

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

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Abstract

This study aims to analyze the current situation of home stay tourism management in Ban Bang Pat, Changwat Phang-Nga. 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

1. Introduction

Phang-nga is a province with two characters - land and sea - and packed with national parks that guard magnificent scenery with immensely different attractions. Phang-Nga is covered with hills and mountains and surrounded by a mangrove forest and the seaside area. Most part of this province is calm and plentiful of a natural resource. Changwat Phang-Nga is one of the best destinations in Thailand for the adventure tourism and home stay tourism.

Tourism in Phang-Nga has grown dramatically, especially home stay tourism that provides visitors the opportunity to live with the local families in their homes to learn about the community and local way of life, raise an awareness of the natural environment and diverse cultures through the exchange learning process and observation.

Ban Bang Pat, so called Baan Bang Ling is one fishing village in Tambon Bangtoey, Amphur Muang, Changwat Phang-Nga. The name of the community was changed to Ban Bang Pat in 1975 (Phang-Nga Cultural Office, 2008), defined as to "being developed". Ban Bang Pat is connected to the mainland by a 300-metre-long bridge. Boats are a necessity for the community. There are 62 households with 253 populations, including 124 women and 129 men (Bangtoey SAO, 2011).

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

According to the above background, it is interesting to analyze the current situation of home stay tourism management in order to

provide the guidelines to help develop better service of home stay tourism in Ban Bang Pat, Changwat Phang-Nga on a sustainable basis.

2. Literature review

2.1 Standard of Home Stay Management in Thailand

Thailand has emerged as one of the most popular destinations for home stay tourism due to the beauty of its natural environment as well as its affordability and hospitality as a destination. The government perceives home stay as a means of helping rural communities to become economically self-sufficient. Currently, the approximate 400 home stays are now operating nationwide. Among these home stay entrepreneurs, the Office of Tourism Development certified 156 home stays in 51 provinces that achieved the management standard during the period from 2004-2010 by employing the following indicators (Table 1) (Department of Tourism, 2011) . These indicators of Thai home stay tourism standard covering 10 aspects of management, namely accommodation, food and nutrition, safety, hospitality, tourism program, natural resources, culture, supplementary income and community business, home stay management and public relations. Such indicators could be used as a guideline for the development of home stay and to ensure that home stay participants enjoy a positive and fruitful experience during their stay in Thailand.

2.2 Related Research

In case of a home stay accommodation administration and management, Yutthana (2008) indicated that Baan Busai community, Nakhon Ratchasima has joined hands in setting up a home stay accommodation. They aim to earn extra money from the home stay. The key factor contributing to Baan Busai home stay's success is leadership of the group leader who realizes the community and individuals' potentials.

Table1: Home Stay Standards, Indicators and Measurements

Standards	Rank	Indicators	Measurements
1. Accommodation	1	1.1 Well-proportioned accommodation	<ul style="list-style-type: none"> - There are a sufficient number of suitable accommodations with safe and sturdy structures. - Well-proportioned rooms are provided.
	2	1.2 Cleanliness	<ul style="list-style-type: none"> - Standard beds, clean mattresses and bed linen are available. - Bed linens are regularly changed after the departure of each guest, and a clean set of bed linen is provided to the next guest. - Gazebo and traditional methods for the control of mosquitoes and insects are provided. - Clotheslines or wardrobe are available. - Bedding set is standardized, reflecting the norm in the community.
	3	1.3 Toilet and restroom	<ul style="list-style-type: none"> - Toilet and restroom must be safe. - Bolt is in good condition. - Toilet and restroom are well ventilated. - The roof is well insulated and waterproof. - Water bowl for bathing is available. - Clean water is provided. - Litterbin is provided. - Clothesline is in the restroom.
	4	1.4 Living area	<ul style="list-style-type: none"> - Living areas are ventilated and good for relaxing. - Living area is regularly cleaned, decorated with trees and flowers.
2. Food & Nutrition	5	2.1 Ingredients	<ul style="list-style-type: none"> - Food is well prepared in appropriate proportions. - Cooking process must be hygienic. - Local ingredients are used.
	6	2.2 Drinking water	<ul style="list-style-type: none"> - Clean drinking water in bottle with lid is provided. - Purified clean drinking water.
	7	2.3 Utensils	<ul style="list-style-type: none"> - Utensils are clean. - Utensils must be hygienic.
	8	2.4 Kitchen	<ul style="list-style-type: none"> - Kitchen may or may not be in the house, but must be clean. - Clean containers are provided. - Waste management is hygienic.
3. Safety	9	3.1 First Aid	<ul style="list-style-type: none"> - Home stay providers are trained for providing first aid in cases of guests being injured or any accidents. - Home stay providers should know the necessary health information of each guest.
	10	3.2 Security	<ul style="list-style-type: none"> - Home stay providers have to inform the village headman when welcoming guests. - There is safety and security system for life and properties in the community. - Communities equipment available to alert authorities of any impending danger, or if a tourist is sick or injured.
4. Hospitality	11	4.1 Welcome & reception	<ul style="list-style-type: none"> - Introducing guests to all family members. - Inviting guests to participate in many activities, such as cooking and dining.
	12	4.2 Exchange knowledge & Learning	<ul style="list-style-type: none"> - There are activities through which tourists and the hosts can learn from each other, i.e. activities imparting knowledge to visitors and guests about the way the hosts make a living, the history of community, folk beliefs and tales.
5. Tourism program	13	5.1 Tourism programs	<ul style="list-style-type: none"> - Local people initiate tourism programs for equal profit distribution. - Tourism programs are easy to understand. - Tourism programs are compatible with local way of life.

