TOURIST MOTIVATION TO USE HOMESTAYS IN THAILAND

AND THEIR SATISFACTION BASED ON

THE DESTINATION'S CULTURAL AND HERITAGE-BASED ATTRIBUTE

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A Thesis presented to the Faculty of the Graduate School

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Master of Science

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by

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The undersigned, appointed by the Dean of the Graduate School, have examined the thesis entitled

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AND THEIR SATISFACTION BASED ON

THE DESTINATION'S CULTURAL AND HERITAGE-BASED ATTRIBUTE

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IN THAILAND AND THEIR SATISFACTION BASED ON

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ABSTRACT

This research explores the motivations and demographic characteristics of tourists and investigates which attributes satisfy tourists who visit cultural destinations. It is hypothesized that tourists' overall satisfaction of a destination is a function of attribute and tourists' motivation. Homestays in Thailand, serving as a cultural and heritage vacation destination, were used as the study site for this research. The data of this study was collected from homestays in the central part of Thailand during July-August 2009. Descriptive analysis, correlation analysis, and multiple regression analysis were employed according to respective objectives in this study. The results revealed that demographic characteristic, cultural/heritage attributes, tourists' motivation, were correlated with tourists' overall satisfaction. Tourists' motivation and cultural/heritage attribute on personal satisfaction of tourists who visited homestays in Thailand are key indicators of tourists' overall satisfaction.

CHAPTER 1

INTRODUCTION

1.1 Background

Cultural and heritage tourism focuses on the characteristics of tourists who visit cultural and heritage destinations. It has become a major new area in the tourism industry because of people's inclination to seek adventure, traditional culture, history, archaeology and interaction with local people (Hollinshead, 1993). Tourists seek out adventures that could immerse them in a culture or a place (Thompson, 1998). According to the Argonne Tandem Linear Accelerator System (ATLAS) Cultural Tourism visitor surveys in eight countries in 2007, cultural tourism continued to grow in importance. Figure 1 shows that the cultural tourism proportion of respondents from their holiday has doubled in 2007 compared to 1997. This increase of cultural tourism indicates that cultural tourism has become important in the worldwide destination market (Richards, 2007).
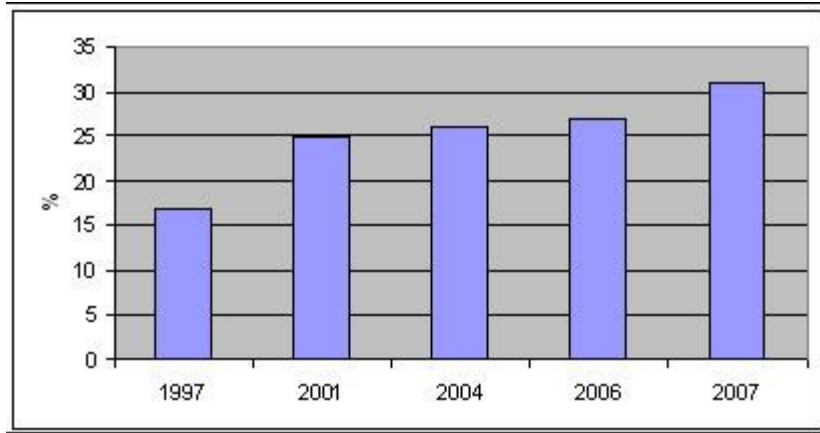
Figure 1.

Cultural tourism proportion of tourists surveyed who were on a cultural holiday 1997-2007 (Richards, 2007)

According to the ATLAS Cultural Tourism project, three of the top six travel activities among the US resident travelers in 1995 were visiting historic sites and museums, national and state parks and cultural events or festivals. Moreover, a 2003 study by the Travel Industry Association of America found that 81% of the US adults who took a trip away from home in the past year included at least one such activity or event while traveling; and more than half (56%) of the US adults indicated that they included at least one cultural, arts, historic, or heritage activity while on a trip. As a result, operators interested in cultural tourism anticipate the importance of cultural and heritage tourism. Many tourism investors also initially constructed hotels, resorts, guesthouses, and eventually homestays as one of the most outstanding concepts for cultural and heritage tourism.

The homestay which refers to a stay at a residence by a traveler or a visiting foreign student is viewed as a mean of culture and heritage tourism emerging with traditional houses and culture of residents achieving two goals at the same time: increasing the income of host country families and encouraging them to preserve their cultural heritage by presenting their traditional houses (Wang, 2007). Many tourists believe that the homestays they participate in represent a unique living in a new culture. Tourists seek authentic experience and architecture of the host culture. Homestays could provide the cultural experience and the sense of being at home. This allows them to behave more freely and feel comfortable and relaxed in a foreign culture. The search for an authentic experience among travelers also increases the construction of cultural and heritage based tourism in order to provide a more authentic encounter for tourists. Through homestays, these cultural attributes often provide participants - with such staged authenticity and acceptable satisfaction while hosts seek to offer tourists a genuine connection to the community. Residents desire tourists to visit their houses because travelers bring economic benefits to their community while they are still maintain their traditional culture and heritage (Cole, 2007).

Homestays in Thailand have become increasingly popular in the Thai tourism industry since 2004, and their development is expected to continue according to the economic and social developing plan of the Thai government 8th edition. From 2004 to 2009, Thailand's Ministry of Tourism helped construct homestays in 98 villages throughout Thailand; 30 villages in the northern part, 32 villages in the north-eastern part, 8 villages in the midwest part, 17 villages in the central part, and 11 villages in the south part (Anonymous, 2007). Previous researchers studied the relevance of Thailand's

heritage-based attractions to both international and domestic tourism, and provided several attributes to these attractions such as traditional villages, temples, and monuments (Peleggi, 1996). According to Thailand's Ministry of Tourism researches, the researchers of Thai tourism examined the hosts' satisfaction on homestay business and cultural attribute constructions. The results showed that the hosts were very satisfied in turning their houses into homestays. Thailand's Ministry of Tourism also agreed to support and help the hosts to develop their business (Anonymous, 2008). Therefore, the cultural and heritage attributes such as food, shopping places, and accommodations were built into villages in Thailand for homestays in order to attract travelers who searched for a mix of activities in an area. Travelers frequently seek adventures that immerse them in the culture or a place and search for small groups and personalized services. Tourism investors can learn about tourist interests and help shape the presentation of cultural and heritage attributes as well as the growing number of homestays in Thailand. The homestay is a new concept in Thai tourism and it lacks studies providing the homestay information. Thus, this study was created in order to provide more information to homestay investors and homestay managers. This study investigated which attributes satisfy tourists who participate in homestays and what motivates tourists to choose homestay in Thailand.

1.2 Problem Statement

Homestays are viewed as a means of cultural and heritage tourism. During 1998-1999, Thailand's government announced these two years to be the year of Thai tourism by using the slogan of Amazing Thailand that has been used several times. Because of this trend, the government helped cultural tourism investors to develop their business and supported Thailand's homestay programs since 2004. Therefore, the sector of cultural tourism and the sector of homestay tourism were interested by tourism investor (Anonymous, 2007). To develop this market, desirable cultural and heritage attributes should be considered. Homestay managers need to consider which attributes influence tourist destination choice and satisfaction in order to develop strategies in attracting and satisfying the homestay participants. Although several researchers have studied the cultural and heritage tourism, they did not certainly provide homestay issues, especially homestays in Thailand. The homestay is a new concept of Thai tourism but it is expected to continue. Thus, this study could be applied to investigate what factors would motivate tourists to choose homestays in Thailand and to predict tourists' overall satisfaction based on cultural and heritage attributes.

1.3 Purpose of Study

The purpose of this study is (1) to explore demographic profiles of tourists who visited homestays in Thailand, (2) to explore factors which influence tourists' choice of homestays, (3) to investigate which attributes satisfy tourists who chose a homestay, (4) to investigate motivation factors which influence tourists' satisfaction. Addressing these

questions will assist homestay operators in developing strategies to attract more travelers. The tourists within the homestay industry in Thailand are considered to be a target group because the program has become increasingly popular with foreign travelers, and it is expected to continue to increase.

1.4 Objectives of the Study

The objectives of this study are:

1. To describe the demographic characteristics (age, gender, country of residence, marital status, education level, and total household income) of travelers within the homestay industry in Thailand,

2. To determine attributes affecting the tourist's overall satisfaction in order to enhance the attractiveness of the homestay offerings,

3. To identify the motivations driving tourists to choose homestays as a lodging option in Thailand,

4. To investigate satisfaction of tourists towards the homestay industry in Thailand, and

5. To examine a relationship between tourists' motivation, the destination's cultural and heritage attributes and overall satisfaction of tourists who visited homestays in Thailand.

1.5 Hypotheses

Hypothesis 1: There will be relationships between the overall satisfaction and the the tourists' demographic characteristic.

Hypothesis 1a: There will be a relationship between the overall satisfaction and gender.

Hypothesis 1b: There will be a relationship between the overall satisfaction and the tourist's age groups.

Hypothesis 1c: There will be a relationship between the overall satisfaction and the tourist's country of resident.

Hypothesis 1d: There will be a relationship between the overall satisfaction and tourist tourist's marital status.

Hypothesis 1e: There will be a relationship between the overall satisfaction and tourist's education levels.

Hypothesis 1f: There will be a relationship between the overall satisfaction and tourist's total household incomes.

Hypothesis 2: Cultural and heritage attributes of homestay in Thailand will predict overall satisfaction of tourists who visited homestays in Thailand.

Hypothesis 3: Tourists' motivation will predict the overall satisfaction of tourists who visited homestays in Thailand.

1.6 Significance of the Study

Culture and heritage tourism trends have particular relevance for rural areas when they are accompanied by abundant natural resources. Traditional ways of earning on stocks provide the primary source of income. But, to stimulate rural economies, it has become unavoidable for rural regions to seek alternative uses for local resources (Liu, 2006). Cultural heritage tourism is an option for enhancing rural lifestyles and distributing income in the region. As a result, tourism has become the priority tool of rural orthodoxy (Augustyn, 1998).

