

CHAPTER II

LITERATURE REVIEW

The study of Homestay Tourism Guideline: A Case Study of Ban Ngo Health Homestay in At Sa-Mat District, Roi-Et Province. This chapter looks at previous research into the following areas.

1. Homestay Tourism
2. Thai Homestay Certification Standards
3. Health tourism
4. Travel Characteristics
5. Tourist Expectation
6. Tourist Satisfaction
7. Service Quality Measurement
8. Community-Based Tourism Management
9. Relevant Recent Research

Homestay Tourism

The Tourism Authority of Thailand (1999) stated that homestay tourism was growing tourism in countryside regions for bring benefits to the host community. This homestay tourism is a latest type of tourism based on ecotourism such as trekking. Homestay take actions to the tourists' needs appropriately and emphasizes quality more than quantity; it also develops cultural values and community ecosystems.

Lynch (2005) expanded that the homestay setting was selected for this investigation. "Homestay" is a specialist term meant by types of accommodation where tourists pay to stay in personal homes, where interaction takes place with a host and/or family habitually living upon the property, and with whom community space is, to a degree, shared.

Gendreau, Stroube and Vesco (2010) claimed that customers will select homestay accommodations in two basic ways. The first will be by simple price sorting. Cost conscious customers, for example, generally begin their search by starting with a price filter. We expect homestays to gain significant visibility because

of their cost effectiveness compared to hotels. The second method customers will utilize to find homestays will be through “amenity type” filters such as the “Green/Sustainable” lodging option currently available. Expedia may be willing to add additional amenity types such as “Cultural” or “Homestays” which will allow customers to easily search for Thailand homestay hosts.

Prabphiree (2003) recommended that homestay management involve with nature-based tourism by have to preserve environment balance with consider to the community capacity. In addition, using sustainable managed tourism to support community participation-based tourism as a result in career resources permanence and leads to employment in the area.

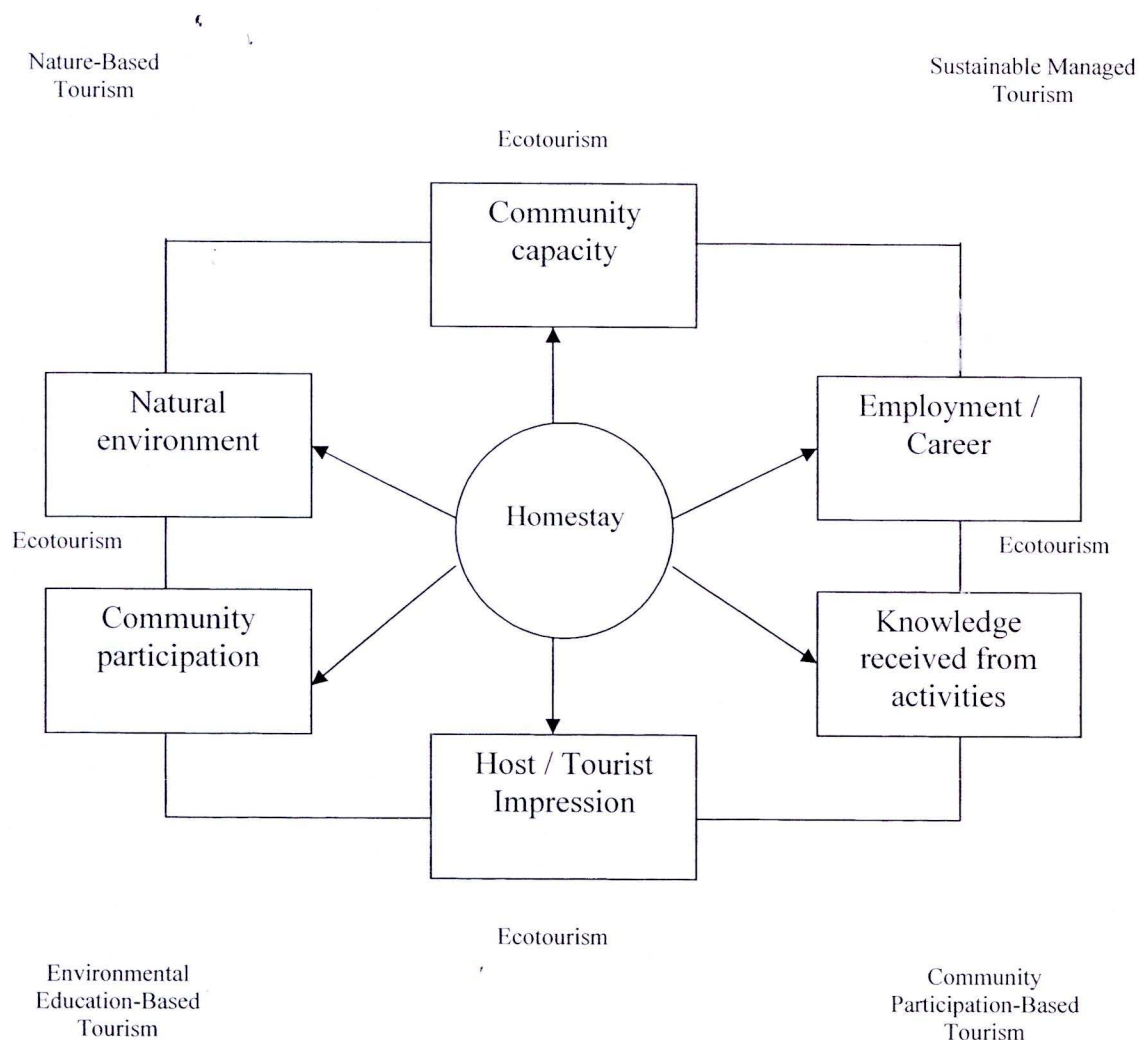


Figure 2 The relationship between ecotourism and homestay

Source: Prabphiree, M., 2003, p. 40

It can be seen that “Homestay” means homes of the villagers which welcome visitors who are interested in learning the lifestyle of the community. At any rate, the visitors should not disturb or destroy the traditions of the host community.

