

Tourists' Behavior in Selecting Accommodation at Wang-Yang Homestay in Wang-Yang, Sri-Prachan, Suphanburi

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Abstract

This study aimed at 1) studying types of tourists who stayed at Wang-Yang Homestay and 2) investigating tourists' behaviour who chose to stay at Wang-Yang Homestay. This paper was a survey by recoding tourists' statistics who traveled to Wang-Yang. 30 tourists who traveled to Wang-Yang was requested to fill in the open-ended questionnaire based on convenience sampling. This questionnaire was validated by the experts in the field. Descriptive statistics was used for data analysis. The findings revealed that there were three main types of tourists visiting Wang-Yang. The first group was an education tourist or a field study held by the organization. The second was a tourist who worked as a public relations staff, TV host and MC, presses and online media. The last group was an independent tourist. In terms of staying at Wang-Yang Homestay, it showed that the tourists who worked in the field of media had the highest rate of staying. This may be that they needed to collect data and take photos to be publicised on their platforms. Another type of tourist found was the education tourist or the field study held by the organizations with the limitations of inadequate accommodation. This can imply that, for the sustainable tourism in Wang-Yang, the ample accommodation should be improved to accommodate the large groups of tourists.

Index Terms— tourists' behaviour, services, types of tourists

Introduction

This paper was extended from the previous research in order to providing a guideline to promote agricultural tourism in Wang-Yang, Sri Prachan, Suphan Buri. These two projects were granted by TSRI and RUS. The previous findings reveal that Wang-Yang had many potentials for being a new spot of attraction. It is ideal both physical setting and agricultural resources. Due to its continual development, numerous tourists pay a great attention and visit Wang-Yang. For example, a countless group of the press visit, shoot, and publicise. Wang-Yang has become a leading attraction in Sri-Prachan since then.

As a result, Wang-Yang and the team of researcher pay a crucial attention on developing various types of activities in Wang-Yang. Originally, Wang-Yang provides the activities as a one-day trip. Later, it has developed into Wang-Yang Homestay. Residents' houses were adapted as homestay that increase income for the villagers in Wang-Yang.

Research Objectives

This study consists of two objectives:

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- 1) To investigate types of tourists who stay overnight at Wang-Yang Homestay.
- 2) To examine tourists' behaviour who stay overnight at Wang-Yang Homestay.

Literature Review

In this study, there are three main related frameworks:

- 1) The Accommodation Service in Wang-Yang, Sri-Prachan, Suphan Buri
- 2) Concepts of Participation
- 3) Related Studies

The Accommodation Service in Wang-Yang, Sri-Prachan, Suphan Buri

In Wang-Yang, there are three main accommodation for tourists: a) Wang-Yang Resort Hotel and Spa, b) Mai Ngam Resort, and c) Tha Chin Resort. Wang-Yang Resort Hotel and Spa is quite large hotel where it can accommodate a large group of tourists. It consists of seminar room for conference. Its atmosphere is serene and shady with trees. It is located on the bank of the Tha Chin River. Another two resorts are small with a limited facilities. These three resorts can accommodate around 150 tourists (Piengruthai S. and team, 2018). However, Wang-Yang still lacks the accommodation where tourists can engage themselves with local ways of life in the community.

Concepts of Participation

WHO and UNICEF (1978, page 41) defined participation as the act of paying attention and getting involvement actively in order to plan, identify, propose the idea or strategies for society with willingness.

According to Pairat (1982, page 6-7), public participation refers to a procedure that the government promotes, supports, and provides chances for its citizen both personal and association to get involved actively for a purposes as follows:

1. Finding problems and causes of problems.
2. Creating format and development strategies.
3. Planning in order to solve problems and fulfil residents' basic needs.
4. Making decision for using resources wisely.
5. Improving the operation system.
6. Participating community activities based on their performance.
7. Following the strategies as planned.
8. Following up and evaluating the projects.

According to Niran (1984, page 183), participation refers to mental and emotional involvement of a group situation. This sequence leads to the contribution.

According to Apichai (referred to Thawatchai, 2008, page 19), participation is the creation of consensus and decrease gaps of communication between government and citizen. This could enhance citizens' satisfaction because their basic needs are fulfilled.

