

This finding is consistent with the information from interviewing the community leaders and relevant persons those Thai tourists have the tendency not to visit rural community by themselves but most of them tend to come in a group with others in the same organization or circle. Thus, Thai tourists coming in a group account for a large proportion (88.62%) of all Thai guests of homestays. The travel program to visit and stay in a village community is pertinent for (1.1) other villagers or communities: to take a field study and an in-depth learning to gain knowledge for application in their own profession; (1.2) private business and non-government organization: to undertake activities that reflect the Corporate Social Responsibility (CSR) with the local community with which the business or the organization has involved; and (1.3) children and youth above grade 4: to learn about community life and traditional Thai wisdom and knowledge.

Foreign Visitors

The study shows that 76.42% of homestays had received foreign visitors and most of which (77.66%) got less than 300 foreign guests per year and mostly (75.60 %) earned income from foreign visitors less than 100,000 baht per year. The most common source of information concerning homestays for foreign tourists was found to be brochure/information board or display at hotel/tour companies (71.74%). Most foreign visitors (89.13%) either traveled alone or traveled with acquaintance/family.

The main purpose of international travelers to visit Thailand includes their interest to explore natural attractions, understand the Thai traditional cultures, way of life, and folk wisdom, eat Thai food, and shop Thai products. It was observed that relevant Thai government agencies have not yet run an adequate promotion for them. Especially, there is a paucity of detailed information available at hotels/tour companies.

Success of CBT in the Form of Homestay

Table 8 presents the findings on various aspects of the homestays' performance. Most homestays (85.37%) were highly successful financially while other homestays were moderate successful (14.63%). More than a half of all homestays (52.85%) received more than 300 visitors per year. Total income gained were 27,025,267 baht. Each homestay can earn 747 baht from a visitor for an overnight stay, three meals, and learning activities.

Table 8. Success of Community Tourism Operated under the Thai Homestay Standard.

	Number of Homestays	Percentage
1. Number of Tourists throughout the Year (Persons) Total: 267,274		
- Less than 300	58	47.15
- 300-999	39	31.71
- 1,000 or More	26	21.14
2. Income throughout the Year (Baht) Total: 27,025,267		
- Less than 100,000	18	14.63
- 100,000 or More	105	85.37
3. Average Cost to Visit (Per Person) Total: 747 Baht		
- Accommodation	Mean: 312 Baht	

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- Breakfast	Mean: 85 Baht
- Lunch	Mean: 110 Baht
- Dinner	Mean: 125 Baht
- Learning Activities (Per Activity) about: 500-2,000 Baht (Per Person)	Mean: 115 Baht

Factors Affecting the Business Success of CBT in the Form of Homestay

Table 9 indicate the relative role of supply-side and demand-side factors in contributing to the success of homestay operation. As for the supply-side factors, the number of housing units as an indicator of the good homestay management is statistically significant at the 0.001 level and the availability of learning activities involving performing art and culture is also significant at the 0.001 level while the tourist's expenditure which is the demand-side factor is statistically significant at the 0.05 level. This implies that the factors on the supply side have a greater bearing on the success of homestay operation relative to the demand-side factor.

Table 9. Relationship between Income of Homestay Classified by Different Factors.

Model	Unstandardized Coef.		Standardized	t	Sig.
	B	Std. Error	Coef. Beta		
(Constant)	-6821.859	3722.029		-1.833	.071
Number of Houses for Tourists	831.602	194.739	.375	4.270	.000***
Number of Tourist Attractions nearby Homestay	-642.570	443.023	-.132	-1.450	.151
Learn Performing Arts and Culture	3306.181	691.195	.441	4.783	.000***
Number of Community Products	-2070.588	1143.708	-.161	-1.810	.074
Public Relations (Facebook / Page / Website)	2748.650	1782.473	.146	1.542	.127
Accommodation Fee	9.160	3.879	.211	2.362	.021*
Receiving Public Relations Information	-3789.311	2349.549	-.155	-1.613	.111

* Significance at 0.05, ** Significance at 0.01, *** Significance at 0.001

CONCLUSIONS AND DISCUSSION

Thai Homestay Standard Situation

Homestay guests are Thai tourists more than international tourists but income per visitor a homestay can get is more from foreign tourists than from Thai tourists due to the higher service charge.

Supply-Side Factors

Number of housing units to accommodate tourists is still small, but homestays have the capability to impress visitors. Homestays have weaknesses in not able to introduce the learning activities program interesting enough for visitors nor to handle the marketing affairs as a professional hand and homestays are the proper choice for group of people pursuing field study/visit and learning experience.

Demand-Side Factor

Thai Tourists: Individuals preferring traveling in a group like those from other village or community; participants in program organized by government agencies for field study and in-depth learning for future occupational development; schoolchildren and youth above grade 4 to learn about rural community life and Thai traditional wisdom and knowledge; and participants in CSR activities arranged by private business or non-government organization that has an association with the homestay enterprise.

Foreign Tourists: Generally, with a travel objective to learn various aspects of the Thai culture, prefer traveling solo or in a small group, spend relatively more than the Thai counterpart for homestay vacation, are small in number as the most common source of information about homestay for them is only in the category of brochure/information board at hotel/tour company.

Factors Affecting the Business Success of CBT in the Form of Homestay

Most homestays are successful in their operation for the reasons described below.

Good Homestay Management: Indicators of good management include the inclusion of adequate accommodation units, serving dishes made from local ingredients, availability of standard safety and security systems, and the hospitality of the host and family members. The expansion of homestay housing units can confer benefits to other members in the local community in terms of more jobs for the local villagers, and enhancement of community unity and strength.

Availability of Learning Activities about Performing Arts and Cultural Shows: Homestays could attract more visitors to the local community when they tried to revive and conserve performing arts and cultural shows as well as create the story for presentation to visitors in various interesting ways.

Homestay Charging Reasonable Prices: which makes tourists feel it is worthwhile for them to visit the community and take homestay accommodation.

RECOMMENDATIONS

Supply-Side Considerations

The Tourism Department must encourage the local communities to run their homestays in compliance more with the Thai Homestay Standard by involving educational institutions to work as mentors in various aspects.

Other local agencies such as educational institutions and Provincial Office of Tourism and Sports should play roles in providing knowledge, creating understanding, and increasing the experience to enable the homestays to make their presentation of learning activities more interesting for visitors and do their business marketing at the professional-like level.

The Ministry of Finance can establish measures to encourage private organizations or businesses or tour operator to use homestay services, for example, by allowing the private business that brings its staff to do activities and stay at a homestay to claim the homestay-related expenditure as tax deductible expense.

Demand-Side Considerations

Thai tourists: Each homestay must provide information to local governments, government agencies, non-government organizations, businesses, and educational institutes through a letter attached with brochures describing the learning activities and tour programs and inviting them to use its services.

Foreign tourists: Homestays must develop community tourism program in cooperation with hotels and tour companies through the coordinating and event organizing roles of various Provincial Offices of Tourism and Sports. The arranged programs then are advertised through brochure / information boards / Website / Page / Facebook as well as the public relations channels of hotels/tour operators.

The Ministry of Tourism and Sports and the Ministry of Education work in cooperation establishing a policy to encourage educational institutes to take schoolchildren and students for extra-curriculum experience outside school or off-campus at Homestays Thai Standard.

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