



Tourists' Perceived Value on ASEAN Vernacular Homestay Standard in Cambodian Homestay

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Abstract— The main objectives of this study were to investigate the construct validity of a measurement scale for tourists' perceived value on the ASEAN vernacular homestay standard, when considering the ASEAN homestay standard, including the vernacular accommodations in the Cambodian Chi Phat community-based ecotourism center, in Koh Kong Province. This homestay is confirmed to three-main homestay qualifications (1) ASEAN standard homestay, (2) Cambodian standard homestay and (3) named in the official ASEAN tourism website. The sampling was performed using the stratified random sampling technique with tourists. An exploratory factor analysis was used to explore the factors, while a confirmatory factor analysis and structural equation modeling procedure were performed to assess the factor structure. The results indicate that the host-guest interaction factor is the most important determinant of the perceived value of the ASEAN vernacular homestay tourism, followed by social & environmental management, activities, amenities, marketing management, and accommodation. It is therefore recommended that homestay providers, homestay leaders, and local governments should pay attention to the order of importance of these value dimensions to increase the overall tourists' perceived value as well as to better develop the position strategies and to preserve the authenticity of this ASEAN tourism niche.

Keywords— Tourists' perceived value, ASEAN Homestay Standard, Vernacular homestay, Cambodian homestay.

1. INTRODUCTION

Rural areas provide a special appeal to tourists because of the mystique associated with the rural environment, its distinct culture, history, ethic and geographic characteristics. Rural tourism is a growing sector of the world's fastest growing industry – the tourism industry. It offers many benefits to the rural community. It can be developed locally in partnership with other small business, local government and other agencies. Its development is not dependent on outside firms or companies and their decisions on whether they want to be in the area outside [1]. Regional policy for the planning, management and marketing is inadequate to advance the growth of this dynamic sector.

The ASEAN Member States are entering into a period of multi-development in the ongoing evolution of the regional community, and this includes a wide range of tourism issues that need to be considered. The ASEAN tourism working teams as ASEAN National Tourism Organizations (ASEAN NTOs) were established, given the overall goal of the ASEAN tourism strategic plan to be a quality destination and the creation and implementation of tourism standards in many areas. When concerns about quality are introduced it becomes much more complex both in terms of defining standards and most importantly assessing the process. There have

been important achievements by the Task Force on ASEAN Tourism Standards with specific requirements for six ASEAN tourism standards developed and agreed by the ASEAN NTOs. These standards are (1) Homestay, (2) Green Hotels, (3) Food and Beverages Services, (4) Public Restrooms, (5) Ecotourism and (6) Tourism Heritage [2].

Homestays, as one of the six particular areas, have assessment exercises that are focused at a generic level. Homestay candidates were proposed by the ten-member states. However, the basis and the procedures used for the assessment and selection process were not clearly revealed. At this point, there is no way to determine whether the standards or the assessments are comparable from country to country. What has occurred must not be seen as a certification process but rather an awards program based on a process of trust that nominated homestays were comparable in quality from country to country. Measurable standards and indicators for each of the areas have yet to be determined. Currently, the final ASEAN homestay standards have been developed, which consist of nine main criteria, 27 sub-criteria and 91 requirements [3], [4]. The criteria for the accommodation are described for both the traditional and radical proportions of the requirements.

The new development direction focus declined to the one to three stars hotel standard, which emphasizes safety, cleanliness, convenience and service [5]. Some descriptive requirements are shown as: The homestay provider shall provide a guest bedroom(s) that is separated from the other bedrooms in the house, and it is recommended that the house shall have an electricity supply, provide basic amenities and furnishing in the guest bedrooms and provide standard and appropriate types of beds such as single beds and double beds with

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comfortable mattresses and pillows [3].

