



A STUDY ABOUT THE PERCEPTIONS OF LOCAL RESIDENTS CONCERNING  
THE ECONOMIC, SOCIAL, CULTURAL, ENVIRONMENTAL, AND  
PHYSICAL IMPACT OF HOMESTAY TOURISM. (A CASE STUDY  
OF PLAI SHONG PHANG VILLAGE, THAILAND)

By

Mr. Praphunphong Chinnaphong

Submitted in Partial Fulfillment of the  
Requirement for the Degree of  
Master of Arts in Tourism Management in the  
Graduate School of Tourism Management

Assumption University  
Graduate School of Business

June, 2003



**A STUDY ABOUT THE PERCEPTIONS OF LOCAL RESIDENTS  
CONCERNING THE ECONOMIC, SOCIAL, CULTURAL,  
ENVIRONMENTAL, AND PHYSICAL IMPACT OF HOMESTAY TOURISM.  
(A CASE STUDY OF PLAI PHONG PHANG VILLAGE, THAILAND)**

**By**

**Mr. Praphunphong Chinnaphong**

**Submitted in Partial Fulfillment of the Requirements for the Degree of  
Master of Arts in Tourism Management  
In the  
Graduate School of Tourism Management  
of  
Assumption University  
Master of Arts in Tourism Management**

**Assumption University  
Graduate School of Business  
June, 2003**

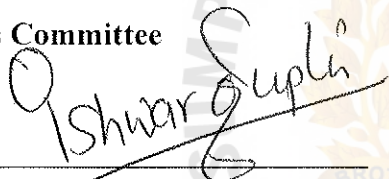
## ACCEPTANCE

This dissertation was prepared under the direction of the candidate's Advisor and committee Members/Examiners. It has been approved and accepted by all members of that committee, and it has been accepted in partial fulfillment of the requirements for the degree of Master of Arts in Tourism Management in the Graduate School of Tourism Management of Assumption University of Thailand.



  
\_\_\_\_\_  
Director & Associate Dean

Graduate School of Tourism Management

Thesis Committee



\_\_\_\_\_  
Prof. Dr. Ishwar Chandra Gupta  
(Advisor)

  
\_\_\_\_\_  
Dr. Tang Zhimin  
\_\_\_\_\_  
Dr. Navin Chandra Mathur  
\_\_\_\_\_  
Dr. Michael Schemmann  
\_\_\_\_\_  
For Ms. Vil asinee Chaisrakeo  
(MUA Representative)



Office of Graduate Studies, Assumption University

Vilasinee Chairsraeko <[Vilasinee@acc.chula.ac.th](mailto:Vilasinee@acc.chula.ac.th)> wrote:

มหาวิทยาลัยอัสสัมชัญ

From: Vilasinee Chairsraeko  
Date: Tue, 8 Jul 2003 11:49:33 +0700  
To: "Dr: Jeffrey M. Wachtel"  
CC: [jwasia2001@yahoo.com](mailto:jwasia2001@yahoo.com)  
Subject: Letter of Authorization

Dear Dr. Jeffrey,

Below is the authorization letter for you to sign the thesis of Mr. Praphunphong Chinnaphong in my name. Thank you for your kind assistance.

Regards,  
Villa

\*\*\*\*\*

Dear Graduate School of Tourism Management Committee

This letter is issued to authorize Prof. Jeffrey M. Wachtel, Ph.D., Director of Graduate School of Tourism Management, Assumption University of Thailand, ABAC to sign the complete final thesis of

Name: Mr. Praphunphong Chinnaphong  
ID#: 433-9674

Topic: A Study about the perceptions of Local Residents Concerning the Economic, Social, Cultural, Environmental and Physical Impact of Home Stay Tourism (A Case Study of Plai Phong Phang Village, Thailand)

for Miss Vilasinee Chairsraeko, the MUA representative for Graduate School of Tourism Management students' final thesis defense as she has duties to perform abroad and unable to sign the thesis herself.

Kind regards,

Vilasinee Chairsraeko

-----  
This mail sent through IMP: <http://horde.org/imp/>

## ACKNOWLEDGEMENT

The completion of a dissertation marks the culmination of a lifetime pursuit. In reaching this goal, I must first acknowledge its beginning. My love of learning and my thirst for knowledge I attribute to my parents, Jit and Nangnoi Chinnaphong, who showed me the value of education and who provided the framework upon which all of my life's success has been built. I thank my parents for their unconditional love and support over these many years. Without them, I could never have reached this goal.

A special acknowledgement must also be extended to my advisor Prof. Dr. Ishwar Chandra Gupta, for offering his unselfish guidance, support and encouragement that guided me to finish this dissertation.

Thank you to the committees, Dr. Tang Zhimin, Dr. Navin Chandra Mathur, and Dr. Michael Schemmann, whose suggestions and advice improved this paper.

I would like to extend my gratitude to Rajabhat Institute Petchburiwittayalongkorn that gave me an opportunity to pursue my education.

I acknowledge Assist. Prof. Dr. Chana Ketkosol, Dean of Faculty of Management Science, Rajabhat Institute Petchburiwittayalongkorn, for his support that encouraged me to finish my studies.

Gratitude also goes to my colleagues: A. Laeit Kajornbhai, Dr. Boonserm Nakphibal, Dr. Jessada Kwamkunkei and Dr. Wipavadee Kitluekiet for their help and support while we were together.

Thanks also go to my friends at Assumption University (Tourism Management Batch 4) and Rajabhat Institute Phuket (Tourism Industry class) who provided encouragement and emotional support during my bachelor degree studies.

Finally, thank you to everyone who motivated me to reach this goal.

**Praphunphong Chinnaphong**

## **Abstract**

The National Economic and Social Development Plan No.8 points out the role of community development. The government provides a new decentralization law which authorizes administration to local communities. It presses the various community organizations around Thailand to take note of tourism, which may be able to increase income to their community. Each community may have many possible venues of tourism that were never considered before. They need to be identified and promoted. Homestay tourism is one kind of activity that most community organizations can promote to meet the demands of the government and the tourists. After homestay tourism is part of the community, there are some economic, social, cultural, environmental, and physical change in the village. The objective of this research is to study the local residents' perceptions about the impacts of homestay tourism.

The research methodology used is qualitative research. Qualitative research helps to answer questions that are not superficial. It can dig deep to get a complete understanding of the phenomenon, which is being studied. Qualitative research collects numerous forms of data and examines them from various angles to construct a rich and meaningful picture of a complex, multifaceted situation. A semi-structured questionnaire was used to delve deeply into the respondents' opinions and thoughts.

The results of this research can be divided into five sections. There is an economic impact as homestay tourism increases the income of local residents; disperses income around the village; and provides employment in the village. There is a social impact as homestay tourism creates a reputation for a village; gains new knowledge and opinions for local residents; greatly changes the community; and gives a good vision to local residents. There is a cultural impact as homestay tourism promotes and helps to conserve Thai culture. There is an environmental impact as homestay tourism creates more garbage in the village as well as helping to protect and preserve the environment around the village. Finally there is a physical impact as homestay tourism develops and buildings around the village and increases infrastructure to the village.

To promote homestay tourism, the government should develop a training course for local residents in order to provide good service. Service standard should be set to meet a high level of satisfaction for tourists. The government should also

provide financial and infrastructural support to develop tourism entrepreneurship at the village level.





## TABLE OF CONTENTS

### CHAPTER 1 : INTRODUCTION

1.1 Introduction to Tourism in Thailand	1
1.2 Introduction of Homestay Tourism	1
1.3 Introduction of Homestay Tourism in Thailand	4
1.4 Research Objective	6
1.5 Statement of Problem	6
1.6 Scope of the Research	7
1.7 Limitation of the Research	7
1.8 Significance of the Study	7
1.9 Definition of terms	8

### CHAPTER 2: LITERATURE REVIEW 10

### CHAPTER 3: THEORETICAL FRAMEWORK 26

3.1 Research Framework	29
3.2 Research Concept	30

### CHAPTER 4: RESEARCH METHODOLOGY 32

4.1 Research Method	32
4.2 Mode of Communication	32
4.3 Research Instrument	32
4.4 Descriptive Analysis	33
4.5 Sampling Plan	33
4.6 Research Procedure	34

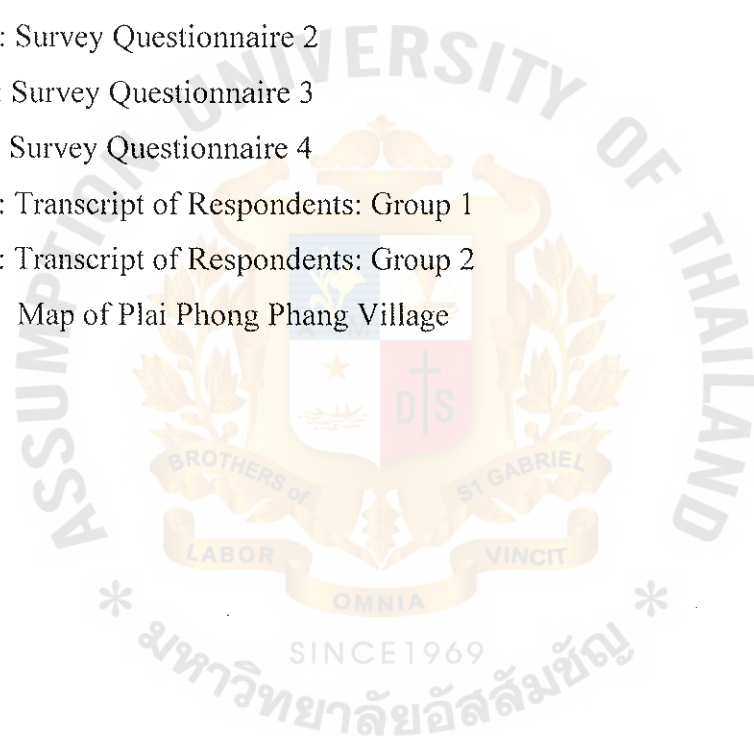
### CHAPTER 5: PRESENTATION, ANALYSIS, INTERPRETATION

#### AND CONCLUSIONS 36

5.1 Respondents' Characteristics: Group 1	36
Hypotheses Based on Data Analysis of Group 1	40
5.2 Respondents' Characteristics: Group 2	43
Hypotheses Tested Data Analysis of Group 2	46
5.3 Profile of Respondents	50
5.4 Hypotheses	54
5.5 Hypotheses, Final Research, Conclusions	62



<b>CHAPTER 6: SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS</b>	66
6.1 Conclusions and Recommendations of Finding	66
6.2 Future Research	73
<b>BIBLIOGRAPHY</b>	74
<b>APPENDIX</b>	
Appendix A: Questionnaire (English Version)	82
Appendix B: Questionnaire (Thai Version)	88
Appendix C: Survey Questionnaire 1	94
Appendix D: Survey Questionnaire 2	100
Appendix E: Survey Questionnaire 3	106
Appendix F: Survey Questionnaire 4	112
Appendix G: Transcript of Respondents: Group 1	118
Appendix H: Transcript of Respondents: Group 2	123
Appendix I: Map of Plai Phong Phang Village	128



## LIST OF TABLES

Table 3.1	Research Concept	30
Table 5.1.1	Gender of Respondents: Group 1	36
Table 5.1.2	Age Group of Respondents: Group 1	37
Table 5.1.3	Length of Residency of Respondents: Group 1	37
Table 5.1.4	Education of Respondents: Group 1	38
Table 5.1.5	Occupation of Respondents: Group 1	38
Table 5.1.6	Monthly Income of Respondents: Group 1	39
Table 5.1.7	Birthplace of Respondents: Group 1	39
Table 5.2.1	Gender of Respondents: Group 2	43
Table 5.2.2	Age group of Respondents: Group 2	43
Table 5.2.3	Length of Residency of Respondents: Group 2	44
Table 5.2.4	Education of Respondents: Group 2	44
Table 5.2.5	Occupation of Respondents: Group 2	45
Table 5.2.6	Monthly Income of Respondents: Group 2	45
Table 5.2.7	Birthplace of Respondents: Group 2	46
Table 5.3.1	Data Analysis	57
Table 6.1	Conclusions and Recommendations of finding	66

**LIST OF FIGURES**

Figure 2.1	A Framework for Analyzing the Social Impact of Tourism	17
Figure 2.2	Dimensions of Cultural Conflict	23
Figure 3.1	Research Framework	29
Figure 5.3.1	Gender Profile of Respondents	50
Figure 5.3.2	Age of Respondents	50
Figure 5.3.3	Length of Residency	51
Figure 5.3.4	Respondents' Educational Profile	51
Figure 5.3.5	Respondents' Occupation Profile	52
Figure 5.3.6	Respondents' Monthly Income Profile	52
Figure 5.3.7	Respondents' Birthplace Profile	53



# **Chapter 1**

## **INTRODUCTION**

### ***1.1 Introduction to Tourism in Thailand***

As Thailand enters the 21<sup>st</sup> century, the tourism industry continues to play a major role in the economic and social development of the kingdom. Known around the world for the enduring hospitality of its people, its ancient culture and Thai cuisine, record numbers of tourists continue to take advantage of the myriad of tourist destinations and products the kingdom has to offer.

The Thai tourism industry has played an important role in the country's economic development. The Tourism Promotion Organization Ordinance of 1965 established the Tourism Promotion Organization. The Tourism Promotion Organization was upgraded to the Tourism Authority of Thailand in 1979. As a result of this government action, greater attention was placed on tourism as a means of generating foreign capital and, most recently, on the distribution of income as the focus on domestic tourism becomes a priority.

The number of foreign tourists visiting Thailand has steadily increased over the last 10 years, so much so that the period 1987-1996 can be termed the "Golden Decade" of Thai tourism. In 1987, the country had received a little less than 3.5 million visitors while in 1998, over 7.8 million international tourists visited the country. Visitor arrivals have doubled over the last 11 years (National Identity Board Office of the Prime Minister 2000).

### ***1.2 Introduction of Homestay Tourism***

After World War II, the European population sought for peaceful, quiet and restful places to relax, preferably far from the crowded cities. At that time, however, only the very rich could stay at the luxury hotels that were located in the scenic places. As a result, a way of staying with the local people in the rural areas started to become popular. This was the beginning of homestay tourism. It allowed the average person the possibility of enjoying a natural environment away from the industrial complexes of an urban location.



Austria was the first country in Europe to create this new kind of tourism in the form of overnight stays with farm families and country folk in locations far away from the cities. After that, other countries such as England, Germany and Ireland modified this type of farm stay tourism. Since that time, farm stay tourism has been called many different names like Bed and Breakfast, farmhouse stay, guesthouse and homestay depending on the different cultures and traditions of each country. The most important thing however, is that all of the accommodations are located in a community that is situated far from the urban sprawl and traffic congestion.

With homestay tourism, Ireland was the first country to consider the tourist as a guest and not just a tourist. While homestay provides relatively cheap accommodation, it also gives the guests an opportunity to learn more about the life style of the host community and the culture of the country. Guests can experience first-hand the different approaches to culture, and life style, such well as typical activities of each community. Usually in such communities, the local people have free time to share those things with tourists, with friendliness and local knowledge in a unique way that could only be found in a homestay situation. In return, it is an added source of income for the rural families thus becoming a win/win situation. The reputation of homestay tourism was firmly established during this period and became a new concept in the tourism industry.

As this type of tourism developed, the tourists themselves made choices to stay in different accommodations, including self-catering chalets and cottages, rest houses, forest lodges, camping, tenting and holiday trailers. Each of these styles gained significant market share, as this type of tourism became popular. The development of homestay was definitely a part of rural tourism development. Homestay tourism came into being partly as a result of the complete development of rural tourism and has remained popular for many years (Tourism Authority of Thailand 2001).

### ***Who are the tourists of homestay and what do these tourists want?***

The tourism industry has become one of the biggest industries in the present time. The World Tourism Organization indicates that there are about 650 million tourists around the world. The expenditures of tourists from around the world amount to

approximately US\$3.5 billion in 230 countries. The market share of homestay is 11 % of world GPA.

Tourists who choose homestay are part of the rural tourism market. This is a very important market segment. Homestay tourists are made up of average income families who want to travel but are on a limited income. As a result, these homestay tourists show different characteristics from those tourists who are interested only in sea, sand and sun (Tourism Authority of Thailand 2001).

***Middle class tourists have special characteristics as follows;***

1. Independent tourists
2. Variety of interests and wants
3. Tour around countryside and do not stick with any specific places
4. High purchasing power
5. Students looking for a new experience and knowledge

***Middle class tourist markets are;***

1. Inbound tourists
2. Religious tourists
3. Oversea tourists

***Basic needs of homestay tourists;***

1. Comfortable bed at a reasonable price
2. Clean bathroom and toilet
3. Well prepared local food with unique tastes
4. Beautiful natural scenery and environment
5. Community history and culture
6. Tourism activities in rural area, (e.g.) trekking, fishing, horseback riding, climbing,
7. General shop and souvenir shop
8. Entertainment (i.e.). music, dance, local performances and other performance shows
9. Competent local security
10. Friendship and smiles from the host community

### *Why do tourists choose to stay at Homestay?*

1. To get close to the natural environment
2. To meet with the host community and understand the different cultures
3. Homestay is cheaper than hotels

Rural tourism is not only homestay; it also covers several other areas. The most important factor is the local attractions and other tourism activities. Usually tourists involved in rural tourism want to visit nationally renowned attractions or experience highlights of the local area (e.g.) National Parks, agricultural fields, beaches, mountains, rivers, historical locations, ancient places, evening entertainment and other activities.

### *1.3 Introduction of Homestay Tourism in Thailand*

The National Economic and Social Development Plan No.8 points out the role of community development. The government provides a new decentralization law that authorizes administration to local communities. It presses the various community organizations around Thailand to take note of tourism, which may be able to increase income to their community. Each community may have many possible venues of tourism that were never considered before. They need to be identified and promoted. Homestay tourism is the one kind of the activity that most community organizations can promote to meet the demands of the government and the tourists (Tourism Authority of Thailand 2001).

### *Study of homestay tourism in Thailand.*

Homestay has had its place in Thailand for many years. However, there are different types and activities of Thailand Homestay tourism, if analyzed from former times. It can be divided by the times as follows;

#### *1960- 1982 AD (The Early Stages)*

- Spread by university students who were developing rural promotion by assembly members. Most of them wanted to learn about the people's life cycle this knowledge and could be made into a social development plan involving rural areas.

- It then spread from local students to international tourists who wanted to enjoy trekking, river rafting etc. especially in the north of Thailand. Tourists were prepared to stay with hill tribe people to learn about their life style.

### ***1983 -1993 A D (The Middle Stages)***

- Trekking trips gained a respectable reputation among international tourists. Homestay tourism continued to improve and spread to more hill tribes. During this period, homestay tourism was involved in a lot of social problems such as drug use, prostitution, crime and theft.
- Development groups and activists grew from activity leaders during university days. They began to work on the private development organizations and have exchanges with other groups. They have changed the program for learning and studied new development plans. This is a part of homestay tourism but small group only knows it.

### ***1994 - To the Present***

- Between the years 1994 – 1996, Thai tourist groups developed and organized homestay trips. The leaders of these groups were action type people and involved both the interests of the new and older generations. The area of homestay tourism has been brought under private development organizations, (e.g.) Yao Island in Phang Nga province, Kiriwong in Nakhonsrithammarat province, and Maetha Village in Chiang Mai province.
- After 1996, changes continued and businessmen became involved. They organized higher quality trips with modern means of transportation, etc. They provided a new kind of tourism by combining both adventure eco-tourism and homestay tourism. Government groups paid more attention and gave importance towards authentic tourism. They have tried to look for new kinds of tourism to promote Thailand.



***Study of homestay tourism at Plai Phong Phang village, Samutsongkram province,***

Samutsongkram province is far from Bangkok about 63 kilometers. It's small province that located on the south of Bangkok. The total area is 416.7 square kilometers. Plai Phonmg Phang is the one sub-district of Samutsongkram province and was promoted for homestay tourism of this province.

***General information of Plai Phong Phang village.***

- The total area is 14.7 square kilometers or 9,358 acre.
- It's far from Saimutsongkram province about 9 kilometers and far from Bangkok around 72 kilometers.
- There are 1,547 household and 8,964 population in the village.
- The approximately income of local residents are 30,000 Baht per year per person.

***Occupations of local residents***

- |                    |     |           |
|--------------------|-----|-----------|
| - Agricultural     | 956 | household |
| - Private Business | 370 | household |
| - Employee         | 75  | household |
| - Others           | 137 | household |

***1.4 Research Objective***

This study is designed to examine and understand the impact of homestay tourism on the host community. The specific objective of the research is:

1. How do the host community residents perceive and categorize the impacts of homestay tourism?

***1.5 Statement of Problem***

The purposes of homestay tourism are to allow tourists stay with the local residents and learn about different aspects of community life, culture, religion, local festivals and social interactions, As a result of this exposure to tourists, there are a variety

of impact to the local residents. There are costs as well as benefits as some impacts can be negative and some can be positive.

- This research will find out “What is the perception of local residents concerning the economic, social, cultural, environmental and physical impact of homestay tourism”?

### ***1.6 Scope of the Research***

As the research concentrates on the residents of Thailand, research is limited to studying the residents who live in the homestay tourism location. For uniformity and analytical purposes, this research is semi-structured as a survey-based study with the overall scope including:

1. Investigating the impact of homestay tourism development on the homestay village of Plai Phong Phang Village, Amphawa district, Samutsongkram province only.
2. Taking only residents of Plai Phong Phang village as respondents.

### ***1.7 Limitation of the Research***

The general limitation of the study is undertaken in the homestay tourism areas only. The period of this study is August – September 2002.

### ***1.8 Significance of the Study***

This study could have significant importance because its finding would be of great help in identifying the different impacts of homestay tourism on residents in Plai Phong Phang Village, Samutsongkram province, Thailand. This will provide basic information to the government of Thailand, e.g. the Tourism Authority of Thailand, as they develop and promote a plan for the tourism communities.

The result of this research can also be a guideline for future research to test the differences in perceptions of local residents in other homestay tourism areas. Furthermore, this may serve as reference to a future researcher.

Finally, this study is important to the researcher himself. It has been the desire of the researcher to undertake a study of this kind. The study would help improve his prospects and serve as added knowledge regarding homestay tourism.

### **1.9 Definition of terms**

For clarity and uniformity of the study, the following terms as applied in the research are defined as follows:

- **The host community:** is defined as the people who give the community its human content. They also operate the services and facilities necessary for the tourists' experiences. Local residents figure prominently in the community's delivery of a hosting experience. Blank (1989)
- **Local residents:** are the people who give the community its human content. They also operate the services and facilities necessary for the tourists' experiences.
- **Resident:** is defined as a person who has lived in that place for at least twelve consecutive months prior to his/her moving from another place for a period not exceeding one year.
- **Perception:** the process by which an individual selects, organizes, and interprets information inputs to create a meaningful picture of the world.
- **Tourism:** the action and activities of people taking trips to a place or places outside their home communities for any purpose except daily commuting to and from work.
- **Tourist:** anyone who travels away from his/her home for a distance of at least 50 miles (one way) for business, pleasure, personal affairs, or any other purpose except to commute to work, whether he/she stays overnight or returns the same day.
- **Life style:** a person's pattern of living as expressed by his or her activities, interests, and opinions.

- ***Culture:*** the set of basic values, perceptions, wants, and behaviors learned by a member of a particular social unit, either from family, religion, or another important institution.
- ***Homestay tourism:*** the activity is to allot some part of the house to serve as a place for tourists to stay and still keep the main local image and culture within the family or social unit. This allows tourists to participate in the local family's activities and learn about the local life cycle and community culture.





## **Chapter 2**

### **LITERATURE REVIEW**

This chapter presents the reviewed foreign and local literature as well as studies related to the current undertaking from various sources and which have bearing on the present study. The reviewed materials are as follows:

✓ Much of the recent literature on the development of world tourism has been concerned with the impact of tourists on the host community (Sevgin, Nicos and Jonathan, 1996). As countries (and regions within countries) have turned to tourism as a means to raising national income, employment, and living standards, and as a means of ending dependency on a limited range of primary products for export, so the diverse pressures from tourism and its associated development have begun to effect the local population.

✓ Several researchers revealed host community's reactions towards tourism development in the context of social exchange theory (Ap 1990, 1992; Jurowski et al. 1997; Lindberg and Johnson 1997; Perdue, Long and Allen 1990, Turner 1986). The social exchange theory suggests that local residents are likely to participate in the exchange as long as the perceived benefits of tourism exceeds the perceived cost of tourism (Allen, Hafer, Long and Perdue, 1994; Ap, 1992; Getz, 1994; Jurowski et al., 1997; Madrigal, 1993). Furthermore, the tourism literature shows that economic, social, cultural and environmental benefits are the key factors effecting residents' willingness to participate in an exchange of way of life. These benefits are also support against opposition to tourism development.

In the following section, several elements of the exchange that are found to affect the way tourism is perceived and the manner in which residents react to tourism are reviewed.

Tourism has been regarded as an economic development tool since the 1960's. Early development projects focused primarily on economic benefits while the social, cultural and environmental considerations were ignored. However, the literature concerning tourism impacts demonstrated that tourism development has costs as well as benefits (Jurowski, et al., 1997; Keogh, 1990; Long, Perdue and Allen, 1990; Milman and Pizam, 1988; Prentice, 1993; Sheldon and Var, 1984).

