

Homestay Standard Prototype for Supporting ASEAN Tourism Economic Community

Thaned Heyprakhon¹ and Pornphan Verapreyagura²

Faculty of Architectural and Planning, Thammasat University, Pathum Thani, Thailand
¹e-mail: nedhear@hotmail.com, ²e-mail: dr_namfon@yahoo.com

Abstract

The objectives of this research were to determine the index framework for the new ASEAN homestay standard as the self-evaluation-based homestay indicator, by analyzing and comparing with the latest draft of ASEAN homestay standard (2015) also with the homestay standard of each ASEAN country. The analysis and synthesis were completed through the homestay hosts' point of view. Fieldwork data were collected through the participant observation in homestay communities and the interviewing with the 32 homestay hosts. The populations of this research are 151 Thai homestays which are certificated as Thailand standard homestay in 2012. The 32 homestay samples were sampling by stratified simple random sampling technique, continuously spreading in six-region parts of Thailand. Meanwhile, in the other ASEAN countries (Negara Brunei Darussalam, Kingdom of Cambodia, Republic of Indonesia, Lao People's Democratic Republic, Malaysia, Republic of the Union of Myanmar, and Socialist Republic of Vietnam), the population consisted of one standard homestay of each country. The seven homestay samples were sampled by the proficiently tourism expert from each country using the purposive sampling technique. The new self-evaluation-based ASEAN homestay standard completed by the content analysis and comparison which are complied with the draft of ASEAN homestay standard 2015 and other related homestay standard also with the ASEAN Strategic Tourism Plan: 2011-2015 (ASTP: 2011-2015), consist of 14 criteria 45 sub-criteria and 203 requirements. KohYaonoi Homestay, Koh Yao, Pang Nga District and other 13 Thailand homestays are the prototype of the ASEAN homestay standard according to the result of the Thailand homestay evaluation. The conceptual proposal of this research presents the new self-evaluation-based ASEAN homestay standard and the ASEAN homestay standard prototype can be reflected and stimulated for supporting the improvement of the ASEAN tourism standard.

Keywords: ASEAN homestay standard, Prototype, ASEAN tourism economic community

Introduction

The ASEAN National Tourism Organizations (ASEAN NTOs) made a decision to prepare the new ASEAN Tourism Strategic Plan (ASTP) for 2011-2015 to achieve the standardization of tourism services essential for helping ASEAN to be a Quality Single Destination. Developing the set of ASEAN tourism standards with a certification process is a central role to strategically increase the quality of tourism services and human resources in the region. The ASEAN tourism standards gather the development process, the criteria and the requirements which the six - ASEAN tourism standards consist of green hotel, food and beverage services, public restroom, tourism heritage, ecotourism and homestay.

The ASEAN homestay standard was previously established in agreement with the scheme of ASEAN Tourism Integration Plan (2010), belonging to the 7 major criteria 34 requirements, but the certificated homestays of each countries developed in multi-different direction instead of being a Quality Single Destination. Therefore the establishment of ASEAN homestay standard is necessary, providing an opportunity to standardize a base level understanding of what a homestay is and to set the homestay standard as one of the six major tourism standard under developing as recommended in the ASTP 2011 – 2015. The final draft of ASEAN homestay standard is finished for discussion by the ASEAN member states and the formal announcement for the completed set of the ASEAN homestay standard is planned to be activated by the year 2015.

As above meaning could become the appearance of research question: “How does the ASEAN homestay standard perform for supporting tourism economic community, among the changing world tourism trend?” The end in view of this research is to determine the index framework for the new ASEAN homestay standard as the self-evaluation-based homestay indicator.

Research Methodology

Objectives and Methodology

This research aims at accomplishing the following objectives.

1. To analyze and compare the final draft of ASEAN homestay standard (2011) with Thailand homestay standard and each ASEAN countries.

2. To develop the index framework for the new ASEAN homestay standard (2015+) as the self-evaluation-based homestay indicator.

