

## **CHAPTER TWO**

### **REVIEW OF LITERATURE**

This section reviews the relevant concepts which are likely to affect local people's attitudes and opinions toward homestay services. Because homestay services have just spread in Thailand's tourism industry recently, the information was included in this section based on books, journals and reliable online sources. Thus, this section presents:

2.1 The Concepts of Attitude

2.2 The Concepts of Homestay

#### **2.1 THE CONCEPTS OF ATTITUDE**

##### **2.1.1 Definitions of Attitude**

Attitudes have been defined in many different ways. Each definition given by social psychologists have slightly different conceptions which depends on what aspects of attitude are emphasized.

Milton Rokeach (1976) stated that "An attitude is a relatively enduring organization of beliefs around an object or situation predisposing one to respond in some preferential manner" (p. 112).

David G. Myers (1993) stated that "An attitude is a favorable or unfavorable evaluative reaction toward something or someone exhibited in one's beliefs, feelings, or intended behavior" (p. 112).

Freedman, Carlsmith and Sears (1970) hold that "An attitude is an enduring system that includes a cognitive component, a feeling component, and an action tendency" (p. 246).

Worchel, Cooper, Goethals and Olson (2000) hold that "An attitude is an evaluative (good-bad) judgment of a target. Thus, an attitude represents the perceiver's favorability or unfavorability toward the target" (p. 126).

### 2.1.2 Components of Attitude

According to Michener and DeLamater (1999) in their book, *Social Psychology*, an attitude has three components; beliefs or cognitions, an evaluation, and a behavioral predisposition.

**1. Beliefs or Cognitions** – “An attitude includes an object label, rules for applying the label, and a set of cognitions or knowledge structure associated with that label”

**2. Evaluation** – “The evaluation component has both a direction which is either positive or negative and an intensity ranging from very weak to very strong. The evaluation component distinguishes an attitude from other types of cognitive elements.”

**3. Behavioral Predisposition** – “An attitude involves a predisposition to respond or a behavioral tendency toward the object. Persons having a specific attitude are inclined to behave in certain ways toward an object and not in other ways.”

### 2.1.3 Functions of Attitude

Katz’s study (as cited in Worchel, Cooper, Goethals, & Olson, 2000, p.129) provided four possible functions of attitude. These functions are as follows:

**1. The Utilitarian Function** – Attitudes serve to maximize rewards and minimize punishments.

**2. The Knowledge Function** – Attitudes help perceivers to understand their environments by providing summary evaluations of objects and groups of objects

**3. The Value-expressive Function** – Sometimes attitudes convey individuals’ values and identities to other people. For example, teenagers’ attitudes toward music and clothing. In this context, social psychologists provide the difference between attitudes and values. Values refer to broad standards or goals that people consider to be important, such as equality, freedom, and health.

**4. The Ego-defensive Function** – Attitudes might protect people from admitting to themselves an uncomplimentary truth.

### 2.1.4 Measurements of Attitude

Because attitudes are mental states and cannot be observed directly, asking questions to people is the common method which is usually taken to find out their attitudes.

Michener and DeLamater (1999) stated that there are two types of attitude measures. One is direct methods which involve asking a direct question and recording the answer. Direct methods include the use of single items, Likert scales, and semantic differential scales.

**1. Single Items** – The single-item scale consists of a direct positive or negative statement about the object or situation, and the respondents indicate whether they agree, disagree, or are unsure. The advantage of this measure is to save time and space in presentation. It is also easy to score. The disadvantage is that the single item is not very precise.

**2. Likert Scales** – The Likert scale consists of a series of statements, at least four statements, about the object of interest. The statements should have the balance between positive statements and negative statements. The respondents indicate how much they agree with each statement. Its advantage is to allow researchers to order respondents fairly. These statements are also commonly used in public opinion polls. Its disadvantage is that it takes more time to conduct and score.

