

Research Title	The Development of innovation spa product in Chanthaburi and Trad province to become Hub of Wellness Tourism in Southern Economic Corridor : SEC
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Abstract

The objective of this research is (1) to study the potential and readiness of the wellness products business in Chanthaburi and Trat Provinces (2) to study and develop wellness tourism products based on local wisdom to support quality tourists in Chanthaburi and Trat Province (3) To find a guide line to create value of wellness tourism from wellness product innovation in Chanthaburi and Trat Provinces and to be a health tourism center on the Southern Economic Corridor (SEC) with an integrated educational process. The research methodology was both quantitative and qualitative research with research and development (R&D). The result found that:

(1) The potential and readiness of health product business in Chanthaburi and Trat Provinces is a quantitative study collecting data from 800 Thai and foreign tourists' using questionnaires to study behavior and attitudes towards wellness tourism in Chanthaburi and Trat Provinces. The qualitative study by interviewing key informants including wellness tourism business operators, government agencies and the community that manages health tourism for 30 people, to study the potential and readiness of the health products business in Chanthaburi and Trat Provinces.

(1.1) The study of behavior of Thai tourists in Chanthaburi province found that most of them are female, aged between 35 and 44 years old, having a bachelor's degree education, being a private employee with an average income of 15,001 - 30,000 baht/month, who travelled to Chanthaburi Province more than 3 times

by private car, with travel expenses of around 1,000 - 4,999 baht. Wellness tourism behavior found that interest in the form of wellness tourism activities in a moderate level ($\bar{X}=3.22, SD=1.04$), interested in massage services in a high level ($\bar{X}=3.50, SD=1.02$), overall satisfaction and value of wellness tourism in Chanthaburi Province is at a high level ($\bar{X}=3.41, SD=0.86$), the potential of wellness tourism in Chanthaburi Province is satisfied at a high level ($\bar{X}=3.71, SD=0.85$), tourists see that Chanthaburi Province has local resources, fruit orchards, beaches that are conducive to tourism development at a high level ($\bar{X}=3.85, SD=0.85$), Chanthaburi Province has raw materials and medicinal plants, which is conducive to the development of health products at a high level ($\bar{X}=3.73, SD=0.83$), Chanthaburi Province has a context such as weather and a suitable landscape for health promotion tourism development at a high level ($\bar{X}=3.71, SD=0.90$) respectively.

(1.2) The study of behavior of Thai tourists in Trat Province found that most of them are female, aged between 45 and 59 years old, having a bachelor's degree education, being a private employee, an average income of 15,001 - 30,000 baht/month, who travelled to Chanthaburi Province more than 2-3 times, by private car, with travel expenses of around 10,000 - 14,999 baht/trip. The cost of accommodation that tourists are willing to pay for is less than 1,000 baht. There are expenses for food and souvenirs at the price of 1,000 - 4,999 baht. Wellness tourism behavior found that there was interest in the form of wellness tourism activities, the overall picture has a moderate level ($\bar{X}=2.90, SD=0.88$). There is interest in the service of food and herbal drinks for health such as eating healthy food, bio-food and vegetarian food at a high level ($\bar{X}= 3.52, SD=0.73$). Overall satisfaction and value of wellness tourism in Trat Province is satisfied at a high level ($\bar{X}=3.57, SD=0.69$). Tourists see that health tourism makes you have better physical health at a high level. ($\bar{X}=3.81, SD=0.67$). The potential of health tourism in Trat Province is satisfied at a high level. ($\bar{X}=3.82, SD=0.56$). Tourists see that Trat Province has identified a life style and wisdom to promote the development of health tourism at a high level ($\bar{X}=3.88, SD=0.60$). Trat Province has a context such as weather and a suitable landscape for health promotion tourism development at a high level ($\bar{X}=3.84, SD=0.55$). Trat province has local resources, fruit orchards, beaches that are conducive to tourism development at a high level ($\bar{X}=3.82, SD=0.54$) respectively.

(1.3) The study of behavior of foreign tourists in Chanthaburi and Trat Provinces found that most of them are female, aged between 20 - 40 years. Most of them have a bachelor's degree and are personal business / business owners with an

average income of 45,001 - 100,000 US dollars / year. 44.75%, travel to Chantaburi and Trat Province for the 2nd or 3rd time with a tour company, preferring to stay overnight for 2 - 5 nights, with a cost of traveling approximately US \$400, with the cost of accommodation that tourists are willing to pay at over 200 US dollars. There are expenses for food throughout the trip and buying souvenirs of more than 200 US dollars.

