



Local Community's Attitudes Toward Home Stay Tourism Impacts :  
A Case Study of Na Jok Village, Nakhon Phanom Province, Thailand.

Ms.Thida Salakhum

1593 A Thesis Submitted in Partial Fulfillment of the Requirements  
for the Degree of Master of Business Administration in Tourism Management  
Graduate School of Business  
Assumption University  
Academic Year 2013  
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Impacts : A Case Study of Na Jok Village, Nakhon Pranom  
Province, Thailand.

By                                      Ms.Thida Salakhum  
Thesis Advisor                      Aaron Loh, Ph.D.  
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The Graduate School/Faculty of Business, Assumption University, has  
approved this thesis as a partial fulfillment of the requirements for the Degree of Master of  
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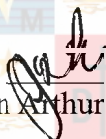


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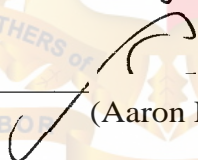
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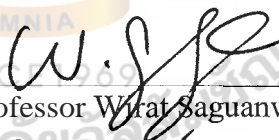
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## ABSTRACT

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

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

The findings revealed that there are 24 hypotheses in this study and out of 24 hypotheses, there are nine hypotheses that the significant value is less than 0.05, the null hypothesis rejected, which are following, H2, H4, H6, H8, H15, H16, H19, H20 and H22. On the other hand, there is a significant statistical difference in the attitudes of local community based on age, income and educational level in some statements, due to there are fifteen hypotheses that the significant value is more than 0.05, the null hypothesis failed to reject, which are following, H1, H3, H5, H7, H9, H10, H11, H12, H13, H14, H17, H18, H21, H23, and H24. Arising from the study, the researcher offered recommendations for enhancement and improvement to the Na Jok homestay and Tourism Authority of Thailand (TAT).

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

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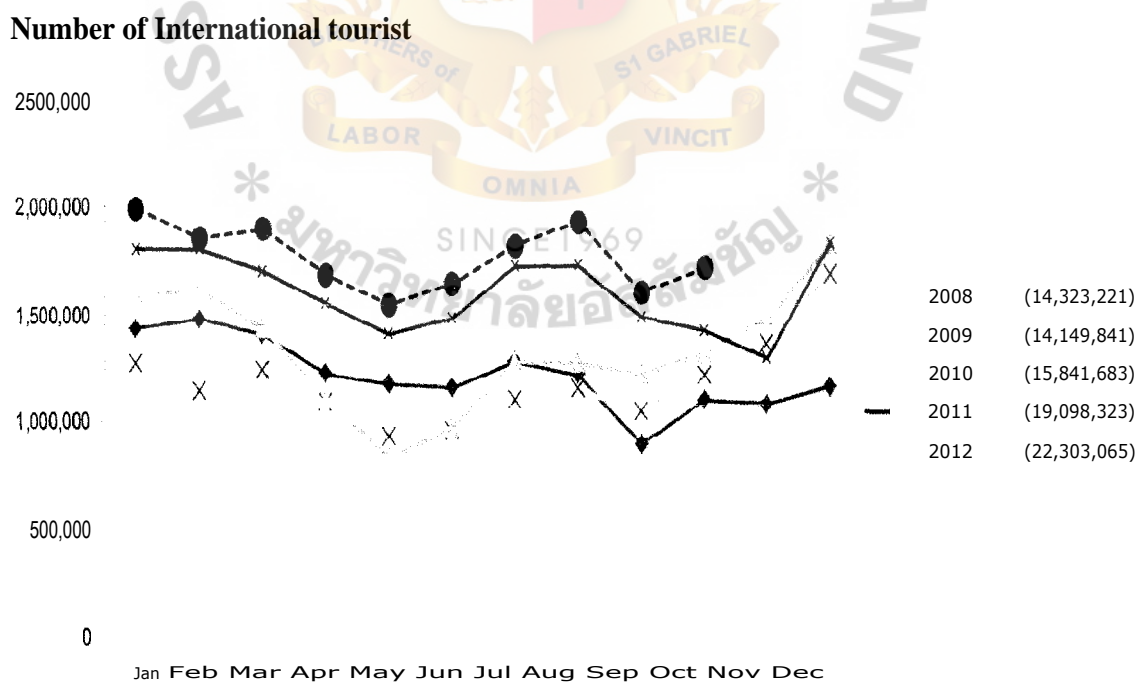
## CHAPTER I

### GENERALITIES OF THE STUDY

#### 1.1 Introduction of the Study

At present, tourism is an industry that brings in revenues for the country, so there is a lot of money flowing into the country each year and it is likely to increase over time. It is evident from the statistics (see Figure 1.1), which show the number of foreign tourists traveling to Thailand. The number of visitors has increased every year. This result in the revenue of service industries and tourism is increasing every year such as hotels and accommodation, tourism organization, restaurants, transportation, food & beverages, airline business, and souvenir shops. For developing countries, tourism and hospitality helps to develop their economy, social, political and cultural environment and generate enormous revenue for the country.

**Figure 1.1 International Tourism Statistics in Thailand from 2008 - 2012**

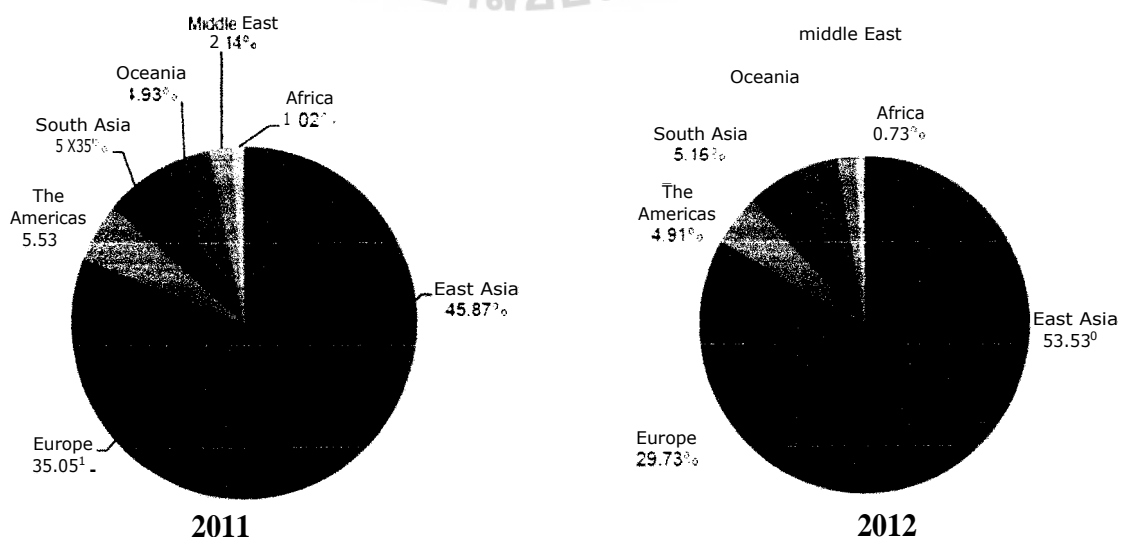


(Source: Department of Tourism, 2012)

Moreover, visitors from around the world are still coming to Thailand as Thailand is well known to be one of the most popular counties in Asian destinations. The government and the Tourism Authority of Thailand (TAT) have policy to promote Thailand tourism and it continues to play a role in helping to improve the lives of people in all regions of Thailand. Tourism and Hospitality is an important tool in driving the economy, leading to job creation and increase in revenue for the country. The government's policy plays an important role to support tourism sector such as Thai economy strong campaign to travel to Thailand to help promote tourism and stimulate the economy of Thailand.

Thailand is a country with high tourism potential due to the integrity of natural environment, lifestyle and cultural level of the community in the village, also known as "Home Stay" to visitors or for tourists to stay learn the lifestyle and activities of local community as well as the unique culture of each region along with learning activities and natural tourism destination. Home stay is a type of tourism where visitors can learn the lifestyle and courteous hospitality of Thailand.

**Figure 1.2 International Tourism Arrivals to Thailand by Nationality, Statistics 2011 – 2012**



(Source: Department of Tourism, 2012)



The tourism industry is a major sector to generate income for Thailand. Increasing of statistics of tourists in each year and the number of tourists' trend to increase every year also country around the world (as shown in Figure 1.2). The majority of tourists from East Asia continue to increase from 2011-2012, and also Europe region.

In Thailand, there are many kinds of services that are provided for tourists which can support tourists' needs such as accommodation, restaurant and transportation. Moreover, most tourists come to Thailand because they like Thai culture, traditions, Thai food and people in Thailand. They also want to learn new culture and exchange new experience especially in each part of Thailand as there are different language and culture. So, this will be the chance for Thai people to show the identity of Thailand.

### **1.1.1 Types of Tourism in Thailand**

Tourism in Thailand has improved since the year 1924, (Krom Phra Kamphaeng Supreme Ratchayothin). He served as the commander of the train and the purpose of his travel was to visit the nature and government places or government facilities. The World Tourism Organization has divided the types of tourism into three types:

- (1) Natural based tourism
- (2) Cultural based tourism
- (3) Special interest tourism

## **1. Natural based Tourism**

- **Eco-tourism**

This type of tourism aims to travel and see the unique natural habitats and cultural resources associated with ecosystems. This aims to learn the process on the environmental management of tourism and the local part of the conscience to focus on maintaining a sustainable ecosystem (Weaver, 2001).

- **Marine Eco-tourism**

This type of tourism is surfing on a natural marine source responsible for the unique endemic and tourism related to the marine ecosystem in order to give a sense to maintain ecological.

- **Geo-Tourism**

It refers to tourism as a source of natural sandstone, rock yard, tunnel, excavation cave, stalagmite stalactite caves. To see the beauty of the landscape of the area is that of changing the world, nature of the rock, soil, minerals, and fossils and experiencing new knowledge.

- **Agro Tourism**

It means to travel to the herb garden, agroforestry farming, agricultural farms and animals to admire its beauty and consciousness to preserve the surrounding environment.

- **Astrological Tourism**

It aims to watch the astronomical phenomena such as eclipses, meteor showers, each term eclipse and the stars shall sign appeared in the sky each month and for learning the solar system.

## **(2) Cultural based Tourism**

- **Historical Tourism**

This refers to a trip to archaeological sites and history to appreciate and enjoy the attractions, and have the knowledge to understand the history and archeology. Moreover, the local people have responsibility and awareness to preserve the cultural heritage and values.

- **Cultural and Traditional Tourism**

Cultural and traditional tourism refers to the trip to visit various usages that local residents can enjoy the amazing place to study arts in aesthetic beliefs, recognition, respect rituals, gain knowledge and understanding of social and cultural conditions.

- **Rural tourism / Village tourism**

This aims for a trip to a village or a rural lifestyle and unique creations with a distinct pleasure to see the creativity, knowledge and wisdom and to understand the local culture.

## **(3) Special Interest Tourism**

- **Health/Medical Tourism**

Medical tourism is defined as the sum of all the relationships and phenomena resulting from a journey by people whose primary motive is to treat or cure a medical condition by taking advantage of medical intervention services away from their usual place of residence while typically combining this journey with a vacation or tourism elements in the conventional sense.

Another important aspect of the medical tourism definition in this study is that the specific aim to obtain medical treatment arises before the travel process has actually started. Thus, it excludes incidental medical tourists who experience an

unexpected illness or injury while on their journey that requires emergency medical care. Although these travelers are engaged in conventional tourism, and might even use the same facilities as the 'real' medical tourists, their medical treatment has been unplanned, thus, they are not strictly speaking medical tourists (Voigt and Trembath, 2010)

- **Ethnic Tourism**

It aims to travel to learn the ways of life, culture, folk culture of ethnic minorities or tribal villages such as Thailand Song, the local village of Thailand, even a village of Karen, Chinese Hong village, etc., to have the experience and knowledge about value and quality of life, and to increase awareness to maintain the environment and local culture.

- **Sports Tourism**

This tourism aims to travel to play the dominant financial interest in sports such as golf, fishing, snooker, windsurfing, water skiing, water waves, etc.,

- **Adventure Tourism**

This type of tourism can be qualified as adventure tourism, as activity or product should incorporate three components: (1) an element of risk, (2) higher levels of physical exertion and (3) a need for certain specialized skills to participate successfully and safely in the activity. Adventure tourists seek an environment that facilitates the risk, challenge, daring, excitement and physical exertion. Steep mountain slopes and white water are valued more for the thrill and challenges that they offer than for the opportunities they provide for studying nature.

- **Homestay & Farmstay Tourism**

This is a group of tourists who want to live close to a local family to visit the local wisdom and culture and to meet more experience in life.



- **Long Stay Tourism**

This group of tourists is a group of tourists who live in the retirement of the work required to live abroad. Mainly, the average travel abroad is 3-4 times a year for a term of at least one month.

- **MICE Tourism (M = meeting / I = incentive / C = conference / E = exhibition)**

This type of tourism is an organized tour to of group of the meeting, incentive, conference and exhibition. There is a list of tours before the meeting (pre-tour) and organized tours after the conference (post-tour) by the travel program in various forms throughout the country to service the participants directly or for those traveling to the conference. To stay overnight or 2-4 day package includes a charge for food and travel.

(Source: [www.unwto.org](http://www.unwto.org))

### **1.1.2 Home Stay Tourism**

Home Stay Tourism can be a part of Community Based Tourism (CBT) or travel in countryside to see how a community or local ownership of tourism resources such as natural resources waterfalls, mountains, culture, tradition and way of life of the community should be involved in conservation.

The community has an idea that they are guests at home "Be a guest, not just a Tourist". In present, people come to travel in a local community more and more and the main tourists are both domestic and international. Tourism is not the main occupation for local people, but the local people in the community still have a career and normal livelihood but when they have tourists or visitors, the community is welcoming and serving tourists or visitors.

### 1.1.3 Thailand's Home Stay Tourism

Regarding the meaning of Home Stay in Thailand, "Home Stay" is a concept of staying within the home of a local Thai family and local people allowing tourists to see how real Thai families live. The experience is intended to provide cultural immersion in Thai village lifestyles. Thailand's home stay experiences include participating in local activities and learning about Thai hospitality. Official home stays are the standard set by the Tourism Authority of Thailand (TAT) in order to ensure high levels of safety and comfort, as well as provide visitors with authentic cultural experiences.

Being welcomed into a Thai people's home is a good experience, one of the best ways of not only learning about Thai culture and experiencing Thai hospitality because in Thailand home stay is a good experience for Thai families as well, because there is a chance to make new friends, learn new languages and also culture and tradition from tourists too.

Tourism Authority of Thailand (TAT), promotes the activities undertaken by the selected itinerary and accommodation in home stay. The focus is for creative learning and benefit to the local society. This aims to improve the driving experience and encourage the culture of the country for both Thai and foreign tourists. Moreover, another important part is the increasing distribution of income to the community. The activities at a home stay can vary for example, in the morning giving morning alms to monks, learning how to weave silk or cotton clothing, going on nature tours, or participating in agricultural activities. The activities consist of a variety of hand-on experiences for tourists who are looking for learning a skill practiced by local community, such as making local handicrafts, learning local languages or cooking Thai food/local food. The tourists who are looking to relax can participate in more

leisurely activities, for example taking a relaxation in a hot spring, boat ride, or riding a bicycle around a local village, etc.

However, despite the fact that tourism promotion would be beneficial to the country and generate revenue for many countries but in terms of income distribution to the community it is still very little and they do not have the resources to promote and develop the community.

Foreign tourists, they want to experience the local traditions and learn how to stay like local people or lifestyle. Then, the attractions of this kind have little experience with foreign tourists.

Thailand, a country with a cultural identity, is very much a foreign tourist arrivals in Thailand to learn and experience the atmosphere of traditional Thai and Thai culture. As you can see, the customs and traditions vary according to each region. For example, the North region has a rich cultural tradition and the South region has beautiful beaches. Tourism is also a distribution channel for cultural exchange. Tourists traveling in different communities will have the opportunity to experience and learn about different cultures and diversity, and to share knowledge, ideas and beliefs with the local community. This contributes to a better understanding between people in the community.

Moreover, tourism is also encouraging local people to realize the importance of conservation and restoration of cultural resources and the local environment such as learning a foreign language for the benefit of tourism. For other benefits, it can result in employment. People who are educated emigrate to find work in cities and income is generated in the community too.

Home Stay programs can help tourists earn new experiences and learn about the community traditions and local culture in different ways, for example, tourists can

learn how to grow rice and how to cook local food. Local people also teach their wisdom to tourists which is very amazing and fantastic. Generally, home stay programs are designed to support society, traditional, culture and environment in the society. Then, it can generate skills for local people and distribute maximize benefits for local people. For tourists who have more time to stay in one destination, they can learn and absorb the lifestyle, traditional and culture in the community.

Moreover, for local people they can have the opportunity to get jobs and generate income in their community by staying in their community and working at their home. Then, local people can use their own knowledge, skills and wisdom in home stay programs. For example, they can operate their home as home stay or they can make handicraft gifts as a souvenir shop. This will help local people earn benefits.

#### **1.1.4 Study Area: Nakhon Phanom Province**

Nakhon Phanom province is located in upper northeast of Thailand. It is a border town with abundant and beautiful landscape and a variety of cultures and ethnicities. The Phra That Phanom has a long history as a sanctuary with the border areas in the north and east of Nakhon Phanom on the Mekong River where you can travel across the Mekong River to Laos at several points.

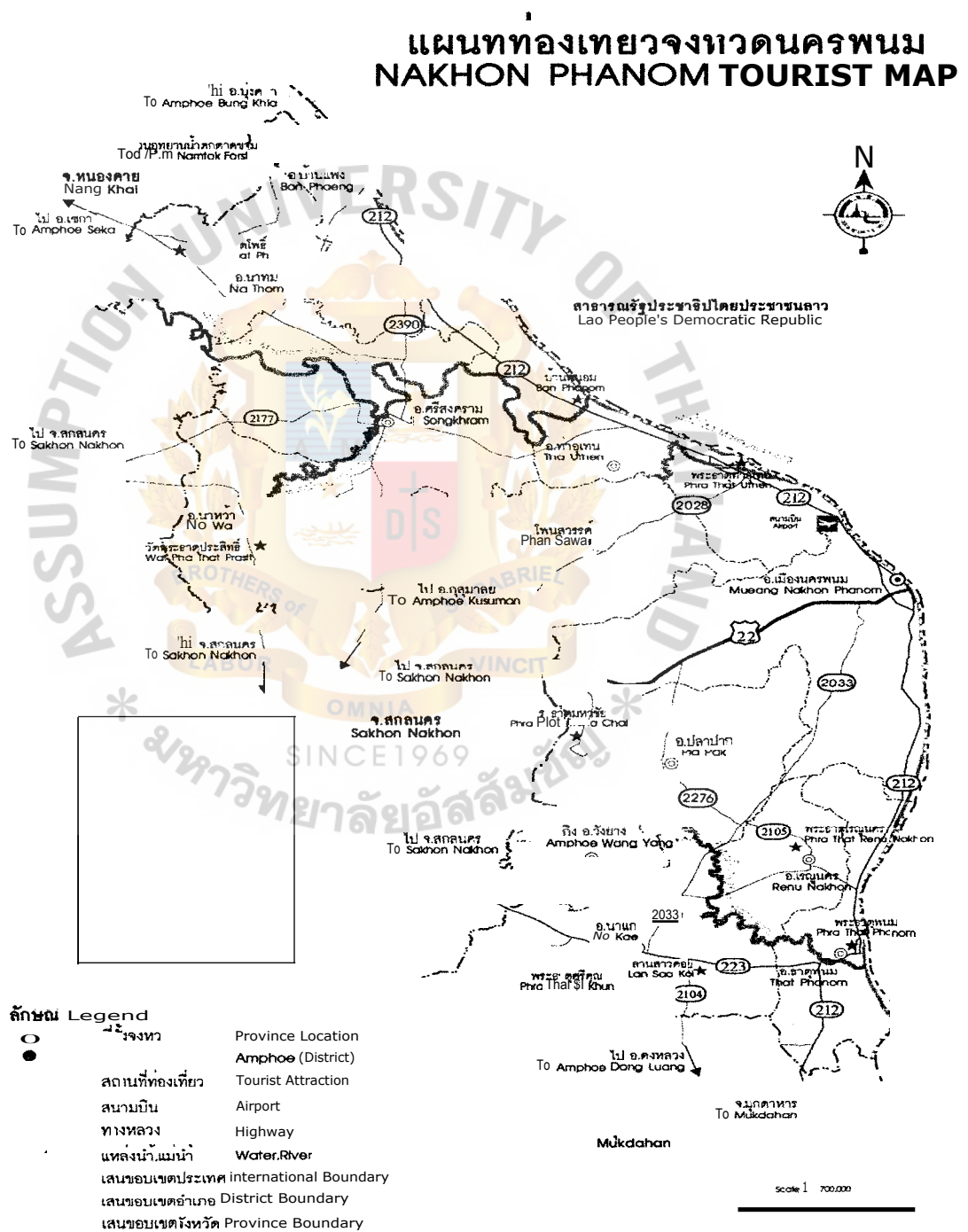
Nakhon Phanom, the first town on the land of both sides of Mekhong River, was established since Sri Kotraboon regime during the construction of Phrathat Phanom around the 8<sup>th</sup> of Buddhist Era. Nakhon Phanom has an area of 5,512.668 square kilometers (see Figure 1.2) and there is a population of 704,768 people and the population density is 127.85 people / sq km. and with around 740 kilometers from Bangkok. Administration is divided into 12 districts which are Muang, Nakhon



Phanom, Thatphanom, Na Kae, Tha Uthen, Ban Phang, Pla Pak, Si Songkhram, Na Wa, Phonsawan, Nathom, and Wang Yang.

(Source: <http://www.nakhonphanom.go.th/nakhonphanom/dataprovince.php>)

Figure 1.3 Nakhon Phanom Province Map



(Source: <http://www.novabizz.com/Map/23.htm>)

## Tourist Attractions and Activities in Nakhon Phanom

- **A Place to Exhibit World of Fishes from Mekong River:** This exhibition hall is a place with a collection of various species of river fish from Mekhong Delta and Songkram River such as Meakhong Giant Catfish, Chao Phya Giant Fish, River Stingray and Siam Tiger Fish.
- **Ban Na Jok (Ho Chi Minh's House):** An old village was once a safe house for Ho Chi Minh during 1924 - 1931 when he led the war for Vietnam's independence, later becoming the president of the Socialist Republic of Vietnam.
- **Boat Races:** The old tradition is held annually at the end of Buddhist Lent. It is quite successful to strengthen the harmony and relationship between the Thai and Laotian people along the Mekong River. The 3-km races take place on the Mekong River, in front of the Nakhon Phanom Embankment.
- **Clock Tower of Vietnamese Commemoration:** Built by Vietnamese artisans submitted to Nakhon Phanom residents on the event of their returning to homeland in 1960, the height of which is 50 meter, located along Mekong River.
- **Illuminated Boat Festival:** Held from the full moon day to the 1st day of the waning moon of the 11th lunar month, the procession always illuminates the Mekong River in front of the city hall. The dazzling procession is held to welcome the Lord Buddha back to Earth after preaching to his mother in heaven during the three-month period of Buddhist Lent. As part of the inherited tradition, the illuminated boat

procession is among the numerous offerings to the Lord Buddha. The celebration has been handed down since ancient times. In the past, the illuminated boats were 10-12 meter long rafts made of a banana trunk or bamboo. The raft was loaded with desserts, offerings, flowers, joss sticks, with candles and lamps to illuminate it before being launched onto the river. Today, the boat is built to be larger and much more extravagant and it impressively illuminates the river during the festival.

- **Phu Langka National Park:** The park is blanketed by tropical rain forest, mixed deciduous forest and deciduous dipterocarp forest, which is a habitat for a number of wildlife, as well as watershed for many streams.
- **Rama IX Park:** The park was built to celebrate the 60th Birthday Anniversary of His Majesty the King.
- **Si Khotrabun Golden Beach:** One of the most beautiful river beaches in Isaan, Thailand, it extends to the middle of the Mekong River during summertime from February to May, and the location is opposite to the Kwaeng Kammuan of Laos.
- **St. Anna's Church Nong Saeng:** Through its beautiful architecture, the church represents the town that houses people from different ethnicities. Christians from different communities will make stars and place them in the church.
- **Wat Phrathat Phanom:** At Wat Phrathat Phanom, a 5.85 mt. square shape of 24 mt height is a main stupa having been completely renovated following the original style on the full moon night of 1922. The interior of the stupa houses the bone of Lord Buddha that was

transferred from India. The sacred stupa is located in the compound of Wat Phrathat Phanom Woramahawihan and the stupa is the real icon that nourishes the hearts of Nakhon Phanom's people, as well as people from other provinces and Laotian Buddhists.

- **Wat Phu Tham Phra:** The temple houses Prasat Thong Pagoda that contains relics of the Lord Buddha and Arhats. This temple is a quiet place where a famous monk, Phra Achan Man Phurithata Thera, practiced his meditation.

(Source: <http://www.nakhonphanom.go.th/nakhonphanom/traval.php>)

#### **1.1.5 Na Jok Village (Ho Chi Minh's House) Thai-Vietnamese Friendship Village**

Na jok Village is called Ban Mai in the past and the village is over 100 years old in 1898 when the majority of the people of Thai-Vietnamese descent. Na Jok Community has historical significance as the year in which the Vietnam President, Ho Chi Minh, migrated to Thailand in year 1924 – 1931. Ho Chi Minh had lived as a refugee in war to coordinate the salvage of independence and reunification.

The village community tourism initiatives are based on the year 1999 by Prime Minister Chavalit Yongjaiyuth to create a place to visit historical relations between Thailand and the Socialist Republic of Vietnam.

By Friendship Village Project Thailand – Vietnam the opening ceremony was on 21th February, 2004 with cooperation between Thailand's Government and Socialist Republic of Vietnam.

Local people in Na Jok community are planting vegetable, fruit orchard, green tea farm which is the main income of local people. On the other hand, shortage of

lifestyle is learning to live happily, self-sufficient life. Na Jok Village has been estimated to be in the historical tourism site.

Na Jok Village is located at 5, Nong Yat Village, Mating district, Nakhon Phanom. It is a 110year historical village and most of the people are Thai-Vietnamese.

Na Jok Village is an old village where Ho Chi Min, ex-premier of the Socialist republic of Vietnam, used to stay safety under immense kindness of H.M. the King of Thailand in order to fight for the independence of his country during 1924-1931.

- **Tourism Activities at Na Jok Village**

- (1) It is a historical-cultural tourism spot and good resource of Ho Chi Minh history.
- (2) It is a study center of Thai-Vietnamese Friendship.
- (3) It is also an agricultural tourism spot and a main distributor of primeval seedling, OTOP (One Tambon One Product) products, organic vegetables and tea products.
- (4) It is a center of Thai-Vietnamese cultural root.
- (5) It provides home stay for tourists.

#### **1.1.6 Na Jok Home Stay**

At Na Jok home stay, there are 15 houses that provide home stay services for tourists and the concept is to provide the comfort for tourist, for example, they are at their home while experiencing the local people way of life which is very unique because this village is a Thai-Vietnamese Friendships Village, so the tourists can see the mixed cultures which have a long history. Moreover, this home stay achieved standard of Thailand's Home stay in the year 2011. This is a basic service that the community provides for tourists:



- **Home Stay services;**

- Clean bedroom, pillow and blanket
- Clean toilet and towel
- Local guide tour
- Meal (breakfast and dinner)
- Traditional performances

- **Tourist Attraction at Na Jok Home Stay;**

- Shrine of Dai Vieng
- Freshwater aquarium
- President Ho Chi Minh's House
- A center of Thai-Vietnamese cultural root
- Organic vegetable farms.

- **Tourist Activities at Na Jok Home Stay**

A simple rural lifestyle is a major selling point for home stay at Na Jok Village, and tourists can pay attention to the cultural activities of the country, so it is convenient for tourists to select home stay in the local community as an alternative to the local market and home stay is a non-commercial rivals in a hotel or resort. Therefore, it is not considered in the business area.

- **Activities are;**

- Bike around Nang Yat reservoir
- Cruise on the smooth side of Mea Khong river landscape
- Practice local cooking and learn history
- Collect flower green tea and organic vegetables

(Source: [http://nkphanoifs.blogspot.com/2008/09/blog-post\\_10.html](http://nkphanoifs.blogspot.com/2008/09/blog-post_10.html))

## 1.2 Statement of the Problem

Due to the importance of Tourism that affects the economy of Thailand because it is major income for Thailand, Then, The Tourism Authority of Thailand (TAT) is promoting a new approach to explore destinations and cultures in a relaxed way, to create sustainability among local tourists. The agency says many travelers want a less hectic pace for their holidays because of the rising pressures of daily urban life. The campaign, called "Travel with a New Heart for a Sustainable Thailand", urges domestic tourists to make social and environmental responsibility a part of their journey.

Thailand has emerged as one of the most popular destinations for home stay tourism due to the beauty of its natural environment as well as its affordability and hospitality as a destination. Currently, approximately 400 home stays are now operating nationwide, some of which are certified in 2007. Of this total, 30 are considered as being well established and popular. The majority of home stay visitors are domestic travelers, with most being students, teachers and local administration officials.

However, among home stays in Nakhon Phanom Province, Na Jok Home Stay is one of the most famous home stays in Nakhon Phanom province because the village is a historical place, Ban Na Jok (Ho Chi Minh's House) The village was once a safe house for Ho Chi Minh during 1924 - 1931 when he led the war for Vietnam's independence, later becoming president of the Socialist Republic of Vietnam which means they have a long history and tradition.

Tourism not always gives benefits or good side to each place but it also has the negative side to the place too. For home stay tourism, the negative impact can occur because when tourists visit the community, sometimes it can change the behaviors of

the local people, or impact the natural environment such as the water pollution, air pollution, even sound pollution. So, these issues also affect to the local people's attitudes, too.

In order to develop more efficiency and effectiveness to be a home stay place, it is necessary to understand the local community's attitudes and opinions about home stay, both positive and negative impact that the local people concern or even the basic understanding of how to be a good provider for a tourism place. Understanding the local people is as much as the satisfaction of tourists because to get good products or services it is important to know their feelings, attitudes and opinions, for example, the local people will not provide a good service if they do not understand the benefit from tourism. But if they have a good attitude about tourism, they will provide a good service and are willing to do it.

### **1.3 Research Objectives**

Home Stay tourism is new for this community but there are many benefits from home stay tourism in terms of generating income to local people. At the same time, home stay tourism is one way to preserve tradition, culture, and wisdom to new generations. This analytical research was conducted to identify local community's attitudes toward home stay tourism in Ban Na Jok by collecting demographic information along with the impact from tourism such as economic, socio-cultural and environmental.

1.3.1 To identify the positive economic impacts, socio-cultural impacts and environmental impacts that the local community receives from implementing home stay tourism

1.3.2 To identify the negative economic impacts, socio-cultural impacts and environmental impacts that the local community receives from implementing home stay tourism

1.3.3 To understand and examine attitudes of local community toward home stay tourism impacts

#### **1.4 Scope of the Research**

This research studies the Local Community's Attitudes toward Home Stay Tourism Impacts: A Case Study of Na Jok Home stay, Nakhon Phanom, Thailand. Because at Ban Na Jok it is quite famous in home stay compares to the other district in Nakhon Phanom Province due to the fact that there are many tourist activities for tourists and it is a historical —cultural tourism spot, a good resource of Ho Chi Minh history and also a center of Thai-Vietnamese cultural root. The data for this study will be collected from the local community via questionnaires and the duration is from March to July 2013. The respondents are the local people who live in Na Jok Village, Nakhon Phanom Province. This research aims to study the attitudes of local community in home stay pattern to understand their attitudes and then develop it in a right way.

