


**THE WAYS TO PROMOTE WELLNESS TOURISM IN MUANG DISTRICT,  
CHACHOENGSAO PROVINCE**

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ARTICLE INFO	ABSTRACT
<p><b>Article history:</b></p> <p><b>Received</b> 01 September 2023</p> <p><b>Accepted</b> 11 December 2023</p>	<p><b>Purposes:</b> There were many people travel for rest and relaxation, while a significant number of people also arrive in Thailand to address a medical need of varying urgency. Wellness tourism sits somewhere in between those two drivers of travel. In other locations, wellness tourism is often seen in the form of destination spas. This research aims to study wellness tourism in Muang district, Chachoengsao province, to study the government policy and support wellness tourism in Muang district, Chachoengsao province, and to study all private businesses which provide wellness tourism in Muang district, Chachoengsao province to increase the number of tourists and revenue to all businesses.</p>
<p><b>Keywords:</b></p> <p>Wellness Tourism; Medium Class Wellness; Tourism.</p> <div data-bbox="172 922 480 1169" style="text-align: center;">  </div>	<p><b>Theoretical Referential:</b> The research based on the definition of tourism, the 5 components of tourism (5As) which are attraction, accessibility, amenity, accomodation, the environment of tourist attractions. The composition of the potential tourist attractions, the image of tourist attractions, SWOT analysis and TOWS Matrix, and Health and Wellness Tourism which represented the government policy cooperated with private businesses and satisfy the needs of wellness tourists around the world.</p> <p><b>Methodology:</b> This research is a mixed methods: Quantitative and Qualitative research. Researcher used questionnaire as a tool for quantitative research by accidental sampling 400 Thai tourists and 100 foreign tourists, 5 managers at least 5 years experinced in tour operators business and 10 tour operators staffs, 5 managers and 5 hotel staffs in hotel accomodation business, and 5 managers and 5 staffs of related service provider business. Qualitative research used interview as a tool by purposive sampling 5 heads of community in Muang district, a supervisor of Tourism Authority of Thailand and 1 staff, a director of Tourism Authority of Thailand, Chachoengsao province, and a director of tourism and sport, Chachoengsao office.</p> <p><b>Findings:</b> The findings a of this research were as the follows: Firstly, there are 2 main types of wellness tourism in Muang district, Chachachoengsao province which is physical and spiritual. For the physical wellness tourism is aromatherapy, healthy food, massage, and spa; the spiritual wellness tourism is monk’s chat and meditation in the temple which can relieve their tension and mind. Secondly, the government policy support both physical and spiritual wellness tourism, and the 5’A of factors represent the essential requirements of successful tourism: Attractions (<math>\bar{x} = 4.33</math>), Access (<math>\bar{x} = 4.52</math>), Accommodation (<math>\bar{x} = 4.37</math>), Amenities (<math>\bar{x} = 4.23</math>), and Activities (<math>\bar{x} = 4.63</math>) were very well to serve all tourists. Lastly. all tourists want to come for their relaxation and get the healthy both physical wellness which increasing the number of tourists and revenue to the businesses. SWOT and TOWS matrix also supported the strengths and oppurtunities which challege the growth of wellness tourism of the province.</p> <p><b>Value:</b> These results served the need of many people travel for resting and relaxation, while a significant number of people also arrive in Thailand to address a medical need of varying urgency and wellness. Wellness tourism sits somewhere in between those two drivers of travel. Wellness tourism in Chachoengsao province not only challenge</p>

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all of the top ten destinations because most of the resorts and hotels provide the wellness service in lower cost and the distance of travel from Bangkok is also very short distance but also can become the new wellness destination both physical and spiritual in Thailand.

