

## **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.

