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Abstract	<p>There is a growing interest in the role of homestay in tourism linked to the stakeholders care about sanitization as well as their contribution to the tourism experience. This study is to explore factors that affect the house satisfaction for homestay operation in COVID-19 period. It is a quantitative and survey research. Research tools for this study are structural questionnaires and using area sampling from sample size 399 visitors who stayed one night and longer in the homestay. Percentage, mean, and standard deviation were used to describe general data description of social, population, and attitude of intrinsic factor of homestay operation that affected house satisfaction. Multiple Regression (Enter method) was used to compare between independent and dependent variables. The finding shows that the variables of attitude in term of food; hospitality; tour program; local product's value; management and public relation can affect house satisfaction.</p>	
Keywords (separated by '-')	Tourism natural environment - Agriculture industry - COVID-19 period - Homestay operation	



Vital Factor for Homestay Operation of Tourism Natural Environment in COVID-19 Period

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Abstract. There is a growing interest in the role of homestay in tourism linked to the stakeholders care about sanitization as well as their contribution to the tourism experience. This study is to explore factors that affect the house satisfaction for homestay operation in COVID-19 period. It is a quantitative and survey research. Research tools for this study are structural questionnaires and using area sampling from sample size 399 visitors who stayed one night and longer in the homestay. Percentage, mean, and standard deviation were used to describe general data description of social, population, and attitude of intrinsic factor of homestay operation that affected house satisfaction. Multiple Regression (Enter method) was used to compare between independent and dependent variables. The finding shows that the variables of attitude in term of food; hospitality; tour program; local product's value; management and public relation can affect house satisfaction.

Keywords: Tourism natural environment · Agriculture industry · COVID-19 period · Homestay operation

1 Introduction

Many countries' government try to promote remote area and provide the opportunity for overseas visitors to experience the locality way of life [1, 2]. Homestay are used as a tool to generate income and reduce inequity in the social. Homestay tourism is popular in many destinations; it adds authentic sociocultural richness to the tourist's experience [3, 4]. Many studies found that Homestay running of the local people help to improve quality of live [5]. Many countries try to promote local country living to attract foreign people. These circumstances provide small and medium shops the opportunity to participate in the name of inclusivity, empowerment, and poverty alleviation [6]. Homestay is a key part of community-based tourism (CBT), which is a popular method to tourism development in developing countries [7]. Now, homestay business is not only thriving, but also its operation is moving gradually toward elaboration strategy of tourism sector [8].

A huge revenue occurred from homestay operation as this kind of accommodation emerged in everywhere in the developing country [9]. Homestay is a reasonable price accommodation is playing a major role in fulfilling an excess demand for accommodation in the remote destinations as Ella and it is contributing to the economy of small and

medium entrepreneurs (SMEs) [10]. Income emerged from homestay operation need to balance and distribute to everyone evenly [11]. Some people addressed that homestay tourism can be a lucrative service sector and the culture, adventure and nature have been recognized as the essential element of eco-tourism products for tourism-friendly countries [12, 13].

During COVID-19 spreading, a critical measure to prevent the spread of the virus, many homestay businesses arrange hygiene facilities and activities for the visitors that may result in unfavourable sedentary behaviour and chronic disease risk [14]. Almost every country in the world is facing economic crisis. The most affected sector from COVID-19 is the hospitality and tourism industry [15].

Homestay businesses also the one that get affect from COVID-19. The homestay managers have to adjust themselves to cope with this crisis situation. Furthermore, there were reviewing 94 studies published in the selected journals from January 1, 2010, to December 31, 2020.

This study uncovers that a lot of paper explores how sustainable rural homestays have been [16]. Unfortunately, important topics-like, homestay operator' score management are rarely addressed in the existing paper. Therefore, this study intends to explore how effluence the intrinsic factor of homestay operation like food, tour program, local product's value, management, and public relationship to house satisfaction.

This could be an additional contribution issue for the homestay's stakeholder to realize and take into the account for their management in COVID-19 time and right away. This study finding can guide the homestay owners and stakeholders to increase their yields in homestay operation.

2 Theoretical Framework and Hypothesis Development

House satisfaction: Homestay accommodation may be a potential tourism and economic activities in developing local country. Homestay is a tool for local government to develop the community [17]. Homestay provides overnight stays. Therefore, the physical of house like house cleanliness, vernacular style can be attracted by the visitors [18]. So, this factor is satisfaction of the visitors within the room, privacy space, building style and cleanliness [19].

