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Designing a Homestay Tourism Model in Tien Giang Tourist Destinations

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Abstract. *The concept of homestay tourism is understood by the fact that a tourist stays together with the host family, interacts with the family members and local community,for a reasonable charge. The homestay programs, which were introduced in Tien Giang, Vietnam in 2006, have become an important rural tourism activity and attract many foreign visitors. Based on the studies of homestay carried out by previous researchers, the authors of this paper built a homestay model for Tien Giang tourist destinations called 'Tien Giang homestay model". The study results have shown that this homestay model includes 5 factors: 1) Equipment at the homestay; 2) Homestays surrounding environment; 3) Quality assurance; 4) Security and safety; 5) Convenience.*
Keywords: Homestay model, Tien Giang province, Tourist destination, Tourism industry

1. **Introduction.** Tourism plays an important role in promoting the image of the nation, region, and locality and in engraving this image in the tourists mind. To guarantee business success in the tourist sector, tourist destinations have to do everything possible to ensure that their services generally satisfy the potential tourists. In recent years, the Tien Giang tourism industry has played an important role in the economic structure of Tien Giang province, and it is now considered as one of the key sectors that boost economic growth and social development in the province. The growth rate of Tien Giang's tourism industry has been stable formany years. On average, during the period 2005-2016, the annual growth rate of the Tien Giang tourism industry was 14.16% *(Tien Giang Department of Culture, Sports and Tourism;the result of tourism activities, in the period 2005-2016).*

In Tien Giang province, homestay programs were initiated in 2006. Then the two localities selected to undertake this form of tourism were Thoi Son Island (My Tho city), and Dong Hoa Hiep commune (Cai Be district). After 10 years of operation, the results achieved by these programs were not satisfactory. The number of tourists was significantly low, the investment in terms of upgrading infrastructures and equipments was not sufficient, and the personal involved were not qualified nor adequately trained, etc. This paper mainly aims to build a model for homestay tourism in Tien Giang destinations (called Tien Giang homestay tourism model) that can be applied by both the industry and the Tien Giang authority to increase tourist numbers and revenue, as well as promoting the economic development of Tien Giang in the future

TABLE 1. Total number of visitors 2005-2016

Year	Total number of visitors	Domestic visitors	Foreign visitors
2005	67,451	61,245	6,206
2006	92,028	83,946	8,082
2007	98,816	88,063	10,753
2008	176,524	166,793	9,731
2009	308,077	284,342	23,735
2010	388,885	312,776	26,109
2011	343,918	326,020	17,898
2012	392,772	379,601	13,171
2013	416,161	401,460	14,701
2014	527,237	494,885	32,352,
2015	580,239	538,723	41,516
2016	608,620	590,252	18,368

(Source: Department of Culture, Sports and Tourism of Tien Giang province)

2. **Homestay concept.** Homestay means staying in someone's home. By definition and according to Purian and Xiao (Purian and Xiao 2013), homestay is a kind of service whereby visiting guests can live together with family members in a household. Homestay provides an unique opportunity to experience the way of life of the local people, to taste the indigenous foodand traditional culture within a comfortable home setting (Boonratana, 2010; Kamisan, 2004; Kamisan et.al, 2007; Arif Kamisan Pusiran & Honggen Xiao, (2013), *Challenges and Community Development: A Case study of Homestay in Malaysia*, Asian Social Science, Vol. 9, No. 5). Homestay is treated as a commercial service whereby visitors or guests may pay to stay in private homes where interaction is taking place in a natural way with the host/homeowner and all the family members (Paul Lynch, 2009, cited by Pusiran & Xiao, 2013). Homestay is a very unique activity as it promotes the closer relation between the family and tourists for the purpose of traditional and cultural exchange. According to Vietnamese standard TCVN 7800:2009, homestay is perceived to mean by the fact that the homeowner, or a legitimate resident has adequate, sufficient facilities, acceptable accommodation and can give access to local people'house to visit for the purpose of staying on a commercial basis.

