

**AN OPERATIONAL STUDY IN HEALTH PROMOTION
TOURISM RESOURCES AT MUANG DISTRICT,
CHIANGRAI PROVINCE**



**A THESIS SUBMITTED IN PARTIAL FULFILLMENT
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(ENVIRONMENTAL PLANNING FOR COMMUNITY AND
RURAL DEVELOPMENT)
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Thesis
entitled
**AN OPERATIONAL STUDY IN HEALTH PROMOTION
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CHIANGRAI PROVINCE**



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**AN OPERATIONAL STUDY IN HEALTH PROMOTION TOURISM RESOURCES
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ABSTRACT

The objectives of this study were (1) conducting a survey on health promotion tourism resources, (2) describing the conditions of health promotion tourism resources, (3) finding out tourists' satisfaction level on health promotion tourism resources (4) making comparisons between health promotion tourism resources based on the operational aspects and tourists' satisfaction in the Muang District of the Chiangrai Province in order to derive recommendations as guidelines for further improvement in health promotion tourism.

Samples were selected from the entrepreneurs of health promotion tourism resources in spas, traditional Thai massage places, and hot springs. The sample population included tourists and community representatives. Data collection was done by interview, questionnaire, and observation. Statistics on percent, mean, standard deviation and content validity were used to analyze the acquired data. The findings suggested that spa entrepreneurs should emphasize public relation, utilize local products or raw materials and reinforce the selling points with indigenous knowledge. For traditional Thai massage, there should be varieties of services, different massage techniques, and more facilities, including the use of natural local-made products and hot springs. Loud noise should be controlled; there should be more active public relation and existing facilities should be restored. During peak season, facilities should be added, As well, responsible health agencies should inspect health tourism establishments regularly to enforce the same standard rules and regulations.

**KEY WORDS: OPERATIONAL ASPECT/ HEALTH PROMOTION TOURISM
RESOURCES**

170 pages

การศึกษาศาถาการดำเนินการของทรัพยากรการท่องเที่ยวเชิงส่งเสริมสุขภาพ ในพื้นที่อำเภอเมือง
จังหวัดเชียงรราย

AN OPERATIONAL STUDY IN HEALTH PROMOTION TOURISM RESOURCES AT
MUANG DISTRICT, CHIANGRAI PROVINCE

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วท.ม. (การวางแผนสิ่งแวดล้อมเพื่อพัฒนาชุมชนและชนบท)

คณะกรรมการที่ปรึกษาวิทยานิพนธ์: พิจักษณ์ หิณูชิระนันท์, Ph.D., ปิยะกาญจน์ เทียรุทรัพย์, Ph.D.

บทคัดย่อ

การศึกษารั้งนี้มีวัตถุประสงค์เพื่อ 1) ส้ารวจทรัพยากรการท่องเที่ยวเชิงส่งเสริมสุขภาพ 2) อธิบายสภาพทรัพยากรการท่องเที่ยวเชิงส่งเสริมสุขภาพ 3) ส้ารวจหาระดับความพึงพอใจของนักท่องเที่ยวต่อทรัพยากรการท่องเที่ยวเชิงส่งเสริมสุขภาพ 4) เพื่ออธิบายเปรียบเทียบทรัพยากรการท่องเที่ยวเชิงส่งเสริมสุขภาพ ตามสภาพการดำเนินการ และความพึงพอใจของนักท่องเที่ยว ในพื้นที่ศึกษาอำเภอเมือง จังหวัดเชียงรราย เพื่อหาข้อเสนอแนะแนวทางสำหรับพัฒนาและปรับปรุงทรัพยากรการท่องเที่ยวเชิงส่งเสริมสุขภาพ

กลุ่มตัวอย่างที่ใช้ศึกษา คือ ผู้ประกอบการแหล่งท่องเที่ยวเชิงส่งเสริมสุขภาพ 3 ประเภท คือ สปา นวดแผนไทย และแหล่งน้ำพุร้อน นักท่องเที่ยว และตัวแทนชุมชน เก็บรวบรวมข้อมูลโดยใช้แบบสัมภาษณ์ แบบสอบถาม การสังเกตการณ์ โดยนำข้อมูลที่ได้ มาวิเคราะห์โดยใช้สถิติ ร้อยละ ค่าเฉลี่ย ค่าเบี่ยงเบนมาตรฐาน และการวิเคราะห์เนื้อหา โดยการศึกษา พบว่า

สถานบริการสปา ควรให้ความสำคัญกับการประชาสัมพันธ์ การนำผลิตภัณฑ์ หรือวัตถุดิบในท้องถิ่นมาใช้ประโยชน์ และการสร้างจุดขายด้วยภูมิปัญญาท้องถิ่น ส่วนสถานบริการนวดแผนไทย ควรเพิ่มรูปแบบการบริการและสิ่งอำนวยความสะดวก รวมถึงการใช้ผลิตภัณฑ์จากธรรมชาติ และมาจากท้องถิ่น และแหล่งน้ำพุร้อน ควรควบคุมปัญหาเสียงดังรบกวนในฤดูท่องเที่ยว ทำการประชาสัมพันธ์อย่างต่อเนื่อง จัดหาสิ่งอำนวยความสะดวกเพิ่มเติม รวมถึงต้องพัฒนาสิ่งเดิมให้ดีขึ้น

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CHAPTER I INTRODUCTION

1.1 Background and Significance of Problems

Polluted surroundings have created health problems that became worldwide concern since the social structure changed more from agriculture to industry. The competition to survive and secure employment created tension, tired and fatigue for human body and spirit. Tourism is another way to relax body and mind, leading to happiness in life. In order to respond to the demand of tourists who preferred relaxation and health treatment at the same time, Health Tourism activities are designed as an alternative for tourists and the Niche Market. Besides, Health Tourism can be done with the least damage to natural resources and environment (Mahidol University, Faculty of Social Science and Humanities, 1993:11).

Health Tourism is one of the most popular type tours among Thai and foreign tourists with the tendency to expand its market. It was developed to serve the Niche Market (Pareerat Kardee et al., 2004: 12). Health Tourism is considered tourism with health conscious and improvement in life quality, as well as developing environmental quality at the same time because the use of nature in the treatment and building better body and mind. Most health tourists preferred travelling to the up-country and stay in the hotels or resorts that provided health-related activities or services or having Health Center (Jaraypong Thongchum, 2004: 3-4).

Thailand is one of the countries in the world with potential and capability to organize Health Promotion Tourism (Surapol Srivittaya, 2003). The government itself has the plan to transform Thailand into Center of Excellent Health Care of Asia within 5 years (2004-2008) by putting the emphasis on 3 areas of services: 1. Treatment Center by Specialists 2. Traditional Thai Massage and Spa 3. Thai Herbal Products which all help to promote Health Tourism and maximize benefit from tourism resources through visiting tourists (Bank of Ayudhya Public Company Limited, 2004:

21-22). Moreover, Health promotion is one project among nine wonder projects of the Tourism Authority of Thailand to draw foreign tourists to Thailand and promote more travelling in Thailand.

Furthermore, it was found that Health Tourism is interesting type of tour and quite popular among Thai and foreign tourists with increasing its popularity (Pallerat Kardee et al., 2004: 2). The numbers of foreign tourists received treatment in Thailand indicated the expanded rate of 25 percent annually from 2002 to 2006 that generated incomes estimated 7,650-13,275 million baht per year or 38 percent in the same period (Opportunity and Strategy for being number one of Thai Tourism business, Manager Weekly, 6 May 2005: 2). During Health Tourism growth, it was found that the most preferable Health Tourism is Health Promotion Tourism which included health promotion in travelling program or clearly emphasized in health promotion activities such as Traditional Thai Massage, Bathing in mineral water in the Hot Springs, Spa, Water therapy, Sauna, Aroma therapy, Health foods and herbal drinks, Thai Traditional Yoga, herbal products. There are tourism resources to provide these services such as, Hot Springs, Spa and Traditional Thai Massage (CA International Information Co., Ltd., 2006: 14). This type of tourism has gained wide attention from Spa and Thai Massage customers, estimated 3.3 million persons, generating total incomes of 3,000 baht per year and expected to increase incomes for Thailand as high as 50,000 million baht per year (Bank of Ayudhya Public Company Limited, 2004:24). According to the survey it was found that the numbers of Health Promotion Tourism resources were as high as 2,835 establishments by separating into 40 Hot Springs, 791 Spa and 1926 Traditional Thai Massage (CA International Information Co., Ltd., 2006: 164-165).

Chiangrai Province is one of the cities with the potential to develop Health Tourism because of its advantages in location in important North-South economic realm, connecting Thai-Mynmar-Laos and Southern China. Then, Chiangrai Province can be developed into the Hub for commerce, investment, industry and tourism in the future. At the same time, the government has set up the policy for Chiangrai Province to be included in the specific economic zone in order to support the investment between countries as the important trading gate. One important topic for this policy is tourism in the border towns and turning Chiangrai Province into the City of Spa or

Massage for Health under the project “Chiangrai Lanna spa city” (www.thaigov.co.th, dated 9 May 2006). One of the important strategies in developing Chiangrai Province is Developing tourism for the Niche Market, especially on Health Tourism. Therefore, Chiangrai Province should actively conduct the study and promote Health Tourism. Findings from collecting primary data in many areas of Chiangrai Province on Health Tourism, it was found that Muang District has the most potential and readiness to become Health Tourism resources.

The main problem of developing Health Tourism in Chiangrai that was found from the summary of Chiangrai development strategies in 2005 indicated that there had not been any active study in Health Tourism promotion, including the lack of publicity in Health Tourism sites to provide accurate information for tourists. Furthermore, only small numbers of Thai people fully known and understand about activities, services or product available in Health Tourism resources. They thought of it as frivolous costs and avoid using Health Tourism services (CA International Information Co., Ltd., 2006: 168). However, the most important thing in developing Health Tourism in Chiangrai province is the presentation or providing more information on various aspects of Health Tourism.

Therefore, the researcher is interested in the study of operational aspects of Health Promotion Tourism in Muang District, Chiangrai province to learn about the location, services, staffs, safety, environmental quality, and resources utilization. In each Health Promotion Tourism Resources, Spa, Traditional Thai Massage was also under the study, including learning about tourists’ satisfaction towards each type of health establishment. This way, concerned parties and entrepreneurs could learn the facts and recommendations so that they would use these recommendations to improve their own businesses. In turn, Health Promotion Tourism Resources quality would improve and impress tourists and being the guideline for further improvement in Health Tourism.

1.2 Research Objectives

1.2.1 To survey Health Promotion Tourism Resources in Muang District, Chiangrai Province.

1.2.2 To describe operational aspects of Health Promotion Tourism in Muang District, Chiangrai Province.

1.2.3 To find tourists' satisfaction level on Health Promotion Tourism in Muang District, Chiangrai Province.

1.2.4 To compare each type of Health Tourism Promotion Resources in Muang District, Chiangrai Province based on operational aspects and tourists satisfaction.

1.3 Research Questions

1.3.1 For Health Promotion Tourism Resources, how do they operate their own business in Muang District, Chiangrai Province?

1.3.2 What level of satisfaction the tourists indicated towards Health Promotion Tourism Resources in Muang District, Chiangrai Province?

1.3.3 Are there any differences or similarities between each type of Health Promotion Tourism Resources in Muang District, Chiangrai Province, based on based on operational aspects and tourists satisfaction?

1.3.4 Are there any recommendations for developing and improving each type of Health Promotion Tourism Resources in Muang District, Chiangrai Province?

1.4 Research Scope

1.4.1 Studied Area

Muang District, Chiangrai Province was selected as the study site, namely, Vieng District, Rob Vieng District, Rim Kok District, Nang Lae District, Doi Hang District, Ban Du District, Ta Sud District (Figure 2-2).

1.4.2 Contents

This study divided studied area into 3 parts as follows:

1.4.2.1 Health Promotion Tourism Resources to study the operation in the following aspects:

1. General Conditions
2. Area

3. Services
4. Personnel
5. Environmental Quality
6. Security
7. Resources Utilization

1.4.2.2 Tourists: The study was conducted to find satisfaction level on Health Promotion Tourism in the following issues:

1. Tourists' status and general behavior.
2. Satisfaction level towards Health Promotion Tourism resources in location, services, staffs, environmental quality, safety and resources utilization.
3. Recommendations for Health Promotion Tourism resources.

1.4.2.3 Data Verification and Accuracy

Verifying and checking operational data related to Health Promotion Tourism resources through the survey, observation and local interview (communities surrounded Health Promotion Tourism resources).

1.4.3 Populations

1.4.3.1 Health Promotion Tourism resources are Spa Entrepreneurs, Thai Traditional Massage Entrepreneurs and Hot springs Entrepreneurs.

1.4.3.2 Tourists /Thai Customers tour the area or use services offered by Health Promotion Tourism resources.

1.4.3.3 Community representative (required data verification) who resided in the same location as Health Promotion Tourism resources.

1.5 Research Framework

The study based on the standard for Health Establishments in accordance with the announcement of Ministry of Public Health and quality standard for Hot Springs by Office of Tourism Development, including theories and relevant researches on operational conditions and satisfactions that had been adapted and properly applied as be shown in figure 1-1.

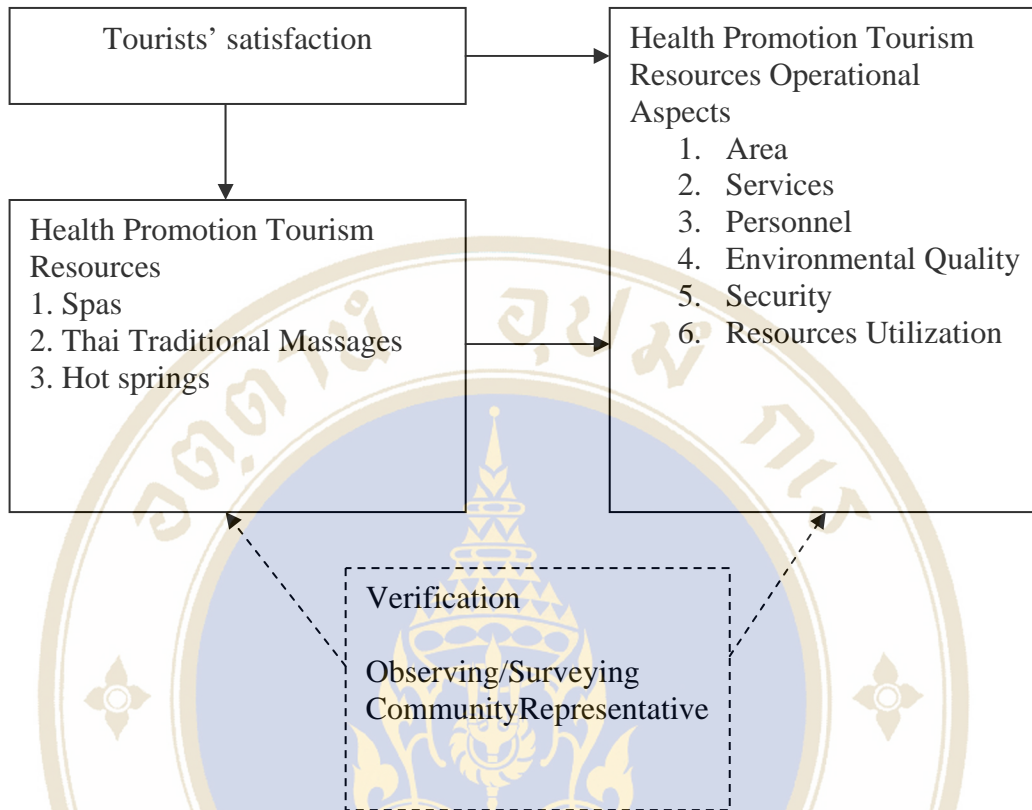


Figure 1-1 Research Framework

1.6 Research Limitations

Since some Spa and Thai Traditional Massage places refused to cooperate, data had not been completely collected as plan. Out of original 11 Spa, only 8 Spa gave complete data whereas data on Thai Traditional Massage were collected from 13 establishments instead of 17 in the original plan (appendix c).

1.7 Research Glossary

Operational aspect is defined as managing area, services, personnel, environmental quality, security and resources utilization.

Health Promotion Tourism Resources are those tour sites that promote tourism together with good health such as Spa, Traditional Thai Massage and Hot Spring.

Spa is the place that promotes numerous health activities such as bathing in mineral spring, body massage, Jacuzzi, Aroma Therapy, Sauna as well as serving health foods, arranging meditation and yoga classes and other related activities.

Thai Traditional Massage is Thai Massage place that offers Thai massage to promote good health and treat minor illness with scientific touch between the massage giver and receiver which directly benefit body and mind.

Hot Springs are natural Health Tourism sites with the flow of underground water that has temperature higher than human's body temperature. Certain section of Hot Springs shoot vapor periodically and some located a pond with high temperature water boiled by underground heat.

Tourists are Thai visitors, both males and females, local and non-local, 18 years old and over, found in Health Promotion Tourism sites, namely Spa, Thai Traditional Massage and Hot Springs.

Tourists' satisfaction is defined as tourists having good feeling or being impressed by the operation, area, services, personnel, security, environmental quality and resources utilization from visiting Health Promotion Tourism resources in Muang District, Chiangrai Province.

Resources are raw materials derived from nature such as natural energy and power used for arranging activities and providing services by Health Promotion Tourism Resources.

Environment is defined as conditions of soils, water, air and resources that may receive negative impacts from the operation of Health Promotion Tourism Resources.

1.8 Expected Benefits

1.8.1 Useful and accurate Health Promotion Tourism information of Muang District, Chiangrai Province should be available for the study.

1.8.2 Acquired health promotion information of Muang District, Chiangrai Province should benefit city publicity.

1.8.3 Tourists may use available health promotion information to help selecting proper services.

CHAPTER II

LITERATURE REVIEW

2.1 Health Tourism

2.1.1 Health Tourism Concepts

Thailand has improved the life quality and environment with Thai wisdom as being returned to natural lifestyles of living with nature and environment in order to achieve peace and tranquility amidst of current social chaos and fierce competition. When man is able to blend and balance with nature completely, man can have unbelievable peaceful lifestyles. Then, he is willing to share that happiness with others (Surapol Srivittaya et al., 2003: 11). Another way of distribution happiness is through the mixture of Thai wisdom and modern technology to build good health such as Thai Massage, Spa, bathing in Mineral water at the Hot Springs, including searching for numerous ways to build good health. Then, all these activities had led to Health tourism.

Health tourism is another type of tourism quite popular among the Thais and foreigners. It had been developed from the demand of Niche Market as the new selling point to attract more tourists to visit Thailand. Besides traveling to different tour sites, tourists spent most of their times in the activities that specifically promote health and rejuvenation. Moreover, current Health tourism had made quite improvement in quality, standard and new services which resulted in continuous growing trend of Health tourism. Moreover, the government sector has planned to link Health tourism together with the treatment to push Thailand towards being Center of Excellent Health Care of Asia (Bank of Ayudhya Public Company Limited, 2004: 21).

2.1.2 Health tourism Definition

According to International Union of Official Organizations (IOUTO), Health tourism is defined as follows:

2.1.2.1 Traveling that provides health facilities, including natural resources utilization such as bathing in mineral water.

2.1.2.2 Having definite traveling activities, facilities or purposes to promote healthcare.

2.1.2.3 Traveling pattern directly influence individual health such as traveling to places with healthy environment.

2.1.2.4 Traveling for medical reasons.

2.1.2.5 Traveling for weight reasons such as visiting weight loss resort

2.1.2.6 Traveling to rural areas, forests for spiritual relaxation and relieving business tension.

2.1.2.7 Selecting services from the establishment with proper environmental and resources management.

2.1.2.8 Traveling to release tension.

Surapol Srivittaya et. al. (2003:12) defined Health tourism as touring beautiful tour sites to learn lifestyles and relax by taking time off from traveling to engage in healthy activities or receive treatment and health rejuvenation such as receive services from Spa, Traditional Thai Massage, Hospital or Health facilities and mineral bathing in Hot Springs. This is considered as a tour for building health conscious and environmental awareness because it emphasized relaxation among nature, learning body and spiritual healing with natural therapy that may be applied with daily living.

Therefore, Health tourism is defined as traveling into the tour site with main activity in health promotion. These places are Spa, Traditional Thai Massage facilities, Hospitals or Health Center and Hot Springs that provided recreation, treatment and building healthy body and spirit, including balancing body, mind and emotion.

2.1.3 Health Tourism Types

Health tourism can be classified in 2 major types based on the purposes of health activities and the objectives of tourists who engaged in such services.

2.1.3.1 Health Promotion Tourism is defined as traveling with definite health programs or health activities such as Traditional Thai Massage or other massages, Mineral water bathing in Hot Springs, Spa, Water Therapy, Sauna, providing health foods and drinks, Thai Traditional Yoga exercising, selling herbal products. These are facilities that Health tourism sites can be found in the same area such Hot Springs, Spa and Traditional Thai Massage (C A International Information Co., Ltd. 2006: 14). Tourists preferred recreation facilities in up-country and hotels or resorts with health promotion services or activities.

2.1.3.2 Health Healing Tourism is defined as traveling mainly for tourists health benefits through numerous health treatment or rejuvenation activities such as health check-up, dental care, beauty surgery, detoxification, Lasik, weight reduction, cure sickness and rehabilitation (CA International Information Co., Ltd, 2006:13-14) .

For the research purpose, only Health Promotion Tourism was the subject of the study.

2.1.4 Health tourism Components

Health tourism is comprised of 3 key components (Kirk University, Planning and Resources and Environmental Management, 2003: 2-20 to 2-21) as follows:

2.1.4.1 Tourism resources are tour sites that provided serenity suitable for treatment and health promotion, namely Spa, Traditional Thai Massage, Hospital or Health Center and Hot Springs.

2.1.4.2 Tourism markets is where most tourists visiting Health tourism sites enjoyed beautiful nature and peaceful relaxation as well as intend to use health and beauty services from Spa and Traditional Thai Massage, including supplement health foods. Therefore, tourists who preferred Health tourism are mainly elderly and females interested in healthcare to preserve own beauty. Currently, Health tourism is

quite popular and received wide attention from all tourist groups, both gender and all ages.

2.1.4.3 Health tourism services promote healthy body and spirit such as massage for health, Traditional Thai Massage, bathing in mineral water, herbal steam, providing health foods and herbal drinks, and water therapy.

Furthermore, Health tourism has more key components in the following area (Rumpaipan Kaewsuriya, Newsletter 2002):

1. Providing facilities, including safety in life and assets.
2. Preparing staffs ready to provide good services and be good host.
3. Having primary health treatment and check-up through the promotion in Health tourism treatment and rejuvenation (hospitals).
4. Managing environment with full cooperation from Health tourism sites and health service facilities.

To summarize Health tourism Components

1. Health tourism resources are Hot Springs, Spa, Traditional Thai Massage and Health Treatment and Rejuvenation facilities (Hospitals or Health Service Centers).
2. Tourism market is health information channel for tourists to use based on their own preferences.
3. Health tourism Activities and Services.
4. Basic foundation and facilities are accessing Health tourism facilities easily and conveniently. Therefore, it is necessary for those sites to equip with necessary utilities and facilities such as water supply and electricity, lodgings, restaurants, touring and tour guide companies.
5. Tour sites readiness is readiness of Health tourism sites or health center to provide services, including staffs' readiness, environmental sanitation readiness, services and activities readiness and tourism cooperation.

2.1.5 Health Promotion Tourism Activities and Services

Health promotion activities and services (Paleerat Kardee et. al., 2005:14) are being classified as follows:

2.1.5.1 Related activities and services to health promotion.

1. Traditional Thai Massage is Thai ancient treatment of sickness that started from the effort to relieve body ache and reduce bruised with applying pressure on the sore spot. Eventually, it has become the science of treatment up to now. Traditional Thai Massage improves blood circulation, gives body strength, reduces body ache, and restores muscles and nerve systems. At present, Traditional Thai Massage is being classified into 3 types (see appendix b) (Surapol Srivittaya et al., 2002: 19-20).

2. Feet Massage and Pressure Point is the stimulation of 10 major tendons that affected healthy body by opening air channel, starting from the foot, back of the foot, and legs. This improves blood circulation, lymph, and functions of body systems, including preventing certain diseases such as migraine, constipation, and tension.

3. Sauna/ Herbal compress is the process of steaming with vapor of mixed herbal fragrant or compressing with heat from herbs based on principles of Thai Tradition medicine. The benefit from this treatment is better circulation of blood vessels, relieving tension and reducing pain from tendon inflammation.

4. Aroma Therapy is the process to promote health body and spirit which in turn benefit the nerve system and relieve tension. A person would be delighted from sensing extract fragrant from tree barks, roots, herbs, spices, flowers and fruits, including animals' scents from whale, civet, beaver and deer.

5. Spa is one of the most popular tour sites which available in the form of Hot Springs, Mineral Water Pond or located in Spa itself with adding more facilities to respond to the tourists' demand. It helps to relax body muscles and relieve body tensions.

6. Water Therapy or so called Hydrotherapy is building good health through water such as Low impact water exercise.

7. Thai Traditional Yoga is training for proper body movement so that energy would flow and expel body sweat by making human body parts related to each other, from the joint to muscles and internal organs. It is the good way to

practice natural body movement to create concentration, train breathing and lift bad vibration.

8. Providing health foods and herbal drinks from local grown vegetables and fruits to benefit body and mind from all nutrients available in vegetables and fruits. This is considered wisdom of Thai ancestor that had been passed down from one generation to another until becoming a culture for consuming local vegetables and herbs.

9. Herbs are made into herbal beauty products by making herbal cosmetics with less chemical widely accepted by the public and being used as one of the products to promote Health tourism.

2.1.5.2 Activities and Services related to health rejuvenation and rehabilitation such as health healing, weight loss, basic health check-up, dental care, Lasik, D-Tox, illness treatment and health rehabilitation (CA International Information, 2006: 14).

In this research, only relevant activities and services were under the study.

2.1.6 Health Promotion Tourism Resources

Health tourism resources are health tour sites, including nature-made sites and sites created by individual expertise. In this research, Health tourism sites are as follows:

2.1.6.1 Spa is the health service place that provided mixed health activities such as, bathing in Mineral water, Body massage, Jacuzzi, Aroma Therapy, Sauna, providing health foods and herbal drinks, Meditation, Yoga and other health-related activities. These activities which designed especially to promote health and prevent illness would relieve tension and body fatigue (Pareerat Kandee et al., 2004: 15-16). Spa is being categorized into 6 types according to ISPA (see appendix b) (Jaraypong Thongchoom et al., 2004: 7-9).

2.1.6.2 Traditional Thai Massage is the place to promote good health and treatment through Thai massage in various styles which treasured as a valuable wisdom and culture of Thailand, aiming for the Thais to treat own health. Traditional

Thai Massage which is done with scientific touching between the massage giver and receiver would directly benefit body and mind. At present, Traditional Thai Massage has combined both patterns, between “ Chalerysak” and “ Royal Court “ together to maximize treatment benefits, including the massage with essential oil from Thai herbs (Jaraypong Thongchoom et al., 2004: B).

2.1.6.3 Hot Springs is nature-made Health tourism resources under the government jurisdiction. Many services are available in Hot Springs areas such as, bathing in minerals water, Thai Traditional Massage, foods services and different lodgings.

2.2 Natural Resources and Environment

2.2.1 Natural Resources and Environmental Definitions

Natural Resources is defined as nature-made objects that man employed in their daily livings and to serve their needs such as water, wildlife, air, minerals, sunshine, and mankind (Ratri Para, 2000: 15).

Kasaem Jumkaew (1981: 3) defined natural resources as nature-made environment that benefits human one way or another. Generally referred as “Resources” or sometimes” Environmental Resources”.

Therefore, natural resources are nature-made objects that can be used to benefit human one way or another. In economic aspect, natural resources are one of the most important factors to create production and only yield economic benefits. Therefore natural resources must be utilized carefully, with maximize benefits and minimum wastes according to the conservation principles.

Environment according to Nat Tunvirut and Poonsup Samutsakorn (1985: 1) included every objects surrounding us, both living and non-living creatures.

Ratri Para (2000: 15-16) referred to environment as everything surrounding human, both nature-made and man-made, livings and non-livings, tangible and intangible but they must possess the following 7 unique identities:

- 1) It must have separate, unique and clear identity such as trees, houses, human, water and roads.
- 2) It is unable to survive alone in nature, and always pair up with other environments such as trees with soils, fishes with water, man and society.
- 3) It always depends on other environment such as forests need soils; fishes need water, and human need shelters.
- 4) It must stay together as a group or system such as Forest Ecosystem
- 5) It creates chain reaction. When one environment is being destroyed, another environment would suffer as well.
- 6) Each environment has different fragility, strength and endurance.
- 7) Environment may adapt along with changing times, temporary or permanent.

Judging from earlier definitions, natural resources and environment contain both similarities and differences in the following areas (Ratri Para, 2009: 17).

- 1) Both have same similarities as being nature-made and benefit human the same way as natural resources. Meanwhile, all objects originated on earth are considered natural-made environment as well.
- 2) In their differences, natural resources are nature-made and benefit human whereas environment may happened with or without nature assistance, having or not having benefit human.

As a matter of facts, all natural resources are part of environment, but all environments may not be listed as natural resources. Most people see natural resources as tangible object and judging from the quantity while environment to most people is the cause of pollution such as waste water and garbage. With existing environmental problems, people often look at them in term of quality. Therefore, environment can be used instead of resources because they are the same matter or sometimes two words are combined into “Environmental Resources” (Nat Tunvirut and Poonsup Samutsakorn , 1985: 1).

2.2.2 Resources Type

Natural Resources which based on utilization are separated into 3 categories (Ratri Para, 2009: 17-18).

2.2.2.1 Lasting Resources are non-depleted resources originated along with human in large quantities, more than human needs for utilization. However, without appropriate use or proper maintenance, the qualities of those natural resources may alter and unfit for consumption such as, sunlight, air, soils and water in the water cycle. If these resources ever depleted, the entire human race would be wipe out completely from this earth.

2.2.2.2 Non-renewable resources are those most consumed and eventually depleted. They cannot be replaced when they are completely gone. These resources provided living convenience and assisted work. Certain type of resources can be restored and recycled such as, minerals. Therefore, these resources must be utilized carefully.

2.2.2.3 Renewable resources that would maintain same existence such as water remain in the same place, forests, animals and grassland, human labor, floras, and herbs. These resources can be reborn again and again if their numbers balance with nature. When being destroyed, they can restore themselves to normal condition even it may take a very long time. These resources are the utmost important resources for mankind by benefit human directly and indirectly. Without them, human may be unable to exist and lacking either one could disturb human existence one way or another.

Seven types of natural resources as being human necessities directly impact human existence are soils, water, forests, animals, minerals, recreations and human.

Environment is being classified into 2 major groups as follows (Nat Tunvirut and Poonsup Samutsakorn, 1985: 1) as follows:

1) Tangible Environment

1.1) Physical Environment is defined as non-living creatures, including natural environment such as soils, air, water, minerals and man-made environment through technologies or artist abilities such as houses, roads, factories and temples.

1.2) Bio Environment is defined as living creatures such as human, plants, animals, microorganisms.

2) Intangible Environment such as social and economic system, politic, religions, education, traditions and cultures, so called human relationship

Indigenous Resources are divided based on 3 origins as follows: (Panya Thongnil, 1994: 17)

1) Human Resources are community people or local people who possessed specific knowledge and ability. They are separated into the following 2 groups:

1.1 Local Speakers are local residents who lived and made their livings in the same community such as being officers of community agencies, locals with expertise in specific areas.

1.2 Visiting Speakers are visitors from outside, occasionally visiting the area such as education research, scholars and experts in various disciplines.

