

CHAPTER FOUR

RESULTS

This chapter reveals the results of the study which were based on the responded questionnaires from 100 local people in the Bankrut area. The findings were divided into four parts as follows:

- 4.1 Demographic Information of the Respondents
- 4.2 The Levels of Knowledge and Understanding of the Respondents
- 4.3 Attitudes of the Respondents toward Homestay Services
- 4.4 The Relationship between the Attitudes toward Homestay Services and Demographic Information Including the Levels of Understanding.

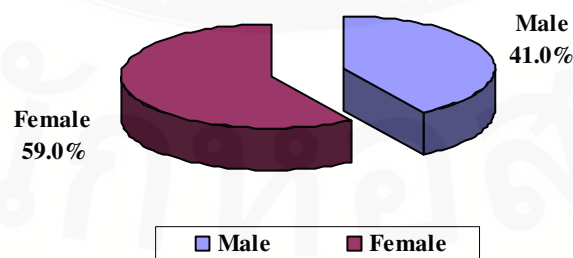
4.1 DEMOGRAPHIC INFORMATION OF THE RESPONDENTS

The first part of the questionnaire was personal data concerning with gender, age, education, occupation, and monthly household income. All information was displayed in the form of percentages of the respondents as follows:

4.1.1 Gender

Of the 100 respondents, most of them were female (59.0%), while the rest were male (41.0%) as shown in Figure 1.

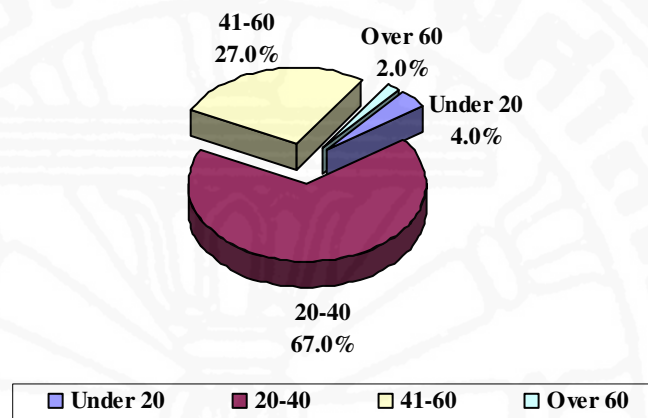
Figure 1. Gender



4.1.2 Age

As shown in Figure 2, the respondents were under 20 years old (4.0%), followed by 20-40 (67.0%), 41-60 (27.0%), and over 60 years old (2.0%), respectively.

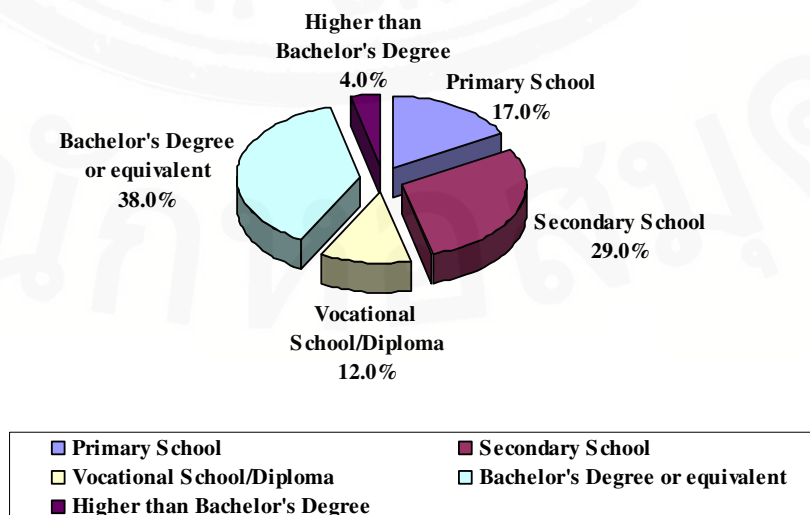
Figure 2. Age



4.1.3 Education

Most of the respondents hold a Bachelor's degree or equivalent (38.0%), followed by those who finished secondary school (29.0%), primary school (17.0%), vocational school or diploma (12.0%) and above a Bachelor's degree (4.0%), respectively as shown in Figure 3. Therefore, it was obvious that most respondents graduated at quite a good level.