#### **1.5 Limitations of the Research**

This research studies Na Jok Village home stay and the service has just operated for a few years and some information is not publish else and due to the number of sample sizes is small, 220 questionnaire used to survey in this study.

Moreover, Na Jok Village is part of Maung District but the limited questionnaires distribution did not cover all area of Maung, Nakhon Phanom

Province. Also, the document and data are in Thai, so it has to be translated to English. On the other hand, the researcher visited the community with a short stay for each visit. Therefore, the results of this study may contain less data than those of other researchers who could live with the local people for longer periods.

### **1.6 Significance of the Study**

For this research, it aims to study to understand the attitudes of local people of Na Jok Village, Maung, Nakhon Phanom Province, Thailand as a home stay tourism destination. Local people are the most important person because they are the owners and if they have bad attitudes about tourism, it will hard to develop the community to be a tourism attraction. Therefore, the researcher aims to study their attitudes toward home stay tourism to understand and identify the factors that affect their attitudes.

To achieve the satisfaction of local people, the researcher focuses on the local community's attitudes and opinions because if the local people have the same understanding and realize the concepts, objectives and definitions of how to be a good home stay place and what they should provide to tourists this can help the home stay to succeed.

Moreover, home stay program can help local people have an opportunity to get jobs and more income to their community. At the same time, it helps to preserve tradition and culture. Especially in rural area the home stay programs can generate income and benefits because it is hard to develop such area to be a business place if compared with the capital cities and because the strength of rural area is that they have their own national resources and culture which the capital city does not have it. As the same time, it can help the conservation of the original traditions and valuable culture for the new generations, too.



However, Community Based Tourism Program, which has been perceived as a sustainable tourism, would create both advantages and disadvantages to local people in various aspects, including economic, environmental, social and cultural impacts. Therefore, the principles of sufficient economy philosophy and Buddhist economics were introduced to integrate with the concept of community based tourism as a guiding principle for all people to acquire real happiness.

For Thailand, one of the major sector incomes to the country comes from tourism sector and it is important to promote and support the tourism business to attract tourists all around the world to travel in Thailand. Then, these make the researcher interested in studying the local community's attitudes toward home stay tourism.

### 1.7 Definition of Terms

**Accommodation:** It may be regarded as any facility that regularly (or occasionally) provides overnight accommodation for tourists. Tourism accommodation is divided into two main groups: collective tourism establishments and private tourism accommodation (Medlik, 2003).

**Attitude:** Intellectual, emotional and behavioral responses to events, things, and persons which people learn over time (Fridgen, 1996).

**Economic Impact:** A macroeconomic effect on the aggregate number of jobs and amount of income that a region can expect from economic development of various industries such as tourism (Holden, 2000).

**Environmental Impact:** The consequences of tourism that effects of environmental aspects produced by tourism activities on local community (Scones and Hawker, 2008).

**Home stay:** Defined as the smallest unit of tourist accommodation. It is different from a hotel by the service from host, at which tourist can learn about local lifestyle and culture and this is not the main income for the host family (TAT, 2004).

**Local Community:** Local community is a group of people involved in a certain kind of action. It can refer to an entire village, a village association, a cooperative or other groups of people who have shared interests (Smith & Robinson, 2005). A group of population living and interacting with one another in a particular environment or/and a group of people who share common goals or opinions (Williams & Lawson, 1998)

**Social Impact :** The effects of tourism activities and development on the social fabric of residents of destination community—as individuals, as families, as members of social organizations (Holden, 2000).

**Tourism Impact:** Tourism impact in general terms is the effect that tourists and tourism development have on a community or area. The impact is commonly categorized into economic, social and cultural, and environmental (Medlik, 2003).

## **CHAPTER II**

### **REVIEW OF LITERATURE AND RELATED STUDIES**

This chapter will review and considers literature of various authors in relation to the research topic. It includes relevance of the research, research institutions, tourism journals, and empirical studies.

#### **2.1 Relevance of the Research**

This research aim to study the attitudes of local people toward home stay tourism and it has community based tourism (CBT), Home Stay Concept and Thailand Home Stay Overview for understanding the concepts and overview. On the other hand, there are several theories explaining the resident's attitudes which are Theories of Attitudes (Fridgen, 1996), Attitude and Behavioral Response to Tourists (Butler, 1974), Doxey's Level of Host Irritation (Doxey, 1975) and another indicator that can affect resident attitudes, Tourism Impacts (Mathieson and Wall, 1982).

##### **2.1.1 Community Based Tourism (CBT) Definition and Concept**

Based on REST (2003) Community Based Tourism or CBT refers to tourism that takes environmental, social and cultural sustainability into account. As the term "community-based" recognizes the importance of social dimension, see as Table 2.1, CBT refers to a form of tourism in which the local community has substantial control over, and is involved in its development and management, and a major proportion of the benefits remain within the community.

**Figure 2.1 Principles of Community Based Tourism: (CBT)**

- Principles of Community Based Tourism: (CBT)**
1. Recognize, support and promote community ownership of tourism;
  2. Involve community members from the start in every aspect;
  3. Promote community pride;
  4. Improve the quality of life;
  5. Ensure environmental sustainable;
  6. Preserve the unique character and culture of the local area;
  7. Foster cross-culture learning;
  8. Respect culture differences and human dignity;
  9. Distribute benefits fairly among community members;
  10. Contribute a fixed percentage of income to community projects;

(Source: REST, 2003: Community Based Tourism Handbook, Responsible Ecological Social Tours)

Community Based Tourism (CBT) is a unique type of tourism with characteristics quite different from mass tourism. Those who intend to put CBT into practice need to fully understand the underlying ideas, principles and components behind CBT.

It utilizes a wide range of resources that local people are able to manage and particularly involves respect for local culture, heritage, and traditions. The idea behind the community-based approach is to create potential for empowering the community, enhancing their involvement in decision making, and making sure that the will and incentive to participate come from the community itself (Jamieson, 2001).

Murphy (2005) stated that CBT is closely linked to ecotourism, but it offers a more concrete concept by stating the type and degree of participation and involvement

for local people, and the associated costs. Local people must be able to control and manage productive resources in the interests of their own families and the community. Therefore, it is also important that a reasonable proportion of tourism revenues are enjoyed by the community in one way or another. CBT is not simply a tourism business that aims at maximizing profits for investors. Rather, it is more concerned with the impact of tourism on the community and environmental resources. CBT emerges from a community development strategy, using tourism as a tool to strengthen the ability of rural community organizations that manage tourism resources with the participation of the local people.

However, CBT is far from a perfect, prepackaged solution to community problems. Nor is it a miracle cure or a knight in shining armor that will come to save the community. In fact, if carelessly applied, CBT can cause problems and bring disaster. For this reason, communities that are appropriate for the development of CBT must be chosen carefully and adequately prepared before operating CBT. More importantly, the community should have the strength to modify or suspend CBT, should it grow beyond the management capacity of the community or bring unmanageable negative impacts (Murphy, 2005).

Many studies have demonstrated tourism development to have created tremendous impacts on the economic system, such as employment creation and greater income for local people. In some areas, tourism has helped attract investment funds and other economic activities. On the other hand, tourism has also created negative impacts including pollution and community conflict. Previous studies have also demonstrated possible positive and negative impacts stemming from tourism development as presented.



Jamieson (2001), stated that due to the adverse impacts of mass tourism, sustainable tourism was declared as a global strategy at the World Summit at Rio De Janeiro in 1992. Since then ecotourism has gained popularity as a key sustainable development solution for achieving conservation and the alleviation of poverty. Nonetheless, ecotourism has faced similar criticisms as mass tourism for its massive expansion, in addition to a lack of community focus. Consequently, CBT has emerged, ensuring greater local benefits and sustainable use of natural resources. CBT has to provide a socially and environmentally responsible product to the visitors. In short, it is important to note that the objectives of CBT are not always focused on natural conservation and economic prosperity. Cultural preservation, community empowerment, poverty alleviation, and income generation are also significant goals (Jamieson, 2001).

### **2.1.2 Benefits of CBT**

According to the importance of CBT that can develop and improve the local community, there are many impacts from this type of tourism. For example, in economic term, it generates sustainable and independent source of funds for community development, creates employment in tourism and increases household income. For Social impact, it raises quality of life, promotes community pride, promotes gender and age equality, builds capacity for community management organizations.

Tuffin & Bill (2005) stated that for cultural impacts, it encourages respect for different cultures, fosters cultural exchange and embeds development in local culture. For Environmental it helps to promote environmental responsibility, raise awareness of the need for conservation for tourists and villagers and promote management of waste disposal. For Educational impacts, it is a way to promote the acquisition of new

job skills, create new professions in the village, and encourages use of new knowledge in the village, cross-fertilization of ideas with other cultures, promote mutual respect, and foster and promote respect for local knowledge and skills. For Political impacts, it also enables participation of local people, increases the power of community, and ensures rights in natural resource management in community. And for Health, it is one way to promotes good hygiene and also increase in diversification of food production for tourists.

### **2.1.3 Home Stay Definition and Concept Overview**

Home stay began in Europe an countries after the 2nd World War, for the people searching for a place with peace and happiness for vacation and outside the city and at that time only the rich people who can stay in luxury hotel located in beautiful landscape in rural area. Therefore, the idea of stay with the local people began in order to enjoy the beautiful scenery and nature, so it was very popular and the people were interested (TAT, 2004).

Austria seems to be the first country in Europe continent that has farmhouse accommodation style which is located in rural area and after that other countries started to have this type of accommodation such as England, Germany, and Ireland. Anyway, they were named differently for example, Bed & Breakfast Houses, Farmhouse, Guesthouse and Home stay. It depends on the country's cultural and traditional difference. However, no matter what it is called but this type of accommodation must be located in rural area and far away from the city where there are a lot of local people too.

By doing home stay in Ireland, the tourists that come to visit are not just tourists but guests. Although the concept of home stay or B&B was a cheap accommodation, in fact the home stay concept can generate the local people's lifestyle

and the tourist can sense the way of life of local people including the unique cultural, traditional, peaceful and local activities and the local people have free time to teach and share with tourists, and this can be found in home stay concept only (Jamieson, 2001).

Farm stay is very common in Australia, Malaysia, New Zealand, United States and England. HOMESTAY WORLDWIDE, Sydney based agency, define the meaning of home stay as going on holiday with family in the house and experiencing the culture and the traditions which are different from those of the guest (home stay is where you get to stay with families, in other cultures and customs different from your own).

#### **2.1.4 Community Based Tourism and Home Stay Tourism**

Home stay is one type of tourism that promotes interaction between host families and tourists. One of the many accommodation options available to CBT, home stays are able to act as a development tool to raise awareness of cleanliness and hygiene issues within the destination community (See Table 2.1).

REST (2003) stated that the somewhat 'rough and ready' prospect of a home stay also helps to ensure that tourists who visit the community are appropriate for CBT. Organizing a home stay requires minimal investment besides a mattress, a pillow, and a mosquito net, items that most rural village homes already have set aside for close friends and family members that come to visit.

However, home stay tourism is also part of the new trend towards slow tourism where the emphasis lies on appreciating natural beauty as well as learning from communities visited. It is about taking time out to learn village skills, or understand a different culture. One of the most popular spots for home stay especially for young tourists is the small riverside town of Chiang Khan, now the most popular

tourist address in Loei province .To gain more from home stay, it is recommended that visitors spend time in Baan Na-O home stay in Muang district, Loei province. If the objective is to learn more about the province's folklore tradition known as Pee Ta Khon; then the best venue is Na-Thum Nham-Tang Home stay in Dan Sai District. Natural attractions can be explored at Baan Na Pah Nard Cultural Village in Khao Kaeo sub-district, Chiang Khan District (TAT, 2012).

**Table 2.1 Community Based Tourism (CBT) Compared with Home Stay Tourism**

CBT	Home Stay
1. Definition	
Learning comes from the whole community	Learning comes mostly from the host family
2. Accommodation	
Many types can be arranged including tents, cabins, home stay or guesthouse	Accommodation in the home of host family
3. Learning Process	
Possible through interaction with many types of people including host families, local guides and groups that organize activities in the community	Depends on the enthusiasm of both visitors and the host family
4. Community Benefits	
Community members of different status can benefit by taking various roles in tourism management such as resource persons, guides, or hosts. Part of the profits is contributed to community projects	Often only wealthier household have a chance to provide accommodation and will collect benefits for themselves, except in the case that there are rules ensuring part of the profits are contributed to community projects

(Source: REST, 2003: Community Based Tourism Handbook, Responsible Ecological Social Tours)

### 2.1.5 Thailand's Home Stay Definition and Concept

"Home Stay" refers to the allocation of local people's houses provided to visitors and visitors can learn the way of life, traditions and culture of the community.

Home Stay is one type of tourism that aims to preserve the natural resources, traditions and culture. At the same time, it is one way to promote the unique identity to the visitors too. The home is a member of the group of a host community.

Home stay is a destination where tourists stay with homeowner, learn new culture, and touch the community's lifestyle together. Both tourists and homeowners share the same objective to exchange culture and way of life willingly, guide tour, activities of the rural way of life or sightseeing attractions and activities such as boating, hiking, biking, and waterfalls. And, this aims to achieve the sustainability of local community by the people in the community and benefit of the people in the community too (TAT, 2004).

#### **2.1.6 History of Thailand's Home stay**

The Eighth National Economic and Social Development Plan have focused on the development and distribution of government legislation to the local authority as the impetus for local organizations and agencies and focused on creating revenue for the community to use as a selling point.

As a result, home stay tourism received a lot of attention from local organizations, government agencies and private organizations.

The track is found to occur in Thailand Home Stay for the various models and can be summed up as follows (TAT, 2011).

##### **(1) Early period (1960-1982)**

Most of them are group of students or volunteer camps in the countryside to learn the way of life and the Country's problems or to develop an ideal society. Moreover, they are distributed among foreign tourists who travel in jungle tour especially in the northeast region of Thailand.



## **(2) Middle Period (1983 – 1993)**

In Middle age, for a group of foreign tourists, jungle tours are becoming more and more popular to stay overnight. At the same time, home stay has been developing themes and activities were distributed to the tribe more extensive at this stage. The aim is to get a tour of the forest with the home stay. However, home stay also created social problems such as drugs, prostitution, theft, robbery with a stealth kill.

## **(3) Year 1994 to Present**

This period current focus is the development of environment. So, it is found that tourism tends to be more conservative or Eco-Tourism.

- In the year 1994-1996, a group of people began to travel in home stay by a group of social activists, both old and new generations as they searched the area where the subject will be the home stay. The NGOs Thailand perform tasks such as Yao, Phang Nga, and continue to develop other areas such as the increased Kiriwong, Ban Mae Tha, Chiang Mai, Nakhon Si Thammarat (Alternative Agriculture Group).
- In 1996, a group has been active in the tourism business. And, the present model are combining between adventure, ecotourism and travel home stay.
- The government has declared the years 1998-1999 as a tourism Thailand (Amazing Thailand Campaign) all agencies of the government's policy support activities and things to do, make arrangements in communities and expand home stay tourism around Thailand to increase the cultural village of Ban Khok Kong, Kuchinarai Kalasin and Ban Thai style, Plai Phongphang Amphawa District, Samut Songkhram province, also including minority villages which have the support of home stay activity as well.

Currently, Eco-tourism has been increasingly popular in both Thailand and foreign tourism activities in the community to learn the way of life of the local culture and crafts.

The home stay is more meaningful because it is a form of tourism as one. This is based on the model of the center and provides activities in various fields according to the tourists' want. This took the form of a centralized and organized activity in various fields. The needs of tourists are also included. (Department of Tourism, Ministry of Tourism and Sports, 2012)

#### **2.1.7 Logo of Thailand Home Stay Standard**

Thailand striped brown roof bolt is used as a symbol to live in a rural home stay in Thailand, and a national symbol.

Home stay uses the green color to mean a home stay tourism and the tourists staying in the same roof with the landlord to study natural ecosystems and cultural in the community as shown in Figure 2.2.

Standard Thailand uses the yellow color means used to verify that the host has been certified by Thailand (TAT, 2003).

**Figure 2.2 Logo of Thailand Home Stay Standard**



### 2.1.8 Standard of Thailand's Home Stay

Department of Tourism Ministry of Tourism and Sports has developed a standard of home stay in Thailand from year 2004 until the year 2011. There are over 151 home stays covering all regions which achieved the standards in Thailand.

**Table 2.2 Thailand Home Stay Standards**

CATEGORIES	INDICATORS	CRITERIA
1. Accommodation	1.1.Home structure	1. Well construction 2. Have the specific room for tourist utilities
	1.2 Room	1. provide the bed sheet, pillow, and blanket 2. Bed stuff must be clean, and changed for hygiene 3. Provide coat room or coat hanger 4. In the same community, the same quality of bed stuff products must be provided
	1.3 Bathroom and toilets	1. Must be tidy and safe 2. Door lock must be proper, and has the air circulation in the toilet and bathroom 3. Have the proper size of bathroom and the roof must not be very low to protect the tourists' safety 4. Provide the bath ware 5. Bath water must be clear 6. Provide the garbage bin in the toilet 7. Provide coat hanger or bath rope in toilet
	1.4 Resting area	1. Provide the resting area in the home for relaxation 2. Home stay must be clean both inside and outside
2. Food and Nutrition	2.1 Types of food and raw materials for cooking.	1. Provide the good quality of food, and enough quantity to tourists 2. Cook hygienically using the local ingredients
	2.2 clean drinking water.	1. Provide the good quality drinking water, and keep in hygienic ware 2. Drinking water must be clean and enough for tourists
	2.3 Clean food containers.	1. Provide the table ware such as bowl, plate, spoon, and fork, and they have to be clean

Continued...

Table 2.2 Thailand Home Stay Standards (Continued...)

	2.4 Kitchen and the kitchen ware	<ol style="list-style-type: none"> <li>1. Kitchen has to be inside or outside the home stay, but it has to be clean</li> <li>2. Kitchen ware have to be kept tidy and clean</li> </ol>
3. Safety	3.1 Preparation for First Aid.	<ol style="list-style-type: none"> <li>1. Have the First Aid training regularly</li> <li>2. Readiness of First Aid and Medical Kit</li> <li>3. Collect the tourists' health information such as allergy or emergency contact person</li> </ol>
	3.2 Security system.	<ol style="list-style-type: none"> <li>1. Write reports to the community authority or leader when tourists come</li> <li>2. Provide the security system for life and property of tourists</li> <li>3. Have the emergency equipment</li> </ol>
4. Host hospitality of the owners, and members of the household	4.1 Welcome and greeting	Introduce tourists to family members for learning about living and sharing the activities such as cooking or having meal
	4.2 The learning exchange activities in community life.	<ol style="list-style-type: none"> <li>1. Using picture or orientation tourist about the daily life activities, culture, art, living, history, and tradition in order to provide the information to tourist</li> </ol>
5. Tour.	5.1 There are clear arrangements for tourists and must be accepted by the community	<ol style="list-style-type: none"> <li>1. Well-planned tour program, and activities must involve different parts of community in order to generate income</li> <li>2. Tour program must produce the good image, and make tourists clearly understand community culture</li> </ol>
	5.2 All data and information	<ol style="list-style-type: none"> <li>1. Provide the detail of tourist information such as geographic, reason and culture</li> </ol>
	5.3 homeowner as a guide or a local guide	<ol style="list-style-type: none"> <li>1. Host and local guide must provide the knowledge of community such as natural resources, culture, art, architecture, performance, beliefs to tourist</li> </ol>
6. Resources and the environment.	6.1 Tourism resource within the community, attractions or nearby	<ol style="list-style-type: none"> <li>1. Must have the tourist attractions, activities or lifestyle. It can be nature such as river, waterfall, or mountain or man-made such as temple, historical site, or fruit orchard</li> </ol>
	6.2 Maintenance of attractions	<ol style="list-style-type: none"> <li>1. Have rules and regulations about natural resources using sustainable tourism as not to bring any part of nature for personal use</li> <li>2. create the environmental protection and preservation of activities such as clean the water site, plants the trees in forest</li> </ol>
	6.3 plans or measures to reduce the impact of tourism on the environment and global warming	<ol style="list-style-type: none"> <li>1. Have the rule and regulation to reduce the negative impact from tourism to nature and environment</li> </ol>
	6.4 Activities to reduce the impact of tourism on the conservation of natural resources and the environment, and reduce global warming	<ol style="list-style-type: none"> <li>1. Have the rules and regulations to reduce the negative impacts from tourism to nature and environment</li> </ol>

Continued...

Table 2.2 Thailand Home Stay Standards (Continued...)

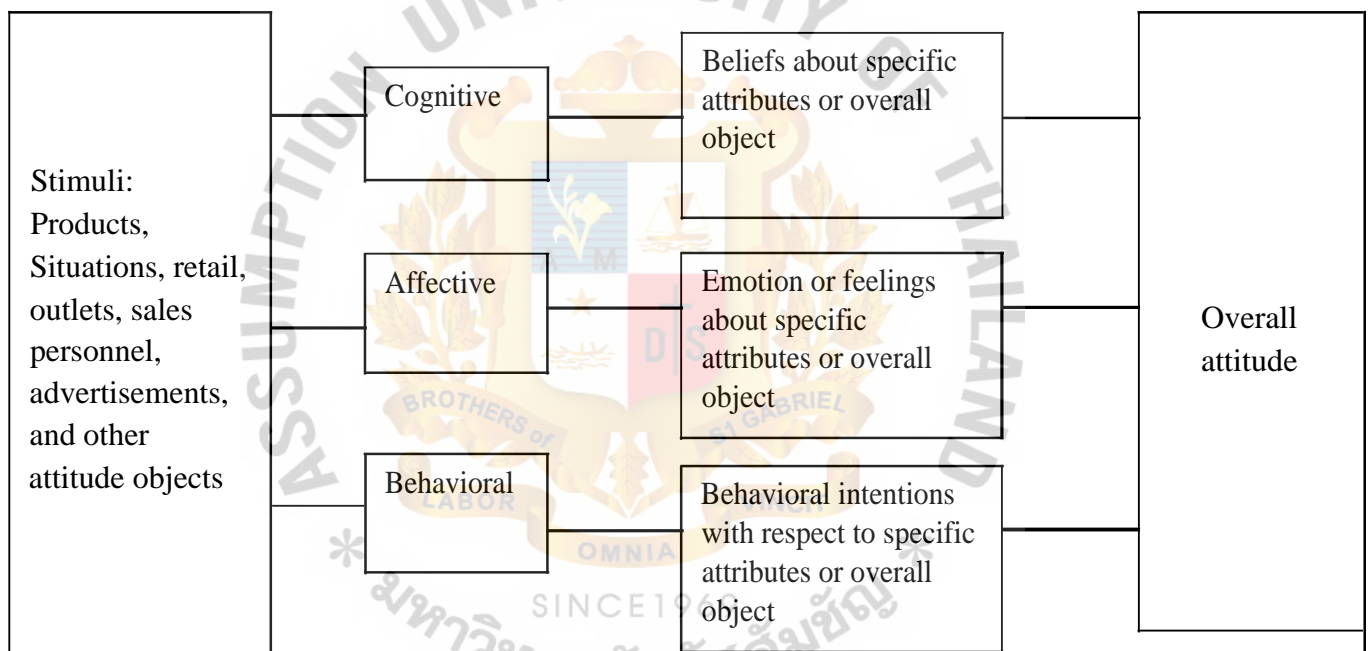
7. Culture	7.1 Authenticity and local culture	<ol style="list-style-type: none"> <li>1. Have the local architecture or products that indicate the history or culture</li> <li>2. Generate the local culture information to tourists</li> <li>3. Have agenda to conserve the local culture and authentic performance</li> <li>4. Proudly present the local performance, and perform it properly. No adaptation for modern or renew</li> </ol>
	7.2 Local tradition and lifestyle in community must be maintained in a normal routine.	<ol style="list-style-type: none"> <li>1. Do everything as usual including religious activities and career. No <b>adaption</b> or artificial for tourist demand</li> </ol>
8. Extra income and Community involvement	8.1 Tourism not the mainly income to the community	<ol style="list-style-type: none"> <li>1. <del>Realize that tourism benefit is not the main</del> income to generate to the community. Not invest money for tourism demand</li> </ol>
	8.2 Products, create value, and the value of a unique community	<ol style="list-style-type: none"> <li>1. Sell the products that are made from local or use the local materials</li> </ol>
9. Administration of home stay	9.1 Community Participation	<ol style="list-style-type: none"> <li>1. The administration must be processed by community's members, and all must understand the mission and objectives of home stay</li> </ol>
	9.2 Home stay committees	<ol style="list-style-type: none"> <li>1. Committees must come from community election</li> <li>2. The committees must understand and have knowledge about home stay administration</li> </ol>
	9.3 Rules, Regulations and Conditions	<ol style="list-style-type: none"> <li>1. Have the rules, regulations and conditions for the administration officially. The meeting has to run regularly for community and tourist benefits</li> <li>2. Have the budget administration for the community benefits</li> <li>3. Home stay committees basic objective               <ol style="list-style-type: none"> <li>3.1 Have the criteria to be home stay members</li> <li>3.2 Have the tourism limitations</li> <li>3.3 Have the rotation to generate income to service providers in the community</li> <li>3.4 Price standard in each home stay member</li> </ol> </li> </ol>
	9.4 System for the registration and deposit.	<ol style="list-style-type: none"> <li>1. Have the conditions for reservation</li> <li>2. Provide community information to tourists</li> <li>3. Tourists must register before staying in a home stay</li> <li>4. Do the tourist statistics</li> <li>5. The deposit must be the same rate</li> </ol>
	9.5 Details of the fees and services are clear and present.	<ol style="list-style-type: none"> <li>1. Fees and extra charges must clearly and officially informed to tourists such as room rate or food prices</li> </ol>
10. Public Relation	10.1 Publishing Documents. Promotion of community tourism.	<ol style="list-style-type: none"> <li>1. Provide the community information and tourist attractions within the community as well as neighbors through brochures or <b>internet</b></li> </ol>
	10.2 outreach plan.	<ol style="list-style-type: none"> <li>1. Must have the mission to be tourist attraction</li> </ol>



## 2.2 Theories of Attitude

Attitudes are central to preference and feelings, and an action is the concept of attitudes. In daily usage, the concept of an attitude may be familiar but its meaning is complex. Attitudes are intellectual, emotional, and behavioral responses to events, things and persons which people learn over time. A common view suggests that attitudes are composed of at least three components (See as Figure 2.3: affective, cognitive, and behavioral) (Fridgen, 1996).

**Figure 2.3 The Components of Attitude**



(Source: Fridgen, J. D., (1996), Dimensions of Tourism, 1st Edition, Educational Institute American Hotel & Motel Association, East Lansing, Michigan)

### Affective Component

The affective component refers to a person's emotional response to an object or process. Emotions may be strong or weak, positive or negative. Liking, loving, and caring are positive emotions which can vary in strength. Fear is unpleasant and can be very powerful.

### **Cognitive Component**

The cognitive component of attitudes refers to beliefs – assumed facts about an attitude target. Beliefs represent knowledge about almost anything.

### **Behavioral Component**

The behavioral component refers to the person's actual behavior or intended behavior regarding the attitude's target. For tourism, it is what the potential traveler actually does that is important (Fridgen, 1996).

#### **2.2.1 Attitudinal Model**

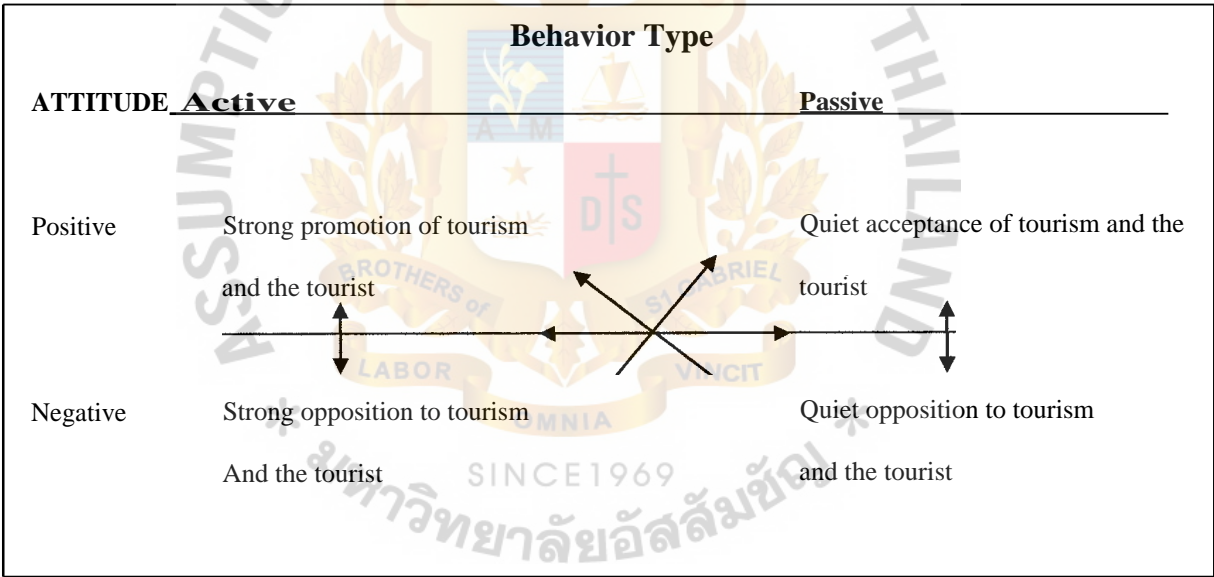
The attitudinal model suggests that community members can have a positive or negative attitude toward tourists that can be expressed in an active or passive manner. This model is more realistic than others since most residents do have divided feelings about the role of tourism within a community. Different residents can have different attitudes. Some people feel hostile toward tourists while others feel congenial.

Attitudes, too, can change over time. People may change their attitudes from positive to negative and may express these attitudes in different ways. The arrow in Figure 2.4 (Attitude and Behavioral Response to Tourists) suggests changes in attitudes and modes of expression. As more and more tourists flock to community, some residents may develop negative attitudes toward tourists and express these feelings openly (Butler, 1974).

This represents a change from previous times when positive attitudes were expressed in a passive way. If a majority of the community becomes negative, then the community may begin to face open conflicts and debate that can damage the hospitality atmosphere.

A study of Hawaiian residents' responses to tourism surveys further illustrates how mixed feelings can be held by residents. Residents freely admit that tourists cause problems--for example, 64% said tourism increases prostitution, and 41% cited crowding problems in popular tourists' center. But at the same time, the residents report many positive impacts associated with tourists. 90% felt that meeting tourists from around the world was very educational. Furthermore, a majority of the residents reported that tourism had a more important effect on the economy than other sources of state revenue (Fridgen, 1996).

