

# DOMESTIC TOURISTS' PERCEIVED VALUE ON ASEAN VERNACULAR STANDARD HOMESTAY\*

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## Abstract

The main objective of this study was to investigate the construct validity of a measurement scale for domestic tourists' perceived value on the ASEAN vernacular homestay standard, when considering the ASEAN homestay standard for the year 2015 including the vernacular accommodations and surroundings in Ban Mae Kampong community based tourism center, Chiang Mai, Thailand. This is the only Thai vernacular homestay that conformed to the three-main qualifications (1) ASEAN standard homestay, (2) Thai standard homestay and (3) named in the official ASEAN tourism website as a representative of an ASEAN standard homestay. The reference population was domestic homestay tourists who visited Ban Mae Kampong. A total of 320 tourists completed the questionnaires. An exploratory factor analysis was used to explore the factors, while a confirmatory factor analysis and a structural equation modeling procedure were performed by utilizing the LISREL procedure to assess the factor structure of the domestic tourists' perceived value of the ASEAN vernacular homestay standard. The results showed that a single latent factor structure was fitted and acceptable. The five factors from highest to lowest loadings were (1) activities (experiential value), (2) management (functional value), (3) host-guest interaction (experiential value), (4) amenities (functional value) and (5) accommodation (functional value). The constructed reliability estimates of the five factors were 0.69, 0.77, 0.68, 0.61, and 0.50, respectively. The results indicate that functional and experiential factors are important determinants of the perceived value of ASEAN vernacular homestay tourism. It is therefore recommended that homestay providers, homestay leaders, and local governments should pay attention to the order of importance of these value dimensions to increase overall tourists' perceived value as well as to better develop position strategies and to preserve the authenticity of this tourism niche.

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## **INTRODUCTION**

The ASEAN Member States are entering into a period of development in multiple areas in the ongoing evolution of the regional community, and this includes a wide range of tourism issues that need to be considered. The ASEAN tourism working teams, defined as ASEAN National Tourism Organizations (ASEAN NTOs), were established, given the overall goal of the development of an ASEAN tourism strategic plan to be a quality destination, and the creation and implementation of tourism standards in many areas. When concerns about quality are added, it becomes much more complex both in terms of defining standards and most importantly assessing the process. There have been important achievements by the Task Force on ASEAN Tourism Standards with specific requirements for six ASEAN tourism standards developed and agreed upon by the ASEAN NTOs. These standards are for six areas, namely: (1) Homestay, (2) Green Hotels, (3) Food and Beverages Services, (4) Public Restrooms, (5) Ecotourism and (6) Tourism Heritage (ASEAN Secretariat, 2011, p. 20).

Homestays, as one of the six particular areas, have assessment exercises that are focused at a generic level. Homestay candidates were proposed by the ten-member states. However, the basis and the procedures

used for the assessment and selection process were not clearly revealed. At this point, there is no way to determine whether the standards or the assessments are comparable from country to country. What has occurred must not be seen as a certification process but rather an awards program based on a process of trust that nominated homestays were comparable in quality from country to country. Measurable standards and indicators for each of the areas have yet to be determined (ASEAN Secretariat, 2011, p. 21). Currently, the final ASEAN homestay standards have been developed, which consist of nine main criteria, 27 sub-criteria, and 91 requirements (ASEAN Secretariat, 2016, p. 17; Ministry of Tourism and Culture Malaysia, 2013, p.25). The criteria for the accommodation are described for both the traditional and more radical portions of the requirements.

The new development direction focus declined to the 1-3 stars hotel standard, which emphasizes safety, cleanliness, convenience, and service (Chatchakul, 2014, p. 434). Some descriptive requirements are shown as follows:

The homestay provider shall provide a guest bedroom(s) that is separated from the other bedrooms in the house, and it is recommended that the house shall have an electricity supply, provide basic amenities and furnishing in the guest bedrooms, and provide standard and appropriate types of beds, such as single beds and double beds, with comfortable mattresses and pillows (ASEAN Secretariat, 2016, pp. 58-62; MTCM, 2013, pp. 6-16).

Nevertheless, some requirements are emphasized to take care of the vernacular dwelling and its authenticity, such as (ASEAN Secretariat, 2016, p. 20; MTCM, 2013, pp. 9-10): Accommodation (The House): The

design and building materials shall reflect the vernacular architecture and local identity.

At the same time, for homestays in Relau, Malaysia, 19 families were motivated to join the homestay program. There were certain requirements and guidelines set by the tourism authority to qualify for patronages. The availability of sufficient space, the security of the house structure, and the level of quality and suitability, were important elements for eligibility to be a homestay operation. Many residents could not participate simply because of their shabby-looking house conditions. These poorer proprietors of ancestral vernacular houses called Rumah Attap (Malay leaf-roofed house) Rumah Kaya (local wooden house) apparently were not considered suitable for the homestay program. Solid wooden houses and all-brick bungalows, both with large verandahs, were selected to accommodate the tourists. Nearly all the posh-houses in the villages have been included in the program (Liu, 2006, pp. 885-886).

As above, the directions of the ASEAN homestay standard should be complied with as a convenient standard for modern homestays as it ensures that vernacular houses reflect the local identity. For rural homestays which represent an authentic way of life, some responsiveness in homestay standardizing would improve the authentic houses to be in accordance with the standard's criteria. This may cause abrupt major change to the vernacular houses, authentic communities and cultural landscapes.

Additionally, most of the vernacular houses in ASEAN countries include a variety of identities and localities (Waterson, 2009). Vernacular houses can be defined as "architecture without architects" (Rudofsky, 1987), which means architecture produced not

by specialists but by the spontaneous and continuing activity of a whole people with a common heritage, acting within a community of experience, for example vernacular houses in Ban Mae Kampong, Chiang Mai, Thailand are defined from the way of life of the local people. Most of them are wooden houses in a simple style with a large open terrace (Laonayor, 2013, p. 71). The characteristics of ASEAN tourism homestays are mixed with the local culture together with aspects required by tourists. Rapid change without guidance may affect vernacular houses or it may have an impact on the local homestay community.

Ban Mae Kampong Homestay is the only homestay in Thailand that is listed as a Thai standard homestay, ASEAN standard homestay, and listed on the ASEAN official website (ASEAN Secretariat, 2015). Ban Mae Kampong Homestay could be regarded as a model or showcase that is renowned for its homestay management and community based tourism initiatives, as an example of a best practice (Boonratana, 2011, p. 51). The analytic result of mostly tourists' perceived value of the ASEAN vernacular standard homestay will reflect the accurate direction of ASEAN homestay development.

## **OBJECTIVES**

This study was purposed to investigate the construct validity of a measurement scale for domestic tourists' perceived value in the ASEAN vernacular homestay standard context and to rank the importance of the value dimensions from the domestic tourists' perspective.

