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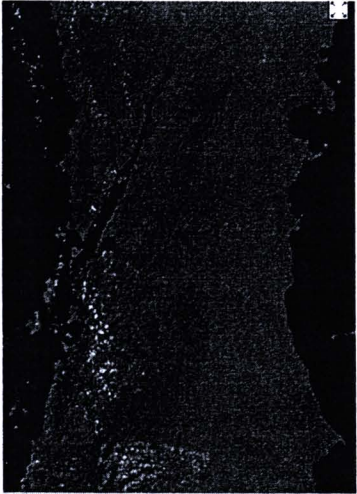
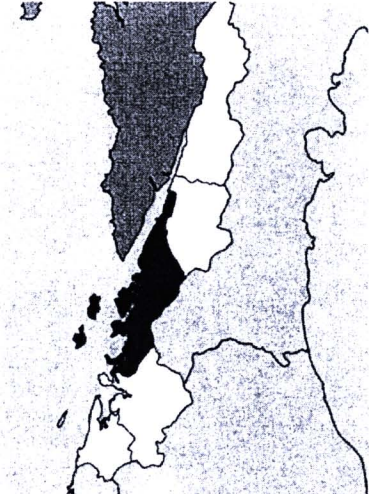
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APPENDIX

APPENDIX A Inventory of Tourism Resources Audit Checklist of
Mueang District Ranong Province

<p>Ranong is located on the Kra Isthmus, the narrow strip that connects mainland Thailand with the Malay Peninsula. The province is the least populated province of Thailand. 80% of the areas are covered by forests, and 67% are mountainous terrain. Historically the major industry was tin mining, but fishing is the main industries today, together with the rubber and cashew nut farming. Ranong is influenced by the monsoon season and is humids and moistures. The average temperature all year round is about 28-35 degrees Celsius.</p>		
<p>Mueang District Boundary</p> <p>North: Amphoe La oun. South: Amphoe Kraper East: Amphoe Pha To(Chumphon). West: Andaman Sea</p> <p>Locations</p> <p> <u>9°58'2"N,</u> <u>98°38'2"E</u></p>	<p>Geological</p> <p>Generally, a mountain plateau area where height is in the eastern slope of gradually lower west coast of Andaman Sea. There is no major rivers but nine small canals</p> 	<p>Area Of Mueang District</p> <p>Covers area of 713.7 sq.km Population 91,004p (2009)</p> 

Inventory of Natural Resources of Mueang District Ranong

Natural	Name of features	Locations	Contact
Landscape	Mountains: Grass Hill (Phu Khao Ya)	12 kilometers from Ranong city, Moo 1 T. Ngao, Highway no 4. It is opposite to the entrance of Ngao National Park Known to local residents by a variety of names and endearingly referred to as Thailand's version of a Swiss pasture, this hill, located in Tambon Ngao on Highway No. 4 (Ranong-Phang-nga) about twelve kilometres from downtown Ranong, is something of an anomaly as it is completely treeless, being covered instead by a thick blanket of grass. Numerous walking trails and good vantage points offering unbroken views of the countryside make this hill the most popular in Ranong.	Ngao Sub-district Administration Office 077-848017
	Canyon: Ranong Canyon	12 kilometers from town to Ban Thung Ka-Had Som Pan, road no 4004	Hat Som Pan Sub- district Administration Office 077-812059
Flora	Ngao National Park	<p>12 kilometers from Ranong city, take Highway No 4. From the main road, turn left into the park Namtok Ngao National Park comprises 668 square kilometers of lush rugged mountain landscape in Ranong and Chumphon Provinces in South Thailand as indicated on the map opposite. The geography is a rugged mountain range lying north south which forms the natural boundary between Ranong and Chumphon Provinces. The highest elevation is 1,089 meters at Khao Nom Sao. Other major mountains include, Khao Daen and Khao Huai Siat.</p> <p>The vegetation is tropical rain forest.</p> <p>The Mammal wildlife includes, Langur, Wild Boar, Giant Black Squirrel, Panther, Binturong, Serow, Malayan Tapir, Bear, Munjak, Pig Tailed Macaque and Guar. There are also herds of wild Asian Elephant.</p>	Ngao National Park Center Tel. 077-848181
	Ngao Mangrove Forest,	<p>19 kilometers from city with Highway No 4 then turn right into Ngao Village approx 5 kilometers. Ngao Mangrove Forest Research Center, Ranong is situated approximately 15 kilometers from the center of the town. Ngao Mangrove Forest Research Center, Ranong has earned the distinction of being labeled the World Biological Sanctuary Zone by the UNESCO. The crucial role played by these mangroves in maintaining the region's subtle ecological balance has been acknowledged which explains the recognition that it enjoys.</p> <p>Ngao Mangrove Forest Research Center, Ranong is frequented by a number of marine species for the purpose of mating and incubating the eggs. The sojourn of these marine animals is extended till the time the offsprings are grown up enough to confront the hazards of the sea. At Ngao Mangrove Forest Research Center, Ranong you can enjoy guided walk through the forest. You can get it arranged by submitting a letter to the Chief of the Ngao Mangrove Forest Research Center, Ranong at least three weeks in advance.</p>	Ngao Mangrove Forest Center 077 848 391-2