45769 e. 2

Without a doubt, the most prominent motive encouraging the development of tourism in host communities was associated with economic benefits. Thus, in the past most impact research dealt with the economic effects of tourism development (Jurowski, 1987; Liu and Var, 1986; Milman and Pizam, 1988; Sheldon and Var, 1984). These economic impact studies often centered on employment opportunities and the potential revenue from tourism activities (Belisle and Hoy, 1980; Davis, et al., 1988; Tyrrell and Spaulding, 1984).

Several researchers also examined the opportunities created by tourism for recreation as benefits of tourism development for local residents. Most studies found a positive relationship between opportunities for recreation and the host community attitudes toward tourism. (Davis, et al., 1988; Jurowski, et al., 1997; Keogh, 1990; Liu, et al., 1987; Long, et al., 1990; Purdue, et al., 1990) However, researchers also indicated that tourism often brings some economic costs to a host community including inflation, speculation on land and the increase of local taxes (McCool and Martin, 1984; Murphy, 1985).

The host community's perception of social and cultural impacts of tourism development was often discussed; the discussions sometimes produced contradictory reviews. Some scholars demonstrated that residents tended to perceive the economic impacts of tourism positively and the social, cultural, and environmental impacts of tourism development negatively (Jurowski, et al., 1997; Liu and Var, 1986; Milman and Pizam, 1988; Perdue, et al., 1987; Pizam, 1978; Prentice, 1993). On the other hand, some concluded that local residents viewed tourism as a way of providing various social, cultural, and environmental benefits to their community. For example, tourism created opportunities for cultural exchange, and the preservation of natural areas, archeological sites, and historic monuments (McCool and Martin, 1994; Mathieson and Wall, 1982).

The existing tourism literature also produced mixed results of local residents' perception of physical and environmental impacts of tourism. Tourism researchers suggested that local residents might view tourism as having both positive and negative physical and environmental impacts (Liu and Var, 1986; Liu, et al., 1987). Perceived negative physical and environmental impacts of tourism included destruction of natural resources, pollution, and deterioration of cultural or historical resources (Davis Allen and Cosenza, 1983; Gartner, 1996; Liu, et al., 1987; Milman and Pizam, 1988; Murphy, 1983; Rothman, 1978). Perceived positive physical and environmental

benefits of tourism development included the preservation of historical and cultural resources; the provision of recreation opportunities for visitors and residents and the development of better roads and public facilities (Alkis, et al., 1996; Getz, 1994; Johnson, et al., 1994; Lankford and Howard, 1994; Liu, et al (1987) Perdue, et al., 1987).

Bharadech (1999) explained that homestay means a room or an area within the home of a local resident that is provided to the guest, and that the host appreciates and welcomes the guest. The purpose of homestay is the learning process provided by education about the environment and ecological system of the attraction's location. It also increases knowledge, experience, and appreciation creating a positive attitude tourists, resident and businesses.

Homestay is an activity that allots some part of a house to serve tourists but still keeps the main local image and culture and the ability of the community to operate in an acceptable way. It also offers the tourists a chance to learn about the life cycle and community's culture.

Panitra (1999) views homestay as ecotourism where tourists stay overnight with the community as family members and experience life style exchange.

Chuwit (1999) illustrates that community based tourism is the concept of tourism that has quite a reputation in the present time. The core of **community-based tourism (homestay) is community participation**. Tourism activities like handicraft making, local dance and music, festivals and traditions and agricultural visits cannot succeed without the participation of the local residents. There are many types of community-based tourism such as the following

1. Local product sales such as local foods and handicrafts these include other local resource
2. Community cultural shows
3. Village-based activities-tourists activities that are arranged entirely by local residents
4. Overnight stays in the community – these can be divided into additional categories:
  - 4.1 Camping
  - 4.2 Homestay-in this case it is the European definition of homestay where tourists or students stay overnights with the host and pay the host for accommodation and meals. The concept of this accommodation is bed

and breakfast and family stays and is different from the meaning of homestay in Thailand.

4.3 Village-operated accommodation facilities-meaning that tourists go to visit and stay overnight with the host for a short period. There may be some exchange of culture with the host. Tourists must pay a fee to the host for accommodation and meals. This meaning is similar to homestay in Thailand.

Richard and Tom (1996) noted the the rapid growth of both international and domestic tourism has prompted many responses from the residents of Bali who have sought to benefit from the economic opportunities which tourism has brought. These opportunities have taken place in both the formal and informal sectors, in part-time and full-time positions, including the establishment of hotels, restaurants and guide services and employment in such businesses. Opportunities have also occurred for the manufacture and sale of craft product, the undertaking of cultural performances, and the production of fruit and vegetables to feed the visitors. One of many such responses has been the development of homestay in which Balinese families take visitors into their homes in much the same way as bed and breakfast accommodation has proliferated in parts of the western world.

Richard and Tom (1996) explained that the homestay operation may have implications for family life, particularly as most homestays require considerable family input in their operation and management. Homestay operation likely increased household workloads, particularly for women and children who did the cooking. With the responsibilities of homestay management, the participation of entire families in other activities such as traditional ceremonies was often not possible because one member of the household had to remain at home to operate the business.

“Communities” contain both physical and emotional elements. They start with the point they occupy in a particular area, which can be bounded physically by geographic landmarks and/or by proximity of the population, as in a small town. The **community** has a system of social organization, activities and common ties ranging from family and heritage through to making a living in similar ways. A community has a “sense of place” within the landscape and/or historically and usually processes a range of traditions and values. The community may also include non-residents who have an emotional link with the area. These may be people who have taken their annual holidays in the area for generations or activity-based groups. They are all



stakeholders and should be considered as part of the overall tourism community if problems are to be avoided. Many of these groups are highly motivated to resist change that may affect their level of enjoyment or participation.

**Residents** (especially those in small communities) are often against tourism, fearing an influx of tourist and their interests, and the possibility of being exploited by large tourism concerns. Locals also fear that the character of their community will change and that their quality of life will be eroded, with tourism not only altering the nature of the place, but also introducing petty crime and prostitution.

All tourism needs community support, but particularly nature-based and ecotourism as they are so often closely linked with the local community. An understanding of the needs of the local community is crucial. If the locals have the opportunity to voice their concerns and opinions and also to offer some solutions, they will be more likely to support an ecotourism venture. Involving the local community in aspects of the venture will also create a more positive atmosphere and, while consensus won't always be possible, acceptable solutions can be achieved through consultation.

Perceptions of various impacts of tourism have been extensively researched since the 1970s. Most studies have concentrated on how various segments of host communities react differently to tourism impact

Over the past 15 years, the literature on **the impact of tourism on particular local communities** has grown significantly. Jafari's (1989) article gives a good overview of the literature up to the late 1980s. Studies have examined locations in the Americas, Europe, Africa and the Far East. In a pioneering study, Belisle and Hoy (1980) found that in Colombia attitudes varied with the distance between the tourist resort and the respondent's home. Var, et al. (1985) examined attitudes in Marmaris, Turkey, and found them to be generally favorable, but with marked differences between attitudes toward different ethnic groups. Pizam, et al.(1994) compared the perceptions of workers in the tourism industries in Florida and Fiji.

Four recent papers on the American experience have explicitly addressed the problem of the relationship between the quality of tourism and residents' perceptions of tourism's impacts, each looking at a different type of community. The first, by Allen et al (1988) was concerned with tourism's impact on the community life of 20 rural communities. Their findings, based on the correlation between the community satisfaction rating and the level of tourism, supported the view that there is a 'carrying

capacity' threshold for tourism. Once development passed a certain point, residents' perceptions of tourism became less positive.

A further study by Long, et al. (1990) attempted to quantify the level of tourism at which negative effects outweighed the initial positive effects recorded in the earlier survey. The threshold they found was that when more than 30% of retail sales were derived from tourism, perceptions of the benefits of tourism tended to become negative.

Allen, et al. (1993) examined attitudes of the residents of selected Colorado towns towards tourism development. This project compared perceptions in areas of low and high economic activity rates, giving four different cases. The authors concluded that low economic activity and low tourism development tended to cause positive perceptions of tourism: the residents of such area had high hopes and expectations of the benefits of tourism. Those areas with high levels of economic activity tended to be less keen on tourism: given the strength of the local economy, the need for tourism was questioned. Conversely, high tourism development combined with low economic activity tended to lead to discouragement, as anticipated benefits were not achieved.

Finally, Johnson, et al. (1994) examined residents' attitudes in an area of Idaho undergoing extensive tourism development. Using a longitudinal research design, residents initially had high expectations of the benefits of tourism development, but support for development decreased over time, as the changes in the local economy and community resulting from the development manifested themselves.

The reason for the difference residents' exhibit between their perceptions of the benefits of tourism and their perceptions of the quality of their interaction with tourists may well be that the distinction between the level of tourism development and the number of tourists is not well drawn in the literature. It is possible, and consistent with our findings, that as tourism development increases, the view that the development is positive declines, and the number of visitors increase (Marion, 1996). Thus, if some way could be found of "decoupling" increases in tourist numbers from their "infrastructure", a destination might be able to continue to enjoy growth in numbers without the perceived negative impacts of tourist-related development.

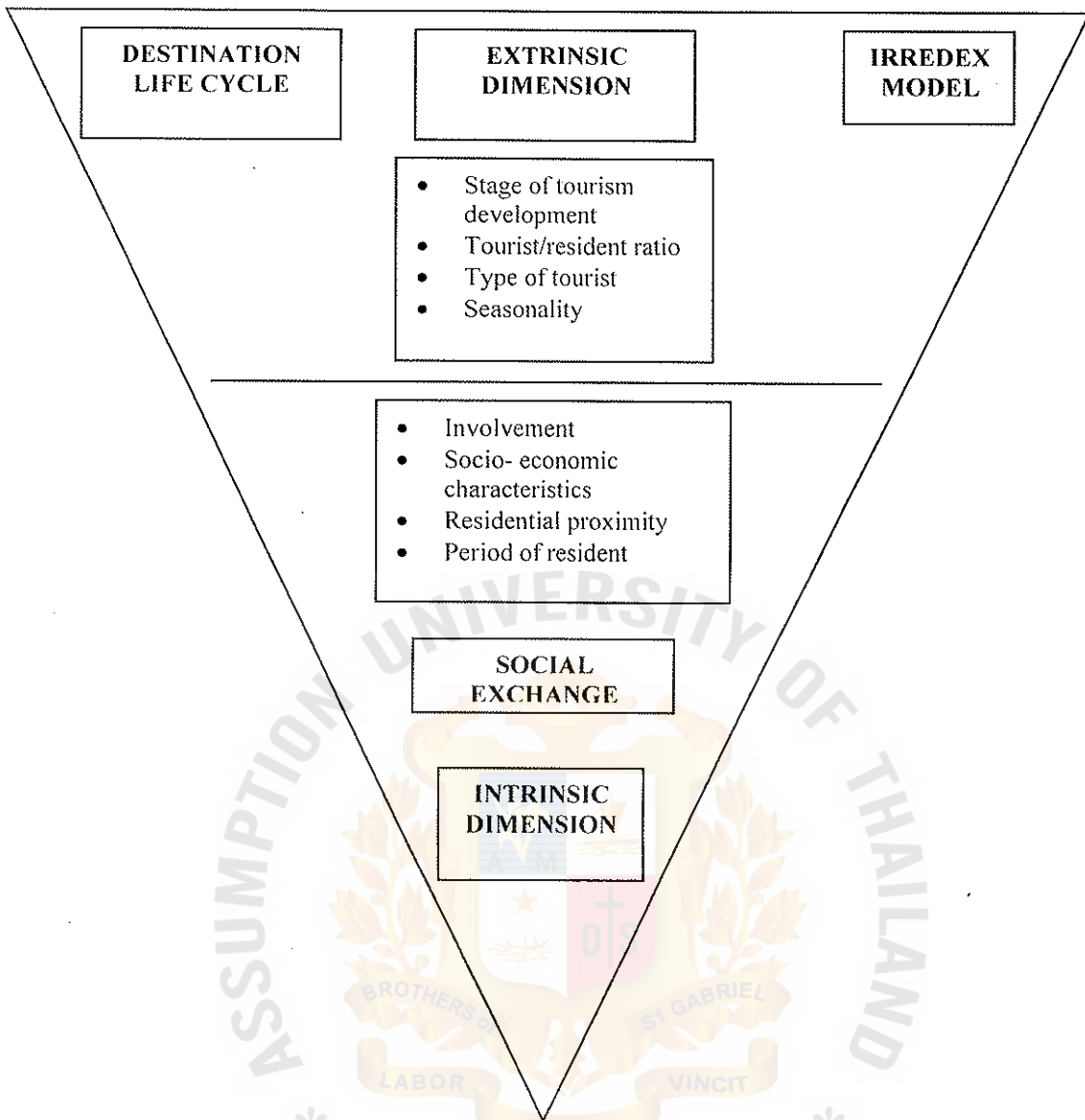
Perceptual differences existed between those residents who did and those who did not have any of their family members employed in the industry. It was initially

hypothesized that residents who had one or more members of their family employed in tourism would have more positive attitudes toward the industry than those who did not have family members associated with tourism.

Opting for a qualitative and non-positivist inquiry highlighted the dynamic processes of social change. Among others things, studying issues of change should involve in depth investigation and the incorporation of social action/interaction, as this varies over time in response to changes in conditions. Using an actor-oriented approach, it was important to identify the problem and concept as perceived and presented by the social actors themselves, and to investigate the types and content of the social relationships among them. This implied an investigation into **social configurations**.

Local people are not passive recipients of the consequences of rural tourism development policies, but are instead capable of making the most of a given situation. It is of vital importance to understand the socio-political dynamics of the process-taking place within the local communities as rural tourism develops. This is necessary to ensure that the development of rural is sustainable, including allowing for the participation of the local community in the development and the participation of all the members in the given community.

The variables associated with each dimension are summarized in Figure 2.1 where their broad alignment with theoretical perspectives referred to above are also indicated. It is important to note at this point that only those variables that are readily accessible to the researcher through secondary sources are included in the Figure, as these are most readily available for classifying communities. Theoretical and empirical background on each area follows.



**Figure 2.1: A Framework for Analyzing the Social Impacts of Tourism**

In a step towards synthesizing these different perspectives, two broad dimensions of the tourism development/community interface upon which they focus have been identified:

1. The extrinsic dimension, which refers to characteristics of the location with respect to its role as a tourist destination - including the nature and stage of tourism development in the area; the level of tourist activity; the type of tourists involved; and seasonally.
2. The intrinsic dimension, which refers to characteristics of members of the host community that affect variations in the impact of tourism within the community.

### *The Extrinsic Dimension*

Doxey's (1975) Irridex model suggests that communities pass through a sequence of reactions as the impacts of an evolving tourism industry in their area become more pronounced and their perceptions change with experience. Thus, an initial euphoria is succeeded by apathy, irritation and, eventually, antagonism. There is a link between this progression of reactions and Butler's (1980) tourist area life cycle model, which identifies a number of phases in the evolution of a tourist at a destination (exploration, involvement, development, consolidation, stagnation and decline or rejuvenation). These stages parallel the more generally applicable product life cycle and they are, implicitly, accompanied by increasingly adverse effects on the local community as the nature of tourism in the area becomes progressively mass-tourism oriented. It is suggested that associated reciprocal reactions of the community influence the progression of stages by undermining the appeal of the area to tourists and thus reducing its viability as a tourist destination.

Allen, et al. (1988); Duffield and Long (1982); Liu, et al. (1987); and Pizam (1978) have described about the Tourist Ratio which refers to the ratio of the number of tourists to the number of residents. It provides an indication of the intensity of the tourist influx. On the basis of Butler's model, this ratio is expected to increase as a destination passes through successive stages of development and its impacts on the lives of residents is likely to increase accordingly, depending on the destination's social carrying capacity (Faulkner and Tideswell, 1997).

Variations in the attitude towards, and perceptions of, tourists by resident populations are affected by the type of tourists visiting the area. More specifically, the degree to which the host and visitor populations vary from each other in terms of racial characteristics, cultural background and socioeconomic status will have a significant bearing on local reactions (Butler, 1975; Dogan, 1989; Schewe and Calantone, 1978). Also, where the influx of tourists has a distinct seasonal pattern, the impacts on the community (through crowding, congestion, litter, price increases etc.) are accentuated during peak periods and, therefore, become more noticeable to residents. Research has revealed how some residents may adjust to these fluctuations by, for instance, scheduling their own holidays at peak periods in order to avoid the negative impacts (Faulkner and Tideswell, 1997).



### *The Intrinsic Dimension*

Both the Doxey (Irridex) and Butler (Destination Life Cycle) model assume a degree of homogeneity and uni-directionality in community reactions which has been questioned. In particular, the inherent heterogeneity of communities and the consequent variety of responses that can occur have been emphasized by Ap and Crompton (1993), Brougham and Butler (1981) and Husbands (1989). Butler (1975) had recognized this earlier, after drawing on the work of Bjorkland & Philbrick (1972) to identify a two-dimensional (active/passive versus favorable/unfavorable) dichotomy of responses, which are affected by the nature and degree of involvement in tourism. More recently Dogan(1989) has described a range of different coping strategies evident in communities and in an extension of this work.

Many of the attempts to integrate indigenous people into prevailing wage economies have led to their alienation from the land with its consequent negative impacts. The ongoing settlement of aboriginal land claims in many countries with indigenous minorities has resulted in an increasing indigenous base. This has allowed indigenous people to pursue land based tourism as an attractive compromise between involvement in a wage economy and traditional subsistence practices tied to the land. Given the importance of the environment to indigenous people, any changes in **environmental quality** or controls have significant implications on the practice of indigenous tourism (Gardner and Nelson, 1988).

Adhikari (1992) notes that in the early period, i.e. the last quarter of the nineteenth century to about the mid-twentieth century, (up to the end of the British period) tourism played an important role in the comprehensive and sound development of the land. In later years, when a large number of visitors began to come, in numbers that were much beyond the carrying capacity of the place, tourism became a notable source of environmental exploitation. The visitors created many disturbances and destabilized the fragile ecology and peaceful natural environment as well as the social values and cultural heritage of this superb tourist destination. There are many physical impacts (Mathieson and Wall, 1992) such as the collection of flowers, fungi, and plants that can result in changes in species composition. There is the careless use of fire by tourists in parks, forests, and other spot. Trees are chopped down for firewood, tent poles and other purposes. These is an excessive dumping of garbage, which is not only unsightly but also changes the nutrient status of soils and can be ecologically damaging by blocking out air and light. Pedestrian and vehicular

traffic is impacted. Apart from these issues, tourism activities have led to a decline in the percentage of forest cover, species, and diversity and have affected the growth rates, age structure and habitat diversity.

There is a significant **impact on the physical environment**. Road transport contributes to air pollution and increased noise, vibration and congestion in the region. The quality of the road network and the high number of cars cause very serious traffic problems during the high season both for tourists and local residents.

The increase in the number of buildings, i.e. building on green areas, was perceived very positively. This declaration of satisfaction required a more detailed assessment on the opposite facet of this impact, considering the loss of green areas cannot generally be considered as a positive impact. Increasing attention has been given to the impacts that tourism and recreation may have on the environment and physical characteristics of a host community since the early 1970s (Walter, 1975). In reality, these buildings could be attractive, but in most cases their architectural patterns do not reflect traditional styles. Respondents did not have much knowledge on tourism's negative impacts on the built environment and those changes experienced in the built environment have not been linked to tourism.

The significant tourist numbers have required the development of an appropriate infrastructure. However, peak-season needs have been significantly higher than off-season needs, so it has been difficult to define this appropriate level. One solution would have been to develop a peak-level capacity or to build a higher than average but lower than peak level capacity that would occasionally cause inconveniences and losses. Visitor numbers should only grow together with an increase in capacity and as the capacity is limited, visitor number should be limited as well. However, these are only theoretical options. In reality, the infrastructure has not been able to keep up with the growing popularity, leading to crowds and traffic problems in the peak season and a deteriorating image in general.

Tourism in the rural areas is not necessarily the magic solution to rural development, given its income leakage, volatility, declining multiplier, low pay, imported labour and the conservatism of investors. The least favorable circumstance in which to promote tourism is when the rural economy is already weak, since tourism will create a highly unbalanced distribution of income and employment. It is a better supplement for a thriving and diverse economy than as a mainstay of rural development. Due to the limited returns for small farmers and the constraints of

existing planning legislation, it is not a significant means of tackling the serious problem of low farm incomes in upland areas. Thus, it is unlikely to improve the low-income problem. According to Goelder, C., et al. (2000) expenditures by the foreign visitors in one country become export. The **economic effects** are the same as those derived from exporting tangible goods. If there is a favorable exchange rate, the country that has the devalued currency will experience a higher demand for visitor service than before devaluation. Tourism expenditures injected into the economy produce an income multiplier for local people. This is due to the diversity of expenditures made by those receiving tourist's payments. Tourist receipts are used to buy a wide variety of goods and services over a year's time. The money turnover creates additional income. In general, it is believed that tourism is income elastic. This means that as family income rises, or a particular market's income rises, and tourism prices do not rise proportionally, the demand for travel to that particular area will increase.

Culture consists in patterned ways of thinking feeling and reacting acquired and transmitted mainly by symbols, constituting the distinctive achievement of the human group, including their embodiments in artifacts. The essential core of culture consists of traditional ideas and especially their attached value (Rose and Rose, 1969).

This impact is the behavior as observed through social relations and materials in a deeper anthropological sense and includes patterns, norms, rules and standards which find expression in behavior, social relations and artifacts (Mathieson and Wall, 1992). Culture attracts visitors to urban destinations. The exploitation of urban culture may help in urban revitalization but the local culture may be commodified, packaged and distorted in the pursuit of mass tourist consumption.

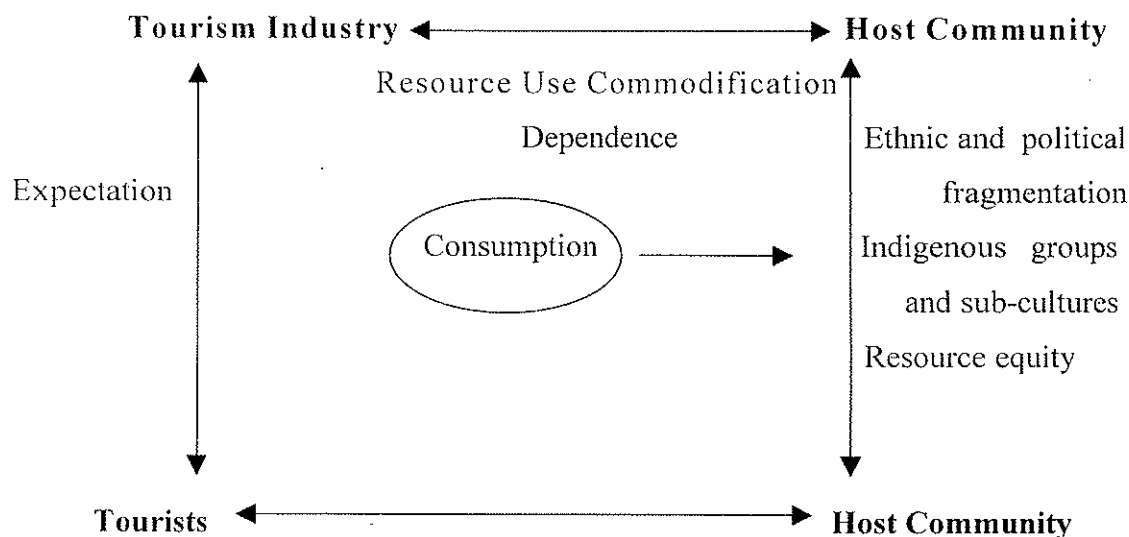
The theory of social contact and **cultural diffusion** states that major changes in a society result from contact with other societies (Rose and Rose, 1969). The logical extension of this principle is that culture change will be greatest where cross-cultural contact is most frequent. Thus, open societies will be more susceptible to change than closed societies, cities more susceptible than rural areas, gateway cities more susceptible than inland cities.

It is recognized that isolated societies generally have internally stable culture and strong faith in the rightness of their beliefs. It has also been noted that material traits diffuse more readily than non-material traits; those cultures with mores have greater resistance than those without mores; and that alien elements that do not

conflict with existing elements are more readily accepted. However, any culture is irreversibly affected, even if only minutely, by contact with another culture, simply because of the heightened awareness of relativity and alternatives. New knowledge will have to be either rejected or accepted, so a reaction is unavoidable. Although assimilation is more common, a culture may change by increasing its differentiation from one with which it has come into contact. Cultures also change when a trait declines and is not replaced by another trait. Dogan (1989) claims that tourism contributes to greater heterogeneity in host communities as the inhabitants respond by adopting or resisting it, by retreating or establishing boundaries to limit its influence.

