

CHAPTER V

CONCLUSIONS, DISCUSSIONS, RECOMMENDATIONS

This chapter presents the summary, discussion of the findings in previous chapters then recommendations. The details will be in sequence of research objectives at the beginning to the ending stages of the study. The end of this chapter includes suggestions applicable for further study.

The conclusion and summary of the findings according to the research's objectives following:

1. To conduct the involved communities' study and tourism resources audit of Ban Phon Rang (BPR) hot spring destination.
2. To conduct a SWOT analysis of Ban Phon Rang (BPR) hot spring to become an international health and wellness hot spring destination.
3. To propose recommendations for sustainable health and wellness tourism development of Ban Phon Rang (BPR), hot spring in Ranong province.

In terms of the thesis study, the discussions are to be conformed in to;

1. Tourism resource audit and Community study of Ban Phon Rang hot spring destination.
2. International health and wellness tourism destination at Ban Phon Rang hot spring.
3. Sustainable Tourism Development of Ban Phon Rang hot spring in Ranong province.

Lastly, the part of sustainable tourism development recommendations, the perspective recommendations plans and projects of Ban Phon Rang hot spring development and recommendation for further studies to be enclosed at the end of this chapter.

Conclusions

The conclusion and summary of the findings according to the research's objectives. The summary of the findings, specifically in response to the 1st objective as to the involvement of the communities in the study of tourism resources audit of Ban Phon Rang (BPR) hot spring destination. According to research instruments both community study and tourism resource audit checklists (Appendix A, B) have been used to study Tourism Resources in the local community where the Ban Phon Rang hot spring destination is addressed. The summary of the findings are for tourism resources audit result in Mueang district and Community study of Bang Rin and Ngao Sub districts surrounding the destination of Ban Phon Rang hot spring address in Moo 3, Bang Rin sub-district, Mueang district in Ranong province.

Ranong "A City of Hot Spring" 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 kilometers south of Bangkok and is the first southern province that is located on the Andaman Sea. It encompasses 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 Peninsula". Forests cover 80% of the areas and 67% are mountainous terrain.

Ranong Province has a total of 181,754 population and its density is 55.11 inhabitants per kilometer (Ranong, 2009). The Government Authority Administration of Ranong consists of 5 districts as 1) Mueang district 2) Kra Buri district 3) La Un district 4) Kra Per district and 5) Sook Sam Ran district. The Local Authority Administrative Organization has been divided into 30 sub districts and 167 villages.

Historically the province's economy was 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 are cross cultural, traditional mixed characteristics in construction such as temple or Buddha image of Chinese, Thai and Burmese in Ranong.

Mueang district covers an area of 713.7km² with a population of 91,004 (Ranong Development Plan, 2010-2012). Generally, it lies 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 where Tourism Resources Inventory took place.

1. To conduct the involved communities' study and tourism resources audit of Ban Phon Rang (BPR) hot spring destination.

It was found that Ban Phon Rang, hot spring in natural setting of National Park with its significant mineral hot spring water also Namtok Ngao waterfall phenomena were come into line with the attractive natural resources in Mueang Ranong. Respectively Rattananarangsang place, Ranong Governor Place since 1877 and Nine Clergies' Hall were recognized as cultural resources attractions. Both event of Holy Mineral Songkran Festival and Andaman Ranong Tourism Fair were counted as important event and festival resources for tourism. For tourism activity resource, soaking in natural mineral hot spring was conceded.

In regards to the tourism resource audit of Ban Phon Rang hot spring destination, the finding was presented in previous chapter III and its significance was the environment setting in Natural scene of Nation Park forest, endowed with beautiful natural geography such as canal with small waterfall and pond. Other dominant sites are Ban Phon Rang hot spring area which has mineral hot spring water quality which takes important role in health and wellness tourism in hot spring destination development.

The summary of Community Study of Bang Rin and Ngao Sub districts were mentioned in chapter II, however a short briefing is presented here that Bang Rin and Ngao are two Sub districts of Mueang Ranong selected to be studied according to Sustainable Tourism Development.

