THE GUIDELINE OF HEALTH DEVELOPMENT FOR TOURIST TOWARDE HEALTH TOURISM IN RANONG PROVINCE

[1]KEMIKA KOOMPECH

[1]Department of Industry, Tourism and Hospitality, SuanSunandhaRajabhatUniversity Thailand.
E-mail: [1]khemika.ku@ssru.ac.th, [2]d.oommee.b@gmail.com Introduction

Abstract- This research is conducted a qualitative method to study tourist behavior toward health tourism in Ranong Province. The result could be the health development for tourists who visit Ranong and do tourist activities concerning health issue. Moreover, it could be a guideline to improve the provincial strategic plan to attract more visitors coming to this province and to promote itself for support the health activity to the province by integrating healthy issue to tourism activities. Thus, the result could be the guideline for stakeholders who want to develop tourism industry and health of local people in province at the same time

Keywords- Health Tourism, Behavior, Satisfaction

I. INTRODUCTION

Currently, the majority of people are turning to focus on health issue how to maintain their well- being. However, the Health Tourism is likely to get more attention from tourists in the form of Health tourism. Moreover, Thailand is known for its, such as, spa business in Thailand which is availability of personnel, establishment of quality to response all tourists 'needs in the future(The national tourism development plan).

Health Tourism or Health Tourism is the trade in health services, as have developments with regard to the use of regional and bi-lateral trade agreements. As health care is predominantly a service industry, this has made health services more tradable, global commodities. A significant new element of this trade has involved the movement of patients across borders in the pursuit of Health treatment and health care, a phenomenon (OECD, 2011).

The common term of Health tourism is to travel to Keeping healthy by being awareness to promote and maintain health and to the environment in order to promote the mental radiance, to enhance health and to keep Heart condition Tourist behavior and body balance (Tourism Authority of Thailand).

Tourist Behavior

Tourists are the main source of income of the tourism sector must therefore be educated on the behavior of visitors to be able to meet the needs of visitors to come back for travel.

Its trends are as following:

1) To seek the service friendly. Tourists are likely to look for business travel can provide services more quickly as Life greater urgency (Hudson 2008).

2) Shorter time but more frequent trips. Now, people have more stress, causing relaxation. Therefore, it is likely to visit during the weekend, instead of waiting to long term only once a year as in the past (Raza 2004).

3) Greater health concerns. Visitors tend to be more health conscious. The likely choice of tourism services that can meet the health needs of their (Hudson 2008: Raza 2004).

4) More environmentally responsible. From natural disasters occur more frequently and with more intensity. Start making people aware of the need to help preserve the environment and avoid environmental impact, so more tourists will begin its quest for a socially responsible tourism and the environment.They are willing to pay a lot more expensive to use in the workplace that impact less on the environment and society (Hudson 2008).

5) Demand service with personalized style. Each traveler has different needs. They were looking for a business travel services that can be adjusted to suit the needs of their most (Hudson 2008).

The Satisfaction of Tourists

Satisfaction refers to the severity of the needs of service users to output either. Satisfaction can be both positive and negative. Under the circumstances, working to improve the service. Causing satisfaction positively. The opposition censure or punishment inevitably pose different satisfaction negatively (Navykarn.Somyot).

Satisfaction level of expectations has been a lot of speculation that is derived from the purchase and use of goods or services of the Company.The satisfaction of customers is when the value is derived from the product or service is higher than expected costs and the cost of the purchase to consumers at a time. Once the customer has been satisfied customer will come back to buy a product or service before buying again. However, if a customer is not satisfied, then the customer will simply go out of business and the customer may purchase goods or services from other competitors in the market. As a result, businesses lose

customers to another, resulting in sales revenue and market share decline.Therefore, marketing executives need to retain customers and how to use marketing to build relationships with customers. So that customers buy on further acquisitions in the future
(Sirichotpundit, Pattana).

Where is Ranong Province?

Ranong is the first southern province on the western coast, located 568 kilometers from from Bangkok. It is also known for the long rainy period ,which lasts for 8 months each year. Ranong occupies an area of 3,298 square kilometers, with the Kraisthmus which is the narrowest part of the Malay Peninsula,and is bordered by Myanmar and the Indian Ocean to the west. Within its compact area, Ranong contains various natural attractions and is blessed with hot springs and unspoilt mangrove forests. Ranong is administratively divided into 5 Amphoe (districts): Mueang,Kapoe, KraBuri, La-un and SukSamran. Boundaries North: Amphoe ThaSae , Chumphon and Union of Myanmar, South : Amphoe Khiri Rat Nikhom,SuratThani and Amphoe Khura Buri, Phang-nga, East: Amphoe Mueang, Amphoe Sawi, Amphoe PhatoChumphon and West: Amphoe Ko Song, Union of Myanmar and Andamia Sea. Ranong can be reached from Bangkok by taking Highway No.4 via Phetchaburi, PrachuapKhiri Khan and Chumphon, a total distance of 568 kilometres. Transportation within Ranong. For tourist attractions in Ranong :Ranong's Governor Cemetery,Wat Hat SomPaen,WatSuwanKhiri,NamtokPunmyban,PhukhaoYa(Grass Hill),Ngao National Park,Hat Chan Damri,KoPhayam.
Health Tourist Destination in Ranong