**Figure2.4 Attitude and Behavioral Response to Tourists**



(Source: Butler, R., (1974), The attitude and behavioral response to tourists: implications for management of resources, *The Canadian Geographer*, 26, pp. 18-39)

### 2.2.2 Attitude and Tourism Development

Fridgen (1996) stated that the attitude of host communities toward tourists and the tourism industry is fast becoming a major issue across the world. Residents may form specific negative attitudes about tourism and travelers for several reasons. These include automobile and foot traffic congestion, increased commercialism, loss of

community identity, increased taxes and costs, litter and vandalism. Conversely, those employed in tourism find positive benefits associated with the industry as do general retail merchants and developers. Jobs, benefits, and contributions to a community's quality are just few of the positive effects tourism can have. In some parts of the world, tourism provides precious foreign capital needed to purchase other imports, manages debt, and provides employment.

Residents living in core tourism areas may feel oppressed by the growth of tourism and develop negative attitudes toward the industry. Some researchers have found that a resident's level of attachment to a destination is related to negative attitudes toward tourism. Residents who have the strongest attachment to the community are more likely to have negative attitudes toward tourism than those who are less attached (Fridgen, 1996).

### **2.2.3 Doxey's Level of Host Irritation**

The Irridex is a causal model of the effects of tourism development on the social relationship between visitors and the visited. Beginning with a state of very little tourism development and only the occasional passing visitors, the model's four states describe different states of tourism development and the ways in which tourists and local people perceive each other in each state (Mowforth & Munt, 2009).

Its final state is that of antagonism in which the stresses and tensions between the visitors and visited, resulting from high levels of development for the tourists, are at peak and are likely to lead to a deterioration in the reputation of the destination.

Clearly, this is a highly generalized model, and the Irridex relates the type of social relationship (euphoria, apathy, annoyance, antagonism) directly to the level of development of tourists' facilities and infrastructure. The last two stages indicate that

a level of change to local lifestyles above what is considered acceptable by local people has been reached, and especially in the final stage has been surpassed. This may come about as a result of dimensional changes, such as overcrowding, structural change (Mowforth & Munt, 2009).

Doxey (1975) stated that this model is a useful simplification of the complex relationships and sets of attitudes that develop between tourists and host communities. The specific ability of host communities to accommodate or tolerate tourism, and the attitudes that are formed in consequence, are known to differ from community, and are determined by a number of factors, including the number and types of visitors, length of visit and cultural distance between host and guests.

## **2.3 Tourism Impacts**

Ap & Crompton (1988) stated that tourism can affect the community in many ways, both negatively and positively. In 1980s and 1990s, tourism had been characterized by a more balanced perception, recently called sustainable tourism, where the positive effects and negative effects are discussed together. The impacts of tourism can be divided into 3 main categories: economic, socio-cultural and environmental impacts (Mathieson and Wall, 1982).

However, tourism is a very complex industry involving numerous stakeholders and requiring significant amount of resources. Tourism can play a positive role in the socio-cultural, economic, environmental and political development of the destination.

### **2.3.1 Socio-cultural Impacts**

The sociocultural impacts of tourism described here are the effects on host communities of direct and indirect relations with tourists, and of interaction with the



tourism industry. For a variety of reasons, host communities often are the weaker party in interactions with their guests and service providers, leveraging any influence they might have. These influences are not always apparent, as they are difficult to measure, depending on value judgments, and are often indirect or hard to identify.

The impacts arise when tourism brings about changes in value systems and behaviors and thereby threatens indigenous identity. Furthermore, changes often occur in community structure, family relationships, collective traditional lifestyles, ceremonies and morality. But, tourism can also generate positive impacts as it can serve as a supportive force for peace, foster pride in cultural traditions and help avoid urban relocation by creating local jobs. As often happens when different cultures meet, socio-cultural impacts are ambiguous: the same objectively described impacts are seen as beneficial by some groups, and are perceived as negative or as having negative aspects by other stakeholders.

Fridgen, (1996) summarized that at the core of what people think of as the social impact is the personal contact between tourists, providers, and hosts. Every encounter has the potential to be positive, negative, or merely superficial or mundane. Hundreds of social exchanges that occur within a vacation make significant contribution to the quality of the experience. The negative feelings of being treated rudely can linger for some time and shade the tourist's perceptions of the destination and its people. The reverse holds true as well. Since hospitality is refreshing, it generates strong positive feelings that the travelers will share and remember for a long time.

Cultural impacts refer to more than the social exchanges between people. Cultural impact can be thought of as the changes in the arts, artifacts, customs, rituals, and architecture of people that result from tourism activities or development. While it

is true that changes in a community may occur when tourism development takes place, it is usually not clear whether such changes would take place anyway (Fridgen, 1996). Anyway, in some communities, tourism is the weakest agent affecting the culture. For example, steady tourism growth is frequently accompanied by new and improved transportation systems. These new roads may directly affect the local farmer by improving that farmer's mobility. Even though this same farmer never comes face-to-face with a tourist, the price of that farmer's products may be directly tied to the food sold to tourists at local hotels. In this sense, the new roads represent a long-term impact. Tourism is a change agent, as communities and countries embrace tourism, change will occur. Social contact between tourists and residents can be exciting and refreshing. But as the crowding increases, the residents feel pressure of too many tourists coming too rapidly and too often. The negative impacts for culture are the local people may change sexual norms of behaviors and change in crime rates, prostitution, theft and gambling.

In all communities, some people benefit directly from tourism and come to depend on tourism for their livelihood. At the same time, their neighbors may grow tired of the tourists, the crowding, the traffic and the long lines at the stores. On the other hand, for many communities, tourism becomes a matter of balance. With proper control, planning, and determining, a community can maintain social and cultural values while adjusting to the demands and economic benefits of tourism (Fridgen, 1996).

• **Positive Socio-Cultural Impacts**

- **Encourage Peaceful and Strengthen in Community:** Traveling brings people into contact with each other and, as tourism has an educational element, it can foster understanding between people and cultures and provide

cultural exchanges between hosts and guests. Because of this, the chances increase for people to develop mutual sympathy and understanding and to reduce their prejudices. Tourism can add to the vitality of communities in many ways. One example is that events and festivals of which local residents have been the primary participants and spectators are often rejuvenated and developed in response to tourist interests. The jobs created by tourism can act as a vital incentive to reduce emigration from rural areas. (Source: The International Ecotourism Society).

- **Development in Local Facilities:** As tourism supports the creation of community facilities and services that otherwise might not have been developed, it can bring higher living standards to a destination. Benefits can include upgraded infrastructure, health and transport improvements, new sport and recreational facilities, restaurants, and public spaces as well as an influx of better-quality commodities and food.
- **Preservations of culture and traditions:** Tourism can boost the preservation and transmission of cultural and historical traditions, which often contributes to the conservation and sustainable management of natural resources, the protection of local heritage, and a renaissance of indigenous culture, cultural arts and crafts.
- **Raise Local Awareness and Pride:** Tourism also helps raise local awareness of the financial value of natural and cultural sites and can stimulate a feeling of pride in local and national heritage and interest in its conservation. More broadly, the involvement of local communities in tourism development and operation appears to be an important condition for the conservation and sustainable use of biodiversity. These are some positive consequences of

tourism that can arise only when tourism is practiced and developed in a sustainable and appropriate way. A community involved in planning and implementation of tourism has a more positive attitudes. One of the core elements of sustainable tourism development is community development, which is a process and a capacity to make decisions that consider the long-term economy, ecology and equity of all communities.

- **Cultural Diversity:** Tourism is one of the foremost drivers of cultural exchange, providing a personal experience, not only of that which has survived from the past, but of the contemporary life and society of others. Tourists are not only bringing their suitcases in the destinations they visit; they are bringing their lifestyles, habits and customs. At the same time, tourists are willing to discover a different culture, a specific lifestyle, to enjoy local food, see other aspects of daily life, even living in local homes to experience "exotic" customs.

• **Negative Socio-Cultural Impacts**

- **Cultural Change:** Tourism can turn local cultures into commodities when religious rituals, traditional ethnic rites and festivals are reduced. Once a destination is sold as a tourism product, and the tourism demand for souvenirs, arts, entertainment and other commodities begins to exert influence, basic changes in human values may occur. Sacred sites and objects may not be respected when they are perceived as goods to trade.
- **Standardization:** Destinations risk standardization in the process of satisfying tourists' desires for familiar facilities. While landscape, accommodation, food and drinks, etc., must meet the tourists' desires for the new and unfamiliar, they must at the same time not be too new or strange because few tourists are

actually looking for completely new things. Tourists often look for recognizable facilities in an unfamiliar environment, like well-known fast-food restaurants and hotel chains.

- **Adaptation to tourist demands:** Tourists want souvenirs, arts, crafts, and cultural manifestations, and in many tourist destinations, craftsmen have responded to the growing demand, and have made changes in design of their products to bring them more in line with the new customers' tastes.
- **Culture Conflict:** Because tourism involves movement of people to different geographical locations, and establishment of social relations between people who would otherwise not meet, cultural clashes can take place as a result of differences in cultures, ethnic and religious groups, values and lifestyles, languages, and levels of prosperity. The result can be an overexploitation of the social carrying capacity and cultural carrying capacity of the local community. The attitude of local residents towards tourism development may unfold through the stages of euphoria, where visitors are very welcomed, through apathy, irritation and potentially antagonism, when anti-tourist attitudes begin growing among local people.
- **Local people adapt tourists' behaviors:** Tourists often, out of ignorance or carelessness, fail to respect local customs and moral values. When they do, they can bring about irritation and stereotyping. In many Muslim countries, strict standards exist regarding the appearance and behavior of Muslim women, who must carefully cover themselves in public. Tourists in these countries often disregard or are unaware of these standards, ignoring the prevalent dress code, appearing half-dressed (by local standards) in revealing shorts, skirts or even bikinis, sunbathing topless at the beach or consuming



large quantities of alcohol openly. Besides creating this kind of behavior can be an incentive for locals not to respect their own traditions and religions anymore, leading to tensions within the local community.

(Source: ILO, (2001), report on human resources development)

- **Crime generation:** Crime rates typically increase with the growth and urbanization of an area, and growth of mass tourism is often accompanied by increased crime. The presence of a large number of tourists with a lot of money to spend, and often carrying valuables such as cameras and jewelry, increases the attraction for criminals and brings with it activities like robbery and drug dealing. Repression of these phenomena often exacerbates social tension. Tourism can also drive the development of gambling, which may cause negative changes in social behavior.
- **Prostitution and sex tourism:** The commercial sexual exploitation of children and young women has paralleled the growth of tourism in many parts of the world. Though tourism is not the cause of sexual exploitation, it provides easy access to it. Tourism also brings consumerism to many parts of the world previously denied access to luxury commodities and services. The lure of this easy money has caused many young people, including children, to trade their bodies in exchange for T-shirts, personal stereos, bikes and even air tickets out of the country.

### 2.3.2 Economic Impacts

Economic impacts can be both negative and positive for communities because tourism can create an employment, foreign exchange, and can improve the local people's standard of living also new technology and development to the community from tourism activities. At the same time the negative, impacts can affect higher cost

of living, higher prices of food, inflation, prices of land, house and consumer products due to the number of tourists visiting community. For example, increasing accommodation might push up the rental rates and hotel prices (Pizam, 1978).

Anyway, residents perceive that the economic impacts of tourism are positive because of the income from tourism activities, generation of jobs, extra income, foreign exchange and new investments to the community. Many studies found that the economic impacts of tourism can affect tourist attractions and local people who live there and it is very important because the impacts can be both negative and positive (Ap & Crompton, 1988).

• **Positive Economic Impacts**

- **Foreign exchange:** Tourism expenditures and the export and import of related goods and services generate income to the host economy and can stimulate the investment necessary to finance growth in other economic sectors. Some countries seek to accelerate this growth by requiring visitors to bring in a certain amount of foreign currency for each day of their stay and do not allow them to take it out of the country again at the end of the trip. (Source: World Tourism Organization, 2010)
- **Employment:** The rapid expansion of international tourism has led to significant employment creation. For example, the hotel accommodation sector alone provided around 11.3 million jobs worldwide in 1995. Tourism can generate jobs directly through hotels, restaurants, nightclubs, taxis, and souvenir sales, and indirectly through the supply of goods and services needed by tourism-related businesses. According to the WTO, tourism supports some 7% of the world's workers.

- **Development local infrastructure:** Tourism can induce the local government to make infrastructure improvements such as better water and sewage systems, roads, electricity, telephone and public transport networks, all of which can improve the quality of life for residents as well as facilitate tourism.
- **Support local economy:** Tourism can be a significant, even essential, part of the local economy. As the environment is a basic component of the tourism industry's assets, tourism revenues are often used to measure the economic value of protected areas. There are other local revenues that are not easily quantified, as not all tourist expenditures are formally registered in the macro-economic statistics. Money is earned from tourism through informal employment such as street vendors, informal guides, rickshaw drivers, etc. The positive side of informal or unreported employment is that the money is returned to the local economy, and has a great multiplier effect as it is spent over and over again.

• **Negative Economic Impacts of Tourism**

- **Leakage:** The direct income for an area is the amount of tourist expenditure that remains locally after taxes, profits, and wages are paid outside the area and after imports are purchased; these subtracted amounts are called leakage. In most all-inclusive package tours, about 80% of travelers' expenditures go to the airlines, hotels and other international companies, and not to local businesses or workers. A study of tourism 'leakage' in Thailand estimated that 70% of all money spent by tourists ended up leaving Thailand (via foreign-owned tour operators, airlines, hotels, imported drinks and food, etc.). Estimates for other Third World countries range from 80% in the Caribbean to 40% in India.

- **Import leakage and Export leakage:** This commonly occurs when tourists demand standards of equipment, food, and other products that the host country cannot supply. Especially in less-developed countries, food and drinks must often be imported, since local products are not up to the hotel's standards or the country simply does not have a supplying industry. Much of the income from tourism expenditures leaves the country again to pay for these imports. The average import-related leakage for most developing countries today is between 40% and 50% of gross tourism earnings for small economies and between 10% and 20% for most advanced and diversified economies.
- **Inflation:** Inflation increase to basic services and goods from tourists will often cause price hikes that negatively affect local residents whose income does not increase proportionately. Tourism development and the related rise in real estate demand may dramatically increase building costs and land values. Not only does this make it more difficult for local people, especially in developing countries.
- **Economic dependence of the local community on tourism:** Diversification in an economy is a sign of health, however if a local community becomes dependent for its economic survival upon one industry, it can put major stress upon this industry as well as the people involved to perform well. Many countries, especially developing countries with little ability to explore other resources, have embraced tourism as a way to boost the economy.
- **Seasonal jobs:** The seasonal character of the tourism industry creates economic problems for destinations that are heavily dependent on it. Problems that seasonal workers face include job insecurity, usually with no guarantee of employment from one season to the next, difficulties in getting training,

employment-related medical benefits, and recognition of their experience, and unsatisfactory housing and working conditions.

### **2.3.3 Environmental Impact**

The attitudes of tourism impact on environment for local people depend on the consequence of tourism and it can be either negative or positive. As will be illustrated, tourism will have either negative or positive impacts upon the environment; rarely, if ever, will it have a neutral relationship with the environment. However, it should be realized that within the context of the discussion on impacts, the extent to which we determine impacts to be either positive or negative ultimately relies on value judgments (Holden, 2000).

The negative impacts can occur from pollution from being a tourist's attraction or tourist activities. For example, air pollution generated by airplane and tourist transportation due to the increasing number of tourists and this can affect the local way of life. Water pollution is another problem from tourism industry because the tourist activities such as the power boating that effect to the marine environment and the quality of sea water. Moreover, the waste water that pumped into sea, river, canal and lake not only affect to the environment but the consequence also affects the local people's lives or even tourists.

The positive impact, the benefits from tourism for the environment, are about using tourism as a way to protect the environment from possibly more damaging forms of development activity, like logging and mining. Nevertheless, it is certain that the long-term economic success of tourism is often dependent upon maintaining a level of quality in the natural environment, which will satisfy the demands of tourists. Importantly, tourism can play a role in conservation of the environment by giving it an economic value through the revenues from tourist's visitation.



• **Positive Environment Impacts**

- **Environmental awareness rising:** Tourism has the potential to increase public appreciation of the environment and to spread awareness of environmental problems when it brings people into closer contact with nature and the environment. This confrontation may heighten awareness of the value of nature and lead to environmentally conscious behavior and activities to preserve the environment. If it is to be sustainable in the long run, tourism must incorporate the principles and practices of sustainable consumption. The tourism industry can play a key role in providing environmental information and raising awareness among tourists of the environmental consequences of their actions. Tourists and tourism-related businesses consume an enormous quantity of goods and services; moving them toward using those that are produced and provided in an environmentally sustainable way, from cradle to grave, could have an enormous positive impact on the planet's environment.
- **Protection and preservation:** Tourism can significantly contribute to environmental protection, conservation and restoration of biological diversity and sustainable use of natural resources. Because of their attractiveness, pristine sites and natural areas are identified as valuable and the need to keep the attraction alive can lead to creation of national parks and wildlife parks. In Hawaii, new laws and regulations have been enacted to preserve the Hawaiian rainforest and to protect native species. Hawaii now has become an international center for research on ecological systems - and the promotion and preservation of the islands' tourism industry was the main motivation for these actions. Tourism has had a positive effect on wildlife preservation and protection efforts, notably in Africa but also in

South America, Asia, Australia, and the South Pacific. Numerous animals and plant species have already become extinct or may become extinct soon. Many countries have therefore established wildlife reserves and enacted strict laws protecting the animals that draw nature-loving tourists. As a result of these measures, several endangered species have begun to thrive again.

• **Negative Impact on Environment**

- **Depletion of Water resources:** Water, and especially fresh water, is one of the most critical natural resources. The tourism industry generally overuses water resources for hotels, swimming pools, golf courses and personal use of water by tourists. This can result in water shortages and degradation of water supplies, as well as generating a greater volume of waste water. For example, golf course maintenance can also deplete fresh water resources. In recent years, golf tourism has increased in popularity and the number of golf courses has grown rapidly. Golf courses require an enormous amount of water every day and, as with other causes of excessive extraction of water, this can result in water scarcity. An average golf course in a tropical country such as Thailand needs 1500kg of chemical fertilizers, pesticides and herbicides per year and uses as much water as 60,000 rural villagers.
- **Local resources:** Tourism can create great pressure on local resources like energy, food, and other raw materials that may already be in short supply. Greater extraction and transport of these resources exacerbates the physical impacts associated with their exploitation. Because of the seasonal character of the industry, many destinations have ten times more inhabitants in the high

season as in the low season. A high demand is placed upon these resources to meet the high expectations tourists often have (proper heating, hot water, etc.).

- **Land degradation:** Important land resources include minerals, fossil fuels, fertile soil, forests, wetland and wildlife. Increased construction of tourism and recreational facilities has increased the pressure on these resources and on scenic landscapes. Direct impact on natural resources, both renewable and nonrenewable, in the provision of tourist facilities can be caused by the use of land for accommodation and other infrastructure provision, and the use of building materials. Forests often suffer negative impacts of tourism in the form of deforestation caused by fuel wood collection and land clearing. Tourism can cause the same forms of pollution as any other industries: air emissions, noise, solid waste and littering, releases of sewage, oil and chemicals, even architectural/visual pollution.
- **Air pollution and noise:** Transport by air, road, and rail is continuously increasing in response to the rising number of tourists and their greater mobility. One consequence of this increase in air transport is that tourism now accounts for more than 60% of air travel and is therefore responsible for an important share of air emissions (MFOE, 1996). Air pollution from tourist transportation has impacts on the global level, especially from carbon dioxide (CO<sub>2</sub>) emissions related to transportation energy use. And, it can contribute to severe local air pollution. Noise pollution from airplanes, cars, and buses, as well as recreational vehicles such as snowmobiles and jet skis, is an ever-growing problem of modern life.
- **Sewage:** Construction of hotels, recreation and other facilities often leads to increased sewage pollution. Wastewater has polluted seas and lakes

surrounding tourist attractions, damaging the flora and fauna. Sewage runoff causes serious damage to coral reefs because it stimulates the growth of algae, which cover the filter-feeding corals, hindering their ability to survive. Changes in salinity and siltation can have wide-ranging impacts on coastal environments. And, sewage pollution can threaten the health of humans and animals (Our Planet, 1999)

## **2.4 Demographic Influence Attitudes**

### **2.4.1 Gender**

Male and female have different attitudes, values, behavioral orientation and mode of thinking depending on the socialization practices. In some empirical studies, female tends to be more communal-minded and male tends to be more self-expressive and goal-directed. Female tends to take in more of the data in their immediate environment, but male tends to focus on the part of the environment to achieve a goal. So, this study is interested to find out whether the respondents of different genders would have different attitudes.

Gender is another ubiquitous demographic descriptor in tourism studies. Even more than age and nationality, it is an immediately observable and relatively unambiguous characteristic. There is, however, a need to differentiate gender studies from those pertaining to sexual orientation and sex tourism. Gender roles are concerned with the consequences of being male or female and the societal expectations and opportunities affecting these positions, in this case in tourism setting (Swain & Momsen, 2002).

#### 2.4.2 Age

Pearce and Singh (1999), Age is both an observable and universal demographic descriptor. It is frequently a substitute or proxy variable for physical fitness, activity levels, interest and previous travel experience. In contemporary Western societies, it is conventional to think of such age descriptions as teenagers, baby-booms and seniors but simply counting in term of number of years or birth decades give prominence to one definition of age – that of chronological time. Waugh (1999) has observed that the way time and hence age is measured reflects the triumph of just one of many possible counting systems. As Pearce and Singh (1999) suggest, individual reaction to one's age measured in year and socio-cultural treatment of people of a certain age are potentially major modifiers of the years since birth measure of age. In this expanded approach to assessing age, it has been suggested that in addition to aging chronologically (Bonder & Wagner, 2001), people can age biographically, socially, psychologically and spiritually (MacNeil, 1987; Minichiello et al., 1992; Moschis, 1996).

In general, the younger or teenager tend to have more positive attitudes toward tourism development. The older people tend to have more negative attitudes toward tourism development. The more common approach to aging as measured simply in years will be pursued here. Nevertheless, it remains important to reflect on the view that what it means to be child, teenager or senior in the present is different from what it meant a generation ago or what it will mean for a generation in the future.



### 2.4.3 Education

The educational level directly influences the attitudes of people; the higher education might have the higher of attitude and perception. The educational level of a person had a significant impact on explaining additional variance within a regression model; as educational level increases, attitudes toward social interaction might increase. This may be one reason why the more educated are more concerned for the tourism impacts. They perhaps have more access to knowledge, threats and issues than the less educated.

### 2.4.4 Income

The people who have higher incomes have more positive attitudes toward tourism development (Nicholas & Pizam, 1996). Normally, the person with the higher income tends to have more positive attitudes toward tourism development. Especially, the residents who have income from tourism seem to have positive attitudes more than the ones who are not related in tourism sector.

## **2.5 Empirical Studies**

### **2.5.1 Siwar, C., (2013): The Role of Homestays in Community Based Tourism Development in Malaysia.**

Malaysian government is giving priority to maintain standards and quality of CBT as well as home stay for economic advancement of the country According to respondents, homestay is helpful for, employment opportunities, public-private investment, maintain conservation and ecosystem, highlight traditional culture, increase the stability of local people lifestyle. Home stay accommodation can ensure economic benefits as well as social cohesion for rural communities in Malaysia. Moreover, maintain traditional, cultural conservation and local ecosystem and improve quality of life. Government initiatives encourage home stay for considering as innovative CBT products to the investors as well as rural communities.

### **2.5.2 Thompson, C.R., (2010): The Community-Based Home Stay Project: A Case Study in Small-Scale Sustainable Tourism Development in the Commonwealth of Dominica.**

This research found that the benefits of home stay project are not only directly to the local people but also for the tourists too. It has also inspired home stay projects elsewhere on the island. Moreover, the benefits are not only money but they give the cultural experiences for tourists. This research is formed on the literatures on sustainable tourism development and homestay projects in various countries worldwide. The research problem in Dominica is that remote portions of the island that are far from the island's cruise ship ports are not receiving significant tourism income. Results show that the Grand Fond home stay project, while still in its infancy and fragile, is resilient, culturally positive, and brings tourism money into the village.

### **2.5.3 Hannam, K., (2010): Home stay and Sustainable Community Development.**

This study found that in Ban Mae Kam Pong Home stay it is evident that the villagers have the potential to provide quality home stay services. Nevertheless, inevitable impacts have occurred on socio-economic, cultural and environmental issues towards Ban Mae Kam Pong home stay. International tourists have generated revenues in terms of the foreign currency whereas the domestic consumption has stimulated the economic flows in the community and also the entire country. In the analysis of the home stay success, the high degree of local participation and the strong leadership of the home stay leader were remarked upon. The benefits from tourism have become the supplementary income for the villagers and also the children. The infrastructure of the village has been developed as well as the increasing local employment in tourism and home stay activities.

### **2.5.4 Tiwasing, A., (2011): Home Stay Tourism Guideline: A case study of Ban Ngo Health Home Stay.**

This research was studies in Ban Ngo, Health Home Stay in At Sa-Mat district, Roi-Et Province which is one of the home stays in Thailand where the community has realized an interest in the public health of the residents. The results can also suggest some good recommendations or solutions which are based on the problems occurred among those local people, the tourists and other participants. Moreover, every home stay has its own special characteristics. So, they should bring this advantage to create the image of their community the attract visitors. In addition, the study outlined above indicates that cooperation from local people can help home stay operation succeed.

### **2.5.5 Razzaq, A.R.A., & Mohamad, N.H., (2012): Local Community Participation in Home Stay Program Development in Malaysia.**

This research aims to study a home stay program in Malaysia which examined the local people's chances to participate in home stay program. There are 62 home stay operators participated in this study. The three villages from the district of Muar were chosen for this study not only because of their involvement in the home stay program, but also due to the activeness of the operators in receiving and actively engaging with the tourists. The study was found that gender, age, income and motivation factors are the main reasons that make local people participation in home stay program.

Moreover, this study shows that 74.2% of participants after joining in home stay program earned more income of RM 1,000-RM 1,500. Meanwhile, 34% of the participants responded that they joined the program because of the environmental factor. Moreover, this study also shows socio-cultural impacts and stakeholders must think through strategies and programs to encourage youth to participate in home stay program. The income and environment are the important factors that make local people become home stay operators. In addition, the critical success indicators are local people participation, knowledge, leadership, and skills of local community, community structure, external partnership and a sense of community.

### **2.5.6 Pavlína Látková1, & Christine A. Vogt., (2011): Residents' Attitudes toward Existing and Future Tourism Development in Rural Communities**

This study examined residents' attitudes toward existing and future tourism development in several rural areas at different stages of tourism and economic development. Overall, residents of three distinct rural county-level areas were

supportive of tourism development, and little evidence was found that suggests that attitudes toward tourism become negative with higher levels of tourism.

The results in this study showed implication for community tourism developers and local government officials. Younger residents (E-County) in general and younger residents who have not enjoyed benefits from tourism (E- and T-counties) appeared to be more concerned about the negative impacts of the tourism industry in their communities. E-County residents with lower levels of education and T-County residents with higher levels of education were less agreeable with positive impacts of tourism. It appears that county officials should focus on building public relations that reach out to residents regardless of their education level. In E-County, economic opportunities need to be communicated to the greater public.

The results of the study support the notion that residents who personally benefit from tourism and who perceive tourism as development strategy view tourism more positively and are more supportive of further tourism development. Arguably, the more tourism industry officials can demonstrate how individuals benefit from tourism in the county, the more support the industry is likely to enjoy from local residents (Keogh 1990).

#### **2.5.7 Bhuiyan, Md. A. H., Siwar, C., & Ismail, S. M., (2013): Socio-economic Impacts of Home Stay Accommodations in Malaysia: A Study on Home Stay Operators in Terengganu State**

This study aims to examine the economic potentialities of home stay for operators and also analyze socio-economic impacts of this accommodation from the perceptions of operators; both primary and secondary data have been used in the study. The study reveals that home stay is economically potential for the operators.



Their monthly income rise based on initial investment, monthly expenses and targeted annual revenue. Moreover, the respondents believe this operation has helped local economy, society and environment. It gives focus on traditional culture and customs of local people. Home stay is increasing employment opportunities, local people living standard and public-private investment; and helpful for conservation and ecosystem to maintain the environmental balance.

Home stay accommodation increase the visitors' awareness of sustainability. It encourages the tourists to deliver culturally acceptable behavior towards locality. It also helps to reduce the environmental pollution as well as social degradation. So, local government can give emphasis on home stay accommodation for the economic development of local people.

**Table 2.3 Summary of Empirical Studies**

Authors	Title	Finding
1.Siwar, C., (2013)	The Role of Homestays in Community Based Tourism Development in Malaysia.	Home stay is helpful for, employment opportunities, public-private investment, maintain conservation and eco system, highlight traditional culture.
2.Thompson, C.R., (2010)	The Community-Based Home stay Project: A Case Study in Small-Scale Sustainable Tourism Development in The Commonwealth of Dominica.	The benefits are generated to both local people and tourists and this home stay can be a good example for other communities as well.

Continued...

Table 2.3 Summary of Empirical Studies (Continued...)

3.Hannam, K., (2010)	Home stay and Sustainable Community Development.	Ban Mae Kam Pong home stay has the potential to provide quality home stay services and the local people have the potential to provide the service and the government supports and to promote it.
4.Tiwasing, A., (2011)	Home Stay Tourism Guideline: A case study of Ban Ngo Health Home Stay.	Every Home Stay has its own special characteristics to attract visitors in order to be a high-quality home stay destination.
5. Razzaq, A.R.A., & Mohamad, N.H., (2012)	Local Community	This research studies a home stay program in Malaysia and the local people participated in home stay program has high potential to succeed.
	Participation in Home Stay Program Development in Malaysia.	
6. Bhuiyan, Md. A. H., Siwar, C., & Ismail, S. M., (2013)	Socio-economic Impacts of Home Stay Accommodations in Malaysia: A Study on Home Stay Operators in Terengganu State	This study aims to examine the economic potentialities of home stay operators and also analyze socio-economic impacts.
7. Pavlína Látková1, & Christine A. Vogt., (2011)	Residents' Attitudes toward Existing and Future Tourism Development in Rural Communities	This study examined residents' attitudes toward existing and future tourism. Social exchange theory and destination life cycle model were used to examine the impacts of tourism development.

Source: Developed for this study

## 2. Summary of Literature Review

According to the literature review Siwar, C., (2013) result shows that Home stay is helpful for, employment opportunities, public-private investment, maintain conservation and eco system, Home stay accommodation can ensure economic benefits for rural communities in Malaysia. At the same time, home stay can maintain traditional, cultural conservation and local ecosystem and improve quality of life. Moreover, the government also supports and helps to promote this home stay to be well-known. Nevertheless, other studies found that the benefits from being a home stay place are generated for both local community and tourists (Thompson, 2010).

Secondly, Hannam (2010) and Razzaq & Mohamad (2012) have the same results that home stay in Thailand mostly has the potential to provide good quality home stay services or achieved standard from TAT. And also the local people have potential to provide the service and the government supports and promotes it, too. Tiwasing (2011) mentioned that each home stay have its own unique and should bring this advantage to create the image of their community the attract visitors. Such as, for Na Jok Home Stay, there are unique in the Thai-Vietnamese traditional, wisdom and also Vietnam traditional food.

Pavlına & Christine (2011) came to the conclusion that the results of the study support the notion that residents who personally benefit from tourism and who perceive tourism as development strategy view tourism more positively and are more supportive of further tourism development. In addition to the traditional economic benefits associated with tourism, environmental and sociocultural benefits, and contribution of tourism to overall quality of life, need to be promoted to residents.

