

## CHAPTER V

### SUMMARY, DISCUSSION, SUGGESTION AND FURTHER STUDIES

The results of the study of domestic tourists' satisfaction towards homestay accommodations in Chiang Mai Province can be discussed in 4 major sections as follows:

1. Summary of the study
2. Discussion of the findings
3. Suggestions for improving homestay accommodations in Chiang Mai Province to increase tourists' satisfaction
4. Recommendations for further studies

#### **1. Summary of the Study**

The purpose of this research is to study the satisfaction levels of domestic tourists and the factors related to domestic tourists' satisfaction towards the homestay accommodations in Chiang Mai Province. This research is to investigate the demographic factors that are related to the service quality in the following dimensions: tangibility, reliability, responsiveness, assurance, and assurance. The results of this research are summarized from the 400 questionnaires in the following sections.

#### **1.1 General information of domestic tourists**

##### **1.1.1 Personal characteristic**

About half of the domestic tourists were male (51.0%) and about half were female (49.0%). The most of them were between ages 30 – 39 (25.5%). Most of them have graduated from secondary school (34.3%) and high school (25.8%). They tended to be agriculturists (29.0%) with an income lower than 5,000 bath per month (44.0%).

### 1.1.2 Traveling Characteristics

In terms of traveling characteristics of domestic tourists, it was found that most of tourists stayed overnight at homestay accommodation in Chiang Mai Province for 1-2 days (98%) and more than a half of them traveled with the groups of friends (55.8%). The most of them received information about homestay accommodations in Chiang Mai Province from guide book (29.3%). 37.3% of those surveyed responded "likely" when asked if they intended to use homestay accommodations again.

In addition, more than half of the domestic tourists were satisfied in the cleanliness of accommodations (52.8%) as the most important factors to choosing homestay accommodations in Chiang Mai Province. Next was environment of homestay (27.3%) and traditions and culture of local people (26.8%).

## 1.2 Domestic tourists' satisfaction towards the service of homestay accommodations

### 1.2.1 Facilities

From the results, domestic tourists had satisfaction towards the facilities of homestay accommodations at the good level ( $\bar{x} = 3.79$ ). They were highly satisfied with bathrooms ( $\bar{x} = 4.11$ ), and bedrooms ( $\bar{x} = 3.91$ ). Moreover, they had good satisfaction with traditional Thai massage ( $\bar{x} = 3.75$ ) while they were least satisfied with sauna facilities ( $\bar{x} = 3.67$ ) and shops ( $\bar{x} = 3.55$ ), respectively in the homestays.

### 1.2.2 Food

In terms of food, domestic tourists had good satisfaction ( $\bar{x} = 3.65$ ). They were as satisfied with northern food ( $\bar{x} = 3.65$ ) as they were to Thai food ( $\bar{x} = 3.65$ ).

### 1.2.3 Activities

The overall tourist' satisfaction towards activities of homestay was good ( $\bar{x} = 4.08$ ) regarding sightseeing ( $\bar{x} = 4.26$ ). Next was the Northern Thai music performance ( $\bar{x} = 4.24$ ), Thai traditional welcome ceremony ( $\bar{x} = 4.16$ ), giving of alms to monks ( $\bar{x} = 4.10$ ), and learning local agriculture ( $\bar{x} = 3.99$ ). The tourists had least satisfaction with learning the way of life of hill-tribes ( $\bar{x} = 3.91$ ) and trekking ( $\bar{x} = 3.91$ ).

#### **1.2.4 Tourists who never used service of homestay accommodations**

Domestic tourists were least likely to use sauna facilities and traditional Thai massage 304 and 242 people, respectively failed to use those services. In terms of food, 6 tourists never ate Thai food and 4 persons did not eat northern food. As for activities 125 people did not give alms to monks and 93 did not go sightseeing.