## LITERATURE REVIEW

### ASEAN Homestay Standard

The ASEAN Homestay Standard 2015 is a part of the strategic direction of the ASEAN Tourism Strategic Plan, which aims to increase the quality of tourism services in the region. The indicators of the ASEAN Homestay Standard include criteria, sub-criteria, and requirements. The indicators contained in the checklist are based upon those approved by the ASEAN member states. Before an assessment is conducted, the ASEAN homestay assessment committee should ensure that all applicants meet the prerequisite entry requirements. If unable to do so, the homestay organizations/providers are immediately disqualified from applying for the ASEAN Standard Homestay (ASEAN Secretariat, 2016, p. 35; MTCM, 2013, p.4).

The prerequisite entry requirements are the following:

1. The village shall have a minimum of five registered homestays.
2. The homestay must have been in operation for at least two years at the time of application.
3. All homestay providers shall be free from criminal records.
4. All homestay providers shall be in good general health.

ASEAN homestay criteria and sub-criteria (ASEAN Secretariat, 2016, pp. 24-25; MTCM, 2013, p. 25) are the following:

#### Criteria 1: Host (weightage: 5%)

1. The village and community
2. Homestay provider

#### Criteria 2: Accommodation (weightage: 10%)

3. The house
4. The bedroom

5. The toilet/bathroom

#### Criteria 3: Activities (weightage: 20%)

6. Village and community-based activities
7. Surrounding activities
8. Authenticity

#### Criteria 4: Management (weightage: 15%)

9. Leadership
10. Organization
11. Database
12. Capacity building and training
13. Collaboration

#### Criteria 5: Location (weightage: 5%)

14. Accessibility

#### Criteria 6: Hygiene and Cleanliness (weightage: 15%)

15. House (bedroom, kitchen, and toilet)
16. Surrounding compound
17. Food preparation

#### Criteria 7: Safety and Security (weightage: 10%)

18. Safety training
19. Safety features for facilities/activities
20. Briefing on safety aspects
21. Emergency rescue and evacuation

#### Criteria 8: Marketing and Promotion (weightage: 10%)

22. Promotion activities
23. Partnership with tour operation
24. Web marketing

#### Criteria 9: Sustainable (weightage: 10%)

25. Economic sustainability
26. Environmental sustainability
27. Socio cultural sustainability

The ASEAN Homestay Standard for the year 2015 consists of four prerequisite entry requirements, nine criteria, 27 sub-criteria, and 91 requirements. The more significant indicators have a greater weightage in scoring, and because of the different number of sub-criteria and requirements for each criteria,

there is an effect on the weightage proportion for each requirement of the homestay standard.

### **Vernacular Homestay**

Homestay accommodation is a term with specific cultural associations. As a generic term it is used generally to refer to types of accommodation where visitors or guests pay directly or indirectly to stay in private homes. It embraces a range of accommodation types including farm stay accommodation, host families, some small hotels, and bed and breakfasts (Lynch and Tucker, 2013). This form of accommodation combines the private dimension of home with the public sphere of hotel. Moreover, Lynch (2005, p. 536) highlights the complex dynamics of the homestay experience, in which politics of identity (hosts/guests), discourse, setting, artifacts, sequences, social control, and space play a pivotal role in constructing the experience.

In Thailand, homestay is a significant component of many, if not all, community based (eco) tourism destinations, and refers to a diversity of accommodation types, rooms or spaces within the private homes of community members. It appeals to guests who want to experience simple rural living or traditional lifestyles, and to interact and have cultural exchanges with the host family for a nominal fee; therefore, it provides a meaningful learning experience for both the host and visitors (Boonratana, 2010, pp. 286-288).

There are two major types of spatial arrangement for homestays. In the first, guests sleep inside the house in the areas specified by custom as overnight guest areas. These areas are easily prepared when a guest

arrives, requiring only minor changes to accommodate spatial sharing, including arranging mats and futons and screening off the sleeping area. This form demonstrates the readiness of spatial adaptation. The second form of spatial arrangement is placed outside the house, being an improved option due to the greater privacy it provides for both host and guest. Customarily this form appears as a newly built structure, which differs across villages, though the most common forms are bungalow guest compounds. The two homestay arrangements have different spatial impacts (Oranratmanee, 2011, p. 40). The first form of homestay arrangement conforms to the meaning of vernacular homestay as noted by Cohen (1988), rural-based homestay that the real authentic experience of staying with a family, enjoying their hospitality, activities and pursuits, learning about different cultures, and can best be found in rural areas, where people still have time and genuine friendship to offer to strangers. These rural based characteristics, which allow one to experience the aspects of a local culture, distinguish vernacular homestays from those in other contexts, while the vernacular tradition reflects the spatial, social, and cultural values of those who create it (Oliver, 2003).

The ASEAN Homestay Standard (ASEAN Secretariat, 2016) consists of 9-criteria. Some aspects of the requirements differ tangibly from the attributes of Vernacular Homestay (VH), such as:

(1) The homestay provider shall provide a guest bedroom(s) that is separated from the other bedrooms in the house. VH: Guests could sleep by screening off or hang up a mosquito net as the sleeping area in a multi-purpose hall or transition hall in a vernacular house (Oranratmanee, 2011, p. 43).

(2) There shall be a minimum of one bathroom/toilet for the guest either inside the guest room or inside the house. VH: There is no private bathroom in some vernacular homestays in remote areas.

(3) It is recommended that the house shall have electricity supply. VH: Electricity supply in the remote vernacular homestay is not available.

(4) Provide basic amenities and furnishing in the guest bedroom(s) such as fan, desk, mini cupboard, mirror, electric socket, mosquito net or coil, etc. VH: There are no basic amenities in some remote vernacular homestays.

(5) Provide standard and appropriate type of beds such as single beds and double beds with comfortable mattresses and pillows. VH: Mats and futons for tourists are acceptable.



Figure 1: Sleeping area in a multi-purpose hall, Ban Mae Kampong, Chiang Mai, Thailand.

(6) If necessary, windows should be fitted with a mesh frame to keep out mosquitoes and other insects. VH: Mosquito net is acceptable.

(7) Disinfectants shall be used to keep toilets clean and free from germs. VH: No disinfectants may be used.

(8) Soap, shampoo, toilet tissue, and clean towel shall be provided by the homestay provider. VH: These amenities may or may not be provided.

Meanwhile, there are some aspects of the ASEAN Homestay standard's requirements (ASEAN Secretariat, 2016) which skew the attributes of the Vernacular Homestay, such as:

(1) The design and building materials shall reflect the vernacular architecture and local identity.

(2) The homestay community shall retain its identity, values, and culture, to portray a distinct and authentic experience.

(3) Limit and mitigate the physical impact of tourists particularly on sensitive natural and cultural environments.

(4) Discourage the participation of guests in activities that could exploit local flora and fauna.

(5) Develop a code of conduct (or dos and don'ts) for interaction with wildlife and disseminate it to guests.

(6) Ensure the local community is educated about the importance of conserving biodiversity.

(7) Ensure that the design and construction of tourism facilities and services are environmentally friendly.

(8) Inform guests about the need to respect local customs and the appropriate behavior expected.

The remaining criteria concern the management, such as homestay management, marketing and promotion, safety and security, hygiene and cleanliness, training and sustainability principles.