Bang Rin Sub-district is within 1 kilometer from the central of Ranong town along Petchakasem Road, highway No 4, Bang Rin Sub-district at 613-620 km. Bang Rin Sub-district/Municipality covers a total area of 78,653sq.km., and consists of 6 local villages. 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 Nam sub district and Andaman Sea are on the west.

and most Ranong people will go offer food to the monks as part of the tradition “Tak Bart Teh Wo” and Soud Klang Ban ceremony.

2. To conduct a SWOT analysis of Ban Phon Rang (BPR) hot spring to become an international health and wellness hot spring destination.

Ban Phon Rang hot spring has the potentiality to become an international health and wellness hot spring destination according to the research result analyzed from several data sources. Furthermore, with SWOT analysis pertinent information about Ban Phon Rang hot spring destination, environments in tourism context in different level such as local, regional and national were marked for development.

The result shows that several strengths of Ban Phon Rang hot spring to be developed to become an international health and wellness hot spring destination in priority orderly as 1) the good quality of hot spring water with mineral content for health and wellness purposes, 2) The location of BPR in natural environment geography and 3) The convenient accessibility and infrastructure to link with other tourist attractions.

The main weaknesses points of Ban Phon Rang hot spring to be developed to become an international health and wellness hot spring destination were analyzed as follow; 1) the lack of advocacy and advertisement in regards of hot spring water beneficial to health, 2) the lack of hot spring destination marketing plan and 3) limitation sources of financial support and budget from government sector.

The opportunity opened for the development of Ban Phon Rang hot spring is to become an international health and wellness hot spring tourism destination and goes along with the following 1) the global trends of health and wellness tourism, 2) sustainable tourism strategy enhancing by the Ministry of Natural Resources and Environment and Ministry of Sport and Tourism of Thailand, and 3) Ranong potentiality branding to be international mineral hot spring City for health and wellness with the opportunity of Public Health promotional enhancing strategy by the Ministry of Public Health Thailand.

Lastly external factors and situation related to the threats to developed Ban Phon Rang hot spring to become an international hot spring destinations were analyzed as follows: 1) competitive hot spring destination of nearby provinces such as

Trang, Krabi and Surat Thani, 2) the effect of world economic crisis 3) as the unstable political situation both in Thailand and the world over.

In conclusion the dominant strength of Ban Phon Rang hot spring was its mineral hot spring water content in relations to promote health and wellness while the weakness was the lack of advocacy and advertisement of its benefits. The potentiality to develop Ban Phon Rang hot spring to become an international health and wellness tourism destination was the opportunity of Global trend concerning health and wellness life style and tourism. In the meantime other nearby provinces which have hot spring resources may be viewed as threats to Ban Phon Rang hot spring development.

The following are the SWOT analysis and SWOT matrix result, as the part of recommendation for the development of Ban Phon Rang hot spring. SWOT matrix is a practically tourism development plan with the strategic to maximize the strength and the opportunity of Ban Phon Rang hot spring destination for approaching plan and project. At the same time the passive planning is to ensure minimizing and preventing all negative points from occurring with the gathering of weakness and threats analysis of Ban Phon Rang hot spring destination in the following tables:.

Table 29 SWOT Analysis of Ban Phon Rang hot spring to become an international health & wellness hot spring destination