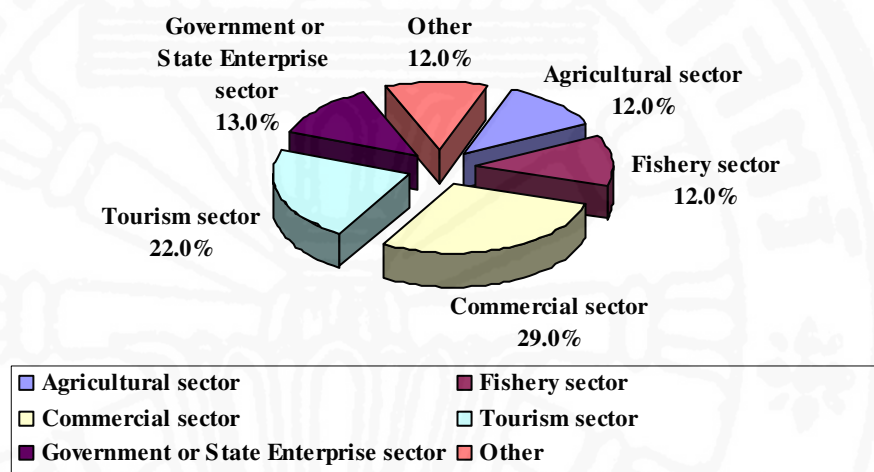
Figure 3. Education



4.1.4 Occupation

As shown in Figure 4, 29.0% of the respondents were working in the commercial sector, followed by 22.0% in the tourism sector and 13.0% in the government or state enterprise sector respectively. The respondents working in agricultural, fishery and other sectors were equal, 12.0%. Therefore, it seemed the respondents in the study area had good occupations.

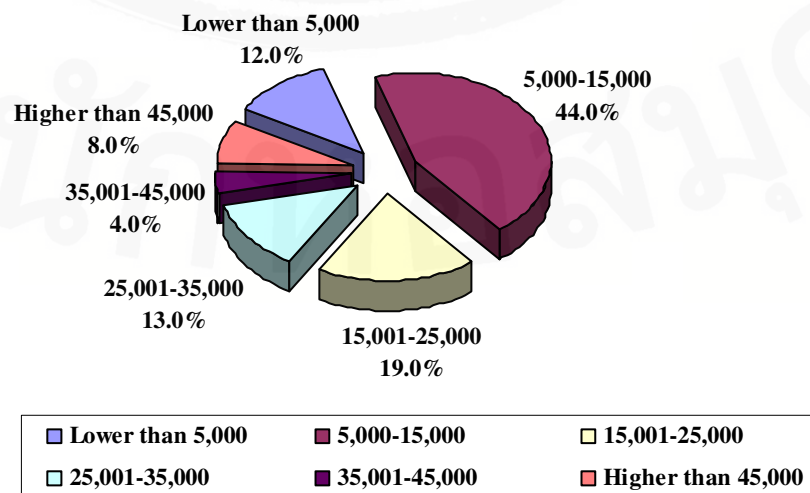
Figure 4. Occupation



4.1.5 Monthly Household Income

Figure 5. revealed that 44.0% of the respondents had a monthly household income range of 5,000-15,000 baht, followed by those with a range of 15,001-25,000 (19.0%), 25,001-35,000 (13.0%), lower than 5,000 (12.0%), higher than 45,000 (8.0%), and 35,001-45,000 (4.0%).

Figure 5. Monthly Household Income



4.2 THE LEVELS OF KNOWLEDGE AND UNDERSTANDING OF THE RESPONDENTS

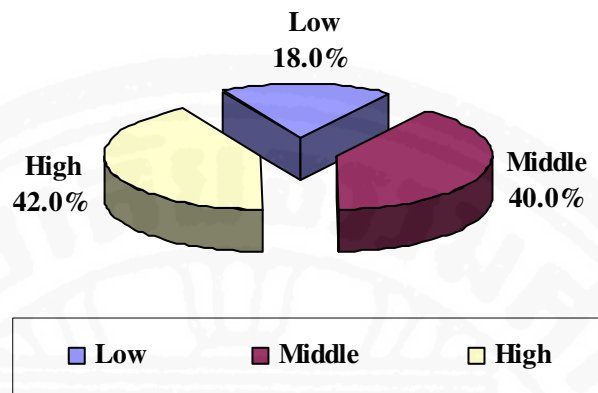
The second part of the questionnaire consisted of 10 “True/False” questions which were both misleading and real questions. They were used for measuring each respondent’s level of knowledge and understanding. Scores of each respondent are shown in Table 3.

