

Uplifting the Potential of People with Disabilities to become a Local Tour Guide in Creative Organic Agriculture in Chiang Mai Province

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Abstract

To create a potential model for people with disabilities as local tour guides for organic farming tours in Chiang Mai, people with disabilities were selected in the target areas as follows: 1) a group of people with disabilities in Muang Khong Community, Mueang Khong Sub-district, Chiang Dao District, 8 persons; 2) 12 people with disabilities in Ban Phu Din Community, Mae Ho Phra Subdistrict, Mae Taeng District; 3) 13 people with disabilities in Chedi Mae Krua Community, Chedi Mae Krua Sub-district, San Sai District; 4) 7 disabled people in Ban Tap Tao Community, Sri Dong Yen Subdistrict, Chai Prakan District 5) The handicapped group in Santisuk Community, Doi Lo Sub-District, Doi Lo District 10 persons, total 50 persons. The pilot project was implemented by organizing training to transfer knowledge in the local tour guide course, including the principles of local guides, the art of speaking for guides and organizing organic tourism programs to develop the potential of the disabled in each community. The assessment of the potential of people with disabilities as local tour guides for organic farming in Chiang Mai was conducted by inviting people or external agencies who had experience or are related to organic tourism to participate in the activities with comments and suggestions. It was found that attitude had the highest score, followed by experience and personality at the highest level. Interpersonal relations, service mind, skills and knowledge were at a moderate level.

Keywords - development, potential, local tour guide

Introduction

Chiang Mai has a wide variety of sustainable agricultural tourism. Organic farming is a form of agrotourism that is used as a guideline to preserve the abundance of natural resources and maintain the level of both quantitative and qualitative yields in accordance with sustainable agriculture principles. This production system takes into account the four key principles of health, ecology, fairness and care. According to the international guidelines of the International Federation of Organic Agricultures Movement (IFOAM), the products from organic farming system can generate income for rehabilitation and strengthening of farmers and increase the competitiveness of Thai agricultural sector in the world market if commercial production is developed. In terms of increasing production efficiency and reducing production costs as well as creating products that meet the demands of the nichmarket, the market for organic food products is growing by 15-20% per year.

Chiang Mai Province has guidelines for organic tourism management, which began to set guidelines in the 8th National Economic and Social Development Plan (1997-2001) onwards. In order to develop sustainable tourism, socio-economic changes must be made while preserving the ecosystem and environment of the community. The current model of sustainable tourism can

be divided into two types based on tourism resources: The first model is tourism in nature, which includes eco-tourism, marine ecotourism, agrotourism and litho travel and the second model is cultural based tourism which consists of historical tourism, cultural tourism and rural tourism or 6 village tourism. These tourism models are in line with Policy 4.0, focusing more on the value-added tourism industry and focusing more on health tourism.

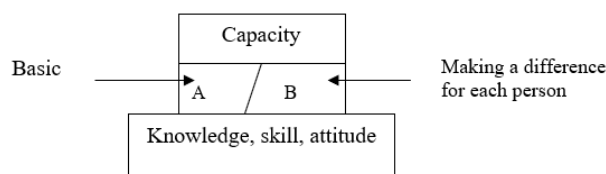
At present, groups of people with disabilities in Chiang Mai are engaged in organic farming and need to develop the potential of organic agricultural tourism sites to be new tourist attractions and services. As organic tourism places an emphasis on creative farming, organic farmers with disabilities need to improve their learning about nature and manage their farms. This is to expand the production capacity of organic agricultural products to be sufficient to support the tourism industry and creating value for organic products, as well as developing the potential of people with disabilities as local guides for creative organic farming tours. This approach creates equal opportunities and security and addresses social challenges. In particular, the development of the potential of the disabled as a local tour guide by acting as a transferor of knowledge, innovation and technology in agro-tourism sites. In order to become more known and accepted, the researcher is interested and wants to study the potential development of people with disabilities in Chiang Mai as a local tour guide for organic farming.

Research Objectives

To uplift the potential of people with disabilities to develop as local guides for creative organic farming tours in Chiang Mai.

Literature Review

The Disability Rehabilitation Act of 1991 states that “disability” refers to a person who has a physical, intellectual or mental disability or impairment according to the types and criteria specified in the Ministerial Regulations: people with visual disabilities, people with hearing and interpretive disabilities, people with physical or mobility disabilities, people with mental or behavioral disabilities and people with intellectual or learning disabilities. The Promotion and Development of the Quality of Life of Persons with Disabilities Act 2007 said that “Disabled Person” means a person who has limitations in daily activities due to visual, hearing, mobility, communication, mental and emotional impairments, behavior, intelligence, learning or any other disability, including those who have obstacles in various fields and need special assistance in one aspect to be able to perform everyday activities like a normal person. According to the types and criteria of the Minister of Social Development and Human Security announced, Hammerman and Maikowski (1981) summarized the definition of “disability” as handicap, disability and impairment. They explained how a person may be impaired without disabilities and without a handicap if they have family support or have the right physical facilities. These can heal existing defects and will not affect the person's birth, handicap in life, for example, blind people can't work with their eyes but can use computers with sound effects, playing music and being an athlete.