Thai Homestay Certification Standards

The Office of Tourism Development of the Ministry of Tourism and Sports has created 8 standards with 43 indicators as a criteria evaluation for Thai Homestay in B.E. 2548. There are 7 accommodation indicators, 6 food and nutrition indicators, 5 safety and security indicators, 8 destination management indicators, 6 tourism activities indicators, 4 destination environment indicators, 4 value-added indicators and 3 marketing⁶ indicators (Tithijumreanporn, et al, 2011, pp. 146-155).

Accommodation indicators

1. Safe and strong structure.
2. Airy and free of humid and moldy smell.
3. Enough natural light enters the room.
4. Well-insulated and waterproof roof.
5. Clean standard beds following norm of the community.
6. Clean bathroom and toilet.
7. Traditional techniques for the control of mosquitoes or insects.

Food and Nutrition indicators

1. Clean food
2. Hygienic kitchen and smell-free.
3. Clean drinking water.
4. Local restaurant provided.
5. Clean container and kitchen utensil
6. Quality of ingredients

Safety and Security indicators

1. Security guards on duty.
2. Announce equipments available to alert authorities of any impending danger, or if a tourist is sick or injured.
3. Quick and convenient access to first aid provided.
4. The host remind tourist to bring their any medications they may need.

5. Locks in the home are regularly preserved.

Destination Management indicators

1. The homestay managed by a group of villagers in the form of an association or a cooperative.
2. There is a committee in charge of project management.
3. Rules for tourists to ensure they do not violate community customs, traditions and beliefs.
4. Reservations system and registration system to keep track of tourist information.
5. Service fees and other charges are clearly showed.
6. Provides details of tourism activities offered to tourists.
7. Residents do not solely rely on the homestay services for their primary source of income. The homestay service is a supplementary job.
8. Local guides are able to communicate with tourists.

Tourism Activities indicators

1. Provided tourist activities.
2. Open chances for tourist to practice traditional handicraft or villager's career.
3. Welcoming party staged reflects local cultural customs.
4. Entertainment choices provided.
5. Environmental friendly tourism activities.
6. Knowledge received from activities.

Destination Environment indicators

1. The homestay project has at least one natural tourist attraction.
2. The homestay project encourages protection and conservation of tourism attractions.
3. The homestay easy to access hospital, post office or bank.
4. The homestay society still maintains its original characteristics, local culture and traditions.

Value-added indicators

1. Souvenir shop in the community provided.
2. Products, using local materials, made by the villagers are available for sale.
3. Community members promote knowledge of the local culture through homestay service.
4. Provides a chance for local people to develop their service skills.

Marketing indicators

1. Handbook or brochure of homestay for the tourist provided.
2. Public relations activities.
3. The homestay's name listed in the Ministry of Tourism and Sports' Homestay Tourism Guidebook.

Health Tourism

Medical tourism can be defined as travel to destinations to undergo medical treatments such as surgery or other specialist interventions (Smith and Puczko, 2009, p. 39).

Health tourism or Medical Tourism or Medical Travel is a new form of tourism which is now booming in Thailand. The main motivations are the low cost of medical treatment including quality treatment offered and service mind with style of Thai. Then, Thailand is leading Asia as a medical tourism destination (Health-Tourism, 2008).

Health tourism means the traveling which satisfies the purpose to relax and learn in a way of life by natural and to support or rehabilitation treatment as a trip to the leisure resort among nature. Visitors meet an expert advisor on health through activities such as yoga, learning to meditate or go for a medical treatment such as surgery, dental tourism, health etc. So, health tourism will focus on emphasizing the physical and mental health, healthy refreshment, mental and physical balance. After the tour, it can be adapted to applications in everyday life (Office of Natural Resources and Environmental Policy and Planning, 2001 as cited in Look 4 Health Thailand).

The Thai Government created policy to develop Thailand as a health center in Asia. Therefore, they has prepared a strategic plan for health center in Asia within 5 years (since year 2004-2008), focusing on developments in 3 areas as following;

1. A center for medical treatment which emphasizes excellence in medical services:
2. Health promotion including spa services, Thai massage, and health tourism.
3. The development of health products by Thai herbal such as herbal supplements and cosmetics.

As the success of implementation of the Thailand as a health center in Asia strategic plan results in the government has set a strategic plan to develop Thailand as World Class Health Care Provider within 5 years (2010-2014). Therefore, strengthen and enhance the competitiveness of health business with the development of health services to international standards, both public and private sectors (Institute for Small and Medium Enterprises Development, 2009).

Goodrich and Goodrich (1987, p. 217 as cited in Smith and Puczko, 2009, p. 45) defined it as:

... an attempt on the part of a tourist facility (e.g. hotel) or destination (e.g. Baden, Switzerland) to attract tourists by deliberately promoting its health-care services and facilities, in addition to its regular amenities. These health-care services may include medical examinations by qualified doctors and nurses at the resort or hotel, special diets, acupuncture, transvital injections, vitamin-complex intake, special medical treatments for various diseases such as arthritis, and herbal remedies.

Travel Characteristics

Inskeep (1991, p. 108) claimed that the characteristics and feelings of tourists visiting specific destinations including by various seasons is included in the scope described in the following;

1. Place of origin—the nationality and country of residence for international tourists and region or city of residence for domestic tourists are essential data required for marketing purpose. The country of residence in addition to nationality is important to record because there are many people living permanently in countries different than their countries of nationality for long periods of time throughout the world. Some of these, such as foreigners working overseas, are of fairly high socioeconomic levels and tend to travel extensively in the countries and regions where they are currently living.



2. Purpose of visit—purpose of visit includes the categories of holiday, business, study, official mission/diplomatic, visiting friends and relatives, and sometimes other categories depending on the local situation. Returning residents (for expatriates) should also be included so that this category can be separated from short-stay tourists. Purpose of visit characteristic obviously is important as marketing and facility planning inputs.

3. Length of stay— length of stay, based on the number of nights spent in the area, is an important factor that relates to the extent of facility use and total expenditures of tourists.

4. Age, sex and number of family members traveling together—these are important characteristics to know in determining the tourist profile for marketing and tourist facility planning purposes. Age can be grouped into general categories (many tourists do not want to give their exact age).

5. Type of employment and income levels—type of employment can be generalized into such categories as managerial, professional, skilled worker, housewife, student, and retired. Income levels can also be grouped into broad categories (many persons do not like to indicate their exact incomes). These are useful factors to know for marketing and facility planning purpose.

