

The Studies of Client Requirements in Home Stay: A Case Study of Thailand

Authors : Kanamon Suwantada

Abstract : The purpose of this research is to understand customer's expectations towards homestays and to establish the precise strategies to increase numbers of tourists for homestay business in Amphawa district, Samutsongkram, Thailand. The researcher aims to ensure that each host provides experiences to travelers who are looking for and determining new targets for homestay business in Amphawa as well as creating sustainable homestay using marketing strategies to increase customers. The methods allow interview and questionnaire to gain both overview data from the tourists and qualitative data from the homestay owner's perspective to create a GAP analysis. The data was collected from 200 tourists, during 15th May - 30th July, 2011 from homestay in Amphawa Community. The questionnaires were divided into three sections: the demographic profile, customer information and influencing on purchasing position, and customer expectation towards homestay. The analysis, in fact, will be divided into two methods which are percentage and correlation analyses. The result of this research revealed that homestay had already provided customers with reasonable prices in good locations. Antithetically, activities that they offered still could not have met the customer's requirements. Homestay providers should prepare additional activities such as village tour, local attraction tour, village daily life experiences, local ceremony participation, and interactive conversation with local people. Moreover, the results indicated that a price was the most important factor for choosing homestay.

Keywords : ecotourism, homestay, marketing, sufficiency economic philosophy

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