

CHAPTER II

LITERATURE REVIEW

This study has focused on conceptual and theoretical frameworks in order to understand the sustainable tourism development of international health and wellness hot springs destinations. This chapter will mainly discussed about Ban Phon Rang hot spring destination locates at Bang Rin sub district in Ranong province where do have potentiality to be developed to become an international health and wellness hot spring destination. Then, it is important to study and investigate in relevant contexts in order to respond those research objectives. The result of which can be used for future and holistic health and wellness; hot springs tourism development plan.

Before undertaking this research, the researcher had broadened understanding on the research topic. A literature review was made before going to the field for survey, then to develop research instruments and research framework. The literatures included thesis, books, development plans, publications from research institution, tourism organizations, government organizations and the internet websites.

Therefore, the review of literatures relating to all contexts mentioned and to be discussed into sessions as follows:

1. Tourism and impacts
2. Sustainable development
3. Sustainable tourism development
4. Health and wellness
5. Health and wellness tourism: hot springs
6. The impacts of health and wellness tourism
7. Hot springs destinations case study: Australia and Taiwan
8. Context of study areas
9. Related researches

Tourism and Impacts

Tourism is travel for recreational, leisure or business purposes. The World Tourism Organization defines tourists as people who "travel to and stay in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

Theobald (1994) suggested that "etymologically, the word tour is derived from the Latin, 'tornare' and the Greek, 'tornos', meaning 'a lathe or circle; the movement around a central point or axis'. This meaning changed in modern English to represent 'one's turn'. The suffix –ism is defined as 'an action or process; typical behavior or quality', while the suffix, –ist denotes 'one that performs a given action'. When the word tour and the suffixes –ism and –ist are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point, which ultimately returns back to its beginning. Therefore, like a circle, a tour represents a journey in that it is a round-trip, i.e., the act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist.

In 1976, the Tourism Society of England's definition was: "Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes. In 1981, the International Association of Scientific Experts in Tourism defined tourism in terms of particular activities selected by choice and undertaken outside the home"

In 1994, the United Nations classified three forms of tourism in its Recommendations on Tourism Statistics as follows:

1. Domestic tourism, involving residents of the given country traveling only within this country.
2. Inbound tourism, involving non-residents traveling in the given country.
3. Outbound tourism, involving residents traveling in another country.

Tourism may be classified into many major types such as inbound international tourism, outbound international tourism, internal tourism, domestic tourism and national tourism. In the past few decades other forms of tourism, also known as niche tourism have been becoming more popular, particularly such as agro tourism, adventure tourism, culture tourism, ecotourism, gambling tourism, heritage tourism, health tourism, MICE tourism and sport tourism. Matthayomburoot (2002) applied the World Tourism Model into Thailand tourism as following;

Table 1 The conclusion of tourism types in Thailand

Natural Based Tourism	Cultural Based Tourism	Special Interest Tourism
Ecotourism	Historical Tourism	Health Tourism
Marine Ecotourism	Cultural and Traditional Tourism	Edu-Meditation Tourism
Geo Tourism	Rural and Village Tourism	Ethnic Tourism
Agro Tourism		Sports Tourism
Astrological Tourism		Adventure Travel
		Home stay and Farm stay
		Long stay Tourism
		Incentive Tourism
		MICE Tourism
		New theory of Tourism such as Green Tourism, Volunteer Tourism
		and Mixed Tourism; Eco-adventure Tourism, Geo-historical Tourism,

The conclusion of tourism types in Thailand is subjected to the tourism resources, tourist expectation, tourist behavior and activities etc. and possible related to tourism components individually.

According to the report of world tourism statistic and ranking WTO 2010. Tourism has become a popular global leisure activity. In 2008, there were over 922 million international tourist arrivals, with a growth of 1.9% as compared to 2007. International tourism receipts grew to US\$944 billion (euro 642 billion) in 2008, corresponding to an increase in real terms of 1.8%. As a result of the late-2000s recession, international travel demand suffered a strong slowdown beginning in June 2008, with growth in international tourism arrivals worldwide falling to 2% during the boreal summer months. This negative trend intensified during 2009, exacerbated in some countries due to the outbreak of the H1N1 influenza virus, resulting in a worldwide decline of 4% in 2009 to 880 million international tourist arrivals, and an estimated 6% decline in international tourism receipts.

Although the evolution of tourism in the last few years has been irregular, UNWTO maintains its long-term forecast for the moment. The underlying structural trends of the forecast are believed not to have significantly changed. Experience shows that in the short term, periods of faster growth (1995, 1996, and 2000) alternate with periods of slow growth (2001 to 2003). While the pace of growth till 2000 actually exceeded the Tourism 2020 Vision forecast, it is generally expected that the current slowdown will be compensated in the medium to long term.

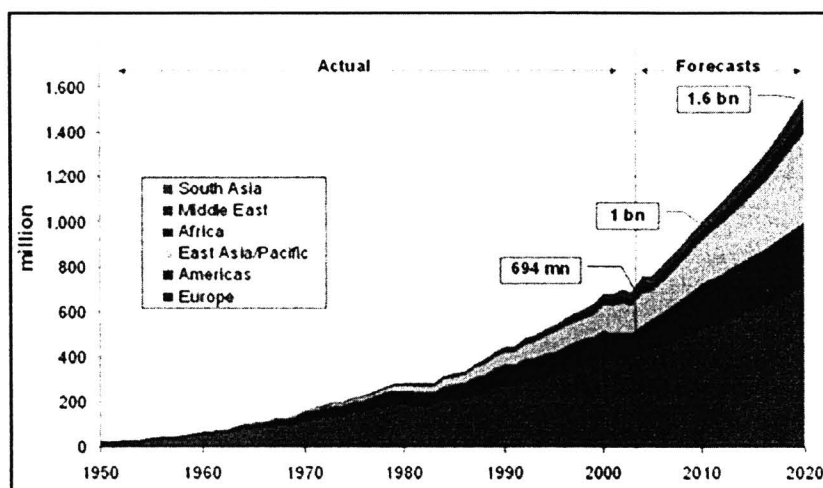


Figure 2 The world tourism 2020 vision forecast

Source: www.unwto.org/facts/eng/vision.htm

UNWTO's Tourism 2020 Vision forecasts that international arrivals are expected to reach nearly 1.6 billion by the year 2020. Of these worldwide arrivals in 2020, 1.2 billion will be intraregional and 378 million will be long-haul travelers The total tourist arrivals by region shows that by 2020 the top three receiving regions will be Europe (717 million tourists), East Asia and the Pacific (397 million) and the Americas (282 million), followed by Africa, the Middle East and South Asia.

East Asia and the Pacific, Asia, the Middle East and Africa are forecasted to record growth at rates of over 5% year, compared to the world average of 4.1%. The more mature regions Europe and Americas are anticipated to show lower than average growth rates. Europe will maintain the highest share of world arrivals, although there will be a decline from 60 per cent in 1995 to 46 per cent in 2020.

Table 2 The forecast of tourism growth record

	Base Year	Forecasts		Market Share		Average annual
	1995	2010	2020	(%)		Growth rate (%)
	(Million)			1995	2020	1995-2020
World	565	1006	1561	100	100	4.1
Africa	20	47	77	3.6	5.0	5.5
Americas	110	190	282	19.3	18.1	3.8
East Asia and the Pacific	81	195	397	14.4	25.4	6.5
Europe	336	527	717	59.8	45.9	3.1
Middle East	14	36	69	2.2	4.4	6.7
South Asia	4	11	19	0.7	1.2	6.2

Source: www.unwto.org/facts/eng/vision.htm

As tourism industry is a vital accepted for many countries including of Thailand according to revenue and benefit generate by the consumption of goods and services by tourists including opportunity and knowledge provide for tourism industry employment, the essential aspect of tourism and tourist objectives are needed to understand including the destination attributions and components which is part of reason and factor of travel.



Table 3 The top ten international tourist arrivals by country of Asia-Pacific destinations 2009

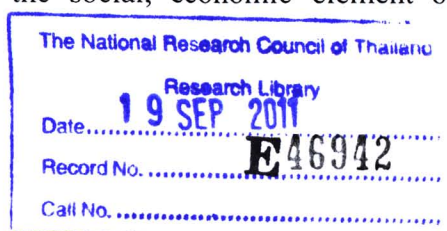
Rank	Country	International tourist arrivals
1	China	50.9 million
2	Malaysia	23.6 million
3	Hong Kong	16.9 million
4	Thailand	14.1 million
5	Macao	10.4 million
6	South Korea	7.8 million
7	Singapore	7.5 million
8	Japan	6.8 million
9	Indonesia	6.3 million
10	Australia	5.6 million

Source: www.world-tourism.org

The Impacts of Tourism

For decades tourism industry growth has been a major contributor to increase economic throughout the world for jobs, facilities and infrastructure system. Coincidentally, the public has become aware of the extent of human impact on natural systems, environmental issues began to gain more ascendancy by the late 1960s and also with the rapid growth in tourism in the second half of the 20th century, concern grew about the physical environments of destinations used for tourism. The reliance of tourism upon the natural resources of the environment and the fact that its development induces changes which can be negative were realized.

With steady growth of tourism trend and changes, Baros and Devid (2007) indicated that a consequence of the rapid growth of the tourism sector, more emphasis is placed on tourist destinations and resources depend on certain physical and environmental factors. The negative environment consequences from tourism are in many cases, related and influenced the social, economic element of sustainable development.



Tourism is considered as a significant form of human activities which concern the environment's human and natural elements. The human environment consists of economic, social and cultural features, while natural environment comprises plants and animals (Mason, 2008). Even if tourism is a positive word, there are a lot of negative consequences as well. Both natural environment and human environment are affected by human activities. Tourism has an impact on both natural and human environment. The impacts of tourism on the community can be beneficial or positive and detrimental or negative. Mason (2008) stated the major influences of tourism impacts are as follows:

1. Where does tourism take place?
2. What is the scale of tourism?
3. Who are the tourists?
4. What types of activities do tourists engage?
5. What infrastructure exists for tourism?
6. How long has tourism been established?
7. When is the tourist season?

The tourism impacts tend to be multi-faceted and can be divided into economic, socio-cultural and environmental in scope. Kreag (2001) sorted the impacts of tourism into seven categories:

1. Economic
2. Environmental
3. Social and cultural
4. Crowding and congestion
5. Services
6. Taxes
7. Community attitude

The impacts of tourism can have positive and negative impact and not all impacts are applicable to every community or destination according the different resources and conditions (Kreag, 2001).

Tourism generally starts and cherishes in a pristine environment. In the early phase of tourism development nature plays an important role in attracting tourists. As demand for tourism grows unabated, too much investment is made to accommodate

and feed tourists, while too little is spent on protecting the environment. It is not surprising then, that pristine and precious tourism resources are lost one after another and that often these losses are irreversible. The example of Pattaya is well known, once a natural spot is degraded, substantial investments are needed to restore the environment and its cultural aspects as well.

With the increasing numbers of people visiting a spatially diminishing and continually degraded natural world there is much scope for negative impact (Newsome, et al., 2002). The negative environmental consequences of tourism include resource usage, human behavior towards the destination environment and pollution. The impacts of tourism and recreation on the physical environment; interaction of humans with their environment are important because of the significance of the physical environment for the recreation and tourism industry. With the lack of an attractive environment, there would be less tourism.

Tourism in natural areas impacts upon the natural environment in either positive or negative ways; it also has many social and economic consequences. Clearly, there are also social and economic impacts associated with recreational activity and tourism development (Newsome, et al., 2002).

The environment is considered as the main resource for tourism which can make up of both natural and human features. The natural environment always refers to rivers, beaches, plants, animals and landscape while human or built environment include the number of man-made attractions for tourists (Mason, 2003). According to Swarbrooke (1999) there are five aspects of environment component. Each aspect which are not separate entities but linked, are the natural resources, natural environment, farmed environment, wildlife and built environment.

Kreag (2001) also identify the sources of all those impacts which interactive between tourist and residents, the host community and the environment. The conclusion is divided into two groups; tourist factors such elements as demographic characteristic, social differences and the number of tourists. Another source of impacts are those destinations factors such parts of the destination itself for example the travel linkage, circulation, local acceptance of tourism, the host culture and local resources conditions.

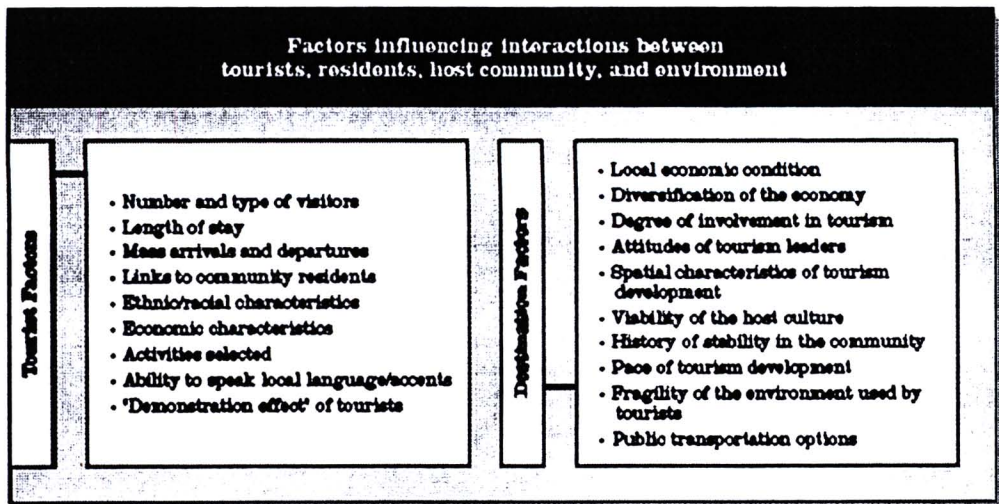


Figure 3 Sources of tourism impacts

Source: Kreag, 2001

The Concept of Sustainable Development

Within the report of World Commission on Environment and Development (1987) as the Brundtland Commission, the modern concept of sustainable development has derived a familiar definition of sustainable as ‘development that meets the need of present without compromising the ability of future generations to meet their own needs’ According to Wall and Mathieson (2006) the key elements in the Brundtland approach to sustainable development are that it should;

- 1. Maintain ecological integrity and diversity;
- 2. Meet basic human needs;
- 3. Keep options open for future generations;
- 4. Reduce injustice;
- 5. Increase self-determination.

From the approach mentioned above, William (2009) emphasized that sustainable principles also support the empowerment of people to be involved in decision that influence sustainability of their lives and culture. Thus developments that are sustainable will meet the essential criteria of being economically viable, environmentally sensitive and culturally appropriate. The term ‘sustainable

development' became widely used by governments, non-governmental organizations, the private sector and academia (Zoltan and Lorant, 2007).

Although, sustainable development is associated by many with issues like energy use, pollution and waste, they are now recognized as certain elements of sustainability, and the concept addresses three equally important issues: environment, economy and society (Holden, 2000).

