

# The Development of Homestay Model Based on Community Identity: A Case Study of Tamod Community, Tamod Sub District, Tamod District, Phattalung Province.

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## Abstract

This research is Participatory Action Research with the following objectives: 1) to analyze the homestay management environment of the Tamod community, 2) to develop a homestay model based on the community identity of the Tamod community, and 3) to prepare the community for the assessment of Tamod community homestay standards. The research methodology consisted of 3 sample groups, namely, 1) 17 household homestays for tourism in Ban Tamod, 2) 10 representatives from government agencies involved in the development of Tamod community tourism, and 3) 100 Thai tourists who stayed in Tamod community homestay. The quantitative data was analyzed using descriptive statistics, i.e., percentages and mean. The qualitative data analysis was based on content analysis and triangulation of data validation.

The research found that 1) the result of the study of Tamod community homestay management environment revealed that Tamod community is an agro-tourism attraction that is the way of life of people in the Tamod community. The road to many tourist attractions is still small road routes. There are 17 homestays in the Tamod community continuously available. The host is hospitable and ready to welcome tourists at a good level. Tourists will experience activities that are the way of life of the people in the community, such as activities to pay homage to sacred items in the Tamod community, activities to learn about agro-tourism for health, herb garden, etc., and the amenities are still missing in the tourist attractions. 2) The development of a homestay model based on Tamod community identity revealed that homestay members should focus on systematic management principles such as participation of the local community to increase the efficiency and sustainability of homestay tourism. 3) The development of a homestay model based on Tamod community identity revealed that, generally, tourists had a moderate level of service satisfaction with a mean of 3.39, and the evaluation results of the Tamod Community Homestay Standards, Tamod Sub-district, Tamod District, Phattalung Province, revealed a mean of 3.85 with a score range of 3.50-3.99 with a moderate level of importance.

**Keyword:** Community Identity, Homestay, Tamod Community, The Development of a Homestay, Phattalung, Thailand

## **Introduction**

The Thai government has a tourism promotion policy that focuses on improving the quality and diversity of tourist attractions, the development of tourist attractions in the area of major cities and potential secondary cities as well as creative and cultural tourism (Thai Government, 2018). Therefore, community-based tourism is an important form of tourism that is a tool for community development. It is also an important form to support the direction of tourism in Thailand. Based on the aforementioned importance, Thailand has promoted tourism in secondary cities from 2018 onward. The policy focuses on community-based tourism, resulting in a 20.55% increase of revenue in secondary city tourism in 2020, which is significantly higher than in 2019. However, the proportion of revenue from secondary city tourism from 2018 onwards revealed that the average share of secondary city tourism revenue was 13.43% (Office of the National Economic and Social Development Council, 2021).

Phatthalung Province is a province located in the south of Thailand, classified as one of the cities in the area of secondary city tourism promotion with rich natural and cultural resources. Phatthalung Province has a plan that is formulated according to the second strategic issue: Development Towards A Comprehensive Ecotourism Industry with directions for tourism development in Phatthalung Province in various issues, namely, the tourism promotion in the province by developing the potential of eco tourism, cultural tourism, and tourism in the lake area (Phatthalung Provincial Office, 2018). In addition, the Faculty of Arts Rajamangala University of Technology Srivichai Songkhla has signed a preliminary memorandum of understanding (MOU) to create cooperation in academic services with the Tamod community, Tamod Sub-district, Tamod district, Phatthalung province. Based on the survey of the area, it was found that the Tamod community had grouped together and carried out the tourism service in the form of a homestay for a period of time, which is considered as a part of community-based tourism in this area. However, the said homestay group faced problems with the development of homestay systems and management to meet the standards of Thai homestay standards (Department of Tourism, 2015). As a result, homestay tourism in the Tamod Sub-district is not popular. In addition, the frequency of staying in homestays in the Tamod Sub-district has greatly decreased. In addition, the management of homestay tourism in the past showed that the Tamod community is still unable to find its identity as a prominent feature to clearly enhance the attractiveness of tourists. As a result of the said problems, the extra income from the tourism sector in the area has decreased. It also affects the economic processes at the community level in other sectors such as products and community goods, learning bases, and etc. This research was then conducted in order to 1) analyze the homestay management environment of Tamod communities, 2) study the development of a homestay model based on Tamod community identity, and 3) prepare the community for the assessment of Tamod community homestay standards.