### **1.3 Domestic tourists' satisfaction towards homestay accommodations in Chiang Mai Province**

#### **1.3.1 Tangibility of homestay accommodations**

The overall satisfaction towards homestay accommodations in tangibility was good ( $\bar{x} = 4.04$ ). The domestic tourists are highly satisfied with the ventilation of accommodations ( $\bar{x} = 4.34$ ), the comfort of accommodations ( $\bar{x} = 4.30$ ), and room cleanliness ( $\bar{x} = 4.26$ ), respectively. They are least satisfied with the cleanliness of the kitchen utensils and seasonings ( $\bar{x} = 3.75$ ), and the cleanliness of food ( $\bar{x} = 3.86$ ), respectively.

#### **1.3.2 Reliability of homestay accommodations**

In terms of reliability, the overall satisfaction was good ( $\bar{x} = 3.77$ ), especially with the communication of local guides with tourists ( $\bar{x} = 3.86$ ). Next is the amount of information on activities ( $\bar{x} = 3.78$ ), the reasonable price of accommodations ( $\bar{x} = 3.77$ ), and the amount of information provided by the villagers during the first contact ( $\bar{x} = 3.64$ ).

#### **1.3.3 Responsiveness of homestay accommodations**

In term of responsiveness, the overall satisfaction of tourists was good ( $\bar{x} = 3.98$ ). The domestic tourists are very satisfied with the willingness of villagers to help them ( $\bar{x} = 4.04$ ) and the problems solving abilities of villagers ( $\bar{x} = 3.91$ ).

#### **1.3.4 Assurance of homestay accommodations**

The overall satisfaction towards homestay accommodations in terms of assurance was good ( $\bar{x} = 3.66$ ). The tourists are highly satisfied with the security systems of accommodations ( $\bar{x} = 3.80$ ) and the villagers made them feel safe and comfortable ( $\bar{x} = 3.63$ ). The equipment to contact emergency authorities also received good satisfaction from the tourists ( $\bar{x} = 3.53$ ).

### **1.3.5 Empathy of homestay accommodations**

The overall satisfaction in terms of empathy was high ( $\bar{x} = 4.20$ ) regarding the friendliness of villagers of each homestay in Chiang Mai Province ( $\bar{x} = 4.34$ ) while they felt the villagers always take care them anytime ( $\bar{x} = 4.06$ ).

### **1.3.6 The overall tourists' satisfaction of homestay accommodations in five dimensions**

The overall tourists' satisfaction towards empathy dimension was highly satisfaction ( $\bar{x} = 4.20$ ). Next were good satisfied in tangibility ( $\bar{x} = 4.04$ ), responsiveness ( $\bar{x} = 3.98$ ), reliability ( $\bar{x} = 3.76$ ), and assurance ( $\bar{x} = 3.64$ ), respectively.

### **1.3.7 The correlation between five dimensions of homestay accommodations**

A Pearson correlation was used to examine this result. All dimensions of homestay accommodations were correlations between them. The Pearson coefficients are average.

## **1.4 Problems and requirements of domestic tourists concerning homestay accommodations at Chiang Mai Province**

Most domestic tourists complained the water heaters in the homestays do not work well and they felt uncomfortable when they bathed. They recommended high efficiency water heaters for each homestay. Furthermore, some tourists recommended more bathrooms, shops, traditional Thai massage, and sauna facilities when there is a big group in homestay accommodations.

Some of them commented that homestays have too few kinds of food. They asked for a variety of food within accommodations. They asked for quick service in restaurants.

Moreover, there are few activities in some homestays. Some activities are quite expensive, such as participating in the Thai traditional welcome ceremony and attending the northern Thai music performance. Tourists also complained that there is not enough clear information on activities. They required more information from local people for each activity.

Some homestays should provide people who can give detailed information both during the first contact and the homestay itself. Furthermore, the villagers should set clear programs of any activities on time.