Strength		Weakness
1) The good quality of hot spring water with mineral content for health & wellness purposes 2) The location of BPR in Natural Environment 3) Good accessibility to link with other tourist attractions 4) Cultural Tourism Resources of surrounding communities 5) Several tourism activities available 6) Standard Budget Accommodations Available 7) Health & Wellness center is set up within Ranong town 8) National Park Regulation for tourist safety & security		1) Lack of long term strategy for development planning 2) Limitation sources of financial support and budget 3) Lack of hot spring destination marketing plan 4) Lack of Tourism Destination Management Organization (DMO) of Hot Spring 5) Lack of Health and Wellness tourism management standard 6) No Advocacy & Advertisement in terms of Hot Spring Water beneficial to health 7) Seasonality problem: rainy season for eight months 8) Limitation of development in National Park area 9) Local Negative attitude toward environment for Hot Spring tourism development in the area 10) Negative attitude toward Spa and Massage services
Opportunity		Threat
1) World Global trends of Health and Wellness Tourism 2) Government Policy enhancing Health & Wellness Tourism 3) Opportunity to brand Ranong as International Health & Wellness Hot spring city 4) Health & Wellness Hot Spring Strategy by the Ministry of Public Health 5) Opportunity to become international MICE Tourism Center with Hot spring 6) International gateway to visit neighboring countries such as Burma, Malaysia & Singapore 7) Opportunity to become a World Class Health Retreat City for high end market 8) Opportunity to raise state and local fund for hot spring investment 9) Opportunity to raise International Fund & investment from oversea		1) Hot Spring Destinations competitors in Ranong as well as in other provinces such as Trang, Krabi and Surat Thani province 2) World Economic Crisis 3) Country and World Political chaos 4) Illegally Burmese migrant workers and prostitute problem 5) Health hazard, epidemic, such as Bird flu, H1N1 and HIV 6) Natural disasters such as Flood, Earthquake and Tsunami

Table 30 SWOT Matrix to develop Ban Phon Rang hot spring to become an international health and wellness hot spring tourism destination

SO (Strength & Opportunity)		ST (Strength & Threat)
1) Create Ranong Brand as an International Health & Wellness Hot Spring Center	1) Established Hot Spring Trail in Ranong and neighboring provinces	2) Establish strategic plan for Ranong to conform for the 11 th National plan 2) Establish 5 years strategic plan for Ranong Hot spring Tourism Development according to Economic crisis 3) Establish long term strategic plan for 10 year development to conform to political environment 4) Create positive attitude for tourism development among local people 5) Encourage worker from local people in the area
2) Create Strategic Plan for Ranong as Hot Spring center in the Nation budget	2) Establish 5 years strategic plan for Ranong Hot spring Tourism Development according to Economic crisis	
3) Create Strategic Plan to develop Ranong as an International Hot Spring MICE Tourism Center	3) Establish long term strategic plan for 10 year development to conform to political environment	
4) Develop logistic land and sea linked to neighboring destinations	4) Create positive attitude for tourism development among local people	
5) Raise fund for Health & Wellness, MICE Tourism development in Ranong	5) Encourage worker from local people in the area	
6) Product development of packaging in Hot springs with cultural & natural resources		
7) Establish International Health & Wellness Retreat Center for High End market		
WO (Weakness & Opportunity)		WT (Weakness & Threat)
1) Establish Strategy Tourism Plan for Ranong	1) Prepare package to visit Ranong in the rain focusing on cultural resources	2) Create organizer and mechanism for products and services quality control for hot spring destination at Ban Phon Rang 3) Encourage local people to participate in Health & Wellness Hot Spring destination development. 4) Training local people to give tourist for international standard services 5) Establish international hot spring facility in Ranong for all year round services
2) Establish Destination Management Organization of Ban Phon Rang Hot Spring and other Health & Wellness Hot spring destinations in Ranong province	2) Create organizer and mechanism for products and services quality control for hot spring destination at Ban Phon Rang	
3) Prepare Tourism Strategic Marketing Plan	3) Encourage local people to participate in Health & Wellness Hot Spring destination development.	
4) Establish Health & Wellness Tourism Marketing Board for Ranong	4) Training local people to give tourist for international standard services	
5) Prepare Land used plan for Hot Spring tourism development in the Ngao National Park	5) Establish international hot spring facility in Ranong for all year round services	
6) Prepare all year round tourism development in Ranong according to seasonality		

3. The 3rd objective of this research study was to propose recommendations for sustainable health and wellness tourism development of Ban Phon Rang, hot spring in Ranong province. Findings based on the above objective were analyzed and in respect to the basic principle of sustainable tourism development based on community resources, opinions from local and stakeholder. The primary data were collected through 400 respondents from the sample group.