Natural	Name of features	Locations	Contact
Fauna	Dendrobium Formosum flower, Bour Put (Reffesia Kereii Meijer), Chao Fa crab (Phricotelphusa sirindorn Naiyanets)	In area of Ngao Waterfall, 13 kilometers from Ranong city with highway 4	Namtok Ngao National Park Tel. 0 7784 8181
	Hot Springs: Wattapotharam (Raksawarin) Hot spring	2 km from city, hot spring is along Had Som Pan canal. Average pH 8 and water temperatures 65 °C. The mineral water have been extended and used in Health Services Center and Resorts	Developed and Management by Ranong Mueang Municipality Tel 077 811422-
	Ban Thung Yo (Plu Lhoom Plee) Hot spring	6.5 km from Ranong town to the south and turn left, only 200 meters from main Highway Road No 4 to the hot spring. It is located by mountain valley. Water pH is 8 and temperature 40 °C. Ranong senior people, especially to take bath at the place in the evening daily.	Bang Rin Municipality Tel 077 822944
	Ban Phon Rang Hot spring	8.5 km from Ranong city as 1.5 km from Ban Thung Yo hot spring. Ban Phon Rang is special Natural Hot Spring area of Ngao National Park. Located beside Petchakasem Highway No 4, turn left for 1 km to arrive. Water pH 8 and temperature is between 45 - 55 °C The visitor can either soak in the hot spring or enjoying waterfall.	*The Area of Hot spring and Park to contact Ngao National Park 077- 848811 ** Ban Phon Rang Hot spring Resort to contact 077-862103
	Waterfalls: Nam Tok Ngao	Ngao Waterfall, Ranong has its origins in the jungles in Ranong. The waterfall is visible even from a great distance because of its stupendous height. A major portion of the Southern Thailand is covered by the Tanaosri mountain range that is shrouded with dense tropical rain forest. These forests are the watershed of many waterfalls among which the Ngao Waterfall, Ranong is a popular one	Namtok Ngao National Park Tel. 0 7784 8181

Inventory of Cultural Resources

Cultural	Name of feature	Attractiveness	Contact
Temples	Wat Hat Som Paen	Address: Moo 3, T. Hat Som Paen, 7 km from Ranong town on highway 4005. With a sanctuary for a shal of soro brook also pay respect to the image of Luangpho Khlai.	Hat Som Pan Sub- district Administration Office 077-812059
	Wat Suwan Kiri (Wat Na Mueang)	Century old temple of Ranong Province was built in a Burmese Chedi style and Burmese people. Phra U Bo Sot where most beautiful standing Buddha Image. Located Chatchalerm Road, T. Khaonivet A. Mueang	Ranong Mueang Municipality Tel 077 811422
	Wat Pa Chaimongkon	Located near Ban Phon Rang hot spring, this place is for meditation retreat	Contact Telephone 081-8594323
Historical	Ratanarangsana Palace	The palaced constructed for 3 kings of Chakri dynasty: King RamaVI, King Rama VII and King Rama VIII when visited Ranong in the past time. The palace is located beside Ratanarangsana hill in Ranong Town	Ranong Mueang Municipality Tel 077 811422
	Ranong Governor Place	The cultural reserved of constructed palace of Phra Ya Damrong Mahitsorn Pakdee (Kho Su Chiang) in 1877. The family who dedicate for Ranong development.	Ranong Mueang Municipality Tel 077 811422

Inventory of Events and Festival

Events & Festivals	Information	Period	Contact
The Mineral Water and Songkran Festival	To celebrate Songkran or Thai New Year festival and rejuvenate body with the hot springs. To see cultural show and try local food	In month of April every year, especially Songkran Holidays 13-15 April	Ranong Municipality office Tel 077 811422
Visit Ranong and Andaman Fair	Cooperative from Tourism Associations in Ranong to have tour promotional in High season with several packages	Tourist High Season	Ranong Provincial Administration Office Tel 077 811167 TAT Chumphon/Ranong 077-504831-2


Inventory of Tourism Activities

Activities	Name of feature	Accessibility	Contact
Mineral Hot Spring Soaking	Soaking in mineral hot spring with natural and peaceful surrounding of Ban Phon Rang hot spring	Moo 3, T. Bang Rin to take Petchakasem Highway No 4 from Ranong town then turn left into BPR site	Ngao National Park Tel 077 848181
Hiking, Trekking	Ngao National Park Trekking and Ngao Mountain Hiking	Moo 1. T. Ngao, A. Mueang, 13 kilo from city to reach the Ngao Mountain and park	Ngao National Park Tel 077 848181
Ecotourism	Ban Hat Sai Dam's homestay, a small fisherman village in T. Ngao, to study local activities, sightseeing the mangrove forest.	Moo 3, T. Ngao A. Mueang. Take highway No 4 from city and turn right into Ngao Village	Ranong Eco-Tourism Club, Tel 081-6073424
Agro-tourism	Health – Agro Tourism Bee Tao Lai Hydroponic mixed farm of local fruits, vegetable on valley area.	Located near to Bee Tao Lai valley of Ban Phon Rang VillageinT. Bang Rin	Khun Manu Meechai 081-824 9026
Wellness	Phon Rang Public Park & Garden for people to do exercise and joking	Near to Ban Phon Rang hot spring on main highway road No 4	Bang Rin Municipality Tel 077 822944

