

**A STUDY OF TOURIST MOTIVATION TO USE HOMESTAYS
IN THAILAND AND THEIR SATISFACTION BASED ON
THE DESTINATION'S CULTURAL AND HERITAGE-BASED ATTRIBUTE**

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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.