

TOURISM MODEL MANAGEMENT AND HEALTH SERVICES CHIANG MAI PROVINCE

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Introduction

Statement and significance of the problem

Tourism is considered to be of great benefit to the nation in terms of economy, society and culture. nature and environment Tourism is an industry that consists of many types of businesses. Both directly related businesses and indirectly related businesses or supporting businesses purchasing services by foreign tourists. It can be considered as an invisible export because it is a purchase with foreign currency. The production of goods is services that tourists can buy, there must be investments in which the benefits will be in the country and will create many occupations, economic circulation. In addition, in the social aspect, tourism is considered a vacation for release tension to gain knowledge and understanding of cultures that are diverse and different. The tourism industry is a source of income in foreign currency, which will contribute to the stability of the balance of payments. In widespread benefits that local residents have collected and made into local handicrafts and sold as souvenirs for tourists (Chanatouch Wanthanom , 2009). Tourism is a national agenda (National Agenda) by the Cabinet on 17 April 2019 to promote tourism. Therefore, the Department of Tourism Ministry of Tourism Preparation of the 2nd Tourism Development Plan (2017-2021) and proposals for guidelines drive plans into action by developing tourism for a period of 20 years and a development plan Tourism in Thailand in the next 5 years under the vision (Vision) that "Thai tourism aims Developing Thailand to be the world's leading quality tourist destination. which promotes economic and social reforms and sustainable income distribution." According to the said development plan Therefore, a 4-year Tourism Strategic Plan has been prepared between 2018 - 2021. (Department of Tourism , 2018) There is a direction for the development of Thai tourism. By giving importance to balancing the development of both the economy. society, culture and environment for Thai society to have a better quality of life and the community is strong in all sectors development consciousness taking into account balance and sustainability. This is in line with the strategy of the Ministry of Culture in the government action plan, which promotes the use of cultural capital of the country to create social value. And increase economic value and in 2023, the National Tourism Authority has announced a policy to focus on health & wellness tourism groups as one of the main target groups. which Thailand It is a country that has a large and diverse cultural capital covering all areas. country region. Especially the Buddhist civilization that exists with the way of life of Thai society for a long time is therefore an opportunity to bring out the cultural capital of the community to present to create economic value to create careers and income for the community. As a tool in development at both the community level Health tourism or health tourism that is becoming popular all over the world at this time, there are 2 forms, namely, leisure tourism. and health services .The first form is characteristic of leisure tourism based on natural attractions, cultural attractions or according to various tourist attractions. Another format that is very interesting is the service. health for prevention, treatment and rehabilitation, including beauty enhancement which consists of services hospital-based medicine and various hospitals such as health check-ups, LASIK, and dentistry cosmetic surgery and specialized treatment. Another option is alternative medicine services according to hospitals, nursing homes and various service places related to Thai traditional medicine and Thai massage and spas, the health tourism market is therefore a market travel with higher average spending than other forms of tourism. It also tends to grow faster in line with current

trends in health care for people. Health tourism in Thailand is part of bringing wisdom according to traditional health care guidelines. used in health services. As a result, Thai health services have the ability to create a unique stand out and create a unique identity that can be seen clearly until it is accepted and known by tourists health around the world, causing the Thai health tourism market It is likely to grow considerably due to factors Advantages or strengths in many aspects, such as good service It has a reputation that is recognized around the world.

Chiang Mai is the center of the northern provinces of the country. It is a tourist city with well known reputation all over the world because there are both tourist attractions and arts and culture, natural traditions beautiful, including health tourism as well. The number of tourists who come to visit in Chiang Mai, both Thai and foreigner from January to September 2022, Chiang Mai Province has revenues of 38,755 million baht with a total of more than 5.9 million tourists. In addition, Chiang Mai has a plan to promote tourism in 2023 by using soft power, which providing health tourism services is classified as a soft power that Chiang Mai is ready, both in terms of entrepreneurs involved in the tourism business at both levels large business and community level. Especially health-related businesses whether the hospital famous private Thai spa and massage business health food business, etc. According to the report of the working group Grassroots Economy and Civil State in Chiang Mai Province 2020 said that according to the health tourism potential of Chiang Mai, there are as many as 1,534 places of service in total, divided into 1. Medical tourism hub: there are 22 large government hospitals, 15 private sectors, 4 elderly service centers with medical personnel and nurses. Dentists, approximately 3,500 people 2. Health services (wellness hub): there are 48 spa establishments, 648 massage shops, more than 5,000 personnel, 14 Thai massage schools , each year with more than 10,000 foreigners interested in studying. 3. health products (product hub) and 4. educational services, training, research (academic hub), more than 10,000 people, while those in long stay health, accommodation and tourism services are about 150 businesses, which are expected to generate more than 30,000 cash flows in the area. million baht per year. We are confident that Chiang Mai will be a city that can accommodate high purchasing power tourists who come to maintain their health. This is likely to occur after the COVID- 19 situation , resulting in the circulation of income of people in many areas. Tourism business operators organize tour programs with different and diverse health-promoting activities, such as medical tours. Traditional Thai herbal food tour Country Herbs Tour Natural Farming Tour, Hot Spring and Mineral Bath Tour Meditation and Meditation Tour nature tours, cycling tours, etc., resulting in More tourists who want to take care of their health come to use the service.

