

Endogenous and Exogenous Factors for e-Marketing Technology and Innovation in Homestay Establishments: A Case Study of Samut Songkhram Province, Thailand

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Abstract—This research paper aimed to explore the usage of electronic channels or Internet technology of local homestay entrepreneurs in Bang Khonthee District, Samut Songkram Province in their homestay business; and to investigate endogenous and exogenous factors that facilitated an adoption of e-marketing technology and innovation in their homestay business. The research was conducted with 35 local homestay entrepreneurs. An investigation of endogenous and exogenous factors that facilitated e-marketing adoption of the homestay entrepreneurs unveiled geographical and physical attributes as significant factors, whereas the homestay business competitive intensity in the area, knowledge about tourist attractions and availability of personal homestay business website were less significant factors. Implication of the research findings encompassed a discussion of the main findings and suggestions towards e-marketing in homestay establishments as the small enterprise.

Index Terms—Homestay entrepreneurship, e-marketing, technology and innovation.

I. INTRODUCTION

The Internet has vastly been known as the key drive of growth for the demands and supplies of the tourism industry. Consumers' behavior has also been shifted in ways that they greatly adopt the Internet in their life including as the source of travel motivation, expression and trip planning. The Internet endlessly supports people in the post-modern world in exploring new things more easily. Particularly, consumers today have increasingly sought for traditional, indigenous and authentic experiences. Along with the fact that buying and selling of many tourism products today is mainly based on direct contact, especially in small and medium enterprise market. The terms e-marketing (electronic marketing), Internet marketing or online marketing, frequently used interchangeably, were defined as the process of marketing a brand using the Internet and a range of technologies to help businesses and customers connect each other [1]. A million of websites are connected by the WWW technology.

Homestay establishment, as a small enterprise, has nowadays adopted e-marketing strategies, in spite of its superficial level of knowledge about e-marketing. The Internet searches in Google.co.th by use of Thai language for "homestay samut songkram" produced 316,000 results, and 226,000 results for "homestay bang khonthee". Internet-based advertising activities involve utilizing social media,

portal sites and destination sites for homestay listings that link to particular homestay business domains. A few homestay businesses apply Google Plus, a social networking platform for discovering and sharing digital content with friends, family and coworkers, for promotion, and Google Adwords to advertise the business. It was interesting to note that most homestay businesses registering their own domain name to present their personal brand were still unable to compete in the Internet-based environment due to the fact that most of the websites were not optimized, whereas the Internet search result of "homestay" is occupied by small resort business websites that optimize "homestay and homestay-oriented keywords" in order to appear in the search engine, like Google, and to attract particular market which seeks for authentic experiences.

In this regards, some issues addressed to local homestay enterprises in terms of their potential in adopting e-marketing in the business. This study therefore attempted to find out what endogenous and exogenous factors that could facilitate their adoption of e-marketing.

II. LITERATURE REVIEW

A. Homestay Establishment in Samut Songkram Province, Thailand

After the 1997 financial crisis of Thailand, generally known as the Tom Yum Kung crisis, Samut Songkram Province has attempted to recover its economy and its people well-being by welcoming eco-tourism into the area. Thailand's tourism marketing and promotion policies during 2007-2011 were set up, striving to make a balance between economic growth and sustainable development. The new concept of "Sufficiency Economy" developed by His Majesty King Bhumibol Adulyadej or Rama IX, has been implemented throughout Thailand. Eco-tourism was thereafter applied to Plai Phong Phang as the first sub-district in Ampawa District in 2008 with the cooperation of Tourism Authority of Thailand, Community Development Department and local people, with the financial support of Social Investment Fund (SIF). From that start, Ampawa District was developed as a cultural tourist attraction by its traditional market along the Mae Klong River.

The tourism development of the area had seen its bright side, making an extension of tourism services, the homestay, in which local people opened their houses to accommodate tourists' overnight stay [2]. Homestay tourism during this early time had been opened with old traditional paces that promoted host-guest interaction. Ampawa's fame as the UNESCO Asia-Pacific Heritage Award made the place

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become well-known and attracted approximately 400,000 tourists by 2009 who have a short break or long weekend break [3]. During the past 5 years of its tourism exploration, development and growth stage, more and other types of accommodation were opened to facilitate the higher number of tourists. Resorts and hotels were opened by small business entrepreneurs. The pattern of homestay tourism was distorted by a massification of resorts responding to an increased demand by tourists. More resorts were developed and advertised on the Internet to attract the nostalgia market, whereas the traditional homestay image was unavoidably exploited. Today, keeping the homestay accommodation in Ampawa traditional seemed unattainable. Local people's lack of understanding and awareness in managing the community's attractions in the sustainable approaches has led to a gradual decline in the traditional values as well as the degradation of the environmental ecosystem, especially the Mae Klong River [4].