Homestay programs play the main role in cultural tourism and are the fastest growing segments of the tourism market (Wang, 2007). The culture and heritage that has been preserved in a location causes the local people's everyday lives to infiltrate the everyday lives of travelers and thus, makes a homestay more attractive. Because of this, homestay tourism is a rapidly growing niche market, utilized by an increasing number of domestic and international tourists. As an attraction, it also continues to grow due to word-of-mouth. Therefore, to expand this market, the desirable cultural and heritage attributes should be considered in order to raise the number of travelers and thus, increase the local resident income. In addition, operators need to regard which attributes influence tourist satisfaction and their destination choice in order to formulate the strategies that attract and better satisfy customers. Although several researchers have studied the cultural and heritage tourism, they did not provide homestay issues, especially homestays in Thailand. The homestay is a new concept of Thai tourism but it is expected to continue. In this regard, this study could be applied to investigate what

factors would motivate tourists to choose homestays in Thailand and to predict tourists'

overall satisfaction based on cultural and heritage attributes.

1.7 Definitions

Travel motivation

Motivation is defined as "A need or desire that energizes behavior and directs it

towards a goal" (Myers, 2004, p.345). Travel motivation refers to a set of needs that

predisposes a person towards a certain tourist activity (Pizam, Neumann, & Reichel,

1979)

Homestay

Homestay refers to a visit to somebody's home in a foreign country which

allows visitors to rent a room from a local family in order to learn local culture, lifestyle,

or language. It is a living arrangement offered by a host or host family that involves

staying in their furnished house or suite. The guest of a homestay would be staying in

home-like accommodation with shared living spaces, facilities, and amenities. Utilities

and meals are usually included and the length of stay could be daily, weekly, monthly, or

unlimited unless specified otherwise by the host (Rivers, 1998). Frederick (2003) also

defined the homestay as a stay by a tourists or a visiting foreign student who is hosted by

a local family. Homestay can occur in any destination worldwide; residents of homestay

countries encourage homestays in order to develop their tourism industry. The concept of

the home may be perceived to distinguish homestay establishments from other forms of

accommodation. Rhodri (2004) stated that the distinction between homestay and hotel is

boundaries of private area. The private space of homestay is opened to visitors that would not fall under the term of hotel. In other words, it may refer to a sector of homestay accommodation to distinguish the accommodation from other types which do not share all the characteristics to the same degree.

Host/family

The associations between visitors and hosts may be described as linked by the concept of the home which may be perceived to distinguish homestay establishments from other forms of accommodation. Homestay refers to types of accommodation where visitors or guests pay directly or indirectly to stay in private homes. Host of homestay is described as family who live on the premises, sharing their space which becomes public while other forms of accommodation, such as hotels where the host's (the manager or staff) private home is not on the premises and the boundaries of the private space are open to staff only (Lynch, 2003).

1.8 Limitations

According to the data collection method of the study, the data was not collected at different points in time (a longitudinal data), but it was collected at one point in time (a cross sectional data). Thus, the result of this study was from a one-time measurement from the data collection. The study could not distinguish between new tourists coming and long-staying condition. The motivation issues and the attributes chosen as independent variables could be a limitation because other motivation issues and other attributes, which were not used in this study, could affect tourists' satisfaction. In

addition, the research data were collected on only homestays in the central part of Thailand, which limited the generalization of the research findings.

1.9 Outline of Subsequent Chapters

The following chapters include literature review, methodology, results, and conclusion.

- Chapter 2 literature review contains previous literature on homestay, cultural and heritage attributes, the tourists' motivation, and tourists' satisfaction, including hypotheses are developed based on the findings and theories from previous studies.

- Chapter 3 methodology consists of detailed information on the methodology of this study.

- Chapter 4 results consists of the data from the empirical study are analyzed and the results are presented.

- Chapter 5 conclusion contains a brief summary of the study, discussion of the results, and the managerial implication.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Introduction

The theoretical framework of the study focused on the tourists' demographic characteristic, tourists' motivation and the attributes affecting tourists' satisfaction with cultural and heritage destinations.

First, this chapter discusses the demographic of tourists on cultural and heritage destinations. Second, the chapter provides the definition of homestay, as well as explains the narrative of homestays in Thailand. Third, the chapter provides the literature of tourists' satisfaction on cultural and heritage destinations. Fourth, the chapter discusses previous cultural and heritage tourism, including such issues as the attributes of cultural and heritage destinations. Finally, the chapter identifies tourists' motivation and the relationship among the attributes of cultural and heritage destinations on tourists' satisfaction.

2.2 Tourists' Demographic Characteristics

The characteristics demographic of tourists are important factors when the researcher analyzed tourists' motivation and tourists' satisfaction with cultural and heritage destination. The previous studies about cultural and heritage tourism have focused on identifying the characteristics, development, and management of cultural and

heritage tourism, as well as on investigating demographic characteristics of tourists who visit cultural and heritage destinations. For example, Silberberg (1995) provided a common pattern of cultural and heritage tourists by analyzing age, gender, income, and education level. His study identified the cultural and heritage tourists who earn more money and spends more money while vacation, are more educated, are more likely to be female than male, spends more time in a destination while vacation. Formica and Uysal (1998) explored the cultural festival with historical settings and examined the motivation and demographic characteristics of festival visitors. The results of the study showed statistically significant differences between the group in terms of age, income, and marital status. Mastr and Predeaux (2000) analyzed the variance by age, gender, occupation. Overseas travel of Taiwanese cultural and heritage tourists also determined the influence of responses on the importance of attributes and satisfaction levels by their demographic characteristic.

According to the previous studies, demographic characteristics (e.g., gender, income, marital status, education, and occupation) are commonly used in tourism research to investigate tourists' satisfaction. This study provides tourists' demographic characteristics in order to explain the relationship between tourists' satisfaction and cultural and heritage destination. Therefore, it is hypothesized that:

Hypothesis 1: There will be relationships between the overall satisfaction and the tourists' demographic characteristic.

Hypothesis 1a: There will be a relationship between the overall satisfaction and gender.

Hypothesis 1b: There will be a relationship between the overall satisfaction and the tourist's age groups.

Hypothesis 1c: There will be a relationship between the overall satisfaction and the tourist's country of resident

Hypothesis 1d: There will be a relationship between the overall satisfaction and tourist tourist's marital status.

Hypothesis 1e: There will be a relationship between the overall satisfaction and tourist's education levels.

Hypothesis 1f: There will be a relationship between the overall satisfaction and tourist's total household incomes.

2.3 Homestay

Homestay accommodation is a term with specific cultural associations such as private homes, interaction with a host or host-family, sharing of space which thereby becomes public (Lynch & MacWhannell, 2000). The associations of homestay establishments which link to the concept of the home can be distinguished from other forms of accommodation. In homestay accommodations, the boundaries of private homes are opened to public space, distinguishing from other accommodations which private space open to staff only (Lynch, 2000b). Thus, one may refer to the sector of homestay accommodations to distinguish the accommodation from other types which do not share all characteristics to visitors. Homestay accommodation types include farmstay accommodation, some small hotels, host families, and bed and breakfasts. It is used to

refer to types of accommodation where tourists or guests pay directly or indirectly to stay in private homes (Lashley & Morrison, 2000). Wang (2007) has shown an increased demand of homestays in China. This study focused on a cultural growth of tourism in Lijiang after its inscription into UNESCO's prestigious World Heritage Sites List in 1997. Lijang's growth as a destination began in 1986, and the number of tourists increased from 200,000 in 1992 to 3.1 million in 1999. Lynch (2000a) studied networking in the homestay sector which found the particular nature of the homestay was the interaction between guests and hosts/family. Thus, this study stated that the family has a key role to play in setting the norms of behavior which impact the guest while staying in the home.

According to the economic and social developing plan of the Thai government 8th edition which decentralized power into local community, local organizations began to take interest in community income. Thailand's Ministry of Tourism stated that one of the important ways to increase community income is raising local tourism by using various tourist attractions (Anonymous, 2009). Homestays are outstanding attractions which pull for the attention from operators. Moreover, homestay activities develop communities and increase community income while still maintaining the culture and environment of the local area. Simple lifestyles of local residents have become an important attraction which gains the attention of tourists. Thai homestays are established in every part of Thailand (northeastern, midwestern, central, and the southern part). Thailand's Ministry of Tourism revealed that current homestays in Thailand began to appear in early 2004. The number of homestays is continually increasing to 93 villages recently, and most of the

homestays were constructed in 2007-2008. Tourists became interested in these homestays where another distinctive tourism feature of Thailand became.

2.4 Tourists' Satisfaction

Tourist satisfaction is considered to be an important element to maintain competitive business in the tourism industry because it affects the choice of destination, and the consumption of products and services (Kozak & Rimmington, 2000). Tourist satisfaction became an important tool to measure the cultural and heritage sector (Peleggi, 1996). Therefore, homestay tourism is considered to use the tourist satisfaction measuring tool by revealing how tourists react to or benefit from the experiences they gain through their associations with traditional places and local culture. Measuring satisfaction of cultural and heritage places provides information related to how well a homestay destination meets the tourists' needs and therefore, helps homestay destination marketers develop their products and services which are really appealing to tourists.

Several researchers have studied customer satisfaction and provided theories on the subject: expectancy-disconfirmation, assimilation or cognitive dissonance, contrast, assimilation contrast, equity, attribution, comparison level, generalized negativity, and value perception (Oh & Parks, 1997). In particular, expectancy-disconfirmation has received the widest acceptance among these theories.

The expectation-disconfirmation model suggests that satisfaction is the comparison of the product expectation to the actual performance of the product (Oliver, 1980). Pizam and Millman (1993) developed this model to improve the predictive power

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of travelers' satisfaction and introduced this model into hospitality research. They employed a regression model with a single expectation-met measure as the dependent variable, and 21 difference-score measure as the independent variables. In the tourism industry, Chon and Olsen (1991) used a "goodness of fit" between tourist expectation for their destination (previous destination image), and tourist satisfaction (the perceived evaluative experience in the destination). Then, after tourists have bought the travel products and services, if the evaluation of the tourist experience with the travel products and services is better than their expectation, they will be satisfied with their travel experience.

