

# The Development of a Home-stay Village for Providing the Environmental Conservation Tourism Services in Nongbua- Lamphu Province

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## ABSTRACT

A development of a village for environmental conservation tourism services can build knowledge, attitude and behaviors in practices of environmental conservation of the people who have experiences in home-stay services. This study aimed to develop a home-stay village for environmental conservation services. The mixed methods were employed for the study with 2 purposively selected villages. Thirty village people with home-stay service experiences were purposively selected and participated in the study. The Paired t-test and F-test (One-way MANCOVA) were employed for testing hypotheses.

The major findings revealed the following:

1. The developed home-stay village for environmental conservation tourism services had 6 components: (1) Survey, (2) Operation (3), Organization Setting, (4) Relations, (5) Service and (6) Evaluation .

2. The village people as a whole and as classified according to home-stay service experiences showed gains in knowledge, attitude and behaviors in practices of environmental conservation from before attending the environmental conservation training at the .05 level of significance.

3. The village people with 1-3 years of home-stay service experiences showed behaviors in practices of environmental conservation after attending the training more than the village people with 4-6 years of experiences at the .05 level of significance. However, the two groups of these village people did not indicate knowledge and attitude toward an environmental conservation differently.

In conclusion, the developed home-stay village for environmental conservation tourism services could develop the knowledge, attitude, and behaviors in an environmental conservation of the people with home-stay service experiences. These people had awareness and responsibility in sustainably environmental conservation in the future.

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## Introduction

The environmental problems in the present, could have an impact on human beings and be the nearest problem. According to the occurred situation in the past decade, found the environmental crisis could cause human's problem due to the situation of various changes including the serious flooding in the country. According to the phenomenon, Thailand had loss in both of property, and life. Besides, in many countries, lost their human resources as well as had ecological system change as a major cause. When human beings were the major cause of the environmental problem, and obtained the impact, everyone had responsibility in solving the environmental problem together. To be able to practice as the above, everyone had to have a duty in solving the environmental problem. To be able to successfully practice, people had to be given knowledge, comprehension, awareness, and correct attitude as the best instrument for inculcating people's awareness in environmental study. (Veeravatnanond, V. 1989: 78) The cause of most of problem, found that it was caused by human beings which might be because of the lack of correct knowledge and comprehension, attitude, and behavior facilitated the environment. Without it only one aspect, might lead to people to do many actions which would increase the environmental problem in future. In Thailand, the environmental study was administered as a mechanism providing education for developing Knowledge,

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Attitude, and Action for changing behavior to facilitate sustainable environment in future. (Ministry of Natural Resource and Environment, 2005: 280) According to the survey, it was also found that the tourists still had inappropriate behaviors of environmental conservation in tour pace, for instance. It became the place for youths with undesirable behavior. The environmental problems were caused by demolishing from human beings. (Office of Naongbua-lamphu Province, 2006)

### **Research Objectives**

1. To study the context of the home-stay for providing environmental conservation tourism Services in Nongbua-lamphu Province.
2. To construct and develop the model of home-stay for providing environmental Conservation tourism services in Nongbua-lamphu Province.
3. To study the effect of model of the home-stay for providing environmental conservation tourism services in Nongbua-lamphu Province.

### **Methodology**

**Phase 1:** The study and survey of general situation and information, the implementation of Home-stay for providing environmental conservation tourism services, Ban-hueysai, Nongbua Sub-district, Muang District, Nongbua-lamphu Province, was a qualitative research method.

**Phase 2:** the development of the model of home-stay for providing environmental conservation tourism services including total of 6 steps: Step 1; the Survey, Step 2; the Preparation, Step 3; the Group Formation, Step 4; the Dissemination and Public Relation, Step 5; the Service Providing, and Step 6; the Evaluation. The researcher planned to study by designing the research as Mixed Methods including both of Quantitative and Qualitative Research Methods.