TABLE I: IDENTIFICATION OF FACTORS FOR E-MARKETING ADOPTION IN HOMESTAY ESTABLISHMENTS

Types of Factors	Identified Factors
1. Endogenous Factors	
1.1 Individual Capability Characteristics	<ul style="list-style-type: none"> - Knowledge about tourist attractions of the district and province - Knowledge about homestay business - English literacy - Communicative skill for persuading customers and selling product - Computer literacy - Knowledge about the Internet and website - Learning how other homestay entrepreneurs within neighborhood run the business - Learning how other homestay entrepreneurs in other areas run the business
1.2 Homestay Characteristics	<ul style="list-style-type: none"> - Direct selling and communicating with customers as business style - Selling and communicating with customers via intermediaries - Availability of personal homestay business website - Homestay location in proximity to famous tourist attractions - Attractiveness and uniqueness of homestay through decoration regardless of physical attachment with core zone of tourist attractions - Availability of activities for homestay tourists
2. Exogenous Factors	<ul style="list-style-type: none"> - Co-operative establishment of homestay business network within the area - Roles of public sector (district level) - Trainings by Tourism Authority of Thailand - Homestay business competitive intensity in the area - Availability of online communities and social network sites such as Facebook.com - Teenage and working-age tourists as the major markets of homestay business

B. Homestay Establishment in Bang Khonthee District, Samut Songkram Province, Thailand

Bang Khonthee is a district of Samut Songkram Province, located on the eastern side of Mae Klong River, connecting northwards with the world-renowned Damnoen Saduak District of Ratchaburi Province and southwards with Ampawa District of Samut Songkram Province. The strategic location of Bang Khonthee, with its unspoiled

traditions of the local people created a potential in tourism development. However, Bang Khonthee has learned a negative lesson from rapid development of tourism from Ampawa District. The rapid development and high level of dependency on tourism have been unpleasant to the local people. Homestay development of Bang Khonthee District is considered very young in the tourism industry, and thus the studies that address the development of homestay establishments in the district are limited. The main strong economic sector of the province has remained the production of fruits, salt, marine fishery, whereas a relevant study reported that the province has shown a slow but strong development pace since 1981, compared to its neighboring province, Samut Sakorn [5]. Despite the fact that the cultural attributes of Bang Khonthee District have not been completely commoditized to meet the leisure demands of visitors, namely accessibility, visitor facilities and culturally-engaged activities, making its inability to meet the Thai Homestay Service Standard, the homestay product has a potential to grow [6].

C. Adoption of e-Marketing in Homestay Establishments

The WWW technology was started with the so-called Web 1.0 technology, with which only a taxonomy concept was applied to, meaning that users could only obtain the information at one side provided by the companies or marketers. Users are not able to participate or interact with organizations that own the product content on the websites. Later the WWW technology became more advanced; websites become more users-friendly promoting users' participation and interaction. It is called the technology of Web 2.0, which allows users to generate the content (user-generated content: UGC). This technology promotes an interaction between companies or marketers and users or customers. Web 2.0 technology applies the concept called "folksonomy" that creates several online communities. Whereas the technology of Web 2.0 has supplied a great advantage to small local businesses in terms of providing a much more rich and complex information environment and diverse communication channels and tools; the key concerns include the information overload induced by a freedom of expressing content on the Internet, and this situation has led to a homogenization and a loss of content identity caused by the nature of social conformity and media influences.