Determining the extent of the “cultural distance”, Goelder, C. et al. (2000) explained that they may wish to maintain results due to decisions as to just how unfamiliar the traveler wants his or her environment away from home base to be. People who travel do so with different degrees of contact with the new cultures in which they may find themselves. Regardless of the degree of local participation, the individual traveler must at least superficially study the country to be visited and reach some level of decision on how these problems in environmental differences are to be resolved. Travel experiences have a profound effect on the traveler as well as on society, because travel experiences often are among the most outstanding memories in the traveler's life. Tourism can be a vehicle for world peace and can also be used to support a much less optimistic position that tourism is an agent of cultural conflict. The desire to tour increasingly distant and exotic area couples with media developments which now allow experience of destinations prior to travel. But in doing so it has created the risk of intercultural conflicts and has also created the potential for tourism to be caught up in intercultural conflicts. Cultural conflict generally implies some degree of incompatibility between individuals and between societies and cultures. Conflict itself generates a dramatic image of battle and armed struggle; however with regard to tourism it seldom results in violence or even aggressive behavior. But cultural conflicts do occur on a regular basis on differing levels and between the different interest groups within tourism





**Figure 2.2: Dimensions of cultural conflict.**

Swinglehurst (1994) illustrates four broad planes between which cultural conflicts occur. Perhaps the most obvious is that which exists between tourist and host, often characterized as a face to face encounter, and two-way process of communication. Nash (1996) in a structuralism vein, the interface between the tourism industry and the host community is also a rather obvious source of potential conflict. A dimension of cultural conflict, which is often overlooked in the literature, is that which takes place within host communities and is largely independent of tourism.

Reisinger (1994) explores the tourist – host encounter in the context of the social contact hypothesis, which is heavily descriptive relating to the resultant changes in attitudes and relations from contact between different ethnic groups. However, on balance it seems that the negative effects do outweigh the positive gains, in both number and depth. That this is the case would seem to echo Krippendorf's (1987) observation that there is an important distinction that while the tourist is engaged in leisure, the host is normally engaged in work. The possession of fundamentally different goals goes some way in explaining conflict. Gessner and Schade (1990, p.258) see that an intercultural encounter's already complex situation is exacerbated by ambiguities, lack of awareness and/or the misunderstanding of cultural behavior standards, of language or of relational dimensions such as confidentiality or status.

Nettekoven (1979) sought to correct three misconceptions about intercultural tourist encounters; first that contact between tourists and residents of the host



community is usually over-emphasized; second the desire for close intercultural encounters amongst tourists is also over-emphasized; and third, in the context of developing nations, interaction with tourists is seldom the most important influence upon the host culture. The acculturation process through the influence of tourists would be relatively limited within a host community. However, negative effects of acculturation via the “demonstration effect” including deviant behavior to support the limitation of touristic life styles, do occur, reflecting that although.

The environment is considered under three main heading: physical, biological and socio-economic (Romeril, 1989). The heading may also be expressed as natural, built and cultural (OECD,1981a). Other variations of typology and meaning under the three main heading have included employment. The natural environment includes air, water, flora, fauna, soil, natural landscape (including geological features) and climate. The built environment encompasses urban fabric and furniture, buildings and monuments, infrastructure, human-made parks and open spaces and other elements of townscape.

Shaw and Williams (1992) provide a useful inside into the **environmental implications of tourism** development for urban areas. They report on the existing view within the literature that tourism-environment impacts have been viewed along a continuum where impacts may be minimal or positive in inner city areas. But assume a growing negative impact as one move through a range of other tourism environments from old coastal resorts to urban historic areas to natural coastal and rural areas. The various types of negative or undesirable environmental impacts that can be generated by tourism development if it is not carefully planned, developed, and managed include those listed below. Not all these impacts would likely take place in one area because the types of impacts often depend on the kind of tourism development and the specific environmental characteristics of the tourism area. The scale of tourism development in relation to the carrying capacity of the environment greatly influences the extent of environmental impact. Many of the types of impact considered here can result from various types of development, and most are not unique to tourism.

Several types of ecological problems can result from uncontrolled tourism development and use. Overuse of fragile natural environments by tourists can lead to ecological damage. There is a damaging effect on the local plant community resulting from the trampling of horses used for recreational horse riding in certain coastal areas

of England and Wales. Animal behavior patterns can be disturbed by uncontrolled photography and feeding of them, and their habitats can be disrupted or reduced by excessive encroachment of tourism development. Noise pollution generated by a concentration of tourists, tourists road and off-road RVs such as dune buggies and snowmobiles; airplanes; motor boats; and sometimes certain types of tourist attractions such as amusement parks or car/motorcycle race tracks may reach uncomfortable and irritating levels for nearby residents and other tourists. Very loud noise can result in ear damage and psychological stress.

There may be pollution of ground water from the sewage. If a sewage outfall has been constructed into a nearby river, lake, or coastal seawater and the sewage have not been adequately treated, the effluent will pollute that water area. Surface water pollution in rivers, lake, and seawater can also result from recreational and tourist transportation. Motor boats spill oil and gas and clean their bilge's in the water, especially in enclosed harbors and place where natural water circulation is slow.

Littering of debris on the landscape is a common problem in tourism areas because of the large number of people using the area and the kinds of activities, such as picnicking that they engage in. Improper disposal of solid waste from hotels, restaurants, and resorts can generate both litter and environmental health problems from vermin, disease, and pollution as well as being unattractive. Poor land use planning, siting, and engineering design of tourist facilities, as well as any type of development, can generate erosion, landslides, flooding, and other problems (Romeril, 1989). If not well developed according to sound land use planning principle, tourism development can result in land use problems. Tourist facilities may preempt land that is more valuables for other types of land use, such as agriculture and parks, or that should remain under strict conservation control. Facilities may take the form of linear commercial development, which is inefficient to serve with infrastructure, generates dangerous traffic conditions, and can be visually ugly. Vacation home development can lead to problems of urban sprawl. Without integrated land use and infrastructure planning, the infrastructure may become overloaded, leading to traffic congestion and insufficient water supply and sewage disposal systems.

The survey will have indicated any environmental quality problems that should be addressed in the tourism plan, with recommendations made to mitigate existing problems and prevent future ones through the application of the environmental policies and impact control.

## **Chapter 3**

### **Theoretical Framework**

Somsak (2001) illustrates that homestay tourism is the house of a local resident and has room or area enough to serve and provide for the tourists. The host is pleased to welcome the tourists to stay with them. Both the host and tourists will open their minds and learn more about the differences of life style and existence. They will also exchange opinions and culture. To be satisfied with this activity, it is necessary to know about the style of homestay stay tourism before arrival.

Panitra (1999) explains that homestay tourism is ecotourism where tourists stay overnight in the community as members of that family to learn about their life style and exchange difference experiences.

Cohen (1984) investigated how the development of a tourism industry usually affects the size of the host population, as the creation of new employment opportunities slows migration and attracts new workers or residents in the community (Baud-Bovy and Lowson, 1977). More critically, tourism can, on one hand, help the host community to retain its members, particularly unemployed or under-employed youths in economically marginal areas, and on the other hand, displace agriculture and result in migration from villages and mountain communities to tourism areas

Lindberg and Johnson (1997) show resident attitudes are also a function of perceived power relative to the tourism industry and/or of perceived influence over tourism development; that is, attitudes toward tourism are a function of the process associated with tourism development. Madrigal (1993) noted that positive resident perceptions of tourism were positively related to perceived personal influence and negatively related to perceived business influence.

A more serious societal problem can occur in lower-income areas (Cook, Yale, and Marqua, 1999). In some locations, tourism has caused what is termed as the "demonstration effect". Compared to their own lifestyles, the local residents often see the visitors as uniformly wealthy and in possession of all the "good things" in life. This display of material goods and affluence may lead to envy and resentment from the locals. According to Murphy (1985:117) social impacts involve the "more immediate changes in the social structure of the community and adjustments to the destination's economy and industry...while the cultural impacts focus on the longer

term changes in a society's norm and standards, which will gradually emerge in a community's social relationships and artifacts". Perdue, Long and Allen (1990) noted the relevance of social exchange theory as a basis for the resident attitude model.

Cook, Yale, and Marqua, (1999) illustrated that tourism's affect on the young may have a detrimental effect on the culture of an area. The youth of a region are the most likely to seek the jobs created by the tourism industry, which are often higher-paying than the traditional work available, for example, farming. It is common for a young man or woman in a developing nation to be able to earn much more than his or her elders and to flaunt this disparity through the purchase of material goods. This apparent casting away of the society's traditional ways can cause rifts in families. The younger generation is also the most likely to copy behaviors of the tourists that may be considered improper in the region's culture.

Nickerson (1996) notes that assessing the physical environment includes an inventory of all the structures made by humans and the natural resources in or near the community. The inventory must be thorough enough to provide an overview of the positive physical features of the community as well as what the community is lacking. The structures in the inventory should begin with an inventory of the infrastructure. An inventory of natural resources should include any unique geology of the area, topography, water resources, and other natural resources that might attract tourists.

Mathieson and Wall (1982) offer a number of insights into the environmental problems associated with tourism in resort areas, which are also relevant for other urban areas. The impacts are related to architectural pollution due to the affect of inappropriate hotel development on the traditional landscape. There are also affects of ribbon development and urban sprawl in the absence of planning and development restrictions. Traffic congestion may result in urban resort areas. Pollution of the local ecosystem from sewage, litter and too many visitors in the peak season may also pose serious problems for the destination.

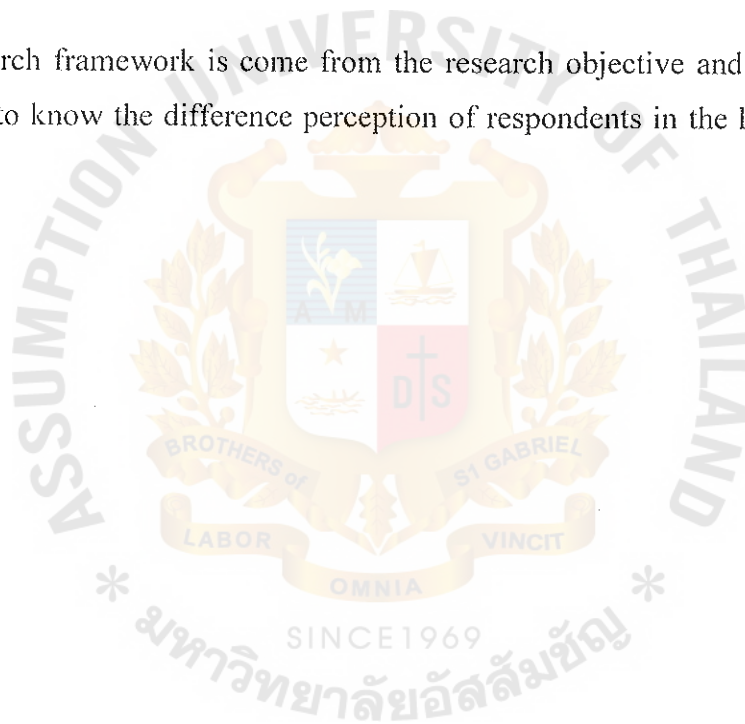
Langford and Howard (1994) believed that tourism could generate a wide variety of economic benefits, such as jobs, and economic costs, such as inflation. Residents who place importance on net economic gain and perceive such gain from tourism are likely to support tourism (individual relationships such as this one assumes all else is equal). Indeed, many studies have found significant correlation

between attitudes and measures of economic benefits and costs associated with tourism.

### ***Research framework***

The researcher divided the framework into 2 part. The first part is independent variable. It's include gender, age. Educational attainment, monthly income, occupation, birth place and length of residency of respondent. Therefore, age and gender have the effect to the perception difference with age and with gender. Perception is based on personal belief and experience. The second part of framework is dependent variable. It does include economic, social, cultural, environmental and physical impact.

All of research framework is come from the research objective and research problem that want to know the difference perception of respondents in the homestay tourism area.





Research Framework

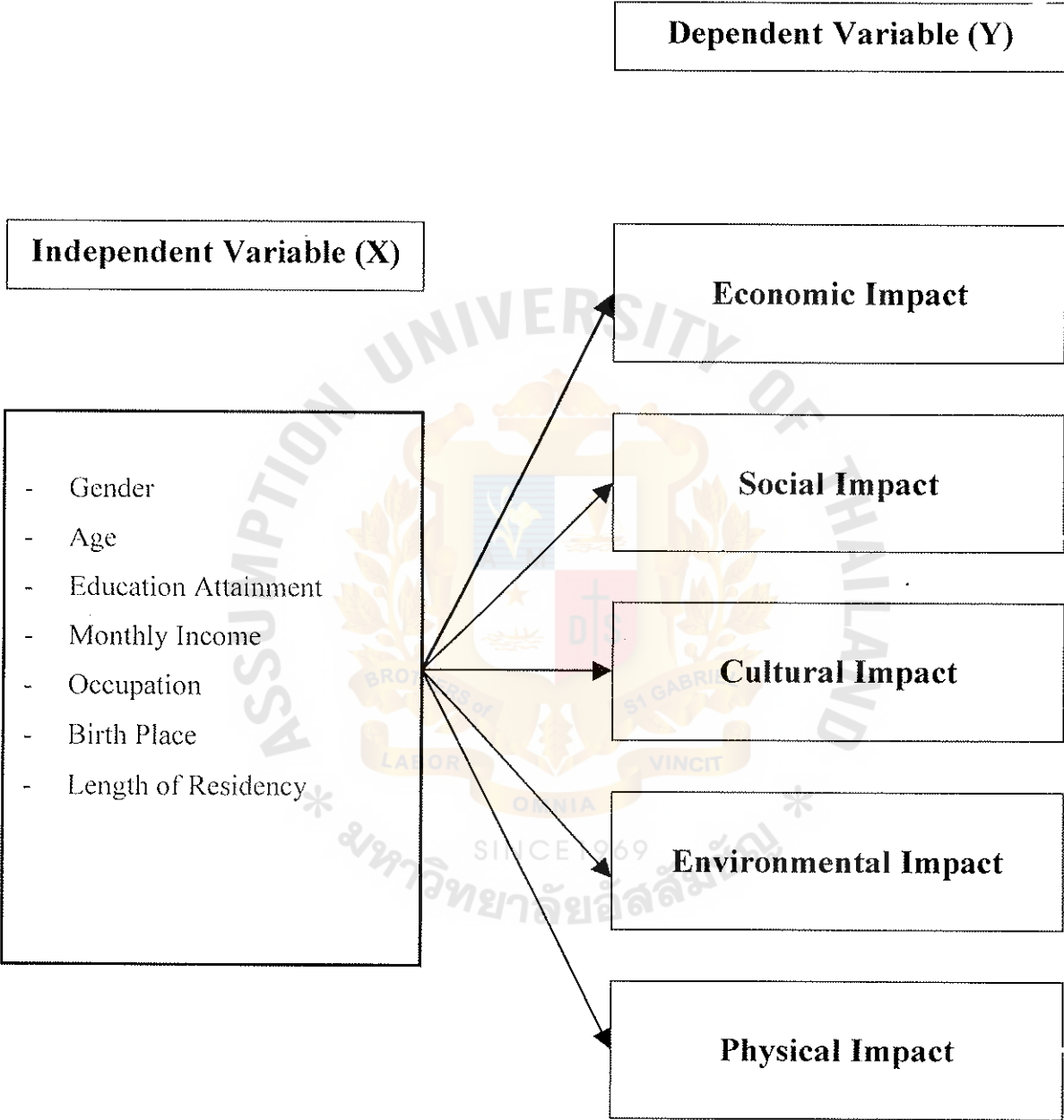


Figure: 3.1 Research Framework

Research Concept			
Conceptual Label	Definition of concept	Activities of component	(Source : Negi 1978)
Perception	A psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor	<ul style="list-style-type: none"> <li>- Economic</li> <li>- Social</li> </ul>	<ul style="list-style-type: none"> <li>- Created more jobs for community</li> <li>- Attracted more investment in community</li> <li>- More spending</li> <li>- Prices of goods and service have increased</li> <li>- Economic benefit to resident</li> <li>- Tourism revenue</li> <li>- Cost of development</li> <li>- Increasing standard of living</li> <li>- Negative way of life</li> <li>- Residents suffering</li> <li>- Change resident social</li> <li>- Crime rate</li> <li>- More vandalism in community</li> <li>- Waste of tax-payer money</li> </ul>

Table 3.1 Research Concept

Research Concept			
Conceptual Label	Definition of concept	Activities of component	
Perception	A psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor	<ul style="list-style-type: none"> <li>- Cultural</li> <li>- Environmental</li> <li>- Physical</li> </ul>	<ul style="list-style-type: none"> <li>- Understanding culture and society</li> <li>- Encouraging culture activities</li> <li>- More cultural exchange</li> <li>- Culture identity</li> <li>- Destroying the natural environment</li> <li>- Traffic congestion, noise and pollution</li> <li>- Unpleasantly overcrowded</li> <li>- Provide more recreation area</li> <li>- A high standard of public facilities</li> </ul>

## CHAPTER 4

### RESEARCH METHODOLOGY

This chapter justifies the research method, mode of communication, research instrument, sampling plan and statistical treatment of data. Data analysis procedures and limitations of the research design are also presented.

#### ***4.1 Research Method:***

This research is designed to use a **SURVEY METHOD with Semi-Structure Questionnaire** for collection of data. Surveys provide quick, inexpensive, efficient and accurate means of assessing information about the local resident in the homestay tourism area. Surveys are used to help test hypotheses and describe the relationship between perceptions of local residents in the homestay tourism area to the homestay tourism development impact. The study utilizes the descriptive method of research. The data was gathered using the questionnaire designed in accordance with the problem presented in this study. The researcher believed that the descriptive research method was appropriate in this study since it aimed to determine the perceptions of local residents toward homestay tourism development impact.

#### ***4.2 Mode of Communication:***

This research used the **PERSONAL INTERVIEW METHOD OF COMMUNICATION**. The researcher will ask the questions to the local residents in the homestay tourism area in Plai Phong Phang Village, Thailand.

#### ***4.3 Research Instrument:***

The major tool used in gathering the data is the **SEMI-STRUCTURED QUESTIONNAIRE** and documentary analysis.

##### **The Semi-Structured Questionnaire:**

The research instrument of this study is semi-structured questionnaires (questionnaires that provide only questions and do not offer answers to the interviewees or incomplete questionnaires). They are interviews that seek primarily to explore, in the local residents' own words, their perceptions concerning the economic,

social, cultural, environmental and physical impacts. The overall objective of this survey is to provide insight into, rather than quantitative measurement of, the perception of local residents concerning the economic, social, cultural, environmental and physical impact of homestay tourism. This is a case study of Plai Phong Phang Village, Thailand.

#### *4.4 Descriptive Analysis*

Descriptive analysis is the process of transforming the raw data into a form that is easy to understand and interpret.

Triangulation involves the use of different methods and sources to check the integrity of inferences drawn from the data. There are many debates about whether the value of triangulation is validating qualitative evidence or if it lies in extending understanding through the use of multiple perspectives or different types of readings, which is often termed as multiple method research (Ritchie and Lewis, 2003).

For this research, the total numbers of questionnaires is 40. They are divided equally into two groups. The first group is used to develop hypotheses, and the second group is used to test the hypotheses.

In order to clarify the local residents perceptions in this research, the descriptive analysis will be presented in the form of frequency distribution and percentage distribution.

#### *4.5 Sampling Plan*

- i. **Definition of Population:** All residents of the homestay tourism area, i.e. Plai Phong Phang Village, Amphawa district, Samutsongkram province, who are in the age group of 20 years or above. This village is a well-known place for tourists who are interested in homestay tourism and the reason why the researcher chose this village to be the sampling area.
- ii. **Sampling Element:** Resident (head of the family) of the homestay village (Plai Phong Phang Village, Thailand) who is 20 years or above.



- iii. **Sampling Unit:** Household in the homestay tourism area.( Plai Phong Phang Village, Thailand)
- iv. **Sampling Method:** In this research, the researcher used the Non-Probability Method (Judgement Sampling). Non-Probability specifies the particular units to be included, and their selection is determined by chance.
- v. **Sample Size:** Phenomenological method depends almost exclusively on lengthy interviews. A typical sample size is from 5 to 25 individuals whom have had direct experience with the research topic (Creswell, 1998).
- vi. **Target Population:** The 6,000 people in village who are above 20 years of age.

#### **4.6 Research Procedure**

##### **i. Select the Target Population**

The researcher met the head of village and asked him to take the researcher to the houses which qualify for the sampling element of this study.

##### **ii. Interviews of the Respondents: Group 1**

After the questionnaire was designed, the researcher went to collect data by interviewing respondents at the village. By asking open questions, the respondents could give their ideas of perceptions to the researcher.

##### **iii. Preparing Transcripts**

After collecting the data from the respondents in group 1, the researcher prepared transcripts of the answers of the respondents by plotting out all of their answers.

##### **iv. Categorization of Main Issue and Idea of Group 1**

The main issues and ideas of respondents were categorized after choosing the main issues and ideas of each respondent's answer.

**v. Developing Hypotheses**

The main issues and ideas of each respondent were developed to draw conclusions and new hypotheses for the next research.

**vi. Interview of the Respondents: Group 2**

The data from respondents of Group 2 was used to compare with the data of Group 1 and to test the hypotheses of Group 1.

**vii. Categorization of Main Issue and Idea of Group 2**

The main issues and ideas of Group 2 were chosen by comparing what was similar and what was different from Group 1.

**viii. Testing Hypotheses with Conclusions from Respondents of Group 2**

The main issues and ideas of respondent Group 2 were used to test the hypotheses of respondent Group 1.

**ix. Final Conclusion**

After the hypotheses of respondent Group 1 were tested by respondent Group 2 main issues and ideas, the results of research testing were explained with conclusion.

**x. Recommendation**

For future research, the researcher can use the hypotheses of this research as a guideline and study the differences in perceptions of respondents between Group 1 and Group 2.

**Chapter 5**

**Presentation, Analysis, Interpretation and Conclusions**

This chapter presents, analyzes, interprets and concludes the data gathered through the survey questionnaires.

As I collected and analyzed data from preliminary observations, I found issues to explore regarding the perceptions of local residents toward homestay tourism. Impact questions arose that created a need for further observation or interviewing. Using the constant comparative method of analysis, I collected data, looked for emerging perceptions and recurrent issues, categorized them, and then re-evaluated them and the categories. As I collected more data, I wrote an analytical chapter about my data. I re-evaluated my previous theories as I compared old data with new. The themes of academic engagement, generated by study, continued to expand in depth and breadth and they generated more themes that guided the development of my study.

I have found many perceptions of local residents in the homestay tourism area. The data was divided into 2 groups of respondents. For each group, results were categorized in 5 areas: economic impact, social impact, cultural impact, environmental impact and physical impact. Conclusions based on analysis of perceptions of Group 1 were tested with the perceptions of Group 2 to arrive at final conclusions about perceptions of local residents concerning the economic, social, cultural, environmental, and physical impact of homestay tourism.

**5.1 Respondents’ Characteristics: Group 1**

This section consists of gender, age group, length of residency, educational level, occupation, income and birthplace of respondent Group 1.

**Table 5.1.1: Gender of Respondents: Group 1**

Gender	Frequency	Percentage
Male	13	65
Female	7	35
Total	20	100

Table 5.1.1 illustrates the gender of respondents in this research. There are 20 respondents in total, of which 13 persons are male (65 percent) and 7 persons are female (35 percent). The largest of respondents in this group are male.

**Table 5.1.2: Age Group of Respondents: Group 1**

Age	Frequency	Percentage
20-30	0	0
31-40	5	25
41-50	4	20
51-60	7	35
61-over	4	20
<b>Total</b>	<b>20</b>	<b>100</b>

Table 5.1.2 demonstrates the age group of respondents. The age between 20-30 is 0 persons (0 percent); between 31-40 are 5 persons (25 percent); between 41-50 are 4 persons (20 percent); between 51-60 are 7 persons (35 percent); and 61 – over are 4 persons (20 percent). The largest number of respondents of this group in terms of age are in the age group between 51 – 60 years.

**Table 5.1.3: Length of Residency of Respondents: Group 1**

Length of Residency	Frequency	Percentage
1 – 12 months	0	0
1-3 years	0	0
4-5 years	0	0
6-8 years	0	0
more than 8 years	20	100
<b>Total</b>	<b>20</b>	<b>100</b>

Table 5.1.3 demonstrates the length of residency of respondents in the homestay tourism area. All of the respondents (100 percent) have lived more than 8 years in the homestay tourism area.

Table 5.1.4: Education of Respondents: Group 1

Educational Level	Frequency	Percentage
Primary school or below	12	60
Secondary school	2	10
High school or equivalent	3	15
Bachelor’s degree	3	15
Master’s degree or above	0	0
Total	20	100

Table 5.1.4 demonstrates the educational level of respondents. There are 12 persons (60 percent) that hold a primary school degree or below; 2 persons (10 percent) have a secondary school degree; 3 persons (15 percent) have a high school or equivalent degree; and 3 persons (15 percent) have a bachelor’s degree. The largest number of respondents in Group 1 in terms of educational level are primary school or below.

Table 5.1.5: Occupation of Respondents: Group 1

Occupation	Frequency	Percentage
Employee of government	5	25
Private business (shop owner)	15	75
Business officer	0	0
Unemployed	0	0
Farmer or Other	0	0
Total	20	100

Table 5.1.5 demonstrates the occupation of respondents. There are 5 persons (25 percent) that work as employees of the government and 15 persons (75 percent) are in private business (shop owners). The largest of respondents in this group are in private business.



