

CHAPTER II

LITERATURE REVIEW

In regards to tourists' satisfaction towards homestay accommodations, this research has been undertaken in four specific areas. The following areas have been delineated in the text:

1. The concept and theory of satisfaction
2. The accommodation service concept
3. Homestay accommodations
4. Related research

1. Concept and Theory of Satisfaction

1.1 The definition of satisfaction

Customer satisfaction is an instant emotional response by using products/services in a certain condition. Tiffin and McCormic (1965 cited by Jenee Nachpongs, 2000:26) asserts that the satisfaction is the motivation of human which originated by the basic needs. In addition, Vroom (1964 cited by Yaovaree Jareonsawad, 2000:25) affirms that the term of "attitude" and "satisfaction" toward one action can be used interchangeably. The result of perception creates the words by means of the one's active participation. A positive attitude shows a satisfactory status and a negative attitude illustrates dissatisfaction.

Stuarts (1984) describes the three major theoretical conceptions of job satisfaction as following:

Expectancy theories consider satisfaction to be determined by how fully one's expectation are matched by one's achievements, while dissatisfaction is caused by failing to meet one's expectations.

Need theories show satisfaction as a function of the degree of fulfillment of a person's needs, including both physical and psychological needs. Needs are

conceptualized as objective human requirements, similar for all people, whereas values are viewed as subjective desires, which vary from person to person.

Value theories describe job satisfaction as determined by whether the job allows attainment of the individual's own personal values.

Vimolsit Horayangurn (1983: 174) asserts that the satisfaction is the valuation at the hand of human feeling which related to the word vision system concerning the meaningful of environment. The human feeling's value toward the environment of each individual, of course, is different.

Obviously, satisfaction will occur when personal needs have been responded to and achieved. It is the positive feeling of any individual toward anything. The definition of satisfaction in this research is the feeling of tourists toward the homestay accommodation.

1.2 Expectation

When people decide to travel, they will begin to find information. Then, if they choose a destination, accommodation, and other; they usually expect that their trips must be good or excellent. Customer expectation must be understood fully as products that don't meet high expectations can reflect badly on the business. Lovelock et al. (2001) discusses that previous service experiences, word of mouth, various forms of marketing communications, and awareness of competing brands shape expectations.

Therefore, Davidoff, G. P. & Davidoff, S. D. (1994) explained that there are seven categories of customer expectations. Those service providers who understand their clients' expectation in each category can ensure that their efforts will provide high levels of satisfaction:

1. **Accessibility:** Customers expect prompt and efficient service. Service providers must help customers and answer their needs as soon as possible.
2. **Courtesy:** Clients expect to be treated in a professional manner. Kind words are essential, even when saying "no" or providing an answer that the client does not want to hear.

3. Personal Attention: Customers want to be treated as unique individuals, not as just another name on a long list. They want to know that the service provider cares about them as individuals as well as for the business they are providing.

4. Empathy: It is an ability to see and feel things from another person's view.

5. Job Knowledge: Customers expect employees to know all pertinent facts about their job and their company. They expect honest answer.

6. Consistency: Customers expect to get the same answer, no matter whom they talk to. Nothing hurts service levels more than receiving different answers from different people in the same organization.

7. Teamwork: A company may be composed of many different departments with different goals and methods of operation, but to the customer it is one single entity. Customers expect different departments to work together as a team. They do not expect to be affected by internal turf battles or to be passed from one department to another for answer to basic questions.

1.3 The satisfaction of service

Chittinun Tejagupta (2001:27) states that the satisfaction of service is the assertion of the customer's positive feeling toward service, by using comparative evaluation between perceived service and expected service in general situation.

Robinson et al. (2000) declared satisfaction points of three main components of the tourist's past experience.

1. Quality product and service are influential to tourist's perception. If the product and service are of a good quality, the customers are assured of the product and service's quality. Generally, clients will look at the characteristic of details given or sampling service.

2. Price is the second segment that will get customer's satisfaction. If a customer compares the impartiality of the price with the makeup of products and the proper price is indexed, the satisfaction will occurred. In contrast, when the price is unacceptable for the level of product quality dissatisfaction will occur.