#### **1. Population and sample group**

##### **Phase 1:**

**Population** included 10 members of Home-stay Village for providing environmental conservation tourism services, Ban-hueysai, Nongbua Sub-district, Muang District, Nongbua-lamphu Province. The samples, focus group discussion was performed by community leaders, head village, members of Sub-district Administrative Organization Council, the officers of Office of Natural Resource and Environment, the officers of Pupannoi Tour Place in the area of Banhuaysai Home-stay Village, Nongbua District, Nongbua-lamphu Province, and Local Scholars.

##### **Phase 2:**

**Population** consisted of members in 3 home-stay villages for providing environmental conservation tourism services, Nongbua-lamphu Province.

Samples were the members of members of 3 home-stay villages for providing environmental conservation tourism services, Ban-hueysai, Nongbua Sub-district, Muang District, Nongbua-lamphu Province. They were selected by the purposive sampling technique from 2 villages, 15 persons from each village, total of 30 persons including 15 persons with experience in implementing the home-stay village for 1-3 years, and 15 persons with implementing the home-stay village for 4-6 years.

#### **2. The research instruments were as follows:**

The instruments were: 1) the training package including the handbook for training titled "Forest Resource Conservation," the handbook for training titled "Energy Conservation," the handbook for training titled "Culture Conservation."; 2) an interview form and 3) an observation form.

The instruments for data collection

Package 1: The knowledge test of environmental conservation was developed by criterion-referenced in content and objective based on the conceptual framework of cognitive domain of Bloom's taxonomy, as 4 alternatives multiple choice test, 20 items, 60 minutes for responding.

Package 2: The attitude scale towards environmental conservation, was a rating scale by measuring the attitude towards the environmental conservation, included the positive questions for 20 items. Each item included 5 point levels as: strongly agree, agree, uncertain, disagree, disagree, and strongly agree. In addition, the scoring criterion was determined.

Package 3: The behavior scale of environmental conservation action, was a rating scale, included 20 items. Each item included 5 point levels as: strongly agree, agree, uncertain, disagree, disagree, and strongly agree. In addition, the scoring criterion was determined.

### **3. Research procedure**

In this research, the activity and data collection procedures are as follows:

#### **3.1 The Fieldwork Preparation Process**

Phase 1: the Study of Home-stay village situation for providing Banheusai Tourism Services, Nongbua Sub-district, Muang District, Nongbua-lamphu Province. Data were collected by using the participatory observation, structured interview, and focus group discussion.

#### **3.2 The Venue Preparation Process**

Phase 2: the development of training included 3 steps in using information from the study in home-stay village situation for providing Banheusai Tourism Services, Nongbua Sub-district, Muang District, Nongbua-lamphu Province, as follows:

1. Technique and process in training for environmental conservation.
2. Media and instruments using for training for environmental conservation included the document for providing knowledge, transparency, slide, video etc.
3. The scholars providing specific topics for training.
4. The place for providing activity, public hall, Banheusai, Nongbua Sub-district, Muang District, Nongbua-lamphu Province.
5. Duration of training for 3 days during 24<sup>th</sup> September 2011 to 26<sup>th</sup> September 2011, the behavior after training was evaluated on the 24<sup>th</sup> December 2011, the environmental conservation training was implemented, and the training package was evaluated.

### **Results**

1. The study of context in home-stay village for providing the environmental conservation services, found that in general situation, most of areas situated on the high plain next to Pupan Hill, the geography was the forest as well as mountain. Most of people were Buddhists. Their occupations were agriculturists, gardeners, animal feeding, finding the woodland object. For the situation of natural resource and environment: 1) water resource, Banheausai, consisted of major gully of the village. In the present, there were sufficient shallow for community agriculture, 2) woods resource, there was fertile woods situation more than 50% of the area, and the environmental conservation in Home-stay Village, Banheusai, Nongbua Sub-district, Muang District, Nongbua-lamphu Province were: 1) for the forest resource conservation, community would organize the woods conservation activity in community. In the village, there were community woods where the villagers collaborated in setting rule and regulation for caring, maintain, and preventing; 2) the garbage elimination, in household level, the members in home-stay village eliminated garbage by simple livelihood, bringing natural resource in village, for instance, using the banana leaf instead of plastic bag as the food container, and using bamboo basket which they produced in the village; 3) the energy saving, most of the houses in home-stay grew plants including the flowers as well as garden tree or conservation in long life plants which caused the nice and cold air reducing energy from air-conditioning; and 4) the culture conservation, the villagers carried on Dharma Principle of Buddhism, participated in important tradition in the village.

