
CREATING A HOMESTAY TOURISM MODEL AT BAN DONG NOI, PHRA THAT SUB-DISTRICT, NA DUN DISTRICT MAHA SARAKHAM PROVINCE

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Abstract

The objectives of this research were to study the community context and the current condition of Ban Dong Noi, Maha Sarakham Province and to study and present the homestay tourism model of Ban Dong Noi, Maha Sarakham Province. This was mixed methods research between quantitative research and qualitative research. In the quantitative research, the samples were 200 tourists traveling at Ban Dong Noi, Phra That Sub-district, Na Dun District, Maha Sarakham Province. The statistics used in the quantitative data analysis were frequency, percentage, mean and standard deviation. T-Test and F-Test were tested by One-Way ANOVA. In the qualitative research, in-depth Interview was employed with 8 key informants, namely homestay operators, local philosophers and village headmen. The research results were as follows. 1. Most of the tourists were female, aged 18-30 years. The educational level was a bachelor's degree or higher. They were mostly single. The monthly income of the majority was less than 10,000 baht. The overall opinion level towards homestay tourism of Ban Dong Noi, Phra That Sub-district, Na Dun District, Maha Sarakham Province was at a high level. 2. When considering each aspect, it was found that the tourists placed the utmost importance on the homeowners' hospitality, followed by culture, resources and environment, tour program, food, safety and public relations while the aspect with the lowest mean was accommodation. 3. The overall opinion levels on homestay tourism model at Ban Dong Noi, Phra That Sub-district, Na Dun District, Maha Sarakham Province of the tourists with different ages, educational levels and monthly income were different. 4. According to the community context, Ban Dong Noi, Phra That Sub-district, Na Dun District, Maha Sarakham Province is an area that is unique in culture, learning resources and the identity of the community's way of life. 5. The community leaders are strong. There is self-management within the group members. People in the community have recognized and participated in the homestay tourism operation.

Keywords: Model; Cultural Tourism; Homestay; Community; Participation

INTRODUCTION

At present, the value of the Thai tourism market is approximately 515,000 million baht, expanding by 8.5% compared to the same period of the previous year. The number of Thai tourists traveling in the country is approximately 74.8 million people – time, growing by 5.4% compared to the same period of the previous year (Kasikorn Research Center, 2018). The direction of domestic market promotion focuses on the extension of content by creating interesting stories that make Thais know and love Thailand more than ever in order to add value to the country's tourism products. It is also believed that the income will be increased from increasing travel frequency and expenses per person per day. At the same time, the domestic communication will focus on the campaign, called "Amazing Thaitee" ("Amazing Cool Thai") that will make Thais realize that traveling in Thailand is cool. Tourists can experience deep and accessible tourism with the potential of local people all over Thailand, called "Local Hero" who protect, inherit and transfer the way of life, wisdom, culture and nature. Cultural tourism based

on the potential of the villages will help strengthen the community, generate income and make villagers happy. In 2018, tourists generated income for the local areas. In Maha Sarakham Province, the revenue from tourism is approximately 1 billion baht per year with more than seven hundred thousand tourists (Prachachat Business, 2018). The legend of Ban Dong Noi, Maha Sarakham Province can be narrated as follows. Ban Dong Noi's ancestors were descended from Sri Satya Naga Nhue (Lan Xang, Vientiane). After the war, they evacuated from Vientiane and settled in Selaphum District, Roi Et Province and immigrated to Ban Dong Bang and Ban Gotha. The village was located near the water sources. After the households in Ban Gotha were expanded into a large village located within the administrative region of Phan Aen Sub-district, Phayakkhaphum Phisai District, Maha Sarakham Province, Mr. Lord and Mr. Pua Sornjanda left Ban Gotha and moved to Ban Dong Noi, located near Nong Daeng, Nong Luang and Nong Bua. Mr. Sang Budsitarach, a village headman, and Mr. Mong Lasutta, and many other families moved to live in Ban Dong Noi. Most of the villagers living in Ban Dong Noi work in the agricultural field, do farming and raise animals (Tourismlocallife.com, 2018).

Ban Dong Noi still maintains the culture and adheres to traditions and rituals according to the beliefs of the community, such as worshipping the spirits of the deceased ancestors to thank them for protecting the village. These traditions and rituals clearly reflect the way of life and the adherence to culture of the people in Ban Dong Noi. Tourists can experience the way of life and culture of Champasri in a friendly atmosphere and close to the forest. They can also experience the lifestyle of the villagers in Ban Dong Noi by choosing to live at homestays. Tourists can experience the villagers' way of life closely via baisri sukwat ceremony, watching folk art shows, listening to the sound of harp and Ponglang and Champasri dance performance that are considered the community identity of Ban Dong Noi villagers, along with sightseeing attractions along the nature trails. Tourists can also participate in planting Yangna tree (*Dipterocarpus Alatus*), which is the tree of the village. They can also see the production of handwoven products and wooden souvenir dolls and eat local food (Tourismlocallife.com, 2018). However, homestay management is another form of economic added value to the community which is supported by the government's tourism promotion policy. At the same time, people in the community must participate in the management. They must help each other to promote cooperation in the preservation of natural resources, traditions, cultures and local wisdom in order to benefit the future generations. In the past, many homestays lacked cooperation and appropriate ways to use local resources. Some abandoned their lifestyles and local identity, which is not the purpose of homestay tourism which aims to use local identity as a selling point, leading to the maintenance of natural resources, local culture and cooperation in the community, considered a sustainable development for the community. Therefore, homestay tourism activities need to be balanced with other tourism activities, focusing on accommodation as the center. In addition, activities must be organized according to the local identity and potential to allow tourists to participate in the activities. It should also focus on tourism activities in that community so that tourists can learn about local life, culture and traditions of that community. Homestay is not a main income-generating activity. It is just an add-on activity to generate income from the tourists traveling in the area and help preserve the culture and local life.