Nevertheless, some requirements are emphasized to take care of the vernacular dwelling and their authenticity, such as: Accommodation (The House): The design and building materials shall reflect the vernacular architecture and local identity [3]. At the same time, for homestays in Relau, Malaysia, 19 families were motivated to join the homestay program. There were certain requirements and guidelines set by the tourism authority to qualify for patronages. The availability of sufficient space, the security of the house structure and level of quality and suitability, were important elements for eligibility to be homestay operation. Many residents could not participate simply because of their shabby-looking house conditions. These poorer proprietors of ancestral vernacular houses called Rumah Attap (Malay leaf-roofed house) Rumah Kaya (local wooden house) apparently were not considered suitable for the homestay program. Solid wooden houses and all-brick bungalows, both with large verandahs, were selected to accommodate the tourists. Nearly all the posh-houses in the villages have been included in the program [6].

As above, the directions of the ASEAN homestay standard should be complied with as a convenient standard for modern homestays as it ensures the vernacular houses reflect the local identity. For rural homestays which represent an authentic way of life, some responsiveness in homestay standardizing would improve the authentic houses to be in accordance with the standard's criteria. This may cause major change to the vernacular houses, authentic communities and cultural landscapes abruptly. Additionally, most of the vernacular houses in ASEAN countries have a variety of identities and localities [7]. The vernacular houses can be defined as "architecture without architects" [8], which means architecture produced not by specialists but by the spontaneous and continuing activity of a whole people with a common heritage, acting within a community of experience, while vernacular houses in Chi Phat: community based eco-tourism, Koh Kong, Cambodia are defined from their way of life. Most of them are wooden houses in a simple style. The characteristics of ASEAN tourism homestays are mixed with the local culture together with aspects required by tourists. Rapid change without guidance may affect the vernacular houses or it may impacts in the local homestay community.

Chi Phat Community Based Eco-Tourism (CBET) is an award winning Cambodian vernacular homestay, for example, in 2010, Chi Phat was one of six CBET sites in Cambodia to win a USAID – sponsored award called *Hidden Treasures* for its sustainable development potential, one of the top three winners for the inspiring stories from destinations competition in 2012 organized by ITB Asia and Wild Asia and supporting partners, one of 11 winners chosen by the Dubai Municipality for the Dubai International Award for the Best Practices to Improve the Living Environment (DIABP) in 2014 and also the winner of the national tourism clean city, clean resort, good service and good hospitality award for 2014 - 2015 from the Cambodian Ministry of Tourism, and is featured as Cambodia's "best ecotourism destination" in the *Lonely Planet* guidebook series as well. Chi Phat

homestay also conformed to three-main homestay qualifications (1) ASEAN standard homestay, (2) Cambodian standard homestay and (3) named in the official ASEAN tourism website as a representative of an ASEAN standard homestay in Cambodia. A homestay appeals to guests who want to experience simple rural living or traditional lifestyles, forest adventures and to interact and have cultural exchanges with the host family for a nominal fee; therefore, it provides a meaningful learning experience for both the host and visitors.

Chi Phat Homestay could be regarded as a model or showcase that is renowned for its homestay management and community based tourism initiatives, as an example of the best practice. The analytic result of mostly tourists' perceived value of the ASEAN vernacular standard homestay shall reflect the accurate direction of ASEAN homestay development.



Fig. 1. Vernacular Homestay in Chi Phat CBET.

2. OBJECTIVES

This study was purposed to investigate the construct validity of a measurement scale for tourists' perceived value in the ASEAN vernacular homestay standard context and to rank the importance of the value dimensions from the tourists' perspective.

3. ASEAN HOMESTAY STANDARD

The ASEAN Homestay Standard 2015 is a part of the strategic direction of the ASEAN Tourism Strategic Plan, which aims to increase the quality of tourism services in the region. The indicators of the ASEAN homestay standard are criteria, sub-criteria and requirements. The prerequisite entry requirements [3] are the following:

1. The village shall have a minimum of five registered homestays.
2. The homestay must have been in operation for at least two years at the time of application.
3. All homestay providers shall be free from criminal records.
4. All homestay providers shall be in good general health.