## **1.5 Hypothesis Testing**

### **1.5.1 Hypothesis 1**

The first hypothesis was rejected. The results indicated that male and female domestic tourists were not significantly different in their levels of satisfaction of homestay accommodations in Chiang Mai Province. Therefore, it means that the difference in gender was not related to tourists' satisfaction in the five dimensions of homestay accommodations.

### **1.5.2 Hypothesis 2**

The secondary hypothesis was accepted. The results showed a statistical difference based on age among the dimensions of reliability, responsiveness, and assurance. In dimensions of tangibility and empathy, the results indicated that there was no statistical difference.

### **1.5.3 Hypothesis 3**

The third hypothesis was accepted. The results showed a statistical difference based on the level of education of respondents concerning the dimensions of tangibility, reliability, assurance, and empathy. In addition, the results indicated that there was no statistically difference in the score on responsiveness.

### **1.5.4 Hypothesis 4**

The fourth hypothesis was accepted. The results indicated that education level did cause different levels of satisfaction of respondents. Therefore, this means that a difference in education level is related to tourists' satisfaction towards homestay accommodations over the five dimensions: tangibility, reliability, responsiveness, assurance, and empathy.

### **1.5.5 Hypothesis 5**

The fifth hypothesis was rejected. It was found that income was not a significantly factor in respondents satisfaction. Therefore, it means that the difference

income was not related to tourists' satisfaction towards homestay accommodations in five dimensions: tangibility, reliability, responsiveness, assurance, and empathy.

## **2. Discussion of the Finding**

Based on the results on the study of domestic tourists' satisfaction towards homestay accommodations in Chiang Mai Province, it could be discussed as follows:

### **2.1 The domestic tourists' satisfaction towards the service of homestay accommodations**

Domestic tourists have good satisfaction in facilities of homestay accommodations because there are many facilities provided by the homestays. Homestay in other countries simply means that tourists stay at a person's home and pay for beds and meals. Homestay in Thailand refers to the situation when the tourist goes into a village and stays overnight. Their stay may include cultural exchange with the owner and some payment for their beds and meals. In Chiang Mai Province, homestay accommodations provide a variety of facilities, such as traditional Thai massage, sauna facilities, souvenir shop, and restaurants for tourists in order to make them comfortable during stay here. The motivation of facilities of accommodations affects on the satisfaction of tourists. That is supported by Tourism Authority of Thailand, (2001) mentioned that facility of accommodation is the main factor for tourist's decision to travel in Thailand. Therefore, tourists can choose and use these facilities when they stay overnight at homestay accommodations in Chiang Mai Province.

Domestic tourists were satisfied with the food during their homestays. Most came from the north of Thailand and were familiar with northern cuisine. One of fundamental homestay tourist's needs is to eat the local cuisine in order to learn the culture of the village they are visiting. Thus, tourists are satisfied with the food of homestay accommodations in Chiang Mai Province.

Domestic tourists are satisfied with the activities provided by the homestays. The activities provided include sightseeing, Northern Thai music performances, Thai traditional welcome ceremonies, providing alms for monks, leaning local agriculture, trekking, and learning the way of life of hill-tribes. Other powerful tourism magnets

include entertainment and activities. Live entertainment and activities are often main attractions for a vacation trip (McIntosh et al, 1995). Most activities can attract domestic tourists because the homestay tourists need to have experience in the ways of life, culture, calmness, and all of the community activities of the village visited. Each homestay has more than five activities for tourists. They can choose these activities for their trips. Moreover, most activities have a local guide in order to advise and take care of tourists. Therefore, tourists feel comfortable and safe during their trips.

