

CHAPTER IV

RESULTS

This chapter presents the survey results of the data collection based on the research methodology discussed in Chapter Three. The chapter is divided into two major sections. The first section presents the results of Descriptive Statistics consisting of frequency distribution and percentage concerning with demographics, management and coordination of the homestay owner at Ban Ngo Health Homestay and demographics, travel behavior characteristics of the tourist. Likewise, the second section addresses the results of qualitative analysis.

Quantitative Research

Homestay owner

The set of questionnaire surveys was distributed 51 series at Ban Ngo Health Homestay and received it back as 51 questionnaires (100%). There are 51 families in the village that was surveyed.

Result of the Study

The analysis revealed that 82.4 % of the respondents were host (n=42), and 17.6% were family member (n=9). Cronbach's alpha coefficient or reliability of the instrument was 0.722 that meant acceptable reliability.

Section I: Personal information

Table 2 Status in family of homestay owner

Status in family	Frequency	Percentage (%)
Host	42	82.4
Family member	9	17.6
Total	51	100

Table 2 shows that status in family of homestay owner was significantly different. Most respondents were host (82.4%) and 17.6% were family member respondents. However, host means house-owner or householder. Family member means people who live in that house i.e. wife of the host or son of the host.

Table 3 Gender of homestay owner

Gender	Frequency	Percentage (%)
Male	34	66.7
Female	17	33.3
Total	51	100

Table 3 shows that the gender distribution of the respondents was significantly different. Most respondents were male (66.7%) and 33.3% were female respondents.

Table 4 Age group of homestay owner

Age Group	Frequency	Percentage (%)
Younger than 25 years	2	3.9
25-34 years	5	9.8
35-44 years	11	21.6
45-54 years	19	37.3
Older than 54 years	14	27.5
Total	51	100

Table 4 shows that the dominant age group of the respondents was 45-54 years (37.3%), followed by older than 54 years (27.5%), 35-44 years (21.6%), and 25-34 years (9.8%), whereas younger than 25 years made up the smallest group, representing 3.9% of the respondents.

Table 5 Education level of homestay owner

Education level	Frequency	Percentage (%)
Primary school	20	39.2
High school	20	39.2
Diploma	3	5.9
Bachelor's degree	8	15.7
Total	51	100

From Table 5, it can be seen that most of the respondents (39.2%) had an education at primary school and high school; 15.7% of the respondents had a bachelor's degree, 3% of the respondents had a diploma level, and there were no respondents chosen higher than bachelor's degree level.

Table 6 Occupation of homestay owner

Occupation	Frequency	Percentage (%)
Government Officer	4	7.8
Merchant / Business Owner	9	17.6
Agriculturist	34	66.7
Teacher or Academic	4	7.8
Total	51	100

Table 6 shows that 66.7% of the respondents were agriculturist. The percentage of merchant / business owner respondents was 10%. Government officer and teacher or academic was the second largest group (7.8%). There were no respondents chosen state enterprise staff, private company officer, student, and others.

Table 7 Income of homestay owner

Income	Frequency	Percentage (%)
Less than 10,000 Baht	13	25.5
10,001-20,000 Baht	28	54.9
20,001-30,000 Baht	7	13.7
Over 30,001 Baht	3	5.9
Total	51	100

With regard to respondents' income per month, Table 7 shows that the largest group had an income between 10,001 - 20,000 baht (54.9%), followed by less than 10,000 baht (25.5%) while 13.7% of the respondents had 20,001-30,000 baht. Only 5.9% of the respondents had income over than 30,001 Baht.

Table 8 Length of residence of homestay owner

Length of Residence	Frequency	Percentage (%)
21-30 years	5	9.8
31-40 years	10	19.6
More than 41 years	36	70.6
Total	51	100

Table 8 shows that 70.6% of the respondents living in the community more than 41 years, followed by 31-40 years (19.85%), and 25-34 years (9.8%), whereas 31-40 years made up the smallest group, representing 5% of the respondents. There were no respondents chosen less than 20 years.

Section II: Management and coordination of the operators



Table 9 Homestay joining a program

Homestay joining	Frequency	Percentage (%)
Yes	51	100
Total	51	100

Table 9 shows that all respondents (100%) joining the homestay program.

Table 10 Tourist information recording

Tourist information recording	Frequency	Percentage (%)
Always	51	100
Total	51	100

Table 10 shows that all respondents (100%) state the community always record the tourist information.

Table 11 House reservation system

House reservation system	Frequency	Percentage (%)
Contact the hospital	51	100
Total	51	100

Table 11 shows that all of the respondents (100%) mentions that visitors can reserve the house by contact the hospital. There is 1 person at the hospital where role is to collect all reservations.

