cultural activities, agricultural activities, and outdoor activities. Through feedback from the village, we learned that the tourist package as a whole would be highly feasible. We found that the tourist package price should be within the range of 1500-1600 baht, that the tour group size of 10 should be ideal, and that the majority of locals surveyed were interested in hosting tourism weekly in the village.

Recommendations

The key findings from our research show that the Klong Ta In village would be able to support weekend tourism in order to help fund their elephant task force. We found that the village has the infrastructure for tourism, and that the village can offer a ride along with the elephant task force as a unique attraction for tourists. We recommend a weekend tourism package that is structured and guided by villagers and includes cultural, outdoor, and agricultural attractions. In order for the tourism program to maintain its longevity and be sustainable, Klong Ta In must ensure that there is reliable and trained staffing, that finances are organized and dispersed properly to their recipients, and that proper safety precautions are taken. The village must also utilize promotional materials in order to market the tourism package. With these things in mind, the village can effectively generate supplemental income for the elephant task force and contribute to a community fund of Klong Ta In for crop damage.

Our final recommendation to our sponsor and the Klong Ta In village leader is a two-day weekend tourism package for a group of 10 visitors that will take place three times a month. The village leader will oversee the implementations of our proposal and coordinate tourism groups, staffing, and manage the finances of the package.

We recommend that the local tour guides are trained, available, and paid adequately in order for tourism to be sustainable.

The local staff must be trained and have weekend availability. We recommend that staff are available at least one weekend per month in order to sustain the suggested three tourist groups per month. Furthermore, to make the position lucrative enough workers would have to be paid at least 500 baht per day. The village leader will maintain staffing, operations, and finances of the tourist package. He will manage the profits and allocate them to the community fund and the elephant deterring task force.

We recommend that the village focuses on safety in their attractions in order to maintain the tourist package.

The village must also take safety into consideration in order for tourism to be sustainable. The two activities that must focus on safety measures are the elephant task force ride and the dirt bike rides. We recommend that visitors sign a release of liability form prior to taking part in these activities in order to ensure that they are aware of all risks. This form also ensures that the village is not held responsible for any unexpected issues during the event. We also recommend that the elephant task force knows the location of all elephants using the drone during the

elephant task force ride along in order to ensure there are no unexpected human-elephant interactions.

We recommend that the village charge 1,562 baht per person for a group of 10 tourists

By taking into consideration the required monthly maintenance budget of 11,265 baht for the elephant task force, cost of goods, staffing, and supplemental profit of 1,000 baht per group to the community fund, we recommend that the village charges 1,562 baht per person ([see Recommendations and Conclusions section 5.2](#)). The tourists would come in groups of 10 guests in order to reach the required profit per group. This would allow the village to have a profit of 3,767 baht per group. Overall, with these recommendations, Klong Ta In has the ability to maintain profitable and sustainable tourism.

We recommend that the village continues promoting the village and the tourism package to gain an audience.

One member of the village is interested in maintaining the promotional TikTok account, ensuring that the promotion of the village is sustainable and demand for the tourist activities remains consistent. We created promotional posters, a brochure that can be used in both online and in-person advertisements, and a short form video that was posted on TikTok ([see Appendix S](#)).

Conclusion

We accomplished our goal of developing a tourism package to generate a supplemental income for the elephant deterring task force and community fund for crop damage. In the first

phase of our research, we conducted in-depth interviews and observations directed at gathering information regarding the farmers' and elephant task force's perspectives on financial loss and tourism. The tourism proposal took into consideration the financial requirements of the elephant task force, the capacity of the village for tourism, and preferences of the locals to satisfy our project goal of developing a tourism package that provides supplemental funding. Our final recommendation includes important considerations for the logistics of tourism, finances, and safety. While our project work focused directly on the village of Klong Ta In, our research framework can apply to other areas seeking alternative sources of income. Beyond developing a tourism proposal, this project offers an outline for communities to develop a new source of income.

Executive Summary (บทสรุปโครงการ)

มูลนิธิพัชรสุธาชานุกรักษ์ในพระบรมราชูปถัมภ์มีวัตถุประสงค์ในการอนุรักษ์ช้างไทยและส่งเสริมการอยู่ร่วมกันระหว่างมนุษย์และช้างป่าโดยให้การสนับสนุนและสร้างความร่วมมือกับชุมชนในพื้นที่ที่มีช้างป่าอยู่ตามธรรมชาติ โครงการวิจัยนี้มีจุดประสงค์ที่จะหาแนวทางใหม่ให้แก่ชุมชนในพื้นที่ที่ประสบปัญหาจากการบุกรุกจากช้างป่า โดยคณะผู้วิจัยได้ทำงานร่วมกับหมู่บ้านคลองตาดิน จังหวัดจันทบุรี หนึ่งในหมู่บ้านขนาดเล็กในโครงการหมู่บ้านชานุกรักษ์ที่ได้รับความเสียหายจากการบุกรุกของช้างป่าในสวนผลไม้เป็นมูลค่าสูงทุกปี หมู่บ้านคลองตาดินเป็นพื้นที่นำร่องหน่วยปฏิบัติการผลักดันช้างป่าของมูลนิธิพัชรสุธาชานุกรักษ์ที่ใช้วิธีการต่อต้านพฤติกรรมในการผลักดันฝูงช้างออกนอกเขตเกษตรกรรม โดยสมาชิกล้วนเป็นอาสาสมัครทั้งสิ้น ผลลัพธ์ของการขับไล่ช้างเป็นที่น่าพอใจ แต่หน่วยปฏิบัติการฯ ยังขาดแคลนงบประมาณและการสนับสนุนจากองค์กรภายนอก คณะผู้วิจัยร่วมกับหมู่บ้านชานุกรักษ์บ้านคลองตาดินต้องการหาวิธีสร้างรายได้ที่ยั่งยืนเพื่อสนับสนุนการทำงานของหน่วยปฏิบัติการผลักดันช้างป่าและเพื่อใช้ในการก่อตั้งกองทุนประจำหมู่บ้านสำหรับชดเชยค่าเสียหายของพืชผลการเกษตรที่ถูกรทำลายโดยช้าง โดยการจัดกิจกรรมท่องเที่ยวเชิงธรรมชาติในพื้นที่

ระเบียบวิธีวิจัย

คณะผู้วิจัยได้ตั้งขอบเขตและวัตถุประสงค์ในการสร้างกิจกรรมการท่องเที่ยวแก่หมู่บ้านคลองตาดินดังนี้

1. เข้าใจวิถีชีวิตของชาวบ้าน การอยู่ร่วมกันกับช้างป่า และความคิดเห็นเกี่ยวกับความเสียหายอันเกิด

จากการบุกรุกของช้าง

2. เรียนรู้วิธีและขั้นตอนการผลักดันช้างออกจากพื้นที่ของหน่วยปฏิบัติการผลักดันช้างป่าและ

งบประมาณที่ต้องการ

3. เข้าใจโครงสร้างพื้นฐานของหมู่บ้านคลองตาดิน ความพร้อมและมุมมองของคนในท้องถิ่นในการ

พัฒนาหมู่บ้านคลองตาดินเป็นแหล่งท่องเที่ยว

4. สร้างกิจกรรมท่องเที่ยวให้สอดคล้องกับความต้องการและทรัพยากรของหมู่บ้านคลองตาดิน

เพื่อบรรลุจุดประสงค์ที่หนึ่ง คณะผู้วิจัยได้สัมภาษณ์และสังเกตการณ์แบบมีส่วนร่วมเพื่อศึกษาลักษณะของ

หมู่บ้านคลองตาดิน เพื่อสร้างความเข้าใจในวิถีชีวิตของหมู่บ้านและทัศนคติของชุมชนต่อการบุกรุกของช้างใน

ปัจจุบัน คณะผู้วิจัยได้สัมภาษณ์กำนันของหมู่บ้านคลองตาดินเพื่อเก็บข้อมูลด้านประชากรและการจัดสรรพื้นที่ใช้

สอยในหมู่บ้าน นอกจากนั้นแล้วยังได้สัมภาษณ์เจ้าของสวนทุเรียนขนาด 5-800 ไร่ จำนวนสิบเอ็ดคน และคนงาน

สวนปาล์มสองคน คณะผู้วิจัยยังได้สังเกตและสัมภาษณ์คนงานแบบไม่เป็นทางการภายใต้การดูแลของกำนันอีก

ด้วย การวิเคราะห์ข้อมูลใช้กระบวนการวิเคราะห์แก่นสารเพื่อวินิจฉัยรูปแบบของข้อมูลเชิงคุณภาพ (Thematic coding) และการวิเคราะห์แก่นสาร (Thematic analysis) เพื่อระบุรูปแบบและประเด็นหลักจากข้อมูลเชิงคุณภาพเพื่อคัดเลือกแนวทางในการวิจัย (Coates et al., 2021)

เพื่อบรรลุจุดประสงค์ที่สอง คณะผู้วิจัยรวบรวมข้อมูลเกี่ยวกับหน่วยปฏิบัติการผลิตภัณฑ์ช้างป่า เช่น ขั้นตอนการดำเนินงาน และขอบเขตการบุกรุกของช้างในหมู่บ้านโดยสัมภาษณ์และสังเกตการณ์ที่มงาน การเก็บข้อมูลใช้วิธีปฏิสัมพันธ์และสังเกตการณ์โดยตรงทำให้คณะผู้วิจัยเข้าใจถึงข้อจำกัดด้านการเงินและค่าบำรุงรักษาอุปกรณ์ จากนั้นได้นำข้อมูลที่ได้รับไปวิเคราะห์เพื่อประเมินรายรับจากกิจกรรมการท่องเที่ยวเพื่อสนับสนุนกิจกรรมผลิตภัณฑ์ช้างออกจากพื้นที่ของหน่วยปฏิบัติการผลิตภัณฑ์ช้างป่า

จุดประสงค์ที่สาม เพื่อรับทราบความคิดเห็นของผู้นในหมู่บ้านด้านการท่องเที่ยวและเพื่อประเมินทรัพยากรที่พร้อมรองรับการท่องเที่ยวในปัจจุบัน คณะผู้วิจัยใช้วิธีการสะท้อนความคิด (Autoethnography) จากการสัมภาษณ์และสังเกตการณ์แบบมีส่วนร่วมระหว่างการเฝ้าติดตามและการเข้าร่วมกิจกรรมจริง ผลการวิเคราะห์ชี้ว่ากิจกรรมการท่องเที่ยวที่เหมาะสมจะต้องสามารถดำเนินการได้จริง และสร้างกำไร เพื่อสร้างความมั่นใจและก่อให้เกิดแรงจูงใจให้ชาวบ้านมีส่วนร่วมในกิจกรรมท่องเที่ยวที่จะเกิดขึ้นในหมู่บ้าน รูปแบบการท่องเที่ยวควรตั้งอยู่บนพื้นฐานของความร่วมมือของทุกคน ทั้งด้านการแก้ไขปัญหาและการตัดสินใจร่วมกันเพื่อสร้างความยั่งยืน

และในวัตถุประสงค์สุดท้าย รายได้ของกิจกรรมท่องเที่ยวนอกจากจะต้องสามารถสนับสนุนการทำงานของหน่วยปฏิบัติการผลักดันข้างปอย่างพอเพียงแล้วควรมีกำไรเหลือเพื่อใช้ในการจัดตั้งกองทุนประจำหมู่บ้านเพื่อชดเชยค่าเสียหายของพืชผลการเกษตรที่ถูกทำลายโดยช้าง กิจกรรมการท่องเที่ยวที่เหมาะสมจะต้องสอดคล้องกับวัตถุประสงค์ที่สาม ที่ประมวลกับข้อเสนอแนะเพิ่มเติมจากชาวบ้าน กิจกรรมที่ชาวบ้านสนใจจะพัฒนาและต่อยอดโครงสร้างพื้นฐานของการท่องเที่ยวและรูปแบบกิจกรรมจะต้องคงเอกลักษณ์ของหมู่บ้านคลองตาอินไว้ คณะผู้วิจัยใช้วิธีวิเคราะห์แบบจัดลำดับความสำคัญ (Pugh Matrix) เพื่อประเมินกิจกรรมตามเกณฑ์ที่ตั้งขึ้นในบริบทของหมู่บ้านคลองตาอินซึ่งประกอบไปด้วย การสร้างกำไร หมู่บ้านสามารถดำเนินการได้เอง ความยั่งยืน รักษาเอกลักษณ์ของชุมชน และความแปลกใหม่ แผนท่องเที่ยวที่จัดขึ้นตามเกณฑ์ตามที่กล่าวมาได้ถูกประเมินผ่านแบบสำรวจโดยคนในหมู่บ้านโดยการให้คะแนน 1-5 ตามเกณฑ์ที่ตั้งไว้ ข้อมูลจากแบบสำรวจใช้ในการประเมินมุมมอง ความเป็นไปได้ ความเหมาะสมของกิจกรรม รวมไปถึงความถี่ที่เหมาะสมของกิจกรรมอีกด้วย

ผลการวิเคราะห์ข้อมูล

คณะผู้วิจัยได้เรียนรู้เอกลักษณ์ของหมู่บ้านคลองตาอินที่สามารถใช้เป็นจุดขายของการท่องเที่ยวที่สอดคล้องกับวิถีชีวิตและความต้องการของชุมชน โดยค้นพบประเด็นสำคัญดังนี้

1) เกษตรกรรู้สึกไม่พอใจกับการบุกรุกของช้างป่าเนื่องจากได้รับผลกระทบและสูญเสียรายได้มหาศาล

ค่าชดเชยที่เกษตรกรได้รับจากภาครัฐไม่สอดคล้องกับความเสียหายที่เกิดขึ้น ยกตัวอย่างเช่น ต้นทุเรียน 1 ต้นมี

ราคา 30,000 บาท เมื่อทุเรียนถูกทำลายทิ้งไร่ (1 ไร่ = 1,600 ตารางเมตร) ความเสียหายอาจสูงถึง 900,000

บาท เกษตรกรในพื้นที่มีความพึงพอใจต่อผลปฏิบัติการของหน่วยปฏิบัติการผลักดันช้างป่าที่มีประสิทธิภาพมากถึง

90 % และช่วยลดความเสียหายของพืชผลเกษตรกรรมลงเป็นอย่างมาก

2) หน่วยปฏิบัติการผลักดันช้างป่าใช้เทคโนโลยีขั้นสูงและมีความชำนาญ ในปัจจุบันหน่วยปฏิบัติการฯ

ทำงานแบบจิตอาสาที่ไม่รับค่าตอบแทนและยังรับผิดชอบค่าใช้จ่ายในการดำเนินการ ค่าวัสดุสิ้นเปลือง เช่น น้ำมัน

เชื้อเพลิง และค่าบำรุงรักษาอุปกรณ์ทั้งหมดด้วยตนเอง ทั้งนี้เพื่อให้สามารถป้องกันความเสียหายจากช้างป่าอย่างมี

ประสิทธิภาพ จะมีค่าใช้จ่ายอยู่ที่ 11,265 บาทต่อเดือน ดังนั้นกิจกรรมการท่องเที่ยวที่จะจัดขึ้นควรมีรายได้ไม่ต่ำ

กว่าจำนวนนี้เพื่อบรรลุนิติวัตถุประสงค์ที่จะใช้กิจกรรมท่องเที่ยวสนับสนุนการทำงานของหน่วยปฏิบัติการผลักดันช้าง

ป่า คณะผู้วิจัยมีโอกาสดูติดตามการปฏิบัติงานของหน่วยฯ และพบว่ากิจกรรมติดตามและผลักดันช้างนั้นมีความ

แปลกใหม่และน่าสนใจ อาสาสมัครของหน่วยมีความชำนาญและสามารถดูแลคณะผู้วิจัยอย่างดีโดยคำนึงถึงความ

ปลอดภัยของหมู่คณะตลอดการดำเนินกิจกรรม อันแสดงถึงศักยภาพของกิจกรรมในแง่การท่องเที่ยว

3) ชาวบ้านคลองตาดินเปิดรับและสนใจกิจกรรมท่องเที่ยวในหมู่บ้านที่แสดงถึง เอกลักษณ์ ทัศนคติ และ

ความงามตามธรรมชาติของหมู่บ้านคลองตาดิน ตามเกณฑ์สี่ข้อคือ หมู่บ้านคลองตาดินแหล่งท่องเที่ยว แหล่ง

ธรรมชาติ ประสบการณ์เชิงการเกษตร และประสบการณ์เชิงวัฒนธรรม

แผนการท่องเที่ยวนำร่องจะจัดขึ้นเป็นเวลาสองวันหนึ่งคืนโดยคำนึงถึงความพร้อมของทรัพยากร บุคลากร

ในพื้นที่ และต้นทุนในการดำเนินกิจกรรม กิจกรรมท่องเที่ยวจะจัดขึ้นในวันสุดสัปดาห์ โดยเริ่มกิจกรรมตั้งแต่เที่ยง

(12:00 น.) วันเสาร์ ถึงบ่ายวันอาทิตย์ (12:30 น.) นักท่องเที่ยวจะพักค้างคืนในพื้นที่ตั้งแคมป์ของหมู่บ้าน

กิจกรรมประกอบไปด้วยกิจกรรมทางวัฒนธรรม กิจกรรมการเกษตร และกิจกรรมกลางแจ้ง ราคาประเมินเบื้องต้น

ของแผนการท่องเที่ยวตามข้อมูลจากการสัมภาษณ์คนในหมู่บ้าน อยู่ที่ 1,500-1,600 บาทต่อนักท่องเที่ยว 1 คน

จำนวนนักท่องเที่ยวต่อกลุ่มต่อครั้งเพื่อให้คุ้มทุนคือ 10 คน นอกจากนี้ยังมีคนในพื้นที่สนใจเป็นอาสาสมัครและ

เจ้าหน้าที่ต้อนรับนักท่องเที่ยวทุกสัปดาห์อีกด้วย

ข้อเสนอแนะ

โครงการท่องเที่ยวที่น่าร่องจำต้องคำนึงถึงข้อมูลต่อไปนี้

1. หมู่บ้านคลองตาอินมีความพร้อมในการรองรับนักท่องเที่ยวเฉพาะช่วงวันหยุดสุดสัปดาห์
2. หมู่บ้านมีโครงสร้างพื้นฐานพร้อมรองรับการท่องเที่ยว
3. ความพร้อมที่จะจัดกิจกรรมติดตามหน่วยปฏิบัติการผลักดันข้าง

ข้อมูลสำคัญทั้งสามประเด็นนี้ได้นำไปใช้สร้างแผนการท่องเที่ยวที่น่าร่อง **2 วัน 1 คืน** สำหรับกลุ่ม

นักท่องเที่ยว **10 คน 3 ครั้งต่อเดือน** และส่งเสริมการตลาดพร้อมข้อเสนอแนะเพื่อการพัฒนาการท่องเที่ยวที่

ยั่งยืนของหมู่บ้านคลองตาอิน

การเตรียมความพร้อม

1) บุคลากรต้องได้รับการฝึกอบรม และมีความพร้อมในการบริการ และต้องได้รับค่าตอบแทนอย่างเหมาะสม

เจ้าหน้าที่จะต้องได้รับการฝึกอบรมและมีความพร้อมในการให้บริการนักท่องเที่ยว คณะผู้วิจัยขอเสนอ

แนวคิดว่าให้จัดกลุ่มชาวบ้านที่สามารถให้การดูแลนักท่องเที่ยวอย่างดี โดยแต่ละกลุ่มจะต้องทำงานอย่างน้อย **1**

สัปดาห์ต่อเดือนโดยได้รับค่าตอบแทนขั้นต่ำคนละ **500 บาทต่อวัน** การบริหารจัดการทีมให้กำนันหมู่บ้านเป็น

ผู้จัดการตามความเห็นสมควร และให้กำนันเป็นผู้ประสานงานการจองทัวร์ รวบรวมรายได้จากการท่องเที่ยว และ

ดำเนินการจัดสรรรายได้ให้กับกองทุนชุมชนและหน่วยปฏิบัติการฯ ตามวัตถุประสงค์ที่ตั้งไว้