2) Natural Resources are nature-made objects such as seas, mountains, forests, waterfalls, soils, rocks and minerals.

3) Social Resources are man-made object constructed with purposes such as libraries, museums, temples, churches, mosques, associations, enterprises, including cultures, traditions and community activities.

2.2.3 Resources and Environmental Crisis

In the current situation, many environmental crises happened in numerous areas, for examples, energy crisis, foods shortages, population expansion, and pollution crisis. These crises are threatening earth or Biosphere survival which comprised of elaborated ecosystem that may be destroyed by human selfish or foolish acts. These irreversible actions may bring earth catastrophe that could wipe out the entire human race.

According to Nat Tunvirut and Poonsup Samutsakorn (1985: 31-32), resources and environmental crisis originated from 2 major causes:

1) Population growth happened in much higher rate which also required double resources consumption.

2) Economic growth and Technological progress raised standard of living higher and in turn consumption rate went up as well. More technological progress led to more resources depletion. Modern man can cut down trees, destroy forests, kill animals and dig up minerals 100 times more than previous generation with available machineries and advance techniques.

Resources and Environmental Crisis Impacts

1) Resources depletion happens in non-renewable resources such as minerals and petroleum, depleting almost daily and renewable resources such as animals, trees that are unable to keep up with human consumption even with more cultivation.

2) Pollution happens when both people and business places consumed resources at much higher rate. As a result, left-over and wastes were released into the environment, whether being water, air or soils, followed by polluted environment which kept increasing rapidly as being shown in the figure 2-1.

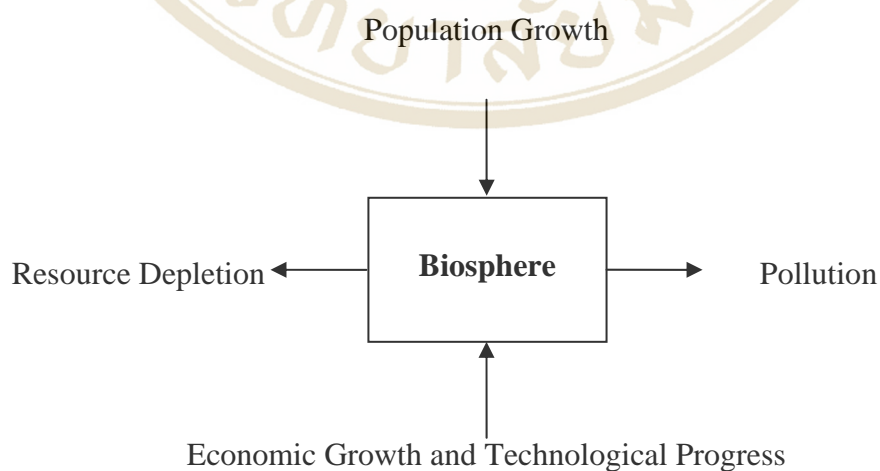


Figure 2-1 Cause and Effect of Environmental Crisis.

Source: Science and Environment and Resources Management.

2.2.4 Tourism Impacts on Resources and Environment

Ever since the start of tourism activities until tourism has been developed into growing industry continuously, many problems occurred along with the progress (Tourism Authority of Thailand, 1993: 2-4):

2.2.4.1 Decayed Tour Sites and Polluted Problems

Problem Nature: Decayed and dirty tour site with garbage and wastes scattered all over the area. Meanwhile, the components of tour site lost natural balance. For example, having waste water pool with floating garbage and bad odor. Floras and wildlife were destroyed or extinct.

Waste water or garbage problems are becoming crucial pollution problems originated from tourists and tour entrepreneurs such as Spa, Traditional Thai Massage, Hospitals or Health Center, hotels, restaurants, including nearby communities.

Moreover, many problems are caused by air pollution, dust, noise pollution deteriorated the tour site and ruin its natural beauty besides being annoyed and unimpressed.

2.2.4.2 Public Land Trespassing

Problems Nature: Invading the public land which included illegal land utilization such as, occupied land without legal right or proper document. Frequently, one occupied land illegally to build shelter or invading forest areas to find raw materials for tour industry.

Another type of land invasion is trespassing public land next to own land such as, building a shack into the river or public land. This problem has tendency to increase in the near future and already created environmental problem, poor landscape and inconveniences. Therefore, appropriate and effective measures must be set up to solve these problems.

2.2.4.3 Facilities

Problems Nature: Building and constructions occurred at all times, especially in many popular tourist attractions. Building constructions had been done without the control in height and design which often created scenic problems. Another

problem resulted from building facilities that completely destroyed the natural surroundings in the area.

Congestion is another problem facing the tour sites. Such congestion can be seen as run down foods and drinks shacks and disorderly commercial building that caused ugly sight as well as accelerating the decay of tour site.

2.2.4.4 Problems had risen from developing the basic structures and building the facilities without environmental concern.

Problems Nature: Road construction and landfill destroyed natural landscape and created ecosystem unbalance.

2.2.5 Water Pollution Impacts on Environment and Community

“Water Pollution or Waste” is water that had changed its appearance completely from heavy contamination and unfit for consumption (Environmental Quality Promotion, 2002: 42). Furthermore, the National Environmental Promotion and Preservation Act, 2535 B.E. (2026) defined “waste” as liquid waste, including contaminated objects in that liquid. As for “waste water”, it was released from communities, business enterprises, factories, agricultural sites and mining that normally contained contaminated chemical turning water filthy.

Water pollution impacts on environment and community are as follows (Environment Quality Promotion, 2002: 49-50):

2.2.5.1 Harmful effects on human health and other living creatures are caused by waste water and the degree of danger depended on the type of waste water. For example, drinking diseases-infected water can cause diseases in the indigestive system such as, cholera and dysentery.

2.2.5.2 The reduction of oxygen level from waste water can damage ecosystem, slow down growth in plants and animals, make them unable to extend their species or even cause their deaths and eventually change ecosystem.

2.2.5.3 Without clean and safe water for consumption, the effects may create problems for the operation that utilized water, especially agriculture and industry which in turn affected products quantities and qualities.

2.2.5.4 Toxic waste entered aquatic plants or animals' body from eating contaminated organic objects. When human consumed those contaminated animals or plants, they would be affected by those toxic as well. Findings from the study of toxic spreading in lower Chao Phraya River and Thai Gulf revealed that all living sea creatures in that area accumulated harmful toxic in their foods chain.

2.2.5.5 Damaging to landscapes and recreation areas can cause poor atmosphere.

Water pollution required cooperation of businesses, government and general public to solve such problems (Kasetsart University, General Study, Project Management, Integrated Subject, 2002: 29 and 111) through the following practices:

- 1) Conserve water and reduce water usage in each activity.
- 2) Separate wastes from waste water to be used for other benefits such as feeding household animals.
- 3) Refrain from dumping wastes in the water sources.
- 4) Using technology with waste treatment and disposal such as waste water treatment system.
- 5) Enforcing laws such as set up measures and rules.
- 6) Monitoring and preventing water pollution problems.

2.2.6 Wastes Impacts on Environment and Community

“Waste” according to the Royal Institute Dictionary, 2036, is defined as leftover from used items such as ashes, animal carcasses, including items from street sweeping, markets, animals shelters. As for “garbage”, it has the same definition. Wastes can impact environment and community in the following areas (Environmental Quality Promotion Department, 2002:85-86):

2.2.6.1 Heath impacts from improper wastes management with toxic contamination and being the harbor for disease carriers which directly affected population's health, especially on digestive system and respiratory system.

2.2.6.2 Environmental impacts are causing following nuisances:

1) Being harbor for diseases and carriers such as rats, flies, cockroaches and mosquitoes.

2) Waste water resulted from rainfall on garbage that were dumped on the ground, creating filthy water (BOD as high as 10,000-12,000, regular household wastes contain BOD estimated 100-120). Then, filthy water would seep through water sources and underground water which created health hazard if being consumed.

3) Air pollution resulted from burning wastes outdoor which in turn creating smoke and air pollution to deteriorate air quality eventually.

4) Nuisance and poor environment created from pile-up wastes. Accumulated wastes could create bad odor and disturb those who lived nearby. With long time accumulated wastes, Biogas from fermented wastes could ignite fire or explode.

5) Fire hazard from inflammable wastes.

2.2.6.3 Economic and social impacts from inappropriate waste management caused wastes amount increasing without immediate attention. Those accumulated problems resulted in unnecessary budget spending in additional management. Moreover, these wastes can cause ugly sight, unfit for tourism promotion policies.

Waste management and problems-solving are internal problems that can be solved through various methods (Kasetsart University, General Study, Project Management, Integrated Subject, 2002:/ 26-27).

- 1) Recycling.
- 2) Avoid using foam and plastic.
- 3) Separate wastes for easily managing and collecting.
- 4) Transforming wastes into the fertilizer.
- 5) Reducing hazardous wastes.
- 6) Using technology in wastes disposal such as landfill and transforming into energy.
- 7) Law enforcement.

2.2.7 Concepts, principles and guidelines for Natural Resources and Environmental Conservation

Nivat Ruengpanit (1994:43-45) summarized on concepts and principles of Natural Resources and Environmental Conservation as follows:

2.2.7.1 Natural Resources Conservation is defined as knowing how to use natural resources carefully to maximize benefits evenly for all mankind. This is not forbidding the use of resources but rather using them in proper time and space.

2.2.7.2 Natural Resources are classified roughly as renewable natural resources such as soils, water, forests, wildlife, grasslands, including non-renewable natural resources such as petroleum and minerals.

2.2.7.3 The crucial problem in Natural Resources Conservation is to maintain fertile soil in the same quality which should benefit other natural resources such as water, forests and wildlife as well.

2.2.7.4 In conserving or managing resources, one must concern not only one resource but also other natural resources as well because all resources closely connected with each other.

2.2.7.5 The plan for sensible use of resources must consider human with social or cultural surroundings or natural surroundings as well because human culture and society developed from the use of such natural resources. Generally, conservation is the way of life that related to economy and society as important part of human existence.

2.2.7.6 No conservation project can be successfully done unless the users of natural resources aware of resources values and use them wisely to benefit whole society in many ways at the same time.

2.2.7.7 The rate of current natural resources in any cases is unable to support good livings evenly because resources distribution is unevenly done.

2.2.7.8 Conservation concerns all of us, urban or rural population. Population wealth is depended on how man utilized their own resources in the country.

2.2.7.9 The destruction of any natural resources for any reasons is considered as the destruction of human civilization. However, human must admit that

the natural resources inevitable destruction happens in all places using natural resources.

2.2.7.10 Human existence depends on other living creatures, plants or animals that originated from other resources such as soils, water. Human acquired the energy, good livings, healthy body and spirit from foods consumption. Besides fishes and other sea creatures, all foods consumed by human, whether being vegetables, fruits, nuts, sesame seeds, rice or milk, beefs originated from the soils.

2.2.7.11 Human must know and understand and belief in nature. Even though human can engage modern technologies in natural process, certainly they are not able to replace nature completely.

2.2.7.12 Conservation besides benefits mankind, it must be done to maintain natural abundance and healthy spirit such as conservation of nature and wildlife for beauty and recreation or sport.

2.2.7.13 The fact is while earth population kept increasing, natural resources also decreased rapidly. No one can predict if the natural resources would last for human consumption. The future is dim if human have not started to conserve natural resources from now.

2.3 Satisfaction Concepts

Louis Jumpatet (1995: 8) defined “Satisfaction” as the desire to achieve goal which normally displayed happiness through the eyes, speeches and body languages.

“Satisfaction” is an individual’s feeling towards certain object. Satisfaction happens when the need of individual had been fulfilled or an individual accomplished certain goal. Such feeling would subside if there were no further responses. In another words, satisfaction and attitude are almost the same matter because satisfaction created positive attitude (Rattavut Jiemsripong, 2542: 12).

As for the research work, “Satisfaction” is tourists’ feeling good, being satisfied or impress towards the operational aspects, location, services, staffs, safety, environmental quality and resources utilization of Health Promotion Tourism in Muang District, Chiangrai Province.

Regarding relevant concepts to satisfaction, satisfactions were mentioned in earlier researches in the study of physical surroundings or performance. In this case, Maslow's motivational theory was used to explain human's satisfaction which could be aroused from receiving responses in certain level. It started from a lower level as the basic need and further extended to a higher level.

According to Maslow (1970: 69-80), human needs are categorized in 5 steps:

- 1) Physical is the basic need and extremely necessary for human existence such as foods, shelter, medicine and sex
- 2) Safety is the need for life security, including advancement and spirit warmth.
- 3) Social Acceptance is the need for being accepted as the member of society, given friendship and loved by coworkers.
- 4) Status Recognition is the need for being praised by society or others.
- 5) Success is to be successful as plan which rather difficult for individual to achieve.

As for the Theory of Searching for Satisfaction, according to Ratthavut Jiemsripong (1999:13), an individual would do certain things to make him happy and avoid things that would bring him suffering or hardship. Satisfaction is divided into 3 levels as follows:

- 1) Psychological satisfaction happens naturally because man aims to find his own happiness and avoid all sufferings.
- 2) Self-satisfaction is when man tries to fulfill his aims in happiness, with no concern in human nature.
- 3) Ethical Satisfaction is when man searching to benefit mankind or own society and he is one of the beneficiary.

Psychologists who support this theory agreed that an individual was motivated to act in a certain way because such action would satisfy the receiver. Therefore, emotion aroused behavior.

Certain thing that creates satisfaction among human is resources or arousal. Satisfaction system analysis is the study whether resources or certain arousal would create satisfaction and happiness for human. Satisfaction happens most when all needed resources are completed. Since resources on earth are limited, most satisfaction

can happen only the available resources has been managed properly. Then, the physical surroundings should be resources including in the satisfaction system. Therefore, the design of the surroundings is to make decision on how to manage existing physical surroundings-related resources for maximum satisfaction (Ratthavut Jiemsripong, 1999:14).

Presently, the significance of the study in correlations between man-made physical surroundings and the users was being widely accepted among the designers, social workers or users. They are all hoping that through the understanding of such correlations, the surroundings could be developed into the desired quality. The attitude measurement on satisfaction has the tendency to reveal useful data for the decision makers in both public and private sectors.

2.4 Basic Information of Muang District, Chiangrai Province

2.4.1 General Information and Area Access

Chiangrai is located in the upper north of Thailand with high mountainous ranges and some highlands. The area is fertile and abundant with natural resources, mountains and forests. Chiangrai is historical town with the history of ancient settlement and tourists always make frequent visits. The distance is 785 kilometer from Bangkok. Traveling to Chiangrai can be done with private automobile, tour bus, airplane, except train. Presently, the following 3 highways are being used for traveling to Chiangrai Province:

2.4.1.1 Nakhonsawan-Lumpang-Payao-Chiangrai

2.4.1.2 Nakhonsawan-Lumpang-Chiangmai-Chiangrai

2.4.1.3 Nakhonsawan-Pitsanulok-Prae-Chiangrai

Traveling through these 3 routes took the same 9 hours.

Traveling by tour buses is available at Mor Chit Bus Depot and Provincial Transportation Depot. Traveling services are provided by Transportation Co., Ltd, Karuhut Co., Ltd., Cherdchai Tour Co., Ltd., Sombat Tour Co., Ltd. and Siam First Co., Ltd.

As for traveling by airplane, service is available at Suvannabhumi Airport and Provincial Airport consisted of Thai Airways, Air Asia Airline and Orient Thai Airline.

2.4.2 Topography

Muang District of Chiangrai is located on the highland between mountains with area similar to the fried pan. The Kok and Korn Rivers flow through the city yielded great benefits to both agriculture and boat touring.

2.4.3 Climate

Most of times, the climate is tropical monsoon with average yearly temperature at 25 °C degree There are 3 seasons as follows:

3.1 Summer starts from the middle of March to the middle of May, having the highest temperature measured at 41.3 °C degree with humidity and dry weather and thunder in the middle of April.

3.2 Rainfall starts from the middle of May to the middle of October with heavy rainfall during September and August with tropical cyclone coming from the upper north, creating rainfall heavier than usual.

3.3 Winter starts from the middle of October to the middle of February. When the northeast monsoon entered Thailand, the temperature would fall and winter last about 4 months with the coldest month during December and January, especially in the mountainous area, having the temperature as low as 1.5 °C degree.

2.4.4 Administration

District is set up as the provincial center with the administration boundaries divided into 16 Sub-Districts , having 15 Sub-Districts under the jurisdiction of Sub-District Administration, namely, Ron Vieng, Ban Do, Nang Lae, Mae Kao Tom, Mae Yao, Sun Tsai, Mae Korn, Huay Chompoo, Huay Sak, Rim Kok, Doi Lan, Pa Or Don Chai, Ta Sai, Doi Hang and Ta Sud. As for Vieng District, it was under the jurisdiction

of Chiangrai Municipality. Chiangrai Province occupied areas estimated 1,216.082 square kilometers, having adjacent areas as follows:

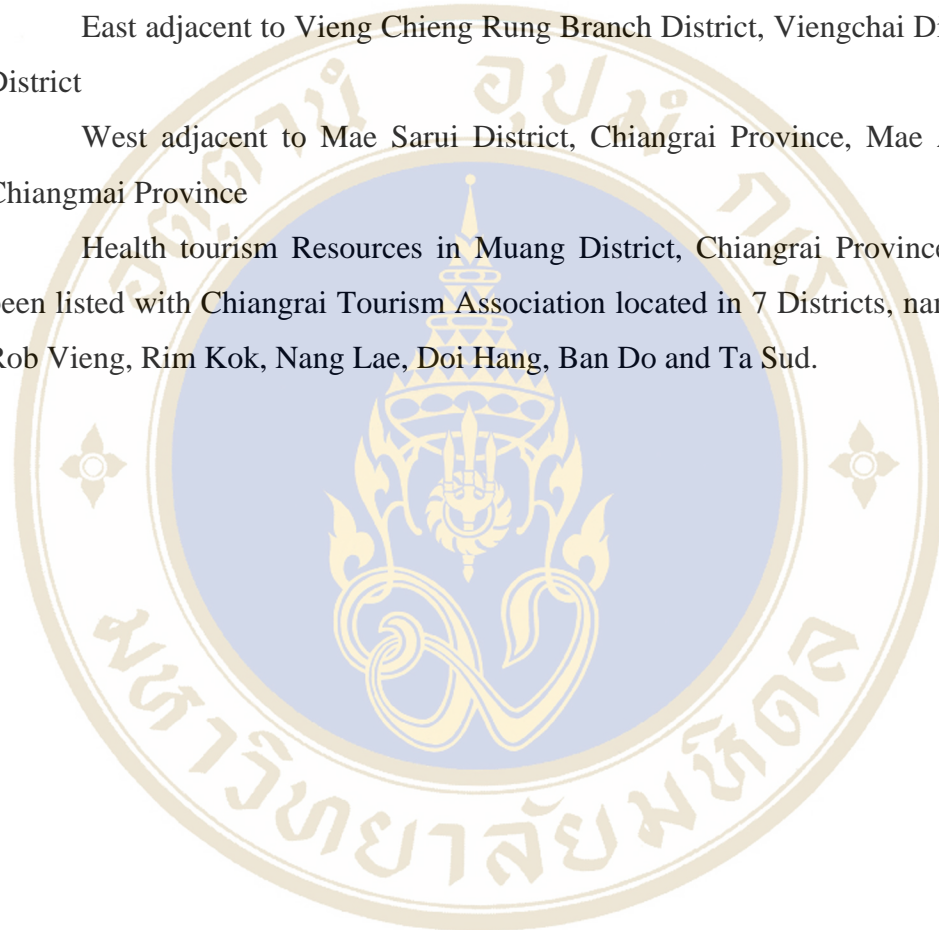
North adjacent to Mae Jun District

South adjacent to Mae Lao District, Pan District and Pa Dad District

East adjacent to Vieng Chieng Rung Branch District, Viengchai District, Tieng District

West adjacent to Mae Sarui District, Chiangrai Province, Mae Aie District, Chiangmai Province

Health tourism Resources in Muang District, Chiangrai Province which had been listed with Chiangrai Tourism Association located in 7 Districts, namely, Vieng, Rob Vieng, Rim Kok, Nang Lae, Doi Hang, Ban Do and Ta Sud.



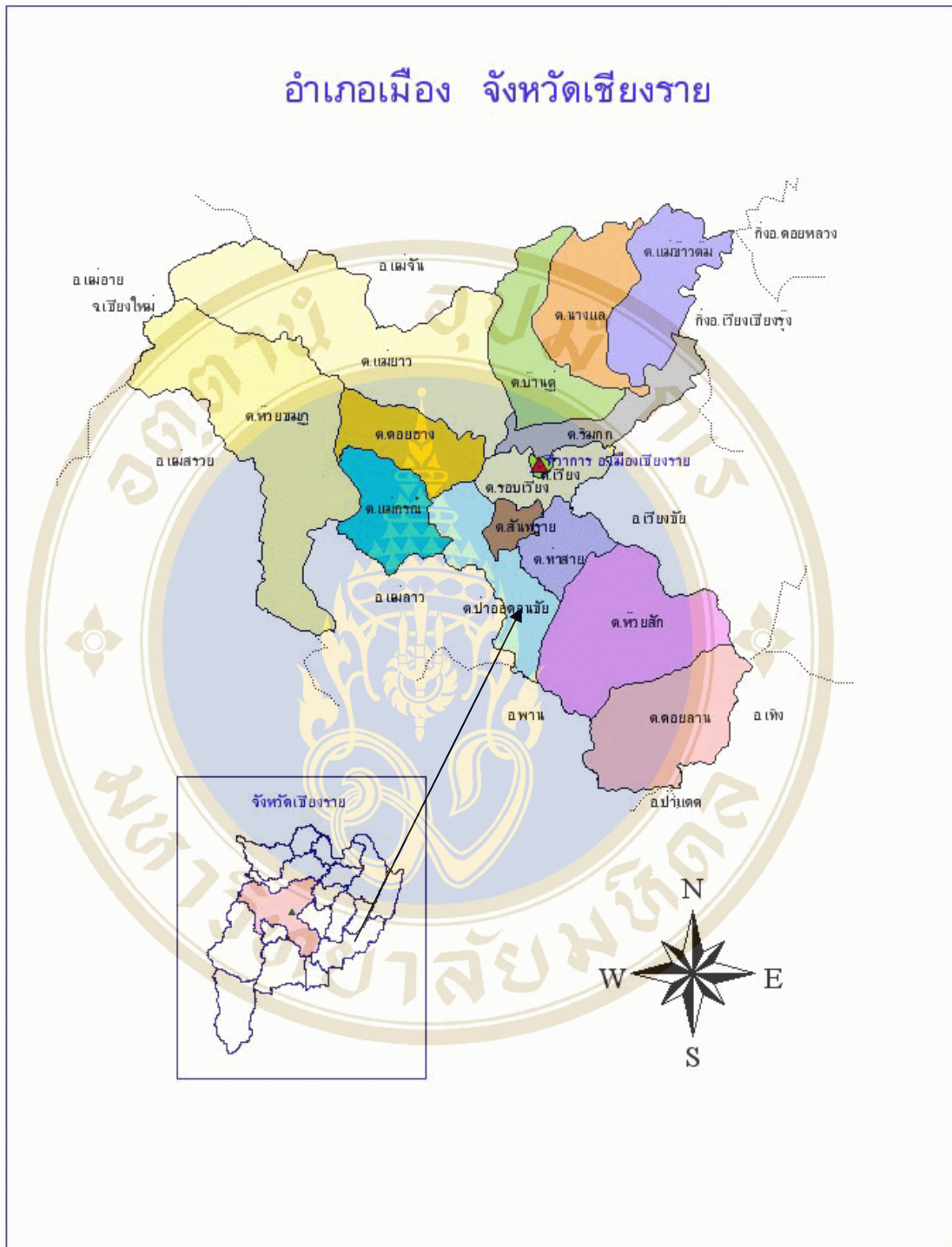


Figure 2-2 Map of Studied Boundary, Muang District , Chiangrai Province
Source: District Data Center, Administration Department, Ministry of Interior.

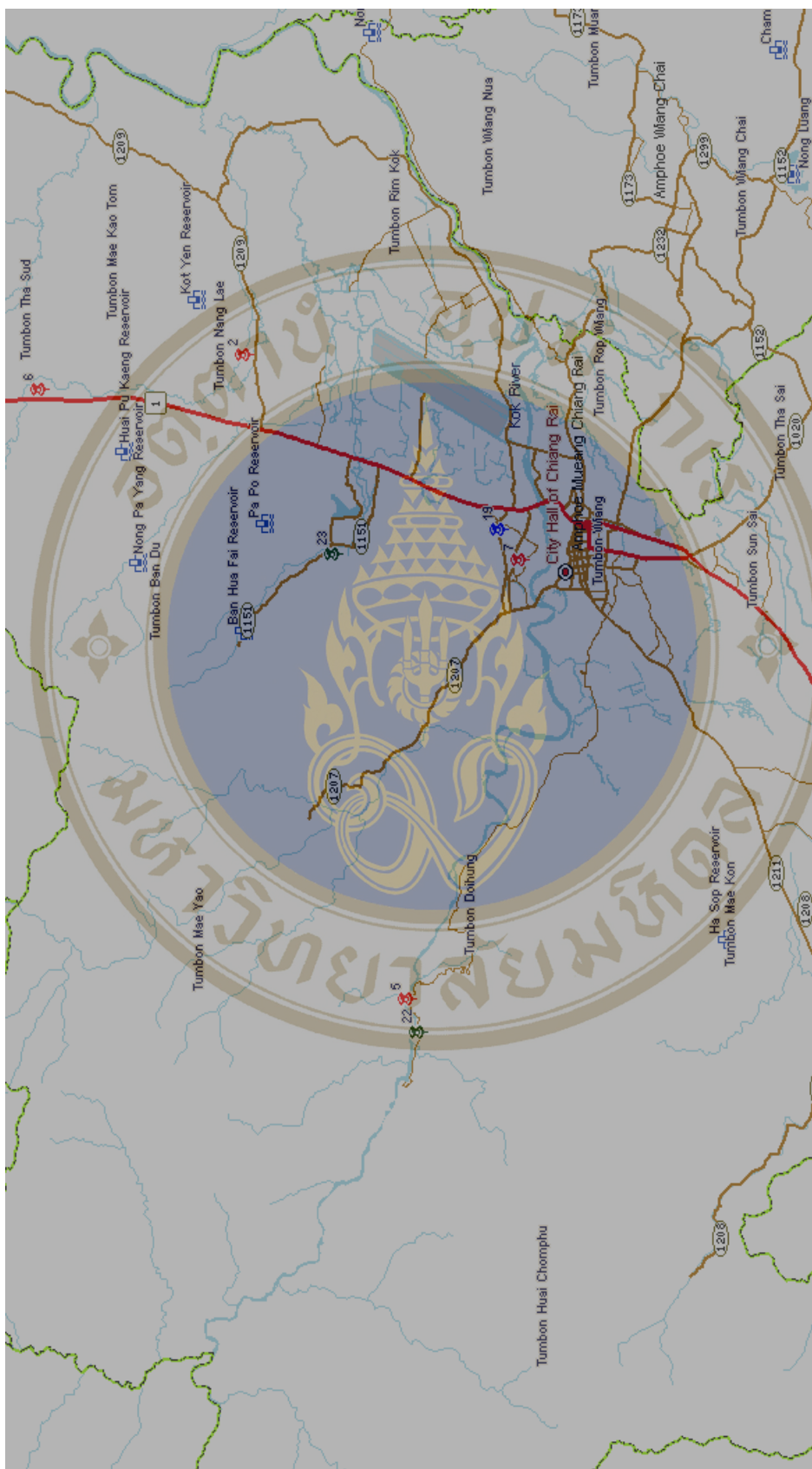


Figure 2-3 Map showing location of Health Promotion Tourism Resources at Muang District, Chiangrai Province

Source: Thinknet Co., Ltd (Map Magic 2007).

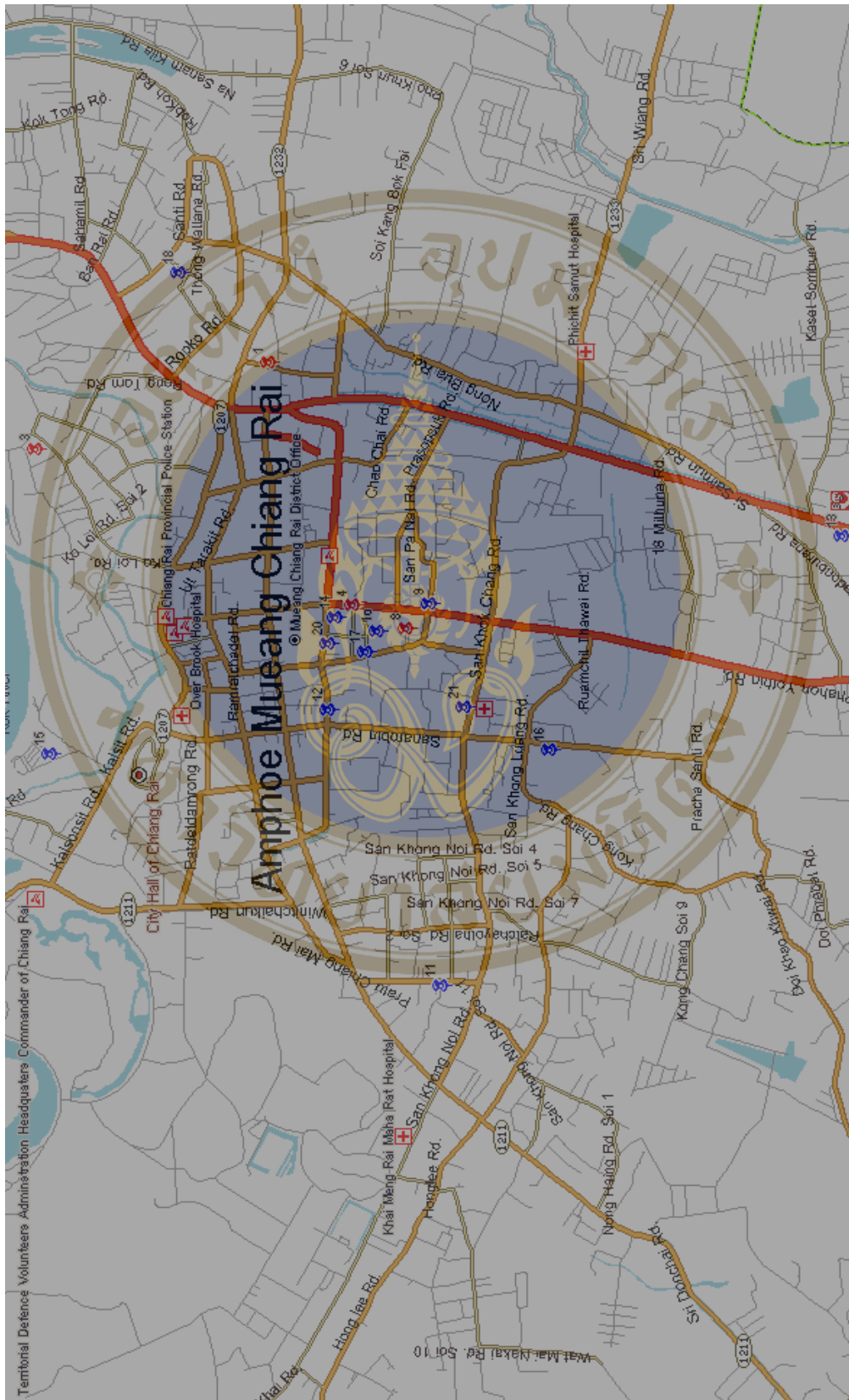


Figure 2-4 Map showing location of Health Promotion Tourism Resources at Chiangrai Municipality, Chiangrai Province

Source: Thinknet Co., Ltd (Map Magic 2007).

