



Developing Home Stay Tourism in Ban Bang Pat, Changwat Phang-Nga

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บทคัดย่อ

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ภาพรวมของบ้านบางพัฒนาโฮมสเตย์มีคุณสมบัติตามมาตรฐานโฮมสเตย์ในระดับปานกลาง มีค่าเฉลี่ยอยู่ที่ 3.75 หรือร้อยละ 74.60 จุดเด่นของการท่องเที่ยวแบบโฮมสเตย์ คืออาหารและโภชนาการ การให้การต้อนรับ แหล่งท่องเที่ยวทางธรรมชาติ วัฒนธรรม การสร้างรายได้เสริม และธุรกิจชุมชน เจ้าของโฮมสเตย์ทั้งหมดได้ใช้หลักปรัชญาพอเพียงใจการจัดการโฮมสเตย์ โดยเฉพาะการลดค่าใช้จ่ายที่ไม่จำเป็น และการประหยัดคอคอม

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ABSTRACT

This study aims to analyze the current situation of home stay tourism management in Ban Bang Pat, Changwat Phang-Nga and to access the perception of the local community over the concept of employing the Sufficiency Economy philosophy in home stay management. This research is the concurrent mixed methods that include both quantitative and qualitative. The research tools are the evaluation form of home stay standards to investigate the standard management of all home stays in the village, questionnaires to the community and in-depth interviews to the home stay owners. No sampling method was adopted because this study collects the data from total population of the area. A computer statistic program was employed to analyze the data such as frequencies, mean and percentage as well as content and descriptive analysis.

The overview of Ban Bang Pat home stay qualifies the home stay standard at the moderate level at 3.75 mean score or 74.60%. The highlight of the home stay tourism is food and nutrition, hospitality, natural resources, culture, supplementary income and community business. All the home stay owners have applied the philosophy of Sufficiency Economy in the home stay management by reducing the expenses and saving the money.

Key Words: Home Stay Tourism, the Philosophy of Sufficiency Economy, Sustainable Tourism Development, Ban Bang Pat

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CHAPTER 1

INTRODUCTION

1.1 Introduction

According to the United Nations World Tourism Organization (UNWTO, 2011), the tourism industry has experienced continued growth and diversification to become one of the largest and fastest growing economic sectors in the world during the past six decades. The future of the tourism industry is bright as the United Nations World Tourism Organization (UNWTO, 2011) forecasts that an estimated one billion tourists will be traveling around the world. The expansion and growth of tourism has contributed to the growth of developed nations as well as developing nations. Moreover, in many countries, tourism has normally been portrayed as a contributor to small scale enterprises with a direct uplift to the standard of living, as well as a catalyst for sustainable development.

However, several studies have shown a correlation between income growth and environmental degradation. One such study is Naidoo (2004), which showed the impact of the depletion of resources, as with forest clearance, on income growth. The findings indicated a strong positive relationship between the two: The larger the forest clearance of a country, the faster the growth rate. In addition, Thomas (2001) investigated a relationship between GDP growth and the indicators of environmental sustainability (for example, changes in carbon dioxide emissions and changes in forest cover). The result showed a strong negative relationship. All the evidence confirms the notion that the high income growth achieved by a country is at the cost of a depletion of natural resources and the environment.

The sustainable development concept of Brundtland's (WCED, 1987) emphasizing responsible consumption by the current generation without compromising that of future generations is consistent with the philosophy of the Sufficiency Economy. Reasonableness and moderation with regard to the environment and natural resources will lead to environment sustainability. The self-immunity aspect of the philosophy of Sufficiency Economy reminds people to embrace the environment and to conserve it for the future.

The Sufficiency Economy philosophy entails three components: moderation, reasonableness, and a requirement of a self-immunity system, i.e. an ability to cope with shocks from internal and external changes. Two underlying conditions are necessary to achieve the

philosophy of Sufficiency Economy. They are knowledge and morality. Knowledge conditions of the philosophy of the Sufficiency Economy require breadth and thoroughness in planning, and carefulness in applying knowledge and in the implementation of those plans (Sathirathai, 2004). Meanwhile, the moral or ethical criteria of the philosophy of the Sufficiency Economy enforce the conditions that people are to uphold honesty and integrity, while conducting their lives with perseverance, harmlessness and generosity (Piboolsravut, 2004). The Sufficiency Economy Philosophy serves as a guide for the way of living and behaving for people of all levels, and is scalable with universal domain applicability, including business organizations.

Obviously seen that the application of the philosophy of the Sufficiency Economy is not limited to the individual; it can also be applied to several different practices, one of which is private business. The philosophy of the Sufficiency Economy encourages corporate pursuance of sustainable profit via ethical approaches, including good corporate governance, social responsibility, mindfulness of all stakeholders, and also business prudence with risk management.

1.2 Statement of the Problem

The tourism industry in Thailand generates the country's second largest source of revenue, which has generated significant revenue and income circulating throughout the nation (Satarat, 2010). Tourism has been used as a valuable means to enhance the socio-economic, cultural and environmental well-being for community development. Tourism based upon both variety and diversity of attractions in terms of Thailand's natural and cultural resources, as well as the hospitality of Thai people. However, the problem of poverty is still critical in many parts of the country. Therefore, in an attempt to reduce this problem, the Thai government has started to promote a new tourism policy and from 1996 has encouraged natural resource conservation and a generation of income for poverty alleviation at the grass root level. In particular, the Ministry of Tourism and Sports has considered the significance of home stay accommodation as a central point in order to enhance the quality of local people's lives (TAT, 1997). The principle of running home stay accommodation for tourists is to add an extra income to support the villagers aside from their main occupation or income stream. Yet, many problems have occurred since the emergence of home stay accommodation in almost all areas of the country due to a lack of

understanding of the concept of home stay. Moreover, community organized home stays have been running their businesses in such a way that it does not serve a sustainable tourism model.

This principle was issued for the first time in the National Economic and Social Development plan No. 8 (1997-2001) and it created new forms of tourism such as ecotourism, cultural tourism, agro tourism, and home stay tourism (Teeramas, 2000). Continually, the Ninth National Economic and Social development plan (2002-2006, page 49) had strategic development designs. With regard to the issue of sustainable development it proposed to have a balance of development among people, society, economy and environment. It could see that this plan had been applied from the Sufficiency Economy of His Majesty the King. Also, the Tenth National Economic and Social Development plan (2007-2011, page 40) had a strategy to improve the quality of Thai people and Thai society. Its stated aims were of reaching a society of knowledge and learning, leading to the inevitable development of the country.

Therefore, home stay accommodation is creating economic value to the community by the government policy of encouraging tourism. At the same time, the community must participate in the management; by protecting and preserving the culture, tradition, natural resources and folk wisdom for the benefit of future generations (The Thailand Community-Based Tourism, 2010). However, in the past, home stays in many areas suffered from a lack of cooperation and inappropriate uses of the local resources. In addition some communities abandoned their traditional way of life when it came time to open themselves and welcome visitors. Instead of being a benefit to the local community, home stays had become a disruption and disadvantage to the local village. This is not the purpose of home stay tourism. The purpose being to promote the uniqueness of the community to visitors and to maintain the natural resources, culture, and enlist the cooperation of the villagers (Hannam & Silparcha, 2009). Therefore it is the King's philosophy that a suitable way to develop home stay tourism is Sufficiency Economic or Self-Sufficient Economy. This philosophy of His Majesty the King has been guiding the Thai people's lives for more than 20 years since before the economic crisis in 1996. The philosophy is guiding people's behavior in every level of society from the family, community and government to developing and managing the country especially in this current time of globalization (Foreign Office, 2006).

There are 51 provinces in Thailand, which are now providing home stay accommodation (Department of Tourism, 2011) including Phang-Nga. It is a province with two characteristics – the land and the sea - and packed with national parks that guard magnificent scenery with immensely different attractions. Phang-Nga is covered with hills and mountains and surrounded by mangrove forests and the seaside area. The largest part of this province is calm with plenty of natural resources. Changwat Phang-Nga is one of the best destinations in Thailand for adventure tourism and home stay tourism. Tourism in Phang-Nga has grown dramatically, especially home stay tourism that provides visitors the opportunity to live with the local families in their homes, to learn about the community and local way of life, to raise awareness of the natural environment and diverse cultures through the interaction and observation. There are many villages in Phang-Nga that are well known as home stay destinations such as Koh Pra Thong, Koh Yao, Koh Yao noi, Koh Panyi and Ban Bang Pat.

Ban Bang Pat is one of the newer home stay destinations in this province. In the past, this village was called Ban Bang Ling. It is one of the fishing villages in Tambon Bangtoey, Amphur Muang, Changwat Phang-Nga. The name of the community was changed to Ban Bang Pat in 1975 (Phang-Nga Cultural Office, 2008), with the definition as to “being developed”. Ban Bang Pat is connected to the mainland by a 300-metre-long bridge. Boats are a necessity for the community. There are 62 households with a population of 253, consisting of 124 women and 129 men (Bangtoey SAO, 2011).

The beginning of “Ban Bang Pat Home stay” was in early 2007, the home stay tourism operation has been receiving support from Phang-Nga Technical Collage, the Office of Small and Medium Enterprises Promotion (OSMEP), the Stock Exchange of Thailand and Thammasat University to strengthen the capability of villagers to achieve their business goals of home stay tourism. This village won "The Best Overall Achievement Award" on 3rd December 2008. Consequently, "Ban Bang Pat Home Stay" has gained a reputation in terms of fresh seafood and interesting tourism activities to experience a new way of life whilst being in touch with nature (ASTV, 2008).

In brief, the reason for the organizations support to home stay projects is to create jobs and generate income for communities as well as to strengthen their potential of being self-sufficient.

Accordingly home stay tourism is one example of new destination tourism that has good direction to ensure its sustainable development. Therefore, it is important to analyze the current situation of home stay tourism in Ban Bang Pat, Changwat Phang-Nga and to access the perception of the local community over the concept of employing the philosophy of sufficiency economy of home stay tourism management in order to provide the guidelines to help develop a better service of home stay tourism in this area with sustainable roots.

1.3 Research Questions

1.3.1 What is the current situation of home stay tourism in Baan Bang Pat, Changwat Phang-Nga?

1.3.2 Is it possible to employ the Sufficiency Economy philosophy in home stay management?

1.3.3 How could the local community employ the Sufficiency Economy philosophy in home stay management?

1.4 Objective

1.4.1 To analyze the current situation of home stay tourism in Ban Bang Pat, Changwat Phang-Nga.

1.4.2 To access the perception of the local community over the concept of the Sufficiency Economy philosophy in home stay management.

1.5 Significance of the Study

The results of this study will help home stay owners and local residents in Ban Bang Pat, Changwat Phang-Nga to realize the strengths and weaknesses of their operations and apply the philosophy of sufficiency economy in home stay tourism management to developing a better service of home stay tourism management in the future with a sustainable base.

1.6 Limitation of the Study

The area of the study is only in Ban Bang Pat, Changwat Phang-Nga. The data was collected from the evaluation form of home stay standards, questionnaires and interviews from the home stays, the home stay owners and the local residents during September – October 2012.

This research involves micro level development and it is local-specific, its findings may have a limitation for direct application in other areas that have a different context but may be used as a case study for adaptive application in other places.

1.7 Definition of Key Terms

1.7.1 Home stay tourism is defined as homes of the villagers, which welcome visitors who are interested in learning the lifestyle of the community. At any rate, the visitors should not disturb or destroy the traditions of the host community. Home stay takes action to the tourists' needs appropriately and emphasizes quality more than quantity; it also develops cultural values and community ecosystems (Gendreau, Stroube and Vesco, 2010).

1.7.2 Baan Bang Pat is defined as an entire community, built on stilts, that has emerged from the mangrove trees located in Tambon Bangtoey, Changwat Phang-Nga. Ban Bang Pat is connected to the mainland by a 300-metre-long bridge. Boats are a necessity for the community's way of life (Bangtoey SAO, 2011).

1.7.3 The Sufficiency Economy philosophy is defined as the concept of His Majesty King Bhumibol Adulyadej to lead his people to a balanced way of life and to be the main sustainable development theory for the country. The theory is based upon a Middle Path between society at the local level and the market in the global context (Foreign Office, 2006).

1.7.4 Sustainable tourism development is defined as tourism development that respects the socio-cultural authenticity of host communities, conserves their buildings and living cultural heritage along with their traditional values, and contributes to inter-cultural understanding and tolerance (UNWTO, 2004).

CHAPTER 2

LITERATURE REVIEW

This research aims to analyze the current situation of home stay tourism in Ban Bang Pat, Changwat Phang-Nga and to access the perception of the local community over the concept of philosophy of sufficiency economy in home stay management. This chapter introduces the main concepts and theoretical framework including the relevant researches obtained with sustainable tourism development, home stay tourism and the philosophy of the Sufficiency Economy as follows:

2.1 Concept of Sustainable tourism development

2.2 Concept of Home Stay

2.2.1 Home Stay Management

2.2.2 Home Stay Management in Thailand

2.2.3 Concept of Standards of Home Stay Management in Thailand

2.3 Concept of the Sufficiency Economy Philosophy

2.1 Concept of Sustainable tourism development

Many international organizations are aware of the adverse effects of mass tourism and have tried to encourage a new kind of tourism pattern more in harmony with nature. Therefore, the concept of “sustainable tourism” as a global strategy for supporting the principle of “sustainable development” was declared at the United Nations Conference on Environment and Development (UNCED), the Earth Summit in Rio de Janeiro 1992 (United Nations, 1992). Sustainable covers every element of tourism; in other words, it is recognized that all tourism should be sustainable tourism (Dowling, 1995). The Agenda 21 is a comprehensive program of initiatives for global action in all areas of sustainable development. It addresses today’s pressing problems and aims to prepare the world for the challenges of the next century and contains detailed proposals for action in social and economic areas (such as combating poverty, changing patterns of production and consumption and addressing demographic dynamics), and for conserving and managing the natural resources that are the basis of life – protecting the atmosphere, oceans and biodiversity; preventing deforestation; and promoting sustainable

agriculture. For example, all governments agreed that the integration of environment and development concerns will lead to the fulfillment of basic needs, improved standards for all, better protected and better managed ecosystems and a safer and a more prosperous future (United Nations, 1992).

At present, the world has responded favorably to the idea of sustainable development for the main reason that an economic, industrial, scientific and technologically based development has and will continue to result in the exploitation of natural resources for the benefit of production for commercial purposes. Development based on those simple ideas is therefore, an illusion, its failure resulting in long term consequences. One of the first action strategies on tourism and sustainability emerged from the Globe'90 (Globe '90, 1990) conference in British Columbia, Canada that representatives from the tourism industry, government, not-governmental organization (NGOs), and academia discussed the importance of the environment in sustaining the tourism industry. The conference delegates suggested that the goals of sustainable tourism should be as follows;

1. To develop greater awareness and understanding of the significant contributions that tourism can make to the environment and the economy.
2. To promote equity and development.
3. To improve the quality of life of the host community.
4. To provide a high quality of experience for the visitor.
5. To maintain the quality of the environment on which foregoing objectives depend.

In 2000, Walter and Noble identified the principles of sustainable tourism as;

1. Sustainable tourism is informative: Travelers do not only learn about the destination. They learn how to help sustain its character while deepening their own travel experiences. Residents learn that the ordinary and familiar may be of interest and value to outsiders.
2. Supports integrity of place: Travelers seek out businesses that emphasizes the character of the local in terms of architecture, cuisine, heritage, aesthetic and ecology. Tourism revenues in turn raise local perceived value of those assets.

3. Benefits residents: Travel businesses do their best to employ and train local people, buy local supplies, and use local services.

4. Conserve resources: Environmentally aware travelers favor businesses that minimize pollution, waste, energy consumption, water usage, landscaping chemicals and unnecessary night time lighting.

5. Respects local culture and tradition: International visitors learn about and observe local etiquette including using at least a few courtesy words in the local language. Residents learn how to deal with international expectations that may differ from their own.

6. Does not abuse its product: Stakeholders anticipate development pressure and apply limits and management techniques to prevent the "love to death" syndrome. Businesses cooperate to sustain natural habitats, heritage sites, scenic appeal, and local culture.

7. Strive for quality, not quantity: Community measures tourism success not only by sheer number of visitors, but by length of stay, money spent, and quality of experience.

8. Means great trips: Satisfied, excited visitors bring new knowledge that provides continuing business for the destination.

In 1999, the World Tourism Organization created a set of ethical principles for a sustainable tourism industry, which are set out as follows;

Article 1: Tourism's contribution to mutual understanding and respect between peoples and societies.

Article 2: Tourism as a vehicle for individual and collective fulfillment.

Article 3: Tourism, as a factor of sustainable development.

Article 4: Tourism, a user of the cultural heritage of mankind and a contributor to its enhancement.

Article 5: Tourism, a beneficial activity for host countries and communities.

Article 6: Obligations of stakeholders in tourism development.

Article 7: Right to tourism.

Article 8: Liberty of tourist movements.

Article 9: Rights of the workers and entrepreneurs in the tourism industry.

