

FACTORS AFFECTING THE SUCCESS OF HOMESTAY TOURISM BUSINESS CHIANG MAI PROVINCE

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Introduction

Statement and Significance of the Problem

Today's world is constantly changing. People have changed their tastes in life style and according to the modern era in the present day group Demography (Population) that is limited. called "Gen Y" (Gen Y) is an era that grew up with The internet and technology have a habit of not being in the box. and do not like the conditions have the ability to work at about communication and still able to work many things .At the same time in the corner of tourism industry Gen Y group, prefers independent travel, seeks friendship in the destination they arrive. calls himself Back Packer (Backpacker) (Weerasak Sutanthavibul , 2017) . By traveling easily and comfortably do not have to specify much just have one backpack Leaves to carry necessary items, accompanying.

For industry tourism is an industry principle of propulsion the world economy and generate income for the country and make people have an income with the distribution of income. There is an economic turnover regarded as the industry travel plays a key role in the economy and the society of the country. In the part of the government has a policy to support tourism to every community according to the 13th Economic and Social Development Plan has set the direction for Thailand as the destination of tourism that focuses on value and sustainability of New Normal Community ,tourism by promoting community conservation, agricultural and cultural tourism to create value for the local community as well as promoting the area's potential in terms of having good social capital, beautiful terrain, atmosphere and facilities to facilitate tourism. and is area that are safe from natural disasters. With two issues driving development as follows: - Tourism Network - Strategic Tourism which tourism management focus on stimulating the economy that will cause job creation and make a lot of money for families and communities Characteristics and forms of community tourism management (Community-based Tourism) each place is similar. It is an eco-tourism management with community participation. and providing homestay accommodation. Tourism activities are related to nature, culture and traditions of the community such as hiking to see nature, waterfalls, bird watching, flowers, trees, herbs, learning and participating in the way of life local culture and touch local cultural performances. Tourists who are interested in community tourism will be modern tourists. which is the trend of today's tourists They are adventurous, curious, educated and experimental. Want to find new experiences look at business opportunities and have interested in studying local culture such as local food and folk way of life etc. The frequency of travel and travel arrangements are not seasonal. Most of them are self-managed tours in small groups There are also experts in specific fields as tour guides, such as guides for jungle trekking and bird watching. In Thailand, there are villages that operate community-based tourism. And there are many homestay accommodations available and tends to increase every year Because both Thai and foreign tourists prefer to

travel like this more. and the community itself looked see the benefits of community tourism and homestay accommodation which generates additional income from providing tourism services While seeking experiences from tourism in terms of culture, community and nature found Community-based tourism is an attractive tourism product model suitable for a wide range of international and Thai tourists. The vast majority acknowledged that 1) there is a desire to escape from the stress of the city and more rural relaxation; ” Especially European tourists from countries such as the United Kingdom. Netherlands, Germany and France in addition There is still demand from other western countries. Including from Japan, Korea and Hong Kong ; 3) the growing demand for “ interactive ” experiences, including Meeting with locals 4) Interests and activities are becoming more important in attracting tourists compared to just attractions. Tourists are also interested in creative experiences: “ Once-in-a-lifetime memories ” . 5) Increased Awareness and care about nature and the environment climate change and impacts on local communities and cultures. An increasing number of travelers are looking for “ responsible tourism ”. They are increasingly demanding information on environmental and social issues relevant to the places they are visiting, including: 6) the growing demand for “ green ” alternative tourism ; and 6) the growing demand for volunteer-based tourism. tourism for education and travel suitable for the whole family. including visiting local communities which many families want their children of them have a wider education “ out of the classroom” A survey by the Tourism Authority of Thailand found that Today's tourists seek experience tourism more than ever. They agreed to pay for experiences such as performances, craft workshops, adventures, part of which included staying in local homes. or staying in a homestay (Homestay), a local homestay. It is an important part of the development of the tourism industry and the community. This will create economic and social value by service operators. These will be communicators to disseminate knowledge, folk ways, local wisdom, traditions and Thai arts and culture to tourists from around the world.

