



## The Study of Homestay Management: Key Factors Affecting Homestay Service Expectations in Phra Nakhon Si Ayutthaya Province

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### Abstract

The objective of this research was to study homestay management in correlation with service expectations for homestays and to study the potential of homestay management and the affects to service expectations for homestays. The researcher conducted a random survey of tourist who visited homestays in Phra Nakhon Si Ayutthaya Province. The quantitative approach using semi-structured questionnaires to collect data from the sample group that consisted of 400 Thai tourists aged between 20-60 years. The statistical tools used in the data analysis included percentage, mean and standard deviation and Cronbach's Alpha was used to assess the reliability of the questionnaire at .996. Multiple regression analysis was also used to test the correlation among the variables. The findings showed relationships with the potential of homestay management were correlated with the expectation of service of homestays in accommodating tourists at a high level of .671, and the potential of homestays management of entrepreneurs that affect their service expectations for homestay with a 0.05 level of significance level. As a result, the prediction was presented in the Equation:  $\hat{y} = .095 + (.345Fin) + (.072Pro) + (.269Cus) + (.811Learn)$  means the value of Finance, Customer and Learning & Growth when it increases by 1 unit Y (service expectations for homestay), it increases to  $.095 + (.345) + (.072) + (.269) + (.811) = 1.592$ .

### Introduction

Overview of the Tourism Situation and Trend; The World Tourism Organization defines tourism as “the activities of persons travelling to and staying in places outside their usual environment for not more than one

consecutive year for leisure, business and other purposes” (UNWTO, 1995). The people involved in such activities are known as tourists. Such movement of tourists can be within the country, which is known as domestic tourism, and outside the country. Tourism is

one of the largest industries in the world and is very important to Thailand's economy. The most recent figures indicate Thailand recorded 38.27 million foreign visitors in 2018, with domestic tourism revenue projected to reach 2.20 trillion Baht for all of 2019. In 2018, approximate 10.4 percent of Thailand's GDP was contributed by the tourism industry (WTTC, 2019). As global tourism is constantly changing, every tourism destination is seeking to offer unique, extraordinary, and memorable tourism experiences to attract tourists and maintain a sustainable competitive advantage (Vilic, & Dujakovic, 2016).

Government policy. Thailand has one of the most developed tourism markets in Asia. The 'Land of Smiles' is known for its hospitality, beautiful beaches, historical places and eco-attractions, its world-famous cuisine, good infrastructure and affordable accommodation. Thailand's tourism policy encourages more Thai tourism as well as the government encouraging secondary tourism. This is shown by tourism tax deductions in 55 secondary provinces, one of the 55 provinces promoted is Phra Nakhon Si Ayutthaya Province. Thailand's economic recovery during the period ahead remains highly uncertain and will depend largely on the recovery in foreign tourist arrivals.

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). COVID -19 has influenced the behavioral changes of tourists causing anxiety and personal sensitivity, resulting in a decrease in tourists and unsatisfactory travel.

Theoretical Framework on Key Factors Affecting Homestays in Phra Nakhon Si Ayutthaya Province. Phra Nakhon Si Ayutthaya Province is home to many important economic crops and agricultural tourism activities are organized to disseminate knowledge to tourists and interested parties. Agricultural activities include orchid garden, Mixed Farmland Sufficiency Economy Learning Center with a sightseeing center for agriculture, herb gardens and lush fields in the farming season with the freshness of nature. The maid group has

become a popular tourist attraction where visitors can browse the processed products. It's classified as Eco-tourism and is enjoyed by both domestic and international tourists. This form of tourism can create new tourism trends and grow the tourism industry rapidly and diversely. In Phra Nakhon Si Ayutthaya Province, people have managed accommodations focused on rural culture visitors, Tourists stay with local homeowners to learn about the culture and way of life. . Homestay services are homestay excursions and are known as community-based tourism (CBT). CBT Visitors can exchange cultures, traditions, and learn about local lifestyles. According to preliminary data, Phra Nakhon Si Ayutthaya Province has become a global tourism hub. On the basis of community strength along the Sufficiency Economy line, Based on the expertise and potential available from opportunities and possibilities as a tourism hub, it has found ways to stimulate Phra Nakhon Si Ayutthaya Province's tourism industry. In the form of building security, confidence for tourists. Creating and controlling the quality of services for tourists to meet the standards of care and improving the quality of tourist attractions will promote the quality of services to accommodate both Thai and foreign visitors to Phra Nakhon Si Ayutthaya Province. As a result, other Phra Nakhon Si Ayutthaya Province tourist attractions will be developed.