At the same time, community economy is creative management of community funds for self-reliance unlike community businesses that focus on money management for the profits of business. The main goal of community entrepreneurship is community capital, such as natural capital, resource capital, and productive capital, accumulated capital, folk wisdom Capital and social capital. These capitals must be managed by the community in every production process by combining the wisdom of the community with modern knowledge or management technology. The goals of the management are to have self-reliance of the community and improve the quality of life for better living, not aiming for only profit. Community economy activities focus on cooperation rather than competition. Therefore, economic activities emphasize local relationships for being the basis of long-term sustainable development. To make tourism management sustainable, it is necessary to encourage people in the community to participate in all activities of tourism management. The characteristics of sustainable tourism are as follows. 1) Continuity tourism means continuity of natural resources and culture, which are the main resources as well as being able to provide good experiences and recreation for tourists. 2) Quality tourism emphasizes the quality of the environment, experiences, recreation and quality of life of people in the community. 3) Balanced tourism is the balance between the needs of tourists of the people in the community and the capability of resources (Aksornpim, 2017; Channuwong et al., 2024).

Therefore, the research team was interested in creating the homestay tourism model to raise the standards of accommodation services and promote sustainable community economy. The information obtained will be used to determine the homestay model suitable for the locality. It focused on the study of quality standard and management to create and promote sustainable community economy and preservation and conservation of the locality and develop into sustainable cultural tourism.

OBJECTIVES

1. To study the community context and the current condition of Ban Dong Noi, Maha Sarakham Province
2. To study the homestay tourism model of Ban Dong Noi, Maha Sarakham Province
3. To present the homestay tourism model of Ban Dong Noi, Maha Sarakham Province

HYPOTHESIS

Different personal information of tourists affects the levels of opinion on the homestay tourism model at Ban Dong Noi, Phra That Sub-district, Na Dun District, Maha Sarakham Province.

LITERATURE REVIEW

CULTURAL TOURISM

Cultural tourism refers to traveling to learn diverse and different cultures, whether art, culture, traditions or local festivals in various areas to acquire knowledge and enjoyment. It is also a part of local culture transmission. Moreover, cultural tourism is also the tourism where tourists have the opportunity to experience the way of life of local people. The things that appeal to tourists are traditional culture and daily life of the villagers, which have become the products of tourism, consisting of the following elements. 1. The attention should be paid to history, architecture, antiques, art, culture and traditions. Tourism resources must be maintained and preserved and historical evidence must be clearly shown. 2. Sustainable management is needed to allow the traditions and culture to remain unchanged and create interest for tourists to continuously visit the areas in order to generate sustainable income for the community and maintain natural resources and the environment. 3. The way of local life in social and cultural events must be preserved. It can be done by searching for the distinctive point in tradition and culture in order to make it interesting and preserving the traditional culture. 4. Knowledge and understanding must be provided to the stakeholders involved in tourism such as tourists, the organizations responsible for tourism, tourism operators and local communities. This can be operated by allowing all concerned parties to gain knowledge and good experience from tourism along with creating awareness in the care and conservation of tourist attractions. 5. The local community is part of the responsibility for the management of tourism in the community in terms of managing tourist attractions, designing and creating tourism benefits for the community and concerning about the impacts that may arise from tourism in the community. 6. There must be tourism marketing operation in terms of the public relations of tourist attractions and asking for cooperation from tourists in conserving tourism in the community. 7. Tourists must be served to be satisfied from tourism. The objective is to make tourists travel to the area again. The community has to design interesting tourism activities to create an impression, in terms of the value from the touch and the experience gained. 8. The safety of life and property of tourists must be concerned. The persons involved in tourism in the area must provide the security management for tourists to make the tourists feel safe if there are any unexpected events, which create a bad image for that tourist attraction (Bangbon et al., 2023; Thongpeng, 2011). Likewise, Tatiyanantakul (2021) stated that tourism management in cultural tourism sites is the process of planning cultural tourism resources that the following 3 elements must be considered. 1. The advertisement and public relation of cultural tourism sites must be organized to acknowledge people about important stories and background. In addition, the survey on data and information of tourism resources at tourism sites in the area should be conducted in order to be the information for people or tourists who want to learn new experiences from tourism. The key factor of tourism development is public relation of tourism sites in order to attract tourists so that they will be interested in and want to learn the unique and outstanding culture of tourism sites. 2. The tourism sites in the community should be improved and developed to be unique and outstanding for tourists' impression. Tourism management can be operated with the cooperation from related sectors. In addition, the benefits from cultural tourism must be fairly distributed. 3. Appropriate and up-to-date guidelines for community tourism management must be determined. The organization or mechanism for managing and connecting tourism with community development should be established in order to distribute tourism income fairly and support social and economic development of the community.