According to Zoltan and Lorant (2007), sustainability has become a focal point of interest especially in areas which, in the future, will become more popular destinations and as such, the increasing number of visitors will result in more serious of environmental impacts. It is also important to realize that sustainable development is not concerned with the preservation of the physical environment but with its development based on sustainable principles of which environment is only one. Hence, sustainable development implies "meeting the needs of the present without compromising the ability of future generations to meet their own needs" (World Commission on Environment and Development, 1987)

McKercher (2003) stated that in principle, most people support sustainability. However, in practice it has been difficult to achieve it is so broad and complex. Indeed, two different ideologies have emerged: One arguing for economic sustainability as the dominant characteristic and the other arguing ecological sustainability as the dominant feature. And for strategy context, both economic and ecological consideration is needed as it cannot have true sustainability with addressing both concerns.

Sustainable Tourism

Sustainable concept has been applied into the tourism industry in various definitions sustainable tourism: 'meeting the needs of present tourists and hosts while protecting and enhancing opportunities for the future' (Zoltan and Lorant, 2007). Thus, sustainability in the context of tourism means regulating the use of tourist resources so that they are not consumed, depleted or polluted in such a way as to be unavailable for the use by future generations of tourists (Burton, 1995). This form of sustainable tourism, oriented toward the viability of tourism industry, is referred to as the economic sustainability of tourism' or 'tourism imperative' (Holden, 2000). In

order to achieve this, the primary aim of tourism development is satisfying the needs of tourists and other players in the industry.

On the issue to review sustainable tourism definition, it remains loose in context of sustainable development as it attempts to minimize the impact caused by the tourism industry, a way to managing tourism, encourages the participation of destination local community and all stakeholder to cooperate in tourism management. More than that the open purpose for sustainable tourism is the approach is to integrate management by interconnection of three core main components of sustainable as social, economic and environmental aspect as a state definition given by the World Tourism Organization; "Sustainable tourism development meets the needs of present tourist and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining integrity, essential ecological processes, and biological diversity and life support system"

And Swarbrooke (1999) present sustainable tourism as; "Forms of tourism which meet the needs of tourists, the tourism industry, and local community today without compromising the ability of future generations to meet their own needs"

Sustainable tourism is one approach to development of the tourism industry designed to provide a context that can guide choice, bring together stakeholders so they act in a common interest and help decision-makers in developing the tourism industry in different form of tourism according to the location, tourism resources and the interests however vary form, sustainable tourism must curtain positive impacts of tourism to contribute in development the destination.

Sustainable tourism can be seen as having regard to ecological and socio-cultural carrying capacities and includes involving the community of the destination in tourism development planning. It also involves integrating tourism to match current economic and growth policies so as to mitigate some of the negative economic and social impacts of 'mass tourism'. Murphy (1985) advocates the use of an 'ecological approach', to consider both 'plants' and 'people' when implementing the sustainable tourism development process. This is in contrast to the 'boosterish' and 'economic' approaches to tourism planning, neither of which considers the detrimental ecological or sociological impacts of tourism development to a destination.

However, questions have been asked about the exposition of the term 'sustainable' in the context of tourism, citing its ambiguity and stating that "the emerging sustainable development philosophy of the 1990s can be viewed as an extension of the broader realization that a preoccupation with economic growth without regard to its social and environmental consequences is self-defeating in the long term. Thus 'sustainable tourism development' is seldom considered as an autonomous function of economic regeneration as separate from general economic growth.

Sustainable tourism development: Principle

For destination management to be sustainable it needs to address all the economic, social and environmental issues of that particular area. Theories and management methods of sustainable tourism development and life-quality improvement must be applied to all types of tourism and destinations in order to secure long-term sustainability, the accordance amongst these is indispensable.

According to the World Tourism Organization to define the definition of Sustainable Tourism mentioned before. McKercher (2003) presented the ideas of operational principle of Sustainable Tourism identifying within four pillars economic, ecological, cultural and community sustainability are as follow:

Economic sustainability – that is profitable in both the immediate and long term.

Ecological sustainability – the development that is compatible with the maintenance of essential ecological processes, biological diversity and biological resources.

Cultural sustainability – increase people control over their lives and are compatible with the culture and values of those affected and strengthen community identity.

Local sustainability – that is designed to benefit local communities and generate or retain income in the communities. And environmental awareness and sustainability should be top priority. It is the responsibility of the community to maintain clean healthy surroundings. Members of the community are expected to exhibit friendliness, honesty and professionalism amongst themselves as well as in their dealings with the visitor to ensure the integrity of the development project.

From all of those premises, Jamieson (2000) put in his presentation at the National Seminar on sustainable tourism development in Myanmar that it is possible to set forth a number of principles for sustainable tourism development. The main principle include the following

1. Resident are to maintain control over tourism development as it required broad based community in put.
2. Quality employment is to be provided for the community along with education and training program.
3. Distribution of the benefit must be broad based and cooperation among local stakeholders is essential.
4. Intergenerational equity must be provided and tourism businesses and other tourism agencies must adopt long term planning horizon.
5. Tourism strategies and plan must be linked to broader initiatives reflected in economic development plans of the community, region and nation and move away from the traditional growth oriented model.
6. Harmony is required between the needs of visitors, the place and the community in order to promote appropriate uses and activities.
7. The scale and type of tourism facilities must reflect limits of acceptable use, and this means guidelines are needed for tourism operations and impact assessment must be required.
8. The community heritage and natural resources must be maintained.
9. Enhance using internationally acceptable criteria and standards.
10. Marketing for sustainable tourism must provide for a high quality tourist experience.

Due to both the great variety of tourism activities and that of the local endowments, questions may be raised on the relevance and general applicability of a given indicator. One might be used restricted only for certain local or regional issues. Furthermore, there is a necessity to distinguish qualitative and quantitative parameters; and finally two more questions are raised as (a) whether or not the selected indicator can be quantified, and (b) selecting the right set of indicators is possible at all (Puczkó, 2002).

Community Based Tourism (CBT)

Goodwin and Santilli (2009) summarized in their research that Community based tourism has, for over three decades, been promoted as a means of development whereby the social, environment and economic needs of local communities are met through the offering of tourism product but it was critique about the monitoring of being success indicator or the actual benefits to local community remains un quantified. Sustainable Travel International website provided sustainable tourism directory which included of Community-based Tourism is a socially sustainable tourism which is initiated and almost always operated exclusively by local and indigenous people, shared leadership emphasizing community well-being over individual profit, balances power within communities, and fosters traditional culture, conservation, and responsible stewardship of the land. More definitions and concepts of Community based tourism have been proposed according to the developments projects which tourism is included. Community based Tourism is used to describe a variety of activities that encourage and support a wide range of objectives in economic and social development and conservation (The Mountain Institute, 2000) in order to promote the sustainable tourism and the destination development.

There is unique linkage between Community based management (CBM) to the Community based tourism when community based management relies on local stakeholders to carry out the research, design and implementation of management. This style of management can be used for social means as such a community based tourism and for environmental cause example of the local fisheries management. Community based management is used as a way to create sustainability by including all stakeholders in land management practices. It strives to consider each member's needs to arrive at a solutions best fit for the community.

However Community based tourism (CBT) is often seen as the social dimension of ecotourism whereby the local community becomes custodians of its environment: the community is expected to have a substantial control over its development, and derive a major proportion of the financial benefits that it attracts. The concept of Community based Tourism though is itself multi-faceted and just as there is no one definition so there is no one perfect model (www.positivelytravel.com) by using of 6 broad measure posed by Goodwin and Santilli (2009).

1. Social capital empowerment
2. Conservation and environment
3. Improved livelihoods and standard of living
4. Local economic development
5. Commercial viability
6. Collective benefits

Presented by the Mountain Institute (2000) noted that the objectives of Community based Tourism are not always focused around natural resource conservation and linkage with economic development. Cultural conservation, community and gender empowerment, income generation are also primary purposes in many cases in any intervention and planning effort, all issues needed to be cleared about objectives and development participatory process.

Since an important purpose of Community based Tourism is related to generate economic benefits for community, as enterprises to maintain profitability. The Mountain Institute (2000) stated that it is useful to consider the options in developing and marketing a tourism product as the basic for developing strategies for Community based Tourism.

Community based Tourism with a focus on small scales, locally designed and operated activities that benefit clients, provider and the environment can be part of a strategy for sustainable development. However, the viability of such activities needs to be assessed in the context of wider policy framework and the complex national, regional and international market.

Appreciative Participatory Planning and Action (APPA) as one methodology and objectives to find and emphasize the positive, successes and strength as a means to empower communities, groups and organizations to plan and manage development and conservation within the planning approach highlight principle and guiding. A common framework application of APPA is cycle of the 4 Ds model which to be adapted for purposed of community planning and action.

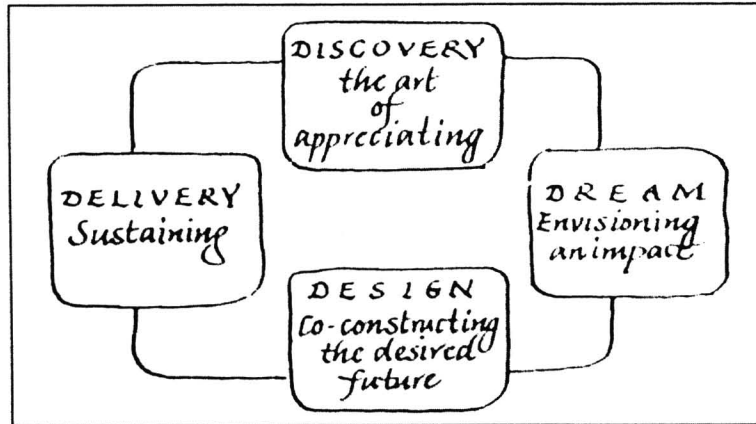


Figure 4 The Cycle of Discovery, Dream, Design and Delivery (4D model)

Source: CBT for Conservation and Development a Resource Kit

The four steps or phases in APPA are known as the 4 Ds. These phases constitute the sequential process of Participatory Community based Tourism planning that builds upon local or regional tourism assets to develop a collective vision and the plans, confidence and resources to achieve that vision or dream and empowers communities with skills and plans to achieve it (The Mountain Institute, 2000).

1. Discovery, the act of appreciating – The best of what is, what gives life to this community, group, organization
2. Dream, envisioning an impact – what might be, creating a positive image of a preferred future
3. Design, co-constructing the desire future – what should the ideal be a process of consensus and further inquiry
4. Delivery, sustaining – How to empower, learn, adjust and sustain

Participatory

Common Principle of Participation within the develop world, the active involvement of people with each other in different institutional contexts has promoted innovation is that local people become active subjects of development effort rather than passive recipients in order of choices, evaluation project and design to improve their wellbeing. Participatory methods are leading to more equitable flows of information between groups of participants in the development process. Participatory

Rapid Appraisal (PRA) and Rapid Rural Appraisal (RRA) all are variation of participatory learning methods which share common guiding principles:

1. A defined methodology and systematic learning – all participants have something to offer and learn
2. Multiple perspectives – A key objective is to seek diversity rather than to simplify complexity
3. Group learning process – Everybody recognized the fact that the complexity of the world can only be revealed through group interaction and analysis.
4. Context specific – The approaches are flexible enough to be adapted to suit different conditions and actors therefore have multiple variants.
5. Facilitating experts and stakeholders – Trying to improve participants' situation by transforming existing activities.
6. Leading to change – The participatory approach leads to debate about change and the debate subsequently changes the perceptions of the actors.

Community participation in tourism is regarded as the critical and indispensable way for sustainable development. Although it is a non-traditional but political decisive progress that should be in close ties with tourism planning and impact of tourism. Key and Pillai (2006) believed that many of the negative effects of mass tourism are likely to be reduced when communities have a role in making decision with respect to the local growth of tourism. Community participation is expected to improve local resource management however the extent of community participation in tourism likely depends upon its perceived cost and benefit.

Samuel (1987) identified several objectives of the community participation process such as its broadest sense of destination owner, instrument of empowerment and community involvement in the formal decision making process that contribute to formulation and implementation of plan or project affecting community.

Community participation can be loosely defined as the involvement of people in a community in a project to solve their own problem. They cannot be forced to participate in project or plan affecting their lives but should be given the opportunity where possible as basic human right and fundamental principle of democracy. Community participation can take place during any of the activities such as the stage

of assessment, planning, mobilizing, training, implementing, Monitoring and evaluation

The community participation in first project should be formed an integral part tourism development and planning. Several question asked by Sproule (2000) to be noted and applied are as follows:-.

Who are the people participating in these ventures?

What is their division of work?

What are the contributions of men, women, rich and poor?

Who are the people involved in the decision making?

What is the method of selection the representatives?

What is the price of good sold?

Who will collect the money?

How does the distribution of profits manage?

Tourism Planning; SWOT Analysis

The general interpretation of sustainable development as linked to tourism and planning have been established by the World Conservation Strategy (1980), the World Commission on Environment and Development (the Brundtland Report of 1987) and reports of the international meeting in Rio de Janeiro (1992) and the SIDS meeting in Barbados (1994).

Fagence (2001) stated that the main point to keep in mind is the inter-relationship of sustainability, planning, development and tourism. From there it is possible to then consider how they may be integrated in order to achieve efficient practice of planning which can lead to sustainable tourism development. Planning is an activity of both government and business and creates challenges from complex interaction of many variables. Tourism planning should be cross referenced with other policy areas, relevant issues that are social, environment and cultural which are broad based in the community.

The unplanned tourists can easily aggravate the problem and this may lead to the point that tourists will no longer visit the destination. However, most residents in the destination or community still want a large number of tourists to come, to visit and to stay with them. The increasing number of tourists visiting their places means higher incomes, jobs and better opportunities for the local people (Wall, 1997). Williams

(1998), Hall and Jenkins (1995) discussed this issue and stated that tourism planning increasingly involves both the private and public sector. Gunn (1988) believed that action is a vital part of planning. Lang (1985) separated planning to 'conventional planning' which is reactive with unclear goals while 'strategic planning' is proactive, action-oriented, focuses and considers the values of the organization involved. Hall (2000) claimed that the most important part of planning is it focuses directly towards the future so the strategic planning is more significant than conventional planning.

A strategy is a plan of action designed to achieve a particular goal, strategy is concerned with how different engagements are linked or a plan of action designed to achieve a particular goal. Strategic planning is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy, including its capital and people.

Various developments of analysis techniques can be used in strategic planning, including SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) and PEST analysis (Political, Economic, Social, and Technological analysis) or STEER analysis (Socio-cultural, Technological, Economic, Ecological, and Regulatory factors)

According to the Sundarbans Reserve Forest (IPAC) project, the International Resources Group (IRG) (2009), recommended a (SWOT) analysis of tourism to help IPAC capture current relevant data on tourism in its various forms; "A SWOT analysis helps tourism managers to assess tourism potential and helps managers to decide what type of indicators will be useful in monitoring trends and progress towards achieving goal of a tourism destination. A SWOT analysis should give a succinct analysis of a destination's asset and short coming and reveal the opportunities and challenges it faces.