Article 10: Implementation of the principles of the Global Code of Ethics for Tourism.

The Global Code of Ethics for Tourism sets a frame of reference for the responsible and sustainable development of world tourism. It draws inspiration from many similar declarations and industry codes that have come before and it adds new thinking that reflects our changing society at the beginning of the 21st century (Global Village Homestays, 2012).

Later, McKercher (2003) identified the principles for sustainable tourism with a primary focus on economic, socio-cultural and environmental sustainability.

1. Economic sustainability that is profitable in both the immediate and long term.

- Form partnerships throughout the entire supply chain from micro sized local businesses to multinational organizations.

- Use internationally approved and reviewed guidelines for training and certification.

- Promotion among clients of ethical and environmentally conscious behavior.

- Diversify the products by developing a wide range of tourist activities.

- Contribute some of the income generated to assist in training, ethical marketing and product development.

- Provide financial incentives for businesses to adopt sustainability principles.

2. Socio-cultural sustainability increases people's control over their lives. It is compatible with the culture, the values of those affected and it will strengthen community identity. It is designed to benefit local communities and generate or retain income in those communities.

- Tourism should be initiated with the help of broad based community input.

- Education and training programs to improve and manage heritage and natural resources should be established.

- Conserve cultural diversity.

- Respect land and property rights of traditional inhabitants.

- Guarantee the protection of nature, local people and the indigenous cultures and especially traditional knowledge.

- Work actively with indigenous leaders and minority groups to ensure that indigenous cultures and communities are depicted accurately and with respect.
- Strengthen, nurture and encourage the community's ability to maintain and use traditional skills.
- Educate tourists about desirable and acceptable behaviors.
- The community should maintain control over tourism development.
- Tourism should provide quality employment to community residents.
- Encourage businesses to minimize negative effects on local communities and contribute positively to them.
- Ensure an equitable distribution of financial benefits throughout the entire supply chain.
- Provide financial incentives for local businesses to enter tourism.
- Improve the capacity of the local human resources.

3. Environmental sustainability, development that is compatible with the maintenance of essential ecological processes, biological diversity and biological resources.

- Codes of practice should be established for tourism at all levels.
- Guidelines for tourism operations, impact assessment and monitoring of cumulative impacts should be established.
- Formulate national, regional and local tourism policies and development strategies that are consistent with overall objectives of sustainable tourism development.
- Institute baseline environmental impact assessment studies.
- Ensure that the design, planning, development and operation of facilities incorporate sustainability principles.
- Ensure tourism in protected areas, such as national parks, is incorporated into and subject to sound management plans.
- Monitor and conduct research on the actual impacts of tourism.
- Identify acceptable behavior among tourists.
- Promote responsible tourism behavior.

Finally, World Tourism Organization (2004) adopted a conceptual definition in 3 components that contribute to sustainable tourism as follows;

1. Sustainable tourism makes optimal use of environmental resources that is a key element in tourism development as well as maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.

2. Sustainable tourism development must respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.

3. The important component is sustainable tourism must ensure possible long-term economic operations, providing fairly distributed socio-economic benefits to all stakeholders in the host community.

The sustainable tourism development concepts from different sources were similar in referring to the balance of development of the socio-culture environmental economic activity. Achieving sustainable tourism was a continuous process and required constant monitoring of impacts, introducing the necessary preventive and corrective measures whenever necessary.

In Thailand, the concept of sustainable development is being widely discussed. The launching of this concept depends on the mobilizing of operational forces to overcome the various obstacles. The following basic principles should be considered in terms of sustainable development from the aspect of tourism.

1. The development of tourism must operate within the potential of nature, communities, customs, culture and lifestyles pertaining to the process of tourism.

2. An awareness of the involvement of community, customs, rituals and culture pertaining to the process of tourism.

3. All sectors of the population must be able to reap the same economic benefits from tourism.

4. The indicators must comply with the aspirations of the local population and communities in the particular tourist areas.(TAT, 2010)

In addition, the Tourism Authority of Thailand (TAT, 2010) has established its operational policies for sustainable tourism development which have been formally announced as follows:

1. Urgently promote tourism in Thailand by motivating foreign tourists as a means to attract foreign currency in order to enhance the economy in general.
2. Expand sightseeing spots in local areas so as to distribute income generated by tourism to the populations in all regions.
3. Conserve and maintain the cultural heritage, natural resources and the environment so as to best maintain the Thai identity.
4. Develop and maintain the standard of facilities and infrastructure essential for the tourist services so as to create a lasting impression on the tourists.
5. Increase safety measures so as to ensure a feeling of safety for Thai and foreign tourists traveling to various destinations in the country.
6. Promote local sightseeing among the Thai people targeting especially lower income and youth groups so as to increase the benefits of tourism for the Thai people.
7. Increase the number of Thai personnel working in the tourism industry.
8. Encourage the public sector to become involved in activities pertaining to tourism development.

Rather than simply preserving the environment for the benefit of future generations, sustainable tourism cares for communities, traditional cultures, and local livelihoods. Home stay tourism is one of the best instruments to achieve these aims (Global Village Homestays, 2012) by allowing for visitors who prefer to live with local families in their homes to learn about the community and local ways of life and also raising awareness of natural and diverse cultures from the host family (Satarat, 2010).

In summary, sustainable tourism also maintains a high level of tourist satisfaction and ensures a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them (WTO, 2004).

2.2 Concept of Home Stay

The term of home stay might be different in different countries. In the United States, traditions of hospitality and providing food for seasonal farm workers contributed to the development of farm-based holidays, and now recreation and tourism have become a significant form of business diversification to the farmers in many parts of the country (Davies and Turner, 1992). In Australia the term is particularly associated with farmhouse accommodation whereas in the United Kingdom it is often associated with learning English.

In Malaysia, the official definition of the home stay program according to the Ministry of Tourism (2001) is "where a tourist stays with the host's family and experiences the everyday way of life of the family in both a direct and indirect manner". In addition, Yahaya (2004) defines home stay as a combination of tourism and recreation that has grown as a result of increasing demand for access to the countryside, better private mobility, more leisure time, and the demand for fresh air and active pastimes. Furthermore, Kalsom (2009) describes the guests as having the opportunities to interact, gain knowledge, and experience the life style and culture of the host family as well as the local community. This element involves the guests eating, cooking and engaging in many activities together with their adopted families, thus allowing two parties with different cultural backgrounds to interact and learn from each other. Unlike regular bed and breakfast establishments, the home stay program in Malaysia allows the guests to participate in the hosts' daily activities. Indeed, this can be considered as an important strength of this particular product; no other tourism product in Malaysia offers a similar experience of Malaysian rural societies as that offered by the home stay program.

Home stay is included in some of the major dictionaries. The Oxford dictionary (2012) gives definition of home stay as "a holiday or other period abroad spent staying in the home of a local family". The Merriam Webster Dictionary (2012) defines it as "a stay at a residence by a traveler and especially by a visiting foreign student who is hosted by a local family".

It can be said that "Home stay" means homes of the villagers, which welcome visitors who are interested in learning the lifestyle of the community. At any rate, the visitors should not disturb or destroy the traditions of the host community.

The Thailand Science and Technology Research Institute (2009) stresses that sustainable tourism should adjust tourism management to the changing world, covering all tourism activities and home stay tourism is the alternative form that will lead to sustainable tourism development.

2.2.1 Home Stay Management

Gendreau, Stroube and Vesco (2010) claimed that customers would select home stay accommodations in two basic ways. The first will be by simple price sorting. Cost conscious customers, for example, generally begin their search by starting with a price filter. The second type of customers would find home stays through "amenity type" filters such as the "Green and Sustainable" lodging option currently available. Expedia may be willing to add additional amenity types such as "Cultural" or "Home Stays" which will allow customers to easily search for Thailand home stay hosts (Tiwasing, 2011). In the same way, Lynch (2005) expanded that the home stay setting was selected for this investigation. Home stay is a specialist term meant by types of accommodation where tourists pay to stay in private residences, where interaction takes place with a host and/or family habitually living upon the property, and with whom a community space that is agreed to be shared. Moreover, Prabphiree (2003) recommended that home stay management became involved with nature-based tourism by have to preserve the environmental balance with consideration to the capacity of the community. In addition, using sustainable managed tourism to support community participation-based tourism will result in career opportunities and leads to employment in the area.

2.2.2 Home Stay and Sustainable Development in Thailand

The Tourism Authority of Thailand (1999) stated that home stay tourism was a growing tourism segment in countryside regions and it was bringing benefits to the host community. This home stay tourism is the latest type of tourism based on ecotourism. Home stay takes appropriate action to the tourists' needs and emphasizes quality more than quantity. It also develops cultural values and community ecosystems.

Home stay was established for the first time in the National Economic and Social Development Plan No. 8 (1997-2001) which created new forms of tourism such as ecotourism, cultural tourism, agro tourism, and home stay tourism (Teeramas, 2000). Continually, the Ninth National Economic and Social development plan (2002-2006) had strategic plans on the issue of

sustainable development that had to have balanced development amongst people, society, the economy and the environment. These strategies are elaborated as follows;

1. The development of natural resources and the environment with regards to sustainability.

The strategy has an emphasis on conservation, revival and sustainable utilization of natural resources. Projects under this strategy include strategies for the conservation and revival of forest and coastal lines, holistic management of water basins, revival of degraded natural resources, resolving and protecting pollution problems, and improving the effectiveness of natural resource and environment management by allowing participation from locals and all social stake holders.

2. Economic development for sustainability.

Emphasis is given to the continuity of economic stability, growth that benefits the majority of population, the production and consumption that responds to need and improves life quality and, at the same time, does not jeopardize the environment nor create pollution which shall turn into investment costs and limit effective economic development.

3. Social development for sustainability.

Importance is given to the consumption that is suitable and within nature's tolerant level to revive to its healthy state. Community waste should be within the level absorbable and completely destroyable by the ecosystem. A mechanism is set up to allow participation from all social sectors, and create a good partnership among individual manufacturing units so that there will be a fair product distribution, which will lead to the production of goods that is safe to consumers and harmless to the environment, as well as responds to people's basic need. The end result is to eliminate poverty and social economic inequality.

4. Promotion of social participation for sustainable development.

People and all stake holders are given roles to participate in the development of natural resources, the environment, the economy and society so that all voices are heard and balanced.

Also, the Tenth National Economic and Social Development plan (2007-2011) has a strategy to improve the quality of Thai people and Thai society to reach a society of knowledge and learning with one stated aim of continuing the development of the country.

2.2.3 Concept of Standards of Home Stay Management in Thailand

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 (Satarat, 2010). Among these home stay entrepreneurs, the Office of Tourism Development has certified 156 home stays in 51 provinces that have achieved the management standards during the period from 2004-2010 by employing the following indicators (Table 2.1) (TAT, 2011).

These indicators of Thai home stay tourism standards covering the 10 aspects of management, namely accommodation, food and nutrition, safety, hospitality, tourism program, natural resources, culture, supplementary income and community business, home stay management and public relations. Such indicators could be used as a guideline for the development of home stays and to ensure that home stay participants enjoy a positive and fruitful experience during their stay in Thailand.

Table 2.1 Home Stay Standards, Indicators and Measurements

Standards	Rank	Indicators	Measurements
1.Accommodation	1).	1.1 Well-proportioned accommodation	- There are a sufficient number of suitable accommodations with safe and sturdy structures. - Well-proportioned rooms are provided.
	2).	1.2 Cleanliness	- Standard beds, clean mattresses and bed linen are available. - Bed linens are regularly changed after the departure of each guest, and a clean set of bed linen is provided to the next guest. - Gazebo and traditional methods for the control of mosquitoes and insects are provided. - Clothes lines or a wardrobe are available. - Bedding set is standardized, reflecting the norm in the community.

Table 2.1 Continue

Standards	Rank	Indicators	Measurements
	3).	1.3 Toilet and restroom	<ul style="list-style-type: none"> - Toilet and restroom must be safe. - Bolt is in good working condition. - Toilet and restroom are well ventilated. - The roof is well insulated and waterproof. - Water bowl for bathing is available. - Clean water is provided. - Litterbin is provided. - Clothes line is in the restroom.
	4).	1.4 Living area	<ul style="list-style-type: none"> - Living areas are ventilated and good for relaxing. - Living area is regularly cleaned, decorated with trees and flowers.
2. Food & Nutrition	5).	2.1 Ingredients	<ul style="list-style-type: none"> - Food is well prepared in appropriate proportions. - Cooking process must be hygienic. - Local ingredients are used.
	6).	2.2 Drinking water	<ul style="list-style-type: none"> - Clean drinking water in bottle with lid is provided. - Purified clean drinking water.
	7).	2.3 Utensils	<ul style="list-style-type: none"> - Utensils are clean. - Utensils must be hygienic.
	8).	2.4 Kitchen	<ul style="list-style-type: none"> - Kitchen may or may not be in the house, but must be clean. - Clean containers are provided. - Waste management is hygienic.
3. Safety	9).	3.1 First Aid	<ul style="list-style-type: none"> - Home stay providers are trained for providing first aid in cases of guests being injured or any accidents. - Home stay providers should know the necessary health information of each guest.
	10).	3.2 Security	<ul style="list-style-type: none"> - Home stay providers have to inform the village headman when welcoming guests. - There is safety and security system for life and properties in the community. - Communities equipment available to alert authorities of any impending danger, or if a tourist is sick or injured.

Table 2.1 Continue

Standards	Rank	Indicators	Measurements
4. Hospitality	11).	4.1 Welcome & reception	- Introducing guests to all family members. - Inviting guests to participate in many activities, such as cooking and dining.
	12).	4.2 Knowledge exchange & Learning	- There are activities through which tourists and the hosts can learn from each other, i.e. activities imparting knowledge to visitors and guests about the way the hosts make a living, the history of community, folk beliefs and tales.
5. Tourism program	13).	5.1 Tourism programs	- Local people initiate tourism programs for equal profit distribution. - Tourism programs are easy to understand. - Tourism programs are compatible with local way of life.
	14).	5.2 Tourism activities	- Varieties of tourism activities are available for guests to choose.
	15).	5.3 Local guides	- Local guides and home stay providers are able to communicate with guests about the overall community, natural resources, cultures and traditions and local beliefs.
6. Natural resources	16).	6.1 Natural attractions	- Variety of natural attractions and activities are available for guests.
	17).	6.2 Natural conservation	- Rules and regulations for natural conservation, such as carrying capacity and illegal poaching protection, are applied.
	18).	6.3 Natural protection plan	- Rules and regulations for environmental protection are implemented.
	19).	6.4 Activity for natural conservation	- Various activities for natural preservation of tourist attractions are promoted and applied.
7. Culture	20).	7.1 Cultural preservation	- Examples of local architecture in the community still exist. - Compilation of local knowledge is available for guests to study. - Indigenous knowledge, local culture and traditions are well preserved.
	21).	7.2 Local way of living.	- The community still retains its original characteristics. - Local way of life is well preserved, without any adaptations to satisfy tourist needs.

Table 2.1 Continue

Standards	Rank	Indicators	Measurements
8. Supplementary income & community business	22).	8.1 Tourism as a supplementary income	<ul style="list-style-type: none"> - Residents within the community do not solely rely on the home stay services for their primary source of income. - The home stay service is a supplementary occupation.
	23).	8.2 Local souvenirs	<ul style="list-style-type: none"> - Souvenirs are made from local materials.
9. Home stay management	24).	9.1 Group unification	<ul style="list-style-type: none"> - The service is managed by a group of villagers in the form of an association or a cooperative, focusing on local participation.
	25).	9.2 Home stay committee	<ul style="list-style-type: none"> - Committees come from election. - All committees have appropriate and sufficient knowledge of home stay management and their own responsibilities.
	26).	9.3 Rules & regulation	<ul style="list-style-type: none"> - Rules and regulations, terms in position and operation are clearly stated. - Various principles and guidelines must be clarified; such as home stay provider, carrying capacity, rotation system and pricing.
	27).	9.4 Profit	<ul style="list-style-type: none"> - A proportion of tourism profits are distributed to the community.
	28).	9.5 Reservation, registration & deposit	<ul style="list-style-type: none"> - Advance booking is required. - Guidelines for guests must be clarified to ensure that they do not violate community customs, traditions and beliefs. - There is a reservation system and registration system to keep track of tourist information. - Advance deposit is required. - Tourist statistics must be recorded.
	29).	9.6 Fees	<ul style="list-style-type: none"> - Fees and other charges must be clearly specified and updated regularly for publicizing.
10. Public relations	30).	10.1 Brochures & pamphlets	<ul style="list-style-type: none"> - Brochures & pamphlets must contain necessary information, such as tourist destinations and tourism activities.
	31).	10.1 Marketing plan	<ul style="list-style-type: none"> - Goals and action plans for marketing and public relation activities are clearly set.