However, there are some medical tourism businesses are not ready to increase the capacity of competition. Especially small businesses that still have limitations in service standards. They are not enough knowledge in management, personnel management and local and national marketing. (Department of Cultural Promotion , 2017) From the above phenomena and situations The researcher is therefore interested in studying Tourism model management and health services Chiang Mai Province To bring the results of the study from the research findings to be analyzed and developed into a theoretical model. in implementing government policies that are consistent with the private sector for the benefit of tourism service recipients and all sectors in the future

Keywords: tourism formatting, health services

Research Question

1. How is. general conditions of medical tourism and services Chiang Mai?
2. What are the factors contributing to the knowledge management of medical tourism and services? Chiang Mai Province
3. What is the forms of tourism and health education services that can satisfy and meet the needs of tourists?

Research objective

1. To study the general state of medical tourism and services. Chiang Mai Province
2. To analyze factors contributing to the knowledge management of health tourism and services. Chiang Mai Province
3. To present a form of tourism and health education services that can satisfy and meet the needs of tourists that is linked to management the potential of tourist attractions and the roles of the government and related parties.

Research hypothesis

1. The potential of tourist attractions affects the acceptance of tourism and health services.
2. Management within the organization clear policy Promotion from government and marketing Affects the choice of tourism and health services.
3. Management ability the potential of tourist attractions and the roles of the government and related parties will lead to a form of tourism and health education services that can satisfy and meet the needs of tourists.re.

Scope of the Study

This research was a mixed study (Mixed Method), both qualitative and quantitative. The data from both qualitative and qualitative studies will provide an understanding of the arrangement of tourism and health services. Details are as follows:

Content Scope Studying in the first part is the potential of tourist attractions, namely value of attraction access to attractions facilities, environment, ability to use services of tourists Safety/Health and accommodation in tourist attractions The second part is the part of the entrepreneur in terms of management, including planning, organizing the service system. Personnel management/specialized officers with knowledge and marketing capabilities and the third part is government participation The private sector and the public sector in action since planning take action and follow up which leads to health tourism activities in various forms that will create standards of tourism management and health services and satisfaction for tourists and result in repeated and sustainable tourism

Population scope and sample

The quantitative method will be an interview using a questionnaire to return the sample group, both Thai and foreign tourists who come to use the medical tourism service in Chiang Mai. Because the population is uncertain. Therefore, the sample group was determined according to the calculation formula of Taro Yamane, the sample group was 400 people.

The qualitative

1. Conduct in-depth interviews with the main informants, i.e. Chiang Mai governors or their representatives. Chiang Mai Tourism Director of a hospital that organizes health care activities in the hospital. hotel operator Chairman of Chiang Mai Tourism Association, total of 5 people
2. Organize a focus group discussion for registered nurses. Specialist in health rehabilitation Tour operators, including 20 people

Scope of time January 2023 – January 2024

Significant of the Study

1. Know the general condition of Health tourism and services Chiang Mai Province
2. Know the factors contributing to the knowledge management of health tourism and services. Chiang Mai Province
3. Acknowledge the roles of community leaders, people in the community, and relevant government and private agencies in managing knowledge of health tourism and services. Chiang Mai Province
4. Research results on the management of tourism and health services.in Chiang Mai Province will serve as a guideline for further development of knowledge about tourism and services for the public and private sectors.
5. The results of the study will lead to further studies on tourism management and health services that are specific to the group of service recipients in terms of age, gender, and respond to the needs of prevention and health care. health Including a more clear arrangement of procedures for receiving services.

Definition of term

Model refers to the work structure. or the work process of the project in the health tourism business consisting of interrelated key elements The text-oriented model (Semantic Model) is a descriptive writing accompanying diagrams that are easy to understand. Describe the operations according to the steps laid out. (Jiraphan Phromchan, 2017)

Health tourism means traveling to visit tourist attractions in natural and cultural attractions which has a purpose To learn about the way of life and to relax by dividing the time from tourism to do health promotion activities and / or health rehabilitation treatments, such as receiving health advice. Proper exercise, massage/ steam/ herbal compress, meditation practice as well as physical examination medical treatment and others as a tourism who are conscious of promoting and preserving health and the environment (Jutharat Sithisantikul, 2014).