2) ความปลอดภัยของนักท่องเที่ยวคือปัจจัยหลักของความยั่งยืน

กิจกรรมที่ต้องเน้นมาตรการความปลอดภัยสูงสุดคือกิจกรรมนั่งรถติดตามหน่วยปฏิบัติการฯ และกิจกรรม

ขับขี่จักรยานยนต์วิบาก ทางหมู่บ้านควรเตรียมเอกสารชี้แจงความเสี่ยงของกิจกรรมและให้นักท่องเที่ยวลงนาม

ยินยอมรับทราบและปลดปล่อยความรับผิดชอบทางกฎหมาย เอกสารนี้จะลดความรับผิดชอบในกรณีเกิดเหตุไม่

คาดฝันระหว่างดำเนินกิจกรรม และหน่วยปฏิบัติการหลักต้นข้างป่าจะต้องทราบและติดตามตำแหน่งของข้างทุก

ตัวตลอดระยะเวลากิจกรรมติดตามข้างเพื่อให้มั่นใจว่าจะไม่มีการประชันหน้าระหว่างนักท่องเที่ยวและข้างป่า

3) ราคาประเมินคุ่มทุนของแผนการท่องเที่ยวนำร่องอยู่ที่ 1,562 บาทต่อคน สำหรับกลุ่มนักท่องเที่ยว 10 คน

ราคาประเมินของแผนการท่องเที่ยวตั้งไว้ให้มีกำไร 1000 บาทต่อกลุ่มนักท่องเที่ยว คณะผู้วิจัยแนะนำ

ให้ทางหมู่บ้านกำหนดราคาแผนการท่องเที่ยวอยู่ที่ 1,562 บาทต่อคน ([ดูเพิ่มเติมในหมวดที่ 5.2 ข้อเสนอแนะและ](#)

[บทปิดท้าย](#)) สำหรับกลุ่มท่องเที่ยว 10 ท่าน เพื่อสร้างกำไรได้ 3,767 บาทต่อกลุ่ม

4) ทางหมู่บ้านควรมีแผนส่งเสริมการตลาดของการท่องเที่ยวเพื่อดึงดูดนักท่องเที่ยว

คณะผู้วิจัยได้สร้างสื่อโฆษณาเช่น โปสเตอร์ และโบรชัวร์พร้อมใช้กับการโฆษณาออนไลน์ การโฆษณาแบบดั้งเดิม (การโฆษณาแบบไม่ใช้อินเทอร์เน็ต) อีกทั้งผู้วิจัยได้ผลิตวีดิทัศน์ขนาดสั้นเพื่อเผยแพร่บนช่องทางออนไลน์อย่าง TikTok อีกด้วย ([ดูเพิ่มเติมในภาคผนวก S](#)) สื่อโฆษณาพร้อมใช้เหล่านี้จะอยู่ในความดูแลของอาสาสมัครของหมู่บ้านที่จะเป็นผู้ดูแลบัญชี TikTok สำหรับใช้ในการโฆษณาและการตลาด

บทสรุป

คณะผู้วิจัยได้พัฒนาแผนการตลาดท่องเที่ยวเพื่อสร้างรายได้เสริมให้กับหน่วยปฏิบัติการผลักดันช้างป่าและการจัดตั้งกองทุนจัดการภัยพิบัติระดับชุมชนของหมู่บ้านคลองตาอิน จังหวัดจันทบุรี เพื่อชดเชยความเสียหายของพืชผลการเกษตรจากการบุกรุกของช้างป่า คณะผู้วิจัยรวบรวมข้อมูลผ่านการสัมภาษณ์และการสังเกตการณ์ เพื่อนำความคิดเห็นของเกษตรกรและหน่วยปฏิบัติการผลักดันช้างป่ามาประกอบการออกแบบแผนท่องเที่ยว นอกจากนี้แล้วคณะผู้วิจัยยังคำนึงถึง ความสามารถในการจัดการการท่องเที่ยวของหมู่บ้านคลองตาอินและนำความพึงพอใจของคนในพื้นที่มาประกอบแผนพัฒนาการท่องเที่ยวเพื่อความยั่งยืนอีกด้วย งานวิจัยนี้สามารถปรับใช้กับพื้นที่อื่น ๆ ที่ต้องการอยู่ร่วมกันอย่างเป็นสุขระหว่างมนุษย์และช้างป่า สุดท้ายนี้คณะผู้วิจัยได้เสนอรูปแบบการพัฒนาการท่องเที่ยวชุมชนเพื่อสร้างรายได้ชดเชยความเสียหายที่เกิดขึ้นจากการบุกรุกของช้างอีกด้วย

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1.0 Introduction

As wild Asian elephant populations rise in Asia, so do the conflicts between humans and wild elephants. These conflicts come in the form of property damage, crop loss, and danger to human safety. Elephants must be preserved for many reasons, including cultural importance and the health of the ecosystem. The issues arising from elephant encroachment are particularly affecting small farming villages in rural areas, where land is shared with wild animals and the primary source of income is agricultural (Wettasin et al., 2023). Patcharasuta Kachanurak is a government organization that originated with the goal of increasing the populations of wild elephants in Thailand (Kachanurak, 2022). Now that elephant populations have successfully been reestablished, they work to encourage co-living between humans and elephants. Though Kachanurak assists many different Thai provinces, this report focuses on the village of Klong Ta In located in the region of Chanthaburi, where crop loss due to elephant encroachment is prevalent. The Kachanurak campaign in Klong Ta In has effectively developed an elephant task force team that monitors crop raiding and successfully and safely deters elephants. Funding and running this task force, however, can be expensive and time consuming for the volunteers. The task force would therefore benefit from extra income from tourism in the village. Furthermore, the village leader is willing and able to pay the upfront costs associated with establishing tourism in the village (Kachanurak, 2022).

Klong Ta In is primarily agricultural land, located adjacent to national parks where many elephants reside. Due to the proximity to the forests as well as the availability of food in the orchards, these elephants have relocated to Klong Ta In, often destroying trees and consuming produce. As a result of crop raiding and destruction, the farmers have lost a significant amount of their income. The estimated loss varies from farmer to farmer and depends on the crop type. For

example, durian farmers lose 30,000 baht per tree damaged ([see Findings and Analysis section 4.1](#)).

The village's elephant task force was founded and educated by the Patcharasuta Kachanurak Organization. The task force is volunteer-based and is working to deter wild elephants from intruding on locals' settlements. Still, incidents where agricultural properties are harmed by elephants occur. Furthermore, working on the task force is time-consuming, and the members do not receive payment for their work. While the task force is effective in deterring elephants, it receives inconsistent government funding and most of the maintenance costs are paid for personally by the task force members. The financial burden for these volunteers is 135,180 baht annually ([see Findings and Analysis section 4.2](#)), which is significant and needs to be relieved.

The village is now looking to create and advertise tourism activities to generate a supplemental income for the elephant task force and a community fund for crop damage. The village has adequate infrastructure for tourism, but currently does not host tourists. The goal of this proposal is to suggest ways to create a profitable and sustainable tourism package. In order to achieve this goal, there were four objectives.

1. Understand the locals' livelihood in agriculture and perspectives on financial loss due to elephant encroachment.
2. Understand the tourism infrastructure of the village and the locals' perceptions of tourism to develop the identity of Klong Ta In as a tourist destination.
3. Understand Klong Ta In's elephant deterring task force to gain insight into their financial needs and operational procedures.

4. Create and receive feedback on a tourism plan to best align with Klong Ta In's needs and resources.

In order to reach these objectives, we conducted extensive interviews, observations, and surveys. This data was analyzed through thematic coding and statistical analysis. This analysis allowed us to create a weekend tourism package that will provide the necessary income for the elephant deterring task force and the community fund.

2.0 Background

Elephants in Thailand's province of Chanthaburi have been experiencing habitat loss due to crop expansion as forest land has been converted into agricultural land leading to crop raiding. Elephant encroachment also affects villages and the livelihoods of farmers. To supplement this loss of income and support preventative measures, we have provided an overview of different ways that rural tourism can be established and promoted.

2.1 Geographical overview

Understanding the geography of Thailand helps take into consideration how natural resources are utilized, the habitats and ecological systems that are present, and the role elephants play in this environment. Thailand is located in the center of mainland Southeast Asia and consists of a variety of different ecosystems. The land cover in Thailand is divided into two main categories with 53.77% being agricultural land and 32.15% being forest land (Wang et al., 2022). This topography indicates how problems with land use between agricultural land and animal habitats could arise.

The Klong Ta In village, located in the Chanthaburi province and Khao Khitchakut District, is in the eastern region in Thailand. Chanthaburi is characterized by mountain ranges, evergreen forests, several streams, and fertile river plains (Wettasin et al., 2023). Most of the current forest area is encapsulated within protected areas of the Khao Sip Ha Chan National Park and the Khao Soi Dao Wildlife Sanctuary. As seen in Figure 1, in 2021, 57.20% of Chanthaburi's land cover is agricultural land, forest land makes up 32.34%, urban areas make up 3.79%, and the remaining 6.34% is water and miscellaneous land cover (Land Development Department, 2022).

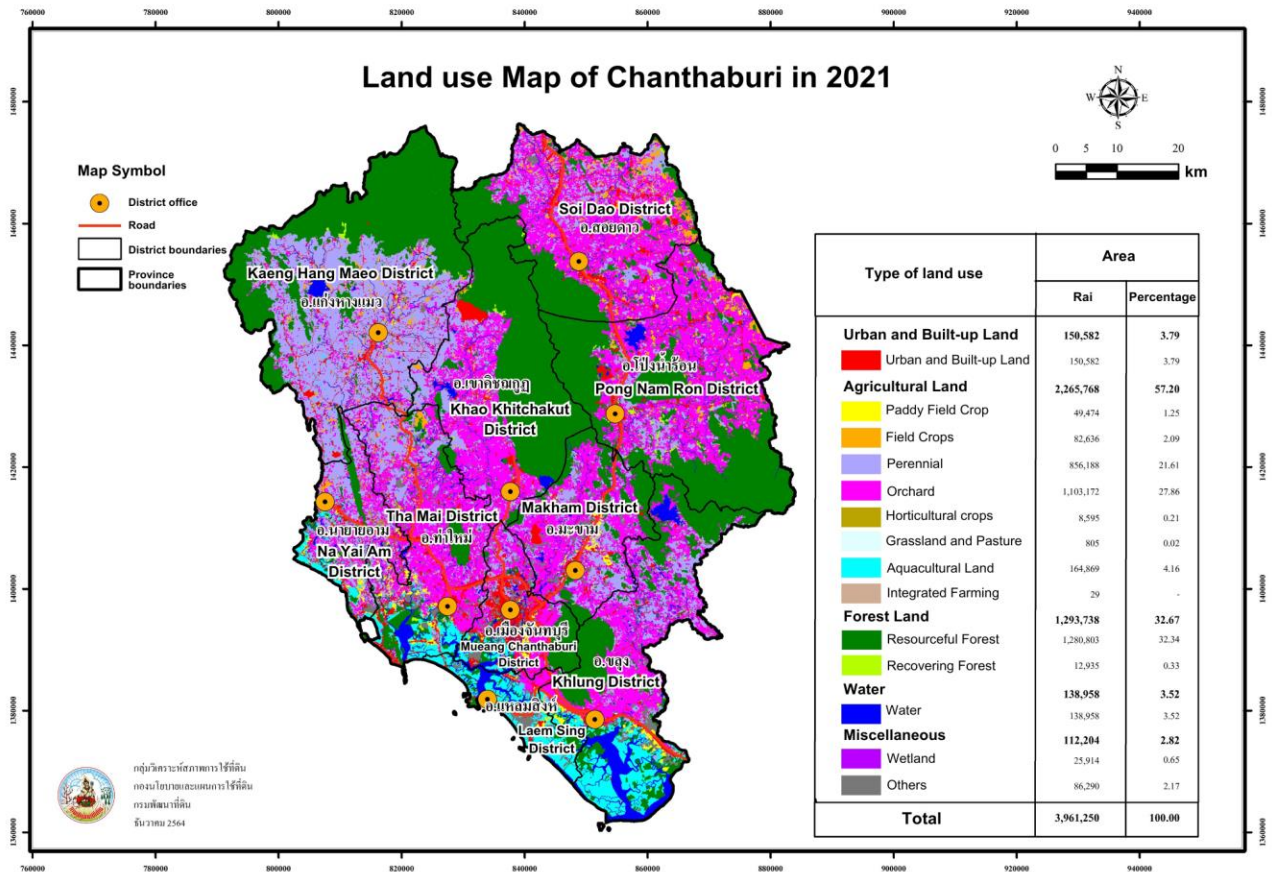


Figure 1: Land use Map of Chanthaburi in 2021

(Translated by IQPISSP4 Team, 2024)

2.1.1 Changes in land use

Over time, the use of natural resources in Thailand has changed primarily due to human practices of logging, mining, urbanization, and highland crop expansion. Deforestation has tripled since the year 2000 in these regions, forcing elephants to migrate and compete with humans for land (Luo et al., 2022). The statistics show that from 2008 to 2021, the land use changed by 80 square kilometers, increasing for community areas (0.9%) and agricultural land (1.5%) but decreasing for forest land (1.2%) (Land Development Department, 2022). In

Chanthaburi, crop expansion and loss of habitat are the leading issues that affect elephants (Wettasin et al., 2023).

2.1.2 Agriculture in Chanthaburi

In the Chanthaburi region, orchards growing crops like durian, mangosteen, and rambutan make up the majority of their agriculture. The local economy in the village of Klong Ta In is similar to many others throughout the province of Chanthaburi. The villagers are primarily farmers whose main income is from selling agricultural products. The main products grown in the Klong Ta In specifically are durian, rubber, coconuts, and palms (Kachanurak, 2023). Chanthaburi has the most active durian production and is responsible for half of Thailand’s durian exports, mainly to China (Huaxia, 2022). The value of durian has constantly increased with growing demand from the global market. From 2017 to 2021, the value of durian exported to China from Thailand has increased greatly. This data is shown in Table 1 (Kasikorn Research Center, 2021). As a result, forest land has been converted into agricultural land to meet consumer demand (Chatewutthiprapa, 2017). These land changes have resulted in fragmentation of the suitable habitats for wild Asian elephants and have led to increased crop raiding and damage to property.

Table 1: Export value of durian (in millions) between 2017-2022 (Kasikorn Research Center, 2021; Huaxia, 2022; Neo, 2019)

Year	2017	2018	2019	2020	2021	2022
Cost (Millions)	\$217	\$1,830	\$1,508	\$1,411	\$2,800	\$3,139

2.2 Elephants in Thailand

Thailand is home to 4,013-4,422 wild Asian elephants (ThaiPBS, 2023). There are 592 wild elephants found in the eastern region of Thailand and approximately 424 wild elephants live in sanctuaries and national parks as seen in Figure 2. Moreover, in Figure 3, the frequency of elephants leaving the wildlife sanctuary area increased continuously from 2018 to 2022. In 2022, wild elephants left the sanctuary area 16,000 times and caused damage up to 1,510 times (CitizenThaiPBS, 2023). The increased movement of these elephants shows that elephant encroachment is becoming a significant issue for farmers, especially those who work near sanctuary or national park areas.

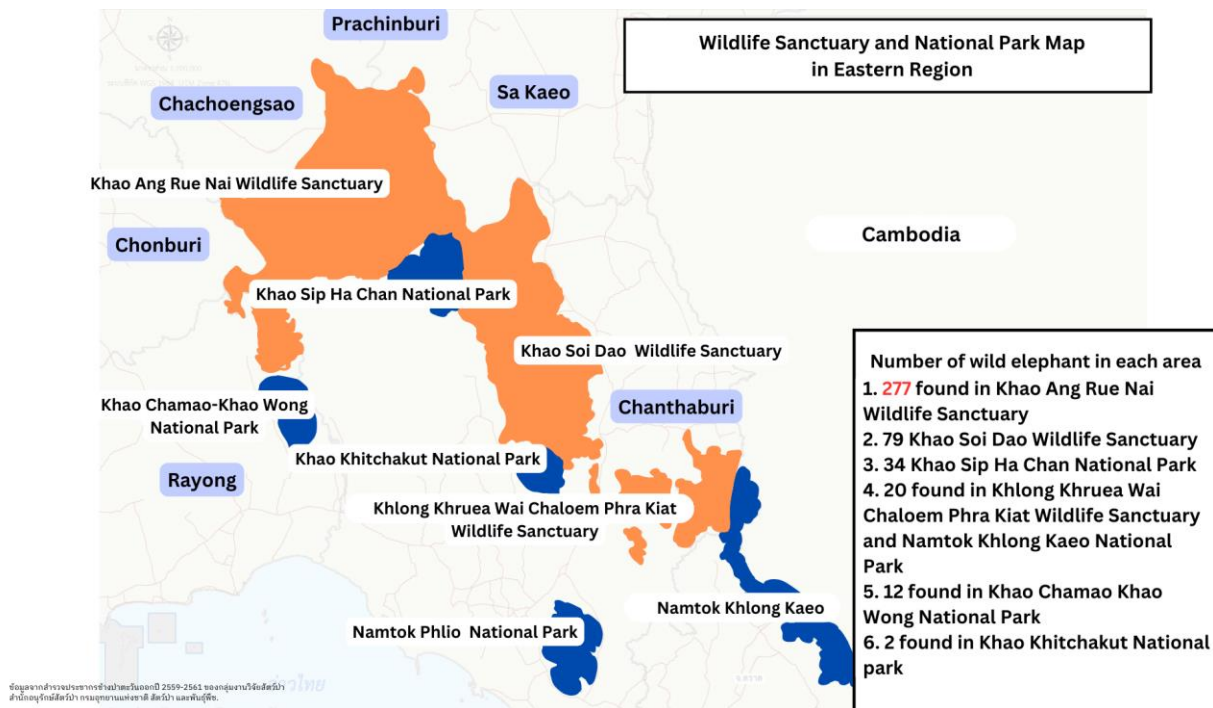


Figure 2: Wildlife Sanctuary and National Park Map in Eastern Region
(Translated by IQPISSP4 Team, 2024)

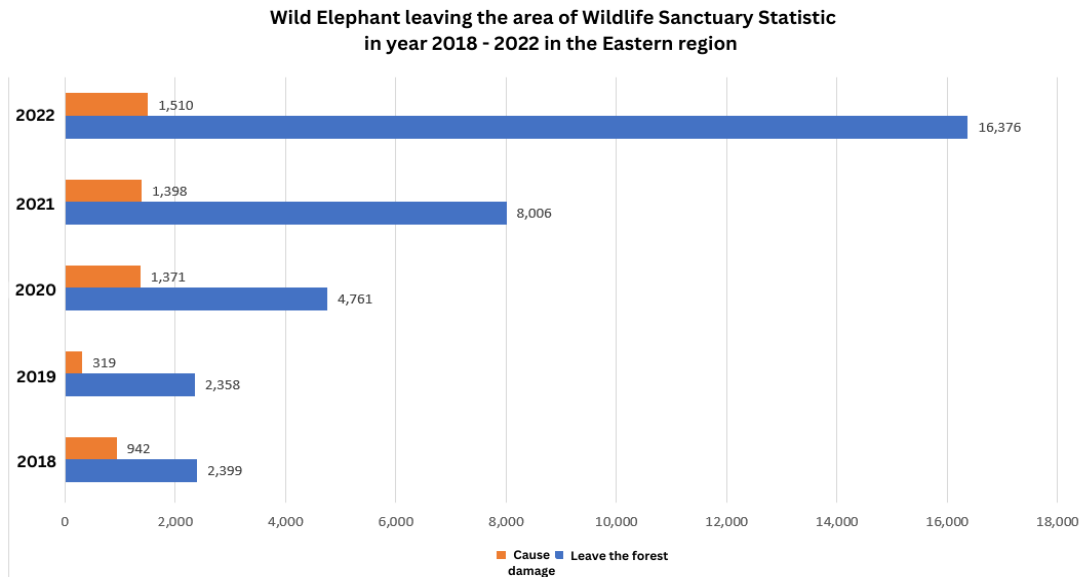


Figure 3: Wild Elephant leaving the area of Wildlife Sanctuary Statistic in the year 2018 - 2022 in the eastern region (Translated by IQPISSP4 Team, 2024)

2.2.1 Elephant behavior, habitats, and encroachment

Wild elephants prefer lowland areas, typical to many agricultural sites. Elephants choose to rest and sleep in tree plantations and feed from agricultural fields such as pineapple and sugar cane (Wettasin, 2023). The most significant cause of human-elephant interaction is crop expansion. This has led to deforestation, making it more difficult for elephants to travel and decreasing the overall land available for elephant habitats. Crop trampling and property damage have therefore become more common (Kitraporn and Takeuchi, 2022). Crop raiding has been a significant issue, especially affecting the Eastern Economic Corridor of Thailand. From 2010 to 2020, crop raiding frequency has increased exponentially over time in Chanthaburi as seen in Figure 4 (Wettasin et al., 2023). This is due to the fact that agricultural areas are often located near the forests, causing elephants to learn that the steady food source can be found in the fields as opposed to in the forest. The most common crops found to be damaged were bananas, jackfruit, coconut, and mango.