Kozak and Rimmington (2000) reported the impact of overall satisfaction levels of tourists based on destination attributes. Pizam, Neumann, and Reichel (1978) supported this and stated that it is important to measure tourists' satisfaction with each attribute of the destination because satisfaction or dissatisfaction of each attribute leads to satisfaction or dissatisfaction of the tourists' travel experience. Since tourists may vary in motivation for visiting a destination and they may have different satisfaction levels, the evaluation of tourist satisfaction needs to be considered in multiple dimensions using integrated approaches in order to involve the complex nature of satisfaction evaluation and the theories of measuring satisfaction (Yoon & Uysal, 2005).

Based on the literature provided, tourist satisfaction is an important measuring tool for the tourist destination including cultural and heritage sectors. Therefore, homestay tourism is considered to use the tourist satisfaction to be a measuring tool. Measuring satisfaction of cultural and heritage places provides information related to

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how well a homestay destination meets the tourists' needs and therefore, helps homestay managers develop their products and services.

2.5 Culture and Heritage Attributes

A destination attribute is an important factor for evaluating tourists' satisfaction of a destination. To satisfy guests, accommodation providers need to understand their guests in terms of the experiences they seek. It is important to evaluate the experiences provided, both tangible and intangible, by mainstream accommodations in contrast to homestays (Howell, Moreo, & De Micco, 1993). Previous has shown an increased demand for accommodations in private homes or hosted accommodations, especially homestays or nature lodges, which represent a rapidly growing sector of the tourism industry (Morrision et al., 1996). Therefore, it is important for homestay providers to understand which attributes satisfy guests in order to develop better business strategies and gain the attraction of more customers.

Researchers recognize the contextual value of the importance construct, especially within the context of the importance-performance (IPA) framework which was introduced as a useful technique for evaluating the different elements of a marketing program (Crompton & Love, 1995). To create this framework, product or destination attributes are first indentified; then, consumers or tourists are asked to rate the importance level of the attribute or services and also are asked for a performance rating on each attribute; lastly, the importance-performance scores for each attribute are calculated and formed into four strategies: concentrate here (high importance/low

performance), keep up the good work (high importance/high performance), low priority (low importance/low performance), and possible overkill (low importance/high performance) (Martilla & James, 1977). However, both the influence of importance and the implied effect of attribute performance on perceived importance require further exploration with respect to pre- and post-visit experiences. Additionally, Matzler and Sauerwein (2002) integrated the performance-importance response (PIR) function as an acknowledgement of the hierarchy of attribute importance and identified three categories of factors that influence PIR: basic factor (dissatisfiers), excitement factors (satisfiers), and performance factors (hybrid factor).

Previous research has addressed the issue of the importance-performance analysis to examine cultural and heritage destination attributes. Crouch and Ritchie (1999) stated that the destination's attractiveness attributes with the industry level attributes such as human resources and infrastructure contribute to the tourists overall satisfaction of a destination. Enright and Newton (2004) suggested that the tourists' overall satisfaction depends on both destination-specific attributes and factors influencing tourists' satisfaction of tourism products and services providers. This study seeks to identify cultural and heritage destination attributes which satisfy tourists when they visit these destinations. Therefore, after investigating pervious research related to this topic, the researcher decided to select several attributes of cultural and heritage tourism. Peleggi (1996) explored the relevance of Thailand's heritage attractions to both international and domestic tourism. The results showed several attributes which satisfied tourists who visited Thailand, such as traditional villages and temples. Sofield & Li (1998) studied the cultural tourism of China. They investigated which cultural and

heritage attributes satisfy tourists. The results showed that cultural and historical events, traditional festivals, historical sites, beautiful scenic locations, architecture, and culture villages as the satisfied attributes. Moreover, Janiskee (1996) identified the importance of events though several attributes such as festivals, traditional ceremonies, music, dancing, craftwork, food, historic houses, and direct experiences of traditional life. The results showed the cultural and heritage attributes which satisfied tourists were art, handicrafts, shopping places, traditional scenery, and food.

Based on the literature provided, the researcher decided to select several attributes of cultural and heritage, and it is hypothesized that:

Hypothesis 2: Cultural and heritage attributes of homestay in Thailand will predict overall satisfaction of tourists who visited homestays in Thailand.

2.6 Tourists' Motivation

Another important aspect of tourists' satisfaction is the motivation of tourists. Although, the issue of tourist motivation is widely examined, it has been limitedly conducted. Tourist motivation is the combination of needs and desires that affect the tendency to travel in a general sense (O'Leary & Deegan, 2005). Although other factors obviously influence tourist behavior, motivation is still considered to be an indicator and explains why tourists behave in certain ways.

Motivation refers to a need that drives an individual to act in a certain way to achieve to the desired satisfaction (Crompton, 1979). Tourist motivation is regarded as the combination of needs and desires that affect the propensity to travel in a general

sense (O'Leary & Deegan, 2005). In addition, motivation influences the effective component of the images, or the feelings aroused by a place or people, who may assess a tourist destination based on varying motives of travel (Baloglu, 1997).

Previous research has stated tourist motivation is a result of internal driving needs to get away from the ordinary environment (Iso-Ahola, 1982). Individuals escape routine environments and seek their choice of recreational opportunities such as meeting new people, visiting new places, and having new experiences (Mannell & Iso-Ahola, 1997). Thus, push-pull travel motivation theory was developed as an important model for individuals to determine tourists' motivations and how they influence travel destination choices (Dann, 1997). Push factors are the internal drivers that motivate people to travel, while the pull factor is concerned about the external drives that determine where, when, and how they travel (Jang & Cai, 2002). Crompton and McKay (1997) used a push and pull model to study travel motivations and developed six push and pull motivation factors: cultural exploration, novelty/regression, recover equilibrium (rest and relaxation/escape), known group socialization, external socialization and interaction, and family togetherness. Likewise, Pearce, Philip and Lee (2005) found that escape, relaxation, relation enhancement, and self-development were major push travel motivations. On the other hand, pull factors refer to the attractiveness of destination that attract people to travel. For example, specific attributes of a cultural destination such as a relaxed atmosphere, cultural events, and friendliness of the local people were important pull factors in attracting tourists. Based on the literature of push-pull motivation, the tourists' motivation items were created.

Previous studies have found relevant relationships between tourists' motivation and their satisfaction of destination. Ross and Iso-Ahola (1991) found the correlation between motivation and satisfaction of sightseeing tourists. This correlation indicated the similarity of motivation and satisfaction dimensions which brings tourist overall satisfaction. Yoon and Uysal (2005) studied the relationship among the push and pull motivation, satisfaction, and destination. The results showed that tourists are more likely to choose destinations which are believed to fulfill their internal needs or push factors. The model also revealed structural relationship between motivation and satisfaction. Uysal and Williams (2004) tested a model looking at tourist satisfaction with destination attributes and tourist type based on travel motivation which moderates the relationship between satisfaction and attribute factors. It was indicated that motivation in the model influences relative importance of the two kinds of attributes to tourist satisfaction. Although a number of studies have examined tourist motivation involved in travel, a limited number of tourism studies have addressed and examined the constructs of motivation and satisfaction in the same context. Given the literature on tourists' motivation, it is predicted that tourists' motivation will add significant variance of tourists' satisfaction on destination.

Homestays are viewed as culture and heritage tourism, which emerged with the culture of local residents. Homestay tourists believe that the homestay represent a unique way of living in a new culture. They need an authentic experience, to see the architecture of the host culture and a sense of being at home. Understanding motivation is therefore a starting point to understand homestay tourists and how they satisfy their needs. Although several researchers have studied the cultural and heritage tourism, they did not certainly

provide homestay issues, especially homestays in Thailand. The homestay concept seems to be the new type of tourism in Thailand and the examination of motivation is still needed for homestay tourism in Thailand. Thus, this study could be applied to investigate what factors would motivate tourists to choose homestays in Thailand and to predict tourists' overall satisfaction based on cultural and heritage attributes. In order to investigate satisfaction of cultural and heritage tourists such as homestay's tourists, the investigation of tourist satisfaction is needed.

Based on the literature provided, the motivation of tourists is a main factor to predict the tourists' satisfaction. Therefore it is hypothesized that:

Hypothesis 3: Tourists' motivation will predict the overall satisfaction of tourists who visited homestays in Thailand.

2.7 Summary

This chapter discussed the increase of interests in cultural and heritage destinations, including the homestay sector. First, the demographic characteristic of the tourist was provided. Second, homestay definitions and the narrative of homestays in Thailand were provided. Then, tourists' satisfaction was defined and earlier research in this sector was acknowledged in order to explore which areas required further study. Lastly, this chapter provided the literature of cultural and heritage attribute destination and viewed the literature of tourists' motivation affecting tourists' satisfaction. From these previous studies, the attributes of this study were decided. Furthermore, this chapter discussed the relevant literature on the importance-performance (IPA), the push-pull travel motivation theory and the customer satisfaction (expectation-disconfirmation theory). These theories were analyzed in order to guide this study.

CHAPTER 3

METHODOLOGY

3.1 Introduction

This chapter addresses the methodology used to conduct this study. The second section of this chapter restates the purposes of the study. The third section presents the research design. Section 4 presents the population and sampling procedure, followed by the review procedure of this study through the Campus Institutional Review Board in Section 5. Then, Section 6 discusses the instrumentation and presents the measurement development, description of the measurement, validity and reliability procedures. Section 7 includes the procedures of data collection, followed by the statistical procedures adopted in the data analysis in Section 8. In Section 9, the data is evaluated preliminarily by using data screening and missing analysis procedure and statistical assumptions such as outliers, multivariate normality, linearity, and multicollinearity.

3.2 Purpose of the Study

The purposes of this study are as follows:

(1) To explore demographic profiles of tourists who visited homestays in Thailand,

(2) To explore factors which influenced tourists' choice of homestay,

(3) To investigate which attributes satisfied tourists who chose a homestay.

(4) To investigate motivation factors which influence tourists' satisfaction

Addressing these questions would assist homestay operators in developing strategies to attract more travelers. The tourists within the homestay industry in Thailand are considered to be a target group because the program has become increasingly popular with foreign travelers.

3.3 Research Design

This study utilized a relational research design to examine the predicting effects of tourist's motivation and cultural and heritage attributes on tourists' satisfaction, as well as the relationship between tourist's motivation, cultural and heritage attributes and tourists' overall satisfaction.