ASEAN homestay criteria and sub-criteria [3] are the following:

Criteria 1: Host (weightage: 5%)

1. The village and community
2. Homestay provider

Criteria 2: Accommodation (weightage: 10%)

1. The house
2. The bedroom
3. The toilet/bathroom

Criteria 3: Activities (weightage: 20%)

1. Village and community-based activities
2. Surrounding activities
3. Authenticity

Criteria 4: Management (weightage: 15%)

1. Leadership
2. Organization
3. Database
4. Capacity building and training
5. Collaboration

Criteria 5: Location (weightage: 5%)

1. Accessibility

Criteria 6: Hygiene and cleanliness (weightage: 15%)

1. House (bedroom, kitchen and toilet)
2. Surrounding compound
3. Food preparation

Criteria 7: Safety and Security (weightage: 10%)

1. Safety training
2. Safety features for facilities/activities
3. Briefing on safety aspects
4. Emergency rescue and evacuation

Criteria 8: Marketing and Promotion (weightage: 10%)

1. Promotion activities
2. Partnership with tour operation
3. Web marketing

Criteria 9: Sustainable (weightage: 10%)

1. Economic sustainability
2. Environmental sustainability
3. Socio cultural sustainability

The ASEAN Homestay Standard for the year 2015 consists of four prerequisite entry requirements, nine criteria, 27 sub-criteria and 91 requirements [3]. The more significant indicators have a greater weightage in scoring, and because of the different number of sub-criteria and requirements for each criteria, there is an effect on the weightage proportion for each requirement of the homestay standard.

4. CHI PHAT VERNACULAR HOMESTAY

In Southeast Asia, Cambodia is one of the most famous touristic destinations. Tourism has developed very fast since 1990s under the support of the international community and the government. Tourism is viewed as a sector pushing the increase in employment rate and economic growth.

In Koh Kong province, one of the promising ecotourism sites is Chi Phat Community Based Ecotourism (Chi Phat CBET) located in Chi Phat commune, Thmor Bang district, Koh Kong province,

Cambodia. Chi Phat commune is comprised of four villages: Chi Phat, Chaom Sla, Kam Lort and Teuk Lark. CBET information center is located in Chi Phat village, which functions as a gathering for merchandises, villagers, as well as tourists.

Accessibility by boat or a rough motorcycle journey, Chi Phat located within the rainforest of the Southern Cardamom Protected Forest. This rural village was once a military base for the Khmer Rouge regime from 1975 – 1979. Most villagers are poor Khmer people who migrated into the area in the mid-1990s to work in logging for construction, supplementing their income through hunting, fishing and subsistence farming. The area is also home to Khmer Dauem people, the original indigenous inhabitants of the Cardamom forest [9].

Chi Phat community based ecotourism project was established in 2007 with technical and financial support from Wildlife Alliance, a U.S.-based non-governmental organization (NGO). Wildlife Alliance's mission is "to combat deforestation, wildlife extinction, climate change and poverty by partnering with local communities and governments." This is accomplished in part by helping Cambodian villagers to develop alternate livelihood opportunities in ecotourism, thereby reducing threats to the local environment and wildlife. Training and ecotourism project capacity building in Chi Phat was funded by one-year grants from the international Union for the Conservation of Nature. Capacity building included training in ecotourism guiding, first aid, cooking, communication, leadership, business management, garbage management, and hosting in homestay; community activities to raise environmental awareness; and a study tour of another successful CBET Project in Cambodia. During 2006 to 2007 was the year of feasibility study and community consultant. In the following year, 2008, the development of the ecotourism project commenced, with the participation of 167 families. Today, year 2016, the participants are growing to 315 families and the Chi Phat CBET is marketed primarily as a "green" active/adventure, "laid back" and "undiscovered" alternative to mass tourism destinations [10]. Ecotourism activities include trekking, camping, mountain biking, birding, kayaking and village homestay.

In Chi Phat CBET, there are thirteen homestays. Guests sleep inside the house in the areas specified by custom as overnight guest areas. These areas are easily prepared when a guest arrives, requiring clean basic amenities and furnishing in the guest bedroom.

The homestays in Chi Phat CBET are conformed to the meaning of vernacular homestay as noted by Cohen [11], the rural-based homestay that the real authentic experience of staying with family, enjoying their hospitality, activities and pursuits, learning about different cultures, can best be found in rural areas, where people still have time and genuine friendship to offer to strangers. These rural based characteristics, which allow one to experience the aspects of a local culture, distinguish vernacular homestays from those in other contexts, while the vernacular tradition reflects the spatial, social and cultural values of those who create it [12].