Inventory of Service Resources

Accommodations	Name of feature	Accessibility	Contact
	Ban Phon Rang Resort	Ban Phon Rang Hot spring Park, T. Bang Rin, A. Mueang	Ranong Provincial Administration Office Tel 077 811167 Ngao National Park Tel 077 848181
	Thineedi City Hotel	Tha Mueang Road, T. Khoniwet, A. Mueang	Tel. 077- 835240-4
	Jan Som Hot Spa	Moo 1 Phetchakasem Road T. Bang Rin, A. Mueang	Tel 077-822516-9
Health and Wellness Services	Raksawarin Public Park	Hot spring public park at Raksawarin Hot spring along Hat Som Pan canal provide soaking tub for foot and thermal stone plate for health and FOC	Tel 077-822516-9
	Jao Ruen Spa	Operate by Ranong Hospital Professional Services team by using the mineral water for health and wellness treatments.	Mon-Fri 12-20.00hrs Sat- Sun 12-21.00hrs Tel. 077-812524 http://hospital.moph.go.th/ranong/spa.html
	Thinidee Health Resort	Located luxury spa and fitness facility in Thineedi City Hotel (Royal Princess Ranong)	Tel. 077- 835240-4 www.tinidee-ranong.com
	Jan Som Hot Spa	The service is provided at Jan Som Hotel where extended the mineral water from Raksawarin hot spring into the hotel and whirlpool	Tel 077 811510, 077 822516-9 www.jansomhotspa.com
	Siam Hot Spa	Private spa, located next to Raksawarin Park with Mineral Spa, Sauna, Jacuzzi, Thai Massage with fitness center	Tel 077- 813551-4 www.siamhotsparanong.com
Transportations	Air Conditioned Bus	BKK Bus Terminal	02 4351199
		Ranong Bus Terminal	077 811548
		New Mitr Tour	02 4355020, 077 811140
		Chok A Nan Tour	02 4357429, 077 811337
	Air	Phuket Airlines to operate flight between Bangkok-Ranong-Phuket daily	BKK Tel 02 6798999, Ranong 077 824591-2
	Ranong Public Local Taxi (Song Thaeo)	Service within Ranong municipality area by 3 routes	

APPENDIX B Checklist for Mueang Community Study

Checklist Inventory	Notes	Reponsible
<p>A) Physical Information</p> <p>Mueang Ranong District covers area of 713.723sq.km. Generally, a mountain plateau area where height is in the eastern slope of gradually lower west coast of Andaman Sea. There are nine small canals.</p> <p>Government Authority of Mueang Ranong District is consisted of 9 Sub districts, 39 villages as follow:</p> <ol style="list-style-type: none">1. Khao Niwet Sub district2. Ratchakrut, Sub distreit3. Ngao, Sub district4. Bang Rin, Sub district5. Pak Nam, Sub district6. Bang Non, Sub district7. Hat Som Paen, Sub district8. Sai Daeng Sub district9. Ko Phayam Sub district <p>Local Community Administration Organization of Mueang district is divided into 6 Municipality Offices and 4 Sub districts Administration Offices.</p> <p>Boundary</p> <ul style="list-style-type: none">• North: La oun District.• South: Kraper District• East: Pha To District(Chumphon)• West: Andaman Sea		Ranong PAO
<p>Mueang District Locations:  <u>9°58'2"N, 98°38'2"E</u></p>		
<p>B) Accessibility and connectivity-</p> <p>Car</p> <p>From BKK through Highway No. 4 Petchakasem Road, 568 kilometer to Ranong</p> <p>Bus</p> <p>Both Air-con and regular bus are available between Ranong – Bkk and nearby southern province such as Surat Thaini, Krabi and Phuket daily</p> <p>Air</p> <p>TG flight from Bangkok to Surat Thani, take bus or taxi from Surat Thani to Ranong distance of 219 km</p> <p>Happy airlines to fly from Bangkok to Ranong daily</p>		
<p>C) Geographical Information</p> <p>Landscape</p> <p>Ranong is located on the Kra Isthmus, connects mainland with the Malay Peninsula, on the west side of the Phuket mountain range, and long coast on the Andaman Sea.</p> <p>Topography</p> <p>Ranong consists of high mountains in the east. And slopes down to the Andaman Sea in the west. Rivers and canals are important rivers. And the highest mountain is Phorta Chong Dong Mountain</p>		
<p>Climate</p> <p>Influenced by the monsoon season, humid and moistures. The average temperature all year round is about 28-35 degrees °C. The average humidity throughout the year is around 77.05%.</p>		
<p>Bio-diversity</p> <p>The area is covered by forests, and 67% are mountainous terrain. Compact area contain of several natural environment cover with unspoilt mangrove forest.</p>		