Research on e-marketing or online adoption in homestay business was very limited but it was sufficient in tourism and hospitality small and medium enterprises, including what is called independent hotels [7]. Reference [7] describes that these small-sized accommodations generally run the business with a shortage of the ICT resources that support their marketing and distribution efficiently. Among a few studies addressing factors for the adoption of Internet marketing, a study on the usage of Internet marketing in the hospitality sector unveiled that the determinant factors in adopting Internet marketing included the level of star grading, technological competence, managerial support, and existence of alliances, whereas property size, perceived benefits and environmental competition showed no significant influence for the usage of Internet marketing [8]. Another study explored the reasons why Internet adoption was limited and how it could be improved in small and

medium sized hotels in Malaysia [9]. The study reported the key determinants of Internet adoption among small and medium-sized hotels, which included technological, environmental, organizational and individual factors. Individual factors covered the level of perceived benefits of Internet usage in the respondents' daily business operations; these included efficiency, and convenience (as a communication tool), whereas the environmental factors such as industry trends and pressure and expectations from customers and the industry were the second most important factors. Reference [9] indicates that at the organizational level, the decision for usage of the Internet is influenced by a level of ICT and relevant knowledge and skills.

III. METHODOLOGY

This research paper aimed to explore the usage of the electronic channel or Internet by local homestay entrepreneurs in Bang Khonthee District, Samut Songkram Province in their homestay business; and to investigate endogenous and exogenous factors that facilitated an adoption of e-marketing in their homestay business. The population of this research was local entrepreneurs who run the homestay establishment in Bang Khonthee District, Samut Songkram Province. By use of purposive sampling technique, the sample was 35 homestay entrepreneurs. A self-administrated questionnaire written in Thai was employed for collecting the data. The respondents were also interviewed for gathering additional data. A five-point, Likert-type scale from the most important to the least important was used for investigating significant factors that facilitated an adoption of e-marketing in homestay business of the respondents. A collection of the factors was illustrated in Table I. Mean and standard deviation was utilized in this study. Furthermore, the data for the analysis shown in the discussion was perceived from the secondary sources, which was based mainly on the exploratory research conducted on the Internet.

IV. FINDINGS

The findings revealed that most of the homestay entrepreneurs were first generation, making 60.0 percent. The majority opened their houses as homestay establishment for 3-4 years, or 34.3 percent. The Internet usage presented 82.9 percent of the respondents using the Internet in daily life and 62.9 percent in marketing and public relation for their homestay business. However, the finding revealed that most of the respondents used the Internet for communicating with customers at a medium level, counting 34.3 percent. The five most prominent purposes of the Internet usage included searching for general information, news update, tourism and homestay related information, for socializing in the social media sites, and for entertainment. In terms of website utilization, despite the fact that the respondents used their own websites for promoting the homestay, the study unveiled less frequency of updating content on the sites, whereas the Internet as communication tool for keeping contact with customers was of little importance. Regarding the intention to attend e-marketing trainings, it was found that the majority of the respondents, or 42.9 percent

indicated their interest, yet could not do due to an inconvenience of time, whereas 25.7 percent showed no interest. The finding also revealed that the District's information and communication center was not widely known among the respondents.

An investigation of endogenous and exogenous factors that facilitated the homestay establishments' adoption of e-marketing reported intriguing findings. The top five factors from both endogenous and exogenous factors that facilitated an adoption of e-marketing were presented in Table II; these were in descending order location in proximity to famous tourist attractions, attractiveness and uniqueness of homestay through decoration regardless of physical attachment with core zone of tourist attractions, homestay business competitive intensity in the area, knowledge about tourist attractions of the district and province, and the availability of personal homestay business website.

Table III illustrates the top five factors within the endogenous group indicating a significance of homestay characteristics; these were in descending order location, attractiveness and uniqueness of homestay, and the availability of homestay website, and of individual capability characteristics covering the entrepreneurs' knowledge about tourist attractions and about homestay business.

A view of the top five factors within the group of individual capability characteristics, displayed in Table IV, explained that the homestay entrepreneurs' knowledge about tourist attractions, homestay business, skills in persuading customers and selling, English literacy, and knowledge about the Internet and website were of high significance as facilitating the adoption of e-marketing in the business.

TABLE II: TOP FIVE FROM ALL FACTORS FOR E-MARKETING ADOPTION IN HOMESTAY ESTABLISHMENTS

Factors	\bar{x}	S.D.	Meaning
1. Homestay location in proximity to famous tourist attractions	4.23	0.942	High
2. Attractiveness and uniqueness of homestay through decoration regardless of physical attachment with core zone of tourist attractions	4.23	1.031	High
3. Homestay business competitive intensity in the area	4.20	0.933	High
4. Knowledge about tourist attractions of the district and province	4.14	0.810	High
5. Availability of personal homestay business website	4.00	1.111	High

Table V exhibited the top five factors under the group of homestay characteristics. Apart from the homestay geographical and physical attributes that remained in the list, additional characteristics were presented, namely the availability of personal homestay business website, activities for homestay tourists, and direct selling and communicating with customers as business style. The highlighted exogenous factors for e-marketing adoption in the homestay establishments were reported in Table VI. The list indicated the homestay business competitive intensity in the area as the highest significant factor, followed by the current

the highest significant factor, followed by the current teenage and working-age tourists as the main market in homestay business in the district, the availability of online communities and social network sites such as Facebook.com, trainings by Tourism Authority of Thailand, and co-operative establishment of the homestay business network within the district.