2. The development of home-stay village model for providing Banheusai tourism services, Nongbua Sub-district, Muang District, Nongbua-lamphu Province, consisted of 4 aspects of environmental conservation activities using in the village as: the woods resource conservation, garbage elimination, energy saving, and cultural conservation aimed to related people as well as organization to obtain knowledge, attitude, and behavior for providing the environmental conservation tourism services, model of village.

S = Survey, documentary study, community participation, environmental and tour resource exploration, assessment of people's readiness, cooperation with organization in locality including both of public sector, and private sector.

O = Operations, planning for implementation, public relation for informing the villagers, and providing the application for home-stay group member as well as training in "environmental conservation," by selecting the type of major natural resource and environment in community ( forest resource conservation, garbage elimination, energy saving, and cultural conservation in order to obtain knowledge, attitude, and performance behavior.

O = Organization ( organization in community) for instance, community leaders, chief of village, members of Sub-district Administrative Organization Council, officers of Office of Natural Resource and Environment, and officials of Pupannoi Tour Place.

R = Relations, the establishment of handbook and pamphlet for public relation as well as news, applying for tourism network participation by provincial and northeastern region community.

S = Service, the service providing in tourism activity, similar tourism activity, principle and strategy in knowledge transfer as well as creation for awareness of environmental conservation (forest resource conservation, garbage elimination, energy saving, cultural conservation) for providing knowledge, attitude, and behavior.

E = Evaluation, the assessment in home-stay group by appointing the committee of auditors every 2 years by using criterion of tourism and sports of Nongbua-lamphu Province, and ordering the assessment request from Tourism of Thailand through tourism and sports of Nongbua-lamphu Province.

It could be written as the following figure.



Figure: The model of development in home-stay village for providing environmental conservation tourism, Banheusai, Nongbua Sub-district, Muang District, Nongbua-lamphu Province.

3. People, in overall and classified by experience in home-stay services, there were significant differences in the means of knowledge, attitude, and behavior in conservation, in overall and in each aspect, the posttest means were significant higher than the pretest means at .05 level. (See Table 1)

4. People with experience in providing home-stay services of 1-3 years, had higher level of behavior in environmental conservation after the environmental conservation training, than those with experience of 4-6 years ( $p < .017$ ) (See Table 2,3)

**Table 1:** Comparisons of mean scores in knowledge, attitude, and behavior in environmental conservation before the workshop (pretest), and after the workshop (posttest) in environmental conservation of people, in overall.

Environmental Study			pretest (n=30)		posttest(n=30)		t	p
			$\bar{X}$	S.D.	$\bar{X}$	S.D.		
Environmental Conservation Knowledge	Overall	7.27 (36.33%)	1.68	17.17 (85.83%)	.83	-29.099	<.0001*	
Environmental Conservation Attitude	Overall	3.16 <sup>(1)</sup>	.18	4.48 <sup>(2)</sup>	.10	-40.185	<.0001*	
Environmental Conservation Behavior	Overall	2.96 <sup>(1)</sup>	.12	4.37 <sup>(2)</sup>	.16	-39.512	<.0001*	

\* statistical significant at .05 level

**Table 2:** Comparisons of mean scores in knowledge, attitude, and behavior of environmental conservation, in overall and each aspect between before training (Pretest) and after the training (Posttest) in environmental conservation of people with experience in providing home-stay services for 1-3 years.

