

## THE AGRI-WELL TOURISM

Chanthichaporn Panpipat<sup>1</sup>

Thirachaya Chaikasem<sup>2</sup>

### Abstract

‘Agri-well Tourism’ is a concept of wellness in agritourism that tries to roll up wellness tourism and agritourism to create a new service concept or adjust the existing service by using local wisdom and available products or herbs to serve tourists, such as herbal treatment, aroma therapy, mud therapy, hot spring treatment, Thai traditional spa, mineral bath and treatment. The concept goals are trying to add the value of agritourism, to makes it more interesting, to attract various visitors and gain more income to the local community. The Agri-well tourism will attract the quality target group whose well-educated middle- and upper-class consumer, both domestic and international visitors. The pilot project presented in this paper offers an innovative concept of wellness in agritourism, based on consumer’s demands, and types of activities that meet customer’s needs. The objectives of this study are as follows: First, to analyze and discuss if agritourism could be merged with wellness tourism as a new form of agri –well tourism by the use of academic books, journals, and websites. Second, is to present a conceptual model of “agri-well tourism” based on previous studies. Agri-well tourism as a concept could be works very well in Thailand as it brings agriculture and wellness tourism close to one another wherein farms and home stays invite tourists to their property to experience nature and culture while they can also improve health and well-being. According to several studies found that many of the agri/rural tourists are motivated by the same factors as mentioned for their wellness such as seek relaxation, escape from busy jobs, peace and quiet environment, an easygoing and warm atmosphere, nature, scenery, healthy food and activities related to nature. According to, the wellness tourists are motivation for sun and fun activities, engaging healthy activities, sauna, massage, and other health activities. Several studies show that the agri-well tourism can be possible and success in the new concept of tourism. However, there have been very few studies conducted on agri-well tourism. There definitely is a need for further research and exploration of the subject.

**Keywords:** *Agritourism, Rural tourism, Wellness tourism, Health tourism, Agri-well tourism*

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<sup>1</sup> Ph.D. Student Program in Tourism MICE and Hospitality Innovation Management, Faculty of Business Administration and Accountancy, Khon Kaen University, Email: chanthichapan@gmail.com

<sup>2</sup> Assistant Professor Dr., Department of Tourism, Faculty of Administration and Accountancy, Khon Kaen University