

Community-Based Service, Quality and Tourist Expectation at Homestay Phra Nakhon Si Ayutthaya Province

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Abstract

The aim of this study consist of the following: 1) To Study expectation and satisfaction of service homestay at Phra Nakhon Si Ayutthaya and 2) To study the activities in the homestay for tourists in Ayutthaya province, Mixed Research a quantitative research approach store data questionnaire with the reliability coefficient of 0.969 was conducted by collecting data from 400 questionnaires, a qualitative research Key informants are stakeholders with homestay operators including Entrepreneurs, business operators, homestays and community learning centers, local wisdom groups. Government

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workers involved in overseeing homestay business operations. Tourists visiting the homestay included 50 key informants. The results found that 1) the expectation of service of the homestay for tourists overall is high ($\bar{x} = 4.02$) and Tourist's satisfaction of service of the homestay in accommodating tourists overall is very high ($\bar{x} = 4.42$) 2) Koh kerd Home stay at Pang Pa-in is eco-tourism community Thai Herbal Learning Center, Next Sai noi homestay is ecotourism-village-ayutthaya Learn the conventional wisdom of Krungsri artisans through community activities such as learning to make mon bricks or strength training through traditional Muay Thai art activities and Khlong rang jorlake is Attractions and accommodation for those who want to relax, experience the fresh air, take a boat trip to see the villagers on both sides of the canal

Keywords: *Tourism, Homestay, Homestay Management, Service Quality*

บทคัดย่อ

การศึกษาครั้งนี้มีวัตถุประสงค์ดังนี้ 1) เพื่อศึกษาความคาดหวังและความพึงพอใจในการให้บริการ โฮมสเตย์ จังหวัดพระนครศรีอยุธยา และ 2) เพื่อศึกษาการจัดกิจกรรมภายในโฮมสเตย์ในการต้อนรับนักท่องเที่ยว จังหวัดพระนครศรีอยุธยา การวิจัยแบบผสมผสาน การวิจัยเชิงปริมาณ เก็บข้อมูลด้วยแบบสอบถามที่มีค่าสัมประสิทธิ์ความน่าเชื่อถือเท่ากับ 0.969 ดำเนินการโดยการรวมข้อมูลจากนักท่องเที่ยว จำนวน 400 คน การวิจัยเชิงคุณภาพ ผู้ให้ข้อมูลสำคัญคือผู้มีส่วนได้เสียกับผู้ประกอบการ โฮมสเตย์ รวมถึงผู้ประกอบการ ผู้ประกอบธุรกิจ โฮมสเตย์ และศูนย์การเรียนรู้ชุมชน กลุ่มภูมิปัญญาท้องถิ่น พนักงานภาครัฐที่เกี่ยวข้องกับการดูแลการดำเนินธุรกิจ โฮมสเตย์ นักท่องเที่ยวที่มาเยี่ยมชม โฮมสเตย์รวมถึงผู้ให้ข้อมูลสำคัญ 50 คน ผลการศึกษาพบว่า 1) ความคาดหวังในการให้บริการ โฮมสเตย์ สำหรับนักท่องเที่ยว ในภาพรวมอยู่ในระดับมาก ($\bar{x} = 4.02$) และความพึงพอใจของนักท่องเที่ยวในการให้บริการ โฮมสเตย์ ในการรับนักท่องเที่ยวในภาพรวมอยู่ในระดับมากที่สุด ($\bar{x} = 4.42$) 2) โฮมสเตย์ เกาะเกิด เป็นชุมชนท่องเที่ยวเชิงนิเวศ ศูนย์การเรียนรู้สมุนไพรไทย โฮมสเตย์ ไทรน้อย เป็นการท่องเที่ยวเชิงนิเวศ-หมู่บ้าน-อยุธยา เรียนรู้ภูมิปัญญาดั้งเดิมของช่างฝีมือกรุงศรีผ่านกิจกรรมชุมชน เช่น การเรียนรู้การทำอิฐมอญ หรือการฝึกความแข็งแรงผ่านกิจกรรมศิลปะมวยไทยแบบดั้งเดิม และคลองร้างจะเข้าเป็นสถานที่ท่องเที่ยวและที่พักสำหรับผู้ที่ต้องการพักผ่อน สมมผัสอากาศบริสุทธิ์ นั่งเรือเที่ยวชมชาวบ้านทั้งสองฝั่งคลอง