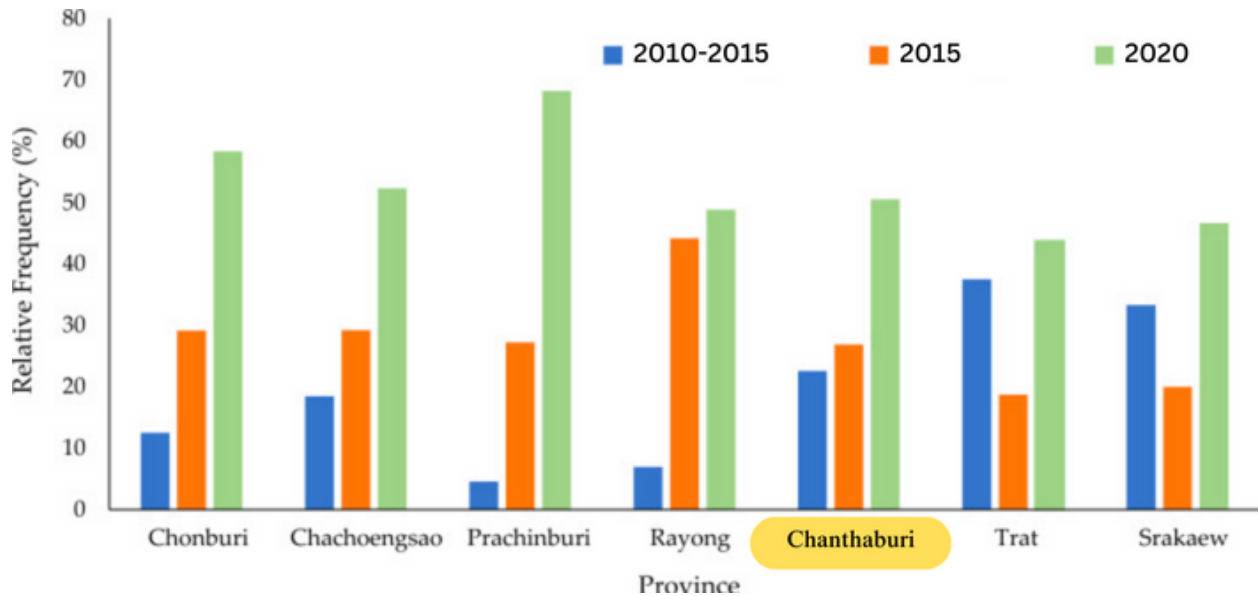


Figure 4: Crop raiding frequency in Eastern Economic Corridor of Thailand, 2010-2020 (Wettasin et al., 2023)

Concerns such as food insecurity and non-reliable income also play a role in influencing the villagers' perception of elephants. Wild elephants are also dangerous in many areas where they are prevalent. Between 2018-2023, 150 or more people were killed by elephants in Thailand. In addition to these deaths, more than 133 people sustained injuries due to elephants (Langerak, 2023). In 2021, 8 people were killed by elephants in the Chanthaburi province alone (Wettasin et al., 2023). However, Klong Ta In is a notable village as it has suffered great financial loss due to elephant encroachment but has had no injuries or casualties from elephants due to good management practices. Klong Ta In has shown that it is possible to avoid injuries and death from elephants through extensive education on elephant behavior, an effective elephant task force, and tracking with drones to ensure that elephants are not in close proximity to people (Kachanurak, 2023).

Due to both encroachment and the danger elephants pose to humans, some villages preferred that an elephant sanctuary be organized in the area or that all elephants be moved to

protected areas (Wettasin et al., 2023). However, researchers have noted that this would be difficult and would simply move the problem to different areas. Instead, the government is working on developing better insurance funds and other methods to encourage co-living between humans and elephants. Current compensation from the Patcharasuta Kachanurak organization, a government organization focused on encouraging co-living between humans and elephants, is mostly for the casualties, agricultural products, accommodation reparation, and equipment maintenance (ศูนย์ช่วยเหลือประชาชนที่ได้รับผลกระทบจากสัตว์ป่า, 2023). It is also important to note that this problem will continue to intensify as the Eastern Economic Corridor expands with an increase in industrial developments in this region (Langerak, 2023). Wild elephants are protected animals under the Wild Elephant Protection Act of 1921, which prohibits the killing of wild elephants, providing another reason for the encouragement of co-existence. The more recent Protection Act in 1992 extended this preservation to prohibit possessing or trading wild elephants (Bansiddhi et al., 2020).

2.3 Kachanurak villages

Kachanurak Villages are villages established by the Patcharasuta Kachanurak organization, a Thai government organization. They are model villages in initiating solutions to solve wild elephant conflicts. The organization aims to increase sufficient food sources for elephants and reduce the problem of wild elephant encroachment by restoring their natural habitat (Kachanurak, 2023). The organization provides knowledge and resources for co-living with wild elephants in the village. Kachanurak villages are located in 5 different provinces, Chachoengsao, Chonburi, Rayong, Chanthaburi, and Sa Kaeo. These villages are located near

protected forest land in the five provinces. Figure 5 below shows the locations of each Kachanurak village and emphasizes their proximity to forest land (Kachanurak, 2023).



Figure 5: Location of Kachanurak model villages (Translated by IQPISSP4 Team, 2024)

The main objectives of Kachanurak are conserving forest and wildlife, rehabilitating resources, creating co-living between humans and nature in a balanced ecosystem, and improving both career opportunities and life quality of the villagers (Kachanurak, 2023). The Patcharasuta Kachanurak Organization initiated the elephant deterring task force in Klong Ta In ten years ago and has been expanding ever since. Kachanurak’s original task force members trained volunteers by educating them about the nature of elephants and proper deterring methods. The task force now operates independently from the organization.

The Klong Ta In village has an area of 10,000 rai (16 square kilometers) and its geography is mostly alternating mountain ranges and plains with natural resources such as ponds and fruit orchards (Khlung Plu Municipality, 2012). Data from Municipality in 2012 has shown

that the village has the lowest number of residents among all villages in the sub-districts in the Khao Khitchakut District, Chanthaburi, and consists of 115 households, totaling 312 residents (Klong Plu Municipality, 2012). The villagers of Klong Ta In are primarily farmers and durian is the most prevalent crop. The village has been suffering from crop raiding and field destruction due to elephant encroachment. Elephants consume the fruits grown by the farmers and trample crops (MGR Online, 2021).

2.4 Tourism

The village of Klong Ta In currently utilizes a volunteer task force to deter the elephants from encroaching on their land. However, this task force has expenses and requires funding. To support this task force, a tourism package will be developed to provide supplemental funding for the elephant deterring task force and a community fund for crop damage. In order to develop this proposal, it is necessary to understand the tourism practices and marketing styles in Thailand, especially in the Chanthaburi province.

2.4.1 Tourist practices in Thailand

Tourism can be broken down into three categories, ecotourism, agritourism, and cultural tourism. These terms are defined in Table 2. As discussed earlier, Thailand has a broad range of geography which has a substantial impact on the type of tourist activities that occur in each region of the country.

Table 2: Tourism clusters and descriptions (Yodsurang, 2022)

Cluster Name	Description
Ecotourism	Nature-based tourism, typically in areas that require protection or offer beautiful sights
Agritourism	Tourism focused on the agriculture of a country, attracting tourists to farms, ranches, or other businesses
Cultural Tourism	Tourism in which communities give individuals the opportunity to buy goods in culturally rich environments and districts

One popular tourist cluster is cultural tourism, which allows tourists to visit unique locations and experience unfamiliar activities. Thailand is home to many different temples with flourishing architecture, traditional foods, and bustling markets. These defining features of Thailand draw in tourists who want to experience authentic Thai heritage (Birtles, 2020). The main motivations of cultural tourists are to learn about the local culture and main attractions include visiting historic sites, ethnic traditions, and religious sites.

Agritourism is tourism primarily focused on the agriculture of a country, including farms, ranches, and grown food. Sustainable agriculture tourism was first introduced to farmers in Thailand to help promote the rehabilitation of many natural resources and the environment. Since then, many privately owned farms have also adapted this tourism form for their own economic benefit. Farms used for agritourism often provide tourists with recreational opportunities based on local heritages and cultures. One study has shown that the main attraction in agritourism is purchasing fresh products after learning about how they are grown (Moraru, 2019). Agritourism within the country is considered a rural activity that requires community-

based participation and a natural environment. Small villages can find great benefits from agritourism because it can be used to create a sustainable income while preserving and spreading cultural traditions (Tseng, 2019).

Ecotourism is the practice of traveling to natural destinations, and it includes a variety of nature-based activities to foster appreciation and understanding of nature, heritage, and local culture. Ecotourism is largely driven by the demand of tourists and is seen as an alternative to mass tourism to promote the economic development of local communities and environmental conservation (Khanra, 2020). Ecotourists are seeking natural tourism to relax, escape routine life, appreciate natural scenery, and for mental and physical health (Carvache-Franco, 2022). Community capacity for ecotourism can be developed by building participation, leadership, organization, and resource management (Laverack, 2007).

Factors such as tourist perception, workers, and natural resources impact the success or failure of rural tourism. Tourists are motivated to travel to rural areas with a wide range of natural and cultural offerings. Travelers want to participate in rural activities with the unique cultural experience they offer, but local accommodations tend to lack comfort. Developing a tourist activity that balances the accommodation needs of tourists and provides a distinctive activity is crucial to creating sustainable tourism practices. One issue commonly experienced in rural tourism is finding dedicated, qualified workers. People who live in rural areas can often be resistant to change, preferring to maintain their current occupations (Kastenholz, 2016). In order to have an invested workforce, it is imperative for the local perception to be open to tourism in their community and to be willing to adapt to more service-oriented work. Lastly, finding a balance when using the local resources is necessary for establishing a sustainable activity and maintaining the support of the locals. If an activity exploits the resources of an area, whether

they are natural or cultural, it could cause locals to stop supporting the activity and deplete the demand for tourism (Kastenholz, 2016).

2.4.2 Tourism practices in Chanthaburi

Although Chanthaburi is known for natural tourism activities, the province has many other resources that are potential tourism sources. There are historical and cultural sites, forests, mangrove forests, beaches, agricultural fields, local products, and local foods. In addition, Chanthaburi offers unique natural activities such as Buddha's footprint on Khitchakut Mountain, the Plew Waterfall, and fruit buffets (Saensanoth and Charoensup, 2018). The tourism statistics of Chanthaburi from January to March 2022 have shown that approximately 300,000 tourists have visited the province (Ministry of Tourism and Sports, 2022).

2.4.3 Tourism in Klong Ta In Village

In 2021, there was an organized trip to the Klong Ta In Village arranged by the Community Development Department from the government as well as a private local tour organizing company called Local Alike. The group of tourists who went there were encouraged to share their experiences at Klong Ta In in order to promote village tourism (WingTip, 2021). Tourists took part in activities such as observing nature and agricultural fields as well as learning about the locals' culture and livelihood. The tour package was promoted through online platforms using the infographic trip outline shown in Figure 6. There were options to do a one-day trip or an overnight trip during the tour (Khoonsawad, 2021). However, this tourism in Klong Ta In did not continue after this first trip due to the state of the COVID-19 pandemic. The village is now attempting to reinstate tourism, but they need assistance marketing the tourist attractions.



Figure 6: Overview area of Klong Ta In village (MGR online, 2021)

2.5 Marketing for rural tourism

Classic methods of marketing based on the four Ps, product, price, place, and promotion are important considerations in marketing a small rural village, such as Klong Ta In. Rural villages can use these principles to consider the things that need to be done for successful and sustainable tourism. In these cases, the tourism activity needs to be a desirable product, the price must be widely affordable, the promotion needs to reach a target audience, and the place must be accessible by common transportation (Giray et al. 2019). It is important to note that simply providing food, accommodations, and transportation is not enough to inspire people to travel to a destination. The unique aspects of a rural village must motivate people to travel there (Dixit et al. 2023). Developing a distinct identity for rural destinations is essential for branding and marketing (Adeyinka-Ojo, 2020).

Within rural Thai areas specifically, there are a few main strategies to market small tourist activities. These strategies must work in unison with each other for the activity to work effectively. The first strategy to utilize is inter-business connection with the area. Throughout much of Thailand, small tourist activity organizers work in unison rather than competitively to maximize traffic to their sites. These activity organizers offer “tourist packages” that bundle activities at a discount and are more attractive to tourists who prefer a pre-planned agenda rather than having to organize separate experiences. The second strategy should embrace local traditions and cultures. For small tourist sites, utilizing existing local traditions offers an effective way to attract tourists. The third strategy is to ensure local involvement by providing incentives for ongoing generational participation in running tourism activities. Monetary incentives and community involvement can help for longevity of tourist attractions and the passing on of knowledge.

Once the structure and organization for tourism has been developed, these attractions must have a proper advertising platform in order to bring tourists to the site. By using advertisements such as pamphlets, posters, and signs, local tourists can be drawn to the activity. Pamphlets specifically need to be placed in stands where tourist traffic is most common such as hotels. Online advertisements are used to appeal to varying audiences. Online advertisement in Thailand is typically sourced from platforms such as YouTube and Facebook as these platforms are inexpensive and user friendly (Ratanapongtra, 2020). These methods of marketing rural tourist attractions can be utilized in the village of Klong Ta In. While some initial investment must be made, the implementation of the correct marketing methods will allow for tourists to be drawn to the community.

2.6 Summary

This chapter reviews the geography and land use for agriculture in Thailand and how crop expansion affects wildlife, specifically focusing on elephants. With the conversion of forest land to agriculture, there are increased encounters with elephants, leading to greater crop loss and damage. Our project specifically focuses on the farming village of Klong Ta In which utilizes a volunteer task force to deter elephants that enter the village. However, it costs money to keep them operating. The goal of the project is to develop sustainable tourism to support this task force and compensate for the loss of income from crop damage. Rural tourism is dependent on the natural resources of an area as well as culture and marketing. The desire for tourism is also required for rural tourism to be successful as locals must have motivation to work.

3.0 Methodology

The goal of our project was to develop a tourism package that provides supplemental funding for the elephant deterring task force and a community fund for crop damage. In order to accomplish this goal, we developed the overarching research objectives described below:

1. Understand the locals' livelihood in agriculture and perspectives on financial loss due to elephant encroachment.
2. Understand the tourism infrastructure of the village and the locals' perceptions of tourism to develop the identity of Klong Ta In as a tourist destination.
3. Understand Klong Ta In's elephant deterring task force to gain insight into their financial needs and operation procedures.
4. Create and receive feedback on a tourism plan to best align with Klong Ta In's needs and resources.

This chapter describes the methods used to gather information from key stakeholders and how the data will be analyzed. The main methods that we used for collecting data were interviews, observations, and analysis of local practices. For interviews, questions were created and standardized for each topic to ensure that consistent data was collected. The WPI Institutional Review Board verified and approved the questions used for interviews and surveys. We explained the scope and confidentiality of the interviews and ensured that fully informed consent was given before the interviews began. We used the results from this analysis to inform the development of our final solution for the Klong Ta In village.

3.1 Objective 1: Understand the locals' livelihood in agriculture and perspectives on financial loss due to elephant encroachment.

Our team set out to find information surrounding the everyday lives of the residents of Klong Ta In to develop an overall theme of how agriculture and elephant encroachment affects the villagers. With this knowledge, we were able to understand what the locals' main source of income is and the loss of income caused by crop raiding. Direct interviews and observations allowed us to develop a deeper view of the village dynamics, social structure, local economy, and natural environment. In order to create a foundation for our research in this topic, we created the following research questions.

Research Questions

- What are the locals' attitudes towards elephants?
- How do locals earn an income?
- How much income loss do they experience from elephant encroachment?

3.1.1 Data collection

We conducted a study of the village which included open-ended interviews and participant observations. The interviews gathered specific insight into the locals' experiences and views on agriculture and elephants. The questions were open-ended, meaning that while we worked from a set list of questions, we were not looking for yes or no answers. We also asked further questions if elaboration was needed. The village leader was interviewed to understand the demographics and land use of the village. The locals interviewed were eleven farm owners and two farm workers. The farm owners were all durian farmers with different amounts of land ranging from 5 rai to 800 rai and the farm workers both worked on a palm plantation. These individual interviews lasted about 30 minutes to one hour. Farm owners are a high stakeholder

and the most impacted by elephant encroachment through crop raiding. Agricultural workers make up the majority of the village and were interviewed to gain an overarching view of the village's outlook on elephant interactions in their daily routines. Interviews were conducted until data saturation was reached. Data saturation is the point at which no new information is gained and further data collection would produce similar results (Faulkner et al., 2017). Moreover, we observed farm workers and conducted informal interviews with the village leader to understand their lifestyles better. The number of interviews conducted was limited by the availability of workers and by the villagers that the village leader had arranged to meet with us. We received a sample size of two workers and 11 owners and the individuals interviewed shared similar opinions.

3.1.2 Data analysis

We analyzed the interviews and observations using thematic coding. Thematic analysis is the process of identifying patterns or themes in qualitative data. A “code” is a representation of the main ideas in the subject’s responses. Preliminary coding was first done to identify the main ideas. These main ideas were used to create a guide of codes, defining the most prominent ideas within each code. To organize codes for interviews, we highlighted the text in interview transcripts with each code having a unique color, as shown in Figure 7. Specifically, our codes referred to the negative and positive opinions of the interviewees, allowing us to identify when people spoke positively or negatively on a topic. Once the transcripts were coded, themes were developed and analyzed in context to our objective of developing an understanding of the locals’ perspective on tourism and elephants (Coates et al., 2021).

Finance Elephants Tourism
 Nature/Agriculture Positive Negative

Farm Worker Answers

- Elephant Interaction
 - How often do you interact with an elephant during a week?
 - The frequencies of elephant encounter depends on each month (can range from 1-2/week up to everyday)
 - How do you react when encountering an elephant?
 - Always contact the village leader when facing elephants
 - Has anyone been injured by an elephant or had their homes or personal property damaged?
 - No injured or casualties
 - What is your attitude towards elephants?
 - Farmers want the elephant to get out of the area because they destroyed half of the farm
 - Estimated destroyed farm by elephants is about 500 Rai, each Rai contains about 1 Ton
 - Estimated income loss about 1 million baht/year
 - Elephants destroyed the whole tree to eat
 - The destroyed tree can be used for fertilizer

Farm Owner

- Elephant Interactions
 - What is your attitude towards elephants?
 - They are unhappy with the encroachment because of the danger and the damage to their crops

Figure 7: Interview Thematic Coding Sample

3.2 Objective 2: Understand Klong Ta In’s elephant deterring task force to gain insight into their financial needs and operation procedures

We gathered knowledge about the elephant deterring task force to understand their needs, operational procedures, and the scope of elephant encroachment in the village. With this information, we were able to identify the required revenue the tourism activity needed to generate in order to support the elephant deterring task force. This income will be used to pay for the expenses of the task force. Within this objective, we utilized interviews and observations. These methods allowed for direct interaction and firsthand observation of the task force at work. This approach helped us identify the task force’s financial and maintenance requirements. We specifically sought to understand their ongoing costs for each of their equipment and vehicles. The research questions we developed were as follows.