3. To analyze and synthesize the new ASEAN homestay standard (2015+) through the homestay hosts' point of view.

4. To propose the ASEAN homestay Standard prototype for supporting ASEAN tourism economic community.

5. To succeed these four objectives, the design process should be the mixed method. The homestay standard data collecting is separated to be two types of data, due to only the homestay standard documents of ASEAN are available, both 2010 revision and 2015 the final draft, but the homestay standard of the ten ASEAN member states mostly under-standardize. The final draft of ASEAN homestay standard and Thailand homestay standard criteria and requirements are the documents as secondary data for analyzing and comparing.

The participant observation of the other countries' certificated homestay, named in the ASEAN homestay standard 2010 from Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar and Vietnam as the primary data and, the seven homestay samples were sampled by the proficiently tourism expert from each country (the participants of ASEAN Homestay Standard Meeting: Audit Checklist & Hospitality, Penang Malaysia, on 13-14 December, 2012) using the purposive sampling technique. The ASEAN homestay samples are 1) Brunei: Baitul Wajihah Homestay, Wasan, Pengkalan Batu 2) Cambodia: Chi Phat Homestay, Dong Tuk, Koh Kong 3) Indonesia: Jati Homestay, Ubud, Bali 4) Laos: Ban Phonsim Homestay, Savannakhet 5) Malaysia: Banghuris Homestay, Sepang, Selangor and

Miso Walai Homestay, Sandakan, Sabah 6) Myanmar: Papaw village, Chan and 7) Homestay at Mr. Dao Thanh's house, Sapa, Lao Cai.

Requirements and Criteria

The variables of this research are the homestay standard criteria and requirements. The variables determination are focused on the essential homestay standard criteria and requirements on both primary and secondary data by group in grand classify technic through the participant observation and interviewing with the hosts and the leaders of the homestay community.

Research Outcome

Figure 1: Compatibility of sub-variables in the New ASEAN Homestay Standard (2015+) framework

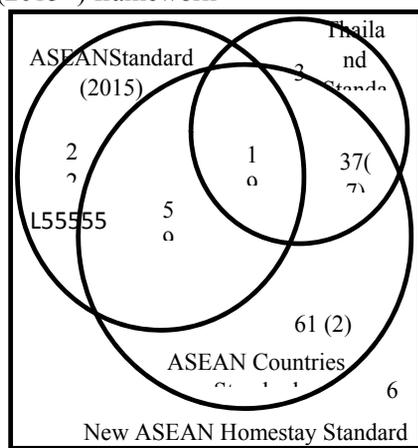


Figure 1 shows the quantity of the new ASEAN homestay standard requirements which are 203 numbers (22+15+61+59+37+3+19+6-10-7-2) from 222 numbers of all homestay standard requirements. (22+15+61+59+37+3+19+6) Meanwhile, 57 numbers of Thailand homestay standard are in accordance with the new ASEAN homestay standard (37+19+15+3-10-7) but 17 numbers of Thailand requirement are unqualified.

The 203 requirements could be grouped and classified by the concept mapping technic to be 14 criteria and 45 sub-criteria as table 1;

Table 1: Criteria & Sub-Criteria of the New ASEAN Homestay Standard (2015+)

Criteria	Sub-Criteria
1.Host	1.Healty
	2.Free of criminal record
	3.Training
2.Accommodation	4.House
	5.Bedroom
	6.Toilet/bathroom
3.Hygiene & Food	7.In-house cleanliness
	8.Surrounding area
	9.Food preparation
	10.Food/water
4.Village & Community	11.Membership
	12.Attractive place closing
	13.Rewards
	14.Community center
5.Location	15.Accessibility
	16.Signage
6.Activity	17.Village based activity
	18.Authenticity
	19.Surrounding activity
7.Management	20.Leadership
	21.Organization
	22.Database
	23.Manual
8.Attractive Place	24.Collaboration
	25.Local resources
9.Local Custom & Culture	26.Tourism maintenance
	27.Local custom
10.Safety & Security	28.Local Culture
	29.Safety personnel
11.Marketing	30.Safety devices
	31.Emergency rescue
	32.Marketing plan
12.Sustainability	33.Partnership
	34.Promotion materials
	35.Web marketing
	36.Economic sustainability
13.Friendliness	37.Environmental sustainability
	38.Socio-culture sustainability
	39.Welcomeness
14.Language	40.Learning exchange
	41.In-house friendliness
	42.Community friendliness
	43.English promotional material
	44.English signage
	45.English communication

The index framework for the new ASEAN homestay standard as the self-evaluation-based homestay indicator consists of 14 criteria, 45 sub-criteria and 203 requirements.

