

THEMATIC TITLE	LEGAL MEASURES TO PROMOTE HOMESTAY BUSINESS OPERATION
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ABSTRACT

This independent study explores concepts and theories regarding the promotion of homestay accommodation business and its relevant laws to augment the standard of Thai homestay services to meet international standards by investigating Thai laws - Hotel Act B.E. 2547, Ministerial regulation prescribing types and criteria of hotel business B.E. 2551 and the Announcement of Department of Tourism on Thai Homestay Standard B.E. 2554, and foreign laws of the Republic of China (Taiwan) and Malaysia.

The findings revealed that there were four main legal problems relating to the enhancement of homestay accommodation business. They were the definition of the term “ homestay” on the consistency of the number of room and quests and the conditions of homestay business nowadays, the enforcement of the Announcement of the Department of Tourism on Thai Homestay Standard B.E. 2554 without compulsory registration system of all homestay business and assessment of Thai homestay quality standard resulting on the lack of service standard by homestay operators, the lack of concrete cooperation of relevant units responsible for controlling homestay accommodation business rendering obstacles to promote and supervise the fast growing homestay business, and the insufficient support of homestay accommodation business which as a result homestay operators lack knowledge, advertisement and capital to develop their own business to meet internationally accepted standards.

This independent study suggests that Chapter 1 Item 1 non- hotel lodging place and types of hotels of the Ministerial regulation prescribing types and criteria of hotel business B.E. 2551 should be adjusted as “The lodging place of less than 5 rooms and 25 quests established for temporary stay for

travelers and others with carrying on service for additional incomes and informing registrars according to ministerial regulations shall not be regarded as a hotel (3) of the definition of “hotel” in Section 4. Paragraph 2 should be added to the definition of the term “homestay” in Paragraph 1 in the Announcement of the Department of Tourism on Thai Homestay Standard B.E. 2554. The definition of homestay must be composed of the minimum standard level of at least three aspects - accommodation, food and safety assessed and certified according to the Announcement of Department of Tourism. There should be strategic measures to help support homestay accommodation business and propose them to appropriate monitoring units.