3. **Literature review.** Studies of homestay issues have been of interest to, and carried out by many authors. Studies of homestay models were published in many research papers, books and conference proceedings, etc. According to the Asean Homestay standard (2016), homestay isan alternative form of tourism, where tourists will stay with the host's family in the same house and will experience the family's daily life and the local community.In the research of W. Juladalai, P. Yongpithayapong, and J. Ratanakosum (2004), it has showed that 5 potential factors for developing the homestay tourism service of the ThaiSaek community included: 1) amenities (basic infrastructures, public health, security); 2) tourism resource accessibility (physical condition, communication); 3) attraction (cultural attractions, natural scenery attractions, tourism resources); 4) various tourism activities;and 5) disposition (doodwill, attitude, honesty). Seubsamarn Kanoknon (2009) in his Master thesis "*Tourist motivation to use homestays in Thailand and their satisfaction based on the destinations cultural and heritage-based attribute*", using the Statistical Package for Social Sciences (SPSS) has analysed collected data and found 4 factors that affected tourist satisfaction when using homestay services in Thailand, they are: 1) location and lodgings; 2) general tourist attraction; 3) offering and information; 4) local services.

Y. C. Hu, J. H. Wang and R. Y. Wang (2012) in their research work "*Evaluating the Performance of Taiwan Homestay Using Analytic Network Process*", have developed and constructed a set of evaluation indicators tailor-made for the homestay sector, of which 5 aspects (embracing 30 criteria) were: 1) surroundings of the building and features; 2) service quality; 3)homestay facilities; 4) homestay operation and management; 5) homestay guestand community co-prosperity. Finally, H. C. Huan and C. C. Ho, (2013), used the fuzzy analytic hierarchy process to analyse the thought processes of consumers when making decisions regarding homestay service provider selection. The results indicated that factors considered (31 criteria) by the consumers when selecting homestay service providers, based on their degree of importance, were: 1) service comprehensiveness; 2) basic facility quality; 3) price; 4) convenience; 5) security; 6) dining variety; 7) recreational facilities and 8) location.

The Vietnam National Administration of Tourism also issued,in 2013, the guidebook "Guiding document for tour operators in homestay services". This shows that, to operate a homestay tour, the operators need to meet certain standards and requirementswhen providing facilities and services for tourists to satisfy them while experiencing thedaily life of local people. The standards of homestay tourism services include good facilities at the homestay, good management of security and safetyand a clean environment. The Tien Giang homestay tourism model presented in this study is based on the research of homestay models by the following authors: Juladala et al (2004), Seubsa-marn (2009), Hu et al (2012), Huan and Ho (2013), the Vietnam National Administration of Tourism (2013). After discussions conducted with 20 experts in November 2016, the authors of this paper have modified observational variables used to measure the research concepts. Accordingly, the Tien Giang homestay tourism model includes 5 factors, with 28 items: **1) Equipment at the homestay** (7 items); **2) The environment at the homestay** (6 items); *3) Quality assurance* (4 items); *4) Security and safety* (7 items); *5) Convenience* (4 items). The Tien Giang homestay model is evaluated using 3 items (Table No.2).

4. **The hypotheses of the research on the homestay model.** Hypothesis 1

H_1:Equipment at the homestay: Providing adequate clean water for visitors; Ensuringthe electrical system, operates 24/7. The household equipment in the homestay work well; Fully equipped rooms: bedroom, living room; The toilet is clean; The kitchen is clean; Household utensils are checked daily. All of these have a positive correlation (+) with the homestay model.

H_2:Environment at the homestay: The environment around the homestay is clean; Thehomestay is not damp; There is a plenty of natural light in the homestay; Natural ventilation is utilised sufficiently; There are suitablegardens around the homestay; items harmful to the environment are not in use. All of these have a positive correlation (+) with the homestay model.