UNWTO (2004) proposed strategic planning for sustainable health and wellness tourism development leads to the formal consideration of destination's future course and to be the development guidance of a destination by using their factor. When developing strategies, analysis of the organization and its environment as it is at the moment and how it may develop in the future, is important. The analysis has to be executed at an internal level as well as an external level to identify all opportunities

and threats of the external environment as well as the strengths and weaknesses of the organizations as it these relate to planning objectives and process.

However this research data gathering was not intended to provide a strategy for health and wellness tourism development in Ranong. It is a preliminary study to propose tourism recommendations for stakeholders and relevant government and strategic planner, tourism developers in regards of appropriate information useful for the development of health and wellness tourism planning and management in the near future.

Health and Wellness

The most commonly referred definition of health was is “the absence of illness” In 1970 however, the World Health Organization (WHO) formulated a definition of health that has influenced the medical model of health care and challenged perceptions of what it means to be healthy. WHO defined health as “a state of complete physical, mental, and social wellbeing, not merely the absence of disease of infirmity” More recently, contemporary definitions for health have been enhanced by the concept of “wellness” and the values and principles that have evolved from it

According to Smith and Puczko (2009) “wellness is supposed to create harmony in mental, physical, spiritual, or biological health in general and has stronger ties with changing life-style or doing something healthy than with curing a specific disease.

However Awofeso (2005) defined that it seems utopian, inflexible and unrealistic for the given definition of Health from World Health Organization (WHO) with topic discussion Re-defining 'Health'. There is some argument by Cooper and Cooper, (2009) that it is important to recognize that health is as much as ideal as an actual state of existence, and that this opens up the possibility of seeking a desired future state of health through conscious action to modify health patterns in the present.

“Health” according to the Merriam-Webster Dictionary is defined as;

1. The condition of an organism or one of its parts in which it performs its vital function normally or properly.
2. The state of being sound in body and mind.
3. Freedom from physical disease and pain.

According to Cooper and Cooper, (2009) the definition of health is wider allows consideration to be extend to status of health (in this case wellness), and wellness is defined as an approach to health care that emphasizes preventing illness and prolonging life, as opposed to emphasizing the treatment of diseases, the condition of good physical and mental health, especially when maintained by proper diet, exercise and habit. A healthy state of wellbeing free from disease (American Heritage Stedman's Medical dictionary).

Wellness is first and foremost a choice to assume responsibility for the quality of your life. It begins with a conscious decision to shape a healthy lifestyle. Wellness is a mindset, a predisposition to adopt a series of key principles in varied life areas that lead to high levels of wellbeing and life satisfaction.

The Medical Wellness Association also provides critical definitions, standards and guidelines for the field of medical wellness and allied health disciplines. There have been many terms used to define and describe wellness. These include optimal health, health pro-motion, and total health and wellness. Optimal well-being requires the balancing of lifestyle and various dimensions of the whole per-son. These dimensions of health include physical, mental, emotional, spiritual and social components. This broader wellness approach to health demands the integration of all dimensions of wellness. These dimensions are often interrelated as one wellness dimension can affect the others. The ever developing field of wellness is serving the need for helping individuals improve their health through the process of wellness practices, life-style and effective medical care.

De la Barre, et al. (2005), emphasized that some experts engaged with defining "wellness" have proposed that there are four essential ingredients associated with it. They are: (1) A lifelong approach emphasizing permanent lifestyle changes; (2) Taking responsibility for one's own actions; (3) Adding to the quality of one's life, not simply extending the length of life, and (4) Making choices that improves an individual's position on the lifestyle continuum. In this sense, the idea of wellness has paved the way for a more holistic approach to health.

Adams (2003) referred to four main principles of wellness (cited by Cooper and Cooper, 2009).

1. Wellness is multi-dimension.
2. Wellness research and practice should be oriented towards identifying causes of wellness rather than cause of illness.
3. Wellness is about balance.
4. Wellness is relative, subjective or perceptual.

Cooper and Cooper (2009) proposed that wellness is as much as psychological as a physical state hence it is boarding to Health, Wellness, and Hot Spring tourism in this research.

Health, Wellness tourism is the growing trend of people traveling to others country to undergo medical treatments and surgeries and combining it with a pleasant holiday. In recent years it has been a notable rise in interest in health and wellness tourism, including spa and medical tourism, which are seen as segments of the wider wellness tourism phenomenon. There are a variety of reasons for this, including relief of stress as well as beauty benefits and more rapid access to good-quality surgical interventions. Tourist destination has benefited from this demand due to an array of social, cultural and economic factors to form of tourism and provide case studies that illustrate the range of wellness tourism products and services.

Historical and Term of Health and Wellness Tourism

The idea of health tourism is not a new concept, the early Egyptian and Roman times, traveling beyond borders for medical health has been a common practice. Many sick patients would travel across the Mediterranean to the Asclepia temples for treatment from various illnesses. People have been visiting spas and mineral hot springs also in search of cures. From the visits to bath to the pilgrims of Japanese hot springs, history is full of such examples of travelers who would cross boundaries to improve their health (www.copperwiki.org).

According to many literatures, contemporary definitions for health have been enhanced by the concept of “wellness” and the values and principles that have evolved from it. Wellness has been described as “a process in which an individual makes choices and engages in activities in a way that leads to health promoting lifestyles, which in turn positively impact the multiple dimensions of the individual’s “wellbeing” (Finnicum and Zeiger, 1996). Combining the consumer’s quest for health

and wellness with travel, leisure, and fun is, “simply stated, spa, health and wellness tourism.” It follows that since people take part in recreational, cultural, entertainment and educational activities while on vacation, that “tourism is a perfect vehicle for promoting wellness” (Finnicum and Zeiger, 1996).

Also enhanced by Smith and Puckzo (2009) that Travel can contribute to all aspect of health if we consider the physical and mental benefit of rest and relaxation, the definitions of wellness tourism vary extensively with general tourism that some wellness tourism place more importance on the supply side, whereas other highlight the demand side. When we refer to the supply side, it means that tourist infrastructure serves in order to make wellness experience for tourist such as facilities, services and accommodations, Voigt (2008). Another definition of health tourism is activities that use tourism products and services that are designed to promote and enable customers to improve and maintain their health and well-being (Pollock and William, 2000).

According to Hutchinson and Becca (2005), different countries are preferred destinations in each of these segments for health tourists. India is a preferred destination for heart, orthopedic, eye and neurosurgeries. South Africa, Hungary and Argentina draw many patients seeking cosmetic surgery, especially from North America and Europe Eye surgery, kidney dialysis and organ transplant are among the most common treatments sought by medical tourists in Thailand. The survey report of the SME Development Institute in 2005 found that Thailand was favored by tourists. They ranked Thai spas as the number-one tourism resource in Asia (Thailand SME Development Institute, 2005). Thailand also has a booming spa industry which attracts over three million visitors in a year (Tourism Authority of Thailand, 2008).

Ross K. (2001), states in her study of health tourism, that the earliest forms of health tourism that are directly related to contemporary health and wellness include visits to mineral and hot springs. She further claims that these activities date back to the Neolithic and Bronze ages in Europe and that “legend says Bath, England was founded by Bladud, father of King Lear, in 863 BC.¹² the use of mineral and hot springs during the middle ages are characterized by a firmly established belief in the curative powers of thermal springs. Ponce de Leon brought the concept to the New World in the 16th Century when he traveled to Florida in search of the fountain of youth. By the 1700s and 1800s, “taking the waters” at spa towns such as Baden-Baden

was popular with the upper crust on both sides of the Atlantic. And in the late 19th Century, the emerging urban middle class sought the healthful benefits of fresh sea or mountain air as an antidote to the overcrowding and pollution wrought by industrialization.

Ross (2001) also mentioned that “a new era of health tourism began in the US in 1939 with the opening of a \$17.50-a-week bring-your-tent spa, and healthy-living retreat, which became the renowned Rancho La Puerta Fitness Resort. By 1958 the healthy living idea had moved north to the San Diego area with the creation of the Golden Door, a luxurious destination spa well known for its lavish individual service and successful mind-body programs.” In the same vein, Tucson's Canyon Ranch was opened in 1979 and still provides pampering, fitness and med call supervised wellness programs.

According to Hall (1992), proposed that most of tourist's health is basic and generally share and relate between health and tourism. And Bushell (2000), emphasized to introduce the conceptual framework to consider the interaction between health and tourism which wellness and illness, promotion and prevention are included as its' negative side of factor to travel.

There is a new dimension that is being introduced according to Pollock and William (2000) which includes educational activities in to the concept of health tourism: “Leisure, recreation and education activities remove from the distraction of work and home that used tourism product and service that are designed to promote and enable customer to improve and maintain their health and well-being”.

With variety of definitions by commentators referring to health tourism, wellness tourism, medical tourism and spa tourism as the more frequently used descriptors is where ‘improved health on holiday all have become the central theme of tourism in an active rather than a passive sense (Connell, 2006).

Mueller and Kaufmann's (2001) definition of health tourism, is ‘the sum of all the relationships and phenomena resulting from a change in location and residence by people in order to promote, stabilize and, as appropriate, restore physical, mental and social well-being while using health services and for whom the place where they are staying is neither their principal nor permanent place of residence or work’ and suggested that wellness tourism is a subset of health tourism.

The observation is hardly possible to define wellness in a single sentence. Wellness describes physical activity combined with relaxation of the mind and intellectual stimulus, basically a kind of fitness of body, mind and spirit, including the holistic aspect’. Mueller and Kaufmann (2001) provide a more expansive definition of ‘wellness’ based on a state of health featuring the harmony of body, mind and spirit, with self-responsibility, physical fitness, beauty care, healthy nutrition, relaxation, need for de-stressing, meditation, mental activity, education and environmental sensitivity of social contacts as fundamental elements’.

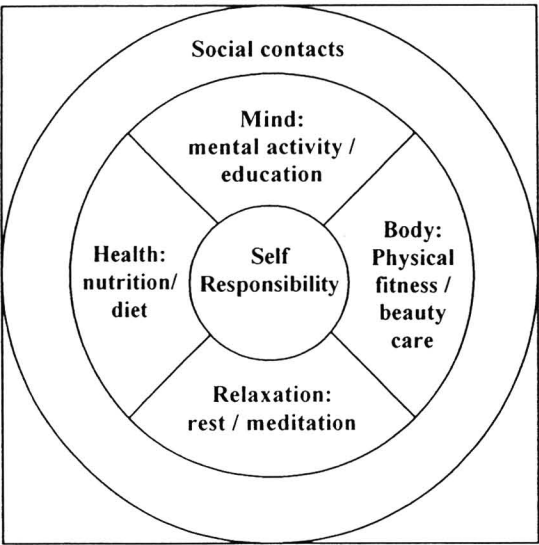


Figure 5 Expanded Wellness Model

Source: Mueller and Kaufmann’s, 2001

The World Tourism Organization has accepted the below definitions as part of health tourism has emerged as “a niche and has rapidly grown to become an industry where people travel long distance to other places to obtain medical, dental and surgical care while having a holiday”.

The definition of health and wellness tourism is presented in a guideline based on the use of hot and mineral springs, spa and wellness center by segmentation individual, discussed by Cooper and Cooper (2009) are as follow;

- 1. health and wellness
- 2. tourism, health tourism, wellness tourism, medical tourism
- 3. hot and mineral spring;
- 4. and mineral composition and geological background of the springs

Some segments mentioned are used as an outline of this research and framework of the literature study

Cooper and Cooper (2009) provided a definition frame with similarity that with all optimal wellbeing combines vitality, strength, fitness and stamina with definition of health that cited by the World Health Organization.

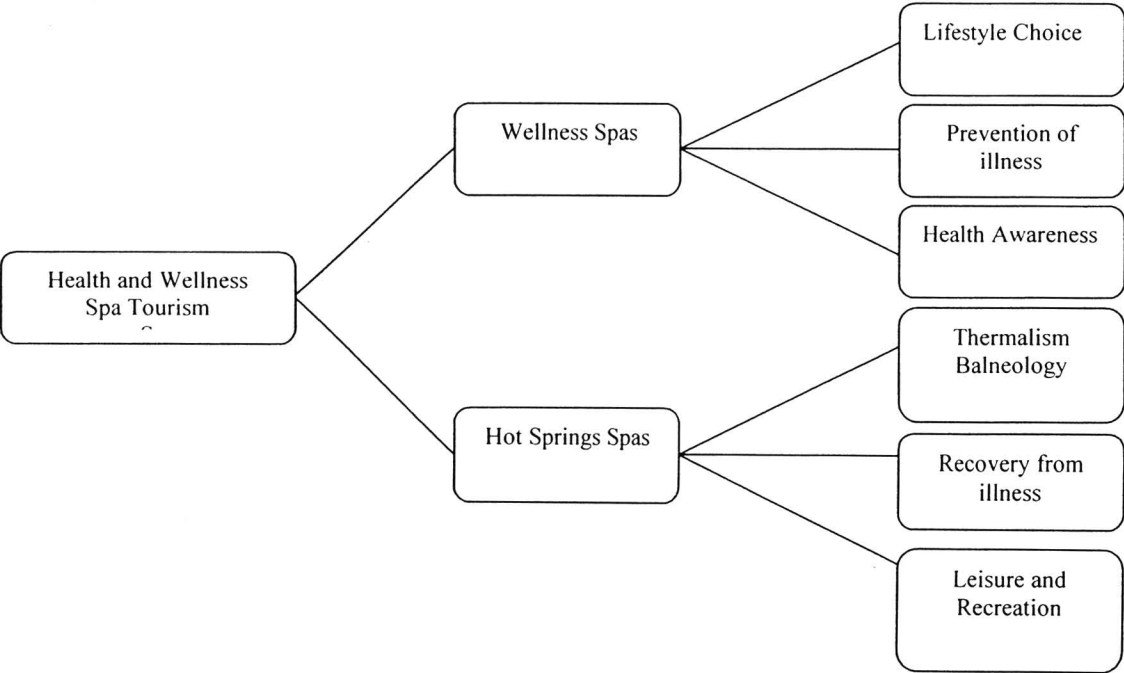


Figure 6 Health and wellness spa tourism with wellness spas and hot spring spa

Source: Cooper and Cooper, 2009

Health and Wellness Tourism Motivations

Harahsheh (2002) wrote and referred in his curative tourism research that there are contemporary drivers in the health tourism market, which add to the attractiveness of the sector (Pollock and William, 2000) which included of:

1. A shifting in consumer values as customer have more interest in improving their physical, psychological and spiritual well-being, seeking for nonmonetary need and values such as higher quality of life and self-actualization.

2. The increased stress from work load from last two decades increased as people work more than 40hours a week, therefore vacation is required as to escape from office and work stress. The older population is increasing. The increase in the number of the older population leads to the demand of health resort and hot spring spa facilities. As this portion of the population would like to spend their retirement in this type of medical tourism as they believe that this will help decrease anybody disorder such as rheumatism, arthritis and skin diseases.

1. Healthcare is quite high in some developed countries with long wait list. These pushed their people to find more reasonable cost and friendly destination with natural spa therapy and accommodation facilities. This turns to be the marketing point of pull factor of some countries positioning their image in health tourism industry and their positioning in the market.

