Green homestay management innovation model for tourism to the next normal

Suthat Rungraweewan[1] Amonthep Maneeniam[2] Waesomesudin Waedoko[3]
Nantharat Namburi[4] Sukrita Raksudjarit[5]
Business Computer Major, Faculty of Management Science, Yala Rajabhat University
Accounting Major, Faculty of Management Science, Yala Rajabhat University

ABSTRACT

Traveling in the form of homestay is ecotourism which is popular for tourists nowadays and has taken technology to manage more. This research aims to develop and transfer an innovative model in homestay management technology and management guidelines of green homestays for tourism to the next normal. This is qualitative research using in-depth interviews. The populations and samples were 12 stakeholders divided into 3 groups: academics, executives of public and private organizations, and tourists who focus on homestay tourism to achieve a green homestay management model and design a prototype application. Research tools were interview form and quality assessment form of green homestay management. Statistics used were percentage, mean, and standard deviation. The results showed that the innovation model for green homestay management technology to the next normal for tourism is as follows: 1) Product and Service Innovation, 2) Participation Innovation, 3) Marketing Innovation, 4) Process Innovation, 5) Organizational Innovation, and 6) Sustainability Innovation. Having obtained the information on the development of management style, the researcher developed the Piyamit Homestay application for managing the homestay accommodation in Piyamit Village, Betong District, Yala Province, and experimenting with a group of homestay providers in the targeted areas found that the Piyamit Homestay application can be used to book homestay accommodation overall at a high level.

Keywords: green homestay, tourism to the next normal

1   Introduction

According to the United Nations World Tourism Organization (UNWTO) reports the situation of global tourism that the impact of Covid-19 continuing since the end of 2019 affects a decline in global tourism industry growth in the first quarter of 2020, with the number of international tourists dropping 22.7% from the same period of 2019 and continuing until April 2020. The number of international tourists only in April fell as much as 97 percent compared to the same month in 2019 because all tourist destinations (100%) have implemented inter-travel restrictions to prevent the pandemic of COVID-19. The aviation and hotel businesses are the ones in the tourism industry affected in the first place until causing countries around the world to take measures in all aspects, especially financial and fiscal measures and employment to mitigate the impacts. In 2020, the global crisis caused by the Covid-19 epidemic, which began to spread in December 2019, still cannot be identified when it will end. Global tourism was halted by a 22.7 percent drop in international visitor numbers from the same period in 2019 and stagnant through April 2020, with a 97 percent drop in visitor numbers compared to the same period last year. The same month in 2019 was the lowest in 10 years after the global financial crisis in 2009, which affected the number of foreign tourists arriving in Thailand in the first quarter of 2020, decreasing by 38.01 percent as did domestic tourism by Thais, which fell by 30.77 percent. Therefore, the impact on the world tourism industry and Thailand from the situation of epidemic of the Covid-19 virus affect the number of foreign tourists visiting Thailand in the first quarter of 2020 was 38.01 percent from the same period in 2019, with the largest number of tourists from East Asia being 3.73 million. There was a 46.12% drop in tourist arrivals from the same period in 2019. The top three foreign tourists visiting Thailand were Chinese, Malaysian, and Russian tourists, respectively, and the highest income earners for Thailand are Chinese tourists followed by Russia, the United Kingdom, Malaysia, Japan, France, the United States, and Germany, respectively. The number of foreign tourists decreased compared to the same quarter of 2019, especially Chinese tourists, which decreased by 63.96%. In the case of "Thai travel to Thailand", the number of Thai visitors traveling domestically decreased by 30.77% compared to the same period. As a result, the spending value of Thai visitors traveling domestically in the first quarter of 2020 also decreased by 31.53%.

Bangkok remains the number one destination for Thai tourists followed by the North and the West respectively, but the top three spending by Thai tourists are Bangkok, the South, and the North, respectively (Office of the Permanent Secretary, Ministry of Tourism and Sports, 2020).

"New normal", is seen as changing the way people live in the world after the end of the outbreaks, it will create new behaviors, new demand structures, and new practices which have been discussed widely today, especially in the case of Thailand's tourism industry. It will be a new format as it is said or is it still just the old normal way? In addition, a new word has emerged in the tourism industry, "Next Normal" which is a challenge during the normal way when the situation under the risk of the epidemic still exists. However, due to the situation of Covid-19 this time, the tourism industry needs to focus on the disasters caused by a serious pandemic that is a factor that may occur at any time and impact in a globally connected "domino" manner. Having a standardized hedging system at national, regional, and business levels throughout the supply chain should be compulsory. It is a factor that the country must consider when setting new long-term goals for tourism on how to move towards sustainability (Office of the Permanent Secretary, Ministry of Tourism and Sports, 2020).