Hot Springs and Raksawarin Public Park
Located about 2 kilometres east of the provincial office,the hot springs have been a popular tourist sport ever since King Rama V the Great visited Ranong in 1890, and named the road to the hot springs "Chon Ra-u", meaning "Hot Water". There are three natural springs pools. The temperature of the water in the pools remains constant at about 65°C. The water is both potable and suitable for bathing" Bathing in the pools is recommended for both Health treatments and as a relaxing way to ease stress and tension. It is also one of the various sources of water used to make lustral water for the Celebrations on the Auspicious Occasion of His Majesty the King's5 Cycle Birthday Anniversary. Surrounding the hot springs is a deep shaded park called "Raksawarin", where rest pavilions and washrooms have been provided for visitors'comfort,Nearby WatTapotharam also provides bathing rooms for visitors who want to enjoy the healthy mineral water from the thermal springs.

Phon Rang Hot Spring
Located in Baan Thungka, Tambon HaadSomPan. Suitable for relaxing in the morning and evening.It is surrounded the mountain.The emerald pool,a beautiful green pool which is the remains of an old mine.

II. DETAILS EXPERIMENTAL

2.1 Objectives of study
1. To study the behavior of Thai-Tourists for health tourism. In a Phonrang hot spring and Raksa Warin Public Ranong Province.
2. To study the satisfaction of Thai-Tourists for health tourism. In a Phonrang hot spring and Raksa Warin Public Ranong Province.
3. The Guideline of Health Development for Tourist Towards Health Tourism in Ranong Province
Result and Discussion

2.2 Scope of study
In this research, researcher studies only around In a Phonrang hot spring and Raksa Warin Public Muang Ranong Province.

2.3 Methodology and Data Analysis
This research will be analyzed using the descriptive statistics or Descriptive Analysis. 400 samples by means of a sample Purposive sampling and Convenience sampling.
Using questionnaire by three parts
-The first part about the status.
-The second part is about the behavior.
-The third part about satisfaction

IV. RESULT AND DISCUSSION

The majority of respondents in questionnaire from research were female. They were in the age range of 20-30 years old. The majority of respondents were students. They had a monthly income of below THB 10,000 20,000. And mostly in the bachelor's degree. The purposes of Thai tourists were relaxation. Most of them visited Raksawarin hot spring and Phonrang hot springs 3-4 times a week. They traveled to Raksawarin Hot Spring and Ban Phonrang Hot Springs with friends and family. They usually traveled on the weekend. They spent their vacation within one day. They traveled to Raksawarin Hot Spring and Phonrang Hot Springs by personal car. Tourism activity the mostly soaking in the hot spring mineral water. The tourists were fairly satisfied with the place was at high level. The highest satisfaction factor was the cleanliness of the place. The tourists were fairly satisfied with the facilities of health tourism was at low level. The highest satisfaction factor was the availability services of the place. The tourists were fairly satisfied with service personnel was at a medium level. The highest satisfaction factor was courteous and friendly attitude of personnel. The tourists were fairly satisfied with activities of health

tourism was at high level. The highest satisfaction factor was soaking hot spring mineral water.
Recommendations from study: The place should increase equipment helped to maintain the cleanliness of the surrounding place. As well as parking incremental. The facilities should provide more room for changing clothes so comfortable and undeveloped basic facilities. The service personnel lack of personnel service providers. A knowledgeable skills about Health Tourism should be able to express by an international language skills for communication. The activities should support all related activities to promote Health Tourism continuously. Moreover, it has to find out more potential tourist attraction of Ranong to increase number of tourist attraction in new area around Ranong local communities to accommodate tourists who come to Thailand for the purpose of Health issue and recreation at same time. This can make a sustainable tourism by health tourism and make communities grow up on all dimensions to face all situation and can handle them at last.

CONCLUSIONS

Research Conclusion 1.To study the behavior of Thai-Tourists were relaxation,visited 3-4 times a week with friends and family by personal car and activity the mostly soaking in the hot spring. 2. To study the satisfaction of Thai-Tourists were the highest satisfaction factor was the cleanliness of the place. The tourists were satisfied with the facilities of health tourism was at low level,service personnel at a medium level,activities of health tourism was at high level 3. The Guideline of Health Development for Tourist Towards Health Tourism in Ranong Province were Place the device should help to keep clean Provide more room for changing clothes. Development of service of the staff, especially the language.

ACKNOWLEDGMENTS

The author would like to express sincere thanks to SuanSunandhaRajabhat University for kindness and support to this paper.

REFERENCES

[1] Lunt, N., Smith, R., Exworthy, M., Green, S., Horsfall, D., &Mannion, R. (2011). Health Tourism: Treatments, Markets and Health System Implications: A scoping revie. Paris: OECD.<http://www.oecd.org/dataoecd/51/11/48723982.pdf. >
[2] Navykarn .Somyot , “Management organization or agency” , p.39.
[3] The national tourism development plan.p.9.
[4] Tourism Authority of Thailand” Online.
[5] Sirichotpundit, Pattana . “The market for business services”, p.16.
[6] Sophonsiri.Suvenus , “Tourist Behavior Analysis”. p.30-33.
[7] Weera Weerasophon. (2016). A Guideline of Development in Management of University in The Center of Thailand in order to promote the Cultural Tourism Case Study: Ayutthaya Rajabhat University. SuanSunandhaRajabhat University, Bangkok, Thailand.

★★★