Checklist Inventory	Notes	Reponsible
Land Use With area cover Density of population on Mueang district	713,723 sq. km. 127.69p/sq. km	
Biosphere Reserved The Ranong Biosphere Reserve embraces 30,309 ha from south of Ranong town to the north of Kapoe district. It is bound on the east by the Ngao Waterfall National Park and on the west by the Andaman Sea Core Zone -pristine mangrove and evergreen forest hill of water. Buffer Zone -surround the core zone former be forest accession Transition Zone - Tin mining, Agriculture, shrimp farming in relation of impacts only		RBS
D) Social Information The history of Ranong must be traced to the period when Khaw Soo Cheang, a Chinese national arrived at Takuapa and was appointed the Royal Collector in the Ranong area in 1844. He was ascribed the title of Luang Ratanasethi. From then on Luang Ratanasethi moved from success to success. He was elevated to the status of the governor of Ranong and was made the Phra. As a governor, Luang Ratanasethi performed to the best of his abilities and Ranong was ascribed a full provincial status and he was made the Phraya. The family of Luang Ratanasethi acquired a considerably significant position in Ranong as his other sons assumed the governorship of Kra, Langsuan and Trang. This traditionally inherited administrative power of the family was interrupted when a commissioner from outside the area was appointed in 1913. In 1916, it became mandatory for all the Chinese immigrants to adopt a Thai name and the family of the Khaw Soo Chang was henceforth known as the Na Ranong family		
Education	46 schools	
Demography Number of Mueang district population is total Male Female	91,004 person 47,917 pax 43,087 pax	
Official Temple and Buddhism Center/ Buddhism Mosque Chruch Shrine	29p/75,272p 3mosques/6,320p 1chruch/144p 10 shrines	
Culture, Traditional Buddhism ceremonies <ul style="list-style-type: none"> Tak Batr Te Wo Thum Boon Deun Sib Pra Pe Nee Soud Glang Ban Song Kran 		
Health: <ul style="list-style-type: none"> General Provincial Public Hospital Private and Government Solider Hospital Sub district Public Health Center Mobility Health Center Ranong Provincial Public Health Office Mueang District Public Health Office 	1 hospital 3 hospitals 15 centers 2 areas 1 office 1office	
E) Local economic Tin mining (in the past), White clay porcelain and fishing are the main industries with rubber, cashew nut farming and trading. Ranong has many industries such as: seafood, rubber, cashew-nut, silk & tourism There are factories of food industry such as seafood, oil, fruits and rubber total: 128 factories Employments 6,023 employment Careers of Ranong people: Agriculture, livestock, fishery and trading		

Checklist Inventory	Notes	Reponsible
Local products Ranong OTOP preserved seafood cashew nut and dumplings, sea pearl, coffee, shrimp paste		
Administrative and Management There are 3 layer of Mueang District Administrative 1)Provincial Government Authority: 2) Government Administrative Bureau: 3) Local Government Administrative:		
Environment Problems Waste management, coral reef conservation, deforestation Social Complexity of government authority hierarchy Immigration of Burmese labor, cross cultural Prostitute problems Economic World Economic recession cause no investment Less production from fishing according to Burma regulations and oil prices.		

**Bang Rin Sub District/Municipality
Checklist for Community Study**

Checklist inventory	Sources	Responsible
A) Physical Information Location Only 1 kilometer from the southern of Ranong town along Petchakasem Road, highway No 4. At 613-620 km from central Areas Bang Rin Sub-district/Municipality is cover total area of 78,653sq.km. including 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 Patana Moo 5 Ban Pae Mai Moo 6 Ban North Bang Klang (Mitrapap) Connectivity North: Kao Ni Wet and Bang Non Sub districts South: Ngao Sub district East: Hat Som Pean Sub district West: Pak Num Subdistrict & Andaman Sea Accessibility Highway No 4 (Petchakasem Road) Province Main No 4080 Transportation Local public bus (Song Theaw) No Infrastructures Local roads included of non asphalt road, macadamize road and cement roads Electricity - Available Water supply – Available Others Post Office Radio Station Shopping Department Store/Retails Accommodations Hotels, resort and guesthouse e		
B) Geographical Information Landscape 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 waterfall, hot spring and canals Climate- Humidity and moisture Temperature Bio-diversity – Some area is next to BRS project of mangrove forest		
Land Use: 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. Major community where people live in are Moo 1, 2 and 3		

[illegible]