V. DISCUSSION

The discussion in this paper is two-fold: the implications of the main findings, and suggestions towards e-marketing in homestay establishments as small enterprises. As many small and medium tourism businesses in Thailand have applied e-marketing or marketing through online channels and other Internet applications, especially at present, with Facebook and other social media sites.

These efforts are mainly based on making public relations, advertising for products and making a relationship with prospective customers. Using the 4Ps in the marketing mix of price, product, promotion (distribution), and place as the basis of discussion, it could be claimed that online activities of homestay establishments do not involve a distribution, for instance, a method where customers can make a reservation and pay for homestay rooms instantly, as in [7]. Instead, they provide only the homestay information for customers' decision making; booking must be done by phone call. This is due to a lack of capability to invest in online technology that incorporates an instant booking engine and online payment. A study elsewhere also found that even though the majority of the American SMEs owned a computer with about half owned a website, only a small percentage of them used the website to sell products and services over the Internet [10].

Most homestay establishments have therefore paid in order to be listed in relevant portal websites provided both by public and private owners. Nevertheless, what has been still unknown to them is tracking traffic and leads to be converted to sales, which is known as a concept of turning lookers into bookers or an ability to know the conversion rate, because booking, responding to customers or buying and selling activities are still based on telephoning. There is no tracking back from which source of advertisement customers have known about the homestay. The businesses have been passively dependent on the information and communication technology out there provided both for free of charge and with some charge, as well as on their own static websites with the back-end beyond their capability to manage. This finding could be espoused by a survey of factors influencing technology adoption amongst tourism SMEs, revealing that the majority of hotels only used the Internet as a digital brochure and their websites/ pages were appeared with very limited information [11]. Exploitation of the Internet was indicated not to its full potential.

Moreover, even though they create campaigns to promote their homestay on free social network websites such as Facebook.com and some other weblogs, what they still do not know is the number of clicks or click through rate after marketing campaigns are launched, and how many particular clicks through become a purchase or a booking. This is due to the fact that they cannot invest on their own in digital technology that can help them track online marketing

campaign performance, and as a result mostly rely on free social network and portal websites. Apart from this reason, most entrepreneurs view that their homestay business is not the main source of income. This information was obtained from additional interviews with three homestays whose names were withheld to protect the owners' privacy, all of whom stated they opened their houses as a homestay just as secondary source of income, whereas their main income was still based on the agricultural sector. For the homestay establishments which have their own business websites, the findings revealed that most websites were not actively used as the main marketing and communication channel.

Furthermore, their websites used in promoting and providing homestay information are quite static owing to the reason that most of them were created by freelance webmasters, resulting in a lack of regular monitoring, updating of content and website optimization. This was the reason why the websites were not performing at their best in e-marketing. The reason may concern the fact that most homestay entrepreneurs have recognized no necessity in hiring a specific person to take care of the website. Given that, there has still been a high demand of homestay establishments in the area, allowing them to feel that they still have customers even if they do not do promotional campaign. As per the data gathered from the interviews regarding whether they did any promotional campaign, all of the three homestays unveiled the same answer, that they offered the same price throughout the year.

