



The Development of Enhancing Guidelines of Homestay Business to Luxurious Homestay: A Case Study of BangKachao Homestay Under the Marketing Drive of Cool & Chill

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Abstract

The Development of Enhancing Guidelines of Homestay Business to Luxurious Homestay: A Case Study of Bang Ka Jao Homestays Under the Marketing Drive of Cool & Chill. For research employs mix-methods by dividing the research conduct into 3 parts, a documentary research, a Participatory Action Research (PAR), and a survey. The details for each part are explained respectively. For tourists who want to travel with conservative and community tourism, this homestay can respond to such demand. When mentioning on being a Thai resort, this place only has exterior design that is Thai house style. For interior decoration, it is too dark with too many empty spaces making the rooms look awful. There should be decoration of some lamps or other things for better feeling. For positions of facilities or furniture, interior decoration is not under the same concept, especially wardrobes and clothes lines. The room plan may be incorrect therefore beds and clothes lines are not under the same concept. With sufficient spaces, new cloth hangers should be made or wardrobes should be provided. Clothes lines should be located at other sides or made with other styles to make the room more stylish with proper look. Since there are various tourist attractions in Bang Ka Jao for relaxation in various styles, this place cannot respond to demand on being close with nature. This place is suitable for sleeping and going outside. The number of surrounding trees is a bit small causing high temperature at noon. However, there are some shades from some big trees. If the garden is more decorated, this homestay may give more pleasant feeling. Frontage terrace of each room is connected to one another therefore there may be no privacy for any tourist who wants to relax fully.

Keywords: Bang Ka Jao, Homestays, Luxurious



Introduction

At the present, the rate of tourism industry has been growing. The number of both Thai and foreign tourists has also been increasing accordingly. The development of sustainable and equitable economic growth is a policy goal of the National Council for Peace and Order (NCPO). The Tourism Authority of Thailand aims to create the image of Thailand by promoting happiness and fun in a Thai way which is different from other countries under the campaign emphasizing “Amazing Thailand; Happiness Within”. The aims are for tourists to spend money and have a long term stay as well as to value the creation of tourist commodities. Moreover, the campaign is to expand tourist market base and to connect logistics within the ASEAN community by supporting domestic and international markets. For the direction of domestic market management, the Tourism Authority of Thailand uses the campaign “Falling in love with Thailand” to attract Thai people to travel within Thailand and to love the country. There is also a promotion of travelling to alternative tourist attractions which have their own identities to carry on the “Weekday tour project”. This project stimulates tourism during weekdays under an idea of “Easy trip and save the pay”. Consequently, it is a time balancing since experiencing the way of life style has gained its role in tourism which results in a more tourism management of homestay for tourists. Homestay tourism is an ecotourism that relies on the community to arrange accommodation of the villagers within each community for the guests with a willingness of the hosts. The arranged accommodation must be equipped with bedrooms and common rooms to accommodate and to service the guests. Staying with the villagers is believed to create learning process together between the community and tourists. It is a way to construct knowledge, to understand local life style, and to create a good attitude toward the community from exchanging experiences. The tourists can also receive appreciation and impression from learning about a local life style and local tourist attractions (Usawadee Polpipat, 2013).

Homestay tourism is an ecotourism because this type of tourism appropriately responses to new needs of tourists. It is a tourism that stresses quality rather than quantity and it values culture and ecosystem of the community. The community has an obvious role in participation from developing hygienic accommodation which can raise the life quality of people in each community too. Rumpaipan Keowsuriya (2014) suggested that homestay tourism serves tourists who wish to stay close to local families in the community they visit for learning local wisdom and local culture so as to gain more life experiences. Moreover, it also raises an awareness of environmental and cultural conservation with a participation of local community for sustainability. Homestay tourism under the Tourism Authority of Thailand management assigns the members in the project to welcome tourists to stay at their houses as one of their family members. The host family can help tourists learn, share experiences, or get accustomed to other villagers so that tourists can also learn the life style, local culture, and local



knowledge together when travelling. Therefore, people in the community are needed to be a part of every step in tourism management and the Tourism Authority of Thailand will act as a supporter.