Some result have been concluded and mentioned already in order to respond to the 1st and 2nd objectives, hence other result were concluded here to meet with the 3rd objective as the demographic profile of community members who responded to the questionnaire. There was a total of 400 stakeholders: 1) Public, 2) People, 3) Private (Business) and 4) Visitor. It was found that majority of the respondents were female, while most of them were at the age between 26-35 years old with married status. In addition, top 3 occupations were government organization officers, business owners, and company employee. Most of the respondents were originally locals of Ranong and Buddhist. The majority of them earned income between 5,000>10,000 and 10,000>15,000 baht per month with Bachelor degree level of education. The frequency of travel by the respondents was 1-2 times a year with personal transportation which is a car.

The findings from questionnaire part 2 in regards to the factor to visit Ban Phon Rang hot spring site was the factor to enhance health and wellbeing, another factor was to relax from work load. Most respondents perceived that the benefit of hot spring tourism at BPR was to soak in mineral hot spring water due its therapeutic and healing power.

According to Tourism Resources Audit conclusion, most of the Natural resource attraction is Ban Phon Rang hot spring in the natural environment of the national park. In the meantime, the cultural resource attraction for tourism is Rattanakosin Palace where the highlight of the reception for Thai Royal Kings in the past was. It is located in the central of Ranong municipality, Khao Niwet Hill. This place was reconstructed and built from teak wood. The result of the analysis shows that effective event and festival resources of Ranong tourism comprise the Andaman Ranong Tourism Festival and effective tourism activity of soaking in mineral hot spring water at Ban Phon Rang destination.

In the part of SWOT Matrix Analysis the Tourism Products Development and Integration packages of health and wellness tourism to other forms of tourism was viewed effectively. Other programs were also effective identified such as an international standard assessment of Ban Phon Rang hot spring water quality and the approach of IT – Ecommerce direct marketing distribution channels.

Within recommendations toward tourism development visions and policy, the finding was that vision of Ranong to become an international health and wellness tourism destination with the dominance of natural mineral hot springs. Further than that the vision of Ranong with sustainable tourism development is to induce more community awareness, destination owners' sense of resources empowerment and socio cultural aspects. The 3rd respective vision was the recommendation to the development of health and wellness hot spring tourism based on Ban Phon Rang local community resources and sustainability integration.

The recommendation toward environment aspect to the planning tactics Ban Phon Rang hot spring land use management was identified as an ineffective tool, the minor effective viewed recommendation was the planning and regulatory tactics of waste water and sewage management of Ban Phon Rang hot spring destination. The effective zoning tactic in the area of Ngao National Park was the 3rd of the aspect recommendation.

According the economic aspect toward the sustainable tourism development of Ban Phon Rang hot spring destination, the effective recommendations were the strategies of Ranong as the world destination of health and wellness tourism, the strategies of Ranong branding of natural mineral hot spring city and the human resources development training in regard of international health and wellness services hospitality respectively.

Further is the cultural aspects toward the sustainable tourism development recommendations, the result was the recommendation to implement and renovate major cultural and historical tourism attractions in Ranong province. Other recommendations were the strategic plan of an integration of sustainable tourism development and the tactics of implementation the local wisdom of alternative Thai medicine such as compressed herbal ball and Thai massage.

The last finding about the effective recommendation of community participation was the tactics to induce moral awareness in life and asset security in community, and to build a group of local community member to support in health and wellness tourism development based on environment and social aspects. Additional community participatory aspects were to support local community products such as local food, handmade products in order to make more income and career for women in the community and to build a network of all relevant tourism stakeholder of Ban Phon Rang hot spring tourism development.

Discussions

In regards to the research conceptual framework topic: sustainable health and wellness tourism development of Ban Phon Rang hot spring in Ranong province, Thailand, the discussion of the result are gathered into three parts to be covered by literature review and research objectives as follows.

1. Tourism resource audit and community study of Ban Phon Rang hot spring destination.

Godfrey, K. and Clarke, J. (2000) introduced and explained in the Tourism Development Handbook that objective of the audit is to create a comprehensive database of resources which will then be used to establish a tourism development strategy, product improvement, long term development also future forecast on supply side.