3.4 Population and Sampling

3.4.1 Population

The target population of this study was tourists who visit homestay and use homestays in Thailand as their travel destination.

3.4.2 Sample frame

The sample frame of this study consisted of tourists who visited homestay villages in the central part of Thailand over a two-month period from July to August, 2009.

3.4.3 Sample and Data Collection

This study employed an accidental sampling which is a form of non-probabilistic sampling. The questionnaire packages were distributed to managers of all the homesatys in the central part of Thailand. In this study, the sample frame consisted of tourists who were given a survey package by one of the managers during their check-out. Homestay managers were informed about the purpose of the survey in advance before they were given the questionnaire packages. They were asked to distribute the questionnaires to only to tourists who are least 18 years old.

The survey was conducted over two-month period (July-August) at 17 different homestay villages (119 total homestays) in the central part of Thailand which have the highest density of homstay villages: Samutsongkhram, Singburi, Angthong, Ayutthaya,

Samutprakan, Samutsakhon, and Supunburi. The questionnaire packages were distributed to managers of the homestay villages. The questionnaire package contained a cover letter and a copy of the survey. Respondents were the first completed stayed tourist groups who stayed in each homestay. The homestay managers were approached and were informed about the purpose of the survey in person before they were given the questionnaire packages. The respondents were informed of the purpose by the explanation in the cover letters, which included the request for voluntary permission and for the return of the questionnaires to the managers after they completed it. A gift, which was an incentive for this study, was given to the homestay manager, and candies were given to the respondents. In addition, the results of this study were reported to the participating homestay managers and the respondents who requested them. A total of 500 questionnaires were distributed through 17 homestay managers. Of 500, 300 were in Thai language and 200 in English. A total of 293 useable responses were received (276 from Thai tourists and 17 from other countries), giving a response rate of over 58% (293/500).

3.4.4 Sampling error

Sampling Error could not be avoided because accidental sampling was used, which is a form of non-probabilistic sampling.

3.4.5 Selection error and frame error

To ensure that respondents do not participate more than once, the survey was given only on the check out date. In addition, a cross check of the collected data based on demographic information was also conducted to purge possible duplicates.

3.5 Institutional Review Board

In order to construct this study, federal regulations and the University of Missouri policy require a proper review and approval of all research studies that involve human subjects. This review was required by the University of Missouri in order to protect the rights of those participating in the survey. In compliance with the above-mentioned policy, this study received the proper review and was granted permission to continue and was assigned the following project number 1137617.

3.6 Instrumentation

3.6.1 Validity

Validity is defined as "the extent to which a measure actually taps the underlying concept that it purports to measure" (Ary, Jacobs, Razavieh, & Sorensen, 2006). For this study, validity was determined through utilizing a panel of experts. The panel was comprised of 5 graduate students who were considered experienced in the study's content and instrumentation. They were informed and were trained on the topic

of this study. After the training, they correctively came up with the item of survey. They were asked individually to assess content, format, wording, and overall appearance. The questionnaire was translated into Thai for domestic tourists. The Thai questionnaire was double-checked by five investigators who speak Thai to ensure that the exact meaning of the questions was captured in the English-to-Thai translation.

3.6.2 Measurement

The purpose of this study was to analyze which destination attributes were important in satisfying tourists who visited homestays in Thailand and indentify a relationship between tourists' motivation, cultural and heritage attributes, and tourists' overall satisfaction. For tourist's motivation items, the preliminary questionnaire was developed based upon previous studies of Kao, Patterson, & Li (2008), Beerli & Martin (2004), and Ngamsom (2007). Cultural and heritage attribute items were selected from previous instrumentations by Kozak & Rimmington (2000) and Heung & Cheng (2000). Table 1 shows the variables which was used in this study. The dependent variable was the tourist's overall satisfaction. The independent variables were the tourist's motivation and cultural and heritage attributes.

Table 1.

Variables of the Study

Variables	
Dependent variable	Tourists' satisfaction
Independent variable	Tourists' motivation
	a variety of activities, culture/ways of life, fun and enjoyment, planned trip, rest and relaxation, visiting relatives and friends, visiting familiar places, visiting new places, romance or a romantic setting, attending cultural events, seeking the beauty of nature, low-cost tour packages, value of money, a variety of food, meeting good service-minded people
	Cultural and Heritage Attributes
	Personal safety and security, the destination can be easily reached, climate conditions, diversity of cultural/historical attractions, the quality of the accommodation, hospitality and friendliness of the local residents, the offer of local cuisine, possibility for shopping, night life and entertainment, opportunity for rest, availability of sport facilities and recreational activities, offer of cultural and other events, conference offer, political and economic status, beauty of the scenery, cleanliness, ethnic composition, souvenirs, distance from home, information from friends and family relative to the travel, advertizing, and tour packages

The questionnaire consists of three sections. The first section explored tourists' motivation. Two constructs were measured; reasons for the visit to Thailand and importance level of attributes in Thailand. Reasons for the visit to Thailand were measured with nine items. Respondents were asked to check all that apply. The

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importance of the attributes was measured with 16 items which were measured on a 7-point Likert-type scale which ranges from strongly unimportant (1) to strongly important (7).

The second section explored tourists' satisfaction with the destination's cultural and heritage attributes. The first construct asked the respondents' satisfaction with 22 items which were developed from the previous researches. The second construct asked respondents' overall level satisfaction level with homestay in Thailand (1 = very dissatisfied, 7 = very satisfied). The final section of the questionnaire contained demographic items such as age, gender, income, and country of residence.

3.6.2 Reliability

Reliability is defined as "the extent to which a measure yields consistent results; the extent to which scores are free of random error" (Ary, Jacobs, Razavieh, & Sorensen, 2006). To establish the reliability of this study measurement used in the survey instrument, the reliability coefficient (Cronbach alpha) was verified. Therefore, the reliability of this study was accomplished. The constructs in the measurement had the estimated reliability-coefficient of .88 from 16 motivation items and .93 from 22 cultural/heritage attribute items. The alpha should ideally be around .90 and never be below .70. According to this rule, all of the constructs in the measurement of this study therefore fulfilled this requirement.

3.7 Data Analysis

After sorting the questionnaires, data was coded, entered, and analyzed using the Statistical Package for Social Sciences (SPSS). Statistical analyses such as descriptive analysis (frequencies) was used according to the respective objectives of the study. Descriptive analysis was conducted to evaluate tourists who visited homestays in Thailand. Testing differences between means (t-test) and analysis of variance (ANOVA) were used to identify the differences in the overall tourists' satisfaction in terms of tourists' demographic characteristics (e.g., age, gender, country of resident, marital status, education level, and total household income).

Exploratory Factor analysis was conducted to create correlated variable composites from an original 16 motivation items and 22 attributes and to identify a set of dimensions, or factors. The derived factor scores were then applied in subsequent regression analysis. Multiple regression analysis was used to examine tourists' overall levels of satisfaction with the tourists' motivation destination and culture/heritage attribute dimension. The dependent variable (tourists' overall satisfaction levels with destination) will be regressed against each independent variable (tourists' motivation dimensions and culture/heritage attribute dimensions) derived from the factor analysis.

3.8 Preliminary Evaluation of Data

3.8.1 Data screening and missing analysis procedures

A cross check of the collected data based on demographic information was conducted to purge possible duplicates. Two hundred ninety three participants completed the survey. The Missing Value Analysis program from SPSS 17.0 was used to assess missing values. Listwise deletion was used, which resulted in the removal of 88 surveys. Two hundred five surveys were included in the future analyses.

3.8.2 Statistic assumptions

The data were screened for: (a) outliers, (b) multivariate normality, (c) linearity, and (d) multicollinearity. Outliers are cases with extreme values on one or a combination of variables that influence the size of correlation coefficients, the average value for a group, or the variability of scores within a group (Tabachnick & Fidell, 1983). In this study, outliers were identified by examining the standardized z-scores of each score. Through this procedure, no cases were deleted because their z-scores were between $\pm$ 3.29 *SD*, which suggested that the data had no outliers (Tabachnick & Fidell, 2007; Field, 2005). To assess for multivariate normality, descriptive statistics were conducted to examine skewness and kurtosis. In the assumption of multivariate normality, values $\geq$ 1.96 for skewness and kurtosis indicate a violation of multivariate normality (Field, 2005). In addition, given the large samples in this study, the shape of the distribution was

also visually inspected. The results indicated that none of the variables violated the multivariate normality.

Linearity was then tested by inspection of bivariate scatterpolts and no violation was indicated given the oval-shaped depiction (Tabacknick & Fidell, 2007). Lastly, assumption of multicollinearity was tested using Variance Inflation Faction (VIF) and Tolerance values. According to Kline (2005) and Field (2005), VIF greater than 10 and Tolerance values below .10 indicate collinearity in the data. Based on these criteria, no collinearity exists among the variables of interest. To summarize, after statistically screening the data, none of the cases were removed. Therefore, 205 cases remaining from data missing removal remained for further analyses.

3.9 Summary

This chapter addressed the methodology used to conduct this study. The second section of this chapter restated the purpose of the study, and presented the research design in Section 3. Population and sampling procedures in the study were discussed in Section 4, followed by the review procedure of this study though the Campus Institutional Review Board in Section 5. The sixth section discussed the instrumentation including measurement development, validity, and reliability. Section 7 included the procedures of data collection for this study. Section 8 presented the statistical procedures adopted in the data analysis. In Section 9, the data were evaluated preliminarily by using data screening and missing analysis procedure and statistical assumptions such as outliers, multivariate normality, linearity, and multicollinearity.

CHAPTER 4

RESULTS

4.1 Introduction

This chapter presents results of statistical analysis of the data. First, the demographic characteristics of subjects are presented to address research objective 1. Second, the satisfaction of tourists towards the homestay industry in Thailand is presented. Research objective 4 is addressed. Then, the results of the relationship between tourists' motivation, cultural and heritage attributes, and tourists' overall satisfaction with homestays in Thailand are presented to address research objective 2 and 5. Finally, hypotheses are tested though Independent-Samples T-test (t-test), Analysis of Variance (ANOVA), Factor analysis, Correlation analysis and Multiple regression analysis.