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## AS MANEIRAS DE PROMOVER O TURISMO DE BEM-ESTAR NO DISTRITO DE MUANG, PROVÍNCIA DE CHACHOENGSAO

### RESUMO

**Propósito:** Havia muitas pessoas viajando para descansar e relaxar, enquanto um número significativo de pessoas também chegam à Tailândia para atender a uma necessidade médica de urgência variável. O turismo de bem-estar fica em algum lugar entre esses dois motoristas de viagem. Ele outros locais, bem-estar turismo é muitas vezes visto na forma de spas de destino. Esta pesquisa visa estudar o turismo de bem-estar no distrito de Muang, província de Chachoengsao, estudar a política do governo e apoiar o turismo de bem-estar no distrito de Muang, província de Chachoengsao, e estudar todas as empresas privadas que fornecem turismo de bem-estar no distrito de Muang, província de Chachoengsao para aumentar o número de turistas e receita para todas as empresas.

**Referencial Teórico:** A pesquisa baseada na definição de turismo, os 5 componentes do turismo (5As) que são atração, acessibilidade, amenidade, alojamento, o ambiente de atrações turísticas. A composição das potenciais atrações turísticas, a imagem das atrações turísticas, análise SWOT e Matriz TOWS, e Turismo de Saúde e Bem-Estar que representava a política do governo cooperou com empresas privadas e satisfazer as necessidades dos turistas de bem-estar em todo o mundo.

**Metodologia:** Esta pesquisa é um método misto: pesquisa quantitativa e qualitativa. Pesquisador usou o questionário como uma ferramenta para pesquisa quantitativa por amostragem acidental 400 turistas tailandeses e 100 turistas estrangeiros, 5 gerentes pelo menos 5 anos experientes em negócios de operadores turísticos e 10 funcionários de operadores turísticos, 5 gerentes e 5 equipes de hotéis em negócios de acomodação hoteleira, e 5 gerentes e 5 equipes de negócios de prestadores de serviços relacionados. Pesquisa qualitativa usou entrevista como uma ferramenta por amostragem propositada 5 chefes de comunidade no distrito de Muang, um supervisor da Autoridade de Turismo da Tailândia e 1 funcionários, um diretor da Autoridade de Turismo da Tailândia, província de Chachoengsao, e um diretor de turismo e esporte, escritório de Chachoengsao.

**Constatações:** Os resultados a desta pesquisa foram os seguintes: Em primeiro lugar, existem 2 tipos principais de turismo de bem-estar no distrito de Muang, província de Chachoengsao, que é físico e espiritual. Pois o turismo de bem-estar físico é aromaterapia, comida saudável, massagem e spa; o turismo de bem-estar espiritual é bate-papo e meditação de monges no templo, que podem aliviar sua tensão e mente. Em segundo lugar, a política do governo apoia o turismo de bem-estar físico e espiritual, e os 5'A de fatores representam os requisitos essenciais do turismo bem-sucedido: Atrações ( $\bar{x} = 4,33$ ), Acesso ( $\bar{x} = 4,52$ ), Alojamento ( $\bar{x} \bar{x} \bar{x} = 4,37$ ), Amenidades (= 4,23) e Atividades (= 4,63) foram muito bem para atender a todos os turistas. Por último, todos os turistas querem vir para o seu relaxamento e obter o bem-estar saudável, tanto físico, que aumenta o número de turistas e receita para as empresas. A matriz SWOT e TOWS também apoiou os pontos fortes e as oportunidades que desafiam o crescimento do turismo de bem-estar da província.

**Valor:** Esses resultados serviram à necessidade de muitas pessoas viajarem para descansar e relaxar, enquanto um número significativo de pessoas também chegam à Tailândia para atender a uma necessidade médica de urgência e bem-estar variados. O turismo de bem-estar fica em algum lugar entre esses dois motoristas de viagem. O turismo de bem-estar na província de Chachoengsao não só desafiar todos os dez principais destinos, porque a maioria dos resorts e hotéis fornecem o serviço de bem-estar em menor custo e a distância de viagem de Bangkok também é muito curta, mas também pode se tornar o novo destino de bem-estar tanto físico e espiritual na Tailândia.