Table 12 Visitor registration

Registration	Frequency	Percentage (%)
At the community centre	51	100
Total	51	100

Table 12 shows that all respondents (100%) refer that visitor can register at the community centre.

Table 13 Fréquency of (health) homestay tourism information for homestay owner

Information receiving	Frequency	Percentage (%)
1 – 2 times a month	51	100
Total	51	100

Table 13 shows that all respondents (100%) mention that they get the information about (health) homestay tourism in their community 1 – 2 times a month. However, I have interviewed the villagers; they said that there are 2 meetings, in the community, per month so they receiving the news from those meetings.

Table 14 Sources of (health) homestay tourism information

Sources of information	Frequency	Percentage (%)
Radio	38	74.5
Word of Mouth	13	25.5
Total	51	100

Table 14 shows that most of the respondents (74.5%) claim that they get the information about (health) homestay tourism via local radio follow by word of mouth (25.5%).

Table 15 Frequency of community meetings

Community meetings	Frequency	Percentage (%)
1 – 2 times a month	51	100
Total	51	100

Table 15 shows that all respondents (100%) mentioned that they will have meetings to report to and share useful information about (health) homestay tourism in their community 1 – 2 times a month. I have interviewed the villagers; they said that there are 2 meetings per month for information sharing.

Section III: Homestay tourism development through homestay's owner

Attitude of homestay tourism development through homestay's owner consist of four measurements i.e. 1) visitors' registration value to community, 2) tourist attractions that visitors can visit, 3) benefits from homestay tourism in the community, and 4) how do you need to develop homestay tourism in your community? with these information will be analyzed based on five ranges as follows:

The score among 1.00-1.80 mean Strongly Disagree

The score among 1.81- 2.61 mean Disagree

The score among 2.62- 3.41 mean Neutral

The score among 3.42-4.20 mean Agree

The score among 4.21-5.00 mean Strongly Agree

Table 16 The attitude towards the homestay tourism management

The Attitude towards the Homestay Tourism Management	n = 51		Meaning
	\bar{X}	S.D.	
Visitors' registration value to community			
1. Visitors stay planning	4.84	0.36	Strongly Agree
2. Statistic reference	4.84	0.36	Strongly Agree
Tourist attractions where allowed visitors can visit			
3. Ancient remains e.g. temple	4.64	0.62	Strongly Agree
4. Natural Attractions e.g. mountain, canal, waterfall	2.68	1.52	Neutral
5. Locals way of life e.g. field, farm	4.80	0.44	Strongly Agree
6. Community housewives group	4.80	0.44	Strongly Agree
7. Local traditional events	4.80	0.44	Strongly Agree
8. Culture show e.g. local song	4.64	0.68	Strongly Agree
Benefits from homestay tourism in the community			
9. Income increasing	2.80	1.44	Neutral
10. Obtain new knowledge	4.84	0.36	Strongly Agree
11. Skills improvement	4.90	0.30	Strongly Agree
12. Village development	4.92	0.27	Strongly Agree
13. Publication on traditions of the village	4.90	0.30	Strongly Agree
14. All villagers have unity	4.84	0.36	Strongly Agree
How do you need to develop homestay tourism in your community?			
15. Accommodation	4.90	0.30	Strongly Agree
16. Food & Nutrition	4.90	0.30	Strongly Agree
17. Safety & Security	4.88	0.32	Strongly Agree
18. Destination Management (e.g. coordination, fee)	4.84	0.41	Strongly Agree

Table 16 (Cont.)

The Attitude towards the Homestay Tourism Management	n = 51		Meaning
	\bar{X}	S.D.	
19. Tourism Activities	4.90	0.30	Strongly Agree
20. Destination Environment (e.g. road, electricity)	4.88	0.32	Strongly Agree
21. Value Added (e.g. local product, skill development)	4.88	0.32	Strongly Agree
22. Marketing (Public relation - PR)	4.86	0.34	Strongly Agree
Total	4.64	0.47	Strongly Agree

Table 16 shows the total attitude of homestays' owner towards the homestay tourism management was strongly agreed ($\bar{X} = 4.64$) in overall factors; visitors' registration value to community, tourist attractions where allowed visitors can visit, benefits from homestay tourism in the community, and how do you need to develop homestay tourism in your community?. That is, the data revealed the respondents ranked the attitude about benefits from homestay tourism in the community-village development as the most strongly agree score ($\bar{X} = 4.92$) follow by skills improvement, publication on traditions of the village, need to develop homestay tourism in the community-accommodation, food & nutrition, and tourism activities as the same level ($\bar{X} = 4.90$). Additionally, benefits from homestay tourism in the community-income increasing is neutral ($\bar{X} = 2.80$) because the villager have main job as an agriculturist that why they do not believe the tourism can increase their income. However, attitude about tourist attractions that visitor can visit-natural attractions e.g. mountain, canal, waterfall got the least score ($\bar{X} = 2.68$) since there have no natural attractions in the community.