Lohaus and Kleinmann (2002,p.157) stated that potential refers to the use of a person's power or ability to accomplish a given task and is used as an indicator of maximum capacity to accomplish a goal.

Pringle (1994 cited in Sonnentag 2002: 157) states that potential refers to a person's physical, mental, and cognitive abilities which include knowledge, intelligence, intelligence, health status, educational level, skills and expertise in order to get the performance of that person's work.

In addition, cambell et al. (1993 cited in Sonnentag 2002) stated that competitive behavior is the ability of a member to achieve a specified achievement to operate business under a highly competitive environment, for example, business operators who are trying to gain competitive advantage. Most of them focus on meeting satisfaction, needs, and customer expectations for products and services. Therefore, it is inevitable that “personal ability” is an important factor that gives rise to competitive advantages. If personnel in the organization are human resources with high quality and competence, they are considered as an important force in increasing the quantity and quality of products and services that meet the needs and expectations of customers superior to competitors. (Brophy and Kiely,2002;Cizel et al,2007;Siu, 1998) explained that the importance of functional potential can be categorized as follows: 1. The importance of potential to operators: Work potential is important to practitioners such as self-analysis, self-improvement needs, positive self-esteem and work and continuous improvement of work. 2. Organizational importance: Business strategy, corporate image and recruiting personnel to work in the organization. Potential Elements: Maccleland's concept could be divided into three parts: knowledge, skills and attributes. According to Maccleland's point of view, (Sukanya Rassamee Thammachot 2004 : 48), competencies are composed of knowledge, skills and attitudes/motivation or knowledge, skills and attitudes/motivations to lead to competence as shown in the figure.

According to the figure above, knowledge, skills, and attitudes are not considered competencies but they are part of competence. Therefore, knowledge alone is not a competency, but if knowledge can be applied to create activities until success is considered part of competence. Competency, therefore, refers to the behavior that produces the highest performance, for example, knowledge of driving is considered knowledge, but if it is used to act as a driving instructor and earn, it is considered competence

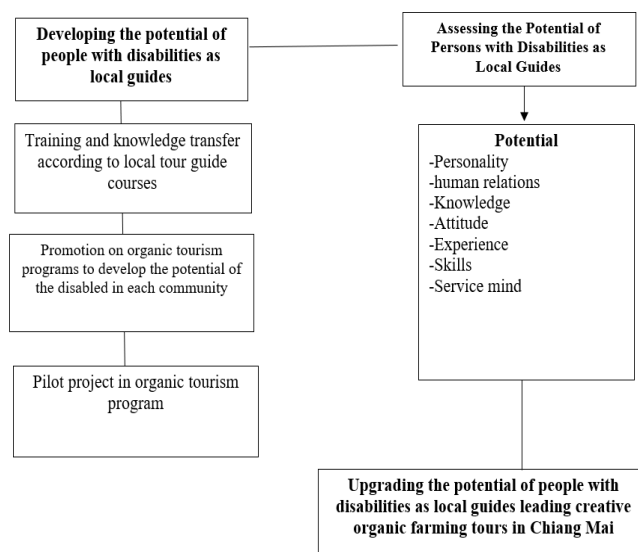
Chatkaew Simarak (2005: 1-3) said that, there are several types of tour guides that have been trained according to the schedule of the Tourism Authority of Thailand such as tour guides who can guide tours for both Thai and foreign tourists across the country, tour guide only for Thai tourists such as trekking tour guides, marine tour guides, a tour guide in arts and culture, and a tour guides in their local area. It should also be noted that the arrival of tourists are both Thais and foreigners. Tourists may come in 2-3 people or come in groups of 20-30 or 50 people. Tourists are accompanied by a guide from a travel agency. It is a travel of tourists without a tour guide. In the event of tourists visiting the village, the tour company's guides usually lead the tour and tell stories about the village every step of the way. Sometimes the stories told may be inaccurate from the facts, thus giving tourists incorrect information. In fact, villagers should have better knowledge of their villages than tour guides. The villagers did not participate and did not receive the benefits they should have. At present, there are many tourists visiting their villages, so the government has a policy to encourage local people to act as tour guides and explain stories. Local things are given to tourists themselves. In the event that the local guide is unable to communicate the language to foreign tourists, the tour company's guide acts as an interpreter. Language insufficiency is one of the major problems that travel agencies do not

wish to hire local guides to operate in this regard because they are not confident in the quality of local guides. Also, there is no law enforcing the hiring of local guides, making hiring a local guide not as popular as it should be. In the future, each locality should have their own knowledgeable guides to welcome tourists either on their own or taking over the tour from the tour operator's guides. Local guides should have the knowledge, skills, and travel planning proficiently.

