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Conference Proceedings

**INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY
HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE**

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5 – 7 April, 2017*

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The International Education Social Sciences and Humanities Research Conference

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INTRODUCTION

We would like to welcome our colleagues to the International Business Tourism Transport Technology Social Sciences Humanities Education Research Conference. It is the seven series in 2016 of Conference on Business Tourism and Apply Sciences was held in Amsterdam. As always many members of the ICBTS 2016 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month on April to November between Europe and the rest of the world is now well established. This year's event in London (UK) Paris (France) Munich (Germany) Amsterdam (Netherlands) Boston (USA) Toronto (Canada) London (United Kingdom) Zurich (Switzerland) Berlin (Germany) Tokyo (Japan) and another continues with the cultural following the very successful and productive event held in London-Zurich in August 2016 in the field of various types for international academic research conference on Business Economics Social Sciences Humanities Education and Apply Sciences. As usual The ICBTS 2016 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2016 ICBTS International Business Tourism Social Sciences Humanities and Education Research Conference is "Opportunities and Development of Global Business Economics Social Sciences Humanities and Education" It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners a like, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Tokyo represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics Tourism Social Sciences Humanities Education Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International review committee and final papers were further reviewed by this volume with 30 contributing authors coming from 18 countries. This book of proceedings has been organized according to following categories:

- Business
- Management
- Marketing
- Accounting
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- Education
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- Social Sciences
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FACTORS AFFECTING TOURISTS DECISION MAKING IN CHOOSING HOMESTAY IN AMPHAWA DISTRICT, SAMUTSONGKRAM, THAILAND

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ABSTRACT

Homestay is a type of accommodation emerging in Thai's suburban and local areas. A niche market has gained its popularity amount Thai and Foreign Tourists. One of the famous homestay areas in Thailand is located in Amphawa district. This research examined the tourist decision-making in choosing homestay accommodation in Amphawa district, Samutsongkram province, Thailand to find out about customer's needs may enable researcher to understand and improve the proficiency in homestay lodging business. The data was collected from 200 samples, during 1stJuly- 30th October, 2015 in Amphawa floating market area from both sexes and from different demographics to create variation in database. The questionnaires divided into three parts; demographic profile, general information on tourist decision making and factors affect decision making in choosing homestay. The result of this research revealed that tourists are looking for accommodation via internet the most. The aspect of products and services that are important to the tourists are the price of accommodation should be suitable for the quality. In addition, the homestay location should be near the local attractions. Moreover, information available online and online booking channel also considered important for tourist decision in choosing accommodation.

Keywords—homestay, marketing, decision making

INTRODUCTION

Thailand comprises of a multi-national ethnic society. People way of life is based on faith which expressed in the form of rituals and ceremonies including a residential, costume, food, speaking language and careers (Chon, 2002). In the previous time, Thai tourism based on only sightseeing. However, the trends of tourism are slightly shifting toward educating and exchanging cultural along with natural tourism. One form of a popular eco-tourism is call homestay. This type of tourism allows travelers to access traditional local way of life (Chon, 2002).

In the past few years, more and more tourists are interested in the community-based tourism or homestay. Homestay is a type of tourism which travelers stay in the same or nearby house with the local owner in order to absorb the local lifestyle and traditions from the homestay provider and other native people (Samala, 2006). Homestay is also considering as an alternativewayto stimulate local economy other than agriculture and farming careers of the villagers.

LITERATURE REVIEW

“Spending time in a village is the best way to fully submerge oneself in Thai culture” (IHA, 2010). The way to do that can be done through staying in a homestay in the rural area of the country. Homestay is a living arrangement with a host familywho offers an extra private guestroom or space (IHA, 2010). Travelers would have a chance to live and learn the authentic way of life in the local community. Homestay can be considered as niche tourism that offers new experiences and knowledge to the tourists (Novelli, 2005).

Homestay idea came from Europe in the past 50 years after the World War II when people were seeking to escape from the war trace in the city to stay away in the rural area. Therefore, the new type of tourism has begun such as Bed& Breakfast, Farm House, Guest House and Homestay (Samala, 2006). This

type of tourist runs under the same hospitality principle that the customers staying are considerate as a guest of the house and not just a tourist (Samala, 2006).

Homestay product is what homestay provides to the tourist. It can be divided into the inner product and outer product. The inner product is what a homestay provider has provides to its customer within the homestay for instant, bed, meals, activities. The outer product is what is around homestay which affect people decision in choosing homestaydestination. For instance, the cultural heritages and local attractions. Therefore, thehomestay products and activities provided must be developed at all time to grow and expand demand from the consumers (Dickson, 1997).

