

CHAPTER I

INTRODUCTION

Rationale for the Study

The tourism industry in Thailand has played an important role in national development seriously for the first time in 1977. The government has contained travel plans prepared by the Tourism Authority of Thailand included in the National economic and social development plans. These important plans aim to increase income, employment, income distribution, spread prosperity to the region, social and cultural, resource conservation, environmental restoration, art and cultural traditions up to historical sites (Jinawong, 2001, p. 83).

The current global economic crisis makes Thai exports fell. Many sectors are starting to pay attention to the health center (medical hub) of the revenue to replace revenues from exports dropped (Na-Ranong, 2011, p. 47). Health services is a new business model has been widely popular with customers can earn tens of thousands million baht per year of domestic revenue. To encourage the business growth with quality and the main source of revenue for the tourism sector of the country, the government has a policy for the Tourism Authority of Thailand to promote medical tourism market. This is a new form of tourism activities. That was developed to meet the specific needs of the market tourists (Niche market) in order to attract tourists, both Thais and foreigners to travel in Thailand. In addition, the cabinet was assigned to the Ministry of Public Health on April 22, 2003 about the strategy encourages a health center in Asia. The restructuring policy of economy and society in order to be strengthen the competitiveness of the country. The product line divided into three groups: medical services, alternative health service, and herbal product are to develop standards, service standards, and tourism marketing and promotion to be one of the main income country sources (Boonchai, 2003, p. 22).

Nowadays, people living in a city full of chaos with more competitive rates in both their work and family life in society. The accumulated body fatigue, combined with the lack of time for take care of themselves. Furthermore, the stressful lead to various diseases as a result of the lower quality of life and higher rates of illness. Both public and private sector are choosing campaign to encourage people to take more health conscious. Then, getting new type of journey called “Health Tourism” for health healing and health promotion.

Ban Ngo Village

Background of Ban Ngo Village

Ban Ngo located in Moo 10 Ban Doo sub-district At Sa-Mat district, Roi-Et province was formed in 1978 where far from At Sa-Mat town approximate 20 kilometers. The village has a total area of 19 rai of it land. There were 51 families with 222 people (male = 121 people, female = 101 people) residing in the village. They operates community centre of the village in order to inform their residences concerning Thailand Healthy Lifestyle Strategic Plan B.E. 2550-2559 (2007-2016) from public sectors and private sectors by integrated concept, policy and best practice. Furthermore, create a learning process to the society by community involvement in driving the process, people, knowledge, and capital management for able to change behavior to reduce the chronic disease. The methods are 1) support the villagers to grow their own vegetables for their household consumption 2) sporting court provided for villagers to exercise every day and 3) educated the villagers’ representatives to know basic of the chronic disease (Ban Doo Sub-District Health Promoting Hospital, 2011).

Health Homestay Tourism

Homestay is a popular alternative choice for people who are interested in the local way of life and culture in the area where stay are located in. Nowadays, there are 80 homestays (Office of Tourism Development, 2009) establishing under the Thai homestay standard of the Ministry of Tourism and Sports.

Ban Ngo Health Homestay is one of the homestays in Thailand where the community has realized an interest in the public health of the residents. In addition, the

community receives cordially the visitors who need to learn local way of life along with practice to change their consumption for reduce or prevent the chronics disease.

Service fees and other charges

1. Accommodation 200 Baht/person including local food 3 meals/day
2. Tourist activities Program at Ban Ngo Health Homestay
 - 2.1 White thread ceremony-Phiti Bai Sri Su Kwan
 - 2.2 Thai Northeastern Style (Mor-Lam) Music show
 - 2.3 Making merit by offering food to monks in the morning
 - 2.4 Traditional dinner
 - 2.5 Bicycle provided
 - 2.6 Learn growing vegetables against the disease
 - 2.7 Learn to eat against the disease
 - 2.8 Exercise

Statement of Problem

Ban Ngo Health Homestay was established in 2009. It is a community that focused on decreasing the chronic diseases such as diabetes, heart disease, and hypertension. After that, they welcome the tourists who need to reduce or prevent their health from those diseases through tourist activities.

At present, the homestay program does not receive Thai Homestay Certification Standards. Ban Ngo Health homestay still lack of an appropriate evaluation results in incorrect manner of accommodations and services development in their homestays. Moreover, lack of developing guidelines for tourism aspect which proper community context.

Research Questions

1. What are the current issue and challenges of Ban Ngo Health Homestay?
2. What are local people's attitudes and experience of tourism in Ban Ngo Health Homestay?
3. What the expectation, satisfaction and determinants of overall satisfaction of elements of Ban Ngo Health Homestay for tourists?
4. What are the homestay tourism guidelines for Ban Ngo Health Homestay.

Purpose of the Study

The main objective of the research is to gain an understanding of the effects of the decision of visitors to choose Ban Ngo Health Homestay in At Sa-Mat district Roi-Et province. In addition, the research can also suggest some good recommendations or solutions which are based on the problems occurred among those local people, the tourists and other participants. Therefore, the purposes of this research are:

1. To study the community context and its ability to service of Ban Ngo Health Homestay.
2. To find out local people's attitudes and experience toward consequences of tourism in Ban Ngo Health Homestay.
3. To find the expectations, satisfaction and the determinants of overall satisfaction of elements of Ban Ngo Health Homestay by tourists.
4. To suggest some homestay tourism guidelines for Ban Ngo Health Homestay.