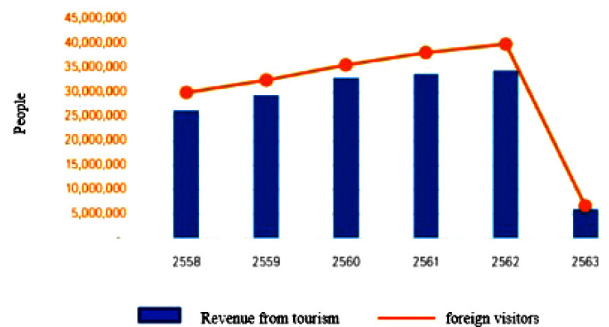
Key Factors I: Since the 1970s, there has been abundant research on the definition and evaluation dimensions of service quality. As for the evaluation dimension of service quality, The BSC is a performance measurement system that allows organizations to look at a business from four crucial divergent perspectives, including Finance, Customer, The Internal Business Processes, and Learning & Growth (Kaplan & Norton, 1996). A wide range of organization has applied BSC to measure their performance, including the service sector and logistics businesses. (Chytas, Glykas, & Valiris, 2011). The four perspectives of performance measurement (1) The financial perspective: Financial measures remain an essential dimension, as financial performance measures indicate whether a company's strategy, implementation, and execution are contributing to bottom-line improvement. (2) The customer perspective: Since companies create value through customers, customers' perception toward the company values become a significant aspect of performance measurement. (3) The internal business process perspective: This perspective helps to identify the critical internal processes in which the organization must excel.

and (4) The learning & growth perspective: This perspective of the BSC identifies the required infrastructure for the development of long-term growth and improvement in the business. Learning & Growth come from three principal sources, namely people, systems, and organizational procedures (Tippong, 2020).

Key Factor II; Homestays are an impressive place to visit and can influence tourists to return to visit the homestay again. Homestays are the cornerstone of tourism development as well as maintaining continued leadership in tourism in Asia; to develop the potential of homestay management and to become an internationally standard tourist destination. The factors that affect tourist experiences are diverse, whether it is the quality of service, the environment of the tourist attraction, value for money, tourism activities, quality of accommodation, transportation, and, importantly, food and beverages (Prombrom & Kimphakorn, 2015). Tourism related to food has been known alternatively as food tourism, culinary tourism (Karim & Chi, 2010). Food related activities at a tourism destination are sometimes classified as a component of cultural tourism (Corigliano, 2002). The cultural aspects of food pertain to the visitor food culture and the prevailing food culture in the destination, such as cooking methods, food preparation and ways to eat the food (Athena H.N. Mak, Margaret Lumbers, Anita Eves, Richard C.Y. Chang, 2012)]. Furthermore, food is an integral part of tourism, and is considered as a tourism product provided at specific destinations (Satchapappichit, 2020). Tehran hotels have been researched by Sohrabi, Vanani, Tahmasebipur, & Fazli (2012) who attempted to identify a set of practical indicators that characterize the most significant hotel factors. In his study, the main hotel selection factors were Promenade and Comfort, Security and Protection. Wang (2007) concludes that homestay programs play the main role in cultural tourism and are the fastest growing segments of the tourism market. The idea of the homestay program is to accommodate tourists in a village with a local family, thus enabling the tourist to learn about local lifestyle, culture, nature, According to Yahaya (2004), homestay is a combination of tourism and recreation and has grown as a result of increasing demand for access to the countryside, better private mobility, more leisure time, and the demand for fresh air and active pastimes.

The COVID-19 pandemic, which began in December 2019, has significantly affected Thai tourism and the global tourism sectors. 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 82.6 percent) (Division of Tourism and Sports Economy, Ministry of Tourism and Sports) Figure.1



**Figure 1** Number of foreign tourists and income from foreign tourists  
Source: Tourism and Sports Economy Division, Ministry of Tourism and Sports (2021)

At present, from the report of Tourism and Sports Economy Division, 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). Homestay tourism in Phra Nakhon Si Ayutthaya Province has a famous homestay, making it easy for tourists to visit in a quiet and simple place. There are interesting activities by the community to welcome tourists in the form of cultural activities such as to give alms to the monks in the morning, learn to make Thai sweets, learn the experience of community life and Thai lifestyle, and cook with the homestay owners as well as practice and learn to package drinking

water The organization of the activities is based on learning, performing activities, and food services and are cooperative with both the private and public sectors. The public sector and education agencies have become partners to assist the Homestays and to provide increased homestay management and support for tourists who will return in the future after the COVID-19 is over. Therefore, to prepare and encourage community tourism, in the form of a New Normal, it is worth studying. The potential of homestay management of entrepreneurs that affect their service expectations for homestay and want to improve their service quality., The outcome of the research will be an important way to develop homestay management to have the capacity to create economic value and be the cornerstone of tourism development.