**Palavras-chave:** Turismo de Bem-Estar, Turismo de Bem-Estar de Classe Média.

## LAS MANERAS DE PROMOVER EL TURISMO DEL BIENESTAR EN EL DISTRITO DE MUANG, PROVINCIA DE LA CHACHOENGSE

### RESUMEN

**Propósito:** Había mucha gente viajando para descansar y relajarse, mientras que un número significativo de personas también llegan a Tailandia para satisfacer una cambiante necesidad médica. El turismo de bienestar está entre estos dos conductores. Otros lugares, el turismo de bienestar, se ven a menudo en forma de balnearios de destino. Esta investigación tiene como objetivo estudiar el turismo de bienestar social en el distrito de Muang, provincia de Chachoengsao, estudiar la política gubernamental y apoyar el turismo de bienestar social en el distrito de Muang, provincia de Chachoengsao, y estudiar todas las empresas privadas que proporcionan turismo de

bienestar social en el distrito de Muang, provincia de Chachoengsao, para aumentar el número de turistas e ingresos para todas las empresas.

**Referencia teórica:** Investigación basada en la definición del turismo, los cinco componentes del turismo (5A) que son la atracción, la accesibilidad, el equipamiento, el alojamiento, el medio ambiente de las atracciones turísticas. La composición de las posibles atracciones turísticas, la imagen de las atracciones turísticas, el análisis SWOT y la matriz TOWS, y el Turismo de Salud y Bienestar, que representaba la política del gobierno, cooperaron con empresas privadas y satisficieron las necesidades de los turistas de bienestar en todo el mundo.

**Metodología:** Esta investigación es un método mixto: investigación cuantitativa y cualitativa. El investigador utilizó el cuestionario como herramienta para la investigación cuantitativa mediante muestreo accidental de 400 turistas tailandeses y 100 turistas extranjeros, 5 administradores con al menos 5 años de experiencia en el negocio de operadores turísticos y 10 empleados de operadores turísticos, 5 gerentes y 5 equipos hoteleros en el negocio de los alojamientos hoteleros, y 5 gerentes y 5 equipos de negocios de proveedores de servicios relacionados. Una investigación cualitativa utilizó una entrevista como una herramienta de muestreo deliberado para 5 líderes comunitarios en el distrito de Muang, un supervisor de la Autoridad de Turismo de Tailandia y 1 empleado, un director de la Autoridad de Turismo de Tailandia, en la provincia de Chachoengsao, y un director de turismo y deporte de la Oficina de Chachoengsao.

**Conclusiones:** Los resultados de esta investigación fueron los siguientes: En primer lugar, hay dos tipos principales de turismo de bienestar en el distrito de Muang, provincia de Chachoengsao, que es físico y espiritual. Porque el turismo de bienestar físico es aromaterapia, comida saludable, masaje y spa; el turismo de bienestar espiritual es el chat y la meditación de los monjes en el templo, que pueden aliviar su tensión y su mente. En segundo lugar, la política del gobierno apoya el turismo de bienestar físico y espiritual, y los 5'A de factores representan los requisitos esenciales del turismo exitoso: Atracciones ( $\bar{x} = 4.33$ ), Acceso ( $\bar{x} = 4.52$ ), Vivienda ( $\bar{x} = 4.37$ ), Instalaciones ( $= 4.23$ ) y Actividades ( $= 4.63$ ) estaban muy bien para atender a todos los turistas. Finalmente, todos los turistas quieren llegar a su relajación y conseguir el bienestar saludable, tanto físico, que aumenta el número de turistas y el ingreso para las empresas. La matriz de SWOT y TOWS también apoyó los puntos fuertes y las oportunidades que dificultan el crecimiento del turismo de bienestar de la provincia.