An important factor in tourism development is whether natural or cultural resources exist on which to base a tourism industry. Not all locations are sufficiently unique to draw tourists. If a location is a less popular or highly specialized destination, there can be risks involved in developing a reliance on tourism (Kline, 2001). Different scales and types of tourism development may be appropriate in different locations. Evaluating the existing and potential tourism resources can play in attracting local and regional tourism likely would aid tourism developer and planner in planning.

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. According to several value sources of tourism attractions in Mueang District, Ranong Province wherever Hot Springs trails with its mineral water content, Ngao National Park biological, Ngao Mangrove Forest

Reserve Center, Bang Rin canals with mountainous scene, Ngao Temple with traditional of “Tak Bart The Wo” or Rattananarangsang Palace which all of these bring beneficial to Ban Phon Rang hot spring destination as a norm with variety attractions resources surrounding as choice for tourist or other form of tourism such as ecotourism, natural-based tourism, cultural and heritage tourism etc.

Apply to the four step of APPA known as 4Ds model. The Tourism Resource audit and community study phase constitute a discovery to tourism planning that builds upon local assets with confidence of resources to achieve vision. The Mountain Institute (2000) discovery, the act of appreciating – the best of what is, what gives life to this community, group, organization and environments.

2. International health and wellness hot spring tourism destination

The data from BPR hot spring study sites are collected, observed then analyzed within the components of international health and wellness hot spring destination framework and the aspects of international attraction hot spring concluded by Cooper (2009) which consisted of physical environment components, gealth environment components, business environment components, social and psychological environment components and regulatory environment components.

The most effective physical environment components of Ban Phon Rang hot spring were natural geological setting and mineral water quality that contained of a group of mineral such as Fluoride, Calcium, Potassium and SO_4 . However balancing policy of natural, build construction and land used management must take place and review as the build environments such as disorderly of hot spring tubs might disturb the natural environment.

Health Environment Component, There are no ancillary services such as spa or Thai massage are provided in the area, there is only natural hot water spring which of course the fundamental resource without this health and wellness, hot spring and spa cannot exit (Cooper, 2009), However there are standard spa service such as Jao Reun Spa and operate by Ranong Hospital in Ranong city where visitor to take only 15 minutes back into town.

Business Environment Components that consist of visitor pattern, facility and ancillary service in the destination should be organized professionally with a standard condition of cleanliness, prices and quality. It was reflexed in the result that

effective recommendation to pay more attention on Human Resource Development as important source to deliver service and product to guest. Advocacy of health and wellness is important knowledge and skill required in health and wellness service hospitality business.

Financial Budget, BPR hot spring is under hot spring tourism development project of Ngao National Park Office. The budget was mostly from Thai Khem Kheang and Ranong Provincial Office subject to their individual development plan while the annual budget of Ngao National Park was too limited provided by the Ministry of Environment and Natural Resources.

According to the Eleven Thailand National Economic and Social Development Plan to confront the development of community, area and region with income disparity the social and psychological environment to the development of Ban Phon Rang will provide more opportunity of service careers to local communities. It was found that Ranong people viewed toward the tourism development with good attitude and perception to develop BPR hot spring to become the health and wellness tourism destination and more assumption about the health benefit is for local people to use hot spring resource too.

Regulatory Environment Component in relations of the National Park Act 2504 (1961) sometimes caused the development delay as complexity of Authorization and limitation budget to develop the destination. Cooper (2009) suggested the professional destination management organization is required in first phase of development as project consultation or project coordinator. According to ensure consumers of the quality of mineral water in Thailand, the Ministry of Public Health issue the regulation entitled B.E. 2543 (2000) Re: Standards Natural Mineral Water, but there was not any specific organization to monitor regularly for mineral hot spring water testing in local province or region.

3. Sustainable health and wellness tourism development of Ban Phon Rang hot spring.

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 definition term of Sustainable Tourism was defined from the World Tourism Organization.

McKercher (2003) presented the ideas of operational principle of Sustainable Tourism identifying within four pillars economic, ecological, and cultural and community sustainability.

Sustainability on economic aspect recommendation with Strategies of Ranong is the world destination of health and wellness tourism were gathered in research result.