**Objectives**

1. To study factors for the potential of homestay management of entrepreneurs in correlation to service expectations for homestay.
2. To study factors for the potential of homestay management of entrepreneurs and the affects to service expectations for homestay.

**Conceptual framework**

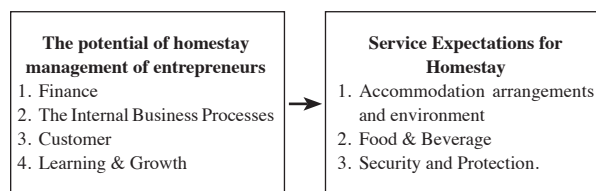


Figure 2 Conceptual framework

**Research Methodology**

This research was conducted using quantitative analysis by a survey research method. Data was collected by implementing a questionnaire.

**1. Sample selection and data collection**

The population of the study were Thai tourists. The sample group consisted of 400 Thai tourists aged between 20 to 60 years old and a non-probability sampling technique such as convenience was used. The Confidence Level was 95 percent significance level of 0.05, to find the sample size using formulas of Cochran (1977). Toprevent discrepancies, there were samples of 400 and adopted convenience sampling data collection method, research data storage period from December 2020 to April 2021.

**2. Reliability**

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

Section 1: The potential of homestay management of entrepreneurs. The 5-point rating scale questionnaire with 4 items was implemented to measure the reliability coefficient of this section at 0.955

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

**3. Questionnaire**

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

**4. Statistics used in data analysis**

1. To test Hypothesis 1; Analysis of correlation between independent and dependent variables
2. To test Hypothesis 2; Multiple regression analysis was used to analyze factors influencing between the independent and dependent variables and used to predict the variables. The relationship equation of MRA (Multiple regression analysis) analysis are as below.  $\hat{y} = a + b_1X_1 + b_2X_2 + b_3X_3... + b_kX_k + e$

Table 1 Summary of Methodology

Variables	Research Instrument	Sampling	Data Collection Method	Statistics used in data analysis
The potential of homestay management of entrepreneurs in correlation to service expectations for homestays	Survey questionnaire	Survey questionnaires of 400 tourists	Quota sampling of data were collected: 200 tourists on weekday and 200 tourists on weekend	Correlation Coefficient
The potential of homestay management of entrepreneurs and the affects to service expectations for homestays				Multiple regression Analysis

**Result**

Research Objectives 1: To study factors for the potential of homestay management of entrepreneurs in correlation to service expectations for homestay

Analysis is based on independent analysis of the correlation values of two variables of Pearson Product

Moment Correlation Coefficient and the hypothesis test used a confidence level of 95% and rejected the main assumption (Ho) only if Sig. (2 - Tailed) was less .05. The hypothesis results are as follows:

The potential of managing an entrepreneur's homestay business correlation with service expectations. Sig. (2 - tailed) is equal to .000 less .05

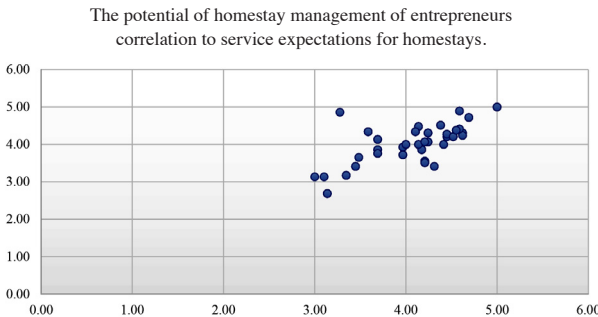
Therefore, in conclusion, based on assumptions, The researchers will proceed to reject the main hypothesis (Ho) and accept the secondary assumption (H1) This means that the potential for managing the homestay business of the operator correlation with the expectation of receiving quality service to tourists. Statistically significant at the level .05 by the correlation coefficient (r) is equal to .671. It has a high level of correlation and is in the same direction as shown in Table 2.