6. Where traveled and stayed during visit—places visited in the country and the type or name of accommodation used is important information for planning purposes.

7. Number of times visited—whether this is a first or successive visit to the country is desirable to record especially for holiday tourists, because return visits indicate a sustained interest in the destination.

8. Individual or group travel— whether the tourists is traveling independently or is with a group tour is important to know for marketing purposes, and also often relates to facility use and expenditure patterns.

9. Expenditure patterns—the total amount spent by each tourist and the distribution of spending, based typically on the economic impact of tourism and provides input to recommending ways to increase visitor spending. Expenditure patterns can best be determined through a special tourist survey, although estimates can be made from hotel, restaurant, tour agency, and retail shop receipts and, for



foreign tourists, possibly from foreign exchange currency figures to obtain gross expenditures.

10. Visitor attitudes and satisfaction levels—determining visitor attitudes and satisfaction levels about the country or region generally, and its tourist attractions, facilities, and services specifically, can provide valuable information for improving tourism (or not making any changes, depending on the results of this survey), at least based on present market desires.

This information can best be obtained through a special survey that usually also includes the tourists' expenditure patterns and characteristics so that all these factors can be correlated in the analysis. This survey can additionally include questions relative to improvements that the tourists would like to have made and whether they would consider returning for future visits.

Tourist Expectation

Expectation is attitudes about desire or the needs of consumers that they are expected to occur in the service (Parasuraman, Zeithaml and Berry, 1986, p. 16). The consumers purchase goods or services to meet specific requirements. After that, they will assess the impact of purchase based on what is expected to receive. The need is buried deep in the mind of man as a consequence of living condition and status of the individual. The component of customer expectation consists of desired service, adequate service, predicted service, and zone of tolerance which between the desired service and adequate service (Christopher and Scheuing, 1993, p. 109).

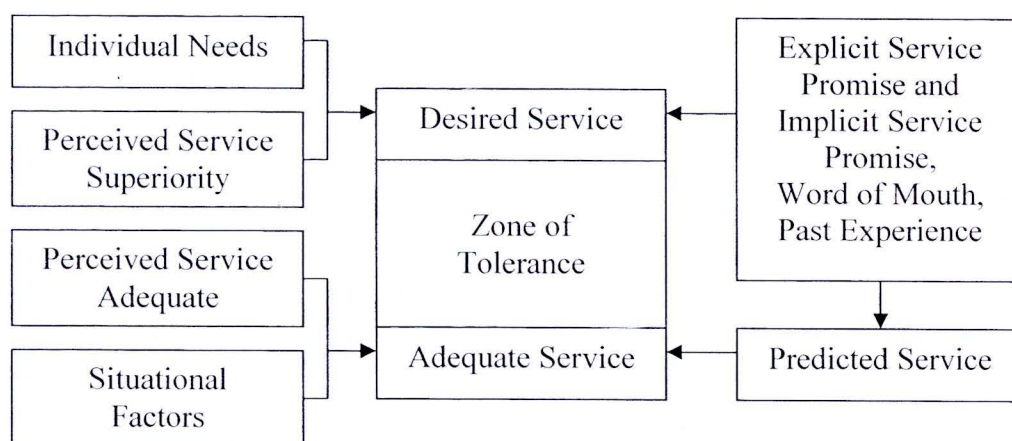


Figure 3 Dual Customer Expectation Level

Source: Christopher and Scheuing, 1993, p. 109

Desired service is what customers expect to receive or the desire to gain. A level of goodwill is based on individual needs and reliability of the service provider can provide you. However, a customer wants to get the best service to their ideals but they will not unreasonably expect. Because of they understand that no company can provide the best service at any time. As a result, customers have expectations level for the service which is called adequate service. This means that the lowest level of service that customers will accept it without resentment. The aim of this service level is made up of the factor of consumer awareness towards alternative services from other providers and factors related to the use of the service each time. If the customer has various option of receiving services in many ways, expectation of customer service would be higher. At the same time if they feel that there are no alternatives, such as in emergency situations where other providers not available, the customer expectations are low.

Desired service levels and adequate service levels are will be influenced by 3 factors that are explicit Service promise and implicit service promise, word of mouth, and past experience. The customer is expected desired service from different providers in the same industry. For example, in the restaurant business, customers expect the service of the restaurant is different from the expectations in the fast food restaurant. For fast food restaurants, customers will expect to receive the correct order, fast

served, and a clean environment. But the customers expect more than that when in a restaurant; customers will expect a good atmosphere, behavior of staff, and the way food was served.

Predicted service is the level of service that customers expect to receive from the customer service provider being confronted each other in one of services. Predicted service is influential to adequate service directly; if the customer is expected to receive good service, the expectations of the service is highly desirable. If the level of expectation is decreased, level of service expected to be less desirable. For example, as the long line waiting to buy movie tickets for 15 minutes did not make customers feel that they receive services at a lower level of service desired because customers know that a lot of people to be there for a holiday. In contrast, the customer feel like waiting in line to buy tickets on weekdays for 10 minutes is at a lower level of service desired due to expectations that it will have a few people want to watch movies.

When cut desired service out of adequate service, it will have zone of tolerance. It means level of adequate service is the minimum level of service that customers can accept without resentment. If less than this level, customers will be confused and not satisfied with the service. If the level of service more than the adequate service level, the customers are impressed and satisfied. The superior level service is desirable to provide customers impression.

The expectation is individual perspective or attitude toward something in the future to predict what the impact of people perception by experience.

Service Quality Measurement

Gap Model

In service organizations always face problem due to the unclear role of the service such as nonstandard, staff lack of awareness, the overall standard has made it less likely to manage and limit the functionality of the service provider, low standard of communication with customer result in less customer come, and standards of service can not be linked to measures and reward system for staff. So, the instrument used to measure the quality of service is too small (Parasuraman, Zeithaml and Berry, 1990, p. 30). From reason as above, Parasuraman, Zeithaml and Berry had been study patterns of measuring service quality in organizations with a bank account, garage

office, laundry, educational institutions, hospitals, hotels, restaurants, insect control, and tourism industry based on the difference between expected and perceived by customers as the service. A model to measure quality of service is called “Gap Model” that consists of 5 items as following (Parasuraman, Berry and Zeithaml, 1985, pp. 44-46);

1. Gap 1 is the gap between the customer feedback on predicted service and attitude of service providers towards customer expectation. Gaps are evident in the evaluation of the quality of service. Factors affected to this gap are as follows;

1.1 Lack of education to the needs and expectations of customers.

1.2 There is less communication among provider agency and department of the organization.

1.3 Chain of command is separate carriers, many of advanced management.

The information received from users back to the executive has no value.