## **Ban Mae Kampong Homestay**

Ban Mae Kampong Community is located in Huai Kaew Sub-district, Mae On District, Chiang Mai Province. It is an upland village, northeast of Chiang Mai city along the Mae On – Huai Kaew Road. The village got its name from the physical characteristic of having several streams passing through the community. The village is divided into six clusters, covering an area of approximately 6 sq. km. The village has a population of approximately 312 persons and 130 households according to the most recent government statistics (Rural Development Information Center, 2013). Ban Mae Kampong has become well known in Thailand as a model or showcase renowned for its Community-based Tourism (CBT) initiatives as a best practice (Boonratana, 2011). Ban Mae Kampong emerged in the late 1990s as a tourism destination because of its geographical and topographical features. Specifically, its high setting adjacent to a stream that runs through a forested mountain valley which creates a natural escape for Thais living in congested and polluted urban environments (Kontogeorgopoulos et al, 2014, p. 111)



Figure 2: Ban Mae Kampong Village.

With the assistance of government funding, Mae Kampong officially launched its CBT program in 2000. The centerpiece of Mae Kampong's CBT initiative was, and remains, a homestay program that allows visitors to stay overnight with a local family. Tourists can experience the local lifestyle, including offering food to monks in the morning, plus tea leaf and coffee harvesting (Laonayor, 2013, p. 72).

The number of families participating in the Mae Kampong's homestay program has grown to match increasing tourist demand. In 2012, there were a total of 4,657 visitors to Mae Kampong. This represents an increase of 208% from just five years prior, when 1,513 tourists visited Mae Kampong. Unlike the rest of Thailand, where only 10% of visitors to certified homestay communities are foreigners (Suansri and Richards, 2013, p. 535), Ban Mae Kampong offers three types of tours to visitors:

1. One-day tours (which account for 20% of all visits to Mae Kampong)
2. Homestay tours (60% of all visits)
3. Specially designed study tours (20% of all visits) which come in both one-day and overnight varieties.

Overall, when the three tour options are pooled together, 80% of all visitors to Mae Kampong stay at least one night with a homestay family. Both one-day and overnight visitors can choose from a range of activities, including performances of traditional music and dance, jungle treks to nearby waterfalls and vista points, visits to local bamboo and rattan artisans, and participation in local activities, such as the offering of morning alms to monks, cooking and eating with homestay hosts. (Kontogeorgopoulos et al., 2014, p. 112).



Figure 3: Bedroom with mats and futons for tourists in homestay.

### Destination Perceived Value

Perceived value has been widely discussed in the literature related to tourism and hospitality. Although perceived value has received growing attention in research, the concept of perceived value has not often been clearly operationalized (Lee et al., 2011, p. 686), and it seems to vary depending on views and definitions (Prebenson et al., 2013, p. 254). Perceived value has been defined as “the consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given” (Zeithaml, 1988, p. 14). The Marketing of Science Institute (2006-2008) included perceived value in its list of research priorities for the year 2006-2008. These developments reflect the great interest that has been generated by the phenomenon of value creation among marketing researchers in both academia and industry (Sanchez-Fernandez and Iniesta-Bonillo, 2007, p. 427).

In addition, organizations are increasingly recognizing that perceived value is the key factor in strategic management. Despite the growing focus on customer service in business-to-business marketing, when it comes to the perception of customer perceived value, product quality has a greater impact on the customer’s perceived value than service value

(Spiteri and Dion, 2004, p. 685). The important role of perceived value was confirmed by Gallarza and Saura (2006), who verified the existence of a perceived value-satisfaction-loyalty chain.

Overall, perceived value can be considered a subjective construct that will vary between consumers, between cultures, and over time (Ortiz et al., 2014, p. 1). Perceived value has previously been operationalized with a two-item scale such as “perceived value for cost and time” (Phetvaroon, 2013, p. 138) as an economic value term.

Ozturk and Qu (2008, p.293) indicated simultaneously that accommodation and food/beverage facilities were the strongest indicators of perceived value while the others were cost, hospitality and customer care, overall environment and hygiene/cleanliness, transportation, facilities and activities, and overall accessibility. Perceived value indicators are effected by the impact of the destination image dimensions while the tourists’ perceived value effects the satisfaction and intended future behavior of the tourist (Bajs, 2015, p.122). The researchers have adopted the multidimensional approach and proposed the dimensions of the construct. All the authors echo the two underlying dimensions of perceived value: functional and affective. In this sense, the functional dimension refers to the rational and economic valuations made by individuals. The quality of the product and of the service would form part of this dimension (Sanchez et al., 2006, p. 396).

*Tourists’ perceived value in an ASEAN community-based homestay visit* by Jamal, Othman and Muhammad (2011, p. 5) investigated the functional and experiential aspects of value in three Malaysian homestays and found that tourists’ perceived value was

illustrated through a parsimonious construct with five dimensions as follows:

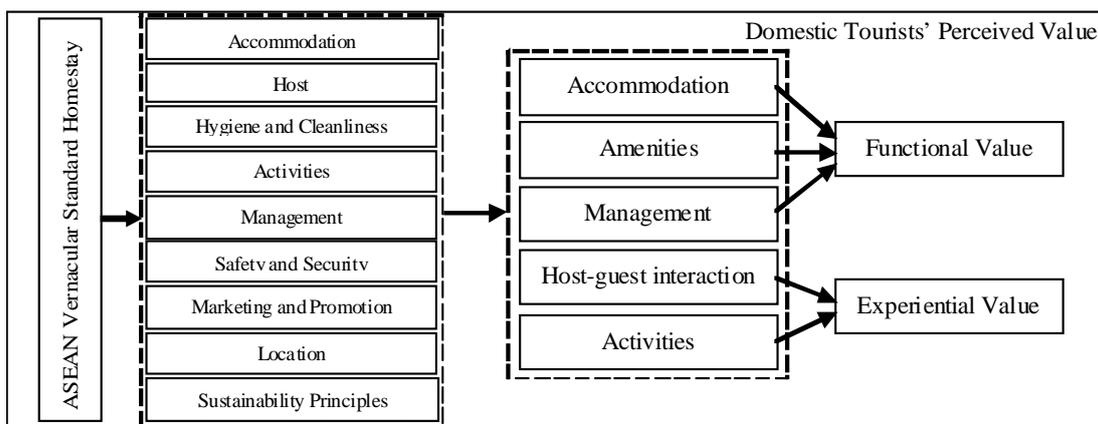
1. Functional value (establish)
2. Functional value (price)
3. Experiential value (host-guest interaction)
4. Experiential value (activity, culture and knowledge)
5. Emotional value

The results indicated that functional, emotional, and experiential factors were important determinants of the perceived value of community-based homestay tourism.

**Domestic Tourists in Thailand CBT**

Market research conducted by the Thailand Community Based Tourism Institute (CBT-I, 2010) argues that domestic tourism can contribute significantly to regional growth and development. Communities showed that they welcomed a mixture of Thai and foreign guests, ranging from cultural tourists, to school and university students, special interest groups, volunteers, families, professionals participating in study tours, and groups undertaking CSR activities.