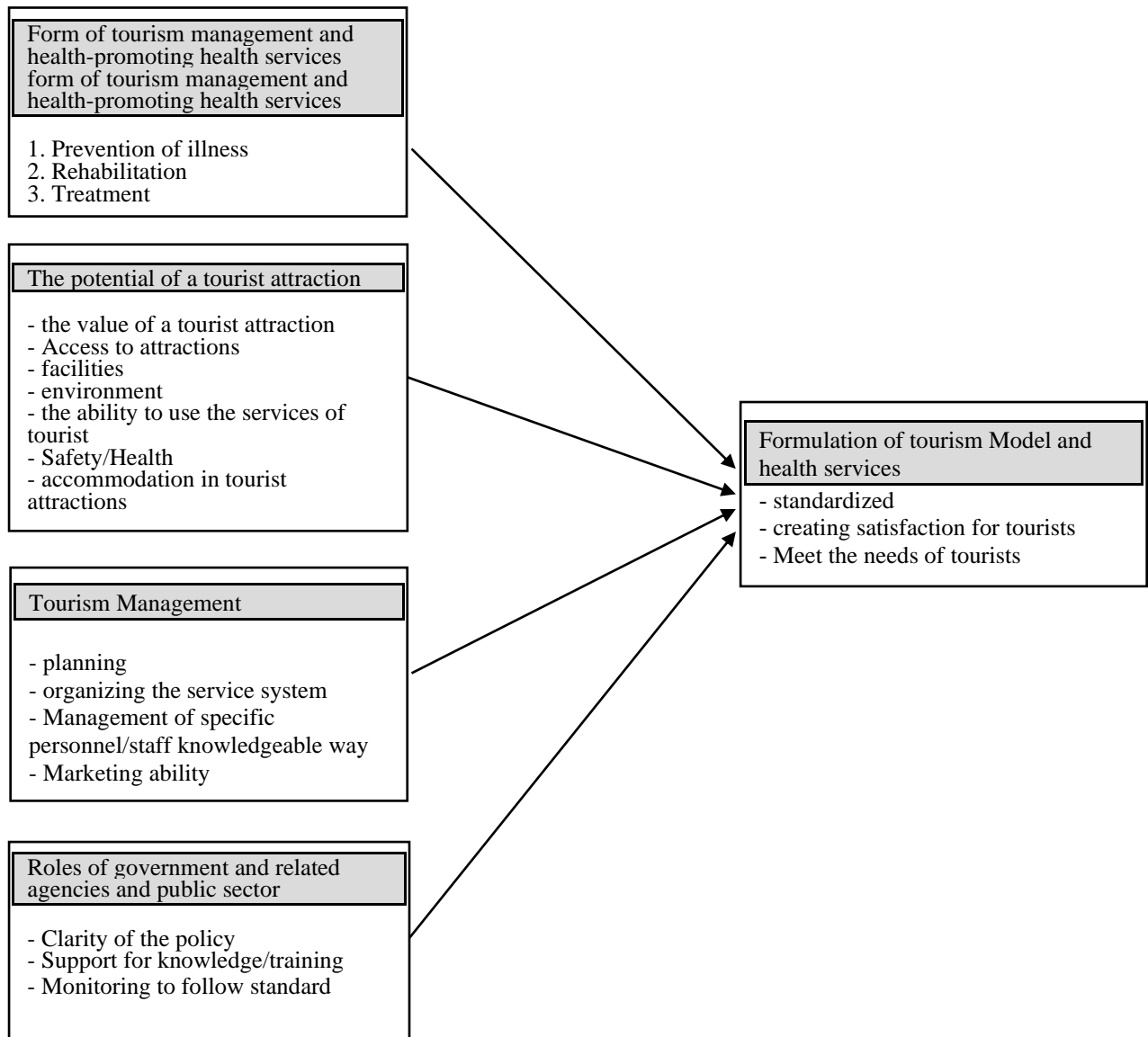
Community leaders refer to individuals or groups of people who have a role and influence on people. in the community in the knowledge management process of health tourism

Theoretical concepts

used in research studies on the management of tourism and health services. Chiang Mai Province consists of

1. The 13th National Economic and Social Development Plan (2023-2027)
2. National Tourism Development Plan No. 3 (2023 - 2027)
3. Human Resource Development Theory
4. Innovation concepts and theories
5. The concept of management theory
6. Travel concept
7. Concept of demographics
8. Concepts and theories about tourist behavior
9. The concept of health care
10. The concept of the travel decision-making process
11. The concept of factors influencing consumer behavior
12. The concept of travel motivation
13. The concept of expectation and satisfaction
14. Related Research
15. Conceptual Framework

Conceptual Framework



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