Cultural heritages are considering as main attractions that draw people toward homestay. Cultural heritage may be unique, exotic and extraordinary which provide tourists a chance to learn about the host cultures and way of life through it (Prideaux *et Al*, 2008). It is now considerably as a global phenomenal that people try to preserve and concern about cultural heritage site even than before (Mckercher & Du Cros, 2002).

In Thailand, cultural heritages are considered as the coreincome of the tourism field (Fuller, 1997). Homestay is likely to be built close to the cultural heritage sites to allow the tourist to stay close to the attractions which considered being one of homestay products. In Amphawadisrict, there are many cultural heritages such as Baanlaem or SamutWoraeihan Temple, AmphawanChetiyaram Temple, Chulamane Temple, Sathatham Temple, Phumarinkudeethong temple, Bang Kung Barrack, Embossed mural painting at Bangkokphom Temple, Bang KhaeYai Temple, Bodi tree covered chapel, BangkhaeNnoi Temple, Yai Temple, Khaoyisarn Temple, The Nativity of our lady and Cathedral Bang-Nok-Khuek. Another outer product of homestay is the local attractions surrounded homestay area. It could be either natural or artificial but has to represent local way of life. Local attractions play crucial roles to attract visitors into the area (Fyall *et Al*, 2008). These local attractions helped charming the homestay vacation and make the experiences memorable for the tourist. Example of local attractions are such as Floating Market, King Rama II Museum and memorial park, Ing-Chan Siamese Twin Statue, Boat tour, watching Fireflies at night and make merit by boat in the morning. In overall, the homestay inner product and outer product needs to create altogether the attractiveness to draw the tourist attention toward homestay business.

Homestay tourism is not a luxurious style of travel, therefore, the owner of the business has to target the right market to capture their attentions through the right channels. Teenagers are one of the main target for homestay because they search for new exiting experiences with limited budgets. Although staying in Homestay can be a rough practice for those who addicted to comfort and technology but teenagers tends to interest in the irregular style of living for they are full of energy and interest in trying any new experiences. In addition, homestay is a right destination for family, the location of homestay mostly situated in the rural areas far away from pollution and other social distraction. It is perfect for parents wanting to educate their children about old traditional way of life and teaching them to be more conservative in the modern world. Moreover, In the rural area, people lifestyle still based on agricultures and plain living like the old times. Elder people who nostalgia for the old manners of living would want to participate in homestay to recall their memories of the old times. Unpolluted air and clean water are also good for the old people to rest from their life in the city. Elder people also have more free time because they already retired from work. Therefore, the owner of homestay business should pay attention to this target group as well. Furthermore, another type of homestay customers are travelers who keen on finding knowledge would choose homestay to be their travel destination. It will give tourists a chance to familiarize with local people and to learn directly from them. "These travelers are on a quest of knowledge and cultural exchange as they in search of leisure, rest and relaxation. They are keen to learn about the community they visited" (Master, 2010).

It is important to be aware of the tourist expectations in order to fulfill customer's satisfaction in choice of destination, consumption of products and services as well as the customer loyalty (Kozak & Rimmington, 2000). Homestay tourists expected to experiences traditional experiences and local lifestyle which the

Homestay provider need to provide them. If the provider manages to correlate the tourist expectations with their satisfaction, it is expected that the tourist will have positive experiences on their travel (Chon& Olsen, 1991).

The problem for homestay business that the accommodation owners in Amphawa district was facing is that the accommodation did not meet the tourist expectations for instance, dirty room and dirty food, lack of interesting activities to attract the tourists interest. However, the local people do not receive enough revenue from the business because of inadequate customers. The owner does not know how to create marketing strategies to increase their revenue. Using new technology such as online marketing might be solutions to the problem. Yiamjanya (2016) stated in her research that, "The Internet has vastly been known as the key drive of growth for the demands and supplies of the tourism industry. Consumers behavior has also been shifted in ways that they greatly adopt the Internet in their life including as the source of travel motivation, expression and trip planning. The Internet endlessly supports people in the post- modern world in exploring new things more easily. Particularly, consumers today have increasingly sought for traditional, indigenous and authentic experiences". Consequently, with an appropriate knowledge and guidance from government, the homestay business would become another form of career that would increase income of local people and increase the GDP of the country as a whole.

METHODOLOGY

The aim of this study was to investigate the level of importance of factors that contribute to tourist's decision making in choosing homestay in Amphawa District. In this research, questionnaire method was applied to gain the quantitative data from homestay customers to analyze their needs. The questionnaire was divided into three parts which are Demographic Profile, General information on tourist decision making and Factors affect decision making in choosing homestay.

