

***Communication of Thailand Homestay Standard  
Compares ASEAN Homestay Standard***

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**Abstract**

This research study communication of Thailand homestay standard compares ASEAN homestay standard. This research is qualitative research is a research document from sources including data from two sources together with the following documents: 1. Thailand homestay standard and ASEAN homestay standard 2. Secondary documents, including books, documents and the Internet. With content related research. Data were analyzed using Descriptive Analysis. The results showed that communication of Thailand homestay standard compares ASEAN homestay standard, Thailand homestay standard have 5% of public relations indicators publications for community tourism ASEAN homestay standard have 10% of marketing and promotion indicators create promotional materials, e.g. brochure, interpretative boards, panels to relay information about the homestay program and community and cooperation with local government and tour operators for marketing. Web marketing develops website and social media network to promote the homestay and handle online booking.

Keywords: Communication, Homestay, Standard, Thai, ASEAN

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## **Introduction**

Homestay or accommodation location of space in the residence to share with tourists to stay. Food and tourism related services are provided to tourists. Have a talk, learn life style. Culture between tourists and homeowners. It is a business to earn extra income. Homeowners will receive the appropriate compensation. History of homestays in Europe during the past 50 years, which is the period. After World War 2, people began to seek out distant attractions and communities. Traces the pressure of war to a peaceful countryside. Beautiful nature Farmhouses, guest houses and homestays are similarly named, but all operate under the same concept. Is Be the guest, not just a tourist, and under the Rural Tourism development concept, so the concept of staying with homeowners in rural areas and enjoying the state. Nature has begun to flourish and it has attracted a great deal of attention in Europe. Farmhouse, which is located in remote rural areas. After that, other countries from there are called different names. Bed & Breakfast houses farmhouses, guesthouses and homestay, depending on the country. Different cultures and customs vary, however. All of this accommodation must be located in remote rural areas. From the city and the densely populated communities, homestay is a form of tourism. The surfer must stay with the same owner. There are rooms or living space in the house can be adapted for surfers. Temporary accommodation of up to 4 rooms with a maximum of 20 guests in total. And to provide services to earn extra. By the homestay standards of ASEAN, it must be assessed by the homestay organization.

The Association of Southeast Asian Nations (ASEAN) has set the goal of the ASEAN Community in 2015 (2015). ASEAN Tourism Cooperation Initiative Developing tools for tourism development of ASEAN member countries together called. "The ASEAN Tourism Strategic Plan (ATSP 2016-2025). The essence of the ATSP 2016-2025 Strategic Plan can be summarized as follows: 1) ASEAN Vision 2020 It is a good destination for ASEAN tourism. It offers diversity through ASEAN experiences leading to responsible and sustainable tourism. Comprehensive coverage in all dimensions. 2) ASEAN has put in place the necessary measures and improvements from the existing data to ensure that the implementation of the vision is achieved. In the next 10 years, ASEAN will take measures to ensure that ASEAN is the same destination. Integrating in collaboration the key linkages in investment, security, preservation and protection of cultural and natural heritage. Greater Mekong Sub-Region (GMS) 3) The ASEAN tourism theme will be sustainable growth, including increasing local community involvement and public and private sector participation in the supply chain. Develop and implement a tourism strategy to promote participation in the development of tourism in local communities and the private sector. Improve and develop safety and security. It also places importance on the maintenance of natural and cultural attractions. Working with organizations involved in increasing the number of natural and cultural heritage attractions on a global scale. Including the extension of the ASEAN Heritage Park and the creation and design of the new ASEAN Heritage Park, the responsibility of ASEAN Tourism to protect the natural environment. And climate change by preparing for climate change. It also provides a guide to distribute to the tourism industry in ASEAN as a guideline for coordinating the cooperation. It is also a way of mitigating, adjusting and addressing climate change and the environment.