4.2 Demographic Characteristics of Subjects

Research objective 1 was proposed to describe the demographic characteristics of tourists within the homestay industry in Thailand, by age, gender, country of residence, marital status, education level, and total household income.

The demographic characteristics of the respondents are shown in Table 2. The gender distribution of the respondents was quite even, with 48.8% male respondents and 51.2% female respondents. The dominant age group of the respondents was 25 years or

under (55.1%), followed by 26 to 40 years (29.8%), 41 to 60 years (14.1%), whereas 60 years or older (1%) was the smallest group. Most of the respondents (96.1%) reported that they live in Thailand, whereas only 3.9% of the respondents were international tourists. Moreover, the homestays in Thailand mainly attracts single tourists as the major market. The results showed that 80.5% of the tourists were single; only 17.6% of the respondents were married.

In terms of the level of education, most respondents had college degrees (65.4%); 52.7% with a bachelor's degree, 12.7% with a graduate's degree. Meanwhile, 22.4% of the respondents had a high school degree, and 12.2% of respondents had an associate's degree. The results show the relatively high educational attainment of the respondents.

In term of respondents' annual household income, the largest group was the approximate total household income of US $19,999 or below (58.5%), followed by US $20,000 to $39,999 (30.7%) and US $40,000 or more (10.7%) was the smallest group (Table 2).

Table 2.

Demographic Characteristics of the tourists who visited homestays in Thailand

Variable	Frequency	Percentage (%)
Gender		
Male	100	48.8
Female	105	51.2
Age (years)		
25 or under	113	55.1
26 - 40	61	29.8
41-60	29	14.1
60 or older	2	1.0
Country of residence		
Thailand	197	96.1
Others	8	3.9
Marital status		
Single	165	80.5
Married	36	17.6
Divorced	-	-
Widowed	4	2.0
Education levels		
High school	46	22.4
Associate's degree	25	12.2
Bachelor's degree	108	52.7
Graduate's degree	26	12.7
Total household income (USD)		
Less $19,999	120	58.5
$20,000 - $39,999	63	30.7
$40,000 or more	22	10.7

4.3 Tourists' Overall Level of Satisfaction with Homestays in Thailand

Objective 4 sought to investigate the satisfaction of tourists towards the homestay in Thailand. Respondents were questioned about their overall level of satisfaction with the homestays. The results are summarized in Table 3. From the research findings, 67.8% of the respondents indicated that they were somewhat satisfied, satisfied, or strongly satisfied with homestays in Thailand; 28.3% were neither satisfied nor dissatisfied and 3.9% of the respondents were somewhat dissatisfied, dissatisfied, or strongly dissatisfied. The mean value of respondents' overall level of satisfaction was 5.02.

Table 3.

Tourists' Overall Level of Satisfaction with the Homestays in Thailand (N=205)

Variable	n	%
Strongly Dissatisfied	0	0
Dissatisfied	2	1.0
Somewhat Dissatisfied	6	2.9
Neither Satisfied nor Dissatisfied	58	28.3
Somewhat Satisfied	66	32.2
Satisfied	65	31.7
Strongly Satisfied	8	3.9

Note: Overall satisfaction mean ranges from 1(strongly dissatisfied) to 7 (strong satisfied)

4.4 Testing the Hypotheses

Based on the purpose of this study, three hypotheses were proposed. Each hypothesis was reiterated below and then the results of statistical analysis for testing them were reported. Hypothesis 1 was tested to address the relationship of demographic characteristic of respondents and their overall satisfaction. Hypothesis 1a and 1c were tested by using Independent Sample-Test (t-test), and hypothesis 1b, 1d, 1e and 1f) were tested by using Analysis of Variance (ANOVA). Factor analysis and multiple regression analysis were conducted to address hypothesis 2 and 3.

4.4.1 Hypothesis 1

Hypothesis 1: There will be relationships between the overall satisfaction and the tourists' demographic characteristic.

Hypothesis 1a: There will be a relationship between the overall satisfaction and gender.

Hypothesis 1b: There will be a relationship between the overall satisfaction and the tourist's age groups.

Hypothesis 1c: There will be a relationship between the overall satisfaction and the tourist's country of resident.

Hypothesis 1d: There will be a relationship between the overall satisfaction and tourist tourist's marital status.

Hypothesis 1e: There will be a relationship between the overall satisfaction and tourist's education levels.

Hypothesis 1f: There will be a relationship between the overall satisfaction and tourist's total household incomes.

4.4.1.1 Independent-Samples T-test

Independent t-test was used to compare the difference between different groups to determine whether that difference is statistically significant. The T-test was used to determine the difference of tourists' gender (male and female) to address hypothesis 1a. It was also used to identify the difference of tourists' country of residence (Thai or other) affecting tourists' overall satisfaction. Thus, hypothesis 1b was addressed. The results are summarized in Table 4.

The results of the t-test revealed that there was no significant difference between male ($M = 5.04$, $SD = 1.014$) and female ($M = 5.01$, $SD = .956$); $t (203) = .222$, $p = .825$. The results suggest that the gender of the respondents had no effect on their overall satisfaction. In other words, on average, tourists' overall satisfaction had no significant difference between gender. Thus, hypothesis 1a was rejected.

An independent-samples t-test was also conducted to analyze hypothesis 1c. There was no significant difference of country of residence between Thai ($M = 5.04$, $SD = .989$) and the others ($M = 4.63$, $SD = .744$); $t (203) = 1.174$, $p = .242$. These results suggest that, on average, tourists' overall satisfaction had no significant difference between country of residence. Thus, there was no relationship between the overall satisfaction and country of residence. The hypothesis 1c was rejected.

Table 4.

Results on t-test between overall satisfaction with Gender and Country of Residence

	Overall Satisfaction		t	df
	M	SD		
Gender			.222	203
Male	5.04	1.014		
Female	5.01	.956		
Country of Resident			1.174	203
Thai	5.04	.989		
Other	4.63	.744		

Note: $p < .05$

4.5.1.2 Analysis of Variance (ANOVA)

Analysis of Variance (ANOVA) was used to identify the differences in the overall tourists' satisfaction in terms of tourists' demographic characteristics (e.g., age, marital status, education levels, and total household income). Thus, ANOVA was used to analyze hypotheses 1b, 1c, 1e, and 1f. The results are summarized in Table 5.

A one-way between subjects ANOVA was conducted to identify the effect of overall satisfaction by age of respondents (25 or under, 26 to 40, 41 to 60, and 61 to older), marital status (single, married, divorced, and widowed), education level (high school, associate's degree, bachelor's degree, master's degree, and doctor's degree) and total household incomes (less than $19,999, $20,000-$39,999, $40,000 or more). The results revealed that there was no significant effect of overall satisfaction at the $p<.05$ level for age [$F (3, 201) = .225, p = .857$] and marital status [$F (2, 202) = .652, p = .522$. Thus, hypotheses 1b and 1d were rejected. However, tourists' education levels and tourists' total household income were statistically significant at the $p< .05$[$F (3, 201) =$

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7.006, *p* = .000)] and [*F* (2, 202) = 3.427, *p* = .034]. Thus, hypotheses 1e and 1f were accepted. There was a relationship between the overall satisfaction, tourists' education level and tourists' household income. Post hoc comparisons using the Tukey HSD test indicated that the mean score for the bachelor's degree (*M* = 5.19, *SD* = .908), graduate's degree (*M* = 5.15, *SD* = .834), and high school diploma (*M* = 5.00, *SD* = .989) were significantly different than the associate's degree (*M* = 4.24, *SD* = 1.091); the mean score for the bachelor's degree (*M* = 5.19, *SD* = .908) was significantly different than the associate's degree (*M* = 4.24, *SD* = 1.091). Taken together, these results suggest that the education levels that affected the overall satisfaction were high school, associate's degree, graduate's degree. A bachelor's degree really had an effect on the overall satisfaction.

Post hoc comparisons using the Tukey HSD test also indicated that the mean score for the total household income of less than $19,999 (*M* = 5.13, *SD* = .940) was significantly different than the total household income of $20,000 to $ 39,999 (*M* = 4.76, *SD* = 1.043). Therefore, the results suggest that the total household income of less than $19,999 really affected the overall satisfaction. However, it should be noted that the total household income that affected overall satisfaction were a total household income of less than $19,999 and the total household income of $20,000 to $ 39,999. The total household income of $40,000 or more did not appear to significantly affect overall satisfaction.

Table 5.

The overall tourists' satisfaction in terms of tourists' demographic characteristics

(e.g., age, marital status, education levels, and total household income)

	Mean	SD	Sum of Squares	df	Mean Square	F
Age						
25 or under	5.05	.943				
26 to 40	5.02	.991				
41 to 60	4.97	1.149				
60 or older	4.50	.707				
Between Groups			.748	3	.249	.255
Within Groups			196.131	201	.976	
Marital Status						
Single	4.99	.969				
Married	5.19	1.064				
Widowed	5.00	.816				
Between Groups			1.263	2	.632	.652
Within Groups			195.615	202	.968	
Education levels						
High school	5.00	.989				
Associate's degree	4.24	1.091				
Bachelor's degree	5.19	.908				
Graduate's degree	5.15	.834				
Between Groups			18.637	3	6.212	7.006*
Within Groups			178.241	201	.887	
Total household incomes						
Less than $19,999	5.13	.940				
$20,000 to $ 39,999	4.76	1.043				
$40,000 or more	5.23	.922				
Between Groups			6.461	2	3.230	3.427*
Within Groups			190.417	202	.943	

*$p < 0.05$

4.4.2 Hypothesis 2

Hypothesis 2: Cultural and heritage attributes of homestay in Thailand will predict overall satisfaction of tourists who visited homestays in Thailand.

4.4.2.1 Factor Analysis (Underlying Dimensions of the Destination Attribute)

The principal components factor analysis was used to underline the dimensions of the destination attributes. The eigenvalues suggested that a four-factor solution explained 60.89% of the overall variance. The factors with eigenvalues greater than or equal to 1.0 and attributes with factor loadings greater than .5 were reported. Table 6 illustrates the results of the factor analysis. The four factors were: Location/Lodging, General Tour Attraction, Offering/Information, and Local Services.

