

Jintawadee Sanitwong na Ayuttaya 2007 : Factors Affecting Thai Tourists' Behavior on Using Home Stay in Tambon Thai Samakkee, Amphoe Wang Nam Khiao, Changwat Nakhon Ratchasima. Master of Economics (Business Economics). Major Field: Business Economics, Department of Economics. Thesis Advisor: Associate Professor Somskaow Bejranonda, Ph.D. 115 pages.

The purposes of this study were to study 1) characteristics of a home stay business, 2) home stay usage behavior, 3) the correlation between personal factors and a home stay usage behavior and 4) the importance level of marketing mix factors affecting a home stay usage behavior, and 5) the correlation between personal factors and the importance of marketing mix factors affecting home stay usage behavior at Tambon Thai Samakkee, Amphoe Wang Nam Khiao, Changwat Nakhon Ratchasima of Thai tourists. The data were collected from questionnaires by using 243 samples during from December 2006 to February 2007. Analyses were included chi-square statistic, t-test and F-test for hypothesis testing at a confidential level of 95 percent.

The study revealed that the most samples were female, aged 15-25 years, single, had graduated with a Bachelor's degree, employed in private company, an average monthly income of more than 15,000 baht. Most of the samples had never used home stay accommodation at Tambon Thai Samakkee, Amphoe Wang Nam Khiao, Changwat Nakhon Ratchasima before and traveled along with friends by their own car. The main reason for visiting was for travel and relaxation and most people stayed for one night/ 2 days during the weekend around November to January. They heard about a home stay and the place to stay by friends and relatives, and the most popular place for site-seeing was Shiitake Farm. Hypothesis testing regarding the correlation between personal factors of samples and a home stay usage behavior at a confidential level of 95 percent found that 1) gender correlates to the accompanying person, the main traveling reason, and month of visiting; 2) age correlates to the accompanying person and occasion for traveling; 3) average monthly income correlates to month of visiting and method of transportation; 4) occupation correlates to the accompanying person, the main traveling reason, method of transportation and occasion for traveling; 5) marital status correlates to the accompanying person and method of transportation. The study also found that variation of personal factors, which are gender, age, education level, average monthly income and occupation gave different important levels to marketing mix factors, which are product, price, place, promotion, procedure, and physical evidence.

Therefore, the home stay entrepreneurs at Tambon Thai Samakkee, Amphoe Wang Nam Khiao, Changwat Nakhon Ratchasima should quote home stay price according to season or festivals, which could attract more tourists throughout the year. Moreover, home stay entrepreneurs should maintain community culture and preserve the environment to induce the tourists.

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Thesis Advisor's signature