Environmental Study			Pretest (n=15)		Posttest(n=15)		t	P
			$\bar{X}$	S.D.	$\bar{X}$	S.D.		
Environmental Conservation Knowledge	Overall	6.80 (34.00%)	1.37	16.93 (84.67%)	.88	-20.033	<.0001*	
Environmental Conservation Attitude	Overall	3.10 <sup>(1)</sup>	.18	4.48 <sup>(2)</sup>	.12	-27.165	<.0001*	
Environmental Conservation Behavior	Overall	2.96 <sup>(1)</sup>	.14	4.45 <sup>(2)</sup>	.19	-26.177	<.0001*	

\* statistical significant at .05 level

**Table 3:** Comparisons of mean scores in knowledge, attitude, and behavior of environmental conservation, in overall and each aspect, before training (Pretest), and after training (Posttest) in environmental conservation of people with experience in home-stay Services for 4-6 years.

Environmental Study			Pretest (n=15)		Posttest(n=15)		t	P
			$\bar{X}$	S.D.	$\bar{X}$	S.D.		
Environmental Conservation Knowledge	Overall	7.73 (38.67%)	1.87	17.40 (87.00%)	.74	-20.805	<.0001*	
Environmental Conservation Attitude	Overall	3.22 <sup>(1)</sup>	.17	4.50 <sup>(2)</sup>	.07	-31.510	<.0001*	
Environmental Conservation Behavior	Overall	2.95 <sup>(1)</sup>	.12	4.30 <sup>(2)</sup>	.08	-36.507	<.0001*	

\* statistical significant at .05 level

**Table 4:** Comparisons of knowledge, attitude, and behavior in environmental conservation of people with different experiences in home-stay services (MANCOVA)

Test Statistics	value	F	Hypothesis df	Error df	p.	Partial Eta Squared
Pillai's trace	.347	4.067	3.00	23.00	.019	.347
Wilks'lambda	.653	4.067	3.00	23.00	.019	.347
Hotelling's trace	.530	4.067	3.00	23.00	.019	.347
Roy'slargest root	.530	4.067	3.00	23.00	.019	.347

\* statistical significant at .05 level

**Table 5:** Comparisons of knowledge, attitude, and behavior in environmental conservation of people with different experiences in home-stay services (MANCOVA)

Univarriate Test							
Dependent Variables	SOV	SS	df	MS	F	p	Partial Eta Squared
Overall Knowledge	Contrast	.054	1	.054	1.163	.291	.044
	Error	14.068	25	.563			
Overall Attitude	Contrast	gE-006	1	gE-006	.001	.976	.000
	Error	.250	25	.010			
Overall Behavior	Contrast	.232	1	.232	12.997	.001*	.342
	Error	.447	25	.018			

\* Statistical significant at .017 level

### Discussions

The results of research may be presented and discussed as follows:

1. The research findings found that the context of home-stay for providing the environmental conservation services, Nongbua-lamphu Province, most of them situated on the high plain next to Pupan Hill, the geographic was forest as well as mountain. Most of people had their occupation as agriculturist, farmer, gardener, animal feeding, finding woodland thing. It was congruent with research study of Pechprayoon, C. & Chunil, M. (2010: 3), found that the general situation of village including the Flowers and Garden Tree Village. In the present, there are total of 831 gardeners growing flowers and garden trees in 931 rais, in 8 Sub-districts of Ongkarak District, Nakhonanyok Province. Furthermore, there would be an increasing number of area and agriculturists, and various aspects of natural conservation as:

1) The woods conservation, the community would organize forest conservation activity in community started at household by growing plants as followers and garden trees, fruit in empty space. Most of them were the easily found plants in locality. So, the houses were peaceful as well as serene and shadow for resting. The energy was reduced. Moreover, there was a community forest in village area where the villagers collaborated in establishing the rule and regulation for caring and maintaining, and preventing. It was supported by the study of Pechchang, R. (2012: 10) found that the community had guidelines for maintaining environment of community by suggesting to develop he existed natural source in Bannamdee Village, and growing seed of orchid from the forest in Utaradid Province from food formula as well as modifying in laboratory, total of 600 plants as learning source in Herb Garden of Wad Namlee, and the route of E-hob car to see Tad-mok Fall where the tourists preferred to travel for swimming most. Besides, the community orchid care was established including the experts as the consultants.