Table 3. The Knowledge and Understanding of Homestay Services of Each Respondent Classified by Scores and Levels

Scores of Each Respondent	Number of the Respondents	Total Number of the Respondents Classified by Level	Level
0	0	18	Low (0-5)
1	0		
2	0		
3	0		
4	3		
5	15	40	Middle (6-7)
6	15		
7	25		
8	30	42	High (8-10)
9	9		
10	3		

The levels of knowledge and understanding of homestay services of each respondent were divided into three levels; high, middle and low level, according to the methodology of the study in chapter 3. From Table 3, of the 100 respondents, thirty respondents had a score of 8. Twenty-five respondents had a score of 7, followed by the score 5 and 6 the number of respondents were equal at fifteen. However, none of respondents had a score of less than 4. With classifying respondents by levels of knowledge and understanding, forty-two of them had the knowledge and understanding about homestay services at a high level (score 8-10). Forty were at a middle level (score 6-7), while only eighteen respondents were at a low level (score 0-5). These results described in the form of percentages are shown in Figure 6.

Figure 6. The Levels of Knowledge and Understanding of Homestay Services



The levels of knowledge and understanding of each respondent became one of the independent variables which were used to find out the relationship with the respondents' attitudes as mentioned in section 4.4.

Furthermore, the results from analysis of each question revealed that the questions in which the respondents had most understanding were questions 2, 4 and 5 representing 89%, 94% and 90% respectively. These questions were about tourists and homeowners learning from each other. On the other hand, the questions which caused most misunderstanding were the questions 3 and 8 representing 68% and 70% respectively as shown in Table 4.

Table 4. The Results of Analysis of Knowledge and Understanding Classified by Each Question

Questions	Percentage of the Respondents	
	Misunderstanding	Understanding
1. Homestay is an overnight stay in hotels or resorts over 7 days	31.0	69.0
2. Homestay is a type of accommodation whereby tourists or visitors stay in a home with the homeowners	11.0	89.0
3. Homestay services are focused as the main occupation on residents within the community	68.0	32.0
4. The objectives of tourists in selecting homestay tourism are to learn local cultural traditions and way of life	6.0	94.0
5. Homestay services have to provide activities in which tourists and the hosts can learn from each other	10.0	90.0
6. To give a real image of the lives of villagers, there is no need to improve residences with safety and strength to provide for tourists	29.0	71.0
7. Homestay service is one kind of sustainable tourism	18.0	82.0
8. Homestay is an accommodation service which is no different from hotels or resorts only that tourists can stay with the hosts	70.0	30.0
9. Homestay services should be managed by a group of villagers in the form of an association or a cooperative	21.0	79.0
10. Homestay services have to be only managed by the village without involving any government agencies.	33.0	67.0

Remark: In order to investigate the levels of knowledge and understanding of each respondent, the questions were classified as follows:
the question 2, 4, 5, 7 and 9 were the real questions
the question 1, 3, 6, 8 and 10 were the misleading questions

4.3 ATTITUDES OF THE RESPONDENTS TOWARD HOMESTAY SERVICES

The third part of the questionnaire was to ascertain each respondent's attitude in three dimensions; the possibility of managing homestay services, the effects on the economy and the effects on society, culture and environment. All information was displayed in the form of percentages of the respondents.

4.3.1 The Possibility of Managing Homestay Services

As shown in Table 5, this dimension consisted of 5 sub-issues which were management by relying on tourism resources within a community, the interest in promoting homestay services, the willingness in welcoming both domestic and foreign tourists, the communication with tourists and supporting them to visit tourist attractions and the investment in improving residences as accommodation services.

The results from data analysis revealed that in every sub-issue, the respondents gave their attitudes at the level of "Agree" more than 50%, followed by "Undecided" and "Strongly Agree". It was noticeable that the total percentages of three levels as previously mentioned scored more than 90% on all of the 5 sub-issues. However, from the analysis of each sub-issue, the sub-issue in which the respondents strongly agreed most representing 19% was an interest in promoting homestay services. While the willingness in welcoming both domestic and foreign tourists was the only issue that the respondents strongly disagreed representing 2% and disagreed representing 7%. Moreover, in the sub-issue regarding communication with tourists and supporting them to visit tourist attractions, the respondents strongly agreed, only 14%, which was the least, whereas on the same sub-issue, the respondents gave their attitudes at the level of "Undecided" 31% which was most.