3. Corporate image is the third part contained in the co-operative recognized image of general business, morality and social responsibility.

The data collection of satisfaction towards the service is customarily done as quantitative compilation. Therefore, on account that the evaluation's forms comprise several variations, such as the different basis, time, predicament, emotion and personal difference, the information given is affected by these factors.

Phenphun Charoenpong (2003:21-22) mentions the concept about the customer's satisfaction as the following description.

1. The factors apposite to customer satisfaction

1.1 Service's product; customer satisfaction is ensured when the quality service is offered. The level of service also has to meet the customer's needs. In accordance, the attendance of service worker and the thought of service quality are significant in generating customer satisfaction.

1.2 Service's price; customer satisfaction is rooted by the customer's agreement and consideration concerning the appropriateness of service quality's price. The willingness of clients to pay is different through the acquiescence of customers toward the price and quality of service.

1.3 Service's place; customer satisfaction of service is reliant upon the easy access of customer to service. The location of service for customers' convenience is very important.

1.4 Service's promotion; customer satisfaction of service is caused by the cognizance of information by word of mouth communication. If the given information is positive and meets ones expectations, it is likely that a person is motivated to purchase the service as needed.

1.5 Service provider; these are people who play a significant role in the service profession in order to originate customer satisfaction. The administrators form the service quality specifications chiefly influenced by customer needs.

1.6 Service's environment; the environment and atmosphere of the service are effectual to the customer satisfaction.

1.7 Service's process; the presentation of service in the process of its, is the substantial method. The structure of customer satisfaction and effectiveness of service

system management energized the expertise of the completed and competent service to customers.

2. Customer satisfaction is divided into two levels as follows:

2.1 Purposely achieved satisfaction; is the presence of the pleasant feeling of customers when expected service is given.

2.2 Purposely supremely accomplished satisfaction; is the bearing delightful feeling or impression of customer when perceived service is given more than expected service.

Dissatisfaction is the feeling of disappointment or disturbance due to unfulfilled expectations. This can include slowness of. From this instance, the relevant factor of the customer satisfaction is the place and environment of the service. Therefore, in this study, the researcher will explore the variation of the homestay accommodation and its environment as limitless.

1.4 Measurement of satisfaction

Héris' (1996) explained that there are several sources for obtaining information about customers' satisfaction. The following list includes some possible sources:

1.4.1 Informal surveys: They provide insights about what customers like and dislike. They may not be statistically measurable, but they can help businesses to better know their customers.

1.4.2 Comment cards: They are easy to create and are frequently available from company home offices. They do not provide detailed information, but they can provide immediate feedback. Customers may complete comment cards while they are involved in the customer experience.

1.4.3 Verbal comments: Verbal comments are easy to collect, but they are often ignored. To collect information accurately, employees must be encouraged to document comments on a customer log, therefore the comments are not lost or become hearsay.

1.4.4 Historical data (point of sale): Historical data use a computer to collect and to find out how much customers have purchase, how often they have purchased, and other related data.

1.4.5 Sales: They are similar to historical data, sales do not show emotion, but they do show what customers are currently doing. They are good a current indication of customer satisfaction, but they should be used in combination with other sources of information.

1.4.6 Corporate generated surveys: Corporate generated surveys are usually more detailed than informal surveys and the data that they reflect is usually statistically measurable. They may ask questions about products as well as the services that were received.

1.4.7 Discussion with internal customers: Internal customers frequently have information about what customers like, do not like and are interested in. they usually know what is not working well for customers and where snags in the system exist.

1.4.8 Focus groups: they are random groups of customers or prospective customers who are brought together to discuss current of future offerings of a business.

1.4.9 Toll-free telephone numbers: This is easy way for customers to reach the company. The companies encourage customers to contact them when a question or problem arises. Toll-free numbers should be answered promptly by knowledgeable employees who are well trained in answering customer questions and in responding to customer concerns.

The questionnaire survey of Mae Kampong Homestay is one type of 'Corporate-generated survey'. The customer data from which is usually statistically measurable. The questionnaire asks questions about the product and service that tourists received.