Fig. 2. Bedroom for Tourists in Cambodian Homestay.

5. DESTINATION PERCEIVED VALUE

Perceived value has been widely discussed in the literature related to tourism and hospitality. Although perceived value has received growing attention in research, the concept of perceived value has not often been clearly operationalized [13], and it seems to vary depending on views and definitions [14]. Perceived value has been defined as “the consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given” [15]. The Marketing of Science Institute (2006-2008) included perceived value in its list of research priorities for the year 2006-2008. These developments reflect the great interest that has been generated by the phenomenon of value creation among marketing researchers in both academia and industry [16].

In addition, organizations are increasingly recognizing that perceived value is the key factor in strategic management. Despite the growing focus on customer service in business-to-business marketing, when it comes to the perception of customer perceived value, product quality has a greater impact on the customer’s perceived value than service value [17]. The important role of perceived value was confirmed by Gallarza and Saura [18], who verified the existence of a perceived value-satisfaction-loyalty chain. Overall, perceived value can be considered a subjective construct that will vary between consumers, between cultures, and over time [19].

6. METHODOLOGY

Sample and data collection

The homestay population in this study was the standard homestays in Cambodia that complied with the following conditions

1. They are named in the latest ASEAN Standard Homestay Directory Booklet, the ASEAN Homestay Directory 2010 collected by the Ministry of Tourism and Sports of Thailand [20]. There was 10-Cambodian homestays named in the directory.
2. They are named in the recently Cambodian Standard Homestays for the years 2015.
3. They are named on the official ASEAN tourism website [21] as representative of ASEAN Standard

Homestays. There were three Cambodian homestays: (1) Chi Phat CBET, Koh Kong province, (2) Preah Rumkel CBET, Stung Treng province and (3) Chambok CBET, Kom Pong Speu province.

The three above conditions follow a method of sampling that involves the division of a population into smaller groups known as strata. In the stratified random sampling, the strata were formed based on the members' shared attributes or characteristics, and a random sample from each stratum was taken that was in a number proportional to the stratum's size when compared to the population.

The subset of the strata was condensed into Chi Phat CBET, located in Koh Kong province, Cambodia, as the only homestay that conformed to the above characteristics of the strata, and is representative of the ASEAN vernacular standard homestay in Cambodia.

Table 1. Sample Characteristics

Frequency	N	%
Gender (n=55)		
Male	31	56.36
Female	24	43.64
Country of origin (n=53)		
France	13	23.64
United Kingdom	11	20.00
Germany	8	14.54
U.S.A.	7	12.73
Netherland	5	9.09
Canada	4	7.27
Australia	3	5.45
Switzerland	2	3.64
Age (n=55)		
20 - 25 years	13	23.64
26 – 35 years	31	56.36
36 – 45 years	6	10.91
46 – 55 years	2	3.64
56 – 65 years	3	5.45
Travel companion (n=55)		
Friend	25	45.45
Couple	15	27.27
Family	10	18.18
Alone	5	9.09
Number of visit (n=55)		
First time	53	96.36
Second time	2	3.64
The length of stay (n=55)		
2 – 3 nights	43	78.18
4 – 5 nights	12	21.82
Expense/person/day (n=55)		
15 – 20 USD.	26	47.27
21 – 30 USD.	18	32.73
31 – 40 USD.	4	7.27
41 – 50 USD.	7	12.73

This study was conducted at Chi Phat CBET. The population was the homestay tourists who visited Chi Phat CBET. The sampling was performed using the stratified random sampling technique with tourists, as the population, who spend at least one night at the homestay.

Eligible homestay tourists of more than 18 years of age were given the questionnaires at the end of the visit by the researcher and his assistants, who observed all the samples in all 13 homestay accommodations in April - June 2016. A deliberate effort was made to obtain a homogeneous representative sample by all international tourists. (see Table 1).