Research Questions:

- What equipment and procedures does the task force use?
- What ongoing costs does the task force have?
- How much is the task force's annual operation cost?

3.2.1 Data collection

We conducted open-ended interviews with six village elephant task force members: four members, one supervisor, and the village leader who is a coordinator of the task force. We directly observed the task force's activities by going on an elephant task force ride along. This observation not only provided insight on how the task force functions, but also gave us the experience of what a tourist would feel if they were to do the same. As seen in Figure 8, we observed the task force using the drone to track elephants. We utilized interviews to understand what equipment they use, specific procedures, and ongoing costs. These interviews also allowed the members of the volunteer task force to express their experiences, opinions, and concerns about their financial burden. We interviewed the task force with questions directed at understanding their safety procedures to evaluate whether the ride along activity is a viable tourism option.



Figure 8: Drone observation taken by the task force

3.2.2 Data analysis

Once the data was collected, we analyzed our findings by creating a budget for the ongoing costs of the elephant task force. Once formed, we were able to develop a monthly and annualized budget for the task force equipment costs and maintenance. This annualized budget was used in our final step to help us understand the profit requirements of our tourism package.

3.3 Objective 3: Understand the tourism infrastructure of the village and the locals' perceptions of tourism to develop the identity of Klong Ta In as a tourist destination.

We sought to learn about the locals' perspectives on tourism and the resources available in the village. We gathered data through interviews, autoethnography, and participant observations to determine whether the locals are open to visitors and whether tourism is a viable option in the village. We conducted participant observations, observing what activities the village could host. Proposed tourism options must be both feasible and profitable, ensuring that locals would be motivated and able to work on the attractions. The locals provided beneficial insight about the land along with the opportunities that the village has to offer. The locals' active participation in this problem-solving and decision-making ensured that designed solutions were not imposed but rather co-created with their involvement to ensure sustainability.

3.3.1 Data collection

To achieve this objective, we conducted interviews, autoethnography, and participant observations. We interviewed the village leader to learn about the infrastructure that the village has for tourism and the experience they have with hosting visitors. In our interviews with the farm workers and farm owners, we asked questions relating to their attitudes towards tourists as well as what they believe the village could best offer. We carried out an observation to generate

qualitative information on the village setting, including descriptions of the physical environment and images of the village. The data collected through observation also focused on tourism infrastructure including accommodations and amenities. Each member of the team used autoethnography, a research method that “seeks to describe and systematically analyze personal experience in order to understand cultural experience” (Ellis, C et al, 2011). These autoethnographic observations included the individual’s emotions and experiences to define the identity of the village. By doing so, we experienced Klong Ta In as a tourist would and recorded those feelings and emotions.

3.3.2 Data Analysis

We analyzed our observations using thematic coding. Similarly to the method used for interviews, we utilized unique codes referring to the capacity of tourism in the village, the natural environment, and the visitor experience. The specific codes that we highlighted throughout the observations consisted of six different codes: nature, infrastructure, comfortability, beauty, tourism infrastructure, and finance. By highlighting these codes, we were able to clearly identify what was repeated and define these as themes to develop a village identity (Coates et al., 2021).

From these findings regarding the locals’ and elephant task force’s experiences and needs as well as the resources of the village, we defined a set of criteria that our proposed tourism package must meet in order to be successful. The criteria we developed included profitability, feasibility, sustainability, authenticity, and novelty. We compared the different criteria utilizing a pairwise comparison chart. A pairwise comparison chart compares different items against each other, resulting in a scored ranking. These criteria and scoring will later be used to evaluate and rank the various potential tourism activities to find which best fits the needs of the village.

3.4 Objective 4: Create and receive feedback on a tourism plan to best align with Klong Ta In's needs and resources.

To find effective ways to generate supplemental income for the elephant task force and the community fund, we developed an initial tourist package proposal and received feedback from the village to ensure the needs of the village were met. We utilized information on the village's capacity and infrastructure for tourism as well as the locals' interest in activities to create potential tourism ideas. We created a draft tourism package that encompassed the identity and ensured that it fulfilled the required revenue to meet the financial needs of the elephant task force. We first evaluated the proposed activities using a Pugh analysis, scoring each activity based on the set criteria. This initial tourism package was then proposed to the village for feedback through surveys asking participants to rank activities on a scale of 1-5 based on set criteria. We sought out to understand what the locals' preferences for tourism were and how often they would like to host visitors. The feedback we received was then incorporated into adjusting our final proposal.

3.4.1 Proposing sustainable tourist activities

We created a concept map of the village's identity as a tourist destination to properly lay out the various offerings of Klong Ta In in four themes: agriculture, tourism infrastructure, cultural activities, and nature-based activities. To propose a tourism package, we compared the different possible tourist activities and determined which one's met the most criteria and supported the village effectively. To do this, we conducted a Pugh analysis of the different proposed ideas. A Pugh chart is a style of decision matrix that utilizes criteria scoring to analyze different ideas and to determine the optimal choice (Azadnia et al, 2022). We ranked each activity on the weighted criteria defined previously: profitability, feasibility, sustainability,

authenticity, and novelty. The chart was utilized to analyze different tourism activities based on the criteria set previously to develop an understanding of which idea best fits the needs and requirements of the village. Once we finalized this ranking, we developed an initial tourism proposal.

3.4.2 Receiving feedback and recommendation

We returned to the village and conducted interviews for feedback on the initial tourism package proposals. We sought to understand what the locals' preferences were for tourism and how often they would like to host visitors. From the feedback, the most suitable solutions were determined and changes were adapted into our final proposal.

We conducted a face-to-face survey allowing participants to express opinions on the proposed tourism activities and rank each activity on a Likert scale from 1-5 based on the criteria: profitability, feasibility, sustainability, authenticity, and novelty. We sought to gather insight from a variety of individuals to gain perspectives from their respective fields of experience. We interviewed and surveyed 14 participants consisting of 11 farmers, one herbal masseuse, one cook, and one local. Within the 11 farmers, there were six enduro bike riders, one herbal masseuse, one broom maker, and the village leader. Besides the 14 respondents, we interviewed 2 elephant task force members to gain specific data on the maintenance costs. Moreover, we asked for recommendations in terms of price and detail in each activity to further evaluate the tourism package. An example of the rank style question we utilized in our survey is seen in figure 9 below.

บุฟเฟต์ ผลไม้ (Fruit Buffet) *

	1 (น้อยที่สุด)	2	3	4	5 (มากที่สุด)
ความสามารถในการทำกำไร (Profitability)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ความเป็นไปได้ (Feasibility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ความยั่งยืน (sustainability)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ความดั้งเดิม (Authenticity)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ความแปลกใหม่ (Novelty)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 9: A sample rank style survey question

After further analysis of our feedback from our initial tourist package proposal we altered our tourist package so that it was tailored to meet all our requirements and limitations. We moved forward with finalizing our proposal by ensuring that it properly laid out the next steps for the village if they were to take and implement our recommendation. We explained maintenance, input methods, and training required in simple terms to ensure the activity runs effectively. With the tourism package finalized, we created promotional materials for the village to advertise their events. These materials were posters, pamphlets, and Tik Tok videos.

4.0 Findings and Analysis

This chapter discusses our results and analysis from the observations and interviews with the farm owners, workers, volunteer task force, village leader, and the project sponsor. Our findings are broken down into the four objectives that we focused on in our research. The locals' experiences and opinions in agriculture, elephants, and tourism shaped the needs and criteria that the tourism package must meet. We have proposed a set of tourist activities that would best suit the village. We effectively analyzed our data through a multitude of findings and evaluated the activities based on the criteria: profitability, feasibility, sustainability, authenticity, and novelty. Through feedback from the village, we found that our proposed tourism package was highly feasible but its price needed to be lower.

4.1 Objective 1: Understand the locals' livelihood in agriculture and perspectives on financial loss due to elephant encroachment.

In this objective, we found information on the perspectives of Klong Ta In locals surrounding the topics of agriculture and elephant encroachment. The following are our findings for this objective:

1. Farmers are dissatisfied with elephant encroachment due to the income loss and receive minimal compensation
2. Farmers are satisfied with the elephant task force team

Farmers are dissatisfied with elephant encroachment due to the income loss and receive minimal compensation

The eleven farm owners and two farm workers interviewed, said they are unhappy with elephants encroaching on the farmland due to the crop damage. Four interviewers said that they

wanted the elephants to be relocated. The crop raiding the farmers experience is inconsistent and varies by month and from person to person. Farmers can experience crop raiding from every day to 1-2 times a week to twice a month, meaning that they cannot predict the elephants' behavior. The elephants consume a variety of crops, including bananas, papaya, grass, pineapple, and durian during the harvesting season. A palm plantation worker mentioned that there is an estimated income loss of about one million baht per year. Figure 10 shows damage to a durian tree caused by an elephant in Klong Ta In. We found that trees in this condition must be replaced.



Figure 10: Damaged durian tree in Klong Ta In

Based on the interview with durian farm owners and workers, the current compensation from the Ministry of Agriculture and Cooperatives is 1,600 baht per damaged rai, however, the cost of a durian tree is about 15,000 to 30,000 baht per tree. Elephants destroy anywhere between 1 and 20 trees each raid. Each rai can have 25-30 durian trees. If a full rai of durian trees were damaged this could amount to costs of up to 900,000 baht. Farmers do not apply for this government compensation program because of the extensive paperwork that must be submitted

and the compensation is insignificant in comparison to their loss. To provide an alternative solution, the village leader stated that *“they are trying to make a proper insurance policy for each tree to compensate for the crop raiding by collecting funds and then giving saplings.”* In addition to raising funds for the elephant task force costs, we are planning to contribute to a community fund to compensate for crop damage.

Farmers are satisfied with the elephant task force team

Ten farm owners and the village leader stated that the task force is 80% to 90% effective in preventing the raid of elephants on agricultural farms. While they stated that the wild elephants raid the farm 2-3 times a month, there is less damage with the elephant task force. The annual income loss of Klong Ta In has decreased from 10 million baht in 2020-2022 to three million baht from 2022 to 2024. The farmers said that they rely on the task force to deter the elephants from their farms. However, elephants can only be deterred when a farmer is present to report it to the village leader and task force.

4.2 Objective 2: Understand Klong Ta In’s elephant deterring task force to gain insight into their financial needs and operation procedures

In objective two, we learned that the elephant task force has effective equipment for deterring elephants. However, it is expensive and is paid for by the volunteer members of the task force. Furthermore, we learned that the task force is willing and able to safely host tourists on a ride along.

The following are our findings from this objective:

1. The task force has set procedures and effective equipment
2. The operational costs are funded by volunteers with no external funding.

3. The task force is capable of having the ride along with elephant task force activity and ensuring tourists' safety

The task force has set procedures and effective equipment

The team's main equipment includes 1 scouting drone, 5 trucks, 3 tractors, 10 motorbikes, more than 10 flashlights, more than 10 headlamps, 7 walkie-talkies, 10 slings with around 100 marbles, around 100 ping pong scare devices, and 3 shotguns. Through our observation of the task force, we learned that they have standard procedures in place and are knowledgeable in elephant behavior. The size of the team is approximately 15 people, all farmers, and they begin an operation when they receive a call from a villager. A few members will ride their motorbikes to the reported area to look for trails left by wild elephants. The scouting drone seen in Figure 11 is deployed to locate and monitor the elephants. After confirming and locating the elephants, the task force members utilize walkie talkies to communicate with other members on motorbikes who go closer to the area. Then, utilizing motorbikes, trucks, bright lights, and scare devices with loud sounds, the elephants are driven away. However, the elephant task force mentioned that elephants can grow accustomed to these different methods. If this happens, they use a slingshot to throw marbles at the side or back of the elephants. The physical contact, though not painful, can annoy them, so they will move out of the area. The elephant task force has been fully effective in deterring elephants and does not require assistance with their approaches but rather requires assistance with maintenance costs.



Figure 11: Drone used by the task force

The operational costs are funded by volunteers with no external funding

After interviewing the task force, we found that they receive insignificant and inconsistent funding from the government and most maintenance costs are funded by the members. To maintain an effective task force, there are specific ongoing costs. The main ongoing costs of the task force include fuel and maintenance for the motorbikes and trucks and purchasing new flashlights, walkie talkies, and headlamps for the team. By summing these numbers together we were able to create both a monthly and annualized budget shown in Figure 12. In the first draft of our elephant task force budget, we underestimated the maintenance costs from the initial interviews with 5,800 baht monthly and 69,600 baht annually. Through feedback with the elephant task force, the new required budget we developed for the elephant task force is 11,265 baht monthly and 135,180 baht annually. This amount would be the required revenue from the tourist activity to support the task force.

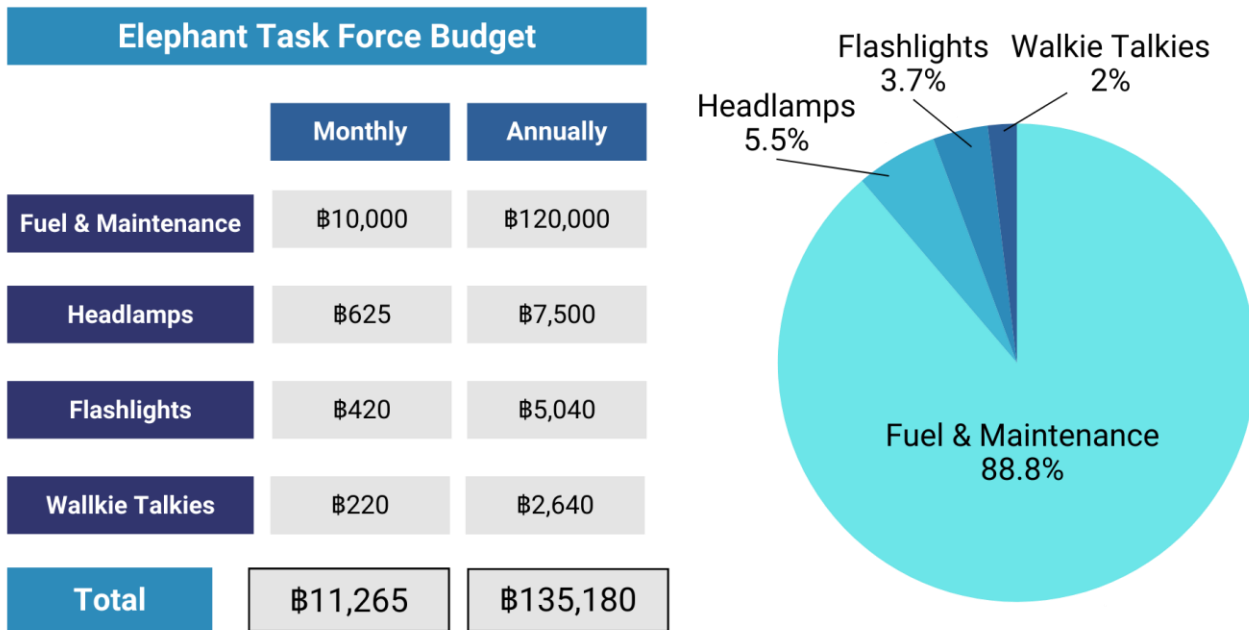


Figure 12: Analysis of monthly and annual costs for the elephant task force

The task force is capable of having the ride along with elephant task force activity and ensuring tourists’ safety

The task force undergoes training and has been running effectively for the past 10 years. They are knowledgeable in elephant behavior and safety practices, and they are equipped with the necessary equipment. The task force indicated that “the ride along with elephant task force activity is feasible and manageable if the tourist group is no more than 10 people and if their guidelines and precautions are followed”. Moreover, from our observation, the task force can manage and handle real-time situations with the group of tourists. Given that the task force operates almost every night to deter elephants, the introduction of a small group of tourists will not additionally affect the elephants if they abide by the safety guidelines. The task force stated that they would evaluate the safety level of the situation by first observing the current behavior

of the elephants via drone. If the task forces consider the situation dangerous, then the visitors would observe the elephants from the images sent back by the flying drones. The elephant task force follows specific guidelines to maintain safety: maintaining 100 meters distance from humans to elephants, ensuring that tourists are not wearing bright colors, turning off lights, and not making noise when in proximity to elephants.

4.3 Objective 3: Understand the tourism infrastructure of the village and the locals' perceptions of tourism to develop the identity of Klong Ta In as a tourist destination

In the third objective, we learned that the village is open to hosting tourists. We gathered information on the required criteria for a proposed tourist package, and we also defined the scenery in the village that will be highlighted in the package. The following are the findings from this objective:

1. Klong Ta In as a tourist destination
2. Klong Ta In as a farming experience
3. Klong Ta In as a natural destination
4. Klong Ta In as a cultural experience
5. Criteria for the proposed activities

Klong Ta In as a tourist destination

From the interview with eleven farm owners and two farm workers, they all welcome tourists and visitors to the village. However, the majority of the farmers interviewed mentioned that their farm work is time consuming, and they do not have the availability to run activities. The village leader stated, “there are fifteen farm owners that own less than five rai of land who are interested in managing tourist activities as they have less farm work.” The farmers are most

available on the weekends. If a reservation process were implemented, the village leader stated that an advance tour package reservation would allow him to arrange a team. They would prefer to host more tourists during the fruit harvesting season in April-June because the farmers have less farm preparation work and there will be more tourism activities such as fruit buffet.

Upon visiting Klong Ta In, our team observed the village landscape, the current nature-based activities, and the daily routines of the locals. Klong Ta In has the physical infrastructure to accommodate tourism but lacks the systematic infrastructure due to a lack of planning and marketing. As a result, there are currently no tourists visiting the village. The four categories that can be seen in figure 13 were what our group decided on based on the information laid out in our thematic coding as well as our tourist experience visiting the village.