Significance of the Study

This research will have benefits for many sectors as follows;

1. Host community: They can use the result of this study to be a guideline in order to develop and improve the homestay standard within Ban Ngo Health Homestay.
2. Government: They can use the result of this study to be a guideline in order to develop the homestay standard and support Ban Ngo Health Homestay.
3. Other researchers: They can use the result of this study to expand their further research study.

Conceptual Framework

This research will be performed at Ban Ngo Health Homestay at Moo 1 Ban Doo sub-district, At Sa-Mat district, Roi-Et province.

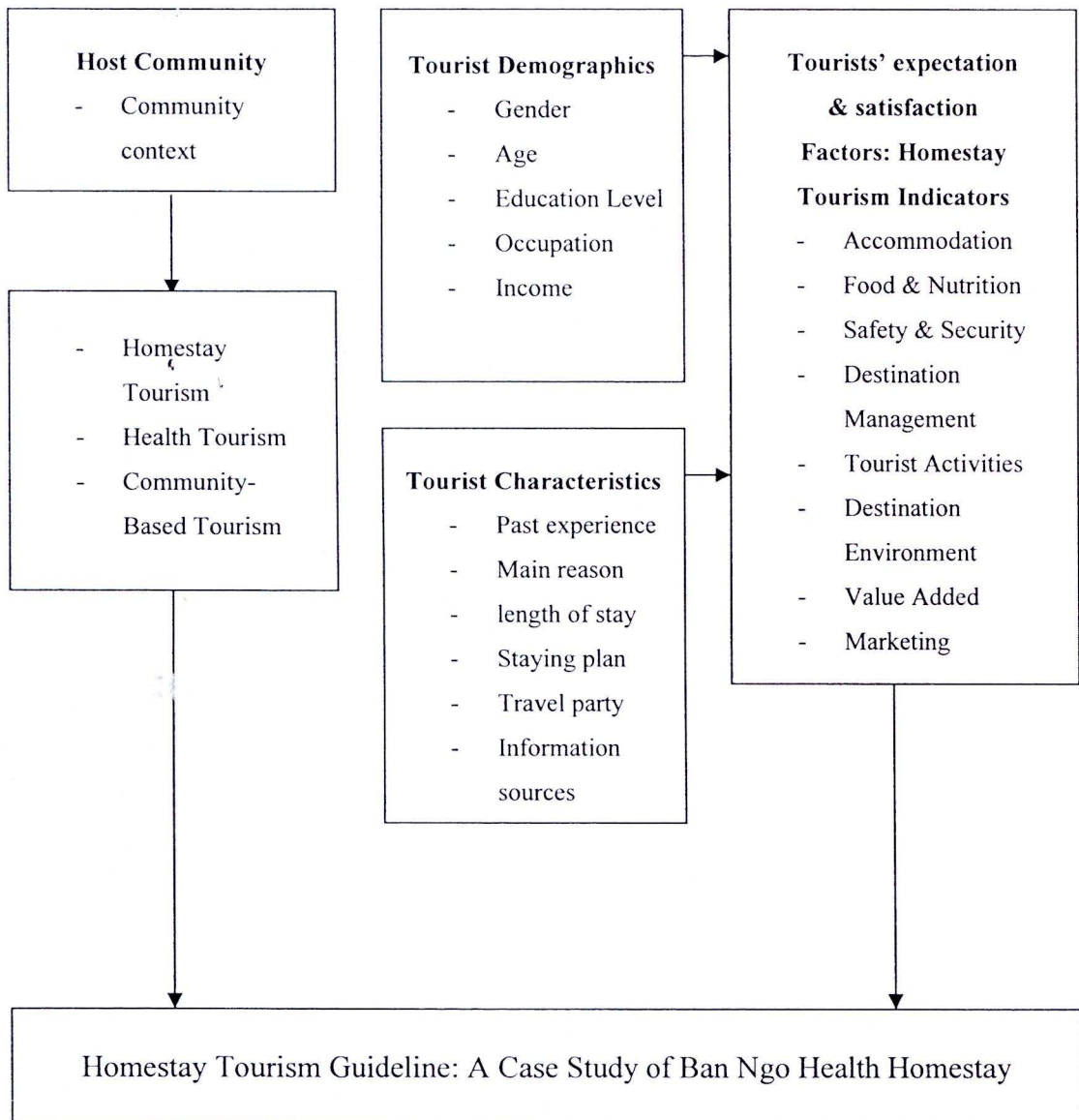


Figure 1 Conceptual Framework

Basic Assumption

The human ethics concern is important for this research because it is a sensitive case which is involved with individual perspectives. The research needed the willingness to answer questionnaires from the sample group due to the researcher also needed only true and proper information. Then, the researcher will ask for agreement from the relevant tourism stakeholders such as tourists and homestay's owner before conducting the survey.

This study also concentrates on identifying the factors of Ban Ngo Homestay as tourist destination as selected by the tourist's decision making.

Definition of Terms

A tourist refers to people who are not locals who come or stay at homestay.

Homestay refers to a house owned by local people in the village who join homestay program where the owner voluntary allows tourists to stay.

Satisfaction refers to tourists' quality experience about the homestay which is used as a determinant of the tourist revisiting.

Conclusion

This research mentions the service of homestay and satisfaction of the tourists that will be known how to develop quality facilities and arrange tourist activities which involved with well-being in Ban Ngo Health Homestay in order to be a high-quality homestay destination along with cultural tourism.