2. Gap 2 is the gap between service provider’s opinions about expectations of customers towards the service and quality requirements. This gap, providing an impact on quality of service in the customer’s perspective, there are four factors involved.

2.1 Agreement on service quality is not clear.

2.2 Lack of awareness in tangible condition.

2.3 Staff is limitations in technology using to provide the service standard.

This is what staff can ensure that quality services are always provided. No organization has a direct relationship with the customer and expectations.

3. Gap 3 is the gap between the requirements for quality and real service to their customers. Will have an impact on service quality from the standpoint of the customer. Factors affecting the gap are as follows;

3.1 Staff role is not clearly so they do not know what manager expects in their job responsibility.

3.2 Lack of skills and training necessary to work or the use of technology.

3.3 The opposition party can not meet the needs of internal customers and external customers.

4. Gap 4 is a gap caused by the fact customer service and communication to the customers in a matter of service. External communication will influence the expectations of the customer service received. This gap, providing an impact on

service quality from the standpoint of the customer. Factors affecting the gap are as follows;

4.1 Lack of communication between members of the department.

4.2 Too much promise with the customers

5. **Gap 5** is the difference between the services customers expected and real service received.

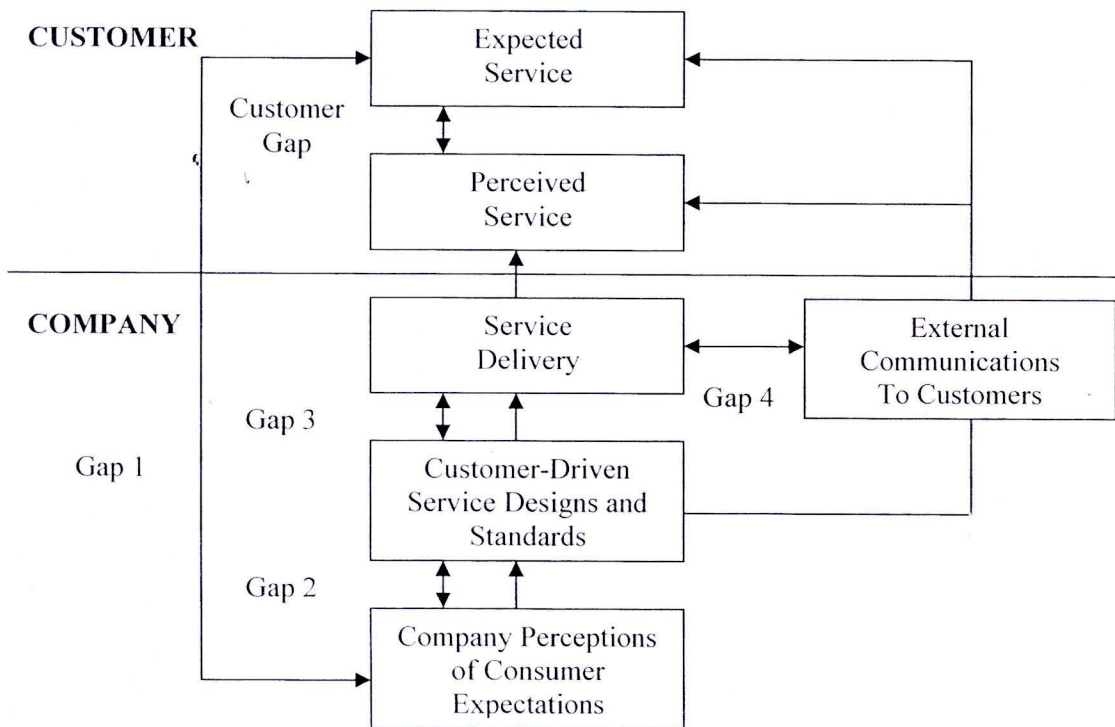


Figure 4 Gaps Model of Service Quality

The service quality gap will go away when a gap caused by the four aspects of management within the organization; their decisions, both positive and negative will determine how high or low quality of service to measure service quality. The model is to focus on customer service expectations and service that customers expect to receive (Expected service-perceived service gap: P-E).

SERVQUAL (Gap 5)

Parasuraman, Zeithaml and Berry (1985, pp. 44-46) discovered that SERVQUAL to evaluate service quality in business. The tool is based on the gap 5. It is a standard that applies to all services based on the difference between expected and perceived by customers. Determinants of service quality by survey research identified 10 criteria to measure the quality of customer service perceptions and expectations are as follows.

1. Accessible – service offers customers a convenient place or time that easy to access.
2. Communication – the ability to speak with the customer by using simplified language.
3. Competence – the ability of service providers, customer service staff must have knowledge and proficiency in the service.
4. Courtesy – employees serving customers with courtesy and good human relations.
5. Creditability – organization and staff must build creditability and trust in the service by offering the best service to the customers.
6. Reliability – for services provided to customers are reasonable and always amazing.
7. Responsiveness – staff are required to solve customers' problems quickly to meet customer needs.
8. Security – services delivered to customers without the danger and risk issues.
9. Tangibles – customers get the service that can assess the quality of service.
10. Understanding / Knowing Customer – staff must understand the needs of customers then response quickly.

Quality of service is important to make a difference in service industry. Maintain and offer superiority service of the business and meet customer expectations.