The overall significance of the correlation matrix was .000, with a Bartlett test of sphericity value of 2397.25. The Kaiser-Meyer-Olkin overall measure of sampling adequacy was .902. Table 6 shows the results from the varimax-rotated factor matrix. Three variables (Diversity of cultural attractions, Sport facilities/recreational activities, and Information from friends/family relative) were dropped due to the failure of loading on any factor at the level of .5. The factor analysis yielded four factors with 19 variables.

To test the reliability and internal consistency of each factor, the Cronbach's alpha of each was determined. The results showed that the alpha coefficients ranged from .673 to .849 for the four factors.

The four factors underlying of cultural and heritage attributes in homestays in Thailand were as follows.

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Location/Lodging (Factor 1) contained 6 attributes and explained 41.021% of the variance in the data, with an eigenvalue of 9.025 and a reliability coefficient of .849. These attributes were cleanliness, the quality of the accommodation, climate condition, beauty of the scenery, the destination can be easily reached, and personal safety and security.

General Tour Attraction (Factor 2) accounted for 9.006% of the variance, with an eigenvalue of 1.981, and reliability coefficient of .845. These attributes were possibility for shopping, night life and entertainment, souvenirs, opportunity for rest, and distance from home.

Offering/Information (Factor 3) loaded with 7 attributes. This factor accounted for 5.935% of the variance, with an eigenvalue of 1.306, and reliability coefficient of .848. These attributes were conference offer, political and economic status, tour packages, ethnic composition, advertizing, and offer of cultural and other events.

Local Service (Factor 4) contained 2 attributes. The factor explained 4.924% of the variance, with an eigenvalue of 1.083, and a reliability coefficient of .673. These attributes were the offer of local cuisine and hospitality and friendliness of local residents.

Tabel 6.

The result of factor analysis on destination attributes

Factor	Factor loading	Eigenvalue	Explained variance	Reliability coefficient
Factor 1: Location and Lodging		9.025	41.021%	.849
Cleanliness	.744			
The quality of the accommodation	.741			
Climate condition	.616			
Beauty of the scenery	.612			
Personal safety and security	.606			
The destination can be easily reached	.526			
Factor 2: General Tour Attraction		1.981	9.006%	.845
Possibility for shopping	.822			
Night life and entertainment	.677			
Souvenirs	.656			
Opportunity for rest	.626			
Distance from home	.603			
Factor 3: Offering and Information		1.306	5.935%	.848
Conference offer	.740			
Political and economic status	.677			
Offer of cultural and other events	.643			
Ethnic composition	.605			
Information from friends/family relative	.436			
Advertizing	.574			
Tour packages	.556			
Factor 4: Local Services		1.083	4.924%	.673
The offer of local cuisine	.850			
Hospitality and friendliness of local residents	.642			
Total variance explained			60.89%	

Note: Cultural and Heritage Attributes: 1= Strongly Dissatisfied and 7= Strongly Satisfied
Extraction method: Principle component analysis
Rotation method: Varimax with Kaiser normalization
KMO(Kaiser-Meyer-Olkin measure of sampling adequacy) = .902
Bartlett's test of sphericity: $p = .000$

4.4.2.2 Correlation Analysis

A correlation analysis indicates the strength and direction of a linear relationship between two random variables. In the study, a correlation coefficient measured the strength of a linear between overall satisfaction of the respondents and four factors - Location/Lodging, General Tour Attraction, Offering/Information, and Local Services. The correlation between overall satisfaction and four factors was positive and was significant at the 0.01 level (2-tailed). The correlation between overall satisfaction and Location/Lodging was .233; the correlation between overall satisfaction and General Tour Attraction was .518, and the correlation between overall satisfaction and Offering/Information was .352 (Table 7). Thus, the study indicated that the correlation between overall satisfaction and General Tour Attraction was higher than that between overall satisfaction and Offering/Information. It was also higher than the correlation between overall satisfaction and Location/Lodging.

Table 7.

Correlations between Overall Satisfaction and Four Factors

		Location/ Lodging	General Tour Attraction	Offering/ Information	Local Services
Overall Satisfaction	Pearson Correlation	.233**	.518**	.352**	.036
	Sig. (2-tailed)	.000	.000	.000	.609
	N	205	205	205	205

Note: $N = 205$, * $p < .05$. ** $p < .01$.

4.4.2.3 Multiple Regression Analysis

In order to analyze hypothesis 2, the factors that influenced tourists' overall levels of satisfaction, the four orthogonal factors were used in a multiple regression analysis. The multiple regression procedure was employed in this study because it provided the most accurate interpretation of the independent variables. It predicts one variable on the basis of several other variables.

The equation for tourists' overall satisfaction was expressed in the following equation:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 \tag{1}$$

Where,

Y = Tourists' overall satisfaction with homestay in Thailand

β = Coefficient

$X1$ = Location/Lodging

$X2$ = General Tour Attraction

$X3$ = Offering/Information

$X4$ = Friendly Service/Quality

The four independent variables (factors 1, 2, 3, and 4) were expressed in terms of the standardized regression coefficients (Beta). Beta value is a measure of how strongly each predictor variable (independent variable) influences the criterion variable (dependent variable). The predictor variable that remained in the regression equation was shown in order of importance based on the beta coefficients. The predictor variables which consisted of four factors (Location/Lodging, General Tour Attraction, Offering/Information, and Local Services) were used as the indicators of tourists'

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evaluation of the overall satisfaction in homestay in Thailand. The summary of the results is presented in Table 8.

The regression analysis results showed that 43.7% (Adjusted $R^2 = 0.437$) of the variation in overall satisfaction was explained by the variables included in the model (Table 8). The F ratio, which explained whether the results of the regression model could have occurred by chance, had a value of 40.528 ($p = .000$) and was considered significant. General Tour Attraction, Offering and Information, and Location and Lodging indicated statistical significance at $p = .000$, whereas Local Services has p value of .495, which was not significant. Therefore, General Tour Attraction, Offering /Information, and Location/Lodging were considered to be the important indicators determining the overall satisfaction level of tourists.

Based on statistically significant results of this study, the highest beta coefficient scores were General tour attraction, $\beta = .509$, indicating that general tour attraction attributes would significantly impact tourists' overall satisfaction toward the homestay destination, followed by Offering/Information, $\beta = .346$, and Location/Lodging, $\beta = .229$.

According to the multiple regression analysis results, three factors affected overall satisfaction of tourists who visited homestays in Thailand. Thus, hypothesis 2 was accepted that cultural and heritage attributes of homestay in Thailand would be the predictors of tourists' overall satisfaction.

Table 8.

Regression results of tourists' overall satisfaction level based on the dimension attributes

(N=205)

Dependent variable: Tourists' overall satisfaction with homestays in Thailand

Independent variable: Four factors

Model summary

R	R^2	Adjusted R^2	SE
.669	.448	.437	.737

Analysis of Variance

	Sum of square	df	Mean square	F	p
Regression	88.139	4	22.035	40.528	.000
Residual	108.739	200	.544		
Total	196.878	204			

Regression Analysis

Independent variable	Std. Error	Beta	t-value	p
Constant	.051		97.5663	.000
General Tour Attraction	.052	.509	9.855	.000
Offering and information	.052	.346	6.693	.000
Location and Lodging	.052	.229	4.441	.000
Local Services	.052	.035	.684	.495

Note: $*p < 0.05$

4.4.3 Hypothesis 3

Hypothesis 3: Tourists' motivation will predict the overall satisfaction of tourists who visited homestays in Thailand

4.4.3.1 Factor Analysis (Underlying Dimension of Tourist Motivation)

In order to examine the function of tourist motivation on measuring the overall satisfaction of the destination, the study identified the tourist motivation dimensions for travel.

The 16 travel motivation items were factor analyzed. The Kaiser-Meyer-Olkin value was .844, and the Bartlett's Test of Sphericity was statistically significant at .000 level. The factor eigenvalues greater than or equal to 1.0 and motivation variables with factor loadings greater than .5 were reported. Two variables (having the romance/ romantic setting and visiting friends and relatives) were dropped due to the failure of loading on any factor at the level of .5 (or higher). The factor analysis yielded two factors with 14 variables. The result of factor analysis revealed 2 motivation dimensions, which accounted for 56.68% of the total variance. The motivation factors were labeled as Unfamiliarity/Relaxation/Trip Plans (38.431%) and Familiarity/Adventure (10.620%). The summary of the results is presented in Table 9.

To test the reliability and internal consistency of each factor, the Cronbach's alpha of each was determined. The results showed that the alpha coefficients of .879 in Familiarity/Relaxation/Trip Plans and .779 in Unfamiliarity/adventure.

The two factors underlying the motivation of tourists to visit homestays in Thailand are as follows:

Familiarity/Relaxation/Trip Plan contained 9 motivation items with an eigenvalue of 6.149. These motivation items were Good value for money, Having variety of foods, Having time by myself, Having fun and enjoyment, and Having a low-cost tour package, Meeting good service-minded people, Visiting familiar places, Being careful and completely planned trip, and Having a restful and relaxing trip.

Unfamiliarity/Adventure loaded with 5 motivation items with an eigenvalue of 1.699. These attributes were Learning different cultures/ways of life, Attending cultural events, Having a variety of activities, Visiting new places, and Seeking the beauty of nature.

Table 9.

The result of factor analysis on tourists' motivation for travel

Factor	Factor loading	Eigenvalue	Explained variance	Reliability coefficient
Factor 1: Familiarity/Relaxing/Trip plans		6.149	38.431%	.879
Good value for money	.818			
Having variety of foods	.743			
Having time by myself	.699			
Having a restful and relaxing trip	.699			
Having a low-cost tour package	.672			
Meeting good service-minded people	.662			
Visiting familiar places	.618			
Being careful and completely planned trip	.617			
Having fun and enjoyment	.549			
Factor 2: Unfamiliarity/Adventure		1.699	10.620%	.779
Learning different cultures/ways of life	.779			
Attending cultural events	.705			
Having a variety of activities	.669			
Visiting a new places	.619			
Seeking the beauty of nature	.528			
Total variance explained			56.68%	

Note: Tourists' motivation: 1 = Strongly Unimportant and 7 = Strongly Important
Extraction method: Principle component analysis
Rotation method: Varimax with Kaiser normalization
KMO(Kaiser-Meyer-Olkin measure of sampling adequacy) = .844
Bartlett's test of sphericity: $p = .000$

4.4.3.2 Correlation Analysis

A correlation coefficient measured the strength of a linear between overall satisfaction of the respondents and two factors - Familiarity/Relaxing/Trip plans and Unfamiliarity/Adventure. The correlation between overall satisfaction and two factors was positive and was significant at the 0.01 level (2-tailed). The correlation between overall satisfaction and Familiarity/Relaxing/Trip plans was .532, and the correlation

between overall satisfaction and Unfamiliarity/Adventure was .210 (Table 10). Thus, the study indicated that the correlation between overall satisfaction and Familiarity/Relaxing/ Trip plans was higher than that between overall satisfaction and Unfamiliarity/Adventure.