Food: Local food is the important factor to attract the visitor to revisit again as the provision of food and beverage is avital aspect in the homestay business. The food and beverage aspect of a homestay has the potential of being a crucial contributing factor towards a guest's experience whilst ensuring optimal monetary return to the homestay operators [20]. The concept of homestay is whereby a tourist stays together with the host family and have meals like a local community. This encourages the visitors to learn the different culture and understand that culture. Moreover, food safety is a vital for maintaining tourist trust [<https://hospitalitytech.com/four-reasons-why-hospitality-industry-needs-food-safety-solutions>].

Hospitality: There is a result found that there were important subcomponents that need to be prioritized by stakeholder team that is hospitality of local people [21]. In addition, an important finding points that this particular tourism product is unique as it focused on establishing relationship between host and visitors [22]. Furthermore, human

perspective, the type of relationship have relationships with community-based tourism (CBT) [23].

Tour program: Local tour program take a key role in homestay managing because it can influence attitudes and behaviors related to tourism objectives. Especially, it provides a historical and cultural context to the visitors [24]. Tour programs make the visitors experience the rural context and learn the locality way of life so, local tour program is an important component of the tourism industry [25].

Local product's value: Tourists, both international and domestic, were the major contributors to the income of local people like Yak herders were encouraged to produce more quantities of livestock products and desired to diversify yak products [26]. The local product will identify the local area itself. It is an output made from local material that can be promoted to the visitors' buying. Additionally authentic souvenir quality has effected to satisfaction [27].

Management: The important factor for homestay successful are leadership, tourism management, community participation, and a tourism network [28]. Furthermore, homestay owners should have revenue management practices to support their business [29]. Homestay management focus on three essential aspects of sustainable development, namely economic, environmental, social, and collaboration of stakeholders such as a board on behalf of the nation's tourism authority [3].

Public relation: many potential visitors always search and find data before travelling such as reviewing in websites as the results of research pater show that: the tourist satisfaction with homestay is positively affected by site, appearance, facility, public space, service, individuation, and marketing, especially by service, individuation, and facility [30]. Public relations can help in maintaining high acceptable corporate identity, corporate imageand corporate communication.

3 Methodology of Research and Study Sample

This study is a quantitative and survey research. The researcher used questionnaires to collect data from 399 correspondents who have been to Kiriwongkot-village, Udonthani, Thailand. These respondents were area sampling from amongst those who stayed one night and longer in the homestayin order to know whether their attitude of intrinsic factor of homestay operation like food, tour program, local product's value, management, and public relationship influence visitors' house satisfaction or not. The researcher analyzed the correlation between independent and dependent variables.

This study was conducted from in February-June 2021, wherein questionnaires were given to the tourists at tourist crowded areasin Kiriwongkot-village, Udonthani, Thailand.The researcher distributed 450 questionnaires to the respondents and received 399 of them back. This therefore indicates that the response is reliable since more than 50% of the feedback was received.

Response rate was 88%. Research tools for this study are structural questionnaires which were divided into two portions. The first portion was about social and population data. The second portion was about satisfaction of each factor towards their house satisfaction in staying homestay, the reliability of research tool Alpha – Coefficient was 0.86.

Percentage, mean, and standard deviation were used to describe general data description of social, population, and attitude of intrinsic factor of homestay operation that affected house satisfaction.

Multiple Regression (Enter method) was used to compare between independent and dependent variables by setting the statistically significant level of 0.05. Multiple regression is used to report data and to account for the relationship between one ratio-level dependent variable and six ratio-level independent variables. This is a 5-point Likert scale asks visitors as the following:

House satisfaction (Y): the homestay area is shady and proportionate, the condition of the homestay room is clean and comfortable, homestay offers amenities such as a clean toilet, clean bathroom and alcohol gel or spray, offering a comfortable relaxation corner, homestay has resulted in visitors remembering the identity of the community.

Food (X1): providing local food that indicates the local way of life, homestays provide local food and clean water for consumption, the homestay provides clean food containers, the homestay offers delicious local dishes and is mouth-watering for tourists.

Hospitality (X2): the owner of the homestay offers a warm and friendly welcome, the owner of the homestay recommends the full list of attractions, hosts and homestay members are quick to assist tourists in various requests, the owner or member of the homestay offers activities in the house for tourists to learn about the local way of life.

Tour program (X3): the list of travel guides recommended by the host is varied, riding an local Asian style car through the rubber plantation at Kiriwongkot-village is interesting, Interesting activities to see the broom making of the villagers, forest rice eating and seeing the sea of mist in the morning at Kiriwongkot-village is interesting.

Local product's value (X4): the long broom of the Kiriwongkot-village is a unique community product, Banana chips are an interesting, offering a variety of community souvenirs for tourists, community souvenirs are providing income to the villagers.