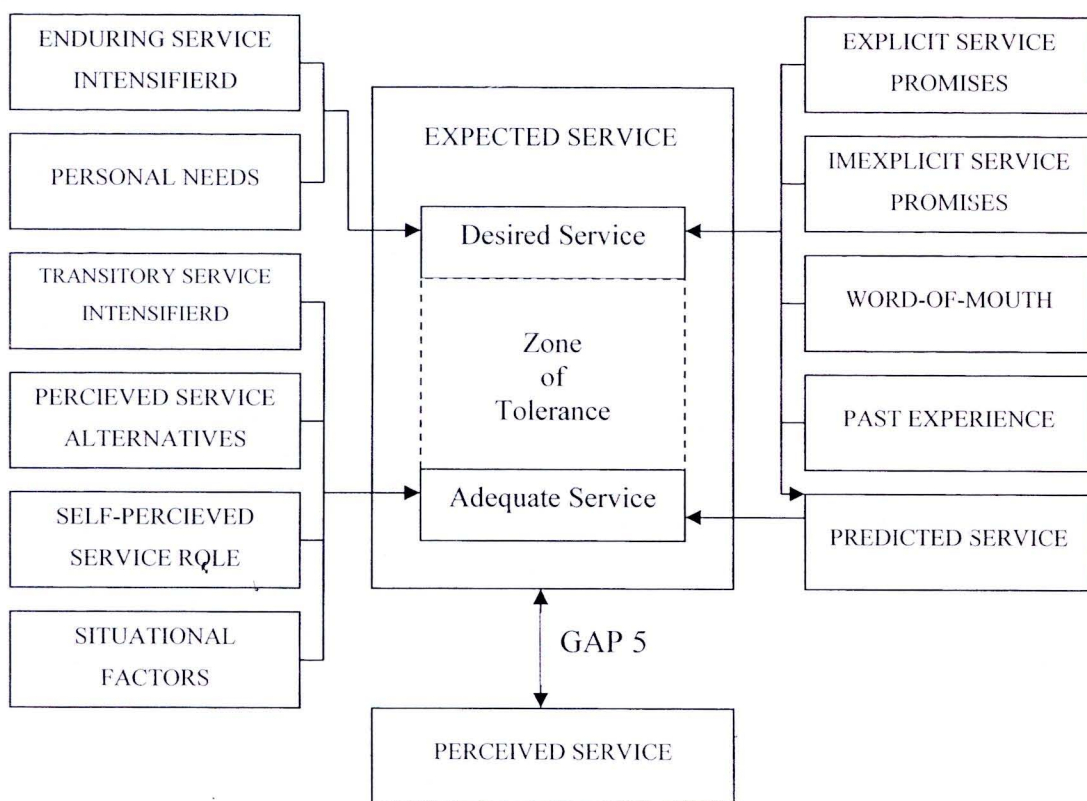


Figure 5 SERVQUAL (Gap 5) Model

Factors determining the quality of service in the five SERVQUAL factors that consumers use to determine the perception of service quality. The awareness of consumers on the quality of service is the result of the magnitude and direction of the gap between expected and perceived services. The expectations of consumers on the quality of service is greater than awareness of the services actually received ($ES > PS$). Customers are not satisfied with the service deserved and dissatisfaction will increase when the level of awareness and higher expectations. If the expectations of consumers on the quality of service is equal to the actual perception of the services actually received ($ES = PS$), consumers will appreciate the service. Moreover, if an awareness of the services have actually been greater than the expectations of consumers of services ($ES < PS$). It is a service of superior quality and customer satisfaction that consumers expect. Then consumers will feel more comfortable on a different level of awareness and higher expectations (Parasuraman, Zeithaml and Berry, 1989, p. 133 as cited in Chantararat, 2009, p. 56).

Tourist Satisfaction

Oliver (1997, p. 13) as cited in Cooper and Hall, 2008, p. 320 defined meaning of 'Tourist Satisfaction' as:

... a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment ...

Satisfaction is the result of two types of human feelings such as positive feelings and negative feelings (Shelly, 1975, p. 216 as cited in Charearnsawat 2000, p. 24). The positive feeling is the feeling of happiness; it is reflected feeling and incites more happiness or more positive feeling. Satisfaction occurs when the positive feelings are more than negative feelings. Positive feelings result in increasing more satisfaction.

Christou and Saveriades (2010) applied ethnographic methods to discover the experience of tourist satisfaction. It is referred to the needs and expectations which lead tourist satisfaction. By revealing the consequence of both needs and expectations in the tourist satisfaction development, the authors precede in explanatory the exploit of this approach for such exploration.

Kotler (2000) mentioned that satisfaction refers to the rank of perception of a personality as a result in comparing the product's perceived performance with the expectations of themselves.

Arnold, Price and Zinkhan (2004) emphasized that the need of customer expectations awareness and deliver for that reason in order to reach customer satisfaction. Consequently, the provider must be able to prepare goods or service which match customer needs.

The nature of tourism is complex and the satisfaction of tourists is difficult to understand because they consist of several variables. It can be shown in the quality jigsaw (Figure 6) and figure 7 illustrates some of the drivers of tourist satisfaction.