2) The garbage elimination in household level, the members of home-stay village eliminated their garbage by simple lifestyle as well as using natural resource in the village such as banana leaf instead of plastic bag for food container, and bamboo basket they produced in the village by themselves for throwing out the garbage. In tour place, there were motto boards inviting the tourists to throw out garbage in specific places, the shops as well as parking lots were organized. The places for bringing food to be eaten were designated. The shops had to be responsible when the garbage was thrown out in the tour area. The food containers which could be cleaned as well as recycled, were introduced to be used. It was congruent with the findings of Srisawad, P. et al. (2007: 135), and Muangprom, S. (2008: 78), found that the pollution problem was solved including the problem caused by the lack of management system for the cause of pollution from activities as: garbage/waste, used water, air and noise pollution as well as activity development without understanding leading to the impact on the environmental situation.

3) The environmental saving, most of houses in home-stay village including the flowers, garden trees, or long life plant could cause the peaceful and serene air, decrease energy from air-conditioning such as electric fan. The dried sticks were brought as a fuel. The villagers wore the woven clothes in the village which were appropriate with the climate.

(Source: <http://www.prachatham.com/detail.htm>. [Searching on 30 March 2012])

4) The cultural conservation, most of Hueysai villagers were Buddhists as well as follows Dharma Principles of Buddhism, and participated in carrying on major traditions in village. (Chusit et al, 2003: 3) It was supported by Wongkam, B. (2003: 172) statement that the tribe community started to open with new lifestyle or social trend without critical thinking what would be appropriate or not. But, when the Mong tribe citizens wore Jeans and T-shirt, they overlooked their culture since they were lacked confidence in their own tribe, and embarrass to speak their own tribe language. Besides, Santasombat, Y. (2003: 293-294) stated the issue often to be overlooked as: What would be the impact of tourism on one's life, ethnic, culture, tradition, dignity, and identity of race? Tourism might be grown in context of paradigm in development based on Modernization Theory focusing on growth and expansion by viewing that the culture was an obstacle of development without putting the issue of the impact from development. In addition, in former time, only the aging could play musical instrument since the children and youth with Thai language skill would move to work for revenue returning to their own village which led to the stopping point of their culture.

1. The research findings found that the development of model in home-stay village services for environmental conservation in Nongbua-lamphu Province, consisted of 6 aspects of factors including: Survey, Operation, Organization, Relations, Service, and Evaluation. It was congruent with the findings of Pechprayoon, C. & Chunil, M. (2009: 4) found that the condition of houses using as living place of home-stay in the flowers and garden trees village, the district agriculturists as well as villagers collaborated in consider the appropriate houses to be living place as home-stay, every house included appropriate condition including the private rooms as well as mattress and facilities in operation for the tourists, planning for operation, the reception of application for home-stay member group, and the training. It was congruent with research study of Chuprayoon, C. & Chunil, M. (2009: 5) found that the readiness as well as willingness of the house members in every house as home-stay would be peaceful and quiet place without disturbing noise. Although there was an expanding of flowers and garden trees in front of the house except the owner of home-stay 4 without the expansion of flowers and garden trees, there were plants for selling since the house located in narrow lane (Soi). For the management of home-stay living place in flowers and garden trees village, every house had readiness in room and toilet, and necessary facilities. For willingness of house members, they were willing to collaborate with organization in community such as community leaders, the chief of village, the members of Local Administrative Organization Council, the officers of Office of Natural Resource and Environment, the officers of Pupannoi Tour Place. It was supported by the findings of Wasasiri, K. (2002: Abstract) found that the problems caused by the Administrative Sub-district Organization lacked budget as well as expertise staffs in conservation tourism management. Consequently, the Sub-district Administrative Organization should ask for the government to allocate more budget or support and collaboration from the other work units, and provide training in role and function of members from Sub-district Administrative Organization lacked organize the environmental conservation tourism for members of Administrative Sub-district Organization in organizing the environmental conservation tourism management. The work units from both of public sector, and private sector should enhance knowledge in organizing the environmental conservation tourism management for the members of Local Administrative Organization Council, more for public relation in establishing the information and news, to apply for participating in tourism network by community at provincial level as well as northeastern region. It was congruent with the findings of Chuprayoon, C. & Chunil, M. (2009: 7) found that every home-stay house would have yellow card in front of the house as "Home-stay." For public relation of home-stay living place, should be operated as follows: 1. To establish the card for public relation along the road in flowers and garden Trees village, 2. To establish the pamphlet for public relation continuously, 3. To provide public relation through various kinds of media such as radio, television, and internet. 4. To provide public relation in macro flowers and garden Trees or other festivals. 5. To provide public relation for villagers and those who sold flowers and garden Trees in the flowers and garden Trees village as well as those who lived in the nearby of flowers and garden Trees village to know thoroughly that there was the management of home-stay living place in flowers and garden Trees village in order to disseminate the news as well as providing information for tourists and people who were interested in staying there, and service, the tourism activity service, the similar tourism activity, principle, process, and strategy. It was congruent with Kantimal Rimpeuchpan (2006: Abstract) found that the creation of tourism activity in a new form. For the price, the strategy of price determination for the whole package of product as well as different price determination, should be used so that the tourists would have appropriate alternative for themselves. For selling, the channel for selling through internet and tour representatives, should be increased. For marketing enhancement, the public relation as well as tourism activity management should be emphasized for the tourists to know Mookdahan Province more. For evaluation, the internal home-stay group was performed