The clearest picture can be seen by considering research on both CBT and Thai homestays. Research by the Department of Tourism (DOT) indicated that most visitors to these communities are Thais. According to the DOT, 90.7% of visitors across 100 Thai Homestays were Thai and 9.3% were foreign (CBT-I, 2010). This is in accordance with the Mae Kampong tourist statistics, in which Suansri and Richards (2013) found that in 2012, there were a total of 4,657 visitors to Mae Kampong. Domestic tourism has been stimulated by Thai government campaigns such as “Thai Teow Thai” (Thais take holidays in Thailand) and the homestay website. Domestic travel has also benefited from improved infrastructure and connectivity, access to information on the internet, and travel documentaries in print and on television (CBT-I, 2010). A modest majority of visitors are women (50-60%). Most Thai visitors are from Bangkok. Educational groups are also extremely important markets, 60% of Thai visitors who arrive in villages are on educational or study trips, 30% are interested in relaxing and sightseeing, with around 10% interested in nature (Promburom, 2010).



**Figure 4:** Conceptual Model of domestic tourists' perceived value on ASEAN vernacular standard homestay

## **METHODOLOGY**

### **Sample and Data Collection**

The homestay population in this study was from standard homestays in Thailand that were complied with the following conditions:

1. Each was named in the latest ASEAN Standard Homestay Directory Booklet, the ASEAN Homestay Directory 2010 collected by the Ministry of Tourism and Sports of Thailand (2010). There were 30-Thai homestays named in the directory.

2. They are named in the recently published Thai Standard Homestays for the years 2012-2015. There were 138 homestays from 48 provinces listed as assessed by the Tourism Department of Thailand (2012).

3. They are named on the official ASEAN tourism website (ASEAN Secretariat, 2015) as representative of ASEAN Standard Homestays. There were three Thai homestays: (1) Ban Mae Kampong Homestay, Chiang Mai, (2) Ban Kiriwong Homestay, Nakhon Si Thammarat and (3) Lee Led Homestay, Surat Thani.

The three above conditions follow a method of sampling that involves the division of a population into smaller groups known as strata. In the stratified random sampling, the strata were formed based on the members' shared attributes or characteristics, and a random sample from each stratum was taken that was in a number proportional to the stratum's size when compared to the population.

The subset of the strata was condensed into Ban Mae Kampong Homestay, located in Chiang Mai, Thailand, as the only homestay that conformed to all of the above characteristics of the strata, and is

representative of the ASEAN vernacular standard homestay in Thailand.

This study was conducted at Ban Mae Kampong Homestay. The population was the domestic homestay tourists who visited Ban Mae Kampong Homestay. The sampling was performed using the stratified random sampling technique with domestic tourists, as the population, who spend at least one night at the homestay. Eligible homestay tourists of more than 18 years of age were given the questionnaires at the end of the visit by the researcher and his assistants, who observed all the samples in all 27 homestay accommodations in October 2015, at the start of the tourism season. A deliberate effort was made to obtain a homogeneous representative sample by including Thai-domestic tourists from all regions. (see Table 1).

A total of 320 samples were obtained, which shows the sample size in this study was 10.48% of the yearly population. The sample size was calculated from the literature review on statistical tourism that indicated a total of 4,657 visitors to Mae Kampong in 2012, of which 90% were domestic tourists (Suansri and Richards, 2013), and approximately 80% of all visitors stayed at least one night with a homestay family (Kontogeorgopoulos et al., 2014), while approximately 5% of the tourists were under the age of 18. The calculations were  $(4,657 \times 0.9 \times 0.8 \times 0.95 = 3,186)$  and  $(320/3,186) \times 100 = 10.04\%$ .

For an acceptable sample size for the factor analysis method, different guidelines are available for judging the adequacy of the sample sizes. (1) According to Hair, et al., (2010), a sample should preferably be more than 100 for proceeding. (2) Comrey & Lee (1992) describe it as "more is better," with sample sizes of more than 300 classified as

good. (3) Tabachnick & Fidell (2007) also recommend that sample sizes should be higher than 300 cases. (4) Thompson (2004) suggests that at least 200 respondents must be sampled to attain a stable solution through factor analysis. Sample sizes for the structural equation model (SEM) commonly run in the 200 to 400 range for models with 10 to 15 indicators. At least 100 cases are required for SEM and preferably 200 (Loehlin, 1992).

As a result, according to these sources, the sample size of 320 respondents for 35 observed variables (exploratory factor analysis) and for five latent variables (SEM: confirmatory factor analysis) is acceptable.

**Table 1: Sample characteristics**

Frequency	N	%
<b>Gender (n=320)</b>		
Male	120	37.5
Female	200	62.5
<b>Place of origin (n=320)</b>		
Chiang Mai	166	51.9
Bangkok metropolitan	75	23.4
Northern region	39	12.2
Other region	40	12.5
<b>Age (n=320)</b>		
18-25 years	178	55.6
26-35 years	84	26.3
36-45 years	44	13.7
46-55 years	14	4.4
<b>Travel Companion (n=309)</b>		
Friend	229	74.1
Family member	58	18.8
School	17	5.5
Alone	5	1.6
<b>Number of visit (n=320)</b>		
First time	233	72.8
2-3 times	67	20.9
More than 3 times	20	6.3

The length of stay (n=320)

1 night	286	89.4
2 – 3 nights	34	10.6

Expense/person/day (n=320)

Less than 400 Baht	124	38.7
401 – 800 Baht	141	44.1
801 – 1,200 Baht	55	17.2

## Measurement of Construct

### The Questionnaire

The questionnaire, comprising two sections, was designed to analyze domestic tourists' perceived value on the ASEAN vernacular standard homestay towards Ban Mae Kampong. Section 1 enquired about basic background data on the domestic homestay tourists at this destination: gender, age, place of origin, travel companion, number of visits, length of stay, and their average expense per day.

Section 2, the variables were categorized into the main construct of the nine-criteria of the ASEAN Homestay Standard 2015, including its requirements, basic elements, and other variables gathered from the literature review as the success factors in the content of the ASEAN vernacular standard homestay that were assessed in terms of domestic tourists' perceived value. The assessed variables as shown in table 2.