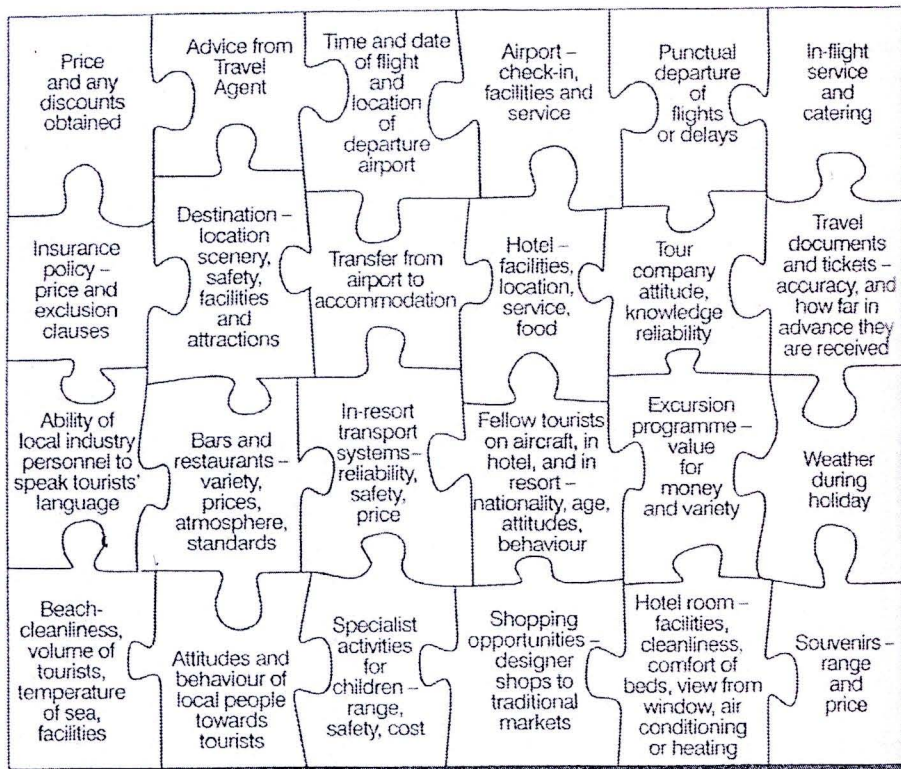


Figure 6 The quality jigsaw

Source: Swarbrooke and Horner, 2003, p. 238

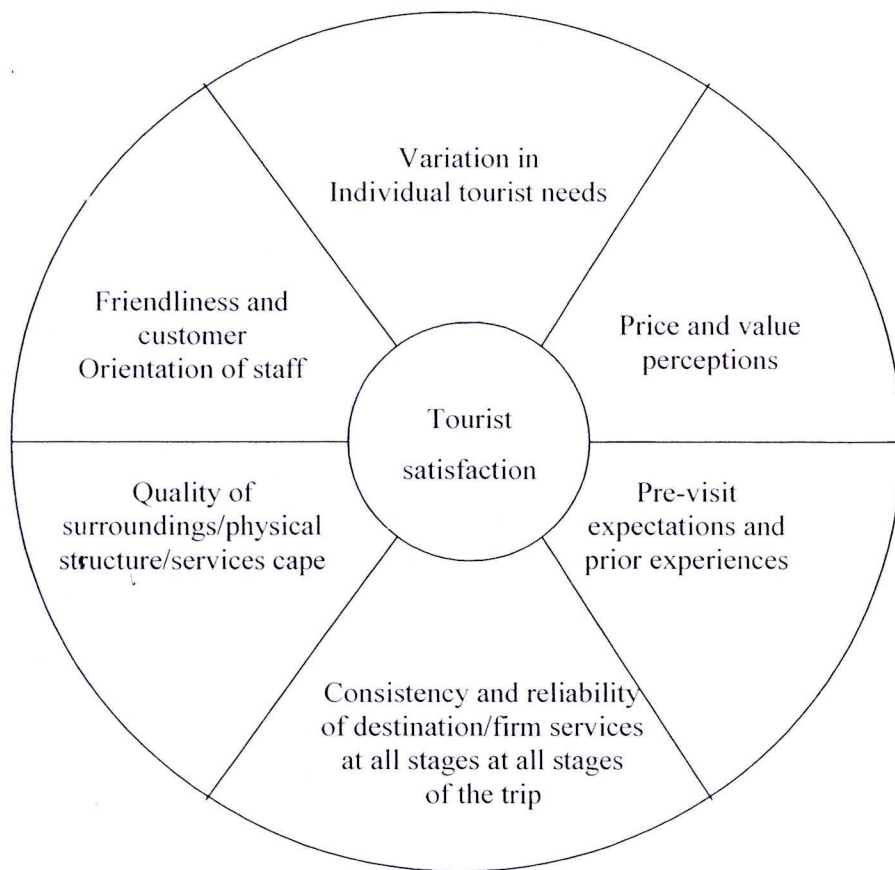


Figure 7 Factors which influence tourist satisfaction

Source: Cooper and Hall, 2008, p. 321

Despite this Cooper and Hall (2008) stated that tourist satisfaction is difficult to define. However, there is common acceptance that while tourist are satisfied, a range of actions and behaviors follow. Swarbrooke and Hornor (2003) and Cooper and Hall (2008) declared that the characteristics of tourist who are satisfied with a destination or tourism business include:

1. being likely to become loyal and visit repeatedly by satisfying them with their first impression.
2. will extend their relationships with the destination and its individual service providers.

3. are more likely to recommend or lead to positive word-of-mouth suggestions about the destination to others such as friends and relatives which in turn brings in new tourist.

4. demonstrate less price sensitivity.

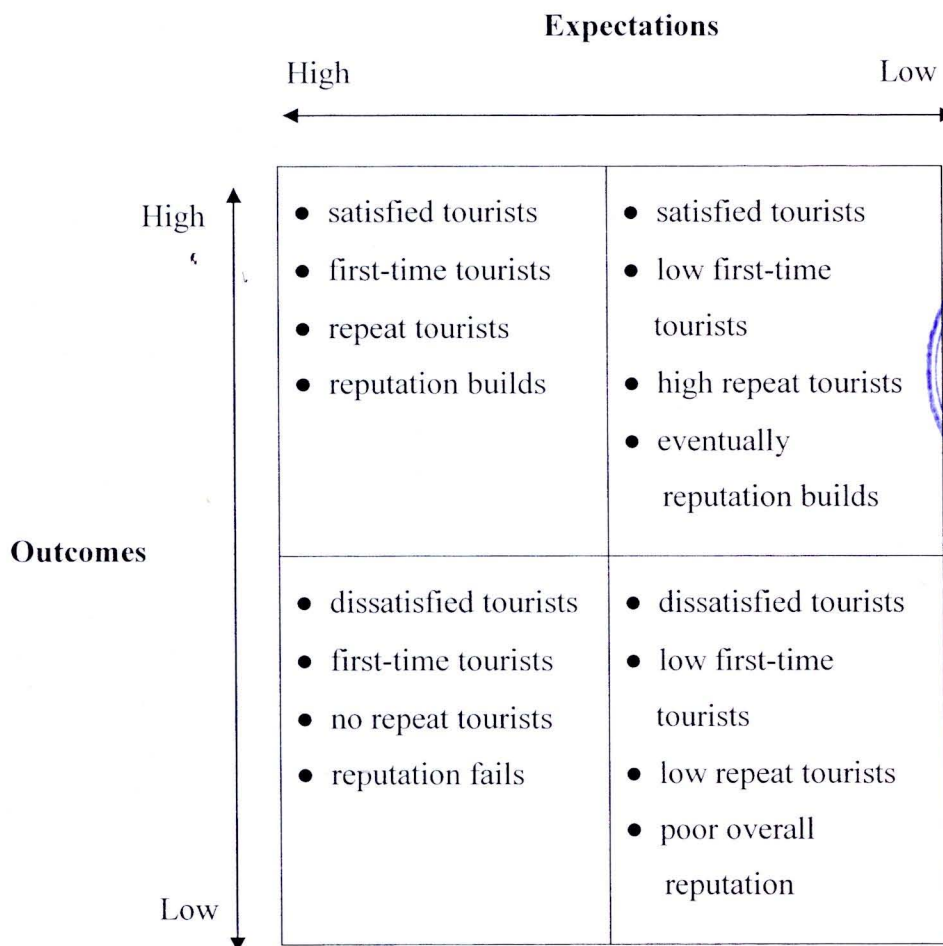


Figure 8 The marketing and image implications of travel expectations and outcomes

Source: Nielsen, 2001, p.221

Figure 8 presents some of the possible outcomes of joining these two factors to the decision process of the tourists.