## **Literature Review**

The Department of Tourism (2015) explains the basic qualifications of homestays which consist of 10 following elements:

- Owners of the house and family members must consider that revenue from homestay is an additional source of income in addition to the family's main occupation revenue only.
- There is a living space in the house left, and it is not used, which can be adapted for tourists to stay in.
- Tourists must stay overnight in the same house where the owners live so that there will be an

opportunity to exchange culture and ways of life with each other.

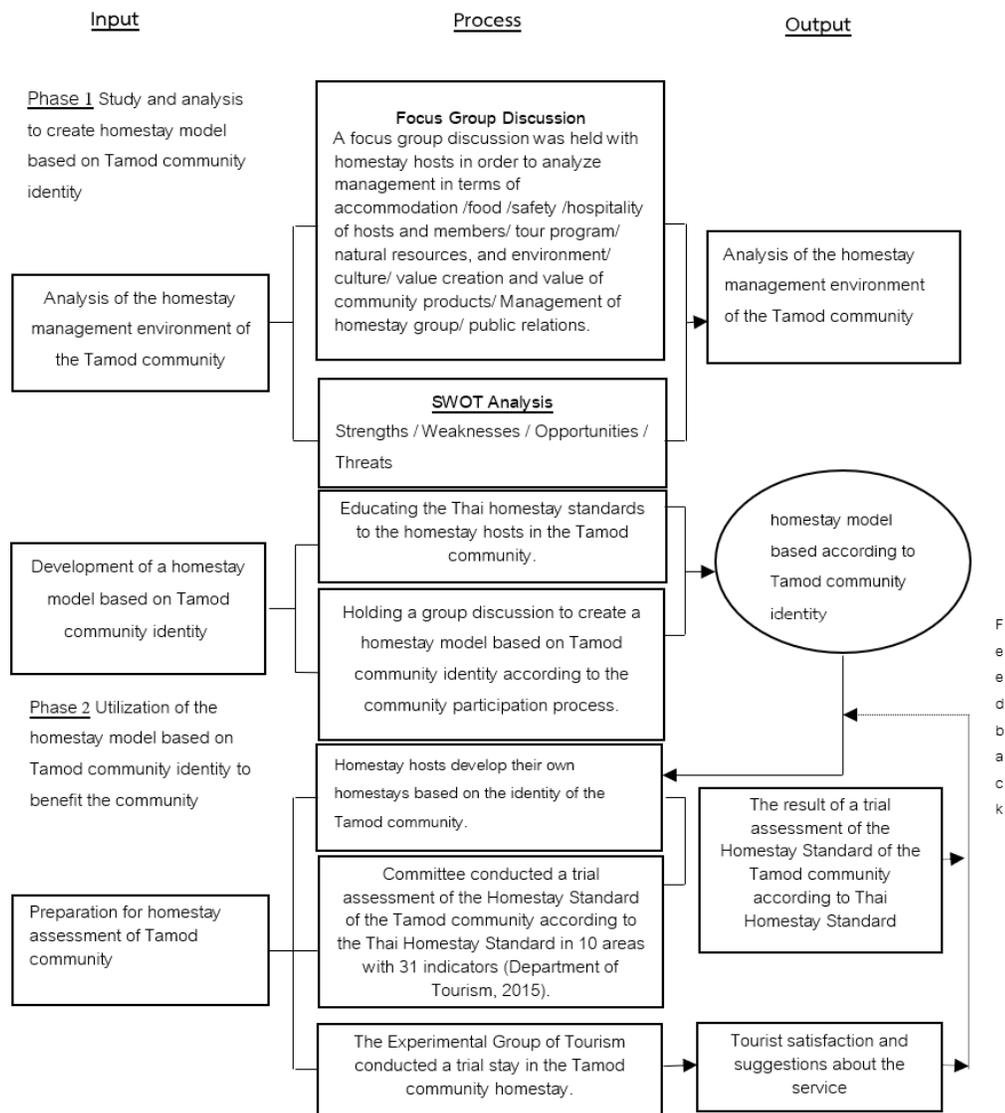
- Family members are happy and willing to take responsibility for tourists who stay overnight in their house as well as showing the good culture of the locality to tourists.
- The owners of the house and family members are very cooperative with the community in managing the homestay.
- That house should be a member of a group, club, or cooperative that manages the homestay of the community together.
- The number of houses that are members of the homestay group must be at least 3 houses.
- Every house applying to be assessed must have a house registration number issued by the government.
- The location of the community or homestay group must not be in a protected area such as a national park, wildlife sanctuaries, etc., unless with permission.
- The homestay has been managed according to the Department of Tourism's homestay standards for at least 6 months.