Harris (1996) identified that to measure satisfaction, frequent questions must be asked of many customers. The most common method of asking questions to determine satisfaction is through the use of some type of survey. A measurement format should be to the point and should not take more than a couple of minute to complete. He also suggested the relevant questions that will provide an opportunity to generate helpful in formation as follows:

- Who the customers are
- How they began doing business with your company

- Where they are located
- Where they conducted business with you (if there are multiple locations)
- When they did business
- What they liked about the experience
- In what way you could do a better job

Some of above questions will be adapted within the questionnaire of international tourists' satisfaction toward homestay accommodations study, such as which the customers are, how they began their interest with this homestay, what they liked about the experience, and in what way this homestay could do better. The questionnaire will ask the nationality of each tourist, how they know Mae Kampong Homestay, what they liked about this homestay, and the suggestion for improvement.

Crosby (1993) compares the six questions of customer satisfaction survey to Rudyard Kipling's six questions: Who?, What?, Where?, When?, Why?, and How?. The six questions are:

1. Why interview?
2. Who to interview?
3. What to ask?
4. Where to interview?
5. When to interview?
6. How to interview?

These questions will help researcher to have a clear direction on the survey and know the way to make the survey.

2. Accommodations Service's Concept

2.1 The concept of service

The word "service" is defined in the Royal Institute's dictionary as 'the action of serving and providing convenience'.

Phenphun Charoenpong (2003:28) explains that service is the process of the work which is connected with consumers and benefits most partaking people in some

ways. From this point, service is the assistance given to many persons which is divided by the grounds of its features.

1. Service is an individual behavior acted toward others.

This behavior can be seen be the action as facial expression, eye contact, gestures, voice tone and the statement. The behavior of action appears in immediate result which is constantly and changeably redone.

2. Service is the reflection of sentiment and intellect

The style of service is dependant on the providers' thoughts which express emotion, feelings, belief, desire and values of the service's giver.

3. The service is the personal action linked to the benefit of the consumers.

Lovelock et al. (2001) defines service exist by three dimensions as follow;

1. A service is any act, performance or experience that one party can offer to another.

2. Services are economic activities that provide time, place and form utility, while bringing about a change in, or for, the recipient of the service.

3. Services deliver help, utility or care, an experience, information or other intellectual content – and the majority of the value is intangible rather than residing in any tangible object.

Danai Tienput (2000:11) defines the word 'service' as the benevolence in theoretical and subjective description in the representation of convenience, effectiveness with the basis of versatility. The service is deliberated by 3 types of grounds attended by good will 1) anger 2) reason and 3) the good service must have the understanding of human behavior and eminently based on the satisfaction of customers. The provider must have the readiness of physical, mental function and own deserving intellectual and intelligent personality at all time.

2.2 Nature and characteristics of a service

A service is any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product.

2.2.1 Intangibility: Service is intangible product. It cannot be directly seen, touched, felt or heard prior to its consumption and purchase. Service providers can do certain things to improve the client's confidence. First, they can increase the service's tangibility. Second, service providers can emphasize the benefits of the service rather than just describing its features. Third, service providers can develop brand names for their service to increase confidence. Last, service providers can use a celebrity to create confidence in the service.

2.2.2 Inseparability: A service is consumed in the same place and at the same time such as a guest's presence in a hotel room over a given period of time, an airline passenger consumes a flight as it is being produced. The customers and suppliers must interact, and their interaction shapes the travel experience.

2.2.3 Variability: Service has a high level of variability, as it depends on who provides the service and when and where it is provided. For example, a large number of 'human element' factors have influence of the purchase of restaurant meal. A tourist in the service industry may be completely relaxed, expecting that their every whim will be satisfied. The expectation contradictions are extremely common in the tourism sector. Moreover, the variability of service industry also depends on the season.

2.2.4 Perishability: Tourism services cannot be produced and stored today for consumption at the some future point of view. For example, a hotel has a specific number of rooms available for each night of the week, if no one stays in a particular hotel room; the product is lost and gone forever. This room cannot be kept in the travel company's inventory.

It can be concluded that the service product has to realize the customer requirement as the main concept. There was resulted to achieve positive feeling such as satisfaction so, services are valuable for any organization to emphasize and realize as well.