Table 5. Attitudes toward the Possibility of Managing Homestay Services

Sub-Issues	Attitudes toward the Possibility of Managing Homestay Services					
	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	Total
1. It is possible that homestay services will occur by relying on tourism resources within your community.	0.0	1.0	19.0	64.0	16.0	100.0
2. If there are a lot of tourists to visit Bankrut, you will be interested in promoting homestay services in your community.	0.0	6.0	17.0	58.0	19.0	100.0
3. You are pleased and willing if tourists need to stay overnight with you and pay for room and food.	2.0	7.0	22.0	53.0	16.0	100.0
4. You can communicate with domestic and foreign tourists as well as support them to visit tourist attractions in your community.	0.0	1.0	31.0	54.0	14.0	100.0
5. You are willing to invest in improving your residence as an accommodation service which has standards and hygienic practices for tourists when they visit your village.	0.0	2.0	24.0	58.0	16.0	100.0

4.3.2 The Effects on the Economy

As shown in Table 6, this dimension consisting of 5 sub-issues were the increasing income of local people from the homestay services as a supplementary occupation, the effect of managing homestay services against local people's main occupations, an opportunity for getting a job of villagers from the homestay services, the promoting homestay services to stimulate local economic growth and the effect of managing homestay services against other kinds of tourism businesses.

The results from data analysis revealed that on 3 sub-issues; the increasing income of local people, an opportunity for getting a job and promoting homestay services to stimulate local economic growth, the respondents gave their attitudes at the level of "Agree" more than 50%, while the remaining 2 sub-issues were given the attitude at the level of "Undecided" nearly 50%. It was noticeable that the total percentages of three levels; "Undecided", "Agree" and "Strongly agree, in the first 4 sub-issues had more than 90%, whereas the total percentages at those levels on the last sub-issue were almost 90%.

However, from analysis of each sub-issue, promoting homestay service to stimulate local economic growth was the sub-issue with which the respondents strongly agreed at the highest percentage of 19%, while the effect of managing homestay services against other kinds of tourism businesses was the sub-issue with which the respondents strongly agreed and agreed the least representing 7% and 37% respectively. In addition, it was the only sub-issue with which the respondents disagreed and strongly disagreed most representing 10% and 1% respectively.

Table 6. Attitudes toward the Effects on the Economy

Sub-Issues	Attitudes toward the Effects on the Economy					Total
	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	
6. The homestay services can increase your income as a supplementary occupation.	0.0	4.0	19.0	60.0	17.0	100.0
7. Managing homestay services won't affect negatively your main occupation such as working time, allocated main income for maintenance of your services.	0.0	8.0	43.0	42.0	7.0	100.0
8. The homestay services provide an opportunity for villagers to get a job such as cleaning services, laundry services, guide services, etc.	0.0	4.0	13.0	66.0	17.0	100.0
9. Promoting homestay services will stimulate local economic growth.	0.0	1.0	19.0	61.0	19.0	100.0
10. The homestay services won't negatively affect other kinds of tourism businesses such as hotels, resorts, guesthouses and restaurants.	1.0	10.0	45.0	37.0	7.0	100.0

4.3.3 The Effects on Society, Culture and Environment

As shown in Table 7, this dimension consisted of 5 sub-issues which were the willingness to learn and exchange local culture traditions with tourists, the effect on the villagers' way of life, folk beliefs and local cultures, the encouragement of local participation leading to a strong community process, the preservation of natural resources and environment within the community and any contradictions among local people.

The results from the data analysis revealed that on all of the 5 sub-issues, the total percentages of three levels; “Undecided”, “Agree” and “Strongly agree”, had more than 95%. From analysis of each sub-issue, the sub-issue with which the respondents strongly agreed most representing 20% was the willingness to learn and exchange local culture traditions with tourists, and it was the sub-issue with which the respondents agreed most representing 71% as well. On the other hand, the sub-issue regarding the preservation of natural resources and environment within the community, none of the respondents gave their attitudes both “Strongly Disagree” and “Disagree”. Moreover, none of the respondents strongly disagreed with any of the 5 sub-issues.

