

ห้องสมุดงานวิจัย สำนักงานคณะกรรมการการวิจัยแห่งชาติ



E47345

**HOMESTAY TOURISM GUIDELINE: A CASE STUDY OF  
BAN NGO HEALTH HOMESTAY**

**ATCHIRA TIWASING**

**A Thesis Submitted to the Graduate School of Naresuan University  
in Partial Fulfillment of the Requirements  
for the Master of Arts Degree  
in International Hotel and Tourism Management  
(International Program)  
May 2012**

**Copyright 2012 by Naresuan University**

6002548570

ห้องสมุดงานวิจัย สำนักงานคณะกรรมการการวิจัยแห่งชาติ



E47345

**HOMESTAY TOURISM GUIDELINE: A CASE STUDY OF  
BAN NGO HEALTH HOMESTAY**



**ATCHIRA TIWASING**

**A Thesis Submitted to the Graduate School of Naresuan University  
in Partial Fulfillment of the Requirements  
for the Master of Arts Degree  
in International Hotel and Tourism Management  
(International Program)**

**May 2012**

**Copyright 2012 by Naresuan University**

This thesis entitle “Homestay Tourism Guideline: A Case Study of Ban Ngo Health Homestay” submitted by Atchira Tiwasing in partial fulfillment of the requirements for the Master of Arts Degree in International Hotel and Tourism Management is hereby approved.

*P. Kongsap*..... Chair

(Kannapa Pongponrat, Ph.D.)

*Roslyn Derrett*..... Committee

(Roslyn Derrett Oam, Ph.D.)

*Anyapak Prapanetivuth*..... Committee

(Anyapak Prapanetivuth, DBA.)

*Ussawit Ittipuriphath*..... Committee

(Ussawit Ittipuriphath, Ph.D.)

**Approved**

*K. Papatwibul*.....

(Assistant Professor Kanungnit Papatwibul, Ph.D.)

Dean of the Graduate School

11 May 2012

## ACKNOWLEDGEMENTS

I am deeply grateful to the advisor, Dr. Roslyn Derrett Oam for her invaluable advice and her patient proofreading towards the completion of this thesis. Her time contribution and guidance are greatly appreciated.

I would also like to extend my sincere thanks to Dr. Anyapak Prapannevivuth, Dr. Kannapa Pongponrat and Dr. Ussawit Ittipuriphath for their faithful guidance and supreme expertise towards the achievement of the thesis. Their contribution and supervision are greatly appreciated. I would also like to extend the sincere thanks to all committees for their helpful correction of this paper and their suggestions for the accomplishment of the thesis.

Special thanks go to village headman of Ban Ngo village, Mr. Manop Udom mala, and Ms. Rattanaporn Srisarakham, Ban Ngo Health Homestay project coordinator, they allowed me to use the village as the place to collect the data.

Additionally, my heart felt thanks go to my family for their understanding, encouragement, support, love, and patience.

Lastly, I would like to thank those whose names are not mentioned here but have greatly inspired and encouraged us until this thesis comes to a perfect end.

Atchira Tiwasing

**Title** HOMESTAY TOURISM GUIDELINE:  
A CASE STUDY OF BAN NGO HEALTH HOMESTAY

**Author** Atchira Tiwasing

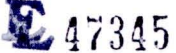
**Advisor** Roslyn Derrett Oam, Ph.D.

**Co - Advisor** Anyapak Prapannetivuth, DBA.

**Academic Paper** Thesis M.A. in International Hotel and Tourism Management,  
Naresuan University, 2011

**Keywords** Homestay, Health tourism, Community-based tourism

### ABSTRACT

 E 47345

Ban Ngo Health Homestay in At Sa-Mat district Roi-Et province is a new homestay enterprise in Thailand with the specific propose of health concerns. Therefore, the purpose of this study are 1) to study the community context and its ability to service 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 expectation, satisfaction and determinants of overall satisfaction of elements of Ban Ngo Health Homestay by tourists, and 4) to suggest some homestay tourism guidelines for Ban Ngo Health Homestay. There were 51 questionnaires responded to by homestay owners and 108 questionnaires responded to by tourists who come or used to come to stay at Ban Ngo Health Homestay. In-depth interviews of 4 key local informants and observations around the community were conducted to gain a better understanding of the community context. The results revealed that there were high expectations from the tourists but less satisfaction. At the same time, the attitude of the homestay owners toward tourism in the community was high. So, the research results also provide suggestions of some recommendations or solutions which are based on the problems that occurred among those local people, the tourists and other participants.