Sustainability on environment or ecological aspect the development was specific land use management planning policy of Ban Phon Rang hot Spring destination as to compatible with the maintenance of essential ecological processes, biological diversity and biological resources.

Sustainability on cultural and socio aspects believed that planning project to renovate cultural and historical tourism attractions in Ranong province to preserve all value resources with the culture strengthens community identity. The community heritage and natural resources must be maintained and enhance using internationally acceptable criteria and standards (Jamieson, 2000).

Sustainability on local community based with the inducing of moral awareness in life and security these to lead community member automatically of confidential in their activities related tourism development with appreciation. It is the responsibility of the community member to design their future with participate the sustainable health and wellness tourism development of Ban Phon Rang hot spring destination.

Recommendations

Ban Phon Rang hot spring has a high potential to be developed as an international health and wellness hot spring destination based on the attribution of tourism resources and destination attractiveness, such as the existence of suitable attractive physical surrounding with beautiful natural environment. In order to become an international health and wellness hot spring destination other environments such as business, psychological, regulatory of tourism industry and social community must be studied and analyzed for the development of BPR hot spring area.

The participants and stakeholders are to play more attention to develop integration plan with BPR hot spring unique. The tangible sustainable strategy is concerned parties to provide and set up policy and practical projects for holistic perspective of tourism development impact, benefit sharing, social development etc. Long term development planning for 10 years must be created and developed consistency with practical plan and process. According to sustainable health and wellness tourism development of Ban Phon Rang hot spring in Ranong province recommendations applied to participatory groups of stakeholders as follows;

Public or government organization - 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 with cooperation among local stakeholders is essential.

People - Resident is to maintain control over tourism development as it requires broad based community input and participation. The holistic socio aspects are to be provided for the community along with education and training program for better quality of life.

Private or business sector - Intergenerational equity must be provided and tourism businesses and other tourism agencies must adopt long term planning with harmony and understanding between the needs of visitors, the place and the community in order to promote appropriate uses and activities.

Visitors or tourists - Marketing for sustainable tourism must provide for a high quality tourist experience. 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 and delivered to visitor perception in order to recognized the destination image and unique.

According to SWOT analysis and Matrix, other recommendations for approaching strategies are introduced such as 1) to implement the sustainable health and wellness tourism development plan 2) to brand Ranong as a city of “Natural Mineral Hot Spring Trail” 3) to integrate the health tourism with other form of tourism such as ecotourism, cultural tourism in the area of the Ngao National Park and surrounding communities 4) to enhance world class standard of health services center such Chiva Som in Ranong for wealthy market segment 5) to set up the professional

destination management organization (DMO) in relations of tourism resource management and marketing 7) joint venture of investment 8) to set up BPR hot spring community committee in order to participate with the health and wellness tourism development plan.

While the passive strategies of weakness improvement are also recommended such as 1) to ensure the mineral water quality to meet with standard 2) to avoid the environment impact from development project, the composition of land use of Ban Phon Rang hot spring need to be reconsider in other buffer zone area 3) cooperation of health tourism packages with other hot spring destinations in other provinces such as Krabi, Surat Thani 4) to do public relations of health and wellness tourism by using the benefits of mineral hot spring water etc.

Recommendation for five perspectives

The proposed of 5 perspectives recommendations for sustainable health and wellness tourism development in Ban Phon Rang hot springs takes into consideration all these facts and recommends new and innovative concepts. Ban Phon Rang hot spring Tourism will get a sustainable boost to growth due to the innovative and integration projects, while have several alternative characters to attract tourist from varied interests, it also has the destination growth in sustain developing.

Ranong province, Ban Phon Rang hot spring in a diverse of tourist attractions with wonderful nature, rugged hills, traditional music and smiling faces of Ranong people will be there all the times as an interesting backdrop for health and wellness hot spring tourism unique at Ban Phon Rang destination. Ban Phon Rang site is fortunate to have natural beauty as a major asset for the tourism, however the researcher sincere propose that it appears the lacking of cooperative among organizations according to their individual policy which ever never integrated for long term development. Example case of the electricity power supplied from Provincial Authority is available in surrounding zone of Ban Phon Rang hot spring site but not there in area of Ban Phon Rang hot spring because the area is belong to Namtok Ngao National Park and subjected to the Ministry of Environment and Natural Resources. It is presented the difficult and complexity in bureaucracy authority still. It continuing appears to be haphazard and has not been preceded with potential solution to solve these kinds of problems any casual approach will not attract large tourism and make the development

sustainable. Hence, the integration of Tourism management, economic development and environmental protection to promote sustainable development is particularly important for the destination and not only Ban Phon Rang but wherever in Thailand.