Kattiya Klanthakapakorn (2007: 8) said that the etiquette and ethics of a tour guide should be as follows:

1. **Punctuality:** Guides should be punctual in all cases such as picking up tourists from their accommodation or dropping off tourists at the airport or destination or scheduling. Timing errors can damage travelers, their assignments, and their companies.
2. **Duties and Responsibilities:** Guides must be enthusiastic about their assigned duties, treating tourists thoroughly and consistently, non-discrimination, non-expression of boredom and doing one's duty to the fullest potential.
3. **Honesty:** Guides must be honest with tourists and not see their own interests because it affects the trust of the tourists and the protection of the interests of the tourists in all cases.
4. **Accurate information:** Guides should explain the correct information to tourists such as not to mention Thailand too pessimistic or flattering, critical opinions on certain topics such as politics and religion should not be expressed as they are extremely sensitive, and providing information that affects the image of Thailand.
5. **Behavior and manners:** Guides must behave with good manners, not criticizing other guides for tourists, being modest and not being rude to guests because tourists are like our employers, not arguing with customers, not treating tourists in an adulterous manner and any compromise and drugs.

In short, a tour guide is the person who is closest to the tourists. Therefore, it should be prepared by studying the information of tourist attractions and disseminating them to the tourists correctly in order to create an impression on the tourists and convey a good image to the country in the future. The study of literature and related research papers can lead to the conceptual framework as shown in the figure.



Research Methods

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Research site

For this research, the researcher selected a research area with a vocational training center for people with disabilities in Chiang Mai which is divided into 5 districts: Chiang Dao District, Mae Taeng District, San Sai District, Chai Prakan District and Doi Lo District.

Population and sampling

The population and samples used in this study consisted of:

The population was people with disabilities in Chiang Mai, which is divided into 5 districts with 400 people. The researcher selected a cohort using Taro Yamane (1973:725 cited in Buntham Kitpreedasud, 1997:71). The sampling displacement was set to 0.05. Participant's qualification was voluntary participation in the project using the Simple Random Sampling method.

The Purposive Selection method yields the following sample groups:

persons with disabilities in Muang Khong Community, Mueang Khong Subdistrict, Chiang Dao District

Persons with disabilities in Ban Phu Din Community, Mae Ho Phra Subdistrict, Mae Taeng District

Persons with disabilities in Chedi Mae Krua Community, Chedi Mae Krua Sub-district, San Sai District

persons with disabilities in Ban Tap Tao Community, Sri Dong Yen Subdistrict, Chai Prakan District

10 persons with disabilities in Santisuk Community, Doi Lo Subdistrict, Doi Lo District

There were criteria for selecting groups as detailed below.

- (1) People who have been transferred knowledge of the potential of the disabled to develop into a local guide in a creative organic farming tour in Chiang Mai
- (2) People who voluntarily accept and develop their potential to become model guides and service-minded people.
- (3) Participants in community activities

Research tools

The potential assessment tools can be divided as follows:

The assessment form on the potential of people with disabilities to become local tour guides in organic agriculture in Chiang Mai can be divided into 3 parts.

Part 1: Information of people with disabilities assessors as local guides for organic farming tours in Chiang Mai

Part 2: Level of opinion in assessing the potential of people with disabilities as local organic tour guides in Chiang Mai

Part 3: Suggestions

The opinion level of the potential of the disabled as a local organic tour guide in Chiang Mai was divided into 3 sections. Likert's rating scale is divided into five levels:

- The average of the most opinion levels was 4.50-5.00.
- The average of the high opinion level was 3.50 - 4.49.
- The average of the moderate opinion level was 2.50 - 3.49.
- The average of the low opinion level was 1.50 - 2.49.
- The average of the lowest opinion levels was 1.00 - 1.49.
- For reliability, the researcher used the questionnaire to collect data with non-sample populations and then analyzed the results for confidence by cronbach's alpha coefficient method (Puangrat Thaweerat, 2000: 125).

Methodology

The methods for collecting data consisted of the following research procedures:

1. Development of the potential of people with disabilities as local tour guides in organic agriculture in Chiang Mai had interesting issues as follows:
 - 1.1 Development of the potential of people with disabilities as local guides for organic farming tours in Chiang Mai
 - 1.2 Development of tourism activities within the organic tourism attraction of the disabled in Chiang Mai
2. Building a model for the potential of people with disabilities as local guides for organic farming tours in Chiang Mai
 - 2.1 A pilot project using Participation Action Research (PAR)
 - 2.2 A potential model for people with disabilities as local guides for organic farming tours in Chiang Mai
3. Assessing the potential of 150 people with disabilities as local organic tour guides in Chiang Mai had interesting issues as follows:
 - 3.1 Personal data of persons assessing the potential of people with disabilities as local organic tour guides in Chiang Mai
 - 3.2 The opinion level of the assessment of the potential of people with disabilities as a local organic tour guide in Chiang Mai Province

Research Results

According to research results to improve the potential of people with disabilities as local guides for creative organic farming tours in Chiang Mai, the researcher provided a sample group for assessing the potential of people with disabilities as local organic tour guides as follows:

Step 1: The knowledge transfer of people with disabilities as local guides for creative organic farming tours in Chiang Mai was as follows:

Developing the potential of people with disabilities as local tour guides in organic agriculture in Chiang Mai

The researcher had transferred knowledge on the potential development of local tour guides in organic agriculture to 400 disabled people in Chiang Mai. The knowledge transfer of the local tour guide course had the following details:

Conveying content in the local tour guide course: General knowledge of guides and tour guides, principles of guides, the art of speaking for guides, personality as a tour guide, roles, duties and responsibilities of the tour guide and organic tourism programs to develop the potential of the disabled groups of each community was considered to create experiences for people with disabilities in organic tourism in the local community. It also included welcoming tourists and being a good host, learning the art of speaking for guides, the process of developing tourism and community service capabilities. All of these enabled people with disabilities to play a role in thinking (planning), doing (executing) and monitoring, evaluating and expressing opinions, and involvement with other stakeholders.

Field Research: The trainees had the opportunity to use the skills and knowledge from the training and lectures as well as various activities and apply them in real practice. The operation started from grouping and selection of tourist attractions by linking agriculture in the community. Then, each group was assigned to study the story and history of the attraction itself and present the attraction according to the principle of a guide. Volunteers were arranged to take part in role-playing roles as tourists. Participants must speak both Thai and English about the attractions in the participant community.

Step 2: Upgrading the potential of people with disabilities as local guides for creative organic farming tours in Chiang Mai

The researcher selected people with disabilities and targeted areas in Chiang Mai in order to develop the potential of disabled people as local guides, and develop tourism activities within the organic agricultural tourism attraction of the disabled in Chiang Mai in 5 areas, totaling 50 cases as follows:

8 persons with disabilities in Muang Khong Community, Mueang Khong Subdistrict, Chiang Dao District

12 persons with disabilities in Ban Phu Din Community, Mae Ho Phra Subdistrict, Mae Taeng District

13 persons with disabilities in Chedi Mae Krua Community, Chedi Mae Krua Subdistrict, San Sai District

7 persons with disabilities in Ban Tap Tao Community, Sri Dong Yen Subdistrict, Chai Prakan District

10 persons with disabilities in Santisuk Community, Doi Lo Subdistrict, Doi Lo District

Participants were assigned to study tourist attractions routes and link to the learning stations for organic agriculture in each area. The aforementioned activities, the research team and groups of people with disabilities in each community must visit the area for meetings on travel routes and explore tourism routes and link them with organic farming in the community as detailed below.

People with disabilities in Muang Khong community, Muang Khong sub-district, Chiang Dao district, which are ready in terms of community-based tourism elements, had participated in the preparation of tourism routes along with discussions and discussions with entrepreneurs, shops, farmers and homestay groups in the community to link community-oriented tourism routes. The identity of Muang Kong community consists of resources, tourist attractions, culture and local wisdom were as follows.

(1) Organic agricultural tourism and activities in Ban Muang Kong, Chiang Dao District, Chiang Mai Province is a diverse ethnic community living together such as Thai Yai, Karen and Muser, there was a mixed farming system and the development of commerce, handicrafts, industry, folk culture, tourism and communication based on a community economy in accordance with local and community conditions. Local wisdom was used without compromising on environmental quality under the participation of public and private organizations, including the coordination of communities, villages and sub-districts, along with other network organizations. Agricultural activities were provided to tourists by creating learning centers on organic agriculture and natural ways, while focusing on conveying the way of life of the villagers. In addition, there were vegetable gardening and organic farming as the main activities by hosting demonstrations and teaching basic vegetable cultivation methods with an emphasis on the use of locally available materials and equipment. Vegetable gardening and organic farming activities were activities that require tourists to practice growing vegetables in agricultural plots by allocating agricultural plots in front and behind tourist attractions. Most of the vegetables grown in the plot were vegetable garden vegetables for general cooking such as galangal, lemongrass, basil, spring onion, coriander, winged bean and others. These vegetables were quick and easy to grow and can be eaten raw or cooked into a variety of dishes. Cow-raising activity was a morning activity that provides tourists with the opportunity to herd cattle from the stables to the pier and feed them, allowing tourists to enjoy studying the nature around them. Rafting activity was bamboo rafting activity for tourists who like challenging and adventurous activities or want to appreciate and experience nature. Tourists could contact and book this rafting activity directly. Rafting would be accompanied by a local guide who would teach you about attractions and nature. Fishing activity was another activity that allows tourists to visit the villager's way of fishing, especially "Mon fish" which is a rare fish found only in some local areas.

(2) Tourists would experience the uniqueness and variety of activities from staying in Ban Muang Kong. In addition to vegetable growing activities, there were also agricultural activities: farming, cattle raising, rafting and fishing. These activities allowed tourists to learn the lifestyle and culture of the tourist attraction thoroughly. Indeed, sufficiency farming was the foundation of the community's way of life. The accommodation had facilities for tourists such as a parking lot, cell phone and internet signal, as well as a camping ground for tourists in winter as well. Within the accommodation area, there was a shady atmosphere suitable for tourists of all ages, including family travelers. The construction of accommodation to accommodate most tourists came from visiting the farm/garden and liking the atmosphere until wanting to experience it for you. The operators therefore divided the area to create rooms and camping ground so that tourists could stay according to their preferences. According to the survey, the majority of accommodations consisted of 7 rooms with designs and decorations in harmony with nature. Wood or natural color imitation materials were mainly used. The survey of room design and decoration found that most accommodation focused on creating an atmosphere for tourists to experience nature. The accommodation of each tourist attraction was a comprehensive development of tourist attractions to support and serve tourists efficiently.