Tourist

I have set the sample group as 222 tourists and the questionnaire surveys were distributed to 250 tourists to avoid a data mistaken issue. However, when the survey at Ban Ngo Health Homestay was distributed and I only received 108 questionnaires back or 48% of 222 questionnaires.

Result of the Study

Cronbach's alpha coefficient or reliability of the instrument was 0.883 that meant acceptable reliability.

Section I: Tourist demographics information

Table 17 Gender of tourist

Gender	Frequency	Percentage (%)
Male	35	32.4
Female	73	67.6
Total	108	100

Table 17 shows that the gender distribution of the respondents was significantly different. Most respondents were female (67.6%) and 32.4% were male respondents.

Table 18 Age group of tourist

Age Group	Frequency	Percentage (%)
Younger than 25 years	7	6.5
25-34 years	37	34.3
35-44 years	29	26.9
45-54 years	22	20.4
Older than 54 years	13	12.0
Total	108	100

Table 18 shows that the dominant age group of the respondents was 25-34 years (34.3%), followed by 35-44 years (26.9%), 45-54 years (20.4%), and older than 54 years (12.0%), whereas younger than 25 years made up the smallest group, representing 6.5% of the respondents.

Table 19 Education level of tourist

Education level	Frequency	Percentage (%)
High school	3	2.8
Diploma	6	5.6
Bachelor's degree	84	77.8
Higher than Bachelor's degree	15	13.9
Total	108	100



From Table 19, it can be seen that most of the respondents (77.8%) had an education at bachelor's degree level; 13.9% of the respondents had a higher than bachelor's degree, 5.6% of the respondents had a diploma level, The tourists had a high school 2.8% and there were 0% of the respondents chosen under high school level.

Table 20 Occupation of tourist

Occupation	Frequency	Percentage (%)
Government Officer	35	32.4
State Enterprise Staff	24	22.2
Private Company Officer	4	3.7
Merchant / Business Owner	10	9.3
Student	9	8.3
Teacher or Academic	26	24.1
Total	108	100

Table 20 shows that 32.4% of the respondents were government officer. The percentage of teacher or academic people respondents was 24.1%. State enterprise staff was 22.2% followed by merchant / business owner was 9.3%, student respondents was 8.3%, and private company officer was 3.7%. There were 0% of the respondents chosen agriculturist and others answer.

Table 21 Income of tourist

Income	Frequency	Percentage (%)
Less than 10,000 Baht	15	13.9
10,001-20,000 Baht	37	34.3
20,001-30,000 Baht	35	32.4
Over 30,001 Baht	21	19.4
Total	108	100

With regard to respondents' income per month, Table 21 shows that the largest group had an income between 10,001 - 20,000 baht (34.3%), followed by 20,001-30,000 baht (32.4%) while 19.4% of the respondents had over 30,001 baht. Only 13.9% of the respondents had income less than 10,000 baht.

Section II: Travel behavior characteristics of the tourist

Table 22 Homestay tourism experience in the past 3 years (except this trip)

Experience	Frequency	Percentage (%)
Yes	21	19.4
No	87	80.6
Total	108	100

Table 22 shows that the major proportion of the respondents never been to travel or stay at homestay (80.6%). There are 19.4% responded as used to go.

Table 23 Tourist visiting frequency

Tourist visiting frequency	Frequency	Percentage (%)
The first time	85	78.7
2-5 times	18	16.7
More than 5 times	5	4.6
Total	108	100

Table 23 shows that the biggest number of visitor went to travel at Ban Ngo Health Homestay in their first time (78.7%) followed by 2-5 times as 16.7%, and more than 5 times was only 4.6%

Table 24 Reason of the trip

Reason of the trip	Frequency	Percentage (%)
Travel/ leisure	28	25.9
Business	3	2.8
Merit-making	10	9.3
Meeting/ Seminar	67	62.0
Total	108	100

Table 24 shows that the reason of visitors to travel this trip. The main reason the visitors chosen were meeting/seminar (62.0%) because they were sent by their organization for develop their consumption behavior. The second group was travel/leisure (25.9%) followed by merit-making (10%) because the village has Buddha's relics enshrined in local temple. There were 2.8% of the respondents went to the community to doing business.

Table 25 Time planning for the trip

Time planning	Frequency	Percentage (%)
Less than 3 months	105	97.2
3-6 months	3	2.8
Total	108	100

Table 25 shows that the largest amount of visitor have plan to travel at Ban Ngo Health Homestay less than 3 months (97.2%) followed by 3-6 months as 2.8% because most of visitors were selected and sent by their organization.