**Table 5.1.6: Monthly Income of Respondents: Group 1**

Income Level	Frequency	Percentage
Less than 10,000 Baht	13	65
10,000-24,999 Baht	7	35
25,000-29,999 Baht	0	0
30,000-34,999 Baht	0	0
35,000-39,999 Baht	0	0
More than 40,000 Baht	0	0
Total	20	100

Table 5.1.6 demonstrates the monthly income level of respondents. There are 13 persons (65 percent) that have income less than 10,000 Baht, and 7 persons (35 percent) that have income between 10,000-24,999 Baht. The largest group of respondents in terms of monthly income is less than 10,000 Baht.

**Table 5.1.7: Birthplace of Respondents: Group 1**

Birthplace	Frequency	Percentage
Plai Phong Phang Village	19	95
Other places	1	5
Total	20	100

Table 5.1.7 demonstrates the birthplace of respondents. A total of 19 persons (95 percent) were born in Plai Phong Phang Village and 1 person (5 percent) was born in another place. The largest of respondents in Group 1 in terms of birthplace were born in Plai Phong Phang Village.

## **Hypotheses Based on Data Analysis of Group 1**

### **Economic Impact**

1. Homestay tourism increases the income of individuals/families/villages.
2. Homestay tourism provides more employment for young and retired people
3. Homestay tourism disperses income to areas around the village.
4. Homestay tourism creates a market for local products.

From the first survey, it was found that the local residents received a special income in addition to their routine jobs. As usual, some local residents earned their living as agriculturists, some as government officers and some as independent business people. The villagers earned a certain income from these jobs. Homestay tourism played an important role in the village; the villagers had much more special income from allowing tourists to stay in their homes. The local residents earned money by selling souvenirs made from raw materials in the village. Some villagers could be employed in other ways such as guiding and boat trips. Those who had foreign language skills could guide foreigners and describe the history and culture of the village. Local residents living in the vicinity gained benefits as well. Because of the tourists' visits, the economic condition in the village was gradually changed in a positive way. Moreover, the increased income improved the local residents' quality of life: some families used the money to improve their livelihood, some were able to save money for the future.

On the whole, homestay tourism in the village spread income due to the expenditures of the villagers and tourists. The villagers spent money in welcoming tourists: food, activities, etc. As for tourists, they spent money on tours and in buying souvenirs from the village.

### **Social Impact**

1. Homestay tourism makes a reputation for the village.
2. Homestay tourism creates an exchange of opinions, ideas and new knowledge between local residents and tourists.
3. Homestay tourism can change the way of life of local residents.
4. Homestay tourism helps local residents learn more about differences between societies.
5. Homestay tourism gives new ideas to local residents for developing their society.

When the local residents were interviewed about social impact, many interesting points were raised including social change in positive way. The local residents met many tourists travelling to study the social conditions of Thai people. In addition, homestay tourism made the village famous. Whenever we talk about homestay tourism, most people think of Plai Phong Phang Village first. At present, Plai Phong Phang Village is promoted as a tourist site of Thailand.

When tourists arrived at the village, they each stayed at a home. Because they stayed in a home rather than a guesthouse or hotel, tourists were closer to the local residents and exchanged their attitudes and opinions. The local residents received new ideas about supporting life and could make improvements to get along with their society. That was an advantage to developing the village. As for the tourists, after talking with the local residents, they had a new understanding of a simpler lifestyle not easily found in modern cities.

In order to be successful as a tourist operation, it was necessary for the local residents to make plans. They needed to brainstorm and work together continuously. This helped the local residents to live together more harmoniously.

The local residents also learned more about the differences in each society. In the past, most of the local residents stayed in their own village. When homestay tourists arrived, the local residents could better understand about the differences between societies. Furthermore, the local residents could evaluate and prepare themselves for changes in the future. Although homestay tourism has many strong points, it causes some trouble as well because there are many strangers that come to the village.

### **Cultural Impact**

1. Homestay tourism promotes traditional Thai culture.
2. Homestay tourism helps to conserve Thai culture.
3. Homestay tourism helps to return lost culture back to the village.
4. Homestay tourism allows tourists to understand Thai culture.
5. Homestay tourism provides an exchange of culture between village and others.

After hosting homestay tourists, we could sense that there was a change in the village. Tourists gained an understanding of Thai culture and took that knowledge back to their country. In addition, there was public relation information on radios and

television, in books, etc. that increased awareness of the village more than ever. For this reason, the local residents thought they must embrace their culture continuously and pass it on to future generations. When tourists traveled more in the village, a good consequence was the cultural exchange between the local residents and tourists. The local residents revived the culture that had been lost.

### **Environmental Impact**

1. Homestay tourism creates a garbage problem for the village.
2. Homestay tourism encourages local residents to preserve the environment.
3. Homestay tourism makes a noise problem in the village.

The environmental impact of homestay tourism could be divided into negative and positive impacts. The negative one was increasing garbage. If the village lacks good management, garbage disposal can become a major problem in the future. Another negative impact was the noise problem that came from boat trips at night. However, there was a positive impact: the local residents did not destroy the environment in their village because they realized that tourists like to enjoy true nature. Instead of destroying their environment, local residents protected it.

### **Physical Impact**

1. Homestay tourism encourages improvement of buildings and houses with modern conveniences and cleanliness.
2. Homestay tourism adds more infrastructures to the village.
3. Homestay tourism adds new buildings to the village.
4. Homestay tourism helps the village develop.
5. Homestay tourism promotes the style of Thai houses to tourists.

The physical impact in the village after having homestay tourists was a positive change; namely the residential area was renovated. The local residents also had improvement in public utilities. Electricity, water supply and telecommunications were all improved. As a result, the local residents had more convenience and the community was developed.

5.2 Respondents' Characteristics: Group 2

This section consists of gender, age group, length of residency, education, occupation, income and birthplace of respondent Group 2.

Table 5.2.1: Gender of Respondents: Group 2

Gender	Frequency	Percentage
Male	14	70
Female	6	30
Total	20	100

Table 5.2.1 illustrates the gender of respondents in this research. There are 20 respondents in total, of which 14 persons are male (70 percent) and 6 persons are female (30 percent). The largest of respondents in this group are male.

Table 5.2.2: Age Group of Respondents: Group 2

Age	Frequency	Percentage
20-30	1	5
31-40	5	25
41-50	6	30
51-60	1	5
61-over	7	35
Total	20	100

Table 5.2.2 demonstrates the age group of respondents. The age between 20-30 is 1 person (5 percent); between 31-40 are 5 persons (25 percent); between 41-50 are 6 persons (30 percent); between 51-60 is 1 person (5 percent); and more than 61 are 7 persons (35 percent). The largest numbers of respondents in this group in terms of age are more than 61 years.



**Table 5.2.3: Length of Residency of Respondents: Group 2**

Length of Residency	Frequency	Percentage
1 – 12 months	0	0
1-3 years	0	0
4-5 years	0	0
6-8 years	0	0
more than 8 years	20	100
Total	20	100

Table 5.2.3 demonstrates the length of residency of respondents in the homestay tourism area. All of the respondents (100 percent) have lived more than 8 years in the homestay tourism area.

**Table 5.2.4: Education of Respondents: Group 2**

Educational Level	Frequency	Percentage
Primary school or below	12	60
Secondary school	4	20
High school or equivalent	4	20
Bachelor’s degree	0	0
Master’s degree or above	0	0
Total	20	100

Table 5.2.4 demonstrates the educational level of respondents. There are 12 persons (60 percent) that hold a primary school degree or below; 4 persons (20 percent) have a secondary school degree; and 4 persons (20 percent) have a high school or equivalent degree. The largest of respondents in Group 1 in terms of educational level are primary school or below.

Table 5.2.5: Occupation of Respondents: Group 2

Occupation	Frequency	Percentage
Employee of government	2	10
Private business (shop owner)	11	55
Business officer	0	0
Unemployed	3	15
Farmer or Other	4	20
Total	20	100

Table 5.2.5 demonstrates the occupation of respondents. There are 2 persons (10 percent) that work as employees of the government; 11 persons (55 percent) are in private business (shop owners); 3 persons (15 percent) are unemployed; and 4 persons (20 percent) are farmers or others. The largest number of respondents in this group are in private business.

Table 5.2.6: Monthly Income of Respondents Group 2

Income Level	Frequency	Percentage
Less than 10,000 Baht	11	55
10,000-24,999 Baht	7	35
25,000-29,999 Baht	1	5
30,000-34,999 Baht	1	5
35,000-39,999 Baht	0	0
More than 40,000 Baht	0	0
Total	20	100

Table 5.2.6 demonstrates the monthly income level of respondents. There are 11 persons (55 percent) that have income less than 10,000 Baht; 7 persons (35 percent) that have income between 10,000-24,999 Baht; 1 person (5 percent) that has income between 25,000-29,999 Baht; and 1 person (5 percent) that has income between 30,000-34,999 Baht. The largest group of respondents in terms of monthly income is less than 10,000 Baht.

**Table 5.2.7: Birthplace of Respondents: Group 2**

Birthplace	Frequency	Percentage
Plai Phong Phang Village	19	95
Other places	1	5
<b>Total</b>	<b>20</b>	<b>100</b>

Table 5.2.7 demonstrates the birthplace of respondents. A total of 19 persons (95 percent) were born in Plai Phong Phang Village and 1 person (5 percent) was born in another place. The largest of respondents in Group 1 in terms of birthplace were born in Plai Phong Phang Village.

**Hypotheses Tested on Data Analysis of Group 2**

The second survey about the feelings of the local residents toward homestay tourism is also summarized in five main points. There were some small differences from the first survey as the following details:

**Economic Impact**

1. Homestay tourism increases the income of individuals/families/villages.
2. Homestay tourism provides employment in the village.
3. Homestay tourism disperses income around the village.
4. Homestay tourism creates a market for local products.
5. Homestay tourism creates a positive feeling from tourism.
6. Homestay tourism provides new knowledge for local residents.

The income level of the local residents was still satisfying because homestay tourism was their new choice to get more income than their routine jobs. Homestay tourism did not give large returns, but the income was at a satisfactory level. Each household got enough money to support their lives.

In addition, homestay tourism was involved in creating jobs for the local residents. Everybody, including adolescents and the elderly could have responsibilities. For example, they could provide accommodations for tourists, guide tourists to the sights, rent out the guide boats or even prepare food for tourists.

The local residents gathered raw materials to invent memorable souvenirs. They decided to organize their own market within the village. Prices were not too expensive but the local residents could gain a high profit because there wasn't a middleman to take advantage of them. The circulation of money was at a high level and spread all over the village. The local residents grew more knowledgeable about monetary management and made effective progress.

### **Social Impact**

1. Homestay tourism makes a reputation for the village.
2. Homestay tourism helps local residents to gain new knowledge and opinion.
3. Homestay tourism greatly changes the community.
4. Homestay tourism gives a good vision to local residents.
5. Homestay tourism gives local residents new ideas.
6. Homestay tourism creates strong relationships between local residents.
7. Homestay tourism causes local residents to meet new people from all over the world.
8. Homestay tourism makes the village full of energy.

The local residents not only got new ideas from tourists, but the situation also promoted unity. In the past, the local residents' life styles and relationships became estranged. After homestay tourism was set up, the local residents had to coordinate activities to build the reputation of the village.

Because of homestay tourism, the local residents were able to meet many new and different people all the time and they received much more knowledge. Without homestay tourism, the local residents would have had no chance to gain many experiences like this. In addition, the local residents could take those ideas to develop themselves and their village. There could be a mixture between the modern ideas and the local residents' original beliefs, creating a unique aspect to the village.

### **Cultural Impact**

1. Homestay tourism promotes Thai culture.
2. Homestay tourism helps to conserve Thai culture.
3. Homestay tourism revives Thai culture that was lost.
4. Homestay tourism helps conserve the traditional Thai dressing style.
5. Homestay tourism makes changes in culture.
6. Homestay tourism motivates local residents to show their culture to tourists.
7. Homestay tourism allows local residents to learn about international cultures.

To attract tourists to visit the village, the local residents tried to show Thai culture as much as possible, such as the warm welcome or Thai greeting style. Homestay tourism helped to conserve Thai culture because the local residents had to proudly present it for tourists. Furthermore, the local residents also conserved Thai garb by dressing in traditional Thai clothes and revived some lost culture once again.

The final idea of the local residents toward culture was regarding the ability to learn about new cultures from foreign tourists. With those new cultures, the local residents could apply some aspects suitable to their daily life.

### **Environmental Impact**

1. Homestay tourism creates more garbage in the village.
2. Homestay tourism helps to protect and preserve the environment around the village.
3. Homestay tourism motivates local residents to have a good conscience and develop the village.

The major problem that occurred from homestay tourism was the garbage problem. Because there were so many people visiting the village, the garbage-eliminating system could not be perfect. There was a limited system so it could not handle the garbage sufficiently.

Other than that, there was no other problem. The local residents thought that homestay tourism made them protect environment because they knew tourists visited their village for the purpose of relaxing in the true natural atmosphere. Therefore, if someone destroyed the environment, it meant that he or she wanted tourists to leave the village.



### Physical Impact

1. Homestay tourism develops houses and buildings around the village.
2. Homestay tourism increases infrastructure to the village.
3. Homestay tourism causes a tap water problem.
4. Homestay tourism motivates local residents to take care of public infrastructure, cleanliness and facilities of the village.

The physical problem was with the water supply. The water supply system could support just the population in the village. However, it was not a major problem. If there was no improvement, it might become a major problem in the future.

On the positive side, the related unit developed public utilities. Moreover, the local residents took care of their homes and cleaned around their homes making the village more attractive.

The overall analysis was an acknowledgement by the second group of the impacts that occurred from homestay tourism in Plai Phong Phong Village, Thailand. There were differences in some parts. Those differences will be analyzed later.

5.3 Profile of Respondents

This section consists of gender, age group, length of residency, education, occupation, income, and birthplace of all respondents. The total number of the respondents is 40.

Figure 5.3.1 Gender Profile of Respondents

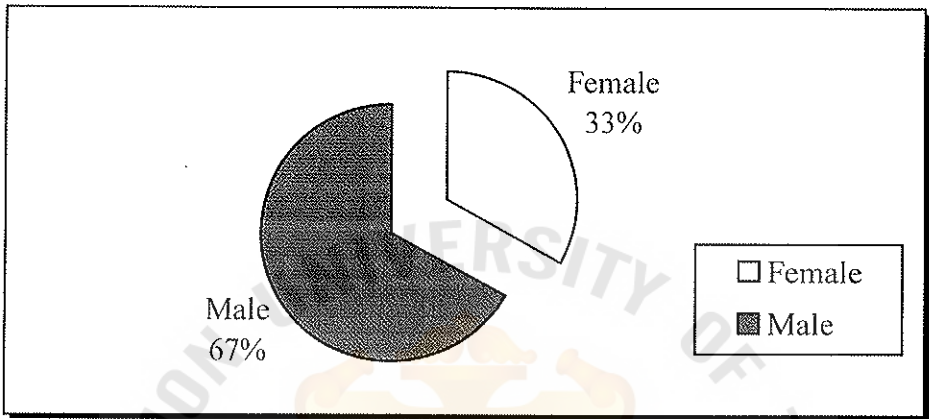


Figure 5.3.1 shows the percentage of the respondents' gender. They are 33 percent female (13 persons out of 40), and 67 percent male (27 persons out of 40). Therefore, the majority of respondents in this research study are male.

Figure 5.3.2 Age of Respondents

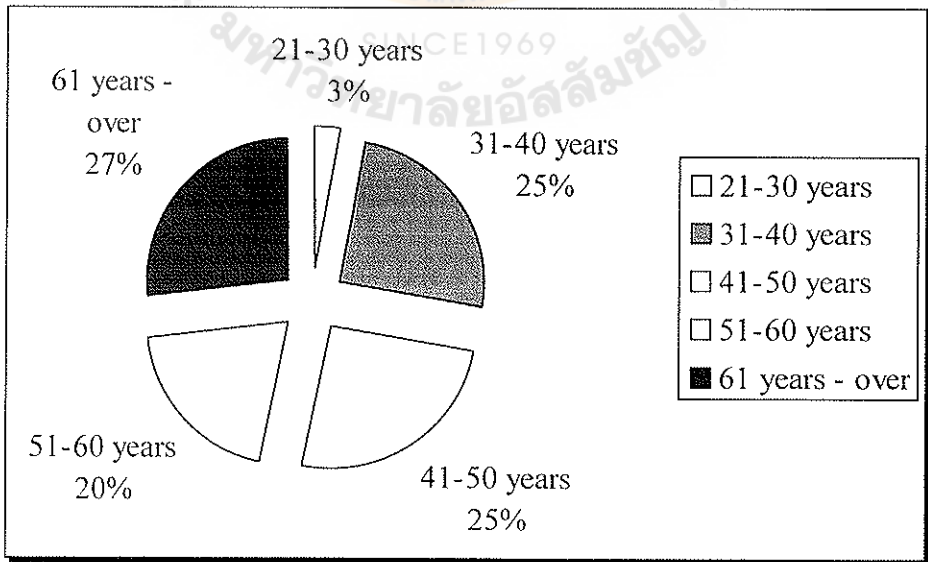


Figure 5.3.2 represents the age groups of respondents. There are 27 percent in the age group 61 years and over; 25 percent each are in the age groups 41-50 years and 31- 40 years; 20 percent are in the age group 51 – 60 years; and 3 percent which are age 21-30 years. The majority of respondents in this research are in the age group of 61 and over.

Figure 5.3.3 Length of Residency

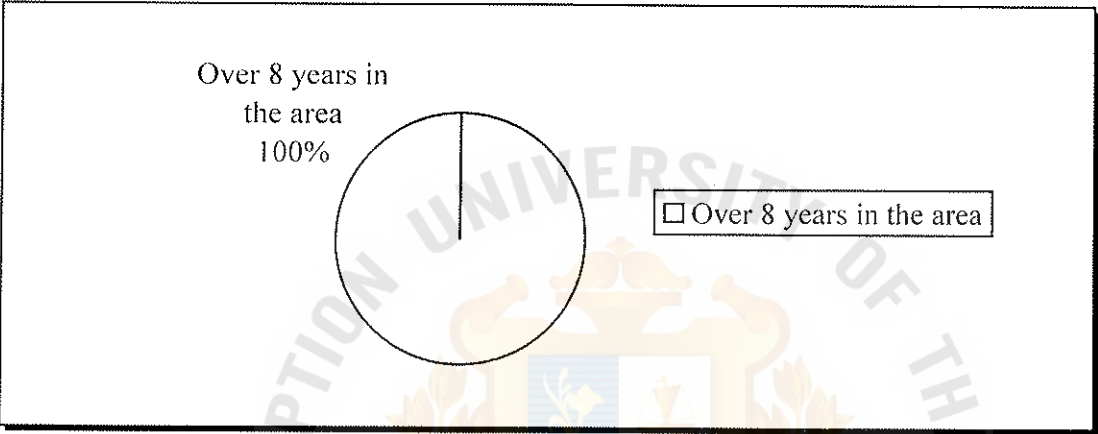


Figure 5.3.3 represents the length of residency in the research area. All of the respondents, 100 percent, stayed over 8 years in the research area.

Figure 5.3.4 Respondents' Educational Profile

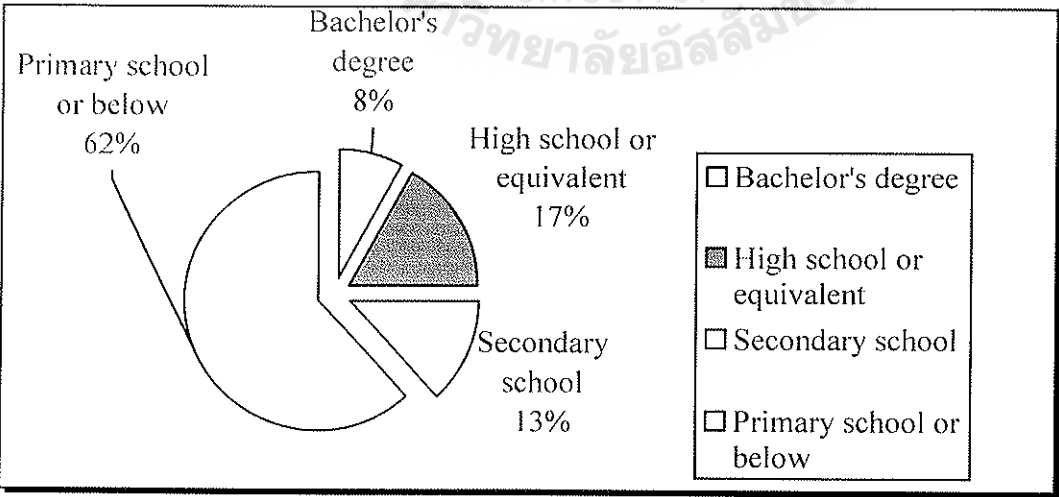


Figure 5.3.4 represents the educational level of respondents. There are 62 percent of respondents who graduated from primary school or below; 17 percent from high school or equivalent; 13 percent from secondary school; and 8 percent have a bachelor's degree. According to this research, the majority of respondents in terms of educational level are primary school or below.

Figure 5.3.5 Respondents Occupational Profile

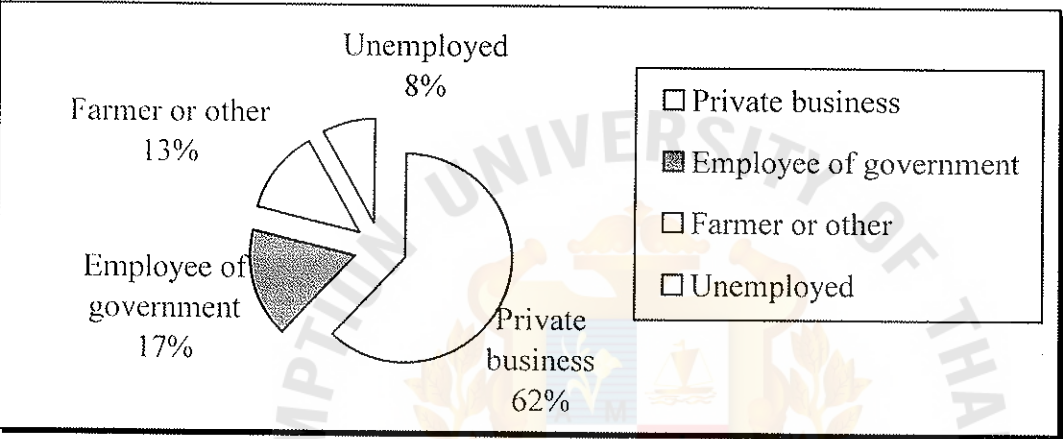


Figure 5.3.5 represents the occupation of respondents. There are 62 percent in private business; 17 percent are employees of the government; 13 percent are farmers or others, and 8 percent are unemployed. The majority of respondents in this research study are in private business (shop owners).

Figure 5.3.6 Respondents Monthly Income Profile

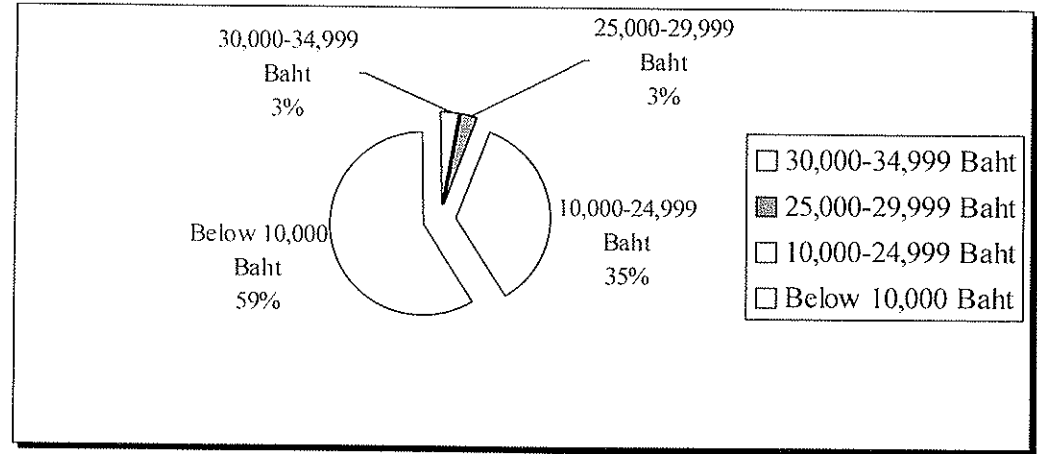


Figure 5.3.6 represents the monthly income of respondents. There are 59 percent that have income below 10,000 Baht; 35 percent that have 10,000-24,999 Baht; 3 percent that have 25,000- 29,999 Baht; and 3 percent that have 30,000-34,999 Baht. The majority of respondents in this research study are in the income group below 10,000 Baht per month.