THEORIES AND CONCEPTS RELATED TO HOMESTAY

Ten basic homestay qualifications have been set by the Department of Tourism, Ministry of Tourism and Sports as follows (Department of Tourism, Ministry of Tourism and Sports, 2015). 1. Homeowners and family members must run homestay business as extra income in addition to the income gained from the family's main occupation. 2. There must be a living space within the house that is not being used and can be adapted for tourists to stay.

3. Tourists have to stay overnight in the same house with the homeowners and have the opportunity to exchange and learn the culture and the way of life with each other. 4. Family members are glad and willing to take responsibility for tourists to stay overnight in the house along with transmitting the good culture of the local area to tourists. 5. The homeowners and family members must well cooperate with the community in managing the homestay. 6. The houses should belong to the members of the club or the cooperative established for managing the homestay of that community. 7. At least 3 houses must be the members of the homestay group. 8. Every house requested for evaluation must have a house number issued by the government organization. 9. The location of the community or the homestay group must not be in the protected areas such as national parks, wildlife sanctuaries, except for permission. 10. The homestay must be operated in accordance with the homestay standard requirements of the Department of Tourism for at least 6 months.

In the homestay operation, there are several interesting suggestions from the research on the formulation of Thai homestay business policies, including encouraging homestay entrepreneurs to have knowledge in good service concepts, understanding the guidelines for the homestay operation, promoting marketing strategy planning and proactive public relations to so that suitable number of tourists can be forecasted. Moreover, there are other studies on the homestay operation as follows. Siriwong (2017) studied the development of homestay model in U-Thong Ancient City, and the results were as follows. 1) The need for the development of homestay in U-Thong Ancient City was at a high level. 2) The potential and readiness for the development of homestay in U-Thong Ancient City was at a high level. 3) The mean pre-training and post-training scores were different with statistical significance at the .05 level. The assigned paper and the arrangement of learning forum of the homestay model in two areas and the manual of homestay management were manipulated. 4) The target group had positive attitudes towards the project of the homestay model development at a high level. The lessons learned from the implementation of the homestay model development were obtained. The successful factors were the leadership skills of the community leaders and the participation of the community members. The obstacle factors included the limitation of the places of homestay and the money capital that was not enough to run the business. The services were also unprofessional since the community members were farmers. In addition, Rittiboonchai (2019) investigated the factors affecting the decision making of Thai tourists on choosing the services of homestay accommodation in Damnoen Sduak District, Ratchaburi Province. The results were as follows. 1) The decision making of Thai tourists on choosing the services of homestay accommodation in Damnoen Sduak District, Ratchaburi Province differed according to gender, marital status, education level and monthly income with statistical significance at the .05 level. 2) The decision making of Thai tourists on choosing the services of homestay accommodation in Damnoen Sduak District, Ratchaburi Province was different with statistical significance at the .05 level according to the tourism characteristics, the purposes of traveling, the number of nights staying in the accommodation, the number of members traveling with, the information obtained from the tourist attractions, the travel characteristics, the experiences of receiving the homestay service in Damnoen Sduak District and the need to come back to use the homestay service in Damnoen Sduak District.

Kheawhom and Khemakunasai (2017) stated that the homestay is both a place for tourism and study. Tourists can experience and participate in learning, exchanging ideas, cultures and ways of life in the community, or have the opportunity to participate in rituals and traditions. The homeowners and the community give the information of the community to tourists. However, tourists are required to pay appropriate compensation to the homeowners in accordance with Hotel Act, B.E. 2547 (2004).

CONCEPTUAL FRAMEWORK

According to the study of current conditions and problems of homestay cultural tourism management in the community, personal information of community members affects the idea of developing cultural tourism management and the creation of a homestay cultural tourism model.