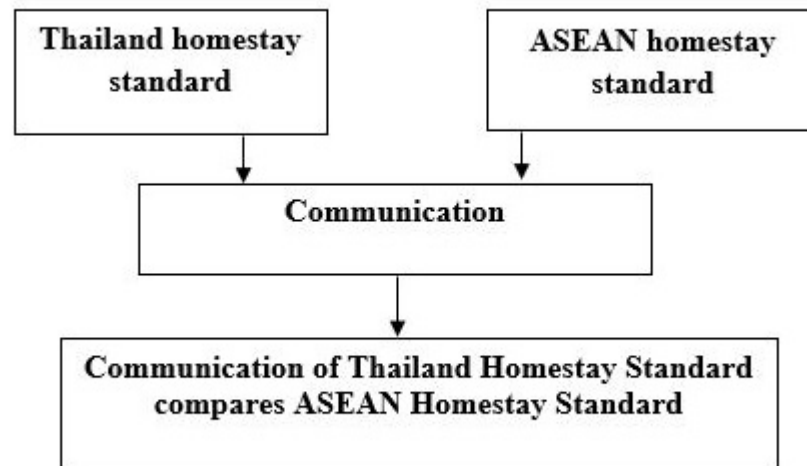
The CBT Thailand is comprised of five main strategies: (1) enhancing the quality, skills, and capabilities of human resources in the community, with the potential to manage community-based tourism. Self-sufficiency on the basis of self-sufficiency and knowledge. (2) Promotion of value added and value of community resources to goods and services on the base. (3) The development of marketing management, tourism by the community, focusing on the balance of happiness, and the development of community-based tourism management. (4) Development of a mechanism for propulsion. (5) Development of indicators of happiness among the community and tourists, as well as development of learning resources in the ASEAN region.

Homestay is an element of community tourism that requires visitors to visit the community. Rural villages learn the way of life. Touch and exchange culture with the host. Whether it is lifestyle, cooking, occupation. Art and folk performances, rituals and local beliefs. With strange looks It's different from their own way of life and culture. Currently homestay is popular with both Thai and foreign tourists. Especially tourists who are interested in studying culture and local knowledge. Natural tourism has become more popular with foreign tourists. Homestay accommodation has been developed to offer a variety of forms and activities based on the potential of tourist attractions and homeowners. The route to the hill tribe villages. Tourism has the opportunity to stay overnight with the community. The purpose is to learn the culture and lifestyle of homeowners who are willing to transcend culture. Exchange of knowledge with each other by appropriate remuneration. Food may also be provided. Cultural tours and community education Tourists must accept and respect the community rules. Thai Home Stay Standard 2003 by the Tourism Authority of Thailand is the first standard home stay in Thailand. At present, it has been renovated as a standard Thai homestay. Contains 10 standardized criteria 31 indicators in 2012 Homestay in Thailand Passed homestay Will receive a homestay badge. Three years from the Department of Tourism. Ministry of Tourism and Sports ASEAN Tourism Strategic Plan 2011-2015 (ATSP) has set out the ASEAN Tourism Strategic Plan 2011-2015 and set minimum standards for ASEAN tourism standards. Including homestay standards. The ASEAN Homestay is one of six topics that ASEAN Tourism Organization attaches importance to. The ASEAN Homestay Standard in 2016 defines the main criteria for measuring the standards. The nine main criteria and the 27 sub-criteria are homestay in ASEAN. The homestay in ASEAN will be given a homestay plaque. The standard of homestay in Thailand and the standard of homestay in ASEAN is to focus on tourism communication in the body. Measurement of both standard Travel communication is a great way to make homestay more recognizable.

## **The objective of the research**

Communication of Thailand homestay standard compares ASEAN homestay standard.

## **Research Framework**



## **Research Method**

This research is qualitative research qualitative research is descriptive research by documents research. Using content analysis from data source 2 source information from the document as follows 1. Primary documents include Thailand homestay standard and ASEAN homestay standard.2. Secondary document website and media website that has content related to the research.

The tool used is a content analysis. Collecting data from a sample using a content analysis model that is created for collecting the sample. It takes 15 days 15 - 30 November 2017. Data analysis by analyzing the content analysis to create a conclusion using the theoretical concepts is the main base for the analysis of preliminary discovery considered that, consistent with the theory which one theory on the theoretical concepts studied. The process, terms and conditions, and then discussion.