The researcher would recommend these 5 perspectives for health and wellness hot spring tourism developing of Ban Phon Rang hot spring site more efficiency in sustainability by integrated planning and projects:

1. Recommendation for environmental perspective:

1.1 Waste Management Proposed 3 R campaigns of Recycling, Re used, Reduce actions include linked strategies such as control of the emissions of SO₂, NO_x, such as fertilizer compost method and not to burn any waste or garbage in area.

1.2 Set up recovery policies for forest management, reforestation.

1.3 Water treatment and quality control system in order to ensure cleanliness without pollutant to environment

1.4 Zoning Area for Tourism in Area of Ban Phon Rang hot spring and Namtok Ngao National Park to promote Eco Tourism and Eco Study in Bio diversity of Natural environment.

1.5 Plantation and Nursery Tree project for student to replace deforested area in Ban Phon Rang hot spring area and surrounding.

1.6 To set up Botanical Park, Ecological Park and Orchid Sanctuary in area of Ban Phon Rang hot spring for tourist attraction, wildlife researcher interesting and local new generation in the future.

2. Recommendations for economic perspective: Currently planned without a unifying sustainable development policy framework to be graved consequences in long term to pursue economic improvement policies which address poverty and provide a better quality of life for local people through sustainable development and the destination. According to potentially of health and wellness tourism growth worldwide, Ranong must be branded as a hot spring trail destination with natural environment characteristic and standard assessment of health and wellness component. The following strategies are presented as following:

2.1 To have Ranong mineral water product development with premium qualification useful content to health

2.2 It is recommended that governments provide support to small and medium Tourism enterprises that often lack funds, technology, and information on low environmental impact technologies

2.3 Also the support should be provided with health and wellness services and facility business sector both financial and knowledge training in hospitality and services meet with international standard.

2.4 Governments should thoroughly investigate market mechanisms in order to meet the immense environmental investment requirement in the destination for both domestic and international tourist.

2.5 Fostering offer incentive from government to investors to enter joint venture with local enterprises for local community infrastructure, health and wellness services ancillary in buffer zone area according to National Park Act.

2.6 Income generated and increased revenues from Tourism development required be presenting, flowing and contributing to local people in destination communities in significant of the improvement to human well-being and the quality of life of all Ranong local people.

2.7 To set up world class health and wellness center with hot spring significant and dominant for rehabilitation & rejuvenate high end customers in Ranong city.

2.8 Product development from natural mineral water such as cosmetic product with mineral benefit and non-chemical.

2.9 Private Tourism Business Association to have more participatory with other stakeholder in agenda of Tourism development issues take placed.

3. Recommendations for tourism management perspective: to covering many aspects of Ban Phon Rang hot spring destination management for most efficiency.

3.1 Project to develop all transportation and travel transition at the destination to other linkage attractions such as a routine public service taxi into Ban Phon Rang hot spring site.

3.2 General Evaluation of Tourist Destinations in Ban Phon Rang hot spring destination need to be set up generally.

3.3 In order to have specific site management, the hot spring Destination Management Organization (DMO) must be provided for specific tourism type of health and wellness, hot spring, spa in professional manner.

3.4 The Board of tourism marketing committee is required to set up as professional consultant to the Ban Phon Rang hot spring also other hot spring destinations in Ranong for marketing strategies

3.5 The integration of Ranong tourism resources in several forms of Tourism and packaged such as health and wellness hot spring with meditation, health and wellness with sport tourism, heritage cultural tourism in Ranong mineral hot spring city, Namtok Ngao adventure trekking in waterfall and Ban Phon Rang hot spring, eco-tourism in evergreen forest with health and wellness hot spring relax, health tourism with wellness spa services plus natural hot spring.

