

## CHAPTER V

### CONCLUSIONS

The study aimed to investigate the homestay tourism guidelines by focusing on Ban Ngo Health Homestay, the homestay management system in place, and the expectations and satisfaction of tourists. The questionnaire survey required participants to respond to a set statement on certain issues in the present and the future of health and/or homestay tourism development. Current satisfaction and development views of health and/or homestay tourism in the future were about the role of the local hospitality and tourism industry. Therefore, to achieve the purpose of the study, I determined the four main objectives as follows:

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.

#### Findings

##### **Community context and its ability to service of Ban Ngo Health Homestay**

The current state of homestay accommodation is one option for travelers who want to experience community life and to share and learn experiences from people in other community, they can learn simply about life in a traditional Thai society then they were impressed by the friendship of the villagers. In addition, travel in rural a community was low cost but they will have a very unique friendliness that they never forget.

It appears to be the appropriate management method since all villagers in Ban Ngo community work collaboratively by being divided into groups depending on their

interests, skill, and knowledge for try to provide a high standard homestay destination. They also cooperated with government agencies such as Roi-Et hospital, Ban Doo sub-district health promoting hospital, and Ban Doo sub-district administration organization in order to improve health homestay potentiality.

However, the village committees' and villagers' lack of knowledge and skill in the management of homestay accommodation is most problematic followed by direction of community-based tourism, (see table 28). Consequently, general tourists will not recognize Ban Ngo Health Homestay. Most of the tourists who came to visit Ban Ngo Health Homestay were selected and sent by their organization for develop their behavior to reduce the chronic disease as they referred that they came to the destination for meeting or seminar (see table 24).

Characteristics of the area are still remaining unique of community i.e. houses' construction, lifestyle and occupation of the local people. For accessible way, it is convenient to get there because there have sign direction to the community by main road. Ban Ngo Health Homestay is located far from the city of Roi-Et province. However, the expectation and satisfaction of the tourist about destination environment aspect were expected and satisfied level (see table 39 and 40) because they have been known.

### **Local people's attitudes and experience toward consequences of tourism in Ban Ngo Health Homestay**

The villagers willing to develop their community as can see overall attitude in table 16. They feel that visitors' registration process benefits the community because they can know plan of visitor's staying and using those statistic as a reference. For tourist attractions where allowed visitors can visit, there have the Buddha's cremated bones placed in local temple but there is no natural attractions e.g. mountain, canal, or waterfall in this community. The tourists can visit locals' way of life trough local traditional events, culture show, and the local people's career. For benefits from homestay tourism in the community, the villagers consider that the most benefit is village development followed by their skills improved and publication on traditions of the village. They would obtain new knowledge and all villagers have unity. Nevertheless, they feel that income increasing not a factor that effect to their daily life

because most villagers have main job as an agriculturist and homestay service is their supplementary job.

When asked about factors that the local people need to develop homestay tourism in the community, they need to develop accommodation, food and nutrition, and tourism activities as the first priority concern. Safety and security, destination environment (e.g. road, electricity, and tap water), and value added (e.g. local product and skill development) are the second priority to consider. Marketing or public relation (PR) should be improved rapidly because most of the visitors know this destination through word of mouth. Moreover, even the residents of Roi-Et province still do not know where is Ban Ngo Health Homestay? They also concern about destination management (e.g. coordination, fee, and management system)

#### **Expectations, satisfaction and the determinants of overall satisfaction of elements of Ban Ngo Health Homestay by tourists**

Most of the visitors that came to Ban Ngo Health Homestay were government officers(32.4%); teacher or academic people (24.1%), and state enterprise staff (22.2%). Most of them came to Ban Ngo Health Homestay with their colleague (83.3%) conform to reason of the trip that they came because meeting or seminar (62%). The result shows that there are only 19.4 % used to travel in homestay tourism before this trip but most of visitors came to visit Ban Ngo Health Homestay at first time (78.7%). For sources of tourism information, the visitors widely knew the destination via word of mouth.

Accommodation—expectation ( $\bar{X} = 4.60$ ) were higher than satisfaction ( $\bar{X} = 4.11$ ) because the visitors were expected more than homestay provided. They might do not understand about cultural accommodation. However, some of homestay houses are quite old and lack of development.

Food and Nutrition—expectation ( $\bar{X} = 4.56$ ) were higher than satisfaction ( $\bar{X} = 4.12$ ) because the visitors might do not familiar in locals way of life; some of local kitchen are separate from house and out door kitchen. So, the visitors might be felt the kitchen not sanitary enough.