H_3:Quality assurance: The friendliness and hospitality of local residents; A variety of local dishes areserved; Tourists can understand the life of local residents; Pickup and drop off serviceis performed well; All of thesehavea positive correlation (+) with the homestay model.

H_4:Security and safety: No undesirable activity nearby; No know criminals in the homestay area; Good security and safety assurance; Clinics are available for the tourists nearthe homestay; There is safety equipment at the homestay (eg. warning system); Absolute safety for visitors (eg. food safety, safety of electrical system, fire safety, etc.); Environmental regulations are in force. All of these have apositive correlation (+) with the homestay model.

TABLE 2. The Tien Giang homestay tourism model

Factors	No.	Evaluation criteria	Reference sources
Equipment at the homestay (EQUIP)	1	Providing adequate clean water for visitors (**EQUIP1**)	Juladala et al (2004), TCVN 7800:2009
	2	Ensuring electrical system operates 24/7 (**EQUIP2**)	Juladala et al (2004)
	3	The household equipment in the homestay workswell (**EQUIP3**)	TCVN 7800:2009; IFTDR (2013)
	4	Fully equipped rooms: bedroom, living room (**EQUIP4**)	Seubsamarn (2009); Hu et al (2012)
	5	The toilet is clean (**EQUIP5**)	Seubsamarn (2009); Hu et al (2012); Huan and Ho (2013)
	6	The kitchen is clean (**EQUIP6**)	Seubsamarn (2009); Hu et al (2012); TCVN 7800:2009; IFTDR (2013)
	7	Household utensils must be checkeddaily (**EQUIP7**)	TCVN 7800:2009; IFTDR (2013)
Environment at homestay (ENVIRON)	8	The surrounding environment is clean (**ENVIRON1**)	Seubsamarn (2009); TCVN 7800:2009; IFTDR (2003)
	9	The homestay is not damp (**ENVIRON2**)	TCVN 7800:2009; IFTDR (2013)
	10	Sufficient natural light in the homestay (**ENVIRON3**)	Seubsamarn (2009); Hu et al (2012); TCVN 7800:2009; IFTDR (2013)
	11	Natural ventilation is utilisedsufficiently (**ENVIRON4**)	Seubsamarn (2009); Hu et al (2012)
	12	Suitable gardens around the homestay (**ENVIRON5**)	Hu et al (2012); IFTDR (2013)
	13	Items harmful to the environment are not in use (**ENVIRON6**)	Hu et al (2012); IFTDR (2013)
Quality assurance (QUALITY)	14	Friendliness and hospitality of, local residents (**QUALITY1**)	Juladala et al (2004); Seubsamarn (2009); IFTDR (2003)
	15	Variety of local dishes (**QUALITY2**)	Seubsamarn (2009); Hu et al (2012); Huan and Ho (2013); IFTDR (2013)
	16	Tourists can understand the life of, local residents (**QUALITY3**)	Juladala et al (2004); Seubsamarn (2009); Hu et al (2012)
	17	The pickup and drop off service, fortourists is performed well (**QUALITY4**)	Seubsamarn (2009); Hu et al (2012); Huan and Ho (2013); IFTDR (2013)