List of Health Promotion Tourism Resources at Muang District, Chiangrai Province

Spas

1. Phupheng Spa
2. Golden Pine Resort & Spa
3. The Legend Boutique River resort and spa
4. Starbright Hotel & Spa
5. Thammachart Resort
6. Wanasom
7. The River House Resort & Spa
8. Sittarom

Traditional Thai Massages

9. Phi massage
10. Udomrat Thai tradition
11. Panavesh Thai tradition
12. Jantanee Thai Traditional Medicine School and Clinic
13. Highway massage
14. Kanda Hatthawet
15. Dusit Island Resort
16. Laluna Hotel & Resort
17. Porn Thai massage
18. Rapeepon
19. Lanna Thai massage
20. Wang Come massage
21. Thai Traditional and Alternative Medicine Center (Chiangrai Regional Hospital)

Hot Springs

22. Phasoet Hot spring
23. Pong Phra Bat Hot spring

2.4.5 Natural Conditions

Chiangrai is being named as the land of mountains same as Chiangmai and Mae Hong Son because of elaborate mountainous ranges, estimated over 90 percent of the whole areas. Most mountains are at the elevation of 1,500-2,000 meters.

These elaborate mountainous ranges have created beautiful sceneries for Chiangrai. Many forests are still abundant with floras and faunas. At the very top of high hill, there is the scenic vista point for visitors to enjoy beautiful sight of mountain ranges and highlands, including the fog sea appearing almost every season. These mountains originated many exquisite waterfalls. Chiangrai is the first entry point for Mekong River to Thailand, starting from the border of Thailand, Laos and Myanmar at the Golden Triangle before flowing into Laos again at Vieng Kan District. Thus, Mekong River is considered as the border between Thailand and Laos and being used as the communication route with neighboring countries. Furthermore, the area is so abundant with diversified natural resources and freshwater fishes, especially Mekong giant catfishes and other different species of aquatic weeds. The popular weeds for human consumption or industry is “Algea” or local name “Krai”.

Besides Mekong River, Chiangrai has more rivers, Mae Nam Kok, Mae Nam Ing, Mae Nam Kum, Mae Nam Lao and Mae Nam Sai that nurtured community and agricultural areas. Mae Nam Kok passes through Chiangrai before flowing into Mekong River at Chiang Saen District. It is considered the main river to provide sources for community and industry consumption.

Even though most areas are full with forests and mountains, many forests were destroyed, leaving the trails of bald mountains along the routes from areas trespassing for agriculture and finding wild goods and animals. With the forest destruction, water sources and streams were dried up. Many government agencies tried to restore Chiangrai environment and surrounding such as Doi Tung Development Project. For forests that still maintain their abundance, they were announced as conservation areas such as Doi Luang National Park, Kun Jae and Kun Korn Waterfall.

2.5 Relevant Researches

Paleerat Karndee et. al (2004) studied the operation and guidelines for developing Health Promotion Tourism among Spa in areas of 7 Provinces, namely Kanchanaburi, Choburi, Chiangmai, Nakhon Ratchasima, Phuket, Suratthani, Bangkok and the vicinity. Research Results indicated that most spa services were below standard. Because of insufficient numbers of inspectors, the full control of these establishments was done unevenly. At the same time lacking true publicity about Spa, niche market and high service fees made it rather difficult to promote Spa as the main tourist attraction of Thailand. This research had suggested the development guidelines for Health Promotion Tourism by requiring operated Spa to pass safety and environmental standard, together with improvement in services with cleanliness, convenience and safety, emphasizing on indigenous wisdom and unique Thai identity but maintain World Class Standard as well as set up fair service fees from 500-4000 baht.

Jaraypong Thongchum et. al (2004) studied roles and significant value of Spa business and Traditional Thai Massage towards tourism promotion in Krabi Province. Findings from the study suggested numbers of tourists who enjoyed Spa and Traditional Thai Massage in Krabi could be increased with the cooperation between public and private sectors to actively support Spa and Thai Tradition Massage businesses to reach their full potentials. During the Low Season when sea tours are not available, Spa and Traditional Thai Massage have become other alternatives for tourists, thus creating employment and more incomes to Krabi and the country. Recommendations were made for the government to set up policies and measures for developing Thailand as Asian and World Center of Health tourism. Moreover, Krabi Provincial Division should take active roles in supporting the government's policies; including more publicity too promote tourism so that tourists could access more information. Besides, private entrepreneurs should fully cooperate with the government in developing better standard, quality services and safety.

Mahidol University, Faculty of Social Science and Humanities (1993) studied the guidelines in Health Promotion Tourism by conducting the survey on 3 major Health tourism sites, namely, Hot Springs, Traditional Thai Massage and Rehabilitation Facilities in 10 Provinces, Chiangmai, Chiangrai, Nakhonratchasima, Bangkok, Chonburi, Surat Thani, Nakhon Si Thammarat, Ranong, Songkla, and Phuket. Findings indicated that these Health tourism resources, including Hot Springs, Traditional Thai Massage and Rehabilitation Facilities were unable to develop or provide such services alone. These services must be included with other tours. If the study required planning to develop Health tourism, then each type of tourism should have separate planning. Since each area maintained different culture and own identity, Health tourism planning for each area should be done in fine and specific details.

Vipaporn Mahachai (2001) studied behavior of Japanese tourists in Chiangmai regarding the selection of Health Spa. Findings indicated that most tourists were females, aged from 20-30 years old, single, graduated with Bachelor Degree, worked in private company, earned incomes from 200,001-300,000 yen. For Spa selection, Japanese tourists engaged Spa services average 6-10 times to relieve their tensions. They learned about Spa services from Internet and contact Spa through internet. These tourists preferred Traditional Thai Massage and Aroma Massage with average time spent 2 hours each time. Moreover, individual factors such as gender, age, education, occupation and incomes also affected Health Spa clients' preferences differently.

Sudsangun Kumkoon (1999) studied factors related to preference in Traditional Thai Massage in Thai Traditional Medical Clinic, Doi Saked, Chiangmai Province by studying 3 factors: 1. Lead factors such as knowledge, attitude, belief, value and perception 2. Support factors and being accepted by others such as relatives, friends, medical personnel and 3. Favorable factors such as services, distance, time, information accessibility. Findings revealed the following: 1. Lead factors of the service users were at very high level whereas those of non-users remained at moderate level 2. Support factors and being accepted by others, for both users and non-users, they were at moderate level also and 3. Favorable factors for users and non-users, both were at moderate level.

Vandee Ongtanasook (2002) studied factors effecting behavior and satisfaction of clients engaging services in massages, compress and herbal steam at VasuthepArson. Findings indicated that service users were satisfied with reasonable fees and masseurs' technique, workers' attitudes and good atmosphere. Furthermore, service users suggested giving more information on how to use services correctly and outcomes from incorrect use as well as increasing numbers of workers, separating rooms for male and female clients, including better facilities such as more bathroom, expanding operating hours and providing more information through the leaflets and internet and opening for privilege members.

Suchavadee Sudkanung (1999) studied factors effecting Thai consumers in the selection of Traditional Thai Massage at Chiangmai Province. It was found that the factors effecting the selection of Traditional Thai Massage were staffs and services, equipments, location, image, prices and marketing promotion. The problems were staffs and services, prices, equipments, location, marketing promotion and image.

Sasithorn Runglertsakol and Netdao Vutthiimp (2007) studied the guidelines to develop Mineral Spa tourism in Chiangrai. It was found that local community involved with mineral resource needed improvement in servicing, advertising, physical surroundings, staffs and facilities. As for the Sub District Administration or Municipal Sub District, they wanted to turn mineral resource into tour site with the support from the government, educational institutes and local communities. Meanwhile, Thai tourists visiting mineral resource in Chaingrai Province preferred more improvement in services, publicity, physical surroundings and facilities. For foreign tourists, they wanted most in qualified personnel, better management, publicity, safety and landscape.

Petchrat Poopan (2007) studied satisfaction among Thai and foreign tourists on Health tourism in Bangkok. Findings indicated that most high potential tourists were females, aged from 31-40 years, graduated with Bachelor Degree, owned business, or being company employees. Most tourists learned about Health tourism from magazines and journals. Majorities had engaged in Health tourism services with

massage, sauna and herbal compress. Most tourists were impressed with staffs, whereas location, services, equipments, information and publicity received high satisfaction.

Vilatsanee Sonthanna (2005) studied the operation and problems of Spa business in Muang District, Udon Thani Province. Findings indicated that Hotel Spa Business managed well but Day Spa still lacked knowledge and understanding. Main problem was insufficient numbers of Spa employees to service customers in certain hours of the day.

Suppasin Suriya and Chaivat Thongin (2007) studied product potential and Health tourism at Chiangrai Province. It was found that Health tourism clients very satisfied with services provided by Mae Lao Hospital, Phraya Mengrai Hospital and Local Medical College and Alternative Medicine, Ratchabat Chiangrai. As for the opportunities and threats in health services, findings indicated that Chiangrai was unable to develop into Health tourism resources even in the near future because of lacking the readiness and full support from the government.

CHAPTER III

RESEARCH METHODOLOGY

This research was conducted as Survey Research to study the operation of health promotion tourism resources at Muang District, Chiangrai Province with mixed application of Qualitative and Quantitative approaches.

3.1 Populations and Samples

3.1.1 Populations are classified as follows:

3.1.1.1 Health promotion tourism resources entrepreneurs comprised of the following groups:

- Spa Entrepreneurs
- Thai Traditional Massage Entrepreneurs
- Hot Springs Entrepreneurs

3.1.1.2 Data of total 7,195 tourists/ month derived from customer's statistic from January 2007 to January 2008 (Interviewing 3 entrepreneurs)

3.1.1.3 Community Representatives

3.1.2 Samples are classified as follows:

3.1.2.1 Health Promotion Tourism Resources selection (see appendix c) are conducted as follows:

1. Eight Spa Entrepreneurs in Muang District, Chiangrai Province were selected through Purposive Sampling provided that the establishments must be located in the studied area and being members of Chiangrai Tourism Association.

2. Thirteen Thai Traditional Massage entrepreneurs in Muang District, Chiangrai Province were selected through Purposive Sampling provided that the

establishments must be located in the studied area and being members of Chiangrai Tourism Association.

3. Two Hot Springs Entrepreneurs in Muang District, Chiangrai Province were selected by Purposive Sampling provided that the establishments must be located in the studied area and being members of Chiangrai Tourism Association.

3.1.2.2 Tourists were selected by Accidental Sampling among Thai tourists visiting health promotion tourism resources, namely Spa, Thai Traditional Massage and Hot Springs, 18years old and above, males and females, local and non-local who volunteer information during November 2008 to January 2009. Samples size was determined with Krejcie and Morgan (1970: 608-609) formula as follows:

$$n = \frac{X^2 N p(1 - p)}{e^2 (N - 1) + X^2 p(1 - p)}$$

n = Sample size
 N = Population size
 e = Acceptable Accidental Sampling Miscalculation 0.05
 X^2 = Chi Square df equaled 1 and Reliability Level 95%
 $X^2 = 3.841$
 P = Proportion of populations interesting characteristics
 (p = 0.5)

Out of 7,195 tourists (appendix c), 365 samples were selected and classified into different types of health promotion tourism resources as being shown in details in table 3-1.

Table 3-1 Populations and Samples of Health Promotion Tourism Resources

Health Promotion Tourism Resources	Populations (No.)	Samples (No.)
Spa	1,415	72
Thai Tradition Massage	3,980	202
Hot Springs	1,800	91
Total	7,195	365

3.1.2.3 Community Representatives

Checking content validity in environmental quality and resources utilization was done through the selection of 30 samples with Snowball Sampling, using the same criteria with community leaders to derive at recommendations for selecting proper leader.

3.2 Research Instruments

3.2.1 An interview form applied with all 3 health promotion tourism resources, namely Spa, Thai Traditional Massage and Hot Springs included the open ended questions with choices of answers in order to study the operation in location, services, staffs, environmental quality, safety and resources utilization.

3.2.2 A tourist questionnaire is divided into 3 parts as follows:

3.2.2.1 Status and general behavior as survey and open ended questions

3.2.2.2 Satisfaction towards 6 operational aspects, namely, area, services, personnel, environmental quality, security and resources utilization, using Rating scale with 5 level of measurement in most satisfaction, more satisfaction, moderate satisfaction, less satisfaction and least satisfaction.

3.2.3 Recommendations for Health Promotional Tourism Resources were arranged as open ended questionnaire.

3.2.4 Conducting non-structured interview with community representative (Content Validity) on environmental quality and resources utilization to set up interview guidelines.

3.3 Research Instruments Quality Examination

3.3.1 Constructing and Developing a Questionnaire

3.3.1.1 Studying theories, concepts and reviewing relevant literatures from numerous documents.

3.3.1.2 Determining contents of a questionnaire to include necessary items.

3.3.1.3 Taking a constructed questionnaire to the thesis advisor for improvement.

3.3.1.4 Testing improved questionnaire with 30 sample groups in Muang District, Chiangrai Province.

3.3.1.5 Making correction before actual application.

3.3.2 Conducting self-check on instrument quality before presenting to the thesis advisor for content validity and completing questionnaire.

3.3.3 Testing Reliability of Tourist Satisfaction Measurement with Coefficient α adapted from Cronbach Coefficient (Suvimol Trikanun, 2005: 156) expressed in the following formula:

$$\alpha = \left[\frac{n}{n-1} \right] \left[\frac{1 - \sum S_i^2}{S_t^2} \right]$$

α = Instrument Precision Coefficient

n = Numbers of Instruments

S_i^2 = Scores Fluctuation of each question

S_t^2 = Total Respondents Scores Fluctuation

Value of α was ranged from 0-1. For this research study, the value of α was being assigned higher than 0.7 which considered reliable (Tawatchai ArthornThurasuk, 1996:12).

Test results indicated that Tourist Satisfaction Measurement form had Cronbach Coefficient (α) equaled to 0.86.

3.4 Data Collection

Field data were gathered from July 2008 to January 2009 based on sampling populations through the following steps:

3.4.1 The researcher collected qualitative data through non-participative observation and non-structured interview with community representatives to verify data accuracy and discuss conflict.

3.4.2 Quantitative data collection was done in 2 parts:

3.4.2.1 Data were collected by the researcher from Health Promotion Tourism Resources entrepreneurs with structured interview.

3.4.2.2 The researcher and well trained assistant collected data through the questionnaire.

3.5 Data Analysis

3.5.1 Analyzed the content of a form for interviewing health promotion tourism resources and presented findings through Frequency Distribution and Percentage.

3.5.2 A tourist questionnaire divided analysis into 3 parts as follows:

3.5.2.1 Status and general behavior was analyzed with Frequency Distribution and Percentage to be presented as a narrative table.

3.5.2.2 Tourist satisfaction level was analyzed with Mean and Standard Deviation based on weight method of Likert (Tanin Silpjaru, 2006: 77) as follows:

Satisfaction Level	Weight Scores
Most	5
More	4
Moderate	3
Less	2
Least	1

Calculation for Level Width (Kulaya Vanichbancha, 2007: 35)

$$\begin{aligned}
 I &= \text{Level width / Level Number} \\
 &= \text{Range / Level Number} \\
 &= (\text{Highest scores} - \text{Lowest scores}) / \text{Level Number} \\
 &= \frac{5 - 1}{5} = 0.8
 \end{aligned}$$

Scores Level Interpretation

4.21 – 5.00 = Most Satisfaction

3.41 – 4.20 = More Satisfaction

2.61 – 3.40 = Moderate Satisfaction

1.81 – 2.60 = Less Satisfaction

1.00 – 1.80 = Least Satisfaction

3.5.2.3 Analyzed contents of the recommendations for health promotion tourism resources.

3.5.3 Analyzed contents on community interview form (content validity).

CHAPTER IV

RESULTS AND DISCUSSIONS

This study was a Survey Research with the objective to examine operational aspects and visitor satisfactions of Health Promotion Tourism Resources in Muang District, Chiangrai Province. The research used both Qualitative Approach and Quantitative Approach in order to achieve optimum results. The results were divided into three parts as follows:

4.1 Results from analysis of data regarding operational aspects of Health Promotion Tourism Resources in Muang District, Chiangrai Province.

4.2 Satisfactions of visitors toward health promotion tourism in Muang District, Chiangrai Province categorized by types of health promotion tourism resources.

4.3 Comparison of results from data analysis regarding operational aspects and visitor satisfactions of the three health promotion tourism resources types in Muang District, Chiangrai Province.

4.1 Results from analysis of data regarding operational aspects of Health Promotion Tourism Resources in Muang District, Chiangrai Province

The analysis of data regarding operational aspects of health care services in Muang District, Chiangrai Province was divided for three types of health care services namely spa service, Thai traditional service, and hot spring service. The objective is to understand conditions of business managements in each kind of services from analysis on data obtained by interviewing, observations, and inventories. The results are summarized in tables with figures of numbers and percentages of each characteristic. Descriptive analysis was also conducted to obtain descriptive explanations on study results.

4.1.1 Operational aspects of spa service shops

Results from the analysis on different aspects of spa service business management are shown in Table 4-1 to 4-7.

1. General characteristics

Table 4-1 Number and percentages of spa service shops categorized by their general characteristics

General characteristics	Number	%
Situated locations of the shops		
1. Hotel and Resort Spa (situated inside hotels or resorts)	5	62.5
2. Day Spa (situated separately and individually)	2	25.0
3. Destination Spa (a complex for one stop services)	1	12.5
Total	8	100
Total years of opening (Mean: 3.5 years, Minimum: 3 months, Maximum: 5 years)		
1. Less than 1 year	1	12.5
2. 1-2 years	2	25.0
3. More than 3 years	5	62.5
Total	8	100
Working days and hours		
1. Everyday, from 9.00 to 24.00	7	87.5
2. Everyday, 24 hours.	1	12.5
Total	8	100
Outstanding or selling points (Can choose more than one)		
1. Being cheap or economical	2	25.0
2. Cleanness	3	37.5
3. Special services	2	25.0
4. Unique products or trademark	2	25.0

Table 4-1 Number and percentages of spa service shops categorized by their general characteristics (cont.)

General characteristics	Number	%
3. More than 200 persons	4	50.0
Total	8	100
Supports from governmental or private organizations		
1. Supported		
1.1 Supported by the Provincial Public Health	2	25.0
2. Unsupported	6	75.0
Total	8	100
Receiving Standard Certificate for Health Service Business		
1. yes	3	37.5
2. no	5	62.5
Total	8	100
Business management system		
1. Family-based business	4	50.0
2. Directed wholly by the owner	1	12.5
3. As a company or a partnership	3	37.5
Total	8	100

Summarization of Table 4-1: It was found from statistics regarding general characteristics of spa service shops that most spa shops (62.6 percents) were Hotel and Resort Spa (situated inside hotels or resorts). They had been opened averagely 3.5 years, with the minimum of 3.5 years and maximum of 5 years. Most of them (87.5 percents) opened daily from 9 AM to 12 AM. Number of their visitors/customers averaged 177 persons per month, with the minimum of 25 persons and the maximum of 300 persons per month. Their outstanding or selling points are mainly the service area's cleanness (37.5 percents). Most of them (75.0 percents) did not receive any supports from governmental or private organizations. Most of the spa shops (62.5 percents) did not have Standard

Certificate for Health Service Business. Finally, most of them (50 percents) used family-based business management system for administering their business.

2. Characteristics of service area management

Table 4-2 Number and percentages of spa service shops categorized by characteristics of service area management

Characteristics of service area management	Number	%
Locations		
1. Within the community	5	62.5
2. Separated from the community	3	37.5
Total	8	100
Accessibility management		
1. Having a signboard of the shop's name	3	37.5
2. Having no signboards	5	62.5
Total	8	100
Total area of service (Mean: 137 sq m, Minimum: 28 sq m, Maximum: 250 sq m)		
1. Smaller than 50 square meters	1	12.5
2. 50-100 square meters	3	37.5
3. Larger than 100 square meters	4	50.0
Total	8	100
Number of rooms in service (Mean: 4 rooms, Minimum: 1 room, Maximum: 12 rooms)		
1. 1-5 rooms	6	75.0
2. 6-10 rooms	1	12.5
3. more than 10 rooms	1	12.5
Total	8	100

Table 4-2 Number and percentages of spa service shops categorized by characteristics of service area management (cont.)

Characteristics of service area management	Number	%
Designs and decorations (Can choose more than one)		
1. Natural style	6	75.0
2. Thai-Western style	2	25.0
3. Lanna style	2	25.0
4. Thai style	2	25.0
5. Bali style	1	12.5
6. Modern style	2	25.0
7. Traditional or ancient style	4	50.0
8. Others (Outdoor style)	1	12.5
Additional facilities (Can choose more than one)		
1. Bathrooms	7	87.5
2. Restrooms	8	100.0
3. Telephones	6	75.0
4. Dressing rooms and locker rooms	8	100.0
5. Food shops	5	62.5
6. Shops or areas for selling products	3	37.5
7. Parking lots	6	75.0
8. Waiting areas	4	50.0
Maximum number of customers capable to service at a time (Mean: 7 persons, Minimum: 2 persons, Maximum: 11 persons)		
1. 1-5 persons	4	50.0
2. 6-10 persons	2	25.0
3. More than 10 persons	2	25.0
Total	8	100

Summarization of Table 4-2: It was found from statistics regarding characteristics of service area management of spa service shops that most spa shops (62.5 percents) situated within the community area. 62.5 percents of them did not have signboards of their names. Their servicing areas averaged 137 sq m, with the minimum of 28 sq m, and maximum of 250 sq m. All of them divided servicing areas into rooms, with the average of 4 rooms, minimum of 1 room, and maximum of 12 rooms. Their designs and decorations emphasized on natural style (75.0 percents), and the least adopted styles were Bali style and Outdoor style (12.5 percents each). The facilities found in all spas were Dressing rooms/locker rooms and restrooms. Facilities found least often (37.5 percents) in spas were shops or areas for selling products. The highest capacity in servicing customer was 11 persons; the lowest was 2 persons, with the average of 7 persons.

Results of Qualitative Analysis (In order to check data consistency and accuracy)

From the observation and inventory on service area management of the spas, it was found that most spas are located inside the community area, with an exception of only 2 spas (25 percents) that located beside main roads, making them easily noticeable to many commuters. Signboards of spas telling directions to their shops were all found to be unclear, the size was too small, and the areas of installation were not evident, causing inconvenient accessibility to the spas. Some spas have insufficient facilities with only one restroom, one bathroom, and one changing room, without separation for male and female. Moreover, all the spas do not post their copies of Standard Certificate for Health Service Business at an apparent place.

3. Characteristics of service management

Table 4-3 Number and percentages of spa service shops categorized by characteristics of service management.

Characteristics of service management	Number	%
Available services (Can choose more than one)		
1. Foot massage	8	100.0
2. Thai traditional massage	5	62.5
3. Warm herbal compress massage	6	75.0
4. Aroma oil massage (aromatherapy)	5	62.5
5. Massage for firm body and fat removal	4	50.0
6. Body massage	8	100.0
7. Facial treatments (scrubbing/massaging/masking)	4	50.0
8. Body treatments (scrubbing/massaging/masking)	4	50.0
9. Herbal sauna and skin scrubbing	5	62.5
10. Mineral water immersion	1	12.5
11. Thai traditional medicine and alternative medicine service	1	12.5
12. Thai Lanna style or traditional massage	2	25.0
13. Tok Sen (massage with Thai wooden tools)	1	12.5
Health information service		
1. Provided (Can choose more than one)	3	37.5
2.1 Brochures, leaflets	2	25.0
2.2 Books	1	12.5
2.3 Websites	1	12.5
2. Not provided	5	62.5
Total	8	100

Table 4-3 Number and percentages of spa service shops categorized by characteristics of service management (cont.)

Characteristics of service management	Number	%
Advertisement (Can choose more than one)		
1. Direct contact with customers	7	87.5
2. Promoting via the internet (websites)	6	75.0
3. Distributing advertising leaflets	6	75.0
4. Participating events or exhibitions	1	12.5
5. Others, namely		
5.1 Giving name cards	1	12.5
Marketing and selling promotion (Can choose more than one)		
1. Selling spa services bundled with accommodations	5	62.5
2. Offering discounts	3	37.5
3. Targeting more on foreigners	2	25.0
4. Improving existing products and services	5	62.5
5. Adding new products and services	1	12.5
Membership plans		
1. Having membership plans	0	0
2. Having no membership plans	8	100.0
Total	8	100
Criteria in choosing products (Can choose more than one)		
1. Being natural	7	87.5
2. Compositions	4	50.0
3. Price	6	75.0
4. Being modern with varieties	2	25.0
5. Qualifications	7	87.5
6. Being popular	2	25.0
7. Complying with standards	7	87.5

Table 4-3 Number and percentages of spa service shops categorized by characteristics of service management (cont.)

Characteristics of service management	Number	%
Criteria used in pricing the services (Can choose more than one)		
1. Depend on characteristics of the services and products	7	87.5
2. Cheaper than competitors	2	25.0
3. Similar to competitors	5	62.5
4. Covering the entire cost	4	50.0

Summarization of Table 4-3: It was found from statistics regarding characteristics of service management of spa service shops that all spa shops (100 percents) had foot massage and body massage service, 75 percents of them had warm herbal compress massage, and only one of them (12.5 percents) had mineral water immersion service, Thai traditional medicine and alternative medicine service, and Tok Sen service (massage with Thai wooden tools to relieve muscles). Most of them (62.5 percents) do not provide health information to customers. They tended to advertise services by direct contacts with customer with a proportion of 87.5 percents. Most of them (62.5 percents) sold spa services bundled with accommodations and improved the products as strategies for marketing. Although none of them had membership, one spa planned to have in a near future. Their criteria in choosing products were being natural, good qualifications, and having certificates, accounted for 87.5 percents, which is same to the percentage of spas using characteristics of the services and products as criteria for their pricing.

Results of Qualitative Analysis In order to check data consistency and accuracy)

From the observation and inventory on management of service aspects of the spas, it was found that most of them do not post their prices and service details in evident areas or in front of the shops. Details of the service and price are shown only in menus. Most spas had insufficient advertisement. They did not have advertising boards, attended just a few events, and provided only few advertising leaflets. Most of their products were imported from outside the community, making the business less efficient in enhancing local community's income.

4. Characteristics of personnel management

Table 4-4 Number and percentages of spa service shops categorized by characteristics of personnel management (cont.)

Characteristics of personnel management	Number	%
Number of personnel (Mean: 10 persons, Minimum: 3 persons, Maximum: 11 persons)		
1. 1-5 personnel	2	25.0
2. 6-10 personnel	5	62.5
3. More than 10 personnel	1	12.5
Total	8	100
Personnel uniform		
1. Traditional (local) style	2	25.0
2. General office uniform	4	50.0
3. No uniforms	2	25.0
Total	8	100

Table 4-4 Number and percentages of spa service shops categorized by characteristics of personnel management (cont.)

Characteristics of personnel management	Number	%
Personnel recruitment (Can choose more than one)		
1. Advertising in boards of the shop	2	25.0
2. Submitting requests to spa personnel training institutions	1	12.5
3. Asking existing personnel to bring in their friends	8	100.0
4. Advertising in the internet	1	12.5
Qualifications of personnel (Can choose more than one)		
1. Aging between 20 – 45 years old	2	25.0
2. Having knowledge and experience	8	100.0
3. Passing the spa shop's test	7	87.5
4. Having a vocational certificate is advantageous.	8	100.0
5. Being good looking and having good personalities	3	37.5
6. Being clean	2	25.0
Personnel assessment (Can choose more than one)		
1. Assessed by the owner	5	62.5
2. Assessed by customers' opinions	7	87.5
Personnel training (Can choose more than one)		
1. Training with the Ministry of Public Health's programs	3	37.5
2. Training within the spa shop	8	100.0
3. Training with certified institutions	1	12.5

Table 4-4 Number and percentages of spa service shops categorized by characteristics of personnel management (cont.)

Characteristics of personnel management	Number	%
Income and welfare offered to personnel (Can choose more than one)		
1. Salary	8	100.0
2. Shares from each charge	4	50.0
3. Tips from customers	8	100.0
4. Food and accommodation	2	25.0
5. Rights to use Social Security Card	4	50.0
6. Rights to use Health Security Card	2	25.0
7. Uniforms	1	12.5

Summarization of Table 4-4: It was found from statistics regarding characteristics of personnel management of spa service shops that the spas had averagely 10 personnel, with the minimum of 3 and maximum of 11 personnel. The personnel mostly used office uniforms, accounted for 50 percents. All spas recruited new personnel by having existing personnel bring friends. 100 percents of them used knowledge and experience together with vocational certificates as criteria for selecting personnel. All of them had trainings arranged within the shop, and 37.5 percents of them attended trainings arranged by the Ministry of Public Health. The income and welfare that all spas offered to personnel were salary and tips from customers, while only one spa offered uniforms. Most of them (87.5 percents) assessed their personnel by customer's opinions.

Results of Qualitative Analysis (In order to check data consistency and accuracy)

From the observation on personnel management of the spas, it was found to be a good solution that spas had their existing personnel bring more friends or acknowledge persons to work, which helped create friendly atmosphere at work.

However, advertisements of these spas in boards or publications were not found, and training certificates of personnel were not shown openly.

5. Characteristics of environmental quality management

Table 4-5 Number and percentages of spa service shops categorized by characteristics of environmental quality management

Characteristics of environmental quality management	Number	%
Garbage and sewage management (Can choose more than one)		
1. Having signs telling to drop garbage to garbage bins	4	50.0
2. Using mixed garbage bins without garbage sorting	5	62.5
3. Separating wet garbage and dry garbage	1	12.5
4. Using incinerators of the community for waste treatment	1	12.5
5. Using garbage service of Mae Fa Luang University	1	12.5
Wastewater management		
1. Draining directly without any treatment	2	25.0
2. Having a treatment system before draining	5	62.5
3. Letting the wastewater assimilated to a prepared pond	1	12.5
Total	8	100

Table 4-5 Number and percentages of spa service shops categorized by characteristics of environmental quality management. (cont.)

Characteristics of environmental quality management	Number	%
Cleaning inside the shop and surrounding area (Can choose more than one)		
1. By always cleaning the area after each use of customers	6	75.0
2. By having permanent cleaning staffs	6	75.0
3. By having sufficient and efficient garbage bins	8	100.0
4. By using warning signs to keep clean	4	50.0
5. By not allowing pets inside the area	6	75.0

Summarization of Table 4-5: It was found from statistics regarding characteristics of environmental quality management of spa service shops that 62.5 percents of the spas disposed their garbage without sorting. Most of them, 62.5 percents, had wastewater treatment system. However, 25 percents drained wastewater to public pipes without any treatments, and 12.5 percents let wastewater assimilated to ground. A measure to keep the service areas and surroundings clean for all of them was by having sufficient and efficient garbage bins that were covered tidily with lids.

Results of Qualitative Analysis (In order to check data consistency and accuracy)

From the observation, inventory, and interviews on effects toward the surrounding community regarding environmental aspects from the spa shops, it was found that there were no effects on garbage, wastewater, noise pollution, and air pollution caused by the spas. However, the problem was that the constructions of the spas were not harmonized with existing environments. The colors and shapes of the spas' buildings did not match the community's landscape. Moreover, some buildings of them were built too close to rivers, which belong to the whole community, and that could result in water pollution or being harmful to living organisms in the rivers in the future.

6. Characteristics of security management

Table 4-6 Number and percentages of spa service shops categorized by characteristics of security management.