A total of 55 samples were obtained, which shows the sample size in this study was 2.78% of the yearly population. The sample size was calculated from the literature review on statistical tourism that stated a total of 1,800 visitors to Chi Phat Homestay in 2011 [22].

Table 2. Statements of Variables on ASEAN Vernacular Standard Homestay

Variables	References
Accommodations	
1. Reflects vernacular architecture and local identity. (V1)	[3], [23], [24], [25]
2. Housing improvement matched locality. (V2)	[23], [24], [26], [27], [28]
3. In-house area has authentic preservation. (V3)	[23], [26], [29]
4. House improved for guests' convenience. (V4)	[3], [25], [26]
5. Provide basic amenities in bedroom(s) such as fan, mirror, electric socket, mosquito net, etc. (V5)	[3], [30]
6. Provide basic amenities in local style such as mat, futon, etc. (V6)	[31]
7. Provide standard furniture for guests such as beds with mattress, desk, chair, mini cup board, etc. (V7)	[3], [25]
8. Provide standard amenities in guests' bathroom such as sitting or squatting toilet and other bathroom facilities. (V8)	[3], [25]
Hygiene and Cleanliness	
9. Good hygienic and clean. (V9)	[3], [23], [27], [30]
10. Provide soap, shampoo, toilet tissue and towel. (V10)	[3], [30]
Host	
11. Availability of information and community center. (V11)	[3]
12. Introduction of house area and house members. (V12)	[26], [31]
13. Communication skill. (V13)	[23], [26], [27], [30], [31]
14. Host is friendly. (V14)	[32], [33]
15. Hospitality and good service. (V15)	[25], [27], [30], [32], [33]
16. Storytelling and interpretation skills. (V16)	[3], [34]
Activities	
17. Preserve special activities for guests. (V17)	[3], [33]
18. Collaborates with surrounding village in activities. (V18)	[3]
19. Activities encourage interaction with community. (V19)	[3], [25], [33]
20. Community retains identity and authentic experience. (V20)	[3], [23]
21. Experiences the normal lifestyle. (V21)	[6]
Management	
22. Guests' database/ record of guests' arrival, origin and comments. (V22)	[3]
23. Homestay management according to its locality, local participants and organization. (V23)	[25], [27], [35], [36], [37]
Safety and Security	
24. Feel safe in house. (V24)	[3], [25]
25. Feel safe in community. (V25)	[3], [31]
Marketing and Promotion	
26. Package tours are designed according to target markets. (V26)	[3], [30], [38]
27. Have partnership with prominent tour operators. (V27)	[3], [37]
28. Marketing and promotion are available. (V28)	[3], [30], [39]
29. Promotional material for ecotourism. (V29)	[10], [23], [38]
Sustainability Principle	
30. A code of conduct (dos/don'ts) for tourists' interactions. (V30)	[3], [10]
31. Tourists are involved in environmental tourism program. (V31)	[3], [10]
32. Craft sale area within the homestay center. (V32)	[3], [23]
33. Ban commercial sexual activities and illegal drug use. (V33)	[3]
34. Maintain the existing environment. (V34)	[10]
35. Design and construction of tourism facilities and services are environmentally friendly. (V35)	[3], [10]

Measurement of Construct

The Questionnaire

The questionnaire, comprising two sections, was designed to analyze domestic tourists' perceived value on the ASEAN vernacular standard homestay towards Chi Phat homestay. Section 1 enquired about basic background data on the domestic homestay tourists at this destination: gender, age, country of origin, travel companion, number of visits, length of stay, and their average expense per day. Section 2, the variables were categorized into the main construct of the nine-criteria of the ASEAN Homestay Standard 2015, including its requirements, basic elements and other variables from the literature review as the success factors in the content of the ASEAN vernacular standard homestay that were assessed in terms of tourists' perceived value. The assessed variables are shown in Table 2.

Given the nature of the ASEAN standard homestay in vernacular tourism, which differs from the other type of main standard homestays, extraordinary effort was put into the development of the measurement items, especially in terms of the standard's requirements for convenience, the authentic way of life and the vernacular physical housing were set to be the observed variables.