	14	5.2 Tourism activities	- Varieties of tourism activities are available for guests to choose.
	15	5.3 Local guides	- Local guides and home stay providers are able to communicate with guests about the overall community, natural resources, cultures and traditions and local beliefs.
6. Natural resources	16	6.1 Natural attractions	- Variety of natural attractions and activities are available for guests.
	17	6.2 Natural conservation	- Rules and regulations for natural conservation, such as carrying capacity and illegal poaching protection, are applied.
	18	6.3 Natural protection plan	- Rules and regulations for environmental protection are implemented.
	19	6.4 Activity for natural conservation	- Various activities for natural preservation of tourist attractions are promoted and applied.
7. Culture	20	7.1 Cultural preservation	- Examples of local architecture in the community still exist. - Compilation of local knowledge is available for guests to study. - Indigenous knowledge, local culture and traditions are well preserved.
	21	7.2 Local way of living.	- The community still retains its original characteristics. - Local way of life is well preserved, without any adaptations to satisfy tourist needs.
8. Supplementary income & community business	22	8.1 Tourism as a supplementary income	- Residents within the community do not solely rely on the home stay services for their primary source of income. - The home stay service is a supplementary occupation.
	23	8.2 Local souvenirs	- Souvenirs are made from local materials.
9. Home stay management	24	9.1 Group unification	- The service is managed by a group of villagers in the form of an association or a cooperative, focusing on local participation.
	25	9.2 Home stay committee	- Committees come from election. - All committees have appropriate and sufficient knowledge of home stay management and their own responsibilities.
	26	9.3 Rules & regulation	- Rules and regulations, terms in position and operation are clearly stated. - Various principles and guidelines must be clarified; such as home stay provider, carrying capacity, rotation system and pricing.
	27	9.4 Profit	- A proportion of tourism profits are distributed to the community.
	28	9.5 Reservation, registration & deposit	- Advance booking is required. - Guidelines for guests must be clarified to ensure that they do not violate community customs, traditions and beliefs. - There is a reservation system and registration system to keep track of tourist information. - Advance deposit is required. - Tourist statistics must be recorded.
	29	9.6 Fees	- Fees and other charges must be clearly specified and updated regularly for publicizing.
10. Public relations	30	10.1 Brochures & pamphlets	- Brochures & pamphlets must contain necessary information, such as tourist destinations and tourism activities.
	31	10.1 Marketing plan	- Goals and action plans for marketing and public relation activities are clearly set.

SOURCE: Office of Tourism Development, 2009

3. Methodology

This research is a quantitative study to collect data utilizing the Evaluation Form of Home Stay Standard that was adapted from Thai Home Stay Certification Standards for Community Project and Service Providers, Office of Tourism Development (TAT, 2011). The evaluation form of home stay standard is comprised of 10 standards with 31 indicators.

The study area is at Ban Bang Pat, Changwat Phang-Nga and the researcher used census study to collect data from all 12 home stays in the village to evaluate their home stay standard, which is equivalent to 100% of respondent rate. The data collection was taken in September - October 2012.

To obtain the community home stay standard, the evaluation score needs to be higher than 3.5 or more than 70 percentages of assessment. The primary data from field research was analyzed by using computer statistic program to find mean and percentage.

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

Scale	Intervals	Result Interpretation
1	1.00-1.80	Very low
2	1.81-2.60	Low
3	2.61-3.40	Average
4	3.41-4.20	High
5	4.21-5.00	Very high

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

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

4. Finding

From the study as mentioned in Table 2, the results revealed that the total mean score of Ban Bang Pat home stay is 3.75, equivalent to total weighted percentage at 77.60. Regarding to the criteria assessment of Thai home stay standards, this result significantly identified that the community home stay at Ban Bang Pat obtains the home stay standard at moderate level.