Characteristics of security management	Number	%
(Can choose more than one item)		
1. Having alarming systems	2	25.0
2. Using warning signs for being cautious in some areas	4	50.0
3. Having fire extinguishers	7	87.5
4. Having security staffs	3	37.5
5. Having first aid kits	6	75.0
6. Having personnel that can give advice on security	5	62.5
7. Having fire exits	3	37.5
8. Setting up timing clocks	8	100.0
9. Setting up electrical safety devices	8	100.0
10. Using antiseptics to clean service tools	8	100.0
11. Using autoclaves to clean service tools	6	75.0

Summarization of Table 4-6: It was found from statistics regarding characteristics of security management of spa service shops that all spas (100 percents) had timing clocks telling service time, electrical safety device, and antiseptic for cleaning service tools as measures for security. However, only 2 spa shops or 25 percents of the total had alarming systems.

Results of Qualitative Analysis (In order to check data consistency and accuracy)

From the observation in order to study security aspects of the spa shops, it was found that the fire extinguishers were not installed in proper or convenient places, and could not be noticed easily. Moreover, there was too little number of the clocks that were used to tell customers about service hours for security purpose.

7. Characteristics of resources utilization management (“Community” in the Table refers to Tambol that the service shop situated)

Table 4-7 Number and percentages of spa service shops categorized by characteristics of resources utilization management

Characteristics of resources utilization management	Within the community		Outside the community		Total	
	Number	%	Number	%	Number	%
Natural Resources (Can choose more than one.)						
1. Water resources						
Mineral water	1	12.5	-	-	1	12.5
2. Forest resources						
2.1 Herbs	5	62.5	3	37.5	8	100.0
2.2 Vegetables and fruits	3	37.5	-	-	3	37.5
2.3 Essential oils	2	25.0	5	62.5	7	87.5
2.4 Seaweeds	-	-	2	25.0	2	25.0
3. Soil resources						
3.1 Masking mud	-	-	2	25.0	2	25.0
4. Mineral resources						
4.1 Skin scrubbing salt	1	12.5	1	12.5	2	25.0

Table 4-7 Number and percentages of spa service shops categorized by characteristics of resources utilization management. (cont.)

Characteristics of resources utilization management	Within the community		Outside the community		Total	
	Number	%	Number	%	Number	%
5. Alternative energy						
5.1 Solar energy						
- Use for electricity	2	25.0	-	12.5	25.0	100.0
- Use for water heating	1	12.5	-	50.0	12.5	100.0
Human resources (Can choose more than one)						
1. Personnel/Staffs	8	100.0	1	12.5	8	100.0
2. Trainers/training officers	4	50.0	4	50.0	8	100.0
Manmade resources (Local knowledge) (Can choose more than one)						
1. Skin scrubbing soap	2	25.0	-	-	2	25.0
2. Skin scrubbing luffa sponge	1	12.5	-	-	1	12.5
3. Traditional muscle massage	2	25.0	-	-	2	25.0
4. Herbal compress balls	5	62.5	-	-	5	62.5
5. Tok Sen massage	1	12.5	-	-	1	12.5
6. Local medicinal knowledge	1	12.5	-	-	1	12.5

Summarization of Table 4-7: It was found from statistics regarding characteristics of resources management of spa service shops that the spas used 3 types of resources for their service, namely natural resources, human resources, and manmade resources (which refer to local knowledge). Regarding natural resources, all spa shops (100 percents) used herbs and natural plants from forest resources as materials in their treatments. Most of the plants (50 percents) were from within the local community. Regarding human resources, all spas (100 percents) utilized human resources as personnel or staffs, and trainers or training officers. All of them (100 percents) employed people from the local community as personnel, with one spa (accounted for 12.5 percents) that also employed personnel from outside the community. Trainers or training officers were employed from the local community for 50 percents and from outside the community for 50 percents. Regarding manmade resources or traditional/local knowledge, most of the spa shops (62.5 percents of them) used herbal compress balls that were made by the local community.

Results of Qualitative Analysis (In order to check data consistency and accuracy)

From interviewing representatives of the communities, none of the spas were found to having participated in environmental conservation activities of local communities. However, none of them was found to encroach the community's forests for finding materials that can be used in their spa services. Most natural resources used by these spas were herb, which was obtained openly and legally. Some materials used by the spas were imported from outside the community, thus not being beneficial to the community's employment.

4.1.2 Operational aspects of Thai traditional massage service shops

Results from the analysis on different aspects regarding business management of Thai traditional massage service shops are shown in Table 4-8 to 4-14.

1. General characteristics

Table 4-8 Number and percentages of Thai traditional massage service shops categorized by their general characteristics.

General characteristics	Number	%
Situated locations of the shops		
1. Situated within a hotel or a resort	2	15.4
2. Situated separately	11	84.6
Total	13	100
Total years of opening (Mean: 5.5 years, Minimum: 4 months, Maximum: 12 years)		
1. Less than 5 years	6	46.2
2. 5-10 years	6	46.2
3. More than 10 years	1	7.7
Total	13	100
Working days and hours		
1. Monday-Friday, 8:00 - 16:00	1	7.7
2. Everyday, 24 hours	1	7.7
3. Everyday, 9:00 - 24:00	10	76.9
4. Everyday, 12.00 - 24.00	1	7.7
Total	13	100
Number of customers or visitors per month (Mean: 306 persons, Minimum: 50 persons, Maximum: 750 persons)		
1. Less than 200 persons	4	30.7
2. 200-400 persons	6	46.2
3. More than 400 persons	3	23.1
Total	13	100

Table 4-8 Number and percentages of Thai traditional massage service shops categorized by their general characteristics. (cont.)

General characteristics	Number	%
Outstanding or selling points (Can choose more than one)		
1. Separation of modernized and traditional massage sections	1	7.7
2. Cleanness	8	61.5
3. Good service	13	100.0
4. Unique products	2	15.4
5. Outstanding sign and shop decoration	1	7.7
Supports from governmental or private organizations		
1. Supported		
1.1 Supported by the Provincial Public Health Office	5	38.5
2. Unsupported	8	61.5
Total	13	100
Receiving Standard Certificate for Health Service Business		
1. yes	6	46.2
2. no	7	53.8
Total	13	100
Business management system		
1. Family-based business	5	38.5
2. Directed wholly by the owner	7	53.8
3. As a company or a partnership	1	7.7
Total	13	100

Summarization of Table 4-8: It was found from statistics regarding general characteristics of Thai traditional massage service shops that most massage shops (84.6 percents) located separately from hotels/resorts, while only two of them (15.4 percents) were inside hotels/resorts. Averaged years of opening was 5.5 years, with the minimum of 4 months and the maximum of 12 years. Their working hours were mostly (76.9 percents) everyday, from 9 AM to 12 AM. The number of their customers averaged 306 persons per month, the minimum was 50 and the maximum was 750. Their outstanding or selling points were good service (for 100 percents), and cleanness (for 61.5 percents). Most of them (61.5 percents) did not receive supports from governmental or private organizations. Only 6 of them, or 46.2 percents, had Standard Certificate for Health Service Business, while the remaining 53.8 percents had not. Regarding the business administrative, most massage shops (53.8 percents) were managed wholly by one owner.

2. Characteristics of service area management

Table 4-9 Number and percentages of Thai traditional massage service shops categorized by characteristics of service area management.

Characteristics of service area management	Number	%
Locations		
1. Within the community	12	92.3
2. Separated from the community	1	7.7
Total	13	100
Accessibility management		
1. Having a signboard of the shop's name	5	38.5
2. Having no signboards	8	61.5
Total	13	100
Designs and decorations (Can choose more than one)		
1. Natural style	4	30.7

Table 4-9 Number and percentages of Thai traditional massage service shops categorized by characteristics of service area management. (cont)

Characteristics of service area management	Number	%
Total area of service (Mean: 80.8 sq m, Minimum: 21 sq m, Maximum: 270 sq m)		
1. Smaller than 50 square meters	3	23.1
2. 50-100 square meters	5	38.5
3. Larger than 100 square meters	5	38.5
Total	13	100
Number of rooms in service (Mean: 7 rooms, Minimum: 1 room, Maximum: 25 rooms)		
1. 1-5 rooms	7	53.8
2. 6-10 rooms	5	38.5
3. more than 10 rooms	1	7.7
Total	13	100
Designs and decorations (Can choose more than one)		
1. Natural style	4	30.7
2. Thai-Western style	3	23.1
3. Lanna style	4	30.7
4. Thai style	4	30.7
5. Bali style	1	7.7
6. Modern style	2	15.4
7. Traditional or ancient style	2	15.4
Additional facilities (Can choose more than one)		
1. Bathrooms	10	76.9
2. Restrooms	13	100.0
3. Telephones	6	46.2
4. Dressing rooms and locker rooms	6	46.2

Table 4-9 Number and percentages of Thai traditional massage service shops categorized by characteristics of service area management. (cont.)

Characteristics of service area management	Number	%
5. Food shops	2	15.4
6. Shops or areas for selling products	4	30.7
7. Parking lots	5	38.5
8. Waiting areas	2	15.4
Maximum number of customers capable to service at a time (Mean: 18 persons, Minimum: 4 persons, Maximum: 51 persons)		
1. 1-10 persons	4	30.7
2. 11-20 persons	7	53.8
3. More than 20 persons	2	15.4
Total	13	100

Summarization of Table 4-9: It was found from statistics regarding characteristics of service area management of Thai traditional massage service shops that most massage shops (92.3 percents) situated within the community area, and only one of them (7.7 percents) did not. 61.5 percents of them did not have signboards of their names. Their servicing areas averaged 80.8 sq m, with the minimum of 21 sq m, and maximum of 270 sq m. All of them divided servicing areas into rooms, with the average of 7 rooms, minimum of 1 room, and maximum of 25 rooms. Their designs and decorations emphasized on natural style, Lanna style, and Thai style (30.7 percents). The facilities found in all massage shops were restrooms. Facilities found least often (15.4 percents) were food shops and waiting areas. The highest number of customers they can serve was 51 persons, the lowest was 4, and the average was 18 customers.

Results of Qualitative Analysis (In order to check data consistency and accuracy)

From the observation and inventory on service area management of the Thai massage shops, it was found that most of them situated within the community area. Most of them did not have signboards showing directions to their places. Some had small signboards, which were hard to read. Most of the massage rooms were lack of privacy; many customers can come in at once. Decoration styles were various, not unique, and not conformed with Lanna tradition. Moreover, the massage rooms were mostly small and tight, and some were smelling. Only three massage shops showed certificates in evident areas. Most Thai massage shops did not have parking area, so their customers had to park on roadsides, which caused problems to traffic.

3. Characteristics of service management

Table 4-10 Number and percentages of Thai traditional massage service shops categorized by characteristics of service management.

Characteristics of service management	Number	%
Available services (Can choose more than one)		
1. Foot massage	10	76.9
2. Thai traditional massage	9	69.2
3. Warm herbal compress massage	4	30.7
4. Aroma oil massage (aromatherapy)	11	84.6
5. Muscle relief massage	1	7.7
6. Body massage	1	7.7
7. Herbal sauna and skin scrubbing	2	15.4
8. Thai traditional medicine and alternative medicine service	2	15.4

Table 4-10 Number and percentages of Thai traditional massage service shops categorized by characteristics of service management.(cont.)

Characteristics of service management	Number	%
Health information service		
1. Provided (Can choose more than one)	2	15.4
2.1 Brochures, leaflets	2	15.4
2. Not provided	11	84.6
Total	13	100
Advertisement (Can choose more than one)		
1. Direct contact with customers	6	46.2
2. Promoting via the internet (websites)	1	7.7
3. Advertising on publications	5	38.5
4. Advertising on radio or television broadcasts	1	7.7
5. Distributing advertising leaflets	4	30.7
6. Using signboards in the community	2	15.4
7. Participating events or exhibitions	2	15.4
Marketing and selling promotion (Can choose more than one)		
1. Offering discounts	3	23.1
2. Targeting more on foreigners	4	30.7
3. Improving existing products and services	7	53.8
4. Adding new products and services	2	15.4
Membership plans		
1. Having membership plans	6	46.2
2. Having no membership plans	7	53.8
Total	13	100

Table 4-10 Number and percentages of Thai traditional massage service shops categorized by characteristics of service management. (cont.)

Characteristics of service management	Number	%
Criteria in choosing products (Can choose more than one)		
1. Being natural	5	38.5
2. Compositions	7	53.8
3. Price	10	76.9
4. Being modern with varieties	7	53.8
5. Qualifications	8	61.5
6. Being popular	5	38.5
7. Complying with standards	6	46.2
Criteria used in pricing the services (Can choose more than one)		
1. Depend on characteristics of the services and products	10	76.9
2. Cheaper than competitors	8	61.5
3. Similar to competitors	5	38.5
4. Covering the entire cost	9	69.2

Summarization of Table 4-10: It was found from statistics regarding characteristics of service management of Thai massage service shops that most massage shops (84.6 percents) had aromatherapy service, and 76.9 percents had foot massage service. Most of them (46.2 percents) did not provide health information to customers. Their advertisings were mostly by direct contact with customers (46.2 percents) and the next was by publications (38.5 percents). Techniques used mostly for their marketing was improving the quality of services and products (53.8 percents). Six of them (46.2 percents) had membership plan. Criteria that most of them used in selecting products were the price (76.9 percents) and the qualifications (61.5 percents). Criteria used most in pricing their products and services depended on characteristics of them (76.9 percents).

Results of Qualitative Analysis (In order to check data consistency and accuracy)

From the observation and inventory on management of service aspects of the Thai massage shops, it was found that over half of them did not show details of services and prices in front of the shops, and some boards of prices were not clear. The advertisement of massage shops was irregular; only few small and unstable advertising boards were found in the area. All massage shops had similar prices of service. Most of their products were imported from outside the community, making the business less efficient in improving local community's economy. They didn't have much variety or uniqueness of services. Some shops set up new prices for competition. Some shops competed for customers openly causing bad effects to the business as a whole.

4. Characteristics of personnel management

Table 4-11 Number and percentages of Thai traditional massage service shops categorized by characteristics of personnel management.

Characteristics of personnel management	Number	%
Number of personnel (Mean: 12 persons, Minimum: 3 persons, Maximum: 25 persons)		
1. 1-10 personnel	7	53.8
2. 11-20 personnel	2	15.4
3. More than 20 personnel	4	30.7
Total	13	100

Table 4-11 Number and percentages of Thai traditional massage service shops categorized by characteristics of personnel management.(cont.)

Characteristics of personnel management	Number	%
Personnel uniform		
1. Traditional (local) style	5	38.5
2. General office uniform	7	53.8
3. No uniforms	1	7.7
Total	13	100
Personnel recruitment (Can choose more than one)		
1. Advertising in boards of the shop	5	38.5
2. Submitting requests to spa personnel training institutions	2	15.4
3. Asking existing personnel to bring in their friends	8	61.5
4. Advertising in the internet	1	7.7
Qualifications of personnel (Can choose more than one)		
1. Aging between 20 – 45 years old	3	23.1
2. Having knowledge and experience in massaging	9	69.2
3. Passing the massage shop's test	5	38.5
4. Having a vocational certificate is advantageous.	8	61.5
5. Being good looking and having good personalities	3	23.1
Personnel assessment (Can choose more than one)		
1. Assessed by the owner	9	69.2
2. Assessed by customers' opinions	8	61.5
Personnel training (Can choose more than one)		
1. Training with the Ministry of Public Health's programs	5	38.5
2. Training within the massage shop	13	100.0
3. Training with certified institutions	2	15.4

Table 4-11 Number and percentages of Thai traditional massage service shops categorized by characteristics of personnel management.(cont.)

Characteristics of personnel management	Number	%
Income and welfare offered to personnel (Can choose more than one)		
1. Salary	5	38.5
2. Shares from each charge	10	76.9
3. Tips from customers	9	69.2
4. Rewards for selling products	2	15.4
5. Food and accommodation	3	23.1
6. Rights to use Social Security Card	5	38.5

Summarization of Table 4-11: It was found from statistics regarding characteristics of personnel management of Thai massage service shops that the massage shops had averagely 12 personnel, with the minimum of 3 and maximum of 25 personnel. The personnel mostly used office uniforms (53.8 percents). Recruitment of new personnel were mostly by having existing personnel bring their friends (61.5 percents). Most of them (69.2 percents) used knowledge and experience on massaging as qualifications for new personnel. Assessments of personnel were conducted both by the owner (69.2 percents) and by customers' opinions (61.5 percents). Trainings were mostly within the shop (100 percents), with 38.5 percents attended trainings of the Ministry of Public Health. Benefits regarding income and welfare that personnel received were mostly from shares of service charges (76.9 percents), while only five massage shops (38.5 percents) offered salary.

Results of Qualitative Analysis (In order to check data consistency and accuracy)

From the observation on personnel management of the massage shops, it was found that most massagers did not receive salaries, making them complete each other for customers in order to receive shares from service charges. Most personnel had no English skills. Their uniforms were simple T-shirts with the shop's logo. Certificates of personnel were not shown apparently.

5. Characteristics of environmental quality management

Table 4-12 Number and percentages of Thai traditional massage service shops categorized by characteristics of environmental quality management.

Characteristics of environmental quality management	Number	%
Garbage and sewage management (Can choose more than one)		
1. Dropping into municipal bins without garbage separation	9	69.2
2. Separating wet garbage and dry garbage	3	23.1
3. Garbage service of the hotel collect garbage daily	2	15.4
4. Sorting out recyclables for selling	2	15.4
Wastewater management (Can choose more than one)		
1. Draining directly without any treatments	9	69.2
2. Having a treatment system before draining	3	23.1
3. Use some wastewater for watering plants	2	15.4
4. Using sieves for sorting out garbage before drainage	1	7.7
Cleaning inside the shop and surrounding area (Can choose more than one)		
1. By always cleaning the area after each use of customers	10	76.9
2. By having permanent cleaning staffs	13	100.0
3. By having sufficient and efficient garbage bins	13	100.0
4. By using warning signs to keep clean	7	53.8
5. By not allowing pets inside the area	10	76.9

Summarization of Table 4-12: It was found from statistics regarding characteristics of environmental quality management of Thai massage service shops that most of the massage shops dropped garbage to the municipal bins without sorting

different types of garbage (69.2 percents). Regarding wastewater, most shops drained wastewater without any treatments (69.2 percents), with only three of them (23.1 percents) treated wastewater before drainage. In order to keep the service area clean, all shops (100 percents) had sufficient and efficient garbage bins in addition to permanent cleaning staffs.

Results of Qualitative Analysis (In order to check data consistency and accuracy)

From the observation, inventory, and interviews with representatives of the communities regarding environmental quality management of the massage shops, it was found that the shops and their activities or services did not cause water pollution to the communities. However, some shops were complained for piling garbage bags in front of their shops, resulted in bad smells disturbing nearby houses.

6. Characteristics of security management

Table 4-13 Number and percentages of Thai traditional massage service shops categorized by characteristics of security management.

Characteristics of security management	Number	%
(Can choose more than one item)		
1. Having emergency alarming systems	2	15.4
2. Using warning signs for being cautious in some areas	3	23.1
3. Having fire extinguishers	7	53.8
4. Having security staffs	5	38.5
5. Having first aid kits	6	46.2
6. Having personnel that can give advice on security	5	38.5
7. Having fire exits	3	23.1
8. Setting up timing clocks	9	69.2
9. Setting up electrical safety devices	6	46.2
10. Using antiseptics to clean service tools	13	100.0

Summarization of Table 4-13: It was found from statistics regarding characteristics of security management of Thai massage service shops that all of the massage shops (100 percents) had antiseptic for cleaning service tools, 69.2 percents of them had timing clocks, and 53.8 percents had fire extinguishers. However, only two of them, accounted for 15.4 percents, had emergency alarming systems.

Results of Qualitative Analysis (In order to check data consistency and accuracy)

From the observation and inventory regarding security conditions of the massage shops, it was found that most fire extinguishers were installed in inconvenient place, and were not easily noticeable. Some shops had only one fire extinguisher, being not enough for their large area. In addition, most shops did not have fire exits, and their warning signs were small and hard to read.



7. Characteristics of resources utilization management

Table 4-14 Number and percentages of Thai traditional massage service shops categorized by characteristics of resources utilization management.

Characteristics of resources utilization management	Within the community		Outside the community		Total	
	Number	%	Number	%	Number	%
Natural Resources (Can choose more than one)						
1. Forest resources						
1.1 Herbs	5	38.5	2	15.4	7	53.8
1.2 Vegetables and fruits	2	15.4	2	15.4	4	30.7
1.3 Essential oils	1	7.7	6	46.2	7	53.8
2. Mineral resources						
2.1 Skin scrubbing salt	1	7.7	2	15.4	3	23.1
3. Alternative energy						
3.1 Solar energy						
- Use for electricity	1	7.7	-	-	1	7.7
- Use for water heating	1	7.7	-	-	1	7.7
Human resources (Can choose more than one)						
1. Personnel/Staffs	13	100.0	-	-	13	100.0
2. Trainers/training officers	13	100.0	5	38.5	13	100.0
Manmade resources (Local knowledge) (Can choose more than one)						
1. Herbal compress balls	4	30.7	-	-	4	30.7
2. Local medicinal knowledge	1	7.7	-	-	1	7.7

Summarization of Table 4-14: It was found from statistics regarding characteristics of resources management of Thai traditional massage service shops that the massage shops used 3 types of resources for their service, namely natural resources, human resources, and manmade resources (which refer to local knowledge). Regarding natural resources, most massage shops (53.8 percents) used herbs and essential oils from forest resources as materials in their treatments. Most of the plants and herbs (38.5 percents) were from within the local community, and just 46.2 percents of essential oils were from outside the community. Regarding human resources, all massage shops (100 percents) utilized human resources as personnel or staffs, and trainers or training officers. All of them (100 percents) employed people from the local community as personnel, with five massage shops (accounted for 38.5 percents) also employed personnel from outside the community. Regarding manmade resources or traditional/local knowledge, four of the Thai massage shops (30.7 percents of them) used herbal compress balls, and only one of them applied local medicinal knowledge to their services.

Results of Qualitative Analysis (In order to check data consistency and accuracy)

From having interviews with representatives of the communities, none of the Thai massage shops were found to have participated in environmental conservation activities of local communities. However, none of them were found to have encroached the community's forests for finding materials that can be used in their massage services. Most natural resources used by these massage shops were herb, which was obtained openly and legally. The massage shops employed little of local medicinal knowledge to their services. Thus there are concerns that the knowledge may be lost in the future.

4.1.3 Operational aspects of hot spring service areas

Results from the analysis on different aspects regarding business management of hot spring service areas are shown in Table 4-15 to 4-21.

1. General characteristics

Table 4-15 Number and percentages of hot spring service areas categorized by their general characteristics.

General Characteristics	Number	%
Types of the hot spring		
1. Hot water ponds	1	50.0
2. Hot water fountains	1	50.0
Total	2	100
Total years of opening (Mean: 8 year)		
1. 5 years	1	50.0
2. 11 years	1	50.0
Total	2	100
Temperature of hot mineral water		
1. 42-45 degree Celsius	1	50.0
2. 87 degree Celsius	1	50.0
Total	2	100
Temperature of servicing mineral water		
1. 35-40 degree Celsius	1	50.0
2. Up to the customers' requirement	1	50.0
Total	2	100
Working days and hours		
1. Everyday, 8.00-20.00	1	50.0
2. Everyday, 8.00-18.00	1	50.0
Total	2	100

Table 4-15 Number and percentages of hot spring service areas categorized by their general characteristics. (cont.)

General Characteristics	Number	%
Number of visitors per month (Mean: 900 persons)		
1. 500 persons	1	50.0
2. 1,300 persons	1	50.0
Total	2	100
Outstanding or selling points (Can choose more than one)		
1. Great amount of hot mineral water	2	100.0
2. Cleanness of the water	2	100.0
3. Having links with nearby tourist spots	1	50.0
4. Having open mixed bathing area with nice views	1	50.0
Supports from governmental or private organizations (Can choose more than one)		
1. From Chiangrai Provincial Administrative Organization	2	100.0
Total	2	100
Business management system		
1. By the Doi Hang Tambol Administrative Organization	1	50.0
2. By a joint venture between the Ban Doo Tambol Administrative Organization and private sector	1	50.0
Total	2	100

Summarization of Table 4-15: Regarding general characteristics, one of the two hot spring service areas was pond-like and the other was fountain-like. They had been open averagely for 8 years. One area had native temperature of water at 42-45 degree Celsius, while the other’s water was 87 degree Celsius. For servicing, one area used water at 35-40 degree Celsius, while the other let the customer decide. One opened 8 am to 8 pm, the other opened 8 am to 6 pm. Their average number of customers was 900 visitors per month. Their common outstanding points were great amount and cleanness of mineral water. Both of

them were supported by Chiangrai Provincial Administrative Organization. One of them is administered solely by Doi Hang Tambol Administrative Organization, and the other is a joint venture business between the Ban Doo Tambol Administrative Organization and private sector.

2. Characteristics of service area management

Table 4-16 Number and percentages of hot spring service areas categorized by characteristics of service area management. (cont.)

Characteristics of service area management	Number	%
Locations		
1. Within the community	1	50.0
2. Separated from the community	1	50.0
Total	2	100
Land property rights		
1. The Royal Forest Department	1	50.0
2. Ban Doo Tambol Administrative Organization	1	50.0
Total	2	100
Servicing area (Mean 3.1 Rai)		
1. 1.2 Rai	1	50.0
2. 5 Rai	1	50.0
Total	2	100
Number of natural hot spring ponds		
1. 1 pond from digging	1	50.0
2. 2 ponds (1 main ponds and 1 spare pond)	1	50.0
Total	2	100
Patterns of mineral water service area (Can choose more than one)		
1. open mixed bath area (1 pond)	2	100.0
2. Mixed bathing room (2 room)	1	50.0
3. Personal bathing rooms (11-15 rooms)	2	50.0

Table 4-16 Number and percentages of hot spring service areas categorized by characteristics of service area management. (cont.)

Characteristics of service area management	Number	%
Additional facilities (Can choose more than one)		
1. Bathrooms	2	100.0
2. Restrooms	2	100.0
3. Telephones	1	50.0
4. Dressing rooms and locker rooms	2	100.0
5. Food shops	2	100.0
6. Parking lots	2	100.0
7. Waiting areas	2	100.0
Maximum number of customers capable to service at a time (Mean: 83 persons)		
1. 80 persons	1	50.0
2. 85 persons	1	50.0
Total	2	100

Summarization of Table 4-16: It was found from statistics regarding characteristics of service area management of the two hot spring areas that one area situated within the community and the other was separated from the community. Regarding land rights, one belongs to the Royal Forest Department, and the other belongs to Ban Doo Tambol Administrative Organization. The area of service for both of them averaged 3.1 Rai. Both of them had number of natural hot springs less than two ponds. Regarding patterns of mineral water services, both of them had one open mixed bathing pond. Only one of them had mixed bathing room (by having two rooms). Both of them had personal bathing rooms (one had 11 rooms, the other had 15 rooms, and the average was 13 rooms) Facilities provided by both areas were bathrooms, restrooms, changing rooms, locker rooms, food shops, parking lots, and waiting areas. However, only one hot spring had telephone. The average number of visitors the areas were capable to service was 83 persons.

Results of Qualitative Analysis (In order to check data consistency and accuracy)

From the observation and inventory on service area management of the hot spring service areas, it was found that, regarding area utilization, only one hot spring area had separated zones of utilization namely greeting zone (for selling tickets), central zone (grass yard and area to immerse eggs or bamboo shoots), health service zone (for bathing, foot immersing, and personal bathing rooms), and maintenance zone (for buildings to store mineral water). Their signboards were small and not noticeable. Number of personal bathing rooms might be too few in high seasons. There was only one open mixed bathing pond in each area. There was no decoration of the building or surround area as a selling point. Number of restrooms in both hot spring areas was too few, and the restrooms were not clean enough. The parking lots might be insufficient in high seasons, with lack of regulations on parking. Both hot spring areas didn't have souvenir shops. Their food shops seemed unstable and not inviting. The dressing rooms and locker rooms were too few.

3. Characteristics of service management

Table 4-17 Number and percentages of hot spring service areas categorized by characteristics of service management.

Characteristics of service management	Number	%
Available services (Can choose more than one)		
1. Open mixed bathing area service	2	100.0
2. Mixed bathing room service	1	50.0
3. Personal bathing room service	2	100.0
4. Thai traditional massage service	2	100.0
5. Tenting area service	1	50.0

Table 4-17 Number and percentages of hot spring service areas categorized by characteristics of service management. (cont.)

Characteristics of service management	Number	%
Health information service		
1. Provided (Can choose more than one)		
2.1 Brochures, boards, leaflets	1	50.0
2. Not provided	1	50.0
Total	2	100
Advertisement (Can choose more than one)		
1. Advertising via tourist agencies in the area	2	100.0
2. Advertising via governmental organizations in the province	2	100.0
3. Advertising via the Tourist Management Administrative Center	2	100.0
4. Promoting via the internet (websites)	2	100.0
5. Advertising on publications	1	50.0
6. Advertising on radio or television broadcasts	1	50.0
7. Distributing advertising leaflets	1	50.0
8. Using signboards in the community	2	100.0
Criteria used in pricing the services (Can choose more than one)		
1. Equal or close to other hot spring service areas	1	50.0
2. Covering the maintenance and management cost	2	100.0
3. Complying to standard pricing of hot spring services	1	50.0

Summarization of Table 4-17: It was found from statistics regarding characteristics of service management of the two hot spring areas that the common services for both areas were open mixed bathing pond service, private bathing room service, and Thai massage service. There was only one hot spring area that provided health information to visitors. Regarding their advertisement, they advertised via tourist agencies in the area, governmental organizations in the province, the Tourist Management Administrative Center, the internet, and signboards of the community. Both hot spring areas set criteria for their pricing to cover the overall maintenance and management cost.

Results of Qualitative Analysis (In order to check data consistency and accuracy)

From the observation and inventory regarding servicing aspects of the hot spring service areas, it was found that they had little advertising. The services were mostly just bathing in the mineral water ponds. It would be better to make variety in their activities and services.

4. Characteristics of personnel management

Table 4-18 Number and percentages of hot spring service areas categorized by characteristics of personnel management.

Characteristics of personnel management	Number	%
Number of personnel (Mean: 4 persons)		
1. 3 persons	1	50.0
2. 5 persons	1	50.0
Total	2	100
Personnel uniform		
1. Having no uniforms	2	100.0
Total	2	100

Table 4-18 Number and percentages of hot spring service areas categorized by characteristics of personnel management. (cont.)

Characteristics of personnel management	Number	%
Personnel recruitment (Can choose more than one)		
1. Advertising in boards of the shop	2	100.0
2. Asking existing personnel to bring in their friends	2	100.0
Qualifications of personnel (Can choose more than one)		
1. Having knowledge and experience in hot spring business	1	50.0
2. Passing the hot spring service area's test	1	50.0
3. Having a good health	1	50.0
4. Qualifications not required	1	50.0
Personnel assessment		
1. Assessed by the owner	2	100.0
2. Assessed by visitors' opinions	0	0
Total	2	100
Personnel training		
1. Training within the hot spring service area	2	100.0
Total	2	100
Income and welfare offered to personnel (Can choose more than one)		
1. Salary	2	100.0
2. Tips from customers	2	100.0
3. Rewards for selling products/mineral water	1	50.0
4. Rights to use Social Security Card	1	50.0

Summarization of Table 4-18: It was found from statistics regarding characteristics of personnel management of the two hot spring areas that they had averagely 4 personnel. The hot springs did not have uniforms for their personnel. The approach for recruiting new personnel that they used was to have existing personnel bring their friends or familiar persons. Regarding qualifications used for selecting new personnel, one hot spring area did not have any qualifications, the other hot spring area required some knowledge and experience together with a good health. Assessment of personnel was conducted by examining the quality of their work. Trainings to improve servicing skills, language skills, personalities, and manners of personnel were arranged within hot spring area. Both hot spring areas had salary and tips from customers for their personnel as sources of income. One hot spring area also offered Social Security rights and shares from profits of mineral water products selling to their personnel.

