

Abstract

Research Title : Facility Factors of Homestay affecting on Thai Tourists
At Chiangkan Loei

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This research is a fulfillment of the affect factors facilities of Homestay as Thai tourists at Chiangkan Loei. The researcher surveyed demography of Thai tourists at Chiangkan Loei and studied requirement Thai tourists stay at Homestay in Chiangkan Loei

The research was done through conducting survey samples to around 200 Thai Tourists. Informations were derived from questionnaires and the statistical analysis, that is to say, Frequency, Percentage, Average, Standard deviation. It was then compared using T-Test and One-way Analysis of Variance. The researcher found out that there are more female Thai tourists than male. The average age is between 21-29 years old, their marital status is single, and most of them are students. Those who have completed their bachelor degree education has an income of less than 10,000 bath. In addition Thai tourists' first requirement is accommodation, next is tourist attraction and last is the food.

Thai tourists' differences in gender, age, career, status, and education are shown in their different requirements when staying at Homestay at Chiangkan Loei. Factors facilities of homestay are accommodation, food, tourist's attraction, transportation and safety. Thai tourists' satisfaction level is.05. while staying at Homestay at Chiangkan Loei .

Tourism industry is an industry generating revenue for the country greatly. So, Government and Private sector should support industry and tourism business with acceptable standards for Thai and foreigner people alike in order to increase tourists numbers and give a better impression while they are travelling or staying.