Table 7. Attitudes toward the Effects on Society, Culture and Environment

Sub-Issues	Attitudes toward the Effects on Society, Culture and Environment					Total
	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	
11. You are willing to learn and exchange local cultural traditions with tourists.	0.0	1.0	8.0	71.0	20.0	100.0
12. The homestay services won't have negative effects on the villagers' way of life, folk belief and local culture.	0.0	1.0	35.0	55.0	9.0	100.0
13. Homestay service is a kind of tourist activity that encourages local participation leading to a strong community process.	0.0	3.0	21.0	57.0	19.0	100.0
14. The homestay service is a kind of sustainable tourism which preserves natural resources and environment in your community.	0.0	0.0	27.0	56.0	17.0	100.0
15. Promoting homestay services won't cause any contradiction among local people.	0.0	2.0	45.0	41.0	12.0	100.0

4.4 THE RELATIONSHIP BETWEEN THE ATTITUDES TOWARD HOMESTAY SERVICES AND DEMOGRAPHIC INFORMATION INCLUDING THE LEVELS OF UNDERSTANDING

To test the hypothesis whether the respondents' demographic information consisting of gender, age, education, occupation and monthly household income including the levels of understanding had any influence on their attitudes toward homestay services or not, the researcher analyzed the data to search for the relationship between the above independent variables and attitudes of each respondent toward homestay services.

According to the methodology of the study in chapter 3, attitudes of the respondents were divided into the 5-point rating scale, ranging from "Strongly Agree" to "Strongly Disagree". The criteria and meaning of each range are shown in Table 8.

Table 8. The Percentage of the Respondents Classified by Ranges in Each Dimension

Dimensions	Attitudes toward Homestay Services				
	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
	Range				
	1.00 - 1.80	1.81 - 2.60	2.61 - 3.40	3.41 - 4.20	4.21 - 5.00
The Possibility of Management	0.0	3.0	17.0	61.0	19.0
The Effects on the Economy	0.0	1.0	26.0	59.0	14.0
The Effects on Society, Culture and Environment	0.0	1.0	23.0	61.0	15.0

The method of finding the percentage of the respondents as shown in Table 8 was described as follows:

1. Each respondent's points in each sub-issue of 3 dimensions were calculated to find the average points of each of them.

2. Those average points were classified by the ranges of attitude which were “Strongly Disagree” (1.00-1.80), “Disagree” (1.81-2.60), “Undecided” (2.61-3.40), “Agree” (3.41-4.20) and “Strongly Agree” (4.21-5.00).

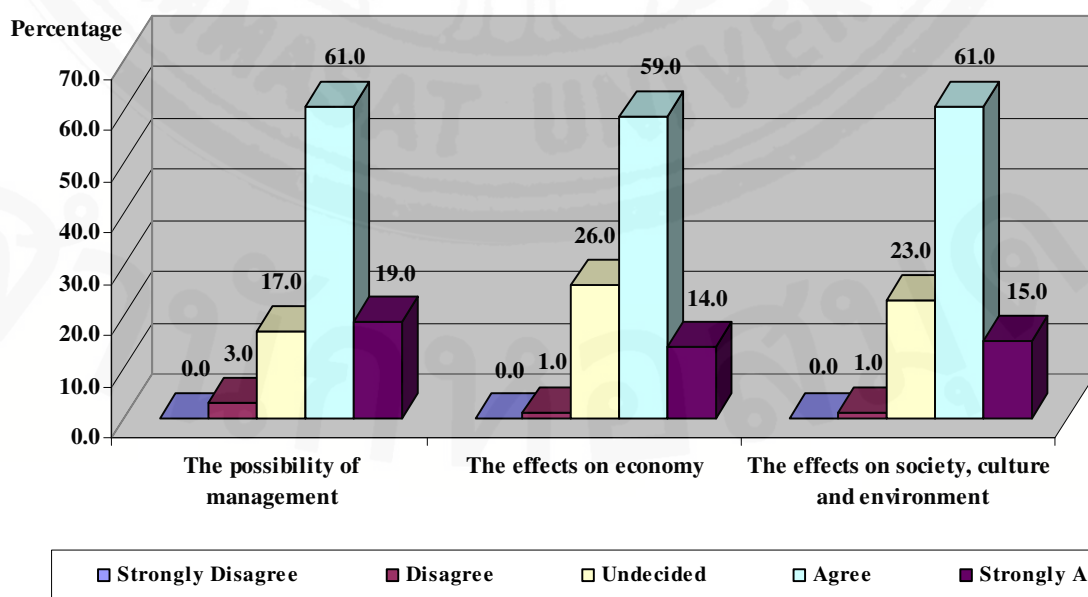
3. After being classified into the ranges of attitude, the average points of each respondent were counted and then calculated in the form of percentages of the respondents.