Community-based tourism by staying in a local homestay or homestay. It became popular in Thailand around 1994-1996, when students used to hitchhike to travel to remote villages. and organized a community development camp Later, the government has promoted homestay tourism. By issuing ministerial regulations except homestays, not subject to the requirements of the hotel business the Hotel Act is more stringent making the homestay business more widespread especially in remote natural attractions The number of tourists is still small not worth opening a capital hotel Including communities with unique cultures and traditions such as hill tribes, Phu Thai people, Chong people, etc.

Therefore, although homestay tourism trends to grow. However, from the study and research, the researcher realized the problem of community-based tourism in homestay style. For example, from the report of the discussion on problems and obstacles in Thai homestays, there are many problems and obstacles waiting to be resolved.

For Chiang Mai which has income from tourism in the top of the country reported income **From January to September 2022, Chiang Mai has a revenue of 38,755 million baht with a total of more than 5.9 million tourists.** which has the highest income in the country operate homestays in various fields Therefore, the researcher was interested in studying the success factors of homestay entrepreneurs in Chiang Mai Province. To be a guideline for further quality development and application.

Research Question

1. What is the behavior of tourists choosing to stay in homestays in Chiang Mai?
2. What are the success factors of homestay entrepreneurs in Chiang Mai?
3. What are the problems and obstacles that affect homestay tourism in Chiang Mai?

Research Objective

1. To study the behavior of tourists choosing to stay in homestays in Chiang Mai.
2. To study the success factors of homestay entrepreneurs in Chiang Mai Province.
3. To study the problems and obstacles affecting homestay tourism in Chiang Mai.

Research hypotheses can be formulated as follows.

1. Satisfaction of tourists in various aspects, including being welcomed by the owner of the house. Characteristics of accommodation, safety, hygiene and food, location, management, marketing and sustainability. Affects the success of homestay entrepreneurship.
2. Satisfaction with the quality of life of the villagers in the area Economic, social, environmental and health aspects affect the success of homestay operations.

Scope of the Study

population boundary

This research will be conducted in a mixed way, that is, both quantitative and qualitative.

Quantitative Interviews will be conducted. Tourists staying at homestays in 5 districts and people in homestay areas in all 5 districts, totaling 200 people.

1. Groups of tourists who visit homestays in 5 districts La district 20 Total 100 cases

2. People in the homestay community who are representatives in each district, 5 districts each 20 Total 100 cases

Qualitative: in-depth interviews with community leaders from 5 districts and 10 homestay entrepreneurs will be conducted.

Content The researcher has studied the documents, concepts, theories and research results. The components of success can be summarized as follows: 1. The homeowner component 2. Accommodation Components 3. Hygiene and Food Components 4. Location Components 5. Activity Components 6. Management component 7. Safety component 8. Marketing Elements 9. Sustainability Elements

Significance of the study

Policy: The results of this research can be used as government information to be used in the planning of tourism policies in the form of homestays Including consideration of regulations The law will help support small entrepreneurs.

Administrative : Operators understand the needs of tourists. and manage homestays in line with the needs of tourists

Academic : From the trend of homestay accommodation Therefore, there should be comparative research on the needs of tourists in each age group and interest.
research hypothesis From the document study and 0 theoretical concepts

Definition of term

Homestay means accommodation for tourists to live together with Landlords Tourists pay to stay in private homes. Interaction between owners House with tourists who stay in the area for common use. Homestay means a form of tourism. Where tourists have to stay with

the owner of the same house with a room or living space in the house can be adapted for tourists to stay temporarily with reasonable compensation and services and facilities Which looks like a business to earn extra income which is in accordance with the definition of the word “ hotel ” of the Hotel Act B.E. 2547 and has been registered with the Department of Tourism. according to the specified criteria

Entrepreneur means homestay owner in Mae Rim District, Mae Taeng District, Chiang Dao District, Mae Rim District and Mae On District. Rated by Trip Advisor

The success of the homestay operation means that the homestay can generate income. able to feed on their own The business does not destroy the environment. and is sustainable, able to continue