## **CHAPTER III**

### **RESEARCH FRAMEWORK**

This chapter includes the theoretical framework, conceptual framework, the definitions of the independent variables, dependent variables, the research hypotheses, and operationalisation of the variables.

#### **3.1 Theoretical Framework**

A conceptual framework explains, either graphically or in narrative form, the main things to be studied – the key factors, constructs or variables – and the presumed relationships among them. Frameworks can be rudimentary or elaborated, theory-driven or commonsensical, descriptive or causal (Huberman & Miles, 1994)

The literature review identified the changing focus of local's people attitudes toward home stay tourism. And, there are 3 main factors; (1) economic impacts (2) socio-cultural impacts (3) environment impacts and this research aims to study three main impacts that affect local's people attitudes which are economic, socio-cultural and environmental aspects.

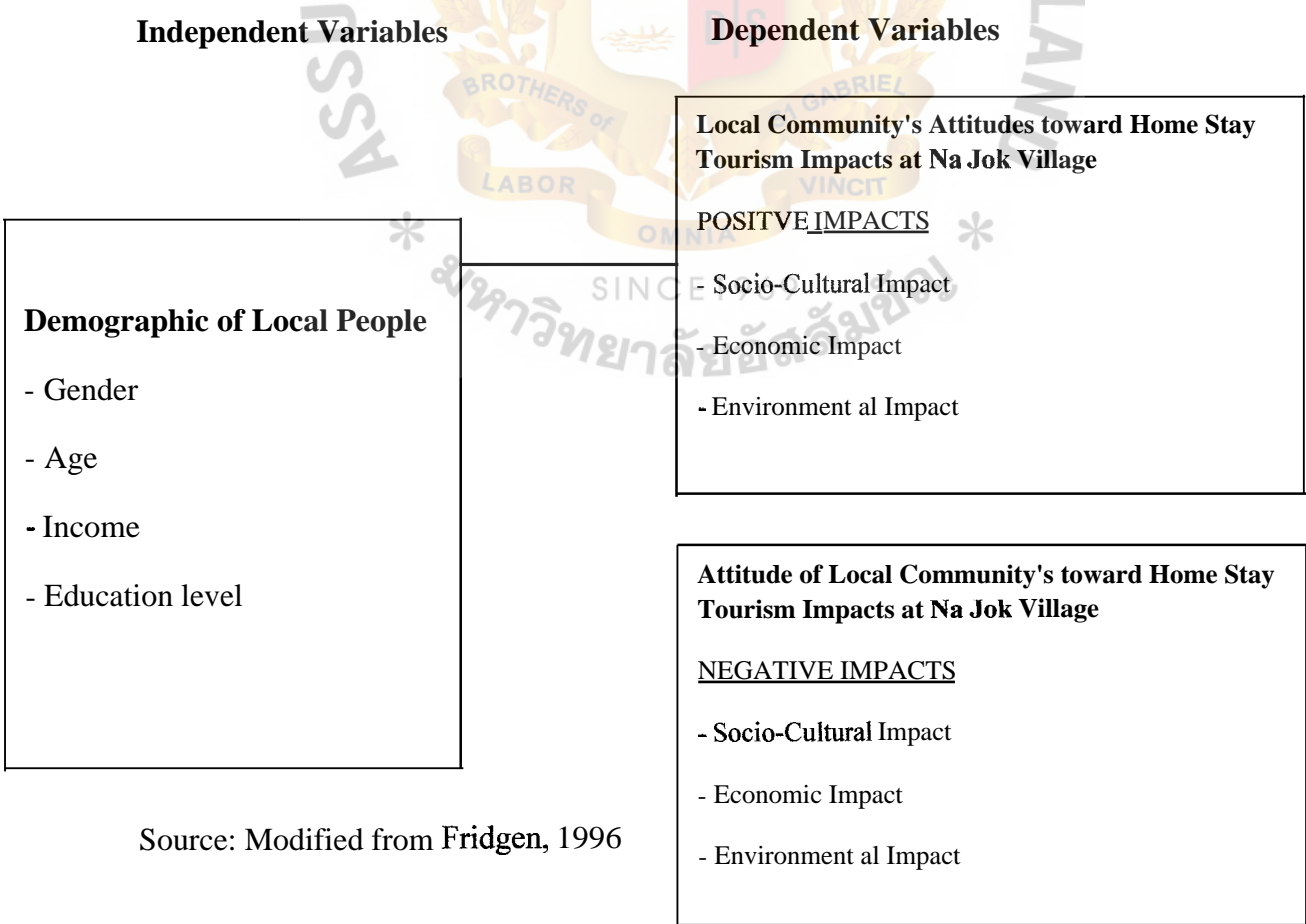
#### **3.2 Conceptual Framework**

The conceptual framework shows the relationship between independent and dependent variables. Independent variables include demographic characteristics in home stay tourism. Regarding demographic variables, several studies (Liu and Var, 1986) also took into consideration the role of demographic aspects such as age, gender, income, status and education that influence the attitudes of the local people. Dependent variables are both positive and negative impacts from socio-cultural,

economic and environmental aspects. These factors affect the attitudes of local people's toward home stay tourism at Na Jok Village.

In Figure 3.1 the conceptual framework for this study showed the independent variables as demographic characteristics, gender, age, income and educational. For dependent variables are both positive and negative of socio-cultural impacts, economic impacts and environmental impacts which determine their attitudes toward home stay tourism impacts in this study. Attitudes are intellectual, emotional, and behavioral responses to events, things and persons which people learn over time. Therefore, attitudes theory constitutes the underlying theoretical perspective for this study.

**Figure 3.1 Conceptual Framework Local Community's Attitudes toward Home stay Tourism Impacts: A Case Study of Na Jok Village, Nakhon Phanom Province, Thailand**





### 3.2.1 Independent Variables

An independent variable is a variable that is expected to influence the dependent variables (Zikmund, 2003). In this research, demographic: gender, age, income and educational are the independent variables.

**Gender:** male and female tend to have different attitudes and mode of thinking Female seem to have more social-mind and male seems to concern more about self-expression. This might make male and female have different attitudes and perceptions.

**Age:** age is one of the factor that affect the attitudes, behaviors and perceptions. The teenagers seem to have more positive attitudes more than the older people. This case study divided the age range into 5 groups which are under 20 years old, 20-29 years old, 30-39 years old, 40-49 years old, and above 50 years old.

**Income:** people with the higher incomes not only have more positive attitude toward tourism development but also have higher level of support toward tourism industry too. Teye, Sonmez, and Sirakaya (2002) found the same result that local people with higher incomes seem to have more positive attitudes toward tourism development.

**Education:** this case study divides the education levels into 6 groups which are primary level, secondary level, high school level, vocational level, university level and post graduate level. The educational levels have a dramatic effect to attitudes and perceptions of respondents. Those with the higher education might have more positive attitudes towards tourism development.

### 3.2.2 Dependent Variables

A dependent variable is a criterion or a variable that is predicted or explained (Zikmund, 2003). The local people's attitudes when impacts of tourism occurred such as economic, socio-cultural and environmental affecting their community are the dependent variable in this research.

#### (1) Local Community's Attitudes toward Home Stay Tourism

Attitudes are intellectual, emotional, and behavioral responses to events, things and persons which people learn over time (Fridgen, 1996). And, the impacts that occur while having the home stay tourism may change the local people's attitudes and different opinions and the questionnaire is asking them whether the benefits of home stay tourism are useful for them or not, and whether there is influence to their lives and community by using three main aspects; economic impacts, socio-cultural impacts and environment impacts to be the indicators, (See as table 3.1).

**Table 3.1 Impact of Tourism**

<b>Economic Impacts</b>		<b>Socio-Cultural Impacts</b>		<b>Environmental Impacts</b>	
<b>Positive</b>	<b>Negative</b>	<b>Positive</b>	<b>Negative</b>	<b>Positive</b>	<b>Negative</b>
-Increasing income -Creating jobs -Changing economic structure -Increasing number of tourists -Increasing tax income -Presentation of tourism region	-Resistance of community toward tourism -Loss of uniqueness -Part-time, seasonal or small scale employment areas -Conflict of interests in the community	-Shared common experiences -Strengthening traditions -Enhancing social contributions -Preserve local culture and traditions -understanding between locals and tourists	-Creating negative behaviors -Manipulating community -Changing social structure -Crime -Emigration -Changing lifestyle and local values	-Enhancing natural resource awareness -Maintain, improve and preserve local environment -Developing transportation and communication system	- Pollution -Destroying local natural resources and landscapes -Damaging culture heritage -Traffic jam -Land depression

Source: Developed for this study

### • **Socio-Cultural Impacts**

Social impacts can be simple or complex, short-term or enduring. Social impacts can be thought of as change in the lives of people who live in destination communities which are associated with tourism activities. Although most studies focus on residents, tourists are also affected by social impacts of travel and tourism. In the end, all parties involved will be illustrated. The tourists meet new people and encounter unique social behaviors. The residents experience a broad range as tourists from around the country or even the world venture into their community. Both negative and positive impacts of tourism have been an issue throughout the history of tourism. A negative impact might be the street crowds in ancient Rome as visitors flocked to the games, but tourism has its benefits. Tourism has persistently reduced social barriers as different groups of people encounter each other.

### • **Economic Impacts**

The tourism industry generates substantial economic benefits to both host countries and tourists' home countries. Especially in developing countries, one of the primary motivations for a region to promote itself as a tourism destination is the expected economic improvement. As with other impacts, this massive economic development brings along both positive and negative consequences.

### • **Environmental Impacts**

The attitudes of tourism impact on environment for local people depend on the consequence of tourism. If the tourism can help the community to preserve the natural resources, and can pass on the traditions and culture to the next generations or even to tourists, the residents would perceive the impacts as positive. But if the negative impacts occur to the community the local people would have negative attitudes. As

will be illustrated, tourism will have either negative or positive impacts upon the environment; rarely, if ever, will it have a neutral relationship with the environment.

### 3.3 Research Hypotheses

The researcher intends to investigate attitudes of local community of home stay tourism in Na Jok Village and this research examines whether there are any significant differences in local community's attitudes by using demographic such as age, gender, income and education as the variables. A hypothesis is an unproven proposition or possible solution to a problem. A hypothetical statement asserts probable answers to research questions. Hypotheses are statement that can be empirically tested (Zikmund, 2003). And, the following hypothesis statements are constructed.

Ho 1: There is no significant difference in the attitude of local community toward positive socio-cultural impacts based on gender.

Ha1: There is a significant difference in the attitude of local community toward positive socio-cultural impacts based on gender.

Ho2: There is no significant difference in the attitude of local community toward positive socio-cultural impacts based on age.

Ha2: There is a significant difference in the attitude of local community toward positive socio-cultural impacts based on age.

Ho3: There is no significant difference in the attitude of local community toward positive socio-cultural impacts based on income.

Ha3: There is a significant difference in the attitude of local community toward positive socio-cultural impacts based on income.

- Ho4: There is no significant difference in the attitude of local community toward positive socio-cultural based on education.
- Ha4: There is a significant difference in the attitude of local community toward positive socio-cultural based on education.
- Ho5: There is no significant difference in the attitude of local community toward positive economic impacts based on gender.
- Ha5: There is a significant difference in the attitude of local community toward positive economic impacts based on gender.
- Ho6: There is no significant difference in the attitude of local community toward positive economic impacts based on age.
- Ha6: There is a significant difference in the attitude of local community toward positive economic impacts based on age.
- Ho7: There is no significant difference in the attitude of local community toward positive economic impacts based on income.
- Ha1: There is a significant difference in the attitude of local community toward positive economic impacts based on income.
- Ho8: There is no significant difference in the attitude of local community toward positive economic impacts based on education.
- Ha8: There is a significant difference in the attitude of local community toward positive economic impacts based on education.
- Hog: There is no significant difference in the attitude of local community toward positive economic impacts based on gender.
- Ha9: There is a significant difference in the attitude of local community toward positive economic impacts based on gender.



Ho 10: There is no significant difference in the attitude of local community toward positive environment impacts based on age.

Ha10: There is a no significant difference in the attitude of local community toward positive environment impacts based on age.

Ho11: There is no significant difference in the attitude of local community toward positive environment impacts based on income.

Hal 1: There is a significant difference in the attitude of local community toward positive environment impacts based on income.

Ho 12: There is no significant difference in the attitude of local community toward positive environment impacts based on education.

Hal2: There is a significant difference in the attitude of local community toward positive environment impacts based on education.

Ho13: There is no significant difference in the attitude of local community toward negative socio-cultural impacts based on gender.

Hal3: There is a significant difference in the attitude of local community toward negative socio-cultural impacts based on gender.

Ho 14: There is no significant difference in the attitude of local community toward negative socio-cultural impacts based on age.

Ha14: There is a significant difference in the attitude of local community toward negative socio-cultural impacts based on age.

Ho 15: There is no significant difference in the attitude of local community toward negative socio-cultural impacts based on income.

Ha15: There is a significant difference in the attitude of local community toward negative socio-cultural impacts based on income.

Ho 16: There is no significant difference in the attitude of local community toward negative socio-cultural impacts based on education.

Ha16: There is a significant difference in the attitude of local community toward negative socio-cultural impacts based on education.

Ho17: There is no significant difference in the attitude of local community toward negative economic impacts based on gender.

Hall: There is a significant difference in the attitude of local community toward negative economic impacts based on gender.

Ho 18: There is no significant difference in the attitude of local community toward negative economic impacts based on age.

Ha18: There is a significant difference in the attitude of local community toward negative economic impacts based on age.

Ho 19: There is no significant difference in the attitude of local community toward negative economic based on income.

Ha19: There is a significant difference in the attitude of local community toward negative economic based on income.

Ho20: There is no significant difference in the attitude of local community toward negative economic based on education.

Ha20: There is a significant difference in the attitude of local community toward negative economic based on education.

Ho21: There is no significant difference in the attitude of local community toward negative environment based on gender.

Ha21: There is a significant difference in the attitude of local community toward negative environment based on gender.

Ho22: There is no significant difference in the attitude of local community toward negative environment based on age.

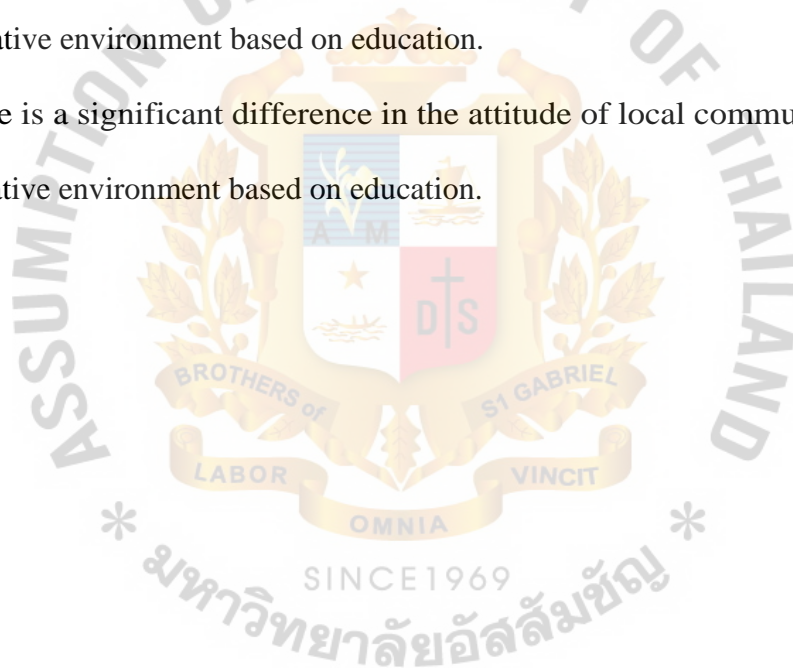
Ha22: There is a significant difference in the attitude of local community toward negative environment based on age.

Ho23: There is no significant difference in the attitude of local community toward negative environment based on income.

Ha23: There is a significant difference in the attitude of local community toward negative environment based on income.

Ho24: There is no significant difference in the attitude of local community toward negative environment based on education.

Ha24: There is a significant difference in the attitude of local community toward negative environment based on education.



### 3.4 Operationalisation of the Independent and Dependent Variables

Operationalisation means a concept of specifying the activities or necessary operation in order to measure it. Operationalisation Independent variables and operationalisation dependent variables will be classified. The operational definitions specify what must be done to measure the concept under investigation (Zikmund, 2003).

**Table 3.2 Operationalisation of Dependent Variables**

<b>Dependent Variables</b>	<b>Concept Definition</b>	<b>Operational Component</b>	<b>Scale of Measurement</b>	<b>Question No.</b>
Positive Socio-Cultural Impacts	Sense of community and security	<ul style="list-style-type: none"> <li>- Generate cultural exchanges</li> <li>- Preserve traditions and culture</li> <li>- Promote to be new tourism attractions</li> <li>- Creates harmony and strengthen</li> </ul>	Interval Scale	Q. 5-8
Negative Socio-Cultural Impacts		<ul style="list-style-type: none"> <li>- Change way of living</li> <li>- Change the local social activities</li> <li>- Create misunderstanding/quarrel</li> <li>- Affect young generation to be modern</li> </ul>	Interval Scale	Q. 12-20
Positive Economic Impacts	Economic well-being	<ul style="list-style-type: none"> <li>- Generate extra income and jobs</li> <li>- Improve the basic infrastructure</li> <li>- Spending of both time and money</li> <li>- Improve the standard of living</li> </ul>	Interval Scale	Q. 9-12
Negative Economic Impacts		<ul style="list-style-type: none"> <li>- Home stay affect the cost of living</li> <li>- Affect economic dependence</li> <li>- Import consumer products</li> <li>- Create a conflict of interests</li> </ul>	Interval Scale	Q.21-24
Positive Environmental Impacts	Ecological balance	<ul style="list-style-type: none"> <li>- Increase awareness of natural resources</li> <li>- Improve waste's systematic</li> <li>- Make local people concern about nature</li> <li>- Create a sense of love for natural</li> </ul>	Interval Scale	Q.13-16
Negative Environmental Impacts		<ul style="list-style-type: none"> <li>- Home stay creates waste</li> <li>- Home Stay affect crowding</li> <li>- Destroy natural resources and landscape</li> <li>- Home stay affects air/noise pollution</li> </ul>	Interval Scale	Q.25-Q28

Source: Developed by the researcher for this study

**Table 3.3 Operationalisation of Independent Variables**

Independent Variables	Concept Definition	Operational Component	Scale of Measurement	Question No.
<b>Demographic</b>				
- Gender	Classification of gender	Male/Female/Others	Nominal Scale	Q. 1
- Age	Each individual belongs to a group according to his/her age	Less than 20 years old 20-29 years old 30-39 years old 40-49 years old 50-59 years old Over 60 years old	Ordinal Scale	Q. 2
- Income	Monthly income	Less than 5,000 baht 5,000-15,000 baht 15,000-25,000 baht 25,000-35,000 baht More than 35,000 baht	Nominal Scale	Q.3
- Educational	An individual's diploma or year of schooling	Primary level Secondary High School Vocational University Post-Graduate	Ordinal Scale	Q.4

Source: Developed by the researcher for this study



## **CHAPTER IV**

### **RESEARCH METHODOLOGY**

This chapter considers and provides an overview of the methodology used and the number of respondents, sampling procedures, research instruments and questionnaire design, collection of data and gathering procedures, pretest and reliability, and an analysis description of the statistical treatment of data.

#### **4.1 Methodology Used**

##### **4.1.1 Sample Survey Technique**

The most common method for generating primary data is a survey. Zikmund (2000) defined a survey as a research technique in which information is gathered from a sample of people using questionnaires. Some typical survey objectives are to identify the characteristic of a particular group, measure attitudes, and describe behavior patterns. Survey provides quick, expensive, efficient, and accurate means of assessing information about the population. Self-completion questionnaires were used in this research.

##### **4.1.2 Descriptive Method Used**

Zikmund (2000) mentioned that the major purpose of descriptive research is to describe characteristics of a population or phenomenon. Descriptive research seek to determine the answer to who, what, when, and how questions. Frequently, the descriptive research will attempt to determine the extent of differences in the perceptions and attitudes of different groups with different characteristics. This research attempts to determine the difference in the local people's attitude toward home stay tourism in term of the tourism development impacts.

## **4.2 Respondents and Sampling Procedures**

### **4.2.1 Target Population**

The target population in this paper includes the local people who are living in Na Jok Village, Nakhon Phanom Province, Thailand. The total population is about 620 and the sampling size for this case study is 217 respondents in Na Jok Village.

### **4.2.2 Sampling Method**

For this research, the sample design is non-probability sampling. Non-probability sampling is a sampling technique in which units of the sample are selected on the basis of personal judgment or convenience (Zikmund, 2000). The researcher chose convenience sampling as the proposed sampling method. Self-administered is the sampling procedure used to obtain those units or people most conveniently available (Zikmund, 2000). Researchers often use self-administered to obtain a large number of completed questionnaires quickly and economically.

### **4.2.3 Sample Size**

It is advocated that for a population of 620 people, the sample size for a random sample should be 217 Respondents (Anderson, 1996). The sample size is based on an expected confidence level of not less than 95% and a 5% sampling error (see Table 4.1).

In order to achieve a 95% confidence level and a 5% sampling error, the required sample size were approximately 217 respondents living in Na Jok Village.

**Table 4.1 Theoretical Sample Size for Different Size of Population and 95% Level of Certainty**

Population	Required Sample for Tolerable Error			
	5%	4%	3%	2%
100	79	85	91	96
500	<b>217</b>	272	340	413
1,000	277	375	516	705
5,000	356	535	897	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,055	2,344
1,000,000	384	599	1,065	2,344
25,000,000	384	600	1,067	2,400

(Source: Anderson, G. (1996), Fundamentals of Education Research, London: Falmer Press)

### 4.3 Research Instruments and Questionnaire Design

The research instrument used in this research is structured questionnaire with close-ended questions for data collection. The questionnaire consisted of 29 items that were used in gathering the data related to the topic of the research. Most of the items that were used to measure the local's community attitudes toward home stay tourism impacts were summarized from the related literature review. The questionnaire has been translated into Thai version before the distribution to selected sample. The questions include identical questions in order to examine the differences attitudes between local people in the community.

The questionnaire is divided into two parts. Part I, is about demographic information, using a screening question to separate respondents who live in Na Jok village and those who do not. In Part II, respondents are asked to evaluate and express their attitudes toward home stay tourism in Na Jok Village area.

The structure of the questionnaire in this research was as follows:

Part I: Demographic information

This part consisted of seven questions designed to gather the information about the local people's demographic such as age, income, gender, and education. These questions encapsulated all the independent variables.

#### Part II: Home Stay Tourism Impacts

This part included both positive and negative socio-cultural impacts, economic impacts and environmental impacts, used to measure the attitudes of the local people in the community in term of impacts and they are divided into positive and negative impacts. For Part two: there are 24 questions which were measured on a 5 point Likert Scale. The responses were scored from (1= strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree).

#### Part III: Overall Attitudes

This part was asked the local community's overall attitudes toward home stay tourism whether the respondents want the home stay tourism in their community or not after the 3 main impacts from home stay affects to the community.

### **4.4 Collection of Data and Gathering Procedures**

#### **4.4.1 Primary Data**

This study was conducted in Na Jok Village area, located in Nakhon Phanom Province, Thailand. The primary data in the form of a questionnaire was collected from the local people at Na Jok Village. The questionnaires was distributed and collected in June 2013. The data was collected only at Na Jok Village with a sample of 220 questionnaires. The researcher and team was collected the data by visited the community and spend time at Na Jok Village for two week between 14<sup>th</sup> June – 30 June 2013, in order to completed the questionnaires.

#### **4.4.2 Secondary Data**

The secondary data used in this research was obtained through research in numerous sources, including academic journals, newspapers, articles, textbooks from St. Gabriel Library of Assumption University, websites of TAT and Thailand Tourism Office of Tourism Development, tourism publication and other related information from websites and on-line sources.

#### **4.5 Pretest and Reliability**

##### **4.5.1 Pretest**

Pretest is a trial run with a group of respondents used to screen out problems in the design of a questionnaire (Zikmund, 2000). In a pretest, a researcher looks for evidence of ambiguous questions and respondents' misunderstandings whether the questions means the same to all respondents or imply other considerations. Therefore, it is essential to do the pretest and make the study closer to an actual situation.

To conduct an efficient survey, the questionnaire was pre-tested with 30 people with different backgrounds. There was a need to correct the unapt words and expressions to ensure that the response were in accordance with this research's objective. The data of 30 respondents was pre-tested in January 2013 using SPSS 16.0. The value of reliability statistics was shown in the pre-test result.

##### **4.5.2 Reliability Test**

Reliability is a criterion to evaluate measurement scales. It represents how consistent or stable the ratings generated by a scale are (Parasuraman and Igarria, 1991). The reliability of measurement indicates the stability and consistency with which the instrument measures the concept and helps to assess the 'goodness' of a measurement (Sekaran, 1992). The instrument reliability was assessed by calculation



of the Cronbach-Alpha which produces the mean of all possible split-haft coefficients resulting from different splitting of the measurement instrument. Coefficient-Alpha can range from 0 to 1. A value, if less than 0.6, is usually viewed as unsatisfactory (Hawkins and Tull, 1993).

Based on the above analysis, the Alpha coefficient from the sampling pre-test is 0.781, (See Table 4.2), which reaches the standard range of 0.6.

**Table 4.2 Reliability Statistics Pre-test**

Reliability Statistics	
Cronbach's Alpha	N of Items
.781	24

Source: Developed for this study

#### 4.6 Statistical Treatment of Data

To analyze the data in this research, the data was collected from the respondents, and this research used the Statistical Package or Social Science (SPSS 16.0) program for descriptive analysis, average weight mean technique and test of hypotheses.

##### 4.6.1 Descriptive statistical

The most basic analysis in quantitative research involves the recoding of simple descriptive statistics. Descriptive statistic provides summary measures of the data contained in all the elements of a sample. The calculation of averages, frequently distributions and percentage distributions is the most common for summarizing data (Zikmund, 2000). Descriptive cross tabulation statistics were used to describe each variable associated with the respondent's data.

#### 4.6.2 One-Way ANOVA

In this research, Analysis of Variance (One-way ANOVA) is the technique to determine if statistically significant differences in means occur in the two or more groups at a time. One-way ANOVA is the analysis of the effects of one treatment variable on an interval —scaled or ration-scaled dependent variable (Zikmund, 2000).

This statistical tool estimates whether there was a difference in age, income and educational level of the local people in Na Jok Home Stay Village.

#### 4.6.3 Average Weight Mean Technique

Average weight is different from the simple mean which is assumed that observation is equally important ( Denzin and Lincoln, 2003). The formula of Average Weight Mean is:

*Equation 1*

$$X_w = \frac{\sum XW}{\sum w}$$

= weight mean

X = individual observation

W = weight assigned to each observation

As shown in Table 4.3, the score range from 1 to 5, in each question the respondents can score 5 as the maximum weight and score 1 as the lowest weight which based on their attitudes.

**Table 4.3 Average Weighted Mean Technique (Rating Score for Attitudes)**

Rating Score	Attitude Score
4.50 – 5.00	Strongly agree
3.50 – 4.49	Agree
2.50 – 3.49	Neutral or Neither agree nor disagree,
1.50 – 2.49	Disagree
1.00 – 1.49	Strongly disagree,

Source: Developed for this study

#### 4.7 Statistics Used for Data Analysis

**Table 4.4 Summary of Statistical Tests Used**

Hypothesis	Statements	Statistics Technique
Ho 1:	There is no significant difference in the attitude of local community toward positive socio-cultural impacts based on gender.	One-way ANOVA
Ho2:	There is no significant difference in the attitude of local community toward positive socio-cultural impacts based on age.	One-way ANOVA
Ho3:	There is no significant difference in the attitude of local community toward positive socio-cultural impacts based on income.	One-way ANOVA
Ho4:	There is no significant difference in the attitude of local community toward positive socio-cultural based on education.	One-way ANOVA
Ho5:	There is no significant difference in the attitude of local community toward positive economic impacts based on gender.	One-way ANOVA
Ho6:	There is no significant difference in the attitude of local community toward positive economic impacts based on age.	One-way ANOVA
Ho7:	There is no significant difference in the attitude of local community toward positive economic impacts based on income.	One-way ANOVA
Hob:	There is no significant difference in the attitude of local community toward positive economic impacts based on education.	One-way ANOVA
Ho9:	There is no significant difference in the attitude of local community toward positive economic impacts based on gender.	One-way ANOVA
Ho10:	There is no significant difference in the attitude of local community toward positive environment impacts based on age.	One-way ANOVA
Ho 11:	There is no significant difference in the attitude of local community toward positive environment impacts based on income.	One-way ANOVA
Ho 12:	There is no significant difference in the attitude of local community toward positive environment impacts based on education.	One-way ANOVA
Ho13:	There is no significant difference in the attitude of local community toward negative socio-cultural impacts based on gender.	One-way ANOVA
Ho 14 :	There is no significant difference in the attitude of local community toward negative socio-cultural impacts based on age.	One-way ANOVA

Continued...

**Table 4.4 Summary of Statistical Tests Used (Continued...)**

<b>Hypothesis</b>	<b>Statements</b>	<b>Statistics Technique</b>
Ho15:	There is no significant difference in the attitude of local community toward negative socio-cultural impacts based on income.	One-way ANOVA
Ho 16:	There is no significant difference in the attitude of local community toward negative socio-cultural impacts based on education.	One-way ANOVA
Ho 17:	There is no significant difference in the attitude of local community toward negative economic impacts based on gender.	One-way ANOVA
Ho 18:	There is no significant difference in the attitude of local community toward negative economic impacts based on age.	One-way ANOVA
Ho 19:	There is no significant difference in the attitude of local community toward negative economic based on income.	One-way ANOVA
Ho20:	There is no significant difference in the attitude of local community toward negative economic based on education.	One-way ANOVA
Ho21:	There is no significant difference in the attitude of local community toward negative environment based on gender.	One-way ANOVA
Ho22:	There is no significant difference in the attitude of local community toward negative environment based on age.	One-way ANOVA
Ho23:	There is no significant difference in the attitude of local community toward negative environment based on income.	One-way ANOVA
Ho24:	There is no significant difference in the attitude of local community toward negative environment based on education.	One-way ANOVA

Source: Developed for this study

CHAPTER V

PRESENTATION OF DATA AND CRITICAL DISCUSSION OF RESULTS

This chapter consists of two parts. The first part is the descriptive statistics of the respondents and the second part is the hypotheses testing.

5. Descriptive Statistics

A total of 220 questionnaires were self-administered to the local people at Na Jok village, during 14<sup>th</sup> June, 2012 – 30<sup>th</sup> June, 2013. All 220 questionnaires were filled in and returned to the researcher.

5.1 Demographic of Respondents

5.1.1 Screening Questions

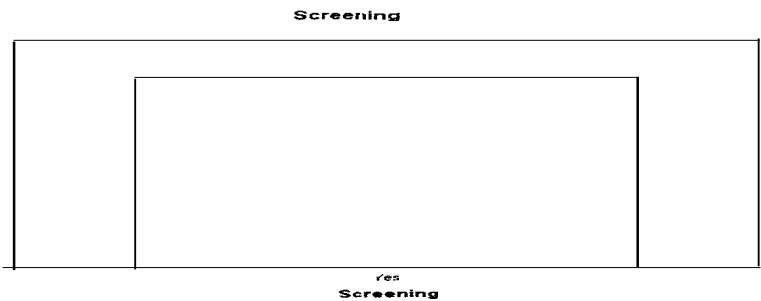
As shown in Table 5.1 and Figure 5.1, it reveals that all respondents or 100% live in Na Jok Village and this research aims to study the Na Jok Village.