Five panels of experts included representatives of ASEAN National Tourism Organizations, the ASEAN homestay standard preparation team were then consulted to refine and edit the initial 48 items for content validity. This process resulted in the elimination of thirteen of the items because three or more of the experts felt that they were repetitive. After incorporating the experts' comments a final pretest of the 35-item scale was administered to a group of tourism graduate students before being administered to the sample. The clarity of the questions and items was explicitly discussed with the respondents. Consequently, a few corrections and adjustments were made to the wording and the arrangement of the questions.

A total 57 questionnaires were collected. Two questionnaires were excluded because of excessive missing data. A six point Likert type response scale [40], which ranged from 1-strongly disagree to 6-strongly agree, was used. A six point scale is used to produce a forced choice in measurements which are more useful for evaluating traits within an individual [41] with experience [42], as the homestay tourists in this study who completely experience at least one night in a vernacular homestay program. Descriptive statistics on the sample respondents are present in Table 1. The constructs of perceived value of the vernacular homestay tourism were measured for a number of observed variables. Exploratory factor analysis was performed for the purpose of reducing the number of variables. Confirmatory factor analysis using a structural equation model (SEM) was performed on the sample size of 55 observations.

Given the main purpose of this study, the SEM procedure was an appropriate method for evaluating how well a proposed conceptual model that contains observed indicators and hypothetical constructs explains or fits the

collected data [43]. The ASEAN homestay standards' indicators, in addition to the vernacular accommodations and activities of research constructs as the factors' characteristics in the proposed model of tourists' perception of the value on ASEAN standard homestay, were tested with LISREL 9.2 Student version. The maximum likelihood (ML) technique, which has been widely used in SEM research, was applied in this study as the assumption of multivariate normality of the study data was confirmed.

7. ANALYSIS AND RESULTS

Exploratory Factor Analysis

The exploratory factor analysis (EFA) with Varimax of the rotation was conducted to identify the underlying dimensions of the perceived value scale. The analysis suggested that there were six underlying dimensions of perceived value. The total variance extracted by the five factors was 74.34% with the Kaiser-Meyer-Olkin value = 0.787, which was more than 0.5 and close to 1.00, and Bartlett's test of sphericity was significant at the $\rho = 0.000$ level. All of the items retained for the analysis generally had communalities of greater than 0.4. Five items with factor loadings of less than 0.4 were considered for deletion or to be put in a suitable dimension and 35 items were retained for further analysis.

Table 3. Exploratory Factor Analysis Results

Factors	Factor Loading	Eigen-value	Variance%
<u>INTERAC</u>		14.677	41.934
Host-Guest interaction			
V14	0.818		
V15	0.811		
V12	0.776		
V16	0.760		
V13	0.740		
<u>ACCOM</u>		3.490	9.972
Accommodation			
V3	0.808		
V1	0.771		
V24	0.618		
V2	0.606		
V25	0.595		
V21	0.589		
V20	0.512		
V4	0.500		

Table 3. Exploratory Factor Analysis Results (cont.)

Factors	Factor Loading	Eigen-value	Variance %
MANAGE_M		2.696	7.702
Management: marketing			
V26	0.858		
V27	0.858		
V22	0.797		
V28	0.783		
V32	0.669		
V29	0.546		
AMEN		2.044	5.839
Amenities			
V8	0.835		
V9	0.776		
V5	0.769		
V7	0.743		
V8	0.586		
V6	0.467		
ACTI		1.796	5.131
Activities			
V18	0.834		
V19	0.814		
V31	0.697		
V30	0.672		
V17	0.576		
MANAGE_S		1.315	3.757
Management: social and environment			
V35	0.795		
V34	0.750		
V23	0.649		
V33	0.592		
V11	0.414		
Total Variance %			74.335

From the Varimax-rotated factor matrix, six factors representing 74.335% of the explained variance were extracted from the 35 variables. The dimensions were considered in the analysis:

1. Host-guest interaction (INTERAC)
2. Accommodation (ACCOM)
3. Management: Marketing (MANAGE_M)

4. Amenities (AMEN)
5. Activities (ACTI)
6. Management: Social and Environment (MANAGE_S)

Confirmatory Factor Analysis

According to the six-factor model of the ASEAN vernacular standard homestay perceived value, the factor that showed the highest level was management: social (mean = 4.93, SD = 0.91), followed by accommodation (mean = 4.87, SD = 0.77). The relationships among factors ranged from 0.35 – 0.68, with the highest correlation between management (social and environment) and activities, followed by management (social and environment) and accommodation.

