

การเปรียบเทียบการใช้ภาษาอังกฤษของผู้ประกอบการโฮมสเตย์ จังหวัดสมุทรสงคราม
ประเทศไทย และจังหวัดฮอยอัน ประเทศสาธารณรัฐสังคมนิยมเวียดนาม
เพื่อเตรียมความพร้อมเข้าสู่ประชาคมอาเซียน

A Comparison of Using English Language in the Homestay Business for
Preparing into ASEAN between Samut Songkhram Province Thailand
and Hoi An Province The Socialist Republic of Vietnam

ปาณิส ปัญญาเลิศ^{1*}

Panisa Panyalert^{1*}

¹ วิทยาลัยนานาชาติ มหาวิทยาลัยราชภัฏสวนสุนันทา

¹ International College, Suan Sunandha Rajabhat University.

* Corresponding author E-mail: panisa.pan@gmail.com

บทคัดย่อ

งานวิจัยนี้มุ่งเน้นในการศึกษาความแตกต่างในการใช้ภาษาอังกฤษของผู้ประกอบการโฮมสเตย์ จังหวัดสมุทรสงคราม ประเทศไทย และจังหวัดฮอยอัน ประเทศสาธารณรัฐสังคมนิยมเวียดนาม ซึ่งทั้งสองประเทศทั้งประเทศไทยและประเทศสาธารณรัฐสังคมนิยมเวียดนาม ไม่ได้ใช้ภาษาอังกฤษเป็นภาษาราชการ ดังนั้นจึงอาจเกิดปัญหาและความยากลำบากในการติดต่อสื่อสารกับนักท่องเที่ยวชาวต่างชาติได้

งานวิจัยนี้ผู้วิจัยได้ใช้แบบสอบถามในการเก็บข้อมูลจากผู้ประกอบการหรือพนักงานโฮมสเตย์ในจังหวัดสมุทรสงครามและจังหวัดฮอยอัน โดยมีกลุ่มตัวอย่างเป็นโฮมสเตย์จำนวน 100 แห่ง ในจังหวัดสมุทรสงคราม และอีก 100 แห่งในจังหวัดฮอยอัน แบบสอบถามแบ่งออกเป็นสองตอน กล่าวคือ ตอนที่หนึ่งเป็นคำถามเกี่ยวกับรายละเอียดของผู้ตอบแบบสอบถาม เช่น เพศ อายุ ระดับการศึกษา ตำแหน่งงาน และระยะเวลาในการศึกษาภาษาอังกฤษ และตอนที่สองเป็นคำถามเกี่ยวกับการใช้ภาษาอังกฤษ ซึ่งในตอนที่สองนี้ได้มีการทดสอบให้ผู้ตอบแบบสอบถามได้แปลประโยคภาษาอังกฤษที่ใช้บ่อยในธุรกิจโฮมสเตย์ และเพื่อให้การเก็บข้อมูลมีความเข้าใจที่ตรงกันและง่ายต่อการตอบแบบสอบถาม ผู้วิจัยจึงได้แปลแบบสอบถามเป็นภาษาไทยและภาษาเวียดนามในการสอบถามกลุ่มตัวอย่างของทั้งสองประเทศ