Results of Qualitative Analysis (In order to check data consistency and accuracy)

From the observation and inventory regarding personnel management of the hot spring service areas, it was found that number of the personnel was too little. There were not enough personnel to take care of customers, who often had to wait for a long time. As personnel having no uniforms, confusion between personnel and visitors happened. It was also a problem that personnel had little or none English skills, as number of foreign tourists would keep increasing.

5. Characteristics of environmental quality management

Table 4-19 Number and percentages of hot spring service areas categorized by characteristics of environmental quality management.

Characteristics of environmental quality management	Number	%
Garbage and sewage management (Can choose more than one)		
1. Dropping into public garbage bins	2	100.0
2. Sorting out recyclables for selling	1	50.0
3. Using incinerators for garbage treatment	1	50.0
4. Using sieves for sorting out garbage before drainage	2	100.0
Cleaning inside the service area and surrounding area (Can choose more than one)		
1. By cleaning personal bathing rooms after each use	2	100.0
2. By cleaning mixed bathing area twice weekly	2	100.0
3. By having sufficient and efficient garbage bins	2	100.0
4. By using warning signs to keep clean	2	100.0
5. By having garbage bins every 10 meters along routes	1	50.0
6. By having special cleaning staffs	1	50.0

Summarization of Table 4-19: It was found from statistics regarding characteristics of environmental quality management of the two hot spring areas that both of them dropped garbage to public garbage bins without sorting. One area used an incinerator for garbage treatment. One of them had wastewater treatment system. For cleanness, they cleaned personal bathing room every after each use, while mixed ponds were cleaned twice weekly. Both of them had sufficient and efficient garbage bins together with warning signs to keep clean.

Results of Qualitative Analysis (In order to check data consistency and accuracy)

From the observation, inventory, and interviews with community's representatives regarding measures for environmental quality of the hot spring service areas, it was found that the services of the hot springs did not affect the community environmentally. There were no problems about garbage and wastewater. However, the problems arose from loud noise of visitors and the increasing traffic, especially in high travelling seasons.

6. Characteristics of security management

Table 4-20 Number and percentages of hot spring service areas shops categorized by characteristics of security management.

Characteristics of security management	Number	%
(Can choose more than one item)		
1. Having signboards for recommendations	1	50.0
2. Using warning signs for being cautious in some areas	1	50.0
3. Having signboards showing water temperature		
4. Having security staffs	1	50.0
5. Having personnel that can give advice on security	1	50.0
6. Using rough material for the floors to prevent slippery	2	100.0
7. Having easy-to-read timing clock to tell service usage time	2	100.0
8. Analyze water quality every two years by the Department of Medical Sciences	2	100.0
9. Using sieving systems to clean mineral water before servicing	2	100.0
10. Using pipes made from mineral water resistant materials	2	100.0

Summarization of Table 4-20: It was found from statistics regarding characteristics of security management of the two hot spring areas that both areas had personnel to give advice on security, used rough material for flooring, had apparent timing clocks, sieved mineral water prior to servicing, had water quality checked every two years by the Department of Medical Sciences, and used mineral water resistant materials for their pipes.

Results of Qualitative Analysis (Inorder to check data consistency and accuracy)

From the observation and inventory regarding security management of the hot spring service areas, it was found that both areas did not have fire extinguishers. Their first aid kits were not installed in areas that easy to be noticed. Most of their personal bathing rooms where customers can relax in the bathtub with mineral water did not have timing clocks for telling customers of their total service time.

7. Characteristics of resources utilization management

Table 4-21 Number and percentages of hot spring service areas categorized by characteristics of resources utilization management.

Characteristics of resources utilization management	Within the community		Outside the community		Total	
	Number	%	Number	%	Number	%
Natural resources (Can choose more than one)						
1. Water resource						
1.1 Mineral water	2	100.0	-	-	2	100.0
2. Land utilization for recreation and tourism	2	100.0	-	-	2	100.0

Table 4-21 Number and percentages of hot spring service areas categorized by characteristics of resources utilization management. (cont.)

Characteristics of resources utilization management	Within the community		Outside the community		Total	
	Number	%	Number	%	Number	%
Human resources (Can choose more than one)						
1. Personnel/Staffs	2	100.0	-	-	2	100
2. Trainers/training officers	2	100.0	-	-	2	100
Manmade resources (Local knowledge) (Can choose more than one)						
1. Bamboo shoots-in-mineral water products	1	50.0	-	-	1	50.0

Summarization of Table 4-21: It was found from statistics regarding characteristics of resources utilization management of the two hot spring areas that the common natural resources that were used by both hot spring areas were mineral water and the land for recreational and tourist activities. Regarding human resources, both of them used human resources as regular personnel and training officers. Concerning the resources of local knowledge, there was only one implemented field of local knowledge, which was the knowledge to make bamboo shoots-in-mineral water products.

Results of Qualitative Analysis (In order to check data consistency and accuracy)

From having interviews with representatives of the community regarding resources utilization of the hot spring service areas, it was found that both hot springs had set plans to improve their landscape to become as natural and as nice as possible. Both the hot spring areas also tried to enhance implementation of local architecture for their buildings. Moreover, they also helped promoting the unique culture of native people in order to make the community attractive and bring in more tourists.

4.2 Satisfactions of visitors toward health promotion tourism in Muang District, Chiangrai Province categorized by types of health promotion tourism resources

This section shows details of statistics regarding satisfaction of tourists toward three types of health-care tourist resources namely: spa service shops, Thai traditional massage service shops, and hot spring service areas. The study examined characteristics of tourists and their satisfactions toward several aspects for each type of the tourist resources. The analysis results are as follows.

4.2.1. Satisfaction of customers toward spa service shops

1. Characteristics and general behaviors of visitors

Total number of sampled visitors of the studied spa service shops was 72 persons. Statistics from frequency analysis and percentage analysis of their characteristics and general behaviors are shown in table 4-22.

Table 4-22 Number and percentages of the sampled spa tourists categorized by their characteristics and general behaviors.

Characteristics and general behaviors of visitors	Number	%
Sex		
1. Male	25	34.7
2. Female	47	65.3
Total	72	100
Age		
1. Under 20 years old	0	0
2. 20-29 years old	16	22.2
3. 30-39 years old	34	47.2
4. 40-49 years old	18	25
5. 50-59 years old	3	4.2
6. Over 60 years old	1	1.4
Total	72	100
Education levels		
1. Lower than bachelor's degree	20	27.8
2. Bachelor's degree (having undergraduate education)	43	59.7
3. Higher than bachelor's degree	9	12.5
Total	72	100
Occupations		
1. Students	3	4.2
2. Government officers / State enterprise officers	10	13.9
3. Business officers / employees	24	33.3
4. Business owners / freelances	32	44.4
5. General labors	0	0
6. Retired personnel	1	1.4
7. Farmers	0	0
8. Others (house-husbands, housewives, and unemployed persons)	2	2.8
Total	72	100

Table 4-22 Number and percentages of the sampled spa tourists categorized by their characteristics and general behaviors. (cont.)

Characteristics and general behaviors of visitors	Number	%
Monthly income		
1. Less than 10,000 Baht	4	5.6
2. 10,000-20,000 Baht	23	31.9
3. 20,000-30,000 Baht	18	25
4. More than 30,000 Baht	27	37.5
Total	72	100
Domicile		
1. Chiangrai Province	27	37.5
2. Other provinces	45	62.5
Total	72	100
Purposes of traveling or using spa services (Can choose more than one)		
1. For relaxation	46	63.9
2. To take care of health	35	48.6
3. To cure sickness or relieve pains	29	40.3
4. For beauty of body and face	11	15.3
5. For being in trend	7	9.7
6. Other reasons (just to try)	1	1.4
Types of traveling or using the service		
1. Alone	19	26.4
2. With friends	23	31.9
3. As a family	28	38.9
4. As a tour group	0	0
5. Others (coming with the organization)	2	2.8
Total	72	100

Summarization of Table 4-22: The analysis on visitors' characteristics found that:

Sex Most of the sampled visitors, accounted for 65.3 percents, were female, while the remaining 34.7 percents were male.

Age Most visitors were between 30-39 years old (47.2 percents), followed by the age class of 40-49 years old (25 percents). The age class that found least (1.4 percents) was over 60 years old. None of the sampled visitors were under 20 years old.

Education level Most visitors had Bachelor's degrees (59.7 percents), followed by visitors with education lower than Bachelors degree (27.8 percents). There were 12.5 percents of visitors that had education higher than Bachelors degree.

Occupation Visitors working as business owners or freelances were found most (44.4 percents), followed by visitors working as business officers or employees (33.3 percents). Visitors that found least (1.4 percents) regarding occupation status were retired personnel. None of the sampled visitors worked as general labors or farmers.

Monthly income The visitors with the class of monthly income over 30,000 Baht were found most (37.5 percents), followed by those with the class of monthly income between 10,000 to 20,000 Baht (31.9 percents). Visitors with monthly income less than 10,000 Baht were found least (5.6 percents)

Domicile As appeared in their citizen ID cards, the visitors whose domicile was Chiangrai Province accounted for 37.5 percents, and the other 62.5 percents were visitors whose domicile was other provinces.

Purposes of traveling or using services Most visitors travels or used spa services for relaxation (63.9 percents), followed by those using the services for taking care of their health (48.6 percents). The purpose that found least (1.4 percents) was "just to try the services", which was grouped as "Other reasons".

Types of traveling or using the service Most visitors travels or came to use the services with their family (38.9 percents), followed by visitors traveled with their friends (31.9 percents). The type of traveling that found least was traveling with their organization (2.8 percents). There were no sampled visitors that came with a tour group.

2. Satisfaction levels of visitors toward spa service shops

The study analyzed satisfaction scores from all sampled spa visitors for means (\bar{X}) and Standard Deviation (S.D.) in order to determine the visitors' Satisfaction levels toward spa service shops. The results are shown with details regarding different aspects of spa service shops in Table 4-23 to Table 4-29.

Table 4-23 Means, standard deviations, and satisfaction levels of visitors toward spa service shops regarding their locations.

(n=72)

Satisfaction regarding location aspect	\bar{X}	S.D.	Satisfaction levels
1. Situated area	3.71	0.68	High
2. Convenience of traveling	3.86	0.63	High
3. Landscape and environment	4.06	0.79	High
4. Cleanness	4.33	0.53	Highest
5. Zoning of service areas	3.68	0.60	High
6. Privacy	3.85	0.77	High
7. Facilities such as bathrooms, restrooms, lockers, closets, grocery shops, food shops, public telephones, waiting areas, etc.	3.79	0.74	High
Total Average	3.92	0.68	High

Summarization of Table 4-23: It was found that, regarding the location aspect, visitors had a High level of satisfaction toward spa service shops, with the Mean of 3.92. Examining each item, visitors mostly satisfied with the area's cleanness (with the Mean of 4.33, ranking Highest Satisfaction level), followed by their landscapes and environments (with the Mean of 4.06, ranking High Satisfaction level), and the zoning of service areas received lowest satisfaction (with the Mean of 3.68, ranking High Satisfaction level).

Table 4-24 Means, standard deviations, and satisfaction levels of visitors toward spa service shops regarding their services.

(n=72)

Satisfaction regarding servicing aspect	\bar{X}	S.D.	Satisfaction levels
1. Patterns of activities and services	4.04	0.83	High
2. Length of servicing time	3.93	0.54	High
3. Opening and closing times	3.72	0.75	High
4. Quality of services	4.24	0.62	Highest
5. Speed and punctuality of services	3.83	0.73	High
6. Equality of services	4.13	0.63	High
7. Convenience and benefits from services	3.76	0.80	High
8. Products or mineral water used in services	4.18	0.64	High
9. Tools and equipments used in services	4.08	0.69	High
10. Appropriation of servicing prices	3.90	0.89	High
11. Marketing and advertisement	3.42	0.76	High
12. Reception	4.21	0.69	Highest
13. Health information provision	2.85	0.52	Moderate
Total Average	3.87	0.70	High

Summarization of Table 4-24: It was found that, regarding the servicing aspect, visitors had a High level of satisfaction toward spa service shops, with the Mean of 3.87. Examining each item, visitors mostly satisfied with the quality of services (with the Mean of 4.24, ranking Highest Satisfaction level), followed by their receptions (with the Mean of 4.21, ranking Highest Satisfaction level), and the provision on health information received lowest satisfaction (with the Mean of 2.85, ranking Moderate Satisfaction level).

Table 4-25 Means, standard deviations, and satisfaction levels of visitors toward spa service shops regarding their personnel.

(n=72)

Satisfaction regarding personnel aspect	\bar{X}	S.D.	Satisfaction levels
1. Knowledge and skills	4.13	0.60	High
2. Cleanness of the personnel	4.49	0.60	Highest
3. Uniforms	4.11	0.70	High
4. Personality and hospitality	4.17	0.69	High
5. Sufficient number of personnel	3.60	0.83	High
6. Taking care and being informative	4.08	0.71	High
Total Average	4.10	0.69	High

Summarization of Table 4-25: It was found that, regarding the personnel aspect, visitors had a High level of satisfaction toward spa service shops, with the Mean of 4.10. Examining each item, visitors mostly satisfied with the cleanness of personnel (with the Mean of 4.49, ranking Highest Satisfaction level), followed by their personality and hospitality (with the Mean of 4.17, ranking High Satisfaction level), and the number of personnel received lowest satisfaction (with the Mean of 3.60, ranking High Satisfaction level).

Table 4-26 Means, standard deviations, and satisfaction levels of visitors toward spa service shops regarding their environmental quality.

(n=72)

Satisfaction regarding environmental quality	\bar{X}	S.D.	Satisfaction levels
1. Garbage and sewage treatment	4.04	0.66	High
2. Wastewater treatment	4.10	0.59	High
3. Noise pollution management	4.26	0.71	Highest
4. Dust, smoke, and smell management	4.28	0.68	Highest
5. Harmonization and friendliness with the community and nature	3.13	0.63	Moderate
Total Average	3.96	0.65	High

Summarization of Table 4-26: It was found that, regarding the environmental quality aspect, visitors had a High level of satisfaction toward spa service shops, with the Mean of 3.96. Examining each item, visitors mostly satisfied with their management on dust, smoke, and smell (with the Mean of 4.28, ranking Highest Satisfaction level), followed by their noise pollution management (with the Mean of 4.26, ranking Highest Satisfaction level), and the area's harmonization and friendliness with the community and nature received lowest satisfaction (with the Mean of 3.13, ranking Moderate Satisfaction level).

Table 4-27 Means, standard deviations, and satisfaction levels of visitors toward spa service shops regarding their security management.

(n=72)

Satisfaction regarding security aspect	\bar{X}	S.D.	Satisfaction levels
1. Fire protection and prevention	3.78	0.88	High
2. Accident protection and prevention	3.46	0.54	High
3. Disease protection and prevention	4.13	0.69	High
4. Fighting protection and prevention	4.06	0.58	High
5. Thief protection and prevention	4.17	0.73	High
6. Hazardous material protection and prevention	4.24	0.68	Highest
Total Average	3.97	0.68	High

Summarization of Table 4-27: It was found that, regarding the security aspect, visitors had a High level of satisfaction toward spa service shops, with the Mean of 3.97. Examining each item, visitors mostly satisfied with their hazardous materials protection and prevention measures (with the Mean of 4.24, ranking Highest Satisfaction level), followed by their thief protection and prevention (with the Mean of 4.17, ranking High Satisfaction level), and the accident protection and prevention received lowest satisfaction (with the Mean of 3.46, ranking High Satisfaction level).

Table 4-28 Means, standard deviations, and satisfaction levels of visitors toward spa service shops regarding their resources utilization

(n=72)

Satisfaction regarding resources utilization	\bar{X}	S.D.	Satisfaction levels
1. Use organic and natural raw materials	4.04	0.70	High
2. Use high-quality raw materials	4.10	0.65	High
3. Use raw materials from the locale	2.32	0.48	Low
4. Use alternative energy such as solar energy, wind energy	2.63	0.68	Moderate
5. Use local knowledge or products of local knowledge such as local massage, Yam Khang (step on burnt leaves), Tok Sen massage, local Lanna medicines, etc.	1.21	0.47	Lowest
Total Average	2.86	0.60	Moderate

Summarization of Table 4-28: It was found that, regarding the resources utilization aspect, visitors had a Moderate level of satisfaction toward spa service shops, with the Mean of 2.86. Examining each item, visitors mostly satisfied with their utilization of high-quality raw materials (with the Mean of 4.10, ranking High Satisfaction level), followed by the utilization of organic and natural raw materials (with the Mean of 4.04, ranking High Satisfaction level), and the utilization of local knowledge or products of local knowledge, such as local massage, Yam Khang (to step on burnt leaves to cure some sickness), Tok Sen massage, and local Lanna medicines, etc., received lowest satisfaction (with the Mean of 1.21, ranking Lowest Satisfaction level).

In order to show overall satisfaction levels of visitors toward spa service shops in all aspects, the summarized statistics are shown in table 4-29.

Table 4-29 Means, standard deviations, and satisfaction levels of visitors toward spa service shops regarding all aspects

(n=72)

Satisfactions in all aspects	\bar{X}	S.D.	Satisfaction levels
1. Location aspect	3.92	0.68	High
2. Servicing aspect	3.87	0.70	High
3. Personnel aspect	4.10	0.69	High
4. Environmental quality aspect	3.97	0.68	High
5. Security aspect	3.96	0.65	High
6. Resources utilization aspect	2.86	0.60	Moderate
Total Average of all aspects	3.78	0.67	High

Summarization of Table 4-29: The table summarizes statistics of all aspects regarding Satisfaction levels of visitors toward spa service shops. It was found that, considering the total satisfactions of all aspects as a whole, visitors had a High level of satisfaction toward spa service shops, with the Mean of the Total Average of all aspects equaled 3.78. Examining each aspect, visitors mostly satisfied with the personnel aspect (with the Mean of 4.10, ranking High Satisfaction level), followed by the security aspect (with the Mean of 3.97, ranking High Satisfaction level), and the resources utilization aspect received lowest satisfaction (with the Mean of 2.86, ranking Moderate Satisfaction level). However, comparing the Means of all aspects, all aspects seemed to receive similar satisfactions from visitors, with five of them ranking High satisfaction level, except only the aspect of resources utilization that ranked Moderate level.

4.2.2 Satisfaction of customers toward Thai traditional massage service shops

1. Characteristics and general behaviors of visitors

Total number of sampled visitors of the studied Thai massage service shops was 202 persons. Statistics from frequency analysis and percentage analysis of their characteristics and general behaviors are shown in table 4-30.

Table 4-30 Number and percentages of the sampled Thai massage tourists categorized by their characteristics and general behaviors.

Characteristics and general behaviors of visitors	Number	%
Sex		
1. Male	70	34.7
2. Female	132	65.3
Total	202	100
Age		
1. Under 20 years old	5	2.5
2. 20-29 years old	31	15.3
3. 30-39 years old	84	41.6
4. 40-49 years old	55	27.2
5. 50-59 years old	24	11.9
6. Over 60 years old	3	1.5
Total	202	100
Education levels		
1. Lower than bachelor's degree	114	56.4
2. Bachelor's degree (having undergraduate education)	83	41.1
3. Higher than bachelor's degree	5	2.5
Total	202	100

Table 4-30 Number and percentages of the sampled Thai massage tourists categorized by their characteristics and general behaviors. (cont.)

Characteristics and general behaviors of visitors	Number	%
Occupations		
1. Students	8	4
2. Government officers / State enterprise officers	20	9.9
3. Business officers/ employees	75	37.1
4. Business owners/ freelances	48	23.8
5. General labors	32	15.8
6. Retired personnel	2	1
7. Farmers	6	3
8. Others (housewives, and unemployed persons)	11	5.4
Total	202	100
Monthly income		
1. Less than 10,000 Baht	68	33.7
2. 10,000-20,000 Baht	79	39.1
3. 20,000-30,000 Baht	21	10.4
4. More than 30,000 Baht	34	16.8
Total	202	100
Domicile		
1. Chiangrai Province	126	62.4
2. Other provinces	76	37.6
Total	202	100
Purposes of traveling or using Thai massage services (Can choose more than one)		
1. For relaxation	138	68.3
2. To take care of health	74	36.6
3. To cure sickness or relieve pains	65	32.2
4. For beauty of body and face	18	8.9
5. For being in trend	9	4.5
6. Other reasons (being addicted to massage)	1	0.5

Table 4-30 Number and percentages of the sampled Thai massage tourists categorized by their characteristics and general behaviors (cont.)

Characteristics and general behaviors of visitors	Number	%
Types of traveling or using the service		
1. Alone	42	20.8
2. With friends	73	36.1
3. As a family	80	39.6
4. As a tour group	7	3.5
5. Others	0	0
Total	202	100

Summarization of Table 4-30: The analysis on visitors' characteristics found that:

Sex Most of the sampled visitors, accounted for 65.3 percents, were female, while the remaining 34.7 percents were male.

Age Most visitors were between 30-39 years old (41.6 percents), followed by the age class of 40-49 years old (27.2 percents). The age class that found least (1.5 percents) was over 60 years old.

Education level Most visitors had education lower than Bachelor's degrees (56.4 percents), followed by visitors with Bachelors degree (41.1 percents). There were only 2.5 percents of visitors that had education higher than Bachelors degree.

Occupation Visitors working as business officers or employees were found most (37.1 percents), followed by visitors working as business owners or freelances (23.8 percents) Visitors that found least (1.0 percents) regarding occupation status were retired personnel.

Monthly income The visitors with the class of monthly income between 10,000 to 20,000 Baht were found most (39.1 percents), followed by those with the class of monthly income less than 10,000 Baht (33.7 percents). Visitors with monthly income between 20,000 to 30,000 Baht were found least (10.4 percents).

Domicile As appeared in their citizen ID cards, the visitors whose domicile was Chiangrai Province accounted for 62.4 percents, and the other 37.6 percents were visitors whose domicile was other provinces.

Purposes of traveling or using services Most visitors travelled or used Thai massage services for relaxation (68.3 percents), followed by those using the services for taking care of their health (36.6 percents). The purpose that found least (0.5 percents) was “being addicted to massage”, which was grouped as “Other reasons”.

Types of traveling or using the service Most visitors traveled or came to use the services with their family (39.6 percents), followed by visitors traveled with their friends (36.1 percents). The type of traveling that found least was traveling with a tour group (3.5 percents).

2. Satisfaction levels of visitors toward Thai traditional massage service shops

The study analyzed satisfaction scores from all sampled Thai massage visitors for means (\bar{x}) and Standard Deviation (S.D.) in order to determine the visitors' Satisfaction levels toward Thai massage service shops. The results are shown with details regarding different aspects of Thai massage service shops in table 4-31 to table 4-37.

Table 4-31 Means, standard deviations, and satisfaction levels of visitors toward Thai traditional massage service shops regarding their locations

(n= 202)

Satisfaction regarding location aspect	\bar{x}	S.D.	Satisfaction levels
1. Situated area	3.80	0.88	High
2. Convenience of traveling	3.90	0.81	High
3. Landscape and environment	2.84	0.78	Moderate
4. Cleanness	4.04	0.62	High
5. Zoning of service areas	3.71	0.78	High
6. Privacy	2.90	0.63	Moderate
7. Facilities such as bathrooms, restrooms, lockers, closets, grocery shops, food shops, public telephones, waiting areas, etc.	3.42	0.84	High
Total Average	3.53	0.76	High

Summarization of Table 4-31: It was found that, regarding the location aspect, visitors had a High level of satisfaction toward Thai massage service shops, with the Mean of 3.53. Examining each item, visitors mostly satisfied with the area's cleanness (with the Mean of 4.04, ranking High Satisfaction level), followed by their convenience of traveling (with the Mean of 3.90, ranking High Satisfaction level), and the landscape and environment received lowest satisfaction (with the Mean of 2.84, ranking Moderate Satisfaction level).

Table 4-32 Means, standard deviations, and satisfaction levels of visitors toward Thai traditional massage service shops regarding their services

(n=202)

Satisfaction regarding servicing aspect	\bar{x}	S.D.	Satisfaction levels
1. Patterns of activities and services	2.99	0.68	Moderate
2. Length of servicing time	3.80	0.81	High
3. Opening and closing times	3.81	0.60	High
4. Quality of services	3.69	0.64	High
5. Speed and punctuality of services	3.78	0.69	High
6. Equality of services	4.05	0.77	High
7. Convenience and benefits from services	3.95	0.79	High
8. Products or mineral water used in services	3.61	0.82	High
9. Tools and equipments used in services	3.55	0.69	High
10. Appropriation of servicing prices	4.07	0.70	High
11. Marketing and advertisement	2.17	0.75	Low
12. Reception	3.98	0.65	High
13. Health information provision	2.32	0.82	Low
Total Average	3.52	0.72	High

Summarization of Table 4-32: It was found that, regarding the servicing aspect, visitors had a High level of satisfaction toward Thai traditional massage service shops, with the Mean of 3.52. Examining each item, visitors mostly satisfied with the appropriation of prices (with the Mean of 4.07, ranking High Satisfaction level), followed by the equality of services (with the Mean of 4.05, ranking High Satisfaction level), and their marketing and advertising received lowest satisfaction (with the Mean of 2.17, ranking Low Satisfaction level).

Table 4-33 Means, standard deviations, and satisfaction levels of visitors toward Thai traditional massage service shops regarding their personnel

(n= 202)

Satisfaction regarding personnel aspect	\bar{x}	S.D.	Satisfaction levels
1. Knowledge and skills	4.10	0.65	High
2. Cleanness of the personnel	4.08	0.63	High
3. Uniforms	2.73	0.73	Moderate
4. Personality and hospitality	4.15	0.74	High
5. Sufficient number of personnel	3.85	0.85	High
6. Taking care and being informative	4.05	0.71	High
Total Average	3.83	0.72	High

Summarization of Table 4-33: It was found that, regarding the personnel aspect, visitors had a High level of satisfaction toward Thai traditional massage service shops, with the Mean of 3.83. Examining each item, visitors mostly satisfied with the personnel's personality and hospitality (with the Mean of 4.15, ranking High Satisfaction level), followed by their knowledge and skills (with the Mean of 4.10, ranking High Satisfaction level), and their uniforms received lowest satisfaction (with the Mean of 2.73, ranking Moderate Satisfaction level).

Table 4-34 Means, standard deviations, and satisfaction levels of visitors toward Thai traditional massage service shops regarding their environmental quality management (n=202)

Satisfaction regarding environmental quality	\bar{x}	S.D.	Satisfaction levels
1. Garbage and sewage treatment	3.93	0.73	High
2. Wastewater treatment	3.71	0.68	High
3. Noise pollution management	3.57	0.81	High
4. Dust, smoke, and smell management	3.86	0.79	High
5. Harmonization and friendliness with the community and nature	3.85	0.64	High
Total Average	3.78	0.73	High

Summarization of Table 4-34: It was found that, regarding the environmental quality aspect, visitors had a High level of satisfaction toward Thai traditional massage service shops, with the Mean of 3.78. Examining each item, visitors mostly satisfied with their garbage and sewage treatments (with the Mean of 3.93, ranking High Satisfaction level), followed by their management on dust, smoke, and smell (with the Mean of 3.86, ranking High Satisfaction level), and their management on noise pollution received lowest satisfaction (with the Mean of 3.57, ranking High Satisfaction level).

Table 4-35 Means, standard deviations, and satisfaction levels of visitors toward Thai traditional massage service shops regarding their security management

(n=202)

Satisfaction regarding security aspect	\bar{x}	S.D.	Satisfaction levels
1. Fire protection and prevention	3.72	0.83	High
2. Accident protection and prevention	3.41	0.84	High
3. Disease protection and prevention	4.09	0.77	High
4. Fighting protection and prevention	4.15	0.74	High
5. Thief protection and prevention	4.00	0.67	High
6. Hazardous material protection and prevention	4.21	0.58	Highest
Total Average	3.93	0.74	High

Summarization of Table 4-35: It was found that, regarding the security aspect, visitors had a High level of satisfaction toward Thai traditional massage service shops, with the Mean of 3.93. Examining each item, visitors mostly satisfied with their hazardous materials protection and prevention measures (with the Mean of 4.21, ranking Highest Satisfaction level), followed by their fighting protection and prevention (with the Mean of 4.15, ranking High Satisfaction level), and the accident protection and prevention received lowest satisfaction (with the Mean of 3.41, ranking High Satisfaction level).

Table 4-36 Means, standard deviations, and satisfaction levels of visitors toward Thai traditional massage service shops regarding their resources utilization

(n=202 persons)

Satisfaction regarding resources utilization	\bar{x}	S.D.	Satisfaction levels
1. Use organic and natural raw materials	3.21	0.63	Moderate
2. Use high-quality raw materials	3.90	0.56	High
3. Use raw materials from the locale	2.71	0.78	Moderate
4. Use alternative energy such as solar energy, wind energy	1.21	0.59	Lowest
5. Use local knowledge or products of local knowledge such as local massage, Yam Khang (step on burnt leaves), Tok Sen massage, local Lanna medicines, etc.	1.44	0.74	Lowest
Total Average	2.49	0.66	Low

Summarization of Table 4-36: It was found that, regarding the resources utilization aspect, visitors had a Low level of satisfaction toward Thai traditional massage service shops, with the Mean of 2.49. Examining each item, visitors mostly satisfied with their utilization of high-quality raw materials (with the Mean of 3.90, ranking High Satisfaction level), followed by the utilization of organic and natural raw materials (with the Mean of 3.21, ranking Moderate Satisfaction level), and the utilization of alternative energy such as solar energy, wind energy, etc., received lowest satisfaction (with the Mean of 1.21, ranking Lowest Satisfaction level).

In order to show overall satisfaction levels of visitors toward Thai traditional massage service shops in all aspects, the summarized statistics are shown in table 4-37.

Table 4-37 Means, standard deviations, and satisfaction levels of visitors toward Thai traditional massage service shops regarding all aspects

(Number of samples: 202 persons)

Satisfactions in all aspects	\bar{x}	S.D.	Satisfaction levels
1. Location aspect	3.53	0.76	High
2. Servicing aspect	3.52	0.72	High
3. Personnel aspect	3.83	0.72	High
4. Environmental quality aspect	3.93	0.73	High
5. Security aspect	3.78	0.74	High
6. Resources utilization aspect	2.49	0.66	Low
Total Average of all aspects	3.51	0.72	High

Summarization of Table 4-37: The table summarizes statistics of all aspects regarding Satisfaction levels of visitors toward Thai traditional massage service shops. It was found that, considering the total satisfactions of all aspects as a whole, visitors had a High level of satisfaction toward Thai traditional massage service shops, with the Mean of the Total Average of all aspects equaled 3.51. Examining each aspect, visitors mostly satisfied with the security aspect (with the Mean of 3.93, ranking High Satisfaction level), followed by the personnel aspect (with the Mean of 3.83, ranking High Satisfaction level), and the resources utilization aspect received lowest satisfaction (with the Mean of 2.49, ranking Low Satisfaction level). However, comparing the Means of all aspects, all aspects seemed to receive similar satisfactions from visitors, with five of them ranking High Satisfaction level, except only the aspect of resources utilization that ranked Low Satisfaction level.