Safety and Security—expectation ( $\bar{X} = 4.66$ ) were higher than satisfaction ( $\bar{X} = 3.25$ ) because they might not be trust in safety and security system in Ban Ngo Health Homestay. It can be seen that security guards on duty ( $\bar{X} = 2.99$ ) quite low satisfaction. Therefore, the homestay should pay more attention on safety and security factors.

Destination Management—expectation factors were extremely expected and satisfaction factors were extremely satisfied. However, if consider in number found that the satisfaction factors ( $\bar{X} = 4.48$ ) in destination management less than visitors' expectation ( $\bar{X} = 4.68$ ). So, the homestay should concern improving this issue.

Tourism Activities—expectation ( $\bar{X} = 4.66$ ) and satisfaction level seem equal ( $\bar{X} = 4.67$ ) but the visitors have a bit higher satisfied. It can be estimated that the homestay program offered appropriate activities to visitors.

Destination Environment—expectation ( $\bar{X} = 4.34$ ) were higher than satisfaction ( $\bar{X} = 3.48$ ). From this part can be classified into 2 group namely; internal factor and external factor. There are 2 external factors; the homestay project has at least one natural tourist attraction and the homestay location easy to access hospital, post office or bank were expected and satisfied by the visitors, respective order. For 2 internal factors, the homestay project encourages the protection and conservation of tourism attractions and the homestay society still maintains its original characteristics, local culture and traditions were extremely expected and extremely satisfied by the visitors, respectively.

Value Added—expectation ( $\bar{X} = 4.58$ ) were higher than satisfaction ( $\bar{X} = 4.29$ ) but there were extremely expected and extremely satisfied by the visitors, respectively. However, the homestay should consider this topic for balance expectation and satisfaction.

Marketing—expectation ( $\bar{X} = 4.49$ ) were higher than satisfaction ( $\bar{X} = 3.55$ ) because 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).

### **Homestay tourism guidelines for Ban Ngo Health Homestay**

The appropriate management ways of homestay tourism for Ban Ngo Health Homestay at in Roi-Et province found that all parties must share the idea; joint planning and joint management in every aspect from visitors come to the village until their leave to create an impressed experience, satisfied, and safety for tourists was important. Then they would become invited friends and encouraged to come and visit again. The results of the study results regarding management of homestay tourism as follows:

#### **1. Management guideline for houses**

Before decide to join the homestay program, the house owner and the family member must clarify and make clear understanding about homestay program. All members of the family must be willing to welcome visitors. Subsequently, the house owner should think about some criteria for consideration according to Thai Homestay Certification Standards as follows;

##### **1.1 Accommodation**

The house must be well structured; strength and safety. House's roof must be strong enough to withstand rain and wind. The cleanliness of the house is important; need to be replacing bedding for every new visitor. Every bed room must be furnished with curtain. Air can flow easily, the natural light shines. Keep flying insects that are harmful to health always by non-chemical method or traditional technique. Always take care of the home environment surrounding. Always clean bathroom that area needs to be shared and must be cleaned regularly and consistently.

##### **1.2 Food and Nutrition**

Clean food must be well prepared and good taste. The kinds of food should be local food that can show the characteristics of the area and be suitable for the visitors who want to reduce the chronic diseases. Fresh organic vegetable from backyard can be a quality ingredient. Drinking water must clean whether it is from rainwater or tap water but the host should be sterilizing that water. Hygienic kitchen and smell-free; clean container and kitchen utensil. No use detergent to clean dishes, glasses, or spoon and fork. Local restaurants provided for the visitors; price was reasonable—not expensive, service mind of the server should make the visitors feel impressed.

## **2. Management guideline for homestay**

According to Thai Homestay Certification Standards, the homestay destination should consider as follows;

### **2.1 Safety and Security**

There should have set timetable security guard on duty for taking care of security around the community. The security guard should be trained and practiced prepare for emergency situation. Asked all villagers to cooperate in community surveillance of strangers then notify the guard duty when got a problem. The community should prepare action plan about safety and security. The training program given to members of the community to provide protection against accidents or amendments to the emergency accident by applying the knowledge and cooperation of the police or local administration institute who have responsibilities in the area. Every house should have nostrum for treat the visitor before send them to the nearest hospital. The host, do not forget to remind tourist to bring their any medications they may need in particular disease and remind the tourist to keep valuable things. The host should always check and fix window/door bolt.