Yapaporn (2002, page 5) defines participation as a sequence of consensus about desire and changes. Consensus should be more than one party. The initial reason of collaboration is that they need to raise awareness that all implementations are conducted as a group or organisation. As a result, organisation is the leader to achieve the objectives.

Erwin (referred to Yupaporn, 2002, page 6) defines the meaning of participation as a procedure that allows people get involved with implementing, planning, and making decision by themselves. In addition, active participation, problem-solving should be emphasised.

Thavilwadee (2008, page 6) provides a short summary of basic conditions of taking participation into three aspects:

- 1) Participants must have freedom to take part in any activities or projects with willingness.
- 2) Participants must have equality. Nobody is superior or inferior.
- 3) Participants must have a proper capability to do activities.

The elements of participation consist of three aspects:

- 1) The objective is clear.
- 2) The targeted activities need to be clearly identified.
- 3) The targeted participants need to be informed.

Level of Participation

Many scholars propose the level of participation. It can be concluded into four main groups. According to Cohen and Uphoff (referred to Thavilwadee, page 8), level of participation is divided into four levels.

- 1) Decision Making
- 2) Implementation
- 3) Benefit
- 4) Evaluation

Steps of Participation

Apinya (2001, page 14-15) proposes procedure of participation into four stages:

- 1) Initiative Stage: The community needs to find out problems of their community. They need to make decision to identify needs and plan the important needs.
- 2) Planning Stage: The community needs to identify objectives, methods, and the implementation, including resources and staff in the project.
- 3) Implementing Stage: The community needs to support such as budget, materials, and labours.
- 4) Evaluation Stage: The community needs to evaluate the project.

According to Akhin (2004, page 49), there are four steps of participation:

- 1) Identify problems and solutions.
- 2) Determine solutions and plans.
- 3) Implement as planned.
- 4) Evaluate the project.
- 3) Related Studies

There are four related studies as follows:

Nattida (2008) studied the enhancement the readiness of homestay assessment of Bann Hua Hard Homestay Group in Amphawa, Samut Songkhram. This study aims at investigating problems and obstacles and development for homestay group. In addition, this study examines

strategies for homestay development. The results show that this homestay group lacks necessary knowledge, skills, and experiences for uplift their homestay. Second, the important strategies for the improving homestay group were trainings and workshops from the experts in field, a study tour, and a strategies planned by its homestay group. Finally, according to the strategy efficiency, it can be seen that members of this homestay group gain more knowledge and experiences. As a result, their homestay is standardised and qualified from Ministry of Tourism and Sports in 2006. It generates income for the villagers and multiple networks as well.

Thawatchai (2008) examined the management of community business at homestay village and inland fisheries village in Nong Khai. It focuses on factors affecting the success of running community business, 2) study a pattern of community business, and 3) propose a guideline for developing community business. The findings show that factors affecting the success of business of Chom Chaeng Homestay in Nong Khai are 1) natural resources, 2) culture and tradition, 3) formal and semi-formal leaders in the community, 4) public participation, 5) government support, 6) network, 7) consensus, 8) income distribution, 9) transparency, and 10) continual activities. Second, factors affecting the success of community business of inland fisheries village in Nong Khai are 1) natural resources, 2) leaders in the community, 3) exchange of knowledge, 4) continual production, 5) income distribution, and 6) government support. In terms of format of community business of both villages, it consists of six elements: 1) developing natural resources, 2) leading the activities by leaders, 3) creating knowledge procedure, 4) being supported by government, 5) distributing income, and 6) creating continual activities. The guideline for developing business should stress on sufficiency economy and have a concreted development step by step. Moreover, it should base on transparency, reasonability, knowledge and ethics. It should be a sustainable development with flexibility on changes in economy, society, environment, knowledge, and technology.

Panitta (2001) studied potentials in eco-tourism homestay at Ban Huay Hee Village. The finding reveal that this village live in harmony. The leader of the village could convince its residents to work and generate income. This village preserves the natural resource very well, but its limitation about reception is still found.