(3) Growing rice and vegetables were used for cooking and as a supplementary activity to increase the participation of tourists. In the area near the accommodation, a small kitchen was set up so that tourists could cook for themselves. In addition to local food menus such as Lam by Mon Fish, which uses traditional methods - making a fire and putting Mon fish in a bamboo tube, then seasoning and adding a little water, covering the muzzle of the mole with lemongrass or banana leaves and waiting for it to be cooked before eating. There was also a fresh coffee shop serving tourists throughout the day.

(4) Tourists were taken to visit various occupation groups in the village, including basketry, satchel and woven cloth, and allow tourists to learn by participating in activities and making souvenirs by themselves. This made tourists impressed and promoted community products in another way.

2.2.2 People with disability in Ban Phu Din Community, Mae Ho Phra Subdistrict, Mae Taeng District are models of tourism routes that were ready in terms of tourism components and participation in the construction of community-based tourism routes, there were discussions with entrepreneurs, merchants, farmers and homestay groups in the community to link community tourism routes. Ban Phu Din community had interesting resources, tourist attractions, culture and local wisdom as follows.

(1) Organic farming attractions and activities: Ban Phu Din community had important tourist attractions such as Phu Din Reservoir, Huai Kuk Reservoir and Huai Khang Reservoir, which are the three connecting routes. The area around the reservoir was a large agricultural resource for the community.

(2) Accommodation: Ban Phu Din community had homestays of farmers' groups to accommodate tourists visiting their farm plots.

(3) Food: The homegrown rice and vegetables were used for cooking and were a complementary activity for the participation of tourists. The area near the accommodation had a kitchenette so tourists could cook their own meals. In addition, local dishes such as Larb Pla and Sai Oua were prepared.

(4) Commemorative items included community agricultural products and processed fruits such as mangos and organic rice.

3.2.2 People with disability in Chedi Mae Krua, Chedi Mae Krua Sub-district, San Sai District, Chiang Mai Province are models of tourism routes that were ready in terms of tourism components and participation in the construction of community-based tourism routes, there were discussions with entrepreneurs, merchants, farmers and homestay groups in the community to link community tourism routes. Ban Phu Din community had interesting resources, tourist attractions, culture and local wisdom as follows.

(1) Chedi Mae Krua Community has organic farming attractions and interesting activities such as organic farming areas in the community and honeycomb

(2) Ban Phu Din community built homestays and resorts for farmers' groups for tourists visiting their farm plots.

(3) Making local dishes such as curry om, Khao Soi, Khanom Jeen Nam Ngiao, pork rinds and the Stuffed Dough Pyramid.

(4) Commemorative goods include community agricultural products and processed fruits such as lettuce, organic rice and potato chips. 2.2.4 Disabled people in Ban Tap Tao Community, Sri Dong Yen Subdistrict, Chai Prakan District

(1) Organic farming attractions and community group activities such as learning stations about mushroom cultivation, organic fertilizer, vegetable gardening, cricket breeding, raising Frogs, and planting squash.

(2) Ban Tap Tao Community Handicap Group has homestays and resorts of farmers' groups to accommodate tourists who visit their farms.

(3) Cooking food from the learning base such as the oyster mushroom menu and salad rolls.

(4) Commemorative items include community agricultural products and processed fruits such as lettuce, fairy mushrooms and frog meat.

2.2.5 The disabled group in Santisuk Community, Doi Lo Sub-District, Doi Lo District has the main interesting elements as follows.

(1) Santisuk community has organic farming attractions and important activities such as learning station about growing organic lettuce, fairy mushroom cultivation, and a station for learning about cricket breeding.

(2) Santisuk Community with Disabilities had homestays and resorts for farmers to support tourists who visit their farms.

(3) Making a menu in the learning station such as making salads, mushroom crackers and fried crickets.

(4) Commemorative items included community agricultural products and processed fruits such as lettuce, crickets and fairy mushrooms.

2.3 Development of tourist attractions and development as a tour guide

A group of people with disabilities collaborated with researchers to study information for tourist attraction development and development as a guide. The steps were divided as follows.

2.3.1 Groups with disabilities prepared places, tourist attractions and learning stations by improving the landscape and providing areas and facilities to accommodate tourists. It also installed a sign with a QR code and a Bell sign for tourists with disabilities and improve the landscape and thoroughfare to make it more convenient for tourists and people with disabilities.

2.3.2 Groups with disabilities provide information to explain in detail to tourists and practice their personality in presentations and prepare them for the use of sign language for tourists with disabilities in communication.