Table 5.1 Screening of Respondents

Q.1 Are you living in Na Jok Village?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	220	100.0	100.0	100.0

Figure 5.1 Screening of Respondents





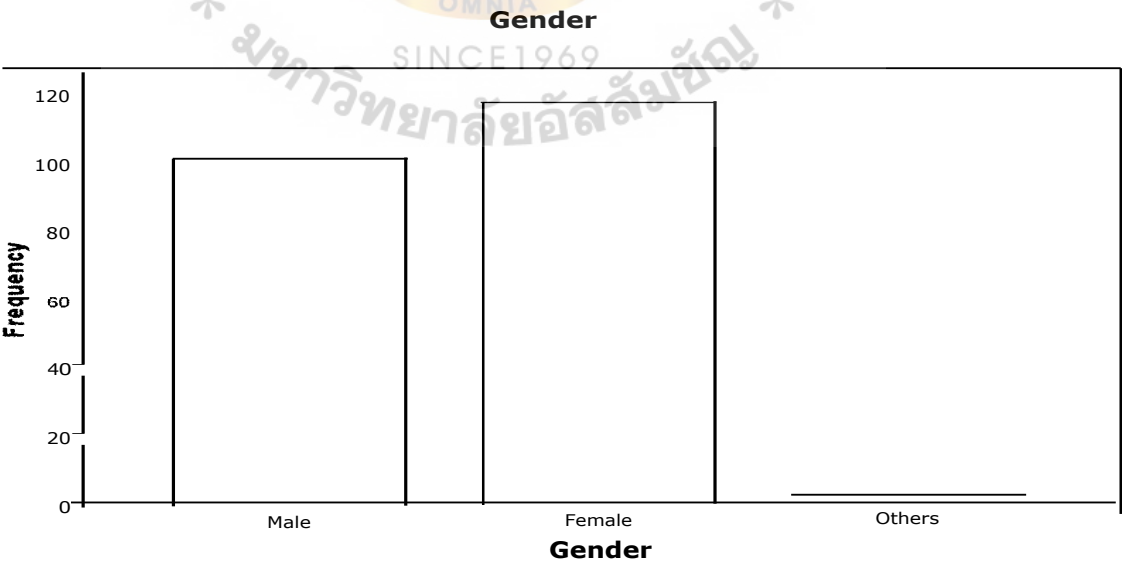
5.1.2 Gender

Table 5.2 and Figure 5.2 show that the majority of the respondents are 'female', which are responded by 53.2%, while the percentage of 'male' is 45.9 and 'others' is only 0.9%. Hence, it can be concluded in this study that the majority of the respondents were female.

Table 5.2 Genders of Respondents

Genders				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	101	45.9	45.9	45.9
Female	117	53.2	53.2	99.1
Others	2	.9	.9	100.0
Total	220	100.0	100.0	

Figure 5.2 Genders of Respondents



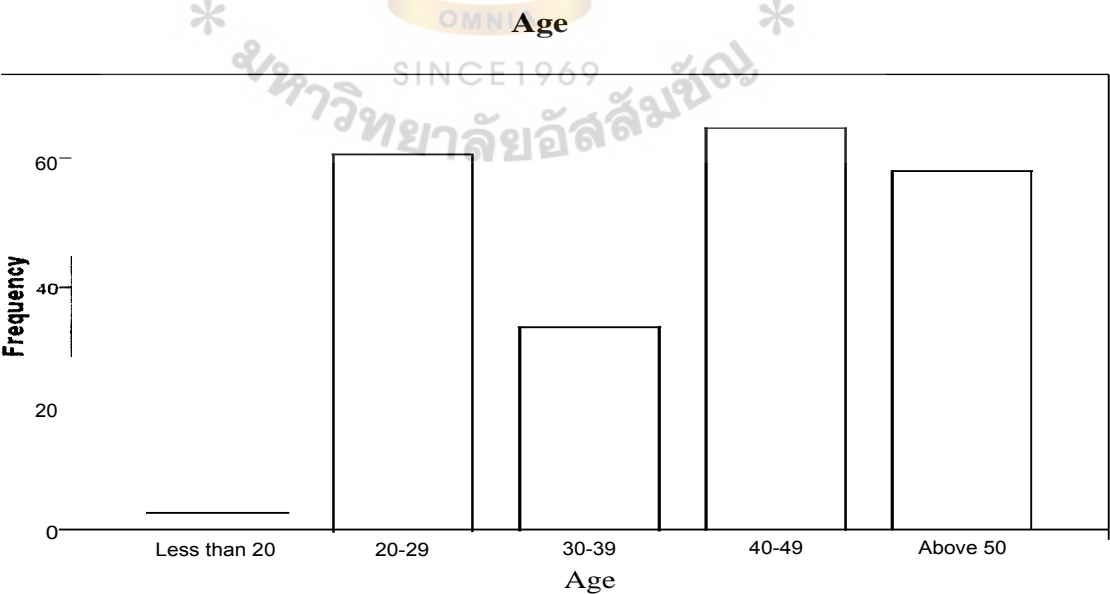
5.1.3 Age

Table 5.3 and Figure 5.3, reveals that most of the respondents are in the age group between '40-49 years' (29.5%), followed by '20-29 years' (27.7%), 'above 50 years' (26.4%), '30-39 years' (15%) and 'less than 20 years' is only 1.4%. Therefore, the data show that the majority of the respondents are middle age people.

Table 5.3 Ages of Respondents

Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 20	3	1.4	1.4	1.4
20-29	61	27.7	27.7	29.1
30-39	33	15.0	15.0	44.1
40-49	65	29.5	29.5	73.6
Above 50	58	26.4	26.4	100.0
Total	220	100.0	100.0	

Figure 5.3 Age of Respondents



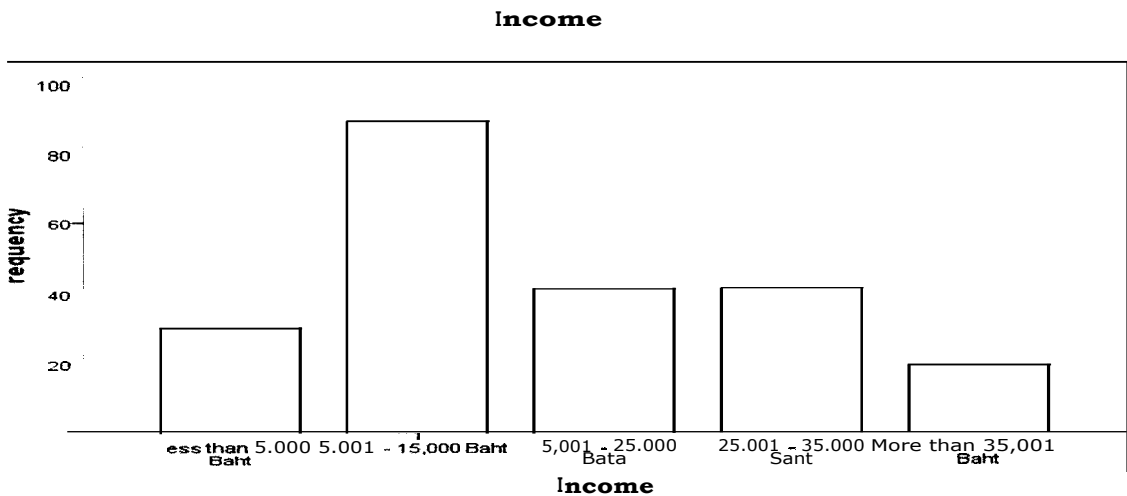
5.1.4 Income

Table 5.4 and Figure 5.4 show that the income of the respondents is 'between 5,001 - 15,000 Baht' (40.5%) and followed by '15,001 - 25,000 Baht' and '25,001 - 35,000 Baht' which have the same percentage (18.6%), 'Less than 5,000 Baht' (13.6%) and only 8.6% have the income of 'more than 35,001 Baht'. Hence, it can be concluded in this study that the majority of income of the respondents were between 5,001-15,000 Baht.

Table 5.4 Income of the Respondent

Incomes				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 5,000 Baht	30	13.6	13.6	13.6
5,001 - 15,000 Baht	89	40.5	40.5	54.1
15,001 - 25,000 Baht	41	18.6	18.6	72.7
25,001 - 35,000 Baht	41	18.6	18.6	91.4
More than 35,001 Baht	19	8.6	8.6	100.0
Total	220	100.0	100.0	

Figure 5.4 Income of the Respondents



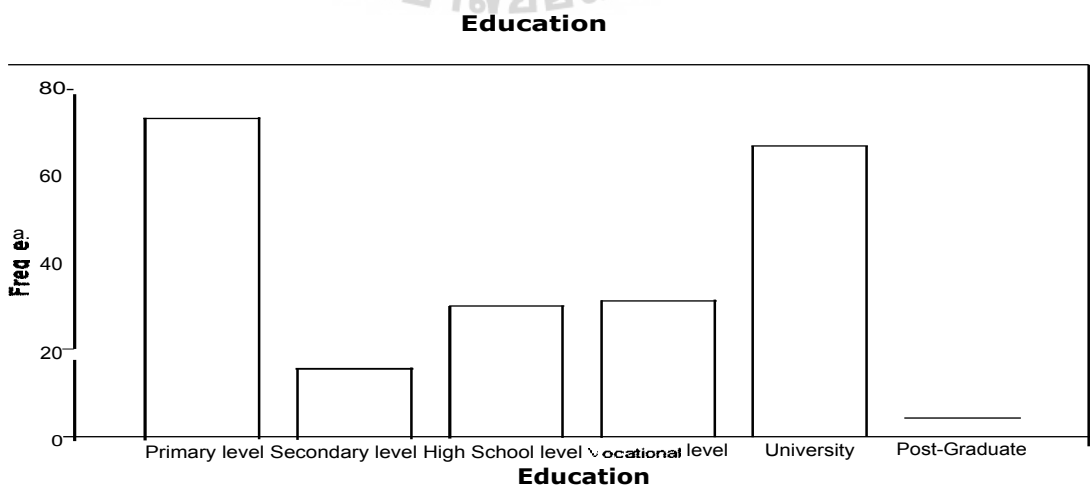
5.1.5 Educational Level

Table 5.5 and Figure 5.5 reveal that the educational level of the majority of the respondents is 'primary level' (33.2%) and followed by 'university level' (30%), 'vocational level' (14.1%), 'high school level' (13.6%), 'secondary level' (7.3%) and only (1.8%) are 'post-graduate'. It can be concluded that the majority of educational level of the respondents was primary level in this study.

Table 5.5 Educational Level of the Respondents

Educational level				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Primary level	73	33.2	33.2	33.2
Secondary level	16	7.3	7.3	40.5
High School level	30	13.6	13.6	54.1
Vocational level	31	14.1	14.1	68.2
University	66	30.0	30.0	98.2
Post-Graduate	4	1.8	1.8	100.0
Total	220	100.0	100.0	

Figure 5.5 the Educational Level of Respondents



## 5.2 Descriptive Analysis of the Local Community's Attitudes toward Home Stay Tourism Impacts

### 5.2.1 Positive Socio-Cultural Impacts

Table 5.6 illustrates that the local community in Na Jok perceive that home stay tourism can promote the community to be a new tourism attraction ( $M=4.37$ ), and home stay will generate cultural exchanges between local people and tourists ( $M=4.33$ ), home stay also can preserve traditions, customs, wisdom and culture to the next generations ( $M=4.33$ ).

The overall of respondents' attitudes were agreeing (4.33), which mean the respondents hold a good attitude toward the positive socio-cultural impacts.

**Table 5.6 Positive Socio-Cultural Impacts**

Descriptive Statistics				
Positive Socio-Cultural Impacts	N	Mean	Std. Deviation	Interpretation
Q.5 Home stay will generate cultural exchanges between local people and tourists	220	4.33	.705	Agree
Q.6 Home stay can preserve traditions, customs, wisdom and cultural to the next generations	220	4.33	.710	Agree
Q.7 Home stay can promote the community to be a new tourism attraction in Nakhon Phanom Province	220	4.37	.687	Agree
Q.8 Home stay tourism creates harmony and strength within the community	220	4.30	.704	Agree
Valid N (listwise)	220	4.33		Agree

Source: Developed for this study



### 5.2.2 Positive Economic Impacts

Table 5.7 shows that the local community think that the most positive impacts from the economic aspect is home stay can generate extra income and jobs to the local people (M=4.19). At the same time, other statements of the local community hold the positively attitudes. Because the respondents also agreed with these statements: 'home stay improve the basic infrastructure (water, roads, electricity)' (M=3.67), 'home stay encourages spending of both time and money in the community' (M=3.95), and 'home stay tourism income helps the local people improve the standard of their living' (M=3.85).

However, the overall attitudes were agree (M=3.91), that the economic impacts helps the community positively.

**Table 5.7 Positive Economic Impacts**

Descriptive Statistics				
Positive Economic Impacts	N	Mean	Std. Deviation	Interpretation
Q.9 Home stay can generate extra income and jobs to local people	220	4.19	2.701	Agree
Q.10 Home stay improves the basic infrastructure( water, roads, electricity)	220	3.67	1.199	Agree
Q.11 Home stay encourages spending of both time and money in the community	220	3.95	.877	Agree
Q.12 Home stay tourism income helps the local people improve the standard of their living	220	3.85	.671	Agree
Valid N (listwise)	220	3. <sup>91</sup>		Agree

Source: Developed for this study

### 5.2.3 Positive Environmental Impacts

As shown in Table 5.8, the local people think the home stay tourism do not help improve the systematic management of waste (M=2.71). However, the respondents hold the positive attitudes for other statements: 'home stay increases awareness of natural resources among the community members' (M=3.83), 'Home stay makes the local people concern about natural heritage, respect of traditions, culture and social structures' (M=3.71), and 'Home stay creates a sense of love for natural resources and environment' (M=3.83). Hence, the respondents hold overall attitudes as positive in term of positive environmental impacts.

**Table 5.8 Positive Environmental Impacts**

Descriptive Statistics				
Positive Environmental Impacts	N	Mean	Std. Deviation	Interpretation
Q.13 Home stay increases awareness of natural resources among the community members	220	3.83	.713	Agree
Q.14 Home stay tourism helps improve the systematic management of waste	220	2.71	1.302	Disagree
Q.15 Home stay makes the local people concern about natural heritage, respect of traditions, culture and social structures	220	3.71	.780	Agree
Q.16 Home stay creates a sense of love for natural resources and environment	220	3.83	.718	Agree
Valid N (listwise)	220	3.52		Agree

Source: Developed for this study

### 5.2.4 Negative Socio-Cultural Impacts

According to Table 5.9, it shows that the negative impacts of socio-cultural is home stay makes the local people change their ways of living ( $M=3.48$ ). However, the other statements show 'home stay tourism affects to changes to the local social activities' ( $M=2.26$ ), which means the respondents disagree that this issue affect changes to their socio-cultural aspect, 'Home stay creates misunderstandings/quarrels between the local people and tourists' ( $M=1.91$ ), which means the respondents strongly disagree with this statement. And, 'Home stay affects young generations to be exposed to modern fashion from tourists (i.e. spaghetti string, short pants) ( $M=2.23$ ).

Finally, the respondents' overall attitudes ( $M=2.47$ ), show disagreement in term of negative socio-cultural impacts.

**Table 5.9 Negative Socio-Cultural Impacts**

Descriptive Statistics				
Negative Socio-Cultural Impacts	N	Mean	Std. Deviation	Interpretation
Q.17 Home stay makes the local people change their ways of living	220	3.48	1.013	Neutral
Q.18 Home stay tourism affects changes to the local social activities	220	2.26	1.225	Disagree
Q.19 Home stay creates misunderstandings/quarrels between the local people and tourists	220	1.91	1.065	Strongly Disagree
Q.20 Home stay affect young generations to be exposed to modern fashion from tourists (i.e. spaghetti string, short pants)	220	2.23	1.232	Disagree
Valid N (listwise)	220	2.47		Disagree

Source: Developed for this study

### 5.2.5 Negative Economic Impacts

From Table 5.10, the results show that the respondents agreed with the statement, 'home stay affects the cost of living to be higher' (M=4.15), which the respondents perceive as negative impacts. However, the results also show that the respondents agreed that these statements make the negative impacts to the community too, 'home stay program affects the economic dependence of the local people' (M=3.60), and 'home stay needs to import consumer products from outside the community' (M=3.72). Anyway, the respondents disagreed with the statement that, 'home stay create a conflict of interests between local people in the community' (M=1.85), which means home stay does not make a conflict between the local people.

Finally, the respondents hold the overall attitude as neutral (M=3.33) in term of negative economic impacts.

**Table 5.10 Negative Economic Impacts**

Descriptive Statistics				
Negative Economic Impacts	N	Mean	Std. Deviation	Interpretation
Q.21 Home stay affects the cost of living to be higher	220	4.15	4.074	Agree
Q.22 Home stay program affects the economic dependence of the local people	220	3.60	1.225	Agree
Q.23 Home stay needs to import consumer products from outside community	220	3.72	1.151	Agree
Q.24 Home stay create a conflict of interests between the local people in the community	220	1.85	1.131	Disagree
Valid N (listwise)	220	3.33		Neutral

Source: Developed for this study

## 5.2.6 Negative Environmental Impacts

According to Table 5.11, it shows the results that the respondents disagree with all statements of negative environment impacts. They include; 'home stay creates waste problems' (M=1.52), 'home stay tourism affect to crowding' (M=1.36), 'home stay destroys local natural resources and landscape' (M=1.27), and 'home stay causes air and noise pollution' (M=1.33). Moreover, the overall attitudes show (M=1.37), which means the negative environmental impacts from home stay do not affect negative impacts to the local community and the respondents hold positive attitudes.

**Table 5.11 Negative Environmental Impacts**

Descriptive Statistics				
Negative Environmental Impacts	N	Mean	Std. Deviation	Interpretation
Q.25 Home stay creates waste problems	220	1.52	.868	Strongly disagree
Q.26 Home Stay tourism affects crowding	220	1.36	.778	Strongly disagree
Q.27 Home Stay destroys local natural resources and landscape	220	1.27	.645	Strongly disagree
Q.28 Home stay causes air and noise pollution	220	1.33	.717	Strongly disagree
Valid N (listwise)	220	1.37		Strongly disagree

Source: Developed for this study



5.3 Results of Hypotheses Testing

5.3.1 Hypothesis 1

Ho 1: There is no significant difference in the attitude of local community toward positive socio-cultural impacts based on gender.

Hal: There is a significant difference in the attitude of local community toward positive socio-cultural impacts based on gender.

Statistic: One-way ANOVA	
Significant level: 0.05	Significant value > 0.05, Accept Ho
	Significant value < 0.05, Reject Ho

As shown in Table 5.3.1, all four statements have a significance value more than 0.05, For the statement, 'Home stay will generate cultural exchanges between the local people and tourists', the significant value is 0.831, 'Home stay can preserve traditions, customs, wisdom and culture to the next generation', the significant value is 0.694; 'Home stay can promote the community to be a new tourism attraction in Nakhon Phanom Province', the significant value is 0.361; 'Home stay tourism creates harmony and strength within the community'. The significant value is 0.334, which is greater than 0.05, so the null hypothesis failed to reject, meaning that there is no significant difference in the positive socio-cultural attitude of local community based on gender. Meaning between gender (male, female and others) attitudes of the respondents do not difference toward positive socio-cultural impacts.

**Table 5.3.1 One-Way ANOVA Test for Hypothesis 1**

ANOVA					
	Sum of Squares	Df	Mean Square	F	Sig.
Q.5 Home stay will generate cultural exchanges between the local people and tourists	Between Groups Within Groups Total	2 217 219	.093 .500	.186	.831
Q.6 Home stay can preserve traditions, customs, wisdom and culture to the next generations	Between Groups Within Groups Total	2 217 219	.186 .507	.366	.694
Q.7 Home stay can promote the community to be a new tourism attraction in Nakhon Phanom Province	Between Groups Within Groups Total	2 217 219	.484 .472	1.024	.361
Q.8 Home stay tourism creates harmony and strength within the community	Between Groups Within Groups Total	2 217 219	.547 .495	1.103	.334

Source: Developed for this study

### 5.3.2 Hypothesis 2

Ho2: There is no significant difference in the attitude of local community toward positive socio-cultural impacts based on age.

Ha2: There is a significant difference in the attitude of local community toward positive socio-cultural impacts based on age.

Statistic: One-way ANOVA	
Significant level: 0.05	Significant value > 0.05, Accept Ho
	Significant value < 0.05, Reject Ho

There are four statements about the positive socio-cultural impacts and five age groups. It is revealed in Table 5.3.2 below. There is one statement which has a significant value less than 0.05, so the null hypothesis is rejected. This is 'Home stay can preserve traditions, customs, wisdom and culture to the next generations', which a significant value is 0.011. It means there is a significant difference in the positive socio-cultural attitude of local community based on age. (see Table 5.3.2).

However, there are three statements which have a significant value of more than 0.05. These include 'Home stay will generate cultural exchanges between the local people and tourists', the significant value is 0.57; 'Home stay can promote the community to be a new tourism attraction in Nakhon Phanom Province', the significant value is 0.152. 'Home stay tourism creates harmony and strength within the community', the significant value is 0.51.

**Table 5.3.2 One-Way ANOVA Test for Hypothesis 2**

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Q.5 Home stay will generate cultural exchanges between the local people and tourists	Between Groups	4.515	4	1.129	2.328	.057
	Within Groups	104.262	215	.485		
	Total	108.777	219			
Q.6 Home stay can preserve traditions, customs, wisdom and culture to the next generations	Between Groups	6.437	4	1.609	3.327	.011*
	Within Groups	103.999	215	.484		
	Total	110.436	219			
Q.7 Home stay can promote the community to be a new tourism attraction in Nakhon Phanom Province	Between Groups	3.163	4	.791	1.696	.152
	Within Groups	100.273	215	.466		
	Total	103.436	219			
Q.8 Home stay tourism creates harmony and strength within the community	Between Groups	4.636	4	1.159	2.397	.051
	Within Groups	103.959	215	.484		
	Total	108.595	219			

Source: Developed for this study

### Post Hoc test for Hypothesis 2

The Least Significant Difference (LSD) test was used in this study in order to compare the differences among groups. Table 5.3.2.1 has shown the details of differences among the ages of the respondents.

**Table 5.3.2.1 Compare Differences among Ages**

<b>Local Community's Attitudes</b>	<b>F-value/ P-value</b>	<b>Comparison I &gt; J</b>	<b>Mean difference (I – J)</b>
Q.6 Home stay can preserve traditions, customs, wisdom and culture to the next generations	F = 3.327 Sig .011*	20-29 years > Above 50 40-49 years > Above 50	.414* .298*

\*. The mean difference is significant at the 0.05 level.

Source: Developed for this study

#### **Q.6: Home stay can preserve traditions, customs, wisdom and culture to the next generations**

As shown in Table 5.3.2.1, the respondents whose ages are between 20-29 years and 40-49 years agree that home stay can preserve traditions, customs, wisdom and culture to the next generations. At the same time, the respondents' age above 50 disagree with this statement. Respondents aged between 20-29 years and 40-49 years think that the home stay can help the community to preserve traditions to the next generations because they are new generations and they have chance to study and realize the benefits from tourism. So, this group of respondents agrees with this statement. Meanwhile, the respondents whose ages are above 50 years are older people in the community and in the past they may not have a chance to study about the advantages of tourism. So, this makes them think that tourism does not help the community much so they disagree that the home stay can preserve traditions, customs, wisdom and culture to the next generations. Therefore, the statement Q.6, 'Home stay can preserve traditions, customs, wisdom and culture to the next generations', was rejected by the null hypothesis. This means that other three statements based on the positive socio-cultural attitude of the local community based on gender have no significant difference.



### 5.3.3 Hypothesis 3

Ho3: There is no significant difference in the attitude of local community toward positive socio-cultural impacts based on income.

Ha3: There is a significant difference in the attitude of local community toward positive socio-cultural impacts based on income.

Statistic: One-way ANOVA	
Significant level: 0.05	Significant value > 0.05, Accept Ho
	Significant value < 0.05, Reject Ho

As shown in Table 5.3.3, all statements have the significance value more than 0.05 which are the following; 'Home stay will generate cultural exchanges between the local people and tourists', the significant value is 0.149; 'Home stay can preserve traditional, customs, wisdom and culture to the next generations', the significant value is 0.128; 'Home stay can promote the community to be a new tourism attraction in Nakhon Phanom Province', the significant value is 0.197; and 'Home stay tourism creates harmony and strength within community', the significant value is 0.127.

So, the null hypothesis is failed to reject, meaning that there is no significant difference in the positive socio-cultural attitude of the local community based on income. Meaning the respondents which have different level of income they do have the same attitudes toward the positive socio-cultural impacts.

**Table 5.3.3 One-Way ANOVA Test for Hypothesis 3**

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Q.5 Home stay will generate cultural exchanges between the local people and tourists	Between Groups	3.353	4	.838	1.709	.149
	Within Groups	105.424	215	.490		
	Total	108.777	219			
Q.6 Home stay can preserve traditions, customs, wisdom and culture to the next generations	Between Groups	3.599	4	.900	1.811	.128
	Within Groups	106.837	215	.497		
	Total	110.436	219			
Q.7 Home stay can promote the community to be a new tourism attraction in Nakhon Phanom Province	Between Groups	2.849	4	.712	1.523	.197
	Within Groups	100.587	215	.468		
	Total	103.436	219			
Q.8 Home stay tourism creates harmony and strength within the community	Between Groups	3.548	4	.887	1.815	.127
	Within Groups	105.048	215	.489		
	Total	108.595	219			

Source: Developed for this study

#### 5.3.4 Hypothesis 4

Ho4: There is no significant difference in the attitude of local community toward positive socio-cultural based on education.

Ha4: There is a significant difference in the attitude of local community toward positive socio-cultural based on education.

Statistic: One-way ANOVA	
Significant level: 0.05	Significant value > 0.05, Accept Ho
	Significant value < 0.05, Reject Ho

There are four statements about the positive socio-cultural impacts and six educational levels. It is revealed in Table 5.3.4. There are two statements, which have a significant value less than 0.05, so the null hypothesis is rejected. They include 'Home stay can preserve traditions, customs, wisdom and culture to the next generations', which significant value of 0.002, and 'Home stay tourism creates harmony and strength within community', which a significant value is 0.001. It means there is a significant difference in the positive socio-cultural attitude of the local community based on education (see Table 5.3.4).

However, there are two statements which have a significant value more than 0.05. These include 'Home stay will generate cultural exchanges between the local people and tourists', the significant value is 0.109; 'Home stay can promote the community to be a new tourism attraction in Nakhon Phanom Province', the significant value is 0.287.

The null hypothesis testing rejected, which means there is a significant difference in the positive socio-cultural attitude of the local community based on education.

**Table 5.3.4 One-Way ANOVA Test for Hypothesis 4**

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Q.5 Home stay will generate cultural exchanges between the local people and tourists	Between Groups	5	.890	1.825	.109
	Within Groups	214	.488		
	Total	219			
Q.6 Home stay can preserve traditions, customs, wisdom and culture to the next generations	Between Groups	5	1.909	4.049	<b>.002*</b>
	Within Groups	214	.471		
	Total	219			
Q.7 Home stay can promote the community to be a new tourism attraction in Nakhon Phanom Province	Between Groups	5	.587	1.251	.287
	Within Groups	214	.470		
	Total	219			
Q.8 Home stay tourism creates harmony and strength within the community	Between Groups	5	1.936	4.189	<b>.001*</b>
	Within Groups	214	.462		
	Total	219			

Source: Developed for this study

#### Post Hoc test for Hypothesis 4

The Least Significant Difference (LSD) test was used in this study in order to compare the differences among groups. Table 5.3.4.1 has shown the details of the differences among ages of the respondents.

**Table 5.3.4.1 Compare Differences among Educational Level**

Local Community's Attitudes	F-value/ P-value	Comparison I > J	Mean difference (I - J)
Q.6 Home stay can preserve traditions, customs, wisdom and culture to the next generations	F = 4.049 Sig .002*	Vocational level > Primary level	.480*
Q.8 Home stay tourism creates harmony and strength within the community	F = 4.189 Sig .001*	Vocational level > Primary level > High school level	.383* .412*

\* The mean difference is significant at the 0.05 level.

Source: Developed for this study

#### **Q.6 Home stay can preserve traditions, customs, wisdom and culture to the next generations**

As shown in Table 5.3.4.1, the respondents with vocational level tend to have more positive attitudes that home stay can preserve traditions, customs, wisdom and culture to the next generations. At the same time, the respondents with primary level seem to agree less with this statement. The respondents with vocational level agree that the impacts from home stay tourism are positive because the majority of this group of respondents' level of education may be higher than primary level and this makes these groups of people understand the benefits and value of tourism that can help the community preserve the traditions to the next generations.

However, the respondents with primary level can change their attitudes if they have a chance to learn more about the pros and cons of tourism.



## **Q.8 Home stay tourism creates harmony and strength within the community**

As shown in Table 5.3.4.1, the respondents with vocational level tend to have more positive attitudes that home stay tourism creates harmony and strength within the community. On the other hand, the respondents with primary level and high school level seem to have less positive attitudes. Based on the findings that the educational level of older people in this community were primary and high school level, it supports why this group of respondents have different attitudes compared with the respondents' who have vocational degree. Moreover, young residents or new generations seem to have more positive attitudes toward tourism development and the higher education they have, the higher positive attitudes they might have as well.



### 5.3.5 Hypothesis 5

Ho5: There is no significant difference in the attitude of local community toward positive economic impacts based on gender.

Ha5: There is a significant difference in the attitude of local community toward positive economic impacts based on gender.

Statistic: One-way ANOVA	
Significant level: 0.05	Significant value > 0.05, Accept Ho
	Significant value < 0.05, Reject Ho

As shown in Table 5.3.5, it illustrates that all four statements have a significance value more than 0.05. These include 'Home stay can generate extra income and jobs to the local people', the significant value is 0.572; 'Home stay improved the basic infrastructure (water, roads, electricity)', the significant value is 0.398; 'Home stay encourages spending of both time and money in the community', the significant value is 0.371; 'Home stay tourism income helps the local people improve the standard of their living', the significant value is 0.361. This is greater than 0.05, so the null hypothesis failed to reject, meaning that there is no significant difference in the positive economic attitude of the local community based on gender. Meaning between gender (male, female and others), the respondents do have the same attitudes toward positive economic impacts.

**Table 5.3.5 One-Way ANOVA Test for Hypothesis 5**

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Q.9 Home stay can generate extra income and jobs to the local people	Between Groups	8.209	2	4.105	.560	.572
	within Groups	1589.150	217	7.323		
	Total	1597.359	219			
Q.10 Home stay improves the basic infrastructure( water, roads, electricity)	Between Groups	2.663	2	1.331	.926	.398
	Within Groups	312.115	217	1.438		
	Total	314.777	219			
Q.11 Home stay encourages spending of both time and money in the community	Between Groups	1.531	2	.766	.995	.371
	Within Groups	166.919	217	.769		
	Total	168.450	219			
Q.12 Home stay tourism income helps the local people improve the standard of their living	Between Groups	.923	2	.462	1.024	.361
	Within Groups	97.822	217	.451		
	Total	98.745	219			

Source: Developed for this study

5.3.6 Hypothesis 6

Ho6: There is no significant difference in the attitude of local community toward positive economic impacts based on age.