Given the nature of the ASEAN standard homestay in vernacular tourism, which differs from the other types of main standard homestays as shown in the literature review, extraordinary effort was put into the development of the measurement items, especially in terms of the standard's requirements for convenience, the authentic

**Table 2: Statements of variables on ASEAN vernacular standard homestay**

Variables	References
<b>Accommodations</b>	
1. Reflects vernacular architecture and local identity.	ASEAN Secretariat (2016); Macek (2012); Mura (2015); Subash (2014)
2. Housing improvement matched locality.	Lynch (2005); Macek (2012); Mura (2015); Peaty (2010); Rapoport (1969)
3. In-house area has authentic preservation.	Chin et al. (2014); Lynch (2005); Macek (2012);
4. House improved for guests' convenience.	ASEAN Secretariat (2016); Lynch (2005); Subash (2014)
5. Provides basic amenities in bedroom(s) such as fan, mirror, electric socket, and mosquito net, etc.	ASEAN Secretariat (2016); Purisan & Xiao (2013)
6. Provides basic amenities in local style such as mat, futon, and screened-off sleeping area.	Oranratmanee (2011)
7. Provides standard furniture for guests such as beds with mattresses, desk, chair, and mini-cupboard, etc.	ASEAN Secretariat (2016); Purisan & Xiao (2013)
8. Provides standard amenities in bathroom such as sitting or squatting toilet, and other bathroom facilities.	ASEAN Secretariat (2016); Subash (2014)
<b>Hygiene and Cleanliness</b>	
9. Hygienic and clean.	ASEAN Secretariat (2016); Macek (2012); Peaty (2010); Purisan & Xiao (2013)
10. Provides soap, shampoo, toilet tissue, and towel.	ASEAN Secretariat (2016) Purisan & Xiao (2013)
<b>Host</b>	
11. Availability of information and community center.	ASEAN Secretariat (2016)
12. Introduction of house area and house members.	Lynch (2005); Meimand et al. (2013)
13. Communication skills.	Lynch (2005) Macek (2012); Meimand et al. (2013); Peaty (2010); Purisan & Xiao (2013)
14. Host is friendly.	Kwaramba et al. (2012); Paul (2013)
15. Hospitality and good service.	Kwaramba et al. (2012); Paul (2013) Peaty (2010); Purisan & Xiao (2013); Subash (2014)
16. Storytelling and interpretation skills.	ASEAN Secretariat (2016); Samsudin & Maliki (2015)
<b>Activities</b>	
17. Preserves special activities for guests.	ASEAN Secretariat (2016); Paul (2013)
18. Collaborates with surrounding village in activities.	ASEAN Secretariat (2016)
19. Activities encourage interaction with community.	ASEAN Secretariat (2016); Paul (2013); Subash (2014)
20. Community retains identity and authentic experience.	ASEAN Secretariat (2016); Macek (2012)
21. Experiences the normal lifestyle.	Liu (2006)
<b>Management</b>	
22. Guests database/ record of guest arrival, origin and comments.	ASEAN Secretariat (2016)
23. Homestay management according to its locality, local participants, and organization.	Amin & Ibrahim (2015); Kayat (2002); Peaty (2010); Mohamad et al. (2013); Subash (2014)
<b>Safety and Security</b>	
24. Feel safe in the house.	ASEAN Secretariat (2016) Subash (2014)
25. Feel safe in the community.	ASEAN Secretariat (2016) Meimand et al. (2013)

<u>Marketing and Promotion</u>	
26. Package tours are designed according to target markets.	ASEAN Secretariat (2016); Canaffan (2010); Purisan & Xiao (2013)
27. Have partnerships with prominent tour operators.	ASEAN Secretariat (2016); Mohamad et al. (2013)
28. Marketing and promotion are available.	ASEAN Secretariat (2016); Mizal et al. (2014); Purisan & Xiao (2013)
29. Promotional material for ecotourism.	Canaffan(2010);Macek(2012); Reimer & Walter(2013)
<u>Sustainability Principle</u>	
30. A code of conduct (dos/ don't) for tourists' interactions.	ASEAN Secretariat (2016); Reimer & Walter (2013)
31. Tourists are involved in an environmental tourism program.	ASEAN Secretariat (2016); Reimer & Walter (2013)
32. Craft sales area within the homestay center.	ASEAN Secretariat (2016); Macek (2012)
33. Ban commercial sexual activities and illegal drug use.	ASEAN Secretariat (2016)
34. Maintains the existing environment.	Reimer & Walter (2013)
35. Design and construction of tourism facilities and services are environmentally friendly.	ASEAN Secretariat (2016); Reimer & Walter (2013)

way of life, and the vernacular physical housing which were all set to be the observed variables.

Five panels of experts included two Thai representatives of ASEAN National Tourism Organizations, one from the Thai homestay standard preparation team and two lecturers from universities who were directly involved in the official training of the homestay host providers in Thailand, were then consulted to refine and edit the initial 48 items for content validity. This process resulted in the elimination of thirteen of the items because three or more of the experts felt that they were repetitive. After incorporating the experts' comments, a final pretest of the 35-item scale was administered to a group of tourism graduate students before being administered to the sample. The clarity of the questions and items was explicitly discussed with the respondents. Consequently, a few corrections and adjustments were made to the wording and the arrangement of the questions.

A total of 326 questionnaires were collected. Six questionnaires were excluded because of excessive missing data. A six-point Likert type response scale (Chang, 1994, p. 205), which ranged from 1-strongly disagree to 6-strongly agree, was used. A six-point scale is used to produce a forced choice in measurements which are more useful for evaluating traits within an individual (Baron, 1996) with experience (Chomeya, 2008), as the domestic homestay tourists in this study who completely experience at least one night in a vernacular homestay program. Descriptive statistics on the sample respondents are present in Table 1. The constructs of perceived value of the vernacular homestay tourism were measured for a number of observed variables. Exploratory factor analysis, using SPSS 19.0, was performed for the purpose of reducing the number of variables. Confirmatory factor analysis using a structural equation model (SEM) was performed on the sample size of 320 observations.

Given the main purpose of this study, the SEM procedure was an appropriate method for evaluating how well a proposed conceptual model that contains observed indicators and hypothetical constructs explains or fits the collected data (Yoon, Gursoy and Chen, 2001, p. 367). The ASEAN homestay standards' indicators, in addition to the vernacular accommodations and activities of research constructs as the factors' characteristics in the proposed model of domestic tourists' perception of the value on ASEAN standard homestay, were tested with LISREL 9.2 Student version. The maximum likelihood (ML) technique, which has been widely used in SEM research, was applied in this study as the assumption of multivariate normality of the study data was confirmed.

## ANALYSIS AND RESULTS

### Exploratory Factor Analysis

Using SPSS 19.0, Exploratory Factor Analysis (EFA) with Varimax of the rotation was conducted to identify the underlying dimensions of the perceived value scale. The analysis suggested that there were five underlying dimensions of perceived value. The total variance extracted by the five factors was 68.08% with a Kaiser-Meyer-Olkin value = 0.955, which was more than 0.5 and close to 1.00, and Bartlett's test of sphericity was significant at the  $\alpha = 0.000$  level. All of the items retained for the analysis generally had communalities of greater than 0.4. Five items with factor loadings of less than 0.4 were considered for deletion or to be put in a suitable dimension and 35 items were retained for further analysis.