Nowadays, tourists fly to tourist attractions in the community continuously increasing. Based on the preliminary study that experimented with access, and service, homestays in several locations located in the southern area have encountered problems and obstacles in using the service, namely, most of the time in using the service there will be problems for booking accommodation in a homestay. There is no standardized reservation system for booking accommodation. Accommodation bookings are based solely on the group leader or community leader providing homestay services. If the leader is not or cannot be contacted, customers will not be able to know if the homestay will be available on the date and time. Everything must be asked of the community leader or group leader only. When considered, it was found that at present, there is no development of innovations suitable for the community, and there is a lack of effective personnel. The problem with homestay services is the lack of a proper booking system and lack of public relations efficiency. Public relations channels are also limited and there is no network link to provide concrete home services (Kanokrat Duangpikul, 2018).

For the above reasons, the researcher is interested in developing an "Innovative model in the green homestay management for tourism to the next normal" to use research findings to develop attractive homestay accommodation styles and create competitiveness in the community tourism industry. They also learned about the innovative model approach in green homestay management innovation for tourism to the next normal and developing mobile applications that local tour operators can use as a model for their operations to benefit entrepreneurs and tourists. This includes community development for sustainable tourism.

2   Research Objectives

1. To propose guidelines for managing green homestays for tourism to the next normal

2. To develop and transfer innovative models in technology for green homestay management for tourism to the next way.

Research Conceptual Framework

Hashim (2015) stated that there are four main categories of homestay innovations: 1) product innovation, 2) process innovation, 3) organizational innovation, and 4) marketing innovation. Keling (2017) also stated that homestay innovation consists of 1) Product and Service Innovation, 2) Participation Innovation, 3) Marketing Innovation, and 4) Sustainability Innovation (Choosak Inthamon and Saranya Lertputtharak,2019)

The ideas of Hashim (2015) and Keling (2017) can be improved and applied as an innovative model in the green homestay management for tourism to the next normal as shown in figure 1.
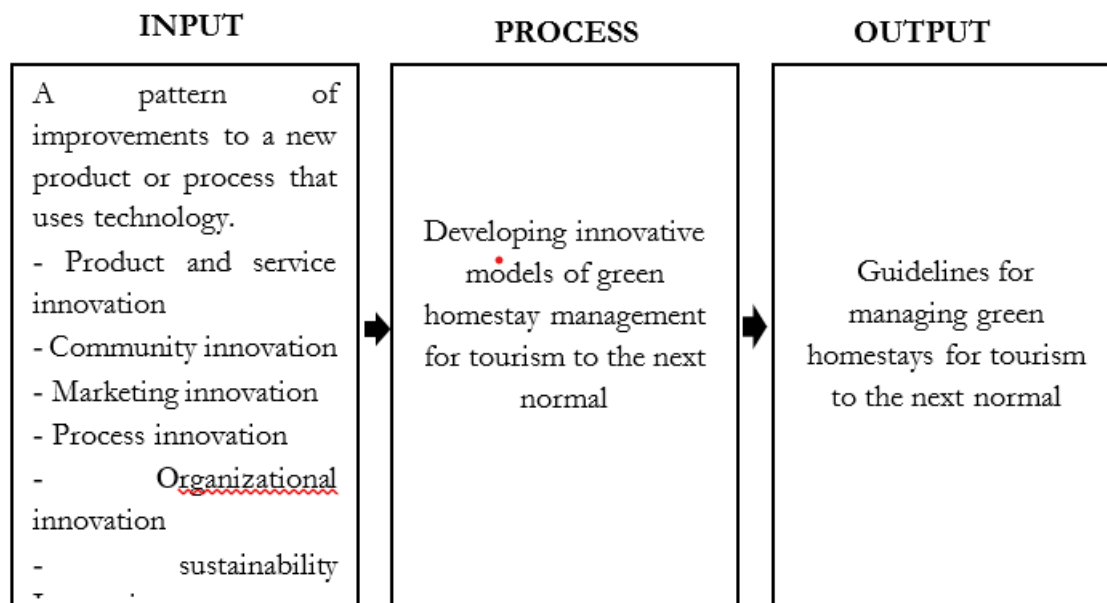
INPUT