Table 10.

Correlations between Overall Satisfaction and Two Factors

		Familiarity/Relaxing/ Trip plans	Unfamiliarity/ Adventure
Overall Satisfaction	Pearson Correlation	.532**	.210**
	Sig. (2-tailed)	.000	.003
	N	205	205

Note: $N = 205$, * $p < .05$. ** $p < .01$.

4.4.3.3 Multiple Regression Analysis

In order to analyze hypothesis 3, the two orthogonal factors that influenced tourists' overall levels of satisfaction were used in a multiple regression analysis. The dependent variable, tourists' overall satisfaction, was measured on a 7-point Likert-type scale. The independent variables were Familiarity/ Relaxation/Trip Plans and Unfamiliarity/Adventure.

Table 11 shows the results of the regression analysis. To predict the goodness-of-fit of the regression model, the multiple correlation coefficient (R), coefficient of determination (R^2), and F ratio were examined. First, the R of independent variables on

the dependent variable was .572, which showed that the tourists had positive and high overall satisfaction levels with the two dimensions. Second, the R^2 was .327, suggesting that more than 32% of the variation of tourists' overall satisfaction was explained by the two factors, Last, the F ratio, which explained whether the results of the regression model could have occurred by chance, had a value of 49.155 ($p = .000$) and was considered significant. Therefore, the regression model satisfied level of goodness-of-fit in predicting the variance of tourists' overall satisfaction.

In the results, the highest beta coefficient scores were Familiarity/ Relaxation/ Trip Plans, $\beta = 0.532$, $p = .000$, followed by Unfamiliarity/Adventure, $\beta = .210$, $p = .000$). The results indicated that familiarity, relaxation, and trip plans (Factor 1) and unfamiliarity and adventure would significantly impact tourists' overall satisfaction toward the homestay destination.

According to the multiple regression analysis results, two underlying dimensions significantly affected overall satisfaction of tourists. Thus, hypothesis 3 was accepted, that tourists' motivation could be a predictor of tourists' overall satisfaction.

Table 11.

Regression results of tourists' overall satisfaction level based on the dimension (N=205)

Dependent variable: Tourists' overall satisfaction with homestays in Thailand

Independent variable: Two factors

Model summary

R	R^2	Adjusted R^2	SE
.572	.327	.321	.810

Analysis of Variance

	Sum of square	df	Mean square	F	p
Regression	64.450	2	32.225	49.155	.000
Residual	132.428	202	.656		
Total	196.878	204			

Regression Analysis

Independent variable	Std. Error	Beta	t-value	p
Constant	.057		88.848	.000
Familiarity/Relaxation/Trip plans	.057	.532	9.223	.000
Unfamiliarity/Adventure	.057	.210	3.639	.000

Note: $*p < 0.05$

4.6 Summary

This chapter presented the results of statistical analysis of the data. First, the demographic characteristics of subjects were presented to address the research objective 1. Second, the satisfaction of tourists towards the homestay industry in Thailand was presented. Research objective 4 is addressed. Then, the results of the relationship between tourists' motivation, cultural and heritage attributes, and tourists' overall satisfaction with homestays in Thailand were presented to address research objective 2 and 5. Finally, hypotheses were tested though Independent-Samples T-test (t-test), Analysis of Variance (ANOVA), Factor analysis, Correlation analysis, and Multiple regression analysis.

CHAPTER 5

DISCUSSION

5.1 Introduction

This chapter covers the discussion, implications, and limitations of the study. The findings of the study are discussed in tourists' demographic characteristics, tourists' motivation, cultural and heritage attributes of homestays in Thailand, and the relationship between tourists' demographic characteristic, tourists' motivation, cultural and heritage attributes and tourists' overall satisfaction with homestays in Thailand. Implications are drawn based on the discussion. Finally, the limitation of the study is discussed.

5.2 Conclusion

The purposes of this study were to explore demographic characteristic, tourists' motivation, cultural and heritage attributes, and identify the relationship between them and tourists' overall satisfaction with homestays in Thailand.

Two hundred ninety three surveys were collected and 205 final surveys were utilized for the study. In general, almost 85% of respondents tended to be under 40 years old and 80.5% of respondents were single. Most respondents were Thai, whereas only 3.9% of respondents were from other countries. Moreover, most of respondents had a high level of education (65.4%), especially, bachelor's degree (52.7%). Although the results showed that most of respondents were Thai who had a high level of education,

around 59% of them had a low total household income level (less than $19,999). To identify the income level of respondents, this study used US dollars to be the measure instrument in the survey. The value of Thai's currency (Bath) is also lower than the value of US dollars (1 Dollar = 35 Bath). Therefore, value of money may distinguish between education levels and total income levels in this study.

The finding of the study by descriptive analysis revealed that the mean value of the respondents' overall level of satisfaction was 5.02, which tended toward high satisfaction. This suggests that the homestays in Thailand provides tourists with a satisfactory experience. The results of correlation analysis revealed that tourists' motivation and cultural/heritage attributes collectively provide some measurement of the overall satisfaction of homestays in Thailand. The study also found that there seems to be a moderate correlation between tourists' overall satisfaction and tourists' motivation and cultural and heritage attributes.

Based on the objectives of the study, three main hypotheses were presented and tested. Independent Sample T-test, Analysis of Variance (ANOVA), Factor Analysis, Correlation analysis, and Multiple Regression Analysis were performed for hypothesis testing.

First, Independent Sample T-test and Analysis of Variance (ANOVA) were used in order to analyze the difference in the level of overall satisfaction in relation to the demographic characteristic. The results of the two-tailed independent t-test and ANOVA revealed that there was a significant difference between the overall satisfaction and tourists' education level ($F = 7.006$, $p = .000$), and the overall satisfaction and tourists' household income ($F = 3.427$, $p = .034$). Moreover, the results suggest education levels

that affected overall satisfaction were high school, associate's degree, graduate's degree, especially bachelor's degree had the most effect on the overall satisfaction compared with other education levels. The results also revealed that the total household income affected overall satisfaction were total household income of less than $19,999 and the total household income of $20,000 to $ 39,999.

Factor analysis of 19 cultural/heritage attributes and 14 motivation items was conducted in order to draw the underlying dimension of the attributes and dimension of tourists' motivation. Then, a correlation coefficient was used to measure the strength of a linear between overall satisfaction of the respondents and four factors-Location/Lodging, General Tour Attraction, Offering/Information, and Local services. The results revealed that the correlation between overall satisfaction and three out of four factors was positive and was significant at the 0.01 level (2-tailed). Moreover, the study indicated that the correlation between overall satisfaction and General Tour Attraction was higher than that between overall satisfaction and Offering/Information. It was also higher than the correlation between overall satisfaction and Location/Lodging.

Multiple regression analysis was used in order to identify the relationship between the cultural/heritage attributes and tourists' overall satisfaction and the relationship between tourists' motivation and tourists' overall satisfaction. Using factor analysis, 19 destination attributes resulted in four dimensions: Location/Lodging, General Tour Attraction, Offering/Information, and Local Service. Three out of four factors then were related with overall satisfaction. Multiple regression analysis revealed that General Tour Attraction had the highest influence on tourists' overall satisfaction.

The second highest influential dimension was Offering/Information. The last influential dimension was Location/Lodging.

Based on the results of factor analysis, two factors of 14 motivation items were Familiarity/Relaxation/Trip plans and Unfamiliarity/Adventure. The study indicated that that the correlation between overall satisfaction and two factors was positive and was significant at the 0.01 level (2-tailed). The results also suggested that the correlation between overall satisfaction and Familiarity/Relaxing/ Trip plans was higher than that between overall satisfaction and Unfamiliarity/Adventure. In addition, the results of multiple regression revealed that two factors were related with overall satisfaction. Familiarity/ Relaxation/Trip plans had the highest influence on tourists' overall satisfaction, followed by Unfamiliarity/Adventure.

According to the results of the study, the variables represented a judgment about demographic, cultural/heritage attributes and tourists' motivation on the tourists' overall satisfaction. Demographic characteristic (education level and total household income) would be a key indicator of tourists' overall satisfaction. Cultural/heritage attributes and tourists' motivation would be the predictors of overall satisfaction of tourists who visited homestays in Thailand.

5.3 Implications

Based on the results of this study, several recommendations can be made to increase tourists' satisfaction with homestays in Thailand. The results of the study revealed that although three factors (Location/Lodging, General Tour Attraction, and

Offering/Information) have a significant relationship with the tourists' overall satisfaction, General Tour Attraction was a more important factor that influenced tourists' overall satisfaction than Offering/Information and Location/Lodging. This finding can be useful to the marketers of homestay tourism in developing strategies to enhance their competitiveness. They should focus more on maintaining or improving factors that contribute to tourists' overall satisfaction. For example, homestay managers and marketers should provide quality service with their General Tour Attractions such as possibility for shopping, some entertainments, souvenirs, opportunity for rest, and recreational activities, and Offering/Information factor such as culture and other events and information from friends or family relative to the travel. Although Location/Lodging was not demonstrating a high statistical significance at this point, it still indicated considerable practical importance with regards to the nature of the study. The results implied that tourists' satisfaction at homestays in Thailand might not necessarily depend upon other elements such as the offering of local cuisine and hospitality.

