

BUSINESS MANAGEMENT MODEL FOR HOMESTAY INNOVATION IN COMMUNITIES IN CHIANG MAI

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Introduction

Statement and Significance of the Problem

Tourism sector trends the government's goal in 2022 is for the revitalization of the tourism sector, which must focus on the distribution of income to secondary cities. To push community tourism distribution of income to the local to strengthen the foundations of the economy by allowing related agencies to have activities to create the attractiveness of tourist attractions. Attracting Thai people to travel in the country reduce traveling abroad and help restore tourism in the country and help ensure money does not flow out of the country. Tourism Authority of Thailand (TAT) therefore has integrated with related agencies, both public and private sectors, in organizing various marketing activities according to the campaign "Thailand is more amazing than ever" with a strategy aimed at creating the attractiveness of tourist attractions in the country. Each region is the charm of the old days of the north, Trendy Central region , Sabai Sabai East region , in love with the land of Isaan and scars from the south (Source : News Spokesperson, 9 June 2022) . Including the master plan under the national strategy, issue 5, tourism focus on maintaining a world-class tourism destination. Therefore, it is an important part to develop the entire tourism system. By focusing on quality tourists creating a variety of tourism in line with the needs of tourists and focusing on developing tourism in areas with potential and maintaining the country's distinctive features in terms of traditions, cultures, Thai identity. As well as the value of natural resources and the environment. The goal is gross domestic product. The increase in tourism to GDP The tourism income of secondary cities has increased and Thailand's competitiveness in tourism has improved.

From the government's push to revitalize the tourism sector homestay business is another interesting business It is another profession that can generate income and is popular. Especially foreigners who want to come and experience nature and the way of life of the villagers. If there is a garden house or a place with a good atmosphere, fresh air will make visitors feel relaxed. Giving comfort to the residents as well. Because in this era, most people looks for more peace and happiness in life. Due to the current economic conditions, there is high competition. Experiencing in psychological problems and more stress, especially people who live in the city or Bangkok. Therefore, it is necessary to find a place to visit for relaxation. This is an opportunity and a way to do business for those who have a beautiful house or garden in a good location. able to attract tourists, then transformed into a homestay business to share happiness with tourists who escape the hustle and bustle from the city to find a relaxing place. The homestay business is considered a health tourism service . Tourism that touches the life of the local people.

Province is another destination that tourists have a desire to experience happiness. And impressions, whether it's the weather , admiring nature on the go. Within the province of Chiang Mai, absorbing the atmosphere in a quiet urban way. Respond to the changing tourism patterns in the future. The homestay business may encounter other problems , for example, the income from the homestay business has not yet able to create enough jobs for the villagers to be the main source of income. From a survey by the Department of Tourism in

2021, the average income per year of homestays is only 9,327 baht per year. There is a local resort business using the name of a homestay, but the hotel-style service takes advantage of the gap to take the accommodation customers by coordinating with online travel agency websites such as agoda or booking.com, making traditional homestays that still use direct contact disadvantage. There is also a lack of further development from homestay tourism to provide products and services that will earn more income from tourists than providing accommodation and local experiences.

Therefore, from the background and problems of the homestay business. The researcher is therefore interested in studying the management model of homestay business, supporting family tourism, nature tourism, medical tourism related to bring development to support survival of the homestay business. Which will lead to the birth of innovation in the homestay business that occurred in the community of Chiang Mai Province to continue to be sustainable?

Research Question

1. What is the condition of the problem, form and management style of homestay innovation business in Chiang Mai community?
2. What is the behavior of entrepreneurs in homestay innovation business in Chiang Mai community?
3. What is the behavioral guideline of entrepreneurs in homestay innovation business in Chiang Mai community?

Research Objective

1. To study the problems of the homestay business in the community of Chiang Mai Province.
2. To study and analyze Homestay business model in the community of Chiang Mai
3. To propose guidelines and build a model and body of knowledge of the homestay business in an integrated manner, leading to sustainable innovation of the Chiang Mai community.