Designated Areas for Sustainable Tourism Management. (Public Organization) (2018) explains the drive of community-based tourism, mentioning that community-based tourism is considered the basis of the Management Mechanism and is a space for communities to create their own mechanisms and apply creative tourism principles for value creation into valuable products or a travel experience for tourists. In addition, the benefits generated by this tourism, whether it is in terms of economic, social, or environmental, can be expanded and spread widely as well (Supply Chain Management). Relevant agencies need to collaborate, communicate and connect with each other to drive towards the same goal (Collaborate-Communicate-Connect) in order to make this happen. The center of 3C connectivity is the "community" consisting of resources such as nature, people, culture and spirituality, etc. Due to a firm foundation and the love and unity within the community, the community can manage (open the door to) tourism by itself (Community-Based Tourism: CBT), add value to existing resources, but still retain its original identity by creating activities, accommodation, and participatory learning centers, as well as providing a place for tourists to learn and participate in community activities (Community Tourism: CT). Anyhow, tourists need to respect the rules that have been formulated by the community in order to prevent external values or cultures that come with the tourists to affect the community. A strong CBT will benefit the community economically, environmentally, and socially. In addition, the surrounding communities that are not directly in the tourism business can supply their own resources as raw materials or products to sell to tourists in the CBT community, or the CBT community itself can share benefits and distribute income to the surrounding communities as well (Two-Way CBTT).

Juthamas Wisansingh (2018) explains how the design of the community image can convey "community identity" and how it improves the community. The design of the community's image starts with the survey process. The basic process of acquiring community information is experiencing and trying to get in touch with the community as much as possible. After that, the information obtained is then used for SWOT Analysis to find the strengths and weaknesses of the community in order to develop the community's visual identity by using the strengths, and the mood and tone direction for the community is formulated. Once the concepts have been obtained, it is important to inquire about the needs of the community, whether in which areas they want or would like to be developed, such as landscape improvement, packaging design, community mapping, etc. Storytelling "The process of

discovering meaning a community story" is value-added to the community and is referred to as a Brand Touch Point.

## Methods



**Figure 1: Research Process**

Based on Figure 1: Research Process, This research is Participatory Action Research with the following;

### 1. Sample Groups

There were 3 sample groups in this study as detailed below.

1.1 17 households for Ban Tamod tourism homestays (Phatthalung Community Tourism Association, 2016), obtained from a field survey method and observation of the houses participating in

the Ban Tamod homestay group as well as a focus group.

1.2 10 representatives from government agencies involved in community development using Purposive Sampling and In-depth Interviews and Structured Interviews. That is to interview people who have the authority to formulate policies, develop and promote tourism management, and support tourism management in Tamod Sub-district, Tamod District, Phatthalung Province, namely, Tamod District Chief, Mayor of Khao Hua Chang Sub-district, Phatthalung Community Tourism Association, Tamod Community Development Office, Community Leader, and Community Enterprise Group.

1.3 100 Thai tourists who came to use the Tamod community homestay were obtained from a non-probability sampling, quota sampling, and purposive sampling. Since the researcher specified the sample group to be Thai tourists who come to use the Tamod community homestay, but at present, the Tamod community homestay network has no statistics on tourists staying in the Tamod community homestay, and not so many tourists stayed overnight there, this group of 100 tourists is the experimental group in a manner of cooperation in the form of the participant of a study activity as a group of tourists who used the service during the research team conducting the research.

## **2. Research Instrument**

2.1 The Basic Survey is designed as a tool to observe participating homestays using the survey principles based on the 5 A's of tourism (S.Ramesh and S.Muralidhar., 2019), consisting of 1) Attractions 2) Access 3) Accommodation 4) Activities and 5) Amenities.

2.2 An in-depth interview was designed with a group of government agencies involved in tourism, community leaders, and community enterprise groups. This is also a triangular examination of the data in order to obtain information about the analysis of the environment for the development of a homestay model based on the Tamod community identity by using SWOT Analysis (Emet GÜREL and Merba TAT, 2017) on issues 1) Strengths 2) Weaknesses 3) Opportunities 4) Obstacles.