Ngao Sub-District
Checklist for Community Study

Checklist inventory	Sources	Responsible
<p>A) Physical Information</p> <p>Location Ngao is the 3rd Sub-District of Mueang Ranong District 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.</p> <p>Area Ngao Sub-District covers an area of 83,571 rai further to the south of Bang Rin Sub -District along Highway No 4. (Petchakasem to Pang Nga)</p> <p>Local Administration Management The Administrative is divided into 2 levels 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.</p> <p>Moo 1 Moo 2 Moo 3 Moo 4 Moo 5</p> <p>Number of population Total 6,351 inhabitants, male 3,402 persons and female 2,949 persons.</p> <p>Ngao Sub-District boundary The north is closed to Bang Rin & Pak Num Sub-Districts. The south is closed to Rachakrut Sub-District. The east is closed to Hat Som Paen Sub-District, Ranong Province and Pak Song Sub- District in Chumphon Province. The west is closed to Pak Num Sub-District</p> <p>Accessibility Highway No 4 (Petchakasem Road) Province Main No 4080</p> <p>Transportation Local public bus (Song Theaw) 2 routes available to Mueang and Kra Per District Route 1 Ranong - Than Chang Route 2 Ranong – Kra Per</p> <p>Infrastructures Local roads included of non asphalt road, macadamize road and cement roads Electricity – 90% Available Water supply – Available</p> <p>Accommodations Ngao National Park Hat Sai Dam Home Stay, Moo 5, Ko Kum Island</p>		

Checklist inventory	Sources	Responsible
B) Geographical Information Landscape Climate- Humidity and moisture Temperature Bio-diversity 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.		
Land Use 1) Farm of cashew nut and tropical fruit 2) Livestock		
C) Social Information There was a narrative about Ngao that form by a group of Kra Per migrants since Kra 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 Batr The Wo” and Soud Klang Ban ceremony. In Ngao village there is Ngao mosque for Islamic to pay according to Muslim religious. Major career of Ngao people is agriculture of cashew nut and tropical fruit, then fishery while some are fine art labor.		
Health	I Ngao Health Center	
Education Pre-nursery and kindergarten school: Secondary school: Academic of Technique Ranong:	Ngao Children Center Ban Thung Ngao Secondary School Ranong Poly Technique	
Local economic Major income is from agricultural and livestock		
Community Products OTOP	Sweet cashew nut Cashew Juice Ro Ti (Nan, Pita)	
Natural Resources Water- Mineral Forest Mangrove, Tropical rain forest		
D) Local administration Ngao Sub district Administrative Organization 9 Moo 1, Ngao Sub district Mueang District Ranong 85000 Telephone: 077-848301 www.thaitambon.com/tambon/ttambon.asp?ID=850103 Ngao Municipality 190/4 Moo 2, Prachapitak Road Ngao Sub district Mueang Ranong Ranong 85000 Telephone: 077- 848017 www.nmt.or.th/ranong/ngao		

APPENDIX C The research questionnaire



(English version)

Survey Questionnaire

NARESUAN UNIVERSITY

Master of Arts in International Tourism and Hotel Management Program

Sustainable Health & Wellness Tourism Development of
Ban Phon Rang Hot Spring in Ranong Province THAILAND

As part of a study in the Master of Arts in International Tourism and Hotel Management at Naresuan University, I am conducting a survey on Sustainable Health & Wellness Tourism Development of Ban Phon Rang Hot Spring where location is in Moo 3, Bang Rin Sub-district, Mueang District of Ranong Province. The outcome of this survey will enable the Tourism & Hospitality Industry improvement in Ranong Province. All data will be confidential and used only in this research.

Your cooperation in completing this questionnaire will be greatly appreciated.

Thank you,

Ms. Veerada Somphoch
Contact Tel: 081-8129494
plapayune73@hotmail.com

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Instructions:

- 1.This survey objectives for the recommendations toward Sustainable Health & Wellness Tourism Development of Ban Phon Rang Hot Spring, in Ranong Province, Thailand
- 2.There are 5 parts in this questionnaire
 - Part 1:** Tourists’ Demographic Profiles
 - Part 2:** Factor to visit Ban Phon Rang Hot Spring Destination
Tourism Resources Audit in area of Mueang district
 - Part 3:** SWOT Analysis
 - Part 4:** Opinion toward Vision, Strategy, Tactic and
Community Participatory of Sustainable Health & Wellness Tourism Development
 - Part 5:** Other recommendation, suggestions
- 3.Kindly please complete all questions as possible in order to complete research data collection to respond to research objectives.