**Table 3: Exploratory factor analysis results**

Factors	Factor Loading	Eigen-value	Variance%
<b>FVM</b>		17.363	22.250
Functional Value (Management)			
PV1	0.727		
PV2	0.719		
PV3	0.714		
PV4	0.707		
PV5	0.685		
PV6	0.681		
PV7	0.675		
PV8	0.667		
PV9	0.662		
PV10	0.657		
PV11	0.653		
PV12	0.629		
PV13	0.576		
<b>FVAC</b>		2.280	14.217
Experiential Value (Host-guest interaction)			
PV14	0.758		
PV15	0.752		
PV16	0.750		
PV17	0.718		
PV18	0.710		
PV19	0.620		
PV20	0.618		
<b>EVH</b>		1.655	11.878
Functional Value (Accommodation)			
PV21	0.745		
PV22	0.729		
PV23	0.700		
PV24	0.639		
PV25	0.517		
<b>FVAM</b>		1.304	10.146
Functional Value (Amenities)			
PV26	0.685		
PV27	0.602		
PV28	0.600		
PV29	0.573		
PV30	0.441		
<b>EVA</b>		1.225	9.587

Factors	Factor Loading	Eigen-value	Variance%
Experiential Value (Activities)			
PV31	0.738		
PV32	0.692		
PV33	0.691		
PV34	0.658		
PV35	0.549		
Total Variance %		68.079	

From the Varimax-rotated factor matrix, five factors representing 68.079% of the explained variance were extracted from the 35 variables. The dimensions which were considered in the analysis were the following:

1. Functional value (management)
2. Functional value (accommodation)
3. Experiential value (host-guest interaction)
4. Functional value (amenities)
5. Experiential value (activities)

Cronbach's alpha is the most widely used method to measure the reliability of the scale (Cooper & Schindler, 2001; Hair et al., 2003). A satisfactory value is required to be more than 0.60 for the scale to be reliable (Cronbach, 1951).

The results show the alpha coefficients for all five factors (Cronbach's alpha score) ranged from 0.854 – 0.949 (amenities = 0.854, accommodation = 0.874, activities = 0.899, host-guest interaction = 0.928 and management = 0.949).

### Confirmatory Factor Analysis

According to the five-factor model of the ASEAN vernacular standard homestay perceived value, the factor that showed the highest level was EVH; host-guest interaction as the experiential value (mean = 4.53, SD = 0.92), followed by FVAC; accommodation as the functional value (mean = 4.44, SD = 0.78). The relationships among factors ranged from 0.59 – 0.75, with the highest correlation between management and activities, followed by management and host-guest interaction. To explore and assess the suitability of the data, Bartlett's Test of Sphericity and Kaiser-Meyer-Olkin (KMO) were used, the result indicated that the correlation matrix was not an identity (Chi-Square = 998.306, df = 10, p = 0.00) with the KMO index that was 0.876 (see table 4).

**Table 4: Mean, standard deviations (SD) and correlations among latent variables**

Factor	Correlation Coefficient				
	1	2	3	4	5
1.FVM	1.00				
2.FVAC	0.59**	1.00			
3.EVH	0.72**	0.62**	1.00		
4.FVAM	0.68**	0.68**	0.65**	1.00	
5.EVA	0.74**	0.60**	0.67**	0.65**	1.00
Mean	4.14	4.44	4.53	4.16	4.06
SD	0.89	0.78	0.92	0.87	0.95

KMO: Measure of Sampling Adequacy = 0.876  
Bartlett's Test of Sphericity: Chi-Square = 998.306  
df = 10, p = 0.00

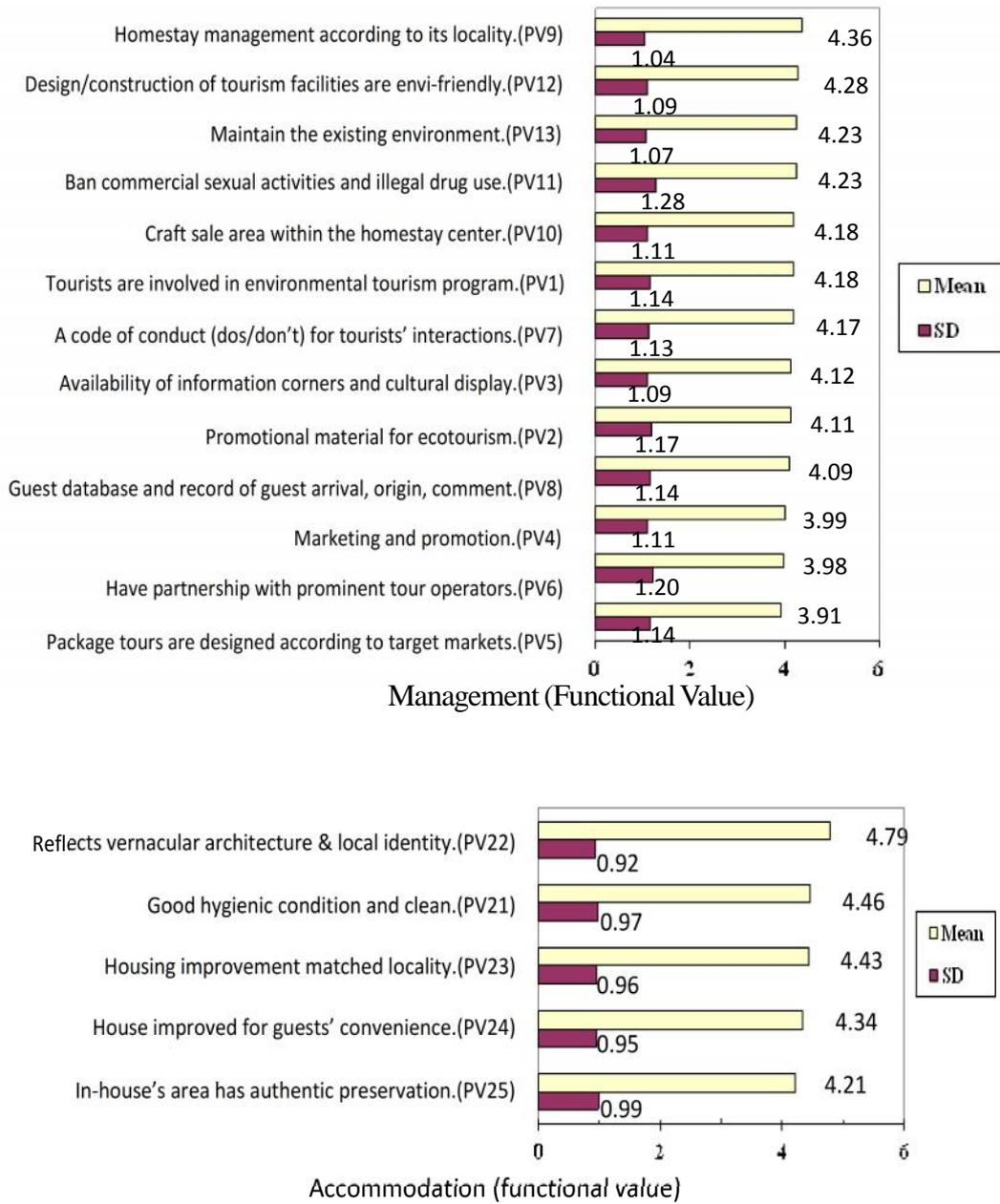
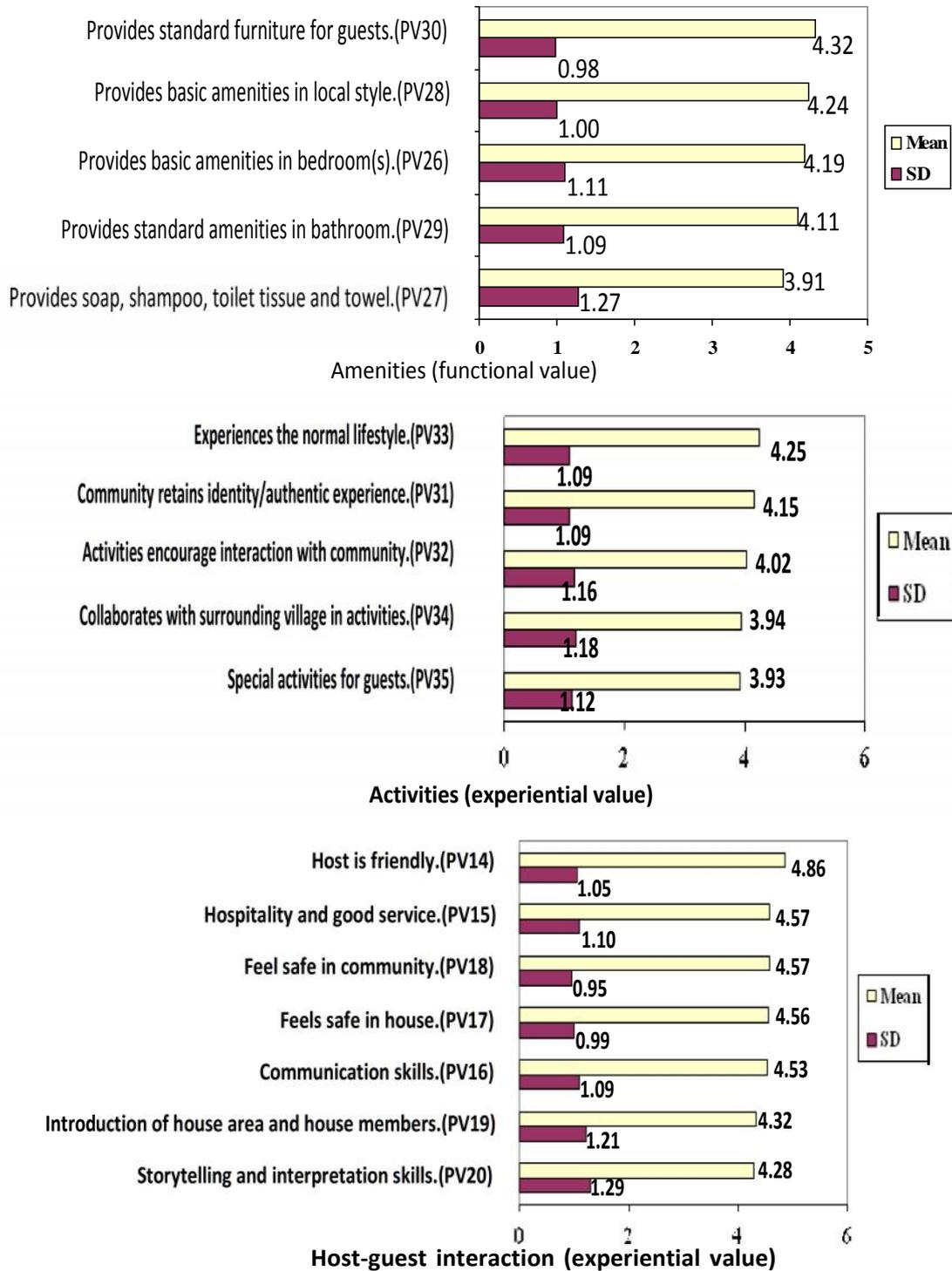