2. The emergence of environment. It is proved and accepted that people nowadays are seeking for balance between nature and human being as for sustainable. Or any incorporate activities serve human being and the nature such as a travel.

Dr. Aris Ikkos described a strong shift in the health tourism product and services which stem from consumer habit (Ikkos, 2002).

1. The baby boomers generation who have most considerable buying power and more free time when they reach retirement age, are seeking more holiday opportunities and are conscious of their age, and the need to stay young and healthy is very important

2. Contemporary consumer habits promote fitness, beauty and well-being issues by trying in alternative therapy such as spa, reflexology, Ayurveda etc. as the increase of work load and stress lead toward a way of stress management.

3. The decline of Mass tourism is as a result of sustainable theory for human to live with nature.

4. The high end health technology in many countries are favored by people who travel to new destination in search for therapy and cure with proper cost and budget

As a result of those trends, a significant number of travelers and new place of health and wellness destination are emerged globally. Further research from Yap (2007) concluded that people travel for four types of healthcare:

1. Essential healthcare - where the care is not available in the home country, either because the country does not have that level of medical sophistication, or has yet to allow the particular procedure, or has long waiting lists due to resource constraints.

2. Affordable healthcare - where the care is available but out of reach of the particular patient which simply cannot afford it. This could be because of high costs or insufficient insurance coverage.

3. Quality of healthcare - where the care available locally is perceived to be of inferior quality to the healthcare available overseas.

4. Premium healthcare - where travelling for healthcare is seen as a luxury and patients choose the healthcare of another country because it adds prestige and demonstrates that they can afford it or that they have the better sense to select it.

Smith and Puczko (2008) proposed that there are both external and internal factors affecting the Growth of Health Tourism as follows:

Table 4 External and Internal Factors Affecting the Growth of Health Tourism

External Factors	Internal Factors
	Fashion and tradition
	Obsession with self and celebrity
	Fitness and sport
Medicine	Search for community
Therapy and healing	Desire for downsize
Psychology	Towards new spirituality
Nutrition	Time-poor, cash rich Elite
Government	Curiosity

Source: Smith and Puczko, 2008

Depending on motivation, life stage and interest, tourist will select the form of wellness required. This could be purely physical with a focus on the following: sports and fitness; medical with a focus on the treatment of disease or surgery; mental or psychological with a focus on life coaching or mind control; relaxing and pampering in a luxury spa; entertaining and recreational in a purpose built water park; meditational and spiritual. In a retreat all present vary light connection between a spa specific with physical or medical problems using water treatment from hot spring and a spiritual retreat which focuses on meditation for the mind and soul argued by Smith and Puczko (2008) hence, the spectrum to conclude the definition of wellness with balancing of the Body Mind and Spirit.

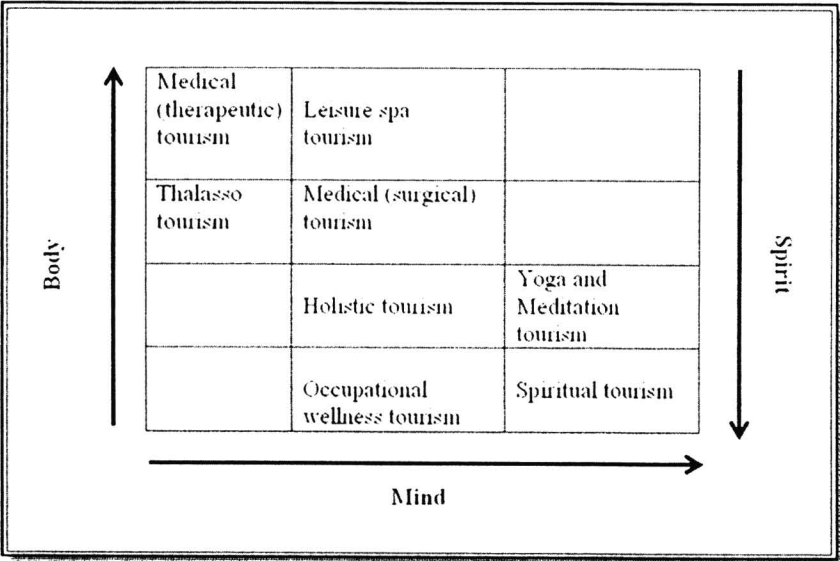


Figure 7 Body-Mind-Spirit Spectrums in Health Tourism

Source: Smith and Puczko, 2008

Health and Wellness Tourism Destinations and Services

Health and wellness Tourism is a growing trend in the medical and health care industry, as it offers individuals choices and options regarding quality and affordable care in a variety of international destinations around the world. International medical and health care has become nearly synonymous with vacation

travel to many state-of-the-art, world-class, and famous tourist destinations around the world. Formerly limited traditional medical destinations such as India, Thailand and Singapore have blossomed with growth in the 21st century with newer, high-tech, and world-class facilities located in destinations from the Ukraine, Turkey, and Jordan, to South Africa, the Mediterranean, Switzerland, South America, and new Asian destinations such as South Korea, Japan, and Malaysia.

Vajirakachorn (2004) defined the concept of health tourism as a kind of tourism that provides facilities such as spa, fitness, health center and hospital, and activities such as sports, meditation, yoga, massage, medical checkup and cure the diseases. In other words, it concerns tourist's objective of encouraging their health or healing illness.

To manage destinations and site Smith and Puczko (2009) stated that there are generic management issues common to all forms of health tourism and specific to different subsector including of location, design and atmosphere health environment. The basic fundamental issues of managing destination is relating to organization, human resource, operations and quality of services. Health tourist need proper qualifications and training, regulations and practice with attention to health and safety issues all impact on their individual concern.

Within two different angles of geographic and asset, the support for health and wellness services and tourism is managed by National level, regional and local level. For National level, the responsibility of state authorities and office to is to prepare the National Health, wellness or medical tourism strategies and development plan with state direction and plan, monitoring and certify services provide in each destination, financial fund from banks, the department of tourism's promotional or campaigned for health and wellness tourism. Some voluntary schemes also run to provide and set up association for recognition. For regional and local level Smith and Puczko (2009) further discussed in a different term of each area base either on administration or geography or culture. However from the point of view of tourism the attraction's various considered and related services, the management organization is very important such as in Switzerland or Germany. There are special management organization is for that destination to ensure and respond to all elements such as marketing, co-operation and all aspect of health and wellness services. In some

destination the regional level is managed cluster based on a certain activity in which all interested parties involved are from public, private and voluntary and local management (Smith and Puczko, 2009).

A spectrum of wellness destinations and attractions shows range of products services and activities available within some of the diverse typological or spiritual dimension and many subsectors. Smith and Puczko (2008) emphasized that it is important to make a distinction between products and motivation of tourists as wellness was used uniformly as a label for all forms of health orientated services. While tourist are becoming more discerning and the wellness destinations offer services that cater to the needs and respond to the more sophisticated demand.

Table 5 A Spectrum of Health Tourism

Physical Healing	Beauty Treatments	Relaxation/ Rest	Leisure/ Entertainment	Life/Work Balance	Psychological	Spiritual
Medical spas/baths	Cosmetic surgery trips	Pampering spa/baths	Spa resorts with “fun waters”	Holistic centres	Holistic centres	Meditation retreats
Mofetta	Hotel/day spas	Wellness hotels	Sport/fitness holidays	Occupational wellness workshops	Workshops (e.g. Hoffmann, psycho-drama)	Yoga centres
Surgery trips		Thalassothera py centres				Pilgrimages
Rehabilitatio n retreats						

Source: Smith and Puczko, 2008

Countries all over the world have developed a diversity of bathing cultures, which they share with millions of visitors every year, who value and appreciate the benefits of health and wellness obtained from thermal treatments and applications such as balneology and hydrotherapy. The popularity and attractiveness of hot and mineral spring spas for health, wellness, leisure and recreation, in combination with the natural environment, is thus reinforcing and supporting a tourism industry of worldwide significance.

Smith and Puczko (2008) suggested that wellness services to be used direct and indirect way internally, include participating in an activity or treatment directly or to indirectly consume service; sit in thermal water, enjoy climate or harmonious feeling to participate in Tai Chi first for the time. The differentiation could lead to the spectrum of demand and supply in health tourism, and can range from spontaneous soft-core to intentional hard-core in the same place at the same time.

More than that Cooper (2009) illustrated the component frameworks for health and wellness with involve environment combination surrounding health and wellness tourism industry such as landscape, host community, facilities and social environment that impinge on the willingness of visitors to travels an individual in a personnel assessment of their health and psychological status which including of the physical, social, regulatory and business environments that directly relates to health and wellness spa and hot spring tourism.

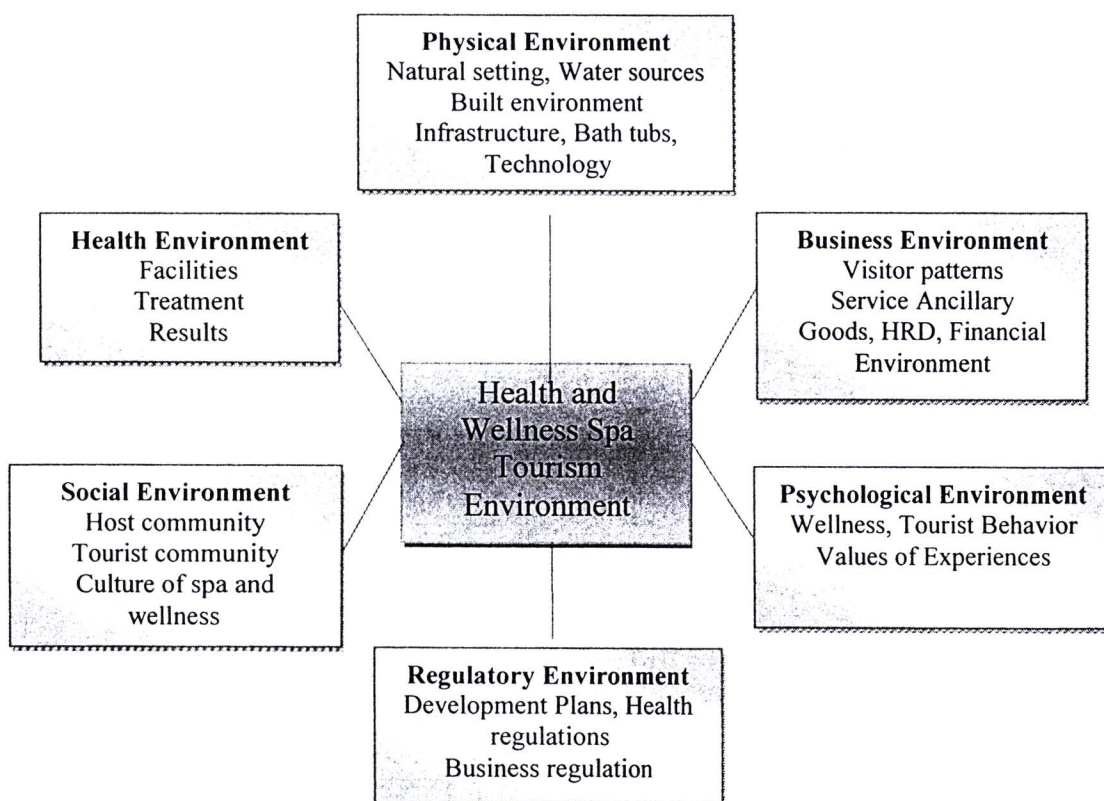


Figure 8 The components of health and wellness spa tourism environments

Source: Cooper and Cooper, 2009

Health and Wellness Tourism: Hot Springs

Based on the finding from Iran, Egypt, Greece and Italy, people use thermal waters for healing purposes in the early days of the history. Hittites, Phrygians and Helens are the Anatolian communities who had made use of thermal water. The first construction (thermal baths) on thermal springs were built and used for healing purposes by Romans in Anatolia referred by Kozak cited by Oguz, et al. (1996) as bathing and hygiene are the important cultural habits in Anatolian carried from the middle Asia in the 16th century and united with Islamic rituals. The tradition is combined with the rich potential of thermal waters of Anatolia and introduced the “Turkish Bath” to the world and spread over other countries.

And also health tourism has occurred since Greece and Roman time and has developed in many countries worldwide. Many people traveled to nearby river, sea and mineral spring for their spiritual, curative beliefs and relaxation (Goodrich, 1993) as the hot spring in relation to Goodrich (1995) defined healthcare tourism, as: an attempt on the tourist facility such as hotel or hot spring destination to attract tourists by deliberately promoting its health-care services and facilities, in addition to its regular tourist amenities. The development of seaside resort in United Kingdom occurred to support the British gentry’s belief in curative power of sea air and bathing in the sea water (Hall, 2003).

With a limitation of literature on hot spring (Wikipedia) defines hot spring as a spring that is produced by the emergence of geothermal heated ground water from the Earth's crust. There are abundant hot springs all over the crust of the earth. There is no universally accepted definition of a hot spring, one can find the phrase hot spring defined as a natural spring with water temperature above body temperature – normally between 36.5°C and 37.5 °C (98 F and 100 F)

The International Union for Official Tourism Organization (IUTO) (1973) has defined health – care tourism as: “The provision of health facilities utilizing the natural resources of the country, in particular mineral water and climate”. It is narrow definition of health tourism in curative factors only mineral spring and climate therapy (Harahsheh, 2002).

Cooper P. (2010) concluded that the use of natural hot and mineral spring venues are information location worldwide is to demonstrate the magnitude of human

use of thermal springs, significance of benefits for health and well-being. It was found that hot spring phenomena are placed in prehistory and cannot reliably be documented due to a lack of written record. Mostly information and knowledge about the benefit of using hot springs have been passed through oral transmission from one generation to the next.

However with some scientific evidence that minerals obtainable from certain springs have special properties which can cure or ease the symptoms of various ailments, the tourism industry has sought to deploy these resources to attract more domestic and international visitors. The recent increase in public awareness of the importance of good health has provided an incentive for countries to develop their mineral spring resources and pursue the development of their own spa tourism sector.

The economic potential of this sector has led many countries to finance, plan and develop the regions where the major hot springs are found and to engage in promotional campaigns to encourage visitors to these sites. Though it is well-established in Western societies, the development of spa tourism is a relatively recent phenomenon in Asia (Henderson, 2003).

Heat water can hold more dissolved solids, warm and especially hot springs also often have a very high mineral content, containing everything from simple calcium to lithium, and even radium. Because of both the folklore and the claimed medical value some of these springs have, they are often popular tourist destinations, and locations for rehabilitation clinics for those with disabilities

According to Cooper and Cooper (2009) the origins of hot mineral spring is the nature flow of water from the ground which can occur when geologic, hydrologic or human forces cut into the underground layers of soil and rock where water is circulating thus allowing the water to rise to the surface under pressure. The amount of water that flows from the spring depends on several factors, including the size of spaces within the rock, the water pressure in the aquifer, the size of reservoir basin and the amount of precipitation that is necessary to replenish the aquifer.