2.3 Two focus group discussions were held. The first one was to obtain data on environmental analysis for the development of a homestay model based on Tamod community identity using SWOT Analysis. The second discussion was to jointly develop a homestay model based on Tamod community identity using the principles of Thai homestay standards (Department of Tourism, 2015). The standard consists of 10 areas with 31 indicators as follows: 1) accommodation 2) food 3) safety 4) hospitality of hosts and members 5) tour programs 6) natural resources and environment 7) culture 8) value creation and value of community products 9) Management of homestay group and 10) public relations.

2.4 The research team provided knowledge to the homestay operators so that the homestay operators have the knowledge to understand how to manage homestays to meet the Thai homestay standards (Department of Tourism, 2015).

2.5 The Thai Homestay Standard Assessment Form (Department of Tourism, 2015) was used in the trial assessment of the Tamod community homestay standards. Three members of the Tamod Community were appointed as a member of the Tamod Community Homestay Standards Assessment Committee to conduct a trial assessment and give advice on the development of the Tamod Community Homestay.

2.6 Questionnaire: The research team has applied the results of the development of the homestay-based model into practice. Therefore, the research team has set up a service trial process after the Tamod community homestay has been developed, in which this group of tourists will respond to the standard questionnaire on the satisfaction of using the homestay service in terms of Thai Homestay Standard (Department of Tourism, 2015).

### **3. Data Collection**

Primary data collection is a study based on data obtained from in-depth interviews with tourism-related government agencies, community leaders, and community enterprises, using a structured interview format, focus group discussion, and data from the Basic Survey. Secondary data collection is a study based on the data obtained from concepts, theories, and related research papers by studying from various sources, namely.

### **4. Data Analysis and Data Validation**

Content Analysis was used for qualitative data analysis, while descriptive statistics were used for quantitative data analysis. The results were being analyzed as a percentage, mean and standard deviation (SD). Data Validation was conducted because this research project is qualitative research together with quantitative research, in which the data validation is necessary for qualitative research in order to obtain accurate and actual information. Triangulation is commonly used for data validation of qualitative research. Thus, the researcher applied a triangulation methodology to data collection (SuphantChantavanich, 2009). That is to collect data in different ways to collect the same information, such as using observation methods in conjunction with inquiry at the same time, as well as studying information from document sources. This is to check whether the information is the same or different.

## **Results and Discussions**

### **1) The results of an analytical study of the homestay management environment of Tamod Community, Tamod Sub-district, Tamod District, Phatthalung Province.**

1.1 Attractions: Tamod community has interesting attractions as follows: Mom Jui Waterfall, Tamod Temple, Khao Hua Chang Reservoir, Kuan Ta Khom Viewpoint, natural farming network learning base, alternative energy network learning base, Buddhist agricultural garden tourist attraction, Tamod Community Fried Durian Products Processing Group.



**Figure2 Tourist attractions in Tamod Community**

1.2 Access: Access to many tourist attractions is still inconvenient and could not be accessed by bus because the road is still an earth road, such as the Kuan Ta Khom viewpoint. In addition, amenities within tourist attractions are still lacking, such as lack of signposts, lack of warning signs, lack of toilets, lack of meaningful signs in tourist attractions, etc., Furthermore, most of the 17 homestays can be accessed by narrow and small community roads.

1.3 Accommodation: A survey of Tamod community homestays found that there were 25 hosts who requested to join the Tamod community homestay network, and the study found that many community homestays lack the readiness in terms of bedding to meet the standards and the development of the home environment to have a neat and beautiful landscape. Details of 17 homestays were collected.