**Figure 5.3.7 Respondents’ Birthplace Profile**

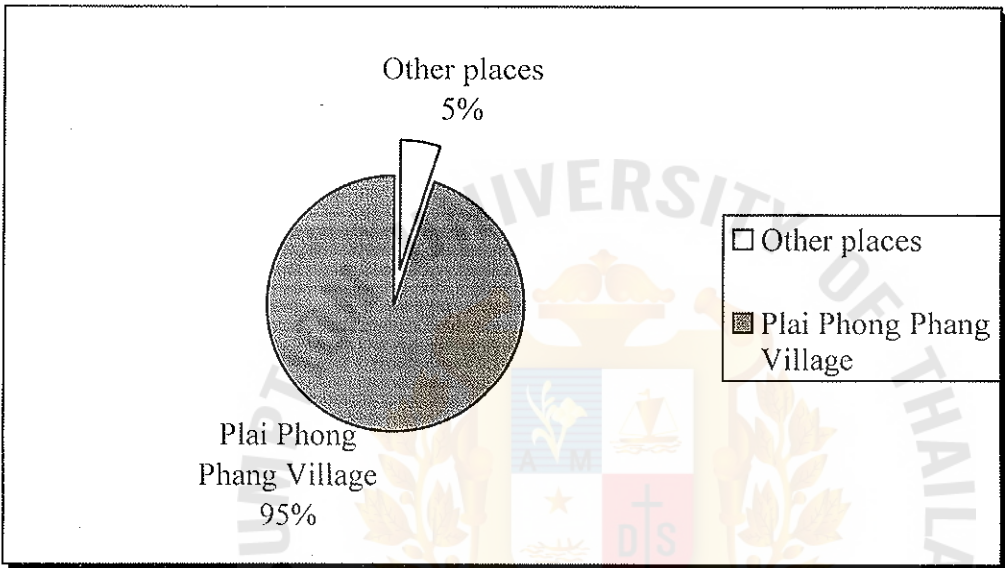


Figure 5.3.7 represents the birthplace of respondents. There are 95 percent of respondents who were born in Plai Phong Phang Village and 5 percent who were born somewhere else. The majority of respondents in this research were born in Plai Phong Phang Village.



## 5.4: Hypotheses

After categorization of local residents' perception of homestay tourism impacts from 2 groups of respondents, they can be divided into 16 hypotheses as follows:

### Economic Impact

- H<sub>1</sub>: Homestay tourism increases the income of individuals/families/villages.
- H<sub>2</sub>: Homestay tourism provides more employment for young and retired people.
- H<sub>3</sub>: Homestay tourism disperses income to areas around the village.
- H<sub>4</sub>: Homestay tourism creates a market for local products.

### Social Impact

- H<sub>1</sub>: Homestay tourism makes a reputation for the village.
- H<sub>2</sub>: Homestay tourism creates an exchange of opinion between local residents and tourists.
- H<sub>3</sub>: Homestay tourism can change the way of life of local residents.
- H<sub>4</sub>: Homestay tourism helps local residents learn more about differences between society.
- H<sub>5</sub>: Homestay tourism gives new ideas to develop their society.

### Cultural Impact

- H<sub>1</sub>: Homestay tourism allows tourists to understand Thai culture.
- H<sub>2</sub>: Homestay tourism promotes traditional Thai culture.
- H<sub>3</sub>: Homestay tourism helps to return lost culture back to the village.

### Environmental Impact

- H<sub>1</sub>: Homestay tourism creates a garbage problem for the village.
- H<sub>2</sub>: Homestay tourism encourages local residents to preserve the environment.

### Physical Impact

- H<sub>1</sub>: Homestay tourism encourages improving building and houses with modern conveniences and cleanliness.
- H<sub>2</sub>: Homestay tourism adds more infrastructures to the village.

In reference to the above hypotheses that I have made, the information can be analyzed into 5 parts as follows:

### **Economic impact of homestay tourism**

According to my research homestay tourism generates more income to individuals/ families/ villages. Therefore Hypothesis 1: homestay tourism increases the income of individuals/families/villages. The second economic result I found was that homestay tourism increased employment and work for young and retired people which comes together with Hypothesis 2: homestay tourism provides more employment for young and retired people. The third result of economic impact was that spread income outside the village, thus Hypothesis 3: homestay tourism disperses income to areas around the village. Finally a market was made for local products from the village as presented in hypothesis 4: homestay tourism creates a market for local products.

### **Social impact of homestay tourism**

There is much social impact in this research. The first impact is regarding the reputation of the village from homestay tourism that can be shown in Hypothesis 1: homestay tourism makes a reputation for the village. The second social impact is homestay tourism allow local residents to exchange their opinions with tourists that is presented in Hypothesis 2: homestay tourism creates an exchange of opinions, ideas and knowledge between local residents and tourists. The third impact is that homestay tourism makes changes in the way of life of local residents as in Hypothesis 3: homestay tourism can change the way of life of local residents. The forth result is that homestay tourism lets local residents learn more about social differences and is referred to in Hypothesis 4: homestay tourism helps local residents learn more about differences between societies. The last social impact is the new ideaa local residents get to develop their community in the village, thus Hypothesis 5: homestay tourism gives new ideas to develop their society.

### **Cultural impact of homestay tourism**

There are many cultural impact of homestay tourism. The first impact is that homestay tourism helped to promote traditional culture to tourists. Therefore Hypothesis 1: homestay tourism allows tourists to understand Thai culture. The second impact is conserved culture of village that can come together with Hypothesis 2: homestay tourism promotes traditional of Thai culture. The final result is that homestay tourism revived a lost culture to the village that is presented in Hypothesis 3: homestay tourism helps to return lost culture back to the village.

### **Environmental impact of homestay tourism**

According to this research the researcher has found the impact on the environment as follows: The first impact is homestay tourism made a garbage problem in the village that is shown in Hypothesis 1: homestay tourism creates a garbage problem for the village. The other environmental of homestay tourism is that it helped to preserve the environment, thus Hypothesis 2: homestay tourism encourages local residents to preserve the environment.

### **Physical impact of homestay tourism**

The final part of homestay tourism is the physical impacts. The researcher has found a few impacts that related to the two groups of respondents. The first result is that it prompted residents to improve buildings and houses. Therefore Hypothesis 1: homestay tourism encourages improving building and houses with modern conveniences and cleanliness. The second impact is that, homestay tourism increased infrastructure to the village and come together with Hypothesis 2: homestay tourism adds more infrastructures to the village.

Data Analysis of Group 1	Data Analysis of Group 2	Conclusion
<p><b>Economic Impact</b></p> <p>H<sub>1</sub>. Homestay tourism increases the income of individuals/families/villages.</p> <p>H<sub>2</sub>. Homestay tourism provides more employment for young and retired people.</p> <p>H<sub>3</sub>. Homestay tourism disperses income to areas around the village.</p> <p>H<sub>4</sub>. Homestay tourism creates a market for local products.</p>	<p><b>Economic Impact</b></p> <p>H<sub>1</sub>. Homestay tourism increases the income of individuals/families/villages.</p> <p>H<sub>2</sub>. Homestay tourism provides employment in the village.</p> <p>H<sub>3</sub>. Homestay tourism disperses income around the Village.</p> <p>H<sub>4</sub>. Homestay tourism creates a market for local products.</p> <p>H<sub>5</sub>. Homestay tourism creates a positive feeling from tourism.</p> <p>H<sub>6</sub>. Homestay tourism provides new knowledge for local residents.</p>	<p><b>Accepted</b></p> <p>H<sub>1</sub>, H<sub>2</sub>, H<sub>3</sub>, H<sub>4</sub> : Meaning that homestay tourism helps the local community by increasing income for families and villages with employment and provides a market for local products.</p> <p><b>To Be Tested in the Future</b></p> <p>H<sub>5</sub>, H<sub>6</sub> : Whether homestay tourism creates positive feelings and provides new knowledge for local residents.</p>

Table 5.3.1 Data Analysis

Data Analysis of Group 1	Data Analysis of Group 2	Conclusion
<p><b>Social Impact</b></p> <p>H<sub>1</sub>. Homestay tourism makes a reputation for the village.</p> <p>H<sub>2</sub>. Homestay tourism creates an exchange of opinion, idea and new knowledge between local resident and tourists.</p> <p>H<sub>3</sub>. Homestay tourism can change the way of life of local residents.</p> <p>H<sub>4</sub>. Homestay tourism helps local residents learn more about differences between societies.</p> <p>H<sub>5</sub>. Homestay tourism gives new ideas to local residents for developing their society.</p>	<p><b>Social Impact</b></p> <p>H<sub>1</sub>. Homestay tourism makes a reputation for the village.</p> <p>H<sub>2</sub>. Homestay tourism helps local residents to gain new knowledge and opinions.</p> <p>H<sub>3</sub>. Homestay tourism greatly changes the community.</p> <p>H<sub>4</sub>. Homestay tourism gives a good vision to local residents.</p> <p>H<sub>5</sub>. Homestay tourism gives local residents new Ideas.</p> <p>H<sub>6</sub>. Homestay tourism creates strong relationships between local residents.</p> <p>H<sub>7</sub>. Homestay tourism causes local residents to meet new people from all over the world.</p> <p>H<sub>8</sub>. Homestay tourism makes the village full of energy.</p>	<p><b>Accepted</b></p> <p>H<sub>1</sub>, H<sub>2</sub>, H<sub>3</sub>, H<sub>4</sub>, H<sub>5</sub> :</p> <p>Meaning that homestay tourism makes a reputation for the village; helps local residents to gain new knowledge and opinions; greatly changes the community; and gives local residents new ideas.</p> <p><b>To Be Tested in the Future</b></p> <p>H<sub>6</sub>, H<sub>7</sub>, H<sub>8</sub>: Whether homestay tourism creates strong relationships between local residents; causes local residents to meet new people from all over the world; and makes the village full of energy.</p>



Data Analysis of Group 1	Data Analysis of Group 2	Conclusion
<p><b>Cultural Impact</b></p> <p>H<sub>1</sub>. Homestay tourism promotes traditional Thai culture.</p> <p>H<sub>2</sub>. Homestay tourism helps to conserve Thai culture.</p> <p>H<sub>3</sub>. Homestay tourism helps to return lost culture back to the village.</p> <p>H<sub>4</sub>. Homestay tourism allows tourists to understand Thai culture.</p> <p>H<sub>5</sub>. Homestay tourism provides an exchange of culture between village and others.</p>	<p><b>Cultural Impact</b></p> <p>H<sub>1</sub>. Homestay tourism promotes Thai culture.</p> <p>H<sub>2</sub>. Homestay tourism helps to conserve Thai culture.</p> <p>H<sub>3</sub>. Homestay tourism revives Thai culture that was lost.</p> <p>H<sub>4</sub>. Homestay tourism helps conserve the traditional Thai dressing style.</p> <p>H<sub>5</sub>. Homestay tourism makes changes in culture.</p> <p>H<sub>6</sub>. Homestay tourism motivates local residents to show their culture to tourists.</p> <p>H<sub>7</sub>. Homestay tourism allows local residents to learn about international cultures.</p>	<p><b>Accepted</b></p> <p>H<sub>1</sub>, H<sub>2</sub> H<sub>3</sub>: Meaning that homestay tourism promotes Thai culture, helps to conserve Thai culture and tourism revives Thai culture that was lost.</p> <p><b>To Be Tested in the Future</b></p> <p>H<sub>4</sub>, H<sub>5</sub>, H<sub>6</sub>, H<sub>7</sub> Whether homestay ; helps to conserve the traditional Thai dressing style; makes changes in culture; motivates local residents to show their culture to tourists; and allows local residents to learn about international cultures.</p>

Data Analysis of Group 1	Data Analysis of Group 2	Conclusion
<p><b>Environmental Impact</b></p> <p>H<sub>1</sub>. Homestay tourism creates a garbage problem for the village.</p> <p>H<sub>2</sub>. Homestay tourism encourages local residents to preserve the environment.</p> <p>H<sub>3</sub>. Homestay tourism makes a noise problem in the village.</p>	<p><b>Environmental Impact</b></p> <p>H<sub>1</sub>. Homestay tourism creates more garbage in the village.</p> <p>H<sub>2</sub>. Homestay tourism helps to protect and preserve the environment around the village.</p> <p>H<sub>3</sub>. Homestay tourism motivates local residents to have a good conscience and develop the village.</p>	<p><b>Accepted</b></p> <p>H<sub>1</sub>, H<sub>2</sub>: Meaning that homestay tourism creates more garbage in the village and helps to protect and preserve the environment around the village.</p> <p><b>To Be Tested in the Future</b></p> <p>H<sub>3</sub>: Whether homestay tourism motivates local residents to have a good conscience and develop the village.</p>

Data Analysis of Group 1		Data Analysis of Group 2		Conclusion
<b>Physical Impact</b>  H <sub>1</sub> . Homestay tourism encourages improvement of buildings and houses with modern conveniences and cleanliness. H <sub>2</sub> . Homestay tourism adds more infrastructures to the village. H <sub>3</sub> . Homestay tourism adds new buildings to the village. H <sub>4</sub> . Homestay tourism helps the village develop. H <sub>5</sub> . Homestay tourism promotes the style of Thai houses to tourists.		<b>Physical Impact</b>  H <sub>1</sub> . Homestay tourism develops houses and buildings around the village. H <sub>2</sub> . Homestay tourism increases infrastructure to the village. H <sub>3</sub> . Homestay tourism causes a tap water problem. H <sub>4</sub> . Homestay tourism motivates local residents to take care of public infrastructure, cleanliness, and facilities of the village.		<b>Accepted</b> H <sub>1</sub> , H <sub>2</sub> : Meaning that homestay tourism develops houses and building around the village and increases infrastructure to the village.  <b>To be Tested In the Future</b> H <sub>3</sub> , H <sub>4</sub> , H <sub>5</sub> : Whether homestay tourism causes a tap water problem; motivates local residents to take care of infrastructure, cleanliness, and facilities of the village; and promotes the style of Thai houses to tourists.

## 5.5: Hypotheses, Final Research, and Conclusions

After categorization of local residents' perception of homestay tourism impacts (from the 2 groups of respondents), they can be divided into 16 hypotheses as follows:

### Economic Impact

- H<sub>1</sub>: Homestay tourism increases the income of individuals/families/villages.
- H<sub>2</sub>: Homestay tourism provides more employment for young and retired people.
- H<sub>3</sub>: Homestay tourism disperses income to areas around the village.
- H<sub>4</sub>: Homestay tourism creates a market for local products.

### Social Impact

- H<sub>1</sub>: Homestay tourism makes a reputation for the village.
- H<sub>2</sub>: Homestay tourism creates an exchange of opinions, ideas and new knowledge between local residents and tourists.
- H<sub>3</sub>: Homestay tourism can change the way of life of local residents.
- H<sub>4</sub>: Homestay tourism helps local residents learn more about differences between societies.
- H<sub>5</sub>: Homestay tourism gives new ideas to local residents for developing their society.

### Cultural Impact

- H<sub>1</sub>: Homestay tourism allows tourists to understand Thai culture.
- H<sub>2</sub>: Homestay tourism promotes traditional Thai culture.
- H<sub>3</sub>: Homestay tourism helps to return lost culture back to the village.

### Environmental Impact

- H<sub>1</sub>: Homestay tourism creates a garbage problem for the village.
- H<sub>2</sub>: Homestay tourism encourages local residents to preserve the environment.

### Physical Impact

- H<sub>1</sub>: Homestay tourism encourages improvement of buildings and houses with modern conveniences and cleanliness.
- H<sub>2</sub>: Homestay tourism adds more infrastructures to the village.

Referring to the above hypotheses the researcher has made, the information can be analyzed in 5 parts as follows:

### **Economic impact of homestay tourism**

According to the research, homestay tourism generates more income to individuals/families/villages. Therefore Hypothesis 1: homestay tourism increases the income of individuals/families/villages. The second economic result that was found was that homestay tourism increased employment and work for young and retired people which comes together with Hypothesis 2: homestay tourism provides more employment for young and retired people. The third result of economic impact was that it spread income outside the village, thus Hypothesis 3: homestay tourism disperses income to areas around the village. Finally, homestay tourism made a market for local products from the village as presented in Hypothesis 4: homestay tourism creates a market for local products.

### **Social impact of homestay tourism**

There is much social impact found in the research. The first impact is regarding the reputation of the village from homestay tourism that can be shown in Hypothesis 1: homestay tourism makes a reputation for the village. The second social impact is that homestay tourism allows local residents to exchange their opinions with tourists and is presented in Hypothesis 2: homestay tourism creates an exchange of opinions, ideas and knowledge between local residents and tourists. The third impact is that homestay tourism makes changes in the way of life of local residents as in Hypothesis 3: homestay tourism can change the way of life of local residents. The fourth result is that homestay tourism lets local residents learn about social differences and is referred to in Hypothesis 4: homestay tourism helps local residents learn more about differences between societies. The last social impact is the new ideas local residents get to develop their community in the village, thus Hypothesis 5: homestay tourism gives new ideas to local residents for developing their society.



### **Cultural impact of homestay tourism**

The researcher has found many cultural impacts of homestay tourism. The first impact is that homestay tourism helped to promote traditional culture to tourists. Therefore Hypothesis 1: homestay tourism allows tourists to understand Thai culture. The second impact is the conserved culture of the village that can come together with Hypothesis 2: homestay tourism promotes traditional Thai culture. The final result is homestay tourism revived lost culture to the village that is presented in Hypothesis 3: homestay tourism helps to return lost culture back to the village.

### **Environmental impact of homestay tourism**

According to this research the researcher has found the impact on the environment as follows:

The first impact is that homestay tourism made a garbage problem in the village that is shown in Hypothesis 1: homestay tourism creates a garbage problem for the village. The other environmental impact of homestay tourism is that it helped to preserve the environment thus Hypothesis 2: homestay tourism encourages local residents to preserve the environment.

### **Physical impact of homestay tourism**

The final part of homestay tourism is the physical impacts. The researcher has found a few impacts that related to the two groups of respondents. The first result is that it prompted local residents to improve buildings and houses. Therefore Hypothesis 1: homestay tourism encourages improving building and houses with modern conveniences and cleanliness. The second impact is that homestay tourism increased infrastructure to the village and comes together with Hypothesis 2: homestay tourism adds more infrastructures to the village.

From the 16 hypotheses that the researcher presented in the data analysis, the relationships between the perceptions of the 2 groups of local residents in the homestay tourism village are shown. There are, however, some differences in perceptions in the respondents of Group 1 and Group 2 that the researcher presents as follow:

1. Local residents feel good economically after homestay tourism is arranged in their village.
2. Local residents have new knowledge about the economics of tourism in their village.
3. Homestay tourism creates strong relationships between local residents in their village.
4. Homestay tourism causes local residents to meet new people from other parts of the world.
5. Homestay tourism makes the village full of energy.
6. Homestay tourism makes changes in the culture of the community.
7. Homestay tourism motivates local residents to show their culture to tourists.
8. Homestay tourism allows local residents to learn about international cultures from tourists.
9. Homestay tourism creates a tap water problem for local residents.
10. Homestay tourism motivates local residents to take care of public infrastructure and facilities of the village.

All of these differences are important for researchers who want to study about the impact of homestay tourism. They can use the differences as a guideline for their research.

# Chapter 6

## SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

The study has assessed the perceptions by local residents concerning the economic, social, cultural, environmental and physical impacts of homestay tourism in Plai Phong Phang Village, Thailand. It endeavored to answer the following question: “How do host community residents perceive and categorize the impacts of homestay tourism in economic, social, cultural, environmental and physical term?”

The recommendations and conclusions are described in this chapter. The researcher also provides further research direction.

### 6.1 Conclusions and Recommendations of Finding

This part consists of the findings according to 16 analysis in Chapter 5. When presenting conclusions, the researcher gives some recommendation at the same time. Therefore, the government or any concerned departments can use these recommendations as guidance for developing or creating new solutions in order to improve homestay tourism in Thailand.

Finding	Recommendation
<b>Economic Impact</b>  1. Homestay tourism increases the income of individuals/families/villages. 2. Homestay tourism provides more employment for young and retired people. 3. Homestay tourism disperses income to areas around the village. 4. Homestay tourism creates a market for local products.	<ul style="list-style-type: none"><li>- Government should promote and support homestay tourism to tourists around the world by Tourism Authority of Thailand. At the present time, there are a lot of tourists around the world and some tourists of travel to learn and exchange their ideas with local people.</li><li>- Village administration should develop the facilities at the village level to support tourist demand.</li></ul>

Finding	Recommendation
	<ul style="list-style-type: none"> <li>- The facilities at the tourism destination are a basic component of tourism need and are a factor in travel decision making.</li> <li>- At the homestay tourism village, local people can be tourist guides, travel agents, or cooks. Therefore, the government or any concerned department should develop a training course for residents in order to provide good service. Service standards should be set to meet a high level of satisfaction for tourists.</li> <li>- Currency exchange should be set up in the village so that when tourists come to the village and want buy some local souvenirs, they have enough Thai Baht to make their purchases.</li> <li>- Village administration should encourage local residents to take part in homestay so that they can earn more income. When local people understand the importance of homestay tourism, they will help their village to develop it.</li> <li>- Government should promote manufacturing for local products and help in setting up food and fruit processing.</li> </ul>

Finding	Recommendation
	<ul style="list-style-type: none"> <li>- Local residents should help in setting up factories for handicrafts by giving capital to the head of village. They can improve or construct a new factory to support and produce the products of local people to sell to tourists.</li> </ul>





Finding	Recommendation
<p><b>Social Impact</b></p> <ol style="list-style-type: none"> <li>1. Homestay tourism creates a reputation for the village.</li> <li>2. Homestay tourism can change the way of life of local residents.</li> <li>3. Homestay tourism helps local residents learn about differences between societies.</li> <li>4. Homestay tourism gives new idea to local residents for developing their society.</li> </ol>	<ul style="list-style-type: none"> <li>- The Ministry of culture of the Thai Government should train Thai people to preserve the positive image of Thailand. The tourism image is very important for Thailand because nowadays tourists around the world think that Thailand is a land of sex industry. When they come to Thailand they always think about the sex industry. Homestay tourism is a new kind of tourism that can help to change the attitude of tourists toward Thailand.</li> <li>- Tourism Authority of Thailand should motivate other villagers to set up homestay. It can help local residents get new ideas to improve their quality of life when tourists come to the homestay tourism village. It is important to stay overnight and do activities with local people in their home. It is a good chance for local people to learn and get new ideas from tourism to develop their quality of life.</li> <li>- Local administration should have a procedure to protect the local residents from negative changes in their way of life. There are not only a positive change in the village but also negative change such as the differentiation between local people and tourists. It can motivate local people to follow habits of</li> </ul>

Finding	Recommendation
	<p>the tourists. Some differences may be not suitable with the local peoples' style. This can make a problem for the community in the future.</p> <ul style="list-style-type: none"> <li>- Change the attitude of tourists about tourism in Thailand through local residents' behavior and communication during the time that they are together.</li> <li>- Local resident should be proud of the Thai way of life that is different from other countries. This pride will help them to preserve their way of life. They should also appreciate the culture of tourists.</li> </ul>

Finding	Recommendation
<p><b>Cultural Impact</b></p> <ol style="list-style-type: none"> <li>1. Homestay tourism allows tourists to understand Thai culture.</li> <li>2. Homestay tourism promotes traditional Thai culture.</li> <li>3. Homestay tourism revives Thai culture that was lost.</li> </ol>	<ul style="list-style-type: none"> <li>- The Ministry of Culture of the Thai Government should promote and set up a Thai Cultural Center at the village for tourists who want to learn more about Thai culture. This can be a good opportunity when they want to learn about the life style of local people because, at the present time, tourists only learn from speaking to local. It can be a problem for tourists if they do not get clear information because local people can not communicate with them with detailed of information.</li> <li>- Government should sponsor official guides at the village who can give more information about Thai culture to tourists. People should be selected for this job by a local organization because the researcher believes that local people must be able to give information about the village better other people that come from other places.</li> <li>- Government should provide literature about Thai culture at the village level by printing information in terms of a guidebook or brochure at the homestay tourism area.</li> </ul>

Finding	Recommendation
<p data-bbox="123 275 442 309"><b>Environmental Impact</b></p> <ol style="list-style-type: none"><li data-bbox="123 367 698 456">1. Homestay tourism creates more garbage in the village.</li><li data-bbox="123 530 664 620">2. Homestay tourism encourages local residents to preserve the environment.</li></ol>	<ul style="list-style-type: none"><li data-bbox="746 409 1331 658">- Local administration and local residents should develop a garbage disposal system at the village because local people cannot manage this problem by themselves.</li><li data-bbox="746 683 1331 1043">- Government should educate tourists and villagers about civic responsibility. The researcher believes that if local people and tourists have an understanding and a responsibility for garbage management, they can help to reduce the problem in the village.</li><li data-bbox="746 1068 1331 1317">- The Ministry of Natural Resources and Environment of the Thai Government should provide funds to the village administration for environmental preservation.</li><li data-bbox="746 1341 1331 1648">- They can use this fund to manage and preserve the environment around the village. An idea would be to have an environmental contest for their local people and give a gift to the winner of that project.</li></ul>

Finding	Recommendation
<b>Physical Impact</b>  1. Homestay tourism encourages improvement of buildings and houses with modern conveniences and cleanliness. 2. Homestay tourism adds more infrastructures to the village.	<ul style="list-style-type: none"> <li>- The Ministry of Interior of the Thai Government agencies should provide support to villagers in designing, constructing and developing modern household amenities.</li> <li>- Local residents should develop and improve infrastructure to meet the comfort and needs of tourists and local residents. By adding infrastructure that can increase the a comfort of tourists and local people who stay in the homestay tourism area.</li> </ul>

6.2 Future Research

Additional research may be undertaken considering the knowledge and perceptions of local residents about tourists and their feelings when their village accepted homestay tourism. For social impact, there should be a study about the problem of strangers in the village from homestay tourism and the relationship of residents in the community for the homestay tourism process. In terms of cultural impact, the researcher should study about the motivation of local residents to promote their culture to tourists and the learning process of residents about international culture. Then the study of environmental impact should be of the motivation of local residents to have a good conscience and develop their village to serve to tourists. Finally, for physical impacts there are some interesting areas to study like the tap water problem and how to take care of public infrastructure, cleanliness and facilities of local residents.