**3. Semantic Differential Scales** – The semantic differential scale is a technique for measuring connotative meaning, a set of psychological meanings that vary from one respondent to another. It consists of a series of two adjectives having opposite meanings. The respondents rate the attitude object on each scale. Data analyses from using this scale identify three aspects of connotative meaning; evaluation, potency, and activity. Four main advantages of such method are comparing an individual's attitudes on three dimensions, allowing more complex differentiation among persons, being used with any object from a specific person to general ones, and being used to assess the meaning of role identities and role behaviors. However, a major disadvantage of such a method is that it takes more time to conduct and score.

The other is indirect methods which involve observing behavior. Such methods are useful when a direct question might draw out a false answer. This is

because some persons might be uncomfortable to answer some types of questions such as their sexual behavior or their living status. Beside that some persons might be unwilling to express their attitudes because they might have strong prejudices toward the objects or situations where researchers want to find out attitudes. Some examples of indirect method include the wrong-number and lost-letter techniques.

## 2.2 THE CONCEPTS OF HOMESTAY

### 2.2.1 Definitions of Homestay

According to The Tourism Authority of Thailand, Homestay is accommodation in a rural community. The hosts are local people who inhabit that community and are the members of a group which is set up to join in arranging homestays in the community. Tourists can stay with the hosts who are pleased and willing to welcome them. The hosts also convey the local traditions and cultures to tourists and take them to visit tourist attractions in the community together with doing various other activities.

The Office of Tourism Development's study (อ้างถึงใน ภูวดล เนตรประชา, 2551, น.8) defined "Homestay" or "Homestay and Village visit" that it means an accommodation which is situated in a rural area, and people in the community are the owners. The hosts or their family have to inhabit or do daily activities in those residences. Besides that they have to be ready to provide services for tourists and have to be accepted within the community.

Dr. Erik Holm-Petersen's study (อ้างถึงใน ชุวิทย์ ศิริเวชกุล, 2544, น.54), a special expert from The World Tourism Organization (WTO), stated that homestay means an overnight stay in a village for tourists who travel to that village. The activities regarding the overnight stay in the village have three types as follows:

1. **Camping** – It means the village areas which are arranged to provide for tourists who do not stay with hosts.

2. **Homestay Accommodation Services** – The meaning of Homestay in Europe is a form of tourism or study abroad program that allows the visitors to stay with a local family. But they have to spend money on room and food to a local family. Accommodation which has those characteristics is called "Bed and Breakfast" or

“Family Stay” for foreign students. Therefore, the meaning of Homestay in this context differs from the meaning of Homestay as it is generally perceived in Thai society.

**3. Village Operated Accommodation Facilities** – It means tourists’ village visit and overnight stay with the hosts for a short period. However, they have to spend money on room and food to a local family. Tourists can learn local cultural traditions from the hosts. The meaning in this context is most close to the meaning of Homestay as Thai people understand it in tourism industry.

Dr. Erik Holm-Petersen also stated that it is more proper to use the word “Village Based Overnight Stays” or “Village Operation” instead of the word “Homestay” which is used in the Thai tourism industry at present.

### **2.2.2 The Standards of Thai Homestay**

According to the Thai Home Stay Certification Standards B.E. 2548 (2005) issued by The Office of Tourism Development, the standards of Thai Homestay are set as follows:

#### Accommodation

- There are a sufficient number of suitable accommodations with a safe structure within the community.
- Living areas are well-ventilated and are free of dampness and any musty odour.
- Sufficient natural light enters the room.
- The roof is well-insulated and waterproof.
- Standard beds, reflecting the norm for the community, clean mattresses and bed linen are provided.
- There is access to clean bathroom and toilet facilities.
- The bed linen is changed following the departure of each guest and a clean set of bed linen is provided to the next guest.
- Service providers employ traditional methods for the control of mosquitoes.

### Food and Nutrition

- Food is well prepared. Utensils are clean and hygienic.
- The kitchen is clean and odour-free.
- Clean drinking water is provided.
- The community is served by a local restaurant.