Songkran (2011) conducted a survey and studied the potentials and standard of homestay at Ban Ton Kluea, Lablae, Uttraradit, one of the northern provinces of Thailand. There are eight standards investigated under this study. The findings showed that, first, the homestay is always clean. Dangerous insects are eliminated by local wisdom. Second, kitchen utensils are always clean. Third, the homestay always has a good maintenance for rooms and buildings. Fourth, the homestay informs the tourists about rules and regulations in order not to be against the village's culture, norms, and tradition. Next, the homestay provides village culture for the public. After that, homestay provides useful and interesting information for the public. Moreover, the main area has been strictly preserved, including culture and tradition. Finally, the homestay provides activities related to culture and tradition such as cloth-woven and making broom.

Research Methods

Research Design Framework



Fig.1 Framework about Tourists' Behaviour Staying Overnight at Wang-Yang Homestay

Research Process

The procedure of this research was divided the two main steps as follows:

1. Types of tourists who stayed overnight at Wang-Yang Homestay were examined. The information from the visitor’s record in 2020 was brought into analysis. The descriptive statistics were used for analysing data for finding targeted tourists.
2. Tourists’ behaviour who stayed overnight at Wang-Yang Homestay was investigated. The opened-ended questionnaire was utilised for collecting data from 30 tourists. This questionnaire was verified from the experts. The collection data was convenient sampling. In order to analyse data, percentage and descriptive statistics were used.

Results

The results of this study is divided into two main parts:

Types of Tourists Staying Overnight at Wang-Yang Homestay

First, in terms of types of tourists who stay overnight at Wang-Yang Homestay in 2020, there are 535 tourists. 534 of them are Thai and only one foreigner. A group of tourists can be divided into three main categories: a) a study tour (381 of them are Thai and 1 of them is foreigner), b) the press from various media such as television, radio, newspaper, and online media (135 of them are Thai), and c) independent tourist (family) (19 of them are Thai). From the record in 2020, only 12 tourists stay overnight at Wang-Yang Homestay. It is the press. (news reporters, bloggers, content creators, and social media influencers).

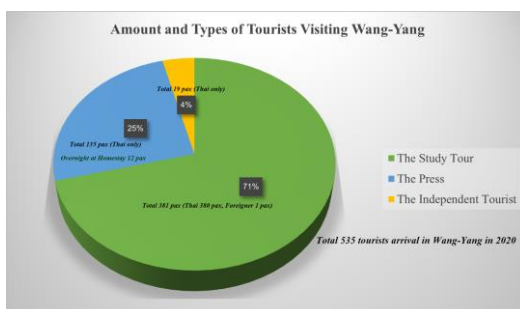


Fig.2 Amount and Types of Tourists Visiting Wang-Yang

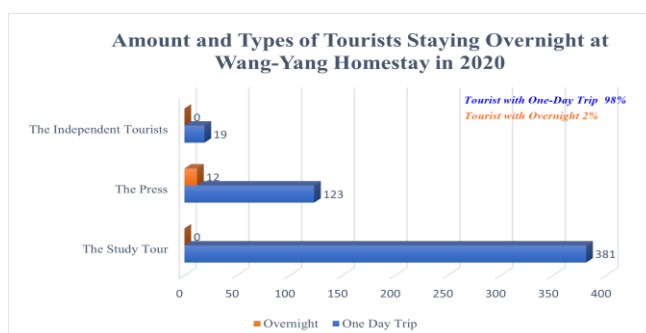


Fig.3 Amount and Types of Tourists Staying Overnight at Wang-Yang

From Fig. 2 and 3, they show that although a vast majority of tourists visiting Wang-Yang Homestay is the study tour, the press is a group of tourists who stay overnight at Wang-Yang Homestay. This is because Wang-Yang Homestay has been widely known since 2000, so the press visits and broadcasts. Moreover, tourists can participate in various activities in Wang-

Yang Community. The highlight is water-chestnut farming. This activity is usually conducted at night. As a result, the press needs to stay overnight for shooting or collecting information.

Tourists' Behaviour Staying Overnight at Wang-Yang Homestay

In terms of studying tourists' behaviour who stay overnight at Wang-Yang Homestay, it can be divided into two parts:

- a) Tourists' General Information
- b) Tourists' Opinions towards Wang-Yang Homestay
- a) Tourists' General Information

Under this study, there were 30 participants. 36.3 % were men and 63.3% were women. 50% of them were at the age of 41-50. 36.7% are 31-40 years. 10% of them are 20-30 years. A tourist with the age at 51-60 is only 1%. 70% of them graduated bachelor's degree, followed by master degree 30%. 56.7% are the tourists' income around 20,001-30,000 baht, followed by 30% of a tourist whose income is around 10,001-20,000 baht. 13.3% belongs to those whose income is higher 30,000 baht.