Management (X5): there is a board of homestay group management services, the benefits are distributed fairly, all groups in the community are involved in homestay group, there are rules and regulations for the work of the Homestay Group Management Services Committee.

Public relation (X6): public relations documents for community tourism are distributed to tourists, there is a community tourism public relations website that reaches tourists, there is regular publicity of tourist attractions in the community, there are many channels for public relations of community tourism.

4 Results

A descriptive overview (Table 1) of the collected respondent unveils that more than half of the sample (51.6%), were females and males represented 48.4%. In terms of age, most them were aged 40–49 years old 47.4% and minority of the visitors were adult 25.8% (from 30 years to 39 years).

For educational level, majority of the respondent were Bachelor degree (67.9%). In term of occupation, nearly half of the sample were government staffs (41.1%). This study reveals that more than half of the sample have income in between 626 and 937 USD

Table 1. Social and population factors.

Social and population factors	N	House satisfaction mean (SD)
<i>Sex</i>		
Male	193(48.4%)	3.34(.44)
Female	206(51.6%)	3.29(.48)
<i>Age</i>		
18–29 yrs old	41(10.3%)	3.40(.36)
30–39 yrs old	103(25.8%)	3.31(.35)
40–49 yrs old	189(47.4%)	3.26(.50)
50yrs and older	66(16.5%)	3.39(.52)
<i>Educational level</i>		
Diploma and lower than diploma	82(20.5%)	3.39(.42)
Bachelor degree	271(67.9%)	3.29(.47)
Master degree and higher	46(11.6%)	3.31(.47)
<i>Occupation</i>		
Student	36(9%)	3.43(.34)
Gov staff	164(41.1%)	3.21(.46)
Businessman	147(36.8%)	3.22(.51)
Employee	44(10%)	3.40(.35)
Farmer	8(3.1%)	3.22(.39)
<i>Income</i>		
Less than 625 USD	91(22.8%)	3.41(.33)
626–937 USD	273(68.4%)	3.26(.49)
938–1,250 USD	31(7.8%)	3.38(.46)
More than 1,251USD	4(1%)	3.90(.42)
<i>Marital status</i>		
single	80(20.1%)	3.43(.39)
marriage	304(76.2%)	3.23(.48)
Widow/separated	15(3.7%)	3.32(.28)
Total	399(100%)	

(68.4%). Whereas, marital status, the majority of respondents (76.2%) were married and 20.1% were single.

There is no multi collinearity as the Tables 2 and 3 showed relationship between variables were not higher than 0.85.

For testing Multiple regression assumption, Residual mean is .0000, therefore, it meets to Multiple regression assumption (Table 4).

Table 2. Descriptive statistics.

	N	Minimum	Maximum	Mean	Std. deviation
House satisfaction	399	1.00	5.00	3.32	0.46
Local food	399	1.00	5.00	3.46	0.57
Hospitality	399	1.00	5.00	3.25	0.51
Tour program	399	1.00	5.00	3.54	0.53
Local product's value	399	1.00	5.00	3.18	0.59
Management	399	1.00	5.00	3.17	0.68
Public relation	399	1.00	5.00	2.98	0.58

Table 3. Correlation matrix for variables.

	House satisfaction	Local food	Hospitality	Tour program	Local product's value	Management	Public relation
House satisfaction							
Local food	0.416						
Hospitality	0.327	0.386					
Tour program	0.348	0.294	0.324				
Local product's value	0.244	0.124	0.130	0.158			
Management	-0.033	0.103	0.185	0.041	0.531		
Public relation	-0.041	0.069	0.084	0.055	0.425	0.525	

Table 4. Residuals statistics.

	Minimum	Maximum	Mean	Std. deviation	N
Predicted value	2.091	4.222	3.315	0.254	399
Residual	-1.569	1.103	0.0000	0.386	399
Std. predicted value	-4.811	3.564	0.000	1.000	399
Std. residual	-4.040	2.840	0.000	0.994	399

This paper has been checked multicollinearity by using VIF (Variance Inflation Ratio) < 5.3 and Tolerance > 0.19 . There is no problem of multicollinearity as Tolerance =

0.816, 0.781, 0.834, 0.671, 0.592, 0.694 and VIF = 1.225, 1.280, 1.186, 1.491, 0.1.690, 0.1.441.

Results show that the variables of attitude in term of food; hospitality; tour program; local product 's value; management and public relation can predict house satisfaction at the statistically significant level of 0.05. Tourists' attitude in food offered by homestay' owner increased 1 unit resulted in more likely increase house satisfaction at 0.232 times.