2.3 Framework of service quality

2.3.1 Defining service quality

A service can be defined as an act or performance offered by one party to another. Moreover, Lovelock et al (2001) defines the service is a process that creates

benefits by facilitating a desired change in customers themselves, physical possessions, or intangible assets. Quality can be defined as the degree to which customer specifications are satisfied. Service quality is the ability to respond to the customers' need. David et al (1990) stated that the general definition of service quality is that it is a comparison by the customer of his or her expectation prior to experiencing by the service with service delivery system performance. Each customer contact is referred to as a moment of truth, an opportunity to satisfy or dissatisfy the customer. Customer expectations with a service can be defined by comparing perceptions of service received with expectations of service desired. The customer expectations for service quality can be established by words of mouth, previous personal experience, conversations with other users of the service, advertising, culture, and the like. Furthermore, the performance level of the service delivery system directly depends on many factors, such as facility, process of service, equipment, job design, management, and so on. In addition, the behavior of other customers in the service delivery system, competitors' performance and influence can affect the performance level of the service delivery system as well. Basically, the service recipients compare what they receive from real services to what they earlier expected. If what they receive is less satisfactory than the what they expected, they are likely not to ask for this kind of service.

2.3.2 Measuring of service quality

A service-providing organization requires reliable measurements in order to evaluate service quality. In response to a perceived dissimilarity between product and service quality, Parasuraman, Zeithaml & Berry (1990) created and developed the instrument for measuring service quality from the customer that called SERQUAL instrument. In the past, they identified ten general criteria or dimensions of service quality and labeled them tangible, reliability, responsiveness, competence, courtesy, credibility, security, access, communication, and understanding the customer. Later empirical verification reduced the ten dimensions to five dimensions called SERQUAL.

The instrument consists of five service dimensions with two sets of 22 item statements for the expectation and perception sections of the questionnaires. Perceived service quality is measured by subtracting customer perception scores from customer

expectation scores, both for each dimension and overall. The five dimensions considered distinct components of perceived service quality are:

1. Tangible, which pertain to the establishment's physical facilities, equipment, and appearance of personnel.
2. Reliability, which refers to the organizations' ability to perform the promised service dependably and accurately.
3. Responsiveness, which refers to the willingness of service providers to help customers and provide prompt service.
4. Assurance, which refers to the knowledge and courtesy of employees and their ability to inspire trust and confidence.
5. Empathy, which refers to the caring, individualized attention the firm provides to its customers.

The researcher chooses the theory of Parasuraman, Zeithaml & Berry (1988) as a framework for the study of service accommodations because this theory can be applied to all kinds of business services. In addition, this theory is a reliable measure to evaluate the service quality that referred to a number of researchers, for instance Suangtip Wongpan (1998), Phenphun Charoenpong (2003), and Harutai Kongkacharoen (2004) who used the questionnaire adapted from SERQUAL by Parasuraman, Zeithaml & Berry.

2.4 Significance of accommodations service

Medlik (1989:4) stated that accommodation plays an important role in most countries in providing facilities for transaction of business, for meetings and conferences, for recreation and entertainment. The accommodation product comprises the location of the establishment, its facilities, its service, its image and its price.

The significant of accommodation services can be divided in two ways: the significance to the economic, social, and cultural systems and the significance to guests (Phenphun Charoenpong, 2003:39).

1. Significance to the economic, social, and cultural systems

1.1 Economic: The growth of accommodation and tourism businesses creates income and employment in the country. Apart from expense on accommodation, income



from tourists includes food, sources of entertainment in the hotel. New kinds of services then emerge to serve the customers' need.

1.2 Social: Accommodation services bring a lot of income and job creation and affects the quality of life of people in society. Income has spread to different parts of the community especially the one where there are many tourist sites through various ways like selling foods, souvenirs, or local products. In term of job creation, it can reduce the problem of unemployment and migration of people in the urban areas.

1.3 Cultural: Thai people are famous for their generosity and smile which create an impression to tourists. Good service providers should possess good Thai manners and traditional Thai shows theatricals, music, carvings should be presented as a means to preserve Thai culture.