คำสำคัญ: การท่องเที่ยว โฮมสเตย์ การจัดการ โฮมสเตย์ คุณภาพการบริการ

Introduction

Tourism is the main industry that brings revenue into Thailand. In the present, local Tourism is likely to increase tourists, according to World Tourism Organization estimates. The UNWTO expects foreign tourists to take place in Asia and the Pacific, which are expected to increase by 331 million to 535 million by 2030.

The Ministry of Tourism and Sports Thailand (2021). The country renowned for its unique heritage and culture, flavorful cuisine, serene seas and sands and welcoming hospitality, Thailand has been the top-of-mind destination for many travelers. Over the past 5 years, Thailand has seen phenomenal growth in its tourism industry, both on the number of

tourists on the income generated. It has become the world's 11th destination in terms of international arrivals, welcoming almost 30 million international tourists in 2015. In addition, the tourism sector has generated income that accounted for 17% of national GDP in 2015 or USD 69 billion in tourism revenue, which also placed Thailand as the world's 6th destination in terms of income from international tourism receipts. This large and fast-growing sector has become one of the main gears propelling the growth of the nation.

Thailand is among the top tourism destination in the world with its unique culture and natural offerings, its hospitality, and its location at the center of Southeast Asia. According to the assessment of Travel and Tourism Competitiveness Index, Thailand has been affected by tourists, making it one of Asia's most economically changing economies. The change comes as government organizations encourage public relations to make tourist attractions in Thailand known to tourists from around the world. With the intensifying competition, changing tourists' preferences and increasing expectation, it is critical for Thailand to prepare and enhance its supply capacities and quality to match the global demand.

The pandemic has disrupted international travel, as well as decreasing the number of foreign tourists entering Thailand. According to the latest data from the Division of Economics, Tourism and Sports, Ministry of Tourism and Sports, Thailand had 6.7 million foreign visitors between January and December 2020. This is down from the same period in 2019, which was approximately 39.9 million people, or contracted by about 83.2 percent. As a result, Thailand has experienced significant reduction

of revenue from foreign tourists. In the period January to December 2020, revenue from international tourists was 332,013 million Baht. This was reduced from the same period in 2019, which was 1,911,808 million Baht (down 82.60 percent) (Division of Tourism and Sports Economy, Ministry of Tourism and Sports, 2021)

At present, from the report Division of Tourism and Sports Economy, Ministry of Tourism and Sports (2021), tourist in Phra Nakhon Si Ayutthaya Province, between January and December 2020, the number of tourists was approximately 3.5 million people and revenue from tourists was 6.1 million Baht. This was reduced from the same period in 2021, number of tourists decreased by 1.2 million persons (down 34.49 percent) and revenue from tourists was decreased 2.4 million Baht (down 39.30 percent).

This is because income from spending by foreign tourists accounts for 11 percent of GDP and tourism-related business accounts for 20 percent of total employment in Thailand. If the COVID-19 pandemic is prolonged further by additional waves of infections and virus mutations, the recovery in foreign tourist arrivals might be slower than expected. Due to the COVID-19 pandemic, Thailand has had a decrease in tourists, especially foreign tourists. This is in line with the disrupted global tourism situation that has contracted by 38 - 45 percent (Kasikornthai Research Center, 2020)

Phra Nakhon Si Ayutthaya is home to many important economic crops. Agricultural tourism activities are organized to disseminate knowledge to tourists and interested parties. It's classified as Eco-tourism. It is becoming very popular with both domestic and international tourists. This is a form of tourism. It can create new tourism

trends and grow the tourism industry rapidly and diversly, In Ayutthaya, people in Ayutthaya have managed accommodations to accommodate rural culture visitors, with tourists staying with their landlords to learn about the culture and way of life of their homeowners Home Stay. Homestay services are homestay excursions by traveling in the community-based tourism: CBT Visitors can learn to exchange cultures. Traditions, local lifestyles, the findings will lead to the development of homestay management to have the capacity to create economic value and be the cornerstone of tourism development.