Research Hypothesis

1. Different personal factors affecting the innovative homestay business management model in Chiang Mai community different
2. Behavior of entrepreneurs, homestay innovation business Different effects on homestay business management model in Chiang Mai community. different

Scope of the Study

1. Boundaries of population areas The target groups used in the research were divided into 2 groups:
 - 1) Tourism entrepreneurs of 30 people by using in-depth interviews and questionnaires.
 - 2) Thai tourists traveling homestays in Chiang Mai communities from the statistical data, the number of tourists visiting Chiang Mai in 2021 was 2,443,631 people (National Statistical Office, 2021). The data from the sample can cover all provinces. The researcher defined a sample group of 400 people.
2. Scope of content
 - 1) Personal factors include gender, age, status, and education.
 - 2) Social and economic factors, including occupation, monthly income family role's role in tourism and membership in social groups

3) Environmental factors in tourism, including perception of tourism news, culture in tourism, environment in tourism, and development in tourism.

3. Scope of time Schedule for data collection and synthesis analysis during January - September 2023

Significance of the study

1. Be aware of the problems of the homestay business in the community of Chiang Mai, which will lead to management that is in line with reality.

2. Know the analysis of the homestay business model in the community of Chiang Mai This will lead to the formulation of a clear support plan from all sectors.

3. Know the guidelines and create forms and knowledge of the homestay business in an integrated manner, creating sustainable innovation for the Chiang Mai community.

Definition of term

Innovative tourism business means model of tourism business through the process The development of tourism forms, service provision, and new ideas can be extended to reach and be accepted, resulting in economic benefits in business

Homestay mean It is a camp where the camper lives with the owner of the same roof. There are remaining rooms or living spaces in the house that can be adapted for tourists to stay temporarily. Which has no more than 4 rooms with no more than 20 guests in total people with compensation and provide appropriate facilities Which looks like a business to earn money

Community in Chiang Mai means a province where the researcher has conducted research studies. which the community in Chiang Mai is the province in the north of Thailand It covers an area of approximately 20,107 square kilometers. Which is the second largest in the country with a population of approximately 1.76 million people, the fifth largest in the country Chiang Mai is divided into 25 administrative districts, with Muang Chiang Mai as the center of the province.

Homestay innovation means creating better products or services. with the following components

1. Product and service innovation natural habitat history outstanding architecture arts and crafts The music includes cultural activities, traditional food and related agricultural activities.

2. Community innovation Participation from local communities, village committees and people in areas that are important to homestay innovation.

3. Marketing innovation Innovations focusing on market freshness can play a proactive role since most of the homestay tourism sector is a service sector. with a strategy or creativity in marketing

4. Process innovation is the improvement of new service processes by providing better services with efficiency. and able to create satisfaction for tourists

5. Enterprise innovation Organizational innovation is a change in organizational structure or management method that aims to improve the knowledge utilization of an organization or to improve product quality. and service or to improve work efficiency