### **2.2 Destination Management**

Homestay should have forms of community groups, clubs cooperatives to take part. All resident in the community understand the way of homestay program. Managed by organizations or individuals from outside the area may have encourage community groups to do so, but should not be taken in business, which will cause problems later.

Show rules and regulations for tourists due to the difference about traditions, culture, and beliefs of each community. The visitors have to accept and follow those rules. Therefore, operators and committee should be described the rules in booking or registration process. If the tourists can not accept, the homestay could be refused them to stay.

Reception will be a warm welcome like a family. Visitors feel warm and impress. On the welcoming process should occur in the community center. The visitors can register and know what house number where their have stay. The host can provide information on tourism and also rules or regulations to the tourists. Moreover, for more impress level, the host can provide the tourists with the local culture, or a

bouquet of flowers is available from the local to the tourists. It will create a first impression on the community image. At night time, there will be a welcoming party to show local culture and make more entertainment such as traditional folk song and dancing.

Reservations can be booked in several ways such as by mail, email, phone, and also via internet. When receive any booking, staff who responsible in this job should be responded back immediately in order to confirm the arrival of tourists. In addition, if have time, the coordinator of the organization or program should send the details of the tourists to the coordinator of Ban Ngo Health Homestay in brief. Because of the staff at Ban Ngo Health Homestay will arrange the appropriate tourist activities for them. At the same time, the homestay coordinator should send brief information about Ban Ngo Health Homestay to the organization or program that intersected in health homestay program. Because of they can forward to the tourist that will come to the community.

Registration—in hotel or accommodation business, guests must sign up and register their personal information as evidence and future reference. In case of homestay management, the registration may not be complex like a business format. However, an easy enrollment form will be good for the entrepreneur and the owner such as tourists' information and help in preparing the house.

### 2.3 Tourism Activities

Each community has a variety of activities according local conditions and scenery. Safety is important to concern in every activity. The host community should be co-organized and clearly defined all activities. Make clear understanding to the tourist about the activities since this homestay is specific type of homestay tourism as it is integrated with health tourism. All kind of activities that provided to the tourists should have same principle concept that is environmental friendly; no destroying the environment, no noisy, and etc. The tour guide who have well communicate skill and service mind need to be provided. Equipment for activities must be available for use. Lastly, the visitors have to receive new knowledge from the activities.

### 2.4 Destination Environment

The host community should always maintain an environment that is attractive area and the surrounding of community. All community members must be

involved in environmental caring collaboration with local government agencies that responsible in this field directly.

The community maintains the original unique characteristics, local culture and traditions. It should not change for make visitors satisfied until destroy way of living, customs, and traditional of the community.

### 2.5 Value-added

This is a good opportunity to use the collective wisdom of the community to create a unique souvenir by using ingredients that available in the community as the main materials. The community should have a small shop as a souvenir shop for sell local product that made by the locals people. Additionally, when the tourist come, the community has chance to propagate their culture in all aspect. So, if the tourist appreciates in service, they would be recommended to other people who interested in health tourism then come back to the community again. Moreover, the villagers use this chance for improve their skill in service and communication.

### 2.6 Marketing

The host community should have a manual, brochure, or documents collected the details about Ban Ngo Health Homestay that the visitors should be known such as tourist activity, fee, rules and regulations, map, and contact information. Nowadays, internet network is good channel for communication. The local government agencies should support the local people such as offer website training course so they can do it themselves. In addition, the website of Ban Ngo Health Homestay should create in both Thai and English version for future needs of the visitors. If there have problems in implementation, should seek help from other local organization to support.

Due to the Office of Tourism Development, Ministry of Tourism and Sports has prepared a guide and directory of homestay in Thailand. So, Ban Ngo Health Homestay should contact the office as the homestay can be listed in the Thailand homestay directory. Whenever Ban Ngo Health Homestay got a Thai Homestay Certification Standards, it would be listed under the Thai Homestay Certification Standards system. It is easy to search by interested people.

### **3. Management guideline for tourism area to be a sustainable tourism.**

Ecotourism and homestay tourism are corresponding because the tourists interested in homestay or cultural accommodation. They need to learn local culture and local people's way of life, and natural beauty. On the basis of knowledge and homestay area, they will be responsible for the ecosystem as well.

Therefore, Ban Ngo Health Homestay where have advantage as health tourism destinations to be a factor that can generate successful to the homestay. From the research result revealed the guideline for destination management based on community-based tourism parallel with homestay management by using the area effectively and beneficial.

3.1 Have action plan for protection of the changes that will arise from various causes.

3.2 Village committee, community council, and all villagers emphasize on maintain a clean surrounding and environmental conservation.