## Bibliography

- Allen, L., Hafer, H. R., Long, R. and Perdue, R. R. (1994). 'Rural residents' attitudes toward recreation and tourism development'. **Journal of Travel Research**, 31(4), pp.27-40.
- Allen, L., Long, R., Perdue, R. R. and Kieselbach, S. (1988). 'The impact of tourism development on residents' perceptions of community life'. **Journal of Travel Research**, 27, pp.16-21.
- Ap, J. (1990). 'Residents' perceptions research on the social impacts of tourism'. **Annals of Tourism Research**, 17(4), pp.610-616.
- Ap, J. (1992). 'Residents' perceptions on tourism impact'. **Annals of Tourism Research**, 19(4), pp.665-690.
- Ap, J. and Crompton, J. L. (1993). 'Residents' strategies for responding to tourism impacts'. **Journal of travel Research**, 32(1), pp.47-50.
- Baud-Bovy, M. and Lawson, F. (1977). **Tourism and Recreation Development**. London: Architectural Press.
- Belisle, F. J. and Hoy, D. (1980). 'The perceived impact of tourism by residents: a case study in Santa Marta, Columbia'. **Annals of Tourism Research**, VII (1), pp.83-101.
- Bjorkland, R. and Phibrick, A. K. (1972). **Spatial configurations of mental process**. As quoted by A. Mathieson and G. Wall (1982). **Tourism: Economic, Physical and Social Impacts**, London: Longman House.

- Brougham, J. E. and Butler R. W. (1981). 'A segmentation analysis of resident attitudes to the social impact of tourism'. **Annals of Tourism Research**, 7(4), pp.529- 590.
- Butler, R.W. (1975). **Tourism as an agent of social change**. In Processings of the International Geographical Union's Working Group on the Geography of Tourism and Recreation, Ontario: Trent University.
- Butler, R.W. (1980). **The concept of a tourists area cycle of evaluation: Implications for management of resources**. Canadian Geographer, 24(1),pp.5-12.
- Cohen, E. (1984). 'The Sociology of Tourism: Approaches, Issues and Findings'. **Annual Review of Sociology**, 10, 373-392.
- Cook, A., et al. (1999) **Tourism: The Business of Travel**. USA: Prentice-Hall.
- Creswell, J. W. (1998). Qualitative inquiry and research design: choosing among five traditions. Ca: Sage.
- Davis, D., Allen, J. and Consenza, R. M. (1988). 'Segmenting local residents by their attitudes, interests and opinions toward tourism'. **Journal of Travel Research**, 27(2), pp.2-8.
- Dogan, H. (1989). 'Forms of adjustment: Social-cultural impacts of tourism'. **Annals of Tourism Research**, 16(2), pp.216-236.
- Doxey, G.V. (1975). ' A causation theory of visitor-resident irritants: methodology and research inferences' Proc 6<sup>th</sup> Annual conference of the Travel Research Association Travel and Tourism Research Association, San Diego, pp.83-101.

- Duffield, B. and Long, J. (1970). 'Reward and conflict associated with tourism in the highlands and islands of Scotland'. **Tenth Conference of the European Society for Sociology Cordoba**.
- Gardner, J. W. and Nelson, J. G. (1988). '**National parks and native peoples in Northern Canada, Alaska and Northern Australia**'. California: Mayfield Publishing. pp.334-351.
- Garrod, F. and Fyall, J. (1998). 'Beyond the rhetoric of sustainable tourism?'. **Tourism Management**, 19(3), pp.199-212.
- Gessner, V. and Schade, A. (1990). **Conflicts of culture in cross-border legal relations: the conception of a research topic in the sociology of law**. In: Featherstone, M.(ed). **Global Culture-Nationalism, Globalization and Modernity**. USA:Sage Publications, pp.135-145.
- Getz, D. (1986). 'Models in tourism planning toward integration of theory and practice'. **Tourism Management**, 7, pp.21-32.
- Getz, D. (1994). 'Residents' attitudes toward tourism: a longitudinal study in Spey Valley, Scotland'. **Tourism Management**, 15(4), pp.247-258.
- Goeldner, C., Ritchie, J. R. and McIntosh, R. (2000). **Tourism: Principles, Practices, Philosophies** (8<sup>th</sup> edn.). USA: John Wiley & Sons.
- Husbands, W. (1989). 'Social Status and Perception of Tourism in Zambia'. **Annals of Tourism Research**, 16(2), pp.237-253.
- Jafari, J. (1989). '**Socioeconomic dimensions of tourism: an English language literature review**' In Bystrzanowski, J.(ed.). **Tourism as a factor of Change: A Socio-Cultural study**. Vienna: Vienna Centre, pp.16 – 60.

- Johnson, J. D., Snepenger, D. J. and Akis, S. (1994). 'Residents' perception of tourism development'. **Annals of Tourism Research**, 12(3), pp.629-642.
- Johnson, J. D., Snepenger, D. J. and Akis, R. (1994). 'Residents' perceptions of tourism development'. **Annals of Tourism Research**, XXI (3), pp.629-642.
- Jurowski, C., Uysal, M. and Williams, D. R. (1997). 'A theoretical analysis of host community resident reactions to tourism'. **Journal of Travel Research**, 36(2), pp.3-11.
- Kelly, I., and Nankervis, T. (1998). 'Research Note: Tourism as a catalyst for sociocultural change: an overview'. **Tourism, Culture & Communication**, 1(1), pp.79 – 85.
- Keogh, B. (1990). 'Public participation in community tourism planning'. **Annals of Tourism Research**, 17, pp.449-465.
- Krejcie, R. V. and Morgan, D. W. (1970). 'Determining Sample Size for Research Activities'. **Educational and Psychological Measurement**, 30, pp.607 – 610.
- Krippendorff, J. (1987). **The Holiday Makers- Understanding the Impact of Leisure and Travel**. Oxford: Heinemann.
- Lankford, S. V. and D. R. Howars. ( 1994) 'Developing a Tourism Impact Attitude Scale'. **Annals of Tourism Research**. 21, pp.121-139.
- Lankford, S. V. and Howard, D. (1994). 'Revising TIAS'. **Annals of Tourism Research**, 21, pp.829-831.
- Lindberg, K. and Johnson, R. L. (1997). 'Modeling resident attitudes toward tourism'. **Annals of Tourism Research**, 24(2), pp.402-424.

- Liu, J. C., Sheldon, P. and Var, T. (1987). 'Residents attitudes toward tourism impacts in Hawaii'. **Annals of Tourism Research**, 13, pp.193-214.
- Liu, J. C., Sheldon, P. J. and Var, T. (1987). 'Resident perception of the environmental impacts of tourism'. **Annals of Tourism Research**, 14, pp.17-37.
- Long, P. T., Perdue, R. R. and Allen, L. (1990). 'Rural resident tourism perceptions and attitudes by community level of tourism'. **Journal of Travel Research**, 28(3), pp.3-9.
- March, N. and Henshall, R. D. (1987). 'Planning better tourism: The strategic importance of tourists-resident expectations and interactions'. **Tourism Recreation**, 24(2), pp.402-424.
- Mardrigal, R. (1993). 'A tale of tourism in two cities'. **Annals of Tourism Research**, 20, pp.336-353.
- Marion, J. (1996). 'Sustainable community tourism development revisited'. **Tourism Management**, 17(7), pp.475-479.
- Mathieson, A. and Wall, G. (1982). **Tourism: Economic, Physical, and Social Impacts**. New York: Longman House.
- McCool, S. F. and Martin, S. T. (1994). 'Community attachment and attitudes toward tourism development'. **Journal of Travel Research**, 32(3), pp.29-34.
- Milman, A. and Pizam, A. (1988). 'Social impact of tourism on Central Florida'. **Annals of tourism Research**, 15(2), pp.191-205.
- Milman, A. and Pizam, A. (1988). 'Social impact of tourism on Central Florida'. **Annals of Tourism Research**, 15(2).



- Murphy, P. E. (1983). 'Perceptions and attitudes of decision-making groups in tourism centers'. **Journal of Travel Research**, 21(3), pp.8-12.
- Nash, D. (1996). **Anthropology of Tourism**. Pergamon: Kidlington.
- National Identity Board Office of the Prime Minister. (2000). Thailand into the 2000's. Thailand: Amarin Printing.
- Nettekorn, L. (1979). **Mechanism of cultural interaction**. In: Kadt, E. (ed). **Tourism: Passport to development?**. London: Oxford University Press, pp.135-145.
- Nicholas, H. and Pizam, A. (1996). 'Perceived impact on tourism 'the case of Samos'. **Annals of Tourism Research**, 23(2), pp.503-526.
- Nickerson, P. N. (1996). **Foundation of Tourism**. USA: Prentice-Hall.
- OECD. (Organization for Economic Co-operation and Development). (1981 a). **The impact of tourism on the environment**. Paris: OECD.
- Pauline, J. S. and Teresa, A. (2000). 'Resident attitudes in a mature destination: the case of Weikiki'. **Tourism Management**, 22(5), pp.435 – 443.
- Pizam, A. (1978). 'Tourists Impacts: the social costs to the destination community as perceived by its residents'. **Journal of Travel Research**, 16, pp.8-13.
- Pizam, A., Milman, A. and King, B. (1994). 'The perceptions of tourism employees and their families toward tourism'. **Tourism Management**, 15(1), pp.53-61.
- Perdue, R. R., Long, P. T. and Allen, L. (1990). 'Resident support for tourism Development'. **Annals of Tourism Research**, 17, pp.586-599.

- Reisinger, Y. (1994). **Social contact between tourists and hosts of different cultural backgrounds**. In: Seaton, A.V.(ed.). **Tourism – The State of the Art**. Chichester: John Wiley & Sons.
- Richard. B. and Tom, H. (1996). **Tourism and Indigenous Peoples**. UK: International Business Press.
- Ritchie, J. and Lewis, J. (2003). **Qualitative Research Practice**. London:Sage.
- Romeril, M. (1989). ‘Tourism and the environment: accord or discord?’. **Tourism Management**, 10(3): pp.204-208.
- Rose, A. and Rose, C. (1969). **Sociology : The study of human relations?**. New York: Knopf.
- Schewe, C. D. and Calantone, R. J. (1978). ‘Psychographic segmentation of tourists’. **Journal of Travel Research**, 16(3), pp.14-20.
- Sevgin, Nicos and Jonathan. (1996). ‘Residents’ attitudes to tourism development: the case of Cyprus’. **Tourism Management**, 17(7), pp.481-494.
- Shaw, G. and William, A. (1992). ‘**Tourism development and the environment : the eternal triangle**’. In Cooper, C.P., and Lackwood, A.(eds). **Progress in Tourism, Recreation and Hospitality Management**, 4, pp.47-59.
- Sheldon, P.J. and Var, T. (1984), ‘Resident attitudes tourism in North Wales’. **Tourism Management**, 5, pp.40-47.
- Swinglehurst, E. (1994). **Face to Face: the socio-cultural impacts of tourism**. In: Theobald, W.(ed) **Global Tourism – The Next Decade**. Oxford: Butterworth Heinemann, pp.92 – 102.

Tourism Authority of Thailand. (2001). How to operate homestay in Thailand. Thailand: TAT Printing.

Turner, J. H. (1986). **The Structure of Sociological Theory**. Chicago, IL: The Dorney Press.

Var, T., Kendall, K. W. and Tarakeioglu, E. (1985). 'Resident attitudes toward tourists in a Turkish resort town'. **Annals of Tourism Research**, XI (4), pp.652-658.

Walter, R.D., (1975). **The impact of tourism on the environment, ARRA Monograph 7**. Melbourne: Australian Recreation Research Association.

Zhimin, T. (2000). **Qualitative Research Method for Tourism Management**. Thailand: Assumption University Press.

**Appendix: A**  
**Questionnaire (English Version)**

**Part 1. Demographic profile**

The following background questions are included to help us to interpret your responses on other questions. Please Mark  $\surd$  only one choice ( ) for each item.

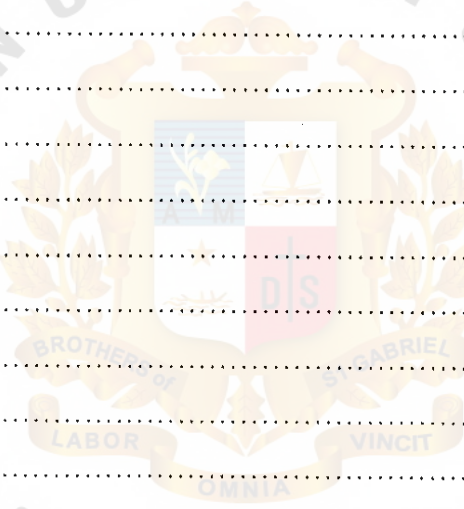
1. What is your gender?  
☐ Male ☐ Female
2. What is your age?  
☐ 20 – 30 ☐ 31 – 40 ☐ 41 – 50  
☐ 51 – 60 ☐ 61 and over
3. How long have you been living in the village?  
☐ 1 – 12 months ☐ 1 – 3 years ☐ 4 – 5 years  
☐ 6-8 years ☐ more than 8 years
4. What is the level of education you have completed?  
☐ Primary school or below ☐ Secondary school ☐ High school or equivalent  
☐ Bachelor's degree ☐ Master's degree or Doctoral
5. Which your career?  
☐ Employee of government  
☐ Private business(shop owner) ☐ Business officer  
☐ Unemployed ☐ Farmer and other
6. What is your household's average net monthly income from all sources?  
☐ Less than 10,000 Baht ☐ 10,000 – 24,999 Baht ☐ 25,000 – 29,999 Baht  
☐ 30,000 – 34,999 Baht ☐ 35,000 – 39,999 Baht ☐ More than 40,000 Baht
7. Were you born in this village?  
☐ yes ☐ no

## Part 2: Homestay Tourism Development Impact

Instructions: Please writes your ideas in the blank are of the answer sheet.

1. What do you think about the impact of homestay tourism in your village in economic terms?

ASSUMPTION UNIVERSITY OF THAILAND



BROTHERHOOD OF LABOR OMNIA VINCIT

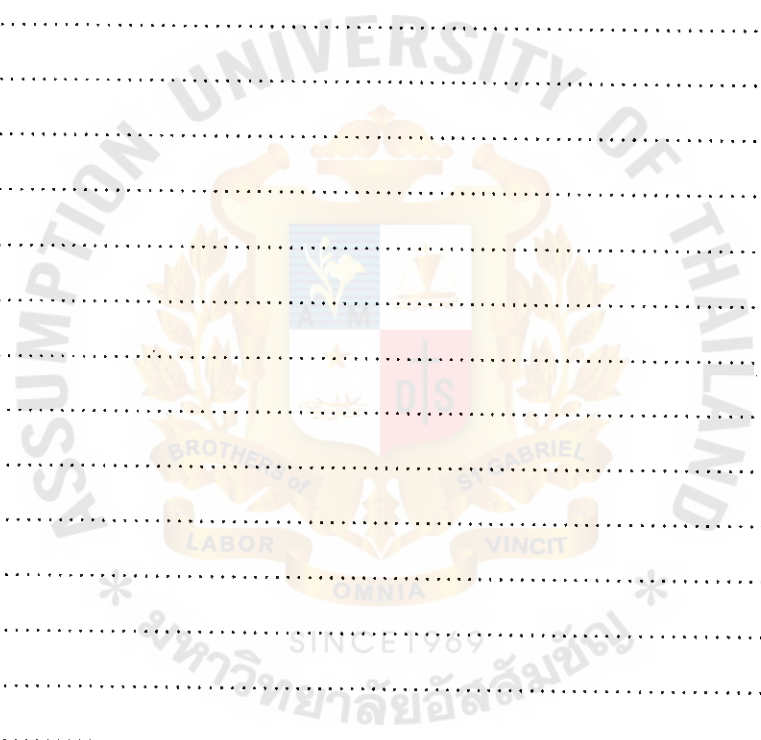
SINCE 1989

\* มหาวิทยาลัยอัสสัมชัญ \*





3. What do you think about the impact of homestay tourism in your village in cultural term?







## Appendix: B Questionnaire (Thai Version)

แบบสอบถามชุดนี้เป็นส่วนหนึ่งของการทำวิทยานิพนธ์ (Master's Thesis) รหัสวิชา TR 7000 ของ  
บัณฑิตวิทยาลัย คณะบริหารธุรกิจ สาขา การจัดการธุรกิจการท่องเที่ยว มหาวิทยาลัยอัสสัมชัญ (ABAC) การให้ข้อมูล  
ของท่านจะเป็นประโยชน์อย่างมากต่อการศึกษาวิจัยในครั้งนี้

กรุณาตอบคำถามตามความเป็นจริงและข้อมูลของท่านจะถูกเก็บเป็นความลับ ขอขอบพระคุณในความร่วมมือ

ส่วนที่ 1 ข้อมูลส่วนบุคคล กรุณาทำเครื่องหมาย ☒ ในช่อง ☐ ที่ข้อมูลสอดคล้องหรือใกล้เคียงกับตัวท่าน

1. เพศ ☐ ชาย ☒ หญิง

2. อายุ ☐ 20 – 30 ปี ☐ 31 – 40 ปี ☐ 41 – 50 ปี  
☐ 51 – 60 ปี ☐ 61 ปี ขึ้นไป

3. ระยะเวลาที่ท่านอาศัยอยู่ในตำบลปลายโพรงพาง ☐ 1 – 12 เดือน ☐ 1 – 3 ปี ☐ 4 – 5 ปี  
☐ 6 – 8 ปี ☐ มากกว่า 8 ปี

4. ระดับการศึกษา ☐ ประถมศึกษาหรือต่ำกว่า ☐ มัธยมศึกษาตอนต้น  
☐ มัธยมศึกษาตอนปลายหรือเทียบเท่า ☐ ปริญญาตรี  
☐ ปริญญาโทหรือสูงกว่า

5. อาชีพ ☐ รับราชการ / พนักงานรัฐวิสาหกิจ ☐ กิจการส่วนตัว (ร้านค้า)  
☐ พนักงานบริษัทเอกชน ☐ ว่างาน  
☐ เกษตรกรและอื่น ๆ

6. รายได้ต่อครัวเรือน / เดือน

☐ ต่ำกว่า 10,000 บาท ☐ 10,000 – 24,999 บาท ☐ 25,000 – 29,999 บาท  
☐ 30,000 – 34,999 บาท ☐ 35,000 – 39,999 บาท ☐ มากกว่า 40,000 บาท

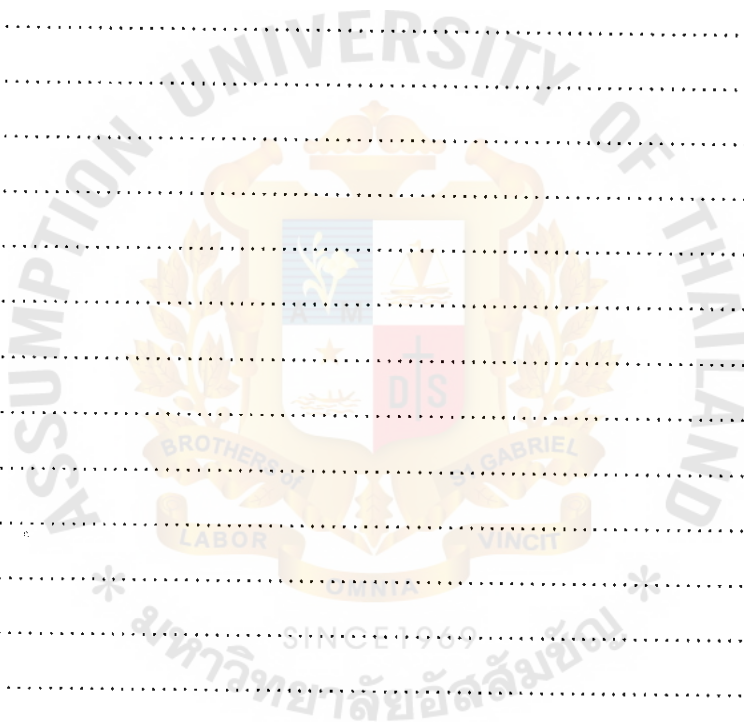
7. ท่านมีภูมิลำเนาเดิมอยู่ในตำบลปลายโพรงพาง

☐ ใช่ ☐ ไม่ใช่

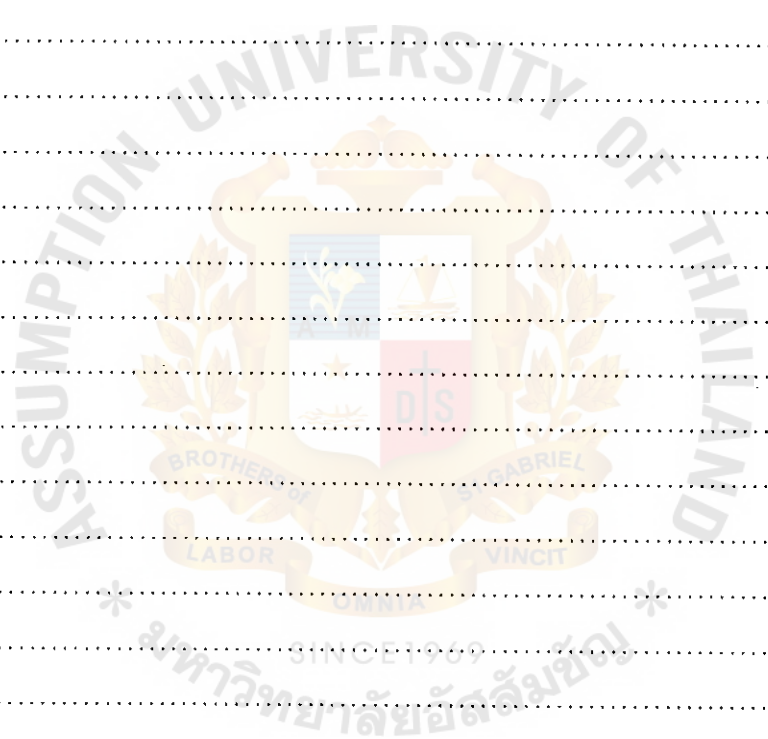


ส่วนที่ 2 กรุณาแสดงความคิดเห็นของท่านในหัวข้อต่อไปนี้

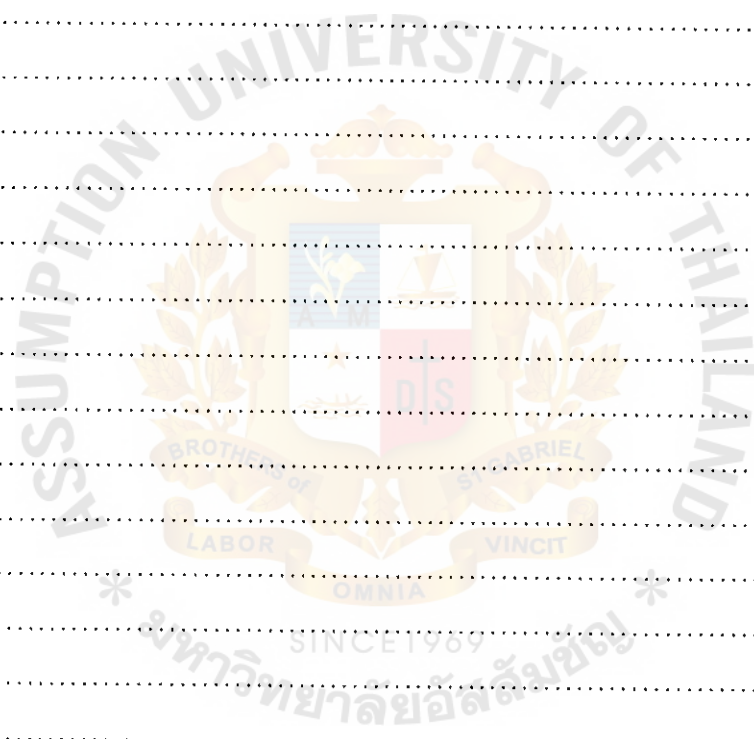
1. ท่านคิดว่าการท่องเที่ยวแบบโฮมสเตย์มีผลต่อเศรษฐกิจในหมู่บ้านปลายทางอย่างไรบ้าง

The image is a watermark of the Assumption University of Thailand logo. It features a central shield with a blue and white checkered pattern on the left and a red and white checkered pattern on the right. The shield is topped with a golden crown and flanked by golden laurel branches. Below the shield is a golden banner with the Latin motto "LABOR OMNIA VINCIT". The entire logo is encircled by the text "ASSUMPTION UNIVERSITY OF THAILAND" in a semi-circle. At the bottom, there is Thai text: "\* มหาวิทยาลัยอัสสัมชัญ \* SINCE 1962".