To sum up, satisfaction does not depend on price of goods or service but it is balance between expectation and goods or service received.

Community-Based Tourism

Community-Based Tourism or CBT is tourism that concerns environmental, social and cultural sustainability. It is operated and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life (REST Project, 1997 as cited in The Thailand Community Based Tourism Institute, 2008)

Boonratana (2010) defined Community-based tourism as economically, environmentally, socially, and culturally responsible visitation to local/indigenous communities to enjoy and appreciate their cultural and natural heritage, whose tourism resources, products, and services are developed and managed with their active participation, and whose benefits from tourism, tangible or otherwise, are collectively enjoyed by the communities.

Rozemeijer (2001) defines Community-based tourism as tourism initiatives that are owned by one or more defined communities, or run as joint venture partnerships with the private sector with equitable community participation, as a means of using the natural resources in a sustainable manner to improve their standard of living in an economically viable way.

Relevant Recent Research

Thai Research

Rattanaraj (2010) studies behavior and satisfaction of Thai tourists towards cultural tourism through homestay of Baan Klongrua commune Phato district, Chumporn province. The results claimed that the Thai tourists' satisfaction towards cultural tourism through homestay of Baan Klongrua commune Phato District, Chumporn Province was favored in high level. The difference gender and difference degree of the Thai tourists' satisfaction toward cultural tourism through homestay of Baan Klongrua commune Phato District, Chumporn Province was no difference. The difference age and difference income per month of the Thai tourists' satisfaction

towards cultural tourism through homestay of Baan Klongrua commune Phato District, Chumporn Province were statistical significant differences level of .05.

Naipinit and Maneenetr (2010) studied community participation in tourism management in Busai village homestay, Wangnamkheo district, Nakhon Ratchasima province. The findings were as follows: Community participation was high with regard to developing ideas for tourism management, in planning locations for tourist attractions and use of natural resources, in budgeting for supporting and developing tourist attractions, and in viewing tourist attractions as financially beneficial for the community. Villagers' participation in keeping attractions clean and safe, in beautifying the attractions, and in receiving information on tourism was also high. The community's overall attitude toward tourism was at a medium level. A widely held opinion was that Tambon Administrative Organization (TAO) should accept the people's ideas in order to develop a tourism management system because TAO has not cooperated with the local people in tourism management as it should have. Apart from this, the local people believe that all people are the owners of natural resources serving as tourist attractions and that all should be responsible for taking care of them. The local people should not protest tourism management, and neither should they consider it as the responsibility of TAO only.

Sanitwong and Donkwa (2009) studied tourists' expectations and their satisfaction with homestay services in lower-northeastern Thailand. The results found that the factors that affected Thai tourists' decisions were 1) the consumer factor, most tourists focused on the beauty and variety of landscapes and the surroundings; 2) the costs factor, the tourists focused on the room costs; 3) the convenience factor, the tourists focused on transport; and 4) the communications factor, the tourists focused on the communication of information about the homestay and traveling in the area.

Seubsamarn (2009) studied the tourist motivation to use homestays in Thailand and their satisfaction based on the destination's cultural and heritage-based attribute. The results revealed that demographic characteristic, cultural/heritage attributes, tourists' motivation, were correlated with tourists' overall satisfaction. Tourists' motivation and cultural/heritage attribute on personal satisfaction of tourists who visited homestays in Thailand are key indicators of tourists' overall satisfaction.

Ridyhplake (2008) studied the modern health tourism in the Lower Northeast part of Thailand. The results shown that modern health tourism should consist of four components that enhance holistic health condition; accommodation, healthy food, exercises, and relaxation. Additionally, tourist's needs for modern health tourism include a two-day period with health staff looking after their health throughout the trip, with an expense of around 2,000 – 3,000 Baht per trip. The development strategies for modern health tourism in the Lower Northeast part of Thailand and the cooperative strategies in strengthening the development and management of sustainable health tourism connected to neighboring countries require cooperative networks and community involvement.

Santisani⁶, Preaemchai, and Leopairojno (2008) studied the potential development of homestay for promoting sustainable tourism community: case study of Amphawa district, Samut Songkhram province. The results showed that tourist opinions concern eight aspects of homestay standard indicator by Ministry of Tourism and Sport in 2006. The tourist gave priority to accommodation, safety and security, and food and nutrition, respectively.

Seebunruang (2008) studied the tourist satisfaction towards temple services in Nong Khai province: a case study of Phochai temple. The results discovered that the issues got the least satisfied by the tourist were the cleanness of the toilet, the lacking number of the toilet, the concentration practice, the merit making practice, and the monk's practice and their clam appearance. Furthermore, the study found that there were five significant differences on tourists' satisfaction, which were tourists' age, purpose of visit, trip management, where they traveled from, and the visiting period.

Sarnsittiyot (2009) studied the ways to manage cultural villages for tourism (homestay) in Mukdahan province. The results found that the cultural villages for tourism (homestay) in Mukdahan province should consist of 6 terms of village management. Those are as follows: in terms of the dwellings; constructing reserved dwellings for tourists in case of there are a lot of tourists come to stay; in terms of food: cooking all foods to a mild taste according to the taste-differences of the tourists; in terms of cultures: informing the tourists about folk culture in order to understand the same thing; in terms of traveling places : suggesting the tourists on keeping clean in traveling places; suggest the tourists on keeping clean in traveling places; in terms of

the products: increasing productivity by training producers on productive skills, encouraging raw-material production in local communities; in terms of public relations: training the people who involve community tourism promotion on website creation.