Source: Office of Tourism Development, (2009 : 17-20)

The government perceives home stay as a means of helping rural communities to become economically self-sufficient. Especially, the economic crisis of 1997 affected everyone in Thailand, even His Majesty the King. Seeing many of his subjects suffering, he advised the Thai people to change their economic philosophy in order to cope with the economic adversity and withstand future economic insecurity. His Majesty's words have become known as the philosophy of Sufficiency Economy and have been used as the guiding principle in drafting the 9th National Economic and Social Development Plan (Krongkaew, 2003). Then, the "Long Stay, Home Stay" project, carried out by the Ministry of Tourism and Sports of Thailand and Ministry of Interior, was launched in December 2005 in response to demand from tourists and to encourage visitors to prolong their stay in Thailand.

The Tourism Authority of Thailand's Policies 2007-2011 related to home stay (TAT, 2011) as follows;

1. Promote the role of tourism in developing the quality of life of Thai people nationwide and serving as the key economic driving force to create more job opportunities and increase revenues for the country.

2. Promote the sustainable growth of Thailand's tourism industry by focusing on quality tourist market expansion both in new areas and niche market areas, under the continuous consolidation of Thailand's branding.

3. Promote tourism to become a part of Thais' way of life by means of supporting a good coordination between public and private sectors. Stimulate domestic tourism that not only paves way for new learning, but also generates benefits for family and society as whole. In so doing, it will further lead to cultivation and awareness in environmental preservation, as well as the love and pride in the Thai culture.

4. Encourage tourism at secondary tourist sites so as to create economic, social and environmental balance, by emphasizing on inter-provincial and regional tourism.

5. Support the facilitation and safety provision for tourists by means of coordinating and problem solving with public and private sectors. (TAT, 2011)

In terms of previous home stay studies, research by Lynch (2003) concerning conceptual relationships between hospitality and space in the home stay sector by conducting qualitative observations in the field has identified as significant. The results recognized the emotional

significance of the home setting and identified it as an unacknowledged player in the hospitality experience. Oranratmanee (2008) also studied the rural home stay and its relationships between space, social interaction and meaning in Northern Thailand with significant results. The evidence from her three case studies has shown that there are important social and cultural distinctions and that strong relationships were formed between the spatial characteristics of rural houses and the social interactions produced within them. Meanwhile, Hamzah (2008) has studied the home stay program in Malaysia which is gradually evolving into a mainstream tourism product that is being aggressively promoted by the government as form of catalyst for revitalizing the rural economy. For the home stay providers, the income from the home stay program has been minimal. However, the research clearly signals warnings against the over-commercialization of the home stay program by tour operators.

There are strengths and weaknesses in all home stays in every area as the study of Bhuiyan and Siwar (2011) stated in their research: the role of home stay for ecotourism development in the east coast economic region that the home stay should emphasize on the cultural practices as well as to create a genuine interest and commitment among the local people. The results showed that there were some potential factors remaining in the east coast economic region for establishing home stays-ecotourism resources and biodiversity, infrastructure development, integrated approach, present the cultural performance, limited environmental and social impact, commercial interest and investment and opportunities for local entrepreneurs. Some weaknesses also remain in the east coast economic region for home stay development. These are a low standard of accommodation, unacceptable bathroom or washroom facilities and lack of any marketing campaign. There are some challenges such as brand image issues, meeting international standards, training facilities, marketing and promotion and poverty alleviation that must be considered for home stay development. The study revealed that home stay operations could create alternative accommodation opportunities in the east coast economic region with proper planning and implementation, operational regulation and management, appropriate development and financial allocation in home stay operations would ensure sustainable development.

In addition, there is the research about home stay related to the Sufficiency Economy philosophy by Yutthana which studies the home stay management based on the philosophy of

Sufficiency Economy concept: A case study of Baanbusai Wang Nam Khiao district Nakhon Ratchasima province. The study's results show that the Baanbusai community has joined hands in setting up a home stay accommodation. They aim to earn extra money from the home stay as the purpose of the Tourism Authority of Thailand's Policies 2007-2011 that the home stay promotes the role of tourism in developing the quality of life of Thai people nationwide and serving as the key economic driving force to create more jobs opportunities and increase revenues for the county. Their home stay management is based on the concept of Sufficiency Economy to achieve a balanced resource allocation and the community's self-reliance. The key factor contributing to Baanbusai home stay's success is strong leadership by the group leader who realizes the community and individuals' potentials. He manages to successfully add value to the existing resources and upgrade the community's quality of life. Another key factor leading to the success of the Baanbusai home stay is community involvement: community members all share common goals in developing and strengthening their community.

From the concept of Sufficiency Economy philosophy that the King of Thailand formulated for the Thai people to follow that will provide a way of life that is perfect, peaceful, where belief serves as the driving force emphasizing self-sufficiency economy in the community in order to be a strong community in receiving the present global trends. Another direction toward immunity to society and solutions to various problems that arise and that many Thai people benefit from this philosophy in the way of life and running a business (Thongma, Chen & Leelapattana, 2011).

2.3 Concept of the Sufficiency Economy philosophy

Since the 1970s, Thailand's King H.M. King Bhumipol Adulyadej, has delivered a number of highly influential speeches whose content has come to be known within Thailand as the "Sufficiency Economy" philosophy. The ideas contained in His Majesty's speeches have had a deep intellectual impact within Thailand. His Majesty King Bhumibol Adulyadej developed the philosophy of the Sufficiency Economy to lead his people to a balanced way of life and to be the main sustainable development theory for the country. The theory is based upon a Middle Path between society at the local level and the market in the global context. By highlighting a balanced approach, the philosophy allows the nation to modernize without resisting globalization, but

provides a means to counteract negative outcomes from rapid economic and cultural transitions. The Sufficiency Economy became critical during the economic crisis in 1997, in which Thailand needed to maintain stability to persist on self-reliance and develop important policies to recover. By creating a self-supporting economy, Thai citizens will have what they need to survive but not excess, which would turn into waste (Warr, 2007).

According to the National Economic and Social Development Board (2005), His Majesty proposed that it was not important for Thailand to remain an “economic tiger,” or become characterized as a newly industrialized country. Instead, His Majesty explained that sufficiency is living in moderation and being self-reliant in order to protect against changes that could destabilize the country. The Sufficiency Economy is believed to adapt well within existing social and cultural parameters in a given community, if the following two factors are met:

- Subsistence production with equitable linkage between production and consumption
- The community has the potential to manage its own resources

As a result, the Sufficiency Economy should enable the community to maintain adequate population size, enable proper technology usage, preserve the richness of the ecosystems and survive without the necessity of intervention from external factors. The concept is now commonly included in many government projects.

As His Majesty has stated, “If we contain our wants, with less greed, we would be less belligerent towards others. If all countries entertain this - this is not an economic system - the idea that we all should be self-sufficient, which implies moderation, not to the extreme, not blinded with greed, we can all live happily.”

The Self Sufficiency Economy theory has led to diverse interpretations by many different groups. However, His Majesty has rejected extreme perspectives on his ideology, stating that self-sufficiency does not require families to grow food and make clothes for themselves. But, each village should have some quantity of sufficiency. For instance, if agricultural production exceeds the amount needed for the village they should sell the remaining amount to a nearby village, close in distance, to avoid unnecessary transportation costs.

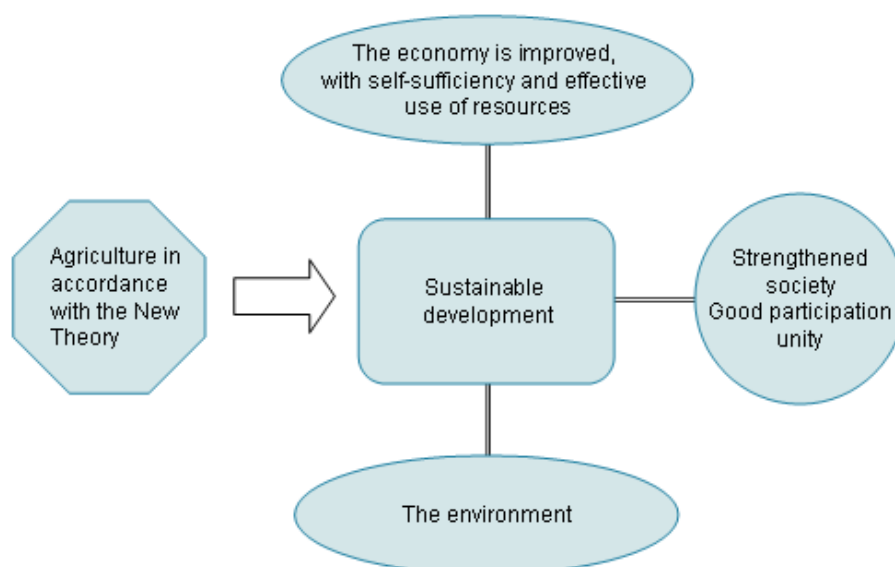
In short, His Majesty himself best summarizes the Self Sufficiency Economy and its expected outcomes; “Sufficiency Economy is a philosophy that guides the livelihood and

behavior of people at all levels, from the family to the community to the country, on matters concerning national development and administration. It calls for a 'middle way' to be observed, especially in pursuing economic development in keeping with the world of globalization. At the same time we must build up the spiritual foundation of all people in the nation, especially state officials, scholars, and business people at all levels, so they are conscious of moral integrity and honesty and they strive for the appropriate wisdom to live life with forbearance, diligence, self-awareness, intelligence, and attentiveness. In this way we can hope to maintain balance and be ready to cope with rapid physical, social, environmental, and cultural changes from the outside world (United Nations Development Program, 2007).”

The result has been sustainable development, as it shores up the economy and creates self-sufficiency, while the environment is improved and the community strengthened, with people organizing into groups for production, marketing, and welfare as example.

Such organization of people in the community not only makes it less dependent on outside sources, but also creates better bargaining power for the community in its acquisition of production factors and the sale of products. The cost of transportation and marketing can also be reduced, since it benefits from the economies of scale. At the same time, organized farmers can better plan their production, in accordance with market demands. In the third phase, thanks to coordination with other organizations in capital, marketing, and business operation on a wider scale, such as the setting up of rice mills, shops, and service stations, farmers are able to sell value-added products, at the same time learning and gaining experience in production, marketing, and processing. Their incomes gradually increase, and at the same time, the environment is improved and the family institution and the community are strengthened, resulting in sustainable development (Foreign Office, 2006), as shown in Figure 2.1 below.

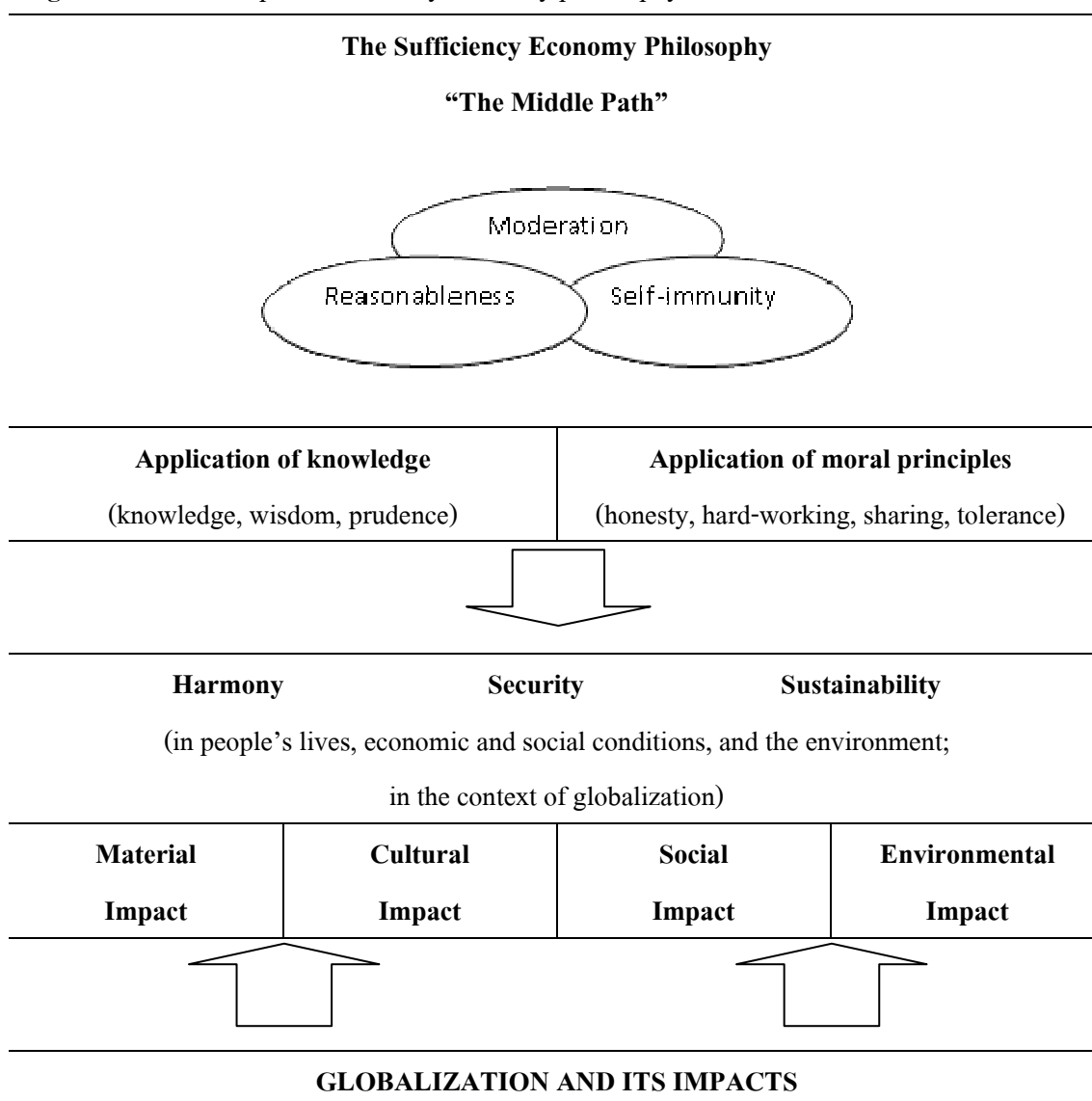
Figure 2.1 Sustainable Development and Environment



Source: www.thailand.prd.go.th/ebook/king/new_theory.html

The Figure 2.2 illustrates the Philosophy of the Sufficiency Economy framework. The three interlocking elements represent the three principles of the philosophy of the Sufficiency Economy: moderation, reasonableness and self-immunity. These three principles are interconnected and interdependent. Moderation conveys the idea of people living their lives on the middle path, not the extremes. People should rely on themselves without overindulgence. This way of living occurs when people have reasonableness-accumulated knowledge and experience, along with analytical capability, self-awareness, foresight, compassion and empathy. They must be aware of the consequences of their actions, not only for themselves but also for others. The third principle, self-immunity, refers to the ability of people to protect themselves against any external turbulence and to cope with events that are unpredictable or uncontrollable. It implies a foundation of self-reliance, as well as self-discipline. Apart from these three components, two other conditions are needed to make the principles of sufficiency economy work: knowledge and morality. Knowledge encompasses accumulating information with insight to understand its meaning and the prudence needed to put it to use. Morality refers to integrity, trustworthiness, ethical behavior, honesty, perseverance, and a readiness to work hard (Mongsawad, 2010).

Figure 2.2 The concept of Sufficiency Economy philosophy



Source: Mongsawad, 2010 : 129

By practicing these three principles with the two underlying conditions, people would be able to live securely in harmony in a sustainable society and environment. Such a way of living does not signify self-sufficiency: rather, it reflects self-reliance and the ability to tolerate and cope with any kind of malign impact of globalization.

There are many reasons that ensure the sufficiency economy principle could shift a society towards sustainability, which are as follows:

- 1) It is not only a framework but it can be easily put into concrete practice.

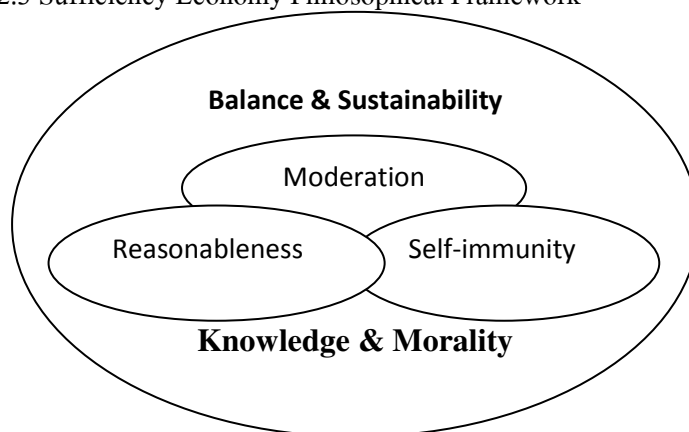
2) It is focusing on holistic approaches by equalizing overall components within the system.

3) The framework is based on natural adaptation with knowledge and perception that is the local knowledge.

4) The procedure is not against nature rather it is within society's capability.

