

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND

At present, tourism industry plays an important role earning income for Thailand and seems to be used as a vital tool to develop the country. The tourism industry is developed in various ways and directions to match economic conditions, society and environment in each period. Today, there is the desire to preserve natural resources and the environment and the needs for encouraging the process of learning in tourist attractions; therefore, the concept of sustainable development is conducted to develop the tourism industry of Thailand.

Sustainable tourism development is the development which focuses on the quality control of tourist attractions by considering the potentiality of resources and environments which are able to be utilized for tourism development. Besides, the sustainable tourism development also stresses providing the knowledge regarding the importance of tourist attractions and local participation in tourism development.

Under the sustainable tourism development, The Tourism Authority of Thailand and other related agencies promote tourism activities in various forms to respond to tourists' need such as eco-tourism, adventure tourism, and agro-tourism. Besides, they also support new tourism activities as alternatives for tourists.

Homestay is a new form of the sustainable tourism. It means an overnight stay in a village which is now getting attention from tourists and entrepreneurs. However, managing homestay tourism in Thailand still is at the beginning stage. People involved in the sustainable tourism have misunderstood the guidelines for managing homestay because it originates from other countries. Therefore, to get the good results in conducting homestay tourism in Thailand, some components of homestay tourism have to be modified to comply with the condition of Thailand in various aspects. Such a process has to be conducted gradually within a reasonable time.

The Bankrut area, the study area, has remained fully intact in natural resources and has seen the growth of tourism continually. Moreover, local people in this area often participate in any matter that happens in the community and are involved with the environment. For example, in the past, local people participated in a protest over

situating a power plant in their area. Therefore, it is important and interesting to have a survey of local people's attitudes toward managing homestay services if some villagers or entrepreneurs would like to set it up.

1.2 STATEMENT OF THE PROBLEM

This study aims to answer the following questions:

1.2.1 Main Problem

What are the attitudes of local people toward homestay services?

1.2.2 Sub-Problems

1. At what level do local people know and understand homestay services?
2. What are the local people's opinions of homestay services?
3. What are the influential factors that affect their attitudes?

1.3 OBJECTIVES OF THE STUDY

The objectives of this study are the following:

1.3.1 Main Objective

To ascertain the local people's attitudes toward homestay services

1.3.2 Sub - Objectives

1. To measure local people's knowledge and understanding of homestay services
2. To reveal the local people's opinions of homestay services.
3. To find out the relationship between local people's attitudes toward managing homestay services and their demographic factors including the levels of the understanding.

1.4 DEFINITION OF TERMS

The definitions of the terms of this study are as follows:

1.4.1 Attitude toward Homestay Services refers to what local people in the Bankrut area think about homestay services in terms of cultural tourism, additional income, accommodation service for tourists, and local people's participation in supporting the local tourism industry.

1.4.2 Homestay Services refer to the accommodation services where tourists are allowed to stay overnight in a home with the homeowners for a short period to learn the way the homeowners make a living and exchange cultural traditions with each other by paying for room and food of tourists directly to the homeowners.

1.4.3 Local People refers to people who live in the Bankrut area.

1.4.4 Bankrut Area refers to the area which is the responsibility of Bankrut Tambon Municipality and Thongchai Tambon Administration, Tambon Thongchai, Amphoe Bangsaphan, Prachuap Khiri Khan.

1.4.5 Monthly Household Incomes refers to wages, salary, profit, and other income that family's members, who live in the same home, earn each month.

1.5 SCOPE OF THE STUDY

This study focused only on attitudes of local people toward homestay services. The sampling groups were local people who inhabit the Bankrut area, Prachuap Khiri Khan and have different personal backgrounds. Data and information regarding local people's attitudes were collected via the questionnaires, which were restricted to close-ended questions, and the in-depth interview. The subjects of this study were chosen by using the purposive sampling method.

1.6 SIGNIFICANCE OF THE STUDY

This study will help to specify the attitudes of local people in the Bankrut area, Prachuap Khiri Khan toward homestay services. Based on the results, this study will serve as a beneficial guideline to local people, entrepreneurs in making decisions on

managing homestay services. It will help local government agencies in launching public policies regarding local tourism development as well.

Moreover, this study will be a motivation for other researchers who are interested in similar topics to conduct further study.

1.7 FRAMEWORK OF THE STUDY

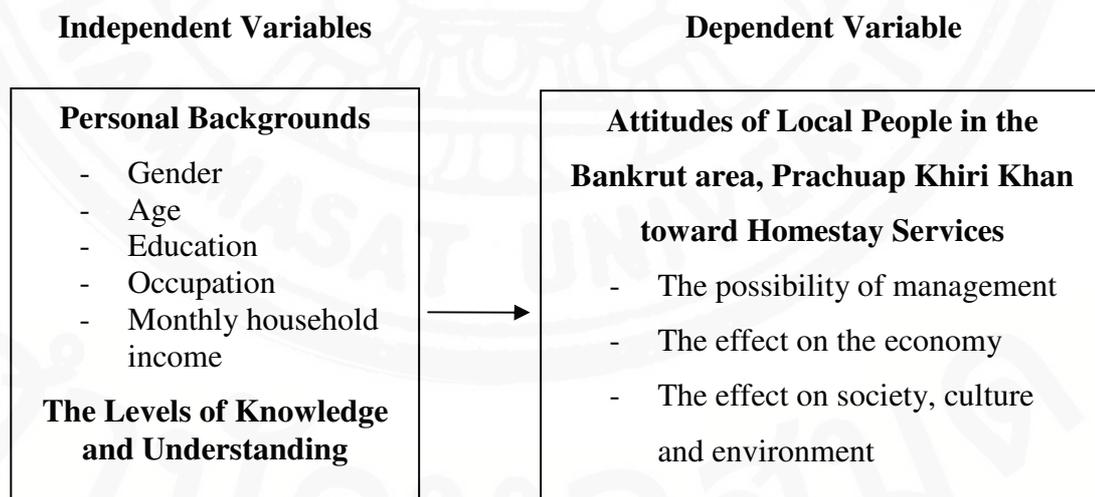
1.7.1 Variables

Independent Variables

The independent variables were local people's personal backgrounds, i.e. gender, age, education, occupation, and monthly household income. The independent variables also include the levels of knowledge and understanding of homestay services because it was expected to affect local people's attitudes toward homestay services.

Dependent Variable

The dependent variable was the attitudes toward homestay services that were measured by a 5-point Likert scale.



1.7.2 Hypothesis

In this study, the following hypotheses were formulated:

Hypothesis 1: Local people's demographic information and the levels of knowledge and understanding affect their attitudes in the dimension of the possibility of managing homestay services.

Hypothesis 2: Local people's demographic information and the levels of knowledge and understanding affect their attitudes toward homestay services in the dimension of the effects on the economy.

Hypothesis 3: Local people's demographic information and the levels of knowledge and understanding affect their attitudes toward homestay services in the dimension of the effects on society, culture and environment.

1.8 ORGANIZATION OF THE STUDY

The study of attitudes of local people in the Bankrut area, Prachuap Khiri Khan toward homestay services in this paper is divided into five chapters.

Chapter One describes the background, the statement of the problem, the objectives of the study, the definition of terms, scope and significance of the study, the framework of the study which shows the relationship between independent and dependent variables, and hypotheses.

Chapter two describes the review of literature related to the concepts of attitude and homestay.

Chapter three provides the methodology which contains subjects, materials, procedures and data analysis.

Chapter four describes the results of the data

Chapter five summarizes all details of the study, discussions of findings and conclusions. Recommendations for further research are also offered in this chapter.