**Valor:** Estos resultados sirvieron a la necesidad de que muchas personas viajaran para descansar y relajarse, mientras que un número significativo de personas también llegan a Tailandia para satisfacer una variada necesidad médica de urgencia y bienestar. El turismo de bienestar está entre estos dos conductores. El turismo de bienestar social en la provincia de Chachoengsao no sólo desafía a los 10 principales destinos, ya que la mayoría de los complejos turísticos y hoteles ofrecen un menor bienestar y la distancia de viaje de Bangkok también es muy corta, sino que también puede convertirse en el nuevo destino del bienestar físico y espiritual en Tailandia.

**Palabras clave:** Turismo de Bienestar Social, Turismo de Bienestar Social de Clase Media.

## INTRODUCTION

Chachoengsao province located in central part of Thailand and it is near Bangkok with approximately 80 kilometers away, one can drive to Chachoengsao within 1-1.30 hours. This province used to be ancient town located to the east direction of the old capital of Ayutthaya period. According to chronicle, the province was established in the reign of King Boromtrailokanat (king number 8 of Ayutthaya period), later by the reign of King Rama VI, the ancient city became the province in 1916. Nowadays, there are so many variety and diversity of tourist attractions: historical and cultural tourist attractions. Although, there are so many diversities number of tourist attractions in Chachoengsao province but according to website (Skyscanner, top 10 hit provinces of Thailand 2016) states that the first top 10 provinces of Thailand, there are no name of this province. The statistic of tourists represented there are 2,984,298 tourists visited with the revenue of 4,160.71 million Baht (Department of Tourism,

tourist statistic, 2016) and the average stay is 1.87 days which is small number of tourists. Researcher, therefore, selected Chachoengsao province to study the ways to promote Wellness Tourism because of its location, diversity and variety of tourist attractions, costs, wellness and spa center and the service standard of hotel accommodations.

## **THEORETICAL REFERENTIAL**

The research based on the definition of Tourism (Mason, 2008: 5), the 5 components of tourism (5As) which are attraction, accessibility, amenity, accomodation (Lamaichin, K. , 2009:5), the environment of tourist attractions The composition of the potential tourist attractions (Saenkam, W, 2002, 29), the image of tourist attractions (Kamnunwat, D and Chansawang, W., 1993: 83), SWOT analysis and TOWS Matrix (Sukhothai Thammathiraj University, 2017) Health and Wellness Tourism (Smith, M. and Puczko, L, 2008: 21).

## **METHODOLOGY**

This research is a mixed methods: Quantitative and Qualitative research. Researcher used questionnaire as a tool for quantitative research by accidental sampling 400 Thai tourists and 100 foreign tourists, 5 managers at least 5 years experinced in tour operators business and 10 tour operators staffs, 5 managers and 5 hotel staffs in hotel accomodation business, and 5 managers and 5 staffs of related service provider business. Qualitative research used interview as a tool by purposive sampling 5 heads of community in Muang district,a supervisor of Tourism Authority of Thailand and 1 staff, a director of Tourism Authority of Thailand, Chachoengsao province, and a director of tourism and sport, Chachoengsao office.

## **RESULTS AND DISCUSSION**

Researcher found the findings as the following:

1. There are 2 main types of wellness tourism in Muang district, Chachachoengsao province which is physical (Anshasi, R, Alsyuf, A., and Alhazmi, F., 2022). and spiritual. (Sukaatmadja, I., Yasa, N., Rahmayanti, P., and Tirtayani, I. 2023) For the physical wellness tourism is aromatherapy, healthy food, massage, and spa; the spiritual wellness tourism is monk's chat and meditation in the temple which can relieve their tension and mind.
2. The government policy support all tourists to visit some main tourism resources in Muang district, Chachoengsao province such as Sotornwararam royal temple,

Samanratanaram temple etc. followed by take a rest in hotels or resorts for their physical wellness and do spiritual wellness tourism in the temple due to the short distance of traveling from Bangkok to Chachoengsao province (about 80 kilometers) and the 5'A of factors represent the essential requirements of successful tourism: Attractions ( $\bar{x} = 4.33$ ), Access ( $\bar{x} = 4.52$ ), Accommodation ( $\bar{x} = 4.37$ ), Amenities ( $\bar{x} = 4.23$ ), and Activities ( $\bar{x} = 4.63$ ) are very well to serve all tourists.