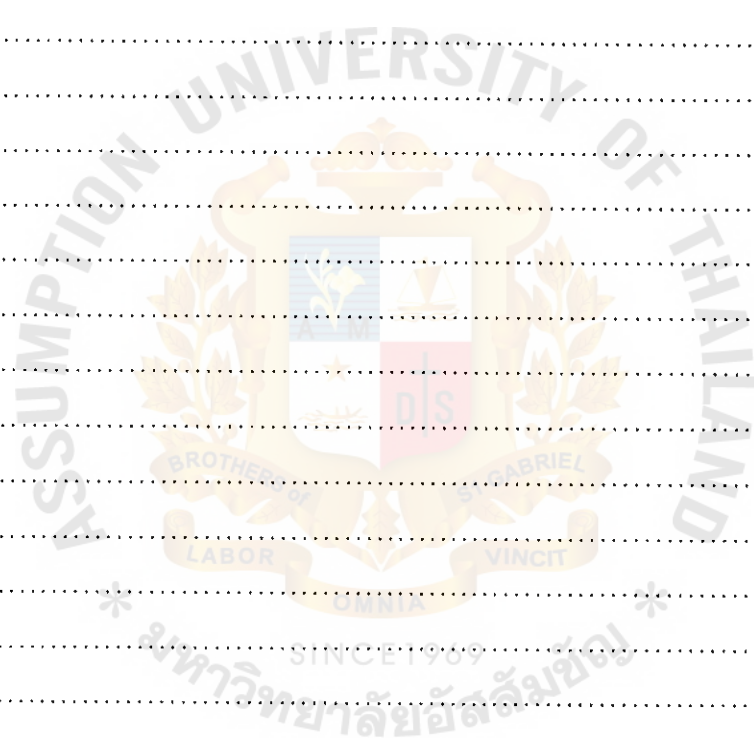
2. ท่านคิดว่า การท่องเที่ยวแบบ โฮมสเตย์ มีผลต่อสภาพสังคมในหมู่บ้านปลายทางอย่างไรบ้าง



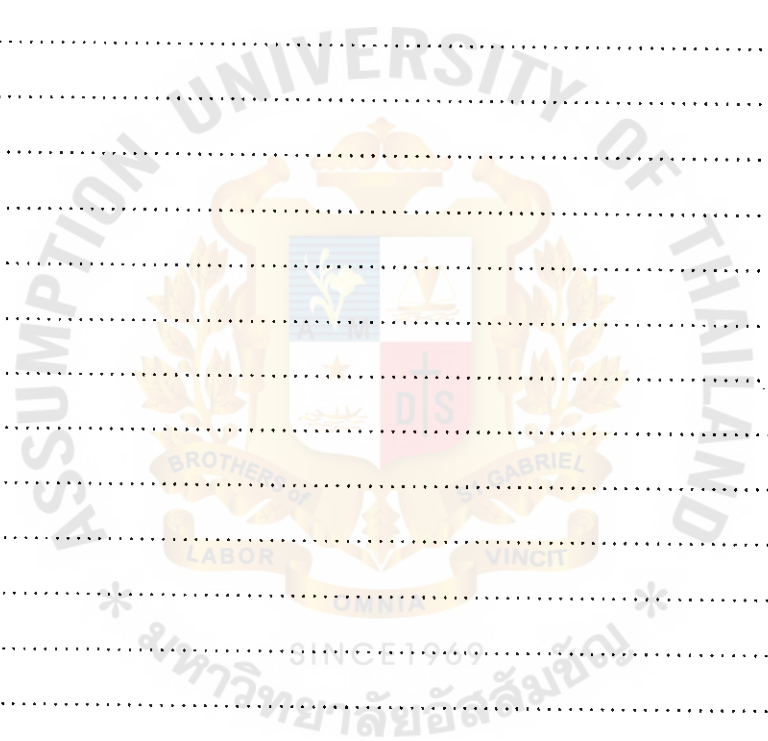
3. ท่านคิดว่าการท่องเที่ยวแบบโฮมสเตย์มีผลต่อวัฒนธรรมในหมู่บ้านปลายทางอย่างไรบ้าง



4. ท่านคิดว่า การท่องเที่ยวแบบโฮมสเตย์มีผลต่อสิ่งแวดล้อมในหมู่บ้านปลายทางอย่างไรบ้าง



5. ท่านคิดว่าการท่องเที่ยวแบบโฮมสเตย์มีผลให้เกิดการเปลี่ยนแปลงด้านลักษณะทางกายภาพในหมู่บ้านปลายทางอย่างไรบ้าง (เช่น อาคาร สถานที่ ระบบสาธารณูปโภค สิ่งอำนวยความสะดวก เป็นต้น)





**Appendix: C**  
(Survey Questionnaire 1)

แบบสอบถามชุดนี้เป็นส่วนหนึ่งของการทำวิทยานิพนธ์ (Master's Thesis)

รหัสวิชา TR 7000

ของบัณฑิตวิทยาลัย คณะบริหารธุรกิจ สาขา การจัดการธุรกิจการท่องเที่ยว มหาวิทยาลัยอัสสัมชัญ (ABAC) การให้ข้อมูลของท่านจะเป็นประโยชน์อย่างมากต่อการศึกษาวิจัยในครั้งนี้

กรุณาตอบคำถามตามความเป็นจริงและข้อมูลของท่านจะถูกเก็บเป็นความลับ ขอขอบพระคุณในความร่วมมือ

ส่วนที่ 1 ข้อมูลส่วนบุคคล กรุณาทำเครื่องหมาย ☒ ในช่อง ☐ ที่ข้อมูลสอดคล้องหรือใกล้เคียงกับตัวท่าน

1. เพศ ☒ ชาย ☐ หญิง
2. อายุ ☐ 20 – 30 ปี ☐ 31 – 40 ปี ☒ 41 – 50 ปี  
☐ 51 – 60 ปี ☐ 61 ปี ขึ้นไป
3. ระยะเวลาที่ท่านอาศัยอยู่ในตำบลปลายโพพาง ☐ 1 – 12 เดือน ☐ 1 – 3 ปี ☐ 4 – 5 ปี  
☐ 6 – 8 ปี ☒ มากกว่า 8 ปี
4. ระดับการศึกษา ☒ ประถมศึกษาหรือต่ำกว่า ☐ มัธยมศึกษาตอนต้น  
☐ มัธยมศึกษาตอนปลายหรือเทียบเท่า ☐ ปริญญาตรี  
☐ ปริญญาโทหรือสูงกว่า
5. อาชีพ ☐ รับราชการ / พนักงานรัฐวิสาหกิจ ☒ กิจการส่วนตัว (ร้านค้า)  
☐ พนักงานบริษัทเอกชน ☐ ว่างาน  
☐ เกษตรกรและอื่น ๆ
6. รายได้ต่อครัวเรือน / เดือน ☒ ต่ำกว่า 10,000 บาท ☐ 10,000 – 24,999 บาท ☐ 25,000 – 29,999 บาท  
☐ 30,000 – 34,999 บาท ☐ 35,000 – 39,999 บาท ☐ มากกว่า 40,000 บาท
7. ท่านมีภูมิลำเนาเดิมอยู่ในตำบลปลายโพพาง ☒ ใช่ ☐ ไม่ใช่

วันที่ 2 กรุณาแสดงความคิดเห็นของท่านในหัวข้อต่อไปนี้

ท่านคิดว่าการท่องเที่ยวแบบโฮมสเตย์มีผลต่อเศรษฐกิจในหมู่บ้านปลายทางอย่างไรบ้าง

[illegible]

2. ท่านคิดว่า การท่องเที่ยวแบบโฮมสเตย์มีผลต่อสภาพสังคมในหมู่บ้านปลายทางอย่างไรบ้าง

[illegible][illegible][illegible]

4. ທຳມະດາການ ສຳລັບ ສະໜອງ ສິນຄ້າ ທີ່  
ມີ ສະໜອງ ທີ່ ສະໜອງ ສິນຄ້າ ທີ່ ສະໜອງ ສິນຄ້າ ທີ່

ท่านคิดว่าการท่องเที่ยวแบบโฮมสเตย์มีผลต่อวัฒนธรรมในหมู่บ้านปลายทางอย่างไรบ้าง

มีผลต่อวัฒนธรรมในหมู่บ้านปลายทางดังนี้

1. การส่งเสริมการ: การรู้จัก ทำความรู้จัก การแลกเปลี่ยน  
และ การแลกเปลี่ยนวัฒนธรรมอันดีกัน

2. การส่งเสริมการ: วัฒนธรรม ซึ่งส่งผลให้เกิดการพัฒนา  
ในด้านการท่องเที่ยวและ การ วัฒนธรรม

3. เช่น การอนุรักษ์แหล่งท่องเที่ยว การส่งเสริม  
ที่เริ่มมาบ้าง การส่งเสริมแบบไทยๆ การจัดทำแผนที่ส่งเสริม  
แบบดั้งเดิม โดยให้ รื้อทอย รื้อทอย และ บ้าน  
ทรงไทย ที่อยู่ใกล้ๆ และให้ทำอาหารอย่างโบราณ  
มา จำหน่ายได้ตามแบบอย่างโบราณ





5. ท่านคิดว่าการท่องเที่ยวแบบโฮมสเตย์มีผลให้เกิดการเปลี่ยนแปลงด้านลักษณะทางกายภาพในหมู่บ้านปลายทางอย่างไรบ้าง (เช่น อาคาร สถานที่ ระบบสาธารณูปโภค สิ่งอำนวยความสะดวก เป็นต้น)

[illegible]

၁။ စာမေးပွဲ အောင်ရန် အတွက် အထူးအားထုတ်မှုများ ပြုလုပ်ရန်  
 လိုအပ်သည်။  
 ၂။ အချိန်အား အကျင့်အစား အသုံးပြုရန် လိုအပ်သည်။  
 ၃။ အချိန်အား အကျင့်အစား အသုံးပြုရန် လိုအပ်သည်။  
 ၄။ အချိန်အား အကျင့်အစား အသုံးပြုရန် လိုအပ်သည်။  
 ၅။ အချိန်အား အကျင့်အစား အသုံးပြုရန် လိုအပ်သည်။

[illegible]

ขอขอบพระคุณในความร่วมมือของท่าน

นายประพันธ์พงษ์ ชินพงษ์

นักศึกษาปริญญาโท สาขาการจัดการธุรกิจการท่องเที่ยว

คณะบริหารธุรกิจ มหาวิทยาลัยอัสสัมชัญ

ผู้ทำการศึกษาวิจัย



**Appendix: D**  
(Survey Questionnaire 2)

แบบสอบถามชุดนี้เป็นส่วนหนึ่งของการทำวิทยานิพนธ์ (Master's Thesis) รหัสวิชา TR 7000  
ของบัณฑิตวิทยาลัย คณะบริหารธุรกิจ สาขา การจัดการธุรกิจการท่องเที่ยว มหาวิทยาลัยอัสสัมชัญ (ABAC) การ  
ให้ข้อมูลของท่านจะเป็นประโยชน์อย่างมากต่อการศึกษาวิจัยในครั้งนี้  
กรุณาตอบคำถามตามความเป็นจริงและข้อมูลของท่านจะถูกเก็บเป็นความลับ ขอขอบพระคุณในความร่วมมือ

ส่วนที่ 1 ข้อมูลส่วนบุคคล กรุณาทำเครื่องหมาย ☒ ในช่อง ☐ ที่ข้อมูลสอดคล้องหรือใกล้เคียงกับตัวท่าน

1. เพศ ☒ ชาย ☐ หญิง
2. อายุ ☐ 20 – 30 ปี ☐ 31 – 40 ปี ☐ 41 – 50 ปี  
☒ 51 – 60 ปี ☐ 61 ปี ขึ้นไป
3. ระยะเวลาที่ท่านอาศัยอยู่ในตำบลปลายโพงพาง ☐ 1 – 12 เดือน ☐ 1 – 3 ปี ☐ 4 – 5 ปี  
☐ 6 – 8 ปี ☒ มากกว่า 8 ปี
4. ระดับการศึกษา ☒ ประถมศึกษาหรือต่ำกว่า ☐ มัธยมศึกษาตอนต้น  
☐ มัธยมศึกษาตอนปลายหรือเทียบเท่า ☐ ปริญญาตรี  
☐ ปริญญาโทหรือสูงกว่า
5. อาชีพ ☐ รับราชการ / พนักงานรัฐวิสาหกิจ ☒ กิจการส่วนตัว (ร้านค้า)  
☐ พนักงานบริษัทเอกชน ☐ ว่างาน  
☐ เกษตรกรและอื่น ๆ
6. รายได้ต่อครัวเรือน / เดือน ☒ ต่ำกว่า 10,000 บาท ☐ 10,000 – 24,999 บาท ☐ 25,000 – 29,999 บาท  
☐ 30,000 – 34,999 บาท ☐ 35,000 – 39,999 บาท ☐ มากกว่า 40,000 บาท
7. ท่านมีภูมิลำเนาเดิมอยู่ในตำบลปลายโพงพาง ☒ ใช่ ☐ ไม่ใช่

วันที่ 2 กรุณาแสดงความคิดเห็นของท่านในหัวข้อต่อไปนี้

ท่านคิดว่าการท่องเที่ยวแบบโฮมสเตย์มีผลต่อเศรษฐกิจในหมู่บ้านปลายทางอย่างไรบ้าง

การท่องเที่ยวแบบโฮมสเตย์มีผลต่อเศรษฐกิจในหมู่บ้าน

1. เป็นแหล่งเสริมการท่องเที่ยว

2. ทำให้มีรายได้ของเจ้าของโฮมสเตย์เพิ่มขึ้น

3. ทำให้รายได้ของเจ้าของโฮมสเตย์เพิ่มขึ้น ๑.๐๐๐ บาท  
เพิ่มขึ้น

4. ทำให้การท่องเที่ยวเพิ่มขึ้น

2. ท่านคิดว่า การท่องเที่ยวแบบโฮมสเตย์มีผลต่อสภาพสังคมในหมู่บ้านปลายทางอย่างไรบ้าง

การท่องเที่ยวแบบโฮมสเตย์มีผลต่อสภาพสังคมในหมู่บ้าน ดังนี้

1. ทำให้มีชื่อเสียงของหมู่บ้านเป็นที่รู้จักของคนทั้งโลก

2. สภาพตามหมู่บ้านอยู่รอดชีพในหมู่บ้านดีขึ้น

3. ครอบครัวคนในสังคมในหมู่บ้าน มีแบบพึ่งพาอาศัยกัน

4. เมื่อมีนักท่องเที่ยวมาพักอาศัย จะทำให้ผู้คนในหมู่บ้าน  
อยู่กันอย่างดี

5. มีนักท่องเที่ยว และ อุบลราชธานีอยู่ ซึ่งถือเป็นคนสังคม  
สังคมที่ช่วยกันช่วยกัน หากมีนักท่องเที่ยวมาพักอาศัย

6. หมู่บ้านมีความสงบสุข ร่มรื่น สบาย สดชื่น

วันที่ 15 เมษายน 2561

ท่านคิดว่า การท่องเที่ยวแบบโฮมสเตย์มีผลต่อวัฒนธรรมในหมู่บ้านปลายทางอย่างไรบ้าง

การท่องเที่ยวแบบโฮมสเตย์มีผลต่อวัฒนธรรมในหมู่บ้านดังนี้

1. เห็น ครอบครัวมีวัฒนธรรมไทยที่ สืบทอดต่อกันมา  
ด้วย

2. ในสถานที่เราได้ไปเยี่ยมชมที่ต่าง ๆ เช่น การต้อนรับ  
ที่ทาง การรับประทานอาหาร และ การทำนาทำไร่

3. การแต่งกาย เครื่องใช้ต่าง ๆ เช่น เสื้อผ้า  
ที่ใช้ในชีวิตประจำวัน

4. สิ่งที่สังเกตเห็นว่ามีความแตกต่างระหว่าง  
วัฒนธรรมที่ต่างกัน เช่น การทำนา และ การทำไร่  
ของชาวบ้านต่าง ๆ ซึ่งมีความแตกต่างกัน

4. ท่านคิดว่าการท่องเที่ยวแบบโฮมสเตย์มีผลต่อสภาพสิ่งแวดล้อมในหมู่บ้านปลายทางอย่างไรบ้าง

การท่องเที่ยวแบบโฮมสเตย์มีผลต่อสภาพสิ่งแวดล้อมดังนี้

1. ทำให้สภาพแวดล้อมดีขึ้น เช่น ปลูกผัก ปลูกผลไม้  
เลี้ยงไก่ แต่ก็มีผลเสียต่อสภาพแวดล้อมด้วย เช่น

2. ผู้ที่เดินทางไปมาจะเกิดมลพิษ - เช่น รถยนต์ในซอย หรือ  
รถจักรยานยนต์ ซึ่งโดยทั่วไปแล้วสภาพแวดล้อมที่ดีขึ้น

3. บ้านที่ไทย และ บ้านที่พม่า จะจัดสภาพแวดล้อมไว้  
สะอาด และ ดูแลเป็นอย่างดี

4. บ้านที่ไทย มีพื้นที่ปลูกผัก โดยทั่วไปก็จะปลูกผัก  
สภาพแวดล้อม การท่องเที่ยวแบบโฮมสเตย์มีผล  
ดีต่อ



5. ท่านคิดว่าการท่องเที่ยวแบบโฮมสเตย์มีผลให้เกิดการเปลี่ยนแปลงด้านลักษณะทางกายภาพในหมู่บ้าน  
ปลายโพงทางอย่างไรบ้าง (เช่น อาคาร สถานที่ ระบบสาธารณูปโภค สิ่งอำนวยความสะดวก เป็นต้น)

การท่องเที่ยวแบบโฮมสเตย์มีผลให้เกิดการเปลี่ยนแปลงด้านลักษณะทางกายภาพในหมู่บ้าน

ด้านลักษณะทางกายภาพในหมู่บ้านมีดังนี้

1. อาคาร สถานที่ ซึ่งนักท่องเที่ยวที่ไปเที่ยวชม  
เที่ยวชม และชมทิวทัศน์ที่สวยงาม

2. มีถนนหนทาง และ มีรถจักรยานยนต์ และ มีรถจักรยาน  
ที่จอดอยู่ริมถนนที่สวยงาม

3. ระบบสาธารณูปโภค สิ่งอำนวยความสะดวก ซึ่ง  
สวยงามและทันสมัย มีห้องน้ำ และ มีห้องน้ำ  
ที่สวยงามและทันสมัย มีห้องน้ำ และ มีห้องน้ำ

4. มีถนนหนทาง และ ถนนที่สวยงามและ  
มีห้องน้ำ และ มีห้องน้ำ และ มีห้องน้ำ

ขอขอบพระคุณในความร่วมมือของท่าน

นายประพันธ์พงษ์ นินทพงษ์

นักศึกษาปริญญาโท สาขาการจัดการธุรกิจการท่องเที่ยว

คณะบริหารธุรกิจ มหาวิทยาลัยอีสต์ธัมมชัญญ์

ผู้ทำการศึกษาวิจัย



**Appendix: E**  
(Survey Questionnaire 3)

แบบสอบถามชุดนี้เป็นส่วนหนึ่งของการทำวิทยานิพนธ์ (Master's Thesis) รหัสวิชา TR 7000  
ของบัณฑิตวิทยาลัย คณะบริหารธุรกิจ สาขา การจัดการธุรกิจการท่องเที่ยว มหาวิทยาลัยอัสสัมชัญ (ABAC) การ  
ให้ข้อมูลของท่านจะเป็นประโยชน์อย่างมากต่อการศึกษาวิจัยในครั้งนี้

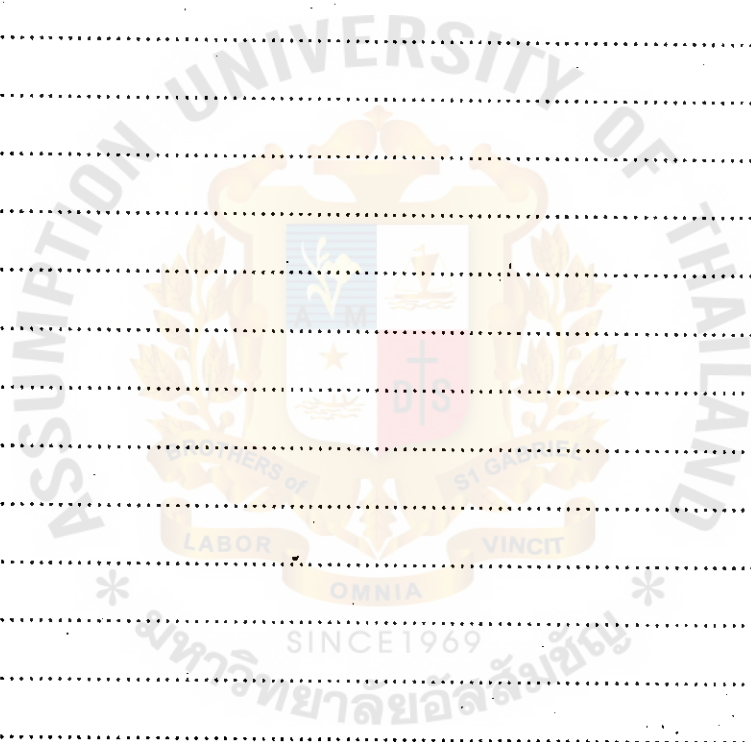
กรุณาตอบคำถามตามความเป็นจริงและข้อมูลของท่านจะถูกเก็บเป็นความลับ ขอขอบพระคุณในความร่วมมือ

ส่วนที่ 1 ข้อมูลส่วนบุคคล กรุณาทำเครื่องหมาย ☒ ในช่อง ☐ ที่ข้อมูลสอดคล้องหรือใกล้เคียงกับตัวท่าน

1. เพศ ☒ ชาย ☐ หญิง
2. อายุ ☐ 20 – 30 ปี ☐ 31 – 40 ปี ☐ 41 – 50 ปี  
☒ 51 – 60 ปี ☐ 61 ปี ขึ้นไป
3. ระยะเวลาที่ท่านอาศัยอยู่ในตำบลปลายโพรงพาง ☐ 1 – 12 เดือน ☐ 1 – 3 ปี ☐ 4 – 5 ปี  
☐ 6 – 8 ปี ☒ มากกว่า 8 ปี
4. ระดับการศึกษา ☒ ประถมศึกษาหรือต่ำกว่า ☐ มัธยมศึกษาตอนต้น  
☐ มัธยมศึกษาตอนปลายหรือเทียบเท่า ☐ ปริญญาตรี  
☐ ปริญญาโทหรือสูงกว่า
5. อาชีพ ☐ รับราชการ / พนักงานรัฐวิสาหกิจ ☒ กิจการส่วนตัว (ร้านค้า)  
☐ พนักงานบริษัทเอกชน ☐ ว่างาน  
☐ เกษตรกรและอื่น ๆ
6. รายได้ต่อครัวเรือน / เดือน ☐ ต่ำกว่า 10,000 บาท ☒ 10,000 – 24,999 บาท ☐ 25,000 – 29,999 บาท  
☐ 30,000 – 34,999 บาท ☐ 35,000 – 39,999 บาท ☐ มากกว่า 40,000 บาท
7. ท่านมีภูมิลำเนาเดิมอยู่ในตำบลปลายโพรงพาง ☒ ใช่ ☐ ไม่ใช่

วันที่ 2 กรุณาแสดงความคิดเห็นของท่านในหัวข้อต่อไปนี้

ท่านคิดว่าการท่องเที่ยวแบบโฮมสเตย์มีผลต่อเศรษฐกิจในหมู่บ้านปลายทางอย่างไรบ้าง  
เมื่อต้องประสบกับโควิด-19 เพื่อมาบอกเล่า. แต่หากพร้อมแล้วอยากได้โฮมสเตย์  
อีก. สนใจอีกที่ใด: บ้านแม่ท้อ บ้านแม่ฮ่องสอน



2. ท่านคิดว่า การท่องเที่ยวแบบโฮมสเตย์มีผลต่อสภาพสังคมในหมู่บ้านปลายทางอย่างไรบ้าง

[illegible]

SALVIONS TANN OYU.