Ha6: There is a significant difference in the attitude of local community toward positive economic impacts based on age.

Statistic: One-way ANOVA	
Significant level: 0.05	Significant value > 0.05, Accept Ho
	Significant value < 0.05, Reject Ho

There are four statements about the positive economic impacts and five age groups. It is revealed in Table 5.3.6. There are two statements which have a significant value less than 0.05, so the null hypothesis is rejected. These include, 'Home stay improves the basic infrastructure (water, roads, electricity)', with significant value of 0.035, and 'Home stay tourism income helps the local people improve the standard of their living', with a significant value of 0.037. It means there is a significant difference in the positive economic attitude of the local community based on age. (See Table 5.3.6).

However, there are two statements which have a significant value more than 0.05. These include 'Home stay can generate extra income and jobs to the local people', the significant value is 0.220; 'Home stay encourages spending of both time and money in the community', the significant value is 0.649.

**Table 5.3.6 One-Way ANOVA Test for Hypothesis 6**

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Q.9 Home stay can generate extra income and jobs to the local people	Between Groups	41.812	4	10.453	1.445	.220
	Within Groups	1555.547	215	7.235		
	Total	1597.359	219			
Q.10 Home stay improves the basic infrastructure( water, roads, electricity)	Between Groups	14.749	4	3.687	2.642	<b>.035*</b>
	Within Groups	300.029	215	1.395		
	Total	314.777	219			
Q.11 Home stay encourages spending of both time and money in the community	Between Groups	1.922	4	.480	.620	.649
	Within Groups	166.528	215	.775		
	Total	168.450	219			
Q.12 Home stay tourism income helps the local people improve the standard of their living	Between Groups	4.551	4	1.138	2.597	<b>.037*</b>
	Within Groups	94.195	215	.438		
	Total	98.745	219			

Source: Developed for this study



**Post Hoc test for Hypothesis 6**

The Least Significant Difference (LSD) test was used in this study in order to compare the differences among groups. Table 5.3.6.1 has shown the details of the differences among ages of respondents.

**Table 5.3.6.1 Compare Differences among Ages**

Local Community's Attitudes	F-value/ P-value	Comparison I > J	Mean difference (I - J)
Q.10 Home stay improves the basic infrastructure( water, roads, electricity)	F = 2.642 Sig .035*	20-29 years > 30-39 years > 40-49 years	.725* .460*
Q.12 Home stay tourism income helps the local people improve the standard of their living	F = 2.597 Sig .037*	20-29 years > Above 50 40-49 years > Above 50	.346* .301*

\* The mean difference is significant at the 0.05 level.

Source: Developed for this study

**Q.10 Home stay improves the basic infrastructure (water, roads, electricity)**

Tables 5.3.6.1 show the details of the differences among ages. It can be concluded that the respondents with the age group between 20-29 years old seem to have more positive attitudes than the respondents' age groups between 30-39 years old and 40-49 years old. According to Kotler's theory, the residents in different ages influence the residents' attitudes toward tourism development. Hence, the younger residents seem to have more positive attitudes. Another factor that affects the attitudes might be the education of respondents too. This finding has been confirmed in many previous studies. According to Hannam (2010) stated that by providing home stay

program the infrastructure of the village has been developed as well as the increasing local employment.

Thus, the null hypothesis testing is rejected, which means, there is a significant difference in the positive economic attitude of the local community in two statements based on age.

**Q.12 Home stay tourism income helps the local people improve the standard of their living**

Table 5.3.6.1 showed that the respondents who belong in the different ages can have different attitudes toward tourism development. In this study the respondents whose age groups are between 20-29 years old and 40-49 years old tend to have more positive attitudes than the older people. People in the past have few chances to go to school; therefore, the knowledge about advantages of tourism might not show clearly in the past. It might be one factor that makes older people not perceive benefits of tourism development. Hence, the null hypothesis testing is rejected, which mean, there is a significant difference in the positive economic attitude of the local community based on age.

### 5.3.7 Hypothesis 7

Ho7: There is no significant difference in the attitude of local community toward positive economic impacts based on income.

Hal: There is a significant difference in the attitude of local community toward positive economic impacts based on income.

Statistic: One-way ANOVA	
Significant level: 0.05	Significant value > 0.05, Accept Ho
	Significant value < 0.05, Reject Ho

Table 5.3.7, illustrates that all four statements have a significance value more than 0.05. These include 'Home stay can generate extra income and jobs to the local people', the significant value is 0.829; 'Home stay improves the basic infrastructure (water, roads, electricity)', the significant value is 0.087; 'Home stay encourages spending of both time and money in the community', the significant value is 0.364; 'Home stay tourism income helps the local people improve the standard of their living', the significant value is 0.266.

This means the significant value is greater than 0.05, so the null hypothesis is failed to reject, meaning that there is no significant difference in the positive economic attitude of the local community based on income. Meaning that the different in income do not effect to make the attitudes difference or it mean the attitude of local community are not difference toward positive economic impacts.

**Table 5.3.7 One-Way ANOVA Test for Hypothesis 7**

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Q.9 Home stay can generate extra income and jobs to the local people	Between Groups	10.966	4	2.741	.372	.829
	within Groups	1586.394	215	7.379		
	Total	1597.359	219			
Q.10 Home stay improves the basic infrastructure( water, roads, electricity)	Between Groups	11.637	4	2.909	2.063	.087
	within Groups	303.140	215	1.410		
	Total	314.777	219			
Q.11 Home stay encourages spending of both time and money in the community	Between Groups	3.338	4	.835	1.087	.364
	Within Groups	165.112	215	.768		
	Total	168.450	219			
Q.12 Home stay tourism income helps the local people improve the standard of their living	Between Groups	2.354	4	.588	1.313	.266
	Within Groups	96.392	215	.448		
	Total	98.745	219			

Source: Developed for this study

5.3.8 Hypothesis 8

Hob: There is no significant difference in the attitude of local community toward positive economic impacts based on education.

Ha8: There is a significant difference in the attitude of local community toward positive economic impacts based on education.

Statistic: One-way ANOVA	
Significant level: 0.05	Significant value > 0.05, Accept Ho
	Significant value < 0.05, Reject Ho

There are four statements about the positive economic impacts and six educational levels. It is revealed in Table 5.3.8. There are two statements which have a significant value less than 0.05, so the null hypothesis is rejected. These include 'Home stay improves the basic infrastructure (water, roads, electricity)', with a significant value of 0.014, and 'Home stay tourism income helps the local people improve the standard of their living', with a significant value of 0.047. It means there is a significant difference in the positive economic attitude of the local community based on age. (see Table 5.3.8).

However, there are two statements which have a significant value more than 0.05. These include 'Home stay can generate extra income and jobs to the local people', the significant value is 0.966; 'Home stay encourages spending of both time and money in the community', the significant value is 0.110.

The null hypothesis testing is rejected, which means, there is a significant difference in the positive economic attitude of the local community based on education.



**Table 5.3.8 One-Way ANOVA Test for Hypothesis 8**

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Q.9 Home stay can generate extra income and jobs to the local people	Between Groups	7.107	5	1.421	.191	.966
	Within Groups	1590.252	214	7.431		
	Total	1597.359	219			
Q.10 Home stay improves the basic infrastructure( water, within roads, electricity)	Between Groups	20.120	5	4.024	2.923	<b>.014*</b>
	Within Groups	294.657	214	1.377		
	Total	314.777	219			
Q.11 Home stay encourages spending of both time and money in the community	Between Groups	6.877	5	1.375	1.822	.110
	Within Groups	161.573	214	.755		
	Total	168.450	219			
Q.12 Home stay tourism income helps the local people improve the standard of their living	Between Groups	5.016	5	1.003	2.290	<b>.047*</b>
	Within Groups	93.730	214	.438		
	Total	98.745	219			

Source: Developed for this study

## Post Hoc test for Hypothesis 8

The Least Significant Difference (LSD) test was used in this study in order to compare the differences among groups. Table 5.3.8.1 has shown the details of the differences among ages of respondents.

**Table 5.3.8.1 Compare Differences among Educational Levels**

Local Community's Attitudes	F-value/ P-value	Comparison I > J	Mean difference (I - J)
Q.10 Home stay improves the basic infrastructure(water, roads, electricity)	F = 2.923 Sig .014*	High school level > Primary level	.874*
		> Secondary level	.867*
		> University level	.867*
Q.12 Home stay tourism income helps the local people improve the standard of their living	F = 2.290 Sig .047*	University level > Primary level	.303*
		> Secondary level	.390*

\* The mean difference is significant at the 0.05 level.

Source: Developed for this study

### Q.10 Home stay improves the basic infrastructure (water, roads, electricity)

From Table 5.3.8.1, the data show that the difference in levels of education which is contrasted with many previous studies that the higher education might result in higher positive attitudes. The respondents with university degree agree the home stay helps the community to improve the basic infrastructures. This study shows the fact that the educational level might not guarantee that they will have higher positive attitudes. The respondents with high school level tend to have more positive attitudes than the respondents with primary, secondary and university levels, because the

people who have different levels of education might have different attitudes toward tourism development.

Thus, the null hypothesis testing is rejected, which means, there is a significant difference in the positive economic attitude of the local community based on education.

#### **Q.12 Home stay tourism income helps the local people improve the standard of their living**

From Post Hoc test, as shown in Table 5.3.8.1, the differences among educational levels can influence the respondents attitudes. The respondents with university level have more positive attitudes than primary level and secondary level. It is supported by other previous studies that the higher educational might have higher positive attitudes; hence, the respondents with university level may have a chance to understand the advantages of tourism sector more than the respondents with primary and secondary levels.

Moreover, the fact that tourism helps the local people to have a better life and more income were shown in many previous studies. According to Thompson (2010), stated that the benefits of home stay tourism are not just extra income, job opportunity and development basic infrastructure for the community but also generate the benefits to the tourists too. And the respondents with university level realized the benefits from home stay tourism and they know that it can improve the standard of the local people's living.

### 5.3.9 Hypothesis 9

H<sub>0</sub>: There is no significant difference in the attitude of local community toward positive economic impacts based on gender.

H<sub>a</sub><sub>9</sub>: There is a significant difference in the attitude of local community toward positive economic impacts based on gender.

Statistic: One-way ANOVA	
Significant level: 0.05	Significant value > 0.05, Accept H <sub>0</sub>
	Significant value < 0.05, Reject H <sub>0</sub>

According to Table 5.3.9, the results show that all statements have a significant value more than 0.05. The statements are the following; 'Home stay increases awareness of natural resources among the community members', the significant value is 0.451; 'Home stay tourism helps improve the systematic management of waste', the significant value is 0.276; 'Home stay makes the local people concern about natural heritage, respect of traditional culture and social structures', the significant value is 0.835; and 'Home stay creates a sense of love for natural resources and environment', the significant value is 0.409.

This means the significant value is greater than 0.05, so the null hypothesis is failed to reject, meaning that there is no significant difference in the positive environmental attitude of the local community based on gender.

**Table 5.3.9 One-Way ANOVA Test for Hypothesis 9**

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Q.13 Home stay increases awareness of natural resources among the community members	Between Groups	.815	2	.407	.799	.451
	Within Groups	110.622	217	.510		
	Total	111.436	219			
Q.14 Home stay tourism helps improve the systematic management of wastes	Between Groups	4.380	2	2.190	1.295	.276
	Within Groups	367.002	217	1.691		
	Total	371.382	219			
Q.15 Home stay makes the local people concern about natural heritage, respect of traditional culture and social structures	Between Groups	.221	2	.111	.180	.835
	Within Groups	133.161	217	.614		
	Total	133.382	219			
Q.16 Home stay creates a sense of love for natural resources and environment	Between Groups	.925	2	.462	.897	.409
	Within Groups	111.853	217	.515		
	Total	112.777	219			

Source: Developed for this study



### 5.3.10 Hypothesis 10

Ho 10: There is no significant difference in the attitude of local community toward positive environment impacts based on age.

Ha10: There is a no significant difference in the attitude of local community toward positive environment impacts based on age.

Statistic: One-way ANOVA	
Significant level: 0.05	Significant value > 0.05, Accept Ho
	Significant value < 0.05, Reject Ho

From Table 5.3.10, it reveals that all statements have a significant value more than 0.05. The statements are the following; 'Home stay increases awareness of natural resources among the community members', the significant value is 0.153; 'Home stay tourism helps improve the systematic management of waste', the significant value is 0.149; 'Home stay makes the local people concern about natural heritage, respect of traditional culture and social structures', the significant value is 0.682; and 'Home stay creates a sense of love for natural resources and environment' the significant value is 0.687.

This means the significant value is more than 0.05, so the null hypothesis is failed to reject, meaning there is no significant difference in the positive environmental attitude of the local community based on age.

**Table 5.3.10 One-Way ANOVA Test for Hypothesis 10**

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Q.13 Home stay increases awareness of natural resources among the community members	Between Groups	3.404	4	.851	1.693	.153
	Within Groups	108.033	215	.502		
	Total	111.436	219			
Q.14 Home stay tourism helps improve the systematic management of wastes	Between Groups	11.457	4	2.864	1.711	.149
	Within Groups	359.925	215	1.674		
	Total	371.382	219			
Q.15 Home stay makes the local people concern about natural heritage, respect of traditional culture and social structures	Between Groups	1.410	4	.353	.574	.682
	Within Groups	131.972	215	.614		
	Total	133.382	219			
Q.16 Home stay creates a sense of love for natural resources and environment	Between Groups	1.177	4	.294	.567	.687
	Within Groups	111.600	215	.519		
	Total	112.777	219			

Source: Developed for this study

### 5.3.11 Hypothesis 11

H<sub>0</sub>1 1: There is no significant difference in the attitude of local community toward positive environment impacts based on income.

H<sub>a</sub>1: There is a significant difference in the attitude of local community toward positive environment impacts based on income.

Statistic: One-way ANOVA	
Significant level: 0.05	Significant value > 0.05, Accept H <sub>0</sub>
	Significant value < 0.05, Reject H <sub>0</sub>

As shown in Table 5.3.11, it reveals that all statements have a significant value more than 0.05. The statements are the following; 'Home stay increases awareness of natural resources among the community members', the significant value is 0.101; 'Home stay tourism helps improve the systematic management of waste', the significant value is 0.802; 'Home stay makes the local people concern about natural heritage, respect of traditional culture and social structures', the significant value is 0.194; and 'Home stay creates a sense of love for natural resource and environment', the significant value is 0.346.

So, it means the significant value is more than 0.05, so the null hypothesis is failed to reject, then, there is no significant difference in the positive environmental attitude of the local community based on income.

**Table 5.3.11 One-Way ANOVA Test for Hypothesis 11**

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Q.13 Home stay increases awareness of natural resources among the community members	Between Groups	3.930	4	.982	1.965	.101
	Within Groups	107.507	215	.500		
	Total	111.436	219			
Q.14 Home stay tourism helps improve the systematic management of wastes	Between Groups	2.801	4	.700	.409	.802
	Within Groups	368.581	215	1.714		
	Total	371.382	219			
Q.15 Home stay makes the local people concern about natural heritage, respect of traditional culture and social structures	Between Groups	3.700	4	.925	1.533	.194
	Within Groups	129.682	215	.603		
	Total	133.382	219			
Q.16 Home stay creates a sense of love for natural resources and environment	Between Groups	2.309	4	.577	1.124	.346
	Within Groups	110.468	215	.514		
	Total	112.777	219			

Source: Developed for this study

### 5.3.12 Hypothesis 12

H<sub>0</sub>12: There is no significant difference in the attitude of local community toward positive environment impacts based on education.

H<sub>a</sub>12: There is a significant difference in the attitude of local community toward positive environment impacts based on education.

Statistic: One-way ANOVA	
Significant level: 0.05	Significant value > 0.05, Accept H <sub>0</sub>
	Significant value < 0.05, Reject H <sub>0</sub>

It reveals that all statements have a significant value more than 0.05, as shown in Table 5.3.12. The statements are the following; 'Home stay increases awareness of natural resources among the community members', the significant value is 0.910; 'Home stay tourism helps improve the systematic management of waste', the significant value is 0.162; 'Home stay makes the local people concern about natural heritage, respect of traditional culture and social structures', the significant value is 0.074; and 'Home stay creates a sense of love for natural resource and environment' the significant value is 0.068.

So, it means the significant value is more than 0.05, so the null hypothesis is failed to reject. then, there is no significant difference in the positive environmental attitude of the local community based on education.



**Table 5.3.12 One-Way ANOVA Test for Hypothesis 12**

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Q.13 Home stay increases awareness of natural resources among the community members	Between Groups	.788	5	.158	.305	.910
	Within Groups	110.648	214	.517		
	Total	111.436	219			
Q.14 Home stay tourism helps improve the systematic management of wastes	Between Groups	13.365	5	2.673	1.598	.162
	Within Groups	358.017	214	1.673		
	Total	371.382	219			
Q.15 Home stay makes the local people concern about natural heritage, respect of traditional culture and social structures	Between Groups	6.076	5	1.215	2.043	.074
	Within Groups	127.306	214	.595		
	Total	133.382	219			
Q.16 Home stay creates a sense of love for natural resources and environment	Between Groups	5.250	5	1.050	2.090	.068
	Within Groups	107.527	214	.502		
	Total	112.777	219			

Source: Developed for this study

### 5.3.13 Hypothesis 13

Ho13: There is no significant difference in the attitude of local community toward negative socio-cultural impacts based on gender.

Ha13: There is a significant difference in the attitude of local community toward negative socio-cultural impacts based on gender.

Statistic: One-way ANOVA	
Significant level: 0.05	Significant value > 0.05, Accept Ho
	Significant value < 0.05, Reject Ho

All statements have a significant value more than 0.05, as revealed in Table 5.3.13. The statements are; 'Home stay makes the local people change their ways of living', the significant value is 0.446; 'Home stay tourism affects changes to the local social activities', the significant value is 0.311; 'Home stay creates misunderstandings/quarrels between the local people and tourists', the significant value is 0.236; and 'Home stay affects young generations to be exposed to modern fashion from tourists (i.e. spaghetti string, short pants)', the significant value is 0.852.

Then, it means the significant value is more than 0.05, the null hypothesis is failed to reject. There is no significant difference in the negative socio-cultural attitude of the local community based on gender.

**Table 5.3.13 One-Way ANOVA Test for Hypothesis 13**

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Q.17 Home stay makes the local people change their ways of living	Between Groups	1.669	2	.835	.811	.446
	Within Groups	223.258	217	1.029		
	Total	224.927	219			
Q.18 Home stay tourism affects changes to the local social activities	Between Groups	3.521	2	1.760	1.175	.311
	Within Groups	325.188	217	1.499		
	Total	328.709	219			
Q19 Home stay creates misunderstandings/quarrels between the local people and tourists	Between Groups	3.277	2	1.639	1.452	.236
	Within Groups	244.905	217	1.129		
	Total	248.182	219			
Q.20 Home stay affects young generations to be exposed to modern fashion from tourists (i.e. spaghetti string, short pants)	Between Groups	.491	2	.245	.160	.852
	Within Groups	332.145	217	1.531		
	Total	332.636	219			

Source: Developed for this study

### 5.3.14 Hypothesis 14

Ho14: There is no significant difference in the attitude of local community toward negative socio-cultural impacts based on age.

Ha14: There is a significant difference in the attitude of local community toward negative socio-cultural impacts based on age.

Statistic: One-way ANOVA	
Significant level: 0.05	Significant value > 0.05, Accept Ho
	Significant value < 0.05, Reject Ho

As revealed in Table 5.3.14, all statements have a significant value more than 0.05. The statements are; 'Home stay makes the local people change their ways of living', the significant value is 0.490; 'Home stay tourism affects change to the local social activities', the significant value is 0.774; 'Home stay creates misunderstandings /quarrels between the local people and tourists', the significant value is 0.051; and 'Home stay affects young generations to be exposed to modern fashion from tourists (i.e. spaghetti string, short pants)', the significant value is 0.369.

Then, it means the significant value is more than 0.05, the null hypothesis is failed to reject. There is no significant difference in the negative socio-cultural attitude of the local community based on age.

**Table 5.3.14 One-Way ANOVA Test for Hypothesis 14**

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Q.17 Home stay makes the local people change their ways of living	Between Groups	3.533	4	.883	.858	.490
	Within Groups	221.394	215	1.030		
	Total	224.927	219			
Q.18 Home stay tourism affects changes to the local social activities	Between Groups	2.718	4	.680	.448	.774
	Within Groups	325.991	215	1.516		
	Total	328.709	219			
Q19 Home stay creates misunderstandings/quarrels between the local people and tourists	Between Groups	10.628	4	2.657	2.405	.051
	Within Groups	237.554	215	1.105		
	Total	248.182	219			
Q.20 Home stay affects young generations to be exposed to modern fashion from tourists (i.e. spaghetti string, short pants)	Between Groups	6.532	4	1.633	1.077	.369
	Within Groups	326.105	215	1.517		
	Total	332.636	219			

Source: Developed for this study



### 5.3.15 Hypothesis 15

Ho 15: There is no significant difference in the attitude of local community toward negative socio-cultural impacts based on income.

Ha15: There is a significant difference in the attitude of local community toward negative socio-cultural impacts based on income.

Statistic: One-way ANOVA	
Significant level: 0.05	Significant value > 0.05, Accept Ho
	Significant value < 0.05, Reject Ho

There are four statements about the positive socio-cultural impacts and five income levels. It is revealed in Table 5.3.15 below.

There is one statement which has a significant value less than 0.05, so the null hypothesis is rejected. This is 'Home stay tourism affects change to the local social activities', with a significant value is 0.013, It means there is a significant difference in the negative socio-cultural attitude of the local community based on income. (See Table 5.3.15).

However, there are three statements which have a significant value more than 0.05. These include 'Home stay makes the local people change their way of living', the significant value is 0.646; 'Home stay creates misunderstandings/quarrels between local people and tourists', the significant value is 0.092; 'Home stay affects young generations to be exposed to modern fashion from tourists (i.e. spaghetti string, short pants)', the significant value is 0.176.

**Table 5.3.15 One-Way ANOVA Test for Hypothesis 15**

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Q.17 Home stay makes the local people change their ways of living	Between Groups	2.579	4	.645	.624	.646
	Within Groups	222.348	215	1.034		
	Total	224.927	219			
Q.18 Home stay tourism affects changes to the local social activities	Between Groups	18.732	4	4.683	3.248	<b>.013*</b>
	Within Groups	309.977	215	1.442		
	Total	328.709	219			
Q19 Home stay creates misunderstandings/quarrels between the local people and tourists	Between Groups	9.014	4	2.254	2.026	.092
	Within Groups	239.168	215	1.112		
	Total	248.182	219			
Q.20 Home stay affects young generations to be exposed to modern fashion from tourists (i.e. spaghetti string, short pants)	Between Groups	9.596	4	2.399	1.597	.176
	Within Groups	323.041	215	1.503		
	Total	332.636	219			

Source: Developed for this study

### Post Hoc test for Hypothesis 15

The Least Significant Difference (LSD) test was used in this study in order to compare the differences among groups. Table 5.3.15.1 has shown the details of the differences among the income of respondents.

**Table 5.3.15.1 Compare Differences among Income**

Local Community's Attitudes	F-value/ P-value	Comparison I > J	Mean difference (I - J)
Q.18 Home stay tourism affects changes to the local social activities	F = 3.248 Sig .013*	25,001 - 35,000 Baht > Less than 5,000Baht	.887*
		> 5,001 - 15,000 Baht	.663*
		> 15,001 - 25,000 Baht	.756*
		> More than 35,001 Baht	.696*

\* The mean difference is significant at the 0.05 level.

Source:

Developed for this study

#### **Q.18 Home stay tourism affects changes to the local social activities**

As shown in Post Hoc test, Table 5.3.15.1, it reveals that the respondents with higher income, '25,001-35,000 Baht', can perceive more negative impacts from socio-cultural than the respondents with lower income, the respondents with '5,001-15,000 Baht', and '15,001-25,000 Baht'. This is one factor that can affect to the attitudes. The higher income respondents perceive more negative impacts from tourism because they may have a chance to encounter with the socio-cultural impacts but the respondents with lower income might not concern about the tourism impact due to the fact that mostly they are farmers and they do not directly encounter the tourism sector.

However, one item has shown the contrasting fact that the respondents with income more than 35,0001 baht have less negative attitudes than the respondents with 25,001-35,000 Baht.

Then, the null hypothesis is rejected. There is a significant difference in the negative socio-cultural attitude of the local community in the two statements based on income.

## Hypothesis 16 Education

Ho1 6: There is no significant difference in the attitude of local community toward negative socio-cultural impacts based on education.

Hal 6: There is a significant difference in the attitude of local community toward negative socio-cultural impacts based on education.

Statistic: One-way ANOVA	
Significant level: 0.05	Significant value > 0.05, Accept Ho
	Significant value < 0.05, Reject Ho

There are four statements about the negative socio-cultural impacts and six educational levels. It is revealed in Table 5.3.15 below.

There is one statement which has a significant value less than 0.05, so the null hypothesis is rejected. This is 'Home stay makes the local people change their ways of living', with a significant value of 0.037, It means there is a significant difference in the negative socio-cultural attitude of the local community based on education (see Table 5.3.16).

However, there are three statements which have a significant value more than 0.05. These include 'Home stay tourism affects changes to the local social activities', the significant value is 0.360; 'Home stay creates misunderstandings/quarrels between the local people and tourists', the significant value is 0.811; 'Home stay affects young generations to be exposed to modern fashion from tourists (i.e. spaghetti string, short pants)', the significant value is 0.137.

**Table 5.3.16 One-Way ANOVA Test for Hypothesis 16**

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Q.17 Home stay makes the local people change their ways of living	Between Groups	12.054	5	2.411	2.423	<b>.037*</b>
	Within Groups	212.874	214	.995		
	Total	224.927	219			
Q.18 Home stay tourism affects changes to the local social activities	Between Groups	8.255	5	1.651	1.103	.360
	Within Groups	320.454	214	1.497		
	Total	328.709	219			
Q19 Home stay creates misunderstandings/quarrels between the local people and tourists	Between Groups	2.601	5	.520	.453	.811
	Within Groups	245.581	214	1.148		
	Total	248.182	219			
Q.20 Home stay affects young generations to be exposed to modern fashion from tourists (i.e. spaghetti string, short pants)	Between Groups	12.686	5	2.537	1.697	.137
	Within Groups	319.950	214	1.495		
	Total	332.636	219			

Source: Developed for this study

### Post Hoc test for Hypothesis 16

The Least Significant Difference (LSD) test was used in this study in order to compare the differences among groups. Table 5.3.16.1 has shown the details of the differences among the educational levels of respondents.

**Table 5.3.16.1 Compare Differences among Educational Level**

<b>Local Community's Attitudes</b>	<b>F-value/ P-value</b>	<b>Comparison I &gt; J</b>	<b>Mean difference (I - J)</b>
Q.17 Home stay makes the local people change their ways of living	F = 2.423 Sig .037*	High school level > Primary level > University level	.599* .567*

\* The mean difference is significant at the 0.05 level.

Source: Developed for this study

### **Q.17 Home stay makes local people change their way of living**

From Table 5.3.16.1, it reveals that the differences in educational levels influence the attitudes. The respondents with 'high school level' can perceive more negative socio-cultural impacts than the respondents with 'primary level and university level'.

From Post Hoc test, it shows the difference among educational levels affect the respondents' attitudes. The respondents with high school level have more positive attitudes than primary level. It is supported by other previous studies that the higher educational might have higher positive attitudes. However, the results also show that the respondents with university level perceive lesser negative impacts than the respondents with high school level.

Meanwhile, for this study the majority of the respondents who are less educated were older people; hence, the respondents with high school level might be the group of people and it can be concluded that they could feel the changes from negative socio-cultural impacts more than the new generations.



### 5.3.17 Hypothesis 17

Ho 17: There is no significant difference in the attitude of local community toward negative economic impacts based on gender.

Ha17: There is a significant difference in the attitude of local community toward negative economic impacts based on gender.

Statistic: One-way ANOVA	
Significant level: 0.05	Significant value > 0.05, Accept Ho
	Significant value < 0.05, Reject Ho

As revealed in Table 5.3.17, all statements have a significant value more than 0.05. The statements are; 'Home stay affects the cost of living to be higher', the significant value is 0.712; 'Home stay program affects the economic dependence of the local people', the significant value is 0.261; 'Home stay needs to import consumer products from outside community', the significant value is 0.187; and 'Home stay creates a conflict of interests between the local people in the community', the significant value is 0.802.

Then, it means the significant value is more than 0.05, the null hypothesis is failed to reject. There is no significant difference in the negative economic attitude of the local community based on gender.

**Table 5.3.17 One-Way ANOVA Test for Hypothesis 17**

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Q.21 Home stay affects the cost of living to be higher	Between Groups	11.351	2	5.675	.340	.712
	Within Groups	3623.395	217	16.698		
	Total	3634.745	219			
Q.22 Home stay program affects the economic dependence of the local people	Between Groups	4.041	2	2.020	1.351	.261
	Within Groups	324.555	217	1.496		
	Total	328.595	219			
Q.23 Home stay needs to import consumer products from outside community	Between Groups	4.452	2	2.226	1.691	.187
	Within Groups	285.634	217	1.316		
	Total	290.086	219			
Q.24 Home stay creates a conflict of interests between the local people in the community	Between Groups	.569	2	.284	.221	.802
	Within Groups	279.481	217	1.288		
	Total	280.050	219			

Source: Developed for this study

### 5.3.18 Hypothesis 18

Ho 18: There is no significant difference in the attitude of local community toward negative economic impacts based on age.

Ha18: There is a significant difference in the attitude of local community toward negative economic impacts based on age.

Statistic: One-way ANOVA	
Significant level: 0.05	Significant value > 0.05, Accept Ho
	Significant value < 0.05, Reject Ho

As shown in Table 5.3.18, all statements have a significant value more than 0.05. The statements are; 'Home stay affects the cost of living to be higher', the significant value is 0.387; 'Home stay program affects the economic dependence of the local people', the significant value is 0.425; 'Home stay needs to import consumer products from outside community', the significant value is 0.395; and 'Home stay creates a conflict of interests between local people in the community', the significant value is 0.562.

This means the significant value is more than 0.05, the null hypothesis is failed to reject. There is no significant difference in the negative economic attitude of the local community based on age.

**Table 5.3.18 One-Way ANOVA Test for Hypothesis 18**

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Q.21 Home stay affects the cost of living to be higher	Between Groups	69.066	4	17.266	1.041	.387
	Within Groups	3565.680	215	16.585		
	Total	3634.745	219			
Q.22 Home stay program affects the economic dependence of the local people	Between Groups	5.828	4	1.457	.970	.425
	Within Groups	322.768	215	1.501		
	Total	328.595	219			
Q.23 Home stay needs to import consumer products from outside community	Between Groups	5.429	4	1.357	1.025	.395
	Within Groups	284.657	215	1.324		
	Total	290.086	219			
Q.24 Home stay creates a conflict of interests between the local people in the community	Between Groups	3.828	4	.957	.745	.562
	Within Groups	276.222	215	1.285		
	Total	280.050	219			

Source: Developed for this study

### 5.3.19 Hypothesis 19

Ho19: There is no significant difference in the attitude of local community toward negative economic based on income.

