

Comparison between the Successful Entrepreneurship Personality Traits and Homestay Entrepreneurship Personality Traits: A Case Study of Two Villages in Si Sa Ket Province*

¹Thumwimon Sukserm, Chawapot Supasarn and Chakarin Vajiramedhin

Faculty of Management Science, Ubon Ratchathani University, Thailand

¹Email: thumwimon@gmail.com

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Abstract

This study aims to compare the successful entrepreneurship personality traits and Thai homestay entrepreneurship personality traits in order to be the role model for other Thai homestay owners. Two villages are selected to be the best practice of homestay in Thailand, for instance, Prasat Yer Village, Prasat Sub-district, Phrai Bueng District, Si Sa Ket Province and Lathai Village, Lathai Sub-district, Kanthararom District, Si Sa Ket Province. This study is the qualitative study and collected data from 20 key informant people of two communities who significant play role about the homestay. Data is collected by four approaches such as the focus group, the participant observation, the non-participant observation, and the depth-interview. Triangulation and the content analysis were applied into this study.

The results reveal that the successful entrepreneurship personality traits that are reviewed from the scholar and the top management opinions. The conclusion of personality traits is consisted of passion, flexibility, creativity, confidence, risk-takers, and empathetic. These personality traits are completely matched the entrepreneurship personality traits of Thai homestay owners in two villages. Therefore, this study results are implemented on other Thai homestay owners in order to improve and develop themselves as two villages.

Keywords: Entrepreneurship personality trait; Homestay; Si Sa Ket Province

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Introduction

Regarding the Twelfth National Economic and Social Development Plan (2017–2021), Thai government committed to build strengthen economic security by increasing economic performance as a means of achieving higher growth. A part of several approaches is the managing agricultural products in the entire system, for instance, linking agricultural production with other production sectors as services and tourism, in order to rely less on basic agricultural exports (the National Economic and Social Development Board (NESDB), 2019).

Homestay is a part of increasing economic performance, even though this activity has been operating several years ago (Tourism and Sports Khon Kean Provincial Office, 2014), presently, Thai government is stimulating this activity again and created the Homestay Thailand Standard in order to facilitate confidence of guests towards homestays (Department of Tourism, the Ministry of Tourism and Sports, 2019).

Referred to Thai Homestay Standard of 2011, the homestay owners have to submit the requested evaluation and enter the homestay evaluation procedure. Finally, the homestay is regarded and given the certification of passing the evaluation of Thai Homestay by the Ministry of Tourism and Sports. Eventually, the homestay owners are able to operate their homestay business but the validity has expired in three years (three-year validity). However, they can resubmit the requested evaluation after past three years.

Noticeably, the important point of Thai homestay standard would like to evaluate the homestay owner who are able to manage the homestay business. This session is related to the entrepreneurship personality traits, such as formulating the organizational structure, creating the rules and services, calculating the cost and service charges. Those operation are needed people who is entrepreneurship mindset (Wilson, 2010).

The personality Traits of an entrepreneur have those traits, they rarely define the characteristics that make a majority of entrepreneurs. Not all people are born with an intellect that will create the World, but people are able to develop themselves to make-up entrepreneurship personality traits (Rampton, 2014).

As the above mentioned, Thai government is promoting the homestay business and also encouraging the homestay owners by creating the Creative Industry Village (CIV) scheme. This scheme aimed to expect Thai villages must be developed 158 villages in 76 provinces (Ministry of Industry, 2019) and aims to beef up economic flows to villages through local tourism connected to any

related industry. Eventually, the Thai government would like to definitely help villagers, small and medium-sized enterprises (SMEs) and farmers increase their household incomes. Two of many villages in Thailand are selected to join the project, for example;

- (1) Prasat Yer Village, Prasat Sub-district, Phrai Bueng District, Si Sa Ket Province and
- (2) Lathai Village, Lathai Sub-district, Kanthararom District, Si Sa Ket Province.

The reason why two villages are encouraged to join the project because they have the potential and be ready to shift themselves to their goal, including respond to the Thai government policy.

In order to be the role model of Thai homestay, this study concentrated on the entrepreneurship personality traits by comparing the successful of entrepreneur personality traits and homestay entrepreneur personality traits. The benefit of this academic article enables the other homestay owners to improve themselves in order to manage their homestay business to grow up and sustain.

Literature Reviews

In this review, the authors collect and organize the findings on the various personality traits among the entrepreneurial population and their impact on venture performance. The authors cover academic work and businessman's opinions.

The study considers the traits of entrepreneurs' or the 'traits that make entrepreneurs successful' (Wilson, 2010; Rampton, 2014; Patel, 2017, Patel, 2018 and Poon, 2018). The successful entrepreneur means more than starting new ventures every other day and has a strong inner drive that helps him or her to succeed. It also means the right attitude towards a business and the determination and grit to achieve success. The result of study is revealed that the successful personality traits of entrepreneur as follows;

- (1) Passion:

This trait is very important to the successful entrepreneur (Wilson, 2010; Rampton, 2014; Patel, 2017). The money is not the destination of entrepreneurs; oppositely, they must genuinely love their work and be willing to put a lot of time and effort. The successful entrepreneur is always reading and researching ways to make the business better.