It is worthy to note that Ban Bang Pat home stay obtained the highest score of standard for natural resources standard (mean 4.49 or 89.80%), supplementary income and community business (mean score 4.4.6 or 89.20%), food and nutrition (mean score 4.39 or 87.80%), culture and hospitality (mean score 4.04 or 80.80%) respectively. However, the village holds less capacity in terms of accommodation management at moderate level (mean score 3.78 or 75.60%).

Unbelievably strange, there are 4 standards of Ban Bang Pat home stay that do not pass the Thai home stay standard, including tourism program (mean score 3.42 or 68.40%), safety (mean score 3.20 or 64.00%), and public relations (mean score 2.92 or 58.40%).

The village holds the crucial weakness in terms of home stay management (mean score 2.72 or 54.40%).

Table 2: Result of Home Stay Management Standard at Ban Bang Pat

Indicators	Home Stay 1	Home Stay 2	Home Stay 3	Home Stay 4	Home Stay 5	Home Stay 6	Home Stay 7	Home Stay 8	Home Stay 9	Home Stay 10	Home Stay 11	Home Stay 12	Total scores	Mean	Percent age	Weighted	Weighted mean
Standard 1 Accommodation																	
1.1 Well-proportioned accommodation	4	4	4	4	4	5	4	4	3	4	4	5	49	4.08	81.60	2	8.16
1.2 Cleanliness	3	3	4	3	3	5	3	3	3	4	5	5	44	3.67	73.40	3	11.01
1.3 Toilet and restroom	4	4	3	3	3	5	3	3	3	4	5	4	44	3.67	73.40	3	11.01
1.4 Living area	3	3	4	3	3	5	3	4	3	3	5	5	44	3.67	73.40	2	11.01
Total of standard 1	14	14	15	13	13	20	13	14	12	15	19	19	180	3.78	75.60	10	41.19
Standard 2 Food & Nutrition																	
2.1 Ingredients	5	5	5	5	5	5	5	5	4	5	5	5	59	4.92	98.40	2	9.84
2.2 Drinking water	5	5	5	5	5	5	5	5	4	4	5	5	58	4.83	96.60	3	14.49
2.3 Utensils	4	4	4	4	4	4	4	4	3	4	5	4	48	4.00	80.00	3	12.00
2.4 Kitchen	4	4	4	4	3	4	3	4	3	4	5	4	46	3.83	76.60	2	7.66
Total of standard 2	18	18	18	18	17	18	17	18	14	17	20	18	181	4.39	87.80	10	43.99
Standard 3 Safety																	
3.1 First Aid	3	3	3	3	3	3	3	3	3	3	4	3	37	3.08	61.60	5	15.40
3.2 Security	3	3	3	3	3	3	3	3	3	3	5	5	40	3.33	66.60	5	16.65
Total of standard 3	6	6	6	6	6	6	6	6	6	6	9	8	77	3.20	64.00	10	32.05
Standard 4 Hospitality																	
4.1 Welcome & reception	4	4	4	4	4	4	5	4	4	4	5	4	50	4.17	83.40	5	20.85
4.2 Exchange knowledge & Learning	4	4	4	4	4	4	4	4	4	3	4	4	47	3.91	78.20	5	19.55
Total of standard 4	8	8	8	8	8	8	9	8	8	7	9	8	97	4.04	80.80	10	40.40
Standard 5 Tourism program																	
5.1 Tourism programs	3	3	3	3	3	3	3	3	4	4	4	5	41	3.42	68.40	4	13.68
5.2 Tourism activities	3	3	3	3	3	3	3	3	3	4	4	4	39	3.25	65.00	3	9.75
5.3 Local guides	4	4	4	4	4	4	5	4	3	4	5	3	43	3.58	71.60	3	10.74
Total of standard 5	10	10	10	10	10	10	11	10	10	12	13	13	123	3.42	68.40	10	34.17
Standard 6 Natural resources																	
6.1 Natural attractions	5	5	5	5	5	5	5	5	5	5	5	5	60	5.00	100.00	2	10.00
6.2 Natural conservation	4	4	4	5	5	5	5	5	5	3	4	5	53	4.42	88.40	3	13.26
6.3 Natural protection plan	4	4	4	4	4	4	4	4	4	3	5	4	49	4.08	81.60	2	8.16
6.4 Activity for natural conservation	5	5	5	5	5	5	5	5	3	5	4	4	56	4.67	93.40	3	14.01
Total of standard 6	18	18	18	19	19	19	19	19	14	19	18	18	218	4.49	89.80	10	45.43

