



Strategies Accommodation for Wellness Tourism in Western Region

¹Ariya Pongpanic,^{2*}Susaraporn Tangtenglam,³Chearnkwan Saesow
⁴Chonchanok Chidprasert, and ⁵Wut Amphan

[1][2][3][4][5] Faculty of Hospitality Industry Kasetsart University

[1] E-mail: Ariya.p@ku.th; ORCID: <https://orcid.org/0000-0002-5000-3563>

[2]*Corresponding author e-mail Susaraporn.t@ku.th; ORCID: <https://orcid.org/0000-0001-8541-2730>

[3] E-mail: Chearnkwan.s@ku.th; ORCID: <https://orcid.org/0000-0003-2088-5531>

[4] E-mail: Chonchanok.c@ku.th; ORCID: <https://orcid.org/0000-0001-6755-6378>

[5] E-mail: Wut.a@ku.th ; ORCID: <https://orcid.org/0000-0001-7342-2683>

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Abstract:- "Health" has become a valuable commodity that the world needs more and more in the post-Covid-19 world. After facing the crisis of the epidemic and the health system that is not ready in many countries. Consumers are starting to pay more attention to and shop for good health. Health products and services are not what we seek when we are sick. Or for therapeutic purposes only but also preventive and alternative medicine that can be sought at any time according to the available resources As a result, the medical service industry and the healthcare industry are likely to grow more. As well as having the potential to grow through cooperation between different sectors that were previously separated. This is to accommodate the changing context after the COVID-19 epidemic situation. And changing the needs of consumers. This paper aimed to study Strategies Accommodation for Wellness Tourism in Western Region with the quantitative method, the questionnaire covered 400 samples of Thai Elderly Tourists in the Western Region with non-probability and accidental sampling. Then, the data were analyzed with descriptive statistics for the respondent's information and with the correlation and multiple regressions to find out any concordances between the strategies and the accommodation success. The research indicated that the whole of the strategies, Accommodate ($\beta = 0.425$, $\alpha < .01$), and Staff ($\beta = 0.317$, $\alpha < .05$) with a statistically significant effect on the accommodation success, respectively.

Keywords: Strategies; Accommodation; Wellness Tourism

Introduction

At present, tourism development in many countries is focused on health tourism. which generates a large amount of income for the country each year and in 2017 the global health tourism market, is worth approximately \$639.4 billion. Its value is 9,000 times more than the gross domestic product (GDP) in Thailand, with a 10.6% growth rate, which is the fastest growth rate and 2 times the global tourism overview (Travel Compass, 2018). Approximately 830 million people in 2017 and the growth of the global healthcare tourism market in 2015-2019 is estimated to be around 808 Billion US dollars. Global (2018) For Thailand, the Cabinet passed a resolution on April 22, 2003, to promote Thailand as the center of health care in Asia to promote tourism and incentivize tourists. gold travel abroad to travel He came to Thailand even more. By assigned the Ministry of Public Health to formulate a strategic plan to support Thailand to become the Center of Excellent Health Care of Asia in 2004 (Khunsap, J., & Kulahong, C. 2008), and the Cabinet approved it in principle on 13 September 2016 to develop Thailand as an international health center that can compete with other countries. by using the strength of the country's health service system Attract tourists to come in to receive services until they can generate income into the country. Department of Health Service Support has therefore been prepared Strategy to develop Thailand into an International Health Center (Medical Hub) (2017 - 2016) (Department of Health Service Support, 2016).

Health tourism in Thailand is outstanding because it has a good cost advantage in terms of health services, services, personnel, expenses, and local wisdom. and natural attractions (Toonpirom, V. (2019). In addition, data from the Global Wellness Institute indicates that in 2017, Thailand's health tourism market was the 13th largest in the world, generating income of at least 320 billion baht, with foreign nations have traveled to health tourism in Thailand more than 12.5 million trips and The average expenditure rate of foreign tourists on health is \$1,885 per visit to Thailand, and between 2015 and 2017