There are modern researches that verified several sources of heat supply from the subsurface and direct volcanic activity; the geothermal temperature gradient as water passes through subterranean rocks; and fractures and fissures in the rock

formations resulting in pressure buildup that heats the water it passes (Cooper and Cooper, 2009).

Term and Classifications of thermal or hot mineral springs

The type of hot and mineral springs used for health and wellness spas can be separated in 6 types (Cooper and Cooper, 2009), as follows:

1. Undeveloped “wild” hot springs where there is usually no infrastructure but the hot spring resources are available to hikers and other nature tourists if they can be accessed.
2. Developed natural hot springs where there are different degrees of development from primitive changing facilities.
3. Redeveloped hot springs destinations where the hot mineral spring is an integrated secondary feature of a luxury resort used to attract visitors.
4. Medical use of hot springs. Hot springs may also be used directly to supply health facilities such as hospital and spa and wellness facilities with thermal water use for hydrotherapy and balneology.
5. Hot springs aqua parks are very popular in countries with abundance of natural hot and mineral springs also benefit from geothermal water resources.
6. Extreme hot springs as visual attractions are visual tourist attractions but are often in or close to the same location as hot spring being used for health and wellness tourism, and thus give added value in the form of geo tourism to the spa and wellness industry

Cooper and Cooper (2009) research presented the variation of and classifications of mineral hot spring water in various countries according to individual terms used. Moreover there were findings from different discipline of scientist and researchers and also the general public hence leading to confusion of universal definition. It also proved that different countries use a different classification of their hot spring by their language. To follow the concept from Cooper and Cooper, (2010) *the definition of hot springs in this research will relate to relevant original references of each place such as their own laws and regulation of water use.* Mostly simply jurisdiction of hot spring is temperature and it is accepted worldwide. However in countries like Japan, through the hot spring Onsen Law, Japan Hot Springs are classified into nine categories based on water properties (Smith and Puczko, 2009)



- 1. Simple carbon dioxide (carbonate) springs
- 2. Hydrogen carbonate (bicarbonate earth) springs
- 3. Chloride (common salt) springs
- 4. Vitriolic springs
- 5. Ferrous springs
- 6. Sulphur springs
- 7. Acidic springs
- 8. Radioactive springs
- 9. Simple thermal springs with water temperature over 25°C

Table 6 The Classifications and Definitions of Natural Hot Springs from Various Asia countries

Hot springs (Japan)	Minimum temperature of 25°C – no upper limit - used for medicinal purpose
Hot springs (China)	Generic term for natural spring of at least body temperature, generally identified as pleasant bathing temperature – used for medicinal purpose
Natural Hot Spring (Korea)	Naturally discharging from the subsurface without a specially drilled well
Hot Springs (Thailand)	Natural phenomenon hot water flowing up from underground. Temperature at surface in 40°C to 100°C. Tourist Attraction – power generation and agriculture- The Department of Mineral Resources (www.dmr.go.th)

International Hot Spring and Spa destinations

In most countries and cultures of the world where mineral waters and particularly thermal mineral waters exist there are thriving businesses that utilize the waters for health, therapy and relaxation. There is an extensive hot spring and spa industry throughout Asia-Pacific (Japan, New Zealand, Korea and Indonesia),

Northern America (USA and Canada), Europe (Russia, Italy, Germany, Czech Republic, Iceland) and the Middle East (Turkey, Yemen, Egypt)

Many hot spring destination by different countries and custom, cultural and traditions, the use of water present similarities at a basic miraculous healing power in a range of way most suitable to their need. But it still have one story covering the original healing event in each different destinations that becomes now use to back up promotional material in tourism as cultural historical (Cooper and Cooper, 2010)

Spas are seen as a major source of natural revitalization in Europe where there are over 1000 spa centers. Modern medical practices have been deeply interwoven with spas, leading to medically prescribed routines to best utilize the spa for healing. They are extremely popular with the sick and with aging segments of the population whose minor ailments can be alleviated or healed by the combination of a mind, body and spirit approach to bathing with hot spring.

According to Peninsula hot spring website (www.peninsulahotsprings.com) Japan there are in excess of 17,000 commercial hot springs which employ some 600,000 people and have an estimated combined turnover of US\$23 billion. In 1996 over 140 million overnight visits to Japanese hot springs were recorded making them the single largest tourist product in the country. Japanese hot springs are seen as a means of relaxation for all people of all ages. North America also has a history of bathing that stems back over 10,000 years when native Americans bathed in thermal waters that were considered to be healing places supplied by the gods. Since then Western settlement bathing has enjoyed great popularity and is currently going through a renaissance in the form of the modern day spa facility.

When it comes to the actual use of hot springs for recreational purposes, there are different behavioral pattern in a different countries (Cooper and Cooper 2009), such as Japanese tradition for a bath involves orderly and meticulously scrubbing before bathing. Whether it is in a private tub at home, a commercial pool and bathhouse or a hot spring resort pool, this rule could create more interesting challenges to foreign tourist.

Over the centuries and millennia stories of bathing have evolved in almost all cultures of the world passing down the traditions of this most enjoyable and healthy

activities. The following are a few revelations of the natural hot springs attractions with of natural resource environment and basic mineral content.

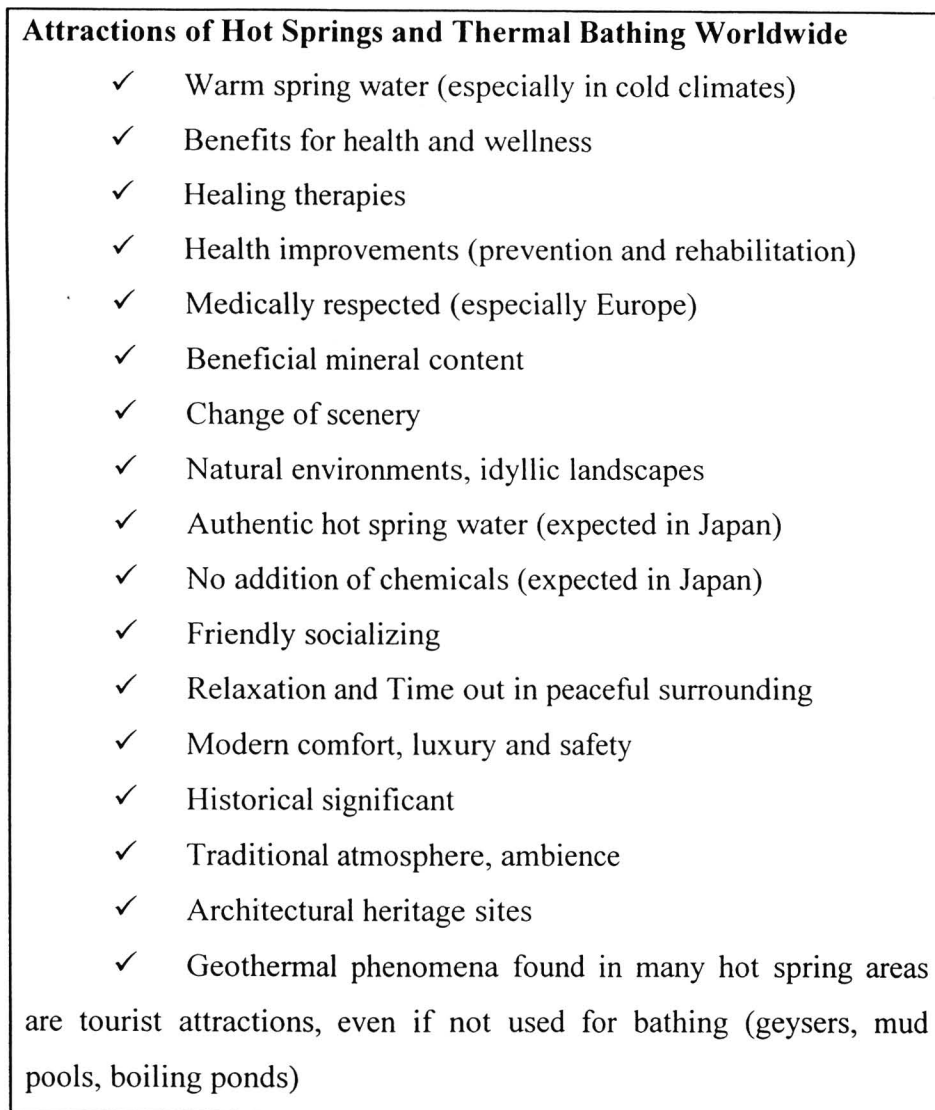


Figure 9 Attractions of hot springs and thermal bathing

Source: Patricia Erfurt Cooper, 2010

The Impacts of Health and Wellness Tourism

Tourism could have an adverse impact on the environment because of over-crowding, pollution generated by tourists and businesses, encroachment of tourism sites by commercial and industrial interests, wantonly vandalism and so on. However,

most of these problems can be overcome by visionary planning, effective implementation of the plan, prudent management and local public participation in the monitoring of the status of the resources.

Economic impact, most researches of tourism study economic impacts as tourist consumption and relation of community wellbeing economic point of view in the destination. A lot of developing countries pick up tourism industry as part of their master economic development strategies (Holloway, 2002). Pearce (1989) also indicated that “Studies of the impact of tourist development on a destination or destinations have been the largest single element of tourism research...much of this is predominantly the work of economists and has concentrated on the effects of income and employment”.

The flow of tourists into the destination/community can be determined in four different ways, income, balance of payments, employment and investment and development (Holloway, 2002). As discussed, that impacts can be considered in both aspects, positive and negative. Lickorish (1994) stated about positive effect of economic impacts which can be measured either at local, regional and national level as follows:

1. Input to government incomes
2. Contribution to foreign exchange earnings
3. Giving the regional development
4. Generation of employment

However, there are negative consequences of tourism as discussed by Pearce (1989) and Mason (1995) as follows:

1. Over-dependence on tourism
2. Inflation
3. Opportunity costs

Smith and Puczko (2008) proposed the conclusion that all three main elements impacted Health and Wellness Tourism. This is in order to remind tourism developers to balance economic environmental in destination resource; below are what the tourism to effect and relate each element in the destination.

Table 7 Economic impacts of health and wellness tourism

Impacts On	Positive Aspects	Negative Aspects
Economic		
Employment	Skilled workforce	Imported workforce (from other cities of even countries)
	Limited seasonal fluctuation of employees	Migration
Economy	Multiplier effects (especially employment multiplier)	Formation of dependence
	Higher than average per capita spending	Spending concentrated in health and wellness facilities
	Complex spending structure	Increase of regional inequalities
	Imported technology and product	Imported technology and products
Living conditions	Proliferation of services offered	Mono-cultural supply
	Image of settlement develops	Prices may increase
	Infrastructure developments	Differences between the tourist and non-tourist areas

Source: Smith and Puczko, 2008

Socio-cultural impacts of Health and Wellness Tourism, Another dark side of tourism is its impact on the residents of the destination/countries. Tourism can be a powerful tool for the economy, by creating employment, income. Also, it benefits a destination and cultural activities in many ways. However, the rapid growth of tourism produces a lot of problems, socio and culture as an example. The obvious case is the mass tourists who are less likely to adapt themselves to the local culture. They always

seek for the standard of amenities in their home countries. However, the discussion about the meaning of socio-cultural is needed before studying about its impact. Mason (2008) claimed that sociology is the study of society which concerns to groups of people, their attitudes, their behavior and their interaction. Culture is what and how people interact as observed through social relations, social interaction and material artifacts. More explanation that culture is the multifaceted and consists of belief, knowledge, moral law, art, custom and other habits and capabilities acquired by man who is the member of society. They also stated that the large contrast between the culture of the host and home countries will lead to greater impacts.

To study the socio-cultural impacts of tourism, Pearce (1981) suggested the revision of the following issues:

1. The socio-cultural impact on population structure
2. The socio-cultural impact on the attitude to change career
3. The socio-cultural impact on the changing of value judgment
4. The socio-cultural impact on the changing of culture and tradition
5. The socio-cultural impact on the changing of consumption form
6. Consider both positive and negative impact on the destination/community

The revision of all the above issues will help the researcher to understand factors that caused the problem and identify the impacts in both aspects, positive and negative. The beneficial impacts of tourism on socio-culture are the revitalization of poor or non-industrialized regions, the renewal of local arts, craft and traditional culture activities, the creation of employment, the rebirth of local architectural traditions and the promotion of the need to keep areas of exceptional beauty which have cultural value (Mason, 1995).

On the other hand, the negative impacts on the host area are overcrowding in the destination which can cause stress among both residents and tourists, the traditional activities may decline, the contrast between residents who concentrate in their jobs and tourists who concentrate in their leisure activities and the problem becomes worse during tourist season.

In health and wellness tourism element, those socio-culture impacts to occur are indicated in the table below:

Table 8 Socio-culture impacts of health and wellness tourism

Impacts On	Positive Aspects	Negative Aspects
Socio Culture		
Cultural heritage	Revitalization and protection of traditional architecture	Mismatch in style and overuse
Population	Growth of population	Imported workforce(from other cities or even countries)
	Presence of holiday home owners	Facility and holiday home owners do not consider the destination as their permanent home
Employment	Generation of new jobs and income opportunities Skills developed	Competition with workforce outside the settlement
Community	Revitalization of social, cultural life Increase of the community's pride in their settlement Transformation of social stratification Learning languages, education	Costs of impact management Growth of the proportion of seasonal residents Demonstration effect Suppression of local language

Source: Smith and Puczko, 2008

Environmental Impacts, Holden (2000) stated that tourism depends on the environment because it is the most important tourism attraction itself. Tourism benefits from a good quality environment while environment can benefit by maintaining its value as the tourist resource (Williams, 1998). However, the relationship between tourism and environment becomes unbalance and tourism becomes a major cause of environment spoil since the beginning of mass tourism in

1960 (Mason, 2008). For example, where there is a few preparations for arrival of tourists could have more damages to the environment (Holden and Ewen 2002).

The main factors influencing the environmental impacts are:

- 1. The type of tourism activities
- 2. When the activity occurs
- 3. The nature of tourist infrastructure

To compare with mass tourism, health and wellness tourism tend to have a different set of impact on environment. Smith and Puczko (2008) mentioned that theoretically, health and wellness facilities cannot accommodate or be consumed such crowd compare spa to the water park. And environmental impact can be in two major groups, on the natural and built environment areas especially if tourism is built on a local natural asset.

Table 9 Environment impacts of health and wellness tourism

Impacts On Environment	Positive Aspects	Negative Aspects
Vegetation and Wildlife Elements	Conservation of habitat	Pollution
	Parks and gardens	Introduction of new species
	Infrastructure developments	Waste (solid and water) management
Land use	Change in land use	Growth of built-up area Change in hydrological and other natural systems
Buildings and milieu	New architectural styles	Growth of built-up area
	Conserving local styles	Wear and tear

Source: Smith and Puczko, 2008

The various impacts of health and wellness tourism can differ from site to site. In general all those economic, socio-culture and environmental elements are basically found in tourism development, however the planning process should be set in

area boundary and conditions where the tourism development take place and services are operated.