## **2.2 The domestic tourists' satisfaction with homestay accommodations in Chiang Mai Province**

In terms of tangibility, domestic tourists are satisfied with homestay accommodations. Homestay accommodations consist mainly of houses of local people, thus, the management of accommodations is very important for every house. Many homestays in Chiang Mai Province such as Ban Mae Kempong and Ban Pha Nokkok have a quality standard certified by Office of Tourism Development and Ministry of Tourism and Sports in 2005 (Homestay Thailand, 2005. Online). In addition, Ban Mae Kampong homestay is a good and interesting example of homestays in Thailand (Homestay Thailand, 2005. Online). Other homestays in Chiang Mai province are also concerned about accommodations management in order to provide a quality standard of homestay. Therefore, each homestay in Chiang Mai Province still concerns about the appearance of physical facilities and equipment, the physical surroundings, and the cleanliness of rooms, bedclothes, environments, kitchens, food, and utensils. These are some of the reasons tourists are satisfied the homestay accommodations in Chiang Mai Province.

In term of the reliability of homestay accommodations, tourists' satisfaction level is "good". Each homestay in Chiang Mai Province provides local guides for detailing the way of life of local people and providing information on other activities such as Northern Thai music performances, Thai traditional welcome ceremonies, and local agriculture for tourists. Moreover, the local guides are skillful in explaining and entertaining tourists

during the trips. Additionally, the price of each homestay accommodations is reasonable. These factors help satisfy homestay tourists in Chiang Mai Province.

As the responsiveness of homestay accommodations, the tourists have good satisfaction because there are the willingness and ability of the local people to respond the tourist's need. The local people also are helpful when the tourists have problems or require some service over and above that which is ordinarily provided.

In the part of assurance, domestic tourists have good satisfaction because homestay accommodations in Chiang Mai Province are designed to be harmonious with nature and environment. High satisfaction also comes from the fact that the tourists feel secure about making trips in homestay accommodations. This is supported by Harsell (1994) who cites that security is one success factor for tourism management.

The domestic tourists expressed their highest satisfaction in empathy of homestay accommodations in Chiang Mai Province. This may stem from the friendliness, smiling and plenty of service minds, and the willingness of villager to go beyond tourist needs of local people. This is supported by Yupadee Sattapan (2000) who studied the geography of tourism. She reported that the friendliness, smiling and plenty of service minds of local people is the one factor for tourist's decision to buy the service of tourism. Besides, the northern people have a distinctive melodic and sweet-sounding northern dialect, testimony to the peace-loving, gentle, kind, and hospitable characteristics of these people (Tourism Authority of Thailand, 2004. Online). Therefore, the characteristics of local people of Chiang Mai Province may be the main factor for the high level of tourists' satisfaction in empathy of homestay accommodations.

### **2.3 Satisfaction levels differ among domestic tourists with different personal characteristic regarding their homestay accommodations in Chiang Mai Province**

In addition to the results mentioned, it was found that male and female domestic tourists shared the same high level of satisfaction with homestay accommodations. However, the domestic tourists with different ages, education levels, and occupations have significantly different levels of satisfaction with homestay accommodations in Chiang Mai Province.



**Gender** It was found that gender was not related to the domestic tourists' satisfaction towards homestay accommodations. It may be because both males and females have equal access to information. Thus, each will interpret that information and use their own different reasons to decide to stay in each accommodation. The results are opposed to what Ploycharas Pragattakomol (2004) studied the tourists' satisfaction in the Thai cruise business: M.V. Royal Diamond. It was found that males and females had different levels of satisfaction in the cruising with the M.V. Royal Diamond. Moreover, Suchada Nimchaluanwong (2001) studied factors related to the traveling of aged tourists, reported that males had higher satisfaction with traveling than female. However, these reports did not study tourists' satisfaction towards homestay accommodations directly. Thus, the tourists' satisfaction towards homestay accommodations was not related to the different gender of tourists.

**Age** According to the results, the domestic tourists of different ages have different satisfaction levels towards in the areas of reliability, responsiveness, and assurance of the homestay accommodations in Chiang Mai Province. It is consistent with the data of Pimchanok Sunsanee (1997) who studied the determinants of service quality as perceived by consumers in Chiang Mai Province. It was found that consumers in different age groups will pay attention on the factors defining quality of service at a significantly different level. Moreover, Phenphun Charoenpong (2003) studied international tourists' satisfaction with the quality of service in accommodation in Thailand and reported that the older they were, the more satisfaction they received.