Table 4. Mean, Standard Deviations (SD) and Correlations among Factors

Factor	Correlation Coefficient					
	1	2	3	4	5	6
1. ACCOM	1.00					
2. INTERAC	0.64**	1.00				
3. MANAGE_M	0.48**	0.35**	1.00			
4. MANAGE_S	0.67**	0.65**	0.45**	1.00		
5. AMEN	0.61**	0.47**	0.54**	0.49**	1.00	
6. ACTI	0.56**	0.57**	0.48**	0.68**	0.43**	1.00
Mean	4.87	4.61	4.09	4.93	4.40	4.39
SD	0.77	1.11	1.14	0.91	1.05	0.98

The goodness of fit for the model was assessed using Chi-square statistics, CFI, RMSEA, RMR, GFI and AGFI. Acceptable fit was judged according to the criteria recommended by Hu and Bentler [44]: CFI values greater than or equal to 0.95 and RMSEA and SRMR values less than or equal to 0.06 and 0.08, respectively. In addition, as recommended by Hair, Adderson, Tatham & Black [45]: CFI, GFI and AGFI values greater than 0.90 and RMSEA values less than 0.08.

From the result for the confirmatory factor analysis (CFA) by the SEM method, it was found that the ASEAN vernacular standard homestay perceived value factor structure had an acceptable fit to the data (see Table 5).

All factor loadings were statistically significant, with the highest loading on host-guest interaction ($\lambda = 0.85$), followed by management (social and environment) ($\lambda = 0.77$), activities ($\lambda = 0.74$), amenities ($\lambda = 0.67$), management (marketing) ($\lambda = 0.63$) and accommodation ($\lambda = 0.62$). The item of the constructed reliability was also significant, and ranged from 0.31 – 0.66 (see Table 5 and Figure 3).

Table 5. Results of Confirmatory Factor Analysis of a Scale Measuring ASEAN Vernacular Standard Homestay Perceived Value

Factors	λ	SE	t	R^2
1. ACCOM	0.62	0.09	6.90	0.66
2. INTERAC	0.85	0.13	6.34	0.58
3. MANAGE_M	0.63	0.15	4.17	0.31
4. MANAGE_S	0.77	0.10	7.32	0.71
5. AMEN	0.67	0.13	4.96	0.40
6. ACTI	0.74	0.12	6.20	0.56

Chi-square = 7.81, df = 8, p-value = 0.452, GFI = 0.95
 AGFI = 0.88, CFI = 1.00, NFI = 0.97, RMSEA = 0.00
 RMR = 0.036, SRMR = 0.037

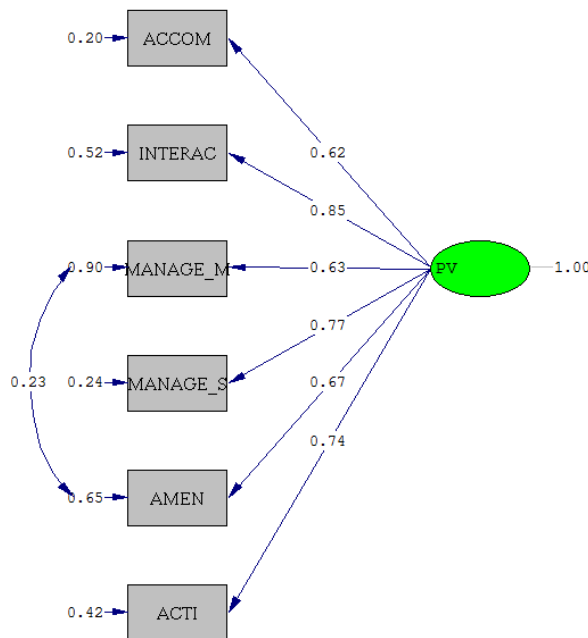


Fig. 3. Constructed Validity of ASEAN Vernacular Standard Homestay Perceived Value (PV) in Cambodian Homestay.