2.3.3 Groups with disabilities divide their duties and responsibilities in each learning base and tourist attraction in order to impart accurate knowledge to tourists.

Tourism activities as a pilot project

The researcher had experimented with tourism activities by creating an organic agricultural tourism program to develop the potential of the disabled groups of each community. At this stage, a pilot tour would be organized to test the readiness of the community by inviting individuals or outside agencies that had experience or involvement with organic tourism to provide them with their opinions and suggestions as follows:

2.4.1 The handicapped group in Muang Khong Community, Mueang Khong Subdistrict, Chiang Dao District, Chiang Mai Province. A group of tour guides from Ban Muang Kong offered a 2-day and 1-night package tour program. The group of guides had divided the duties of taking tourists to visit the sites and giving information about 5 tourist attractions. Each place had a group of about 5-10 guides. Tourist attractions could be divided into: 1) Natural attractions such as Chiang Dao Cave and Wat Pha Plong 2) Taking tourists to accommodation and dining 3) Activities in organic farming such as farming and vegetable gardening 4) Rafting activity 5) Bringing tourists to visit the souvenir shops of the community.

2.4.2 Ban Phu Din Community Handicapped Group, Mae Ho Phra Subdistrict, Mae Taeng District, Chiang Mai Province. A group of tour guides from Ban Muang Kong offers a 2-day and 1-night package tour program. Groups of tour guides shared duties to guide tourists to visit places and give information about 3 tourist attractions. Each site divided the guides into two groups and took them on a one-day tour of each tourist group. In this place, the focus was on community-based organic farming learning stations, including: 1) Tourism in community organic farming plots 2) Activities in the production of inputs 3) Collecting produce in agricultural plots 4) Taking tourists to the accommodation 5) Planting trees for the community 6) Taking tourists to visit the souvenir shop of the community.

2.4.3 People with Disabilities Chedi Mae Krua Community, Mae Faek Mai Subdistrict, San Sai District, Chiang Mai Province. A group of tour guides from Ban Muang Kong offered a package tour of 1 day and 1 night. The group organized activities under “Khuang Insee Chedi Mae Krua” to present tourism routes and good organic products in the community. Groups of tour guides were assigned at each point to guide and give information about tourist attractions, including: 1) Community-oriented organic farming tour 2) Harvesting of crops in agricultural plots 3) Learning station about cooking from organic farms 4) Taking tourists to visit the souvenir shop of the community.

2.4.4 The handicapped group of Ban Tap Tao Community, Sri Dong Yen Subdistrict, Chai Prakan District, Chiang Mai Province. Guide groups offered 3 day and 2 night package tours. The activities organized were as follows: 1) Learning Station on Mushroom Cultivation 2) Learning station for making organic fertilizer 3) Learning station for growing vegetables in the kitchen garden 4) Learning station on cricket breeding 5) Learning Station on Raising Frogs 6) Cultivation of momordica.

2.4.5 Disabled people in Santisuk Community, Doi Lo Subdistrict, Doi Lo District, Chiang Mai Province. Guide groups offered 3 day and 2 night package tours. The activities organized were as follows: 1) learning station 2) Cultivation of organic lettuce 3) Fairy Mushroom Cultivation 4) Learning station about cricket breeding. Bringing tourists to group accommodation and cooking the produce from the learning station

Step 3: The results of the assessment of the potential of people with disabilities as local guides for organic farming tours in Chiang Mai. The researcher collected data of people with

disabilities as local guides on organic farming tours in Chiang Mai from a tourism program experiment with role-playing tourism. The evaluation results were as follows:

Gender: Most of the samples were 50 female (33.3%), followed by 100 male (66.7%).

Age: Most of the samples were 73 people aged 20-29 years old (48.6%), followed by 46 people aged 30-39 years old (30.6%), 15 people aged 50-59 years old (10%), 11 people aged 40-49 years old (7.3%), more than 60 years old of 4 people and 1 people and less than 20 years old of 1 person (0.6%).

Status: Most of the samples were 124 single (82.6%), followed by 26 (17.33%) marital status.

Education level: Most of the sample group graduated with a bachelor's degree of 97 (64.6%), followed by 46 students with less than a bachelor's degree (30.6 percent), 4 other studies (2.6%), and 3 postgraduate education (2.0%).

Average monthly income: Most of the sample group had income of 15,001 or more, 68 people (45.3 percent), followed by income between 10,001-15,000 baht, 65 people (43.3 percent), Income between 5,001- 10,000 baht for 15 people (10.0 percent), and income less than 5,000 baht for 2 people (1.3%).