From Table 8, in the overview of the possibility of management homestay services, of the 100 respondents, most of them gave their attitude at the level of “Agree” (61.0%), followed by “Strongly Agree” (19.0%), “Undecided” (17.0%) and “Disagree” (3.0%) respectively.

In the overview of the effects on the economy, most respondents agreed representing 59.0%, followed by “Undecided” at 26.0% and “Strongly Agree” at 14.0% respectively.

In the overview of the effects on society, culture and environment, most respondents agreed representing 61.0%, followed by “Undecided” at 23.0% and “Strongly Agree” at 15.0% respectively. The results of finding out each respondent’s attitudes in the overview of all of 3 dimensions were summarized in Figure 7.

Figure 7. The Overview of Respondents’ Attitudes in Each Dimension



The percentages of the respondents classified by the ranges of attitude in each dimension were used to find out the relationship between the respondents' attitudes toward homestay services and their backgrounds including the levels of understanding.

Besides, in the analysis of the relationship as mentioned above, the researcher set the criteria of the relationship at the significant level of 0.05 in consideration of the statistics from Chi-Square Tests. The results from Chi-Square Tests which was lower than the significant level 0.05 were considered as the independent variables; gender, age, education, occupation and monthly household income including the levels of understanding, had a relationship with the dependent variable which was the respondents' attitudes in the three dimensions.

4.4.1 The Relationship with Attitudes in the Dimension of the Possibility of Managing Homestay Services.

Hypothesis 1: The 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.

As shown in Table 9, when a Chi-Square Test was used to test Hypothesis 1, no significant difference was found between the attitudes toward the possibility of managing homestay services and the respondents' demographic information consisting of gender, age, education, occupation, monthly household income including the levels of knowledge and understanding. Therefore, the local people's demographic information and the levels of knowledge and understanding did not affect their attitudes in the dimension of the possibility of managing homestay services.

Table 9. The Demographic Information and the Levels of Knowledge and Understanding with the Attitudes toward the Possibility of Managing Homestay Services

	Attitudes toward Homestay Services (The Possibility of Management)						Chi-Square Tests Sig. (2-sided)
	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	Total	
Gender							0.367
Male	0.0	0.0	9.0	24.0	8.0	41.0	
Female	0.0	3.0	8.0	37.0	11.0	59.0	
Total	0.0	3.0	17.0	61.0	19.0	100.0	
Age							0.794
Under 20 years old	0.0	0.0	0.0	4.0	0.0	4.0	
20-40	0.0	2.0	12.0	42.0	11.0	67.0	
41-60	0.0	1.0	5.0	14.0	7.0	27.0	
Over 60 years old	0.0	0.0	0.0	1.0	1.0	2.0	
Total	0.0	3.0	17.0	61.0	19.0	100.0	
Education							0.194
Primary School	0.0	1.0	2.0	8.0	6.0	17.0	
Secondary School	0.0	0.0	4.0	20.0	5.0	29.0	
Vocational School/Diploma	0.0	0.0	3.0	5.0	4.0	12.0	
Bachelor's Degree or Equivalent	0.0	2.0	8.0	26.0	2.0	38.0	
Higher than Bachelor's Degree	0.0	0.0	0.0	2.0	2.0	4.0	
Total	0.0	3.0	17.0	61.0	19.0	100.0	
Occupation							0.178
Agricultural Sector	0.0	0.0	2.0	6.0	4.0	12.0	
Fishery Sector	0.0	0.0	0.0	10.0	2.0	12.0	
Commercial Sector	0.0	0.0	7.0	14.0	8.0	29.0	
Tourism Sector	0.0	2.0	5.0	12.0	3.0	22.0	
Government or State Enterprise Sector	0.0	1.0	3.0	9.0	0.0	13.0	
Other	0.0	0.0	0.0	10.0	2.0	12.0	
Total	0.0	3.0	17.0	61.0	19.0	100.0	
Monthly Household Income							0.544
Lower than 5,000 Baht	0.0	1.0	2.0	8.0	1.0	12.0	
5,000-15,000	0.0	1.0	5.0	30.0	8.0	44.0	
15,001-25,000	0.0	0.0	2.0	11.0	6.0	19.0	
25,001-35,000	0.0	1.0	3.0	6.0	3.0	13.0	
35,001-45,000	0.0	0.0	2.0	2.0	0.0	4.0	
Higher than 45,000 Baht	0.0	0.0	3.0	4.0	1.0	8.0	
Total	0.0	3.0	17.0	61.0	19.0	100.0	
The Level of Knowledge and Understanding							0.676
Low	0.0	0.0	4.0	10.0	4.0	18.0	
Middle	0.0	2.0	4.0	25.0	9.0	40.0	
High	0.0	1.0	9.0	26.0	6.0	42.0	
Total	0.0	3.0	17.0	61.0	19.0	100.0	