Piboolsravut (2004) also describes the Sufficiency Economy philosophy as one that comprises three components and two underlying conditions. Firstly, Sufficiency Economy entails three components: Moderation, Reasonableness, and requirement for a Self-immunity system, i.e. the ability to deal with internal and external changes. Secondly, two underlying conditions are necessary to achieve Sufficiency are Knowledge and Morality. Sufficiency Economy requires meticulous and thoroughness in planning, carefulness in applying knowledge, and the implementation of those plans. As for the Moral and Ethical condition, Sufficiency Economy enforces the condition that people are to possess honesty and integrity while conducting their lives with perseverance, harmlessness and generosity. The Sufficiency Economy Philosophy serves as a guide for the way of living and behaving for people of all levels, and is scalable with universal domain applicability, including business organizations. Finally, it aims to achieve balance and sustainability the figure 2.3.

Figure 2.3 Sufficiency Economy Philosophical Framework



Source: Piboolsravut (2004: 5)

Furthermore, His Majesty has recommended a secure balance in the five following aspects to achieve the principle of self-immunity:

- State of Mind: One should be strong, self-reliant, compassionate and flexible. Besides, one should possess a good conscience and place public interests as a higher priority than one's own.

- Social Affairs: People should help one another, strengthen the community, maintain unity and develop a learning process that stems from a stable foundation.

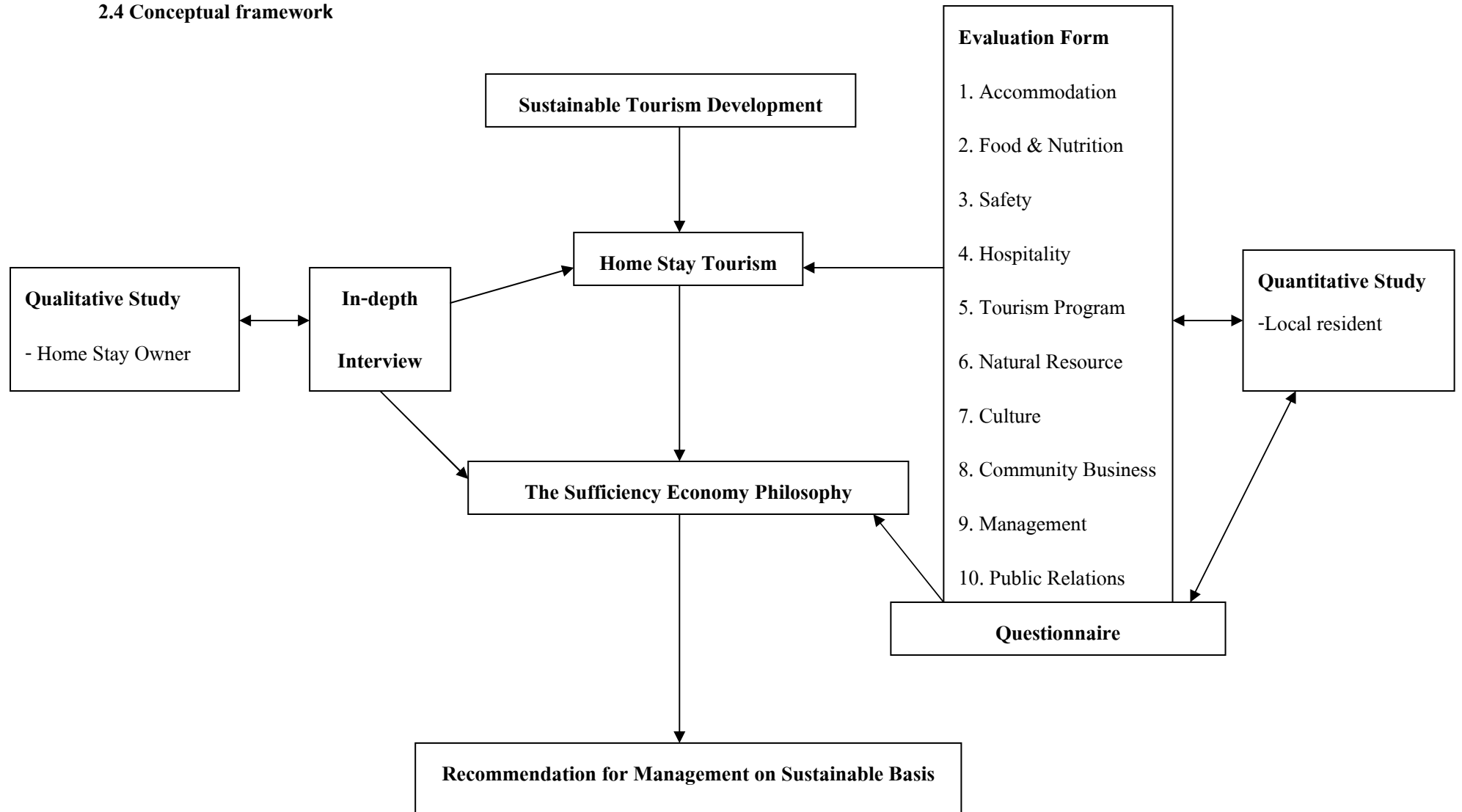
- Natural Resource and Environmental Management: The country's resources need to be used efficiently and carefully to create sustainable benefits and to develop the nation's stability progressively.

- Technology: Technological development should be used appropriately while encouraging new developments to come from the villagers' local wisdom.

- Economic Affairs: One needs to increase earnings, reduce expenses, and pursue a decent life. (Foreign Office, 2006).

In Summary, "Sufficiency Economy" is a holistic concept of moderation and contentment. It sets out to shield the people and the country from adverse shocks, and acknowledges interdependency among people at all levels, as well as with nature, against the backdrop of globalization. It emphasized the use of knowledge wisely with due consideration. Its values include integrity, diligence, harmlessness and sharing. Finally, it aims to achieve balance and sustainability (National Economic and Social Development Board, 2005). It shows that his Majesty did not deny economic progress and globalization, as some people have interpreted. Indeed the word "globalization" is used in the statement on Sufficiency Economy that His Majesty has endorsed (Krongkaew, 2003).

2.4 Conceptual framework



HAPTER 3

METHODOLOGY

This research analyzes the current situation of home stay tourism in Ban Bang Pat, Changwat Phang-nga and assesses the perception of the local community over the concept of Sufficiency Economy philosophy in home stay management.

3.1 Type of Research

This research is the concurrent mixed methods, which are a qualitative and a quantitative research. This study collected data directly from the population of 12 home stays, 12 home stay owners and 62 representatives from all 62 households in the area (Bangtoey SAO, 2011). No sample size and sampling method was adopted because the study collects the data from total population of the area.

The research began with reviewing literature intended for collecting the related information. Then, a survey of the area was conducted as well as informal meetings with key people at Baan Bang Pat to get the current state of tourism development for more ideas to help develop the research instrument.

3.1.1 Qualitative Method

Studied from academic articles and researches related to the general condition and situation of the study area, tourism activities, local way of life, traditional, culture and housing of the study community and home stay management in the area. Also, interviewing coupled with field observation to know the perspective of the home stay owners.

3.1.1.1 Population, sample size and sampling technical

The 12 home stays in Ban Bang Pat and 12 home stay owners who use their houses as home stays for tourists are the population for the qualitative study. The researcher studied from the population so that there is no sample size and sampling method in this study.

3.1.1.2 Research tools

The researcher interviewed all the home stay owners to get richer information about home stay tourism management and the Sufficiency Economy philosophy in home stay management.

In-depth interviews with 12 home stay owners including 20 questions in 2 parts about home stay tourism management and the philosophy of sufficiency economy in the community and home stay tourism. The details are as follows;

Part one comprised of 14 questions about the community and home stay tourism.

Part two comprised of 6 questions about the philosophy of Sufficiency Economy and home stay tourism.

3.1.1.3 Data analysis

Content analysis was used in the home stay owner interviews and to summarize major topics extracted from the interviews.

3.1.2 Quantitative Method

The quantitative data was recovered from field surveys and site observations at Ban Bang Pat to assess the current situation of home stay tourism in the village.

For the statistical analysis, a statistical package for the social sciences was used.

3.1.2.1 Population, sample size and sampling method

Ban Bang Pat is the study area, 12 home stays and 62 representatives of 62 households in the village are the populations for the quantitative study. As this research conducted its study from the population, there is no sample size and sampling method.

3.1.2.2 Research instruments

The evaluation form of home stay standards was applied to all 12 home stays and appraised by the researcher as a mystery shopper. Then the questionnaires were developed and distributed to the local residents to get the general opinion from the 62 representatives of all 62 households in the area about the home stay tourism management and the philosophy of Sufficiency Economy in home stay management.

1. Mystery shopper

As one of the instruments, the researcher acted like a customer by posing as a mystery shopper and stayed overnight at every home stay. Then in the morning, the researcher completed the evaluation with a fresh memory and firsthand experience at to what activities and hospitality the home stays in the area provided

2. The evaluation form of home stay standard

Ban Pang Pat is the study site, 10 aspects and 31 indicators of Thai Home Stay Certification Standards for Community Projects and Service Providers (Office of Tourism Development, 2009) are used as the evaluation form of home stay standards to all the home stays in the area.

To assess the current situation of home stay tourism in Ban Bang Pat, the researcher used the evaluation form of home stay standard on Thai Home Stay Certification Standards for Community Projects and Service Providers from the Ministry of Tourism and Sports (2009). The form is divided into 10 standards with 31 indicators and was completed by the researcher including the method used to give the evaluation score in each of the home stay standards as follows;

1.) Standard of Accommodation

- 1.1) Accommodation is well proportioned.
- 1.2) Accommodation is clean and comfortable.
- 1.3) Toilet and restroom are safe and clean.
- 1.4) Living area at the home stay and in the community is clean and good for relaxing.

2.) Standard of Food and Nutrition

- 2.1) Food and ingredients are well prepared.
- 2.2) Clean drinking water.
- 2.3) Utensils are clean.
- 2.4) Kitchen must be clean and hygienic.

3.) Standard of Safety

- 3.1) Providing first aid.
- 3.2) Providing security.

4.) Standard of Management

- 4.1) Welcome and reception.
- 4.2) Knowledge exchange and leaning.

5.) Standard of Tourism program

- 5.1) Tourism programs are compatible with local way of life.
- 5.2) Tourism activities information.
- 5.3) Local guides.

6.) Standard of Natural resources

- 6.1) There is natural attractions in the community or nearby.
- 6.2) Natural conservation.
- 6.3) Natural protection plan.
- 6.4) There is an activity for natural conservation.

7.) Standard of Culture

- 7.1) Cultural preservation.
- 7.2) Retain the local way of living.

8.) Standard of Supplementary income and community business

- 8.1) Tourism as a supplementary income.
- 8.2) Local souvenirs.

9.) Standard of Home stay management

- 9.1) Group unification.
- 9.2) Home stay committee.
- 9.3) Rules and regulations.
- 9.4) Profit distribution fairly within the community.
- 9.5) Reservation, registration and deposit.
- 9.6) Fees information.

10.) Standard of Public relations

- 10.1) Brochures and pamphlets.
- 10.2) Marketing plan.

3. Questionnaires

Moreover, questionnaires were applied to the local residents in order to make recommendations and analyze the possibility to employ the philosophy of sufficiency economy in home stay management.

Structured questionnaires were designed with 24 questions in 6 parts. The questionnaires were developed for the purpose of analyzing the current situation of Ban Bang Pat home stay tourism and the possibility of employing the philosophy of Sufficiency Economy in home stay tourism management. The questions mixed closed-end, multiple choice and Likert scale questions.

Part one composed of 4 questions about the philosophy of Sufficiency Economy knowledge.

Part two composed of 3 questions about the philosophy of Sufficiency Economy related to the community way of life.

Part three composed of 3 questions about the philosophy of Sufficiency Economy related to the environment and natural resources.

Part four composed of 8 questions about the community opinions on the home stay tourism.

Part five composed of 4 questions about the community opinions on home stay tourism problem.

Part six composed of 2 questions about the community opinions on solutions of home stay tourism problem.

The score is given by the number of home stays that have the characteristics as referring to the measurement details.

5 = All home stays

4 = 75% of the evaluated home stays

3 = 50% of the evaluated home stays

2 = 25% of the evaluated home stays

1 = Less than 25% of the evaluated home stays

3.1.2.3 Data Analysis

Statistical methods for quantitative data were used for data analysis. To obtain the community home stay standard, the evaluation score needs to be higher than 3.5 or more than 70 percentage of the assessed. The primary data was recovered from field research and was analyzed by using a computer statistic program to find both the mean and the percentage.

The study ranked the standard of home stay tourism management by using the Likert rating scale as follow;

Scale	Interval level	Percentage	Value assessment
1	1.00-1.80	>90-100	Very low
2	1.81-2.60	>80-90	Low
3	2.61-3.40	>70-80	Average
4	3.41-4.20	>60-70	High
5	4.21-5.00	>50-60	Very high

After evaluation of all the indicators, the results were converted into a percentage in order to identify the standard level of home stay tourism management in the entire community as follows;

Percentage	Standard Level
>90-100	☆☆☆☆☆
>80-90	☆☆☆☆
>70-80	☆☆☆
>60-70	☆☆
>50-60	☆

Source: Office of Tourism Development (2009 : 4)

For the statistical analysis, statistical package for the social sciences was used. Descriptive statistics such as frequencies, percentages and mean values were used to analyze knowledge about the philosophy of Sufficiency Economy, socio-cultural aspect with the philosophy of Sufficiency Economy, environment aspect with the philosophy of Sufficiency

Economy, community opinions on home stay tourism, community opinions on home stay tourism problems and community opinions on solutions of home stay tourism problems.

The analysis of the mean score was based on the interval level below;

Scale	Interval level	Value assessment
5	4.21-5.00	Very high
4	3.41-4.20	High
3	2.61-3.40	Average
2	1.81-2.60	Low
1	1.00-1.80	Very low

3.2 Data Collection

The scope of this study focuses on the management of Ban Bang Pat home stay based on the Thai Home Stay Certification Standards for Community Project and Service Providers of the Office of Tourism Development, The Ministry of Tourism and Sports. Perspectives of the community about the home stay tourism are the information for suggestions and recommendations. This research has divided the data collected into 2 parts:

3.2.1 Primary Data

The data was collected from field study and site observation for the current situation of the village. The questionnaires for this research were collected from the representatives of 62 families about the home stay tourism in the village. Also, the evaluation form of home stay standards to all the home stays evaluated by the researcher and interviewed. In addition all home stay owners were interviewed get information about the lodgings and services provided in terms of analyzing the current situation of home stay tourism management in Ban Bang Pat, Changwat Phang-Nga and accessing the perception of the local community over the concept of philosophy of sufficiency economy in home stay management.

3.2.2 Secondary Data

The information is gathered from perspectives, theories and researches relating to the management of home-stay tourism. Also, data has been collected from academic articles and

researches related to the general conditions and situation of the study area, tourism activities, local way of life, traditional, culture and housing of the study community. Including data collection from the seminar summary, articles and various publications related to the sufficiency economy philosophy and sustainable tourism that will support the analysis of the study of the management of the home stay community.

CHAPTER 4

RESULTS

This research used the concurrent mixed methods, which are quantitative and qualitative. An evaluation form of the home stay standards, questionnaires and interview questions were developed to analyze the current situation of Ban Bang Pat home stay and to assess the local community's perspective over the concept of philosophy of Sufficiency Economy in home stay tourism management.

The results of the study will be analyzed to see how they fit with the two major objectives:

1. To analyze the current situation of home stay tourism in Ban Bang Pat, Changwat Phang-Nga.
2. To access the perception of the local community over the concept of the Sufficiency Economy philosophy in home stay management.

4.1 Quantitative data

4.1.1 Current Situation of Ban Bang Pat Home Stay Tourism Analysis.

To analyze the current situation of Ban Bang Pat home stay tourism, the researcher used field surveys and site observations by visiting the area many times. Also, the researcher had the opportunity to stay overnight and sample the activities at the home stay in the village. Afterwards, the researcher was able to complete the evaluation form of home stay standards, provide questionnaires for the community and ask interview questions to the home stay owners. These were developed to explore the current situation of Ban Bang Pat home stay tourism as follows.

4.1.1.1 The evaluation of home stay standards

From the study as mentioned in Table 4.1, the results revealed that the total mean score of Ban Bang Pat home stay is 3.75, equivalent to a total weighted percentage of 74.60. Regarding the criteria assessment of Thai home stay standards, this result significantly identified that the community home stay at Ban Bang Pat obtains a home stay standard at a moderate level.

It is worth noting that Ban Bang Pat home stay obtained the highest score of standard for the natural resources standard (mean 4.49 or 89.80%), supplementary income and community business (mean score 4.46 or 89.20%), food and nutrition (mean score 4.39 or 87.80%), culture and hospitality (mean score 4.04 or 80.80%) respectively. However, the village holds less capacity in terms of accommodation management at so scores at a moderate level (mean score 3.78 or 75.60%).

Remarkably peculiar, there are 4 standards of Ban Bang Pat home stay that do not pass the Thai home stay standard, including the tourism program (mean score 3.42 or 68.40%), safety (mean score 3.20 or 64.00%), and public relations (mean score 2.92 or 58.40%). The village has a crucial weakness in the area of home stay management (mean score 2.72 or 54.40%).