A study of resident perceptions on the impact of tourism on natural environments in Hawaii, North Wales and Turkey carried out by Liu, et al. (1987) showed the highest priority given to the protection of the environment for planning purposes. It was ranked higher than cultural benefits, social cost and even economic benefits. Thus, regarding environmental impacts, there is usually an obvious imbalance observed in many respects. First of all, negative impacts of tourism on the environment have been discussed in more details than positive. Also, social and economic aspects of tourism development projects are often disregarded to environmental ones (Newsome, et al., 2002). Taken environment as whole, appreciation of the complexity of the environment as a system is often lacking. Local circumstances may support that certain environmental aspects gain higher priority of importance. Moreover, what is a well-recognized and significant impact in one region or type of environment may not be a problem elsewhere.

Related Literatures

Chaturongkawanich, S. and Leevongchareon, S. (2000) studied for the Investigation of Geological and Geophysics: Hot springs, Mueang district in Ranong province. The investigation was hold to achieve the cooperation between the department of Natural Mineral Resources and Ranong Provincial Project. There were 4 hot spring areas to be studies: 1) Wat Thapotharam now it's called Raksawarin (RN1) 2) Ban Thung Yo (RN2) 3) Ban Phon Rang (RN3) 4) Khlong Bangrin (RN4).

Jirapatakul, P. (2006) studied about the Development Planning of Sustainable Ecotourism in Ranong Province. The research found that the outstanding natural resources of Ranong are the hot spring, the Grass Mountain, Koh Chang and Koh Payam. According to develop the planning of sustainable ecotourism, the SWOT of Ranong province was analyzed. The visions of Ranong were to be healthy city for tourism, livable and sustainable ecotourism city. The strategic plans included the development of outstanding health tourism and using the high quality mineral. Ranong is well live city and manage for the sustainable ecotourism.

Lohawijarn, W., Sanmuang, E., Khoonphunnarai, P. and Dürrast, H. (2007) studied for the origin of hot springs in Ranong Province, Southern Thailand. The research conclusion the geological and geophysical investigations, the origin of 7 hot springs in Ranong are cold meteoric waters circulating in the subsurface and heats up by the igneous body, the hot water is transported along fault zones to the surface. The granites in area are not the heat source of the hot spring

Subtavewung, P., Raksaskulwong, M. and Tulatid, J. (2005) proceed their study about the characteristic and classification of hot spring in Thailand at World Geothermal Congress Antalya, Turkey on April 24-29, 2005. The study has been concluded data from relevant sources such as the department of Natural Mineral, GIS survey of 114 hot springs in Thailand. The attempt to propose 3 majors criteria to classified Thailand which are follow:

1. Water surface Temperature,
2. The basis pH values and
3. Hot Springs usage classification

Hot Springs Destinations Cases study

Destination countries are revealed as hot spring destinations for health and wellness tourism in this research however with limitation of hot spring literally criteria most information in view of tourism element was overlooked. There was from health and wellness hot spring websites, some destination publications, e-books and data from the International Geothermal Association (IGA) that set up to research, development and utilization of geothermal resources worldwide through the compilation, publication and dissemination of scientific and technical data and information, both within the community of geothermal specialists and between geothermal specialists and the general public. Some hot springs destinations offered a wealth of historical, cultural and geo scientific information, the following cases studied over an overview of international natural hot spring and spa development to offering insight range of globally development opportunities available.

Australia: Peninsular Hot Spring, Victoria

In year ending June 2006 Victoria attracted 1.4 million international overnight visitors, 17.3 million domestic overnight visitors and 31.8 million domestic

daytrip visitors (International and National Visitor Surveys, Tourism Research Australia, year ending June 2006). Australia has a history of bathing in hot spring stretching back over the many tens of thousands of years aboriginal people have lived in the land. In Australia hot springs can be found in every State and throughout the Northern Territory. Victoria is uniquely positioned in Australia's Tourism Plan, Victoria 2005-2010 with significant geothermal and natural mineral springs. It has the opportunity to develop as a hot spring and spa destination for both health and wellness spa tourist for domestic and International tourism. A marketing communications and distribution strategy is informed to consumer to meet demand and to delivery on Victoria's Premium destination brand premise (Victoria's Spa and Wellness Tourism Action Plan 2005-2010)

1.1 Physical Components

Geological areas -Victoria's geothermal provinces: Victoria has three geothermal basins. The coastal region is underlain by two major sedimentary basins: the Otway and Gippsland Basins. The basins contain thick layers of unconsolidated and highly productive aquifers that possess water at elevated temperatures. While inland Victoria is underlain by the Murray Basin which extends into South Australia and New South Wales.

The Otway Basin's sand aquifers are highly transmissive and bore yields of up to 140L/sec have attained in many areas across the basin. Groundwater salinity is lowest at locations flanking the Otway Ranges to the west and south of Hamilton. Stretching from the South Australian border, the Otway basin covers approximately half of Victoria's coast line and contains a number of significant tourist destinations. Some of the major attractions include the greater Melbourne area, Mornington Peninsula and Great Ocean Road.

Based on Victoria's strong popularity, the development of geothermal complex in Melbourne; the Mornington Peninsula is offering several themes of spa and hot spring for day trip and also surrounded by spectacular scenery, rugged coast lines, tranquil bays and lakes, golf courses and winery, enhancing the spa and wellness experience to visitors.

Natural environment - The owner has an idea of having four seasons from the Northern Europe, but does not fit coastal Victoria. Most areas of Victoria

have more like six or seven seasons to more accurately describe what happens in the environment and when from the indigenous Bunurong people. The area was settle the Cups was vegetated by park with open area, grassy floor and few bushy shrubs. The coastal woodland was dominated the area by dropping she oak, scattered trees of Moonah and Wirilda, Coast Banksia and Tea tree. More than 20,000 native trees in total have been plants to develop and regenerate the unique coastal environment.

Water resource -The hot mineral spring waters flow from an aquifer 637 meters below the surface. The 50°C water rises under its own pressure through the bore to within 10 meters of the surface, from where it is pumped to the pools. Pool temperatures vary from 37°C to 43°C The water contains a range of naturally occurring minerals including sulphur, calcium, magnesium, potassium and many others. The gentle aroma comes from the sulphur content. A detailed analysis of the geothermal water was conducted by the Institute of Geological and Nuclear Sciences in New Zealand and the University of Idaho in The United States. The analyses were sent to the Mineral Water Association in Moscow and the Hot Spring Research Institute in Tokyo both of which confirmed they are ideal for healthy bathing and relaxation.

Builds environments - The total site is 17 hectares (42 acres) included of Bath houses, the Dreaming spa center, Guest accommodations, and a Wellness (Health and Wellbeing) Centre. Walking tracks around lakeside and hilltop relaxation areas. There will be private lodges for couples, friends and groups of up to 14 as well as guest houses with double rooms and a capacity of 30 person, Bathing Pools and Spa center, the conference rooms and facilities to be provided according to business market target.

1.2 Health Components

Health benefits -The water is classified as a "Sodium Chloride Bicarbonate Spring" (Na-C1.HCO_3). According to the Japanese Health Authority, the therapeutic benefits of bathing in this type of thermal mineral spring are said to include the alleviation of neuralgia, bruising, breaks, articular rheumatism, stiffness of the shoulders, skin diseases, recover from fatigue, infertility and muscular complaints

Health facilities and Services – Bath House Thermal Pools - Spa Dreaming Centre Bathing includes indoor and outdoor thermal pools, cold plunge pool, a massaging bamboo shower, sauna, zen chi machines and plenty of pool side

chairs to relax on. Private indoor and outdoor baths with variety of wellness packages offer

1.3 Social Components

Historical - Peninsula hot springs is located on Victoria's Mornington Peninsula and is one of Australia's newest hot spring spa operations, since 2005. Its unique feature are its status as the first hot springs to be commercially developed as a spa center in Victoria (Laing, 2008). The ideas behind establishing Peninsula hot springs come to its founder Charles Davidson to observe in worldwide spa in Europe and Asia: Japanese Spa Town during his business trip. He sought to develop a similar venture in his home state in Australia and spent a number of years seeking a suitable site based on geological survey drilling and the success of Peninsula hot springs.

Community Opportunities – In economic aspect 70 jobs careers were offered to local people in region, ranging from catering staff to massage and beauty therapists.

1.4 Business Components

The Business Plan and strategies – The master plan has been put into 3 stages which achieved in stage 1 and 2 by the year 2009. Within stage 3 Peninsula to draw its vision "The dream we are building is one of a healthy natural life where visitors can find time and space. Drawing inspiration from the wondrous natural resource that is the natural hot mineral springs, we want to share the gentle life and help visitors find a warm buoyant balance with nature and themselves".

Visitor Patterns - In the first year of operating Peninsula hot spring it attracted 4,500 visitors to be served with various kinds of wellness services.

Networking – Peninsula hot spring have corporate with Victoria Tourism department in relation of enhance Victoria destinations into International Brand and to join with local tour agency for tourist activities packages such as golf package, winery tour etc.

1.5 Psychology Components

Victoria's Spa and Wellness Tourism Action Plan (2005 -2010) belief that Important information on spa and wellness tourism trends is available and worth considering to customer are 1) Increased emphasis on luxury 2) Spas and wellness retreat will help consumers to achieve their health goals 3) Resort spa will diversify products such as make up and health care products and 4) The boom in spa cuisine

1.6 Regulatory Components

In wider picture for future growth, local government has commissioned studied to examine the potential viability of new hot spring bathhouse facilities in similar area. The Victoria Government has introduced legislation to support investment in geothermal energy as the potential green energy resources. The Geothermal Energy Resources Act 2005, the legislation ensures that health, safety and environment issues are considered as part of geothermal operation and development.

Lastly the new legislation design to encourage major investment projects. Projects that involve bores at temperatures less than 70oC or where the heat source is less than one kilometer below the earth surface, will nor required an exploration permit. However the developer will be required to obtain a license from the controlling water authority approving installation of the geothermal bore and authorizing extraction of water from the bore.



Figure 10 Location of Peninsula Hot Spring in Mornington, Melbourne, Victoria, Australia

Source: <http://maps.google.co.th>

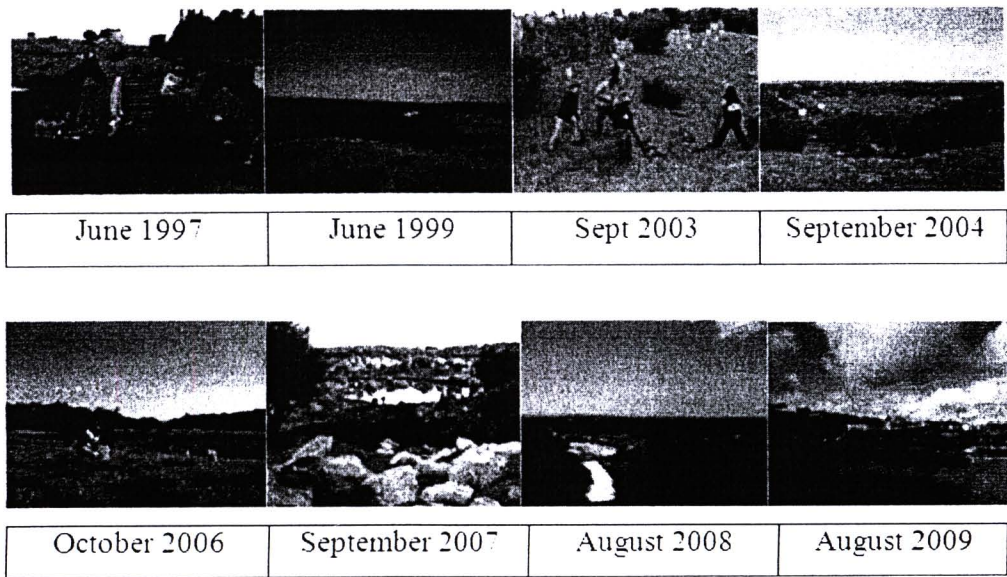


Figure 11 The development series of Peninsula

Source: www.peninsularhotsprings.com



Figure 12 Peninsula Outdoor Bath Pools

Source: Facr sheet of Peninsula Hot Spring

Taiwan: Guguan Hot Spring Village, Taichung County

Lee and Chen (2006) mentioned in their research that many hot springs in Taiwan are considering an important key for Taiwan Domestic Tourism. The hot springs are widely distributed geographically in Taiwan which is a benefit for the supply side of tourism and it is believed that hot spring has the medically curative effect. Hence it is important of management function while increasing trend of domestic health tourism of Taiwanese and International tourism to deliver higher quality of product and services

According to Project Vanguard for Excellent in Tourism “New Opportunities and a new Visions for Taiwan’s Tourism Development is to implemented and collaborated by the Ministry of Taiwan Transportation and Communications (2009), and Tourism of Taiwan to approach Taiwan Travel Routes for International Tourism with the integration of previous used plan to new approach. The geography of region characteristic was used to approach the market with several scenic of different locations and unique. Hot Springs is major keystone to promote Health and Medical Tourism in Taiwan. The tourism development have been done through positioning of Taiwan ‘s regional development; Northern Taiwan: Living Taiwan, Central Taiwan: Enterprising Taiwan, Southern Taiwan: Historical Taiwan, Island: Unique Islands Taiwan, Eastern Taiwan: Leisurely Living Taiwan which hot spring for health is pinpointed. The last regional positioning of Taiwan tourism is nationwide: Diverse Taiwan that leading with MICE, eco travel, medical health care and hot springs travel.

Bandyapadhyay, Lin and Lin (2008) noted that Guguan hot spring is one of the top five famous hot spring areas in Taiwan according to Taiwan Tourism Bureau 2008. The area was popular during the colonial times among the Japanese visitors and soldiers. Since 2006, Guguan hot springs Area is being actively promoted and developed by the Taiwan Government for domestic hot springs tourism in the country until now. Many of hot springs in Guguan operates their places as Japanese Style hot spring for example cultural of bathing, bathing space and facilities.

1. Physical Components – Taiwan is situated on the fault line at the meeting point of the Euro –Asian and Philippine continental plate within the Circum – Pacific seismic zone. Natural hot springs are abundant widely distributed and offer a diversity of water mineral content and smoothness. These characteristics could form the

development of Taiwan as a desirable hot springs tourism destination (Lee and King, 2006).

Location - Guguan is a small village situated on the western side of the Central Mountain Range about 1,000 meters above sea level in Taichung County Town. The Dajia River with its large riverbed flows right through the village.

Water Resources – Guguan natural hot spring are carbonic acid springs with a pH 7.6 and 48 -60 °C. The clear transparent and odorless springs differ greatly from the strong scented hot springs in the northern region. The water of Guguan is good for both drinking and soaking, and like most hot-spring water in Taiwan is believed to be effective against skin ailments, arthritis, and (when ingested) gastric diseases

2. Health Components - Now, numerous hotels and inns offer private bathing in the natural bicarbonate hot-spring water, which flows directly from the bathroom taps. Wellness and Hot spring center provide facility for beauty and health retreat in their own place.

