

ABSTRACT

In recent years, both domestic and international tourists have found a new manner of visiting interesting places in Thailand through home stay. Instead of staying in hotels or serviced apartments, these tourists pay to stay with hosts who rent out their spare living facilities. The tourists would like to have a taste of how the local community lives and experience all aspects of their culture in their own habitat. Home stay also greatly benefits the hosts with a new revenue stream.

In this study, the researcher studied the local community's attitudes toward home stay tourism impacts at Na Jok village, Nakhon Phanom Province. A total sample size of 220 questionnaires was used. The study used a non-random, convenience sampling method at Na Jok Village. Descriptive statistics in the forms of One-Way ANOVA was used to analyze the relationship between local's community demographic and the attitude of local community towards the impact of home stay tourism.

The findings revealed that there are 24 hypotheses in this study and out of 24 hypotheses, there are nine hypotheses that the significant value is less than 0.05, the null hypothesis rejected, which are following, H12, H4, H6, H8, H115, H116, H119, H120 and H22. On the other hand, there is a significant statistical difference in the attitudes of local community based on age, income and educational level in some statements, due to there are fifteen hypotheses that the significant value is more than 0.05, the null hypothesis failed to reject, which are following, H1, H3, H5, H7, H9, H10, H11, H12, H13, H14, H17, H118, H21, H23, and H24. Arising from the study, the researcher offered recommendations for enhancement and improvement to the Na Jok homestay and Tourism Authority of Thailand (TAT).

Key-words: attitude, local community, home stay, tourism impacts, Na Jok Village