TABLE III: TOP FIVE ENDOGENOUS FACTORS FOR E-MARKETING ADOPTION IN HOMESTAY ESTABLISHMENTS

Factors	\bar{x}	S.D.	Meaning
1. Homestay location in proximity to famous tourist attractions	4.23	0.942	High
2. Attractiveness and uniqueness of homestay through decoration regardless of physical attachment with core zone of tourist attractions	4.23	1.031	High
3. Knowledge about tourist attractions of the district and province	4.14	0.810	High
4. Availability of personal homestay business website	4.00	1.111	High
5. Knowledge about homestay business	3.91	0.919	High

On another outlook, the role of social network sites such as Facebook.com and local Thai social network sites namely Sanook.com and Pantip.com are very significant for these local homestay establishments in promoting and advertising their business. This finding concurred with the study of the branding strategies of Facebook by Thai homestays, indicating that the homestay entrepreneurs' uses of Facebook involved self-presentation and self-marketing and the number of 'likes' clicks [12]. This stresses upon the fact that Thai homestays are deliberately based on the virtual world in which the marketing methods are apparently relaxing and unplanned. Contrarily, governmental official websites play less importance. This reflects high demands and requirement for e-marketing development of local Thai homestay business. This development would finally contribute to the development of homestay and related

businesses' economics in local tourist destinations. Less active or limited usage of online channels of these small local establishments has laid on the reason that they have no idea of how online channels can benefit them in terms of increasing business income and profitability; tourism development in the area is based on its popularity among domestic tourists, especially during weekends and long weekends due to the trend of short break holiday. The tourist market of this business sector has still been vigorous and so the business environment is less competitive. This may contribute to a conclusion that the homestay entrepreneurs in the area have not been pressured by high competition. As in [10], increasing business competitiveness played a significant role in affecting and shaping the SMEs entrepreneurs' perception of competitive pressure, and gradually in accelerating SMEs' movement towards the adoption of the Internet in operating the business.

TABLE IV: ENDOGENOUS FACTORS BY TOP FIVE INDIVIDUAL CAPABILITY CHARACTERISTICS OF HOMESTAY ENTREPRENEURS FOR E-MARKETING ADOPTION

Factors	\bar{x}	S.D.	Meaning
1. Knowledge about tourist attractions of the district and province	4.14	0.810	High
2. Knowledge about homestay business	3.91	0.919	High
3. Communicative skill for persuading customers and selling product	3.78	0.980	High
4. English literacy	3.71	1.178	High
5. Knowledge about the Internet and website	3.60	1.090	High

TABLE V: ENDOGENOUS FACTORS BY TOP FIVE HOMESTAY CHARACTERISTICS FOR E-MARKETING ADOPTION IN HOMESTAY ESTABLISHMENTS

Factors	\bar{x}	S.D.	Meaning
1. Homestay location in proximity to famous tourist attractions	4.23	0.942	High
2. Attractiveness and uniqueness of homestay through decoration regardless of physical attachment with core zone of tourist attractions	4.23	1.031	High
3. Availability of personal homestay business website	4.00	1.111	High
4. Availability of activities for homestay tourists	3.86	0.912	High
5. Direct selling and communicating with customers as business style	3.51	1.067	High

An interesting issue to be addressed in this discussion involves the geographical and physical attributes of the homestay establishments in Bang Khonthee District. The location in proximity to famous tourist attractions and the attractiveness and uniqueness of homestay decoration were found with a very good ranking. This is a mirror that reflects a strong attachment of tourists with tourism accessibility and aesthetics, which are realized by the local homestay entrepreneurs. A study of self-guided tour pamphlets for a community in Samut Songkhram Province demonstrated that impressive design of self-guided tour pamphlets should represent unique local way of life in a novel-like story with water color drawing pictures. This could create extensively a

sense of place, especially by virtue of social networking sites [13]. To respond Thai tourists whose one favorite activity during a vacation is to take pictures of beautiful tourist attractions or accommodation with beautiful decoration and architecture, the entrepreneurs have learned to decorate their homestay establishment and the surroundings. This brings significant advantages to the homestay establishments in creating viral and social marketing environment through social media, and the tourists themselves will be those who also share pictures and feedbacks towards the homestay experience as the information for others. This is called user-generated content, which is part of e-marketing. The fact that the homestay entrepreneurs have not recognized the importance of co-operative establishment of the homestay business network, and of learning how other homestay entrepreneurs within neighborhood and in other areas run the business, addresses two circumstances. The first regards that their main source of income still relies on agricultural products such as those produced from coconuts, whereas the homestay business is the secondary source of income. The second circumstance addresses the issue of individual homestay competition rather than the coordination for community tourism benefit. This significantly concurs with the remarkable transition of homestay being only as general accommodation servicing tourists with a less of a connection with cultural attributes and community as a whole.