Research Objectives

The main research aim is to study Community-Based Service, Quality and Tourist Expectation at Homestay Phra Nakhon Si Ayutthaya Province. The objectives of the present study were as follows:

1. To Study expectation and satisfaction of service homestay at Phra Nakhon Si Ayutthaya
2. To Study homestay management tourism activities at Phra Nakhon Si Ayutthaya

Literature Review

Travel homestay

Homestay tourism focuses on ecotourism in communities where visitors live with their families and engage with the daily activities of the community to experience the local way of life and culture. Similar to other services, visitor perceptions of the service quality are essential for the homestay program. Receiving excellent service will reinforce the loyalty of current visitors and increase the prospect of attracting new ones (Erdil & Kalkan, 2010; Jamaluddin, Hanafiah, & Zulkifly, 2013), Business owners and tourists are open to the heart. Learn how to live, exchange

ideas and culture with each other. Tourists have experienced exotic, friendly experiences and currently homestay accommodation in Thailand. It's all over the region. The service model is similar. But differently, it's probably the nature of geography. Visitors can experience the way of life and learn in the community and be satisfied and impressed by the homestay service, the concept of A homestay is a home allocation for tourists to live with their landlord, and must provide clean and comfortable accommodation in a traditional cultural atmosphere. Homeowners have a warm welcome and are ready to welcome tourists, which is a key factor in the homestay. The facility must meet that benchmark and require overall home appliance maintenance and safety. Many local communities in Thailand have tried to attract more tourists into their regions to boost the quality of local people's lives. Homestay tourism has been evidently introduced into numerous localities. In general, communities have access to cultural and natural resources used to attract tourists. Therefore, each local community must have a variety of resources that rural or local residents can exploit to manage homestays. It found in today's interesting issues in numerous studies that examined both the positive and negative impacts that come from the tourism industry: homestay businesses make enormous contributions to the economy, such as employment and monetization for people in the community.

Homestay management: Basic requirements

Accommodation has been the supreme stanchion and component of the Tourism product, it is of utmost importance as it is the major revenue (Sharma, 2019), Homestays are ideal for rural tourism. A homestay allows villagers to host their guests under their own

roof and share their food, culture and lifestyle. Department of Tourism, Government of Arunachal Pradesh (2019). A house in a rural community with a homeowner and a resident or a member of the household. The house is a member of a group / club or cooperative that is classified as a homestay in the community. Members of the house are pleased and willing to accept tourists while conveying local traditions and cultures to tourists and tourists. Explore tourist attractions and activities such as waterfalls, cycling, boating, hiking and nature studies, The principle of homestay is important for all parties from government to communities to understand in the same direction so that the promotion and development of homestays is not lost and subsequent problems are caused. first It must not be considered a policy that homestays must occur everywhere. Villages, but be mindful of readiness. Community cognition is important and communities must be involved in management. The selling point is on the traditional way of life of the community. The local wisdom is interesting and it is understood from the outset that this tourism will only be an additional income, not the main income of the community. In conclusion, communities must be strong, knowledgeable in terms of what leads to change, and understand the purpose of what they are doing, since homestays or accommodations touch rural culture, are centered on community housing, so managing accommodation is important for communities or homeowners to have principles and guidelines for practice.

1. The type of house should be traditional, reflecting local culture and architecture.
2. Monitoring and collecting information of tourists arriving.

3. Guests are welcome according to local traditions and traditions.

4. Prepare food for tourists to suit the number of tourists staying while offering dishes that bring local ingredients to cook.