Security and safety (SAFETY)	18	No undesirable activities nearby (**SAFETY1**)	Juladala et al (2004); Seubsamarn (2009); IFTDR (2003)
	19	No known criminalsin the area (**SAFETY2**)	TCVN 7800:2009; IFTDR (2013)
	20	Good security for guests' safety (**SAFETY3**)	Juladala et al (2004); TCVN 7800:2009; IFTDR (2013)
	21	Clinics are available (**SAFETY4**)	Juladala et al (2004); TCVN 7800:2009; IFTDR (2013)
	22	Safety equipment is available (e.g. warning system) (**SAFETY5**)	Hu et al (2012); Huan and Ho (2013)
	23	Absolute safety for visitors (e.g.food safetyelectrical safety, fire safety, etc) (**SAFETY6**)	Hu et al (2012); Huan & Ho (2013); TCVN 7800:2009; IFTDR (2013)
	24	Regulations regarding environmental protection (**SAFETY7**)	Hu et al (2012); Huan and Ho (2013); IFTDR (2013)
Convenience (CONVIENCE)	25	Homestay location is convenient for visitors by road and waterway (**CONVIENCE1**)	Juladala et al (2004); Seubsamarn (2009); Huan and Ho (2013)
	26	Visitors can easily access information needed at the homestay (**CONVIENCE2**)	Huan and Ho (2013)
	27	Pparkings available for visitors (**CONVIENCE3**)	Seubsamarn (2009); Hu et al (2012); Huan and Ho (2013)
	28	Smooth traffic flow at the homestay areas (**CONVIENCE4**)	Juladala et al (2004); Seubsamarn (2009); Huan and Ho (2013)
Modeling homestay tourism (HOMODEL)	1	Quality of services delivered (**HOMODEL1**)	Seubsamarn (2009)
	2	Good interaction between homestay, owners and visitors (**HOMODEL2**)	Hu et al (2012); IFTDR (2013)
	3	Accommodation is suitable for vistors to be welcomed and entertained (**HOMODEL3**)	Juladala et al (2004); Seubsamarn (2009)

(Source: the theoretical of homestay model)

H_5:Convenience: Homestay location is convenient for visitorsto access by by road or waterway; Visitors can easily get access to information needed at the homestay; Parking lots are available for visitors; Smooth trafficflow in homestay's surroundings. All of these have apositive correlation (+) with the homestay model.

5. **Methodology of the research.** The study combined both qualitative and quantitative research methods. The qualitative research was conducted by interviewing 20 experts, 5 tourism officials, 5 tour operators,5 homestay householders and 5 tour leaders. After that, from January 2017 to August 2017, quantitative research was performed through

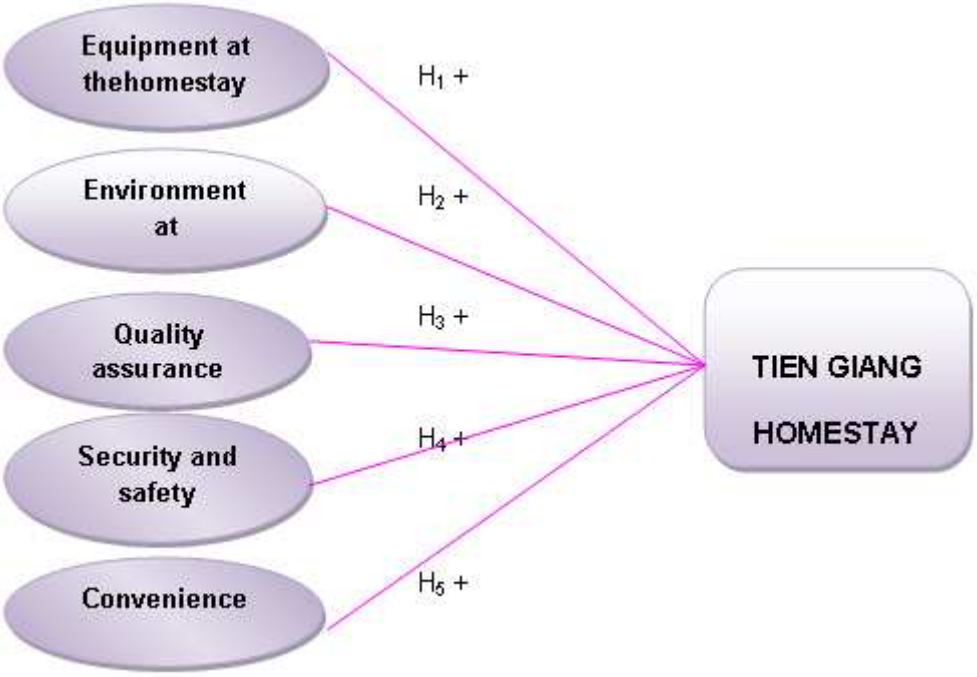

FIGURE 1. The Tien Giang homestay model and hypotheses of authors Methodology of the research

direct interviews with 350 tourists at many Tien Giang tourist destinations, by using suitable samples for a detailed questionnaire to test the model and research hypotheses.