3. All tourists want to come to Muang district, Chachoengsao province for their relaxation and get better healthy both physical wellness in the hotels and resorts which increasing the number of tourists and revenue to the business and spiritual wellness in the temple which also increasing number of tourists not only Buddhist but also different religions especially in Sotornwararam royal temple and donate more money to the temple. All the businesses which provide tourism businesses in Muang district also make more revenue.

Researchers also found that Muang district, Chachoengsao province should improve: the infrastructure, tourist activities, tourism qualities, Tourism services, and public welfare and security.

Table 1 The result of SWOT analysis of Chachoengsao Province

<b>Strengths (S)</b>	<b>Weaknesses (W)</b>
1. The distance from and to Bangkok is short and comfortable. (about 80 km.).	1. Public utility is not completely ready.
2. There are many diversities of tourist attractions both cultural and natural,	2. The Trash collection system and the number of trash boxes need to be improved.
3. There are varieties of toursim activities.	3. Encourage tour operators to operate the tour in the province.
<b>Opportunies (O)</b>	<b>Threats (T)</b>
1.The cooperation among all related organization should be complied.	1. The integration between governments and private unit need to be improved.
2. The hotel accommodation should be concentrated in organizaing more events.	2. There is no up-to-date tourist information.
3. Health or wellness tourism needed to be promoted.	3. Lack of knowledge and communication to foreign tourists.

Source: Sukhothai Thammathiraj University, 2017.

Table 2 The TOWs Matrix Strategy of Chachoengsao Province

<b>Strengths strategy to make the advantage form opportunites (SO)</b>	<b>Beating weaknesses strategy to use benefit form opportunites (WO)</b>
1. There is a short distance from Bangkok form and to Chachoengsao province and there are diversity of tourist attractions. 2. Organize the meeting between government and private units to cooperate and exchange their ideas to promote tourism. 3. Organize wellness or health tourism and hotel accommodation accordingly.	1. Accelerate working on public utility and infrastructure. 2. Add more trash boxes and organize trash collection system efficacy. 3. Support local tour operators in the area. 4. Involved and cooperated among the organizations. 5. The training program should be implemented.
<b>Strengths strategy to avoid threts (ST)</b>	<b>Reduce weaknesses strategy and avoid threats (WT)</b>
1. The government and private units should be well cooperated. 2. Establish tourist information center officially. 3. Training program needed to be implemented.	1. The development of communication between government and private units should be implied. 2. Developing, training and providing tourism data nationally and internationally. 3. Support the knowledge of foreign languages to communicate with foreign tourists.

Source: Sukhothai Thammathiraj University, 2017.

## CONCLUSION

These results served the need of many people travel for resting and relaxation, while a significant number of people also arrive in Thailand to address a medical need of varying urgency. Wellness tourism sits somewhere in between those two drivers of travel. In other locations, wellness tourism is often seen in the form of destination spas. These places feature resort or hotel like conditions but offer a range of holistic health and wellbeing services on-site. People choose these places, not as a simple place of accommodation, but as their main purpose of the holiday. Actually, Thailand is ranked 13th in the world and 4th in Asia after China, Japan and India and wellness tourism is an important driver of Thailand's tourism sector, wellness tourism is a star in tourism businesses with over 7% annual growth during 2013-2015. Its market is valued at 320 billion baht. (Thailand Business News, 2018) Even, there are top 10 of wellness tourism in Thailand, however the locations are too far away mostly are in the southern or the northern part of Thailand and served the rich or classy people. (Luxury Society Asia, 2018: 50-59) Wellness tourism in Chachoengsao province not only challenge all of the top ten destinations because most of the resorts and hotels provide the wellness service in lower cost and the distance of travel from Bangkok is also very short distance but also can become the new wellness destination both physical and spiritual in Thailand.

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