3.3 In homestay areas, buildings should not build if unnecessary.

3.4 There will have staff and volunteers to guide visitors to follow the rules.

3.5 Create a strong responsibility in conservation homestay area as a tourist destination.

### **Discussion**

This research was conducted to study homestay tourism guideline: a case study of Ban Ngo Health Homestay. The research and theories were used as a basis to discuss the results of the research.

This study found that clean food were highest expectation from the visitors (see table 31) because this homestay promote as health tourism; the visitors came to the area by hope to have knowledge about reduce the chronic diseases. Ridyhplake (2008) also suggested health tourism should consist of four components that enhance holistic health condition; accommodation, healthy food, exercises, and relaxation. As the same direction as Hui, Wan and Ho (2007) implied that food was significant for visitors' overall satisfaction level. Santisan, Preaemchai, and Leopairojno (2008) revealed that the tourist gave priority to accommodation, safety and security, and food

and nutrition, respectively. While, my research results found that the tourist who came to Ban Ngo Health Homestay gave priority to destination management, safety and security and tourism activities, and accommodation, respectively, which can be seen at an extremely expected level. In contrast, the visitors gave extremely satisfaction to tourism activities, destination management, and value-added, respectively. Therefore, Ban Ngo Health Homestay should balance between the expectation and satisfaction of the visitors by applying customer service theories because the visitor in the tourism industry term is a customer in other business. Customer service has been characterized as meeting the needs and expectations of the customer as defined by the customer (Hernon and Whitman 2001).

Moreover, Ban Ngo Health Homestay should concern about tourist characteristics due to this homestay is a destination for specific purposes. So, food and nutrition and tourism activities should be created for specific people because each visitor has different diseases. In addition, the homestay should emphasize on quality of service and understand about desired service, adequate service, and zone of tolerance that reflects to expected service and perceived service (Parasuraman, Zeithaml and Berry, 1989 p. 133 as cited in Chantararat, 2009, p. 56).

From the homestay management perspective, Ban Ngo Health Homestay has been worked as a team by separate small groups depending on skill and special interest. Naipinit and Maneenetr (2010) explored that community participation can generate developing ideas for tourism management in the destination because all community members believe that they are the owners of destination resources then responsible for taking care of them seriously. The local government organization should encourage Ban Ngo Health Homestay in budget to develop basic infrastructure in the community and provide training courses to the villagers so they can develop their skills. However, the community should offer tourism activities and facilities to the visitors in supply side that means no need to create new things for support the visitors but improve parallel with maintaining the unique and antique traditional culture of the community. Marketing is an obvious factor that should be concerned by all parties stakeholder. Even the villagers pay less attention in income from homestay service but marketing is one of the tools to attract and bring more visitors to the destination (Pike, 2008, p. 135).

## Recommendations

Based on the results of this study, some recommendations can be made to increase tourists' satisfaction with Ban Ngo Heal Homestay.

The study provided guidelines for homestay tourism by focusing on expectation, satisfaction, and attitude of the homestay owner. The findings show an image of the level of overall satisfaction with homestay tourism through homestay tourism indicators. This study did also not deal with the relationship between tourist satisfaction and intention to revisit a destination. However, I have cut 6 factors out of 43 factors from homestay tourism indicators because some indicators duplicated with one another in each criterion and some factors are under the management of homestay so the visitors<sup>4</sup> seem do not recognize.

Future research should investigate all 43 factors from homestay tourism indicators and the relationship between tourists' satisfaction and intention to revisit a destination because repeat visitation to a destination is an important issue for the community, tourism marketers and researchers.

## Limitations

The followings are some limitations that I have face during the study.

**1. Time:** I have contact to the Ban Ngo Health Homestay project coordinator many times but the community was not ready for me to observe. Because during that time the key informants, who I needed to interview were busy. So, I postponed my observation 3 times. Finally, I went to the community on 10 February 2012. I had only 2 weeks to visit the community to collect the 100% of questionnaires from homestay owners. But for the tourist, I have only 108 questionnaires out of 222 questionnaires and was able to interview only 4 key informants.

**2. Questionnaire:** Some respondents suggested that there were too many items of the questionnaire to respond.

**Conclusions**

I hope that this study will provide valuable tools for Ban Ngo Health Homestay community and local administrative governors in order to develop or improve Ban Ngo Health Homestay to be success in (health) homestay tourism development. Moreover, I also hope that this study will be a valuable document for people who are interested in home stay development and satisfaction of the tourists.