Figure 5: Mean values and standard deviations (SD) for domestic tourists' perceived value



**Figure 5:** Mean values and standard deviations (SD) for domestic tourists' perceived value (cont.)

The goodness of fit for the model was assessed using Chi-square statistics, CFI, RMSEA, RMR, GFI and AGFI. Acceptable fit was judged according to the criteria recommended by Hu and Bentler (1999): CFI values greater than or equal to 0.95 and RMSEA and SRMR values less than or equal to 0.06 and 0.08, respectively. In addition, as recommended by Hair, Adderson, Tatham, & Black (2003): CFI, GFI and AGFI values greater than 0.90 and RMSEA values less than 0.08.

From the results of the confirmatory factor analysis (CFA) by the SEM method, it was found that the ASEAN vernacular standard homestay perceived value factor structure had

an acceptable fit to the data (Degree of freedom = 4, Chi-square = 6.09,  $p = 0.192$ ; CFI = 1.00; GFI = 0.99; AGFI = 0.97; RMSEA = 0.040; SRMR = 0.013) (see Table 5).

All factor loadings were statistically significant, with the highest loading on activities (experiential value) ( $\lambda = 0.79$ ), followed by management (functional value) ( $\lambda = 0.78$ ), host-guest interaction (experiential value) ( $\lambda = 0.76$ ), amenities (functional value) ( $\lambda = 0.68$ ) and accommodation (functional value) ( $\lambda = 0.55$ ). The item of the constructed reliability was also significant, and ranged from 0.50 – 0.77 (see Table 5 and Figure 6).

**Table 5: Results of confirmatory factor analysis of a scale measuring ASEAN vernacular standard homestay perceived value**

Factors	b	SE	t		R <sup>2</sup>
1.FVM (Functional Value: Management)	0.77	0.04	19.10	0.78	0.77
2.FVAC (Functional Value: Accommodation)	0.58	0.04	13.99	0.55	0.50
3.EVH (Experiential Value: Host-guest interaction)	0.76	0.04	17.47	0.76	0.68
4.FVAM (Functional Value: Amenities)	0.70	0.04	16.10	0.68	0.61
5.EVA (Experiential Value: Activities)	0.79	0.04	17.65	0.79	0.69

Chi-square = 6.09, Degree of freedom(df) = 4,  $p = 0.192$ , CFI = 1.00, GFI = 0.99, AGFI = 0.97, RMSEA = 0.040, SRMR = 0.013

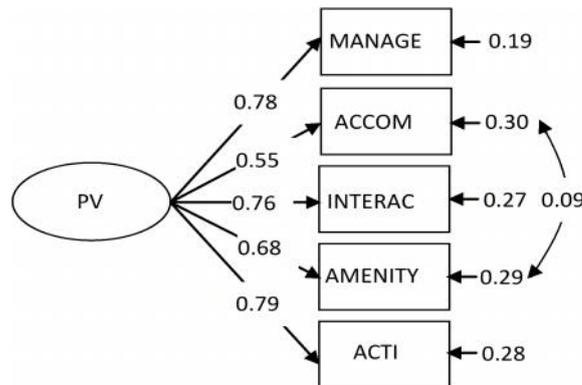


Figure 6: Construct of validity of ASEAN vernacular standard homestay perceived value

These findings of the perceived value on ASEAN vernacular standard homestay were examined further by looking at the importance of each value dimension from the perspective of domestic tourists in the eligible majority. The overall perceived value was incorporated as a dependent variable and significantly determined by five dimensions obtained from the above analysis (see figure 6). In order of importance, it was found in the construct validity of a measurement scale, the most important dimension that influenced the domestic tourists' perceived value was activities (experiential value)  $\lambda = 0.79$ ,  $R^2 = 0.69$  followed by management (functional value)  $\lambda = 0.78$ ,  $R^2 = 0.77$ ; host-guest interaction (experiential value)  $\lambda = 0.76$ ,  $R^2 = 0.68$ ; amenities (functional value)  $\lambda = 0.68$ ,  $R^2 = 0.61$ ; and accommodation (functional value)  $\lambda = 0.55$ ,  $R^2 = 0.50$ .