Table 1 *The results of the assessment of the potential of people with disabilities as local organic tour guides in Chiang Mai in terms of personality*

Topic	Average (\bar{x})	Standard Deviation (S.D)	Comment level
Cheerful	3.88	0.75	High
Clean and neat	4.81	0.39	Highest
Thai good manners such as being polite and humble	4.11	0.69	High
Originality	4.65	0.62	Highest
Tact	4.77	0.63	Highest
Meticulous in working	4.39	0.70	High
Agility in the performance of duties	3.69	0.82	High
Honesty	3.73	0.84	High
Commitment to work	4.16	0.89	High
Perseverance, diligence and patience in work	3.87	1.08	High
Total	4.20	0.26	High

As in the table of the results of the assessment of the potential of people with disabilities as a local organic tour guide in Chiang Mai Province, the overall personality score was high (\bar{x} = 4.20, S.D. = 0.26) Considering each aspect, it was found that the tact was high (\bar{x} = 4.77, SD = 0.63), followed by creativity (\bar{x} = 4.65, SD = 0.62) and dexterity in the performance of duties (\bar{x} = 3.69., SD = 0.82).

Table 2 *The results of the assessment of the potential of people with disabilities as local organic tour guides in Chiang Mai in terms of human relations*

Topic	Average (\bar{x})	Standard Deviation (S.D)	Comment level
Adapting to others	3.45	1.0	Moderate
Liaison with others	3.18	0.92	Moderate
Emotional control	3.72	0.88	High
Being a good speaker and listener	3.87	0.70	High
Accepting the opinions of others	4.75	0.43	Highest
Sincerity in relationships with others	4.07	0.70	High
Forgiving and giving opportunities to colleagues	3.98	1.0	High
Total	3.85	0.29	High

As in the table of the results of the assessment of the potential of people with disabilities as a local organic tour guide in Chiang Mai Province, the overall human relations score was high ($\bar{x}= 3.85$, S.D. = 0.29) When considering each aspect, it was found that the acceptance of the opinions of others was high ($\bar{x}= 4.75$, S.D. = 0.43), followed by the sincerity in relationship with others ($\bar{x}= 4.07$, S.D. = 0.70), and the ability to coordinate with others ($\bar{x}= 3.18$, S.D. = 0.92).

Table 3 *The results of the assessment of the potential of people with disabilities as local organic tour guides in Chiang Mai in terms of knowledge*

Topic	Average (\bar{x})	Standard Deviation (S.D)	Comment level
Basic knowledge of speaking, reading and writing Thai and English well	2.83	0.85	Moderate
Knowledge and understanding of outdoor recreation principles	4.18	0.97	High
Knowledge of general principles applicable to tourists	2.93	1.08	Moderate
Knowledge of service business	3.54	0.91	High
Concern on how to use new technology to benefit tourism management	2.14	0.89	Low
Introduction and transfer of knowledge about places and methods of traveling	3.48	0.96	Moderate
Leadership in recreational activities to entertain tourists	3.87	0.74	High
Control of recreational activities to serve tourists	3.91	0.79	High
Knowledge and understanding of nature and history of tourist attractions	3.44	0.90	Moderate
Total	3.36	0.36	Moderate

As shown in the table of the assessment results of the potential of people with disabilities as a local organic tour guide in Chiang Mai, in terms of overall knowledge, scores were at a moderate level ($\bar{x}= 3.36$, S.D. = 0.36) When considering each aspect, it was found that knowledge and understanding of outdoor recreation ($\bar{x} = 4.18$, S.D. = 0.97), followed by

the ability to control recreational activities for tourist services (\bar{x} = 3.91, S.D. = 0.79), and knowledge and understanding of how to use new technologies for the benefit of tourism management (\bar{x} = 2.14, S.D. = 0.89).

Table 4 *The results of the assessment of the potential of people with disabilities as local organic tour guides in Chiang Mai in terms of attitude*

Topic	Average (\bar{x})	Standard Deviation (S.D)	Comment level
Job satisfaction	4.33	0.72	High
Love and faith in the profession of a tour guide	4.15	0.92	High
Career integrity	4.66	0.55	Highest
Intention to create a good image for the organization	4.79	0.55	Highest
Kindness to others	4.89	0.37	Highest
Optimism	4.15	0.92	High
Focusing on serving others	4.65	0.55	Highest
Total	4.51	0.38	Highest

As shown in the table of assessment results of the potential of people with disabilities as local tour guides in organic agriculture in Chiang Mai, the overall attitude scores were at the high level (\bar{x} = 4.51, S.D. = 0.38). When considering each aspect, it was found that compassion towards others was high (\bar{x} = 4.89, S.D. = 0.37), followed by the intention to create a good image for the organization (\bar{x} = 4.79, S.D. = 0.55) and optimism and love and faith in the career of a tour guide (\bar{x} = 2.14, S.D. = 0.89).

Table 5 *The results of the assessment of the potential of people with disabilities as local organic tour guides in Chiang Mai in terms of experience*

Topic	Average (\bar{x})	Standard Deviation (S.D)	Comment level
Knowledge of tourist attractions	4.50	0.70	Highest
Other tips to add to the description of tourist attractions	4.60	0.67	Highest
Knowledge of various regulations about tourist attractions, government offices and other related places	4.79	0.52	Highest
Knowledge and understanding of outdoor recreation principles	4.09	0.90	High
Knowledge and understanding of tourism business	3.79	0.87	High
Total	4.35	0.35	Highest

As in the table of the results of the assessment of the potential of people with disabilities as a local organic tour guide in Chiang Mai, the overall experience had a high score (\bar{x} = 4.35, S.D. = 0.35). When considering each aspect, it was found that the knowledge of regulations regarding tourist attractions, government offices and other related places was high (\bar{x} = 4.79,

S.D. = 0.52), followed by other tips to enhance the description of tourist attractions (\bar{x} = 4.60, S.D. = 0.67) and understanding of outdoor recreation principles (\bar{x} = 4.09, S.D. = 0.90).