Part 1 General Data, Community Member Profile

Description Please mark the sign / in ☐ that match to your opinions

1. Gender

☐ Male

☐ Female
2. Age

☐ 17-25 years

☐ 26-35 years

☐ 36-45 years

☐ 46-55 years

☐ 56-65 years

☐ 66 years
3. Status

☐ Single

☐ Married

☐ Widowed

☐ Divorced

☐ Others.....
4. Religious

☐ Buddhism

☐ Christ

☐ Islam

☐ Others
5. Education

☐ Primary school

☐ Secondary school

☐ High school

☐ Diploma

☐ Bachelor degree

☐ Master degree

☐ Doctoral degree

☐ Others.....
7. Occupation

☐ Student

☐ Government officer

☐ Company employee

☐ Labor

☐ Freelance

☐ Homemaker

☐ Art/ Crafts

☐ Agriculture

☐ Travel agency/Guide

☐ Health and beauty

☐ Owner business

☐ Unemployed
8. Income/month

☐ > 5,000 Baht

☐ 5,001-10,000 Baht

☐ 10,001-15,000 Baht

☐ 15,001-20,000 Baht

☐ 20,001-30,000 Baht

☐ 30,001-50,000 Baht

☐ 50,001-100,000 Baht

☐ > 100,000 Baht
9. Birthplace

☐ Ranong

☐ Bangkok

☐ the southern

☐ the middle

☐ the northern

☐ the north-east

☐ the western

☐ the eastern
10. Travel Time

☐ 1-2 times/yeare

☐ 3-4 times/year

☐ 5-6 times/year

☐ > 6 times/year
- Frequency contribute to travel
11. Travel Mode

☐ Private car

☐ Public car

☐ Airplane

☐ Boat

☐ Package tour

Part 2: Opinion for the Motivations & Benefits factors to travel or visit Ban Phon Rang Hot Spring Tourism Attractions Resources Audit in area of Mueang District which in Natural, Cultural, Events and Tourism Activity Services

Description Please answer questions by marking sign / in ☐ that match to your opinion.

Degree of opinion 5 = Most effective 4 = Effective 3 = Moderate 2 = Less 1 = Least

2.1 The motivation factors in relations to travel or visit Ban Phon Rang Hot Spring

No.	The factors in relations to visit Ban Phon Rang Hot Spring	Degree of opinion				
		5	4	3	2	1
2.1.1	Health & Wellness Promotional					
2.1.2	Health Curative Purpose such as dematitis					
2.1.3	Rest & Relaxation from work load					
2.1.4	Waterfall Trekking Trail					
2.1.5	Geological Tourism Study					
2.1.6	Seminar, Incentive Program					
2.1.7	Secondary destination point , Transition Province					
2.1.8	Business Affair in closed area					

2.2 The Beneficial factors about Ban Phon Rang Hot Spring Tourism in your opinion

No.	Beneficial of Hot Spring Tourism at BPR	Degree of opinion				
		5	4	3	2	1
2.2.1	Beneficial mineral water contents contribute for medical purposes					
2.2.2	Soaking in mineral hot spring as water therapy for healing power by the heat and mineral content for health improvement					
2.2.3	Soaking in hot spring with surrounding of Natural scene to promote wellbeing health & mind					
2.2.4	Sustainable Development of Hot spring Tourism to induce and raise up forest conservation awareness					

2.3 Tourism Resources Audit of Mueang district in Ranong Province toward attractive contribution for Health & Wellness Hot Spring Tourism at Ban Phon Rang Hot Spring Destination

No.	Natural Resources for Tourism	Degree of opinion				
		5	4	3	2	1
2.3.1	BPR Hot Spring & Mineral hot spring Significant					
2.3.2	BPR Hot Spring in Natural Setting and Scene					
2.3.3	Ngao Waterfall Bio-diversity					
2.3.4	Ngao National Park with Evergreen forest, limestone cliff over mountainous area phenomena					
2.3.5	Fauna, Flora attractions in Area of Namtok Ngao National Park					
2.3.6	Grass Hill & Bald Hill (Phu Khao Ya)					
2.3.7	Ranong Canyon					
	Cultural Resources for Tourism					
2.3.8	Ngao Cultural Village (Moo Ban Ngao)					
2.3.9	Temples: Wat Suwan Kiri, Wat Had Som Pane, Wat Pa Chai Mongkol for meditation practicing					
2.3.10	Ranong Governor Place since 1877 (Juan Jao Mueang Ranong)					
2.3.11	Rattanaarangsana Palace					
2.3.12	9 Well known Clergies s' Hall (Hoh Pra Koa Ke Ji)					
	Events & Festival Resources					
2.3.13	Holy Mineral Water Songkran Festival					
2.3.14	Andaman Ranong Festival					
	Tourism Activity & Services Resource					
2.3.15	Soaking in Natural Mineral Hot Spring of BPR					
2.3.16	Namtok Ngao waterfall trail trekking					
2.3.17	Ecotourism, Had Sai Dum Village					
2.3.18	Agro-Health Tourism, Be Tao Lai, Phon Rang Village					
2.3.19	Wellness Jogging at Ban Phon Rang Public Park					

Part 3 The SWOT analysis of Ban Phon Rang hot spring destination development to become an international health and wellness hot spring destination.

Description: Please answer all questions by marking sign / in ☐ that match to your opinion.