5. Ensure the safety of tourists

Service quality

Service quality has been widely applied in different types of industries. Service quality has been defined as how well a consumer's needs are met and how well the services delivered their expectations (Kotler, Keller, Ancarani, & Costabile, 2014). Therefore, travel providers must prepare different aspects. To accommodate tourists. Payakwichien (2001) said that the homestays are the houses of local people containing enough spaces for the visitors to have satisfaction and pleasure from the owners. The objective is to initiate learning processes by providing education related to environment and ecological systems at the tourism resources. It is the extra knowledge, experience and appreciation provided will help aim to introduce accurate and real information to the tourists by local people and entrepreneurs. Service can play an important role in creating and sustaining the required differentiation for competitive advantage (Gilmore & Pine, 2007). Service is an activity that requires service providers to provide products or service processes to satisfy the service recipients, The service must meet the needs of customers, leading to satisfaction. It emphasizes that service satisfaction must be provided by employees with good service.

Sustainable tourism

As stated by UNWTO Secretary General, Taleb Rifai, "as we celebrate World Tourism Day 2017 the question is how we can enable the

powerful global transformative force of tourism to contribute to make this world a better place and to advance sustainable development in all its five pillars: Economic, Social, Environmental, Cultural and Peace (World Tourism Organization: UNWTO, 2017), Sustainable tourism is a tourism operation that takes into account the capacity to accommodate nature. To protect, preserve and develop these for future generations. Sustainable tourism should have the following characteristics: 1. To manage under the capacity of the natural system and to recognize the participation of people in the community and the needs of the community 2. Fair distribution of benefits to local areas 3. Quality of experience and 4. Education and understanding, Homestays should take the following measures for environmental sustainability: Establish a proper waste management/disposal system, Give priority to recycling – use recycling bins; buy recycled paper and use both sides; and, use cloth bags instead of plastic, use composting methods to manage household wet waste and improve soil quality, Incorporate energy and water saving techniques into daily life and request the guests to do the same.

Community – based tourism

Community-based tourism management (CBT) is recently used as an important tool for community development in order to exchange knowledge and create the process of thinking and action by community itself by encouraging communities to manage their own resources. (Sarobol, 2004). (CBT) is not something new; it is probably the oldest way of conducting tourism by community we mean a group of people living in the same place and having something in common, be it culture, economic

activity or simply the land and its eco-systems. Oakley (1991) argues that there are three broad as contribution: this is the dominant view of participation in development projects, such participation is often considered fundamental to success. 2. Participation as organization: this view describes participation which seeks to encourage rural people to determine the nature and structure of their own organization. 3. Participation as empowerment: this is participation that results in the development of skills and abilities which enable rural people to manage better, negotiate more effectively with development delivery systems and take actions they think necessary for their development. CBT can also develop potential of local people and encourage environmental and natural resources conservation including paying a respect to local culture and tradition, the Participation is the result of consensus on matters of Required and direction of change There must be so much initiative, a practical project. The first reason why people can come together should be to be aware that all actions taken by the group should be realized., Farsari and Prastacos (2001). Participation includes people's involvement in the decision-making processes, in implementing, sharing in the benefits. and Cohen and Uphoff's (1980) participation to development projects and suggested the four key stages in this process, 1. Decision making 2. Implementation 3. Benefits 4. Evaluation

Research Methodology

This research is a mixed method research combines elements of quantitative research and qualitative research, on the quantitative side, analyze expectation and satisfaction of

service homestay at Phra Nakhon Si Ayutthaya and on the qualitative side, analyze homestay management at Phra Nakhon Si Ayutthaya

Quantitative research

1. Sample Selection and Data Collection

The population of this study is Thai tourists the sample group consisted of 400 Thai tourists aged between 20 years old to 60 years old and the non- probability sampling technique like convenience was used. Researchers used criteria that did not know the population size, determining a confident sample 95 percent. The confidence level was 95 percent significance level of 0.05 find the sample sizes using formulas Cochran (1977), And prevent discrepancies, so there are a number of samples 400 Sampling and adopted convenience sampling data collection method, research data storage period from December 2020 to April 2021. Collecting data using questionnaires.