The data set was processed using SPSS software 20.0 version, using the five-level Likert scale, in which 1 point means strongly disagree, and 2 points mean disagree, up to 5 points whichmean strongly agree. All collected data was evaluated by means of Cronbach's Alpha reliability analysis, EFA, and Multiple regression analysis.

6. **Result of the study.**

6.1. **Measuring the scale reliability by Cronbach's Alpha.** The results presented in Table No.3 show the 31 observation variables (including 28 items belonging to independent factors, and 3 items belonging to dependent factors) that were used to measure the research concepts, and they had a coefficient correlation over 0.3 satisfying the conditions in the reliability analysis of the scale via the Cronbach's Alpha coefficient (Cronbach's Alpha coefficient > 0.6 and correlation coefficient – total > 0.3).

6.2. **The results of EFA.** Results of EFA presented in Table No.4 and Table No.5 show that suggested scales which satisfied the standard. EFA factors affecting the homestay model in Tien Giang tourist destination were respectively extracted into 5 factors .These corresponded to the observed variables from most 5 concepts with a total obtained variance of 69.469% at the Eigenvalue of 3.00 (Table No.4). EFA results with the homestay model were extracted into 1 factor with an extracted variance of 79.835% at the Eigenvalue of 2.228 (Table No.5). The EFA results analysed by theVarimax rotation method, show that the most influential factor in the model is *The environment at the homestay* (6 items); the second most influential factor inthe model is *The convenience* (4 items); the third factor is *Quality assurance* (4 items); then, the remaining factors affectingthe fourth and the fifth levels in the model are *Equipment at the homestay* (7 items); *Security and safety* (7 items).

TABLE 3. Results of the reliability analysis of research concepts

Criteria	Cronbach's alpha	Corrected Item – Total correlation	Cronbach's alpha if Item Deleted
1) Equipment at the homestay (EQUIP)			
EQUIP1	**0.91**	0.660	0.892
EQUIP2		0.751	0.885
EQUIP3		0.708	0.887
EQUIP4		0.741	0.883
EQUIP5		0.650	0.893
EQUIP6		0.705	0.887
EQUIP7		0.744	0.882
2) Environment at the homestay (ENVIRON)			
ENVIRON1	**0.903**	0.756	0.926
ENVIRON2		0.788	0.922
ENVIRON3		0.810	0.919
ENVIRON4		0.823	0.917
ENVIRON5		0.788	0.922
ENVIRON6		0.848	0.914
3) Quality assurance (QUALITY)			
QUALITY1	**0.903**	0.773	0.879
QUALITY2		0.797	0.870
QUALITY3		0.720	0.898
QUALITY4		0.847	0.852
4) Security and safety (SAFETY)			
SAFETY1	**0.870**	0.620	0.854
SAFETY2		0.665	0.848
SAFETY3		0.631	0.853
SAFETY4		0.620	0.854
SAFETY5		0.675	0.847
SAFETY6		0.658	0.849
SAFETY7		0.644	0.851
5) Convenience (CONVIENCE)			
CONVIENCE1	**0.932**	0.823	0.917
CONVIENCE2		0.853	0.907
CONVIENCE3		0.839	0.912
CONVIENCE4		0.845	0.910
6) Modeling homestay tourism (HOMODEL)			
HOMODEL1	**0.871**	0.702	0.867
HOMODEL2		0.805	0.769
HOMODEL3		0.760	0.816

(Source: authors survey data, 2017)

6.3. **Multiple Regression Analysis.** According to Lawrence Jerome (2009), all multiple linear regression equations have the general form shown in the equation $Y = b + m_1x_1 + m_2x_2 + ... + m_nx_n$.