Table 4.1 Result of Home Stay Management Standards at Ban Bang Pat

Indicators	Home Stay 1	Home Stay 2	Home Stay 3	Home Stay 4	Home Stay 5	Home Stay 6	Home Stay 7	Home Stay 8	Home Stay 9	Home Stay 10	Home Stay 11	Home Stay 12	Total scores	Mean	Percentage	Weighted	Weighted mean
Standard 1 Accommodation																	
1.1 Well-proportioned accommodation	4	4	4	4	4	5	4	4	3	4	4	5	49	4.08	81.60	2	8.16
1.2 Cleanliness	3	3	4	3	3	5	3	3	3	4	5	5	44	3.67	73.40	3	11.01
1.3 Toilet and restroom	4	4	3	3	3	5	3	3	3	4	5	4	44	3.67	73.40	3	11.01
1.4 Living area	3	3	4	3	3	5	3	4	3	3	5	5	44	3.67	73.40	2	11.01
Total of standard 1	14	14	15	13	13	20	13	14	12	15	19	19	180	3.78	75.60	10	41.19
Standard 2 Food & Nutrition																	
2.1 Ingredients	5	5	5	5	5	5	5	5	4	5	5	5	59	4.92	98.40	2	9.84
2.2 Drinking water	5	5	5	5	5	5	5	5	4	4	5	5	58	4.83	96.60	3	14.49
2.3 Utensils	4	4	4	4	4	4	4	4	3	4	5	4	48	4.00	80.00	3	12.00
2.4 Kitchen	4	4	4	4	3	4	3	4	3	4	5	4	46	3.83	76.60	2	7.66
Total of standard 2	18	18	18	18	17	18	17	18	14	17	20	18	181	4.39	87.80	10	43.99
Standard 3 Safety																	
3.1 First Aid	3	3	3	3	3	3	3	3	3	3	4	3	37	3.08	61.60	5	15.40
3.2 Security	3	3	3	3	3	3	3	3	3	3	5	5	40	3.33	66.60	5	16.65
Total of standard 3	6	6	6	6	6	6	6	6	6	6	9	8	77	3.20	64.00	10	32.05
Standard 4 Hospitality																	
4.1 Welcome & reception	4	4	4	4	4	4	5	4	4	4	5	4	50	4.17	83.40	5	20.85
4.2 Exchange knowledge & Learning	4	4	4	4	4	4	4	4	4	3	4	4	47	3.91	78.20	5	19.55
Total of standard 4	8	8	8	8	8	8	9	8	8	7	9	8	97	4.04	80.80	10	40.40

Table 4.1 Continue

Indicators	Home Stay 1	Home Stay 2	Home Stay 3	Home Stay 4	Home Stay 5	Home Stay 6	Home Stay 7	Home Stay 8	Home Stay 9	Home Stay 10	Home Stay 11	Home Stay 12	Total scores	Mean	Percentage	Weighted	Weighted mean
Standard 5 Tourism program																	
5.1 Tourism programs	3	3	3	3	3	3	3	3	4	4	4	5	41	3.42	68.40	4	13.68
5.2 Tourism activities	3	3	3	3	3	3	3	3	3	4	4	4	39	3.25	65.00	3	9.75
5.3 Local guides	4	4	4	4	4	4	5	4	3	4	5	3	43	3.58	71.60	3	10.74
Total of standard 5	10	10	10	10	10	10	11	10	10	12	13	13	123	3.42	68.40	10	34.17
Standard 6 Natural resources																	
6.1 Natural attractions	5	5	5	5	5	5	5	5	5	5	5	5	60	5.00	100.00	2	10.00
6.2 Natural conservation	4	4	4	5	5	5	5	5	3	4	5	4	53	4.42	88.40	3	13.26
6.3 Natural protection plan	4	4	4	4	4	4	4	4	3	5	4	5	49	4.08	81.60	2	8.16
6.4 Activity for natural conservation	5	5	5	5	5	5	5	5	3	5	4	4	56	4.67	93.40	3	14.01
Total of standard 6	18	18	18	19	19	19	19	19	14	19	18	18	218	4.49	89.80	10	45.43
Standard 7 Culture																	
7.1 Cultural preservation	4	4	4	4	4	4	4	4	2	5	5	4	48	4.00	80.00	5	20.00
7.2 Local way of living.	4	4	4	4	4	4	4	4	3	5	5	4	49	4.08	81.60	5	20.40
Total of standard 7	8	8	8	8	8	8	8	8	5	10	10	8	97	4.04	80.80	10	40.40
Standard 8 Supplementary income & community business																	
8.1 Tourism as a supplementary income	5	5	5	5	5	5	5	5	3	3	4	3	53	4.42	88.4	2	8.84
8.2 Local souvenirs	5	5	5	5	5	5	5	5	3	3	3	5	54	4.50	90.00	3	13.50
Total of standard 8	10	10	10	10	10	10	10	10	6	6	7	8	107	4.46	89.20	5	22.34
Standard 9 Home stay management																	
9.1 Group unification	3	3	3	3	3	3	3	3	3	4	4	5	40	3.33	66.6	4	13.32
9.2 Home stay committee	3	3	3	3	3	3	3	3	3	4	3	4	36	3.00	60.00	4	12.00
9.3 Rules & regulation	3	3	3	3	3	3	3	3	3	4	3	4	38	3.17	63.4	3	9.51
9.4 Profit	3	3	3	3	3	3	3	3	3	5	5	5	42	3.50	70.00	4	14.00
9.5 Reservation, registration & deposit	0	0	0	0	0	0	0	0	3	2	0	0	5	0.41	8.20	2	0.82

Table 4.1 Continue

Indicators	Home Stay 1	Home Stay 2	Home Stay 3	Home Stay 4	Home Stay 5	Home Stay 6	Home Stay 7	Home Stay 8	Home Stay 9	Home Stay 10	Home Stay 11	Home Stay 12	Total scores	Mean	Percentage	Weighted	Weighted mean
9.6 Fees	3	3	3	3	3	3	3	3	3	3	5	0	35	2.92	58.40	3	8.76
Total of standard 9	15	15	15	15	15	15	15	15	18	22	20	18	196	2.72	54.40	20	58.41
Standard 10 Public relations																	
10.1 Brochures & pamphlets	3	3	3	3	3	3	3	3	2	2	4	3	35	2.92	58.40	3	8.76
10.2 Marketing plan	3	3	3	3	3	3	3	3	2	2	4	3	35	2.92	58.40	2	5.84
Total of standard 10	6	6	6	6	6	6	6	6	4	4	8	6	70	2.92	58.40	5	14.60
The score of Ban Bang Pat Home Stay													37.46	74.92	100	372.98	
Total mean score: 3.75													Mean	3.75		3.73	
Total weighted mean score: 3.73													Percentage			74.60	
Total weighted score percentage: 74.60% of the all home stay in Ban Bang Pat that meet the standards																	

4.1.1.2 Community opinions on home stay tourism in Ban Bang Pat, Changwat Phang-Nga

Home stay tourism can effect directly to the community in both positive and negative ways. It is worth knowing their perspective to be able to analyze the current situation of Ban Bang Pat home stay management. The current situation could lead to reformations on how to provide the better service in the area.

The community opinions on home stay tourism in Ban Bang Pat, Changwat Phang-Nga were analyzed individually into mean and percentage as illustrated in Table 4.2. The results were classified in 5 levels indicating where the respondents strongly disagree, disagree, fair, agree and strongly agree. The community strongly agreed only on the aspect that home stays tourism "increases income" (mean score 4.27). In addition, respondents agreed that home stay tourism "increases employment" (mean score 4.19), "people could sell more local products and souvenirs could have more sale" (mean score 4.17), "tourism benefits the community overall" (mean score 4.12), "the community has more opportunity to provide more services for tourists" (mean score 3.62), "the tourist could experience the community way of life and activities" (mean score 3.59) and "tourism generates the villagers' own business" (mean score 3.45). The last aspect was rated at the fair level, which was home stay tourism "establish the village fund" (mean score 3.29).

Table 4.2 Community opinions on home stay tourism in Ban Bang Pat, Changwat Phang-Nga

Aspects	Strongly Disagree	Disagree	Fair	Agree	Strongly Agree	Mean
1. Home stay tourism increases income.	3.20%	1.60%	11.30%	32.30%	51.60%	4.27
2. Home stay tourism increases employment.	1.60%	3.20%	17.70%	29.00%	48.40%	4.19
3. People could sell more local products and souvenirs.	1.60%	1.60%	16.10%	41.90%	38.70%	4.17
4. Home stay tourism benefits the community overall.	1.60%	1.60%	14.50%	48.40%	33.99%	4.12

Table 4.2 Community opinions on home stay tourism in Ban Bang Pat, Changwat Phang-Nga

Aspects	Strongly Disagree	Disagree	Fair	Agree	Strongly Agree	Mean
5. The community has more opportunity to provide more service for tourists.	3.20%	3.20%	35.50%	43.50%	14.50%	3.62
6. The tourists could experience the community way of life and activities.	1.60%	3.20%	46.80%	30.60%	17.70%	3.59
7. Home stay tourism generates the villagers' own business	4.80%	9.70%	37.10%	32.3%	16.10%	3.45
8. Home stay tourism establish the village fund	4.80%	9.70%	48.40%	25.80%	11.30%	3.29

4.1.1.3 Community opinions on the home stay tourism problem in Ban Bang Pat, Changwat Phang-Nga

In the overview, the home stay tourism causes a low level of problem as shown in Table 4.3. The community disagreed that home stay tourism causes the pollution in the community (mean score 2.45) such as garbage, change the community way of life (mean score 2.37), cause the attractions declination (mean score 2.06) and the increased tourists disturb the community way of life (mean score 2.01).

Table 4.3 Community opinions on home stay tourism problem in Ban Bang Pat, Changwat Phang-Nga

Aspects	Strongly Disagree	Disagree	Fair	Agree	Strongly Agree	Mean
1. Cause pollution in the community	25.80%	29.00%	27.40%	9.70%	8.10%	2.45
2. Change the community way of life	24.20%	29.00%	33.90%	11.30%	1.60%	2.37
3. Cause the attractions declination	46.80%	19.40%	17.70%	12.90%	3.20%	2.06
4. Increased tourists disturb the community way of life	32.30%	40.30%	21.00%	3.20%	3.20%	2.01

4.1.1.4 Community opinions about solutions to the home stay tourism problem in Ban Bang Pat, Changwat Phang-Nga

The community opinions about the solutions of the problems with home stay tourism in Ban Bang Pat, Changwat Phang-Nga were collected from the representative of 62 households in the village. Table 4.4 showed that the 51 households agreed that the best solution to the home stay tourism problem was to increase the knowledge, understanding and consciousness about the tourism resources to the tourists and villagers (82.30%). Then the 26 households (69.40%) suggested that the provision of the necessary information to the tourists, followed by the 19 households (44%) agreed upon the "long term planning for public utility. The least agreed solution by the 18 households (36.00%) was planning for the pollution problem.

Table 4.4 Community opinions about the solutions of home stay tourism problem in Ban Bang Pat, Changwat Phang-Nga

Aspects	Frequency	Percent
1. Increase the knowledge, understanding and conscious about the tourism resources to the tourists and villagers	51	82.30%
2. Provide the necessary information to the tourists	26	41.90%
3. Long term planning for public utility	19	30.60%
4. Planning for the pollution problem	18	29.00%

4.1.2 The local community perception over the concept of Sufficiency Economy philosophy in home stay management analysis

To access the local community's perception over the concept of Sufficiency Economy philosophy with regards to home stay tourism management, the researcher used the questionnaires to the community and the interview questions to the home stay owners. The results and analysis are as follows.

4.1.2.1 Community knowledge about the Sufficiency Economy philosophy

As shown in Table 4.5, most respondents (61 households or 88.40%) have knowledge of the King's philosophy of Sufficiency Economy and the 47 households or 75.80% have acknowledged the real meaning of the philosophy, which is the philosophy by His Majesty the King in the concepts of moderation, reasonableness, self-immunity, morality and knowledge. However, there were however 6 households or 9.70% that thought that it is the philosophy from National Economic and Social Development Board for developing the country. The 5 households or 8.10% thought that it is the philosophy about self-satisfaction and self-glorification, which has been adopted from Buddhism. The rest (3 households or 4.80%) thought that it is the philosophy that emphasizes developing the country in harmony with globalization.

Table 4.5 The community knowledge about the Sufficiency Economy philosophy

Aspects	Frequency	Percent
1. The community knowledge about the philosophy of Sufficiency Economy	61	88.40%
2. The community knowledge about the meaning of the Sufficiency Economy philosophy		
2.1 The philosophy by His Majesty the King in concept of moderation, reasonableness, self-immunity, morality and knowledge.	47	75.80%
2.2 The philosophy from National Economic and Social Development Board for developing the country.	6	9.70%
2.3 The philosophy about self-satisfaction and self-glorification, which adopted from Buddhism.	5	8.10%
2.4 The philosophy that emphasize developing the country in harmony with globalization.	3	4.80%

The community's specific knowledge of the Sufficiency Economy philosophy is how the local residents apply this philosophy and what the advantages of the philosophy that they acknowledged. The results from Table 4.6 shown that the most applicable concept was saving (55 households or 88.70%) but it is not so different from the concept of moderation (54 households or 87.10%). There were 26 households (42.60%) that applied the concept of reasonableness and 25

households (40.30%) that applied the concept of morality. The least applicable concept was that of knowledge (15 households or 24.20%). Table 4.6 also revealed that the most advantageous concept of the King's philosophy of Sufficiency Economy was the spared money (52 households or 83.90%). There were 49 households (79.00%) had no debt, 31 households (50.00%) had conscious living and 20 households (32.30%) were well adjusted. The least applicable was the self-immunity (29.50%).

Table 4.6 The community's specific knowledge of the Sufficiency Economy philosophy

Concept	Frequency	Percent
The applying of the Sufficiency Economy philosophy		
1. Saving	55	88.70%
2. Moderation	54	87.10%
3. Reasonableness	26	42.60%
4. Morality	25	40.30%
5. Knowledge	15	24.20%
The advantages of the Sufficiency Economy philosophy		
1. Spared money	52	83.90%
2. No debt	49	79.00%
3. Conscious living	31	50.00%
4. Well-adjusted	20	32.30%
5. Self-immunity	18	29.50%

4.1.2.2 Community knowledge over the socio cultural aspect related to the Sufficiency Economy philosophy

Table 4.7 illustrated that no aspects met the strongly agree level. However, there were 2 aspects that rated at the agree level, which were the King's philosophy of Sufficiency Economy preserves the community way of life (mean score 3.95) and produce the unity and beneficence in the community (mean score 3.65). There was only one aspect at the strong disagree level and that was the tourists have learnt the philosophy of Sufficiency Economy from the community.

Table 4.7 Community knowledge about the socio cultural aspect related the Sufficiency Economy philosophy

Aspects	Strongly Disagree	Disagree	Fair	Agree	Strongly Agree	Mean
1. Preserve the community way of life	3.20%	3.20%	14.50%	51.60%	25.80%	3.95
2. Produce the unity and beneficence in the community	1.60%	8.10%	27.40%	46.80%	14.50%	3.65
3.The tourists have learnt the philosophy of Sufficiency Economy from the community	1.60%	3.20%	43.50%	32.30%	17.70%	1.60

4.1.2.3 Community opinions about the environment aspect related with the Sufficiency Economy philosophy

Table 4.8 shows that all the aspects were rated at the agree level, which were to restore the natural resources and environment (mean score 3.93), preserve the natural resources and environment (mean score 3.72) and produce the tourists awareness of preserving the natural resources and environment (mean score 3.67).

Table 4.8 Community opinions about the environment aspect related with the Sufficiency Economy philosophy

Aspects	Strong Disagree	Disagree	Fair	Agree	Strong Agree	Mean
1. Restore the natural resources and environment	1.60%	4.80%	19.40%	45.20%	27.40%	3.93
2. Preserve the natural resources and environment	1.60%	8.10%	22.60%	50.00%	16.10%	3.72
3. Produce the tourists awareness of preserving the natural resources and environment	3.20%	3.20%	38.70%	30.60%	22.60%	3.67

4.1.2.4 Applying the Sufficiency Economy philosophy in home stay tourism based on the community opinions

The results of the community opinions about applying the philosophy of Sufficiency Economy in home stay tourism were presented in Table 4.9. The opinions of 25 households (40.30%) were to use the available resources in the village to serve the tourists and add value to the activities and local products at the same rate. The opinion of 21 households was to live with honesty and morality. The least opinion was the efficient use and do not waste of the existing resources (18 households or 29.00%).