### Figure 3: Tamod Community Homestay Example

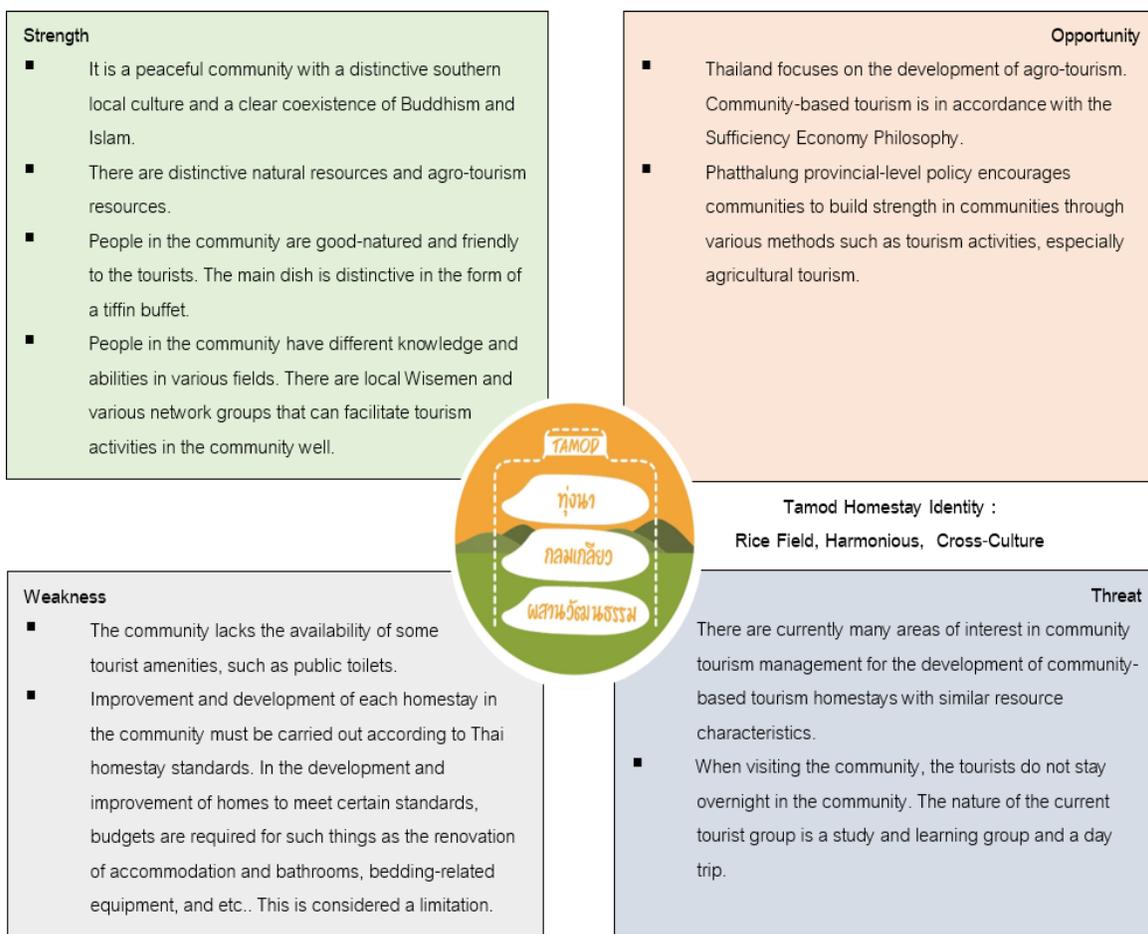
1.4 Activities: Tamod community has interesting activities as follows: activities to pay homage to the sacred items of Tamod community at Tamod Temple, activities to learn about agro-tourism, health, and herb garden, ecotourism activities to learn about natural forest ecosystems, fried durian processing activities at Tamod Community Fried Durian Products Processing Group, activities for learning arts and culture, folk performances of Manora, activities to learn art and culture from shadow puppet show, activities to learn about natural resource management according to the Sufficiency Economy Philosophy at Sustainable Economy Health Center, activities to learn how to turn waste into usefulness at Tamod Community Alternative Energy Center, activities to learn how to raise the bees, mushroom cultivation learning base activities, organic rice fields Learning-based activities as well as activities to learn how to make local sweets.



Figure 4: Tamod Community Tourism Activities Example

1.5 Amenities: Tourist attractions in the community still lack amenities in tourist attractions such as signposts, warning signs, public toilets, and meaningful signs in some tourist attractions, etc.

**2) The result of the development of a homestay model based on Tamod Community Identity, Tamod Sub-district, Tamod District, Phatthalung Province showed that:**



**Figure 5: SWOT Analysis to Find the Identity of Tamod Community Homestay**

Based on Figure 5, the SWOT Analysis analysis to find the identity of Tamod community homestay, the research team has decoded the keyword for the identity of the Tamod community homestay to be Rice Field, Harmonious, Cross-culture.

**Table 1: Symbols and Significant Meanings of Tamod Community Homestay Identity**

Keyword	Meaning and Significance
Rice Field	The topography of the Tamod community area and the way of life of most local people who engage in organic rice farming
Harmonious	Unity of local people, being a good host and ready to welcome tourists. Local hosts, both Buddhists, and Muslims, regularly come to help each other.
Cross-Culture	There are distinctive cultures, both Buddhist and Muslim cultures, those express religious ceremonies such as two-religious traditions, local snacks, etc.

From the above process, the research team has determined the identity of Tamod community homestay in each aspect to raise the homestay level to be that of standard as shown in Table 2: Homestay Model Base on Tamod Community Identity, Tamod district, Phatthalung Province.