**Table 2** Analyzing The potential of homestay management of entrepreneur's in correlation to service expectations for homestays.

Variables	homestay management	service expectations for homestays
homestay management	-	.671 (**) (.000)

\*\* Statistical significance at the level of 0.05

Tables 2 Analyzing The potential of homestay management of entrepreneurs in correlation to service expectations for homestays. Fig. 3



**Figure 3** The potential of homestay management of entrepreneurs in correlation to service expectations for homestays

Research Objective 2: To study factors for the potential of homestay management of entrepreneurs and the affects to service expectations for homestays.

Statistics used in data analysis multiple regression analysis was conducted to investigate the effect of the potential of homestay management of entrepreneurs on

expectation of service to the basic elements of homestays in accommodating tourists. It was found that the potential of homestay management of entrepreneurs significantly effects service expectations for homestays (F = 255.107, p<.05) Table 3

**Table 3** Regression model testing the effects of the potential of homestay management of entrepreneurs on service expectations for homestay

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73.453	4	18.363	255.107	.000
	Residual	28.433	395	.072		
	Total	101.886	399			

a. Predictors: (Constant), Fin, Pro, Cus, Learn

b. Dependent Variable:  $\hat{y}$  ( service expectations for homestay)

Regression Analysis the potential homestay management of entrepreneurs and affects to service expectations for homestays

Based on the Regression Analysis of the potential of homestay management of entrepreneurs and the affects to service expectations for homestays, it was found that:

The coefficient of correlation (R) = .849 means the independent variables affect service expectations for homestays at a high level with P-value = .000 less than 0.05.

The Coefficient of Determination (R Square) = .721 means the influence of affect to service expectations for homestays at 72.10% and the remaining is influenced by other variables.

The Standard Error of the Estimate = .268 means the estimation relating to the potential of homestay management of entrepreneurs and the affects to service expectations for homestays with a deviation of 26.80% (meaning errors caused by the average condition). The details are shown in Table 4.

**Table 4** Multiple regression equations of management variables that affect service expectations for homestays.

Moel	R	R Square	Adjusted R	Std. Error of the Estimate
1	.849	.721	.718	.268

a. Predictors: (Constant), Fin, Pro, Cus, Learn

b. Dependent Variable:  $\hat{y}$  (service expectations for homestay)

Based on analyzing the factors related to the potential of homestay management of entrepreneurs, it was found that, of the 4 independent variables, there were 4 independent variables that influenced service expectations for homestays (P-value less than 0.05), which Finance, Customer, and Learning & Growth were in a positive way. In addition, the research team also

considered the appropriateness of the multiple regression of variables. When considering the beta coefficients of the regression analysis, it was found that each factor of service expectations for homestay, it was found that each factor of the potential of homestay management of entrepreneurs attractions positively and significantly contributes to expect service per basic element of a homestay with Finance ( $B = 0.345, p < .001$ ) followed by The Internal Business Processes ( $B = 0.072, p < .001$ ) Customer ( $B = 0.072, p < .001$ ) and Learning & Growth ( $B = 0.811, p < .001$ ), respectively. The details are shown in Table 5.

**Table 5** Beta of regression model

The potential of homestay management of entrepreneurs	Unstandardized Coefficients		Standardized Coefficients	t	P-value
	B	Std. Error	Beta ( $\beta$ )		
	.095	.130		.733**	.000
1. Finance	.345	.047	.360	7.383**	.000
2. The Internal Business Processes	.072	.039	.071	1.835**	.047
3. Customer	.269	.049	.288	.5431**	.000
4. Learning and Growth	.811	.052	.752	15.726**	.000

$F = 255.106, p < .000; R = 0.849, R^2 = 0.721, \text{Adjusted } R^2 = 0.718$

\*\* Statistical significance at the level of 0.05

Based on Table 5, the research team considered the appropriateness of the multiple regression of variables using the method. The independent variables with the potential of homestay management of entrepreneurs on service expectations for homestay included 4 variables: Finance, The Internal Business Processes, Customer, Learning & Growth.

