

Research Title: A VALUE CREATION IN SUSTAINABLE TOURISM OF HOMESTAY
BUSINESS: CASE STUDY OF HOMESTAY AT AMPAWA FLOATING
MARKET AREA IN SAMUTSONKHRAM PROVINCE

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Abstract*

The purpose of this research was to study the requirement and satisfaction of tourists stay at Amphawa Floating Market Area's Homestay at Samutsonkhram Province. And the purpose of business practice of homestay for value creation of sustainable tourism and create knowledge management for government, homestay entrepreneurs, and all organizations that concern this business. In this study the researcher used qualitative and quantitative method. Questionnaire collected from tourists stay at homestay around Amphawa Floating Market was 430 tourists; Thai tourists were 379 tourists and foreigners were 51 tourists. The depth-interview was used in this study, the researcher interviewed 26 homestay entrepreneurs who operate business at Amphawa Floating Market and 22 homestay entrepreneurs who operate business around Amphawa Floating Market area about 5 kilometers.

The study found that the requirements about homestay and the requirements when selecting homestay of tourists had a positive impact on tourists' satisfaction at much level. The requirements of tourists about homestay were the first five requirements: 1) receiving a warm and friendly welcome, 2) good human relationship on the part of service providers towards service recipients, 3) safety and security in life and the assurance of safety of one's belongings, and 5) scenery around the homestay area.

The results of depth-interviewed homestay entrepreneurs found that nowadays homestay business was not a minor aid income for their families in the local area but it became a major income for them. These problems occurred from Thai government lacked of good systematic management and non-limit amount of homestay entrepreneurs in each area. Therefore, it became the cause of increasing competition between homestay entrepreneurs and huge impact to the changing of culture and lifestyle of local people, In this doing research, the researcher proposes the best practice of homestay for government, entrepreneurs, tourists, and local people to develop and encourage tourism for value creation in sustainable tourism.

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