In the equation, Y is the dependent variable and the various x_1's are the independent variables. The constant b, is the Y intercept for all $x_i = 0$, and the various m_i's are the slopes/coefficients of the corresponding independent variables, x_i.

TABLE 4. EFA results of factors affecting The Tien Giang homestay tourism model

Rotated Component Matrix[a]					
	Component				
	1	2	3	4	5
ENVIRON6	0.867				
ENVIRON4	0.844				
ENVIRON3	0.835				
ENVIRON2	0.809				
ENVIRON5	0.809				
ENVIRON1	0.769				
EQUIP4		0.782			
EQUIP7		0.774			
EQUIP2		0.761			
EQUIP3		0.716			
EQUIP5		0.703			
EQUIP6		0.703			
EQUIP1		0.668			
SAFETY6			0.747		
SAFETY5			0.735		
SAFETY2			0.702		
SAFETY7			0.701		
SAFETY4			0.697		
SAFETY3			0.659		
SAFETY1			0.632		
CONVIENCE4				0.834	
CONVIENCE1				0.830	
CONVIENCE2				0.828	
CONVIENCE3				0.824	
QUALITY4					0.836
QUALITY2					0.761
QUALITY1					0.750
QUALITY3					0.720
Eigenvalue	4.686	4.524	4.088	3.236	2.863
% of variance	16.736	16.157	14.601	11.556	10.226
Cumulative %	16.736	32.892	47.493	59.050	69.276
KMO			**0.934**		
Bartlett's Test	**Chi square**		6673.173		
	Df		378		
	Sig.		0.000		

(Source: author's survey data, 2017)

The multiple regression procedure was employed in this study because it provided the most accurate interpretation of the independent variables. It predicted one variable on the basis of several other variables. The equation for the homestay tourism model was expressed in the following equation: $Y = b + m_1x_1 + m_2x_2 + m_3x_3 + m_4x_4 + m_5x_5$

Where,

Y = Homestay tourism model

TABLE 5. EFA results of the Tien Giang homestay tourism model

	Component	
	1	
HOMODEL2	0.921	
HOMODEL3	0.897	
HOMODEL1	0.860	
Eigenvalue	2.393	
% of variance	79.773	
Cumulative %	79.773	
KMO	**0.719**	
Bartlett's Test	**Chi square**	551.025
	df	3
	Sig.	0.000

(Source: Authors survey data, 2017)

TABLE 6. Coefficients of the Tien Giang homestay tourism model

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1	(Constant)	0.374	0.207		1.811	0.071		
	EQUIP	0.131	0.054	0.125	2.447	0.015	0.546	1.832
	ENVIRON	0.202	0.040	0.235	5.024	0.000	0.653	1.531
	QUALITY	0.226	0.062	0.189	3.665	0.000	0.541	1.850
	SAFETY	0.177	0.060	0.143	2.948	0.003	0.609	1.643
	CONVIENCE	0.228	0.042	0.259	5.405	0.000	0.627	1.595

(Source: Authors' survey data, 2017)

b = The constant
m = Slopes/Coefficient
x_1 = Equipment at the homestay
x_2 = Environment at homestay
x_3 = Quality assurance
x_4 = Security and safety
x_5 = Convenience

The five independent variables were expressed in terms of the standard is coefficients (Beta). Beta value is a measure of how strongly each predictor variable (independent variable) influences the criterion variable, i.e. the dependent variable. The variable predictors remain in the regression equation and are shown in order of importance based on the beta coefficients. The results are presented in Table No.6. The results from Table No.6 also show that the value of VIF (Variance Inflation Factor) range from 1.531 to 1.850, thus no phenomena of multi-collinearity existed. The regression analysis results in the Table No.7, also show that adjusted $R^2 = 0.500$, this means 50% of the variation in homestay model was explained by the variables included in the model. The Durbin – Watson value of 1.841, is substantially less than 2, so there is evidence of positive serial correlation.