Table 4.9 Applying the Sufficiency Economy philosophy in home stay tourism based on the community opinions

Aspects	Frequency	Percent
1. Use the available resources in the village to serve the tourists	25	40.30%
2. Add value to the activities and local products	25	40.30%
3. Live with honesty and morality	21	33.90%
4. Do not waste and efficient use of the existing resources	18	29.00%

4.2 Qualitative data

4.2.1 Home stay owners' opinions about the community related to the home stay tourism in Ban Bang Pat

To access the home stay owners' opinions about the current situations of Ban Bang Pat home stay management, 14 questions were asked to all 12 home stay owners in the villages and the answers were analyzed as follow;

1) Starting of the home stay tourism in Ban Bang Pat, Changwat Phang-Nga

Home stay tourism in Ban Bang Pat was inspired in 2001 by a TV program from France that came to film about local way of life in the village. For the first time, they came to stay at the community's leader house and would like to pay for accommodation but the community's leader did not know how much he should ask for so that they paid 6,000 baht for 4 people with 3 meals per day.

Then, the home stay started from the community's leader house because that was where the available rooms were. But it became better known after the Tsunami because there were many rebuilding projects within the community and the workers needed a place to stay.

In the beginning, most of the home stay owners did not know the meaning of home stay but they did it because the community's leader advised them to do if they have available rooms to get some extra income. One of the home stay owners said he started using his house as a home stay after the Tsunami in 2006. He used his own house to get more income but it did not go well during the first year. However, he wasn't overly concerned by this because he had a main career as a fisherman. Therefore, when there were customers, he would take very good care of them. He learnt to predict what kind of food and activities his guest would like and provided it for them. Consequently, his guests continually increased because of strong word of mouth about the comfortable home stay and friendly owner.

2) Home stay accommodations

There are 12 home stays in the village with 2-6 rooms that could welcome 8-25 guests in each home stay up to the number of the room. The rate for 1 night is 200 baht per person without food and activity and 1,000 baht per person included everything. However, the customer could choose to pay separate for the meals with the breakdown of prices being; breakfast 150 baht, lunch 250 baht, dinner 250 baht and activities 150 baht. Hence, most of the customers choose to pay 1,000 baht with all things included because it is not overly expensive and comfortable for them. The visitors need to pay extra if they would like to take a boat to Phang-Nga Bay, in which there are many attractions such as James Bond Island, Koh Panyi and Khao Ping Gan etc. In addition, all the home stays here provide a safe toilet and restroom.

3) Modifying house to do home stay

There is only one house that provides an air conditioner because of many tourists' requests and so it could be the alternative choice for the visitors. Some houses have only one bedroom but have partitioned a new room for guests. There are 3 houses that utilize the area in front of their house as a restaurant because there are many guests who would like to have sea food and they could

get more income from it. They did not plan to do it but they already had the area and to do it to satisfy the tourists' needs plus it is a good opportunity to create more employment in the community. Every home stay decorates and repairs the house before they are operational because of the suggestions from the home stay group in the village to maximize the visitors comfort. Although the home stay needs to keep the way of life but it also needs to adjust to provide a better service.

4) Suggestions for starting the home stay

There are some villagers and the neighbors that come to the home stay owners to ask how to start their own home stay and the suggestions that come from the home stay owners experiences are as follows;

1. Need to understand and adjust themselves for the visitors.
2. Need to be patient to the tourists because they are from the different a environment, culture and tradition.
3. Cleanliness needs to be prioritized in the bedroom, living room, bathroom and resting area.

Furthermore, the home stay owners need to be friendly and spend time with their guests to exchange the experience and way of life as the concept of home stay tourism. However, there are some villagers who struggle to operate a home stay because they have a large family with many members and small house with no available room.

5) Future of the home stay in Ban Bang Pat

Although there are limitations with the area they are continually increasing the tourists. Both private group and education tours especially on weekends and public holidays so that the numbers of home stays in the area should be increased. According to the home stays they could receive only 100 guests and that why sometimes there is not sufficient accommodation for visitors. However, it is not easy to increase the home stay to satisfy the increasing guests because most of the houses here are small and also there are many members in them. It seems that the community could not provide more home stays although there is more demand from the tourists. The home stay group

is still seeking a solution for this matter and hope that the home stays here could be increased enough to service all tourists in the future.

6) Food preparing

In the past each of the home stays prepared food for their guests by a different standard. Consequently, there were many complaints about this issue. This brought about a solution that the community agreed to provide a restaurant to prepare the same standard food for all customers. Now, the restaurants prepare food for tourists. They seem to be satisfied by this method because Ban Bang Pat home stay has a reputation for providing fresh seafood that could only be found in the area. Furthermore, there is an extensive menu that they could select from and learn to cook. Also they could find fish, shrimp and shellfish by themselves and take it to the restaurant to cook. These give both tourist and community a new experience.

In addition, 90% of the ingredients are from this area except vegetables such as onion, garlic and chili because there is no land to plant it but it is easy to find at the nearby neighboring village or market in town. Just in case of the weekend or public holiday when there are many customers, it is necessary to prepare more food and need to buy crab, shrimp, fish and shell from the villages in the areas such as Koh Panyi, Koh Mai Pai and Koh Mak.

7) Rule for the tourist

Every nationality and religion is welcome although most of the local people can't speak other languages but because of their friendly demeanor many tourists enjoy spending the night here. However, they need to wear polite clothing and there are three things that are not allowed in the village, which are alcoholic beverages, dogs and pigs because of the Muslim traditions of the community. Also, the tourists should realize that ought not to disturb the community by making any pollution such as by being noisy and littering. Other things, the visitors should practice good manners in the community and pay respect to the local way of life. Finally, the tourists should not do anything to harm the natural resources, environment and even the culture or traditions of the local residents.

8) Income from home stay tourism

When there are the bookings from the home stay group, it would distribute the income to every home stay after taking 10% to be deposited in the community funds. Normally, 10% of the income from every home stays would deposit in the funds and the money would be used to improve the common areas in the village such as the bridge, car park and mosque. However, if the tourist contacts directly to the individual home stay, the owners do not have to deposit the money to the community funds but normally the owners will give some of their income to the mosque and this kind of money is also spent for the community as well.

9) The community participation in home stay tourism

There are many returning guests because of the hospitality and friendly nature of the community. The reasons are they feel safe and comfortable to visit again. Although 50% of the local community is not pleased by tourism half of it pleased to welcome the tourists because they could get more income from them. Moreover, the community could provide more services for the tourists such as boats with a local tour guide. Also, the visitors could learn the community way of life, traditional and culture from the local residents anywhere in the village. They could then exchange their experiences with each other when they spend time together. Furthermore, there are some souvenir shops and a local product store so that the tourists can enjoy shopping and buy something for their friends and family. In overview, everybody in the village participates in home stay tourism whether they realize it or not and are affected by this kind of tourism as well.

10) Activities for the tourist

There are many activities besides learning the local way of life and local wisdom. Main activities are sightseeing, planting a mangrove, fishing, finding shellfish, crabs and shrimps. For the home stay, normally the home stay owner would introduce guests to all family members and invite them to participate in many activities such as cooking and dining together. Through these activities, the host and guest could learn from each other and impart the visitor about the way the hosts make a living, the history of community, folk beliefs and tales.

During the daytime, the tourists could also rent a boat to Phang-Nga Bay and many neighboring villages at other islands that are not far. This also gives a chance for the tourists to learn the different environment, culture, traditions and community way of life amongst other villages.

11) Tour guide

Home stay owners or the community representative would be a tour guide for the tourists. However, the tourists could walk around the village and learn the local way of life by themselves with all the villagers here. Normally, the tour guide is already included with the home stay rate if the tourists do the activities around the village such as sightseeing by boat, fishing, and finding shells etc. There is no tour guide from the outside because the home stay tourism is a small business and all the resources here belong to the local community that does not allow people from other villages to come and take advantage.

12) Organization that support home stay tourism

The home stay tourism operation has been under the support of Phang-Nga Technical Collage, the Office of Small and Medium Enterprises Promotion (OSMEP), the Stock Exchange of Thailand and Thammasat University, TAT and some TV programs.

These organizations help the community promote the home stay and distribute information about the village. As a consequence, Ban Bang Pat home stay is well known in terms of tourism activities to learn the local way of life and be in touch with nature.

13) Problem from home stay tourism

All the home stay owners agree that the home stay tourism produces more benefits than problems. It helps the local people to have an extra source of income and better standard of living by selling souvenirs and local product at their house. However, at this time there is no reservation system yet so sometimes tourists will visit without giving any notice and possibly they will be disappointed when they learn there is insufficient accommodation for them. The community could not sustain increasing tourists because of the limitations of space. According to the villagers they are located on an island so it is impractical to build any more houses or structures. Even though the village is not far from the land it is prohibitively expensive to improve the houses because of transportation difficulties

and costs. One of the home stay owners said “it is cheaper to build a new house on the land than to improve the house on the island”. This is one of the problems for the home stay owners, they would like to expand their houses but it too expensive an investment.

14) Assistant requirement from the government and other organizations

The home stay owners require more support and promotion about the home stay then there will be guests all the year round not only on weekends or on public holidays. Also, they require more knowledge to manage their home stay such as marketing and a reservation system so that they could develop their home stay and services to attract more visitors.

According to the problem of the home stay owners that would like to expand the house and have more available room for tourists in the question number 13, they need financial support from the government and organizations to invest in their houses. In addition, if the houses had more available room, it means that the home stay could support more tourists.

4.2.2 Home stay owners' opinions over the Sufficiency Economy philosophy related with home stay tourism

Below are the results from the in-depth interview of the 12 home stays owners on the philosophy of Sufficiency Economy related with home stay tourism. The results showed that all the home stay owners acknowledge this philosophy and apply it in their life and home stay in some way. Although, their knowledge about the philosophy of Sufficiency Economy is not deep in the components (moderation, reasonableness, self-immunity) and underlying conditions (knowledge, morality) but all of them know how to apply it such in some way such as saving, using local ingredients, writing down expenses etc.

1) Knowledge about the Sufficiency Economy philosophy

All the home stay owners have heard about this philosophy and only one of them admits that they do not really understand it. However, all of them could define the related meaning or practice of the philosophy because they heard it from TV programs such as news, documentary and in some drama. In the home stay owners' perspectives, this philosophy is the philosophy from the King

of Thailand and it teaches his people to live sufficiently and competently. It is self-immunity and not dissipated.

The philosophy of Sufficiency Economy is quite well known not because it is the philosophy of the King but Thai people also realize that this philosophy could help the economy of the country and they could have a better life. Furthermore, some of the home stay owners expressed their opinions that if we learn to follow this philosophy just half of it, we could live a good life. Thai people are lucky to have the King who gave them this principle.

Accordingly this village is a Muslim community so the home stay owners mention the connection between their religion and this philosophy. Islam teaches about the prohibitions and procedures for example do not drink, do not gamble, and living in tranquility. These teachings are consistent with the philosophy of Sufficiency Economy, which are the conscious living and self-immunity.

2) Applying the Sufficiency Economy philosophy in living

The home stay owners apply the King's philosophy in their living as below;

- Saving: if there is an income, do not spend it all but keep some for the future.
- Managing and write down their expenses.
- Reduce the expenses by planting the backyard garden in pots because there is no land in the village.
- Spend money for the necessary thing first and think before spending the rest.
- It is also included in the Muslim religious beliefs such as do not smoke, drink and gamble.
- If we pour drinking water to the glass then we should drink it all and not leave any over.

3) The Sufficiency Economy philosophy and the community

It is the opinion of the home stay owners, that not many villagers apply the philosophy of the Sufficiency Economy in their life although most of them know this philosophy. Most of them still have debt and live dissipated because all the families are fisherman and it is easy to get money

but also easy to spend it as well. The villagers earn the money day by day; when they get the money they spend it all because they think that they could have it again tomorrow. Although, the government came to teach about the philosophy in the community about writing down the expense and spare some money for the future but they still live as in the past. The worst situation is that they could spend all the money every day by buying the lottery tickets with the hope that they could win the prize. But in fact, they lose more money than they ever win.

4) Applying the Sufficiency Economy philosophy in home stay management

Home stay owners hold the morality to manage the home stay and be honest to guests and their community. The further applying of the King's philosophy of Sufficiency Economy in home stay management should be as follows;

1. The home stay owners always inform their guests to live sufficiency at the home stay such as when they have any meal, do not order too much but just enough for themselves and they could order more if they are still not full.

2. Although the home stays provide beds, mattresses and bed linen most of the home stays did not provide towels because there is no water on the Island; the water that they use in the village is from the land. Some home stay owners said they need to do laundry on the land and it is quite expensive. To reduce this cost, they provide only the necessary things and encourage the guests to bring towel for themselves. However, if some visitors did not bring towel with them, the home stays still provide it for them if they ask for. By this method, the home stays do not have to increase the rate to get the profit and usually most of the tourists bring a towel with them.

3. Keep the profit to modify and expand the houses in the future and try not to be in debt.

4. Using existing materials to decorate and improve the houses such as use existing wood to enlarge the terrace, only buy the necessary things but not everything.

5) The community remains the sufficiency living when the tourists are increasing

As the community gets more income from the tourists it spends more money because most of them did not write down their expenses. So that when they earn more, they also spend more.

As mentioned before, the local people are not really applying this philosophy in their lives. So that when they have more money because of increasing tourists they are still living the same. Although they get more money, they spend more money as well. Some families buy new motorcycles, televisions, and refrigerators and some of them are also in debt because they think they could make money easily. Actually, the increasing number of tourists makes the local residents more income but also make them further from applying the King's philosophy of Sufficiency Economy.

6) The Sufficiency Economy philosophy helps to preserve the environment, natural resource and the local way of life

The community always acknowledges that the natural resources that are their homes. This environment helps them gain money and food so that they use only as necessary and do not take too much advantage from it. The community always plants the mangroves and sometimes does it with the tourists because the mangrove forest is a resource for raising aquatic animals such as fish, crabs, shellfish and shrimps. Furthermore, there is the crab bank in the village for the villagers to deposit small crabs and then withdraw it when it is grown up enough to use or sell. These help to balance the natural resources and do not destroy it because the crabs will have the opportunity to multiply in the future. If we eat small crabs, it will reduce the number soon. This method helps the villagers to preserve the environment and natural resources.

The villagers live a sufficient life and are satisfied with their living as a fisherman so that they do not want to do other careers or move onto the land. Also currently, they could have extra income in their household from the home stay tourism and do not have to change their way of life. Previously in the past, they had to go to the town or another village to sell their products but now they can do it at home.

This shows that the King's philosophy of Sufficiency economy and home stay tourism not only gives benefits to the community but also helps to preserve the environment, natural resources and community way of life.

CHAPTER 5

CONCLUSION, DISCUSSION AND RECOMMENDATION

5.1 Conclusion

5.1.1 The standard of Ban Bang Pat Home Stay

There is a group of villagers in the form of a cooperative that offer home stays in Ban Bang Pat to make extra income for the community. Although there are 4 standards in Ban Bang Pat home stay that do not pass the Thai home stay standard, including the tourism program, safety, home stay management and public relations. The overall scores of Ban Bang Pat home stay qualify the standard criteria at a moderate level.

The highlight of Bang Pat home stay is its natural resources based on the geography of the village, variety of natural attractions and related tourism activities. Furthermore, the villagers could well gain from the benefit of tourism in their village by producing some preserved seafood products and souvenirs for sale to the tourists. In addition, the hosts and tourists can learn from each other and exchange their knowledge through tourism activities and observation. This village holds high potential to promote tourism due to fresh seafood and nutritional cuisine, authentic culture and warm hospitality. The community still retains its original characteristics and local way of life is well preserved without any commoditization to satisfy tourists' needs.

Regarding the management aspect, the home stay owners should improve the reservation process, registration and deposit system. The village should establish a security system for life and properties in the community.

Following are the details of 10 management standards in Ban Bang Pat home stay.

1) Accommodation

Ban Bang Pat possesses 12 home stays which have an adequate capacity to host the tourists. All the home stays in the village are safe and well-constructed with private rooms for guests. Standard beds, clean mattresses, bed linen, clothes lines and wardrobes are available.

However, some home stays encounter problems with mosquitoes and insects, especially in the living area of the house. The main reason is connected to the way of life of

villagers, who usually go to bed early and do not spend much time in the living room so that they do not provide any mosquito-repellent to the tourists.

2) Food and nutrition

Fresh seafood is well prepared, using local ingredients. It is inexpensive to provide hot dishes to visitors. Currently, the number of tourists visiting this village is increasing. The knock-on effect of this is a shortage of fresh seafood, mainly on Saturday and Sunday. Therefore, the home stay owners need to order some ingredients from neighboring villages such as Koh Mark and Koh Mai Pai. However, the price of such seafood is still cheap comparing to the market price in general.

3) Safety

There is no community system available to alert the authorities and villagers of any incident but this community is quite safe because they are Muslim and all villagers are well known to one other. There is no record of crime or theft in the community.

4) Hospitality

The villagers are friendly and helpful. This could significantly be the attractive characteristic of the village to encourage tourists to revisit, complimentarily with fresh seafood and natural resources. Furthermore, guests could participate in many activities, such as cooking, fishing and dining.

5) Tourism programs

There are many activities in the village but there is less information about the tourism programs because the villagers do not have the knowledge and much experience about tourism. In the future, the community could learn to provide better tourism programs according to the many organizations that come to support them.