3.6 Cooperation with nearby province for tourism package in a different tourism dominance such as Travel Ranong hot spring and diving Trang Andaman or Sunrise in Phuket and Sunset in Ranong hot spring.

3.7 New IT, Advertising and Promotional campaigns through new channel for Ban Phon Rang hot spring tourism including other Ranong attractions on e-commerce and internet website directly attracted worldwide tourists.

3.8 Contact Information Center to be provided for tourist and visitor

3.9 Staff training for hospitality, English communication skill, health and wellness in hot spring beneficial.

4. Recommendations for sociality perspective: Ranong province including Ban Phon Rang hot spring has tremendous natural resources. These are needed to be conserved for its overall enhancement in a long term. Considering all these factors, sustainable health and wellness hot spring tourism development of Ban Phon Rang should be based on strong emphasis of eco-tourism will be the best opportunity for the socio-economy and sustainability by:

4.1 Encourage local people to rediscovery those elements in its nearby community traditional ways of life such as Ngao and Bang Rin that are suited to conserve its original environment.

4.2 Protecting and nurturing local cultural in community such as local wisdom folk art, Thai alternative medicine with local herb, local occupations in livestock and planting farm such as cashew nut, rubber plant and fishery

4.3 Including incorporating local culture into development action plan and class lesson for young generation in order to ensure the transmission of the concept of Eco-Consciousness, senses of ownership by future generations for example junior guide training for Tourism Attraction Program during school vacation.

4.4 To provide more occupation opportunities to local women gender to increase the family income and build up their better life quality for example the souvenir production and selling of handmade product from local materials or local food preservation good for tourist.

4.5 Some form of Tourism to is be merged with local occupations such as homestay in Ngao fishery village, Cashew Nut and palm farm stay with this point to reflex as Tourism is not destroy local cultural but implementation. However the developer must provide correct information and knowledge to community representative as advocacy, before action as the cross cultural effect and belief is very sensitive to human feeling and perception.

5. Recommendations for community: As mentioned previously the tourism development is a complex activity and tourism cannot be carried out successfully on its own by individual stakeholder. It requires collaboration with various departments, agencies, private individuals and community participation based. This effort involves people by confirmation strongly stages win-win success in sustainable development. The strategy, therefore, should be to attempt community involvement right at an inception stage and ensure benefit sharing back to the community in the form of income, revenue, infrastructure or quality of life. More important are the strategies to create them owner sense of place or destination by themselves empowering over their own resources development.

5.1 Organize advocacy about health and wellness tourism in the community and Ranong local people for positive perception and proper understanding.

5.2 Provide information for community participatory event and opportunity on health and wellness tourism development planning and convince people to share their opinion.

5.3 Community representatives must be set up in relevance to the tourism development planning participatory effort.

5.4 Cooperation among stakeholders is required for facilitating of health and wellness tourism development of Ban Phon Rang hot spring site.

5.5 The facts of all Information must be delivered to the local community via public relation, mass communication by public community center such as school.

5.6 Local people representatives have the right to manage their destination under the active guidance and supervision of various government departments and tourism planner. It will be an integrated approach through Joint Tourism Committees.

Last but not least the researcher would recommend the integration among government actors and planning as a different level including laws and regulation must be revealed and implemented in order to the complementation in approaching of holistic sustainable development in any types of tourism.

Recommendation for further studies

Subsequent research can possibly be done in the future by applying the information from this study:

Since this research mainly focused on recommendations toward sustainable health and wellness tourism development of Ban Phon Rang hot spring only, there are other forms of tourism that could be applied with this research framework. The result could useful for the community and local people in Ranong for relevant tourism developer and planner, so they can recognize and pick up the right strategies and recommendations for further development. The implementation of the plan could be applied as this research was done without any bias an influenced from any.

Specific study of hot spring characteristic may be studied for their significance to compete with other destinations overseas in the area of health and wellness benefits. Moreover, in order to enhance international tourism destination, further studies could focus on international tourist expectation and overall perception toward the hot springs destinations resources.