Theoretical Concept Review of Related Literature and Study

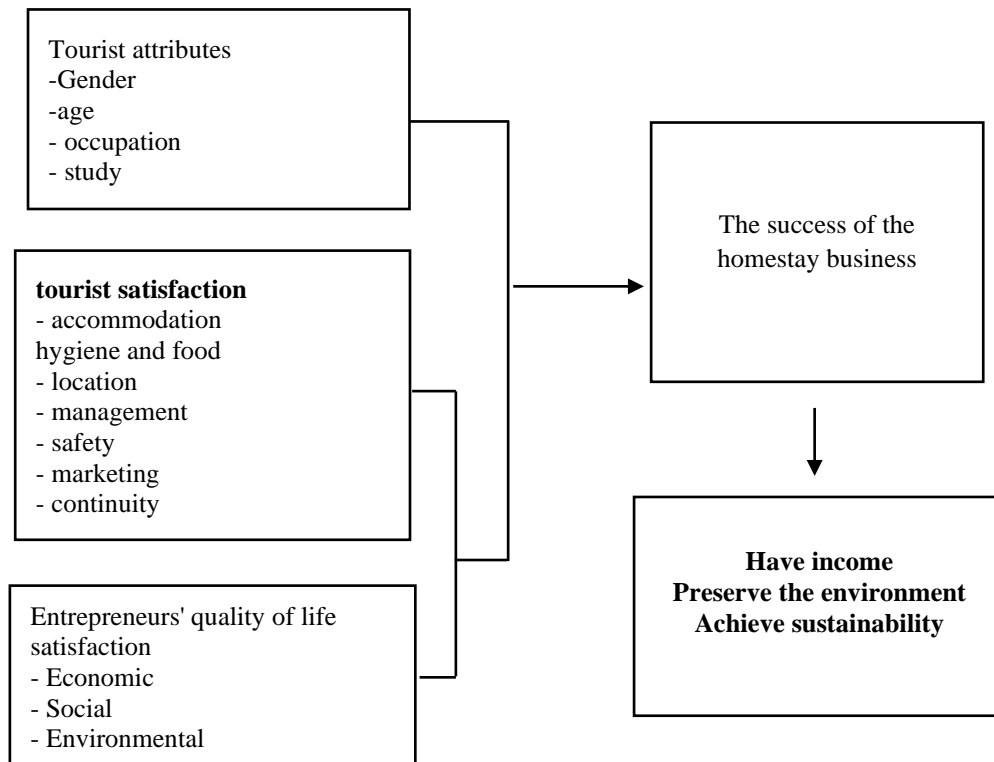
Follett (1993) Concepts and Concepts on “Management is a technique for accomplishing tasks. By relying on others” emphasizes coordination, saying that in management or administration, four types of coordination are needed as follows: 1. Coordination by direct contact with the responsible person 2. Coordination at the initial stage or in the planning stage of activities 3. Coordination that strengthens mutual relations in all activities performed. 4. Coordination is a continuous process.

Thomas J. Peters (2004) presented the In search of Excellence theory as follows: 8 qualities that make an organization excellent are: 1. Bias for Action 2. Being close to the customer (Close to the Customer) 3. Giving freedom to work and creating a sense of ownership of the business (Autonomy and Entrepreneurship) 4. Productivity increase by employees (Productivity through People) 5. Hands-on and Value Driven 6. Doing business with expertise (Stick to the Knitting) 7. Having a simple form and effective use of employees (Simple Form and Lean Staff) 8. Being strict and lenient at the same time (Simultaneous Loose Tight Properties) homestay business in Thailand Most of them are not big businesses. But it requires the cooperation of the community. It will increase efficiency in business operations smoothly. and able to resolve conflicts in the community appropriately

However, in order to complete The researcher applied the related theoretical concepts in the analytical study as follows:

1. The 13th National Economic and Social Development Plan (2023-2027)
2. National Tourism Development Plan No. 3 (2023 - 2027)
3. Human Resource Development Theory
4. Innovation concepts and theories
5. The concept of management theory
6. Travel concept
7. Concept of demographics
8. The concept of participation
9. Satisfaction Theory Concept
10. Theoretical concepts of environmental management
11. Homestay Concept
12. Concept of Corporate Excellence
13. Related Research
14. Conceptual Framework

Conceptual Framework



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