6.4. **Correlation Analysis.** In Table No.8, the coefficient correlation measured the relationship between the homestay model of the respondents and five factors that affect

Table 7. Tien Giang homestay tourism model summary

Model Summary[b]									
R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
				R Square Change	F Change	df1	df2	Sig. F Change	
0.712[a]	0.0507	0.500	0.,55148	0.507	70.678	5	344	0.000	1.841
a. Predictors: (Constant), CONVIENCE, SAFETY, ENVIRON, EQUIP, QUALITY									
b. Dependent Variable: HOMODEL									

(Source: Authors' survey data, 2017)

Table 8. Correlation of variances

Correlations						
		EQUIP	ENVRON	QUALIT	SAFETY	CONVIENCE
HOMODEL	Pearson Correlation	0.499**	0.541**	0.538**	0.485**	0.565**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000
	N	350	350	350	350	350
**. Correlation is significant at the 0.01 level (2-tailed).						

(Source: Authors survey data, 2017)

the model. The correlation between the homestay model and the five factors is positive and significant at the 0.01 level (2-tailed). The correlation between the homestay model (HOMODEL) and the five factors is EQUIP = 0.499, ENVIRON = 0.541, QUALITY = 0.538, SAFETY = 0.485, and CONVIENCE = 0.565. So, this study indicates that the correlation between the homestay tourism model and the five influencing factors has a positive relationship.

6.5. **Analysis of Variance (ANOVA).** Analysis of variances was used to identify the differences in the overall homestay model in terms of tourists demographic characteristics (e.g., gender, age, education levels, jobs, and marital status,). Thus, ANOVA was used to analyse hypothesis 2.
Hypothesis 2

- **H_7:** There is no difference in the homestay model assessment between the tourist's gender groups.
- **H_8:** There is no difference in the homestay model assessment between the tourists age groups.
- **H_9:** There is no difference in the homestay model assessment between the tourists education levels groups.
- **H_10:** There is no difference in the homestay model assessment between the tourists jobs groups.
- **H_11:** There is no difference in the homestay model assessment between the tourists marital status groups.

The resultssummarisedin Table 9, show that there were no significant differences in the overall homestay model between the groups of: tourists gender (p.value = 0.362), tourists age (p.value = 0.881), and tourist's marital status (p.value = 0.248) at the p<.05 level for age. However, there are significant differencein the overall homestay model between the

TABLE 9. Results on Analysis of Variance (ANOVA)between overall homestay model with Gender, age, education levels, jobs and marital status

	Mean	**SD**	**Sum of Squares**	**df**	**Mean Square**	**F**	**P. Value**
GENDER							
Male	3.6199	0.73326					
Female	3.5438	0.82170				0.833	0.362
Between Group			0.507	1	0.507		
Within Group			211.588	348	0.608		
AGE							
Under 30 years old	3.5799	0.77158					
31 to 40 years old	3.6077	0.76795					
Over 40 years old	3.5556	0.80518					
Between Group			0.154	2	0.077	0.126	0.881
Within Group			211.941	347	0.611		
EDUCATION LEVELS							
High school	3.8016	0.70020					
Associate's degree	3.5794	0.72647					
Bachelor's degree	3.4042	0.83975					
Graduate's degree	3.5392	0.80297					
Between Group			6.767	3	2.256	3.801	0.011
Within Group				205.328	346	0.593	
JOBS							
Civils servant	3.4982	0.85110					
Government officer	3.7715	0.74805					
Business	3.4545	0.69330					
Freelance works	3.6016	0.78992					
Between Group			5.297	3	1.766	2.954	0.033
Within Group			206.798	346	0.598		
MARITAL STATUS							
Single	3.6637	0.84481					
Married	3.5910	0.73957					
Widowed	3.4930	0.75146					
Between Group			1.699	2	0.850	1.401	0.248
Within Group			210.396	347	0.606		

(Source: Authors survey data, 2017)

education levels of tourists at p.value = 0.011, and the tourist's jobs groups, at P.value = 0.033.