4.4.2 The Relationship with Attitudes in the Dimension of the Effects on the Economy

Hypothesis 2: The 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.

Table 10. showed that when a Chi-Square Test was used to test Hypothesis 2, no significant difference was found between the attitudes in the dimension of the effects on the economy and the respondents' demographic information consisting of gender, age, education, occupation, monthly household income including the levels of knowledge and understanding. Therefore, the local people's demographic information and the levels of knowledge and understanding did not affect their attitudes toward homestay services in the dimension of the effects on the economy.

Table 10. The Demographic Information and the Levels of Knowledge and Understanding with the Attitudes toward Homestay Services in the Dimension of the Effects on the Economy

	Attitudes toward Homestay Services (The Effects on the Economy)						Chi-Square Tests Sig. (2-sided)
	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	Total	
Gender							0.465
Male	0.0	0.0	11.0	22.0	8.0	41.0	
Female	0.0	1.0	15.0	37.0	6.0	59.0	
Total	0.0	1.0	26.0	59.0	14.0	100.0	
Age							0.051
Under 20 years old	0.0	0.0	4.0	0.0	0.0	4.0	
20-40	0.0	1.0	16.0	42.0	8.0	67.0	
41-60	0.0	0.0	5.0	17.0	5.0	27.0	
Over 60 years old	0.0	0.0	1.0	0.0	1.0	2.0	
Total	0.0	1.0	26.0	59.0	14.0	100.0	
Education							0.308
Primary School	0.0	0.0	2.0	12.0	3.0	17.0	
Secondary School	0.0	0.0	11.0	15.0	3.0	29.0	
Vocational School/Diploma	0.0	0.0	1.0	7.0	4.0	12.0	
Bachelor's Degree or Equivalent	0.0	1.0	12.0	21.0	4.0	38.0	
Higher than Bachelor's Degree	0.0	0.0	0.0	4.0	0.0	4.0	
Total	0.0	1.0	26.0	59.0	14.0	100.0	
Occupation							0.883
Agricultural Sector	0.0	0.0	4.0	6.0	2.0	12.0	
Fishery Sector	0.0	0.0	2.0	7.0	3.0	12.0	
Commercial Sector	0.0	0.0	7.0	16.0	6.0	29.0	
Tourism Sector	0.0	1.0	6.0	14.0	1.0	22.0	
Government or State Enterprise Sector	0.0	0.0	4.0	8.0	1.0	13.0	
Other	0.0	0.0	3.0	8.0	1.0	12.0	
Total	0.0	1.0	26.0	59.0	14.0	100.0	
Monthly Household Income							0.825
Lower than 5,000 Baht	0.0	0.0	4.0	6.0	2.0	12.0	
5,000-15,000	0.0	0.0	10.0	28.0	6.0	44.0	
15,001-25,000	0.0	1.0	3.0	13.0	2.0	19.0	
25,001-35,000	0.0	0.0	5.0	6.0	2.0	13.0	
35,001-45,000	0.0	0.0	1.0	3.0	0.0	4.0	
Higher than 45,000 Baht	0.0	0.0	3.0	3.0	2.0	8.0	
Total	0.0	1.0	26.0	59.0	14.0	100.0	
The Level of Knowledge and Understanding							0.593
Low	0.0	0.0	5.0	9.0	4.0	18.0	
Middle	0.0	0.0	13.0	23.0	4.0	40.0	
High	0.0	1.0	8.0	27.0	6.0	42.0	
Total	0.0	1.0	26.0	59.0	14.0	100.0	

4.4.3 The Relationship with Attitudes in the Dimension of the Effects on Society, Culture and Environment

Hypothesis 3: The 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.