Ha19: There is a significant difference in the attitude of local community toward negative economic based on income.

Statistic: One-way ANOVA	
Significant level: 0.05	Significant value > 0.05, Accept Ho
	Significant value < 0.05, Reject Ho

There are four statements about the negative economic impacts and five income levels. It is revealed in Table 5.3.19 below.

There is one statement which has a significant value less than 0.05, so the null hypothesis is rejected. This is 'Home stay needs to import consumer products from outside community', with a significant value of 0.016, It means there is a significant difference in the negative economic attitude of the local community based on income.

Meanwhile, there are three statements which have a significant value more than 0.05. These include 'Home stay affects the cost of living to be higher', the significant value is 0.840; 'Home stay program affects the economic dependence of the local people', the significant value is 0.234; and 'Home stay creates a conflict of interests between the local people in the community', the significant value is 0.323.

**Table 5.3.19 One-Way ANOVA Test for Hypothesis 19**

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Q.21 Home stay affects the cost of living to be higher	Between Groups	23.875	4	5.969	.355	.840
	Within Groups	3610.870	215	16.795		
	Total	3634.745	219			
Q.22 Home stay program affects the economic dependence of the local people	Between Groups	8.362	4	2.091	1.404	.234
	Within Groups	320.233	215	1.489		
	Total	328.595	219			
Q.23 Home stay needs to import consumer products from outside community	Between Groups	15.830	4	3.957	3.102	<b>.016*</b>
	Within Groups	274.257	215	1.276		
	Total	290.086	219			
Q.24 Home stay creates a conflict of interests between the local people in the community	Between Groups	5.989	4	1.497	1.175	.323
	Within Groups	274.061	215	1.275		
	Total	280.050	219			

Source: Developed for this study

**Post Hoc test for Hypothesis 19**

The Least Significant Difference (LSD) test was used in this study in order to compare the differences among groups. Table 5.3.19.1 has shown the details of the differences among the income of respondents.



**Table 5.3.19.1 Compare Differences among Income**

<b>Local Community's Attitudes</b>	<b>F-value/ P-value</b>	<b>Comparison I &gt; J</b>	<b>Mean difference (I - J)</b>
Q.23 Home stay needs to import consumer products from outside the community	F = 3.102 Sig .016*	Less than 5,000 Baht > 15,001 - 25,000 Baht > 25,001 - 35,000 Baht	.810* .737*

\* The mean difference is significant at the 0.05 level.

Source: Developed for this study

### **Q.23 Home stay needs to import consumer products from outside the community**

As shown in Table 5.3.19.1, the differences among incomes levels could be one factor that make attitudes different and it can be concluded that the respondents with income less than 5,000 Baht are affected by importing consumer products from other communities more than the respondents with income between 15,001-25,000 Baht and 25,001-35,000 Baht. This issue happens to the respondents who earn low income each month because the effects from home stay tourism might affect the community's economy. Then, in this statement the community has to import the consumer products from outsiders and the prices of products may be higher than the consumer products that can be produced in the community.

Hence, it may not affect the respondents with higher income but it can directly affect the respondents with lower income.

### 5.3.20 Hypothesis 20

Ho20: There is no significant difference in the attitude of local community toward negative economic based on education.

Ha20: There is a significant difference in the attitude of local community toward negative economic based on education.

Statistic: One-way ANOVA	
Significant level: 0.05	Significant value > 0.05, Accept Ho
	Significant value < 0.05, Reject Ho

There are four statements about the negative economic impacts and six education levels. It is revealed in Table 5.3.20 below.

There is one statement which has a significant value less than 0.05, so the null hypothesis is rejected. This is 'Home stay program affects the economic dependence of the local people', with a significant value of 0.003. It means there is a significant difference in the negative economic attitude of the local community based on education.

Meanwhile, there are three statements which have a significant value more than 0.05. These include 'Home stay affects the cost of living to be higher', the significant value is 0.224; 'Home stay needs to import consumer products from outside community', the significant value is 0.243; and 'Home stay creates a conflict of interests between the local people in the community', the significant value is 0.115.

**Table 5.3.20 One-Way ANOVA Test for Hypothesis 20**

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Q.21 Home stay affects the cost of living to be higher	Between Groups	115.371	5	23.074	1.403	.224
	Within Groups	3519.374	214	16.446		
	Total	3634.745	219			
Q.22 Home stay program affects the economic dependence of the local people	Between Groups	26.509	5	5.302	3.756	<b>.003*</b>
	Within Groups	302.087	214	1.412		
	Total	328.595	219			
Q.23 Home stay needs to import consumer products from outside community	Between Groups	8.902	5	1.780	1.355	.243
	Within Groups	281.185	214	1.314		
	Total	290.086	219			
Q.24 Home stay creates a conflict of interests between the local people in the community	Between Groups	11.265	5	2.253	1.794	.115
	Within Groups	268.785	214	1.256		
	Total	280.050	219			

Source: Developed for this study

**Post Hoc test for Hypothesis 20**

The Least Significant Difference (LSD) test was used in this study in order to compare the differences among groups. Table 5.3.20.1 has shown the details of differences among the education levels of respondents.

**Table 5.3.20.1 Compare Differences among Educational Level**

Local Community's Attitudes	F-value/ P-value	Comparison I > J	Mean difference (I - J)
Q.22 Home stay program affects the economic dependence of the local people	F = 3.756 Sig .003*	High School level > Primary level	.950*
		> Vocational level	.624*
		> University	.970*

\* The mean difference is significant at the 0.05 level.

Source: Developed for this study

### **Q.22 Home stay program affects the economic dependence of the local people**

According to Table 5.3.20.1, many previous studies have confirmed that the differences in educational levels influence the attitudes. In this case, the respondents with 'high school level' can perceive more negative economic impacts than the respondents with 'primary level, vocational level and university level'.

From Post Hoc test, the respondents with high school level have more positive attitudes than respondents with primary level. It is supported by other previous studies. However, it also shows the results also show that the respondents with vocational level and university level perceive lesser negative impacts than the respondents with high school level. The respondents with vocational and university level might be new generations or younger groups, so they might think that the impacts from 'home stay program affects the economic dependence of the local people' do not affect the community.

### 5.3.21 Hypothesis 21

Ho21: There is no significant difference in the attitude of local community toward negative environment based on gender.

Ha21: There is a significant difference in the attitude of local community toward negative environment based on gender.

Statistic: One-way ANOVA	
Significant level: 0.05	Significant value > 0.05, Accept Ho
	Significant value < 0.05, Reject Ho

All statements have a significant value more than 0.05, as shown in Table 5.3.21. The statements are; 'Home stay creates waste problems', the significant value is 0.061; 'Home Stay Tourism affects crowding', the significant value is 0.277; 'Home Stay destroy local natural resource and landscape', the significant value is 0.132; and 'Home stay affects air and noise pollution', the significant value is 0.214.

Then, the significant value is more than 0.05, the null hypothesis is failed to reject. There is no significant difference in the negative environment attitude of the local community based on gender.

**Table 5.3.21 One-Way ANOVA Test for Hypothesis 21**

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Q.25 Home stay creates waste problems	Between Groups	6.740	4	1.685	2.290	.061
	Within Groups	158.187	215	.736		
	Total	164.927	219			
Q.26 Home Stay tourism affects crowding	Between Groups	3.094	4	.773	1.284	.277
	Within Groups	129.538	215	.603		
	Total	132.632	219			
Q.27 Home Stay destroys local natural resources and landscape	Between Groups	2.936	4	.734	1.789	.132
	Within Groups	88.241	215	.410		
	Total	91.177	219			
Q.28 Home stay affects air and noise pollution	Between Groups	2.982	4	.746	1.465	.214
	Within Groups	109.454	215	.509		
	Total	112.436	219			

Source: Developed for this study



### 5.3.22 Hypothesis 22

Ho22: There is no significant difference in the attitude of local community toward negative environment based on age.

Ha22: There is a significant difference in the attitude of local community toward negative environment based on age.

Statistic: One-way ANOVA	
Significant level: 0.05	Significant value > 0.05, Accept Ho
	Significant value < 0.05, Reject Ho

There are four statements about the negative environment impacts and five age levels. It is revealed in Table 5.3.22 below.

There is one statement which has a significant value less than 0.05, so the null hypothesis is rejected. This is 'Home stay creates waste problems', with a significant value of 0.022. It means there is a significant difference in the negative environment attitude of the local community based on age.

Meanwhile, there are three statements which have a significant value more than 0.05. These include 'Home Stay tourism affects crowding', the significant value is 0.610; 'Home Stay destroys local natural resource and landscape', the significant value is 0.677; and 'Home stay affects air and noise pollution', the significant value is 0.254.

**Table 5.3.22 One-Way ANOVA Test for Hypothesis 22**

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Q.25 Home stay creates waste problems	Between Groups	8.539	4	2.135	2.935	<b>.022*</b>
	Within Groups	156.388	215	.727		
	Total	164.927	219			
Q.26 Home Stay tourism affects crowding	Between Groups	1.645	4	.411	.675	.610
	Within Groups	130.986	215	.609		
	Total	132.632	219			
Q.27 Home Stay destroys local natural resources and landscape	Between Groups	.974	4	.243	.580	.677
	Within Groups	90.204	215	.420		
	Total	91.177	219			
Q.28 Home stay affects air and noise pollution	Between Groups	2.746	4	.686	1.346	.254
	Within Groups	109.691	215	.510		
	Total	112.436	219			

Source: Developed for this study

### Post Hoc test for Hypothesis 22

The Least Significant Difference (LSD) test was used in this study in order to compare the differences among groups. Table 5.3.22.1 has shown the details of differences among the ages of respondents.

**Table 5.3.22.1 Compare Differences among Age**

<b>Local Community's Attitudes</b>	<b>F-value/ P-value</b>	<b>Comparison I &gt; J</b>	<b>Mean difference a - J)</b>
Q.25 Home stay creates waste problems	F = 2.935 Sig .022*	Less than 20 years > 20-29 years	1.443*
		> 30-39 years	1.697*
		> 40-49 years	1.431*
		> Above 50 years	1.534*

\* The mean difference is significant at the 0.05 level.

Source: Developed for this study

**Q.25 Home stay creates waste problems**

It is illustrated in Table 5.3.22.1 that the respondents whose ages were below 20 years old appear to perceive the negative environmental impacts in the statement 'home stay creates waste problems' than the older respondents. Based on Kotler's theory, age is one of the factors that influence the attitudes. Normally, the older people may have more positive attitudes than the younger. This makes the respondents' ages of less than 20 years old perceive the negative impacts than the older respondents.

From Post Hoc test, the respondents with age group 'less than 20 years old' agree that the home stay creates waste problems. However, the residents with age groups between '20-29 years old', '30-39 years old', '40-49 years old', and the respondents age group 'above 50 years old' appear to have more positive attitudes about negative environmental impacts.

### 5.3.23 Hypothesis 23

Ho23: There is no significant difference in the attitude of local community toward negative environment based on income.

Ha23: There is a significant difference in the attitude of local community toward negative environment based on income.

Statistic: One-way ANOVA	
Significant level: 0.05	Significant value > 0.05, Accept Ho
	Significant value < 0.05, Reject Ho

According to Table 5.3.23, the results show that all statements have a significant value more than 0.05. The statements are; 'Home stay creates waste problems', the significant value is 0.967; 'Home Stay tourism affects crowding', the significant value is 0.918; 'Home Stay destroys local natural resources and landscape', the significant value is 0.879; and 'Home stay affects air and noise pollution', the significant value is 0.795.

Then, the significant value is more than 0.05, the null hypothesis is failed to reject. There is no significant difference in the negative environment attitude of the local community based on income.

**Table 5.3.23 One-Way ANOVA Test for Hypothesis 23**

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Q.25 Home stay creates waste problems	Between Groups	.051	2	.025	.033	.967
	Within Groups	164.877	217	.760		
	Total	164.927	219			
Q.26 Home Stay tourism affects crowding	Between Groups	.104	2	.052	.085	.918
	Within Groups	132.528	217	.611		
	Total	132.632	219			
Q.27 Home Stay destroys local natural resources and landscape	Between Groups	.109	2	.054	.130	.879
	Within Groups	91.069	217	.420		
	Total	91.177	219			
Q.28 Home stay affects air and noise pollution	Between Groups	.238	2	.119	.230	.795
	Within Groups	112.198	217	.517		
	Total	112.436	219			

Source: Developed for this study

### 5.3.24 Hypothesis 24

**Ho24:** There is no significant difference in the attitude of local community toward negative environment based on education.

**Ha24:** There is a significant difference in the attitude of local community toward negative environment based on education.

Statistic: One-way ANOVA	
Significant level: 0.05	Significant value > 0.05, Accept Ho
	Significant value < 0.05, Reject Ho

According to Table 5.3.24, the results show that all statements have a significant value more than 0.05. The statements are; 'Home stay creates waste problems', the significant value is 0.719; 'Home Stay tourism affects crowding', the significant value is 0.322; 'Home Stay destroys local natural resources and landscape', the significant value is 0.543; and 'Home stay affects air and noise pollution', the significant value is 0.542.

This means the significant value is more than 0.05, the null hypothesis is failed to reject. There is no significant difference in the negative environment attitude of the local community based on education.



**Table 5.3.24 One-Way ANOVA Test for Hypothesis 24**

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Q.25 Home stay creates waste problems	Between Groups	2.187	5	.437	.575	.719
	Within Groups	162.740	214	.760		
	Total	164.927	219			
Q.26 Home Stay tourism affects crowding	Between Groups	3.546	5	.709	1.176	.322
	Within Groups	129.086	214	.603		
	Total	132.632	219			
Q.27 Home Stay destroys local natural resources and landscape	Between Groups	1.695	5	.339	.810	.543
	Within Groups	89.483	214	.418		
	Total	91.177	219			
Q.28 Home stay affects air and noise pollution	Between Groups	2.096	5	.419	.813	.542
	Within Groups	110.341	214	.516		
	Total	112.436	219			

Source: Developed for this study

## 5.4 Summary of the Residents' Attitudes

**Table 5.4.1 Summary of the Residents' Attitudes**

**Do you want home stay tourism in your community?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	205	93.2	93.2	93.2
Valid No	15	6.8	6.8	100.0
Total	220	100.0	100.0	

From Table 5.4.1, the respondents want to have home stay tourism in Na Jok village and the percentage is 93.2%. On the other hand, 6.8% of the respondents think that they do not want home stay in their community. The respondents gave the different reasons which are the following; 1) Female, age over 50 years old, gave the reason that 'home stay changes their ways of living'. 2) Female, between 20-29 years old, gave the reason that 'home stay creates community crowding'. 3) Male, age 40-49 years old, gave the reason that 'home stay affects to the cost of living to be higher'. For the problems that may occur from home stay impacts, it can be solved by the cooperation of the local people, government and tourists.

However, the majority of respondents hold positive attitudes and they want to support home stay tourism and the government needs to provide the information, knowledge and benefits of home stay tourism to the local community.

## CHAPTER VI

### SUMMARY FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter comprises three parts. The first part is the summary of the findings, which includes the local community's demographic and the results of hypotheses testing. The second part shows the conclusion of the research, which is used to answer the statement of problems and achieve the research objectives. The third part discusses the recommendations and suggestions for further studies.

#### 6.1 Summary of Findings

##### 6.1.1 Summary of Sample Information

This research conducted a total of 220 questionnaires. It reveals that more than 53.2% of the respondents were female. Moreover, the ages of the respondents were between 40-49 years old. In addition, the majority of incomes of the respondents were 5,001-15,000 Baht and the majority of the educational level of the respondents were primary level. (Table 6.1 below shows a summary of respondents' demographic).

**Table 6.1 Summary of Respondents' Demographic**

<b>Respondents' Demographic</b>	<b>Majority of Respondents (%)</b>
Gender	Female (53.2%)
Age	Between 40-49 years old (29.5%)
Income	5,001-15,000 Baht
Educational	Primary level

Source: Developed for this study

### 6.1.2 Summary of Home Stay Tourism Impacts

Table 6.2 shows a summary of each impact: **socio-cultural** impacts, economic impacts, and environmental impacts. The researcher provided 24 questions, divided into 3 main aspects and each aspect has positive and negative sides: 1) Positive sides are **socio-cultural**, economic, and environmental impacts. 2) Negative sides are socio-cultural, economic, and environmental impacts.

The findings showed the most positive effect was **socio-cultural** impacts (M=4.33). This study showed that the benefits from home stay tourism help the local community and the local community agrees and perceives as home stay tourism as having positive impacts. For positive economic impacts (M=3.91), the result showed that the local community perceives it as positive attitude. Also, for positive environmental impacts (M=3.52), the local community agreed with these two aspect. On the other hand, this study also asked the negative impacts of **socio-cultural** impacts, which it reveals that the local community disagrees (M=2.47) that the home stay has an effect to the community in term of negative **socio-cultural** impacts. For negative economic impacts (M=3.33), it reveals as neutral. Finally, the negative environmental impacts (M=1.37) showed that the local community totally disagrees that these negative environmental impacts affect the community.

**Table 6.2 Local Community's Attitudes toward Home Stay Tourism Impact**

Impacts	Mean	Interpretation
Overall Positive <b>Socio-Cultural</b> Impacts	4.33	Agree
Overall Positive Economic Impacts	3.91	Agree
Overall Positive Environment Impacts	3.52	Agree
Overall Negative <b>Socio-Cultural</b> Impacts	2.47	Disagree
Overall Negative Economic Impacts	3.33	Neutral
Overall Negative Environment Impacts	1.37	Strongly Disagree

Source: Developed for this study

### 6.1.3 Findings of Hypotheses Testing

Table 6.3 summarizes the results of hypotheses testing by SPSS processes and One-Way ANOVA was applied to test all 24 hypotheses.

**Table 6.3 Summary of Hypotheses Testing Results**

Hypotheses	Statistics Technique	Results
Ho1: There is no significant difference in the attitude of local community toward positive socio-cultural impacts based on gender.	One-way ANOVA	All of the 4 items Failed to reject Ho1
Ho2: There is no significant difference in the attitude of local community toward positive socio-cultural impacts based on age.	One-way ANOVA	Reject Ho2 in 1 item
Ho3: There is no significant difference in the attitude of local community toward positive socio-cultural impacts based on income.	One-way ANOVA	All of the 4 items Failed to reject Ho3
Ho4: There is no significant difference in the attitude of local community toward positive socio-cultural based on education.	One-way ANOVA	Reject Ho4 in 2 items
Ho5: There is no significant difference in the attitude of local community toward positive economic impacts based on gender.	One-way ANOVA	All of the 4 items Failed to reject Ho5
Ho6: There is no significant difference in the attitude of local community toward positive economic impacts based on age.	One-way ANOVA	Reject Ho6 in 2 items
Ho7: There is no significant difference in the attitude of local community toward positive economic impacts based on income.	One-way ANOVA	All of the 4 items Failed to reject Ho7
Ho8: There is no significant difference in the attitude of local community toward positive economic impacts based on education.	One-way ANOVA	Reject Ho8 in 2 items
Ho9: There is no significant difference in the attitude of local community toward positive economic impacts based on gender.	One-way ANOVA	All of the 4 items Failed to reject Ho9
Ho 10: There is no significant difference in the attitude of local community toward positive environment impacts based on age.	One-way ANOVA	All of the 4 items Failed to reject Ho10
Ho 11: There is no significant difference in the attitude of local community toward positive environment impacts based on income.	One-way ANOVA	All of the 4 items Failed to reject Ho11
Ho 12: There is no significant difference in the attitude of local community toward positive environment impacts based on education.	One-way ANOVA	All of the 4 items Failed to reject Ho12

Continued...



**Table 6.3 Summary of Hypotheses Testing Results (Continued...)**

Ho 13: There is no significant difference in the attitude of local community toward negative <b>socio-cultural</b> impacts based on gender.	One-way ANOVA	All of the 4 items Failed to reject <b>Ho13</b>
Ho 14: There is no significant difference in the attitude of local community toward negative <b>socio-cultural</b> impacts based on age.	One-way ANOVA	All of the 4 items Failed to reject <b>Ho14</b>
<b>Ho15</b> : There is no significant difference in the attitude of local community toward negative <b>socio-cultural</b> impacts based on income.	One-way ANOVA	Reject Holy in 1 item
Ho 16: There is no significant difference in the attitude of local community toward negative <b>socio-cultural</b> impacts based on education.	One-way ANOVA	Reject Ho 16 in 1 item
Ho 17: There is no significant difference in the attitude of local community toward negative economic impacts based on gender.	One-way ANOVA	All of the 4 items Failed to reject 17
Ho 18: There is no significant difference in the attitude of local community toward negative economic impacts based on age.	One-way ANOVA	All of the 4 items Failed to reject <b>Ho18</b>
<b>Ho19</b> : There is no significant difference in the attitude of local community toward negative economic based on income.	One-way ANOVA	Reject <b>Ho19</b> in 1 item
Ho20: There is no significant difference in the attitude of local community toward negative economic based on education.	One-way ANOVA	Reject <b>Ho20</b> in 1 item
Ho21: There is no significant difference in the attitude of local community toward negative environment based on gender.	One-way ANOVA	All of the 4 items Failed to reject <b>Ho21</b>
Ho22: There is no significant difference in the attitude of local community toward negative environment based on age.	One-way ANOVA	Reject <b>Ho22</b> in 1 item
Ho23: There is no significant difference in the attitude of local community toward negative environment based on income.	One-way ANOVA	All of the 4 items Failed to reject <b>Ho23</b>
Ho24: There is no significant difference in the attitude of local community toward negative environment based on education.	One-way ANOVA	All of the 4 items Failed to reject <b>Ho24</b>

Source: Developed for this study



## 6.2 Conclusion

### **6.2.1 Research Objective 1: To identify the positive economic impacts, socio-cultural impacts and environmental impacts that the local community receives from implementing home stay tourism**

The findings from this study illustrate that the impacts from socio-cultural, economic, and environmental impacts have different aspects. The local community perceived the socio-cultural impacts as positive most importantly because home stay promotes the community to be a new tourism attraction and can preserve traditions, customs, wisdom and culture to the next generations. Thompson, (2010) stated that the benefits are not only money but home stay give the cultural experiences for tourists. Moreover, home stay generates cultural exchanges between local people and tourists as well as creates harmony and strength within a community. This research agreed with Hannam, (2010) that the inevitable impacts have occurred on socio-economic, cultural and environmental issues. Anyway, the benefits from tourism have become the supplementary income for the local community.

For the positive economic impacts, the respondents agreed with these statements, the respondents think that home stay can generate extra incomes and jobs to the community as well as home stay helps tourists spending of both time and money in the community. Hannam, (2010) also stated that the benefits from home stay can help the infrastructure to be developed as well as the increasing job opportunity from tourism.

The researcher agreed with Látková & Vogt, (2011) which stated that residents were supportive of tourism development and little evidence was found that attitudes toward tourism become negative with higher levels of tourism. Moreover,

this study gave similar results that younger residents who have not enjoyed benefits from tourism appeared to be more concerned about the negative impacts of the tourism industry in their communities. **Bhuiyan, Md. & Ismail, S. M., (2013)** had similar results with the study; which reveals that home stay is economically potential for local people. Moreover, the respondents believed this operation has helped local economy, society and environment. It gives focus on traditional culture and customs of local people.

Meanwhile, for the positive environments aspect the respondents agreed with the statement. Moreover, the residents hold positive attitudes to environmental impacts. It can be concluded that the environmental impacts from home stay did not affect to the local community. However, it is similarly to the findings of **Bhuiyan, Md. Siwar, & Ismail, S. M., (2013)** which show that home stay is helpful for conservation and ecosystem to maintain the environmental balance.

Finally, the impacts from implementing home stay either positive or negative can be solved and a way can be found for development. **Tiwasing, (2011)** suggested that every home stay has its own special characteristics and they should bring this advantage to create the image of their community to attract the tourists. Moreover, the advantages of home stay tourism can help increase employment opportunities, local people living standard, and public-private investment; and local community can benefit from home stay program economically, socially, culturally, also environmentally

### **6.2.2 Research Objective 2: To identify the negative economic impacts, socio-cultural impacts and environmental impacts that the local community receives from implementing home stay tourism**

The results show that the respondents also perceived the negative economic impacts, socio-cultural impacts, and environmental impacts. For negative economic impacts the overall attitudes of the respondents hold the neutral attitudes. However, home stay affects the cost of living to be higher and the local people can perceived this impacts. Therefore, it is very important in the future whether the attitudes could be positive or negative because as this time the respondents still perceived this impacts as neutral attitudes, so if the community do not management in a right ways it is possible that the respondents will perceive this economic impacts as negatively. Therefore, not only the local community should take responsibility to handle this problems but also every part or all stakeholders should pay more attention to this impacts and fining a best solution for everyone.

For negative socio-cultural impacts, in this study used the questionnaires to measure the attitudes of the local community and it is show that the local community's disagreed with the statement, meaning that the socio-cultural impact do not effect to the community, accordingly to the result of positive socio-cultural impacts that the respondents hold positive attitudes.

Lastly, the negative environmental impacts, the respondents strongly disagreed with these statements, home stay creates waste problems, home stay tourism affects crowding, home stay destroys local natural resources and landscape, and home stay causes air and noise pollution. Therefore, home stay does not cause the negative environmental impacts to the community. Finally, from the finding of this research, it

can be conclude that home stay tourism program at Na Jok Village, the local community hold positively attitudes even for the some negative impacts the attitudes of local community still hold positively.

### **6.2.3 Research Objective 3: To understand and examine attitudes of local community toward home stay tourism impacts**

In this study, the researcher set up twenty four hypotheses to test the differences in local community's attitudes based on gender, age, income, and education. According to Razzaq & Mohamad, N.H., (2012) they stated that gender, age, income and motivation factors showed the main reasons that make local people participate in home stay program. The result show that fifteen hypotheses failed to reject  $H_0$ , which are the following; hypothesis 1, all four statements failed to reject  $H_0$ , which mean there is no significant difference in the positive socio-cultural attitude of the local community based on gender. Regarding, hypothesis 3, all four statements failed to reject  $H_0$ , which means there is no significant difference in the positive socio-cultural attitude of the local community based on income. For hypothesis 5, all four statements failed to reject  $H_0$ , which means there is no significant difference in the positive economic attitude of the local community based on gender. As for hypothesis 7, all four statements failed to reject  $H_0$ , which means there is no significant difference in the positive economic attitude of the local community based on income. For hypothesis 9, all four statements failed to reject  $H_0$ , which means there is no significant difference in the positive economic attitude of the local community based on gender. For hypothesis 10, all four statements failed to reject  $H_0$ , which means there is no significant difference in the positive environment attitude of local community based on age. For, hypothesis 11, all four statements

failed to reject  $H_0$ , which means there is no significant difference in the positive environment attitude of the local community based on income.

Moreover, for hypothesis 12, all four statements failed to reject  $H_0$ , which means there is no significant difference in the positive environment attitude of the local community based on education. For hypothesis 13, all four statements failed to reject  $H_0$ , which means there is no significant difference in the negative socio-cultural attitude of the local community based on gender. For hypothesis 14, all four statements failed to reject  $H_0$ , which means there is no significant difference in the negative socio-cultural attitude of the local community based on age. For hypothesis 17, all four statements failed to reject  $H_0$ , which means there is no significant difference in the negative economic attitude of the local community based on gender. For hypothesis 18, all four statements failed to reject  $H_0$ , which means there is no significant difference in the negative economic attitude of the local community based on age. For hypothesis 21, all four statements failed to reject  $H_0$ , which means there is no significant difference in the negative environment attitude of the local community based on gender. For hypothesis 23, all four statements failed to reject  $H_0$ , which means there is no significant difference in the negative environment attitude of the local community based on income. And for hypothesis 24, all four statements failed to reject  $H_0$ , which means there is no significant difference in the negative environment attitude of the local community based on education.

However, there are nine hypotheses that are rejected, which are the following; Hypothesis 2 is rejected by 1 statement, Hypothesis 4 is rejected by 2 statements, Hypothesis 6 is rejected by 2 statements, Hypothesis 8 is rejected by 2 statements, Hypothesis 15 is rejected by 1 statement, Hypothesis 16 is rejected by 1 statement,



Hypothesis 19 is rejected by 1 statement, Hypothesis 20 is rejected by 1 statement and Hypothesis 22 is rejected by 1 statement.

### **6.3 Recommendations**

#### **6.3.1 Recommendations to Tourism Authority of Thailand (TAT)**

For TAT, as the organization that take responsibility on tourism in Thailand and based on the results in this study, They should give more information about home stay tourism, regarding both advantages and disadvantages in order to find the best solution for local people and tourists and the government.

Moreover, TAT should focus on building a good relationship between local people and tourists in order to make the local people understand the nature, needs and behavior of tourists that may be different from the local people. At the same time, as good tourists, they have to respect the local community; for example, the tourists can find the information about the local traditions and culture to prepare themselves before visiting the community.

TAT not only takes important role in being the intermediary between the local people and tourists but TAT also takes responsibilities to launch the standards, regulations and development of tourism to generate the best benefits to the society.

#### **6.3.2 Recommendations to the Local Community**

The local people are the important people who can be affected directly by impacts from the home stay tourism and the local people belong to the community. The local people need to have the same understanding about both benefits and problems that may occur from home stay tourism in order to prepare their community to be ready for any situation. The impacts from home stay that occur to the



community may happen because the local people do not know how to manage home stay tourism. Therefore, instead of good impacts it could create bad impacts to the community. Hence, the local people have to be **openminded** that home stay tourism can help and preserve the community and if there are any problems, it can be solved by the cooperation of the local people in the community.

Moreover, in this research, the young residents seem to have more negative attitudes than the older. This problem can be solved by the community inviting young residents to participate in the home stay tourism planning processes and listening to their concerns. According to the educational level, it might be one factor that makes the attitudes of the local people different so the community has to establish the same understanding by giving the right information and educating the local people. At least the local people will have the same understanding before they make their decision on attitudes toward home stay tourism.

Finally, the local community needs to promote the benefits of home stay tourism to all residents to make them have the same understanding, such as economic benefits, environmental and sociocultural benefits, and contributions of tourism to improve the quality of life and the standard of living.

### **6.3.3 Recommendations to Tourists**

Tourists are also important because the local people will have positive or negative attitudes depending on tourists' behavior too. Hence, tourists also can help local community in term of respect to the local traditions and culture. This is not only for local people but also for tourists too in order to avoid the impact from culture-shock.

However, there are many ways that the tourists can avoid creating problem while visiting the local community. Perhaps, tourists not only the person who learn from the local culture but at the same time the local people can also learn certain good things from tourists; for example, foreign tourists can teach their language to the local people. It can be concluded that tourism can generate benefits in many ways and the benefits will come to everybody in the society, if it is managed in the right way.

#### **6.4 Suggestions for Further Studies**

Despite the fact that this research has some limitations as mentioned in Chapter I, this research aims to study only the local community's attitudes toward home stay tourism impacts in Na Jok village, Nakhon Phanom Province, Thailand, which is only one village in Nakhon Phanom Province. However, this village has its own special unique and become home stay tourism.