Local homestay tourism is regarded as an important part of tourism industry development which adds values in economy and society. In addition, an enhancing of local homestay to luxurious homestay enhances more economic values for its popularity among tourists from around the world. Luxury tourism has a purpose to help tourists gain emotional experiences. It expands the popularity and scope of definitions of luxury tourism in a contemporary time. In other words, luxury tourism is not restricted to only tourists with high income or people from social upper class, but it also includes the other target groups which have been increasing lately and they are tourists from social middle class who desire to experience luxury tourism as a reward for their lives. Although this group of tourists tends not to travel frequently due to their tighter expenses on travelling, the number of tourists from this group is considered many. Hence, tourists from social middle class can be another potential target group with capabilities in supporting luxury tourism because tourists from middle class are easier to be approached than tourists from upper class. Tourists from upper class need more time to build intimacy and trust (Stankova, M.,2013).

The keys of luxury tourism for modern era consists of three terms proposed by Kurabayashi, an editor of CREA Traveler magazine, including Slow, Small, and Story. Slow is an easy and relaxing tourism without rush. Small refers to small service such as boutique hotels which offer private rooms, small restaurants, or a small tour group with only few members. It helps create friendly and private atmosphere and makes tourists feel ‘special’ because they may feel an accessibility of something special for their group which is different from what other tourists experience. Lastly, story, happens from advancement in communicative technology that helps with easy search for merchandise information or tourism services from an internet. This leads tourists to look for something that is not commonly found, but to be experienced by an individual directly and from travelling only. It is also believed that tourists are prone to purchase something without considering its costs if they discover something special for themselves. This is how a story is created for certain commodities and services in tourism. Simply put, the story adds more values to the commodities and services. A tourist area near Bangkok with all three properties, BangKachao villages can be a particularly special place. Bang Kachao is a small community with natural area and its own identity. It is well known as the “green area of Bang Kachao” (Satomi, K., 2005).

Bang Kachao is a huge green area and is famous for its metaphor as a lung for people living in Bangkok. Bang Kachao villages can be reached by boat across Chao Phraya river or by private car within an hour. It is considered to be a natural heritage which is important as it is an agricultural conservative area of an ancient lowland of Chao Phraya river. Moreover, an ecosystem of this area is diverse. The ecosystem of this green area is called the “forests of



three waters" including forest ecosystem of fresh water, brackish water, and sea water (Nuengnuch Homhuan, 2007). One strategy that helps Bang Kachao maintain its quality green area is through the development of ecotourism. It also helps create new income for people in the community and helps create tourist attractions. It solves issues of physical, economic, and social effects and enhances a better life quality. Tourism can be a developmental tool supporting people in the community to unite and to participate in the development of a systematic management. It also boosts an understanding among local people so as to gain income from a sustainable tourism as well as to build stability and strength for the community. As a result, Bang Kachao is able to maintain its identity of magnificent natural resources and cultural heritage (Ceballos-Lascurain, 1991; Brandon, 1993; World Tourism Organization, 1998).

From previous information, the researcher is interested in developing the guidelines for enhancing homestay business to luxurious homestay with a case study of Bang Kachao homestay under the marketing drive of cool & chill. The research aims to study the components of the enhancing of homestay business to luxurious homestay, the perspectives of guests concerning the enhancing of homestay business to luxurious homestay, and finally to develop the guidelines for enhancing homestay business to luxurious homestay with a case study of Bang Kachao homestay. This shall be further applicable for increasing the efficiency of sustainable domestic management.

Project Objectives

1. To study the components of the enhancing of homestay business to luxurious homestay with a case study of Bang Kachao homestay under the marketing drive of cool & chill.
2. To develop the guidelines for enhancing homestay business to luxurious homestay with a case study of Bang Kachao homestay under the marketing drive of cool & chill.
3. To study the perspectives of guests concerning the enhancing of homestay business to luxurious homestay with a case study of Bang Kachao homestay under the marketing drive of cool & chill.