A pattern of improvements to a new product or process that uses technology.
- Product and service innovation
- Community innovation
- Marketing innovation
- Process innovation
- Organizational innovation
- sustainability

PROCESS

Developing innovative models of green homestay management for tourism to the next normal

OUTPUT

Guidelines for managing green homestays for tourism to the next normal

Figure 1: Research Conceptual Framework

3   Research Methods

In this study "green homestay management innovation model for tourism to the next normal", the researcher interviewed twelve key informants with the following qualifications: 1) academics who have knowledge and understanding of activities, and processes in public relations strategies, creating a network of cooperation in the community with outside organizations of homestays in each community and developing homestay innovations, 2) executives of public and private organizations who have knowledge and understanding of activities, and processes in public relations strategies, creating a network of cooperation in the community with outside organizations of homestays in Thailand and developing green homestay management innovation for tourism to the next normal, and 3) tourists who focus on homestay tourism and has experienced in tourism in the form of homestays for at least 10 years. This research focuses on studying the application of innovation in homestay management innovation for tourism to the next normal at the community level that has homestays business, 4) Homestay entrepreneurs in the Ban Piyamit community and nearby communities, Betong District, Yala Province, for a total of 5 people, choosing homestays that have been serving ecotourism for at least 2 years.

Research Tools

     1. Interview form with those involved in the green homestay management innovation model for tourism to the next normal.

     2. The satisfaction assessment form of the green homestay management innovation model for tourism to the next normal.

     3. Piyamit Homestay application, accommodation booking system

Data Collection

     The collection of data in this research used the following methods:

     1. Documents used in this research are divided into two types:

        a. Primary data is data that has not yet been analyzed, including the collection of data from direct sources by participatory observations and interviews.

     The informants in the interview were collected from key informants who were involved in the green homestay management innovation model for tourism to the next normal for a total of 12 people.

        b. Secondary data is a document in which data is analyzed in various forms, i.e. the study and collection of data from pre-aggregated sources that can be used to link and create a collective benefit to reach the objectives of a study.

2. Interviews and surveys: The interview method used in this research was a semi-structured or guided interview, using the interview guide as a tool in various formats, namely, in-depth interviews that use in-depth interviews by specifying the key informants.

4   Data Analysis and Statistics

Data Analysis

Qualitative research with interview form mainly focuses on lectures and direct observation by collecting data from selected people. The collected data was analyzed to help supplement the research because it was a fairly clear and solid answer. Research synthesis conducts content analysis by filing, distinguishing, and categorizing the obtained data. Review the data obtained from tape transcription and field recordings to gain an overall understanding of the data obtained and consider important issues and extract important messages or sentences related to a model of innovation in technology for green homestay management to the next normal. After that, the researcher writes a detailed description of the findings along with an example of an accompanying key speech to show clarity of the phenomenon. The statistics used in this research used descriptive statistics to measure mean and standard deviation and interpret the results against criteria.