7. **Discussion and conclusions.** Based on the statistically significant results of this study (*p.value* less than 0.005), the highest beta coefficient scores were for General Tour Attractions, $\beta = 0.259$, indicating that *Convenience* attributes would significantly impact the homestay model, followed by *Environment at the homestay*, $\beta = 0.235$, *Quality assurance*, $\beta = 0.189$, *Security and safety*, $\beta = 0.143$, and *Equipment at the homestay*, $\beta = 0.125$. Thus, the hypotheses above were accepted as all five factors mentioned in this study had apositive correlation (+) with the homestay model. The equation for the homestay model is:

$HOMODEL = 0.259 * CONVIENCE + 0.235 * ENVIRON + 0.189 * QUALITY + 0.143 * SAFETY + 0.125 * EQUIP$

This means to build the Tien Giang homestay tourism model the homestay planners need to focus on five factors: 1) Equipment at the homestay; 2) The environment at the homestay; 3) Quality assurance; 4) Security and safety, and; 5) The convenience. The planers of the homestay program should be specifically interested in the following issues. Firstly, homestay locations must be convenient for tourists to access by road and waterway, offer favourable living conditions, and ensurethat they can easily access information needed at the homestay. Moreover, there must be parking around the homestay locations and the traffic nearby should be smoothly organised. These factors have the significant impact on the model with the corresponding β coefficient of 0.259; Secondly, the environment around the homestay should always be clean, airy, not damp, with plenty of natural light; good natural ventilation; suitable gardens around the homestay and items harmful to the environment not in use. This is the second most important factor for the homestay model, with a β coefficient of 0.235. Thirdly, for service quality the factors are a good and friendly pickup and drop off service, the hospitality and friendliness of local residents to the tourists. In addition the serving of a variety of local dishes to tourists, and an understanding ofthe life of local residents by the tourists are also mentioned. Thisis the third most important factor that impacts the homestay model with a β coefficient of 0.189. Next there should be nondesirable activities near the location and good security, clinics should be available to treat the tourists if they become ill. This is the forth most important factor that impacts the homestay model with β coefficient of 0.143. Finally, is the provision of adequate clean water and ensuring the electrical system works, and that the household equipment in the homestay works, and that all rooms are fully equipped; the toilet, the kitchen are clean.This is one of the most important factor that impacts the homestay model with β coefficient of 0.125.

In addition, the result of the study have shown that, there are significant differences in the overall homestay model depending on the tourists education levels and the tourists occupation. So, the hypotheses $\mathbf{H_7}$, $\mathbf{H_8}$, $\mathbf{H_{11}}$ were accepted, and the hypotheses $\mathbf{H_9}$, $\mathbf{H_{10}}$ were rejected.This means, tourists with differing education levels and jobs will evaluate the homestay differently. Therefore, the homestay owners and the tour managers should pay more attention to this when dealing with this type of visistors.

The purpose of this study was to explore and measure the factors that impact the Tien Giang homestay tourism model. Both qualitative and quantitative research method were used in this study. Through the survey of 350 tourists, the results showed that the Tien Giang homestay tourism model was affected by five factors with 28 items. However, the study also had certain limitations. Firstly, the study didnt compare the perceptions of tourists in terms of genders, age groups, occupations, and travel experiences, which were significant for tourists segmentation. Secondly, an available sampling technique was used in this study to conduct direct interview with 350 respondents, thus, the reliability of the data set was not the highest reloability. Thirdly, the study suggested that, there were five factors affecting the Tien Giang homestay tourism model, however, there are some others factors that also affected the model but this study did not include them in the hypotheses.

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