4.2.3 Satisfaction of customers toward hot spring service areas

1. Characteristics and general behaviors of visitors

Total number of sampled visitors of the studied hot spring service areas was 91 persons. Statistics from frequency analysis and percentage analysis of their characteristics and general behaviors are shown in table 4-38.

Table 4-38 Number and percentages of the sampled hot spring tourists categorized by their characteristics and general behaviors

Characteristics and general behaviors of visitors	Number	%
Sex		
1. Male	53	58.2
2. Female	38	41.8
Total	91	100
Age		
1. Under 20 years old	4	4.4
2. 20-29 years old	37	40.6
3. 30-39 years old	25	27.5
4. 40-49 years old	14	15.4
5. 50-59 years old	9	9.9
6. Over 60 years old	2	2.2
Total	91	100
Education levels		
1. Lower than bachelor's degree	34	37.4
2. Bachelor's degree (having undergraduate education)	46	50.5
3. Higher than bachelor's degree	11	12.1
Total	91	100

Table 4-38 Number and percentages of the sampled hot spring tourists categorized by their characteristics and general behaviors (cont.)

Characteristics and general behaviors of visitors	Number	%
Occupations		
1. Students	13	14.3
2. Government officers/ State enterprise officers	11	12.1
3. Business officers/ employees	30	33
4. Business owners/ freelancers	23	25.2
5. General labors	11	12.1
6. Retired personnel	1	1.1
7. Farmers	0	0
8. Others (housewives, and unemployed persons)	2	2.2
Total	91	100
Monthly income		
1. Less than 10,000 Baht	25	27.5
2. 10,000-20,000 Baht	38	41.7
3. 20,000-30,000 Baht	20	22
4. More than 30,000 Baht	8	8.8
Total	91	100
Domicile		
1. Chiangrai Province	53	58.2
2. Other provinces	38	41.8
Total	91	100
Purposes of traveling or using hot spring services (Can choose more than one)		
1. For relaxation	72	79.1
2. To take care of health	35	38.5
3. Other reasons (to celebrate, to enjoy nature)	15	16.5
4. For being in trend	7	7.7
5. To cure sickness or relieve pains	4	4.4
6. For beauty of body and face	0	0

Table 4-38 Number and percentages of the sampled hot spring tourists categorized by their characteristics and general behaviors (cont.)

Characteristics and general behaviors of visitors	Number	%
Types of traveling or using the service		
1. Alone	14	15.4
2. With friends	52	57.1
3. As a family	22	24.2
4. As a tour group	3	3.3
5. Others	0	0
Total	91	100

Summarization of Table 4-38: The analysis on visitors' characteristics found that:

Sex Most of the sampled visitors, accounted for 58.2 percents, were male, while the remaining 41.8 percents were female.

Age Most visitors were between 20-29 years old (40.6 percents), followed by the age class of 30-39 years old (27.5 percents). The age class that found least (2.2 percents) was over 60 years old.

Education level Most visitors had Bachelor's degrees (50.5 percents), followed by visitors with education lower than Bachelors degree (37.4 percents). There were 12.1 percents of visitors that had education higher than Bachelors degree.

Occupation Visitors working as business officers or employees were found most (33 percents), followed by visitors working as business owners or freelances (25.2 percents). Visitors that found least (1.1 percents) regarding occupation status were retired personnel. None of the sampled visitors worked as farmers.

Monthly income The visitors with the class of monthly income between 10,000-20,000 Baht were found most (41.7 percents), followed by those with the class of monthly income less than 10,000 Baht (27.5 percents). Visitors with monthly income over 30,000 Baht were found least (8.8 percents).

Domicile As appeared in their citizen ID cards, the visitors whose domicile was Chiangrai Province accounted for 58.2 percents, and the other 41.8 percents were visitors whose domicile was other provinces.

Purposes of traveling or using services Most visitors traveled or used spa services for relaxation (79.1 percents), followed by those using the services for taking care of their health (38.5 percents). The purpose that found least (4.4 percents) was to cure sickness or relieve pains. None of the sampled visitors came to hot springs with the purpose to improve their beauty of body and face.

Types of traveling or using the service Most visitors traveled or came to use the services with their friends (57.1 percents), followed by visitors traveled with their family (24.2 percents). The type of traveling that found least was traveling with a tour group (3.3 percents).

2. Satisfaction levels of visitors toward hot spring service areas

The study analyzed satisfaction scores from all sampled hot spring visitors for means (\bar{x}) and Standard Deviation (S.D.) in order to determine the visitors' Satisfaction levels toward hot spring service areas. The results are shown with details regarding different aspects of hot spring service areas in table 4-39 to table 4-45.

Table 4-39 Means, standard deviations, and satisfaction levels of visitors toward hot spring service areas regarding their locations

(n=91)

Satisfaction regarding location aspect	\bar{x}	S.D.	Satisfaction levels
1. Situated area	3.86	0.86	High
2. Convenience of traveling	3.55	0.71	High
3. Landscape and environment	2.77	0.75	Moderate
4. Cleanness	3.74	0.65	High
5. Zoning of service areas	3.78	0.70	High
6. Privacy	2.55	0.76	Low
7. Facilities such as bathrooms, restrooms, lockers, closets, grocery shops, food shops, public telephones, waiting areas, etc.	2.75	0.53	Moderate
Total Average	3.38	0.71	Moderate

Summarization of Table 4-39: It was found that, regarding the location aspect, visitors had a Moderate level of satisfaction toward hot spring service area, with the Mean of 3.38. Examining each item, visitors mostly satisfied with the area's situated locations (with the Mean of 3.86, ranking High Satisfaction level), followed by their zoning of service areas (with the Mean of 3.78, ranking High Satisfaction level), and the privacy received lowest satisfaction (with the Mean of 2.55, ranking Low Satisfaction level).

Table 4-40 Means, standard deviations, and satisfaction levels of visitors toward hot spring service areas regarding their services

(n=91)

Satisfaction regarding servicing aspect	\bar{x}	S.D.	Satisfaction levels
1. Patterns of activities and services	2.85	0.87	Moderate
2. Length of servicing time	3.82	0.84	High
3. Opening and closing times	3.80	0.87	High
4. Quality of services	2.99	0.72	Moderate
5. Speed and punctuality of services	2.86	0.80	Moderate
6. Equality of services	3.89	0.81	High
7. Convenience and benefits from services	2.75	0.80	Moderate
8. Products or mineral water used in services	4.02	0.67	High
9. Tools and equipments used in services	3.04	0.58	Moderate
10. Appropriation of servicing prices	4.18	0.64	High
11. Marketing and advertisement	3.19	0.68	Moderate
12. Reception	2.54	0.70	Low
13. Health information provision	3.38	0.67	Moderate
Total Average	3.33	0.74	Moderate

Summarization of Table 4-40: It was found that, regarding the servicing aspect, visitors had a Moderate level of satisfaction toward hot spring service areas, with the Mean of 3.33. Examining each item, visitors mostly satisfied with the appropriation of prices (with the Mean of 4.18, ranking High Satisfaction level), followed by the products or mineral water used in services (with the Mean of 4.02, ranking High Satisfaction level), and their receptions received lowest satisfaction (with the Mean of 2.54, ranking Low Satisfaction level).

Table 4-41 Means, standard deviations, and satisfaction levels of visitors toward hot spring service areas regarding their personnel

(n=91)

Satisfaction regarding personnel aspect	\bar{x}	S.D.	Satisfaction levels
1. Knowledge and skills	3.56	0.76	High
2. Cleanness of the personnel	3.52	0.50	High
3. Uniforms	2.15	0.70	Low
4. Personality and hospitality	2.88	0.66	Moderate
5. Sufficient number of personnel	3.31	0.61	Moderate
6. Taking care and being informative	3.25	0.61	Moderate
Total Average	3.11	0.64	Moderate

Summarization of Table 4-41: It was found that, regarding the personnel aspect, visitors had a Moderate level of satisfaction toward hot spring service areas, with the Mean of 3.11. Examining each item, visitors mostly satisfied with the personnel's knowledge and skills (with the Mean of 3.56, ranking High Satisfaction level), followed by their cleanness (with the Mean of 3.52, ranking High Satisfaction level), and their uniforms received lowest satisfaction (with the Mean of 2.15, ranking Low Satisfaction level).

Table 4-42 Means, standard deviations, and satisfaction levels of visitors toward hot spring service areas regarding their environmental quality

(n=91)

Satisfaction regarding environmental quality	\bar{x}	S.D.	Satisfaction levels
1. Garbage and sewage treatment	3.98	0.65	High
2. Wastewater treatment	3.60	0.81	High
3. Noise pollution management	2.44	0.83	Low
4. Dust, smoke, and smell management	2.91	0.77	Moderate
5. Harmonization and friendliness with the community and nature	3.02	0.68	Moderate
Total Average	3.19	0.75	Moderate

Summarization of Table 4-42: It was found that, regarding the environmental quality aspect, visitors had a Moderate level of satisfaction toward hot spring service areas, with the Mean of 3.19. Examining each item, visitors mostly satisfied with their garbage and sewage treatments (with the Mean of 3.98, ranking High Satisfaction level), followed by their wastewater treatments (with the Mean of 3.60, ranking High Satisfaction level), and their management on noise pollution received lowest satisfaction (with the Mean of 2.44, ranking Low Satisfaction level).

Table 4-43 Means, standard deviations, and satisfaction levels of visitors toward hot spring service areas regarding their security management

(n=91)

Satisfaction regarding security aspect	\bar{x}	S.D.	Satisfaction levels
1. Fire protection and prevention	2.62	0.83	Moderate
2. Accident protection and prevention	3.75	0.67	High
3. Disease protection and prevention	3.98	0.71	High
4. Fighting protection and prevention	3.69	0.85	High
5. Thief protection and prevention	3.13	0.62	Moderate
6. Hazardous material protection and prevention	3.20	0.65	Moderate
Total Average	3.40	0.72	Moderate

Summarization of Table 4-43: It was found that, regarding the security aspect, visitors had a Moderate level of satisfaction toward hot spring service areas, with the Mean of 3.40. Examining each item, visitors mostly satisfied with their disease protection and prevention measures (with the Mean of 3.98, ranking High Satisfaction level), followed by their accident protection and prevention (with the Mean of 3.75, ranking High Satisfaction level), and the fire protection and prevention received lowest satisfaction (with the Mean of 2.62, ranking Moderate Satisfaction level).

Table 4-44 Means, standard deviations, and satisfaction levels of visitors toward hot spring service areas regarding their resources utilization

(n=91)

Satisfaction regarding resources utilization	\bar{x}	S.D.	Satisfaction levels
1. Use organic and natural raw materials	4.18	0.68	High
2. Use high-quality raw materials	3.92	0.75	High
3. Use raw materials from the locale	4.38	0.49	Highest
4. Use alternative energy such as solar energy, wind energy	2.32	0.81	Low
5. Use local knowledge or products of local knowledge such as local massage, Yam Khang (step on burnt leaves), Tok Sen massage, local Lanna medicines, etc.	2.05	0.78	Low
Total Average	3.37	0.70	Moderate

Summarization of Table 4-44: It was found that, regarding the resources utilization aspect, visitors had a Moderate level of satisfaction toward hot spring service shops, with the Mean of 3.37. Examining each item, visitors mostly satisfied with their utilization of raw materials from the locale (with the Mean of 4.38, ranking Highest Satisfaction level), followed by the utilization of organic and natural raw materials (with the Mean of 4.18, ranking High Satisfaction level), and the utilization of local knowledge or products of local knowledge, such as local massage, Yam Khang (to step on burnt leaves to cure some sickness), Tok Sen massage, and local Lanna medicines, etc., received lowest satisfaction (with the Mean of 2.05, ranking Lowest Satisfaction level).

In order to show overall satisfaction levels of visitors toward hot spring service areas in all aspects, the summarized statistics are shown in table 4-45.

Table 4-45 Means, standard deviations, and satisfaction levels of visitors toward hot spring service areas regarding all aspects

(n=91)

Satisfaction in all aspects	\bar{x}	S.D.	Satisfaction levels
1. Location aspect	3.38	0.71	Moderate
2. Servicing aspect	3.33	0.74	Moderate
3. Personnel aspect	3.11	0.64	Moderate
4. Environmental quality aspect	3.40	0.75	Moderate
5. Security aspect	3.19	0.72	Moderate
6. Resources utilization aspect	3.37	0.70	Moderate
Total Average of all aspects	3.30	0.71	Moderate

Summarization of Table 4-45: The table summarizes statistics of all aspects regarding Satisfaction levels of visitors toward hot spring service areas in Chiangrai Province. It was found that, considering the total satisfactions of all aspects as a whole, visitors had a Moderate level of satisfaction toward the hot spring service areas, with the Mean of the Total Average of all aspects equaled 3.30. Examining each aspect, visitors mostly satisfied with the security aspect (with the Mean of 3.40, ranking Moderate Satisfaction level), followed by the location aspect (with the Mean of 3.38, ranking Moderate Satisfaction level), and the personnel aspect received lowest satisfaction (with the Mean of 3.11, ranking Moderate Satisfaction level). Conclusively, considering the Means of all aspects, all aspects seemed to receive similar satisfactions from visitors by having the rank of Moderate Satisfaction level.

4.2.4 Recommendations from visitors for improvement of health promotion tourism resources in Muang District, Chiangrai Province

Recommendations from visitors or customers of health promotion tourism resources in Muang District, Chiangrai Province were analyzed with the content analysis approach. The results categorized by types of health-care tourist resources are shown below.

1. Spa service shops

1.1 Location aspect

1. Decoration of the spas should employ Lanna style for attractiveness and uniqueness.
2. The servicing rooms should be separated for male and female.
3. Spas should post their copies of Standard Certificate for Health Service Business at an apparent place so that customers can notice and read.
4. Spa shops should set up a corner where customers can wait and relax.

1.2 Servicing aspect

1. Spas should have membership plans so that members can have some benefits and privileges.
2. Spas should improve their existing services and find more new services for comprehensiveness of treatments and give more options for customers.
3. There should be more advertisement of the spa shops and their services.
4. Spa shops should provide some documents with useful health information to customers.
5. Service prices should be posted clearly in front of the spa shops.
6. The spa personnel should ask about customer's sickness prior to servicing.
7. Spas should take good care of their tools and equipments and prepare them to always be ready to use.

1.3 Personnel aspect

1. More spa personnel should be added in high seasons.
2. Training certificates of personnel should be shown clearly in the shops.

1.4 Security aspect

1. Towels should be changed regularly after a long use.
2. There should be officers taking care of customer's belongings.

1.5 Environmental quality aspect

1. Buildings should be painted with colors that match the surrounding nature.

1.6 Resources utilization aspect

1. Lanna local knowledge should be implemented in the spa services.
2. Spas should avoid using imported products, and try to use products from the local communities.
3. Spas should use natural products and variety of herbs as raw materials.
4. Spas should try to use alternative energy, as people are concerned about global warming.

2. Thai traditional massage service shops

2.1 Location aspect

1. Massage shops should set up signboards telling direction to their places
2. There should be a signboard of service price in front of the massage shops.
3. The name boards of the shops should be improved due to being too small and hard to read.
4. There should be more decoration to make the shops attractive and unique.
5. There should be a private zone with private rooms in the shop. The shops should be more light and airy.
6. There should be a parking lot and some lockers for customers.

2.2 Servicing aspect

1. Massage shops should have more services in addition to regular Thai massage.
2. The massagers should put more stress on muscles while massaging.

3. There should be more advertisements of the massage shops.
4. Massage shops should try modern products.
5. Massage shops should pay more attention to Thai customers.

2.3 Personnel aspect

1. Personnel should have uniforms rather than just casual dresses.
2. Personnel should dress in local style.
3. There should be more male massagers.

2.4 Security aspect

1. There should be warning signs in some dangerous areas or appropriate places.

2.5 Environmental quality aspect

1. Dust in front of the massage shops should be reduced. The garbage bins should have lids.

2.6 Resources utilization aspect

1. Massage shops should try to use natural materials more.
2. There should be more implementation of materials from the local communities.
3. Massage shops should have local-style massage services.

3. Hot spring service areas

3.1 Location aspect

1. There should be more restrooms. The restrooms should be cleaned often.
2. There should be regulations for car parking.
3. There should be more decoration. Trails should be clean and smooth.
4. More food shops should be added to the hot spring areas. The food shops should have better standards.
5. More personal bathing rooms and outdoor mixed bathing ponds should be added.
6. There should be more signboards along the road showing directions to the hot spring areas

3.2 Servicing aspect

1. There should be more activities to service customers.
2. The hot spring areas should have more advertisement on medias.

3.3 Personnel aspect

1. Personnel should dress differently from tourists.
2. The personnel were not sufficient. There should be more personnel.
3. Personnel should try to smile more.

3.4 Security aspect

1. There should be security personnel.
2. Warning signs and signs of instruction on how to use the hot mineral water should be added.

3.5 Environmental quality aspect

1. The buildings and the pond area should have harmonization with the surrounding nature.

3.6 Resources utilization aspect

1. The hot mineral water should be utilized in more applications rather than just for bathing.

4.3 Comparison of results from data analysis regarding operational aspects and visitor satisfactions of the three health promotion tourism resources types in Muang District, Chiangrai Province

The analysis results regarding characteristics of business managements and satisfactions of visitors can be shown in tabular forms together with explanations in order to compare the three types of health promotion tourism resources in Muang District, Chiangrai Province (namely spa service shops, Thai traditional massage service shops, and hot spring service areas) in different aspects as follows:

4.3.1 Comparison of operational aspects of the three health promotion tourism resources resource types

The analysis results are shown in table 4-54 to 4-59

1. Characteristics regarding location aspect

Table 4-46 Comparison of management characteristics regarding location aspect of spa service shops, Thai traditional massage service shops, and hot spring service areas

Spa service shops	Thai massage service shops	Hot spring service areas
1. Located within hotels or community areas. 2. Most had no signboards. 3. Average area: 137 sq m. 4. Decorated in natural style. 5. No product selling areas. 6. Most had no Standard Certificates for Health Service. 7. Having high privacy. 8. Highest capacity of customers averaged 7 persons.	1. Located outside hotels but within community areas. 2. Most had no signboards. 3. Average area: 80.8 sq m. 4. Decorated in natural, Lanna, and Thai styles. 5. Most had no parking lots. 6. Most had no Standard Certificates for Health Service. 7. Having low privacy. 8. Highest capacity of customers averaged 18 persons.	1. Located separately. 2. Signboards were not clear. 3. Average area: 3.1 Rai. 4. Having little decoration. 5. Having many facilities, but no public telephones. 6. Highest capacity of customers averaged 83 persons. 7. Having low privacy.

Summarization of Table 4-46: It was found that most health promotion tourism resources located separately and within community areas, except spas that were found mostly in hotels or resorts. Most of the shops did not have signboards for telling direction to their places. Decoration style used most popularly was natural style. However, hot spring areas paid little attention on decoration. Parking was an important problem of the Thai massage shops. Among all health promotion tourism resources, spa shops had highest privacy. Regarding number of customers they could service at once, hot spring areas had highest capacity, while spa shops had lowest capacity.

2. Characteristics regarding servicing aspect

Table 4-47 Comparison of management characteristics regarding servicing aspect of spa service shops, Thai traditional massage service shops, and hot spring service areas

Spa service shops	Thai massage service shops	Hot spring service areas
1. Most had body massage and foot massage services 2. Used some local knowledge (Tok Sen, local massage) 3. Did not provide health information to customers. 4. Advertising the services via direct sale. 5. No membership plans. 6. Used products with natural composition, high quality, having certificates. 7. Service prices were up to forms of service and products used.	1. Most had aroma oil massage and foot massage 2. No local knowledge applied. 3. Did not provide health information to customers. 4. Advertising the services via direct sale. 5. Almost half of all shops had membership plans. 6. Used products having suitable price. 7. Service prices were up to forms of service and products used.	1. Mineral water and bathing and Thai massage services. 2. Used local knowledge only for a little. 3. Health information was provided via their boards. 4. Advertising the services via local organizations. 5. No membership plans. 6. Service prices were set to cover maintenance and management cost.

Summarization of Table 4-47: Regarding their services, it was found that hot spring service areas had least variety of services, having only mineral water bathing and Thai massage services. Thai massage shops did not implement or apply local knowledge at all. Only hot spring area was found to having provide health information. Spa shops and Thai massage shops advertised their services by contacting customers directly, while the hot spring areas advertised via local organizations. Among the three health promotion tourism resources types, only Thai massage service had membership plan. Prices of services of spas

and Thai massage shops were up to the services and products involved in servicing, while hot spring areas set their prices so that their income cover the maintenance and management cost.

3. Characteristics regarding staffs aspect

Table 4-48 Comparison of management characteristics regarding personnel aspect of spa service shops, Thai traditional massage service shops, and hot spring service areas

Spa service shops	Thai massage service shops	Hot spring service areas
1. Had average 10 personnel. 2. Personnel had uniforms. 3. Recruit new personnel by having existing personnel bring their friends. 4. Personnel must have knowledge, experience, and certificates. 5. Assessed personnel by customer opinions. 6. Training within the shop. 7. Personnel received salaries and tips from customers.	1. Had average 12 personnel. 2. Personnel had uniforms. 3. Recruit new personnel by having existing personnel bring their friends. 4. Personnel must have knowledge, and experience. 5. Assessed personnel by the owner. 6. Training within the shop. 7. Personnel received shares from service price.	1. Had average 4 personnel. 2. Personnel had no uniforms. 3. Recruit new personnel by having existing personnel bring their friends and by posting in boards. 4. Personnel should have knowledge, experience, and a good health. 5. Assess personnel by owner. 6. Training within the area. 7. Personnel received salaries and tips from customers.

Summarization of Table 4-48: Regarding the personnel aspect, it was found that Thai massage shops had highest number of personnel averagely, and hot spring areas had lowest number of personnel. Personnel of hot springs did not wear uniforms to make them distinguishable from visitors. All three types had recruitments by having their existing personnel bring in their friends or familiar people. The qualifications required for all personnel were knowledge and experience, and a good health is

required especially for hot spring service areas. Most of them assessed the personnel by the owners, except the spa shops that the assessment required customer opinions. Thai massage shops is the only health promotion tourism resources that did not have salaries for personnel, who received only shares from service charges.

4. Characteristics regarding environmental quality aspect

Table 4-49 Comparison of management characteristics regarding environmental quality aspect of spa service shops, Thai traditional massage service shops, and hot spring service areas

Spa service shops	Thai massage service shops	Hot spring service areas
1. All garbage was mixed. 2. Had wastewater treatment. 3. Had sufficient garbage bins, cleaned service areas after use, had cleaning staffs. 4. Not harmonized with surrounding landscape.	1. All garbage was mixed. 2. No wastewater treatment. 3. Had sufficient garbage bins, cleaned service areas after use, had cleaning staffs. 4. Harmonized with surrounding landscape.	1. All garbage was mixed. 2. Sieved garbage from wastewater. 3. Had sufficient garbage bins, cleaned service areas after use. 4. Harmonized with surrounding landscape.

Summarization of Table 4-49: It was found that most health promotion tourism resources dropped their garbage to bins without sorting types of garbage. Spa service is the only type that had wastewater treatment. However, the colors and shapes of most spas' buildings did not harmonize well with the surrounding landscape.

5. Characteristics regarding security aspect

Table 4-50 Comparison of management characteristics regarding security aspect of spa service shops, Thai traditional massage service shops, and hot spring service areas

Spa service shops	Thai massage service shops	Hot spring service areas
1. Had timing clocks. 2. Had electrical safety systems. 3. Used antiseptic to clean equipments. 4. Had fire extinguishers. 5. Had first aid kits. 6. Had autoclaves. 7. Had officers giving advice. 8. Had warning signs.	1. Used antiseptic to clean equipments. 2. Had timing clocks. 3. Had fire extinguishers.	1. Had officers giving advice. 2. Used rough material for flooring. 3. Had timing clocks. 4. Checked mineral water's quality every two years. 5. Filtered mineral water before servicing. 6. Use high quality pipes. 7. Had warning signs.

Summarization of Table 4-50: Regarding security aspect, it was found that the three types of health promotion tourism resources had timing clocks to tell service time. Only spa service shops were found to have automatic electrical safety systems, first aid kits, and autoclaves to clean service tools. Hot spring service areas, whose services concerned with mineral water mainly, had the mineral water checked every two years by the Department of Medical Sciences, filtered the water prior to servicing, and used pipes that made from mineral water resistant materials.

6. Characteristics regarding resources utilization aspect

Table 4-51 Comparison of management characteristics regarding resources utilization aspect of spa service shops, Thai traditional massage service shops, and hot spring service areas

Spa service shops	Thai massage service shops	Hot spring service areas
1. Used forest resources. (plants, herbs, and aroma oils). 2. Used human resources. (personnel and training officers). 3. Used local knowledge. (herbal compress balls) 4. Imported resources from outside the community area. (aroma oils)	1. Used forest resources. (plants, herbs, and aroma oils). 2. Used human resources. (personnel and training officers). 3. Used local knowledge. (herbal compress balls) 4. Imported resources from outside the community area. (aroma oils)	1. Use water resources. (hot mineral water) 2. Used human resources. (personnel and training officers). 3. Used local knowledge. (bamboo shoots-in-mineral water products) 4. Did not imported resources from outside the community area.

Summarization of Table 4-51: It was found that all health promotion tourism resources utilized natural resources, human resources, and manmade resources (local knowledge) for their services. Hot spring service areas used mineral water mainly, while spa shops and Thai massage shops used plants, herbs, and aroma oils mainly. The local knowledge that was used by spa shops and massage shops was massaging with herbal compress balls. Hot spring areas applied local knowledge for their bamboo shoots-in-mineral water products. Among the three types, only hot spring service areas that did not use any imported resources from outside the community area.

4.3.2 Comparison of visitor satisfactions toward the three health promotion tourism types

The analysis results are shown in table 4-52.

Table 4-52 Comparison of visitor satisfactions toward spa service shops, Thai traditional massage service shops, and hot spring service areas

Satisfaction of visitors	health promotion tourism resources		
	Spa service shops	Thai massage service shops	Hot spring service areas
Location aspect	1. Most satisfied with cleanness. 2. Least satisfied with area zoning.	1. Most satisfied with cleanness. 2. Least satisfied with environment and landscape.	1. Most satisfied with situated locations. 2. Least satisfied with privacy.
Servicing aspect	1. Most satisfied with services. 2. Least satisfied with provision of health information.	1. Most satisfied with service prices. 2. Least satisfied with marketing and advertisement.	1. Most satisfied with service prices. 2. Least satisfied with receptions.
staff aspect	1. Most satisfied with cleanness. 2. Least satisfied with sufficiency.	1. Most satisfied with personality and hospitality. 2. Least satisfied with uniforms.	1. Most satisfied with knowledge and skills. 2. Least satisfied with uniforms.
Environmental quality aspect	1. Most satisfied with dust, smoke, and smell management. 2. Least satisfied with harmonization with nature.	1. Most satisfied with garbage treatment. 2. Least satisfied with noise pollution management.	1. Most satisfied with garbage treatment. 2. Least satisfied with noise pollution management.

Table 4-52 Comparison of visitor satisfactions toward spa service shops, Thai traditional massage service shops, and hot spring service areas (Cont.)

Satisfaction of visitors	Health-care tourist resources		
	Spa service shops	Thai massage service shops	Hot spring service areas
Security aspect	1. Most satisfied with hazardous material prevention. 2. Least satisfied with accident prevention.	1. Most satisfied with hazardous material prevention. 2. Least satisfied with accident prevention.	1. Most satisfied with disease prevention. 2. Least satisfied with fire prevention.
Resources utilization aspect	1. Most satisfied with usage of high quality materials. 2. Least satisfied with utilization of local knowledge.	1. Most satisfied with utilization of high quality materials. 2. Least satisfied with utilization of alternative energy.	1. Most satisfied with utilization of local materials. 2. Least satisfied with utilization of local knowledge.

Summarization of Table 4-52: The satisfactions of visitors toward each type of health promotion tourism resources in each aspect were found to be various. The items that were found to be common regarding satisfaction were cleanness of the area, hazardous material prevention, and utilization of high quality material. These items received highest satisfactions in both spa shops and Thai massage shops. Servicing price and garbage treatments received highest satisfactions in both Thai massage shops and hot spring areas. Regarding disapproval items, accident prevention received lowest satisfactions in both spa shops and Thai massage shops. Local knowledge utilization received lowest satisfactions in both spa shops and hot spring areas. Uniforms and noise pollution prevention received lowest satisfactions in both Thai massage shops and hot spring areas.

4.3.3 Figure showing tourists' satisfaction on each type of Health Promotion Tourism Resource at Muang District, Chiangrai Province

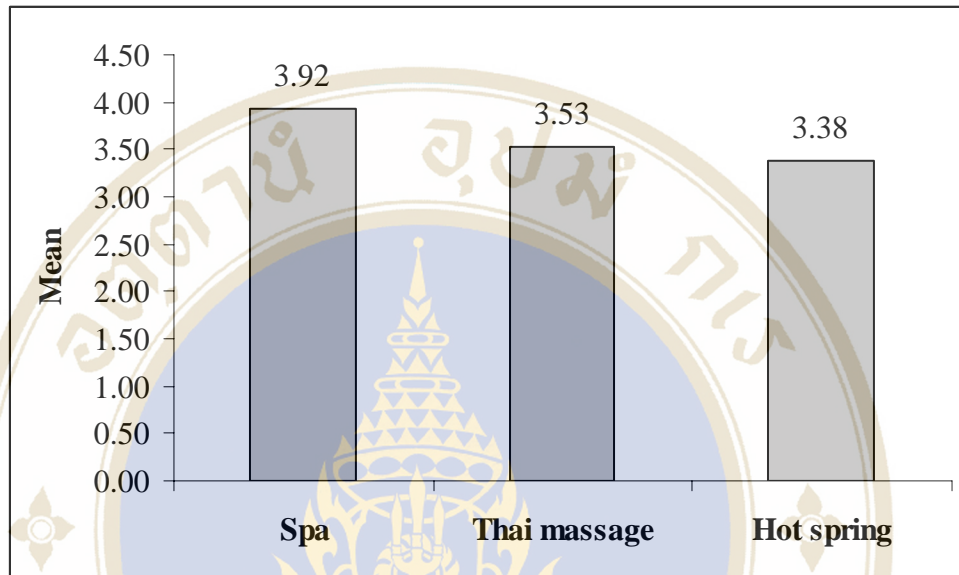


Figure 4-1 Tourists' satisfaction on area of each Health Tourism Resource

Figure 4-1 indicated tourists' satisfaction on location of Spa the most (3.92%=high level), followed by Thai Massage (3.53%=high level) and least satisfaction on Hot Spring (3.38%=high level). Therefore, all Health promotion tourism resources received tourists' satisfaction at high level.