In addition, this study focuses on the attitudes of local people, therefore, it could be worthy to study tourists' attitudes, or further studies can focus on each tourism impact to get more details in other areas in Thailand. Moreover, this research studies the local community's attitudes but further studies can focus only the local people who participate in home stay program directly which mean that the results will come out more specifically by also using interviews and participative observations.

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## APPENDIX A - QUESTIONNAIRE: ENGLISH VERSION



### Questionnaire

Dear Respondents:

This questionnaire is part of a Master of Business Administration (MBA)'s Thesis in Tourism Management, Graduate School of Business, Assumption University, Thailand. The purpose of this *survey* is designed to obtain data for the study of "Local people's Attitudes toward Impacts of Home stay Tourism in Na Jok Village, Maung District, Nakhon Phanom Province, Thailand". This thesis aims to study local people's opinions and attitudes toward impacts of home stay. Your feedback will be of great benefit in further developing and advancing tourism education. Thank you for your assistance.

Are you living in Na Jok Village? ☐ Yes, Please Continues ☐ No, Thank you for your time

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### Part I. General Information

Q.1 Gender

- ☐ Male ☐ Female ☐ Others

Q.2 Age

- ☐ Less than 20 years ☐ 20-29 years  
☐ 30-39 years ☐ 40-49 years  
☐ Over 50 years

Q.3 Family Income

- ☐ Less than 5,000 Baht ☐ 5,000 - 15,000 Baht  
☐ 15,000 - 25,000 Baht ☐ 25,000 - 35,000 Baht  
☐ More than 35,000 Baht

Q.4 Education

- ☐ Primary level ☐ Secondary level  
☐ High School level ☐ Vocational level  
☐ University ☐ Post-Graduate

## Part II Local people's Attitudes toward Impact of Home Stay Tourism

Please tick ( ) with each of the following statements where;

1= strongly disagree  
nor disagree

2 = disagree

3 = neither agree

4 = agree

5 = strongly agree

Positive Impacts of Home Stay						
No.	Statements	1	2	3	4	5
<b>Socio-Cultural Impacts</b>						
Q.5	Home stay will generate cultural exchange between local people and tourists					
Q.6	Home stay can preserve traditional, customs, wisdom and cultural to the next generation					
Q.7	Home stay can promote the community to be new tourism attraction in Nakhon Phanom Province					
Q.8	Home stay tourism creates harmony and strengthening within community					
<b>Economic Impacts</b>						
Q.9	Home stay can generated extra income and jobs to local people					
Q.10	Home stay improved the basic infrastructure( water, roads, electricity)					
Q.11	Home stay encourages spending of both time and money in the community					
Q.12	Home stay tourism income helps local people improve the standard of their living					
<b>Environmental Impacts</b>						
Q.13	Home stay increases awareness of natural resources among community members					
Q.14	Home stay tourism helps improve the systematic management of waste					
Q.15	Home stay makes local people concern for natural heritage, respect of traditional culture and social structures					
Q.16	Home stay create a sense of love for natural resource and environment					



Please tick ( ) with each of the following statements where;

1 = strongly disagree  
nor disagree

2 = disagree

3 = neither agree

4 = agree

5 = strongly agree

Negative Impacts of Home Stay						
No.	Statements	1	2	3	4	5
<b>Socio-Cultural Impacts</b>						
Q.17	Home stay makes local people change their way of living					
Q.18	Home stay tourism effect to change the local social activities					
Q.19	Home stay creates misunderstanding/quarrel between local people and tourists					
Q.20	Home stay effect young generation to expose to modern fashion from tourists (i.e. spaghetti string, short pants)					
<b>Economic Impacts</b>						
Q.21	Home stay effect the cost of living to be higher					
Q.22	Home stay program affects the economic dependence of the local people					
Q.23	Home stay need to import consumer products from outside community					
Q.24	Home stay makes a conflict of interests between local people in the community					
<b>Environmental Impacts</b>						
Q.25	Home stay creates waste problem					
Q.26	Home Stay Tourism effect to crowding					
Q.27	Home Stay destroy local natural resource and landscape					
Q.28	Home stay effect air and noise pollution					

**Part III. Do you want Home Stay Tourism in your community?**

- o Yes
- o No, because .....

**THANK YOU FOR YOUR KIND COOPERATION**

## APPENDIX B- QUESTIONNAIRE: THAI VERSION



แบบสอบถามประกอบวิทยานิพนธ์

เรื่อง ขอความอนุเคราะห์ในการตอบแบบสอบถาม

แบบสอบถามนี้จัดทำขึ้นเพื่อใช้ประกอบวิทยานิพนธ์ โดยเป็นส่วนหนึ่งของการศึกษาระดับปริญญา  
 111 คณะบริหารธุรกิจ มหาวิทยาลัยอัสสัมชัญ ในการวิจัยครั้งนี้ศึกษาในเรื่อง  
 ทักษะคิดของคนในชุมชนต่อผลกระทบจากการท่องเที่ยวในรูปแบบโฮมสเตย์ ในชุมชนบ้านนาออก  
 จังหวัดนครพนม ผลการวิจัยในครั้งนี้จะเป็นประโยชน์ต่อการพัฒนาและการวางแผนการท่องเที่ยว  
 ชุมชน รวมถึงงานวิทยานิพนธ์นี้ด้วย จึงขอความกรุณาจากท่านในการตอบแบบสอบถามฉบับนี้  
 ผู้วิจัยขอขอบพระคุณทุกท่านเป็นอย่างสูงที่กรุณาให้ข้อมูล มา ณ

โปรดทำต่อ

☐ ไม่ขอ ุณที่สะดวกเวลา

### หน้า 1 ข้อมูลทั่วไป

1. เพศ

☐ ชาย

☐

4

OMNIA

☐ อื่นๆ

2. อายุ

☐ ต่ำกว่า 20

☐ 20-29 ปี

☐ 30-39 ปี

☐ 40-49 ปี

☐ มากกว่า 50 ปี

3. รายได้

☐ ต่ำกว่า 5,000 บาท

☐ 5,000 - 15,000 บาท

☐ 15,000 - 25,000 บาท

☐ 25,000 - 35,000

☐ 11111 35,000 111Y1

11111

4. การศึกษา

☐ ประถมศึกษา

0 ITM1114111110101,141.1

☐ irfitallinNiamnlmo

○ อนุปรัชญา (ปวช./ปวส.) ○ ปรัชญาตรี ○ ปรัชญาโท/เอก

**ส่วนที่ 2 ทศนคติของคนในชุมชนต่อผลกระทบจากการเป็นแหล่งท่องเที่ยวโฮมสเตย์**

โปรดเลือก (

1 = ไม่เห็นด้วยที่สุด, 2 = ไม่เห็นด้วย, 3 = เห็นด้วยปานกลาง/เฉยๆ, 4 = เห็นด้วย, 5 = เห็นด้วย  
สุด

ผลกระทบในด้านดีของโฮมสเตย์						
ลำดับ	คำถาม	1	2	3	4	5
<b>ด้านสังคมและวัฒนธรรม</b>						
5	โฮมสเตย์ก่อให้เกิดการแลกเปลี่ยนวัฒนธรรมระหว่างคนในชุมชนและนักท่องเที่ยว					
6	โฮมสเตย์เป็นการอนุรักษ์ขนบธรรมเนียมประเพณี till) ภูมิปัญญา และวัฒนธรรม คนรุ่นหลัง					
7	โฮมสเตย์ช่วยในการประชาสัมพันธ์ให้ชุมชนกลายเป็นแหล่งท่องเที่ยวแห่งใหม่ในจังหวัดนครพนม					
8	โฮมสเตย์ช่วยเสริมสร้างความเข้มแข็งและความสามัคคีภายในชุมชน					
<b>ด้านเศรษฐกิจ</b>						
9	โฮมสเตย์ก่อให้เกิดรายได้เสริมและอาชีพสู่คนในชุมชน					
10	โฮมสเตย์ช่วยพัฒนาระบบสาธารณูปโภคในชุมชน เช่น น้ำประปา ถนน และไฟฟ้า					
11	โฮมสเตย์เป็นการสนับสนุนให้นักท่องเที่ยวใช้จ่ายทั้งเงินและเวลาภายในชุมชน					
12	รายได้จากโฮมสเตย์ช่วยให้คนในชุมชนมีวิถีชีวิตที่ดีขึ้น					
<b>ด้านสิ่งแวดล้อม</b>						
13	โฮมสเตย์ทำให้คนในชุมชนตระหนักถึงความสำคัญของการรักษาทรัพยากรทางธรรมชาติ					
14	โฮมสเตย์ทำให้มีการพัฒนาระบบบำบัดของเสีย					
15	โฮมสเตย์ทำให้คนในชุมชนมีความตระหนักถึงมรดกทางธรรมชาติ เกษตรกรรม วัฒนธรรม และ โครงสร้างทางสังคม					
16	โฮมสเตย์ก่อให้เกิดความสำนึกรักทรัพยากรทางธรรมชาติและสิ่งแวดล้อม					

ผลกระทบด้านเสียของโฮมสเตย์						
ลำดับ	คำถาม	1	2	3	4	5
ด้านสังคมและวัฒนธรรม						
17	โฮมสเตย์ทำให้วิถีชีวิตของคนในชุมชนเปลี่ยนแปลง					
18	โฮมสเตย์ส่งผลกระทบต่อกิจกรรมทางสังคม					
19	โฮมสเตย์ก่อให้เกิดการเข้าใจผิดและมีการทะเลาะวิวาทระหว่างนักท่องเที่ยวและคนในชุมชน					
20	โฮมสเตย์ทำให้วัยรุ่นในชุมชนมีการรับเอาวัฒนธรรมของนักท่องเที่ยวมาใช้ สวมเสื้อสายเดี่ยว นุ่งกางเกงขาสั้น					
ด้านเศรษฐกิจ						
21	โฮมสเตย์ทำให้อัตราค่าครองชีพสูงขึ้น					
22	โฮมสเตย์มีผลต่อสถานะเศรษฐกิจของชุมชน					
23	โฮมสเตย์ทำให้ต้องนำเข้าสินค้าอุปโภค บริโภคจากชุมชนอื่นๆ					
24	โฮมสเตย์เป็นสาเหตุทำให้คนในชุมชนมีความขัดแย้งกันในเรื่องของผลประโยชน์					
ด้านสิ่งแวดล้อม						
25	โฮมสเตย์ก่อให้เกิดปัญหาขยะและของเสีย					
26	โฮมสเตย์ทำให้เกิดความแออัดในชุมชน					
27	โฮมสเตย์ทำให้เกิดการทำลายทรัพยากรทางธรรมชาติและภูมิทัศน์ในชุมชน					
28	โฮมสเตย์ทำให้เกิดมลพิษทางอากาศและเสียง					

วันที่ 3 คุณต้องการให้มีโฮมสเตย์ในหมู่บ้านของคุณหรือไม่

☐ ต้องการ

☒ 1                      2                      3                      4                      5

เพราะ.....

ขอขอบคุณทุกท่านที่สละเวลาและให้ความร่วมมือในการตอบแบบสอบถาม

## APPENDIX C - MULTIPLE COMPARISONS

**Hot:** There is no significant difference in the positive socio-cultural attitude of local community based on age.

### Multiple Comparisons

LSD

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Home stay can preserve traditional, Less customs, wisdom and cultural to the next than 20 generation		20-29	.500	.500	.318	-.48	1.48
		30-39	.727	.506	.152	-.27	1.73
		40-49	.615	.499	.219	-.37	1.60
		Above 50	.914	.500	.069	-.07	1.90
	20-29	Less than 20	-.500	.500	.318	-1.48	.48
		30-39	.227	.150	.131	-.07	.52
		40-49	.115	.123	.351	-.13	.36
		Above 50	.414'	.127	.001	.16	.66
	30-39	Less than 20	-.727	.506	.152	-1.73	.27
		20-29	-.227	.150	.131	-.52	.07
		40-49	-.112	.149	.452	-.40	.18
		Above 50	.187	.152	.220	-.11	.49
	40-49	Less than 20	-.615	.499	.219	-1.60	.37
		20-29	-.115	.123	.351	-.36	.13
		30-39	.112	.149	.452	-.18	.40
		Above 50	.298'	.126	.018	.05	.55
	Above 50	Less than 20	-.914	.500	.069	-1.90	.07
		20-29	-.414'	.127	.001	-.66	-.16
		30-39	-.187	.152	.220	-.49	.11
		40-49	-.298'	.126	.018	-.55	-.05

\*, The mean difference is significant at the 0.05 level.

**Ho4:** There is no significant difference in the positive socio-cultural attitude of local community based on education.

### Multiple Comparisons

LSD

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Home stay can preserve traditional, Primary customs, wisdom and cultural to the level		Secondary level	-.307	.190	.107	-.68	.07

next generation	High School level		-.165	.149	.270	-.46	.13	
	Vocational level		-.480*	.147	.001	-.77	-.19	
	University		-.462	.117	.000	-.69	-.23	
	Post-Graduate		-.432	.353	.222	-1.13	.26	
	Secondary level	Primary level	.307	.190	.107	-.07	.68	
		High School level	.142	.213	.506	-.28	.56	
		Vocational level	-.173	.211	.413	-.59	.24	
		University	-.155	.191	.418	-.53	.22	
		Post-Graduate	-.125	.384	.745	-.88	.63	
	High School level	Primary level	.165	.149	.270	-.13	.46	
		Secondary level	-.142	.213	.506	-.56	.28	
		Vocational level	-.315	.176	.075	-.66	.03	
		University	-.297	.151	.051	-.59	.00	
		Post-Graduate	-.267	.365	.466	-.99	.45	
	Vocational level	Primary level	.480*	.147	.001	.19	.77	
		Secondary level	.173	.211	.413	-.24	.59	
		High School level	.315	.176	.075	-.03	.66	
		University	.018	.150	.904	-.28	.31	
		Post-Graduate	.048	.365	.895	-.67	.77	
	University	Primary level	.462*	.117	.000	.23	.69	
		Secondary level	.155	.191	.418	-.22	.53	
		High School level	.297	.151	.051	.00	.59	
		Vocational level	-.018	.150	.904	-.31	.28	
		Post-Graduate	.030	.354	.932	-.67	.73	
	Post-Graduate	Primary level	.432	.353	.222	-.26	1.13	
		Secondary level	.125	.384	.745	-.63	.88	
		High School level	.267	.365	.466	-.45	.99	
		Vocational level	-.048	.365	.895	-.77	.67	
		University	-.030	.354	.932	-.73	.67	
Home stay tourism creates harmony and strengthening within community			Primary level					
			Secondary level	-.307	.188	.104	-.68	.06



	High School level	-.065	.147	.661	-.36	.23
	Vocational level	-.383*	.146	.009	-.67	-.10
	University	-.477	.115	.000	-.70	-.25
	Post-Graduate	-.432	.349	.218	-1.12	.26
Secondary level	Primary level	.307	.188	.104	-.06	.68
	High School level	.242	.210	.252	-.17	.66
	Vocational level	-.077	.209	.715	-.49	.34
	University	-.170	.189	.369	-.54	.20
	Post-Graduate	-.125	.380	.743	-.87	.62
High School level	Primary level	.065	.147	.661	-.23	.36
	Secondary level	-.242	.210	.252	-.66	.17
	Vocational level	-.318	.174	.069	-.66	.02
	University	-.412	.150	.006	-.71	-.12
	Post-Graduate	-.367	.362	.312	-1.08	.35
Vocational level	Primary level	.383*	.146	.009	.10	.67
	Secondary level	.077	.209	.715	-.34	.49
	High School level	.318	.174	.069	-.02	.66
	University	-.094	.148	.527	-.39	.20
	Post-Graduate	-.048	.361	.894	-.76	.66
University	Primary level	.477*	.115	.000	.25	.70
	Secondary level	.170	.189	.369	-.20	.54
	High School level	.412	.150	.006	.12	.71
	Vocational level	.094	.148	.527	-.20	.39
	Post-Graduate	.045	.350	.897	-.64	.74
Post-Graduate	Primary level	.432	.349	.218	-.26	1.12
	Secondary level	.125	.380	.743	-.62	.87
	High School level	.367	.362	.312	-.35	1.08
	Vocational level	.048	.361	.894	-.66	.76
	University	-.045	.350	.897	-.74	.64

\*. The mean difference is significant at the 0.05 level.

**Ho6: There is no significant difference in the positive economic attitude of local community based on age.**

#### Multiple Comparisons

LSD

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Home stay improved the basic infrastructure( water, roads, electricity)	Less than 20	20-29	.366	.699	.601	-1.01	1.74
		30-39	1.091	.712	.127	-.31	2.50
		40-49	.826	.698	.238	-.55	2.20
		Above 50	.592	.699	.398	-.79	1.97
	20-29	Less than 20	-.366	.699	.601	-1.74	1.01
		30-39	.725	.255	.005	.22	1.23
		40-49	.460	.211	.030	.04	.87
		Above 50	.226	.217	.298	-.20	.65
	30-39	Less than 20	-1.091	.712	.127	-2.50	.31
		20-29	-.725*	.255	.005	-1.23	-.22
		40-49	-.265	.253	.295	-.76	.23
		Above 50	-.499	.258	.054	-1.01	.01
	40-49	Less than 20	-.826	.698	.238	-2.20	.55
		20-29	-.460	.211	.030	-.87	-.04
		30-39	.265	.253	.295	-.23	.76
		Above 50	-.234	.213	.275	-.65	.19
	Above 50	Less than 20	-.592	.699	.398	-1.97	.79
		20-29	-.226	.217	.298	-.65	.20
		30-39	.499	.258	.054	.00	1.01
		40-49	.234	.213	.275	-.19	.65
Home stay tourism income 9900000helps local people improve the standard of their living	Less than 20	20-29	.016	.391	.967	-.76	.79
		30-39	.242	.399	.544	-.54	1.03
		40-49	.062	.391	.875	-.71	.83
		Above 50	.362	.392	.357	-.41	1.13
	20-29	Less than 20	-.016	.391	.967	-.79	.76
		30-39	.226	.143	.116	-.06	.51
		40-49	.045	.118	.702	-.19	.28
		Above 50	.346	.121	.005	.11	.58
	30-39	Less than 20	-.242	.399	.544	-1.03	.54
		20-29	-.226	.143	.116	-.51	.06

	40-49	-.181	.141	.202	-.46	.10
	Above 50	.120	.144	.408	-.16	.40
40-49	Less than 20	-.062	.391	.875	-.83	.71
	20-29	-.045	.118	.702	-.28	.19
	30-39	.181	.141	.202	-.10	.46
	Above 50	.301*	.120	.013	.06	.54
Above 50	Less than 20	-.362	.392	.357	-1.13	.41
	20-29	-.346*	.121	.005	-.58	-.11
	30-39	-.120	.144	.408	-.40	.16
	40-49	-.301*	.120	.013	-.54	-.06

\*. The mean difference is significant at the 0.05 level.

**11o8: There is no significant difference in the positive economic attitude of local community based on education.**

#### Multiple Comparisons

LSD

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Home stay improved the infrastructure( water, electricity)	basic Primary roads, level	Secondary level	-.007	.324	.983	-.65	.63
		High School level	-.874*	.254	.001	-1.38	-.37
		Vocational level	-.346	.252	.171	-.84	.15
		University	-.007	.199	.973	-.40	.39
		Post-Graduate	-.257	.603	.670	-1.44	.93
	Secondary level	Primary level	.007	.324	.983	-.63	.65
		High School level	-.867*	.363	.018	-1.58	-.15
		Vocational level	-.339	.361	.349	-1.05	.37
		University	.000	.327	1.000	-.64	.64
		Post-Graduate	-.250	.656	.703	-1.54	1.04
	High School level	Primary level	.874*	.254	.001	.37	1.38
		Secondary level	.867	.363	.018	.15	1.58
		Vocational level	.528	.301	.080	-.06	1.12
		University	.867*	.258	.001	.36	1.38
		Post-Graduate	.617	.625	.325	-.61	1.85
	Vocational level	Primary level	.346	.252	.171	-.15	.84

	Secondary level	.339	.361	.349	-.37	1.05
	High School level	-.528	.301	.080	-1.12	.06
	University	.339	.255	.186	-.16	.84
	Post-Graduate	.089	.623	.887	-1.14	1.32
University	Primary level	.007	.199	.973	-.39	.40
	Secondary level	.000	.327	1.000	-.64	.64
	High School level	-.86 / *	.258	.001	-1.38	-.36
	Vocational level	-.339	.255	.186	-.84	.16
	Post-Graduate	-.250	.604	.679	-1.44	.94
Post-Graduate	Primary level	.257	.603	.670	-.93	1.44
	Secondary level	.250	.656	.703	-1.04	1.54
	High School level	-.61 /	.625	.325	-1.85	.61
	Vocational level	.089	.623	.887	-1.32	1.14
	University	.250	.604	.679	-.94	1.44
Home stay tourism income helps local people improve the standard of their living	Primary level	.087	.183	.633	-.27	.45
	High School level	-.221	.144	.125	-.50	.06
	Vocational level	-.062	.142	.663	-.34	.22
	University	-.303	.112	.008	-.52	-.08
	Post-Graduate	-.538	.340	.115	-1.21	.13
Secondary level	Primary level	.087	.183	.633	-.45	.27
	High School level	-.308	.205	.134	-.71	.10
	Vocational level	-.149	.204	.465	-.55	.25
	University	-.390	.184	.036	-.75	-.03
	Post-Graduate	-.625	.370	.093	-1.35	.10
High School level	Primary level	.221	.144	.125	-.06	.50
	Secondary level	.308	.205	.134	-.10	.71
	Vocational level	.159	.169	.349	-.17	.49
	University	-.082	.146	.575	-.37	.21
	Post-Graduate	-.317	.352	.370	-1.01	.38
Vocational level	Primary level	.062	.142	.663	-.22	.34
	Secondary level	.149	.204	.465	-.25	.55
	High School level	-.159	.169	.349	-.49	.17

	University	-.241	.144	.096	-.52	.04
	Post-Graduate	-.476	.352	.177	-1.17	.22
University	Primary level	.303*	.112	.008	.08	.52
	Secondary level	.390*	.184	.036	.03	.75
	High School level	.082	.146	.575	-.21	.37
	Vocational level	.241	.144	.096	-.04	.52
	Post-Graduate	-.235	.341	.491	-.91	.44
Post-Graduate	Primary level	.538	.340	.115	-.13	1.21
	Secondary level	.625	.370	.093	-.10	1.35
	High School level	.317	.352	.370	-.38	1.01
	Vocational level	.476	.352	.177	-.22	1.17
	University	.235	.341	.491	-.44	.91

**H015: There is no significant difference in the negative socio-cultural attitude of local community based on income.**

#### Multiple Comparisons

LSD

Dependent Variable	(I) Income	(J) Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Home stay tourism effect to Less than 5,001 change the local social activities 5,000 Baht		15,000 Baht	-.224	.253	.377	-.72	.28
		25,000 Baht	-.131	.288	.650	-.70	.44
		35,000 Baht	-.887*	.288	.002	-1.46	-.32
		More than 35,001 Baht	-.191	.352	.588	-.89	.50
5,001 15,000 Baht - Less than 5,000 Baht		15,001	.224	.253	.377	-.28	.72
		25,000 Baht	.093	.227	.681	-.35	.54
		35,000 Baht	-.663*	.227	.004	-1.11	-.22
		More than 35,001 Baht	.033	.303	.913	-.56	.63
15,001 25,000 Baht - Less than 5,000 Baht		5,001	.131	.288	.650	-.44	.70
		15,000 Baht	-.093	.227	.681	-.54	.35
		35,000 Baht	-.736*	.265	.005	-1.28	-.23
		More than 35,001 Baht	-.060	.333	.856	-.72	.60

25,001 35,000 Baht	- Less than 5,000 Baht	.887*	.288	.002	.32	1.46
	5,001 15,000 Baht	.663*	.227	.004	.22	1.11
	15,001 25,000 Baht	.756*	.265	.005	.23	1.28
	More than 35,001 Baht	.696*	.333	.038	.04	1.35
More than 35,001 Baht	Less than 5,000 Baht	.191	.352	.588	-.50	.89
	5,001 15,000 Baht	-.033	.303	.913	-.63	.56
	15,001 25,000 Baht	-.060	.333	.856	-.60	.72
	25,001 35,000 Baht	-.696*	.333	.038	-1.35	-.04

\*. The mean difference is significant at the 0.05 level.

**Ho16: There is no significant difference in the negative socio-cultural attitude of local community based on education.**

#### Multiple Comparisons

##### LSD

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Home stay makes local people change their way of living	Primary level	Secondary level	-.449	.275	.105	-.99	.09
		High School level	.599*	.216	.006	-1.02	-.17
		Vocational level	-.408	.214	.058	-.83	.01
		University	-.032	.169	.851	-.37	.30
		Post-Graduate	.051	.512	.920	-.96	1.06
	Secondary level	Primary level	.449	.275	.105	-.09	.99
		High School level	-.150	.309	.628	-.76	.46
		Vocational level	.040	.307	.896	-.56	.65
		University	.417	.278	.135	-.13	.96
		Post-Graduate	.500	.558	.371	-.60	1.60
	High School level	Primary level	.599*	.216	.006	.17	1.02
		Secondary level	.150	.309	.628	-.46	.76
		Vocational level	.190	.255	.457	-.31	.69
		University	.567*	.220	.011	.13	1.00
		Post-Graduate	.650	.531	.222	-.40	1.70
	Vocational level	Primary level	.408	.214	.058	-.01	.83
		Secondary level	-.040	.307	.896	-.65	.56
		High School level	.190	.255	.457	-.69	.31
		University	.376	.217	.085	-.05	.80



	Post-Graduate	.460	.530	.387	-.58	1.50
University	Primary level	.032	.169	.851	-.30	.37
	Secondary level	-.417	.278	.135	-.96	.13
	High School level	-.567	.220	.011	-1.00	-.13
	Vocational level	-.376	.217	.085	-.80	.05
	Post-Graduate	.083	.514	.871	-.93	1.10
Post-Graduate	Primary level	-.051	.512	.920	-1.06	.96
	Secondary level	-.500	.558	.371	-1.60	.60
	High School level	-.650	.531	.222	-1.70	.40
	Vocational level	-.460	.530	.387	-1.50	.58
	University	-.083	.514	.871	-1.10	.93

\*. The mean difference is significant at the 0.05 level.

**Ho19:** There is no significant difference in the negative economic attitude of local community based on income.

Multiple Comparisons

LSD

Dependent Variable	(I) Income	(J) Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Home stay need to import Less than 5,001 consumer products from outside 5,000 Baht community		Less than 5,001 Baht	.425	.238	.076	-.05	.89
		15,001 Baht	.810*	.271	.003	.27	1.34
		25,001 Baht	.737*	.271	.007	.20	1.27
		35,001 Baht	.200	.331	.547	-.45	.85
		More than 35,001 Baht	-.425	.238	.076	-.89	.05
	5,001 - 15,000 Baht	Less than 5,001 Baht	.385	.213	.072	-.04	.81
		15,001 Baht	.312	.213	.145	-.11	.73
		25,001 Baht	-.225	.285	.432	-.79	.34
		35,001 Baht	-.810*	.271	.003	-1.34	-.27
		More than 35,001 Baht	-.385	.213	.072	-.81	.04
	15,001 - 25,000 Baht	Less than 5,001 Baht	-.073	.249	.770	-.56	.42
		15,001 Baht	-.610	.313	.053	-1.23	.01
		25,001 Baht					
		35,001 Baht					
		More than 35,001 Baht					

25,001 - Less than 35,000 Baht 5,000 Baht	-.737*	.271	.007	-1.27	-.20
5,001 15,000 Baht	-.312	.213	.145	-.73	.11
15,001 25,000 Baht	-.073	.249	.770	-.42	.56
More than 35,001 Baht	-.537	.313	.088	-1.15	.08
More than Less than 35,001 Baht 5,000 Baht	-.200	.331	.547	-.85	.45
5,001 15,000 Baht	-.225	.285	.432	-.34	.79
15,001 25,000 Baht	-.610	.313	.053	.00	1.23
25,001 35,000 Baht	-.537	.313	.088	-.08	1.15

\*. The mean difference is significant at the 0.05 level.

**Ho20: There is no significant difference in the negative economic attitude of local community based on education.**

#### Multiple Comparisons

LSD

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Home stay program affects the economic dependence of the local people	Primary level	Secondary level	-.491	.328	.135	-1.14	.16
		High School level	-.950*	.258	.000	-1.46	-.44
		Vocational level	-.326	.255	.202	-.83	.18
		University	.020	.202	.921	-.38	.42
		Post-Graduate	-.866	.610	.157	-2.07	.34
	Secondary level	Primary level	.491	.328	.135	-.16	1.14
		High School level	-.458	.368	.214	-1.18	.27
		Vocational level	.165	.366	.652	-.56	.89
		University	.511	.331	.124	-.14	1.16
		Post-Graduate	-.375	.664	.573	-1.68	.93
	High School level	Primary level	.950	.258	.000	.44	1.46
		Secondary level	.458	.368	.214	-.27	1.18
		Vocational level	.624*	.304	.042	.02	1.22
		University	.970*	.262	.000	.45	1.49
		Post-Graduate	.083	.632	.895	-1.16	1.33
	Vocational	Primary level	.326	.255	.202	-.18	.83

level	Secondary level	-.165	.366	.652	-.89	.56
	High School level	.624*	.304	.042	-1.22	-.02
	University	.346	.259	.182	-.16	.86
	Post-Graduate	-.540	.631	.393	-1.78	.70
University	Primary level	-.020	.202	.921	-.42	.38
	Secondary level	-.511	.331	.124	-1.16	.14
	High School level	-.970*	.262	.000	-1.49	-.45
	Vocational level	-.346	.259	.182	-.86	.16
	Post-Graduate	-.886	.612	.149	-2.09	.32
Post-Graduate	Primary level	.866	.610	.157	-.34	2.07
	Secondary level	.375	.664	.573	-.93	1.68
	High School level	-.083	.632	.895	-1.33	1.16
	Vocational level	.540	.631	.393	-.70	1.78
	University	.886	.612	.149	-.32	2.09

\*. The mean difference is significant at the 0.05 level.

**Ho22: There is no significant difference in the negative environment attitude of local community based on age.**

#### Multiple Comparisons

LSD

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Home stay creates waste Less than 20 problem		20-29	1.443*	.504	.005	.45	2.44
		30-39	1.697*	.514	.001	.68	2.71
		40-49	1.431*	.504	.005	.44	2.42
		Above 50	1.534*	.505	.003	.54	2.53
	20-29	Less than 20	-1.443	.504	.005	-2.44	-.45
		30-39	.254	.184	.169	-.11	.62
		40-49	-.012	.152	.938	-.31	.29
		Above 50	.092	.156	.558	-.22	.40
	30-39	Less than 20	-1.697*	.514	.001	-2.71	-.68
		20-29	-.254	.184	.169	-.62	.11
		40-49	-.266	.182	.146	-.63	.09
		Above 50	-.162	.186	.383	-.53	.20
	40-49	Less than 20	-1.431*	.504	.005	-2.42	-.44

	20-29	.012	.152	.938	-.29	.31
	30-39	.266	.182	.146	-.09	.63
	Above 50	.104	.154	.502	-.20	.41
Above 50	Less than 20	-1.534	.505	.003	-2.53	-.54
	20-29	-.092	.156	.558	-.40	.22
	30-39	.162	.186	.383	-.20	.53
	40-49	-.104	.154	.502	-.41	.20

\*. The mean difference is significant at the 0.05 level.



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