### Safety

- There are guards on duty to ensure safety and security.
- There is communications equipment available to alert authorities of any impending danger, or if a tourist is sick or injured.
  - There is quick and convenient access to First aid supplies.
  - Service providers advise tourists to keep their personal assets safe and remind them to take along with them any medications they may need.
- Locks in the home are regularly maintained.

### Management

- The service is managed by a group of villagers in the form of an association or a cooperative.
- There is a committee in charge of project management. The management committee sets guidelines for tourists to ensure they do not violate community customs, traditions and beliefs.
  - There is a reservations system and registration system to keep track of tourist information.
  - Service fees and other charges are clearly specified.
  - Management provides full details of tourism activities offered to tourists.
  - Residents within the community do not solely rely on the homestay services for their primary source of income. The homestay service is a supplementary occupation.
  - There is a local guide capable of communicating with tourists.

### Tourism Activities

- Tourism activities are offered.

- There are opportunities for visitors or guests to practice local arts and handicrafts.
- The welcoming ceremony that is staged reflects local cultural traditions.
- There are entertainment options.
- There are environmentally friendly tourism activities.
- There are activities through which tourists and the hosts can learn from each other such as activities that impart knowledge to visitors and guests about the way the hosts make a living, the history of the community, folk beliefs and tales.

#### Environment

- The homestay features at least one natural tourist attraction.
- The homestay promotes the protection and conservation of tourism attractions as well as the natural ambience and environment of the community.
- Homestay accommodation is located within a reasonable distance of a hospital, post office or bank.
- The homestay community still retains its original characteristics and local culture and traditions are still well-preserved.

#### Added Value

- There is a souvenir shop in the community.
- Products made by the villagers using local materials are available for sale.
- Residents of the community promote awareness of the local culture through the homestay service.
- The homestay service provides an opportunity for local people to develop commendable service skills.

#### Marketing

- Homestay managers produce and publish a handbook or pamphlet.
- Public relations activities are undertaken.
- The homestay service is listed in the Ministry of Tourism and Sports' Home Stay Tourism Guidebook.

### **2.2.3 The Problems of Homestay Management in Thailand**

According to Dr. Erik Holm-Petersen's definition of homestay which specified that homestay is village based overnight stays, Dr. Petersen (อ้างถึงใน ชูวิทย์ ศิริเวชกุล, 2544, น.54) proposed the problems of homestay arrangement in Thailand as follows:

#### **1. Language**

A language problem can occur between the hosts and tourists especially foreign tourists. The hosts often cannot communicate with tourists. Such problems can lead to other problems easily.

#### **2. Culture**

Cultural exchanges between tourists and the hosts cannot occur easily because both have different cultures. This can lead to misunderstanding of each other and affect local cultural traditions enormously. For example, local people might change their living associated with the community's tourism.

#### **3. Misunderstanding in Products and Prices Regarding to Tourism**

This problem results from the specification of tourism lists which are unclear. For example, the price of homestay accommodation per night is two hundred baht per person, but it is not specified that such price does not include tour fee, transportation cost, guide fee or etc. This may make tourists think that they are being deceived by service providers.

#### **4. The Level of Expectation and the Different Satisfaction between the Hosts and Tourists**

Tourists may expect the hosts to offer more products and services while the hosts may think their services are already satisfying to tourists.

#### **5. Community's Management**

To solve this problem, some communities set up groups or associations regarding tourism. However, some of them have a monopoly on income allocation which results from pursuing the business benefits of a particular group in the community.

#### **6. Inequality and Inequity among the Groups of Homestay Service Provider**

This problem derives from a community's management. Particularly, when some hosts get tourist allocations from tourism groups or associations in a proportion which is less than another host, they might be dissatisfied and cause a contradiction in the community.

#### **7. Insufficient Facilities for Tourists**

#### **8. Lack of Marketing Knowledge and Skills of the Community**