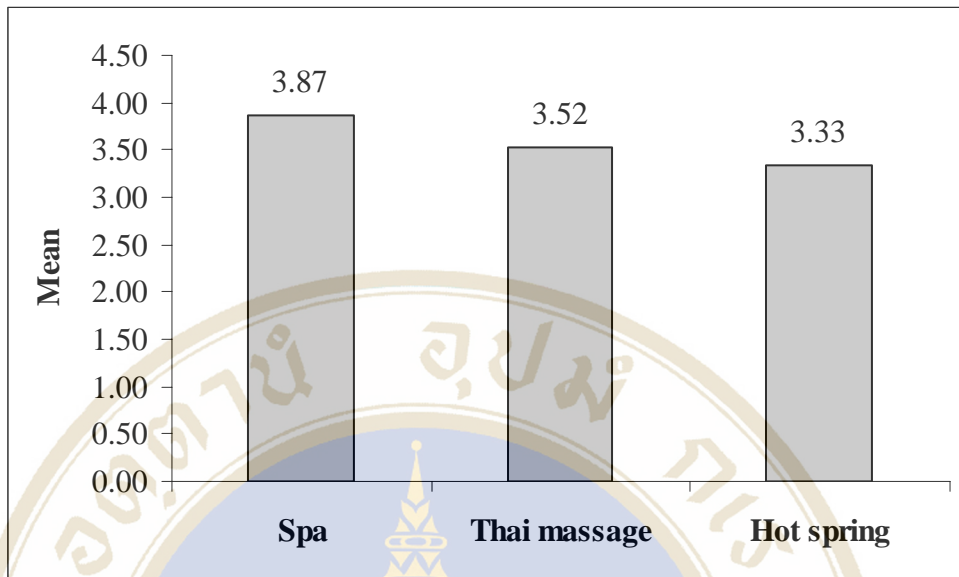


Figure 4-2 Tourists’ satisfaction on services of each Health Tourism Resource

Figure 4-2 indicated tourists’ satisfaction on servicing of Spa the most (3.87 %=high level), followed by Thai Massage (3.52 %=high level) and least satisfaction on Hot Spring (3.33 %=moderate level).

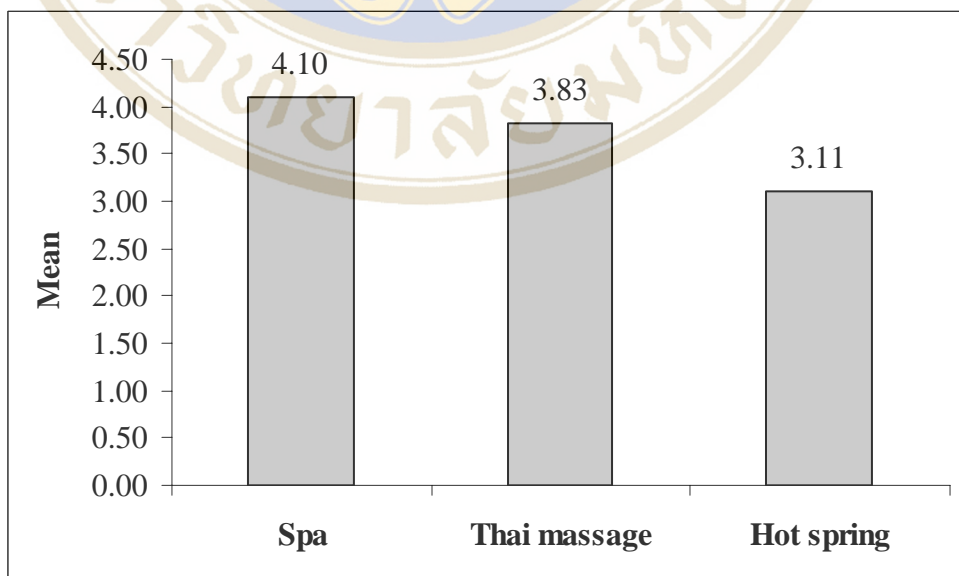


Figure 4-3 Tourists’ satisfaction on personnel of each Health Tourism Resource

Figure 4-3 indicated tourists' satisfaction on staffs of Spa the most (4.10 %=high level), followed by Thai Massage (3.83 %=high level) and least satisfaction on Hot Spring (3.11 %=moderate level).

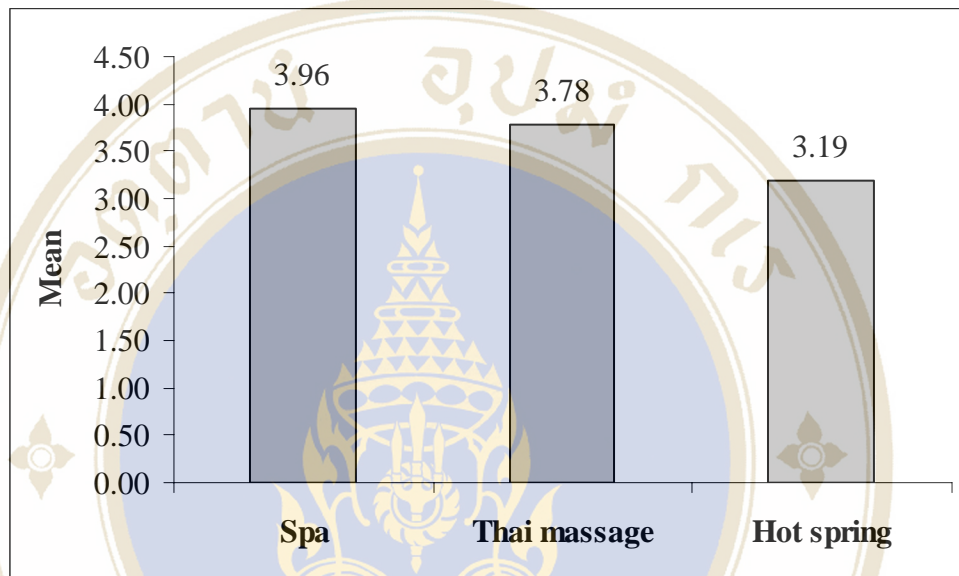


Figure 4-4 Tourists' satisfaction on Environmental quality of each Health Tourism Resource

Figure 4-4 indicated tourists' satisfaction on Environmental quality of Spa the most (3.96 %=high level), followed by Thai Massage (3.78 %=high level) and least satisfaction on Hot Spring (3.19 %=moderate level).

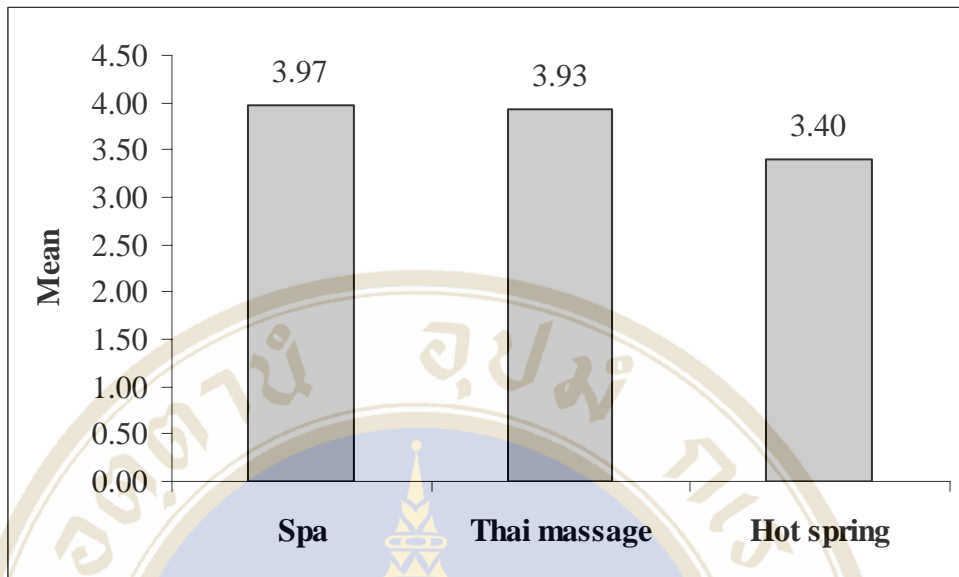


Figure 4-5 Tourists’ satisfaction on Security of each Health Tourism Resource

Figure 4-5 indicated tourists’ satisfaction on Security of Spa the most (3.97 %=high level), followed by Thai Massage (3.93 %=high level) and least satisfaction on Hot Spring (3.40 %=moderate level).

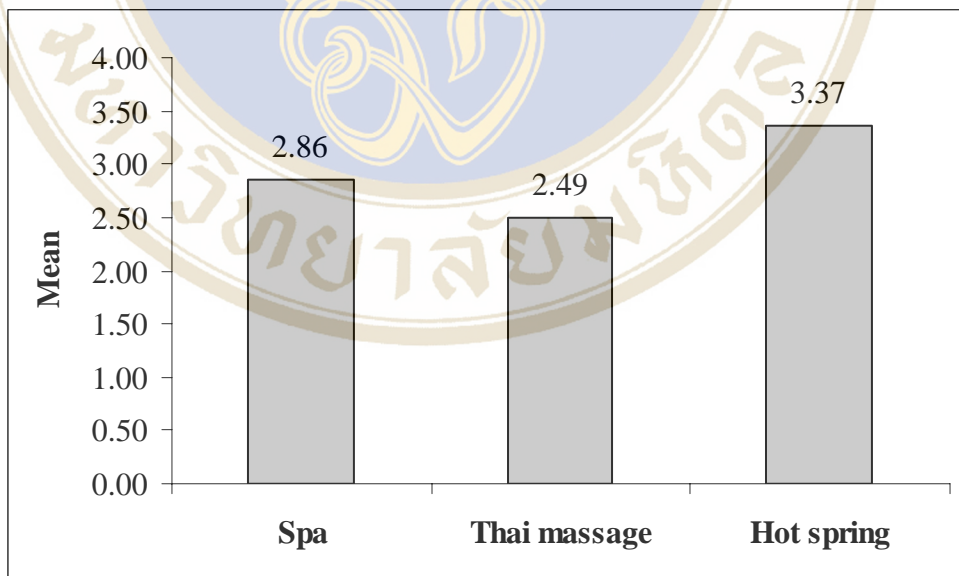


Figure 4-6 Tourists’ satisfaction on resources utilization of each Health Tourism Resources

Figure 4-6 indicated tourists’ satisfaction on resources utilization of Spa the most (3.37 %=moderate level), followed by Thai Massage (2.86 %=moderate level) and least satisfaction on Hot Spring (2.49 %=moderate level). Therefore, all Health promotion tourism resources received tourists’ satisfaction at moderate level.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

The study of operational aspects of Health Promotion Tourism in Muang District, Chiangrai province was conducted with the following objectives.

1. To survey Health Promotion Tourism Resources in Muang District, Chiangrai Province
2. To describe operational aspects of Health Promotion Tourism Resources in Muang District, Chiangrai Province
3. To find tourists' satisfaction level on Health Promotion Tourism Resources in Muang District, Chiangrai Province
4. To compare each type of Health Tourism Promotion Resources in Muang District, Chiangrai Province based on operational aspects and tourists satisfaction.

Furthermore, the study of operational aspects of Health Promotion Tourism in Muang District, Chiangrai province has set up the following questions in order to achieve the afore-mentioned objectives.

1. For Health Promotion Tourism Resources, how do they operate their own business in Muang District, Chiangrai Province?
2. What level of satisfaction the tourists indicated towards Health Promotion Tourism Resources?
3. Are there any differences or similarities between each type of Health Promotion Tourism Resources in Muang District, Chiangrai Province, based on based on operational aspects and tourists satisfaction?
4. Are there any recommendations for developing and improving each type of Health Promotion Tourism Resources in Muang District, Chiangrai Province?

This study was conducted using the Survey Research methodology by employing Qualitative Analysis approach together with Quantitative Analysis approach.

The studied samples were 23 samples of health-care tourist businesses, consisting of 8 spa shops, 13 Thai massage shops, and 2 hot spring areas, 365 samples of visitors, consisting of 72 visitors from spa shops, 202 visitors from Thai massage shops, and 91 visitors from hot spring areas, and 30 samples of community representatives.

The study tools were questionnaires for entrepreneurs of health-care tourist businesses, questionnaires for the visitors, interview questions for community representatives. The collection of primary data using questionnaires and interviews was conducted by the researcher. The data was analyzed using frequency distribution to find percentages and standard deviations of the parameters. Content analysis was also conducted for clear understanding of the results.

5.1 Research conclusions

From analyses on collected data, conclusions can be made from the research results as follows:

5.1.1 Operational aspects of spa service shops

1. Regarding location aspect, it was found that most spa shops located within hotels and in community area. Most of them did not have signboards for telling directions to the shops. Their service areas averaged 137 sq m for each shop. Most of them decorated in natural style. There were no product selling areas. The massage rooms had high privacy. The highest capacity in servicing customers at a time averaged 7 customers.

2. Regarding service aspect, it was found that all spa shops had body massage and foot massage services. Only two of them had Thai traditional medicine and alternative medicine services namely TokSen in one shop and mineral water bathing in the other shop. Most of them did not provide health information to customers. They

often advertised their product via direct sale. None of the spa shops had membership plans. They selected products by giving importance to being natural and having certificates. The prices of their services were set according to types of services and products used.

3. Regarding personnel aspect, it was found that the spa shops had averagely 10 personnel. Their uniforms were office uniforms. All spa shops recruited new personnel by having their existing personnel tell their friends to apply for the job. Personnel were required to have knowledge, experience, and vocational certificates. Most shops assess their personnel by using customer opinions. Their trainings were set up within the shop. Personnel had income from salary and tips from customers.

4. Regarding environmental quality aspect, it was found that the spa shops usually dropped garbage to the bins without sorting types of garbage. Most of them had wastewater treatment systems. Their solution for keeping cleanness of the area was having sufficient and efficient garbage bins with good lids to prevent smells.

5. Regarding security aspect, it was found that all spa shops had timing clocks, automatic electrical safety systems, and antiseptics for cleaning equipments as security measures. However, only two of them were found to have emergency alarming systems.

6. Regarding resources utilization aspect, it was found that all spa shops utilized natural resources, human resources, and manmade resources (local knowledge) by using plants, herbs, and aroma oils mainly in their services. Most of them utilized local knowledge in their herbal compress massage.

5.1.2 Operational aspects of Thai traditional massage service shops

1. Regarding location aspect, it was found that most Thai massage shops located separately from hotels but within community area. Most shops did not have signboards for telling directions to the shop. The service area of a shop averaged 80.8 sq m. Most of them decorated the shops in natural style, Lanna style, and Thai style. Most of them did have parking lots. Their massage rooms were lack of privacy. The highest capacity in servicing customers at a time averaged 18 customers.

2. Regarding service aspect, it was found that most shops had aroma oil massage service. Most of them did not provide health information to customers. They advertised their services by having direct contact with customers. Almost half of them had membership plans. They chose products by giving importance to the product's price. Their prices of services were up to types of services and products used.

3. Regarding personnel aspect, it was found that each Thai massage shop had averagely 12 personnel. Personnel had office uniforms. All of the shops recruited new personnel by having their existing personnel tell their friends to apply. Personnel were required to have knowledge and experience. Most shops assessed personnel from their work by the owner. Trainings of personnel were often set up within the shops. Personnel received income from shares of service charges mainly.

4. Regarding environmental quality aspect, it was found that most Thai massage shops dropped garbage to municipal bins without sorting types of garbage. Most of them did not have wastewater treatments before drainage. Their solutions for keeping cleanness of the area were having sufficient and efficient garbage bins and having cleaning staffs.

5. Regarding security aspect, it was found that all Thai massage shops had antiseptics for cleaning equipments. Most of them had timing clocks and fire extinguishers. However, only two of them had emergency alarming system.

6. Regarding resources utilization aspect, it was found that all Thai massage shops utilized natural resources, human resources, and manmade resources (local knowledge) by using plants, herbs, and aroma oils mainly in their services. Local knowledge was applied mainly to their herbal compress massage.

5.1.3 Operational aspects of hot spring service area

1. Regarding area aspect, it was found that the hot spring areas were located separately. Their signboards telling directions were hard to read. Their service areas averaged 3.1 Rai. They did not pay attention to decoration of the service area. They had many facilities except only public telephones. The highest capacity in servicing customers at a time averaged 83 customers.

2. Regarding service aspect, it was found that they had mineral water bathing and Thai massage as main services. One of them provided health information to customers. Their advertisement approaches were promoting via local organizations and using advertising board of the community. They did not have membership plans. Criteria for determining their service price was just to cover maintenance and management cost.

3. Regarding personnel aspect, it was found that the hot spring areas had averagely 4 personnel. There were no uniforms for the personnel. Recruitments of new personnel were by having their existing personnel tell their friends to apply and posting announcement in boards of the area. Personnel were required to have knowledge and experience. The hot springs mostly assessed personnel from their work. Trainings were arranged within the area. Personnel had income from salary and tips from customers mainly.

4. Regarding environmental quality aspect, it was found that most of them did not sort types of garbage before dropping to municipal bins. They cleaned wastewater by using sieves to separate garbage. One of them had wastewater treatment system. They cleaned personal bathing rooms every after each use. Mixed bathing ponds were cleaned twice weekly. They had sufficient and efficient garbage bins and also signboards telling customers to keep area clean.

5. Regarding security aspect, it was found that the hot spring areas had personnel to give advice to customers. They used rough material for the floor in order to prevent slippery. The timing clocks were set up in apparent places. They filtered mineral water prior to servicing. They had their mineral water checked by the Department of Medical Sciences every two years. They also used pipes made from mineral water resistant materials.

6. Regarding resources utilization aspect, it was found that the hot spring areas utilized natural resources, human resources, and manmade resources (local knowledge) by using mineral water mainly for their services. Local knowledge that was utilized was the production of bamboo shoots immersed in mineral water. All the resources used were local resources.

5.1.4 Satisfaction levels of visitors toward spa service shops

1. Regarding general characteristics and behaviors of visitors, it was found that most visitors were female (65.3 percents). Most of them were between 30-39 years old (47.2 percents). Their education was mostly Bachelor's degree (59.7 percents). Most of them worked as business owners or freelances (44.4 percents). Their monthly income was mostly over 30,000 Baht (37.5 percents). The visitors of spa shops were mostly from other provinces (62.5 percents). Most of them came to use the service with the purpose of for relaxation (63.9 percents). Visitors mostly come with their family (38.9 percents).

2. Regarding satisfaction levels of visitors, it was found that spa visitors had satisfaction toward spa shops in overall aspects at a High satisfaction level with the Mean of 3.78. Considering each aspect, we found that visitors mostly satisfied with the personnel aspect (with the Mean of 4.10, ranking High Satisfaction level), followed by the security aspect (with the Mean of 3.97, ranking High Satisfaction level), and the resources utilization aspect received lowest satisfaction (with the Mean of 2.86, ranking Moderate Satisfaction level). However, comparing the Means of all aspects, all aspects seemed to receive similar satisfactions from visitors, with five of them ranking High satisfaction level, except only the aspect of resources utilization that ranked Moderate level.

5.1.5 Satisfaction levels of visitors toward Thai traditional massage shops

1. Regarding general characteristics and behaviors of Thai massage visitors, it was found that most visitors were female (65.3 percents). Most of them were between 30-39 years old (41.6 percents). Their education was mostly lower than Bachelor's degree (56.4 percents). Most of them worked as business officers or employees (37.1 percents). Their monthly income was mostly between 10,000-20,000 Baht (39.1 percents). The visitors of Thai massage shops were mostly people of Chiangrai Province (62.4 percents). Most of them came to use the service with the purpose of for relaxation (68.3 percents). Visitors mostly come with their family (39.6 percents).

2. Regarding satisfaction levels of visitors, it was found that the visitors had satisfaction toward Thai massage shops in overall aspects at a High satisfaction level with the Mean of 3.51. Considering each aspect, we found that visitors mostly satisfied with the security aspect (with the Mean of 3.93, ranking High Satisfaction level), followed by the personnel aspect (with the Mean of 3.83, ranking High Satisfaction level), and the resources utilization aspect received lowest satisfaction (with the Mean of 2.49, ranking Low Satisfaction level). However, comparing the Means of all aspects, all aspects seemed to receive similar satisfactions from visitors, with five of them ranking High Satisfaction level, except only the aspect of resources utilization that ranked Low Satisfaction level.

5.1.6 Satisfaction levels of visitors toward hot spring service areas

1. Regarding general characteristics and behaviors of hot spring visitors, it was found that most visitors were male (58.2 percents). Most of them were between 20-29 years old (40.6 percents). Their education was mostly Bachelor's degree (50.5 percents). Most of them worked as business officers or employees (33 percents). Their monthly income was mostly between 10,000-20,000 Baht (41.7 percents). The visitors of hot spring areas were mostly people of Chiangrai Province (58.2 percents). Most of them came to use the service with the purpose of for relaxation (79.1 percents). Visitors mostly come with their friends (57.1 percents).

2. Regarding satisfaction levels of visitors, it was found that hot spring visitors had satisfaction toward hot spring areas in overall aspects at a Moderate satisfaction level with the Mean of 3.30. Considering each aspect, we found that visitors mostly satisfied with the security aspect (with the Mean of 3.40, ranking Moderate Satisfaction level), followed by the location aspect (with the Mean of 3.38, ranking Moderate Satisfaction level), and the personnel aspect received lowest satisfaction (with the Mean of 3.11, ranking Moderate Satisfaction level). Conclusively, considering the Means of all aspects, all aspects seemed to receive similar satisfactions from visitors by having the rank of Moderate Satisfaction level.

5.1.7 Comparison of Operational aspects of the three health promotion tourism resources types in different aspects

1. Regarding location aspect, it was found that most health promotion tourism resources located separately and within community areas, except spas that were found mostly in hotels or resorts. Most of the shops did not have signboards for telling direction to their places. Decoration style used most popularly was natural style. However, hot spring areas paid little attention on decoration. Parking was an important problem of the Thai massage shops. Among all health-care tourist resources, spa shops had highest privacy. Regarding number of customers they could service at once, hot spring areas had highest capacity, while spa shops had lowest capacity.

2. Regarding service aspect, it was found that hot spring service areas had least variety of services, having only mineral water bathing and Thai massage services. Thai massage shops did not implement or apply local knowledge at all. Only hot spring area was found to having provide health information. Spa shops and Thai massage shops advertised their services by contacting customers directly, while the hot spring areas advertised via local organizations. Among the three health promotion tourism resources types, only Thai massage service had membership plan. Prices of services of spas and Thai massage shops were up to the services and products involved in servicing, while hot spring areas set their prices so that their income cover the maintenance and management cost.

3. Regarding personnel aspect, it was found that Thai massage shops had highest number of personnel averagely, and hot spring areas had lowest number of personnel. Personnel of hot springs did not wear uniforms to make them distinguishable from visitors. All three types had recruitments by having their existing personnel bring in their friends or familiar people. The qualifications required for all personnel were knowledge and experience, and a good health is required especially for hot spring service areas. Most of them assessed the personnel by the owners, except the spa shops that the assessment required customer opinions. Thai massage shops is the only health promotion tourism resources that did not have salaries for personnel, who received only shares from service charges.

4. Regarding environmental quality aspect, it was found that most health promotion tourism resources dropped their garbage to bins without sorting types of

garbage. Spa service is the only type that had wastewater treatment. However, the colors and shapes of most spas' buildings did not harmonize well with the surrounding landscape.

5. Regarding security aspect, it was found that the three types of health promotion tourism resources had timing clocks to tell service time. Only spa service shops were found to have automatic electrical safety systems, first aid kits, and autoclaves to clean service tools. Hot spring service areas, whose services concerned with mineral water mainly, had the mineral water checked every two years by the Department of Medical Sciences, filtered the water prior to servicing, and used pipes that made from mineral water resistant materials.

6. Regarding resources utilization aspect, it was found that all health promotion tourism resources utilized natural resources, human resources, and manmade resources (local knowledge) for their services. Hot spring service areas used mineral water mainly, while spa shops and Thai massage shops used plants, herbs, and aroma oils mainly. The local knowledge that was used by spa shops and massage shops was massaging with herbal compress balls. Hot spring areas applied local knowledge for their bamboo shoots-in-mineral water products. Among the three types, only hot spring service areas that did not use any imported resources from outside the community area.

5.1.8 Comparison of visitor satisfactions toward the three health promotion tourism resources types

The satisfactions of visitors toward each type of health promotion tourism resources in each aspect were found to be various. The items that were found to be common regarding satisfaction were cleanness of the area, hazardous material prevention, and utilization of high quality material. These items received highest satisfactions in both spa shops and Thai massage shops. Servicing price and garbage treatments received highest satisfactions in both Thai massage shops and hot spring areas. Regarding disapproval items, accident prevention received lowest satisfactions in both spa shops and Thai massage shops. Local knowledge utilization received lowest satisfactions in both spa shops and hot spring areas. Uniforms and noise

pollution prevention received lowest satisfactions in both Thai massage shops and hot spring areas.

5.2 Recommendations

5.2.1 Recommendations from the research

From the study results regarding business management and visitor satisfaction of the health-care services together with data from inventories, observations, and interviews with the community representatives, the researcher would like to give recommendations for development and improvement of each type of health promotion tourism resources in Muang District, Chiangrai Province as follows:

1. Spa service shops

From data analysis, it can be concluded that the spa shops should pay more attention to signboards of direction to their places, which should be set up in apparent spots. After received the Standard Certificate for Health Service Business from the Ministry of Public Health, the certificate should be shown in an apparent place. Knowledge on health information should be provided to customers regularly. The spa shops should have more advertisements by using various solutions. Fire extinguishers should be installed in the area that is easy to access in case of emergency, and they should be checked regularly to be always read-to-use. Personnel should be sent to have some trainings an institute approved by the Ministry of Public Health. Buildings should be improved to have harmonization with the nature and surrounding environment as much as possible. More local knowledge, such as local-style massage, Tok Sen massage, etc., should be applied to spa services in order to create uniqueness and increase sale. Spa shops should try to use products or raw materials from the local community in order to help the community's economy. Last but not least, the Ministry of Public Health should inspect spa shops regularly and implement rules for common standards of their services.

2. Thai traditional massage shops

From data analysis, recommendations can be made that the Thai massage shops should try to decorate their places more, with more utilization of Lanna's unique culture. There should be some private massage rooms for customers that need privacy. Signboards in front of the shops should be big enough that customers can read easily. There should also be more signboards telling directions to their place set up beside main roads. After received the Standard Certificate for Health Service Business from the Ministry of Public Health, the certificate should be shown in an apparent place. More advertisements with more solutions are needed. The massage shops should also provide health information to customers. A board with list of services and their prices should be shown evidently in front of the shop. The indoor area should be arranged to be light and airy. There should be more variety of services for customers. A unique service should also be created by each shop. Personnel should have salary rather than just having shares from service charges, which make them compete for customers. Personnel should wear common uniforms, which should be Lanna style. Thai massage shops may request support from governmental sector to help set up standards for their personnel. Certificates of personnel should be placed where customers can observe easily. Thai massage shops should try to use only natural products. It would also be much helpful if the shops can buy products from local community, such as herbs, etc., so that local people have more occupations. Local knowledge should also be utilized more. Another important point is car parking. Thai massage shops should have their own parking lots since most shops situated in crowded community area, and their customers' vehicles can cause problems to traffic. Same as spa shops, the Ministry of Public Health should inspect Thai massage shops regularly and implement rules for common standards of their services.

3. Hot spring service areas

From data analysis, recommendations can be made for hot spring areas that they should have more and regular advertisements via various channels. Regarding facilities, they should have more restrooms, should set up regulations for parking, and should improve the quality of their food shops. The hot spring areas should also set up more signboards with directions to the place regularly along the road. More personal

bathing room and outdoor mixed bathing ponds should be added. More activities are needed, and the activities should have connection with nearby tourist areas. Personnel should have uniform so that the customers can distinguish them from other tourists. The buildings and areas around the ponds should be decorated so that they harmonize well with the surrounding landscape. There should be security personnel taking care of customers in hot spring areas. Regulations are also needed for visitors who stay overnight with their tents and make loud noise especially in high seasons. More financial support or cooperation from governmental and private organizations may be needed in order to improve the hot spring areas so that they are favored more by the increasing tourists.

5.2.2 General recommendations

1. Health-care tourist businesses should pay high attention to the environment. They should have efficient treatment systems for garbage and wastewater.
2. Health-care tourist businesses should collect requirements and recommendations from customers regularly for their development and improvement.
3. Health-care tourist businesses should try to promote utilization of local resources for maximum benefits of both the business and the community.
4. The organization in charge or relevant organizations should have officers taking care of health-care tourist businesses regarding regulations, standards, and tourist promotion.

5.2.3 Recommendations for further study

1. Much time is required in order to study on health promotion tourism resources and obtain comprehensive data. Therefore, it is recommended that the researcher have more time to collect more data.
2. There should be further study regarding health-care tour route arrangements.
3. The further study may be conducted on health-rehabilitation issues relevant to tourist places.

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APPENDIX A

แบบสอบถามนักท่องเที่ยว

เรื่อง การศึกษาสภาพการดำเนินการของทรัพยากรการท่องเที่ยวเชิงส่งเสริมเชิงสุขภาพ
ในพื้นที่อำเภอเมือง จังหวัดเชียงราย

ผู้วิจัย นายเนติพงษ์ บุตรราช นิสิตปริญญาโทสาขาการวางแผนสิ่งแวดล้อมเพื่อพัฒนา
ชุมชนและชนบท มหาวิทยาลัยมหิดล

คำชี้แจง

1. วัตถุประสงค์ เพื่อสำรวจหาระดับความพึงพอใจของนักท่องเที่ยวต่อแหล่งท่องเที่ยวเชิงสุขภาพที่เข้ารับบริการหรือท่องเที่ยว ในพื้นที่อำเภอเมือง จังหวัดเชียงราย
2. แบบสอบถามฉบับนี้แบ่งออกเป็น 3 ส่วน จำนวน 5 หน้า ดังนี้
 - ส่วนที่ 1 ข้อมูลสถานภาพและพฤติกรรมทั่วไปของผู้ตอบแบบสอบถาม
 - ส่วนที่ 2 ข้อมูลระดับความพึงพอใจของนักท่องเที่ยวต่อแหล่งท่องเที่ยวเชิงสุขภาพ
 - ส่วนที่ 3 ข้อเสนอแนะต่อแหล่งท่องเที่ยวเชิงสุขภาพ
3. คำตอบของท่านมีความสำคัญต่อความสำเร็จในการทำวิทยานิพนธ์
4. ข้อมูลที่ท่านตอบจะถือเป็นความลับและนำไปสรุปผลการวิจัยเป็นภาพรวมเท่านั้น

ผู้วิจัยขอขอบพระคุณทุกท่านที่ให้ความอนุเคราะห์ในการตอบแบบสอบถาม

แบบสอบถามหมายเลข.....

วันที่สอบถาม.....

ชื่อแหล่งท่องเที่ยวเชิงสุขภาพ.....พื้นที่ตำบล.....

ส่วนที่ 1 ข้อมูลสถานภาพและพฤติกรรมทั่วไปของผู้ตอบแบบสอบถาม

คำชี้แจง โปรดทำเครื่องหมาย ✓ ลงใน () หน้าข้อความที่ตรงกับความเป็นจริงและความคิดเห็นของท่าน และกรณารอกรายละเอียดลงในช่องว่างที่กำหนดถ้าเลือกตัวเลือกอื่น ๆ

1. เพศ

- () 1.ชาย () 2. หญิง

2. อายุ

- () 1. ต่ำกว่า 20 ปี () 2. 20-29 ปี
 () 3. 30-39 ปี () 4. 40-49 ปี
 () 5. 50-59 ปี () 6. 60 ปีขึ้นไป

3. ระดับการศึกษา

- () 1. ต่ำกว่าปริญญาตรี () 2. ปริญญาตรี () 3. สูงกว่าปริญญาตรี

4. อาชีพ

- () 1. นักเรียน /นักศึกษา () 2. ข้าราชการ /พนักงานรัฐวิสาหกิจ
 () 3. พนักงานบริษัท /ลูกจ้าง () 4. ประกอบธุรกิจส่วนตัว /อาชีพอิสระ
 () 5. รับจ้างทั่วไป () 6. เกษียณอายุการทำงาน
 () 7. เกษตรกร () 8. อื่น ๆ (โปรดระบุ).....