จากการเปรียบเทียบการใช้ภาษาอังกฤษของผู้ประกอบการโฮมสเตย์ จังหวัดสมุทรสงคราม ประเทศไทย และจังหวัดฮอยอัน ประเทศสาธารณรัฐสังคมนิยมเวียดนาม ผลปรากฏว่า การใช้ภาษาอังกฤษของผู้ประกอบการโฮมสเตย์ในทั้งสองประเทศมีผลลัพธ์ที่แตกต่างกัน ดังจะเห็นได้จากระดับการศึกษาของผู้ประกอบการโฮมสเตย์ในจังหวัดสมุทรสงครามจบการศึกษาในระดับปริญญาตรีและมีมัธยมศึกษาตอนปลาย ในขณะที่ผู้ประกอบการโฮมสเตย์ในจังหวัดฮอยอันเห็นว่าการจบการศึกษาในระดับปริญญาตรีมีความสำคัญมากในการประกอบธุรกิจโฮมสเตย์ ซึ่งทั้งสองกลุ่มตัวอย่างได้ศึกษาเล่าเรียนภาษาอังกฤษเป็นระยะเวลาประมาณ 5 ถึง 10 ปี ซึ่งส่วนใหญ่เรียนภาษาอังกฤษจากโรงเรียนและมหาวิทยาลัย อย่างไรก็ตามจากการสำรวจพบว่าโฮมสเตย์ในจังหวัดสมุทรสงครามได้รับความนิยมมากกว่าโฮมสเตย์ในจังหวัดฮอยอันในสายตาของนักท่องเที่ยวชาวต่างชาติ เนื่องจากโฮมสเตย์ในจังหวัดสมุทรสงครามมีนักท่องเที่ยวชาวต่างชาติเข้าพักประมาณ 46 คนต่อวัน ในขณะที่โฮมสเตย์ในจังหวัดฮอยอันมีนักท่องเที่ยวชาวต่างชาติเข้าพักประมาณ 30 คนต่อวัน ซึ่งนักท่องเที่ยวที่เข้าพักในโฮมสเตย์ของทั้งสองประเทศนี้ โดยส่วนใหญ่จะเป็นกลุ่มนักท่องเที่ยวแบ็คแพ็คเกอร์ (Backpacker) ซึ่งช่องทางหลักที่ใช้ในการติดต่อสื่อสารกับกลุ่มนักท่องเที่ยวของโฮมสเตย์ในจังหวัดสมุทรสงคราม คือ เฟสบุ๊ค (Facebook) ในขณะที่โฮมสเตย์ในจังหวัดฮอยอันติดต่อสื่อสารทางอีเมลเป็นหลัก และผู้ตอบแบบสอบถามจำนวน 31 คนของผู้ประกอบการโฮมสเตย์ จังหวัดสมุทรสงครามลงความเห็นว่าง ภาษาอังกฤษมีความจำเป็นมากในการประกอบธุรกิจโฮมสเตย์และการเตรียมความพร้อมเข้าสู่ประชาคมอาเซียน

คำสำคัญ: ภาษาอังกฤษ, โฮมสเตย์, การใช้ภาษาอังกฤษ, ประชาคมอาเซียน

Abstract

This research aims to study the difference between Samutsongkram province, Thailand and Hoi An province, the Socialist Republic of Vietnam in using English language in the homestay business. The two countries such like Thailand and Vietnam where English is not the official language can be occurred more problem and difficulty in the communication to foreign tourists.

The researcher uses the questionnaire for collecting the data by giving the questionnaire to the owners or staff of homestays in Samutsongkram province and Hoi An province. The sample group is each a hundred homestays in Samutsongkram and Hoi An provinces. The questionnaire is divided into two parts. The first part is the background of informants such as sex, age, education, position, and the period of studying English language. And, the second is about using English language by having some English sentence for the informants to translate to their language. The questionnaire is translated to Thai and Vietnamese languages in order to assist the informants to understand and answer the questions easily, as well as to clear on the purpose of the research.

Due to the comparative of the research on homestay businesses between Samutsongkram province, Thailand and Hoi An province, the Socialist Republic of Vietnam, the results are difference. The person who operates in Samutsongkram homestay, mostly their levels of education is Bachelor degree and high school, whereas Bachelor Degree is the significant level for running the business in Hoi An's homestay. The period of studying English language is quite similar which is around five to ten years, and most of them studied English in the school and university. However, the small Samutsongkram homestay are more popular than Hoi An homestay according to the survey, there are foreigners visiting in Samutsongkram homestay around forty-six people per day, but only thirty people in Hoi An. In addition, the types of Thai and Vietnamese travelers are the same because the major target group for homestay business both in Samutsongkram and Hoi An homestays are selected by the foreign backpackers. Moreover, Facebook is used for communication channel in Samutsongkram homestays while e-mail is a choice in Hoi An. And lastly, English language is very necessary for running the business and preparing into ASEAN among the Samutsongkram homestay staff due to the fact that there are ninety-one informants said so.

Keywords: English language, Homestay, Using English, ASEAN

Introduction

Homestay is a cheaper alternative to hotels. It is usually smaller than the average hotel with limited number of rooms. Potentially, homestay is perfectly suited to the experiential wants of a new generation of world travelers who wish to be socially and environmentally responsible. These travelers are as much on a quest for new knowledge and cultural exchange as they are in search of leisure, rest and relaxation. They are keen to learn about the communities they visit. This has led to the increasing in opportunities for homestay businesses to enhance the experience for visitors by highlighting some of untapped

tourism assets. Homestay tourism makes it possible for visitors to immerse themselves in the local culture and learn about ways of life. This all helps sustainable tourism development, strengthens and expands the Thailand brand, and strengthens the international competitive advantage. However, many homestay managers in Thailand are not formally trained in hospitality management. There is thus a need for information on managing and marketing in a professional, effective and profitable manner. As more and more foreigners come to Thailand for sightseeing, English will become an urgent problem.

