

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

**Nalinporn Boonrodruk<sup>1</sup> and Asst. Prof. Aree Tirasatayapitak, Ph. D<sup>2</sup>**

<sup>1</sup>Master of Business Administration in Hospitality and Tourism Management, Prince of Songkla University, Thailand, E-mail: bbbuuuaaa@yahoo.com

<sup>2</sup>Faculty of Hospitality and Tourism, Prince of Songkla University, E-mail: aree2507@gmail.com

## **Abstract**

This study aims to analyze the current situation of home stay tourism management in Ban Bang Pat, Changwat Phang-Nga. This research is a quantitative study and the study was firstly conducted with the analysis of secondary sources in order to provide an overview of Ban Bang Pat and its tourism. The primary data was collected from field study using the Evaluation Form of Home Stay Standard to investigate the standard management of all home stays in the village. This research used census study comprising of 12 home stays. The computer statistic program was employed to analyze the data such as mean and percentage. In summary, the overview of Ban Bang Pat home stay qualifies the home stay standard at the moderate level at 3.75 mean score. The highlight of the home stay tourism is food and nutrition, hospitality, natural resources, culture, supplementary income and community business. However, the standard of home stay tourism management and public relations should be crucially improved. The research results would be a guideline for home stay owners and local residents to developing home stay tourism management and strengthening their community on continuous future-use of resources.

**Keywords:** Home stay tourism, Ban Bang Pat