In addition, the finding noted that trainings provided by local authorities including the Tourism Authority of Thailand, roles of public sector (district level), and selling and communicating with customers via intermediaries were apparently less significant in facilitating an adoption of e-marketing in homestay establishments. It has been suggested to the Tourism Authority of Thailand and other public organizations to be more strategic in providing e-marketing trainings, with facilitation of website development and utilization through optimization technique, monitoring of website performance, and a provision of quality portal websites with user-friendly homestay classification, quality content, search-ability, link-ability, and availability of booking or requesting channels. Coupled with this, what needs to be discussed is the pattern of homestay having been distorted by a massification of resorts to respond an increased demand of tourists. Furthermore, the advertisement content on the Internet was overloaded and authenticity of homestay may be devalued.

Based on the author's experimenting with Internet searches for homestay-oriented keywords, the issue of the massification of homestay keywords (both Thai and English languages) exploited abusively on search engines for visibility marketing purposes should be addressed here. An impact that should be addressed is an over exploitation of homestay keywords by other-but similar forms of accommodation such as small resorts. This will gradually result in a construct of wrong understandings particularly with the image of authentic homestays which usually have a linkage with cultural tourism, whereas resorts may not. This wrong understanding may easily lead, in this information-driven and buzzwords era, to wrong stereotype constructs of homestay establishments.

TABLE VI: TOP FIVE EXOGENOUS FACTORS FOR E-MARKETING ADOPTION IN HOMESTAY ESTABLISHMENTS

Factors	\bar{x}	S.D.	Meaning
1. Homestay business competitive intensity in the area	4.20	0.933	High
2. Teenage and working- age tourists as the major markets of homestay business	3.80	1.023	High
3. Availability of online communities and social network sites such as Facebook.com	3.66	1.136	High
4. Trainings by Tourism Authority of Thailand	3.49	1.121	High
5. Co-operative establishment of homestay business network within the area	3.46	1.039	High

The author would also like to discuss the implications of the research findings on the deployment of online tracking tools in order to utilize the website at its best. By this technology, one will be able to know product preferences by following customers' clicks within the storefront websites, number of page views, which pages were viewed longer, at which point in the site the customers stopped and what actions were taken (leave or purchase), and from this information, it will be possible to predict customers' website visit behaviour trends. In regards to customers' website visit behaviour trends, currently we can see that customers' behaviours have been changing quickly. This contributes to an idea that an ability to actively (and in a live or real- time situation) monitor customers' information search and purchasing trends online can obviously facilitate short and long-term predictions, which will be helpful for effective and responsive marketing planning, or even for dynamically offering particular products and services within the website to customers.

There still are many small business entrepreneurs who need extensive training in online marketing in ways that enhance marketing performance through online channels. Also, what may be of concern is that it may be necessary to study about the potential or possibilities of these small business entrepreneurs in running business and monitoring the marketing performance in order to manage their return on investment or ROI, and about how they can exploit the performance of their marketing efforts tracked from the online analytics in maximizing the ROI in terms of, for instance, cutting or cancelling advertisement budget paid to some sites that do not generate much traffic or leads, or generate irrelevant leads to their websites, rearranging products offered on their websites by relocating most-booked products to the top, or adjusting content of the landing pages that receive most-clicked through rate but turnout a few products booked and purchased.

Furthermore, in the era of web 2.0 many businesses have adopted social media sites as the place for promoting their products and services. One of the author's ideas coming with customers' social media behaviour include tracking for effectiveness or evaluating productivity of words of mouth and product information and experience sharing behaviours (which seem to be an effective promotion) on the Internet; #hashtag a method recently used heavily in social media sites today should probably be included. A previous study

about search visibility and online social presence for bed and breakfasts in the U.S.A. can be used in supporting the idea [14]. It may not be doubtful anymore for small businesses like homestays that by virtue of active utilization of social networking sites, such as Facebook page, the online visibility or the presence of business websites on the first two pages on major search engines will be enhanced. What may also be encapsulated is that these businesses still require developing a well-optimized business website along with the active use of social networking site for higher visibility, as in [13].

VI. LIMITATION AND FUTURE STUDIES

It is important to note that the limitations of this research concerned the small sample size due to the time constraint and limited published literature on the adoption of e-marketing on the homestay sector. Future research may concern a larger proportion of data collection in the same district or province. Moreover, as social networking sites were found to be significant in homestay marketing within the Thai context, further research may be deemed necessary to explore how and how much actively this type of websites is utilized by local homestay establishments as well as its effectiveness. Qualitative approach may also be applied.

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