Application Development of Piyamit Homestay

After studying the data from the sample, the researcher designed and developed a mobile application that can run on Android and IOS operating systems. It developed into an application booking system and provided five homestay operators in the Betong area. The application developed has the following characteristics:
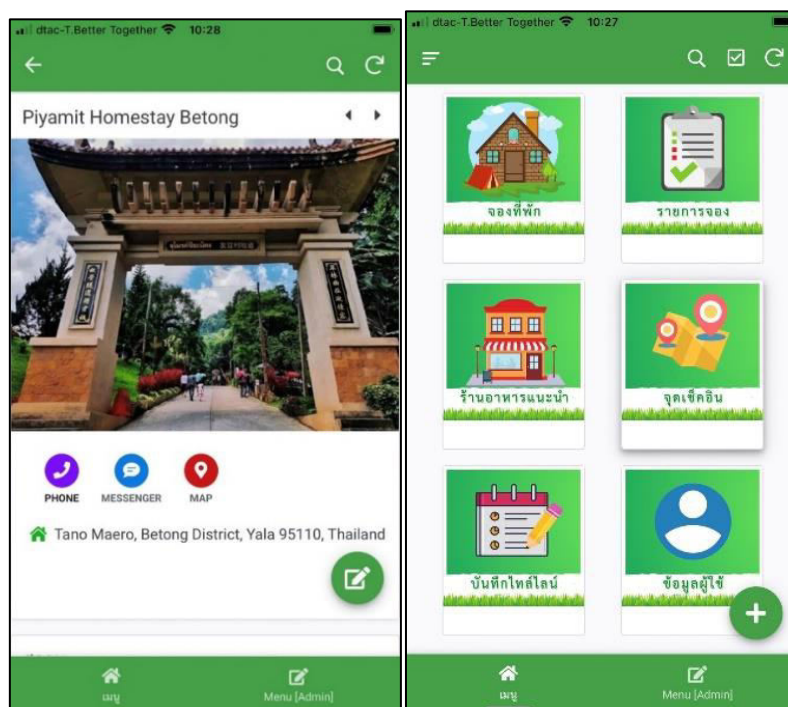
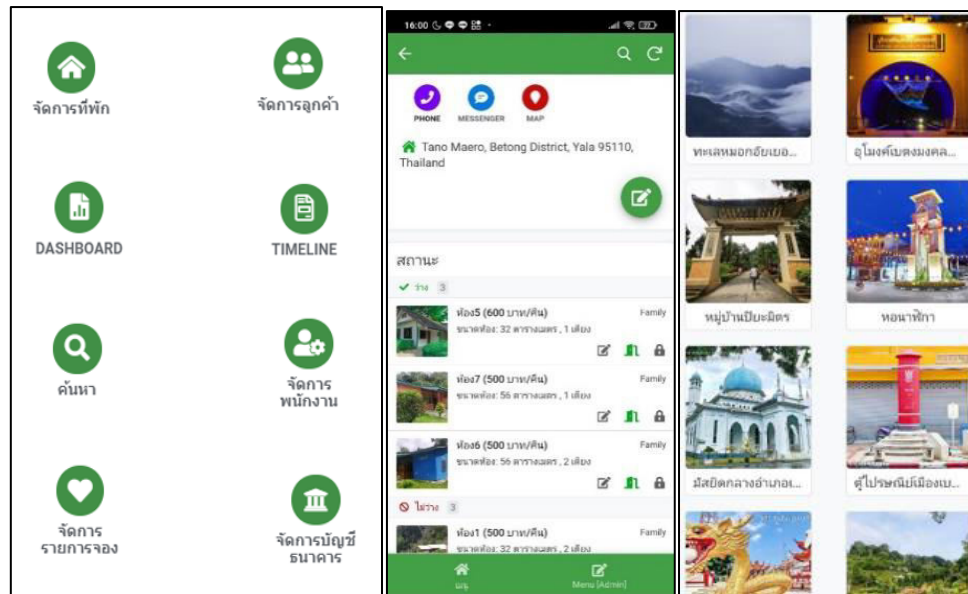

Figure 2: Piyamit Homestay Application

Figure 3: Commands and Operation Menu of the Piyamit Homestay application

Summary of Research Results

The researcher has brought the Piyamit homestay application to entrepreneurs to test and conduct a satisfaction assessment using the Piyamit homestay application. The results are shown in the following table.

Table 1 summarizes the results of the satisfaction assessment of homestay entrepreneurs regarding the green homestay management model application for tourism to the next normal.

Contents	$\overline{X}$	S.D.	Interpretation
1. The format of the application is interesting.	3.80	0.45	High
2. The application is easy to use and uncomplicated.	4.00	0.71	High
3. Classification of information in the application is easy to use.	3.80	0.45	High
4. Processing is accurate.	4.20	0.84	High
5. The speed of using the application.	4.00	0.71	High
6. Information is clear concise and easy to understand.	3.80	0.45	High
7. Application provides useful information.	4.20	0.45	High
8. The information obtained from the processing is reliable.	4.40	0.55	High
9. Ease of use.	3.80	0.45	High
10. Using the application as a whole.	3.80	0.45	High
Total	**3.90**	**0.58**	**High**

Table 1 found that the overall satisfaction of the green homestay management application for tourism to the next normal was at a high level ($\overline{X}$ = 3.90). When considering each aspect, it revealed that the information obtained from the processing is reliable ($\overline{X}$ =4.40), the processing is accurate, and the application provides useful information ($\overline{X}$ =4.20), The application is easy to use, uncomplicated and the speed of using the application ($\overline{X}$ = 4.00) The form of the application is interesting, the classification of the data in the application, the application is easy to use, information is clear concise and easy to understand, ease of use and using the application as a whole at a high level ($\overline{X}$=3.80).