The present results indicate that age difference was not related to tourists' satisfaction towards the homestay accommodations in tangibility. However, the groups of tourists who were younger than 20 and between 50-59 years are satisfied with the tangibility of accommodations. This is because homestay owners are much more concerned about the appearance of physical facilities and equipment, the physical surroundings, the cleanliness of room, linen, kitchens, food, and utensils.

According to the results, tourists who were 50-59 years old had the highest satisfaction level in terms of reliability homestay accommodations. This may be because

they had more travel experience and more accurate information about homestays than younger students. Also, each homestay in Chiang Mai Province provided a local guide who was skillful in explaining and entertaining tourists during the trips.

Although there are different levels satisfactions between tourists of different ages, it is a small difference satisfaction. Most of the tourists have a high level of satisfaction concerning the terms of the responsiveness of homestay accommodations. This may be because a local people had a willingness and ability to respond to all tourists' needs.

Tourists who fell into the 30-39, 40-49 and 50-59 year old age groups had the highest satisfaction based on the assurance of homestay accommodations. It may be because the older tourists have to contact the local people about the details of their trips more than the younger tourists. This caused them to have more trusted and confidence in the service, courtesy and competence of the service provider.

Moreover, the results indicated that there was no statistical difference in the perceived empathy of the homestay among the six age groups of respondents. Therefore, it means that age difference was not related to tourists' satisfaction towards homestay accommodations in the dimension of empathy. However, all age groups of domestic tourists except for the under 20 group have highest the highest level satisfaction with the homestay staff's willingness to go beyond tourist' needs.

**Education Level** The domestic tourists with different education levels showed different satisfaction levels towards homestay accommodations in Chiang Mai Province. This is consistent with the data of Nonglux Yooyendee (2003) who studied the factors related to Thai tourist preferences in homestay activities, reported that the tourist who had different education levels had different preferences of homestay activities.

Although, there are different levels of satisfactions between tourists who have different level of education, it is a small gap in the level of satisfaction. Most of the tourists have high level of satisfaction with the tangibility of homestay accommodations. However, tourists who completed secondary school and high school level are more satisfied in the tangibility of the service than those of other education levels. This may be because tourists who completed a higher level of education may need better

accommodations. Most came for relaxation, so they may expect lodgings with air - conditioning and more facilities. These can be the reasons they are less satisfied.

In terms of the reliability of the service, the present results show that most of tourists have a high level of satisfaction. The tourists who completed high school level expressed higher satisfaction in reliability dimension of homestay accommodations than those who completed diploma level. This may be because most tourists who completed secondary school are students and travel for education, so they have more knowledge of activities within homestay accommodations. In addition, tourists who completed higher levels of education may have more knowledge and skill than those of lower education levels. Therefore, they may not believe in the information the local guides provided. For this reason, it can lead them to be less satisfied.

According to the results, it was found that a difference in education level was not related to tourists' level of satisfaction regarding the responsiveness of the service. However, most tourists are satisfied with the responsiveness of villagers. This may be because most of tourists rated the willingness and ability of the local people to respond the tourist's needs highly. Homestay owners care for only 5 – 6 persons in each homestay, so the owner can provide prompt service.

Groups of domestic tourists who completed secondary school and high school level had higher levels of satisfaction with regards to assurance of service than those who completed higher levels of education. This may be because the tourists who completed higher levels of education need more confidence in security systems for unexpected situations than those with lower levels of education. This may explain why the latter group has less satisfaction than the former one.

As for tourists' satisfaction with the empathy of the service offered, there is only a small difference since most groups have a high level of satisfaction. This may be because of the service mindedness of the local people. Most tourists have a high level of satisfaction, so education level dose not have an effect in these terms.