2. Significance to guests

Service delivery of accommodation directly involves the price rate, different types of services, variety of services. This is provided as an alternative for the tourists to choose the service that suits their purpose. The significance to guests is showed as follow:

2.1 Accommodations: Guests are currently able to choose a variety of services such as laundry service, seminars, sports and recreation facilities, and catering service.

2.2 Feel-like-home atmosphere: Many accommodations provide home-like services that make the guest feel comfortable like they are at home. All kind of services aim at giving guests extreme satisfaction with hope that they would be attracted by the services and come back or recommend them to others.

2.3 Entertainment and relaxation: many accommodations provide the variety of entertainment and relaxation for the guests in order to attract more customers and increase their satisfaction. These include massages, mineral baths, Sauna facilities, Spa service and so on.

The accommodations sector is a key element of the tourists' experience of a destination and is often sold as part of a product and quality standards and satisfaction level with holiday experiences are intrinsically linked to the accommodation sector.

3. Homestay Accommodations

Homestay accommodations is a term with specific cultural associations. For instance, in Australia the term is particularly associated with farmhouse accommodation, and in the United Kingdom, it is particularly associated with the English as a Foreign Language Sector. As a generic term it is used variously to refer to types of accommodation where visitors or guests pay directly or indirectly to stay in private homes. It embraces a range of accommodations types including farmstay accommodations, host families, some small hotels, and bed and breakfasts.

3.1 The Origin of Homestay

After the WW II, the people in Europe searched for the peace and calmly rest in the distant rural areas. However, only the rich people could stay in the luxury hotels with beautiful scenery at this time. Therefore, the concept about staying overnight with the owner in the rural area and enjoying the beauty of nature gathered much interest.

Austria is the first European country which has a tour or staying overnight with the owner in the farmhouse. After that, many other countries such as the UK, Germany and Ireland have established that kind of trip. Since that, there are many names that were used for this type of tour such as Farmhouse, Bed and Breakfast houses, Guesthouse and Homestay. Each name of this tour is quite different according to the culture and custom of each country. However, most of the lodging must be situated in the rural areas and far from crowded areas.

In Ireland Homestay tourists are classified as guests. Even though the lodging of Homestays or B&B are quite cheap, the homestay tourist can experience new ways of life, culture, calmness and all of the community activities. The people in the community provide these activities. The popularity of this tour increase rapidly and it became the new concept of rural tourism and tourism industry.

Tourists are not only need the homestay in the rural areas, but also a different kind of lodging such as self-catering chalets & cottages, rest houses, forest lodges, camps and caravans. These kinds of tours can get more popularity and market share. Homestay development must be considered part of rural tourism development.

3.2 The Homestay Tourist

The homestay tourists are one group of the rural tourism market, which is the most important market share. Homestay tourists are one part of the middle ground tourist, which is quite different from mass tourist. The mass tourists are interested the sea, beaches, and sunlight but the middle ground tourists behave as soft or green tourists. The difference between mass and soft or middle ground tourists' characteristics as follows:



Hard, Mass, Non-sustainable	Soft, Green, Sustainable, Alternative, Rural
General Concept	
- Rapid development	- Slow development
- Uncontrolled	- Controlled
- Without scale	- In scale
- Short term	- Long-term
- Quantitative	- Qualitative
- Remote control	- Local control
- Growth	- Development
Development	
- Development without planning	- First plan, then develop
- Project-led schemes	- Concept-led schemes
- District level planning	- Regional co-ordination of district plan
- Concentration on 'honey pots'	- Fine landscapes preserved
- New building and new bed capacity	- Pressures and benefits diffused
- Development by outsiders	- Local development
- Employees imported	- Employment according to local potential
- Urban architecture	- Vernacular architecture
Tourist Behavior	
- Mass tourists	- Singles, families, friends, -travel
- Little or no mental preparation	- Some mental preparation
- Little time	- Much time
- No foreign language	- Language training
- Shopping	- Bring presents
- Nosy	- Tactful
- Loud	- quiet

Figure 2 Tourists' Characteristics

Source: adapted from Petchsri Nonsiri, (2002). A Study of Socio-Cultural Impact of the Village-Based Overnight Stay Operation on the Inhabitants of Plai Phong Sub-District in Samut Songkhram Province, Master thesis, Naresuan University, Bangkok.