Guidelines for developing green homestay management innovation for tourism to the next normal are as follows:

1. Green homestay management innovation should be applied to online booking. There is a service system, internet, and online payment for convenience and service to tourists. Social media has been introduced to their homestay, creating highlight points for check-in. This is considered an advertisement on social media, reduces the use of paper, and focuses on using the online system by designing the electrical system in the area to save electricity as much as possible.

2. Product and service innovation should be applied to make an outstanding tourist attraction because tourists nowadays want to approach something more natural than technology. Therefore, the issues of product and service that come from nature include the application to be different from traditional products to meet the needs of customers (blended innovation). Transform products to make them outstanding by bringing the characteristics of lifestyle, products, and games are the protagonist of innovation. The area is divided into relaxation zones, and product zone to serve and sell souvenirs.

3. Use the community's social capital, for example, allowing the community to participate in the creation of community innovation is the charm of homestay. Local experts are presenting the local lifestyle, local knowledge, food, weather, or discussions about planning local events, route surveys, and create a virtual reality for those interested in visiting online until they feel like it and they want to experience the community.

4. Marketing innovation for the management of green homestays for tourism, where tourists in this manner want to experience nature. Therefore, it should present what is present in nature around the community and create a green community for tourism, adjust the landscape to be clean, with no garbage, peaceful, and no shops to sell food at will. There is systematic planning and management of the area to preserve nature and create a product that is different from other homestays and travel. There are fast service and modern equipment in green and fertile nature, organizing tourism according to the readiness of the community, emphasizing the natural homestay identity. There are organizations of health promotion activities using herbs or local resources by creatively presenting the tourists, with food preparation, clean and non-toxic food, and good health. In addition, there are new ways of presenting with attention and good taste (Outstanding foods and tourists will be impressed). There are nature walks such as trekking.

5. Planning for process innovation in the green homestay management for tourism: before the process of creating innovation, there should be creating understanding among stakeholders, asking for cooperation with the community without affecting the time of the community. Then, there should have an appointment with the community to brainstorm opinions and invite the government to join in formulating guidelines for development while maintaining the community's identity and setting goals to lead in the same direction. Development of activities, food, or things that are done for tourists to see, try, do, eat, and feel the locality. The activities are accompanied by friendship and relationships between them while doing such activities, and the operating model is to bring environmentally friendly innovations, developed based on community, adjust the landscape and the place to be clean, standard safety, and bring innovations in electric power from solar or electricity from water to use in homestays to save energy according to green homestay guidelines.

6. Objectives should be set for organizational innovation as follows:
   - To plan and develop the community and support the growth in ecotourism
   - To present the local lifestyle that is the identity of the community
   - To apply the benefits of technology to strengthen ecotourism

7. Sustainability Innovation consists of economic, social, cultural, and environmental aspects where sustainability is possible, people in the community need to focus on what they see that everyone is important, including government support to drive the project. When proceeding, there must be a summary, meeting, problem-solving, and development guidelines with goals aimed at moving forward and known to improve to keep up with the modern era, but still, maintain the preservation of the nature and way of life of the community. These are the keys to not changing the way of life of the community, bringing useful innovations, creating more value for the community than before, do not do anything that harms the environment, and do not build projects that are not necessary for the community.

5 Discussions

From conducting research, it found that the green homestays management of innovation for tourism to the next normal suits the current situation in Thailand as follows:

1. Creating innovative products and services by developing products and services to have something new and interesting to Tourists and still maintain the traditional way of life of the community. They may have modified the products to be current but still use the materials in the community. For the homestay, there should try to have a local traditional style, for example, the housing style and surroundings are equipped with necessities because eco-tourists often struggle a little to gain access to the community's way of life. This is in line with the research by Bhuiyan et al. (2012: Abstract), who studied "the development of homestay accommodation for tourism in the Eastern Seaboard Economic Area of Malaysia". It is consistent in the education of town homestays making community development and consistent in studying what homestays need to improve in terms of amenities with tourists and safety, and there are community areas that have the potential to run homestays. This is also consistent with Chusak Inthamon (2019), who studied "patterns and processes of the management of homestay innovation for tourism". He states that the appropriate process for managing homestay innovations is to create innovations that are new, attractive, and unobtrusive in both the traditional community's lifestyle and the environment.