**Occupation** It was found that tourists with different occupations would have different level of satisfaction with homestay accommodations in Chiang Mai Province.

This is consistent with what Khanchit Maraphot's (2002) study of international tourists' behaviour towards accommodation in Pattaya, Chonburi. It found that the different occupations of international tourists related to the levels of satisfaction of accommodation in Pattaya, Chonburi. Moreover, Wolaphun Dangbuthangkura (2004) studied international tourists' satisfaction with accommodation on Khaosan Road. It was found that international tourists of different occupations had different levels of satisfaction. The agriculturists had higher levels of satisfaction in homestay accommodations in Chiang Mai Province than other occupations. This may be because their expectations are well met by the services offered by the local people. This is in accordance with the theory of satisfaction of Abraham and Yole (2000), stating that satisfaction occurs with an effective state or feeling reaction in which the customer's needs, desires and expectations during the course of the service experience have been met or exceeded.

Agriculturists and those self-employed had higher levels of satisfaction with homestay accommodations in the terms of tangibility than government officials. Also, business owners, agriculturists, those self-employed, and retired people have higher levels of satisfaction in the tangibility than students. This may be because government officials and students were larger. They traveled for education with groups of friends and teachers or bosses, so was an inadequacy of facilities and other equipment. This can affect the cleanliness of physical environments, facilities, rooms, and so on. For these reasons, it can lead to them being less satisfied.

In addition, the agriculturists had a higher satisfaction level with the reliability of homestay accommodations than the students. This may be because the agriculturists have lower education level than the students, so most of them may believe in the information of any activities and other knowledge.

Government officials, agriculturists, those self-employed and other occupations have a higher satisfaction level in the responsiveness in service of homestay accommodations than the students. This may be because students come in a large number, therefore, the local people or service providers cannot respond to all of them,

especially in the restaurants of the homestays. This reason can lead them to be less satisfied in the responsiveness of homestay owners.

In term of assurance, there is a small gap of satisfaction among the agriculturists of each occupation. Most of tourists have high satisfaction level in this area. These may be because there is an equipment to contact with authorities such as police, nurse or fireman when an accident is arisen in each homestay, and the villager makes the tourists feel safe during stayed in homestay accommodations. Therefore, most of them felt confident in security system for unexpected situations in tourism.

Moreover, the government officials, business owners, agriculturists, self-employees and other occupations had higher satisfaction level in homestay accommodations in the empathy dimension than the students. It may be because the students came in the large number and traveled with group of friends and their teachers, so they had less contact with the local people. For this reason, it can lead them to be less satisfied.

**Income** It was found that different levels of income did not have an affection the domestic tourists' satisfaction towards homestay accommodations. This may be because the characteristics of homestay accommodations are unique. Homestay is a culturally based form of tourism. Culturally based tourism provides the opportunities to the tourists to stay overnight in the community and exchange cultural and knowledge with the inhabitants. The tourists have to stay with the house owner for a short period and pay for their beds and meals. Moreover, the price of homestay per night is quite cheap. Each homestay in Chiang Mai Province also provided some facilities for tourists in order to make them to feel comfortable during their stay. Thus, different income per month of tourists was not related to tourists' satisfaction towards homestay accommodations because homestay tourists know and accept these characteristics of homestay.

However, the results are opposed to what Thanaporn Methaneesadudee (2000) studied about 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. Furthermore, Phenphun Charoenpong (2003) studied the international tourists' satisfaction with the quality of service in accommodation in Thailand. It was found that tourists who had more income had more chance to choose where to stay than tourists who had low income. However, these researches were not study the tourists' satisfaction towards homestay accommodations directly. Thus, the tourists' satisfaction towards homestay accommodations was not related to the different incomes of tourists.