The regression equation of the regression analysis  $\hat{y} = .095 + (.345\text{Fin}) + (.072\text{Pro}) + (.269\text{Cus}) + (.811\text{Learn})$  while Fin ( $B = .345$ ), Pro ( $B = .072$ ), Cus ( $B = .269$ ), Learn ( $B = .811$ ) Where: Unstandardized Coefficient of Finance ( $B = .345$ ), The Internal Business Processes ( $B = .072$ ), Customer ( $B = .269$ ), Learning and Growth ( $B = .811$ ) means the value of Finance Customer and Learning When it increases by 1 unit Y (service expectations for homestay), it increases to  $.095 + (.345) + (.072) + (.269) + (.811) = 1.592$

Therefore, in summary based on the hypothesis, the research team rejects the Null hypothesis ( $H_0$ ) and accepts the Alternative hypothesis ( $H_1$ ), which means the potential of homestay management of entrepreneurs on expectation of service to the basic elements of homestays in accommodating tourists. with statistical significance of 0.05.

## Discussion

The research team used the information from the questionnaire to support the discussion of the research results, as well as the concept from academicians and various research studies to support the research data of expectation of service to the basic elements of homestays in accommodating tourists.

The findings confirmed the causal relationship between the potential of managing the homestay business of the operator in correlation to service expectations for homestay. It was found that the correlation was at a high level of .671. However, the roles of each of the potential of managing the homestay vary with regard to each of the service expectations for homestay.

Correlation analysis between the potential of managing the homestay business factor of the operator consists of finance, internal business processes, learning & growth and customer in correlation to the expectations of the service, the study of value for money, tourism activities, quality of accommodation, food & beverages (Prombrom & Kimphakorn, 2015) Nejati & Mohamed, 2015 observed three major aspects of a destination, which are the "quality", "uniqueness" as well as distance and value and moreover the result is consistent with Canny I. U, 2013. This study attempted to investigate the relationship between the five dimensions of service quality on tourist satisfaction

Considering the factors that have different variables it was found that the finance factor increases the affect to service expectations for homestays in accordance with Soleyman, Sadegheh & Nahideh (2017). Soleyman found that it was upmost to improve customer satisfaction, product quality and the reduction of products and services delivery time, factor of the Internal Business Processes affect to Customer satisfaction increases favorable behavioral intention regarding the service providing (Zeithaml, Berry & Parasuraman, 1996), factor of customer affect improvements of customer perspective such as increasing customer numbers, customer satisfaction creates a positive result, due to the increase in sales and profitability. All objectives of all perspectives support of the company. the improvements of product quality, customer numbers, production, and sales amount is required for achieving the mission and vision of the company (Irem, 2019; Belas & Gabcova, 2014) the most core business processes, customer satisfaction is becoming the key for successful and Learning & Growth from tourist in accordance with (Olorunniwo and Hsu, 2006) feedback and make

recommendations (Gray, 2006), as for factors the potential of managing the homestay with the suggestion of the results showed a positive effect of each aspect of the expectations of the service, the factors relating to of the expectations of the service mean Finance (B) = .369, The Internal Business Processes (B) = .072, Customer (B) = .477, Learning (B) = .830 means the value of Finance Customer and Learning When it increases by 1 unit Y (Expect service per basic element of a homestay), it increases to  $.095 + (.345) + (.072) + (.269) + (.811) = 1.592$  (level of significance 0.05). As for factors the potential of managing the homestay business of the operator with the suggestion of the results showed a positive effect of each aspect on the expectations of the service of the service, the study of value for money, tourism activities, quality of accommodation, food & beverages (Prombrom & Kimphakorn, 2015) some primary offer for certain destination the tourists are motivated for visiting that tourist destination (Al-Ababneh, Mukhles, 2013)

### suggestions

Based on the research results the following recommendations to develop homestay management and improvement of homestay services include the following:

1. Finance affects service expectations for tourist so apply profit earned in adjustments allocating the proceeds from accommodation to prepare basic items such as pajamas, mattresses/pillows/sheets/blankets/nets) that are clean and standardized as well as repair and maintenance of toilet equipment to ensure perfect condition.

2. The Internal Business Processes affects service expectations for tourist so display homestay licenses, permits that have been issued by the Department of Tourism in order for tourists to recognize and trust the homestay as well as a variety of channels to communicate for customers.

3. Customer affects service expectations for tourist so convey the good culture of the local area to tourist. Ensure it is convenient to get to a homestay location, such as having a sign for travel or locating a place on a google map for easy access.

4. Learning & Growth affects service expectations for tourist so develop solutions to respond to customer needs quickly and conduct customer satisfaction surveys and receive feedback on homestay development based on the feedback of guests.

5. By collecting information from tourists

visiting, the tour includes programs that correspond to the reality of the community that has an effect on satisfaction and ensure it is interesting for tourist to visit.

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