1. The Ten Fundamental Homestay Tourist's Needs

- 1) To sleep in comfortable beds at reasonable prices
- 2) To wash in a clean bathroom
- 3) To eat the food of the country, simple but well prepared
- 4) To enjoy the scenery, sight and nature of the country
- 5) To learn the history and the culture of the country they are visiting
- 6) To experience holiday activities (exploring, walking, fishing, horse riding, river trip, climbing, cycling etc.)
- 7) To shop for crafts and souvenirs of the country and general merchandise
- 8) To enjoy the music, dance and theatre of the country
- 9) To travel without restrictions or fear for their safety
- 10) To experience a 'smiling and friendly' attitude from those employed in tourism

2. The Reason Why Tourists Choose Homestays

- The tourists feel close and can touch the beautiful nature.
- The tourists have opportunities to interact with the community and can exchange different cultures.
- Homestays are cheaper than hotels

Rural tourism does not only mean homestays, but it covers other factors as well. The most important factors are tourist attractions and tourism activities. Rural tourists also need to view unique tourist attractions such as mountains, national parks, historical sites, rivers, and participate in various activities such as hiking, trekking, and fishing.

Tourism goods are the most important factors in rural tourism development. Most of the areas have tourist attractions, tourism activities, and lodging. The lack of efficient management caused a failure in tourism development. The countries with successful tourism development should have the appropriate development planning and establish standards of lodging and facilities. Moreover, there must be a good government in the community with well-trained officers. These will lead to an efficient administration.

3.3 Homestay in Thailand

Homestay in Thailand was originated in Thailand for a long time ago. It can be classified into the following 3 periods:

Primary Age (1960-1982)

- It was established and initiated among groups of students who were the members of rural development clubs. These students wanted to learn about the ideal rural way of life and community.

- It was scattered among international tourists who especially took forest tours in the northern part of Thailand. These tourists always stayed overnight at the hilltribe's villages. Their shelters are appointed as homestays according to their routes.

Middle Age (1983-1993)

- The forest tours gain more popularity. The format and activities of the homestay are well organized. They are widely scattered over hilltribe villages. At this period, homestays begin to cause many problems such as drugs, prostitution, and robbery or even murder.

- Group of activists who developed ideas and activities in the university initiate the non-governmental organizations for development. They exchange their knowledge among their group members and also take excursions that are different from homestays. However, these forms are only organized among small groups.

Present Time (1994-present)

- The trend in the social and environmental development is booming in this period. Tourism tends to focus more on ecotourism.

- During the period from 1994-1996, Thai tourists preferred to take homestay tourism to Europe. The pilot groups are the groups of the old and new activists.

- Since 1994, there is a movement in groups of businessmen and the entrepreneurs. They proposed a new format of tourism: The mixture of adventure, ecotourism and homestay.

However, the concept of homestay in Thailand is brought from the concept of Bed and Breakfast in foreign countries as the method for increasing the income of the community. The people in each part of Thailand are quite different in the aspects of

culture, way of life and the social condition. If the tourists want to experience the Thai way of life, it can be found in the distant rural areas only. Therefore, Thailand homestays are only one part of rural tourism, which started in 1960.

In the past, homestay was only an overnight stay with the villager and not a business form. Now, the Thai government has launched a policy on income distribution to the community. This policy motivated more homestays to open. From the study of the history of Thailand Homestays, it can roughly classify them into 2 types: the business homestay and non - business homestay. Business homestays are tours, which the homeowners get some money to spend from the tourist for the facilities they offered on the tour. Non-business homestay is the one that the hosts get nothing in return from their offers. The latter occurs in the first period of homestay.

In the present time, homestay in Thailand has become a business. The government tried to promote tourism activities to the community within the title "Community Based Tourism and Homestay". In addition, the types of homestay tourists in the present day are general tourists and both of Thai and international students who want to learn the different culture of the villager.