6. Sustainable Innovation (sustainability innovation) consisting of economic, social, cultural

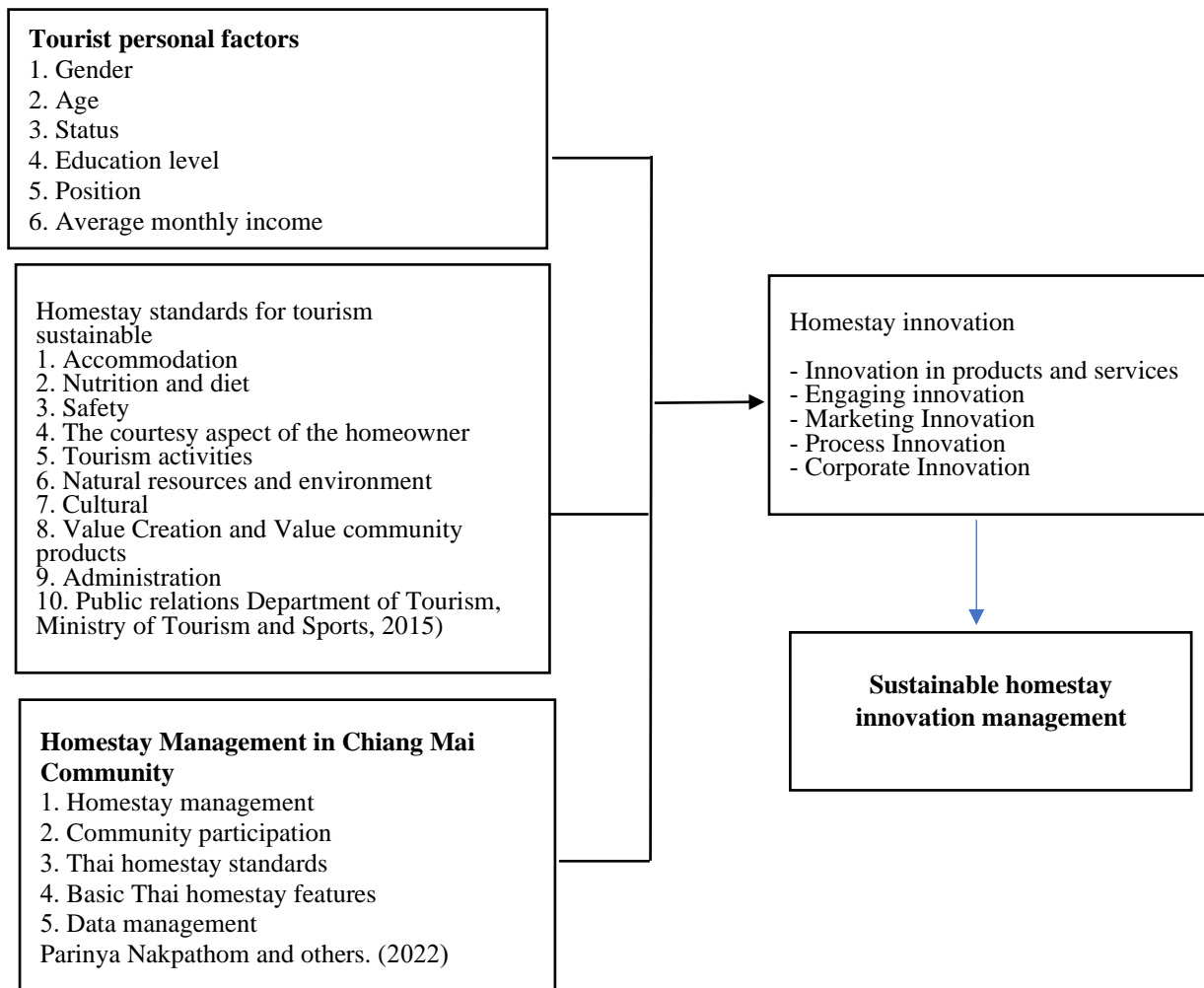
Review of Related Literature and Study

Research study Business management model for homestay innovation in communities in Chiang Mai It is a qualitative research study. To study the problems of homestay business in the community of Chiang Mai Province. An analytical study of the homestay business model in the community of Chiang Mai Province. and propose guidelines and create forms and knowledge of the

homestay business in an integrated manner, creating sustainable innovation for the Chiang Mai community. Therefore, the researcher studies concepts, theories and related research. as a database for further analysis Divided according to the essence as follows:

1. The 13th National Economic and Social Development Plan (2023-2027)
2. National Tourism Development Plan No. 3 (2023 - 2027)
3. Innovation concepts and theories
4. The concept of management theory
5. Theoretical concepts of human resource development
6. Travel concept
7. Concept of demographics
8. Homestay Concept
9. Related research
10. Conceptual Framework

Conceptual Framework



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