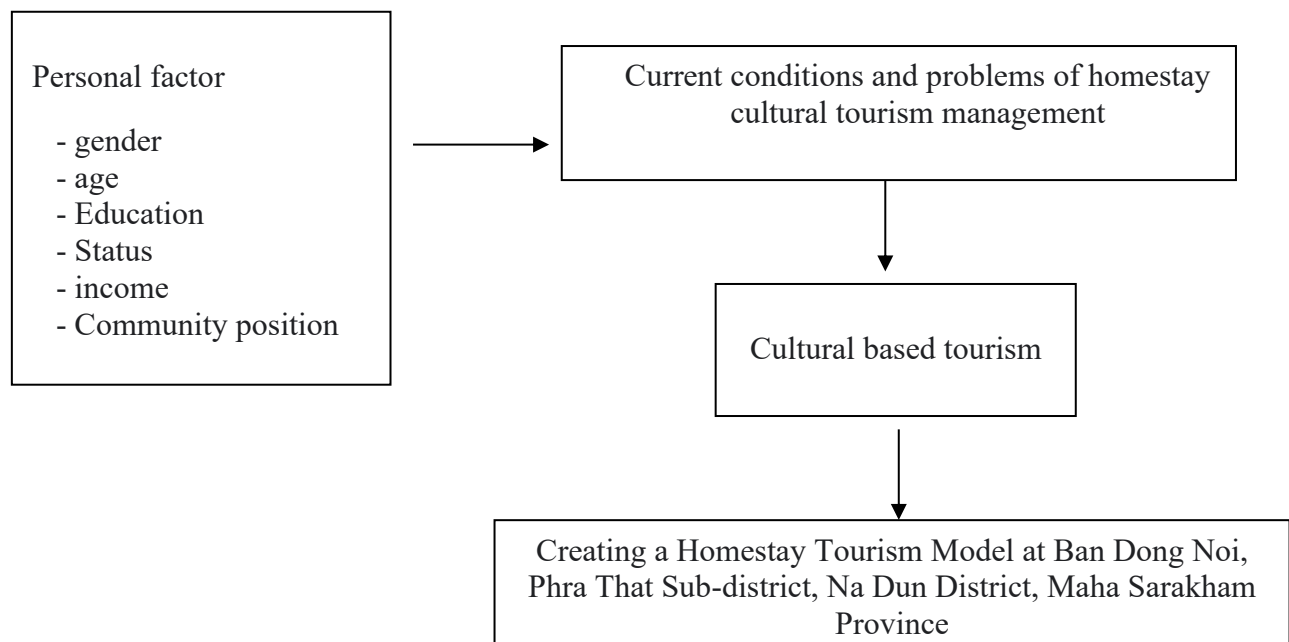


FIGURE 1 CONCEPTUAL FRAMEWORK

RESEARCH METHODOLOGY

POPULATION AND SAMPLES

The population of the study was the tourists traveling to Ban Dong Noi, Phra That Sub-district, Na Dun District, Maha Sarakham Province. The exact number was not known. Since there was no exact information about the tourists traveling to Ban Dong Noi, Phra That Sub-district, Na Dun District, Maha Sarakham Province, the researcher determined the sample size from the percentage estimation for unknown population using the formula of W.G. Cochran (1977 cited in Kraiyawan, 2018). The proportion of the population required by the researcher was 20% with a 95% confidence level, so 246 samples were obtained. In order to prevent errors from answering the questionnaire, 4 additional samples were added. Therefore, there were 250 samples in total. The convenience sampling method was employed for selecting the samples. The questionnaire was distributed to the tourists traveling to Ban Dong Noi Homestay, Phra That Subdistrict, Na Dun District, Maha Sarakham Province, classified by personal factors. It took 1 month to collect all the data.

Research instruments were divided into 2 parts.

1. Structured interview: The researcher studied documents and relevant research about community participation issues. Then, the interview form was designed to cover such issues. The researcher presented the interview form to 3 experts in order to examine the questions and the content of the interview form and to see if it can be used with the samples or not. Then, the interview form was improved according to the experts' recommendations and it was piloted with 5 samples who were not the samples of this study to check the language used in the questions to see if they are correct and easy to understand. The instrument quality test results were consistent with the research objectives. After that, it was used with the samples of this study.

2. Questionnaire: The structured interview and the knowledge gained from relevant literature reviews and the previous studies were applied in constructing the questionnaire. Once the questionnaire was constructed, the researcher presented it to 3 experts to examine the questions and the content of the questionnaire and to find out the validity between 0.67 - 1.00. After that, the questionnaire was improved and piloted with 30 people who were not the samples of the study. The reliability of the questionnaire was analyzed by Cronbach's alpha coefficient. According to the estimation of the reliability of the questionnaire with rating scale questions, it was found that Cronbach's alpha coefficient of all variables was greater than 0.60, which is acceptable. This indicated that the questions in the questionnaire for each factor had reliability.

DATA COLLECTION

1. The data were collected by in-depth interview with 8 people related to homestay tourism, including homestay operators, local philosophers and village headmen in February. It took 2 weeks to complete the data collection.
2. The questionnaire was used to collect data from 200 tourists traveling at Ban Dong Noi, Phra That Sub-district, Na Dun District, Maha Sarakham Province from January to March, taking 3 months to complete the data collection.

DATA ANALYSIS

1. Qualitative data analysis: Content analysis was used to analyze the current situation of the community. So, the community's possibilities and trends in the development of homestay tourism potential were recognized and descriptively explained. The information obtained from the observation and the interviews were summarized in categories to study the problems and obstacles in the development of homestay tourism. It was analyzed together with relevant ideas and research on community potential and community participation in order to introduce the model of homestay cultural tourism of Ban Dong Noi, Maha Sarakham Province.
2. Quantitative data analysis: Frequency and percentage were used to analyze the personal information. Mean and standard deviation were used to analyze the levels of opinions on the homestay tourism model at Ban Dong Noi, Phra That Subdistrict, Na Dun District, Maha Sarakham Province. T-Test and F-Test were tested by one-way ANOVA to compare the levels of opinions on the homestay tourism model at Ban Dong Noi, Phra That Subdistrict, Na Dun District, Maha Sarakham Province classified by personal information.