Scope of Research

This research is the case study research method is a well-accepted business research methodology. Case study research is appropriate for research objectives of an explanatory nature, which attempt to answer how and why questions under a real business environment (Yin, 2003). Guidelines for data analysis the researcher used data analysis of Yin (2003).

For research employs mix-methods by dividing the research conduct into 3 parts, a documentary research, a Participatory Action Research (PAR), and a survey. The details for each part are explained respectively.

Stage 1 Study the components of the enhancing of homestay business to luxurious homestay with a case study of Bang Kachao homestay under the marketing drive of cool & chill

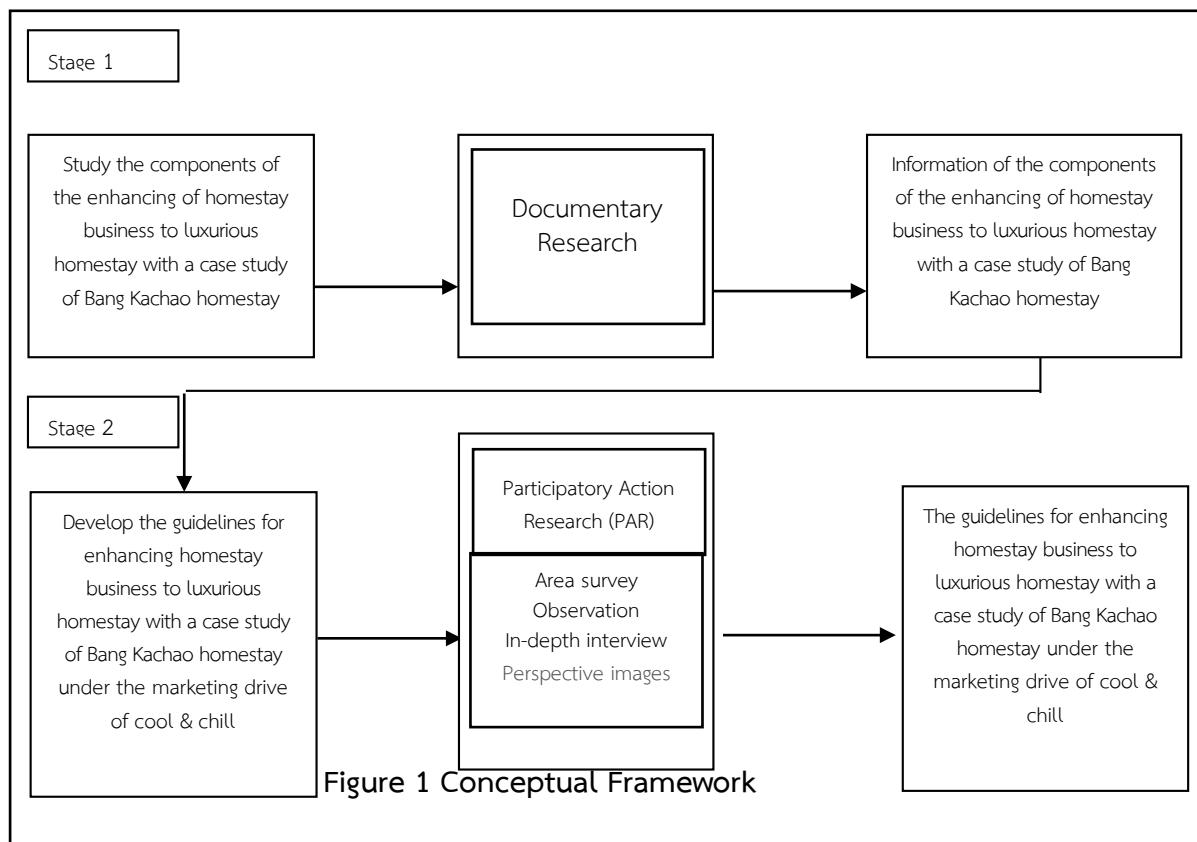
Research technique: Documentary research

Stage 2 Develop the guidelines for enhancing homestay business to luxurious homestay with a case study of Bang Kachao homestay under the marketing drive of cool & chill

Scope of Area

The research site is the area of Bang Kachao, SamutPrakarn province.