Table 26 Days spending at the destination

Time planning	Frequency	Percentage (%)
1-2 days	62	57.4
3-4 days	44	40.7
5-6 days	2	1.9
Total	108	100

Table 26 shows that the visitor spending at Ban Ngo Health Homestay 1-2 days (57.4%). As my interview with the homestay practitioners, she said that normally visitors spend 2 days 1 night at the community. There were visitors spending 3-4 days as 40.7%, followed by 5-6 days as 1.9%

Table 27 Travel party of tourist

Travel party of tourist	Frequency	Percentage (%)
Alone	2	1.9
A couple	2	1.9
Family members	12	11.1
Friends	2	1.9

Table 27 (Cont.)

Travel party of tourist	Frequency	Percentage (%)
Colleague	90	83.3
Total	108	100

Table 27 shows that the major number of visitor went to Ban Ngo Health Homestay with their colleague (83.3%) followed travel with their family members as 11.1%. There were visited the destination alone, with a couple, and with friends as same amount 1.9%

Table 28 Sources of tourism information about Ban Ngo Health Homestay about Ban Ngo Health Homestay

Sources of information	Frequency	Percentage (%)
Internet / Website	1	0.9
Radio	8	7.4
T.V.	12	11.1
Word of Mouth	87	80.6
Total	108	100

Table 28 shows that most of the respondents (80.6%) answered that they get the information about Ban Ngo Health Homestay via word of mouth, followed by local television channel (11.1%), local radio as 7.4%, and searching from internet/website only 0.9%.

Section III: Tourists' expectation and satisfaction toward destination attributes

The reason of section III is to evaluate tourist expectations and satisfaction about the attributes of Ban Ngo Health Homestay. There are consist of eight aspects from homestay tourism indicator i.e. 1) accommodation, 2) food and nutrition, 3) safety and security, 4) destination management, 5) tourism activities, 6) destination

environment, 7) value added, and 8) marketing. With these information will be analyzed based on five ranges as follows:

The score among 1.00-1.80 mean Extremely Unexpected/Dissatisfied

The score among 1.81- 2.61 mean Unexpected/Dissatisfied

The score among 2.62- 3.41 mean Neutral

The score among 3.42-4.20 mean Expected/Satisfied

The score among 4.21-5.00 mean Extremely Expected/Satisfied

Table 29 Expectation about accommodation aspect

Homestay Tourism Indicators	n = 108		Meaning
	\bar{X}	S.D.	
1. Safe and strong structure.	4.72	0.57	Extremely Expected
2. Airy, free of humid and moldy smell.	4.72	0.54	Extremely Expected
3. Enough natural light enters the room.	4.56	0.64	Extremely Expected
4. Well-insulated and waterproof roof.	4.57	0.62	Extremely Expected
5. Clean standard beds following the norm of the community.	4.62	0.60	Extremely Expected
6. Clean bathroom and toilet.	4.69	0.55	Extremely Expected
7. Traditional techniques for the control of mosquitoes or insects.	4.37	0.74	Extremely Expected
Total	4.60	0.52	Extremely Expected

Table 29 shows that overall expectation of the visitors were extremely expected ($\bar{X} = 4.60$) in accommodation aspect. The visitors concern about safe and strong structure of the house and airy and free of humid and moldy smell as the first priority ($\bar{X} = 4.72$) followed by clean bathroom and toilet ($\bar{X} = 4.69$), and clean standard beds following the norm for the community ($\bar{X} = 4.62$), well-insulated and waterproof roof ($\bar{X} = 4.57$), enough natural light enters the room ($\bar{X} = 4.56$),

traditional techniques for the control of mosquitoes or insects ($\bar{X} = 4.37$), respectively.

Table 30 Satisfaction about accommodation aspect

Homestay Tourism Indicators	n = 108		Meaning
	\bar{X}	S.D.	
1. Safe and strong structure.	4.26	0.69	Extremely Satisfied
2. Airy, free of humid and moldy smell.	4.43	0.68	Extremely Satisfied
3. Enough natural light enters the room.	4.38	0.63	Extremely Satisfied
4. Well-insulated and waterproof roof.	4.28	0.82	Extremely Satisfied
5. Clean standard beds following the norm of the community.	4.35	0.61	Extremely Satisfied
6. Clean bathroom and toilet.	3.35	0.88	Satisfied
7. Traditional techniques for the control of mosquitoes or insects.	3.72	1.01	Satisfied
Total	4.11	0.76	Satisfied

Table 30 shows that overall satisfaction of the visitors were satisfied ($\bar{X} = 4.11$) in accommodation aspect. The visitors' satisfaction aspect in clean bathroom and toilet ($\bar{X} = 3.35$) and traditional techniques for the control of mosquitoes or insects ($\bar{X} = 3.72$) were less than the expectation due to some of homestay house are quite old and lack of development. Now, the villagers use insecticide in daily life so the use of traditional techniques seems decreasing.



