

October, 2008

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**Stenden**  
university

Home-stay, a haven for peace

# Outline presentation

Context: case study

## Stenden

Mission: Unleashing the potential for students,  
staff and surrounding communities

Vision: Serving to make it a better world



Setting

Results

Conclusions

Discussion



# Setting

- Akha hill-tribes
  - Animism
  - Opium and communism
  - Citizenship



- Ban Hua Kee Lek
  - 97 households
  - 535 inhabitants
- Economic deprivation
  - Indebted
  - Lack of experience middlemen
  - Migration out of the village
  - Road access
  - Lack of schools
- Increasing materialism



**Community tourism solution?**



# Setting: Community and Home-based tourism

Home-stay based tourism

Tourism growing world wide

Village attracts 30 tourists a year

Expectation 150 tourists a year



Support of NGO CBT-i



# Hospitality concept and Homestay

Hospitium (latin) means house for rest: lodging and entertainment (= Western concept)

Our guest is god (=Asian concept)

(Lasley 2000)

Hospitality perspectives change

In general:

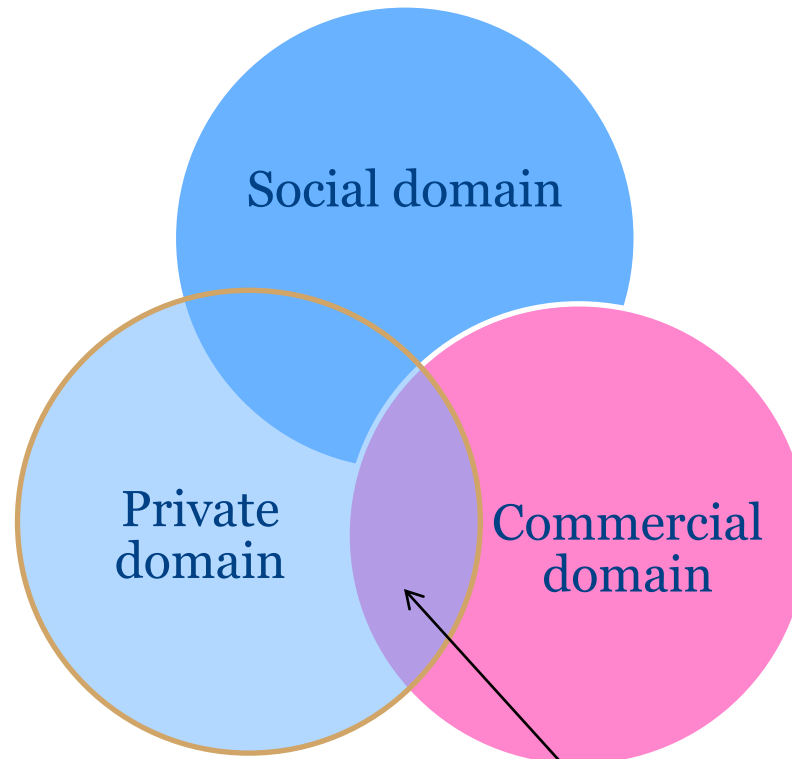
Providing the guest a valuable experience and gain income (Hemmington 2007)

Establishing or maintaining a relationship between customer and provider hospitality provides a social structure in which guests are invited to join or leave social groups. (Selwyn, 2000)

Hospitality includes **moral** contribution to the overall community experience (Richardson n.d)



# Hospitality concept



Source: Thio, 2000

Managing the hospitality  
experience

# Home stay

Home-based accommodation is experienced by hosts and guests not only as the buying and selling of ‘just a bed’ (Tucker&Lynch,2004,p14) but also as social benefits such as meeting people, nationalities and exchange knowledge.

“Homestay is a paid guest stay in a private home accommodation including interaction with the host and sharing of public space”

(Paul Lynch, 2005).

Homestay is a unique experience/gazing upon the each other. A personality match between host and guest is required.

Special motivational factors required from host and guest laying within the private domain