Tourists' Opinions towards Wang-Yang Homestay

The second part is the information gained from tourists' opinions. There are four questions as follows:

Question 1: What are your favourite attractions?

Answer: A majority of tourists like natural attractions and cultural attractions.

Question 2: When is your preferable period of travel? (month/season)

Answer: Most tourists spend their vacation during Saturday and Sunday, national holiday, or school break. In addition, they can travel all-year round, except rainy season.

Question 3: Whenever you travel, how long do you spend?

Answer: Most tourists spend their vacation at least 1-3 days and 2-5 days, respectively. This may depend on the vacation.

Question 4: Why do the tourists decide to stay overnight at Wang-Yang?

Answer: Most tourists decide to stay overnight at Wang Yang Homestay because of a variety of time and activities. For example, water-chestnuts farming is usually conducted at night. Therefore, they have to stay overnight for shooting photos or gaining information. In addition, the duration of travel spend at least 1-3 days or 2-5 days, so the tourists need to plan for an overnight stay.

It can be seen that a majority of tourists staying overnight at Wang Yang Homestay is a group of working age and family with average income. They may live in the big cities and have a fast-paced life, so they desire to spend some time with nature for relaxation with their family and friends. The duration is in line with the vacation such as weekend and national holidays.

Discussions

From the objectives of this study, it shows that the press is a group of tourists who stay overnight at Wang-Yang Homestay. This is because Wang-Yang Community has a great collaboration and management, it grabs a great attention from the tourists. As a result, it has become one of

the interesting and outstanding spot of attractions in the central region of Thailand since 2019. A vast majority of tourists visit Wang-Yang and shooting for publicising and promoting local ways of life here. In addition, the highlight of Wang-Yang is water-chestnut farming conducted at night. This could be one of the factors that the press needs to stay overnight at Wang-Yang Homestay. Nevertheless, with the limitation of only five houses used as homestay at Wang-Yang Homestay, so a few tourists can be accommodated.

In term of tourists' behaviour who visit Wang Yang, they are interested in natural attractions and experiencing Thai ways of life of villagers. Furthermore, these tourists may live in big cities and have a fast-paced life, so they need to have relax time by spending their weekends or holidays with their friends and family.

The interesting fact is that the activities at Wang Yang are quite different and outstanding from other communities in the central parts of Thailand. Soil at Wang-Yang is quite fertile and suitable for growing water-chestnuts. From the record, Wang Yang yields the best water-chestnuts in Thailand. Its water-chestnut is also qualified by GI registration of Suphan Buri. This may cause Wang-Yang widely reputable among the tourists as a new spot of attraction and the overnight at Wang-Yang Homestay.

In addition, it can be seen that activities could be one of the most important factors for a visit and overnight at homestay. This is in line with Pitchayut (2018) that cultures in the community and tourism activities can affect tourists' satisfaction and decision-making for the overnight. This is also in line with Zhang NIU (2016) that the main reason for the overnight at homestay is that the tourists desire to engage themselves with the local way of life and spend their quality time with family and friends.

Recommendations

1. The findings from this study could be used as a guideline for promoting and developing Wang-Yang Homestay. In addition, the homestay standard should be elevated.
2. Activities should be various with extended duration. Originally, it is a one-day trip in Wang-Yang. In order to reach the targeted tourists, a two days and a night schedule should be promoted. This could help accommodate targeted tourists who are going to stay overnight at Wang-Yang Homestay.
3. Leadership is very important towards using local wisdom for conserving water resources in the community because people in the community have confidence and trusts a group of activists and leaders. Therefore, leaders should make the learning process to enhance knowledge for people in the community in order to make them full of confidence and to express themselves with reasonable. For those who are unable to attend the meeting, leader should open channels for them to attend the meeting as well.

Conclusion

In conclusion, the findings from this study could be used for identifying targeted tourists who are going to stay overnight at Wang-Yang Homestay and propose a guideline for managing Wang-Yang Homestay.

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