Degree of opinion 5 = Most effective 4 = Effective 3 = Moderate 2 = Less 1 = Least

No.	Strength contribution of BPR Hot Spring Destination	Degree of opinion				
		5	4	3	2	1
3.1.1	The good quality of Hot spring water with Mineral content for Health & Wellness purposes					
3.1.2	The location of BPR in Natural Environment Of Namtok Ngao National Park					
3.1.3	Good accessibility to link with other tourist attractions					
3.1.4	Cultural Tourism Resources of surrounding Communities such as Ngao & Bang Rin Village					
3.1.5	Several tourism activities available Waterfall Trail Trekking, Eco-tourism					
3.1.6	Moderate Accommodations Standard Available					
3.1.7	Health & Wellness center is set up within Ranong town such as Jao Ruen Spa					
3.1.8	Tourist Safe and Security Procedure					
No.	Weakness Appearance of BPR development to become an International Hot Spring Tourism Destination	Degree of opinion				
		5	4	3	2	1
3.2.1	Lack of Health and Wellness tourism management standard					
3.2.2	Lack of continuous integration development plan					
3.2.3	No advocacy and advertisement in regards of Hot Spring Water beneficial to Health					
3.2.4	Lack of Tourism Destination Management Organizer (DMO) of specialist Health, Hot Spring Tourism					
3.2.5	Limitation Sources of Financial Support and Budget					
3.2.6	Lack of Hot Spring Destination Marketing Plan					
3.2.7	Seasonality problem: long rainy season					
3.2.8	Limitation of the National Park Act 2504 (1961)					
No.	Opportunity Challenge the development of BPR to become an International Health & Wellness, Hot Spring Destination	Degree of opinion				
		5	4	3	2	1
3.3.1	World & Global Trends of Wellness Health Activity Also Health Tourism					
3.3.2	Public Health enhancing Strategy by The Ministry of Public Health, Thailand					
3.3.3	Sustainable Tourism Strategy enhancing by the Ministry of Natural Resources and Environment & The ministry of Sport and Tourism					

3.3.4	Potential Ranong Branding to be int'l Mineral Hot Spring City for health and wellness					
3.3.5	Potentiality of a city of hot springs for MICE Tourism					
3.3.6	Int'l sea link gateway to visit neighboring countries such as Burma, Malaysia & Singapore					
3.3.7	Raising Fund & Investment Opportunity in local and National Sources					
3.3.8	Raising Fund & Investment Opportunity from Oversea Source					
3.3.9	Enhancing to be int'l World Class Rehabilitation & Rejuvenate Health & Wellness Center for High End market such as Chiva Som					
No.	Threat of the development Health & Wellness Hot Spring Tourism of Ban Phon Rang Hot Spring	Degree of opinion				
		5	4	3	2	1
3.4.1	Other Hot springs Destination within Ranong province And surrounding					
3.4.2	Hot Spring Destinations in other provinces such as Trang, Krabi and Surat Thani province					
3.4.3	Unstable of Political situation in Thailand and worldwide					
3.4.4	World Economic Recession Crisis					
3.4.5	Health hazard and epidemic: bird flu, H1N1					
3.4.6	Negative attitude toward Tourism Development Environment Impacts					
3.4.7	Disingenuous attitude toward Spa and Massage services					
3.4.8	Burmese migrant workers and prostitute problem					
No.	SWOT Matrix Recommendation toward development of Ban Phon Rang Hot Spring Destination	Degree of opinion				
		5	4	3	2	1
3.5.1	Approach for Health & Wellness Tourism Strategic Marketing Plan					
3.5.2	To set up for the Destination Management Organizer of BPR Hot Spring to manage the destination					
3.5.3	BPR Mineral Hot Spring Water Int'l Assessment Program to ensure the quality of mineral water					
3.5.4	Professional Health & Wellness Tourism Marketing Board is set up include local member representative					
3.5.6	BPR Hot Spring Tourism Contact Center is organized in area					
3.5.7	IT – Ecommerce Direct Marketing Channel Distribution For globalized worldwide market on Internet					
3.5.8	Tourism Products Development and Integration Packages of H&W with other forms of tourism such as Cultural & Heritage tourism. Agro Tourism and eco-tourism follow Sustainable Tourism Development Concept					
3.5.8	Advocacy and Academic Advertising Production to promote Mineral Hot Spring water in term of Alternative Medical					

**Part 4 The sustainable health and wellness tourism development of Ban Phon Rang
hot spring destination towards the vision, strategy and tactic**

Description: Please answer all questions by marking sign / in ☐ that match to your opinion.

Degree of opinion 5 = Most effective 4 = Effective 3 = Moderate 2 = Less 1 = Least