The Homestay Hosts’ Point of View

The analysis and synthesis of the Thai homestay hosts’ point of view completed through 32 Thailand homestays. Fieldwork data were collected through the participant observation in homestay communities and the interviewing with the 32 homestay hosts. The population of this research are 151 Thailand homestays which are certificated as Thailand standard homestay in 2012. The 32 homestay samples were sampling by stratified simple random sampling technique, continuously spreading in six–region parts of Thailand.

Table 2: List of Thailand Homestay Samples

Homestay	District	Province
Cultural Homestay		
1.Bang Nam Pung	Phrapradaeng	SamutPrakan
2.Ban BoongKhe	Pak Plee	NakhonNayok
3.Pra Sae	Klaeng	Rayong
4.Tha Luang Bon	Ma Kham	ChanthaBuri
5.Ban Khok Kong	Kuchinarai	Kalasin
6.Ban PlaKhao	Meuang	Amnat Charoen
7.Ban KohKlang	Meuang	Krabi
8.Ban Thakhanthong	Chiang San	Chiang Rai
9.San Sai	San Sai	Chiang Mai
10.Huai KhaYeng	Thongphaphum	Kanchanaburi
Local Custom Homestay		
11.Koh Kerd	Bang Pa-in	Ayutthaya
12.Ban Na Thon Chan	Srisatchanalai	Sukhothai
13.Ban Cham Rung	Klaeng	Rayong
14.Ban Nam Cheaw	LanNgob	Trat
15.Ban Sri Kai Nue	Mueang	NongKhai
16.Ban Prasat	Non Sung	Nakhon Ratchasima
17.Koh Pi Tak	Lang Suan	Chumphon

18.Koh Bong	Li Kan Tang	Trang
19.Ban Phakhon	Had PhuPiang	Nan
20.Ban DokBua	Meuang	Phayao
21.La-u	HuaHin	PrachuapKhiri Khan
Natural Homestay		
22.Khlong Rang Jorakhe	Sena	Ayuthaya
23.Koh Dhepho	Mueang	UthaiThani
24.Thab Lan	Nadee	PrachinBuri
25.Koh Sri Chang	Sri Koh Sri Chang	Chon Buri
26.Ban Dong Yai	Dong WapeePathum	Maharakham
27.Ban Phu	Nong Sung	Mukdahan
28.Koh Noi	Yao Koh Yao	Pang Nga
29.Ban ThamPueng	Phanom	SuratThani
30.Ban He	Huai Meuang	Mae Hong Son
31.Ban Maekampong	Mae On	Chiang Mai
32.Ban ThamSeua	KaengKrachan	PhetchBuri

The Thai homestay hosts’ point of view in the new ASEAN homestay standard (2015+) evaluated by the nominal checklist. The analysis presents the hosts agree with 100 percent of sub-criteria’s requirements in the field of healthy (host) in-house cleanliness, food preparation (hygiene and food) accessibility, signage (location) leadership, database (management) local resource (attractive place) partnership, promotion materials, web marketing(marketing) socio-culture (sustainability) welcomliness, learning exchange, in-house friendliness, community friendliness (friendliness) English promotional material and English signage (language).

The hosts agree with 90 – 99 percent of sub-criteria’s requirements in the field of membership, attractive place closing, rewards, community center (village &community) free of criminal record, training (host) surrounding area, food/water (hygiene &food) village based activity, authenticity, surrounding activity (activity) organization, collaboration

(management) local custom, local culture (local custom and culture) tourism maintenance (attractive place) safety devices, emergency rescue (safety and security) marketing plan (marketing) economic sustainability, environmental sustainability (sustainability) and English communication (language).

On the other hand, the hosts disagree with the following requirements;

1. It is recommended for guests to have insurance coverage as part of the package. (Criteria: safety and security, sub-criteria: emergency rescue) 100% disagree.