RESULTS AND DISCUSSIONS

1. Community context and current conditions of Ban Dong Noi, Maha Sarakham Province

The samples were mostly female (81.50%), aged between 18-30 years (87.00%). The educational level was a bachelor's degree or higher (92.50%). The monthly income was less than 10,000 baht (80.50%). These findings were consistent with the study of Rattanaaraj (2010), studying behavior and satisfaction of Thai tourists towards cultural tourism through homestay of Baan Klongrua commune Phato District, Chumporn Province. The results of the study found that most of the tourists were female, holding a bachelor's degree and aged of 18 - 30 years. This is because tourists who are in this age range are those who need learning, leading to work. They are also healthy and have enough purchasing power for tourism in different areas.

The study results also revealed that most of the samples were single (87.50%), consistent with the study results of Leelapalin (2018) studying the facility factors of homestay affecting on Thai tourists at ChiangKhan, Loei, which found that of most Thai tourists at ChiangKhan, Loei were mostly single.

2. The homestay tourism model of Ban Dong Noi, Maha Sarakham Province

The levels of opinions on the homestay tourism model at Ban Dong Noi, Phra That Sub-district, Na Dun District, Maha Sarakham Province, are presented in Table 1.

TABLE 1: MEAN, STANDARD DEVIATION AND THE LEVELS OF OPINIONS ON THE HOMESTAY TOURISM MODEL AT BAN DONG NOI, PHRA THAT SUB-DISTRICT, NA DUN DISTRICT, MAHA SARAKHAM PROVINCE

The homestay tourism model	\bar{X}	S.D.	Interpretation	Order
1. Accommodation	3.67	0.82	High	8
2. Food	3.90	0.78	High	5
3. Safety	3.81	0.81	High	6
4. Homeowners' hospitality	4.20	0.74	High	1
5. Tour program	3.92	0.80	High	4
6. Resources and environment	4.05	0.79	High	3
7. Culture	4.16	0.75	High	2
8. Public relations	3.81	0.85	High	7
Total	3.94	0.79	High	4.5

From Table 1, the overall level of opinions of the samples towards homestay tourism of Ban Dong Noi, Phra That Sub-district, Na Dun District, Maha Sarakham Province was at a high level ($\bar{X} = 3.94$). When considering each aspect, the aspect with the highest mean was homeowners' hospitality ($\bar{X} = 4.20$), followed by culture ($\bar{X} = 4.16$), resources and environment ($\bar{X} = 4.05$), tour program ($\bar{X} = 3.9$), food ($\bar{X} = 3.90$), safety ($\bar{X} = 3.81$) and public

relations ($\bar{X} = 3.81$). The aspect with the lowest mean was accommodation ($\bar{X} = 3.67$). The overall level of opinions of the samples towards the homestay tourism model at Ban Dong Noi, Phra That Sub-district, Na Dun District, Maha Sarakham Province was at a high level. This was consistent with the study of Siri Wong (2017), studying the development of homestay model in U-Thong Ancient City, and found that the need for the development of homestay accommodation in the special area of U-Thong Ancient City was at a high level.

When considering each aspect, the results were as follows:

Homeowners' hospitality: The level of opinions towards the homestay tourism model at Ban Dong Noi, Phra That Sub-district, Na Dun District, Maha Sarakham Province in terms of homeowners' hospitality was at a high level. This was consistent with the study of Chaichanachareun (2017), studying the effects of homestay standards on Thai tourists' decision in selecting accommodations in Chiang Khan District, Loei Province. The results of the study showed that the level of opinions of the Thai tourists towards the hospitality of the house owners and the family members was at a high level.

Culture: The level of opinions towards the homestay tourism model at Ban Dong Noi, Phra That Sub-district, Na Dun District, Maha Sarakham Province in terms of culture was at a high level. This was consistent with the study of Witchayavoranan et al. (2018) studying sustainable cultural tourism development in Buriram Province, which pointed out that the levels of opinions of the samples on the history, archaeological sites, art, culture and traditions were at a high level.

Resources and environment: The level of opinions towards the homestay tourism model at Ban Dong Noi, Phra That Sub-district, Na Dun District, Maha Sarakham Province on resources and environment was at a high level. This was in line with the study of Witchayavoranan et al. (2018) studying sustainable cultural tourism development in Buriram Province, and revealing that the level of opinions of the samples on the sustainable economic, social and environmental management was at a high level.

Tour program: The level of opinions towards the homestay tourism model at Ban Dong Noi, Phra That Sub-district, Na Dun District, Maha Sarakham Province on tour program was at a high level. This was in line with the study of Penmas (2018), studying the factors affecting the decision toward of homestay tourists accommodation in Nakhon Si Thammarat Province, which revealed that the satisfaction of Thai tourists towards tour program was at a high level.