Conceptual Framework



Research Methodology

Stage 1 Study the components of the enhancing of homestay business to luxurious homestay with a case study of Bang Kachao homestay under the marketing drive of cool & chill

Research technique: Documentary research

The research methodology follows the qualitative research principles by employing a documentary research. Basically, the researcher studies and analyzes the information from



different sources of documents. The researcher revises the concepts, theories, and relevant literature about the components of the enhancing of homestay business to luxurious homestay with a case study of Bang Kachao homestay under the marketing drive of cool & chill as can be concluded as follows.

- 1) The concepts of homestay tourism
- 2) The concepts of luxury tourism or luxury travel
- 3) The concepts of cool & chill marketing
- 4) The general information of Bang Kachao community

For the philosophical concepts, definitions, and the processes concerning the enhancing of homestay business to luxurious homestay with a case study of Bang Kachao homestay under the marketing drive of cool & chill, the researcher studies previous academic articles from both nationally and internationally as well as academic sources from electronic media and websites.

Stage 2 Develop the guidelines for enhancing homestay business to luxurious homestay with a case study of Bang Kachao homestay under the marketing drive of cool & chill

Research technique: Participatory Action Research (PAR)

The steps for conducting the research are as follows (James, E. Alana., 2008).

Preparing for an area coordination

This step is for coordinating with the community leader to select the homestay in Bang Kachao community area for trying out the guidelines for enhancing homestay business to luxurious homestay.

Begin the research by paying attention to the area processes

This step is conducted after the area coordination. The research team and the community leader analyze the problems together and start the implementation of the guidelines for enhancing homestay business to luxurious homestay.

Developing the solutions for the area problems

This step uses the guideline for enhancing homestay business to luxurious homestay to create the virtual reality of the three-dimensional perspective images so that the guidelines for enhancing homestay business to luxurious homestay can be further summarized in an overall picture.

The roles of the researcher and people involved in this study can be illustrated clearly in a table below.



Table 1 A summary of the roles of the researcher and people involved in PAR

Research Processes	Researcher's roles	Involved people's roles
Preparing for an area coordination		
Homestay selection	Survey and study thoroughly the information of homestay in BangKachao area before selecting potential homestay for the research. The researcher uses interview or a group interview with the business owners. The researcher must respect and listen to all information.	Cooperate with the researcher by providing useful information and facts about homestay business.
Building relationship with the homestay business owners	1) Visit Bang Kachao consistently and continuously. 2) Inform the status and roles of the researcher. 3) Respect the area, the knowledge and opinions of the business owners. Be humble. 4) Stay at the homestay for getting familiar with the place. 5) Follow the traditions and cultures of the community. 6) Keep participating in any activities. 7) Be helpful and considerate when needed. 8) Keep a good relationship with the area.	1) Be friendly and helpful 2) Inform and suggest the researcher the traditions and cultures of the community. 3) Introduce the researcher to other people in the community. 4) Facilitate the researcher with the stay and safety.
Begin the research by paying attention to the area processes		
Study the problems and needs of the community	1) Explore the problems of the area in every aspect. Let people in the community reflect the problems openly. 2) Evaluate resources in the area.	1) Cooperate by reflecting the problems. 2) Inform the information about resources in the area.
Developing the solutions for the area problems		
Follow up the evaluation	1) Plan an evaluation with the community as a part of the processes. 2) Direct and follow up the evaluation (before, during, and after the processes), with the community as a part of the evaluation. 3) Use the evaluation to update and develop the processes with the community as a part of the development.	1) Participate in planning an evaluation 2) Participate in evaluating the processes in every step. 3) Participate in updating and developing the processes.