# LIST OF CONTENT

Chapter	Page
<b>I INTRODUCTION</b> .....	1
Rational for the Study .....	1
Ban Ngo Village.....	2
Statement of Problem .....	3
Research Questions.....	3
Purpose of the Study .....	4
Significance of the Study.....	4
Conceptual Framework.....	5
Basic Assumption.....	6
Definition of Terms.....	6
Conclusion.....	6
<b>II LITERATURE REVIEW</b> .....	7
Homestay Tourism.....	7
Thai Homestay Certification Standards.....	9
Health Tourism.....	11
Travel Characteristics.....	12
Tourist Expectation.....	14
Service Quality Measurement.....	16
Tourist Satisfaction.....	21
Community-Based Tourism.....	25
Relevant Recent Research.....	25
Conclusion.....	31
<b>III RESEARCH METHODOLOGY</b> .....	32
Population and Sample.....	32
Research Instruments.....	33
Data Collection Techniques.....	34

## LIST OF CONTENT (CONT.)

Chapter	Page
Analysis of Data.....	37
Conclusion.....	37
<b>IV RESULTS.....</b>	<b>38</b>
Quantitative Research.....	38
Qualitative Research .....	66
<b>V CONCLUSIONS.....</b>	<b>69</b>
Findings.....	71
Discussion.....	77
Recommendations.....	79
Limitations.....	79
Conclusions.....	80
<b>REFERENCES.....</b>	<b>81</b>
<b>APPENDIX.....</b>	<b>87</b>
<b>BIOGRAPHY.....</b>	<b>120</b>

## LIST OF TABLES

Table	Page
1 Taro Yamané – Determination of Sample Size.....	33
2 Status in family of homestay owner.....	38
3 Gender of homestay owner.....	39
4 Age group of homestay owner.....	39
5 Education level of homestay owner.....	40
6 Occupation of homestay owner.....	40
7 Income of homestay owner.....	41
8 Length of residence of homestay owner.....	41
9 Homestay joining a program.....	42
10 Tourist information recording.....	42
11 House reservation system.....	42
12 Visitor registration.....	43
13 Frequency of (health) homestay tourism information for homestay owner.....	43
14 Sources of (health) homestay tourism information.....	43
15 Frequency of community meetings.....	44
16 The attitude towards the homestay tourism management.....	45
17 Gender of tourist.....	47
18 Age group of tourist.....	47
19 Education level of tourist.....	48
20 Occupation of tourist.....	48
21 Income of tourist.....	49
22 Homestay tourism experience in the past 3 years (except this trip).....	49
23 Tourist visiting frequency.....	50
24 Reason of the trip.....	50
25 Time planning for the trip.....	51
26 Days spending at the destination.....	51
27 Travel party of tourist.....	51

## LIST OF TABLES (CONT.)

<b>Table</b>		<b>Page</b>
28	Sources of tourism information about Ban Ngo Health Homestay.....	52
29	Expectation about accommodation aspect.....	53
30	Satisfaction about accommodation aspect.....	54
31	Expectation about food and nutrition aspect.....	55
32	Satisfaction about food and nutrition aspect.....	55
33	Expectation about safety and security aspect.....	56
34	Satisfaction about safety and security aspect.....	57
35	Expectation about destination management aspect.....	57
36	Satisfaction about destination management aspect.....	59
37	Expectation about tourism activities aspect.....	60
38	Satisfaction about tourism activities aspect.....	61
39	Expectation about destination environment aspect.....	61
40	Satisfaction about destination environment aspect.....	62
41	Expectation about value added aspect.....	63
42	Satisfaction about value added aspect.....	64
43	Expectation about marketing aspect.....	65
44	Satisfaction about marketing aspect.....	66

## LIST OF FIGURES

<b>Figures</b>		<b>Page</b>
1	Conceptual Framework.....	5
2	The relationship between ecotourism and home stay.....	8
3	Dual Customer Expectation Level.....	15
4	Gaps Model of Service Quality.....	18
5	SERVQUAL (Gap 5) Model.....	20
6	The quality jigsaw.....	22
7	Factors which influence tourist satisfaction.....	23
8	The marketing and image implications of travel expectations and outcomes.....	24