## **Result of the study**

The Department of Tourism began to develop the standard of homestay in Thailand in 2003 by coordinating the cooperation between homestay providers. Tour operators, people in the community and government agencies involved. The homestay standard has been established since 2004, making homestay in Thailand more concrete and standardized. Currently, over 150 certified homestays are available nationwide. Thai Home Stay Standard 2003 by the Tourism Authority of Thailand is the first standard home stay in Thailand. At present, it has been renovated as a standard Thai homestay. Contains 10 standardized criteria 31 indicators in 2012 Homestay in Thailand Passed

homestay Will receive a homestay badge. Three years from the Department of Tourism. Ministry of Tourism and Sports The Thai Home Stay Standard has the following details.

Standard 1 Accommodation (10%) The house is a proportion. There are toilets and toilets clean. A home or community corner.

Standard 2 Food (10%) Type of food and raw materials used for cooking clean drinking water and clean food containers, kitchens and hygienic kitchen appliances. Kitchen appliances are hygienically clean.

Standard 3 Safety (10%) Prepare for First Aid there are security guards.

Standard 4 Hostess friendliness (10%), hospitality and familiarity. Creating Knowledge Exchange Activities In the way of the community.

Standard 5 Tour (10%) There is a clear tour guide that is accepted by the community. Entertainment Travel Information Homeowners are local guides. Coordinate with local tour guides.

Standard 6: Natural resources and environment (10%). Or nearby. Tourism has a plan or measures to conserve natural resources. To reduce the impact of tourism and reduce global warming. There are activities to reduce the impact of tourism. To conserve natural resources and the environment and reduce global warming.

Standard 7 Culture (10%) Cultural Preservation Local tradition keeping the community alive is a normal routine.

Standard 8 Value creation and value of products (5%).Community products for souvenirs, souvenirs or souvenirs. Value creation and value of the product. Have value-added products and the unique value of the community.

Standard 9 Management of homestay (20%). There is a board of directors of the homestay group. Rules of the Board There is a fair distribution of benefits. Pre-paid and pre-paid reservation. Clear and current fee details and services.

Standard 10: Public Relations (5%). Have to publish public relation about homestay and tourism.

Thailand homestay standard	(%)
1. Accommodation	10
2. Food	10
3. Safety	10
4. Hostess friendliness	10
5. Tour	10
6. Natural resources and environment	10
7. Culture	10
8. Value creation and value of products	5
9. Management of homestay	20
10. Public Relations	5
<b>Total</b>	<b>100</b>



ASEAN Tourism Strategic Plan 2011-2015 (ATSP) has set out the ASEAN Tourism Strategic Plan 2011-2015 and set minimum standards for ASEAN tourism standards. Including homestay standards. For the ASEAN homestay standard is divided into two main categories: homestay inspection and check the standard of accommodation. For the ASEAN homestay standard. There are 9 main criteria and 27 secondary criteria. Homestay requirement for homestay. A minimum of 5 homestay members must be home stay. Homestay home must not have a criminal record. Homestay providers must have good health. The Homestay Standard is as follows.

Standard 1 Homestay (5%) Village and Community. The community is located near natural attractions. Or cultural tourism. The community has won awards at the community level. The community has a homestay center. Or community area. Accommodation is provided by homestays.

Standard 2 Activity (20%) Basic activities of village and community. Offer local things such as culture, traditions, establishments in the community. Natural resources there are activities that promote the participation of people in the community and tourists. Environment There are activities to visit popular tourist attractions. Collaborate with villages around the community to exchange learning activities. Traditionally, the homestay community preserves the identity values and culture of the community so that visitors can see the original authentic culture. Conservation and dissemination of community activities for tourists to participate in activities. Handicrafts, arts and crafts, local plays.

Standard 3 Management (15%) Leaders have quality leaders and are recognized by the community, such as the village headman who manages the homestay. Structured organization Roles clearly define responsibilities. And have a command line. Encourage them to add roles or Promote women's groups, youth, the elderly, the disabled, supported by local authorities. The database has a homestay database management system. Tourist Information Database There is a database of attractions in the community and around the community has been updated. Potential Development and Training Management Guide for Homestay hygiene and cleanliness Communication skills Planning marketing activities and promoting the expansion. History of homestay the development of personnel focused on training themselves. And between communities. The development of personnel focused on training themselves. Collaboration with other groups or organizations.

Standard 4 Location (5%) Group travel the homestay location must be accessible. By one vehicle have a clear sign.