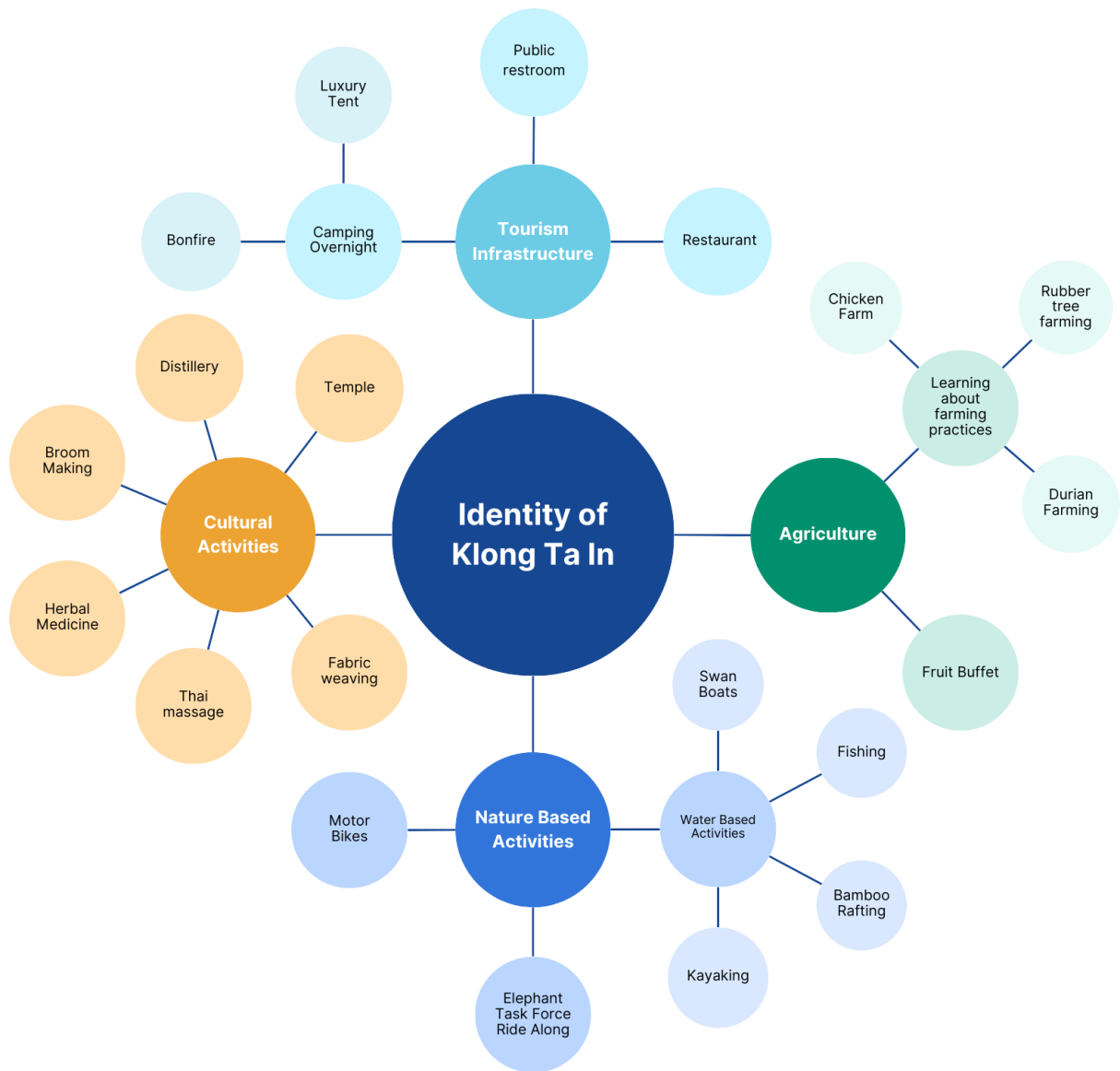


Figure 13: Concept map of themes related to tourism in Klong Ta In based on data from observations and interviews

Through direct observations of the village and an interview with the village leader, we learned that Klong Ta In has the infrastructure to host tourists. Currently, there are two different groups of campsites by the pond with ten tents in total, each tent can host two visitors. Each one of these sites has its own bathroom with a working shower. For those who bring a recreational vehicle, there are charging stations adjacent to camping sites. There is also a homestay that is

being finalized, which features a kitchen and two bedrooms. This homestay can host 2-6 people. The village also has a restaurant and convenience store that can provide tourists with local foods and necessary supplies.

Klong Ta In as an agricultural experience

Based on the interview conducted with Klong Ta In farm owners and the village chief, the village’s agriculture is plentiful with a variety of agricultural products in a total of 10,000 Rai including 5,963 Rai durian, 2800 Rai palms, 1200 Rai rubber trees, and 37 Rai herbal forest which is depicted in Figure 14. Moreover, there are integrated crops grown such as rambutan, mangosteen, longkong, and black pepper within plantations and orchards.

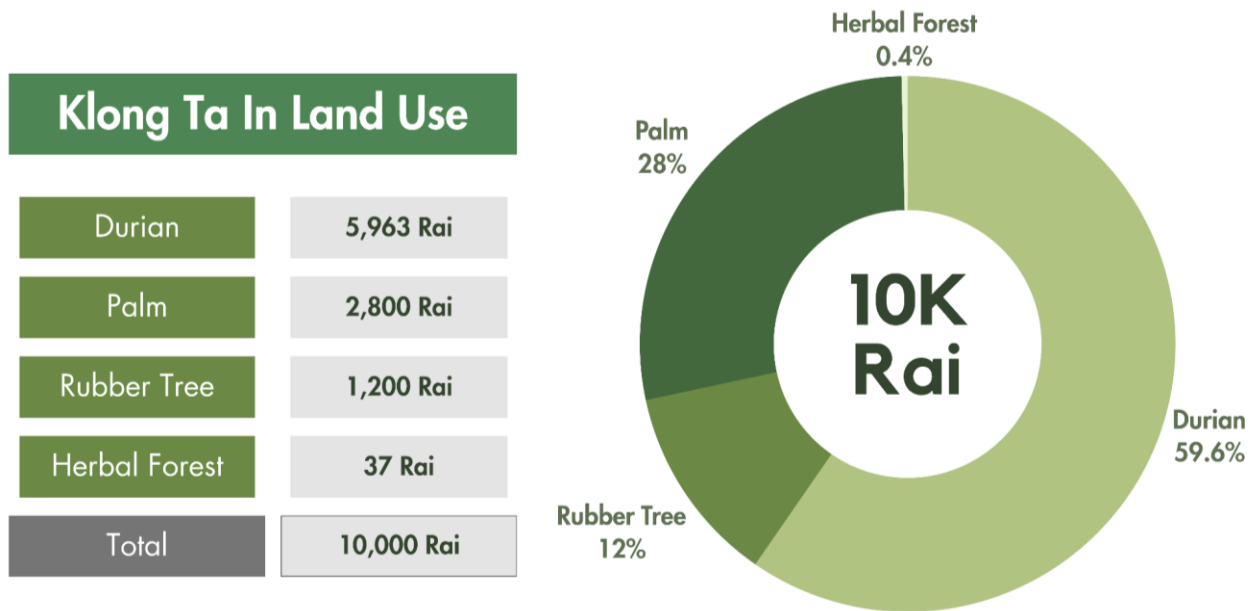


Figure 14: Klong Ta In land use

Some feasible tourist attractions might include farm tours with learning about farming practices and having a fruit buffet, especially in the fruit season in which tourists can pick their

own fruits. Moreover, the village also has greenhouse gardening and a chicken coop, fruit season, April to June, would be a popular tourist season.

Klong Ta In as a natural destination

Through our observations and visits to the village, we found Klong Ta In to be a tranquil environment, surrounded by mountains, trees, wildlife, and a large pond. Nature-fond tourists that are seeking a break from city life might be interested in Klong Ta In because of the escape it offers from urban areas. The village allows tourists to be immersed in a natural environment. Klong Ta In Village is a rural destination, about 54 km away from the nearest city, Mueang Chanthaburi District. (Google Maps, 2024)

We found that the village does not have disruptive noise, light, or air pollution like many city areas. Klong Ta In’s light pollution is significantly lower than that of Bangkok’s. Along with this artificial brightness in Klong Ta In is only 18.8 micro candelas per square meter while in Bangkok it is 6710 micro candelas per square meter. Micro candelas per square meter are another measurement of luminance (World Atlas, 2015). The light pollution comparisons of these two locations are depicted below in Figures 15 and 16 below.

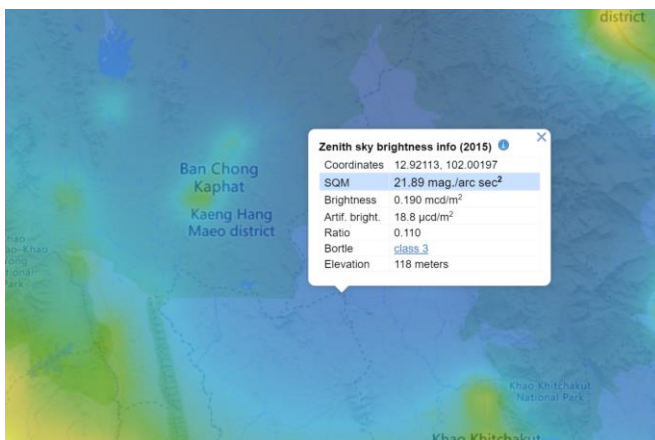


Figure 15: Light pollution in Chanthaburi

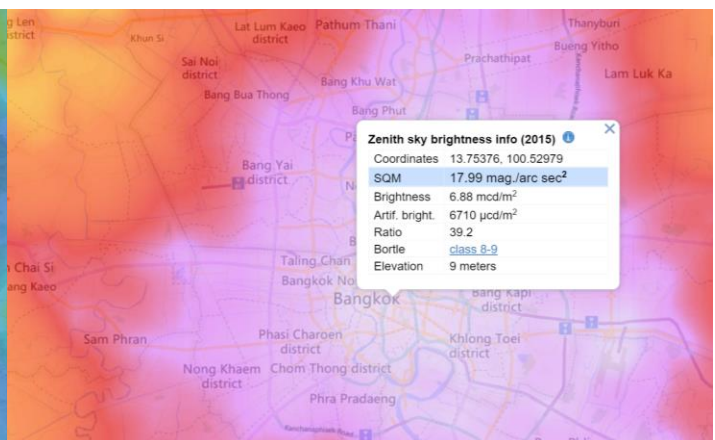


Figure 16: Light pollution in Bangkok

Utilizing direct observation and interviews with locals, we found that Klong Ta In has many outdoor tourist experiences. Some notable examples are a weekly enduro dirt bike race, swan boats, kayaks, and camping sites. Currently, there are 2 swan boats, 1 kayak, and 10 camping tents. The village leader is interested in purchasing more to meet tourist demand and will cover the initial starting costs of tourism. Further outdoor activities include enduro dirt biking, which is a popular activity in the village amongst locals and they host a dirt biking competition once a year. Klong Ta In can also offer an elephant task force ride along which is a unique attraction that is not available anywhere else, however, safety must be taken into consideration.

Klong Ta In as a cultural experience

According to the interview with the village leader, Klong Ta In has different local crafts and educational experiences. The village leader is knowledgeable in rare traditional herbs and would like to educate others. There are locals in the village that are experienced with Thai massage, along with hosting an herbal workshop to make an herbal massage compress. Further cultural crafts that can be done within the village is a broom making workshop. In this workshop, locals with experience in the matter would come to the village and teach the history and technique of making these brooms. The village also has a Buddhist temple.

Criteria for the proposed activities

We've developed a set of criteria that our proposed tourism package must meet in order to be successful. The criteria we defined from understanding the experiences of the locals' and

the elephant task force are profitability, feasibility, sustainability, authenticity, and novelty.

Table 3 describes each criteria definition based on the resources and needs of the village.

Table 3: Descriptions of criteria for tourism activities

Criteria	Definition
Profitability	The proposed tourism activities must meet a certain revenue standard to properly supplement the budget that the Elephant Task Force requires and create enough of a financial margin for a community fund. The profits for our tourist activity must be at least 11,265 Baht a month on average to maintain consistent profitability to properly cover the costs of the Task Force.
Feasibility	Feasibility is the capacity of the village to organize the activity. The most feasible activities will be safe and be established from the infrastructure, resources, and knowledge of the village. Activities are limited to being hosted during the daytime on weekends to avoid elephant encounters and guarantee the availability of the workers.
Sustainability	The proposed activities must align with the villagers interests so they want to continue to host them and they must consistently draw in tourists. Activities must be able to be maintained long term, not be dependent on depletable resources, and sustainable to the environment.
Authenticity	Cultural tourism is a significant draw for tourists (Zhu, 2021). The activities proposed must be reflective of the local culture of Klong Ta In while avoiding commercialization and loss of identity. The village has a multitude of authentic cultural experiences to offer, such as a temple, farming techniques, local cuisine, and cultural crafts.
Novelty	Novelty is a motivational factor for tourists who are seeking a new and different experience, a change from their daily routines (Blomstervik, 2020). Activities that are unique to the area or are completely original are considered to be more novel.

We compared the different criteria utilizing a pairwise comparison chart, as seen in Table 4. We found that profitability was the most important, followed by feasibility, sustainability, authenticity, and novelty. Profitability was determined to be most essential due to the fact that without profitability, these activities would be deemed irrelevant because supplemental income

through profit is the objective of our tourist package. Feasibility and sustainability are the next most important criteria to ensure that the tourist activities can be done in the village and continued. Authenticity and novelty ranked the lowest as these characteristics can be attractive towards tourists, however, not essential. Criteria and scoring will later be used to evaluate and rank the various potential tourism activities to find which best fits the needs of the village.

Table 4: Pairwise comparison chart

Criteria	Profitability	Feasibility	Sustainability	Authenticity	Novelty	Score
Profitability	x	1	1	1	1	4
Feasibility	0	x	1	1	1	3
Sustainability	0	0	x	1	1	2
Authenticity	0	0	0	x	1	1
Novelty	0	0	0	0	x	0

4.4 Objective 4: Create and receive feedback on a tourism plan to best align with Klong Ta

In's needs and resources

In this objective, our results were an initial tourism plan and feedback from the village allowing us to rework the tourism plan. The following are the results of this objective:

1. Initial tourism plan
2. Received feedback

Initial tourism plan

The initial tourism plan consisted of cultural, agricultural, and outdoor activities based on the resources of the village. The activities were evaluated using a Pugh analysis showing which activities are the most valuable.

The initial analysis found that the majority of activities scored high on all criteria

After taking into consideration all the different activities and offerings that the village has, we evaluated the fruit buffet, broom making, herbal ball workshop, farming tour, camping, dirt biking, and elephant task force ride along. The majority of activities scored high on all criteria with totals above 15 points. Based on the scores from our Pugh analysis, we determined that the farming tour ranked highest while the fruit buffet ranked lowest.

Table 5: Pugh Analysis

Criteria	Weight	Current Tourism Baseline	Fruit Buffet	Broom Making	Herbal Ball Workshop	Farming Tour	Camping	Dirt Bike	Elephant Task Force Ride along
Profitability	5	0	1	1	1	1	1	2	2
Feasibility	4	0	1	1	1	2	2	0.5	1
Sustainability	3	0	-1	1	1	2	2	1	-1
Authenticity	2	0	1	2	2	2	0	1	1
Novelty	1	0	0	1	1	0	0	2	3
Rank Score		0	8	17	17	23	19	19	16

The tourist package must be two-days of activities on the weekend

With information and insights gained from observation and interviews, our team decided to propose a two-day overnight tourism plan in accordance with the village's resources, local availability, and the budget spent on each activity. We decided to limit the tourist visit to two-days due to the limitation of the availability of the farmers. In addition, the majority of activities apart from the elephant deterring task force are during the day time to avoid any unexpected human-elephant interactions. Tourists will stay overnight in a camping site as they are well established and maintained by the village leader. For both days we wanted to provide a well-rounded experience, our initial tourism package included both cultural activities, agricultural activities, and outdoor activities.

We chose the farming tour because it ranked high in all criteria with the exception of novelty. The farming tour is easily adaptable for the village with a low starting cost as the majority of locals work in agriculture. We chose to offer cultural activities such as visiting the temple, broommaking, and the herbal ball workshop because they score high in authenticity, do not have many expenses and the locals are already knowledgeable in these practices. The proposed outdoor activities include dirt biking and the elephant task force ride along. Dirt biking is ranked second as it scores high in profitability and novelty and is an activity the locals already participate in. However, dirt biking may face initial challenges in developing a system to rent out bikes and train tourists. We chose the elephant task force as the main selling point of the tourism package because of its unique experience for many visitors. However, it has limitations regarding safety with the risks that elephants pose and sustainability given that elephants are inconsistently present in the village. While the fruit buffet activity was ranked lowest due to the

fact that it can only be implemented during a certain time of the year, April to June, we decided to keep this activity at the request of the village leader.

The initial cost person for the tourism package is 1,700 baht

In our initial plan, the pricing was based on hosting a group of 10, two times per month. We summed the cost of goods for each activity, staffing, took into consideration the initial elephant task force budget of 5,800 baht, and supplemental profit of 1,400 baht per group (2,800 baht per month and 33,600 baht annually) to create the price of the tourism package. The supplemental profit would contribute to a community fund. Through the evaluation of the costs, the end price per person is 1,700 baht. Figure 17 shows the cost of goods for each activity along with the necessary price per person for profitability.

			Cost of Goods Estimate		Cost of Goods	Staffing per Group
Day 1	Traditional Lunch	12:00 PM - 1:30 PM	฿100		฿720	฿500
	Temple	1:30 PM - 2:00 PM	฿15		฿100	
	Free time	2:00 PM - 4:00 PM	฿0		฿350	฿500
	Thai Dessert	4:00 PM - 4:30 PM	฿55			
	Broom Making	4:30 PM - 6:00 PM	฿150			
	Elephant Task Force	6:00 PM - 8:00 PM	฿300			
	Dinner	8:00 PM - 9:00 PM	฿100			
Overnight Camping			฿100			
Day 2	Breakfast	8:00 AM - 9:00 AM	฿100			
	Farming Tour	9:00 AM - 10:00 AM	฿0			
	Dirtbike Rental	10:00 PM - 12:00 PM	฿0	Supplemental - Cost 500 Baht		
	Lunch	12:00 PM - 1:00 PM	฿100			
	Herbal Ball Making	1:00 PM - 2:00 PM	฿150			
	Fruit Buffet	2:00 PM - 3:00 PM	฿0	Supplemental - Cost 200 Baht		
					Day 1	
					Day 1	
					Overnight	
					Day 2	
					Total Cost of Goods per Person	฿1,170
					Total for Group with Staffing	฿12,700
					Elephant Task Force Needed	
					Monthly Profit	฿5,800
					Groups per month	2.0
					Required Profit per Group	฿2,900
					Total Base Cost	฿12,700
					Task Force Needed Profit per group	฿2,900
					Minimum Price for Group	฿15,600
					Supplemental Profit	฿1,400
					Total Price for Group	฿17,000
					Price per Person	฿1,700
					Size of group	10

Figure 17: The proposed tourism package and its pricing

Received Feedback

Having drafted a proposal, we returned to the village to seek the local's opinions on our proposed tourism package in regards to our set criteria. Based on the 14 responses received from interviews and surveys, we gathered that our proposal was well received overall.

Out of the 14 responses, 100% of individuals surveyed were **interested in helping host tourists**. When asked about availability on weekends, every individual responded that they can be available on both Saturday and Sunday if notified at least two days in advance. In terms of how often tour groups should come to the village, five out of 14 responded that tour groups should come two times a month and nine out of 14 responded that tour groups should come four times a month. These responses resolved our concerns relating to the availability of farmers from initial interviews. Utilizing this feedback, we adapted the tourism package to have an increased frequency of 3 times a month instead of 2, increasing the amount of profits. We found that 10 out of 14 individuals responded that a **tour group size of 10** people would be ideal, and others responded saying 6 to 8 or 10 to 15 people for a tour group size. The consensus on how much a tour guide should be paid for a day of work varied from 300 baht to 500 baht and enduro dirt bikers stated that the compensation should depend on the gas price. In addition, most individuals stated that **our tourist package price of 1700 baht was too expensive** and the price we should aim for is 1500-1600 baht. Moreover, 11 out of 14 respondents preferred to have advertisements by social media posts, such as Facebook and TikTok, and 6 interviewees said they want to have a website to advertise the village. We utilized this feedback regarding tourism logistics to adapt our final proposal, reducing the number of activities.

The locals' ranking by criteria varied based on the activity

The results from the locals ranking of each activity by criteria helped us understand whether or not our proposed tourism plan would be effective for the village. The fruit buffet scored low overall for all the criteria, apart from feasibility. As a whole, the locals felt that the fruit buffet would not generate much income and is not a unique activity because it is present throughout Chanthaburi. Broom making ranked high in feasibility and the highest in authenticity with 4.64. The broom making scored lower in sustainability, 3.55, because the required materials can only be collected for one season per year, meaning that resources are depleted throughout the year. The herbal workshop scored high in feasibility, sustainability, and authenticity. The herbs are grown by those that would host the herbal workshop and do not require sourcing external materials. In our interviews, the herbal workshop teachers mentioned that a group of 20 people would make the activity worthwhile and additional compensation would be necessary for teaching a group of 10. As a result, we decided to remove the herbal workshop due to needing to reduce the price of the overall tourist plan from 1,700 baht. The broom making scored lower in novelty and profitability because the activity is not unique to the village and the instructors are not prioritizing earning income. The farming tour ranked high in feasibility and authenticity, confirming our initial evaluation. The farming activity ranked the highest in profitability with 3.45 as the locals felt that it would not require any initial starting costs.