Table 31 Expectation about food and nutrition aspect

Homestay Tourism Indicators	n = 108		Meaning
	\bar{X}	S.D.	
1. Clean food	4.84	0.58	Extremely Expected
2. Hygienic kitchen and smell-free.	4.82	0.59	Extremely Expected
3. Clean drinking water.	4.79	0.60	Extremely Expected
4. Local restaurant provided.	3.80	1.09	Neutral
Total	4.56	0.71	Extremely Expected

Table 31 shows that overall expectation of the visitors were extremely expected ($\bar{X} = 4.56$) in food and nutrition aspect. The visitors concern about clean food ($\bar{X} = 4.84$), hygienic kitchen and smell-free ($\bar{X} = 4.82$), and clean drinking water ($\bar{X} = 4.79$), respective order. However, they pay less attention on local restaurant provided ($\bar{X} = 3.80$) because every house provided meals for visitors.

Table 32 Satisfaction about food and nutrition aspect

Homestay Tourism Indicators	n = 108		Meaning
	\bar{X}	S.D.	
1. Clean food	4.25	0.72	Extremely Satisfied
2. Hygienic kitchen and smell-free.	3.29	0.91	Neutral
3. Clean drinking water.	4.42	0.61	Extremely Satisfied
4. Local restaurant provided.	4.52	0.63	Extremely Satisfied
Total	4.12	0.71	Satisfied

Table 32 shows that overall satisfaction of the visitors were satisfied ($\bar{X} = 4.12$) in food and nutrition aspect. It can be seen in neutral level in hygienic kitchen

and smell-free ($\bar{X} = 3.39$) because some of local kitchen are separate from house and out door kitchen. The visitors might be felt the kitchen not sanitary enough.

Table 33 Expectation about safety and security aspect

Homestay Tourism Indicators	n = 108		Meaning
	\bar{X}	S.D.	
1. Security guards on duty.	4.63	0.57	Extremely Expected
2. Announce equipments available to alert authorities of any impending danger, or if a tourist is sick or injured.	4.66	0.54	Extremely Expected
3. Quick and convenient access to first aid provided.	4.72	0.52	Extremely Expected
4. The host remind tourist to bring their any medications they may need.	4.62	0.63	Extremely Expected
5. Locks in the home are regularly preserved	4.70	0.59	Extremely Expected
Total	4.66	0.57	Extremely Expected

Table 33 shows that overall expectation of the visitors were extremely expected ($\bar{X} = 4.66$) in safety and security aspect. The visitors paid attention about quick and convenient access to first aid provided as main concern ($\bar{X} = 4.72$) followed by locks in the home are regularly preserved ($\bar{X} = 4.70$), announce equipments available to alert authorities of any impending danger, or if a tourist is sick or injured ($\bar{X} = 4.66$), security guards on duty ($\bar{X} = 4.63$), and the host remind tourist to bring their any medications they may need ($\bar{X} = 4.62$).

Table 34 Satisfaction about safety and security aspect

Homestay Tourism Indicators	n = 108		Meaning
	\bar{X}	S.D.	
1. Security guards on duty.	2.99	0.99	Neutral
2. Announce equipments available to alert authorities of any impending danger, or if a tourist is sick or injured.	3.22	0.96	Neutral
3. Quick and convenient access to first aid provided.	3.61	1.01	Satisfied
4. The host remind tourist to bring their any medications they may need.	3.32	1.14	Neutral
5. Locks in the home are regularly preserved	3.14	1.00	Neutral
Total	3.25	1.02	Neutral

Table 34 shows that overall satisfaction of the visitors were neutral ($\bar{X} = 3.25$) in safety and security aspect. It can be seen that all satisfaction factors in this aspect were less than expectation. Therefore, the homestay should pay more attention on safety and security factors.

Table 35 Expectation about destination management aspect

Homestay Tourism Indicators	n = 108		Meaning
	\bar{X}	S.D.	
1. Rules for tourists to ensure they do not violate community customs, traditions and beliefs.	4.71	0.58	Extremely Expected
2. Reservations system and registration system to keep track of tourist information.	4.68	0.60	Extremely Expected

Table 35 (Cont.)