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grew at a rate of 13.1 percent, creating at least 530,000 jobs. Nationwide, the growth direction is in line with the growth of luxury tourists in Thailand with a growth of 18 percent, spending more than other types of tourists, averaging up to 130%, (Department of Health Service Support, 2016) by health activities such as spas and medical treatments, which are the main activities for more than 80% of these tourists are highly interested. Travel Compass (2018) and from the BLT report. Bangkok, 2018 said that Thailand's health tourism is growing steadily and rapidly. It is estimated that in 2018 Thailand will receive about 3.42 million foreign patients, and data from the International Health Division as of 6 February 2018 indicates. that there are 61 hospitals throughout Thailand that have been accredited to international standards JCI (Joint Commission International Accreditation) which can be divided into 47 hospitals and 14 clinics and Samitivej Hospital It is the only hospital in Asia to receive Selected as one of the 5 best hospitals in the world to support medical tourism (Medical Tourism) from The Medical Travel's 2018 Global Best Hospital Rankings Quality Alliance (MTQUA)

In the past, it was found that tourism in the western region of Thailand, especially in 5 main areas, namely Nakhon Pathom Province, Ratchaburi, Kanchanaburi, Phetchaburi, and Amphoe Hua Hin, Prachuap Khiri Khan Province, which has different unique tourism styles. But there is a lack of connection between each source and each form of tourism. coupled with the growth of tourism that developed according to tourism trends, lack of consideration for identity and the identity of tourist attractions, including the behavior of tourists who travel superficially, lack a deep learning process in tourist attractions Culture, and the way of life of communities in tourist attractions, especially in health tourism destinations (Chuamuangphan, N., & et al, 2013) causing an endless competition in tourism. The tourist attraction lacks connection in the identity and identity of the area. And between tourist attractions there is no connection in terms of routes and tourism formats (Package), causing scattered tourism, and a lack of creative learning in tourist attractions. especially tourist attractions and learning about health.

From the foregoing, The western region can be considered a cost that can be brought to develop into a source of tourism through the introduction of presenting nature, and culture, creating a good image in a tourist attraction must consist of the identity of the place. Attitudes of both tourists and the community towards the place and factors that cause positive emotions while visiting that attraction (Cai, 2002).

From problems, the research team is interested in Strategies Accommodation for Wellness Tourism in Western Region. at present hospital operators Hospitals that are marketed to the health, tourists are interested in linking to health-related services. Medicine and health promotion services such as health spas healthy food exercise and where to stay healthy offer holistic health services with the identity of the Western Region.

Research Objectives

This research aims to study Strategies Accommodation for Wellness Tourism in Western Region.

Research Methodology

Population and sample group: The population was Strategies Accommodation for Wellness Tourism In Western Region. The sample group consisted of 400 respondents by non-probability sampling and accidental sampling. The number was obtained by calculating the formula without the population at a 95% confidence level, and the sample size was set as follows;

$$n = \frac{Z^2 P (1-P)}{E^2}$$

Where:

n = Size of the sample group

Z = Reliability level

p = Proportion of the population

e = Highest error value which will happen



The acceptance level was under the statistical significance level at 0.5

$$n = \frac{(1.96)^2(0.5)(1-0.5)}{(0.05)^2}$$

= 384.16

The sample size was 385 respondents. However, 400 questionnaires were gathered by using a probabilistic sampling method between August 2021 - December 2021.

Research Instrument: the research tool was a questionnaire where the samples were asked individually to provide information about Strategies for Accommodation for Wellness Tourism in Western Region. The content consisted of 3 parts as follows.

Part 1: General Information of the respondents, namely gender, age, and average monthly income.

Part 2: Information on factors used in the analysis of Strategies Accommodation for Wellness Tourism in the Western Region.

Part 3: Information on the concordance between the strategies and the set of results to the Wellness Tourism in Western Region.

Data analyses: The data were collected by distributing questionnaires in the form of filling in information online to provide convenience and speed to comply with the situation of the COVID-19 outbreak. The quantitative data were analyzed with descriptive statistics for the concordance between the strategies and the set of results for Wellness Tourism in the Western Region. By analyzing the correlation coefficient and stepwise multiple regression.