As shown in Table 11, when a Chi-Square Test was used to test Hypothesis 3, no significant difference was found between the independent variables; gender, age, education, occupation, monthly household income including the levels of understanding and the respondents' attitudes in the dimension of the effects on society, culture and environment. However, the education of the respondents had a significant difference with their attitudes toward homestay services in the dimension of the effects on society, culture and environment. The result from the Chi-Square Test was at 0.04, which was lower than the significant level 0.05. Therefore, the different education of local people affected their attitudes toward homestay services. The different education of local people affected their attitudes because local people who graduated at the higher level than Bachelor's degree tended to disagree that homestay services would not negatively affect their ways of life. In addition, they tended to disagree that homestay services would preserve tourism resources and would not cause any contradiction among local people.

However, because the number of respondents was limited by time and budget, the results from analyzing the data with Chi-Square Tests might not reflect the true overall picture or opinions of local people with different educations.

Table 11. The Demographic Information and the Levels of Knowledge and Understanding with the Attitudes toward Homestay Services in the Dimension of the Effects on Society, Culture and Environment

	Attitudes toward Homestay Services (The Effects on Society, Culture and Environment)						Chi-Square Tests Sig. (2-sided)
	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	Total	
Gender							0.628
Male	0.0	0.0	9.0	24.0	8.0	41.0	
Female	0.0	1.0	14.0	37.0	7.0	59.0	
Total	0.0	1.0	23.0	61.0	15.0	100.0	
Age							0.084
Under 20 years old	0.0	0.0	3.0	1.0	0.0	4.0	
20-40	0.0	1.0	12.0	47.0	7.0	67.0	
41-60	0.0	0.0	8.0	12.0	7.0	27.0	
Over 60 years old	0.0	0.0	0.0	1.0	1.0	2.0	
Total	0.0	1.0	23.0	61.0	15.0	100.0	
Education							0.040
Primary School	0.0	0.0	5.0	6.0	6.0	17.0	
Secondary School	0.0	0.0	9.0	16.0	4.0	29.0	
Vocational School/Diploma	0.0	0.0	2.0	8.0	2.0	12.0	
Bachelor's Degree or Equivalent	0.0	1.0	4.0	30.0	3.0	38.0	
Higher than Bachelor's Degree	0.0	0.0	3.0	1.0	0.0	4.0	
Total	0.0	1.0	23.0	61.0	15.0	100.0	
Occupation							0.391
Agricultural Sector	0.0	0.0	1.0	7.0	4.0	12.0	
Fishery Sector	0.0	0.0	4.0	5.0	3.0	12.0	
Commercial Sector	0.0	0.0	8.0	16.0	5.0	29.0	
Tourism Sector	0.0	1.0	6.0	14.0	1.0	22.0	
Government or State Enterprise Sector	0.0	0.0	1.0	10.0	2.0	13.0	
Other	0.0	0.0	3.0	9.0	0.0	12.0	
Total	0.0	1.0	23.0	61.0	15.0	100.0	
Monthly Household Income							0.163
Lower than 5,000 Baht	0.0	0.0	6.0	4.0	2.0	12.0	
5,000-15,000	0.0	0.0	6.0	30.0	8.0	44.0	
15,001-25,000	0.0	1.0	3.0	13.0	2.0	19.0	
25,001-35,000	0.0	0.0	5.0	5.0	3.0	13.0	
35,001-45,000	0.0	0.0	0.0	4.0	0.0	4.0	
Higher than 45,000 Baht	0.0	0.0	3.0	5.0	0.0	8.0	
Total	0.0	1.0	23.0	61.0	15.0	100.0	
The Level of Knowledge and Understanding							0.532
Low	0.0	0.0	6.0	8.0	4.0	18.0	
Middle	0.0	0.0	8.0	25.0	7.0	40.0	
High	0.0	1.0	9.0	28.0	4.0	42.0	
Total	0.0	1.0	23.0	61.0	15.0	100.0	

In conclusion, this chapter has presented the results of finding out the relationship between local people's backgrounds including the levels of understanding and their attitudes toward homestay services in three dimensions. In the overview, the local people's demographic information and the levels of understanding did not affect their attitudes toward homestay services in each dimension. However, the results from analyzing data found that there was a relationship between the education of the respondents and their attitudes in the dimension of the effects on society, culture and environment. The findings of the study will be summarized and discussed in the next chapter.