2. Engaging innovation by collaborating between the government, the private sector, and the community in tourism management, the government sector, entrepreneurs, and local communities must understand each other and find ways to work that will benefit all parties, such as service operators of homestay accommodation, local villagers who make souvenirs and local food, guided tours along the community's tourism routes. The government helps facilitate and support community operations as well as educate people in the community on management, welcoming tourists, and there is fair sharing of benefits. It is consistent with Prayoon Imiwat et al (2019), who studied "the innovation for the management of historical and cultural tourism under the civil state approach in Wiang Chai District, Chiang Rai Province." It revealed that participation with local communities to build community understanding of historical and cultural tourism, the government and community jointly develop tourist attractions based on ideas from joint thinking, planning, cooperation, sharing responsibility, and sharing benefit.

3. Marketing innovation by publicizing the tourist attractions in the community that emphasize access to the traditional community, highlighting the identity and unique strengths in that area such as waterfalls, caves, seas, and man-made things, but they have interesting histories.

4. Process innovation is a form of homestay management that emphasizes quality, standards, and fairness to stakeholders. It is transparent, and verifiable, and listens to opinions from the community to jointly develop.

5. Creation of organizational innovation: in organizations that carry out community tourism activities, it is important to educate and enhance people's skills in the community in service, and promote unity and mutual benefit in the development and joint management of homestays.

6. Sustainability innovation: the management of eco-friendly homestays with multi-party cooperation means that sustainability is possible. There must be a certain income for the community, maintain the identity of the community, and any upcoming builds or developments must not affect each other and the original environment of the community.

6 Research Recommendations

1. Homestays in Betong district still lack integration within the community. Therefore, government agencies in charge of promoting tourism in the local should act as an intermediary to connect all sectors, both relevant government agencies, and the private sector, as well as people in the community. Then they must point out the benefits of integrating and working together to create innovations that can be seen and benefit the community.

2. Homestay in Betong district still lack community cooperation. There is no unity as a group, resulting in a lack of strength, so, there should be a central agency, which may be the government and community leaders, to coordinate in setting up a committee in the community to manage it to achieve fairness, sharing common interests, and

educating the community to have sufficient working skills both on the part of the business owner, workers, and villagers participating in the homestay management process.

3. Public relations should communicate to the tourists about the presence of tourist attractions and accommodations or homestays that need to be done. Marketing by using information technology in public relations using online media to meet the target group can be done through Websites, social media, and other media.

References

1. Bhuiyan Hossain, Md. Anowar; et al. (2012). Home Stay Accommodation for Tourism Development in East Coast Economic Region. University Kebangsaan, Malaysia: American Journal of Applied Sciences, 9(7). 1085-1090.

2. Chusak Inthamon. (2019). "Patterns and processes of the management of homestay innovation for tourism", Doctor of Philosophy (Tourism), Burapha University

3. Hashim, A. M. (2015). Langkawi Homestay: Exploring an Innovation Aspect in Homestay Industry.Journal of Tourism, Hospitality, and Sports, 7(8): 1-5.

4. Kanokrat Duangpikul and Jarunan Methaphan. (2018). "Homestay Sustainable Tourism Management in Nan Province" [Ron Hai, https://tci-thaijo.org/index.php/banditvijai/article/download/ 109229/98172/ (Retrieved 30 November 2021).

5. Kasma Kasorn. (2019). "Development of homestay with sustainable management innovation in Ban Pang Makhampom, Chiang Rai Province", Area Based Development Research Journal, 11(3), 270-290.

6. Keling, W. & Entebang, H. (2017). Dayak Homestay Entrepreneurs Innovation Characteristics. Journal of Tourism and Management Research, 2(2): 12-17.

7. Office of the Permanent Secretary, Ministry of Tourism and Sports. (2020). COVID-19 and its impact on Thai tourism. Report Thai Economy and Tourism, 1(4)

8. Prayoon Imiwat et al. (2019). "The innovation for the management of historical and cultural tourism under the civil state approach in Wiang Chai District, Chiang Rai Province", Srinakharinwirot University,7(2), 145-156.