The samples of this research were 200 tourists in Amphawa District, Samutsongkram province, Thailand, collected from 1st July- 30th October, 2015. The Data were collected from both sexes and various demography to create variation in database. The sample size of 400 respondents was determined by Taro Yamane table with a 0.05 level of significance. However, during July to October, it is considered as low season in Amphawa district and less numbers of tourist travel to the area, therefore only 200 respondents were chosen for this study.

The qualitative data analysis was gathered through questionnaire on customer perception and needs toward homestay as well as customer's satisfaction about services which was analyze in the statistic method and demonstrate the data in percentage and pie charges. The information retrieving from the questionnaires were not various in term of Nationality subsequently there were lots of Thai visitors but not many foreign travelers in Amphawa throughout the research period.

RESULT ANALYSIS

The results of the 200 questionnaires concerning factors affecting tourist's decision making in choosing accommodation in Amphawadistrict were as follows: there were more females (55.5%) travelling to Amphawa than males (44.5%). The majority of the respondents were ages between 25-30 years accounted for 48 % and tourists aged between 46-55 years accounted for 26%. Most of the respondents were Thai (62%).

As for the educational level, 50.5% of the respondents were graduated in a bachelor's degree followed by 28% that were graduated in high school. The marital status showed that 60% of the respondents were single 31.5% were married, and 8.5% were divorced/widowed. In the occupation section, research result found that 40% of the respondents work in the private company, 41.5% run their own business, 10% were

unemployed(students) and 8.5% were in retirement. Most samples had revenue from 10,001-20,000 baths/month which accounted for 33.5%, followed by 22% receive 20,001-30,000 revenue of baths/month.

About the general information on tourist decision making, it was found that 59% of the respondents were repeat tourists and 49% had never travelled to Amphawa before. The tourists travelling with friends were accounted for 39%. There were 31% of tourists who travelled with families or relatives and 22% travelled alone. As for the length of stay, it was found that 25.5% of the respondents stayed for 4-7 nights, followed by 23.5% stay for 8-14 nights and 21% stay for 15-30 nights. Researcher found that 52% of the samples were interested to stay in the homestay, 28.5% would stay in the hotel, and 7% were interested in an apartment. The price of the accommodation that attracts tourists the most were 500 bath/night and 1,001-2000 bath/night which both accounted equally for 35%. Followed by 501-1,000 bath/night which accounted for 14.5%. The result showed that 57% of the respondents got the information about the accommodation in Amphawa through the internet/website, 19.0% recognize the accommodation from friends/words of mouth and 17.5% through travel agent company. For the Booking Method, 38.5% of the samples booked their accommodation through hotel website, 19.0% made a reservation with travel agent, and 16.5% booked their accommodation by phone.

CONCLUSION AND RECOMMENDATION

The results revealed that the accommodation location should be near tourist attractions. They also give priority to various room prices selection with correspond with Pupat (2005) explained about the consuming pattern that consumer decision making concerning with marketing mix of 4Ps (product, price, place, and promotion) and other stimulus which cannot be controlled for instance, economic downturn. The research result also revealed that levels of education affected the choice of accommodation as the tourist with higher education concerned about factors that affected their decision making more than those with lower education. Due to the fact that tourists with higher education found out about the information about the accommodation before they actually travelled, the result collide with Sanguonkittipan (2003) theory which stated that decision making were ranges from very simple to the most complicated one. Therefore, a good decision making needed to come from a decision process that could help to generate the most benefits and fewer mistakes. The results also revealed that different income also affected to the choice of accommodation since income was an important factor when travelled. Moreover, the research result found that travelling companion, room types, price of accommodation and method of booking were all factors that affected the decision in choosing accommodation.

1. Conclusion

The result showed that the overall importance levels of factors in choosing accommodation such as physical factors (location, types of room, size of room, cleanliness of room and atmospheres), service factors (service mind, speed of service, communication ability, knowledge about service and adequate staffs), price factors, and booking channel factors were rated very high. These were important factors, which accommodation owners should be focusing on in order to attract more customers.

2. Recommendations

The results showed that majority of travelers who travel in Amphawa district are changing their consuming pattern. The tourists are looking for reasonable lodging price in a good location with a decent service in which lodging information can be retrieve from internet rather than traditional style homestay. Since the result reveal that travelers who travel to Amphawa booked their accommodation through internet, consequently the business owners should have focused more on presenting their products through the websites or social network channel. Moreover, the accommodation owners should pay attention to speed of service that comes from the competent employees with service minded which can serve customers better and influence the customers' satisfaction. Finally, the Internet or Wi-Fi was a very significant decision making

component for the tourists nowadays. A free Wi-Fi in the resident area can attract more tourists to stay in the premise.

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