Regarding wellness tourism behavior, it was found that there was an interest in massage, such as Thai massage ($\bar{X}=4.24, SD=1.02$), that there was an interest in healthy food recipes ($\bar{X}=4.39, SD=0.82$), an interest in running and swimming ($\bar{X}=3.52, SD=1.12$), an interest in being a volunteer ($\bar{X}=4.10, SD= 1.04$) and interest in adventure tourism ($\bar{X}=3.95, SD= 1.07$)

(1.4) The study of the potential and readiness of the wellness product business in Chanthaburi and Trat Provinces found that:

(1) Tourist attraction found that there are various forms, both in the coastal area and the fruit gardens, also linking to neighboring countries such as Cambodia and Vietnam, causing a flow of tourists from abroad. There are also tourist attractions in communities that have interests in health management such as Ban Chang Thool etc.

(2) Most hotels / spas are small and medium sized hotels. There are hotels that have a spa and there is a program of wellness resorts that focus on getting customers who want to have good health with detox, not much more that can support health tourists.

(3) Restaurants are considered to be the strength of the area. There is a cultural diversity of community groups, causing a variety of local food including vegetables, fruits and herbs that are famous in the Country, which can be used to develop health-oriented recipes as well.

(4) Travel agent availability of tour companies are sufficient for the number of tourists in the province, with a variety of tourist attractions, the strength of the community and the many ethnicities of the local community. The abundance of raw materials can be used to create tourism identity as part of the tour company, therefore creating a new tourism program.

(2) Study and develop wellness tourism products based on local wisdom to support quality tourists in Chanthaburi and Trat Provinces.

There is a research and development process for innovation (Research & Development), including the development of healthy food recipes, including Egg cake, jelly-backed fruit, Mango custard cream sweetness reduction, Custard cream durian reduce sweetness and the spa product formulas: cardamom scrub cream, black pepper

body massage cream, mangos teen charcoal mask, mangos teen spa shampoo, mangos teen hair conditioner and massage oil.

(3) Guidelines for creating value of wellness tourism from wellness product innovation in Chanthaburi and Trat Provinces to be a center for wellness tourism on the Southern Economic Corridor: SEC

This is qualitative research. There are 8 guidelines including (1) determine the target group of tourists that are the main market, namely the elderly tourist group. (2) penetrate the target market, foreign tourists are buying high value products (3) develop innovative wellness products (4) linking tourism to neighboring countries (5) promoting healthy food from local vegetables and herbs (6) develop skills of wellness service providers (7) develop brand destination (8) linking with community based tourism (CBT) (9) online marketing strategies including (9.1) analyze business and customer behavior to support the use of social networks online (9.2) training and develop social networking skills for employees and businesses (9.3) create online marketing for competitive advantage in wellness tourism. (9.4) analyze business and penetrate potential customers for market growth (9.5) wellness tourism marketing mix strategy (9.6) promote activities related to tourism by using social networks as a tool to create participation, such as a photo contest and video clip contest (9.7) create popular trends related to Cooperative Social Responsibility: CSR on tourism using the participation of tourists through online social networks.

กิตติกรรมประกาศ

งานวิจัยฉบับนี้สำเร็จลุล่วงด้วยดี ผู้วิจัยได้รับความอนุเคราะห์ในการให้คำปรึกษาและให้ข้อเสนอแนะอันเป็นประโยชน์จากผู้ทรงคุณวุฒิ ผู้วิจัยขอกราบขอบพระคุณไว้ ณ โอกาสนี้

ขอกราบขอบพระคุณสถาบันวิจัยและพัฒนา มหาวิทยาลัยในการติดต่อประสานงานกับผู้วิจัยอย่างมีประสิทธิภาพเสมอมา

ขอกราบขอบพระคุณผู้เชี่ยวชาญและผู้ทรงคุณวุฒิทุกท่าน ที่ได้ให้ความอนุเคราะห์ตรวจสอบเครื่องมือ ให้ข้อเสนอแนะ ในการทำวิจัยครั้งนี้

สุดท้ายขอกราบขอบพระคุณคณาจารย์ นักวิจัย และทุกท่านที่มีได้เอ่ยนามที่ได้มีส่วนร่วมในการทำวิจัยครั้งนี้ให้เสร็จสิ้นสมบูรณ์ด้วยดี

คณะผู้วิจัย

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