Summary of the Study

Study the components of the enhancing of homestay business to luxurious homestay with a case study of Bang Kachao homestay under the marketing drive of cool & chill

The definitions of term are evolutionary which reflects the changing style of luxury tourism due to trends and behaviors of tourists that also reflects the self and experiences in a more relaxing attitude. It can be defined as “The new luxury in travel”, and three concepts are used to illustrate the new term. 1) Slow, we used to believe that “the faster the better” in the past and that was why Concorde airplane was created for the fastest travelling means. However, trend of tourists’ needs in travelling at the moment is likely to be slower which gives a more relaxing feeling. Therefore, travelling by train or cruise has also been more popular. 2) Small, small and friendly are the new key words for luxury. They give feelings and emotions because small space creates friendlier atmosphere and more exclusive than big hotels as well as creates opportunities for communication among tourists and service providers. This kind of service makes people feel more special. It can be seen that more luxurious commodities belong to boutique resorts. 3) Story, is an important component for making certain commodities more valuable and different from others even they are the same type. People are willing to spend money on certain things sometimes without considering real price because that certain product has a story

Develop the guidelines for enhancing homestay business to luxurious homestay with a case study of Bang Kachao homestay under the marketing drive of cool & chill.

88 Homestay: Chill point of this homestay is its capability to respond to tourists who want to stay in community’s atmosphere. However, they may not gain experience on natural atmosphere of Bang Kra Jao fully. Chill Point: There is no chill point on its location. However, there are still some green areas from all trees inside the homestay. Since it is located near the community, it is suitable for tourists who want to prefer outdoor activities to accommodation’s natural atmosphere. However, it is still considered as an attractive, clean, and affordable accommodation.

Improvements: Since surrounding area of the homestay is the community that is the residential area of Bang Kor Bua Community, this homestay will be located among houses and gardens of villagers. If any visitors demand experiences with natural area and ecosystem of Bang Kra Jao or riverside, this homestay may not their choice because this homestay may be more suitable for economy tourists who want to experience with nature outside the accommodation. Since natural and greenery atmosphere is not the major characteristic of surrounding area, the homestay tries to decorate its garden and outdoor area as green areas. However, there is no explicit style causing some areas to be too messy. These areas may be required to be decorated to be more comfort and clear with better safety. Consequently,



entrance and homestay can be seen immediately when arriving. With limited area, each room may be too close leading to less privacy. For group guests, it may not be suitable for them to chitchat outside the room because it may disturb other guests in other rooms.

BAAN BANG KRA JAO: Cool tourists who prefer modern loft style should not miss this place and its restaurant with uniqueness on local dishes conservation. The chilliest point of this place is its river view with a large industrial factory located on the opposite side allowing this accommodation to give both real natural scenery and manufacturing landscape. At sunset, you can see the gold light of the sun floating on the river through spaces among buildings of such industrial factory. It gives you another emotion that is rare to see. Another chill point is relaxing with nature inside your own room, i.e., there is a small steam flowing through your room to the river. For wood house type, you can see this small steam making you feel like you are staying at a house located near a mangrove forest. This place can win the heart of tourists who prefer cool and chill travel.

Improvements: There may be some unpleasant smell from pollution emitted from a neighboring industrial factory. Floating waste on the river quite destroys relaxation atmosphere. Although it has a million dollar view, such floating waste can destroy pleasant feeling. There should not be any plastic waste to hinder enjoyment with nature. There is no conservative guideline on the way of life of Bang Kra Jao besides nature and beautiful view.

BANGKOK TREE HOUSE: This homestay is considered to have complete cool and chill points, i.e., being a cool place with distinctiveness from local resources. With outstanding design, this homestay has its own uniqueness. With chill atmosphere of riverside area and rooms with relax atmosphere from nature, guests can experience real nature of Bang Ka Jao.

Improvements: Bangkok Tree House is clearly planned and designed to have distinctiveness on eco-friendliness but its duplex style with separation of bathroom on the downstairs and bedroom on the upstairs making guests to climb up and down these narrow stairs with switched steps may not be convenient for guests. This design is good for limited area but it may cause some dangers easily. Good design should consider on practical usage, safety, and convenience.