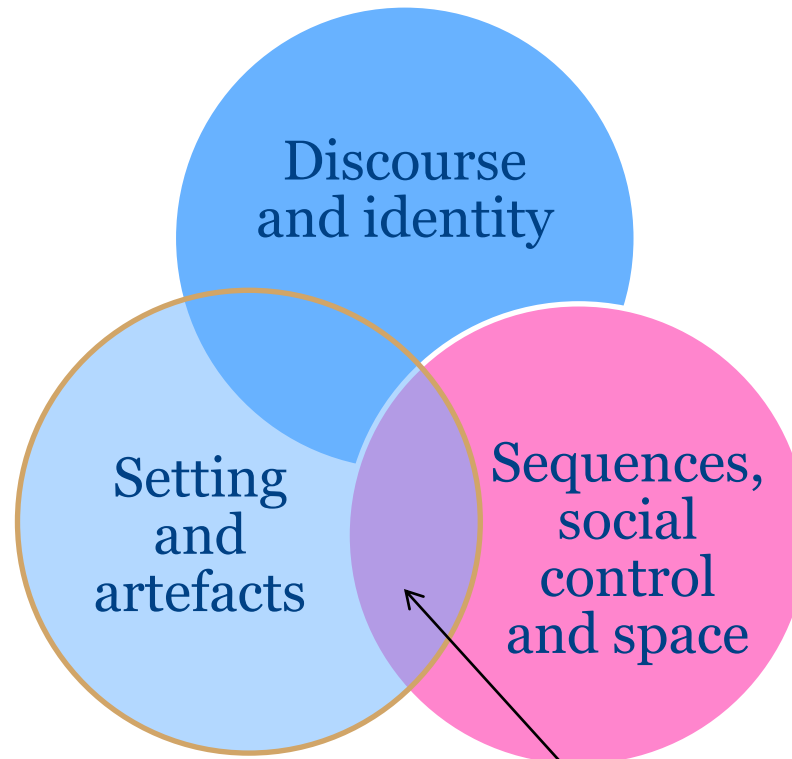
Stakeholders are:

- 1.Homestay providers (CBT-I), chief, comittee, tour operator)
- 2.Homestay hosts (Households)
- 3.Homestay guests (Thai and foreign tourists, mainly for educational purposes)



**Sustainability?**

# Homestay product



Source: Lynch, 2005

The homestay product

# Methodology

## Qualitative approach:

1. Deskresearch
2. Ethnographic research
  - Experiences guest: diary keeping
  - Experiences host: interviews CRIN
  - Experiences both: participant observation

### Problems:

- Any foreigner is regarded as a tourist
- Culture shock
- Translators sometimes hampering factor



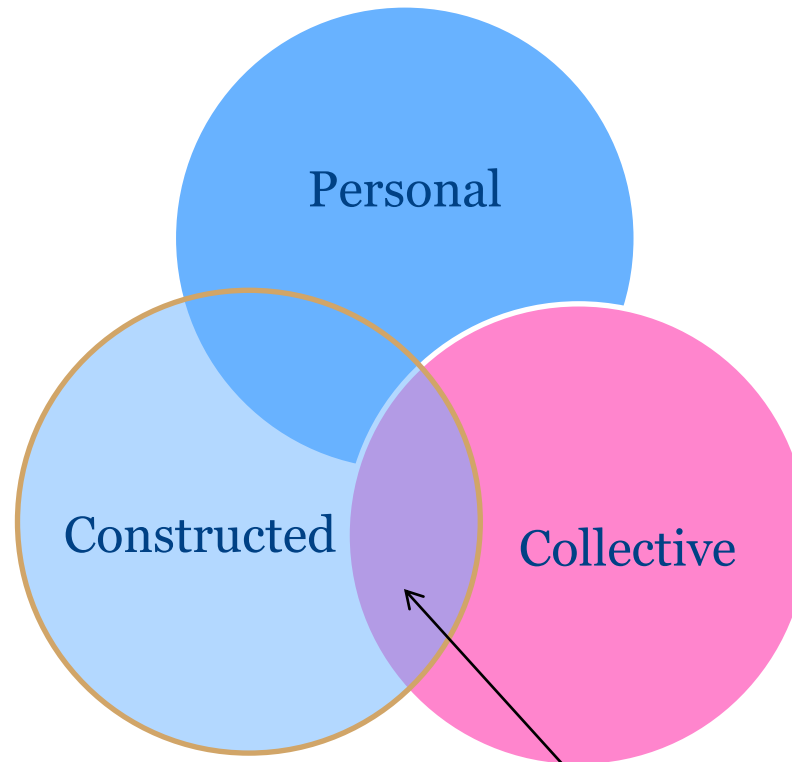
# Results

- › Overlap models hospitality and home-stay

# Homestay hospitality

Hospitality	Homestay	<i>Homestay Hospitality</i>
commercial domain	setting & artefacts	<b><i>constructed</i></b>
social domain	sequences, social control & space	<b><i>collective</i></b>
private domain	discourse & politics of identity	<b><i>personal</i></b>

# Homestay hospitality



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core homestay hospitality

# Results - continued

- › Overlap models hospitality and home-stay
- › Constructed segment (commercial domain and artefacts) least relevant hospitable experience
- › Collective segment (social domain and social control) determines the actions of the host receiving guests
- › Personal segment (private domain and discourse) dominates the experience of the guest
- › NGO mediates intensively between constructed segment and collective segment

# Conclusions

- › Peace and hospitality are related
- › True hospitality is found in the personal and collective segments of home-stay hospitality
- › Mutual understanding is to be found in the personal segment of homestay hospitality
- › Commercial sector determines research agenda; more research on tourist encounters in relation to personal segment needed
- › Tourism can be a haven for peace
- › *Peace can not be kept by force, it can only be achieved by understanding (Albert Einstein)*

Thank you  
for your  
attention



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