Ply Pong Pang Homestay is the good example homestay in Thailand because this village has a good accommodation, facilities, accessibility and the sustainable tourism management. Ply Pong Pang Homestay was chosen as an ecotourism village during the Amazing Thailand promotion because of its pure nature, Thai way of life, unique traditions and the friendliness of the inhabitants. This completeness made Ply Pong Pang become a successful eco-tourism village. Before the homestay at Ply Pong Pang sub-district was officially opened for the tourists, there were brainstorming activities between the villagers and the head of the community to set up the methodology for managing homestays and service for tourists. In addition, they also created differentiated products and activities including making sugar from coconut trees and seeing fire-flies at night to attract tourists to come to this homestay. Furthermore, the most important aspect of Ply Pong Pang is that the tourists will have a chance to experience the friendliness of the villagers, which is quite rare at this present time.

3.4 The Comparative of Factors of Service of Each Homestay in this Study

Table 4 The Comparative of Factors of Service of Each Homestay

Factors of Service	Homestays		
	Ban Mae Kampong Homestay	Ban Pha Nokkok Homestay	Ban Tamtabtao – Nongbear Homestay
Facilities			
• Bedrooms	✓	✓	✓
• Bathrooms	✓	✓	✓
• Traditional Thai massage	✓	–	✓
• Sauna facilities	✓	–	–
• Shops	✓	✓	✓
Food			
• Thai food	✓	✓	✓
• Northern food	✓	✓	✓
• International food	✓	–	–
Activities			
• The giving of food to the monk	✓	–	–
• Sightseeing waterfall	✓	–	✓
• Seeing Northern Thai music performance	✓	✓	✓
• Participating Thai traditional welcome ceremony	✓	–	✓
• Learning in local agriculture	✓	✓	✓
• Trekking	✓	✓	✓
• Learning the way of life of hill-tribe	–	✓	✓

3.5 Quality Standard of Homestay in Thailand (Homestay Thailand, 2004 online)

There are six sections of quality standards of Homestays in Thailand defined by Office of Tourism Development, Ministry of Tourism and Sports which are 1. Accommodations 2. Food and Nutrition 3. Security 4. Management 5. Sightseeing Activities 6. Environment.

1. Accommodations

- 1) An accommodation has stable construction.
- 2) An accommodation has air ventilation, does not have a fetid smell and has a waterproof of roof.
- 3) There are comfortable places to sleep and clean bedclothes.
- 4) There are a clean bathrooms and a clean toilet.
- 5) Bed sheets have to be changed of each tourists visit.
- 6) Insects that are dangerous to health are eliminated by community's knowledge.
- 7).There is a taking care of surrounding environment around an accommodation.

2. Food and Nutrition

- 1) Food is well cooked, clean and nutritional. Food should be cooked from local ingredients.
- 2) Eating utensils are clean and safe.
- 3) The kitchen is clean without a bad smell.
- 4) Kitchen's utensils and seasoning such chili, fish sauce and salt are clean.
- 5) Drinking and other water are clean.
- 6) There are restaurants within the community because food is not provided to tourists every meal.

3. Security

- 1) There is a security guard to look after tourists' safety.
- 2) There is equipment to contact authorities such as police, nurses or fireman when an accident arises.

Figure 3 Quality Standard of Homestay in Thailand

- 3) There is a preparation of first aid.
- 4) Before tourists arrive, there is a caution about how to take care of the belongings and prepare for medicines in case tourists have underlining diseases.
- 5) There is a regular checking of locks inside an accommodation.

4. Management

- 1) There is a combination of villagers as a society or a co-operative.
- 2) There is a committee to manage the Homestay's project.
- 3) There are rules and regulations for tourists' behavior in order to prevent the interference in local culture, tradition and belief.
- 4) There is an advance reservation for booking a trip.
- 5) There is clear information of cost including an accommodation cost/person/night, food expense/person/meal and tour fee/person or group.
- 6) There is clear information of sightseeing tour for tourists.
- 7) The community has to realize that income from Homestay is extra income that must have no any effect to local traditional careers.
- 8) There are local guides to communicate with tourists.

5. Sightseeing Activities

- 1) There are activities that created by the community such as traveling through a forest, fishing, riding on horseback, mountain climbing and bicycling.
- 2) There are handicrafts' practices for tourists such as weaving cloth and making wickerwork.
- 3) There is entertainment such as music, dance and local cultural shows.
- 4) There are sightseeing activities that do not ruin the environment.
- 5) There is a learning exchange between tourists and house owner.