Carbonate springs are the most common of Taiwan's hot spring being distributed as Guguan and nearby region. Their water contains carbon dioxide which make bubbles on the skin, providing a gentle massaging effect. The temperature of carbonate spring water is lower than of most other springs and it can promote the gradual improvement of blood circulation without causing palpitations or imposing a heavy burden on the heart. It can help improve such conditions as high blood pressure, heart disease, arthritis, rheumatism and chill in the extremities all these information provided by Taiwan Tourism Bureau (www.taiwan.net.tw).

3. Business Components – Over the past few years Taiwan has emerged as one of the regional destination aiming to promote its abundant hot springs resources to both the international and domestic (Lee and King, 2006). According to Taiwan Tourism Bureau Promotion upper Guguan hot spring to be superior level with marketed effectively as a competitive hot springs tourism destination. Its attractiveness will need to be superior to what is available in alternative destinations. A campaign of LOHAS (Life of Health and Sustainable) is approached for Health Tourism for both domestic and International Tourism.

Visitor Pattern – With new emerge in streambeds surrounded by beautiful natural scenery; and with the rapid spread of the LOHAS (Lifestyle of Health and Sustainability) concept on the island, hot spring hotels have been sprouting up everywhere, Besides offer spa facilities, fine dining, wellness cuisine and in some cases, everything else needed to make up a comprehensive resort for hot spring lover.

In regards of Taiwanese Senior traveler group who prefer to visit Japanese hot spring style to act it as a cultural practice.

4. Social Components – In particular Guguan gained fame in Japan when it became known that Meiji Emperor impregnated his wife with a son after a soak in the hot spring here. Thus, these springs became known in Taiwan as the “Male Child Springs”, also dubbed the “Meiji hot springs” by the Japanese Emperor. With all going for it, it is no wonder that visitors began the flock to Guguan.

More recently Guguan has gone through a dark period resulting from the destruction suffered during the 921 Earthquake and Typhoon Taraji. Taichung Government designed to reconstruct and innovate, however area businessmen and stakeholders have reinvented this hot springs spa area as a unique attraction from other hot springs in the northern region.

5. Psychological Components - According to result of study from Bandyapadhyay, Lin and Lin (2008) emphasized that the Taiwanese senior travelers Guguan hot springs attachment with Japanese style hot spring, which help then to revive past experience and bring back memories of the colonial times.

6. Regulatory Components – Under the provision of the Hot Spring Act as implemented on July 1, 2005, hot spring business premises must display the hot spring label plus information on the hot spring content, temperature and category of water according to tourist safety and security. Tourism Bureau, Republic of China (Taiwan) 2010 has advertised Guguan as a cultural village of health, hot spring destination by putting it into Taiwan’s Holiday Package suggested itinerary destination and adding its value with aboriginal culture of the area

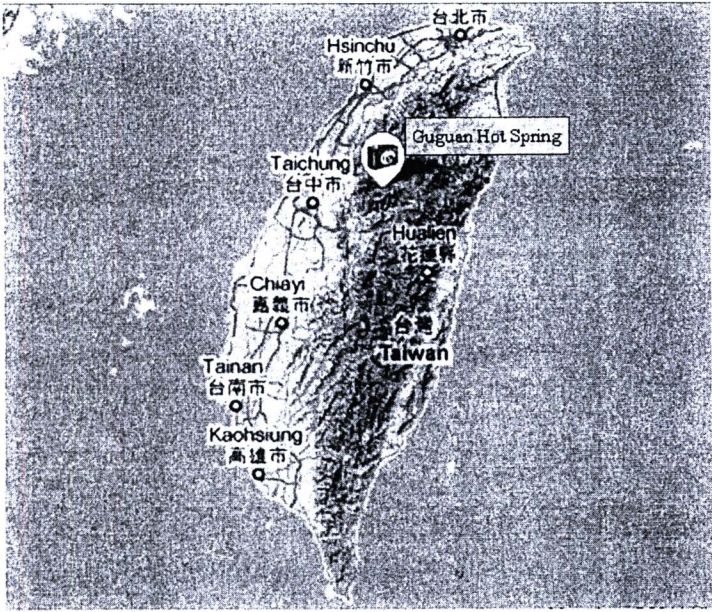


Figure 13 Location of Guguan Village Hot Spring in Taiwan

Source: <http://maps.google.co.th/>

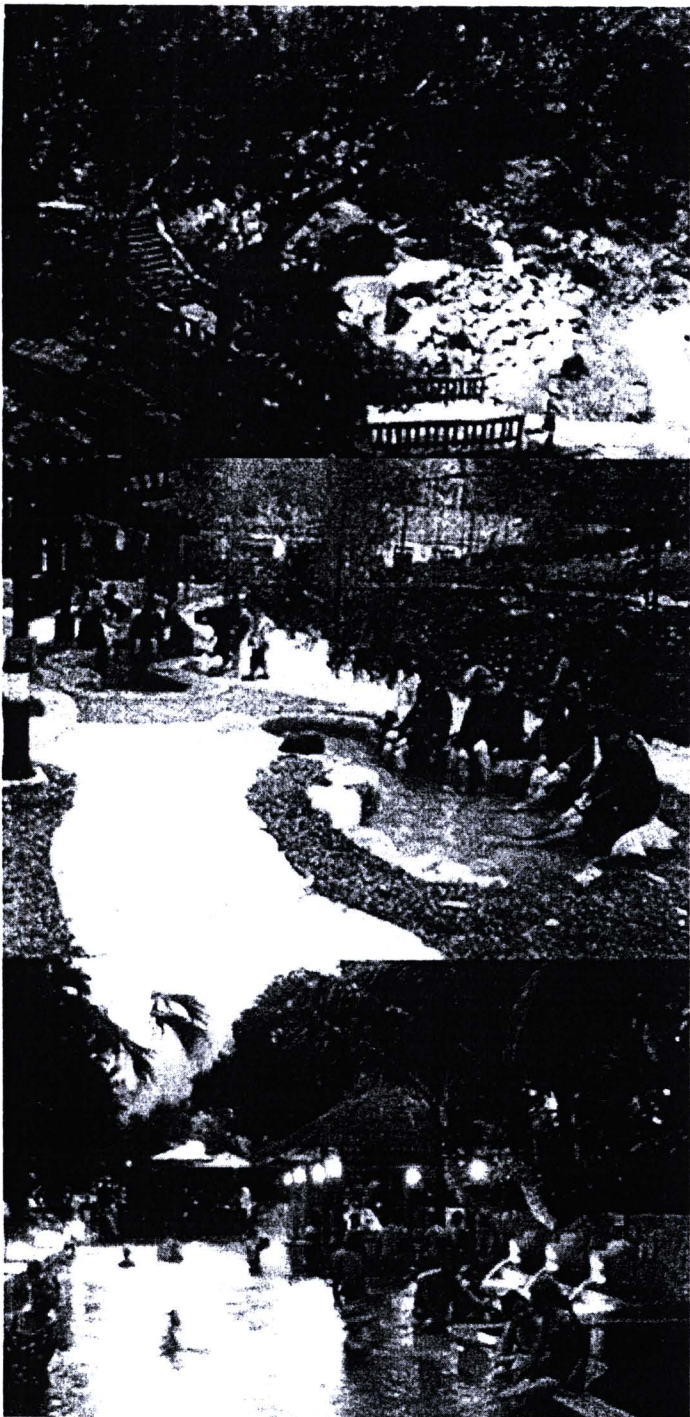


Figure 14 Guguan Hot Spring Park and Resort for Recreation

Source: Hsieh, Yan-Hao, 2011

Context of Study Areas:

Ranong: A City of Hot Spring: Ranong Province is thru the west coast of the South Thailand with area of 3,298.054sq.km. The East adjacent of Ranong is Chumphon Province. The West and South adjacent are Surat Thani and Phang Nga. To be noted that Ranong West adjacent is next to the Union of Myanmar and the Andaman Sea. Ranong with its narrow area of 169 km in length and Thailand narrowness is of the Kra Buri district, only as 9 km. Ranong province is another one with a long memorial history since the time of Ayudhya in power. Ranong was the colonial city of Chumphon, Ranong distorted word comes from the word to as “Randy Ranong”. “There are many minerals” is the meaning of Rae Nong or Ranong.

Ranong’s attractions include its hot springs trails along the main road in each village. Mineral water coming from the springs maintains a year-round temperature of 42°C - 65°C. The waters have proven healing qualities and often prescribed by doctors in the locale as a form of treatment. The water from each of these springs is considered so pure that it was used during important ceremonies to celebrate the 60th Birthday of King Bhumibhol, Thailand’s current monarch.

Ranong Province, its’ challenges as a city of Mineral hot springs, the strategic sustainable development is to put into Ranong Planning with health and wellness tourism promotion (Ranong, 2010-2013). Some hot springs are located in Ranong were set up as pilot destinations of health and wellness tourism however two from the listed are recorded as developing tourism destinations name Raksawarin hot spring where was managed by private owner then donated to the Mueang Municipality under Ranong Provincial Administrative Organization. And Ban Phon Rang (BPR) hot spring is another one of seven pilot hot springs trail sites that currently manages and handles by the Department of Mineral Resource Area 9, the Ministry of Natural Resources and Environment. Ban Phon Rang (BPR) natural hot springs by foothill location of Ngao National Park with 13 mineral water heads, pure mineral water, forest environment, small waterfall and atmosphere that far away from crowd, all are counted as potential to develop Ban Phon Rang hot spring to become an international health and wellness tourism destination and therefore offering in a sustainable manner.



Figure 15 Map of Thailand Highlight Ranong Province

Source: Wikimedia Commons Website

Location and Boundary: Ranong is located on the Kra Isthmus, the narrow strip that connects mainland Thailand with the Malay Peninsula, on the west side of the Phuket mountain range. It has a long coast on the Andaman Sea. The province is known for having long rainfall season. Ranong is located 586 km south of Bangkok

and is the first southern province that is located on the Andaman Sea. It compasses an area of 3,298 km², with length from north to south 169 kilometers and the narrowest part of only 44 kilometers, hence the name "Isthmus of the Malaysia Peninsular". The province is the least populated province of Thailand, 80 % of the areas are covered by forests, and 67 % are mountainous terrain.

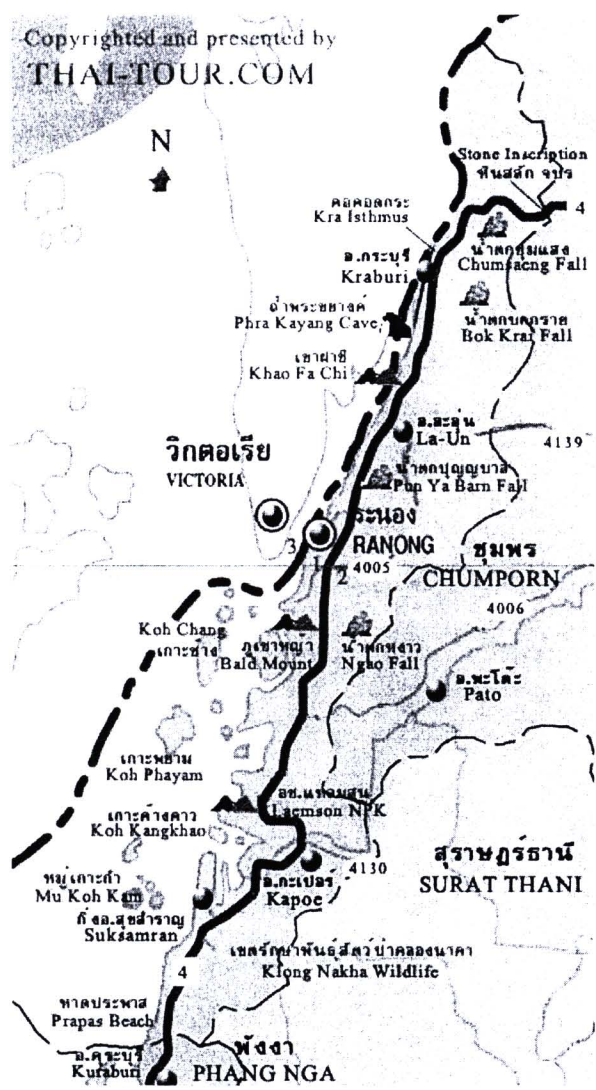


Figure 16 Map of Ranong Province Natural Attractions

Source: <http://www.thai-tour.com/eng/ranong/map.htm>

Ranong Province slogan is “Kra Isthmus, Grass Mountain, Sweet Cashew Nut, Hot Springs and Pearl of Ranong.

Ranong boundary connects with Tha Sae district of Chumphon province and Myanmar in the north, connects with Khirirat Nikom district of Surat Thani province and Khura Buri district of Phang Nga province in the Southeast. The east of Ranong connects with Mueang, Sawi and Pha To district of Chumphon province while Andaman Sea is in the west also it is very closed with Koh Song (Myanmar). Ranong is only 122 km far from Chumphon, 223 km from Surat Thani, 174 km from Phang Nga, 318 from Krabi and 300 km from Phuket.

Ranong can be reached from Bangkok by taking Highway No. 4 via Phetchaburi, Prachuap Khiri Khan and Chumphon, total distances of 568 km for 6-8 hours to drive. Both air-conditioned and non-air conditioned buses depart from Bangkok's Southern Bus Terminal to Ranong every day for the approximately 8-hour trip. There is daily flight of Happy Air flying between Bangkok – Ranong – Phuket round trip additional charter flight provided up to the requests. There is no train operate in Ranong. Visitors who wish to travel by train should take the train to Chumphon train station then catch a bus from Chumphon to Ranong for a distance of around 122 km.

The temperature and humidity, Ranong province has been influenced by the monsoon season and is humid and moistures. The average temperature all year round is about 28°C - 35°C. The average humidity throughout the year is around 77.05 %.

Ranong Provincial area is 3,298.045 km², with 181,754 total of population and the density of population is 55.11 inhabitants per km (Ranong 2009). The Government Authority Administrative of Ranong is consisted of 5 districts as 1) Mueang district 2) Kra Buri district 3) La Un district 4) Ka Per district and 5) Sook Sam Ran district. While A Local Authority Administrative Organization have been divided into 30 sub districts and 167 villages.

Historically the province economy is very diverse, ranging from tin mining in the past to white clay extraction for the production of porcelain. Fishing industry still plays a vital role in the present date economy. Rubber and cashew nut farms are an important agriculture product of the province. There have mixed cultural traditional, construction such as temple or Buddha image of Chinese, Thai and Burmese in Ranong.

Mueang District covers area of 713.7 km² with 91,004 of population (Ranong Development Plan, 2010-2012). Generally, it lay on a mountain plateau area where height is in the eastern slope of gradually lower west coast of Andaman Sea. There is no major river but nine small canals. The boundary areas of Mueang district are La Un district in the north, Ka Per district is in the south, Pha To district of Chumphon province is in the east and Andaman Sea is in the west of Mueang district.