- អង្គការសហប្រតិបត្តិការស្រូវ កម្ពុជា ក្រសួងកសិកម្ម រុក្ខាប្រមាញ់ និងនេសាទ ក្រសួងសេដ្ឋកិច្ច និងហិរញ្ញវត្ថុ ក្រសួងសាងសង់ ក្រសួងយុត្តិធម៌ ក្រសួងសុខាភិបាល ក្រសួងអប់រំ យុវជន និងកីឡា ក្រសួងពាណិជ្ជកម្ម ក្រសួងរ៉ែ និងថាមពល ក្រសួងបរិស្ថាន ធាតុចូល និងស្ថាប័នដទៃទៀត ។

ท่านคิดว่าการท่องเที่ยวแบบโฮมสเตย์มีผลต่อวัฒนธรรมในหมู่บ้านปลายทางอย่างไรบ้าง

- การประชุม ปรึกษาหารือระหว่าง ๑๘ แห่ง ปี ๒๐๑๕

[illegible]

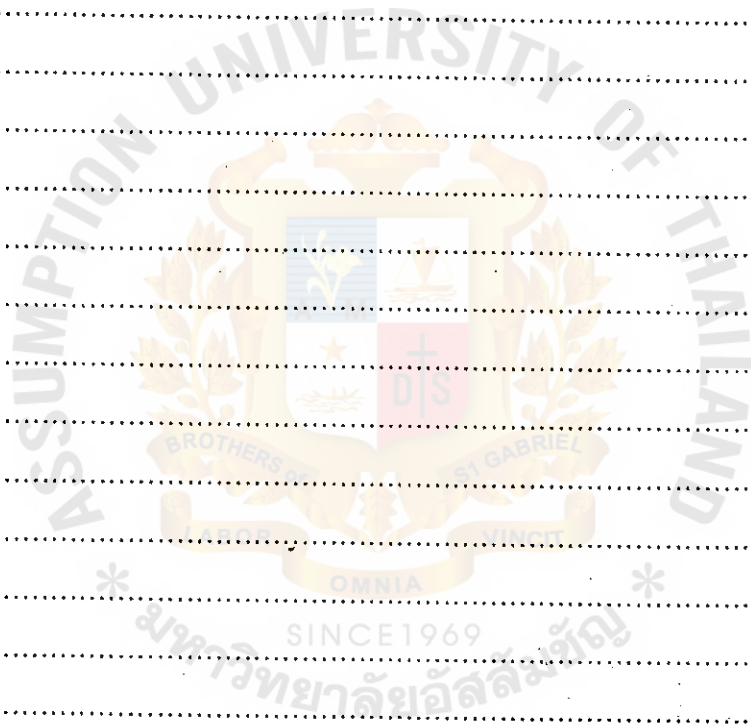
- ដើម្បីធានាបាននូវការគ្រប់គ្រងធនធានធម្មជាតិ និងការអភិវឌ្ឍន៍ដោយចីរភាព ក្រុមប្រឹក្សាភិបាលបានសម្រេចបង្កើតគណៈកម្មាធិការគ្រប់គ្រងធនធានធម្មជាតិ ដែលមានភារកិច្ចត្រួតពិនិត្យ និងគ្រប់គ្រងធនធានធម្មជាតិ ក្នុងតំបន់ស្រុកបាគី ខេត្តកំពង់ចាម។

4. ท่านคิดว่า การท่องเที่ยวแบบโฮมสเตย์มีผลต่อสภาพสิ่งแวดล้อมในหมู่บ้านปลายทางอย่างไรบ้าง

- ✓  
- मनुष्य विद्वान्

- តាមឯកសារ របស់ ក្រុមការងារ ក្រសួង កសិកម្ម រុក្ខាប្រមាញ់ និងនេសាទ (ឯកសារ ២០១៩)

Question (2 marks)



5. ท่านคิดว่าการท่องเที่ยวแบบโฮมสเตย์มีผลให้เกิดการเปลี่ยนแปลงด้านลักษณะทางกายภาพในหมู่บ้าน  
ปลายโพรงพางอย่างไรบ้าง (เช่น อาคาร สถานที่ ระบบสาธารณูปโภค สิ่งอำนวยความสะดวก เป็นต้น)

- ปลูกต้นไม้

- ก่อสร้างอาคารบ้านเรือน

ระบบไฟฟ้า ประปา

ถนน

ขอขอบพระคุณในความร่วมมือของท่าน

นายประพันธ์พงษ์ ชื่นพงษ์

นักศึกษาปริญญาโท สาขาการจัดการธุรกิจการท่องเที่ยว

คณะบริหารธุรกิจ มหาวิทยาลัยอัสสัมชัญ

ผู้ทำการศึกษาวิจัย



## Appendix: F

(Survey Questionnaire 4)

แบบสอบถามชุดนี้เป็นส่วนหนึ่งของการทำวิทยานิพนธ์ (Master's Thesis) รหัสวิชา TR 7000  
ของบัณฑิตวิทยาลัย คณะบริหารธุรกิจ สาขา การจัดการธุรกิจการท่องเที่ยว มหาวิทยาลัยอัสสัมชัญ (ABAC) การ  
ให้ข้อมูลของท่านจะเป็นประโยชน์อย่างมากต่อการศึกษาวิจัยในครั้งนี้

กรุณาตอบคำถามตามความเป็นจริงและข้อมูลของท่านจะถูกเก็บเป็นความลับ ขอขอบพระคุณในความร่วมมือ

ส่วนที่ 1 ข้อมูลส่วนบุคคล กรุณาทำเครื่องหมาย ☒ ในช่อง ☐ ที่ข้อมูลสอดคล้องหรือใกล้เคียงกับตัวท่าน

1. เพศ ☐ ชาย ☒ หญิง
2. อายุ ☐ 20 – 30 ปี ☐ 31 – 40 ปี ☒ 41 – 50 ปี  
☐ 51 – 60 ปี ☐ 61 ปี ขึ้นไป
3. ระยะเวลาที่ท่านอาศัยอยู่ในตำบลปลายโพงพาง ☐ 1 – 12 เดือน ☐ 1 – 3 ปี ☐ 4 – 5 ปี  
☐ 6 – 8 ปี ☒ มากกว่า 8 ปี
4. ระดับการศึกษา ☐ ประถมศึกษาหรือต่ำกว่า ☐ มัธยมศึกษาตอนต้น  
☐ มัธยมศึกษาตอนปลายหรือเทียบเท่า ☒ ปริญญาตรี  
☐ ปริญญาโทหรือสูงกว่า
5. อาชีพ ☒ รับราชการ / พนักงานรัฐวิสาหกิจ ☐ กิจการส่วนตัว (ร้านค้า)  
☐ พนักงานบริษัทเอกชน ☐ ว่างาน  
☐ เกษตรกรและอื่นๆ
6. รายได้ต่อครัวเรือน / เดือน ☐ ต่ำกว่า 10,000 บาท ☒ 10,000 – 24,999 บาท ☐ 25,000 – 29,999 บาท  
☐ 30,000 – 34,999 บาท ☐ 35,000 – 39,999 บาท ☐ มากกว่า 40,000 บาท
7. ท่านมีภูมิลำเนาเดิมอยู่ในตำบลปลายโพงพาง ☒ ใช่ ☐ ไม่ใช่

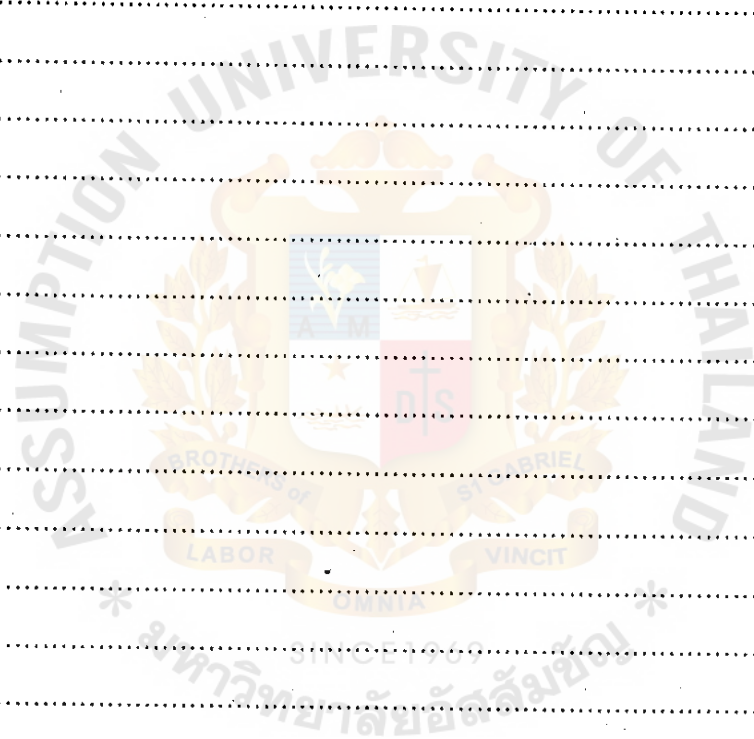
วันที่ 2 กรุณาแสดงความคิดเห็นของท่านในหัวข้อต่อไปนี้

ท่านคิดว่าการท่องเที่ยวแบบโฮมสเตย์มีผลต่อเศรษฐกิจในหมู่บ้านปลายทางอย่างไรบ้าง

สร้างได้เพิ่มขึ้นอีกประมาณเดือนละ 1-2 พย. (บาทต่อเดือน)

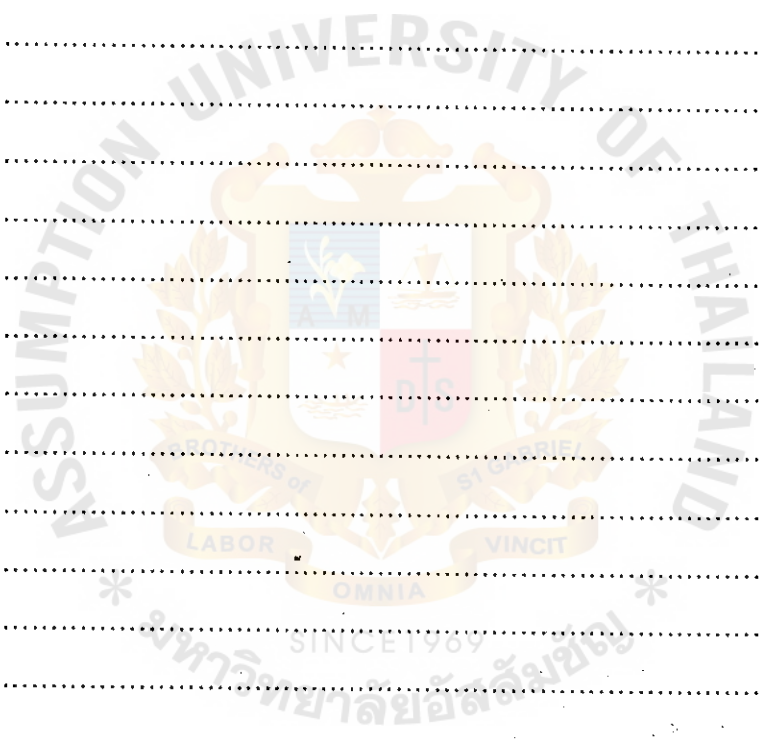
2. ท่านคิดว่าการท่องเที่ยวแบบโฮมสเตย์มีผลต่อสภาพสังคมในหมู่บ้านปลายทางอย่างไรบ้าง

มีผู้คนจากต่างถิ่น ทำให้มีรายได้เพิ่มขึ้น มีการ  
แลกเปลี่ยนวัฒนธรรมกัน



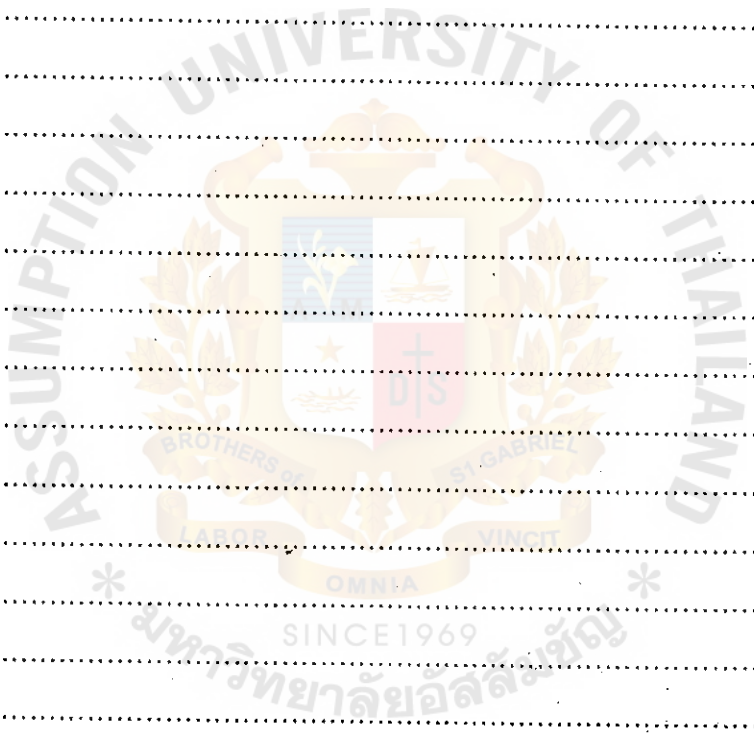
ท่านคิดว่าการท่องเที่ยวแบบโฮมสเตย์มีผลต่อวัฒนธรรมในหมู่บ้านปลายทางอย่างไรบ้าง

ไม่มีผลกระทบต่อวัฒนธรรม นักเดินทาง



4. ท่านคิดว่าการท่องเที่ยวแบบโฮมสเตย์มีผลต่อสภาพสิ่งแวดล้อมในหมู่บ้านปลายทางอย่างไรบ้าง

ช่วยเพิ่มเงิน ชาวเขาได้ขายของได้มากขึ้น



5. ท่านคิดว่าการท่องเที่ยวแบบโฮมสเตย์มีผลให้เกิดการเปลี่ยนแปลงด้านลักษณะทางกายภาพในหมู่บ้าน  
ปลายทางอย่างไรบ้าง (เช่น อาคาร สถานที่ ระบบสาธารณูปโภค สิ่งอำนวยความสะดวก เป็นต้น)

พบ  
ชุมชนทุกอย่าง

ขอขอบพระคุณในความร่วมมือของท่าน

นายประพันธ์พงษ์ ชินพงษ์

นักศึกษาปริญญาโท สาขาการจัดการธุรกิจการท่องเที่ยว

คณะบริหารธุรกิจ มหาวิทยาลัยอัสสัมชัญ

ผู้ทำการศึกษาวิจัย



**Appendix: G**  
**Transcript of Respondents: Group 1**

**Economic Impact**

1. There is an increase in the income of the family of about 2,000 – 4,000 Baht per month.
2. There was an economic effect on some groups in the village. The economy of the village as a whole is good.
3. Homestay tourism has an effect on the income of the village. Local residents increase their income by renting their homes and boats and by selling souvenirs to tourists who come to the village.
4. By promoting tourism at the village, local residents have increased their income. Total income in their province is increased and supply and demand of goods are increased.
5. Income from homestay tourism is the extra income that the local residents earn after they finish their regular occupation.
6. Local residents have to work and increase their income. The occupations of local residents are concerned with homestay tourism.
7. The village and the revolving fund in the village were developed to support the activities from tourism.
8. There is a revolving fund in the village.
9. The village and local residents' income is increased.
10. There is a good feeling that they have homestay tourism in their village.
11. Selling products from their farm increased their income.
12. It has increased income to local residents and spread income around the community.
13. The local residents have high incomes.
14. The local residents have high incomes.
15. There is extra income, a good economy and a revolving fund in their village.
16. There is more income and new knowledge from tourists.
17. The economy is better than in the pasts.
18. Income is increased for the houses that join in the project.
19. Income of the local residents is increased.
20. Income was increased from the sale of the products from their farm.

## Social Impact

1. There is a lot of change in the community because tourists that come from other communities bring new ideas and give them to the local residents.
2. Though there are not too many social change, there are some positive changes such as local residents getting updated information all the time and tourism motivating the local residents to develop their lives and status.
3. Tourism makes strong relationships among local residents because they have to stay in contact all the time.
4. The reputation of the village amongst tourists and the lives of local residents are developing. The normal lives of local residents rely on others; this shows the lifestyle of Thai people. There is peace in the village and the organization has to arrange the village in suitable ways.
5. There are many good effects on the village. The village was developed to serve tourists.
6. There is social growth by serving a rented place. The village has to be promoted to tourists.
7. The people of the village are more united.
8. There is development in the village.
9. Local residents learn more new knowledge.
10. It should stay good like it was in the past.
11. In the past, local residents only met people from the same village. When tourism came to village, local residents had to meet new people.
12. It makes good social relationships.
13. During the tourism conference, new ideas are exchanged with people from other communities.
14. It gives good vision to the local residents and makes an informal life for the community.
15. Many types of tourists are met and new ideas are exchanged with the tourists who come to stay.
16. Have no idea.
17. There are good impacts in the social sector.
18. The village is full of energy.
19. Have no idea.
20. Have no idea.

### Cultural Impact

1. There is effect from tourism in terms of culture. It hasn't changed.
2. Tourism has changed the culture in good ways and local people also try to change culture in a good way.
3. It motivates local people to show their greeting culture to tourists; to promote the culture of the village to tourists such as the old temple of the village; and to preserve the original way of life in the village.
4. Thai culture is preserved for new generation. It motivates local people to show their greeting culture to tourists; to preserve the traditional Thai dressing style and Thai house; and to promote the culture of the village to tourists.
5. There are some good effects on the culture, such as promoting relationships between local people and monks, which are not seen in modern areas.
6. There are effects from tourism.
7. It motivates local people to preserve their culture.
8. There are no effects from tourism.
9. It provides a new chance for tourists to make merit and virtue for the monk.
10. There are no effects on the community because most of the tourists who come to village are ready to protect the culture in the village also.
11. There are effects from tourism on the culture.
12. It has changed with new culture from other parts of Thailand and abroad.
13. There are no effects from tourism on the culture.
14. Tourists learn about a new idea of Thai culture that they have never seen before.
15. The old culture in the village is protected and new ideas about Thai culture are given to tourists.
16. Differences in cultures have to be seen. The new cultures of international tourists who come to stay at the village are learned about.
17. There is an exchange of culture between local people and international tourists or Thai tourists who come from other parts of Thailand.
18. The old culture of the village that nearly became extinct is recovered because every house has to conserve antiques to show tourists.
19. Have no idea.
20. Have no idea.

## Environmental Impact

1. There is more garbage in the village. Local people try to improve their houses.
2. Some groups are motivated to protect the environment around the village. There are no negative impacts on the village.
3. The natural area around the village is preserved to serve tourists and they try to keep the canal clean and free of garbage.
4. The village has to be developed by keeping the nature pure.
5. There are no negative impacts from tourism.
6. There are no problems for local people, only noise from boats that carry tourist to see fireflies at night.
7. Garbage is increased.
8. Garbage is increased.
9. Have no idea.
10. There is no effect on the environment but tourism helps to motivate local people to have a good conscience and develop their village.
11. Have no idea.
12. There is good environmental change s because local people will prepare their village to serve tourists.
13. Have no idea.
14. There is no negative impact on the village.
15. There is no effect because tourists who come to the village are pleased by nature.
16. Have no idea.
17. There are good changes in the environment.
18. There is no effect on the village.
19. Have no idea.
20. Have no idea.

## Physical Impact

1. Everything gets better.
2. There are some problems with tap water.
3. There are positive changes such as old houses have to be developed to serve tourists and infrastructure, like tap water, has to be developed for the convenience of local people.
4. Houses and buildings have to be developed to serve tourists. Infrastructure in the village is better than in the past. The quantity and quality of infrastructure in the village is improved.
5. There is a positive change in building and houses.
6. Public infrastructure, cleanliness and facilities are taken care of.
7. Facilities have grown in the village.
8. Facilities have to be increased in the village.
9. The hosts have to deal with tourists.
10. Tourism stimulates local residents to have a conscience about protecting the environment.
11. Have no idea.
12. Building facilities and public utilities have to be improved.
13. Tourism causes building to be improved.
14. There is nothing to change.
15. There has to be changes in a positive way. The village needs to be kept clean.
16. There are changes in some things such as the cleanliness of gardens, houses, and food. Everything is better than in the past.
17. It is better than in the past.
18. There are changes everywhere in the village because they want to make it welcoming for tourists by keeping the houses clean and adding more utilities.
19. It causes accommodations to be cleaned and some weak areas to be repaired.
20. Have no idea.

## Appendix: H

### Transcript of Respondents; Group 2

#### Economic Impact

1. Money and income circulates and the economy gets better.
2. There is an increase of income to the local residents and the income is dispersed.
3. Local residents have more income than normal and people have work from tourism.
4. There is increasing income to older people who are retired from their jobs.
5. The unemployed has work and income. Income is dispersed around the village and local people sell produce from their gardens.
6. Income is received from minor jobs.
7. Jobs are created for local people. The community has a good economy.
8. Local people earn more income.
9. There is extra income from tourism.
10. Extra income is earned in addition to the normal income.
11. There is extra income from tourism.
12. There is extra income from tourism.
13. The family income is increased.
14. There is a dispersion of income around the community.
15. The unemployed has work and there is income to older people who are retired from their jobs. Local people sell produce from their gardens.
16. Income is dispersed around the community.
17. There is enough spending money.
18. There is extra income from tourism and the community earns more income.
19. The average family income is increased by about 1,000 Baht per month.
20. There is extra income from tourists and the community earns more income.



## Social Impact

1. There are good developments in society because local residents meet people from around the world.
2. There are no social effects.
3. The reputation of village was promoted for tourism.
4. There are only good changes to society; no negative effects.
5. They need to know the differences between their country and other cities. Opinions need to be exchanged with tourists.
6. Local people get new ideas from tourists who come to stay at their houses.
7. There are good changes such as discussions between tourists and hosts.
8. The way of life must change by following the new civilization.
9. Good relationships are made between people in the community.
10. Hosts have to develop better houses to promote the reputation of their province.
11. Local residents evolve in various ways and have to learn about different societies from tourists.
12. It creates good relationships for people in the community.
13. Tourists or other people knew about the village and let them know how to form business in terms of homestay tourism in their village.
14. Local residents have to recognize social impact on the job.
15. There are good changes such as discussions between tourists and hosts.
16. Opinions are exchanged between tourists and hosts.
17. It has to make progress.
18. Society has to develop and make a reputation for the village.
19. There are changes for the worse, such as having a lot of strangers in the village, as well as changes for the better.
20. There is perfect order in the community.

## Culture Impact

1. Tourists need to understand Thai culture that they have never seen before, such as giving food in the bowls of monks in the morning.
2. Have no idea.
3. Culture has to be dispersed.
4. Traditional culture is promoted by mass media, and shown now in the future.
5. Local residents want to preserve their culture.
6. Most local residents believe in festivals.
7. There is a good change in the future.
8. There is nothing to change in the culture.
9. The culture of the village is shown to tourists.
10. Tourists need to understand Thai culture that they have never seen before.
11. Tourists learn about traditions of rural areas and local residents receive modern traditions but still retain their original.
12. There needs to be an exchange of culture from each part of Thailand.
13. Have no idea.
14. The culture of the village remains as it was before.
15. Tourists like the original culture of the village.
16. Tourists need to understand Thai culture that they have never seen before.
17. Local residents try to preserve their culture.
18. The culture remains as it was before and the culture that was lost is return.
19. There is not too much of an effect on the culture.
20. There needs to be an exchange of culture between tourists and local residents, then tourists will take the culture to promote to others.

## **Environmental Impact**

1. Nature is not destroyed so that environment remains the same.
2. There are no changes in the environments.
3. There is some garbage problems.
4. It is better because people try to keep the area around their village clean.
5. The area around the village is kept clean. The environment around the community has to be preserved.
6. There is some garbage problems.
7. The environment is better than in the past.
8. There are no changes in the environment.
9. The environment in the community is better developed.
10. There are no environmental problems because the hosts try to keep their homes clean to serve tourists.
11. The environmental is maintained and improved.
12. The environment is better because tourists criticize with negative feedback.
13. Have no idea.
14. When there are a lot of tourists, there is garbage management problem.
15. There are no negative changes because the tourists who come to village try harder than local residents to keep it clean.
16. There are some effects but it is not a serious problem. Local residents also try to clean up around their village.
17. There is some garbage problems.
18. The environment in the village is better because tourists have a good attitude toward protecting nature. They try to preserve it and save the environment. Most of them want to conserve the natural environment of the village for a long time.
19. Noise from riverboats is a problem but not a big problem. Riverbanks are eroded when boats pass too fast. Garbage is increased.
20. It depends on the tourists who come to the village.

### Physical Impact

1. Buildings and houses are modernized and improved in term of cleanliness.
2. Changes are made for the better and trees are planted in front of houses.
3. People learn more about the style of Thai houses.
4. Houses are cleaner and more facilities are provided for tourists.
5. It is better developed.
6. Everybody must pay attention to the cleanliness of their houses to serve tourists.
7. Have no idea.
8. The community is in order in term of cleanliness, adding more infrastructure, electricity, tap water and telephone service.
9. Hosts should develop their houses for serving tourists by keeping them clean.
10. It is cleaner. There are positive physical changes.
11. It is as it was before but better. Local residents have to improve their buildings and houses to serve tourists.
12. There is now construction and it contributed.
13. Have no idea.
14. There are more utilities in the community. Cleanliness of community is improved.
15. Hosts have to improve their homes to serve tourists.
16. Comfort is provided to tourists if possible.
17. The community has grown up.
18. There is a positive change in the image of the village.
19. There is good transportation and tap water and a change in telecommunications.
20. There is no negative change.



MAP OF PLAI PHONG PHANG VILLAGE