As shown in figure 18 below, camping scored the highest in both feasibility and sustainability with 4.73 and 4.64 because the locals felt that the campsites were well established and easy to maintain. Dirt biking scored a 3 in profitability due to the high initial starting costs and ranked the highest in novelty with a 4.1. Through the interviews with the enduro dirt bikers, we learned that buying a new bike would cost 100,000 baht. As a result, developing a bike rental

system is not feasible. However, a dirt bike ride along is an alternative activity that the local enduro dirt bikers would be interested in hosting. This dirt bike ride along would have a lower initial cost as the village dirt bikers would host passengers on their personal dirt bikes. The final activity, the elephant task force ride along, scored lower in authenticity because the locals' felt that it was not a culturally related activity.

	Profitability	Feasibility	Sustainability	Authenticity	Novelty
Fruit Buffet	3	4.55	3.27	2.54	2.45
Broom Making	3.18	4.36	3.55	4.64	3.27
Herbal Workshop	3.27	4.73	4.45	4.36	3.27
Farming Activity	3.45	4.36	3.82	4.27	3.45
Camping	3.27	4.73	4.64	2.81	3.27
Dirt Biking	3	4	4	3.91	4.1
Task Force Ride Along	3.27	4.36	3.64	2.82	3.55

Figure 18: A summary of each activity and its ranking

Along with rating the criteria for each one of our activities, participants of our survey were asked to rank the criteria of our initial tourist package as a whole. A graph of these ratings are depicted in figure 19. Overall the tourism package as a whole was rated high in feasibility, while lower in authenticity and profitability. We found that profitability scored lower due to the local's concerns regarding the initial starting costs of the hosting tourists as well as competition with other tourist sites in Chanthaburi. Authenticity also scored lower as while we based the tourism package from existing village offerings, many of the activities are different from the

locals' daily routines. One limitation we experienced in our surveys is due to the fact that the villagers have a different view of authenticity and novelty than outsiders. While we explained our definitions The locals' tended to evaluate authenticity based on whether the activity was culturally related, whereas we defined authenticity as activities that are reflective of their current lifestyle and routines. From an outsider's perspective, we evaluated several of these activities such as the elephant task force ride to have greater authenticity and novelty as seen in our initial Pugh analysis.



Figure 19: Tourist package and criteria

5.0 Recommendations and Conclusions

The key findings from our research show that the Klong Ta In village will be able to support tourism in order to help fund their elephant task force. We recommend a weekend tourism package that is structured and guided by a villager and includes cultural, outdoor, and agricultural attractions. In order to make the package sustainable, many factors must be taken into account. In order for the tourism program to maintain its longevity, Klong Ta In must ensure that there is reliable and trained staffing, that finances are organized and dispersed properly to their recipients, and that proper safety precautions are taken. The village must also utilize promotional materials in order to market the tourism package. With these things in mind, the village can effectively generate supplemental income for the elephant task force and contribute to a community fund of Klong Ta In for crop damage.

5.1 Recommended Tourism Package Schedule

In order to properly address our project goal, our final recommendation to our sponsor and the Klong Ta In village leader, who will oversee the implementations of our project, is a two-day weekend tourism package for a group of 10 visitors that will take place three times a month. The village leader will coordinate tourism groups, staffing, and manage the finances of the package. A tour group will arrive at 12 P.M. at Klong Ta In on Saturday and depart from the village at 12:30 P.M. the following day. A brief summary of our tourist package is in Figure 20.

Day 1			
Traditional Lunch		12:00 PM - 1:30 PM	
Wat Klong Ta In		1:30 PM - 2:00 PM	
Freetime		2:00 PM - 4:00 PM	
Thai Dessert		4:00 PM - 4:30 PM	
Broom Making Workshop		4:30 PM - 6:00 PM	
Dinner		6:00 PM - 7:00 PM	
Elephant Detering Task Force		7:00 PM - 9:00 PM	
Overnight Camping			

Day 2			
Overnight Camping			
Breakfast		8:00 AM - 9:00 AM	
Farming Tour		9:00 AM - 10:00 AM	
*Dirtbike Ride Along		10:00 AM - 11:30 AM	
Lunch		11:30 AM - 12:30 PM	
*Fruit Buffet		12:30 PM - 1:30 PM	

Figure 20: Finalized tourist package

5.2 Finances

We recommend that the village charge 1,562 baht per person for a group of 10 tourists. The finances of our final tourism package were determined by making initial estimates on the cost of goods of each one of our activities, daily wages, and previous data on the elephant task force's budget. The financial plan includes the cost per tourist, the profit that will be made, and the supplemental profit that will go to the community fund. In order to completely support the required budget of about 11,300 baht per month for the task force and have a supplemental profit of 3,000 baht a month for the community fund, a tourist charge of 1,562 baht per person is required. Tour groups must visit the village at least 3 weekends per month in order to maintain the required income. The village leader is both the head of the elephant deterring task force and the head of the Klong Ta In community fund. He will be responsible for receiving the funds from these tourists and allocating them appropriately.

5.3 Staffing

In order for tourism to be sustainable, we recommend that the local tour guides are trained, available, and paid adequately. The staff are all locals who will be adequately trained on any historical and safety information by the village leader in order to give the tourists the best experience. The tour guide will be knowledgeable on all activities in the tour as well as the history of the village itself. The staff must also be available at least one weekend per month in order to have enough staff for the suggested three tourist groups per month. Furthermore, to make the position lucrative enough for workers, the staff must be paid at least 500 baht per day, therefore, making 1,000 baht in total. The locals who teach and operate activities such as broom making and dirt bike riding will be experts in these fields and compensated.

5.4 Safety

We recommend that the village focuses on safety in their attractions in order to maintain the tourist package. Most of the activities can be considered safe, but there should be rules and regulations specifically associated with the elephant task force ride along and the dirtbike ride along. For the elephant task force ride along, the task force must have the location of the elephants via drone at all times during the task force ride along to ensure that there is no unexpected human elephant interaction. The dirt bike drivers should be trained and experienced on the routes that they will be going on. Release of liability forms would ensure that the tourists are informed about the risks of a tour to see wild elephants as well as the dirt bike ride along prior to taking part in either activities.

5.5 Promotional Materials

We recommend that the village continues promoting the village and the tourism package to gain an audience. One member of the village is interested in maintaining the promotional TikTok account, ensuring that the promotion of the village is sustainable and demand for the tourist activities remains consistent. We created promotional posters, a brochure that can be used in both online and in-person advertisements, and a short form video that was posted on Tik Tok. These materials can be found in supplemental materials.

5.6 Conclusion

We accomplished our goal of developing a tourism package to generate a supplemental income for the elephant deterring task force and community fund for crop damage. In the first phase of our research, we conducted in-depth interviews and observations directed at gathering information regarding the farmers' and elephant task force's perspectives on financial loss and tourism. The information we gained was utilized in creating our initial tourism package which highlighted what Klong Ta In has to offer. We returned to the village once again to receive feedback and determine whether our solution met the needs of the village. Our final proposal took into consideration the financial requirements of the elephant task force, the capacity of the village for tourism, and preferences of the locals to satisfy our project goal of developing a tourism package that provides supplemental funding.

Our final recommendation includes important considerations for the logistics of tourism, finances, and safety. Though precise, the recommendation leaves room for the discretion of members of the village, allowing for easy adaptation of the package. As noted previously, there are limitations to the scope of our recommendation. These include the ability of the village to

properly promote and drive steady foot traffic to the village, initial costs for the preparation of the first visitor groups, and cooperation for the implementation of safe and sustainable practices. To supplement our proposal, additional research as future work could be done to survey tourists that visit Chanthaburi as well as tourists that are interested in rural tourism in Thailand to better determine how Klong Ta In can be marketed. While our project work focused directly on the village of Klong Ta In, our research framework can apply to other areas seeking alternative sources of income. Beyond developing a tourism proposal, this project offers an outline for communities to develop a new source of income.

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Appendices

Appendix A: Informed consent for interviews

Hello, we are a team of students from the United States and Bangkok. We are conducting research in Klong Ta In to develop tourism activities to create a dedicated revenue for elephant deterring programs and investigate affordable methods for mitigating encroachment. Your participation in this research can help us find solutions that best fit Klong Ta In, and we are very interested in hearing your thoughts and opinions.

This interview will take about fifteen minutes, and you do not need to answer all of the questions if you do not feel comfortable. If you have to stop the interview at any time, feel free. The interview will be recorded for the purposes of our research so we can go through the transcripts, but this recording will be deleted when we complete our research and will not be attached to your name. We will not record any names and include them in our report but we may quote you anonymously.

Appendix B: Informed consent for surveys

Hello, we are a team of students from the United States and Bangkok. We are conducting research in Klong Ta In to develop tourism activities to create a dedicated revenue for elephant deterring programs and investigate affordable methods for mitigating encroachment. Your participation in this research can help us find solutions that best fit Klong Ta In, and we are very interested in hearing your thoughts and opinions.

This survey should take about five minutes, and you do not need to answer all of the questions if you do not feel comfortable. These responses will be recorded, but they will not be attached to your identity in any way.

Appendix C: Farm owner interview questions, initial visit

- Elephant Interaction
 - How often do you interact with an elephant during a week?
 - How do you react when encountering an elephant?
 - Has anyone been injured by an elephant or had their homes or personal property damaged?
 - Have you had any of your crops raided personally?
 - They have the herding elephant project to their habitat (about 100 km from Klong Ta In) which has about 10K Rai
 - They are unhappy with the encroachment because of the danger and the damage to their crops

- Agriculture
 - What crop type do you grow?
 - How much income do you get from each crop that you sell?
 - How often do elephants crop raid in a week?
 - What types of crops do the elephants tend to raid?
 - What is the estimated loss of profit that crop raiding by elephants has caused, annually?
 - Are there any methods you've tried to use to deter the elephants?
 - What is your attitude towards elephants?

- Tourism
 - What aspect of the village would you most want to offer to tourists?
 - What kinds of tourist attractions (farm stands, events, etc.) would you be interested in trying?
 - How do you feel about the dirtbikes in the village?
 - Are you comfortable with people from different provinces coming to your village?
 - Are you comfortable with people of different nationalities coming to your village?
 - Do you have any recommendations for tourist attractions in your village?
 - How often do you see visitors to Klong Ta In from outside the village currently?

Appendix D: Farm worker interview questions, initial visit

- Elephant Interaction
 - How often do you interact with an elephant during a week?
 - How do you react when encountering an elephant?
 - Has anyone been injured by an elephant or had their homes or personal property damaged?
 - What is your attitude towards elephants?
- Tourism
 - What aspect of the village would you most want to offer to tourists?
 - Any unique cultural experiences, food, agriculture etc?
 - What kinds of tourist attractions (farm stands, events, etc.) would you be interested in trying?
 - Are you comfortable with people from different provinces and nationalities coming to your village?
 - How do you feel about the dirtbikes in the village?
 - Do you have any recommendations for tourist attractions in your village that would help promote the deterring of elephants while also helping stimulate the local economy?
 - How often do you see visitors from outside the village currently?

Appendix E: Village leader interview questions, initial visit

- How long has the village been established?
- What is the history of agriculture in the village?
- Has the space dedicated to agriculture expanded over time and taken land that the elephants live in?
- What is the average income of the village annually?
- How does the current fund for compensating loss of income or damage function?
- Are there any other financial issues that the village is experiencing?
- Tourism
 - How often do you see visitors from outside the village currently
 - Does anyone stay in the camp grounds?
 - How did you feel about the last tourist package in 2021?
 - What was the villager's perception?
 - What aspect of the village would you most want to offer to tourists?
 - Any unique cultural experiences, food, agriculture etc?
 - What kinds of tourist attractions (farm stands, events, etc.) would you be interested in trying?
 - Who would run tourism or different activities in the village? Are the locals interested in running activities?
 - How do you feel about the dirtbikes in the village?
 - Are you comfortable with people from different provinces and nationalities coming to your village?

- Does the village have capacity for tourism?
 - Where would visitors stay and eat?
- Do you have any recommendations for tourist attractions in your village?
 - Any that could also help deter elephants?

Appendix F: Elephant task force interview questions, initial visit

- Elephants
 - Where do they typically go around the village?
 - What motivates elephants to enter villages?
 - What causes an elephant to become aggressive?
- Equipment
 - What equipment do you use?
 - How much does it cost to purchase this equipment?
 - What're your annual operational costs (gas, maintaining equipment)?
 - Does the equipment often break or need maintenance?
 - What are common successful deterrents used?
 - What are unsuccessful deterrents?
- What do you think needs to be improved?
 - Do you have effective equipment?
 - Do you have sufficient volunteers?
 - Do you have sufficient and updated information about wild elephants?
 - Are there any donations to support the task force?
- How is the work of the Volunteer Task Force?
 - What is the schedule of the task force?
 - Do you receive anything in return for volunteering?
 - Are communication devices and platforms stable and convenient enough during fieldwork?
 - Are you able to have real-time communication?

- Are there any concerns regarding the fieldwork?
- What are the limitations of the Volunteer Task Force?
- How do you distribute the budgets?
- What do you think about tourism in the village?
- What improvement would you like to have for the task force?

Appendix G: Village leader interview questions, second visit

- How many rai of each crop are in the village (total land)?
- Are there any other crops that are grown as fields/plantations?
- Are the estimated number of farmers interested in hosting tourism activities?
 - Are they fully available on the weekends?
- How often would you like tourists to come in, 2 or 3 times a month?
 - Would year round tourists be ok or would you prefer tourists to mainly come during fruit season?
- At maximum, how many people per tourist group would you be interested in hosting?
- Our sponsor recommended 7 per tourist group, could we do 10?
- What would be the biggest upfront costs of starting tourism?
- Will you cover upfront costs of starting tourism?
- How much does it cost to maintain the camping sites?
- How do you feel about the camping tourists on 27th January 2024?
 - How many tourists came?
 - What activities did they do?
 - Did you face any problem from this activity?
 - Why did they choose to come to Klong Ta In?
 - How did they hear about Klong Ta In?
 - Did they pay anything for the activities?
 - Who else helped host the visitors?
 - Could we get their contact for an interview?

- Are the estimated cost of goods in the schedule accurate?
- How much estimated profit would be ideal, aside from the maintenance fees for the elephant task force?
- Is the additional profit of 22k baht helpful for the community fund?
- How many staff do you think each activity requires?
- Is one tour guide for the group enough for the whole trip?
- Are there any other needs or criteria we should consider in our analysis? And is the order of importance accurate?
- Are there any changes we should make to the ranking of different activities?
- Is there anyone who knows how to use technology and could continue promotional materials?
- Do you think that riding along with the elephant task force as a tourist activity is feasible?
- Does the village get an annual fund of 50,000 baht from the government?
- Could you provide us with a detailed list of what equipment the elephant task force has?
How many of them?
- Do all the elephant task force members purchase items as needed or does everyone contribute a certain amount to a fund that is used?
 - Is there a fund that other farmers donate to or do they donate directly to the village leader?
- Is our created budget of maintenance costs accurate?
- What safety standards does the task force follow when approaching and deterring elephants?
 - What things are not allowed as a tourist? E.g. being noisy, screaming?

- Do you have a precaution list?
- Do you have a waiver before attending the ride along activity?
- Any dress code? What color should tourists not wear?
- Any safety equipment for tourists?
- Do they teach how to encounter elephants beforehand?
- What is the typical process when deterring elephants?
 - What does the task force do if the elephant becomes accustomed to their deterring method?
- What were the changes before and after the implementation of the elephant task force?
 - How much income loss was there before the task force vs how much income loss was there after the task force?
 - How often did elephants raid crops before the task force and do elephants raid less often now?
 - How satisfied are the villagers with the elephant task force?
 - Do they feel like there is less damage?

Appendix H: Farmer interview questions, second visit

- What crop type do you grow?
- How much land do you own?
- How much income do you get from each crop that you sell?
- How often do elephants crop raid in a week?
- What types of crops do the elephants tend to raid?
- What is the estimated loss of profit that crop raiding by elephants has caused, annually?
- Would you like there to be an insurance fund for crop damage?
- Has damage decreased after the elephant task force started?
 - Frequency of damage decreased?
 - Decreased loss of income?
- Do you feel like the elephant task force is effective?
- What is your attitude towards elephants?
- Are you open to tourists?
- Are you interested in helping with tourism?
- What aspect of the village would you most want to offer to tourists?
- What kinds of tourist attractions (farm stands, events, etc.) would you be interested in trying?
- Would you prefer year round tourism or only seasonal tourism?
- What season would be best for tourism and which season are you most available?
- Is having tourists during fruit season possible?
- Are you comfortable with people from different provinces coming to your village?
- Do you have any recommendations for tourist attractions in your village?

- What marketing methods would be best?
- Were you here to help host the tourists a couple of weeks ago?

Appendix I: Cook interview questions, second visit

- Is running the restaurant your main occupation?
- How long have you worked and lived in the village?
- How old are you?
- How often do you have customers every day?
- Does anyone else work in the restaurant?
- How were you hired by the village leader?
- Have you had customers from outside the village?
- What is the actual cost of goods for making food?
- How much does it cost to make the Thai desserts?
- How much do you get paid each day or week?

Appendix J: Dirt biker interview questions, second visit

- Are you interested in hosting tourists in dirt biking on the weekends?
- How many staff would be interested and willing to host tourists?
- How often would you be interested in hosting them each month?
- Would you be willing to guide people around the trails on your dirtbike?
- Would you be willing to train tourists on how to dirtbike?
- Can tourists sit along with the dirt biker? (on the back seat)
- How much compensation would you like to receive for guiding and training?
- Are you willing to rent out your own bikes?
- How much would it cost to purchase new bikes for rental?
- What specific safety procedures do you have when riding?
- How often have you had visitors from outside the village in the past? (Monthly rate?)

Appendix K: Herbal compress expert interview questions, second visit

- Could you explain the process of how the creation and use of the herbal compress works?
- Is massaging their main occupation?
- Are they trained in massage?
- How many of them are trained in massage?
- How much does it cost for the materials for the making of the herbal compress?
- What types of herbs do they use?
- How much do they make from selling these products?
- How much should they charge a customer?
- How long would this activity take?
- Are you interested in teaching others?
- Are they available on the weekends?
- Where do they typically massage and how often?
- How do they contact her? Just friends? (For the home one)
- Compensation for teaching?
- If we increase compensation would it make 10 people worth it?
- Have you taught other tourists before?
- What are the benefits of the herbal compress? (Ex: Does it help with circulation etc.)
- Was there any feedback from visitors?
- How many people can you teach at once?

Appendix L: Broom making expert interview questions, second visit

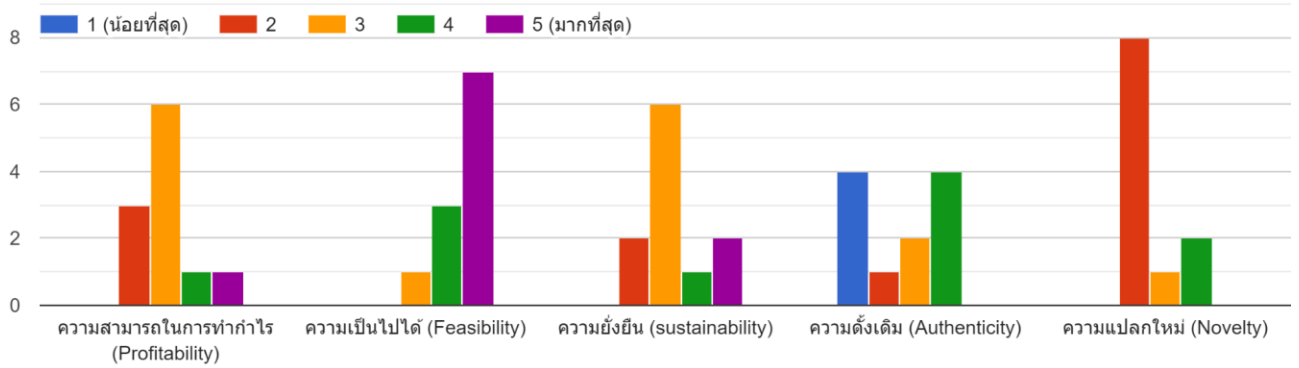
- What is your occupation?
- Are you interested in teaching tourists (about 7-10 people) how to make brooms?
- Could you explain the process of the creation and use of broom making?
- How much does it cost for the materials for the making of the brooms?
- How much should they charge a customer?
- How long would this activity take?
- Have you taught other tourists before?
- How much compensation does a teacher get for teaching?
- What should this activity cost to tourists?
- Availability on the weekends?
- Was there any feedback from visitors?
- How many people can you teach at once?