Food for tourists: The level of opinions towards the homestay tourism model at Ban Dong Noi, Phra That Sub-district, Na Dun District, Maha Sarakham Province in terms of food for tourists was at a high level. This was consistent with the study of Penmas (2018), studying the factors affecting the decision toward of homestay tourists accommodation in Nakhon Si Thammarat Province. The results revealed that the tourists were satisfied with food of the homestay at a high level.

Safety: The level of opinions towards the homestay tourism model at Ban Dong Noi, Phra That Sub-district, Na Dun District, Maha Sarakham Province in on safety was at a high level. This was consistent with the study of Chaichanachareun (2017), studying the effects of homestay standards on Thai tourists' decision in selecting accommodations in Chiang Khan District, Loei Province, which found that the level of opinions of the Thai tourists towards the safety of the homestay accommodation in Chiang Khan District, Loei Province was at a high level.

Public relations: The level of opinions towards the homestay tourism model at Ban Dong Noi, Phra That Sub-district, Na Dun District, Maha Sarakham Province in on public relations was at a high level. This was consistent with the study of Chinnaphong, (2019), investigating the potentiality of community enterprises development model which affects the success of tourism – based community enterprises, which revealed that the success of the operation of the homestay tourism-based community enterprises in terms of public relations was at a high level.

Accommodation: The level of opinions towards the homestay tourism model at Ban Dong Noi, Phra That Sub-district, Na Dun District, Maha Sarakham Province in on accommodation was at a high level. This was in line with the study of Penmas (2018), studying the factors affecting the decision toward of homestay tourists accommodation in Nakhon Si Thammarat Province, which found that the tourists were satisfied with accommodation of the homestay at a high level.

3. The presentation of the homestay tourism model at Ban Dong Noi, Maha Sarakham Province

3.1 Ban Dong Noi, Phra That Sub-district, Na Dun District, Maha Sarakham Province, is one of 160 OTOP tourism communities in the country. With the simple lifestyle of people in the community, the Sufficiency Economy Philosophy of His Majesty King Bhumibol Adulyadej has been adopted and most of the villagers work in agriculture. For these reasons, the community received the Royal Award Village of Her Royal Highness Princess Maha Chakri Sirindhorn and Sufficiency Economy Village Award. In addition, there are traces of civilization of "Nakhon Champasri", an ancient city that is more than 1,000 years old in Dvaravati period. There are also important archaeological sites close to Ban Dong Noi, including Ku Santarat (the Khmer Ruins) and Arokaya Sala. There are ancient statues and stone inscriptions, making it an area that is unique in culture and learning resources as well as the identity of the community's way of life. According to the context of Dong Noi Community, it is appropriate for the developmen of homestay cultural tourism as it is equipped with culture, traditions and the

community's way of life. Tourists and people in the community are also ready to learn and exchange information. This is consistent with the study of Kanjanapong (2018), investigating the marketing factors and decision-making process of tourists in cultural tourism: a case study of Koh Kret, Nontaburi, which found that all parts were related and consistent. Good and efficient tourism is to make tourists feel satisfied and impressed the most. Creating valuable tourism experiences for tourists is also important.

3.2 The community leaders are strong, fair, and people in the community have never encountered any problem of disunity. There is self-management within the group members. People in the community have recognized the importance of homestay tourism and participated in the implementation of homestay cultural tourism in organizing activities for tourists and service and security management. This is consistent with the study of Duangpikul (2016), stating that community strength is caused by the integration of people in the community with common objectives and it relies on the participation of the community members. When there are problems, the community members will get together to solve the problems of the community. Having good leaders, kinship relationships, cultural capital and resource capital affects the strength of the community.

3.3 The obstacles of the community operation include public relations management, marketing, assistance from government agencies and the accessibility of tourists. Most of the tourists visiting the community for study trips and learning and exchanging cultures. This is consistent with the study of Wongcharoenchaikul (2018), studying the approaches to develop cultural tourism in Muang District, Uthaitani Province, suggesting that the tradition of famous tourist attractions should be promoted to be unique in the district and province in order to create a point of interest. Creating the existing culture to be outstanding and desired by tourists is also recommended. The public relations channels should be increased be more widespread and easily accessible by the collaboration of government and private organizations and local people. From the research hypothesis, the different personal information of the tourists that affects the levels of opinions on the homestay tourism model at Ban Dong Noi, Phra That Sub-district, Na Dun District, Maha Sarakham Province is shown in Table 2.

TABLE 2: COMPARISON OF THE LEVELS OF OPINIONS ON THE HOMESTAY TOURISM MODEL AT BAN DONG NOI, PHRA THAT SUB-DISTRICT, NA DUN DISTRICT, MAHA SARAKHAM PROVINCE, CLASSIFIED BY PERSONAL INFORMATION

Personal information	Homestay tourism model at Ban Dong Noi								
	Accommodation	Food	Safety	Hospitality	Itinerary	Resources	Culture	Public relations	Total
Gender	0.56	.50	.02	.70	1.16	1.16	1.79	1.66	.87
Age	1.18	.70	.04	10.17*	.19	.94	6.62*	1.56	4.12*
Educational level	0.75	.93	.92	4.88*	2.41	1.52	2.64	2.14	3.82*
Marital status	1.30	.24	.04	6.81*	.31	.07	2.17	.72	.68
Monthly income	0.97	.64	1.50	6.51*	1.20	2.03	4.61*	3.16	3.16*

* Statistical significance at the .05 level

From Table 2, it was found that the levels of opinions towards the homestay tourism model at Ban Dong Noi, Phra That Sub-district, Na Dun District, Maha Sarakham Province of the samples with different ages, educational levels and monthly income were different with statistical significance at the .05 level.