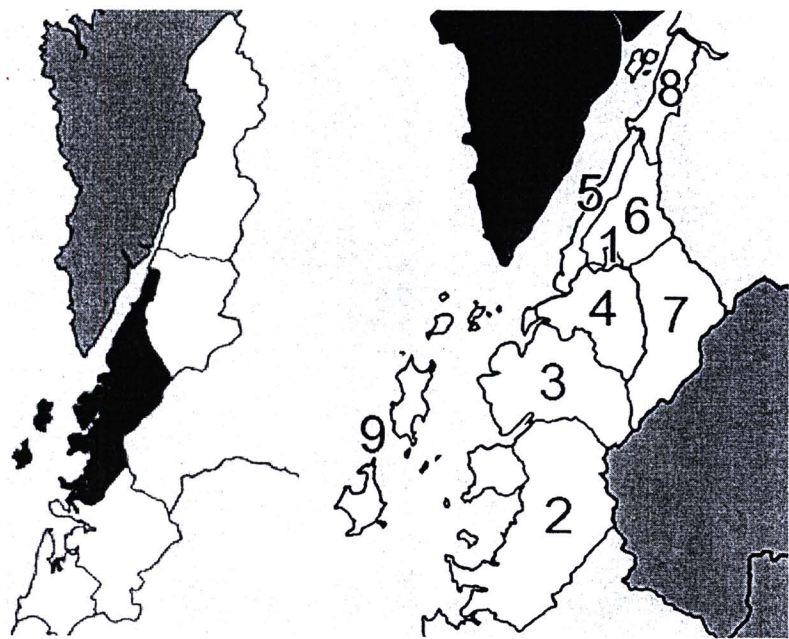


Figure 17 Map of Mueang Ranong district, Ranong province, with the Commune (Tambon or Sub-district) numbered

Source: http://en.wikipedia.org/wiki/File:Tambon_8501.png

Bang Rin (4) and Ngao (3) Sub districts where areas to be studies according to community study for the tourism destination development. The community study areas of Bang Rin and Ngao Sub district are to study in relevant of areas physical environments, economic and social etc.

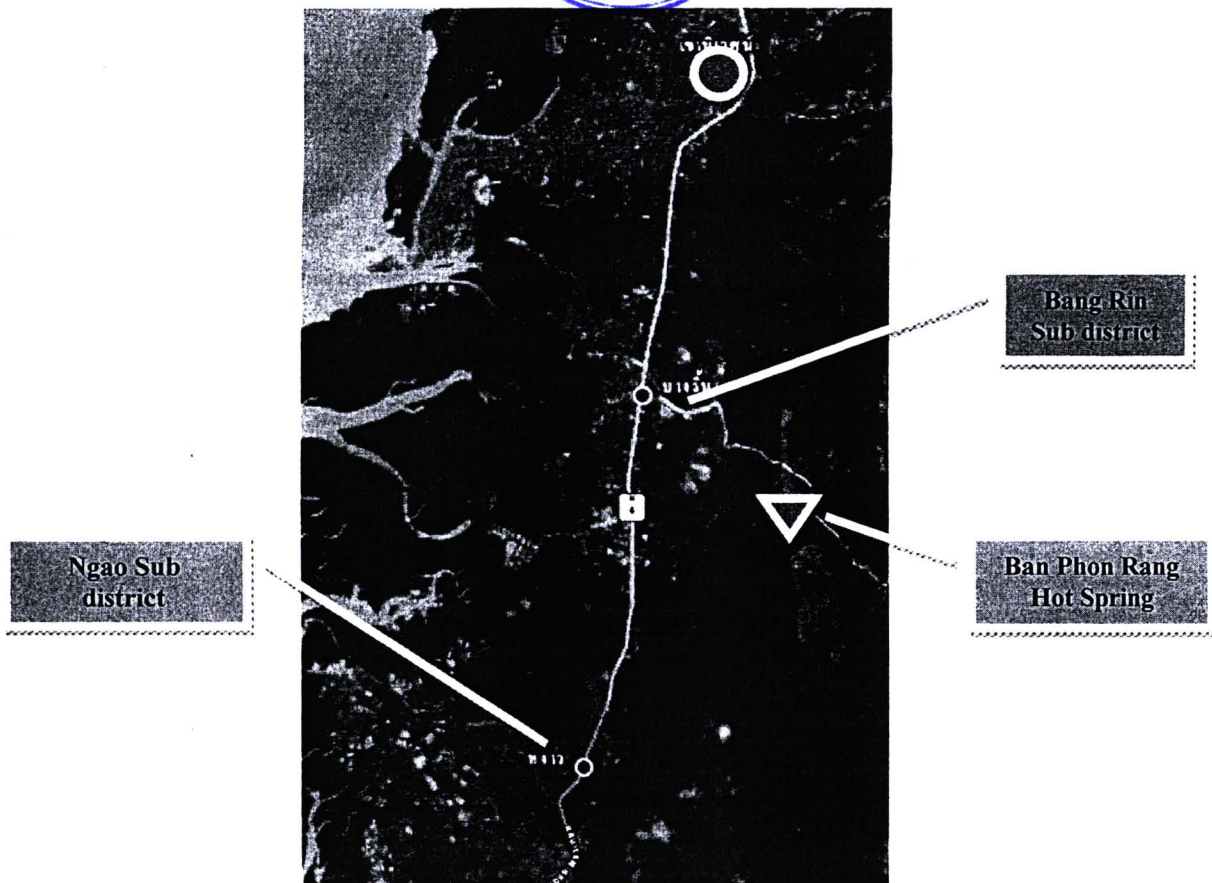


Figure 18 Locations of Ban Phon Rang Hot Spring, Bang Rin and Ngao

Source: Google Earth 2010

Bang Rin Sub-district

Within 1 kilometer from the central of Ranong town along Petchakasem Road, highway No 4., to reach Bang Rin Sub-district at 613-620 km. Bang Rin Sub-district/Municipality is cover total area of 78,653sq.km., and consists of 6 local villages as follows;

- Moo 1 - Ban Bang Klang
- Moo 2 - Ban Bang Rin
- Moo 3 - Ban Phon Rang
- Moo 4 - Ban Ranong Pattana
- Moo 5 - Ban Pae Mai
- Moo 6 - Ban North Bang Klang (Mitrapap)

The boundary of Bang Rin Sub district is next to Kao Ni Wet and Bang Non Sub districts. The South is closed to Ngao Sub district. Hat Som Pane Sub district is on the east and Pak Numb Sub district and Andaman Sea are on the west. There are 2 main roads in area, 1st is highway No 4 (Petchakasem Road) and 2nd is the local provincial public road No 4080. Within area of sub district there is local public bus (Song Theaw) available rounding its area and in Ranong town.

There are approximately 10,090 houses for 6 villages with basic infrastructures such as electricity and water supply. There are local roads included of non-asphalt road, macadamize road and cement roads throughout all villages

Bang Rin landscapes are mountainous in the east and the flat land in center. The west is next to Andaman sea. 30% of the area is mountainous and 70% of land and mangrove. The topology of Ban Rin is benefit to the development as its boundary is next to Mueang district and Andaman Sea. Mostly geology of Ban Rin is mountain and valley where several waterfalls, hot spring and canals. According to mountainous landscape, the land is used for Agriculture of plant and livestock, while some area next to the sea is used for shrimp farm and small fishery. The major communities where people live in are Moo 1, 2 and 3 Village. However when tourism is steady growth, the land is managed for tourist accommodations such as hotels and guesthouses.



Figure 19 Bang Rin Sub-district Community

Ngao Sub-district

Ngao is one of Mueang District where community is related to the development of tourism according to location of Ban Phon Rang Hot spring destination. Ngao Area is 12 kilometer from Ranong head down to Petchakasem - Phang Nga Road. Ngao is the 3rd Sub-district of Mueang Ranong District where locates next from Bang Rin and Park Nam Sub districts. There is a mountainous on the east and slope to the west side where are mangrove wetland next to Andaman Sea.

Area and Accessibility

Ngao Sub district covers an area of 83,571 rai with the north boundary to Bang Rin and Pak Num Sub districts while Rat Cha Krud Sub district is next from the south of Ngao. The east is Hat Som Pane Sub district in Ranong and Pak Shong Sub district of Chumphon province. The west of Ngao Sub district is next to Pak Num sub district and Andaman Sea. It is very convenient to reach Ngao sub district by Highway no 4. Local public transportation of Ngao is local bus (Song Theaw) with 2 routes available to Mueang and Kra Per District

Route 1 - Ranong - Than Chang

Route 2 - Ranong – Kra Per

The Local Administration Management is divided into 2 level of management. Ngao Municipality to in charges of Moo 1 and Moo 2 village while Ngao Sub-District or Tambol Administrative Organization to respond the less village which are Moo3, 4 and 5 villages. The total number of population is 6,351 inhabitants, male 3,402 persons and female 2,949 persons. Basic infrastructures such as electronic power and water supply are available for 90 % of all area especially Koh Kum fishery village in Moo 5 and mangrove local village area. Many of non-asphalt roads are in Ngao sub district Moo 3, 4 and 5 Village where people are agriculture, livestock farmer and fishery. Major career of Ngao people is agriculture of cashew nut and tropical fruit, then fishery while some are fine art labor.

Ngao Bio-diversity characteristic is its dominant more prestige value. There are several diversities in area of Ngao according to its geology and topology such as Mountain where is bless with evergreen forest. And water ordinary generates and down to valley area where cities are located. Opposite site of the east, wetland is in the west site of Ngao exit to Andaman Sea.

There was a narrative about Ngao that form by a group of Kra Per migrants since Ka Per village was area under the Phuket Provincial Administration. Mostly migrant people were Chinese and major career was tin mining, livestock and cow farmer, and “Ngao” was Chinese name of cow. Then people called that area of cow farm as Ban Thung Ngao or Ngao nowadays. There were mixed cultural and traditional in Ngao area and other place in Ranong according to Chinese immigrant in the past however the major religion is Buddhist. There are some Islamic in Ngao village. The important and well known temple is Wat Ban Ngao where Ngao and Ranong people will go there to feed the monk together “Tak Bart The Wo” and Soud Klang Ban ceremony. In Ngao village there is Ngao mosque for Islamic to pay according to Muslim religious.



Figure 20 Ngao Municipality and Community



Figure 21 Wat Ban Ngao Temple locate next to Grass Hill

Source: Alex, 2000



Figure 22 Islamic Folk Art “Tan Yong Flower” at Ngao Village

Source: www.thaipbs.or.th/Thaishow



Figure 23 Agriculture and Fishery Occupations in Ngao Village

Ban Phon Rang Hot Spring (BPR)

Ban Phon Rang hot spring, 5 km from Ranong city and 2 km turn left from Petchakasem highway No. 4 into the site, it is located in Moo 3, Bang Rin Sub district, Mueang District, appearance within area of Namtok Ngao National Park.

With tiny plain, the Namtok Ngao National park feature rugged mountains that lie in north – south direction. The highest peak is Khao Nom Sao at 1,089 meter above sea level. Its long ridge is natural border between Ranong and Chumphon as well as watershed that feeds important streams of both provinces. Ban Phon Rang hot spring is the geological resource of natural hot spring with attractiveness phenomena. Its' geography is on Klong Phon Rang valley area at 60 meter above sea level. The surrounding areas are endowed with several natural attractions and blessed with forest tree, fauna, waterfalls, small canals and headwaters including mineral hot spring water.

Physicality of Ban Phon Rang hot spring is settling on area of Namtok Ngao National Park hence the geographic characteristic of mountainous area, evergreen forest, waterfall, bio diversities of natural fauna and animal including mineral hot spring water are the destination highlights for tourism development.

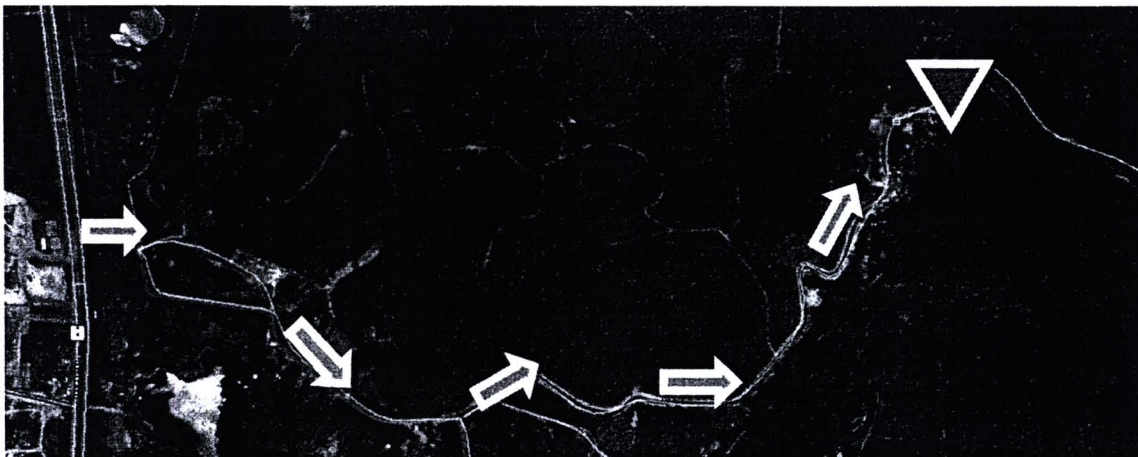


Figure 24 Sub Road direct to Ban Phon Rang Hot Spring Destination

Source: Google Map, 2010

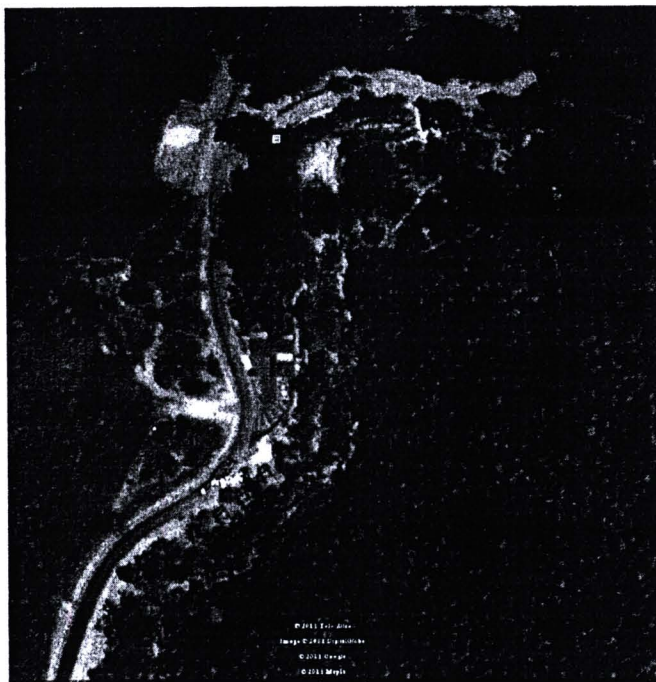


Figure 25 Satellite View of Ban Phon Rang Hot Spring Area

Source: Google Map, 2010



Figure 26 Ban Phon Rang Hot Spring