This knowledge of the perceived value on ASEAN vernacular standard homestay in Cambodia was examined further by looking at the importance of each value dimension from the perspective of tourists in the eligible majority. The overall perceived value was incorporated as the dependent variable and significantly determined by six dimensions obtained from the above analysis (see figure 3). In order of importance, it was found in the construct validity of a measurement scale, the most important dimension that influenced the tourists' perceived value was host-guest interaction (INTERAC) $\lambda = 0.85$, $R^2 = 0.58$ followed by management: social and environment (MANAGE_S) $\lambda = 0.77$, $R^2 = 0.71$; activities (ACTI) $\lambda = 0.74$, $R^2 = 0.56$; amenities (AMEN) $\lambda = 0.67$, $R^2 = 0.40$; management: marketing (MANAGE_M) $\lambda = 0.63$, $R^2 = 0.31$ and accommodation (ACCOM) $\lambda = 0.62$, $R^2 = 0.66$.

The result indicated that, in Cambodia, the ASEAN vernacular standard homestay experience, the experiential value and the functional value were important. Seeing that on the experiential value, the most significant internal observable factor was host-guest interaction followed by activities, meanwhile, functional value, the most significant internal observable factor was management: social and environment followed by amenities, management: marketing and accommodation, and there was some covariance in the error between management: marketing and amenities.

All managerial elements should be propelled in a certain direction in accordance with the managerial policy by the locality. In order to sustain, the local government, local leader and the local community have to play their roles by giving support and participating in the development of the vernacular homestay program.

8. CONCLUSION

This study has extended the existing knowledge of the homestay tourist perceived value [46] into a specific context of special interest tourism focusing on the ASEAN vernacular standard homestay tourism in Cambodia. The main objective of this study was to investigate the construct validity of a measurement scale for tourists' perceived value on the ASEAN vernacular standard homestay in Chi Phat community based ecotourism, Koh Kong province, Cambodia. The validity testing results for the measurement model show that the model itself contains construct validity and is workable as its measurement follows the empirical data. The observed variable with the highest loading was host-guest interaction (experiential value), followed by management: social and environment (functional value), activities (experiential value), amenities (functional value), management: marketing (functional value) and accommodation (functional value) which had loadings that were similarly in the high range among the constructed variables and constructed reliability.

This finding is consistent with a previous study [46] in three Malaysia standard homestays which found that the experiential dimensions were clearly prominent as affective aspects in the ASEAN homestay tourism experience. Jamal et al. [46] found that experiential value (host-guest interaction) and experiential value (activity, culture and knowledge) were important. Likewise for functional value (establishment), the meaning of establishment's observable factors was close to functional value's accommodation and management aspect in this study. The stakeholders in tourism acknowledge the significant of the tourists' perceived value [14], [19], [46] and recognize that tourists who visit homestay villages are not the typical tourists, most homestay tourists expect a form of tourism that provides the tourist experience of life in a traditional village [6]. Especially in a vernacular homestay as the real tourism niche, this study adopted a multi-dimensional approach to perceived value and tested the influence of both experiential and functional dimensions on the homestay tourists from their visit and experience in the ASEAN vernacular standard homestay context in remote tourism

area in Cambodia.

It was found that tourists' perceived value in the efficient aspects can be the factors that may affect the growth of demand at a micro level [46]. As the host-guest interaction and activities in experiential value and also accommodation, amenities, management in social and environment aspect and management in marketing aspect in functional values are in high range important. Homestay leader, marketer, partnership coordinator and other staff in the managerial level should continue to emphasize value in terms of professionalism by using the tourism strategy. Effective strategic planning by local people could be adapted in the multi-dimension of tourists' perceived values with their local resources. Highlighting such affective dimensions is critical to preserve the authenticity [24], [38] of the cultural landscape, and vernacular houses as valuable accommodations for tourists in the ASEAN vernacular standard homestay.

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