2. Reliability

Quantitative Research: Data collection tool was a questionnaire with the reliability coefficient of 0.969 and was divided into 2 sections including:

Section 1: expectation of service homestay. The 5-point rating scale questionnaire with 4 items was implemented to measure 4 main the reliability coefficient of this section is 0.955

Section 2: service expectations for homestays. The 5-point rating scale questionnaire with 3 items was implemented to measure 3 main the reliability coefficient of this section is 0.924

3. Questionnaire

The questionnaire consisted of 2 parts. The first part was a five-point Likert scale, expectation of service homestay The second part was a five-point Likert scale: service expectations for homestays.

4. Statistic

The statistics used for data analysis were including frequency, percentage, mean, standard deviation: scoring criteria 1.00 – 1.80 has a very small, 1.81 – 2.60 has a small, 2.61 – 3.40 has a moderate, 3.41 – 4.20 has a high and 4.21 – 5.00 has the Very High.

Qualitative research

Key informants are stakeholders with homestay operators including Entrepreneurs, business operators, homestays and community learning centers, local wisdom groups. Government workers involved in overseeing homestay business operations Tourists visiting the homestay included 50 key informants. 1.1 Private sector Consists of: Representative of Homestay Entrepreneurship Group and Local Wisdom Group Community Learning Center, Phra Nakhon Si Ayutthaya 1.2 Government Representatives of government personnel involved in the care of homesite businesses. Not less than 3 years 1.3 Representatives of tourist groups visiting homestays in Ayutthaya. Interview-style issues 1. Homestay business management 2. Quality of service to tourists

Research Findings

Research Objectives 1. To study expectation and satisfaction of service homestay at Phra Nakhon Si Ayutthaya

Respondent information

The informants were female, 230 persons, 57.50% under the age of 30, 235 persons, 53.80% of whom were undergrad education, 249 persons, 62.30% of single families, 219 persons, 54.80% of civil service/state enterprises, 139 persons, 34.80% of whom had personal income/ monthly income of 15,001 -20,000 baht, 131 persons or 32.80 percent.

Tourist's expectation

The expectation of service of the homestay for tourists overall is high ($\bar{x} = 4.02$), When considering the aspects, food and beverage management is the first priority ($\bar{x} = 4.08$)

Secondary, Accommodation arrangements and environment are high ($\bar{x} = 4.01$) and Third Securities and Safety are high ($\bar{x} = 3.99$). detail Table 1

Table 1 Expectation of service of the homestay

Homestay management: Basic requirements	Expectation of service		
	\bar{x}	SD	Mean/ ranking
Food and beverage management	4.08	.55	high / 1
Accommodation arrangements and environment	4.01	.60	High / 2
Securities and Safety	3.99	.56	high / 3
Total	4.02	.50	High

Tourist's satisfaction

Tourist's satisfaction of service of the homestay in accommodating tourists overall is very high ($\bar{x} = 4.42$), When considering the aspects, food and beverage management is

the first priority ($\bar{x} = 4.46$) Secondary, Securities and Safety are very high ($\bar{x} = 4.41$) and Third, Accommodation arrangements and environment are high ($\bar{x} = 4.40$), detail table 2

Table 2 Tourist's satisfaction of service of the homestay

Homestay management: Basic requirements	Satisfaction of service		
	\bar{x}	SD	Mean/ ranking
Food and beverage management	4.46	.55	Very high / 1
Securities and Safety	4.41	.56	Very high / 2
Accommodation arrangements and environment	4.40	.60	Very high / 3
Total	4.42	.36	Very high

Research objectives 2. To study the activities in the homestay for tourists in Ayutthaya province. In addition, homestay visitors learn about the different stories of the community, each with its own unique features, Koh kerd Home stay at Pang Pa-in is eco-tourism community