**Table 2: Homestay Model Based on Tamod Community Identity, Tamod District, Phatthalung Province**

Composition of Thai homestay standard	Homestay Model Base on Tamod Community Identity
1) Accommodation	The community arranges the houses to be proportional with clean bedding. The shower rooms and toilets must be clean and tidy. The identity of the southern culture, such as local fabrics, etc., should be applied to decorate the living space or bedroom of the house.
2) Food	<ul style="list-style-type: none"> <li>- The homestay should offer a menu of local dishes from the community, focusing on arranging dishes according to the local culture in the south, using the rice from local fields, and food and fruit from local, seasonal ingredients.</li> <li>- The food in the form of a tiffin buffet should be organized focusing on cleanliness and hygiene and using locally sourced food.</li> </ul>
3) Safety	First aid kits should be provided in the reception area, and first aid kits should be provided in homestays as well.

Composition of Thai homestay standard	Homestay Model Base on Tamod Community Identity
4) Hospitality of Hosts and Members	<ul style="list-style-type: none"> <li>- Hosts should use the local language to communicate with tourists in a kind manner.</li> <li>- Hosts should offer the host's lifestyle activities for tourists to participate in local experiences, such as morning alms giving, rice farming, rubber plantation, orchards plantation, farming, etc.</li> </ul>
5) Tour Programs	<p>Tour programs focusing on creative tourism and experiencing the lifestyle of the community should be offered. For example:</p> <ul style="list-style-type: none"> <li>- Visit the herb garden for agricultural tourism learning activities for health.</li> <li>- Ecotourism learning activities about the natural forest ecosystem at Mom Jui Waterfall.</li> <li>- Study and visit durian processing at the Fried Durian Processing Center</li> <li>- Participating in arts and culture learning activities about Manora folklore.</li> <li>- Visit Tamod Community Water Management and experience the sea of fog at Khao Hua Chang Dam.</li> <li>- Learn how to turn waste into usefulness at Tamod Community Alternative Energy Center.</li> <li>- Learn how to make a farm in accordance with the Sufficiency Economy Principle at Khun Ta Khamnueng Garden</li> <li>- Fun farming activities, etc.</li> </ul>

Composition of Thai homestay standard	Homestay Model Base on Tamod Community Identity
6) Natural Resources and Environment	<ul style="list-style-type: none"> <li>- The community should have activities that allow tourists to participate in helping to maintain and preserve the environment in the community, such as planting trees, building weirs, not throwing garbage in tourist areas, etc.</li> <li>- There should be systematic segregation of waste in homestays in order to be a good example and create awareness of environmental stewardship for tourists who stay overnight in the homestays.</li> </ul>
7) Culture	<ul style="list-style-type: none"> <li>- Hosts should live a normal lifestyle in order to allow tourists to learn the local way of life.</li> </ul>
8) Value Creation and Value of Community Products	<ul style="list-style-type: none"> <li>- The community should develop a souvenir product that represents the community's identity and the community can use this designed logo on souvenir packaging.</li> </ul>
9) Management of Homestay Group	<ul style="list-style-type: none"> <li>- Homestay members should focus on systematic and practical management principles such as participation of the local community, responsible committees, community leaders, and government and private sector agencies that promote and support in order to enhance the potential of homestay tourism to be efficient and sustainable.</li> <li>- Homestay members: Training and development of personnel within the community should be encouraged to have knowledge in various fields related to tourist services to make tourists satisfied, such as foreign language training to be able to communicate with tourists and designing products and souvenirs to be unique but still unique by using local resources.</li> </ul>
10) Public Relations	<p>Homestay should have public relations through various media that is comprehensive and increase public relations to increase marketing promotion channels in tourism.</p>

### 3. Results of a study on the preparation for homestay assessment of Tamod community, TamodSub district, Tamod District, Phatthalung Province

3.1 Regarding the level of tourists' satisfaction with the service in various aspects of the Tamod community homestay, a group of 100 students who were experimental tourists showed their satisfaction assessment results as follows:

**Table 3: Satisfaction towards Homestay Services in Tamod Community**

Different Service of Tamod Community Homestay	Mean ( $\bar{X}$ )	Standard Deviation (S.D.)	Level of Opinions
1. The house is proportioned.	4.39	0.55	High
2. The bed is clean and comfortable.	3.62	0.60	High
3. Bathrooms and toilets are completely clean.	2.57	0.50	Low
4. There is a corner to relax in the house or in the community.	3.55	0.50	High
5. The food is delicious, unique, and clean.	3.48	0.52	High
6. Drink water is clean.	3.47	0.52	High
7. The food containers are clean.	3.41	0.49	High
8. There is a first aid cabinet available for homestay guests.	2.98	0.28	Low
9. The hosts are very welcoming and create a warm acquaintance.	3.88	0.52	High
10. There are learning exchange activities of the Tamod community.	3.75	0.50	High
11. There are clear tour programs.	3.44	0.50	High
12. The hosts can provide information on various tourism activities in the community.	3.75	0.50	High
13. There are attractions in the community and interesting attractions nearby.	2.55	0.50	Low
14. The tourist attractions are well maintained.	2.73	0.45	Moderate
15. There are activities to reduce the impact that will occur from tourism such as environmental conservation.	2.65	0.48	Moderate
16. The way of life of the people in the	3.77	0.49	High

Different Service of Tamod Community Homestay	Mean ( $\bar{X}$ )	Standard Deviation (S.D.)	Level of Opinions
community is maintained as a normal routine.			
17. There are souvenir products belonging to the community for sale to tourists.	3.45	0.52	High
18. Homestay groups have rules to inform tourists prior to their stay.	3.53	0.50	High
19. Service charges are reasonable.	3.22	0.56	Moderate
20. There is a system for booking accommodation and registration for tourists who use the service.	2.63	0.49	Moderate
<b>Total</b>	<b>3.39</b>	<b>0.50</b>	<b>Moderate</b>

3.2 Results of the study on the assessment of the Tamod community homestay standards to prepare the community for homestay assessments conducted by 3 experts, the following was found.

**Table 9: Results of the Assessment of Tamod Community Homestay standards, Tamod Sub-District, Tamod District, Phatthalung Province**

Composition / Indicator	Mean	Weight	Weighted Average
<b>1) Accommodation</b>			
1.1 The house is proportioned.	4	2	1.72
1.2 The accommodation and bed are clean and comfortable.	2.33	3	2.48
1.3 Bathrooms and toilets are clean and tidy.	3	3	2.14
1.4 Living space in the house or community.	4	2	1.48
<b>Total</b>	<b>3.33</b>	<b>10</b>	<b>(<math>\bar{X}</math>) 1 = 7.82</b>
<b>2) Food</b>			
2.1 Types of food and ingredients used for cooking.	4.33	2	1.77
2.2 Drinking water is clean.	4.33	3	2.32
2.3 Food containers are clean.	4.66	3	2.66
2.4 There is a kitchen, and the kitchen utensils are clean. The kitchen equipment is clean and hygienic.	3	2	1.60

Composition / Indicator	Mean	Weight	Weighted Average
<b>Total</b>	<b>4.08</b>	<b>10</b>	<b>(<math>\bar{X}</math>) 2 = 8.35</b>
<b>3) Safety</b>			
3.1 Readiness Preparation for the first aid.	3	5	3.57
3.2 There is a security system.	3	5	3.29
<b>Total</b>	<b>3</b>	<b>10</b>	<b>(<math>\bar{X}</math>) 3 = 6.86</b>
<b>4) The Hospitality of Hosts and Members</b>			
4.1 Hospitality and Familiarization.	5	5	3.86
4.2 Creating activities for exchanging knowledge about the way of life in the community	4	5	3.86
<b>Total</b>	<b>4.5</b>	<b>10</b>	<b>(<math>\bar{X}</math>) 4 = 7.72</b>
<b>5) Tour Programs</b>			
5.1 There are clear tour programs for tourists and these programs must be accepted by the community.	4	4	3.31
5.2 Tourist activity information.	4	3	2.48
5.3 The host is a local guide or coordinates a local tour guide.	5	3	2.14
<b>Total</b>	<b>4.33</b>	<b>10</b>	<b>(<math>\bar{X}</math>) 5 = 7.93</b>
<b>6) Natural Resources and Environment</b>			
6.1 The community has attractions within the community or nearby attractions.	3	2	1.66
6.2 Maintenance of Tourist Attractions	3	3	2.40
6.3 There are plans or measures to reduce the impact of tourism and reduce global warming.	3	2	1.66
6.4 There are activities to reduce the impact of tourism to conserve natural resources and the environment and reduce global warming.	3.33	3	2.57
<b>Total</b>	<b>3.08</b>	<b>10</b>	<b>(<math>\bar{X}</math>) 6 = 8.29</b>
<b>7) Culture</b>			
7.1 Conservation of local culture and traditions	5	5	3.71
7.2 Maintain the community's way of life as a normal routine.	5	5	3.57
<b>Total</b>	<b>5</b>	<b>10</b>	<b>(<math>\bar{X}</math>) 7 = 7.28</b>
<b>8) Value Creation and Value of Community Products</b>			