Standard 7 Culture																	
7.1 Cultural preservation	4	4	4	4	4	4	4	4	2	5	5	4	48	4.00	80.00	5	20.00
7.2 Local way of living.	4	4	4	4	4	4	4	4	3	5	5	4	49	4.08	81.60	5	20.40
Total of standard 7	8	8	8	8	8	8	8	8	5	10	10	8	97	4.04	80.80	10	40.40
Standard 8 Supplementary income & community business																	
8.1 Tourism as a supplementary income	5	5	5	5	5	5	5	5	3	3	4	3	53	4.42	88.4	2	8.84
8.2 Local souvenirs	5	5	5	5	5	5	5	5	3	3	3	5	54	4.50	90.00	3	13.50
Total of standard 8	10	10	10	10	10	10	10	10	6	6	7	8	107	4.46	89.20	5	22.34
Standard 9 Home stay management																	
9.1 Group unification	3	3	3	3	3	3	3	3	3	4	4	5	40	3.33	66.6	4	13.32
9.2 Home stay committee	3	3	3	3	3	3	3	3	3	4	3	4	36	3.00	60.00	4	12.00
9.3 Rules & regulation	3	3	3	3	3	3	3	3	3	4	3	4	38	3.17	63.4	3	9.51
9.4 Profit	3	3	3	3	3	3	3	3	3	5	5	5	42	3.50	70.00	4	14.00
9.5 Reservation, registration & deposit	0	0	0	0	0	0	0	0	3	2	0	0	5	0.41	8.20	2	0.82
9.6 Fees	3	3	3	3	3	3	3	3	3	3	5	0	35	2.92	58.40	3	8.76
Total of standard 9	15	15	15	15	15	15	15	15	18	22	20	18	196	2.72	54.40	20	58.41
Standard 10 Public relations																	
10.1 Brochures & pamphlets	3	3	3	3	3	3	3	3	2	2	4	3	35	2.92	58.40	3	8.76
10.2 Marketing plan	3	3	3	3	3	3	3	3	2	2	4	3	35	2.92	58.40	2	5.84
Total of standard 10	6	6	6	6	6	6	6	6	4	4	8	6	70	2.92	58.40	5	14.60
													37.46	74.92	100	372.98	
The score of Ban Bang Pat Home Stay													Mean	3.75		3.73	
Total mean score: 3.75													Percentage			74.60	
Total weighted mean score: 3.73																	
Total weighted score percentage: 74.60%																	

5. Conclusions and Discussions

There is a group of villagers in form of a cooperative to do the home stay in Ban Bang Pat to make the extra income to the community.

Although there are 4 standards in Ban Bang Pat home stay that do not pass the Thai home stay standard, including tourism program, safety, home stay management and public relations. The overall scores of Ban Bang Pat home stay qualify the standard criteria at moderate level.

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

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

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

5.1 Accommodation

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

However, some home stays encounter the problem of mosquitoes and insects, especially in the living area of the house. The

main reason is concerned with the ways of life of villagers that they usually go to bed early and they do not spend much time in the living room so that they did not provide any mosquito-repellent to the tourists.

5.2 Food and nutrition

Fresh seafood is well prepared, using local ingredients, and not expensive to provide hot dishes to visitors. Currently, the number of tourists visiting this village is increasing that causes the shortage of fresh seafood, mainly on Saturday and Sunday. Therefore, the home stay owners need to order some ingredients from neighboring village such as Koh Mark and Koh Mai Pai. However, the price of such seafood is still cheap comparing to the market price in general.

5.3 Safety

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

5.4 Hospitality

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

5.5 Tourism programs

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

5.6 Natural resources

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

5.7 Culture

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

5.8 Supplementary income and community

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

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

5.9 Home stay management

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

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

5.10 Public relations

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

According to the previous study of home stay management at Ban Busai, Nakhon Ratchasima Province conducted by Yutthana (2008), the results showed both similarities and differences comparing to this study. However, the difference of two site management is the leadership. Yutthana (2008) revealed that the leadership of the committee at Ban Busai was a key factor of management success. On the other hand, the leadership at Ban Bang Pat home stay is still a weak point of the community and does not meet the standard level of assessment.

Above studies show that each home stay holds differences in strengths and weaknesses. Nevertheless, this research could help the community to recognize their strengths and weaknesses of the home stay management and the local people could better improve their service in response to the market need in the future.

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