Tourists' attitude in homestay owner hospitality increased 1 unit resulted in more likely to increase house satisfaction at.151 times.

Tourists' attitude in tour program offering by homestay owner increased 1 unit resulted in more likely to increase house satisfaction at.151 times.

Tourists' attitude in local product offering by the villagers increased 1 unit resulted in more likely to increase house satisfaction at.246 times.

Tourists' attitude in homestay management of the community increased 1 unit resulted in more likely to decrease house satisfaction at.144 times.

Tourists' attitude in public relation of the homestay increased 1 unit resulted in more likely to decrease house satisfaction at.086 times.

5 Discussion

Local food recipe can tell story of the village. It provides local taste and makes the visitors impress the way of life community. In pandemic time, sanitized local food is important for accommodating as consumers are concerned about the provenance of the food they're eating [21, 24]. So, sanitized local food recipe is a key factor to increase homestay satisfaction of the visitors. While, hospitality of the homestay owner results in homestay satisfaction in positive way as the visitor need for uniqueness enhances the relationship with the locality [31, 32].

Next, tour program has affected to homestay satisfaction as cultural and rural attractions is main motivation for the visitors to come and experience the community. If the homestay owners try to comfort and support the visitors to take a trip around the homestay.

It will be a chance to increase their profit and distribute income to the local people in the community [33, 34]. In addition, the local product is vital factor to support homestay business. Local products relevant to agriculture sector within the rural communities [1].

This local product creates income add value to the community and it is a souvenir represent the community [35, 36].

Many homestay management depend on collaboration of stakeholders as positive attitudes towards homestays have been manifested as positive ecotourism-directed behaviours resulting in villagers' engagement in public-private partnerships, their involvement in tourism-related cultural programs and willingness to contribute towards nature interpretation [25, 37].

Anyway, in pandemic period how better of the stakeholders' management it does not make the visitors satisfaction going up as the visitors pay attention to sanitization of physical resources such as room bathroom food and drink cleanliness of house and surrounding than management of the stakeholders.

Therefore, the finding show the negative affect of management attitude to house satisfaction. Actually, in the normal time public relations have positive effects in the organizational performance during a general crisis.

This therefore means that public relations help the management to resolve organizational disputes with stakeholders and donors. However, this is reverse for homestay business in COVID 19 period because this needs to arrange accommodation in the way that protect visitors from virus corona universally. It is a pandemic crisis that can be proved from sanitization circumstance not medias or website.

Therefore, the study shows that even public relationship increasing cannot rise up the house satisfaction [38].

6 Conclusion and Recommendation

Attitude of the visitors in term of local food, hospitality, tour program, local product's value, management and public relation can affect house satisfaction. This should contribute to the stakeholders when they are doing decision in homestay operation.

These factors take mutually related to create house satisfaction of the visitors especially in pandemic situation. As we know that COVID-19 will has effected to tourism industry namely homestay hotel and service firms for now and right away. So, all organizations of tourism industry need to accept and adjust themselves. Many factor in homestay operation need to be realized and made the trust to the visitors as local food, hospitality, tour program, local product's value, management and public relation.

However, the homestay owners and stakeholders have to consider about the predicted equation of this study as how much they put a try to these variables it can make the satisfaction increase for a while after the highest point the house satisfaction will go down as the Fig. 1.

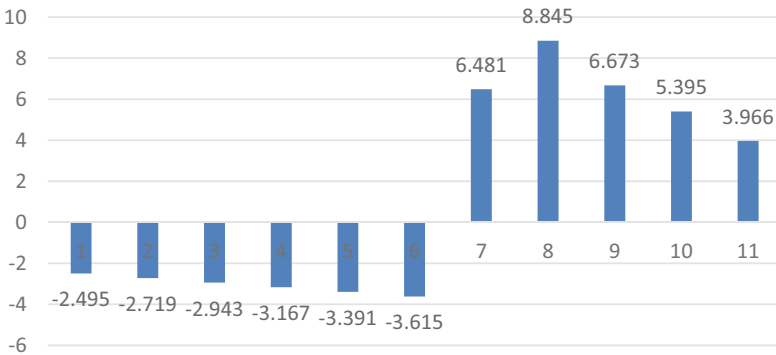


Fig. 1. Trend of house satisfaction when these 6 factors increase 1 unit.

7 Limitation and Future Research

This study is a dedicated effort to explore the key factor of homestay operation. The main limitation of the study was that it was conducted during partial lockdown period

in Thailand. Therefore, it is very difficult to collect data and take a long time to finish collecting questionnaires. Anyway, when the pandemic situation is better the study can be repeat to investigate international visitors attitude.

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