### **3. Suggestions for Improving Homestay Accommodations in Chiang Mai Province to Increase Tourists' Satisfaction**

In order to increase domestic tourists' satisfaction towards homestay accommodations in Chiang Mai Province, this research provides the suggestions for improving homestay accommodations. The suggestions are initiated from the research finding.

#### **3.1 Facilities**

1. Each homestay should provide the same facilities to serve the tourists in order to have a standard of homestay accommodations in Chiang Mai Province. Examples of those facilities are traditional Thai massage, sauna facility, souvenir shop, and restaurant. One of ten homestay tourist's fundamental needs is to shop for craft, souvenirs of the country, and general merchandise (Petchsri Nonsiri, 2002). Therefore, local souvenir shops are particularly important for tourists who want to memorize the history and culture of the village they are visiting. Moreover, selling local souvenirs of each homestay can increase income and jobs in to the community. These can conserve and promote the tradition and cultural of the village as well.

2. The homestay owners should check the efficiency of any facilities and equipments within their houses, such as water heaters, communication equipment, and locks inside accommodations. These things can make the tourists feel safe and comfortable when they stay at homestay accommodations.

### **3.2 Food**

1. Each homestay in Chiang Mai Province should increase the various foods within accommodations, especially local food because from the survey at each homestay the majority of the food is Thai food. Traditionally, the homestay tourists need to learn and exchange culture with the local people, thus they need to eat the local food, or northern food, which is simple but well prepared.

2. Each homestay should provide enough tables, chairs, fans, cookers and waiters within restaurants in order to handle a high number of tourists.

### **3.3 Activities**

1. There should be more tourism activities in each homestay in order to be more entertaining, especially for the tourists who are students. The homestay owners should initiate other interesting activities in addition to trekking and learning local agriculture, such as photography, astrology, and harvesting local fruits and vegetables.

2. Create new routes for natural learning in each homestay because the tourists can use the new routes for trekking with more excitement and entertainment.

3. Each homestay should set an itinerary for the tourists. In addition, this itinerary should be well managed and provide ample time for a high number of tourists.

4. To have a course on guide training of all activities and any knowledge for tourists in order to increase impression and satisfaction of tourists.

### **3.4 Security**

Each homestay should be more appropriate, properly designed, and provide well maintained protective and safety equipment for unexpected situations, and the risks that may result in injury from participation and activities.

### **3.5 People**

1. Each homestay should train the local people to provide accurate information regarding the overall programs and activities for the tourists in order to avoid misunderstandings, false impressions, or lack of information about the tradition and culture of the village.

2. The principle of the homestay should discuss with homestay owners about the problems and the needs of tourists regularly to enhance the tourists' satisfaction in the future.

3. To have a training course of "smiling and friendly attitude" for homestay owner and local people in order to get more participation and discussion with tourists. This can increase the good experience and reliability with these homestay accommodations and local people.

### **3.6 Other issues**

1. The principle each homestay should contact both government organizations and private organizations to promote homestay accommodations in Chiang Mai Province. This could include educational institutions, travel agents, local newspapers, and local radio stations. This will lead people to know more about homestay in Chiang Mai Province and motivate tourists to use homestay.

2. Each homestay should create a website, brochures, posters, and other promotional materials in order to promote its accommodations. These can attract more tourists.

## **4. Recommendations for further research**

This research focused on the study of domestic tourists' satisfaction towards homestay accommodations in Chiang Mai Province. In addition, there are further points for research in the future in order to gain more advantage in studying homestay accommodations in Chiang Mai Province and other areas.

4.1 The further research should study both domestic and international tourists because it is useful to improve homestay accommodations through knowing international tourists' satisfaction towards homestay accommodations.

4.2 Academic Institution and government sections such as Ministry of Tourism and Sport, Office of Tourism Development, and the Tourism Authority of Thailand should support the research on the study and control of quality standards of homestays in the areas of accommodations, food, security, management, activities, environment, and



marketing promotion. These are useful for all homestay accommodations to gain more tourist satisfaction in the future.