- (2) Flexibility:

Entrepreneurs must be ready to make the adjustments to make that idea feasible, plus, prepare and willing to modify the plan whenever updated information arrives and whenever there are changes in circumstances (Rampton, 2014 and Poon, 2018)

(3) Creativity:

Patel (2017) mentioned that entrepreneurs should look for new ways of doing business and how they can make them better. They must meet the world differently and think outside the box because businesses are built on big ideas.

(4) Confidence:

A good network is also important for entrepreneurs (Poon, 2018). It means that entrepreneurs must meet many people, therefore, they must be confident with the knowledge and everything they do (Wilson, 2010). Rampton (2014) stated that entrepreneurs must face the competition head on, they must be passionate and resilient which is why entrepreneurs have an extremely strong sense of self.

(5) Risk-Takers:

Successful entrepreneurs have a daring streak in the problems. They are comfortable embracing risk if they feel they are doing it for the right reasons (Patel, 2018). Therefore, entrepreneurs must look the challenges and risks as opportunities (Patel, 2017).

(6) Empathetic:

Entrepreneurs must be optimistic about the future and always looking ahead (Patel, 2017). If your mindset as mentioned, whenever thinking, speaking and acting will be good. Speaking of empathy, good leaders care about the surrounding employees or people, eventually, they should offer generous benefits to the organization.

Research Methodology

This study is a qualitative research that was collected data from 20 key informant people each of two communities who significant play role about the homestay, such as;

- (1) Prasat Yer Village, Prasat Sub-district, Phrai Bueng District, Si Sa Ket Province and
- (2) Lathai Village, Lathai Sub-district, Kanthararom District, Si Sa Ket Province.

Data is collected by four approaches such as the focus group, the participant observation, the non-participant observation, including the depth-interview. Triangulation refers to the use of multiple methods or data sources in qualitative research to develop a comprehensive understanding of phenomena (Carter et al., 2014). This academic article presents the three types of triangulation, such

as (a) method triangulation, (b) investigator triangulation, and (c) data source triangulation, followed by a discussion of the use of four above approaches as an example of data source triangulation in qualitative inquiry. Content analysis was applied to interpret and code textual material.

Research Results

1. Prasat Yer Village, Prasat Sub-district, Phrai Bueng District, Si Sa Ket Province

This village is established several years ago but it is not existed an establishment year. The Prasat Yer people mentioned that their ancestor evacuated from Laos PDR because of war. They looked for the peaceful place, until met the place in Thai Kingdom. However, they stayed in this area not too long due to epidemic disease happened. They attempted to explore the plenteous land and finally, they found the current place where have a Khmer ruined castle as called 'Prasat Yer'. Eventually, they brought the name of a Khmer ruined castle to be the village name.

'Yer' is the name of an ethnic group in Si Sa Ket province. Regarding this name, they preserve their culture strongly and transfer it to the tangible products and services such as silk and cotton fabric.

Their main career is farmer and mainly generate income from the rice farming. However, the supporting career after harvesting is the homestay business. Even though, this business is not able to generate a big income but they are willing and proud to present their culture through the homestay program such as learning to weave and visiting the attracting places in the area, plus the traditional dinner party. In terms of the One Tambon One Product (OTOP), they produce their OTOP products from the raw materials in the community, such as traditional shirts and blouses, cotton and silk pillows and keychain.

2. Lathai Village, Lathai Sub-district, Kanthararom District, Si Sa Ket Province

Lathai village is established in 1980. Originally, ancestors were Ubon Ratchathani people who evacuated from Lao PDR. They called themselves as 'Laos' which is an ethnic group name of Si Sa Ket people. The current land is plenty of plants and water. They are able to grow many plants and very good productivity.

Lathai people proud to present their culture as ‘Laos culture’ such as the rocket festival (Boon Bug Fai), a traditional food, Laos language, and local products – silk and cotton fabrics and basketwork (handcraft).

In terms of the main career, their life depend on the natural resources due to generate income from farming as the previous village. Plus, their passive income come from the homestay business, but it is not a big money. They operate it for supporting their family income. The homestay program is not different from the above village; oppositely, the attracted places are different only.

Comparison of entrepreneurship personality traits

Due to the main career is farmer that is not really the entrepreneur. They do it for their sustain life in the past, and nowadays, it is a little change for generating income. However, they still operate it without business mindset. On the other hand, the Thai government encourage them to run the homestay business. Some of them run it well, but the majority are fail because they are lack of the entrepreneurial soul.