Results

Regarding general data of the respondents, the following was found:

Table 1 General information

General information	Frequency	Percentage
Sex		
Female	220	60%
Male	180	40%
Overall	400	100%
Age		
60-65	187	43.50%
66 - 70	137	18.50%
75-80	35	17.50%
81-85	28	14%
85 overage	13	6.50%
Overall	400	100%
Income		
300,001 - 400,000 baht	183	41.50%.
200,000- 300,000 baht	40	10%
600,001 - 800,000 baht	128	20%
500,000 - 600,001 baht	21	10.5%
700,000 baht	7	3.0%.
Overall	400	100%

The general information of the respondents, it was found that 220 respondents, 60%, were female, and 180, 40%, were male. 187 respondents were between 60-65 years old, 43.50%. 137 of them were 66 - 70 years, 18.50%. There were 35 respondents aged 75-80 years, 17.50%, and 28 respondents aged 81-85 years, 14%. And the aged 85 and over, there were 13 respondents, 6.50%.

Most of the informants, For average monthly income, most of them had an average monthly income of 300,001 - 400,000 baht, 183, 41.50%. There were 40 respondents, 10%, who got 200,000 baht or more on average monthly income. For 600,001 - 800,000-baht average monthly income, 128 respondents, 20%, were involved. There were 21 respondents, 10.5%, who got 500,000 - 600,001-baht average monthly income. For the respondents who got less than 700,000-baht average monthly income, it was 7, 3.0%.

The results of the analysis Strategies Accommodation for Wellness Tourism in the Western Region.

The marketing strategies that affected the success of Wellness Tourism in the Western Region. The Accommodation Business in Thailand as a whole were Accommodate (X_2) ($\beta = 0.425$, $\alpha < .01$) and Staff (X_3) ($\beta = 0.317$, $\alpha < .05$) with a statistically significant effect, respectively. They could jointly describe the variance of the Strategies Accommodation for Wellness Tourism in Western Region Thailand by 62.1% ($R^2 = 0.621$) and the forecasting equations for the marketing strategies that affected the success of Wellness Tourism in the Western Region. Among Thailand on the whole (Y) in standardized form was $Zy = 0.425ZX_2 + 0.317ZX_3$ Results of analysis of Strategies Accommodation for Wellness Tourism in Western Region to increase income from other channels.

Strategies Accommodation for Wellness Tourism in Western Region Thailand in terms of cost retardation, it was found that Promotion (X_3) ($\beta = 0.317$, $\alpha < .01$) affected the Strategies Accommodation for Wellness Tourism Thailand with statistically significance. It could jointly explain the variance of the marketing strategy that affected the s Strategies Accommodation for Wellness Tourism in Western Region Thailand by 62.1% ($R^2 = 0.621$), and the equation for forecasting Strategies Accommodation for Wellness Tourism Thailand that affected the success of Accommodation for Wellness Tourism Thailand the accommodation business in Thailand term of cost retardation (Y) in standardized form was $ZY_2 = 0.621ZX_3$.



Figure 1 Success Factors for Development Actions for Thai [Department of Tourism 2018]



Figure 2 Elderly tourism model [Online manager 2017]