Table 6 *The results of the assessment of the potential of people with disabilities as local organic tour guides in Chiang Mai in terms of skills*

Topic	Average (\bar{x})	Standard Deviation (S.D)	Comment level
Lecture skills in Thai	3.69	0.60	High
Skills in speaking local languages such as northern, hill tribe and Isan languages	4.89	0.36	Highest
Foreign language speaking skills in ASEAN	1.28	0.60	Lowest
Face problem solving	3.21	0.86	Moderate
Tourist service skills	4.15	0.71	Highest
Skills in conveying information to tourists	3.53	0.69	High
Total	3.45	0.28	Moderate

As shown in the results of the assessment of the potential of people with disabilities as a local organic tour guide in Chiang Mai in terms of skills, the overall score was high (\bar{x} = 3.45, S.D. = 0.28). When considering each aspect, it was found that speaking skills in local languages such as Northern, Hill Tribe and Isan languages were high (\bar{x} = 4.89, S.D. = 0.36), followed by tourist service skills (\bar{x} = 4.15, S.D. = 0.71), and foreign language speaking skills in ASEAN (\bar{x} = 1.28, S.D. = 0.60).

Table 7 *The results of the assessment of the potential of people with disabilities as local organic tour guides in Chiang Mai in service mind*

Topic	Average (\bar{x})	Standard Deviation (S.D)	Comment level
S = Smiling & Sympathy is a smile and great attention to customers.	4.10	0.97	High
E = Early Response is to respond quickly to customer needs.	3.85	1.14	High
R = Respectful is an expression of respect and dignity for customers.	4.21	0.95	High
V = Voluntariness Manner is a voluntary and willing service.	4.19	0.73	High
I = Image Enhancing is creating and maintaining a good image of yourself and your organization	3.54	0.91	High
C = Courtesy means good-natured, well-mannered and courteous.	4.79	0.55	Highest
E=Enthusiasm is service enthusiasm	2.14	0.89	Low
Total	3.83	0.40	High

As shown in the table of the assessment results of the potential of people with disabilities as a local organic tour guide in Chiang Mai Province in service mind, the overall score was high (\bar{x} = 3.83, S.D. = 0.40). When considering each aspect, it was found that C=Courtesy was a high level of good-naturedness, good manners and politeness (\bar{x} = 4.79, S.D. = 0.55), followed by, R=Respectful was respect and dignity to the customer (\bar{x} = 4.21, S.D. = 0.95), and E=Enthusiasm was service enthusiasm (\bar{x} = 2.14, S.D. = 0.89).

Discussions

The results of potential development of people with disabilities as local guides for organic farming tours in Chiang Mai could be discussed as follows:

1. The results of the research on the opinions on the potential of people with disabilities as local organic tour guides in Chiang Mai found that the attitude scores were at the highest level, followed by experience, personality, interpersonal relations, service mind, skill and knowledge respectively. The potential development of people with disabilities as local organic tour guides in Chiang Mai showed that people with disabilities had a positive attitude towards working as local tour guides. Consistent with Kittiya Ratanakorn (1988) said that people with disabilities that the people with disabilities would like to do work that they were interested in or enjoyed and that could be done using their energy and abilities and people with disabilities needed work that they could accomplish because it gave them confidence and they felt they contributed to the prosperity of their community and society and a sense of satisfaction in their work.

2. The potential development of people with disabilities as local organic tour guides empowers people with disabilities to build self-confidence in the sense that they could accomplish their jobs. It developed a person's feelings by building beliefs to give practitioners confidence in themselves that they were capable of completing tasks. This definition was to develop a person's sense of belief in the development of a person's potential and to encourage a person's ability to work and solve problems on their own. In line with Khattaphan Chumnuson and Teerasak Un-rom-lert (2016) which was a research study on the development of a model for enhancing self-management abilities of people with disabilities for sustainable self-reliance. It was found that the model for enhancing self-management abilities of persons with disabilities for sustainable self-reliance consisted of 5 components: 1) occupation 2) learning 3) facility technology 4) self-care and 5) empowerment.

Conclusion

1. The development of the potential of people with disabilities as local tour guides should be continually developed and expanded to other areas in Chiang Mai.
2. Development of the potential of people with disabilities as local tour guides should develop knowledge and service skills in order for the disabled to develop and gain more expertise.
3. Development of the capacity of people with disabilities as local tour guides in other areas such as knowledge skills, tourism program planning and language skills should be studied in order to prepare for accommodating foreign tourists.
4. Factors affecting people with disabilities to become local tour guides should be studied as a guideline for further development of the potential of the disabled.

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