BANGNAMPHUNG HOMESTAY: Tourists who prefer cool and conservative travel style should not miss this place. Since cool point of this accommodation is the feeling of staying at relative houses in other provinces, decoration style is exiting style of riverside houses in Village 3 of Bang Namphung that is quite minimal and vintage. Photography lovers may enjoy with this style. Since this community is located near river, chill point of this place is the way of life of Bang Ka Jao's people. After leaving the accommodation, tourists will find a small pier with a small pavilion that is truly used by villager for traveling. Tourists will be able to be close



and experience with local atmosphere. Tourists who love homestay should not miss this place because it is the original homestay style.

Baan Makham : This homestay is considered a homestay with complete cool and chill concept, i.e. being a cool place with comfortable and cozy feeling. In addition, ecosystem is also conserved. The outstanding point is its simple interior decoration with Japanese style but it still gives reasonably luxurious feeling to match with its price (uniqueness). It also gives chill atmosphere from its vegetable patches located near the river that have been conserved by this accommodation for its tourists. It makes tourists unbelievable that they can stay at this kind of place near Bangkok.”

Improvements: Baan Makham requires no improvement because it is designed under eco-friendly and tourist-friendly concept with uniqueness, safety, and convenience. There is only one weakness that can be found, i.e., it is not located near the river. For tourists who want to stay in real riverside atmosphere, this place may not be suitable for them. This accommodation is located on the other side of the river but tourists can walk in 200 meters to reach riverside area. For design or decoration or eco-friendliness, there is no weakness related to these issues.

Bang Namphung Garden Home (Pyaoy Long Stay): When mentioning **cool point** of this place, it is suitable for tourists who prefer local accommodation that is not luxurious with affordable price. Actually, this long stay has no explicit uniqueness of building besides location of the accommodation that is located in the middle of the garden near the river. **For “Chill Point”**, it is suitable for customers who want to stay without any specific style. It is consisted of water and garden but its atmosphere is not comfortable with messy look, insects, and mosquitoes. Therefore, it is not attractive for outdoor chilling causing this place to have no chill point.

Improvements: 1. Interior decoration and furniture is not under the same concept, for example, clothes lines that do not match with room decoration focusing on woven bamboo or even decorating pictures that give messy feeling to the rooms. 2. With improper colors of towels, their towels look dirty for using. 3. Different colors and designs of pillows, mattresses, and bed sheets make the rooms look unattractive. Although the rooms are clean, improper colors make them look dirty. 4. Surrounding atmosphere is not clean due to messy trees and gloves plus with dirty riverside area leading to disturbance caused by insects and mosquitoes. 5. Structure of each cottage is not strong due to materials causing unsafe feeling during staying period.

Phuengnang Homestay: When mentioning **chill point** of this place, it is suitable for tourists who prefer Thai house and Thai conservation. For general tourists, they may be afraid of this place’s Thai original style therefore it cannot respond to demand on cool point for every tourist. **Chill point** of this place is pleasant look given by trees and wood materials. However, it is not chill enough because there is no other view besides other rooms. Moreover,



terraces are also connected allowing persons from other rooms to reach other rooms. If guests are not group tourists, there may be no privacy. **Tourists who chose to stay here must truly like Thainess to meet with cool and chill points of this place.**

Improvements: For tourists who want to travel with conservative and community tourism, this homestay can respond to such demand. When mentioning on being a Thai resort, this place only has exterior design that is Thai house style. For interior decoration, it is too dark with too many empty spaces making the rooms look awful. There should be decoration of some lamps or other things for better feeling.

For positions of facilities or furniture, interior decoration is not under the same concept, especially wardrobes and clothes lines. The room plan may be incorrect therefore beds and clothes lines are not under the same concept. With sufficient spaces, new cloth hangers should be made or wardrobes should be provided. Clothes lines should be located at other sides or made with other styles to make the room more stylish with proper look.

Since there are various tourist attractions in Bang Ka Jao for relaxation in various styles, this place cannot respond to demand on being close with nature. This place is suitable for sleeping and going outside. The number of surrounding trees is a bit small causing high temperature at noon. However, there are some shades from some big trees. If the garden is more decorated, this homestay may give more pleasant feeling. Frontage terrace of each room is connected to one another therefore there may be no privacy for any tourist who wants to relax fully.