Thai Herbal Learning Center and body therapy Figure 1, Next Sai noi homestay is ecotourism-village-ayutthaya Learn the conventional wisdom of Krungsri artisans through community activities such as learning to make mon bricks or strength training through traditional Muay Thai art

activities, or learning how to make traditional auspicious sweets from the palaces that the community has preserved and passed down for generations and Local culture and heritage

wisdom, Mon Cultural Community Local sweets such as 9 Thai Mongkol desserts Maha Ut Church Archaeological Site Mon Architecture Ayutthaya Period Figure 1



Figure 1 Koh kerd home stay

Source: Author

Last Home Stay is Khlong rang jorlake is Attractions and accommodation for those who want to relax, experience the fresh air, take a boat trip to see the villagers on both sides of the canal, visiting Figure 2 Sai noi homestay the bones worship as a relic at Luang Pho Panya Sophit Meditation Bureau. Experience Buddhist

culture in the past, offering alms by boat Learn how to make Thai sweets, watch fishing. Ying Yeo ready to feed the fish at The Palace Wat Rang Crocodile A hundred-year-old Father Tong. Built in the Ayutthaya period. end with a boat trip to experience the canal life. View Thai Style House 2 Sides of Klong Figure 3



Figure 2 Sai noi homestay

Source: Author



Figure 3 Khlong rang jorlake homestay

Source: Author

If the tourists are satisfied, they will come back and tell their friends or acquaintances to travel. Trust is the belief of a party that the other party can meet their needs (Mosavi & Ghaedi, 2012) and Putro, Semuel, and Brahmana (2014) defines customer satisfaction as feelings or emotional assessment of consumers against the use of products and services in which the expectations. Word of mouth (WOM) is a type of informal communication that consists of at least two customers as they communicate about brands, products, or services (Sallam, 2014), it is channel increase customer.

Conclusion and Discussion

As discussed earlier, the purpose of this study was to study expectation and satisfaction of service homestay at Phra Nakhon Si Ayutthaya. The results from the data analysis are discussed as follows. First, the expectation of service of the homestay for tourists overall is high the service experience concerns the emotional feelings of the tourists during the service encounters. Generally, the service encounters are tangible series of interactions between the tourists and

the service environment (Söderlund & Rosengren, 2007), Next Tourist's satisfaction of service of the homestay in accommodating tourists overall is very high ($\bar{x} = 4.42$) According to tourism literature, tourist satisfaction refers to the result of tourists' evaluation and comparison with the perceived performance of products/services with expectation (Heung & Cheng, 2000).

Tourist satisfaction refers to the positive feelings of tourists. fondness contentment Happiness in various areas includes services, attractions, shops, restaurants and beverages, facilities and safety, In case of Ayuttaya Province, it is important for destination authorities to assess tourist satisfaction in association with Ayuttaya's destination attributes that may affect the overall satisfaction and destination loyalty for a benefit of future development of Ayuttaya's tourism industry

Limitations and Further Study

Based on the results of this study, several recommendations can be made to increase tourists' satisfaction with homestays in Thailand, the results of the study revealed that although

3 factors (variables: Finance, food and beverage management is the first, Accommodation arrangements and environment and Securities and Safety), They should focus more on maintaining or improving factors that contribute to tourists' overall satisfaction, Public and local tourism stakeholders It should be proactively promoted to tourists. By organizing activities for tourists to come and stay. Watch and participate longer Visitors are offered accommodation in homestay accommodation, make to calendar tourism activities to allow tourists to stay in the area for a day to make shopping. It will be linked to various tourist attractions and activities in the area.

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Authors' Contributions

Jirat Chuanchom is responsible for the theme framework, data analysis, and writing evaluation, yutthapong Leelakitpaisarn, Pornpen Traiphong, Sarid Sriyothin Pimmada Wichasin, Nongluck Popichit and Tananyaphat Srinathiyawasin Wijitra Srisorn - for literature search,

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