The study findings indicated that two factors of tourists' motivation (Familiarity/ Relaxation/Trip plans and Unfamiliarity/Adventure) were the important indicators of the tourists' overall satisfaction. The results revealed that Familiarity/ Relaxation /Trip plans were more important factors that influenced tourists' overall satisfaction than Unfamiliarity/Adventure. This observation provides some insights on the importance of motivation factors and will be help for the homestay planners and promoters when proposing the marketing strategies to the potential and current tourists publicly. To gain more tourists' motivation, marketing and management may require more attention on Familiarity/Relaxation/Trip plans such as good service-minded people,

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tour package, familiarity of places, variety of foods, and fun and relaxing trip. Although Unfamiliarity/Adventure had a lower statistical significance than Familiarity/ Relaxation/Trip plans at this point, it still indicated considerable practical importance. Thus, homestay marketing should be aware of Unfamiliarity/Adventure such as a variety of activities, culture or ways of life, and cultural events in order to motivate tourists. It is suggested that the degree to which managers control the various types of motivation items will eventually influence tourists' overall satisfaction and the development of successful programs, facilities, and management.

Because this study revealed that there were differences in the overall satisfaction of tourists in term of education levels, it is hoped that the results of the study will provide some insights that may help homestay marketers develop specific promotional strategies. The study revealed that most of tourists were Thai, 85% of respondents tended to be under 40 years old and 80.5% of respondents were single. The study also revealed that tourists who earned bachelor's degree and had total household income less than $19,999 had the most effect on overall satisfaction. Thus, these findings can be useful to homestay planners to improve and create key attributes to attract target tourists. Also, homestay planners may develop the special services and products such as promotional packages for target tourists in order to induce and maintain their interest in the destinations and attract potential tourists to homestay destinations.

This study hopefully will give homestay destination marketing managers a better picture of tourists' satisfaction on both motivation and attribute issues and they should be given attention and consideration. Also, homestays need to combine all kinds of factors to achieve tourist satisfaction. In order to create effective marketing strategies

for products and services in the homestay industry, a better understanding of tourists who visit homestay destination is necessary.

5.4 Recommendation for Future Study

Although the study provided a general picture of the impact of tourists' motivation and cultural/heritage attributes of homestay on the tourists' overall satisfaction and analyzed tourists' level of satisfaction by demographics, the study did not mention the impact or the relationship between tourists' overall satisfaction and intention to revisit a destination. Since the return visit to a destination is an important issue for tourism marketers, future research should investigate the impact and the relationship between tourists' overall satisfaction and intention to revisit a destination. There is a need for further research to examine the impact on motivation and attribute on tourists' overall satisfaction using a similar research method so that a competitive analysis in a different destination can be explored.

5.5 Limitations

The study had several limitations. First, the data of the study did not collect at different points in time (a longitudinal data), but it collected at one point in time (a cross sectional data). In other words, the results from this study were from a one-time measurement for data collection. Second, the motivation issues and the attributes chosen as independent variables could be a limitation because other motivation issues and other attributes, which were not used in this study, could affect tourists' satisfaction. Third,

respondents perhaps provided similar answers between their motivation and their satisfaction because the study did not conduct pre- and post-evaluation. Finally, the research data were collected in a specific setting - homestays in the central part of Thailand, which limited the generalization of the research findings.

The limitation could suggest directions and guidelines for future study. The generalization issue could be better solved with further research in other settings that have different destination attributes and motivation perspectives.

Appendix A. Signed Permission Letter

Dear Homestay managers,

I am a graduate student in Hotel and Restaurant Management at University of Missouri.
I am conducting a study of tourists' motivation to participate homestays in Thailand and their satisfaction on homestay attributes.

This study's aim is to explore the motivations and demographics of tourists who participate in homestay programs in Thailand. It is also intended to investigate which attributes satisfy tourists who visit cultural destinations in order to assist homestay operators in developing strategies to attract travelers.

I would like your permission to distribute the questionnaires to the first completed tourist groups who use your homestays; please also ask the tourists to complete the questionnaire enclosed in the envelope and return it to you. Results of this study will be summarized in an executive report, and will be shared with you upon request. Please provide your e-mail address if you would like to receive the report.

Please indicate your approval of this permission by signing the letter where indicated below and returning it to me as soon as possible.

Thank you very much. Your help will greatly contribute to the study.

Sincerely,

Kanoknon Seubsamarn
Hotel & Restaurant Management
Food & Hospitality System
222 Eckles Hall, University of Missouri-Columbia
Columbia, MO 65211
573-882-0563
Ks99d@mizzou.edu

_____   _____
                  Signature   Date

Appendix B. Informed Consent Form

Dear Respondent,

I am a graduate student in Hotel and Restaurant Management at University of Missouri.
I am conducting a study of tourists' motivation to participate homestays in Thailand and their satisfaction on homestay's attributes. I am writing this letter to invite you to participate in research in the form of a questionnaire.

This study is aimed to explore the motivations and demographic of tourist who participated in homestay programs in Thailand. It is also intended to investigate which attributes satisfy tourists who visit cultural destinations in order to assist homestay operators in developing strategies to attract travelers.

Please complete the questionnaire enclosed in the envelope and return it to a distributer. The questionnaire takes about 10-15 minutes to be completed. Your participation is anonymous and voluntary. Results of this study will be summarized in an executive report, and will be shared with you upon request. Please provide your mail address if you would like to receive the report.

For questions regarding the rights of research subjects, any complaints or comments regarding the manner in which the study is being conducted you may contact the MU Office for the Protection of Research Subjects at 573-882-9585 or umcresearchcirb@missouri.edu.

Thank you very much for your participation. Your help will greatly contribute to the study.

Sincerely,

Kanoknon Seubsamarn
Hotel & Restaurant Management
Food & Hospitality System
222 Eckles Hall,
University of Missouri-Columbia
Columbia, MO 65211
573-882-0563
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Appendix C. Survey Questionnaire

Section 1: Tourist's Motivations

1. What are the main reasons for your visit to this tourist destination?
   - ( ) Rest and relaxation
   - ( ) Visiting relatives and friends
   - ( ) Business reasons
   - ( ) Attending a conference, congress, seminar, and other forms of educations
   - ( ) Culture
   - ( ) Fun
   - ( ) Sport and recreation
   - ( ) Health
   - ( ) Religious reasons
   - ( ) Other, what: _____

2. Briefly reflect on how you feel about your motivation that prompts you to choose homestays in Thailand to be your travel destination and respond to the following statements. Please indicate the extent of your opinion how **important** it is with the following statements on 7-point scale. (Please circle one for each item)

7	6	5	4	3	2	1
Strongly Important	Important	Somewhat Important	Neither Important nor Unimportant	Somewhat Unimportant	Unimportant	**Strongly Unimportant**
I want to have a variety of activities.						

	7	6	5	4	3	2	1
I want to have a variety of activities.	7	6	5	4	3	2	1
I want to know different cultures/ways of life.	7	6	5	4	3	2	1
I want to have fun and enjoyment.	7	6	5	4	3	2	1
I like to be careful and complete planned trip.	7	6	5	4	3	2	1
I want to have a restful and relaxing trip.	7	6	5	4	3	2	1
I want to have time by myself.	7	6	5	4	3	2	1
I want to visit familiar places.	7	6	5	4	3	2	1
I want to visit friends and relatives.	7	6	5	4	3	2	1
I want to visit new places.	7	6	5	4	3	2	1
I want to have the romance or a romantic setting.	7	6	5	4	3	2	1
I want to attend cultural events.	7	6	5	4	3	2	1
I want to seek the beauty of nature.	7	6	5	4	3	2	1
I want a low-cost tour package.	7	6	5	4	3	2	1
It is good value for money.	7	6	5	4	3	2	1
I want to seek variety of foods.	7	6	5	4	3	2	1
I want to meet good service-minded people.	7	6	5	4	3	2	1

Section 2: Tourists' Satisfaction

1. Please indicate the extent of your **satisfaction** with the following item on a 7-point scale. (Please circle one for each item)

7	6	5	4	3	2	1
Strongly Satisfied	Satisfied	Somewhat Satisfied	Neither Satisfied nor Dissatisfied	Somewhat Dissatisfied	Dissatisfied	**Strongly Dissatisfied**

Personal safety and security	7	6	5	4	3	2	1
The destination can be easily reached	7	6	5	4	3	2	1
Climate conditions	7	6	5	4	3	2	1
Diversity of cultural/historical attractions (Architecture, Tradition and Customs…)	7	6	5	4	3	2	1
The quality of the accommodation	7	6	5	4	3	2	1
Hospitality and friendliness of the local residents	7	6	5	4	3	2	1
The offer of local cuisine	7	6	5	4	3	2	1
Possibility for shopping	7	6	5	4	3	2	1
Night life and entertainment	7	6	5	4	3	2	1
Opportunity for rest	7	6	5	4	3	2	1
Availability of sport facilities and recreational activities	7	6	5	4	3	2	1
Offer of cultural and other events	7	6	5	4	3	2	1
Conference offer	7	6	5	4	3	2	1
Political and economic status	7	6	5	4	3	2	1
Beauty of the scenery	7	6	5	4	3	2	1
Cleanliness	7	6	5	4	3	2	1
Ethnic composition	7	6	5	4	3	2	1
Souvenirs	7	6	5	4	3	2	1
Distance from home	7	6	5	4	3	2	1
Information from friends and family relative to the travel	7	6	5	4	3	2	1
Advertizing	7	6	5	4	3	2	1
Tour packages	7	6	5	4	3	2	1

3. Overall, how satisfied were you with your trip at homestays in Thailand?

Very satisfied   Very dissatisfied

7	6	5	4	3	2	1

Section 3: General Information

1. What is your gender?
   □ Male   □ Female

2. What is your age?
   □ 25 or under   □ 41-55
   □ 26-40   □ 56 or older

3. Please, name your country of residence: _____

4. What is your marital status?
   □ Single   □ Divorced
   □ Married   □ Widowed

5. What is the highest level of education you have completed?
   □ High school   □ Bachelor's degree
   □ Some college experience   □ Master's degree
   □ Associate's degree   □ Doctor's degree

6. What is your approximate total household income in U.S. dollars?
   □ Less $19,999   □ $60,000 - $79,999
   □ $20,000 - $39,999   □ $80,000 or more
   □ $40,000 - $59,999

Thank you very much!

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