The significant reason to conduct this research is the embarking of Association of Southeast Asian Nations (ASEAN) which will be official operated in the year of 2015, when ten countries in Southeast Asia will become one portion with more than 600 million populations. This is considered as a great chance to stimulate the economy in the region. Every type of business will have an opportunity to improve the quality and also could be able to expand the business network. Tourism is one of the most important industries that will have a terrific benefit from the opening of ASEAN. The government of every member country expected to have more tourists visit their countries. Thailand and Vietnam are two of the most famous countries for tourists around the world because of the beauty of the location, friendly people, delicious food, unique old culture and so forth.

This is a very interesting subject to compare Thailand and Vietnam in term of the tourism industry because Thailand is well-known for tourists around the world for long time and always standing on the top ranking of the most popular tourist attraction in the world, while “Vietnam, a one-party Communist state, has one of the Southeast Asia’s faster growing economies and set its sights on becoming a developed nation by 2020” (International Cultural Youth Exchange, 2015). Now numerous of investors and businessmen prefer to run business in Vietnam. Almost, every kind of business in the country right now is very vivacious and prosperous including the tourism industry.

As a neighboring country of Thailand, Vietnam now is developing very fast and it is also famous for its traveling business. And, the

homestay is increasing more and more in Vietnam now. For Vietnamese people, they are also trying to explore and find out how to make the better homestay business. So, there should be a lot of common features sharing with Thailand and also difference between our both countries.

Research Objectives

The research aims to study the difference between Samutsongkram province, Thailand and Hoi An province, the Socialist Republic of Vietnam in using English language in the homestay business by comparing Thai staff and Vietnamese staff in using English in the homestay business. The two countries’ staff will be proofed on how much they understand English language by answering some questions about their homestay business and related conversation on accommodation reservation by using English language during the conversation.

Review of Literature

The theoretical framework of the study focused on how the staff of homestays uses English language with their foreign tourists and general characteristics of homestay.

Tourism Authority of Thailand (2012) defines the definition of homestay, Homestays (or home stays) in Thailand are just what they sound like, staying as a guest in someone’s home. In most cases, Thailand homestays are in rural areas where guests have opportunities to learn about Thai culture, including local handicrafts production and rural Thai lifestyle. Welcoming Thai families are eager to have foreign visitors stay in their homes as the home stay experience is a cross-cultural experience. Yiamjanya (2016) also

described that the tourism development of the area had seen its bright side, making an extension of tourism services, the homestay, in which local people opened their houses to accommodate tourists' overnight stay. Homestay tourism during this early time had been opened with old traditional paces that promoted host- guest interaction. Samutsongkram's fame as the UNESCO Asia-Pacific Heritage Award made the place become well- known and attracted approximately 400,000 tourists by 2009 that have a short break or long weekend break.

Travel Industry Dictionary (2012) gives the meaning as "homestay is a lodging option that involves staying in a private home, usually as the paying guests of the owners. This option is frequently offered when the purpose of travel is to learn a foreign language". The homestay which refers to a stay at a residence by a traveler or a visiting foreign student is viewed as a mean of culture and heritage tourism emerging with traditional houses and culture of residents achieving two goals at the same time: increasing the income of host country families and encouraging them to preserve their cultural heritage by presenting their traditional houses.

Homestay is a traditional practice in many industrialized countries, especially in North America, Australasia and Britain. It is comparable to bed and breakfasts, but even less formal. A homestay property is a non-commercialized, private residence that accommodates paying guests who enjoy staying in the comfort and security of a family home. These guests often reside in the family home for an extended period of time, usually months rather than days. It is a safe, affordable means of housing popular

amongst international students, interns, travelling professionals and adult visitors from other countries, who are looking to experience and learn about local lifestyle and culture. Homestay is not specifically a niche tourism segment, but rather a type of accommodation that is used by tourists when staying at a destination and pursuing other purposes of visit.

Homestay refers to a visit to somebody's home in a foreign country which allows visitors to rent a room from a local family in order to learn local culture, lifestyle, or language. It is a living arrangement offered by a host or host family that involves staying in their furnished house or suite. The guest of a homestay would be staying in home-like accommodation with shared living spaces, facilities, and amenities. Utilities and meals are usually included and the length of stay could be daily, weekly, monthly, or unlimited unless specified otherwise by the host. The homestay is a stay by a tourists or a visiting foreign student who is hosted by a local family. Homestay can occur in any destination worldwide; residents of homestay countries encourage homestays in order to develop their tourism industry. The concept of the home may be perceived to distinguish homestay establishments from other forms of accommodation. The distinction between homestay and hotel is boundaries of private area. The private space of homestay is opened to visitors that would not fall under the term of hotel. In other words, it may refer to a sector of homestay accommodation to distinguish the accommodation from other types which do not share all the characteristics to the same degree.