4. The results of the elemental analysis to determine the weight of factors affecting the form of homestay cultural tourism (Home Stay) to raise the standard of accommodation services and sustainably strengthen the community economy, Ban Dong Noi, Phra That Sub-district, Na Dun District, Maha Sarakham Province.

TABLE 3: SHOWS THE ANALYSIS OF THE HARMONY INDEX OF THE MODEL.

Harmony Index	Criterion	Measurable index value	Consideration results
χ^2 / df	< 2.00	0.775	Passed the criteria
CFI	> 0.95	1.000	Passed the criteria
GFI	> 0.95	1.000	Passed the criteria

AGFI	> 0.90	0.980	Passed the criteria
RMSEA	< 0.05	0.000	Passed the criteria
SRMR	< 0.05	0.004	Passed the criteria

From Table 3, when considering the goodness index of the model, it was found that the model was consistent with the empirical data with all six goodness indices that passed the acceptance criteria, i.e., index value $\chi^2/df = 0.775$, CFI = 1.000, GFI = 1.00, AGFI = 0.980, RMSEA = 0.000 and SRMR = 0.004. Therefore, it can be concluded that the structural equation modeling model was appropriate. Harmonized with empirical data, which can be explained as follows: (1) The relative chi-square value (χ^2/df) is 0.775 indicating that the model is consistent with the empirical data because the relative chi-square value is less than 2.00 (2) Comparative Fit Index (CFI) equals 1.000 indicating that the model has a relative fit because the CFI value is 0.90 or higher. (3) Absolute Fit Index that the researcher considers two indices, which are the Goodness of Fit Index (GFI) equal to 1.000 Goodness of Fit Index: AGFI) was 0.980, indicating that the model was consistent with the empirical data since the GFI and AGFI values were between 0 and 1, and the acceptable GFI and AGFI values were more significant than 0.90. (4) Root Mean Square Error of Approximation (RMSEA) equals 0.01900, which means the model is consistent with the empirical data because the RMSEA value is less than 0.05 or has a value between 0.05 and 0.08. and (5) Index of consistency in the form of discrepancy the index used by the researcher to consider is the square root of the mean square of the standard remainder. (Standardized Root Mean Square Residual: SRMR) equals 0.004, indicating that the model is inconsistent with the empirical data because it is less than 0.05.