Homestay Tourism Indicators	n = 108		Meaning
	\bar{X}	S.D.	
3. Service fees and other charges are clearly shown.	4.69	0.60	Extremely Expected
4. Provides details of tourism activities offered to tourists.	4.65	0.59	Extremely Expected
5. Residents within the community do not solely rely on the homestay services for their primary source of income. The homestay service is a supplementary job.	4.72	0.52	Extremely Expected
6. Local guides are able to communicate with tourists.	4.64	0.56	Extremely Expected
Total	4.68	0.57	Extremely Expected

Table 35 shows that overall expectation of the visitors were extremely expected ($\bar{X} = 4.68$) in destination management aspect. The main concern of the visitors was residents within the community do not solely rely on the homestay services for their primary source of income. The homestay service is a supplementary job ($\bar{X} = 4.72$) followed by rules for tourists to ensure they do not violate community customs, traditions and beliefs ($\bar{X} = 4.71$), service fees and other charges are clearly shown ($\bar{X} = 4.69$), reservations system and registration system to keep track of tourist information ($\bar{X} = 4.68$), Provides details of tourism activities offered to tourists ($\bar{X} = 4.65$), and local guides are able to communicate with tourists ($\bar{X} = 4.64$).

Table 36 Satisfaction about destination management aspect

Homestay Tourism Indicators	n = 108		Meaning
	\bar{X}	S.D.	
1. Rules for tourists to ensure they do not violate community customs, traditions and beliefs.	4.56	0.55	Extremely Satisfied
2. Reservations system and registration system to keep track of tourist information.	4.44	0.55	Extremely Satisfied
3. Service fees and other charges are clearly shown.	4.52	0.53	Extremely Satisfied
4. Provides details of tourism activities offered to tourists.	4.42	0.69	Extremely Satisfied
5. Residents within the community do not solely rely on the homestay services for their primary source of income. The homestay service is a supplementary job.	4.46	0.67	Extremely Satisfied
6. Local guides are able to communicate with tourists.	4.52	0.61	Extremely Satisfied
Total	4.48	0.60	Extremely Satisfied

Table 36 shows that overall satisfaction of the visitors were extremely satisfied ($\bar{X} = 4.48$) in destination management aspect. The most satisfied by the visitors were rules for tourists to ensure they do not violate community customs, traditions and beliefs ($\bar{X} = 4.56$) followed by service fees and other charges are clearly shown and local guides are able to communicate with tourists ($\bar{X} = 4.52$), residents within the community do not solely rely on the homestay services for their primary source of income. The homestay service is a supplementary job ($\bar{X} = 4.46$), reservations

system and registration system to keep track of tourist information ($\bar{X} = 4.44$), and provides details of tourism activities offered to tourists ($\bar{X} = 4.42$).

Table 37 Expectation about tourism activities aspect

Homestay Tourism Indicators	n = 108		Meaning
	\bar{X}	S.D.	
1. Open chances for tourist to practice grow vegetable.	4.73	0.52	Extremely Expected
2. Welcoming party staged reflects local cultural customs.	4.70	0.53	Extremely Expected
3. Entertainment choices provided.	4.44	0.83	Extremely Expected
4. Environmental friendly tourism activities.	4.74	0.56	Extremely Expected
5. Knowledge received from activities.	4.73	0.52	Extremely Expected
Total	4.66	0.59	Extremely Expected

Table 37 shows that overall expectation of the visitors were extremely expected ($\bar{X} = 4.66$) in tourism activities aspect. The main concern of the visitors was environmental friendly tourism activities ($\bar{X} = 4.74$) followed by open chances for tourist to practice grow vegetable and knowledge received from activities ($\bar{X} = 4.73$), and welcoming party staged reflects local cultural customs ($\bar{X} = 4.70$).

Table 38 Satisfaction about tourism activities aspect

Homestay Tourism Indicators	n = 108		Meaning
	\bar{X}	S.D.	
1. Open chances for tourist to practice grow vegetable.	4.75	0.47	Extremely Satisfied
2. Welcoming party staged reflects local cultural customs.	4.72	0.47	Extremely Satisfied
3. Entertainment choices provided.	4.55	0.60	Extremely Satisfied
4. Environmental friendly tourism activities.	4.57	0.59	Extremely Satisfied
5. Knowledge received from activities.	4.76	0.44	Extremely Satisfied
Total	4.67	0.51	Extremely Satisfied

Table 38 shows that overall satisfaction of the visitors were extremely satisfied ($\bar{X} = 4.67$) in tourism activities aspect. The most satisfied by the visitors were knowledge received from activities ($\bar{X} = 4.76$) followed by open chances for tourist to practice grow vegetable ($\bar{X} = 4.75$), welcoming party staged reflects local cultural customs ($\bar{X} = 4.72$), environmental friendly tourism activities ($\bar{X} = 4.57$), and entertainment choices provided ($\bar{X} = 4.55$).

Table 39 Expectation about destination environment aspect

Homestay Tourism Indicators	n = 108		Meaning
	\bar{X}	S.D.	
1. The homestay project has at least one natural tourist attraction.	4.12	0.95	Expected
2. The homestay project encourages the protection and conservation of tourism attractions.	4.75	0.51	Extremely Expected

Table 39 (Cont.)