However, using English language in Thailand and Vietnam seems to have a problem because it is not a mother language, and each country also have their own language such like Thai and Vietnamese languages to use as the official languages in the countries. Kripp, 2009 describes that interviewed eight “highly motivated students” from China, Japan, and Korea at an American university. Most of them reported practicing conversation with either a non-native speaker or an assigned native speaker for at least one hour per week. However, many expressed a preference for non-native speaker because they found their level one conversation partner less compatible (i.e. having similar interests and ideas).

Reinders (2000) surveyed 150 international students in New Zealand about their learning styles and preferences. The mainly East and Southeast Asian students reported that they “did not use English much outside the classroom, despite their living in an English speaking country”. Instead, more than 60% of students reported that they consider the classroom to be their principal mode for learning English. In addition, the students tend to choose room-mates from the same country, and to infrequently seek contact with native speakers. The main reason for avoiding contact with English L1 speakers is that the Asian students find the interaction intimidating to avoid speaking English with other Thais in an international workplace (Holmes and Tangtongtavy, 1997). Among other things, they attribute this tendency to the face-saving nature of Thai society. For instance, if a junior is more fluent than a senior, the senior would lose face. Similarly, a Thai stands to lose face if they cannot understand or be understood

by a native speaker. In other words, death is better than loss of face.

A topic of interest to native speaking teachers of English is, if Thai and Vietnamese learners of English agree that oral practice is important to attaining fluency why Thais and Vietnamese tend to avoid speaking English outside the classroom with Thai classmates and faculty. To answer this, it was necessary to examine relevant research Thailand and other Asian countries. But more importantly than “why”, ELT (English Language Teaching) professionals would be interested in possible solutions to the problem.

Therefore, it is noting wondering that why Thai and Vietnamese staff in the homestay business cannot speak English well. Nevertheless, they have to try to speak English in order to welcome more international tourists and prepare their businesses for the opening of ASEAN which will be started in the next few years. When several things in this region are going to change from ten countries become only one and total population will increase to over 600 million. We should find the way to work together as one of the tourism policy, specified that member states of ASEAN should have cooperation together to active promote the destinations to international visitors.

Research Methodology

There are two groups for researching which are a hundred places in Samutsongkram province and a hundred of Hoi An homestays. The researcher would adapt a participant-as-observer role, and also conduct a questionnaire survey. Besides that the interviews would also been

conducted to get more deep information. The survey covers all licensed homestays which are located inside the provinces.

1. Sampling

Hoi An, a province in Vietnam, is chosen to compare with Samutsongkram province. As Hoi An is located on the bank of Song Huong-Perfume River, Hoi An, the capital of Thua Thien Hoi An province in Central Vietnam, is 700 kilometers southern Hanoi, 1,100 kilometers northern Ho Chi Minh City, and only a few miles from the sea. Not until 1945 was Hoi An, the national capital, the political, cultural and religious center of Vietnam under the control of Nguyen Dynasty. Most well-known for its historical values, Hoi An had been recognized as one of the World Heritage Sites by UNESCO.

As a lot of foreigners go there for sightseeing every year and it is because its popularity with tourists, its longer association of tourism, and the homestays have appeared early and are operating well. In 2008, Vietnam had 8,556 accommodations with total 170,551 rooms in which there were 4,283 five-star-standard hotels, totally 109,198 rooms. At that time, the tourism had more than 600 international and 10,000 domestic travel companies.

For homestays in Thailand, they have become increasingly popular in the Thai tourism industry since 2004, and their development is expected to continue according to the economic and social developing plan of the Thai government 8th edition. From 2004 to 2009, Thailand's Ministry of Tourism helped construct homestays in 98 villages throughout Thailand; 30 villages in the northern part, 32 villages in the north-eastern part, 8 villages in the midwest part,

17 villages in the central part, and 11 villages in the south part.

Then, the researcher chooses 100 homestays each from the two countries by considering from the authentic homestay as rural atmosphere, operating and managing by local people.

2. Research tool

The research is a comparative research by using the survey research in order to educate the using English between Homestay in Thailand and Vietnam with the sampling groups of a hundred of Samutsongkram's homestays and another hundred of Hoi An's homestay. The researcher also uses the participant observation as a research tool.

The questionnaire for collecting the information is consisted of two parts as follow;

Part 1: the part one is concerned about the general information of Vietnamese entrepreneur Homestay. In addition, there is consisting of four choices following as sex, age, education background and the position of informant.

Part 2: the second part focus on the information using English in Vietnam homestay.