Appendix M: Elephant task force interview questions, second visit

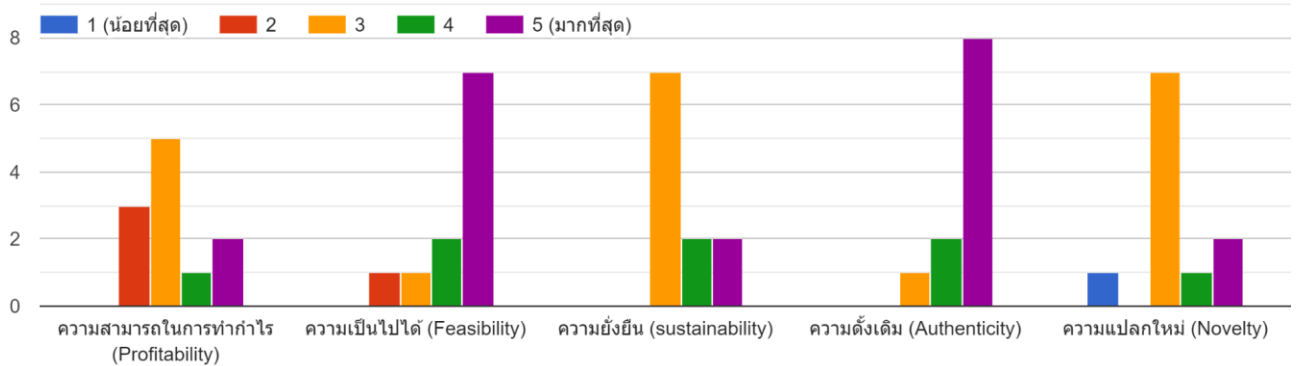
- Could you provide us with a detailed list of what equipment the elephant task force has?
How many of them?
- Do all the elephant task force members purchase items as needed or does everyone contribute a certain amount to a fund that is used?
- Is there a fund that other farmers donate to or do they donate directly to the village leader?
- Is our created budget of maintenance costs accurate?

Appendix N: Feedback survey results, second visit

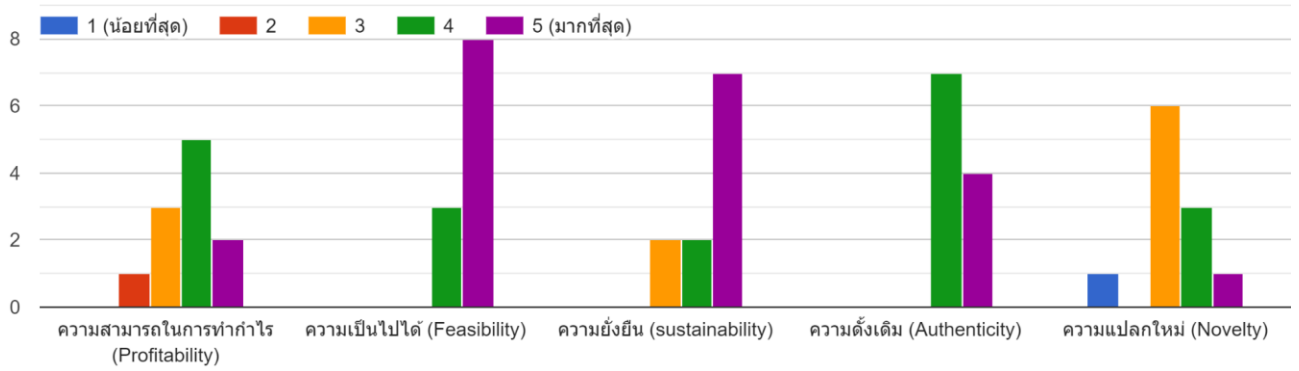
บุฟเฟต์ ผลไม้ (Fruit Buffet)



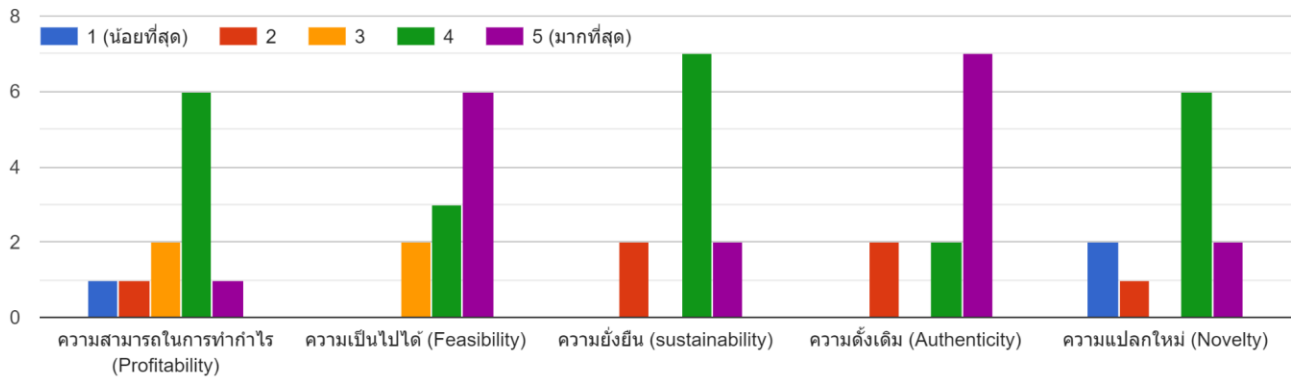
กิจกรรมทำไม้กวาด (Broom making workshop)



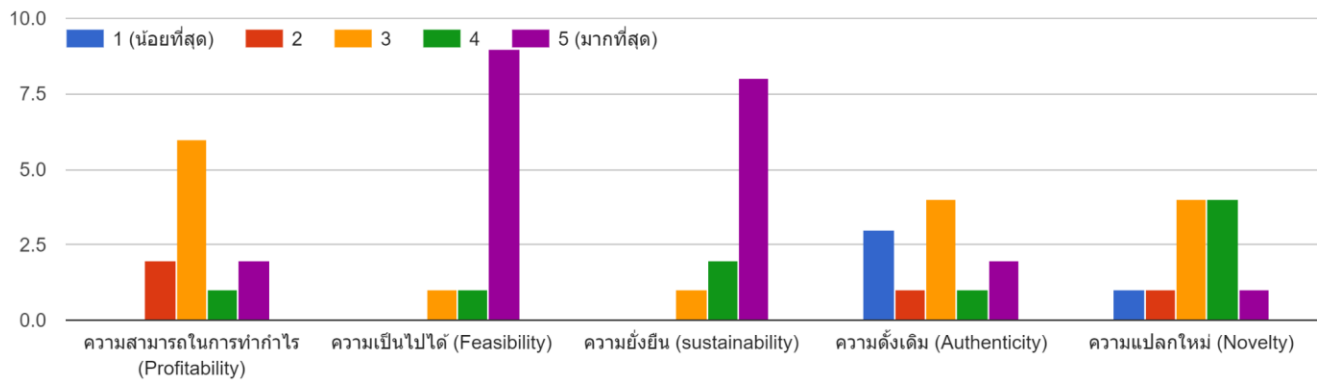
กิจกรรมทำลูกประคบ (Herbal compress workshop)



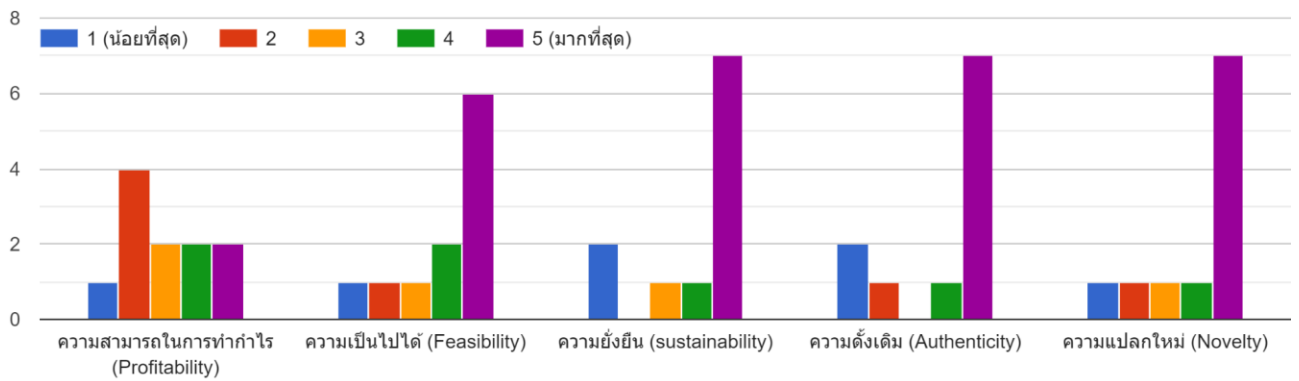
ฟาร์มทัวร์ (Farm visiting)



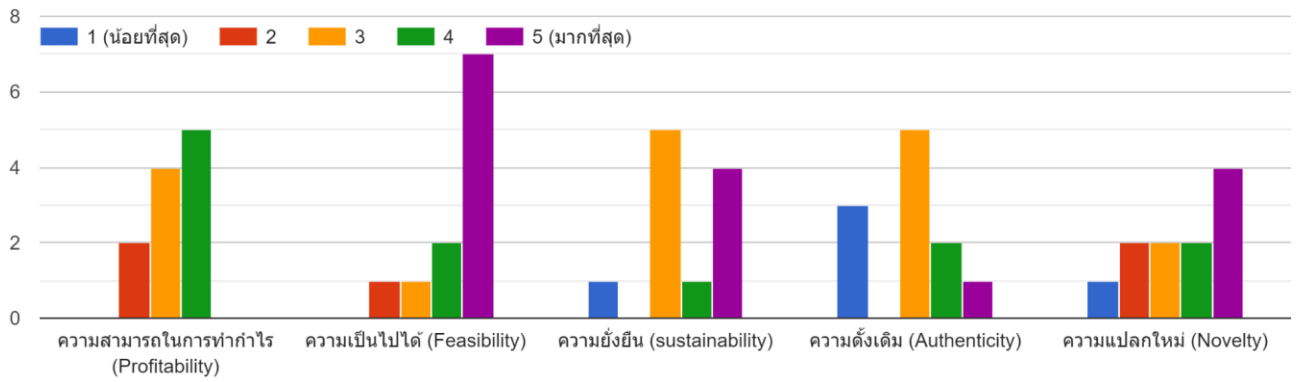
แคมป์ (Camping)



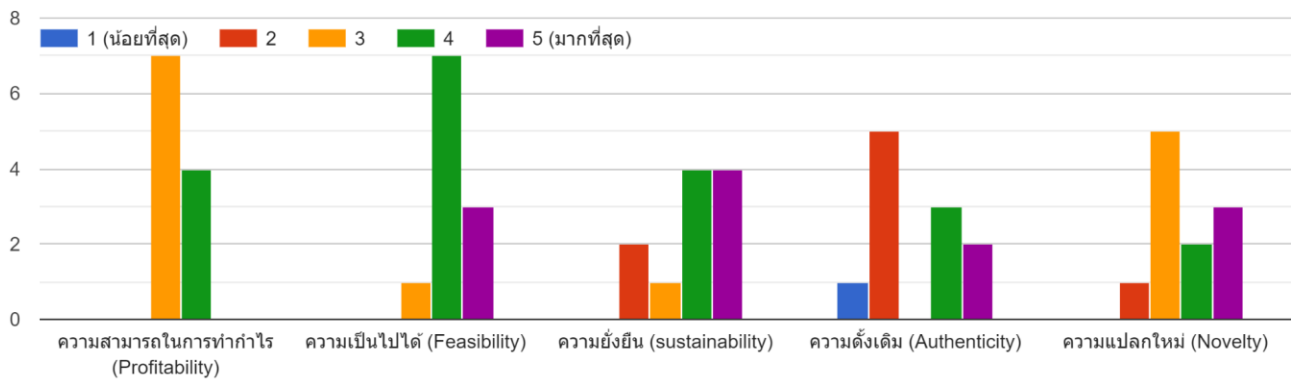
ขี่เดิร์ทไบค์ (Dirt biking)



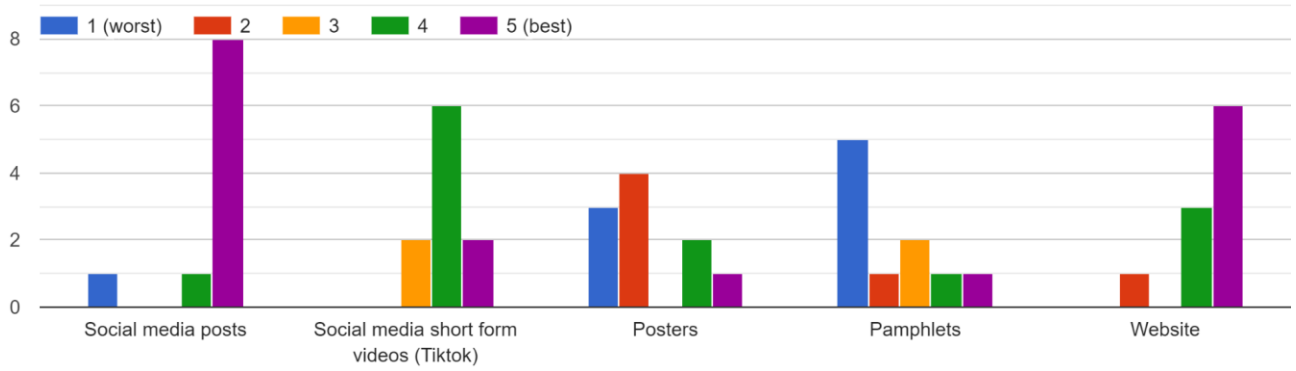
ตามรอยช้างพร้อมกับอาสา (Elephant deterring task force ride along)



ทัวร์แพ็คเกจทั้งหมด (Tourist package as a whole)

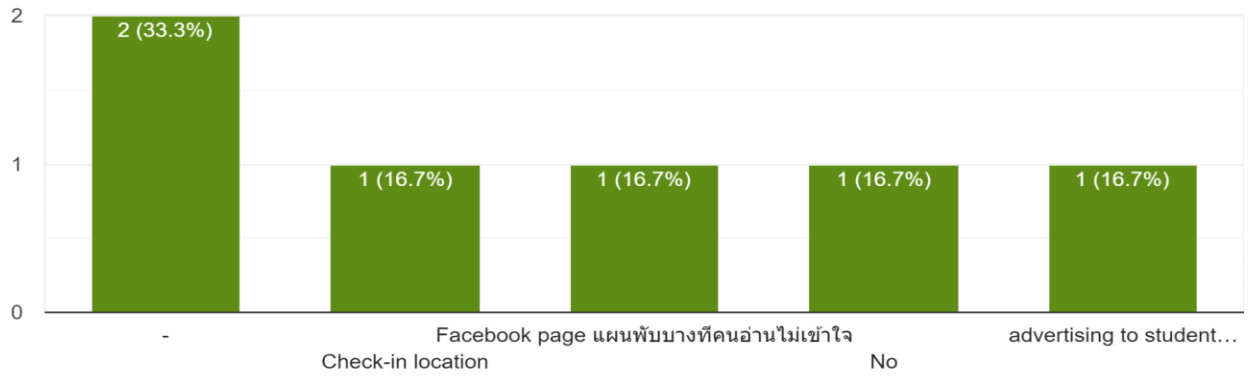


What marketing method would be best? (Ranking)



Any other marketing methods?

6 responses



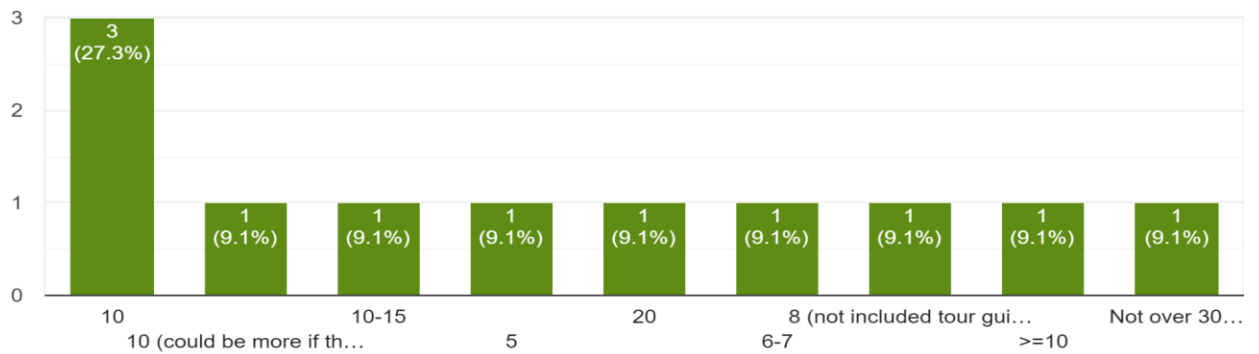
คุณสนใจที่จะเข้ามาช่วยบริการนักท่องเที่ยวหรือไม่? (Are you interested in helping host tourism activities?)

11 responses



คุณคิดว่าควรมีจำนวนนักท่องเที่ยวกี่คนต่อกลุ่ม (How many people do you think should be in each tour group?)

11 responses



Appendix O: Final proposed tourism package

Upon arrival, visitors will immediately proceed to the restaurant located in the village center for a traditional Thai lunch. Here, they will pay for the tourist package and all guests will be seated and given a menu to select from that includes a variety of different Thai dishes. Each guest is allowed to select one course on the menu but can share with any other guest as they please. This meal will be served in a traditional Thai style. At lunch, the tour guide will present an overview of the upcoming tour activities and provide historical information about the village. Following the meal, each guest will be asked to sign a release of liability waiver to ensure a safe experience for the rest of their stay. The refrigerator and coffee bar in the restaurant should remain open during this time for tourists interested in purchasing a drink. The cost of this, however, will not be included in the package price. The entirety of this activity should take one hour and 25 minutes.

Following lunch, tourists will head to the Klong Ta In Temple to see the large Buddha and other cultural infrastructure in that area. Guests will either travel in the back of truck beds or by saleng. The travel distance between the village center and Klong Ta In Temple is around five minutes. Once there, the tour guide will walk them to the front of the Buddha and give a concise history of the temple. After doing so, the tourists are free to roam around the area as they please, take pictures, and pray. The tour guide should stay in a central location in case of any questions from visitors. After a half hour, the tour group will travel back to the village center using the same means of transportation. In all this tourist activity will take 40 minutes including travel.

Once at the village center, the tour guide will explain the boundaries of the village and what different activities are free to use for the tourists. These include the swan boats, kayaks, mountain bikes, and any other amenities the village may have in the future. The tour guide will

also offer to show any guests to their individual tent that they will stay in that night. At that point, visitors are allowed to freely roam and utilize the amenities that were previously described. The tour guide should remain at the village center in case any of the guests have inquiries. This activity will last two hours.

The tourists will be guided back to the restaurant for a traditional Thai dessert. The decision of what dessert can be left to the cook or village leader. This dessert, however, should be something that almost everyone is known to enjoy, therefore satisfying all guests. There will be no menu, everyone will be served the same dessert. The tour guide will remain with the group and explain the cultural significance of the dessert. This activity will only last 30 minutes.

The next activity that the guests will partake in is the broom making workshop. In this activity, the visitors will meet under the covered deck that stretches over the base of the pond. This activity will be guided by a broom making expert and her assistant. At this point the tour guide can take a break for the duration of the activity. In this activity, guests will have an opportunity to create and then keep their own brooms. Depending on the discretion of the broom making expert, guests will either make small or full-sized brooms. During the duration of the activity, the broom making expert will also describe how she got involved in making them. This activity will last an hour and 30 minutes.