by appointing the audit committee every 2 years. For all of 4 aspects for the activity using in home-stay village including: the forest resource conservation, the garbage elimination, the energy saving, and the cultural conservation aimed at the related people as well as organization to obtain knowledge, attitude, and performance behavior for providing the environmental conservation tourism services. Furthermore, Pechchang, R.(2012: 101) found that the appropriate model of tourism management, was the environmental conservation tourism services focusing on the study in lifestyle and nature with collaboration from local and community organization, various activities to be appropriate with the needs and age of tourists as well as the path facilitated both villages, and a variety of activities to be selected based on one's interest, for instance, the adventurous style, the activities in sitting in E-hob car for viewing the scenery, in a boat for viewing the Pagoda in the middle of water, swimming in water fall. For health style, the activities as growing plants for memorandum, growing and picking crop in herb garden, massage, and herb massage were provided. Moreover, the training in enhancing potentiality for community to be appropriate with tourists' needs such as the training program for enhancing one's service competency in providing home-stay services collaborated and supported budget by the Office of Labor Skill, Utaradid Province as well as scholars from Utaradid Rajabhat University focusing on the practice a good host, tour guide in village as lifestyle of Natural Resource Conservation, Workshop of Traditional Massage by Herb collaborated by Pichai Hospital, Pichai District, Utaradis Province providing knowledge and real practice in food cooking based on digestion, and exercise in hermit exercising one's body. In addition, there were activities for sharing among Huey-jaroen Fishery Village, and Namlee Village in managing the home-stay tourism leading to the path of Natural Park Tourism in Nan Course facilitated both of villages in 2 paths.

2. The people, in overall and classified by experience in providing home-stay services, after participation in environmental conservation training, they obtained higher level of knowledge, attitude, and performance behavior of environmental conservation than before training ( $p < .05$ ) it might be due to the process in training for environmental conservation including various activity management such as attending lecture, studying from video tape, learning from game and recreation, and workshop learning activity. As a result, they obtained increased knowledge as well as good attitude towards environmental conservation leading to awareness of impact from environmental damage on home-stay service business which could cause the performance behavior of environmental conservation in higher level than before participation in the training.

3. The people with 1-3 years of home-stay service experience had higher level of environmental conservation performance behavior than those with 4-6 year of home-stay service experience ( $p < .017$ ). This might be because the people who had less experience had gained new knowledge and experience after the training enabling them to have better knowledge of and good attitude towards environmental conservation. They also had higher awareness of the natural and environmental impacts on sustainable business of home stay service. Consequently, they changed their behavior of environmental conservation in a better way more than those with more experience even though they had the same level of knowledge and attitude towards environmental conservation as the less experienced people, the less experienced people had the awareness of value in environmental conservation as well as impact on home-stay service business.

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