The results indicated that, in the ASEAN vernacular standard homestay experience, the experiential value and the functional value were important. When considering the experiential value, the most significant internal observable factor was activities followed by host-guest interaction, meanwhile, for the functional value, the most significant internal observable factor was management followed by amenities and accommodation, and there was some covariance in the error between accommodation and amenities ( $\lambda = 0.09$ ).

According to the results of the EFA analysis (see Table 3), the experiential value on the observable factors of activities ( $\lambda = 0.79$ ,  $R^2 = 0.69$ ) and host-guest interaction ( $\lambda = 0.76$ ,  $R^2 = 0.68$ ), as a factor loading and construct reliability value, the importance of these two aspects is in close proximity. The activities aspect could be divided into groups of (1) normal activities and life style and (2)

special activities for guests. While the host-guest interaction could be categorized as (1) communication skills and (2) hospitality skills, and these two skill sets should be mastered by the host family members and the community participants, and the results will affect (3) the tourists' feelings of safety in both the houses and the communities.

For the sub-observable factors, in the accommodation and amenities ( $\lambda = 0.55$ ,  $R^2 = 0.50$  and  $\lambda = 0.68$ ,  $R^2 = 0.61$ ), could be categorized as (1) authentic preservation (2) guests' convenience. For the sub-observable factors, in the managerial dimension ( $\lambda = 0.78$ ,  $R^2 = 0.77$ ), could be categorized as (1) marketing, (2) partnership, (3) information management, (4) organization and (5) sustainability principles (socio-culture, environment and economic). All managerial elements should be propelled in a certain direction in accordance with the managerial policy by the locality. In order to be sustained, the local government, local leaders, and the local community have to play their roles by giving support and participating in the development of the program (Amin & Ibrahim, 2015, p. 543).

## **CONCLUSION & DISCUSSION**

This study has extended the existing knowledge of the homestay tourist perceived value (Jamal, et al., 2011) into a specific context of special interest tourism focusing on ASEAN vernacular standard homestay tourism. The main objective of this study was to investigate the construct validity of a measurement scale for domestic tourists' perceived value on the ASEAN vernacular standard homestay in Ban Mae Kampong community based tourism center, Chiang Mai,

Thailand. The validity testing results for the measurement model show that the model itself contains construct validity and is workable as its measurement follows the empirical data. The observed variable with the highest loading was activities (experiential value), followed by management (functional value), host-guest interaction (experiential value), amenities (functional value) and accommodation value (functional value) which had loadings that were similarly in the high range among the constructed variables and constructed reliability.

These findings are consistent with a previous study (Jamal, et al., 2011) in three Malaysian standard homestays which found that the experiential dimensions were clearly prominent as affective aspects in the ASEAN homestay tourism experience. Jamal, et al. (2011) found that experiential value (host-guest interaction) and experiential value (activity, culture, and knowledge) were important. Likewise, for the functional value (establishment), the meaning of establishment's observable factors was close to the functional value's accommodation aspect in this study. The findings of the previous study was significance with regard to emotional value, the most important value, but the emotional and the functional values (price) were not the observed variables in the study. Giving the reasons as, in ASEAN vernacular standard homestay, the emotional value and also the pricing in functional value are not in the context of ASEAN homestay standard, but emotional value was assessed through the element of experiential values (activities and host-guest interaction) and functional values (management, amenities, and accommodation) in the dimension of ASEAN vernacular standard homestay.

The stakeholders in tourism acknowledge the significance of the tourists' perceived value (Bajs, 2015; Gallarzar and Saura, 2006; Jamal, et al., 2011; Lee, et al., 2011; Ortiz, et al., 2014; Ozturk, 2008; Prebensen, et al., 2013; Sanchez, et al, 2006), and recognize that tourists who visit homestay villages are not the typical tourists, in that most homestay tourists expect a form of tourism that provides the tourist with an experience of life in a traditional village (Othman, et al., 2013; Lui, 2006). In, Malaysia, the leading homestay tourism in ASEAN (ASEAN Secretariat, 2011), Kampung (villages) that are involved in the homestay program are committed to ensure that visitors experience village-style living first hand. All villages taking part in the homestay program are carefully selected and comply with strict guidelines from the Ministry of Tourism to bring out the best of Malaysia (Tourism Malaysia, 2016). In contrast, in a vernacular homestay, as a real tourism niche, this study adopted a multi-dimensional approach to perceived value and tested the influence of both experiential and functional dimensions on the perceptions of homestay tourists based on their visits and experiences in a ASEAN vernacular standard homestay context.

It was found that tourists' perceived value in various aspects of their stay can be important factors that may affect the growth of demand at a micro level (Jamal, et al., 2011). Given that activities ( $\lambda = 0.79$ ) and host-guest interaction ( $\lambda = 0.76$ ) in the experiential value dimension and, also, management ( $\lambda = 0.78$ ) in the functional value dimension is in the high range of importance, homestay leaders, marketers, partnership coordinators, and other staff members in the managerial level should continue to emphasize

value in terms of professionalism by using an effective tourism strategy. Effective strategic planning by local people, which include tools such as (1) a SWOT analysis, which consists of a consideration of a factors that are likely to make implementation a success or a failure and should look at both internal strengths and weaknesses, as well as external opportunities and threats to the organization (Briggs, 2001). (2) Sustainable development in 5As (accommodation, attraction, activities, amenities, and access) tourism products of Tribe and Snaith (1998, p. 30) could be adapted in the multi-dimensional context of local resources. Highlighting such affective dimensions is critical to preserve the authenticity (Canaffan, 2010; Mura, 2015) of the cultural landscape and vernacular houses as valuable accommodations for tourists in the ASEAN vernacular standard homestay.

### **Limitation and Future Research**

There are some limitations due to inadequate generalizability of the findings across different tourism experiences. As the scales for this study were adapted for the ASEAN vernacular standard homestay tourism experience, especially in Thailand, the findings cannot be generalized across other classes of tourism products and services. Another limitation has to do with Thai-domestic tourists' perspective from which the findings were drawn, which may differ significantly from the perspective of tourist from other cultures. There may be challenges in generalizing these findings to international tourists. Looking to future studies, the scale should be tested in other vernacular homestay communities and countries, especially in the ASEAN region.

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