5. รายได้ต่อเดือนของท่าน

- () 1. ต่ำกว่า 10,000 บาท () 2. 10,000-20,000 บาท
 () 3. 20,000-30,000 บาท () 4. 30,000 บาทขึ้นไป

6. ภูมิลำเนา (ตามทะเบียนบ้าน)

- () 1. เชียงราย () 2. ต่างจังหวัด

7. วัตถุประสงค์ที่ท่านเข้ารับบริการหรือมาท่องเที่ยว (ตอบได้มากกว่า 1 ข้อ)

- () 1. เพื่อผ่อนคลายความเครียด () 2. เพื่อบำบัดโรค /ลดการปวดเมื่อย
 () 3. เพื่อดูแลและส่งเสริมสุขภาพ () 4. เพื่อความสวยงามของร่างกาย
 () 5. กำลังเป็นที่นิยม () 6. อื่น ๆ (โปรดระบุ).....

8. ท่านเดินทางมาท่องเที่ยวหรือเข้ารับบริการกับกลุ่มใด

- () 1. คนเดียว () 2. กลุ่มเพื่อน
 () 3. ครอบครัว () 4. บริษัททัวร์
 () 5. อื่น ๆ (โปรดระบุ).....

ส่วนที่ 2 ข้อมูลระดับความพึงพอใจของนักท่องเที่ยวต่อแหล่งท่องเที่ยวเชิงสุขภาพ

คำชี้แจง โปรดอ่านข้อความแต่ละข้อต่อไปนี้ แล้วพิจารณาเลือกว่าท่านมีความพึงพอใจในแต่ละข้อเพียงใด จากนั้นโปรดทำเครื่องหมาย ✓ ลงในช่องระดับความพึงพอใจที่กำหนดให้

1. ด้านสถานที่

ข้อความ	ระดับความพึงพอใจ				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
1.1 ท่าเลที่ตั้ง					
1.2 ความสะดวกในการเดินทาง					
1.3 ความสวยงามและบรรยากาศ					
1.4 ความสะอาดของสถานที่					
1.5 การแบ่งพื้นที่ชัดเจนเหมาะสม					
1.6 ความเป็นส่วนตัว					
1.7 สิ่งอำนวยความสะดวก เช่น ห้องน้ำห้องสุขา ตู้เก็บของ ร้านค้า สาธารณูปโภค สาธารณูปการ ฯลฯ					

2. ด้านการบริการ

ข้อความ	ระดับความพึงพอใจ				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
2.1 รูปแบบกิจกรรม /การบริการ					
2.2 ระยะเวลาในการให้บริการ					
2.3 เวลาเปิด-ปิดทำการ					
2.4 คุณภาพของการบริการ					
2.5 การบริการที่รวดเร็วทันใจ					
2.6 ความเสมอภาคของการบริการ					
2.7 ความสะดวกสบายที่ได้รับ					
2.8 ผลิตภัณ์ท์ /น้ำแร่ที่ให้บริการ					
2.9 เครื่องมือ /อุปกรณ์ที่ให้บริการ					
2.10 ความเหมาะสมของค่าบริการ					

ข้อความ	ระดับความพึงพอใจ				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
2.11 การตลาดและประชาสัมพันธ์					
2.12 การต้อนรับ					
2.13 การให้ข้อมูล หรือข่าวสาร ในเรื่องสุขภาพ					

3. ด้านบุคลากร

ข้อความ	ระดับความพึงพอใจ				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
3.1 ความรู้และความสามารถ					
3.2 ความสะอาดของพนักงาน					
3.3 เครื่องแบบการแต่งกาย					
3.4 บุคลิกภาพและมนุษยสัมพันธ์					
3.5 ความเพียงพอของพนักงาน					
3.6 การดูแลเอาใจใส่และตอบข้อ ซักถาม					

4. ด้านความปลอดภัย

ข้อความ	ระดับความพึงพอใจ				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
4.1 การป้องกันอัคคีภัย					
4.2 การป้องกันอุบัติเหตุ					
4.3 การป้องกันเชื้อโรค					
4.4 การป้องกันการทะเลาะวิวาท					
4.5 การป้องกันโจรภัย					
4.6 การป้องกันวัสดุที่มีพิษ					

5. ด้านคุณภาพสิ่งแวดล้อม

ข้อความ	ระดับความพึงพอใจ				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
5.1 การจัดเก็บขยะและสิ่งปฏิกูล					
5.2 การจัดการน้ำทิ้ง / น้ำเสีย					
5.3 การจัดการกับเสียงดังรบกวน					
5.4 การจัดการกับฝุ่น คิววัน และกลิ่นไม่พึงประสงค์					
5.5 ความกลมกลืนเหมาะสม ไม่รบกวนรำรบกวนชุมชนและธรรมชาติ					

6. ด้านการใช้ทรัพยากร

ข้อความ	ระดับความพึงพอใจ				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
6.1 มีการใช้วัสดุจากธรรมชาติ ไร้สาร					
6.2 มีการใช้วัสดุคุณภาพดีเหมาะสม					
6.3 มีการใช้วัสดุจากท้องถิ่น					
6.4 มีการใช้พลังงานทดแทน (พลังงานแสงอาทิตย์ พลังงานลม เป็นต้น)					
6.5 มีการใช้ภูมิปัญญาท้องถิ่น เช่น ย่ำางตอกเส้น หมอเมือง นวดพื้นบ้าน ผลิตภัณฑ์ที่มาจากภูมิปัญญา ฯลฯ					

ส่วนที่ 3 ข้อเสนอแนะต่อแหล่งท่องเที่ยวเชิงสุขภาพ

1. ด้านสถานที่

.....

.....

2. ด้านการบริการ

.....
.....

3. ด้านพนักงาน /บุคลากร

.....
.....

4. ด้านความปลอดภัย

.....
.....

5. ด้านคุณภาพสิ่งแวดล้อม

.....
.....

6. ด้านการใช้วัสดุทรัพยากร

.....
.....



แบบสัมภาษณ์ผู้ประกอบการแหล่งท่องเที่ยวเชิงส่งเสริมสุขภาพ

เรื่อง การศึกษาสภาพการดำเนินการของทรัพยากรการท่องเที่ยวเชิงส่งเสริมสุขภาพ ในพื้นที่
อำเภอเมือง จังหวัดเชียงราย

ผู้วิจัย นายเนติพงษ์ บุตรราช นิสิตปริญญาโท สาขาการวางแผนสิ่งแวดล้อมเพื่อพัฒนา
ชุมชนและชนบท มหาวิทยาลัยมหิดล

คำชี้แจง

1. วัตถุประสงค์ เพื่ออธิบายสภาพการดำเนินการของแหล่งท่องเที่ยวเชิงส่งเสริมสุขภาพ ใน
พื้นที่อำเภอเมือง จังหวัดเชียงราย

2. แบบสัมภาษณ์แบ่งออกเป็น 2 ส่วน ดังนี้

ส่วนที่ 1 ข้อมูลทั่วไปของผู้ให้สัมภาษณ์

ส่วนที่ 2 สภาพการดำเนินการของสถานประกอบการ

3. คำตอบของท่านมีความสำคัญต่อความสำเร็จในการทำวิทยานิพนธ์

ผู้วิจัยขอขอบพระคุณทุกท่านที่ให้ความอนุเคราะห์ในการตอบแบบสัมภาษณ์

ส่วนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

1. ตำแหน่งหรือหน้าที่ของผู้ตอบแบบสอบถาม.....

ส่วนที่ 2 สภาพการดำเนินการของแหล่งท่องเที่ยวเชิงส่งเสริมสุขภาพ

1. สภาพพื้นฐานทั่วไป

- 1.1 ลักษณะเฉพาะของแหล่งท่องเที่ยวเชิงส่งเสริมสุขภาพคือ
- 1.2 เปิดดำเนินการมาแล้วทั้งหมดกี่ปี
- 1.3 วันและเวลาในการให้บริการ
- 1.4 จำนวนลูกค้า /นักท่องเที่ยวต่อเดือน
- 1.5 จุดเด่น หรือจุดขายที่ดึงดูดลูกค้าให้มาใช้บริการ
- 1.6 ท่านได้รับการสนับสนุนจากหน่วยงานภาครัฐหรือเอกชนบ้างหรือไม่
- 1.7 ท่านดำเนินการขอขึ้นทะเบียนรับรองสถานประกอบการเพื่อสุขภาพหรือไม่
- 1.8 ระบบการบริหารจัดการเป็นแบบไหน

2. สภาพการดำเนินการด้านสถานที่

- 2.1 ทำเลและที่ตั้ง
- 2.2 ความยากง่ายของการเดินทางเข้าถึงเป็นอย่างไร
- 2.3 ขนาดของพื้นที่ให้บริการ
- 2.4 การแบ่งพื้นที่ให้บริการเป็นลักษณะใด
- 2.5 การออกแบบตกแต่งเป็นแบบไหน
- 2.6 สิ่งอำนวยความสะดวกที่จัดหาไว้สำหรับบริการลูกค้า /นักท่องเที่ยว
- 2.7 ขีดความสามารถสูงสุดในการรองรับลูกค้า /นักท่องเที่ยว

3. สภาพการดำเนินการด้านการบริการ

- 3.1 กิจกรรมและการบริการมีอะไรบ้าง
- 3.2 ท่านมีการเผยแพร่ข้อมูลข่าวสารเกี่ยวกับการดูแลรักษาสุขภาพหรือไม่
- 3.3 การประชาสัมพันธ์ใช้วิธีการใด
- 3.4 มีวิธีการส่งเสริมการขายสินค้าและบริการอย่างไร
- 3.5 ท่านเปิดรับสมัครสมาชิกหรือไม่ อย่างไร
- 3.6 ท่านใช้เกณฑ์ใดในการคัดเลือกผลิตภัณฑ์มาให้บริการ
- 3.7 ท่านมีวิธีในการกำหนดราคาค่าบริการอย่างไรบ้าง

4. สภาพการดำเนินการด้านบุคลากร

- 4.1 มีพนักงานทั้งหมดกี่คน
- 4.2 เครื่องแบบการแต่งกายของพนักงานเป็นอย่างไร
- 4.3 ท่านมีวิธีการในการเปิดรับสมัครพนักงานอย่างไร
- 4.4 มีเกณฑ์อย่างไรสำหรับใช้กำหนดคุณสมบัติของพนักงาน
- 4.5 ท่านมีวิธีการประเมินพนักงานของท่านอย่างไร
- 4.6 ท่านมีวิธีการฝึกอบรมพนักงานอย่างไร
- 4.7 รายได้และสวัสดิการที่พนักงานได้รับมีอะไรบ้าง

5. สภาพการดำเนินการด้านคุณภาพสิ่งแวดล้อม

- 5.1 ท่านจัดการกับขยะและสิ่งปฏิกูลอย่างไรบ้าง
- 5.2 ท่านจัดการกับน้ำทิ้งน้ำเสียอย่างไร
- 5.3 ท่านมีวิธีการรักษาความสะอาดภายในและบริเวณโดยรอบอย่างไร

6. สภาพการดำเนินการด้านความปลอดภัย

- 6.1 ท่านมีการจัดการด้านความปลอดภัยสำหรับลูกค้าอย่างไรบ้าง

7. สภาพการดำเนินการด้านการใช้ทรัพยากร

- 7.1 ทรัพยากรธรรมชาติที่ท่านนำมาใช้สำหรับให้บริการมีอะไรบ้าง
- 7.2 ทรัพยากรมนุษย์ที่ท่านนำมาใช้สำหรับให้บริการมีอะไรบ้าง
- 7.3 ภูมิปัญญาท้องถิ่นที่ท่านนำมาใช้สำหรับให้บริการมีอะไรบ้าง
- 7.4 ทรัพยากรที่ท่านนำมาใช้ได้มาจากแหล่งไหน

แบบสำรวจแหล่งท่องเที่ยวเชิงส่งเสริมสุขภาพ

เรื่อง การศึกษาสภาพการดำเนินการของทรัพยากรการท่องเที่ยวเชิงส่งเสริมสุขภาพ ในพื้นที่
อำเภอเมือง จังหวัดเชียงราย

ผู้วิจัย นายเนติพงษ์ บุตรราช นิสิตปริญญาโท สาขาการวางแผนสิ่งแวดล้อมเพื่อพัฒนา
ชุมชนและชนบท มหาวิทยาลัยมหิดล

หัวข้อรายการที่ใช้ในการสำรวจ

1. ชื่อของสถานบริการ
2. สถานที่ตั้ง
3. ลักษณะทางกายภาพ
 - 4.1 ท่าเลที่ตั้ง (การรบกวนชุมชน, การรुकล้ำพื้นที่, การบุกรุกพื้นที่อนุรักษ์)
 - 4.2 การเข้าถึง (ความปลอดภัย, คุณภาพถนน, วิธีการเดินทาง, ป้ายบอกทาง)
 - 4.3 ความกลมกลืนกับธรรมชาติ วัฒนธรรม และสิ่งแวดล้อมโดยรอบ
 - 4.4 ความสมบูรณ์ของธรรมชาติบริเวณโดยรอบ
 - 4.5 สภาพแวดล้อมโดยรอบ
 - 4.6 ขนาดของสถานบริการ
 - 4.7 การออกแบบตกแต่ง
 - 4.8 บรรยากาศภายในสถานบริการ
 - 4.9 จำนวนห้องสำหรับให้บริการ
5. สิ่งอำนวยความสะดวกของสถานบริการ
6. จุดเด่นหรือจุดขายที่ดึงดูดลูกค้า
7. การจัดการขยะ (ถังขยะเพียงพอและเหมาะสม, วิธีการกำจัด, ป้ายเตือนการทิ้งขยะ)
8. การจัดการน้ำทิ้ง (ตะแกรงกรองขยะ, ทางระบายน้ำ, บ่อพักน้ำเสีย, ระบบบำบัดน้ำเสีย)
10. เสียงรบกวน (เกิดจากสถานบริการ, เกิดจากชุมชน)
11. ความสะอาดภายในและบริเวณโดยรอบ
12. กลิ่นรบกวน (ชุมชน, สถานบริการ)
13. การเสริมทัศนียภาพ และวัฒนธรรมกับท้องถิ่นของสถานบริการ
14. พลังงานที่นำมาใช้ในสถานบริการ

APPENDIX B

ข้อมูลประกอบการทบทวนวรรณกรรม

1. รูปแบบการนวดแผนไทย

1.1 การนวดราชสำนัก เป็นการนวดเพื่อถวายพระมหากษัตริย์ และพระราชวงศ์ในราชสำนัก เป็นการนวดที่มีเอกลักษณ์เฉพาะตัว ใช้วิยวะแต่ต้องตรงตามจุด จึงมักนวดด้วยนิ้วมือเท่านั้น การนวดแบบนี้มีการนวดพื้นฐานต่างๆ เช่น พื้นฐานขา พื้นฐานหลังและป่า พื้นฐานแขน การนวดกล้ามเนื้อต้นคอ / ศีรษะ และการนวดคลายกล้ามเนื้อท้อง

1.2 การนวดเชลยศักดิ์ เป็นการนวดสามัญชนที่สืบทอดจากรุ่นเก่ามายังคนรุ่นใหม่โดยการบอกเล่าและฝึกฝน การนวดแบบนี้ไม่เพียงแต่ใช้ 2 มือเท่านั้น ยังใช้วิยวะส่วนอื่น เช่น สอก ท่อนแขน เข่า สันเท้า การนวดนี้เป็นการผ่อนคลายผู้ปวด การนวดแบบนี้ พบได้ทั่วไป และเป็นที่ยอมรับแพร่หลายทั้งสังคมไทยและต่างประเทศมีการเรียนการสอนตามวัด เช่น วัดโพธิ์

1.3 การนวดพื้นบ้าน ไม่มีระเบียบปฏิบัติที่ตายตัว ใช้วิธีการกดตามจุดประสาท ปวดตรงไหนก็นวดตรงนั้น การนวดใช้หัวแม่มือเป็นหลักและมีอุปกรณ์ในการช่วยนวดด้วยตนเอง เช่น เปลือกหอยทะเล กะลามะพร้าว เป็นต้น

2. รูปแบบภูมิปัญญาท้องถิ่น

2.1 หมอเมือง คือ หมอแผนโบราณที่รักษาโรคภัยไข้เจ็บ โดยสืบทอดวิชามาจากปู่ย่าตายาย และจะรักษาตามมีตามเกิด ไม่วิเคราะห์ได้ตามหลักทางการแพทย์ และจะอาศัยตำราโบราณ หรือการลักจำ โดยจะไม่เป็นที่เชื่อถือของคนสมัยใหม่

2.2 การตอกเส้น คือ เป็นภูมิปัญญาชาวบ้านอีกรูปแบบหนึ่ง เพื่อรักษาอาการปวดเมื่อย เส้นตึง โดยการตอกด้วยไม้ตอกไปตามเส้นและกล้ามเนื้อของร่างกายของผู้ป่วยที่มารักษา โดยไม้ที่นำมาตอกเป็นไม้เนื้อแข็ง หรือเขาสัตว์ ซึ่งจะทำให้หายปวดเมื่อยเช่นเดียวกับนวดแผนไทย

2.3 การย่ำขาง คือ เป็นวิธีการบำบัดร่างกายอย่างหนึ่งของการแพทย์ล้านนา ส่วนมากรักษาอาการปวดเมื่อยร่างกาย โดยการใช้เท้าชุนน้ำยาไปย่ำบนขาง (ใบไถสำหรับไถนา) ที่เผาไฟจนร้อนแล้วจึงไปย่ำบนร่างกายของคนป่วย โดยใช้เท้าร่วมด้วย

3. ประเภทของสถานบริการสปาตามองค์การสปาระหว่างประเทศ (ISPA) เป็น 6 ประเภท

3.1 สาขาขนาดเล็ก (Day Spa) เป็นสปาที่เน้นการทำทรีตเมนต์ต่างๆ ใช้เวลาไม่มากไม่ต้องพักค้างคืน โดยจะใช้เวลาบริการให้เสร็จระหว่างวัน อาจเพียงแค่ 30 นาที หรือ 1 ชั่วโมง ในสปาประเภทนี้จึงไม่มีห้องเพื่อไว้บริการพักค้างคืน ส่วนใหญ่ให้บริการเสริมความงามร่วมด้วยและมักจะอยู่ใจกลางเมืองหรือย่านธุรกิจ สปาประเภทนี้มักมีขนาดเล็ก มีการขยายตัวอย่างรวดเร็ว ข้อมูลจากจังหวัดน่านรองของกระทรวงสาธารณสุข พบว่า สปาประเภทนี้มีถึงร้อยละ 40 ของสปาทั้งหมด

3.2 สปาในโรงแรมและรีสอร์ท (Hotel and Resort Spa) เป็นสปาที่ตั้งอยู่ตามโรงแรมและรีสอร์ท โดยมีจำนวนมากถึง 46% ของสปาทั้งหมด (ข้อมูลจากจังหวัดน่านรองของกระทรวงสาธารณสุข) สปาประเภทนี้เกิดจากโรงแรมหรือรีสอร์ทต่างๆ ได้จัดบริการสปาไว้เป็นบริการเสริมในโรงแรมเพื่ออำนวยความสะดวกให้แก่ลูกค้าของตน และในขณะเดียวกันก็เปิดบริการให้แก่ลูกค้าที่ไม่ได้พักในโรงแรมหรือรีสอร์ทด้วย

3.3 สปาที่มีจุดมุ่งหมายเฉพาะ (Destination Spa) เป็นสปาที่มีบริการพักค้างคืน มีวัตถุประสงค์ในการให้บริการลูกค้าที่ต้องการเข้าโปรแกรมสุขภาพและพักผ่อนโดยเฉพาะ เช่น โปรแกรมลดน้ำหนัก ขจัดสารพิษ ทวีร์สุขภาพ สปา สัมมนาเชิงสุขภาพ เป็นต้น โดยการดูแลสุขภาพจะเริ่มตั้งแต่ตรวจเช็คสุขภาพในวันแรกที่เข้าสปา และต้องปฏิบัติตามกิจกรรมหรือโปรแกรมที่จัดไว้ตลอดระยะเวลาของการพำนักอยู่ เพื่อการดูแลสุขภาพและการพักผ่อน

3.4 สปาเพื่อการรักษาพยาบาล (Medical Spa) เป็นสปาที่ให้บริการกิจกรรมบำบัดรักษาและส่งเสริมสุขภาพแบบสปา โดยผสมผสานการแพทย์แผนปัจจุบันกับการแพทย์ทางเลือกอย่างครบวงจรให้แก่ผู้ใช้บริการ ปัจจุบันโรงพยาบาลหลายแห่งในประเทศไทยได้ขยายการให้บริการส่งเสริมสุขภาพแบบสปาไว้ในสถานพยาบาลของตน

3.5 สปาในแหล่งน้ำแร่หรือน้ำพุร้อนธรรมชาติ (Mineral Springs Spa) เป็นสปาที่อยู่ในแหล่งบ่อน้ำแร่หรือบ่อน้ำพุร้อนที่เกิดขึ้นเองตามธรรมชาติ

3.6 สปาสำหรับสมาชิก (Club Spa) เป็นสปาที่ตั้งขึ้นเพื่อให้บริการเฉพาะสมาชิก โดยเน้นการให้ความสะดวกสบายและครบครันกับวัตถุประสงค์ในการออกกำลังกายและการดูแลสุขภาพร่างกายพร้อมกับบริการสปาอื่นๆ

APPENDIX C

แหล่งท่องเที่ยวเชิงส่งเสริมสุขภาพ

ตารางที่ C-1 แสดงรายชื่อสถานบริการสปาที่กำหนดไว้ และที่ศึกษาได้จริง

สถานบริการสปาที่กำหนดไว้	สถานบริการสปาที่ศึกษาได้จริง
1. ร้านสปาภูเพียง	1. ร้านสปาภูเพียง
2. หอมนวนสปา (โกลเด้นท์ไพนั้รีสอร์ท แอนด์ สปา)	2. หอมนวนสปา (โกลเด้นท์ไพนั้รีสอร์ท แอนด์ สปา)
3. เชียงแสนสปา (เดอะเลเจนด์ บูติก ริเวอร์ รีสอร์ท แอนด์ สปา)	3. เชียงแสนสปา (เดอะเลเจนด์ บูติก ริเวอร์ รีสอร์ท แอนด์ สปา)
4. สตาร์ไบรทสปา (สตาร์ไบรท โฮเทล แอนด์ สปา)	4. สตาร์ไบรทสปา (สตาร์ไบรท โฮเทล แอนด์ สปา)
5. ธรรมชาติรีสอร์ท	5. ธรรมชาติรีสอร์ท
6. วนาศรม	6. วนาศรม
7. เดอะริเวอร์เฮาส์ รีสอร์ท แอนด์ สปา	7. เดอะริเวอร์เฮาส์ รีสอร์ท แอนด์ สปา
8. สิทธารมย์	8. สิทธารมย์
9. ล้านนา วิลเลจ สปา	
10. ทีคการ์เด็นสปา รีสอร์ท เชียงราย	
11. วังเจ้าคลินิกและสปา	

ตารางที่ C-2 แสดงรายชื่อสถานบริการนวดแผนไทยที่กำหนดไว้ และที่ศึกษาได้จริง

สถานบริการนวดแผนไทยที่กำหนดไว้	สถานบริการนวดแผนไทยที่ศึกษาได้จริง
1. ไผมาสชาส	1. ไผมาสชาส
2. อุดมรัตน์นวดแผนโบราณ	2. อุดมรัตน์นวดแผนโบราณ
3. พนาเวชนวดแผนไทย	3. พนาเวชนวดแผนไทย
4. คลินิกและโรงเรียนการแพทย์แผนไทยจันทน์	4. คลินิกและโรงเรียนการแพทย์แผนไทยจันทน์

ตารางที่ C-2 (ต่อ) แสดงรายชื่อสถานบริการนวดแผนไทยที่กำหนดไว้ และที่ศึกษาได้จริง

สถานบริการนวดแผนไทยที่กำหนดไว้	สถานบริการนวดแผนไทยที่ศึกษาได้จริง
5. ไฮเวย์มาสซาช	5. ไฮเวย์มาสซาช
6. กานดาหัตถเวชชนวดแผนไทย	6. กานดาหัตถเวชชนวดแผนไทย
7. คิวตี้ไอร์แลนด์มาสซาช (โรงแรมคิวตี้ไอร์แลนด์รีสอร์ท)	7. คิวตี้ไอร์แลนด์มาสซาช (โรงแรมคิวตี้ไอร์แลนด์รีสอร์ท)
8. ลาลูน่ามาสซาช (ลาลูน่า โฮเทล แอนด์ รีสอร์ท)	8. ลาลูน่ามาสซาช (ลาลูน่า โฮเทล แอนด์ รีสอร์ท)
9. พรนวดแผนไทย	9. พรนวดแผนไทย
10. ระพีพร (โพลา นวดเพื่อสุขภาพ)	10. ระพีพร (โพลา นวดเพื่อสุขภาพ)
11. ลานน่านวดแผนไทย	11. ลานน่านวดแผนไทย
12. วังค่านวดแผนไทย	12. วังค่านวดแผนไทย
13. ศูนย์ส่งเสริมการแพทย์แผนไทย และ การแพทย์ทางเลือก (โรงพยาบาลศูนย์เชิงราชประชานุเคราะห์)	13. ศูนย์ส่งเสริมการแพทย์แผนไทย และ การแพทย์ทางเลือก (โรงพยาบาลศูนย์เชิงราชประชานุเคราะห์)
14. บัวตองนวดแผนโบราณ	
15. บ้านกานตันนวดแผนไทย	
16. กิรินทร์หัตถเวช	
17. คลีนนวดแผนไทย	

ตารางที่ C-3 แสดงรายชื่อแหล่งน้ำพุร้อนที่กำหนดไว้ และที่ศึกษาได้จริง

แหล่งน้ำพุร้อนที่กำหนดไว้	แหล่งน้ำพุร้อนที่ศึกษาได้จริง
1. แหล่งน้ำพุร้อนผาเสด็จ	1. แหล่งน้ำพุร้อนผาเสด็จ
2. แหล่งน้ำพุร้อนโป่งพระบาท	2. แหล่งน้ำพุร้อนโป่งพระบาท

ตารางที่ C-4 แสดงรายชื่อสถานบริการสปาพร้อมจำนวนนักท่องเที่ยวต่อเดือน

สถานบริการสปา	จำนวนนักท่องเที่ยวต่อเดือน
1. ร้านสปาภูเพียง	80 คน
2. หอมมวลสปา (โกลดั้นที่ไพน์รีสอร์ท แอนด์ สปา)	180 คน
3. เชียงแสนสปา (เดอะเลเจนด์ บูติก ริเวอร์ รีสอร์ท แอนด์ สปา)	350 คน
4. สตาร์ไบรทสปา (สตาร์ไบรท โฮเทล แอนด์ สปา)	40 คน
5. ธรรมชาติรีสอร์ท	25 คน
6. วนาศรม	220 คน
7. เดอะริเวอร์เฮาส์ รีสอร์ท แอนด์ สปา	300 คน
8. สัทธรรมย์	220 คน
รวม	1415 คน

ตารางที่ C-5 แสดงรายชื่อสถานบริการนวดแผนไทยพร้อมจำนวนนักท่องเที่ยวต่อเดือน

สถานบริการนวดแผนไทย	จำนวนนักท่องเที่ยวต่อเดือน
1. ไผมาสชาส	250 คน
2. อุดมรัตน์นวดแผนโบราณ	70 คน
3. พนาเวชนวดแผนไทย	170 คน
4. คลินิกและโรงเรียนการแพทย์แผนไทยจันทน์	120 คน
5. ไฮเวย์มาสชาส	450 คน
6. กานดาหัตถเวชนวดแผนไทย	400 คน
7. ดุสิตไฮร์แลนด์มาสชาส (โรงแรมดุสิตไฮร์แลนด์รีสอร์ท)	750 คน
8. ลาลูน่ามาสชาส (ลาลูน่า โฮเทล แอนด์ รีสอร์ท)	700 คน

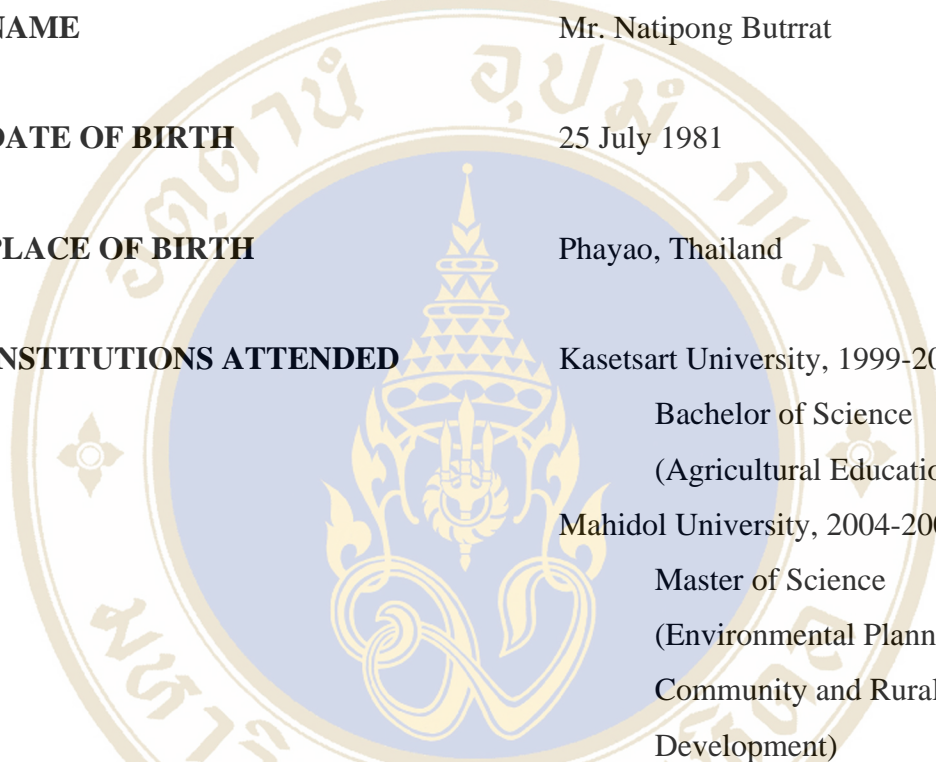
ตารางที่ C-6 แสดงรายชื่อสถานบริการนวดแผนไทยพร้อมจำนวนนักท่องเที่ยวต่อเดือน

สถานบริการนวดแผนไทย	จำนวนนักท่องเที่ยวต่อเดือน
9. พรนวดแผนไทย	210 คน
10. ระพีพร (โพลา นวดเพื่อสุขภาพ)	300 คน
11. ลานน่านวดแผนไทย	50 คน
12. วังค่านวดแผนไทย	200 คน
13. ศูนย์ส่งเสริมการแพทย์แผนไทย และ การแพทย์ทางเลือก (โรงพยาบาลศูนย์เชียงใหม่ราชธานี)	310 คน
รวม	3980

ตารางที่ C-7 แสดงรายชื่อแหล่งน้ำพุร้อนพร้อมจำนวนนักท่องเที่ยวต่อเดือน

แหล่งน้ำพุร้อน	จำนวนนักท่องเที่ยวต่อเดือน
1. แหล่งน้ำพุร้อนผาเสด็จ	1300 คน
2. แหล่งน้ำพุร้อนโป่งพระบาท	500 คน
รวม	1800

BIOGRAPHY



NAME	Mr. Natipong Buttrat
DATE OF BIRTH	25 July 1981
PLACE OF BIRTH	Phayao, Thailand
INSTITUTIONS ATTENDED	Kasetsart University, 1999-2003 Bachelor of Science (Agricultural Education) Mahidol University, 2004-2009 Master of Science (Environmental Planning for Community and Rural Development)