Siriwat (2009) studied the guidelines for homestay management for tourism in Nakhon Ratchasima province. The results found that besides the factors of beauty of natural or historical tourist attractions, convenience in communications, and provision of houses for homestay which are clean, safe and hygienic according to international service criteria by having facilities in minimum needs, there must be important factors which will create motivations for more tourists to select to visit. That is, the uses of good local culture and customs; identity, culture and traditions of Khorat people including the dialect, dressing and performance art as cultural media for public relations and invitations. However, in using cultural media, an emphasis should be on appropriate local art and culture for transferring.

Wongtraiphapat (2009) studied the guidelines for cultural tourist attraction management for community economic promotion in Nakhon Ratchasima province. The results found that principles for running on cultural tourism location were to increase public relation to make known values of historical civilization along with local traditions and utilized nature in context of tourism by collaboration of community members and local state agencies. Moreover, state agencies, Provincial Administrative Organization and Sub-district Administrative Organization should actually support and give advice on tourism as well as allocate budgets for improving, maintaining and developing components of tourism locations such as; guide posts, facilities, information boards, documents or brochures, public relation via electronic media, guide training for transferring knowledge to youths and volunteers in villages as well as training personnel for tourism location development to have management capability and can guide all visitors.

International Research

Hui, Wan and Ho (2007) studied tourists' satisfaction, recommendation and revisiting Singapore. The results shown a series of analyses were performed on the segmented groups—Europe, Asia, Oceania and North America. In both the disconfirmation and perceptions-only models used in this study, it was consistently

found that 'Price' was insignificant in shaping overall satisfaction levels for all groups of tourists. 'Accommodation and Food' was significant for the North Americans' overall satisfaction. 'Attractions' was significant for the European and Asian tourists while 'Culture' was significant for the Oceania tourists. There was no single factor that appealed to all the groups of travelers. It was also found that all tourists were willing to recommend Singapore to their relatives and friends and they were willing to revisit Singapore in the future.

Hampton (2003) studied entry points for local tourism in developing countries: evidence from Yogyakarta, Indonesia. This paper considers the impact of tourism in the city of Yogyakarta, in Java, Indonesia, and asks whether one subsector of international tourism, namely backpacker tourism, provides a way for local people to enter this globalised industry. The paper examines the emergence of small-scale, bottom-up tourism and its transformatory effect upon a previously poor *kampung* (urban village). It is suggested that the nature of small-scale, locally owned tourism businesses, particularly their minimal capital requirements, may be seen as a form of 'pro-poor tourism' and may provide a useful component of local economic development strategies for poor communities. Further, smallscale tourism development may also be seen as an effective local response to some of the effects of globalisation, specifically increasing flows of international tourists to developing countries.

Jamal (2011) studied tourist perceived value in a community-based homestay visit: an investigation into the functional and experiential aspect of value. Tourist perceived value was tested and illustrated through a parsimonious construct with five dimensions: (i) functional value (establishment); (ii) functional value (price); (iii) experiential value (host-guest interaction); (iv) experiential value (activity, culture and knowledge); and (v) emotional value. These dimensions were measured by 20 significant items. The results indicate that functional, emotional and experiential factors are important determinants of the perceived value of community-based homestay tourism. It is therefore recommended that host providers, marketers and governments should pay attention to the order of importance of these value dimensions to increase overall tourist value as well as to better develop the positioning strategies and promotion of this tourism niche.

In addition, Jamal (2011) also studied the moderating influence of psychographics in homestay tourism in Malaysia. This study fills this void by investigating the relationships between perceived value, satisfaction, and behavioral intention, and by examining the moderating influence of psychographics in a homestay tourism context. Respondents were visitors who visited selected homestay villages in Malaysia. Multi-group structural equation analysis was used to test for group differences in the structural weights.

Ibrahim (2011) studied homestay program and rural community development in Malaysia. The research emphasizes the priority in resource allocation given to Community-Based Tourism program, which can have a wide dispersal of benefits and contribute towards rejuvenating the rural economy. This paper discusses the concept and evolution of the Malaysian Homestay Program, its growth, institutional framework of planning and implementation as well as its contribution towards rural community development in Malaysia

Chen (2008) studied discussions on the appropriateness of the draft of amendment to homestay management guidelines — from owners' perspective. The study found that homestay operators behave differently as to whether they should apply to the local township offices, depending on the amount of investment. The less investment, the more the homestay operators intend to obey the law. On the other hand, the larger the amount of investment, the more the homestay operators object the draft of amendment, which states that the legal homestay operators are limited to those who own the houses or buildings with the legitimate license or tax-paid proof before the enforcement of the act, excluding the homestay operators who build homestay after the enforcement of the act.

Wu (2008) studied home-stay characteristics and brand equity - from the perspective of experience marketing and customer value. The findings found that the different characteristics of the home-stays significantly affect the acting experience, but they do not affect the sense, emotional, thinking, and related experience. There are no significant differences of brand awareness and brand images among home-stay characteristics. Nevertheless, natural, cultural, architectural, and management characteristics of the home-stays all influence brand equity, brand awareness and brand image. In addition, the results also revealed that the factors of experiential

marketing, customer value, and brand equity, were closely related with each other. However, acting experience of experiential marketing was not related with the awareness of brand equity.

Yang (2007) studied on the visitors for assessing and evaluation of homestay facilities in I-Lan area, Taiwan. The evaluation of homestay facilities claimed that visitors put the most stress on kitchen and barbecue facilities, then on parking space, and third on emergency lighting equipment. In the area of services, visitors mostly focused on the provision of breakfast, information service, and the provision of dinner. In their evaluation of environment, visitors placed strong emphasis on such items as housekeeping sanitation, environmental sanitation, and interpretive pamphlets. In the area of environmental landscape, visitors had strong stress on indoor and outdoor planting trees, yard landscape and surroundings scenery. In evaluating recreational activities at homestay facilities, visitors expressed a strong desire to feed animals, experience ecotourism, and participate in folk festivals.

Conclusion

Every homestay has its own special characteristics. So, they should bring this advantage to create image of their community for attract the visitors. In addition, the research outlined above indicates that cooperation from local people can help homestay operation success. While there has been extensive work done in Thailand relating to community based homestay tourism, this current research will deal with a combination of factors raised in this earlier research.