6) Natural resources

The highlight of the village is its abundance of natural resources, variety of natural attractions and sea-based activities. The community has rules and regulations for natural conservation and environmental protection. There are various activities for natural preservation. The village is not only for the tourism but it is community workplace.

7) Culture

The community still retains its original ways of life and without any adaptation to satisfy tourists' needs. The main occupation of villagers is fishing and tourism is an extra source of income. It is worthy to note that the local wisdom, indigenous knowledge and traditions are well preserved and available for guests to learn.

8) Supplementary income and community

The home stay service is a supplementary occupation for the villagers, not the primary source of income.

Obviously, the tourism program is good for the community to generate more income. The villagers do not have to take their products to the market but could sell directly to the customers. This reduces cost of transportation and other expenses.

9) Home stay management

Normally, local people always trust and help their neighbors. This is possibly the main reason why they use a very familiar manner with the tourists. They also trust the tourists so they do not establish the reservation system to require advance deposit and keep track of tourist information or advance booking.

The home stay should improve the above system and provide more information, for example; the provision of home stays facilities, rotation system, pricing and do's and don'ts regulations for guests in order that they do not cause any negative impact on the local traditional custom and beliefs.

10) Public relations

The community lacks of knowledge in business so that they are also weak in promoting their products and tourism. They should learn more about the planning and implementation of the village plan such as a development goal formulation, action plans and programs for marketing and public relation activities. In addition, the provision of brochures and pamphlets with necessary information should be available for tourists to know clearly about tourist destinations and tourism activities.

5.1.2 Community opinions on home stay tourism

Home stay tourism effects are positive for the Ban Bang Pat community as the results show that there were 6 aspects at the agree level, which were “increase the employment”, “the local products and souvenirs could have more sale”, “benefit the community in overview”, “the community provides more service for the tourists”, “the tourist could participate the community way of life and activities” and “generate the villagers’ own business. Especially, there was one aspect at the strongly agree that “increase the income”. The only one aspect that relates at the fair level was “establish the village fund”.

5.1.3 Community opinions on home stay tourism problem

There was a few negative effects of the home stay tourism to the Ban Bang Pat community. That being all the aspects of the community opinions on home stay tourism problem rated at the disagree level, which were “cause the pollution in the community”, “change the community way of life”, “cause the attractions declination” and “the increased tourists disturb the community way of life”.

5.1.4 Community opinions on solutions of home stay tourism problem

The majority of the community opinions on the solution of home stay tourism problem were “increase the knowledge, understanding and conscious about tourism resources to the tourists and villagers”. The rest of the opinions were “provide the necessary information to the tourists”, “long term planning for public utility” and “planning for the pollution problem”.

5.1.5 The Sufficiency Economy philosophy in home stay tourism management

The philosophy of the Sufficiency Economy is the philosophy by His Majesty the King who presents his concept as to moderation, reasonableness, self-immunity, morality and knowledge. 47 households from 62 households have understood the real meaning of this philosophy. This is because the philosophy is easy to acknowledge and apply to their life. The most applicable aspect is saving money at 88.7%. 49 households or 79% have no debt because they employ this philosophy to their family.

The concept of seeking new knowledge is the least applicable in the community. Finding the new knowledge does not mean the community has to change its way of life but the opportunity to have the new knowledge is not popular in the village. They would like to keep the

local culture and traditional as it was in the past and there are many rules that the community needs to respect.

5.1.6 Knowledge about the sufficiency economy philosophy

From 62 households in the village, there were 61 households (88.40%) that knew the King's philosophy of Sufficiency Economy and 47 households (75.80%) that understand the real meaning of the philosophy, which is "the philosophy by His King in concept of moderation, reasonableness, self-immunity, morality and knowledge." The rest misunderstood its true meaning "the philosophy from National Economic and Social Development Board for developing the country", "the philosophy about self-satisfaction and self-glorification, which has been adopted from Buddhism" and "the philosophy that emphasize country developing in harmony with globalization" respectively.

Moreover, the members of the community who applied the King's philosophy in their living with the most choosing to apply the concept of "saving" by 55 households (88.70%). A similar applied concept was "moderation", which was applied by 54 households (87.10%). Follow by 26 households that applied the concept of "reasonableness" (42.60%) and 25 households (40.30%) that applied the concept of "morality" (40.30%). The least applied concept was "knowledge" by 15 households (24.20%).

Furthermore, the biggest advantage of the King's philosophy of Sufficiency Economy was "spare money", followed by "no-debt", "conscious living" and "well-adjusted". The smallest advantage was "self-immunity".

5.1.7 Socio cultural aspect related and the Sufficiency Economy philosophy

There was no socio cultural aspect of the King's philosophy of Sufficiency Economy that rated at the strong agree level but there were 2 aspects that related at the agree level, which were "preserve the community way of life" and "produce the unity and beneficence in the community". The only aspect that met the criteria for the disagree level was "the tourists have learnt the philosophy of Sufficiency Economy from the community".

5.1.8 Environment aspect and the Sufficiency Economy philosophy

All the environmental aspects of the King's philosophy of Sufficiency Economy were at the agree level. They were to "restore the natural resources and environment", "preserve the

natural resources and environment” and “produce the tourists awareness of preserving the natural resources and environment”.

5.1.9 Home stay owners' opinions over the home stay tourism

Some of the local residents use their house as the home stay to get an extra income from the tourists. This kind of tourism was inspired in the community a decade ago by the tourists whose came to shoot a TV program and stayed overnight at the community leader’s house. Normally, guests prefer to pay 1,000 baht per night because it is fully inclusive of accommodation, meals and activities. Furthermore, they could rent a boat to visit the attractions in Phang-Nga Bay and learn the culture, traditional and community way of life in different villages in the area.

Home stay tourism involves the guests eating, cooking and engaging in many activities together with the hosts, thus allowing two parties with different cultural backgrounds to interact and learn from each other. However, before this process, the home stay owners need to adjust their house as to the comfort of the guests’ by doing small things such as decorating, repairing, modifying or expanding their house.

For the local people who would like to use their home as a home stay, they could start from their attitude that they need to understand and adjust themselves to the tourists. Also, they need to be patient to the tourists who have a vastly different way of life, traditions and culture. Finally, they need to provide a clean house to welcome the visitors especially the bedroom, living room, bathroom and resting area.

The number of the home stays in the village should increase in the nearly future because of the increasing supply of tourists although there is some limits in the area. On the weekends and public holidays, there will be more guests so it is necessary sometimes to buy fish, crab, shrimp and shellfish from the neighboring villages but as a rule 90% of the ingredients are produced by the village except vegetables.

Every nationality is welcome at Ban Bang Pat home stay but they need to wear polite clothes and understand not to bring pigs, dogs or alcoholic beverages to the village because this community is Muslim. However, the local people are very friendly and are pleased to welcome any tourist because they also have the opportunity to sell souvenirs and local products. Also, 10%

of the home stay income will be deposited into a community fund for improving the common areas in the community.

5.1.10 Home stay owners' opinions over the Sufficiency Economy philosophy in home stay tourism management

There are the connections between Islam and the King's philosophy of Sufficiency Economy such as the conscious living and self-immunity. The home stay owners also apply this philosophy in many ways for example saving, writing down expenses, reducing out-goings and spending money for any necessities first. Unfortunately, the community has the knowledge about the philosophy but they rarely put it into practice although they realize it is a benefit for their life. Especially, when they get more income from tourism they spend more instead of keeping it for the future because they believe that this added wealth is a never-ending source of income. What they spend today they can earn again tomorrow.

Fortunately, the home stay owners have the morality to manage home stays and be honest to both the community and their guests. In the home stay management; the hosts also apply the King's philosophy of Sufficiency Economy in many ways, for example; they inform their customers to order just enough food for themselves, reduce costs, try not to be in debt and use the existing materials to decorate or modify their houses.

The villagers live a semi self-sufficient life and are satisfied with their living as a fisherman and to receive any extra income from the tourism. They do not benefit much from the advantages of the natural resources and environment because they already have sufficient for their daily lives. This is their way of life that will never change although many tourists may come because the King's philosophy of Sufficiency Economy does not only give a benefit to the community but it also preserves the community way of life, the environment and natural resources.

5.2 Discussion

5.2.1 Objective 1: To analyze the current situation of home stay tourism in Ban Bang Pat, Changwat Phang-Nga

The results showed that the accommodation in Ban Bang Pat home stay acquired the home stay standard at a mean score of 3.78, which is the moderate level. All the home stays provide beds, clean mattresses and bed linen. Also the bed linens are changed after the departure of each guest, and clean set of bed linen is provided to the next guest. The toilet and restroom are safe as the home stay standard indicated (Office of Tourism Development, 2009). However, the resting area still needs to improve to satisfy the comfort of the tourists as Silparcha and Hannam (2009) suggested in their study about home stays and sustainable community development. This research showed that home stay accommodation has become increasingly important for community tourism development and the Thai government has promoted home stay accommodation as part of community-based tourism in order to enhance the quality of local people's lives and also to strengthen their potential for being self-sufficient.

Although, there were 4 standards of Ban Bang Pat home stay that do not pass the Thai home stay standard, including the tourism program, safety, public relations and home stay management. However, it is worth noting that Ban Bang Pat home stay obtained the highest score of standard for natural resources, supplementary income and community business, food and nutrition, culture and hospitality and accommodation respectively. In this point, Davies and Turner (1992) stated that each and every home stay might have different strong points in different areas or countries as in the United States, traditions of hospitality and providing food for seasonal farm workers contributed to the development of farm-based holiday. In Australia, it is particularly associated with farmhouse accommodation whereas in the United Kingdom it is often associated with learning the English. Also, the research by Yuthana who studied the home stay management based on the philosophy of Sufficiency Economy concept: A case study of Baanbusai Wang Nam Khiao district Nakhon Ratchasima province had contrasting results. This study showed that the key factor contributing to Baanbusai home stay's success is strong leadership of the group by a leader who realizes the community and individuals' potential. The leader manages to successfully add value to the existing resources and upgrade the community's quality of life. However, both researches were the same as the community involvement because they are friendly and always

welcome the tourists. Furthermore, Bhuiyan and Siwar studied the role of home stay for ecotourism development in the east coast economic region and the results showed both strengths and weaknesses as above researches. The potentials of this home stay were ecotourism resources and biodiversity, infrastructure development, integrated approach, presentation of the cultural performance, limited environmental and social impact, commercial interest and investment and opportunities for local entrepreneurs. The weaknesses were low standard of accommodation, unacceptable bathroom and toilet facilities, no individual identity for each home stay, lack of hospitality experience, marketing problems coupled with a lack of campaign. Anyway, the study revealed that the home stay operation could create alternative accommodation opportunities in this area with proper planning and implementation, operational regulation and management, appropriate development and sensible financial allocation in this home stay operation would lead to the path of sustainable development.

5.2.2 Objective 2: To access the perception of the local community over the concept of the Sufficiency Economy philosophy in home stay management

The results of this study showed that home stay management could apply and employ the philosophy of the Sufficiency Economy in all aspects because all the philosophy's elements; morality, reasonableness, self-immunity, knowledge and moderation could help people in all society to have a better life as Apichai (1999) indicated that the king wished everyone in Thailand "Sufficient to live and to eat" (Por You Por Kin). His Majesty also said "The development of a country must be by steps". This could be employed to small businesses to help the community have the extra income such as home stay tourism. When this foundation is secured, then higher economic status and progression can be established.

The most applicable concept of the King's philosophy of Sufficiency Economy in the community is "saving" because it related directly to their daily lives different from "knowledge" that the least applicable concept because the community is quite conservative society. They do not accept the knowledge from outside that may speed up a change in culture, traditions or way of life. In fact, "Sufficiency Economy" is a holistic concept of moderation and contentment. It sets out to shield the people and the country from adverse shocks, and acknowledges interdependency among people at all levels, as well as with nature, against the backdrop of globalization. As Krongkaew (2003) indicated it emphasized the use of knowledge wisely with due consideration.

Its values include integrity, diligence, harmlessness and sharing. It aims to achieve balance and sustainability. It shows that his Majesty did not deny economic progress and globalization; indeed the word "globalization" is used in the statement of Sufficiency Economy that His Majesty has endorsed.

Unfortunately, the in-depth interview results from the home stay owners show that the community has the knowledge about the philosophy but they rarely put it into practice although they realize it is good for living. Especially, when they get more income from the tourism they spend more instead to keep it for the future because they think if they spend all the money today they will still get it tomorrow. In this situation they should apply the King's philosophy of Sufficiency Economy in the concept of moderation, which conveys the idea of people living their lives on the middle path not out in the extremes as Mongsawad (2010) described that people should rely on themselves without overindulgence. This way of living occurs when people have accumulated knowledge and experience, along with analytical capability, self-awareness, foresight, compassion and empathy. In other words, they must be aware of the consequences of their actions, not only for themselves but also for others.

5.3 Recommendations

There are many strengths and weaknesses of home stay tourism and its management in Ban Bang Pat Changwat Phang-Nga. After analysis of the data collected, the recommendations from the findings to the home stay management are as follows;

1. Home stay group: although there is a home stay group in the village there is rarely any meeting between the home stay group members so that there are never any goals or purposes for them to strive to achieve. The home stay owners manage their houses in their individual ways. That may good for a while but will not produce dynamic results in the future. The home stay group members should meet more often and participate in planning about community funds, a reservation system, a marketing plan, necessary information for tourists, first aid and security for a better service and safety to both the community and tourists. These matters will be described in greater detail in the following issues.

2. Community fund: 10% of the income will deposit to the community fund if the bookings are from the home stay group. However, the leader of home stay group should

encourage the member to also deposit 10% of their income even if the booking is directly from their home stay, restaurant or activity. This point could be discussed when the members gather together and if they agree then it should be included in the home stay management principle that all the members should practice. It will be of advantage for the home stay members because if the community fund has more money it means the members could borrow money from the fund if needed for operations such as modification or expansion of their houses. Furthermore, it could provide a fund for marketing, a reservation system, first aid and a security system. It is clear that this would benefit all home stays and they need to be responsible together. The leader must inspire the members to concentrate on the general interest that will be good to them in return by urging the members to apply the King's philosophy of Sufficiency Economy, which is saving, moderation, reasonableness, morality and knowledge.

3. Reservation system: The home stay members should select 2 representatives from the group to be in charge of the reservation system and record all the bookings both from the home stay group and directly to each home stay. To know about the availability of each home stay and avoid double booking, the home stay owners should inform one of the representatives when there is any booking that comes directly to their home stay. Then the representatives could record all bookings on a computer. They do not have to buy a specific reservation program because it is easy and cheap to use Microsoft Excel program. However, if they cannot use a computer, they could still make a record on a notebook. There are 2 representatives because they could recheck the bookings and if one person is sick or busy, another person is still available. So that the tourist could call to check the availability and book the home stay before arrival.

4. Marketing plan: Ban Bang Pat home stay should have a website to give the necessary information to tourists such as rates, activities, contact numbers and email. Pictures and a demographic of the village should be present in the website as well. Although, some of the home stay here has a facebook fan page this is not sufficient and it would be better to have a website for the tourist to find using an internet search engine. So that a tourist from the other side of the world will know of Ban Bang Pat home stay and there will be more tourist's bookings. Now, it is not expensive to do a website and it is easy to access so that anyone who has basic computer skills could be in charge of this instrument.

5. Necessary information for tourists: Ban Bang Pat home stay should present necessary information in the form of a brochure in every home stay. These brochures could include items such as the activities, nearby attractions and telephone number of the hospital and police station in the area. It should also include the section educating the guest as to the history, culture, traditions and environment of the village. Furthermore, it should have the rules for the tourists to follow and what they can do.

6. First aid: Every home stay should provide a first aid box in the house because the tourists may have cold or accident and did not bring any medicine with them. Moreover, the host should be trained for the first aid in case of guests being injured or having an accident.

7. Security: the home stay should provide communication equipment such as telephone or radio communication to contact the hospital or police station if a tourist is sick, injured or missing. If it is possible, the community should provide a security guard at the night this could be a male from the village.