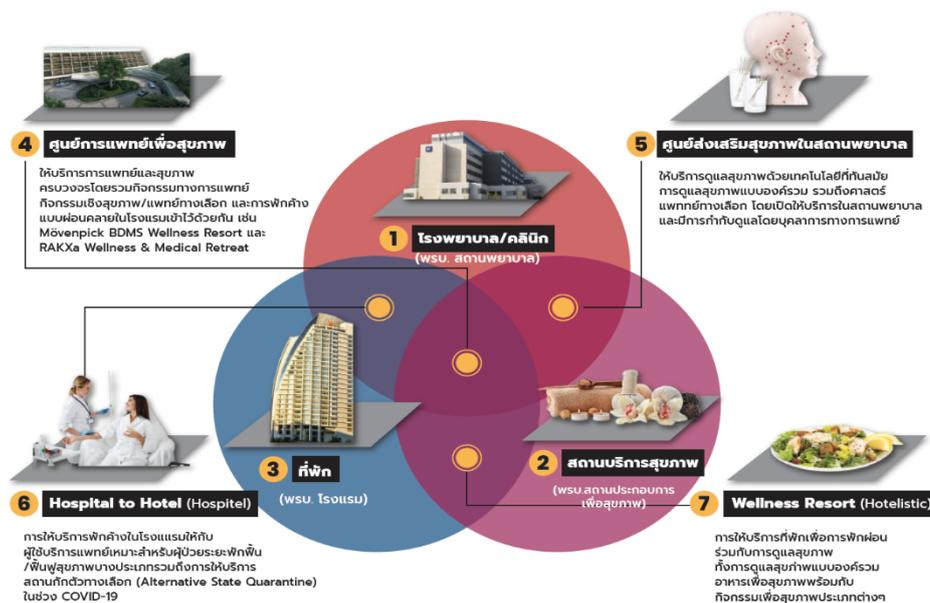


Figure 3 Health is the New Wealth [TAT Review Magazine 2020]

Discussion

The results revealed that overall Strategies Accommodation for Wellness Tourism in Western Region Thailand that affected the success of the Accommodation for Wellness Tourism for Thai Elderly with statistical significance was Accommodate (X_2) ($\beta = 0.425, \alpha < .01$) and Staff (X_2) ($\beta = 0.317, \alpha < .05$), respectively. The variance of the marketing strategy that affected the success of the Wellness Tourism in Western Region Thailand was 62.1% ($R^2 = 0.621$), and the equation for forecasting Strategies Accommodation for Wellness Tourism in Western Region Thailand the success of the



Accommodation for Wellness Tourism Thai Elderly Tourists the whole (Y) in the form of a standard score was $Zy = 0.425ZX_2 + 0.317ZX_3$. This was consistent with the concept of (Robinson L., Saisan J., M.S.W., & White M.2016) that strategy referred to Accommodation planning For the elderly It consists of 5 aspects of need: Physical Needs, Shopping, Medical Needs, Home Maintenance, Social and Emotional Needs It was consistent with the idea of (Ananth, M., DeMicco, F. J., Moreo, P. J., & Howey, R. M. 1992) that Elderly tourists want something Convenient For example, the number of blankets, handrails in the bathroom, the font size at the hotel was larger than usual on information materials or signs (Thongpaeng, 2011).

The nature of the tourism needs for It is divided into 4 areas: 1) health, 2) food, 3) accommodation and 4) management of travel companies Addition Problems and obstacles in the operation of tourism business development for the elderly, 4 major problems were found. Namely, 1) problems from the health of the elderly, depending on the age range, including physical and mental health; 3) The problem from the guide still lacked understanding of the specific characteristics of the service to the group. Of the elderly and 4) problems related to health care services (Serivichayaswadi, P., & Mayuree, W.2017). Management of things And facilitating the hotel for elderly tourism in Thailand Issues at the hotel Should be taken into account in the management of The needs of the elderly are different from other tourist groups. In areas 1) physical, 2) health, and 3) social and emotional. And management of things Of convenience according to the concept of Civil architecture Take into account the 7 design aspects: 1) equality 2) flexibility 3) ease of design 4) Safety, 5) Space, 6) Understanding, and 7) Help saving. (Susaraporn, T., & Ariya., P. 2021) Increasing the number of the elderly population in Thailand Had a direct positive impact on the management of the Tourism business For the elderly group because elderly tourists will have different styles and patterns. Tourism behavior that differs from other tourists is the emphasis on tourism and services that are of good quality, and good value. Buying for reasons, not emotions. Satisfaction is the key. Long time, high cost can purchase services at high prices because there was money saved from working hard the whole life has a high potential for consumption while taking into account the confidence of safety. Confidence in service caring for good health Choose activities that are suitable for your age and health Also this group of travelers does not have to worry about their travel expenses. Because they have experience in using Life is more prudent when choosing products and services (Tangtenglam, S., Phanpanya, K., Chaimuang, R., & Wut, A.2022). From the results of the study on deciding on a hotel for an Indian tourist wedding in Chiang Mai of Indian tourists in order of the top three most to least, Cost of living ($\bar{x} = 4.81$, S.D. = 3.77) famous thing would be inevitable in terms of tourist attractions. both cultural And the natural way that is known as beautiful as any country This can be seen from the large number of tourists who come to visit Thailand each year.