Homestay Tourism Indicators	n = 108		Meaning
	\bar{X}	S.D.	
3. The homestay location easy to access hospital, post office or bank.	3.83	1.03	Expected
4. The homestay society still maintains its original characteristics, local culture and traditions.	4.68	0.59	Extremely Expected
Total	4.34	0.77	Extremely Expected

Table 39 shows that overall expectation of the visitors were extremely expected ($\bar{X} = 4.34$) in destination environment aspect. The main concern of the visitors was the homestay project encourages the protection and conservation of tourism attractions ($\bar{X} = 4.75$) followed by the homestay society still maintains its original characteristics, local culture and traditions ($\bar{X} = 4.68$), the homestay project has at least one natural tourist attraction ($\bar{X} = 4.12$), and the homestay location easy to access hospital, post office or bank ($\bar{X} = 3.83$).

Table 40 Satisfaction about destination environment aspect

Homestay Tourism Indicators	n = 108		Meaning
	\bar{X}	S.D.	
1. The homestay project has at least one natural tourist attraction.	3.68	1.14	Satisfied
2. The homestay project encourages the protection and conservation of tourism attractions.	4.22	0.71	Extremely Satisfied



Table 40 (Cont.)

Homestay Tourism Indicators	n = 108		Meaning
	\bar{X}	S.D.	
3. The homestay location easy to access hospital, post office or bank.	3.00	1.05	Satisfied
4. The homestay society still maintains its original characteristics, local culture and traditions.	4.49	0.61	Extremely Satisfied
Total	3.84	0.87	Satisfied

Table 40 shows that overall satisfaction of the visitors were satisfied ($\bar{X} = 3.84$) in destination environment aspect. The most satisfied by the visitors were the homestay society still maintains its original characteristics, local culture and traditions ($\bar{X} = 4.49$) followed by the homestay project encourages the protection and conservation of tourism attractions ($\bar{X} = 4.22$), the homestay project has at least one natural tourist attraction ($\bar{X} = 3.68$), and the homestay location easy to access hospital, post office or bank ($\bar{X} = 3.00$) because the visitors known that Ban Ngo Health Homestay located far away from the city

Table 41 Expectation about value added aspect

Homestay Tourism Indicators	n = 108		Meaning
	\bar{X}	S.D.	
1. Souvenir shop in the community provided.	4.21	0.80	Extremely Expected
2. Products, using local materials, made by the villagers are available for sale.	4.63	0.63	Extremely Expected

Table 41 (Cont.)

Homestay Tourism Indicators	n = 108		Meaning
	\bar{X}	S.D.	
3. Community members promote knowledge of the local culture through the homestay service.	4.76	0.55	Extremely Expected
4. Provides a chance for local people to develop their service skills.	4.75	0.50	Extremely Expected
Total	4.58	0.62	Extremely Expected

Table 41 shows that overall expectation of the visitors were extremely expected ($\bar{X} = 4.58$) in value added aspect. The main concern of the visitors was community members promote knowledge of the local culture through the homestay service ($\bar{X} = 4.76$) followed by provides a chance for local people to develop their service skills ($\bar{X} = 4.75$), products, using local materials, made by the villagers are available for sale ($\bar{X} = 4.63$), and souvenir shop in the community provided ($\bar{X} = 4.21$).

Table 42 Satisfaction about value added aspect

Homestay Tourism Indicators	n = 108		Meaning
	\bar{X}	S.D.	
1. Souvenir shop in the community provided.	3.76	1.35	Satisfied
2. Products, using local materials, made by the villagers are available for sale.	4.68	0.59	Extremely Satisfied
3. Community members promote knowledge of the local culture through the homestay service.	4.56	0.67	Extremely Satisfied

Table 42 (Cont.)

Homestay Tourism Indicators	n = 108		Meaning
	\bar{X}	S.D.	
4. Provides a chance for local people to develop their service skills.	4.19	0.81	Satisfied
Total	4.29	0.85	Extremely Satisfied

Table 42 shows that overall satisfaction of the visitors were satisfied ($\bar{X} = 4.29$) in value added aspect. The most satisfied by the visitors were products, using local materials, made by the villagers are available for sale ($\bar{X} = 4.68$) followed community members promote knowledge of the local culture through the homestay service ($\bar{X} = 4.56$), provides a chance for local people to develop their service skills ($\bar{X} = 4.19$), and souvenir shop in the community provided ($\bar{X} = 3.76$).

Table 43 Expectation about marketing aspect

Homestay Tourism Indicators	n = 108		Meaning
	\bar{X}	S.D.	
1. Handbook or brochure of homestay for the tourist provides.	4.49	0.66	Extremely Expected
2. Public relations activities.	4.50	0.72	Extremely Expected
Total	4.49	1.38	Extremely Expected

Table 43 shows that overall expectation of the visitors were extremely expected ($\bar{X} = 4.49$) in marketing aspect. The main concern of the visitors was public relations activities ($\bar{X} = 4.50$) followed by handbook or brochure of homestay for the tourist provides ($\bar{X} = 4.49$).