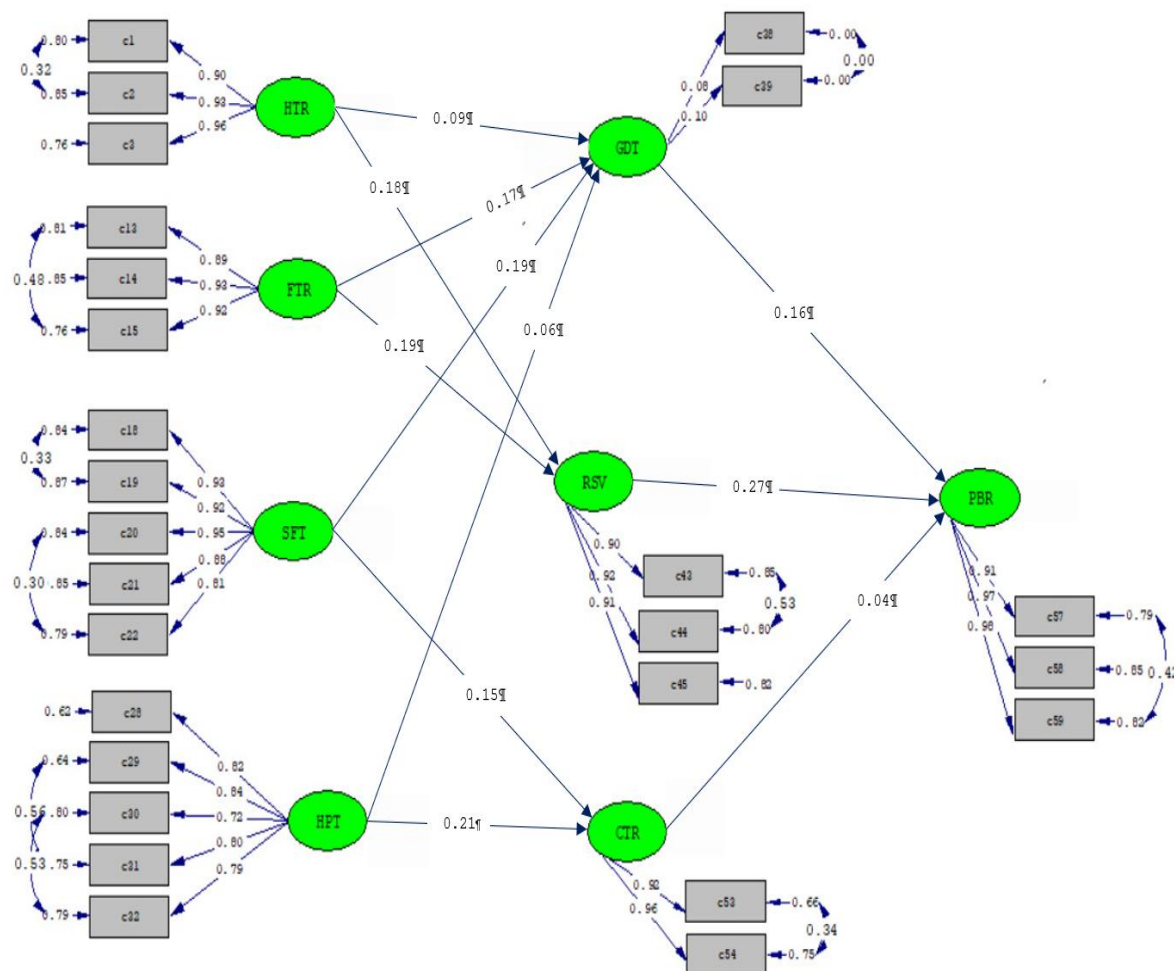


FIGURE 1 SHOWS A MODEL OF FACTORS AFFECTING THE CREATION OF A HOMESTAY CULTURAL TOURISM MODEL TO RAISE THE STANDARDS OF ACCOMMODATION SERVICES AND STRENGTHEN THE SUSTAINABLE COMMUNITY ECONOMY, BAN DONG NOI, PHRA THAT SUBDISTRICT, NA DUN DISTRICT, MAHA SARAKHAM PROVINCE.

CONCLUSIONS

The current condition of Ban Dong Noi, Maha Sarakham Province it was found that 81.50% of the samples were female, aged 18-30 years, accounted for 87.00%. Also, 92.50% of them finished bachelor's degree or higher and 87.50% of them were single. The monthly income was less than 10,000 baht, accounted for 80.50%. The homestay tourism model of Ban Dong Noi, Maha Sarakham Province the overall level of opinions of the samples towards homestay tourism of Ban Dong Noi, Phra That Sub-district, Na Dun District, Maha Sarakham Province was at a high level, The presentation of the homestay tourism model at Ban Dong Noi, Maha Sarakham Province is rural cultural tourism, which is travelling in the rural villages with local and indigenous lifestyles and wisdom and understanding the culture on the basis of responsibility and awareness for the preservation of cultural heritage and values of the environment. Local people are involved in tourism management and awareness of tourism activities that may affect communities, customs, culture, traditions and ways of life of the community that are unique and the identity of the local community as well as the participation of hosts and visitors to tourism activities.

CONTRIBUTION

Cultural tourism with the participation of people in the community is helpful in strengthening the strength of people in the community. Managing the homestay business together with tourism will be able to increase the value of tourism, generate income to the community and distribute income to people in the community. Management of homestay cultural tourism, therefore, is very useful in community management, and it can be a model for other types of community-based tourism.

SUGGESTIONS

SUGGESTIONS FOR APPLICATION OF THE RESEARCH RESULTS

Bathrooms and toilets should be improved and renovated to meet the standards and to be clean and ready to support the tourists at any time and to make the tourists confident in using the bathrooms and toilets. There should be a variety of restaurants in the community in order to have food to support tourists. Local restaurants should be prepared to welcome tourists. This is the way to increase the number of options available to the consumers. Security guards should be provided to prevent crimes. Therefore, community volunteers should be arranged to ensure the safety of tourists. Homeowners must know general information and news in order to be able to talk and discuss with tourists in all matters whether it is news in the country or general news to impress the tourists. This is also the way to express hospitality, which will create good feelings and positive thoughts of the tourists. A variety of tourism activities should be organized as alternatives to tourists and the activities that can be done with the community should be increased. This will allow tourists to experience the way of life of the community. Moreover, the measures for maintaining and conserving tourist attractions to reduce the impacts that may arise from tourism activities are also needed. Campaigns for cleaning and maintaining the environment should also be organized. The community's way of life should also maintained. The local culture and traditions should be preserved as usual as possible. A homepage for promoting community tourism in Thai and other languages should be constructed.

SUGGESTIONS FOR FURTHER RESEARCH

1. The study on quality improvement of the homestay operators' services in the community should be conducted so that the results can be used to develop the management within the homestays in order to build the confidence of the tourists staying at the homestays.
2. The study on conservation and restore of cultural tourism sites in the community should be conducted to build the potential of the tourist attractions so that they are sustainable and stay with the community forever.

LIMITATIONS

The operation did not go as planned due to the COVID-19 situation, so the access to information of the community and tourists was quite difficult. In addition, less tourists entered the area compared to the number of tourists in the previous quarter.

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