6. Environment

- 1) There are one or various types of tourism in Homestay such as history tourism or agro-tourism.
- 2) There is a taking care of environment surrounding tourism sites and the community.

Figure 3 (Cont.)

- 3) There are a medicinal treatment center, a post office and a bank near homestay.
- 4) The community has to maintain traditional way of life. They should not charge too much in order to satisfy the need of tourists.

Figure 3 (Cont.)

Source: Homestay Thailand (2004)

4. Related Researches

There are the nearly related researches that focus on the satisfaction of a tourist place and the satisfaction on the other service as follow;

4.1 Gender

Ploycharas Pragattakomol (2004:32) study "A Tourists' Satisfaction in the Thai Cruise Business: M.V. Royal Diamond, a Thai Case Study" it was found that tourists of different gender had different satisfaction on the cruise with the M.V. Royal Diamond.

Harutai Kongkacharoen (2004:21) studied "Tenants' Satisfaction; A Study of River Court and River Place Apartment, Bangkok, Thailand" it was found that the level of satisfaction of male respondent is higher than that of female respondents.

Based on the above studied, the researcher has a hypothesis in this study that's "The Gender of Domestic Tourists" is related to a satisfaction of homestay accommodations in Chiang Mai Province.

4.2 Age

Pimchanok Sunsanee (1997:107) study "Determinants of Service Quality as Perceived by Consumers in Chiang Mai Province" it was found that consumer in different age will pay attention to the factors defining quality of service in the significant different level.

Yaowaree Charoensawat (2000:97) study "The Tourist Satisfaction in Khao Yai National Park for Recreation Purposes" it was found that age was related to the satisfaction in statistic significant level 0.01 which the move age they are, the less satisfaction they perceive.

Wolaphun Dangbuthangkura (2004:22) study "A Study of International Tourists' Satisfaction of Accommodation at Khaosan Road" it showed that the international tourists who have different age lead to the different levels of satisfaction of accommodation at Khaosan road.

From all information above, the researcher has a hypothesis on this study that's "The Age of Domestic Tourist" is related to a satisfaction of homestay accommodations in Chiang Mai Province.

4.3 Educational level

Nonglux Yooyendee (2003) study "The Factors Related to Thai Tourist Preferences in Homestay Activity" it showed that the tourist who had different educational level had different in the preference of homestay activity.

Therefore, the research has a hypothesis that "The Level of The Domestic Tourists Education" is related to a satisfaction of homestay accommodations in Chiang Mai Province.

4.4 Occupation

Khanchit Maraphot (2002:23) study "International Tourists' Behaviour toward Accommodation in Pattaya, Chonburi" it found that the different occupation of international tourists related to the level of satisfaction of accommodation in Pattaya, Chonburi.

Wolaphun Dangbuthangkura (2004:23) study "A Study of International Tourists' Satisfaction of Accommodation at Khaosan Road" it was found that the different occupation of international tourists has different satisfaction of accommodation at Khaosan road.

From all information above, the researcher has a hypothesis that is "Occupation of Domestic Tourists" is related to a satisfaction of homestay accommodations in Chiang Mai Province.

4.5 Income

Thanaporn Methaneesadudee (2000:83) study "Tourists' Satisfaction toward Video Presentation: A case study of Wat Phra Chetuphon Vimolmangklararm Rajiwaramahaviharn". This study showed that international tourist who has income

between 7,000-40,000 dollars had more satisfied toward video's services than international tourists who had income lower than 7,000 dollars. It can be concludes that tourist who had different income lead to the different level of satisfaction toward video presentation at statistic significant level 0.05.

Phenphun Charoenpong (2003:123) study "International Tourists' Satisfaction with The Quality of Service in Accommodation in Thailand" it showed that the income per month of international tourist had an impact on satisfaction at a statistically significant level at 0.05. It found that tourists who had more income had more chance to choose where to stay than tourists who had low income.

From all information above, the researcher has a hypothesis that is "Domestic tourist' incomes are related to a satisfaction of homestay accommodations in Chiang Mai Province.