3. Data collecting

The researcher uses the questionnaire for collecting the data. The researcher gives the questionnaire to the owners or staff of homestay in Hoi An and Samutsongkram provinces. There are twelve questions in the questionnaire. The questionnaire is divided into two parts. Firstly, the backgrounds of interviewers are sex, age, education, the position of informant, and the period of study in English language. And lastly, types of tourists, communication in English and how they learn in English language are added in the second part.

Furthermore, the questionnaire provided to Thai homestay's staff or owners is translated to Thai language for assisting the informants to understand the purpose of the research, and it also translated to Vietnamese language as well with the same purpose.

Research Findings

The researcher analyses the result of the questionnaire for the two locations.

First, there are 100 samples of homestay where located in Hoi An, Vietnam. Male informants are 32 people and the 68 people are female informants. The majority ages of the people who use English in Vietnam homestay are between 20 and 30. However, the lowest numbers of the people who utilize English are up to 50 years old. It means that the teenagers tend to use English for running the homestay business. Additionally, most education background of the people who are operating Vietnam homestay is Bachelor's degree and the number are 49 homestays, whereas the lowest numbers of education are only two from Master Degree. The most positions of these informants refer to the staff, owner and manager, respectively. Staffs are 61 positions which are the highest number of the key of informant. Then, the second part of research are related with the information of using English in Vietnam homestays and the questions concerned about the period for operating business as well as using English in their homestays. Additionally, most interviewing of homestay, they have studied English around two to five years. Also, the owners of business have operated their business two to five years around 45 homestays. Besides, the size of businesses are

also important for using English because the large homestay which is up to 15 rooms, they are 44 foreigners visit in large homestay. Nevertheless, the homestays are 5 to 15 rooms as the medium business. There are 33 visitors and the majority types of tourists are backpackers. Furthermore, group tour is other types of tourists are not interesting to spend their trip at homestay. So, there are 10 sample groups for group tour. Moreover, there are 60 Vietnam homestays contact their business via e-mail, which is the significant communication channel to promote homestay. The result of research shows that English language is so important for operating the homestays because there are 69 sampling group using English everyday. However, there are 92 homestays which is the highest number in this research that concentrating on English language and it is very necessary for using English in operating the homestay. The research also focuses on the hiring staff, there are 92 owners of homestay realized that if the staff understand English language, it would be better for doing their businesses. In addition, even most of the people who gave information could communicate in English but there are also several people that could not understand English very well.

For Samutsongkram homestay, the person who operates in Thai homestay, the level of education is Bachelor degrees and high school whereas Bachelor Degree is the significant level for run the Vietnamese homestay. The period of studying English language are similar around five to ten years and most of them are studied English in school and university. However, the small Thailand homestay are popular than Vietnamese homestay. The foreigners visit in Thai homestay

around 46 people in everyday. Besides, the types of Thai visitors and Vietnamese travelers are the same because the major target for homestay business in both Thailand and Vietnam homestays were selected by the foreign backpacker. Moreover, Facebook is used for communication channel in Thai homestays. What's more, English language is so necessary among Thai homestay due 95 sampling groups think in the same direction that English language is very important to use in their business and it will generate the great benefit to their homestay especially when the ASEAN is pretty close to open. Lastly, there are three questions for evaluate English level of people who are related with homestay. As a result of the correct translating is Thai homestay. Hence, the result of the research is answered the second hypothesis that Thai homestay are using English than Vietnam homestay.

Research Discussion

The research is concerned about two hypotheses. First, if the staff can speak English, there will be more travelers and profits. The research shown that Thai homestay are more focus on English language, and it also has more positive benefit to their business, as Stone (2013) describes "the business optimization through language training is the way language skills enhance customer service. There is a wealth of data showing that investments to improve customer service pay off. For example, a study published in the Harvard Business Review found that a 5 percent improvement in customer retention rates can increase profits by more than 25 percent. Among respondents, 89 percent said they felt that customer satisfaction and loyalty

would increase if employees could serve and support customers in their native languages".

And, the second hypothesis is Manager of Thai homestay know more English than Vietnamese manager. Consequently, for the staff of Thai homestay, they understand English and have ability to use English language in their business, according to the finding of 92 owners of homestay realized that if the staff understand English language, it would be better for doing their businesses.

Conclusion

English language is so necessary among Thailand and Vietnam countries, we all think in the same direction that English language is very important to use in the business, and it will generate the great benefit to their homestay, especially when the ASEAN is pretty close to open. The research is useful for the comparative using English in Thai homestay and Vietnamese homestay. Moreover, the development of the research is so significant for increasing the number of sampling group in order to enhance the quality of using English in Thai and Vietnamese homestays.

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