Before attending the last activity of the night, dinner will be served at the village center restaurant. This will be similar to the initial lunch upon arrival. Each person may select one food item from the menu and share if they desire. At this point the guide will thank everyone for the day and guide the group to the tents in which they will sleep.

The last activity of the night is the elephant task force ride along. The first 15 minutes of this activity will be conducted in the village center restaurant. Here the tour guide will explain

the basics of how the ride along works and the safety guidelines the tourists must follow. The tour guide will also explain some brief history of the task force and the fact that the activity is not wild elephant sightseeing and therefore, they might not see elephants. After the 15 minute explanation, the 10 tourists will proceed to two pickup trucks where they will split up and sit in the beds of each truck. (5 people in each truck). At 7:00 P.M., the trucks will depart, heading to where the task force believes elephants are located. At a point when the task force finds suitable, the trucks will stop and a demonstration of the drone functionality will ensue. Tourists will have an opportunity to look at the controller screen and view the various lenses used to detect and follow the elephants. If possible, the task force member will show the elephants up close utilizing the drone. The remainder of the activity will include being led around by the task force who will be pointing flashlights through the woods attempting to see elephants and deterring them if necessary. This activity will take two hours.

Once the last activity ends, guests will be guided to their respective tents in one of the two campsites. If they have not been assigned one already, the guide will show them where to go. At this point the tour guide will retire for the night. There will be a firepit with chairs and s'mores. There will be firewood by the firepit in case tourists want to extend the length of the fire. Tourists can stay as long as they want before eventually going to sleep in their tents. These tents are equipped with two beds but can have three if requested. They also have electric fans. There are fully functional bathrooms with showers adjacent to the 2 campsites. The tourists will camp and rest from 9:00 PM to 8:00 AM.

The first activity of the second day is breakfast. This will be similar to the initial lunch upon arrival and the dinner the night before. Each person may select one food item from the

menu and share if they desire to. During breakfast, the tour guide will arrive back at the village center. This will take one hour.

Following breakfast, the 10 guests will follow the guide to a specific durian farming location. There will be a farm worker or owner at the site to educate them on the matter. Although the lesson will be up to the discretion of the farmer, the basics of pollination, costs, and other farming practices should be covered along with how elephants encroach on these plots. This activity will take one hour.

The third activity of the day is the dirt bike ride along activity. This activity is supplemental and not included in the tourist package, therefore guests must pay upfront before the activity begins. The cost for this activity is 499 baht. If guests are not willing to pay the extra cost or are uninterested in the activity, they can use the time as free time or to visit the nearby chicken coops and green house via saleng. During this time, the cafe, restaurant, and refrigerator should remain open in order to allow guests to get a refreshment if they feel. At the beginning of the dirt bike ride along, the tour guide will give a brief explanation of the activity and its safety protocols while guests are given the proper safety apparel to put on. This should take around 15 minutes. After doing so, guests will get on the back of dirt bikes with the skilled drivers from the village. Steering each one of these dirt bikes will be one of the enduro riders from the village. These enduro riders will take the visitors on various trails and to different outlooks. This activity will take one hour and 30 minutes in total.

The next activity of the tourist package is lunch. This will be similar to the initial lunch upon arrival and the dinner the night before. Each person may select one food item from the menu and share if they desire to. This will take one hour.

The last activity of the activity will be a fruit buffet. This activity is supplemental and not included in the tourist package, therefore guests must pay upfront before the activity begins. The price for this activity is 399 baht. If people choose to not participate in the activity, they are welcome to depart from the village.

Appendix P: Financial recommendations

The financial plan illustrates each tourist activity in our tourist package with the corresponding ongoing cost of goods per guest in the tour group of that particular activity. For a full tour group of ten people the total ongoing cost of goods for the entire group is 985 baht for the two days. The cost of goods includes the staffing compensation for that specific activity. The ongoing costs exclude any supplemental food, drinks, or the dirt biking event that are external to our tourist package. In order to completely supplement the task force who have a required budget of about 11,300 baht a month and have a supplemental profit of 3,000 baht a month for the community fund, a per tourist charge of 1,562 Baht is required. Tour groups must visit the village at least 3 weekends per month in order to maintain the required income. Hosting a tourist group three times per month also provides a compromise between the locals who wanted tourists two times per month and those who wanted tourists every week. The price of 1,562 baht was chosen because it abides by the feedback from the village that unanimously stated that the price for our package should be between 1,500 baht and 1,600 baht. The money received from each tourist group will be collected by the village leader who is in charge of both the elephant deterring task force and the community fund. Once received, he will be responsible for allocating the funds correctly to each of these areas. He will also be responsible for compensating our tour guide, enduro dirt bike riders, and covering all the other ongoing costs.

Appendix Q: Staffing recommendations

The tour guide that will be present for both days will make a 500 baht compensation for each day, therefore, making 1,000 baht in total. The broom making expert and her assistant will be compensated based on per person participation in the activity, not over a time period. The entire 115 baht cost of goods per person will be rewarded to her and her assistant which also accounts for the costs of broom materials, 30 baht. This comes out to a total of 1,150 baht per group. Although this sum of 1,150 baht will be given to them, overall costs of the activity must also be included in this total, for they will be bringing in the raw material and will have preparational work. The enduro members that will be providing the experience of the dirt bike ride will be compensated the entire 499 baht supplemental cost for the rider that they are showing around. This sum should be adequate to cover all expenses for the rider. Expenses include gas, maintenance, and driver compensation. The elephant task force members will not be compensated directly for providing the elephant task force ride along experience. This is due to the fact that the tourist activity profit will be directed towards the elephant task force to cover maintenance costs. As stated above, the profit from the tourist package will go to the community's central funds, managed by the village leader, which will be allocated to supplement their needs.

Appendix R: Safety recommendations

For the elephant task force ride along, the task force must have knowledge on the location of all elephants in the area before the group can depart from the center of the village. This measure ensures that the tourists will not be in a situation where they are too close to elephants or are startling elephants as this has the potential to cause dangerous interaction. The task force will maintain a distance of 100 m from the elephants to the tourist group. Furthermore, if the elephant task force loses the location of the elephants in the area, the group must retreat to a safe location. The elephant task force members must also be armed with shotguns during the activity. This allows for the risk to be minimized as if an elephant becomes aggressive, the task force will have an effective final response to keep the tourists safe. The release of liability form will ensure that the tourists are informed about the risks of a tour to see wild elephants. Although the elephant task force is experienced, unexpected events can occur, which the waiver will make clear.

For the dirt bike ride along, the drivers must be experienced in riding dirt bikes on all terrain. The path for the ride along must also be defined prior to the activity and should be ridden in the morning by an experienced villager to ensure that there are no blocks in the road or unsafe terrain. The tourists will wear proper safety equipment. There will also be a release of liability form for this activity as nature can not be predicted, and therefore weather and other factors in the forest could result in this activity being unsafe. Furthermore, human error is a possibility for the drivers.

Appendix S: Promotional materials

PLANNER

2 DAY TRIP

01 Daytime:	13:30 - 14:00 Temple visit 16:30 - 18:00 Broom crafting
01 Night time:	19:00 - 20:00 Elephant task force ride along 20:30 onwards Camping activities
02 Daytime:	09:00 - 10:00 Farming tour 10:00 onwards Free time or add-on activities
02 Add-ons activities:	10:00 - 11:30 Dirt Biking (+500 baht/hr) 12:30 onwards Fruit Buffet (+399 baht)

More Information

Contact 09-xxxx-xxxx

PLANNER

หรือ 2 วัน

01 กลางคืน:	13:30 - 14:00 เชี่ยนขนวัด 16:30 - 18:00 ทำไม้กวาด
01 กลางคืน:	19:00 - 20:00 ติดตามกลุ่มอาสา 20:30 เป็นต้นไป กิจกรรมแคมป์
02 กลางวัน:	09:00 - 10:00 ศึกษารับผลไม้ 10:00 เป็นต้นไป เวลาว่างหรือกิจกรรมเพิ่มเติม
02 กิจกรรมเพิ่มเติม:	10:00 - 11:30 ซ่อมเตอร์โบตัวหนัก (+500 บาท/ชม) 12:30 เป็นต้นไป บุฟเฟ่ต์ผลไม้ (+399 บาท)

ข้อมูลเพิ่มเติม

ติดต่อ 09-xxxx-xxxx

GET TO KNOW KLONG TA IN

FARMING
Visit a local farm, and learn authentic fruit farming. Observe how Thai exported durians are carefully treated.

LOCAL PRODUCTS
Get to know the local wisdom by crafting your own products from local materials.

WILD ELEPHANTS
The crisis of wild elephant encroachment has now turned into a thrilling tour of witnessing them.

TASK FORCE
Observe operation of village established task force that help lessens the damages of encroachment.

ทำความรู้จัก บ้านคลองตาอิน

ชมสวนผลไม้
เยี่ยมชมสวนผลไม้ของชาวบ้านที่เรียนรู้วิถีการเกษตร และเรียนรู้การคัดสรรผลไม้เพื่อส่งออกไปยังต่างประเทศ

ภูมิปัญญาท้องถิ่น
เรียนรู้และลองทำของใช้จากวัสดุท้องถิ่นด้วยมือเราอย่างง่าย ๆ

ช้างป่า
ล่องชมแม่น้ำโขงในช่วงเช้าวันที่ช้างป่ามาทำกินและชมชมความน่ารักของสัตว์ป่า

หน่วยพิทักษ์ช้างป่า
สังเกตการณ์ 365 วันของสมาชิกจากหน่วยงาน 365 วันของความเสียสละของสวนผลไม้ทุกฟอง

TASK FORCE RIDE ALONG

Klong Ta In ELEPHANTS ADVENTURE

PACKAGE

Drone ฿350 /person	Spectating ฿550 /person
------------------------------	-----------------------------------

LOOKING FOR WILD ELEPHANTS?
Join Our Task Force Offroadier Trip!
+663 456-7890 Kamnum Tim

YOU'LL GET

- Welcome Drink
- Offroadier Truck ride
- Guide & Escort Team
- Drone taken pictures

More information

KLONG TA IN

ติดตามหน่วยปฏิบัติการลาดค้นหาช้างป่า

Klong Ta In ELEPHANTS ADVENTURE

แพ็คเกจ

โดรน ฿350 /คน	ส่องมอง ฿550 /คน
-------------------------	----------------------------

เกาะติดตามรอยช้างป่า
ลุยไปกับกลุ่มอาสาสมัครของเรา
+663 456-7890 ธานีมัน

จะได้ทำอะไรบ้าง ?

- เครื่องดื่มต้อนรับ
- นั่งรถบรรทุกออฟโรด
- เที่ยวชมช้างป่า
- จุดถ่ายภาพโดรน

More information

KLONG TA IN

Klong Ta In TOUR

KLONG TA IN

Package Include

- ✓ Camping Tent
- ✓ Breakfast, Lunch, & Dinner
- ✓ Task Force Ride along
- ✓ Village Tour
- ✓ Local Product Workshops

Add-ons

- Dirt bike rental (+฿500/hr)
- Fruit Buffet (+฿399)

฿1600 /person

Contact Us: +123 456 7890

บ้านคลองตาอิน ทวีร์พิศอกจ

บ้านคลองตาอิน

สิ่งที่ได้รับ

- ✓ เข็มกับเตมยั้ง
- ✓ อาหาร 3 มื้อ
- ✓ ติดตามภารกิจหน่วยอาสา
- ✓ ครัวหมู่บ้าน
- ✓ เวิร์กช็อปผลิตภัณฑ์พื้นบ้าน

เพิ่มเติม

- เช่ามอเตอร์ไซด์คันเก (฿500/ชม)
- บุฟเฟ่ต์ผลไม้ (฿399)

฿1600 /ต่อคน

ติดต่อ: +123 456 7890



#1 | WILD ELEPHANT SIGHTSEEING

Unique experience like nowhere

A ride along to witness operation of elephant deterring task force with possibility of seeing the wild elephants of the village



BREATH TAKING SUNSET AT RAI KAJORNWONG

Take a break from busy cities while enjoying the sound of nature. A perfect peaceful gateway at Klong Ta In village.



KLONG TA IN
2 DAYS 1 NIGHT

A LUXURY CAMPING SITE ADVENTURE OF WILDLIFE



#2 | SUIT YOUR APPETITE WITH FRUIT BUFFET

B 399 (- COOK PER ORDER)
B 200 (FRESH FRUIT)
FRUIT SEASON
APRIL - JUNE



#3 | THRILL THROUGH FORSET WITH ENDURO TEAM

RENTAL: B 500 PER HOUR
RIDE ALONG: B 200 PER HOUR
B 200 FOR TRAINING SESSION
EVERY SUNDAY
10:00AM - 4:00PM



CREATE YOUR NEW ADVENTURE

We are Klong Ta In, a small village in Chanthaburi. Our village has been suffering from wild elephant encroachment for over 10 years. We are now turning that crisis into a new opportunity with village tourism. Please show your support by visiting us!

GET TO KNOW US





#1 | เถา-รถตามรอยช้างป่า

ประสบการณ์ชมทิวทัศน์ไม่เหมือนใคร

เฝ้าติดตามการทำงานของพิชิตช้างป่า พลิ้วตัวช้าง ได้เองอย่างน่าตื่นใจกับสัมผัสประสบการณ์อันยิ่งใหญ่



พักผ่อนให้ใจฟูที่ไร่จอร์จวงศ์

หนีความวุ่นวายมาพักผ่อนที่ไร่จอร์จวงศ์ที่ไร่จอร์จวงศ์ สูดลมหายใจที่บริสุทธิ์ท่ามกลางธรรมชาติที่สงบและเย็นสบายท่ามกลางธรรมชาติที่งดงามของแนวเขาพระอาทิตย์ตกดินของแนวเขา



คลองตาอิน
2 วัน 1 คืน

กางเต็นท์สัมผัสความรื่นรมย์ใกล้ชิดความงามของธรรมชาติ



#2 | เลือกผลไม้ได้ตามใจกับบุฟเฟ่ต์ผลไม้

B 499 (บริการปรุงรส)
B 399 (ผลไม้สด)
จัดเต็มแล้วจูงดูผลไม้ทำนุบำรุงแมชาม - มิถุนายน



#3 | ฝ่าแนวป่าผจญภัยไปกับทีมแอนด์โร

เช่า: B 500 ต่อชั่วโมง
ขี่: B 200 ต่อชั่วโมง
B 200 สำหรับการสอนขี่ (ทุกวันอาทิตย์)
10:00AM - 4:00PM



เดินทางไปกับเรา

หมู่บ้านคลองตาอินไม่เพียงแต่เป็นสถานที่ที่สวยงามเท่านั้น แต่ยังเป็นสถานที่ที่ปลอดภัยและมีสิ่งอำนวยความสะดวกที่ครบถ้วน ไม่ว่าจะเป็นที่พัก อาหาร และสิ่งอำนวยความสะดวกอื่น ๆ

รู้จักเรามากขึ้น



DESTINATIONS

01 The first destination is to see religious events and see the atmosphere around the place of worship.

02 The second destination is to see the beautiful countryside and breathe fresh air while enjoying the local cuisine.

ABOUT US

Offers an escape from everyday life. This flourishing farming village is surrounded by a shimmering lake, lush jungle, and rolling agricultural hills. Stay overnight in luxury campsites and experience what this developing community has to offer. Get a taste of local cuisine, participate in extensive outdoor activities, and visit the nearby temple. Finish your day around a comforting bonfire overlooking a breathtaking sunset.

ไร่จันทน์ Kajohnwong farm

KLONG TA IN

Chantaburi

OUR SERVICES

01 We are always with you on every journey you want.

02 We provide the best facilities such as free lunch and the best hotel.

03 We protect the safety and security of tourists.

CONTACT US

123-456-7890

Kajohnwong farm,
Klong Ta In, Chantaburi

ไร่จันทน์ Kajohnwong farm

baanklongtain@gmail.com

OUR PORTFOLIO

This is a small recap of our activities while accompanying tourists, and quality is guaranteed.

จุดหมาย

01 จุดหมายแรกที่นักท่องเที่ยวจะมาชมและขอพรที่บริเวณรอบๆพระพุทธรูป โดย ไร่จันทน์

02 จุดหมายที่สองคือการชมทิวทัศน์ที่สวยงามและอากาศที่เย็นสบายในไร่จันทน์

เกี่ยวกับเรา

ไร่จันทน์เป็นหมู่บ้านที่มีวิถีชีวิตที่เรียบง่ายและมีความสุข ซึ่งได้รับรางวัลมากมายจากนักท่องเที่ยวทั้งชาวไทยและชาวต่างชาติ ไร่จันทน์มีพื้นที่ที่สวยงามและอากาศที่เย็นสบาย ไร่จันทน์มีพื้นที่ที่สวยงามและอากาศที่เย็นสบาย ไร่จันทน์มีพื้นที่ที่สวยงามและอากาศที่เย็นสบาย

ไร่จันทน์ Kajohnwong farm

บ้านคลองตาอิน

จันทบุรี

บริการพิเศษ

01 เราดูแลนักท่องเที่ยวทุกคนอย่างดี และพร้อมให้บริการนักท่องเที่ยวทุกท่าน

02 มีเจ้าหน้าที่คอยให้บริการนักท่องเที่ยวทุกท่าน

03 เรามีบริการรถ接送นักท่องเที่ยวทุกท่าน

ติดต่อเรา

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ไร่จันทน์ บ้านคลองตาอิน

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ตัวอย่างกิจกรรม

ภาพสรุปกิจกรรมมาชมทิวทัศน์และขอพรที่บริเวณรอบๆพระพุทธรูป

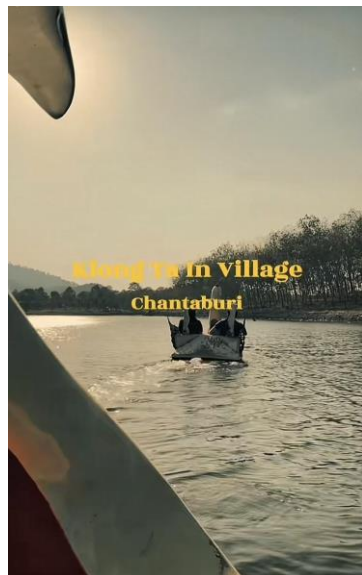
Appendix T: Promotional Videos



<https://vt.tiktok.com/ZSFBuWFAM/>



<https://www.youtube.com/watch?v=r5Lq8uwYiuE>



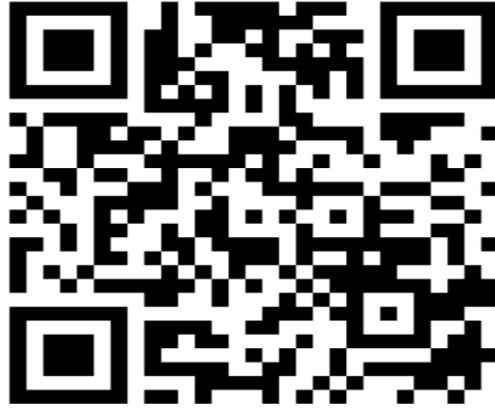
<https://vt.tiktok.com/ZSFBucMfv/>



<https://vt.tiktok.com/ZSFBugQWH/>

QR code links to Social media platforms

Linktree QR Code



<https://linktr.ee/baan.klongtain>

Appendix U: Timeline

The working period was January-February 2024, which was 8 weeks in total. In January, we focused on collecting data, analyzing data, and generating possible ideas to raise funding for the Klong Ta In community. In February, we mainly finalized our ideas, created promotional materials, and presented our work.

Task	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Annotated Bibliography	█							
Merge methodology	█	█						
Interview Questions	█	█						
Merge background		█	█					
Conduct Field work		█						
Analyze data			█	█				
Written analysis			█	█				
Propose solutions			█	█				
Recieve Feedback				█				
Written results				█	█			
Finalize solutions					█	█		
Written solutions					█	█		
Promotional Material						█	█	█
Create presentation						█	█	
Finalize and practice presentation						█	█	█
Present and submit work							█	█