Table 44 Satisfaction about marketing aspect

Homestay Tourism Indicators	n = 108		Meaning
	\bar{X}	S.D.	
1. Handbook or brochure of homestay for the tourist provides.	4.58	0.68	Extremely Satisfied
2. Public relations activities.	2.53	1.03	Dissatisfied
Total	3.55	0.85	Satisfied

Table 44 shows that overall satisfaction of the visitors were satisfied ($\bar{X} = 3.55$) in marketing aspect. The most satisfied by the visitors were handbook or brochure of homestay for the tourist provides ($\bar{X} = 4.58$) followed by public relations activities ($\bar{X} = 2.53$). However, the satisfaction in public relations activities seem got the problem since the visitors feel dissatisfied. Because of Ban Ngo Health Homestay just perform then they do a little PR on the program as most of visitors know this destination by word of mouth (see table 28).

Qualitative Research

I was using in-depth interviews of host community members. The semi-structured interview was applied during that time. There are 4 key informants consisting of the village headman, homestay project coordinator (also a representative from the hospital), homestay practitioner, and homestay owner. I have set 5 themes links to homestay tourism based on community-based tourism questions. After that, I transcribed the interviews with the key informants from the notes, and then categorized data into group. The details were presented as follow;

1. General information about community-based tourism

All key informants understood the big picture about community-based tourism. They have known roles of the host community as the tourist destination. The hospital provided in-house training programs related to health homestay tourism for the villagers. The hospital arranged seminar plus training program regarding health

homestay before the tourist come to Ban Ngo Health Homestay. It can be seen that the villagers are also lack of deeply details in community-based tourism and homestay tourism standard.

2. General information about homestay tourism

For homestay tourism management processes, the village headman and the homestay project coordinator will call the villagers for meeting to inform and preparation before the tourist come to the area. The organization or institute those want to send their staff to participate in reduce chronic disease program will contact homestay project coordinator for house reservation directly. For the villagers, every house normally takes care of community area and they will have big cleaning day before the tourist coming.

Ban Ngo Health Homestay performed a form of an association or a cooperative by there have 18 village committees responsible for follow up government strategies which in operates in local area such as SML project, Village fund, and Health homestay best practices model. The village divided in to 3 clusters. Each cluster has their leader.

When asked about regulations or rules for control villagers or visitors, for villagers, they have 6 rules approved by the villager that they have to follow seriously. For visitors, they will be arranged an orientation at the first day which they came to inform them regarding the rules.

About tourists activities, all activities emphasizing on health because this village is health homestay best practices model in changing behavior to reduce the chronic diseases. Train the visitors to know properties of an herb, vegetable, and how to consumption in the right way. The hospital helps the villagers to create the activities

3. Community participation

For participation of the community, I found that everybody in the community helped developing community due to they look forward to the community get better in quality of homestay. In addition, the government organizations in Roi-Et province are also involved with Ban Ngo Health Homestay development such as hospital, Subdistrict Administration Organization, and office of Roi-Et public health.

For working style, they are work collaboratively by separating into groups depending on their interests, skill, and knowledge such as civil protection volunteers,

youth club, club for elderly, and community development volunteer. The villagers also coordinate the work with hospital and SAO

4. Community expectation about health homestay tourism

When the key informants were asked about their expected successful homestay tourism in their community in 5-10 years time, they said they wished to see a developed community, healthy villagers, and living on sufficiency economy. Because tourism in the community had just started the villagers know that their community needs more improve and develop in order to support tourism. However, there are many things to improve such as management systems, homestay standards, and service skills. Additionally, the villagers want more visitors come to the village because they can help them to change their behavior but the community still can maintain their tradition and culture.

For action that can achieve those goals, the community needs to make a community development plan and health plan by brainstorming from all institutes in the community. In addition, they need to emphasize taking care around the area such as cleanness and environment. Do not destroy tradition or change lifestyle to support the tourists.

5. Problem solving

When asked about conflict with boss, colleagues or visitors and how was it was resolved the key informants said there had been no problem with the tourists but there had been a little with the villagers such as misunderstanding or difference of opinion. When given the reason for decisions about how the program was being carried out and the details explained, they understood. The community has a village committee for solving the problems. One of the rules is do not quarrel in the community.

Conclusion

The survey outcomes revealed that tourists' satisfaction was less than their expectations. For the attitude of the host community, the villagers of Ban Ngo Health Homestay are willing to develop their community in order to offer best practice in health tourism. However, the villagers should provide tourism activities by nature of the character of the community to encourage tourism in Ban Ngo Health Homestay.