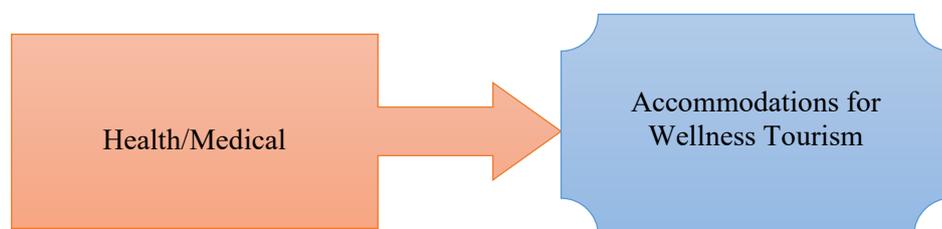


Figure 4 Model accommodations for Wellness Tourism in Western Region



Conclusion

Health care trends can be seen from many important aspects. The first is that the range of spa clients has started to expand and is not just for those who want to prevent chronic illnesses or want to recover from illnesses. But also, for working people who want to maintain their health. The second is rebranding properties into wellness properties and uplifting the brand is becoming increasingly common these days. The third is the spa package in the tourism promotion program. Including products used in health accommodation that are environmentally friendly are constantly being developed and marketed to male customers. Specialized wellness products are also offered as a key guideline to meet the growing demand for wellness hotels and to strengthen the brand.

The development of new projects to support health tourism is also expected to vary from area to area, for example, health products from Bangkok. May focus on urgent health packages and various promotions that attract customers who live in the city whereas, accommodation in the North may focus on longer-term wellness programs and incorporating Lanna culture. In the south, it tends to be more culturally integrated activities and health products.

The Covid-19 epidemic has had a huge impact on the tourism industry and the hotel business. Which raises the question of whether COVID-19 How will affect the provision of healthcare services? Although the purpose of health accommodation focuses on preventive care and rehabilitation, it is interesting to see that project developers and hotel chains Healthcare-focused companies will try to penetrate the medical accommodation market. Which corresponds to the COVID-19 outbreak later? More sophisticated medical licensing and certification will pose challenges, however, if the COVID-19 pandemic returns. Again, becomes the "new normal" developers and hotel chains that decide to enter this market may have the advantage of being among the first to transition.

Recommendation

A. Recommendations for Practices

The results revealed that overall Strategies Accommodation for Wellness Tourism in Western Region Thailand that affected the success of the Accommodation for Wellness Tourism for Thai Elderly with statistical significance was Accommodate ($\beta = 0.425$, $\alpha < .01$) and Staff ($\beta = 0.317$, $\alpha < .05$), respectively. Thus, the related agency should operate as follows;

1. Development of goods and services to increase the value of medical tourism through the integration of medical services with other consistent services Developed into high-value medical products and services.

2. Building cooperation between stakeholders in the supply chain cooperation between stakeholders both public and private It is important to facilitate and build confidence for tourists who come to receive health care services in Thailand.

3. Pushing for a central agency to support medical tourism should establish a center responsible for coordinating and advising medical tourists. as well as having a duty to receive complaints from foreign tourists as well. It should be able to work on top of the rules or regulations on the protection that already exists in the supervision of the Department of Health Service Support. Ministry of Health.

B. Recommendations for Further Research

The variance of the marketing strategy that affected the success of the Wellness Tourism in Western Region Thailand was 62.1% ($R^2 = 0.621$), and the equation for forecasting Strategies Accommodation for Wellness Tourism in Western Region Thailand the success of the Accommodation for Wellness Tourism Thai Elderly Tourists the whole (Y) in the form of a standard score was $Zy = 0.425ZX_2 + 0.317ZX_3$. Thus, the further research should be done as follows;

1. Encouraging entrepreneurs to create income distribution In addition to traveling to receive medical services If there are other forms of health products or services, especially entrepreneurs or products/products that use local ingredients such as Thai herbs, healthy food from non-toxic ingredients It will create added value by presenting products and raw materials in the country.

2. Co-branding between related operators such as hospitals, hotels, or airlines to strengthen the image and increase competitive advantages in various dimensions.



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