Phobrak at Bang Namphung : “Cool & Chill Points” When mentioning on **cool point** of this place, it is quite classic as a pastel-colored Thai house located on Chao Phraya Riverside as if relatives’ house with coziness. With its small size, there is only a small number of guests giving safe feeling. Uniqueness of this place is simplicity and affordable price. For chill point, there are many corners of this place that allow tourists to enjoy with the way of life of villagers who live along the river as well as ecosystem of the river bank. There is a pavilion that is constructed on the riverside for chilling and the cycling lane with the distance of 2-3 kilometers. This place can respond to demand of tourists who want to stay in atmosphere of original Bang Ka Jao consisted of complete cool and chill points.

Improvements: Mattresses may be too old because this homestay has been opened for a long period with frequent visits of guests. There are some wastes in surrounding areas.

The Ozone Bang Ka Jao : For cool and chill points, tourists who prefer coolness must not miss this place. Cool point of this place is its design helping to promote existing atmosphere, i.e., existing atmosphere is remained while new things are built. Guest rooms are also designed to be harmonious with nature giving better feeling of relaxation. Chill point of this place is conservation of vegetable patches and watercourses. It can be said that tourists



can experience with natural atmosphere immediately after opening their room doors. They will be close to real nature with distinctive uniqueness on decoration or creative ideas on positioning. Consequently, its atmosphere is more relaxed and chill. Tourists can stay at this accommodation without going out.

Improvements: The entrance area of this accommodation and café is grown with mosses or ferns therefore watering must be done all the time for cooling the place. However, it may be too much therefore there are a lot drops of water on the floor that can cause some accidents, e.g., making some customers to slip the floor.

Some poultries freely feed by the homestay may disturb some customer groups who do not like them or injure some customers. Therefore, carefulness must be provided. Otherwise, there may be some problems on hygiene caused by their manure. Although it gives natural experience to tourists, cleanliness should be considered as well.

Since this accommodation mainly focuses on café, café services are better than accommodation services. Most staffs pay more attention on café services than accommodation services.

Since this place promotes café more than its homestay, customers are unable to access information of this homestay. From surveying, local people also have no idea that there is a homestay at this place.

Discussion

The findings of this research are consistent with Kanokrat Duangpikul and Jarunant Methaphan (2018) HOMESTAY AND SUSTAINABLE TOURISM MANAGEMENT IN NAN PROVINCE. The results were that the communities managed eco-tourism in 7 aspects: 1) an access to tourism areas of homestays, 2) accommodation of tourists, 3) food for tourists, 4) activities and tourist guides, 5) resources and environment, 6) public relations and promotion, and 7) management of homestay groups. Moreover, the homestay entrepreneurs emphasized management of homestays at a high level. When considering in the aspects, ranked from high to low, it was found that the top-three aspects were food for tourists, accommodation of tourists, and management of homestay groups, respectively. In terms of the potential of tourism management of homestays using a market opportunity analysis, the results were that the strengths of homestay groups included 1) high-leadership performance of group leaders, 2) clear segregation of duties of group operations, 3) various tourism activities, 4) attractive natural resources, and 5) safety. The weaknesses were 1) communication with foreigners, 2) lack of local tour guides, 3) lack of operating budget, and 4) insufficient accommodation. By means of opportunities, the results involved 1) popularity of eco-tourism, 2) certification of Thai homestays, and 3) Tai Lue lifestyle. For the threats, the results included 1) more



competitions in tourism businesses in the province, 2) lack of continuous supports, and 3) inconvenient routes and transportation to the communities.

Recommendations for Research

For tourists who want to travel with conservative and community tourism, this homestay can respond to such demand. When mentioning on being a Thai resort, this place only has exterior design that is Thai house style. For interior decoration, it is too dark with too many empty spaces making the rooms look awful. There should be decoration of some lamps or other things for better feeling.

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