2. Soap, shampoo, toilet tissue and clean towel shall be provided by the homestay provider. (Criteria: accommodation, sub-criteria: toilet/ bathroom) 50% disagree.

3. The Homestay organization shall produce simple manuals and guidelines covering the following aspects: welcoming and guest handling/ registration, billing and payment/ hygiene and cleanliness/ communication skills/ planning, organizing and handling of activity/ marketing and promotion/ and storytelling and interpretation skills (criteria: management, sub-criteria: manual) 46.87% disagree.

4. Provide standard and appropriate type of beds such as single beds and double beds with comfortable mattresses and pillows. (Criteria: accommodation, sub-criteria: bedroom) 43.75% disagree.

5. The design and building materials shall reflect the vernacular architecture and local identity. (Criteria: accommodation, sub-criteria: house) 34.37% disagree.

6. It is recommended that the house shall have electricity supply. (Criteria: accommodation, sub-criteria: house) 28.12% disagree.

7. The homestay provider shall provide a guest bedroom(s) that is separated from the other bedrooms in the house. (Criteria: accommodation, sub-criteria: bedroom) 28.12% disagree.

8. At least 2 safety personnel shall accompany guests and ensure safety and security during homestay activities. (Criteria: safety and security, sub-criteria: safety personnel) 28.12% disagree.

The analyzing above indicate that Thai homestay hosts recognize and agree with most of requirements of the new ASEAN homestay standard (2015+) as $195/203 = 96.06\%$. Otherwise, 8 requirements is disagreed. ($8/203 = 3.94\%$)

ASEAN Homestay Standard Prototype

The ASEAN homestay Standard prototype for supporting ASEAN tourism economic community which means the self-evaluation-based homestay index framework for the new ASEAN homestay standard (2015+) should be used for checking at the sampling Thailand homestays as the pilot test. The 32 Thailand homestay samples were evaluated and the qualified home stay will be another factual meaning of the ASEAN homestay standard prototype for supporting ASEAN tourism economic community.

The more than 80 percent-pass homestays could be presented as the ASEAN homestays' tendency towards the ASEAN homestay standard prototype.

Table 3: The prototype of ASEAN homestay standard (2015+)

Homestay	District/Province	Score (%)
1.Koh Yao Noi	Koh Yao/Pang Nga	95.20
2.Ban Na Thon Chan	Srisatchanalai/Sukhothai	94.42
3.Ban PlaKhao	Meuang/Amnat Charoen	92.02
4.Ban Phu	Nong Sung/Mukdahan	91.89
5.Ban ThamPueng	Phanom/SuratThani	90.10
6.Koh Kerd	Bang Pa-in/Ayuthaya	89.48
7.Ban Cham Rung	Klaeng/Rayong	88.32
8.Koh Li Bong	Kantang/Trang	86.11
9.Ban Nam Cheaw	LanNgob/Trat	85.15
10.Ban Sri Kai Nue	Mueang/NongKhai	84.44
11.Khlong Rang Jorakhe	Sena/Ayuthaya	83.23
12.Ban Mae Kam Pong	Mae On/Chiang Mai	82.27
13.Koh Pi Tak	Lang Suan/Chumphon	81.73
14.Ban ThamSeua	KaengKrachan/PhetchBuri	80.19

Discussion

The present paper explores the new self-evaluation-based ASEAN homestay standard which completed by the content analysis and comparison and complied with the draft of ASEAN homestay standard 2015 and other related homestay standard also with the ASEAN Strategic Tourism Plan: 2011-2015 (ASTP: 2011-2015), consists of 14 criteria 45 sub-criteria and 203 requirements. Even though some antiparallel 3.94% of requirements in the homestay hosts' point of view.

KohYaonoi Homestay, Koh Yao, Pang Nga District and other 13 Thailand homestays are the prototype of the ASEAN homestay

standard according to the result of the Thailand homestay evaluation. The conceptual proposal of this research presents the new self-evaluation-based ASEAN homestay standard and the ASEAN homestay standard prototype can be reflected and stimulated for supporting the improvement of the ASEAN tourism standard.

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