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APPENDIX

APPENDIX A



Evaluation form of home stay standard (Thai version)

เกณฑ์มาตรฐาน	ตัวชี้วัด	ระดับคุณภาพ				
		5	4	3	2	1
1.ด้านที่พัก	1.1 ลักษณะบ้านพักที่เป็นสัดส่วน					
	1.2 ที่พักที่นอนสะอาด และสบาย					
	1.3 ห้องอาบน้ำ และห้องส้วมที่ สะอาดมีคิซิด					
	1.4 มุมพักผ่อนภายในบ้าน หรือในชุมชน					
2. ด้านอาหาร และ โภชนาการ	2.1 ชนิดของอาหาร และวัตถุดิบ					
	2.2 น้ำดื่มที่สะอาด					
	2.3 ภาชนะที่บรรจุอาหารที่สะอาด					
	2.4 ห้องครัว และอุปกรณ์ ที่ใช้ในครัว มีความ สะอาด					
3. ด้านความปลอดภัย	3.1 การเตรียมความพร้อมเกี่ยวกับการปฐม พยาบาลเบื้องต้น					
	3.2 การจัดระบบดูแล ความปลอดภัย					
4. อัยาศัย ไมตรีของ	4.1 การต้อนรับและการสร้าง ความคุ้นเคย					

เจ้าของบ้าน และสมาชิก ในบ้าน	4.2 การสร้างกิจกรรมแลกเปลี่ยน เรียนรู้ในวิถีชีวิตของชุมชน					
5. รายการนำเที่ยว	5.1 มีรายการนำเที่ยวที่ชัดเจน สำหรับนักท่องเที่ยว ซึ่งต้องผ่าน การยอมรับจากชุมชน					
	5.2 ข้อมูลกิจกรรมท่องเที่ยว					
	5.3 เจ้าของบ้านเป็นมัคคุเทศก์ท้องถิ่น หรือประสานงานให้มัคคุเทศก์ ท้องถิ่นนำเที่ยว					
6. ด้านทรัพยากรธรรมชาติ และสิ่งแวดล้อม	6.1 ชุมชนมีแหล่งท่องเที่ยวภายใน ชุมชน หรือแหล่งท่องเที่ยวใกล้เคียง					
	6.2 การดูแลรักษาแหล่งท่องเที่ยว					
	6.3 แผนงาน หรือมาตรการลดผล กระทบจากการท่องเที่ยว และลด สภาวะโลกร้อน					
	6.4 มีกิจกรรมในการลดผลกระทบ จากการท่องเที่ยว เพื่อการอนุรักษ์ ทรัพยากรธรรมชาติ และสิ่งแวดล้อม และลดภาวะโลกร้อน					
7. ด้านวัฒนธรรม	7.1 การดำรงไว้ซึ่งวัฒนธรรม ประเพณีท้องถิ่น					
	7.2 การรักษาวิถีชีวิตชุมชน คงไว้ เป็นกิจวัตรปกติ					
8. ด้านการสร้าง คุณค่า และมูลค่า ของผลิตภัณฑ์	8.1 ผลิตภัณฑ์จากชุมชน เพื่อเป็น ของที่ระลึกของฝาก หรือจำหน่าย แก่นักท่องเที่ยว					
	8.2 ผลิตภัณฑ์ที่สร้างคุณค่า และ มูลค่าที่เป็นเอกลักษณ์ของชุมชน					
9. การบริหารของ กลุ่มโฮมสเตย์	9.1 การรวมกลุ่มของชาวบ้าน					
	9.2 คณะกรรมการกลุ่ม โฮมสเตย์					
	9.3 กฎ กติกา การทำงานของ คณะกรรมการ					

	9.4 มีการกระจายผลประโยชน์ อย่างเป็นธรรม					
	9.5 ระบบการจูงการลงทะเลเบียน และการมัดจำ ล่วงหน้า					
	9.6 รายละเอียดของค่าธรรมเนียม และบริการ ต่างๆ					
10. ด้านประชา สัมพันธ์	10.1 เอกสาร สื่อสิ่งพิมพ์ ประชาสัมพันธ์ การ ท่องเที่ยว ของชุมชน					
	10.2 แผนการเผยแพร่ ประชาสัมพันธ์					

APPENDIX B



Questionnaires to the community (Thai version)

แบบสอบถามสำหรับชุมชน

การพัฒนาการท่องเที่ยวแบบโฮมสเตย์บ้านบางพัฒนา จังหวัดพังงา

ส่วนที่ 1 ความรู้เกี่ยวกับหลักปรัชญาเศรษฐกิจพอเพียง

กรณฯ คำตอบที่สอดคล้องกับความคิดเห็นของท่านมากที่สุด

- 1.) ท่านเคยรับทราบข่าวสารเกี่ยวกับหลักปรัชญาเศรษฐกิจพอเพียงของในหลวงที่ถ่ายทอด ทางโทรทัศน์บ้างหรือไม่
 1. เคยรับทราบ (ทำต่อข้อที่ 2)
 2. ไม่เคยรับทราบ (ทำต่อในส่วนที่ 4)
- 2.) ท่านคิดว่าหลักปรัชญาดังกล่าวคืออะไร
 1. ปรัชญาเศรษฐกิจที่เป็นพระราชดำริ ของพระบาทสมเด็จพระเจ้าอยู่หัว ในด้านความพอประมาณ ความมีเหตุผล มีภูมิคุ้มกัน มีคุณธรรมนำความรู้
 2. ปรัชญาเศรษฐกิจที่คณะกรรมการพัฒนาเศรษฐกิจและสังคมแห่งชาติกำหนดขึ้นเพื่อเป็นแนวทางในการพัฒนาประเทศ
 3. ปรัชญาเศรษฐกิจที่เน้นการพอใจ และภูมิใจในการดำเนินชีวิตของตนเองโดยได้รับแนวคิดจากภูมิปัญญาไทย และหลักคำสอนของพุทธศาสนา
 4. ปรัชญาเศรษฐกิจที่มุ่งเน้นการพัฒนาประเทศที่สอดคล้องกับความต้องการของชุมชน ตามกระแสโลกาภิวัตน์
- 3.) ท่านดำเนินชีวิตตามหลักปรัชญาเศรษฐกิจพอเพียงอย่างไร (ตอบได้มากกว่าหนึ่งข้อ)
 - () ดำเนินชีวิตอย่างพอประมาณ
 - () ดำเนินชีวิตอย่างมีเหตุผล

() แสวงหาความรู้อยู่เสมอ

() มีคุณธรรมประจำใจ

() รู้จักใช้จ่าย รู้จักออม

4.) หลักปรัชญาเศรษฐกิจพอเพียงดีต่อตัวท่านและครอบครัวอย่างไร(ตอบได้มากกว่าหนึ่งข้อ)

() ไม่เป็นหนี้

() มีสติในการดำเนินชีวิต

() ก้าวทันโลกที่เปลี่ยนแปลง

() ทำให้ครอบครัวมีภูมิคุ้มกัน

() มีเงินเหลือเก็บไว้ยามจำเป็น

กรุณาทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับระดับความคิดเห็นของท่านมากที่สุด

ข้อ	คำถาม	น้อย	น้อย	ปาน	มาก	มาก
		มาก	น้อย	กลาง	มาก	มากที่สุด
		1	2	3	4	5
ส่วนที่ 2 วิธีชีวิตชุมชนกับหลักปรัชญาเศรษฐกิจพอเพียง						
5	หลักปรัชญาเศรษฐกิจพอเพียงช่วยอนุรักษ์วิถีชีวิต และการทำมาหากินของคนในท้องถิ่น					
6	หลักปรัชญาเศรษฐกิจพอเพียงช่วยทำให้เกิดความรักใคร่ ประองคอง และเกื้อกูลซึ่งกัน ในชุมชน					
7	นักท่องเที่ยวนมีโอกาสเรียนรู้ และแลกเปลี่ยนความรู้เกี่ยวกับวิถีชีวิต และหลักปรัชญาเศรษฐกิจพอเพียงกับชาวบ้าน					
ส่วนที่ 3 สิ่งแวดล้อมกับหลักปรัชญาเศรษฐกิจพอเพียง						
8	หลักปรัชญาเศรษฐกิจพอเพียงช่วยอนุรักษ์ทรัพยากรธรรมชาติและสิ่งแวดล้อม					
9	หลักปรัชญาเศรษฐกิจพอเพียงช่วยฟื้นฟูทรัพยากรธรรมชาติและสิ่งแวดล้อม					
10	หลักปรัชญาเศรษฐกิจพอเพียงช่วยปลูกจิตสำนึกให้กับนักท่องเที่ยวในการอนุรักษ์ทรัพยากรธรรมชาติและสิ่งแวดล้อม					

ส่วนที่ 4 การท่องเที่ยวแบบโฮมสเตย์ (การท่องเที่ยวแบบพำนักร่วมกับชาวบ้าน)						
11	การท่องเที่ยวแบบโฮมสเตย์ทำให้มีการจ้างงานมากขึ้น ในหมู่บ้าน					
12	การท่องเที่ยวแบบโฮมสเตย์ส่งผลให้ชาวบ้านมีรายได้เพิ่มขึ้น					
13	การท่องเที่ยวแบบโฮมสเตย์ช่วยส่งผลให้ชาวบ้านมีโอกาส เป็น เจ้าของธุรกิจขนาดเล็กมากขึ้น					
14	ชาวบ้านสามารถขายผลิตภัณฑ์ที่ผลิตในหมู่บ้าน และของที่ระลึกได้ มากขึ้น					
15	ชาวบ้านในหมู่บ้านร่วมมือกันจัดเตรียมการบริการให้นักท่องเที่ยว เพิ่มมากขึ้น เช่น เรือนำเที่ยว และมัคคุเทศก์ท้องถิ่น					
16	นักท่องเที่ยวมาควิลิชีวิต และกิจกรรมทางเศรษฐกิจของชุมชน เช่น การหาปลา และตัดยาง					
17	ในภาพรวมการท่องเที่ยวแบบโฮมสเตย์ส่งผลดีต่อตัวท่าน และ ครอบครัว					
18	การท่องเที่ยวแบบโฮมสเตย์ ทำให้มีการจัดตั้งกองทุนหมู่บ้าน และ ดูแลความสะอาดในชุมชน					
ส่วนที่ 5 ปัญหาที่เกิดจากการท่องเที่ยวแบบโฮมสเตย์						
19	เกิดความเสื่อมโทรมของแหล่งท่องเที่ยวในชุมชน					
20	นักท่องเที่ยวเข้ามาในหมู่บ้านมากเกินไปรบกวนวิถีชีวิต ที่สงบของ ชาวบ้าน					
21	ทำให้วิถีชีวิตของคนในชุมชนเปลี่ยนแปลงไป					
22	มีมลพิษเพิ่มขึ้น เช่น ขยะ หรือเสียงดัง					

ส่วนที่ 6 การแก้ไขปัญหาที่เกิดจากการท่องเที่ยวแบบโฮมสเตย์โดยการปรับใช้หลักปรัชญาเศรษฐกิจพอเพียง

กรุณา คำตอบที่ตรงกับความคิดเห็นของท่านมากที่สุดโดยที่ท่านสามารถเลือกตอบได้มากกว่าหนึ่งข้อ จากคำตอบดังต่อไปนี้

23.) ปัญหาที่เกิดจากการท่องเที่ยวแบบโฮมสเตย์สามารถแก้ไขได้อย่างไร

1. สร้างเสริมและเพิ่มพูนความรู้ความเข้าใจ จิตสำนึกของนักท่องเที่ยวและเจ้าของท้องถิ่น ในความรัก ห่วงแหน และรับผิดชอบต่อทรัพยากรท่องเที่ยว
2. การวางแผนระยะยาวในการบริหารจัดการทรัพยากรท้องถิ่น เช่น น้ำ และสาธารณูปโภคต่างๆ เพื่อไม่ให้เกิดการขาดแคลนเมื่อนักท่องเที่ยวมากขึ้น
3. การประชาสัมพันธ์ให้การท่องเที่ยวแบบโฮมสเตย์เป็นที่รู้จัก และสร้างความเข้าใจมากขึ้น
4. เตรียมแผนรับมือกับปัญหามลพิษที่จะเกิดจากการท่องเที่ยว เช่น การกำจัดขยะควรแยกขยะเพื่อให้ง่ายต่อการกำจัดและนำกลับมาใช้ประโยชน์ใหม่
5. อื่นๆ (โปรดระบุ).....

24.) หลักปรัชญาเศรษฐกิจพอเพียงสามารถนำไปปรับใช้กับการท่องเที่ยวแบบโฮมสเตย์ได้อย่างไร

1. ใช้ทรัพยากรที่หาได้ในชุมชนเป็นองค์ประกอบสำคัญในการให้บริการ
2. ใช้สิ่งที่มีอยู่อย่างคุ้มค่าไม่เสียเปล่า
3. การดำเนินกิจกรรมควรมีความเหมาะสมและสอดคล้องกับชุมชน
4. การใช้องค์ความรู้ หรือภูมิปัญญาท้องถิ่นที่มีอยู่ นำมาสร้างสรรค์ให้เกิดประโยชน์ด้านกิจกรรมการท่องเที่ยวหรือผลิตภัณฑ์เพื่อสร้างมูลค่าเพิ่ม
5. การดำเนินการด้วยความซื่อสัตย์และมีคุณธรรม เพื่อให้เกิดความเสมอภาคในกลุ่มหรือชุมชน

APPENDIX C



In-depth interview questions to the home stay owner (Thai version)

แบบสอบถามสำหรับชุมชน

คำถามสัมภาษณ์ผู้ประกอบการ "โฮมสเตย์" (ที่พำนักร่วมกับชาวบ้าน)

ส่วนที่ 1 ชุมชน และการท่องเที่ยวแบบโฮมสเตย์

1. ใครเป็นผู้แนะนำท่านให้ทำโฮมสเตย์ และท่านเริ่มต้นในการทำโฮมสเตย์อย่างไร

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2. โฮมสเตย์ของท่านมีจำนวนกี่ห้อง พักได้กี่ท่าน และราคาเป็นอย่างไร

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3. มีการดัดแปลงสภาพของบ้านหรือสร้างบ้านใหม่เพื่อทำเป็นโฮมสเตย์มากน้อยอย่างไร

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4. คนในชุมชนได้มาปรึกษากับท่านบ้างหรือไม่ว่าต้องการใช้บ้านของตนเป็นโฮมสเตย์ และท่านได้ให้คำแนะนำในการเริ่มต้นทำโฮมสเตย์อย่างไร

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5. ท่านคิดว่ามีแนวโน้มที่จะมีโฮมสเตย์เพิ่มขึ้นในหมู่บ้านมากน้อยอย่างไร

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6. ใครเป็นคนจัดเตรียมอาหารสำหรับนักท่องเที่ยว และได้มาจากที่ไหน

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7. การรับนักท่องเที่ยวมาพักที่โฮมสเตย์มีลักษณะอย่างไร มีการจัดตั้งกลุ่มโฮมสเตย์ในหมู่บ้านเป็นศูนย์กลางหรือไม่ อย่างไร

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8. เมื่อได้รับคำตอบแทนจากนักท่องเที่ยวที่มาพักที่โฮมสเตย์ ท่านต้องดำเนินการอย่างไร ต้องส่งเข้ากองทุนของหมู่บ้านหรือไม่ อย่างไร

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9. ชุมชนมีส่วนร่วมในการจัดการการท่องเที่ยวแบบโฮมสเตย์มากน้อยอย่างไร

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10. กิจกรรมสำหรับนักท่องเที่ยวที่มาพักที่โฮมสเตย์มีอะไรบ้าง และนักท่องเที่ยวได้เรียนรู้มากน้อยอย่างไร

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11. ใครเป็นผู้นำนักท่องเที่ยวไปทำกิจกรรมต่างๆในหมู่บ้าน และมีค่าใช้จ่ายมากน้อยอย่างไร

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12. มีหน่วยงานใดช่วยในการสนับสนุน และประชาสัมพันธ์โสมสเดย์มากน้อยอย่างไร

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13. ปัญหาที่เกิดจากการท่องเที่ยวแบบ โสมสเดย์มีมากน้อยอย่างไร

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14. ในการจัดการโสมสเดย์ ท่านยังต้องการความช่วยเหลือจากภาครัฐและเอกชนในด้านใดบ้าง

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ส่วนที่ 2 หลักปรัชญาเศรษฐกิจพอเพียงและการท่องเที่ยวแบบโสมสเดย์

15. ท่านเคยรับทราบข่าวสารเกี่ยวกับหลักปรัชญาเศรษฐกิจพอเพียงของในหลวงที่ถ่ายทอดทางโทรทัศน์บ้างหรือไม่ ท่านคิดว่าหลักปรัชญานี้คืออะไร

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16. จากหลักปรัชญาดังกล่าว ท่านได้นำข้อใดมาปรับใช้ในชีวิตของท่านบ้าง

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16.1 จากข้อ 16 ถ้าปัจจุบันไม่ได้ปรับใช้ ท่านคิดว่ามีความเป็นไปได้มากน้อยอย่างไรที่ท่านจะปรับใช้หลักปรัชญาดังกล่าวในอนาคต

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17. ท่านคิดว่าคนในหมู่บ้านรู้จักหลักปรัชญาดังกล่าวหรือไม่ และเห็นคนในหมู่บ้านดำเนินชีวิตตามหลักปรัชญานี้มากน้อยอย่างไร

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18. ท่านได้ปรับใช้หลักปรัชญาเศรษฐกิจพอเพียงกับการจัดการโฮมสเตย์มากน้อยอย่างไร

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19. เมื่อนักท่องเที่ยวเริ่มเข้ามาเที่ยวในหมู่บ้าน ชุมชนยังคงยึดหลักปรัชญาเศรษฐกิจพอเพียง ในการดำเนินชีวิตมากน้อยอย่างไร

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20. หลักปรัชญาเศรษฐกิจพอเพียงช่วยในการอนุรักษ์สิ่งแวดล้อม ธรรมชาติ และวิถีชีวิตของคนในท้องถิ่นมากน้อยอย่างไร

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VITAE

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