Standard 5 Security (10%) Security Training. Safety personnel must be trained in first aid. And rescue Safety in activities Have at least 2 safety supervisors or appropriate caregivers. Caring for tourists during risky activities. Water activities require life jackets and safety equipment. There are security facilities. Hiking requires leaders and signs. Safety Advice There are lectures on safety before the tourists attend. Safety instructions leaflet there is a registered traveler who participates in the adventure. There are steps and security. Used as a standard in security. Emergency Assistance and Movement Security personnel are equipped with emergency help. First aid kit Security personnel have communication devices to inform staff. Insurance for tourists. Based on the safety requirements of each country.

Standard 6 Marketing and Public Relations (10%) Promotion designing travel programs to suit the expectations of target tourists. The unique character of the community as a selling point. Have promotional documents coordinated with local agencies and tour operators to plan marketing. Cooperation with Tour Operators Travel with tour operators. Or tourism organizations. Partner with Tour Company and there is a consulting exchange. Website marketing there are websites and online media for homestay. Homestay booking system. Have youngsters maintain updated website information.

Standard 7 Sustainability (10%) Economic sustainability. Employment from local people. Have a reward the motivation for those who work well motivation to work. A small source of funding for employees with homestay related business activities. Purchases of raw materials and products from the community. Encourage visitors to buy homestay products. In the community, there is a showcase manufactured to sell to tourists. Create charms for local products. With the publicity of the festival. Local tradition Offering local products and services to tourists. Environmental sustainability Control and reduce the impact of natural and cultural environment. Environmental sustainability Control and reduce the impact of natural and cultural environment. Tourism activities are consistent with conservation and no destruction of animals or plants in the community. Encourage tourists to participate in environmental protection activities. There are signs to recommend and should not be practiced in the wild, encourage the knowledge of the community. To realize the importance of biodiversity

in community forests. Designing facilities and services for eco-friendly travelers. Social standing Provide a corner for educating and displaying local cultural information in the homestay information center. Informs visitors about the practices and respects of local traditions. Encourage knowledge of the community. To realize the importance of preserving local culture. Prohibition of prostitution and local addiction.

Standard 8 Accommodation (10%) The house structure of the house is in strong and safe condition. The design and construction of the materials reflects the unique architecture of the local. There are separate bedrooms for tourists, one for toilets and one for toilets. The house has electricity, clean water and sufficiently at all times. The bedrooms have basic facilities in the guest rooms. There are no bedrooms for up to 4 guests in the house. If necessary, windows must have mosquito net. To prevent mosquitoes and other insects. Beds must be replaced every time. For new travelers, toilets, toilets, toilets, sinks, or sitting inside the house or outside, the house has basic facilities in the bathroom, toilet. And there are lock gates to keep the water clean and ready to use all the time.

Standard 9 Hygiene and Cleanliness (15%) All bedrooms, kitchen and bathroom are clean, kitchen floor must be wiped clean, free of stains, shower, bath, shower, water, wash basin, free of dust and dirt. The bathroom must have a disinfectant toilet, soaps, shampoos, toilet paper, clean towels for the tourists, waiting areas. Free of dirt, debris, no mosquito breeding. Use local plants, decorate villages and surrounding landscapes. Food preparation The kitchen must be clean. And airy Kitchen utensils must be in good condition. Or cracks. Prepare food for good. And dress appropriately for food preparation. Raw materials used in preparing food must be fresh and locally available. Cooked foods must have a lid or container. Clean drinking water Safe for tourists.

ASEAN Homestay Standard	(%)
1. Homestay	5
2. Activity	20
3. Management	15
4. Location	5
5. Security	10
6. Marketing and Public Relations	10
7. Sustainability	10
8. Accommodation	10
9. Hygiene and Cleanliness	15
<b>Total</b>	<b>100</b>





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## **Conclusion**

Communication in Thai homestay standard comparison of ASEAN homestay standard .Thai homestay standard 5% of public relations benchmarks in the ASEAN standard of the marketing and public relations indicators, 10%. The homestay standards should be strengthened in the importance of communication. Tourism communication and marketing communication through online, focusing on real-time communication and membership in home stay online booking systems. Data homestay all ASEAN countries. In setting the standard for ASEAN homestay standard and Thai homestay standard in the future.

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