8.1 Products from the community to be souvenirs or products to be sold to tourists must be worthwhile and have value creation.	5	2	1.43
8.2 Products that create unique worth and value for the community.	3	3	2.23
<b>Total</b>	<b>4</b>	<b>5</b>	<b>(<math>\bar{X}</math>) 8 = 3.66</b>
<b>9) Management of Homestay Group</b>			
9.1 Villagers' grouping	5	4	2.74
9.2 Members of the homestay committee	5	4	3.09
9.3 Work rules and regulations of the committee.	3.66	3	2.14
9.4 The benefits are distributed fairly.	4	4	2.74
9.5 Reservation, registration, and advance deposit systems	4	2	1.37
9.6 Clear and up-to-date details of fees and services.	3.33	3	2.66
<b>Total</b>	<b>4.16</b>	<b>20</b>	<b>(<math>\bar{X}</math>) 9 = 14.74</b>
<b>10) Public Relations</b>			
10.1 Documents, print media, public relations for community tourism.	3	3	2.57
10.2 public relations plan.	2	2	1.60
<b>Total</b>	<b>2.5</b>	<b>5</b>	<b>(<math>\bar{X}</math>) 10 = 4.17</b>
<b>Total Assessment Results</b>	<b>3.85</b>	<b>100</b>	<b>(<math>\bar{X}</math>) = 76.82</b>

## Conclusion

The Development of a Homestay Model Based on Community Identity: A Case Study of Tamod Community, Tamod Sub-district, Tamod District, Phattalung Province revealed that Tamod community is an agro-tourism that is the way of life of people in the Tamod community. Many tourist attractions can be accessed by a small road. There are 17 homestays in the Tamod community that continuously provide the service. The hosts are very hospitable and ready to welcome tourists at a good level. Tourists will experience activities that are part of the way of life of the people in the community, such as activities to pay homage to sacred items in the Tamod community, such as activities to learn about herb gardens, agricultural health tourism, etc. In addition, the tourist attractions still lack amenities. The development of a homestay model based on the identity of the Tamod community revealed that homestay members should focus on systematic management principles, such as participation of the local community, to enhance the potential of homestay tourism to be efficient and sustainable. Currently, Tamod community homestays have been certified for Thai homestay standards by the Department of Tourism already. The development of a homestay model based on the Tamod community identity is consistent with the fact that the Special Area Development Administration for

Sustainable Tourism. (Public Organization) (2017) mentions that the important principle of community based tourism is that the community is the owner of the business, villagers take part in setting directions and making decisions, it should promote self-esteem, improve quality of life and environmental sustainability. The community shall retain its identity and local culture, causing learning between people of different cultures to understand and respect different cultures and human dignity while creating fair returns for local people through the distribution of income for the public benefit of the community. Community-based tourism is like a vitamin that helps to strengthen and maintain the body's strength and immunity against potential socio-economic and environmental problems. This vitamin is not expensive and no need to buy it, but it can be made by the community itself because CBT is connected to the economy, society, and environment as follows:

- **Economy:** Community-based tourism is the management tourism by the community using the resources that exist in the community, both cultural and natural, to create worthiness and values that can positively impact the community's economy. Community-based tourism must set a goal to make tourism as an extra income in order not to affect the main way of the community, which is the heart of the community identity, and focus on the income generated from tourism in the community to be distributed fairly to various groups in order to promote a better economy in the community without affecting the way of life, natural resources and culture.

- **Society:** Community-based tourism must connect different groups of people together, namely, public, private, academic, and internal and external sectors, to participate in driving tourism within the community. This combination will create a positive relationship and the same understanding. This strong relationship gives them the bargaining power of other sectors and the ability to solve social problems together.

- **Environment:** Community-based tourism usually screens, negotiates and maintains through a multi-sector work process that aims to provide sustainable value from tourism, as well as create understanding and awareness of the value of the environment and not focus on business growth that affects the environment. In addition, the concept of CBT, which is the basis for solving environmental problems in CBT's work process, focuses on transforming the environment back into exuberance to be the selling point for tourist attractions.

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