Even though, some homestay business are fail but two homestay business are able to be the role model. Their income of this business is good and many customer respond in the good way. The word-of-mouth is happened with two village. It pulls many visitors to enter two communities. Therefore, in order to analyze the homestay entrepreneurship personality traits and the successful personality traits of an entrepreneur, this study is demonstrated the comparison table as below;

Table 1 Comparison the entrepreneurship personality traits

The successful entrepreneurship personality traits	The homestay entrepreneurship personality traits	
	Prasat Yer Village	Lathai Village
1. Passion	high	low
2. Flexibility	high	high
3. Creativity	high	low
4. Confidence	high	high
5. Risk-takers	high	neutral
6. Empathetic	high	high

Referred to table 1, the results reveal that the homestay entrepreneurship personality traits are perfectly matched the successful entrepreneurship personality traits. This are supported the successful homestay that are well-known of visitors. The visitors purchased their service because of word-of-mouth to two homestays communities. They communicated in the positive messages. This is the reason to reflect the successful entrepreneurship personality traits.

Both villages of homestay owners are passion, flexibility, creativity, confidence, risk-takers and empathetic. The detail of each would be explained as follows;

(1) Passion:

The homestay owners of both villages are passion, especially, Prasat Yer village because the members of community are strong and clearly the same goal, including the leader is high potential to convince his member to conduct the agreement. Meanwhile, another village is less passion. After harvest, villagers prefer to migrant into the big city because of big income. However, some of them are willing to operate their homestay business and produce their agricultural and souvenir products in order to sell visitors.

(2) Flexibility:

Both villages of homestay owners are flexibility according to the nature of northeastern people is quite compromise. Whenever, they face the obstacles to their business, they seek other solutions for better. In terms of meeting the committee of homestay, when they are at work, if they have a lot of opinions, it is surprisingly easy to build a consensus. That supports them to forward the future of homestay business. Particularly, the current crisis economy happens, villagers are adjusting themselves to create the new homestay program in order to persuade visitors to use their services.

(3) Creativity:

Although the creativity is existing with both homestay owners, but Prasat Yer's homestay owners is more creative entrepreneur. For instance, they open their mind to obtain high technology that is very useful for building different things and opinions. They are able to gain new knowledge in order to expand their products and services. Another word, entrepreneurs do not think the same way. They meet the world differently and think outside the box.

However, another village is less because of high oldness. These are barrier to create new things, plus the majority are elder members. Therefore, it is disadvantage of creativity. Eventually, they prefer to produce the same products continually.

(4) Confidence:

Two communities' homestay owners are confidence, but some reason make them different. For instance, Prasat Yer's entrepreneurs are integrated various ages, it is constructed their confidence to build the strong group and support each other to move forward the better future.

Meanwhile, another entrepreneur is confidence from high working experiences with more aging. Therefore, they believe that precious experiences enable them to shift their life, in spite of oldness but their hearts are very strong.

(5) Risk-takers:

Even, the homestay owners of both villages are risk-takers but Prasat Yer's owners are higher than Lathai's owners. The evidence of this come from fundraising activity in the community. They use those money for product development and the shop rent in the department store. Meanwhile, Lathai's homestay owners are awareness of risky and avoiding them in order to maintain their business in the depression.

(6) Empathetic:

Due to the habit of northeastern people is obviously kindness, it links them to be optimism. Therefore, visitors fell in love them because they really and sincerely take care of visitors. They always give them several services even those are extra services without service charges. This is the reason why many visitors return and positively mention to others. This circumstance is appeared both villages.

Conclusion and Discussion

The Thai homestay is creating under the Twelfth National Economic and Social Development Plan (2017–2021). The objectives of this scheme aim to decentralize to the local in order to stimulate the local economy to the national economy. This scheme encourages Thai local use their wisdom to develop their agricultural products along with tourism in order to increase the value added of agricultural products.

Two homestay communities are selected under the supporting projects of Thai government such as Prasat Yer village and Lathai village. Both of them are located in Si Sa Ket province where is the northeastern region of Thailand.

Due to the main career of people in this country and region is farmer. This career is not really entrepreneur, oppositely, they do this because of following their ancestor. Therefore, they may not be the real entrepreneur and be lack of the entrepreneurial soul.

The objective of this study concentrates on the comparison between the successful entrepreneurship personality traits and the homestay entrepreneurship personality traits of two villages as mentioned. The benefit of this study is applied to improve other Thai homestay owners' mindset in order to develop their homestay business.

This study is the qualitative study that mainly collected data from 20 key informant persons by using the focus group, the participant observation, the non-participant observation, including the depth-interview. Triangulation and content analysis were applied to check data, including interpret and code textual material.

The results reveals that the homestay entrepreneurship personality traits are matched the six successful entrepreneurship personality traits, such as passion, Flexibility, Creativity, Confidence, Risk-takers and Empathetic. Therefore, if other Thai homestay owners would like to be successful entrepreneur, they should behave themselves following the six personality traits. These traits are kinds of entrepreneurial soul that should build into their mindset.

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