No.	Vision, Policy of Sustainable Health and Wellness Tourism Development of BPR Hot Spring	Degree of opinion				
		5	4	3	2	1
4.1.1	Ranong will be an international Health & Wellness Tourism Destination with Natural Mineral Hot Springs dominant					
4.1.2	Ranong will be Hot Spring MICE Tourism Destination Center with international standard					
4.1.3	Income distribution to Ranong local communities and Ban Phon Rang community members, Tourism stakeholder					
4.1.4	Ranong with tourism development to raise community awareness for sustainability					
4.1.5	The development of Health and Wellness Hot spring tourism will be based on local community resources and sustainability					
No.	Recommendation for Sustainable Health and Wellness Tourism Development of Ban Phon Rang Hot Spring: Environmental Aspect	Degree of opinion				
		5	4	3	2	1
4.2.1	Planning tactics of BPR hot Spring land use management					
4.2.2	Regulatory tactics of BPR hot spring waste & pollution management 3 R tools: Reused, Recycle and Reduce					
4.2.3	Planning & regulatory tactics of waste water management of BPR hot spring					
4.2.4	Procedure Policy tactics of BPR Hot Spring biological diversity conservation					
4.2.5	Zoning Policy Tactics in area of Nam Tok Ngao National Park to support BPR Hot Spring Tourism					
No.	Recommendation for Sustainable Health and Wellness Tourism Development of Ban Phon Rang Hot Spring: Economic Aspects	Degree of opinion				
		5	4	3	2	1
4.3.1	Strategies for Ranong Branding of Natural Mineral Hot Springs City					
4.3.2	Strategies of Ranong to become the world destination of Health and Wellness Tourism					
4.3.3	Strategies of Ranong to become an international standard destination for MICE Tourism					
4.3.4	Land & Sea link logistic planning tactics to make Ranong a travel hub destination					
4.3.5	Communities benefits sharing tactics of BPR Tourism development in term of economic aspect to local community					
4.3.6	Project Investment of World Class Rehabilitation & Rejuvenate Center in Ranong such as Chivasorm					
4.3.7	Standard Accommodations tactics in Ranong					
4.3.8	Products development project as Health and Beauty of BPR mineral water branding					
4.3.9	HRD Training Project in relation of Health and Services Hospitality					

4.3.10	Public Tourism Development Funding from local and domestic					
4.3.11	Tourism Development Project Joint Venture with Oversea Investor					
4.3.12	Small & Medium Enterprises in relevant of Tourism business development support					
No.	Recommendation for Sustainable Health and Wellness Tourism Development of Ban Phon Rang Hot Spring : Socio Cultural Aspects	Degree of opinion				
		5	4	3	2	1
4.4.1	Planning Strategies: An Integration of Sustainable Tourism Development in Ranong Province					
4.4.2	Planning tactics to renovate Cultural & Historical Tourism Attraction in Ranong Province					
4.4.3	Planning tactics to implement local wisdom of Alternative Thai Medicine such as compress herbal ball and Thai massage					
4.4.4	Tactic to implement local communities in cultural wisdom of career such as local fishery village					
4.4.5	Participatory tactics enhancing sense of owner from community members					
No.	Community Participation Recommendations for Sustainable health and wellness tourism development of Ban Phon Rang hot spring	Degree of opinion				
		5	4	3	2	1
4.5.1	To build a group of local community member to support in health and wellness tourism development which based on environment and social aspects					
4.5.2	To build a network group from all relevant stakeholders of BPR tourism development					
No.	Community participation recommendations for sustainable health and wellness tourism development of Ban Phon Rang hot spring	Degree of opinion				
		5	4	3	2	1
4.5.5	Local young generation guild training for BPR Hot Spring Tourism					
4.5.6	Enhancing Homestay Tourism Management standardized					
4.5.7	Support of local community products such as local food, handmade in order to make more family income and career for women					
4.5.8	Promotional of local community cultural and traditional in special events and campaigned: folk art performance					
4.5.9	Tactics to raise up moral awareness in life and asset security overall					

Part 5
Other recommendation, suggestion in regards of Sustainable Health & Wellness Tourism Development of Ban Phon Rang Hot Spring in Ranong Province, THAILAND

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Thank You
Veerada Somphoch

APPENDIX D Focus Group Discussion Key Informant Listed

List	Name	Position & Organization	Contact Address
1	Mr. Napha Natheethog	Chief of Ranong Provincial Administration Organization.	Ranong Administrative Organization 077- 811071
2	Mr. Pairat Uthaisang	Recreation & Activity Officer of Namtok Ngao National Park	Namtok Ngao National Park 077-848181
3	Mr. Banpot Thongsingyoo,	Ban Phon Rang Administrative Officer, Namtok Ngao National Park	Namtok Ngao National Park 077-848181
4	Mrs. Tatima Homkeaw	Health Specialist, Ranong, Public Hospital	Ranong Hospital &Jao Ruen Spa 077- 812524
5	Mrs. Unchan Chongcharoen	Suan Sunandha University (Ranong Campus Center)	SSRU Ranong Campus 077-822983
6	Mr. Sonchai Uitekkeng	President of Ranong Tourism Business Association	Ranong Tourism Business Association 077-825373
7	Mr. Komen Pethphu	Director, Ranong Independent Education Center	NFE Independent Education Center (Mueang District) 077-832912
8	Mr. Panlop Prajong	Tourism Planner Officer Ranong Provincial Office of Tourism and Sports	MOTS Ranong Province 077-824057

BIOGRAPHY



BIOGRAPHY

Name – Surname	Veerada Somphoch
Date of Birth	September 30, 1973
Address	49/340 Soi Cheangwattana 28, Cheangwattana Road Bangtalad, Pakkred, Nonthaburi 11120
Work Experiences	
2010	Sao Hai Hospital, Saraburi
Education Background	
1998	B.A. (Education), Chiang Mai University, Thailand

