

Knowledge Management Of Tourism Element (5a's) For Support Health Tourism In The Eastern Economic Corridor: EEC

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Abstract

The objectives of the research are as follows: 1. To study the problem and barriers of knowledge management on the tourism element of health tourism for support the development of the Eastern Economic Corridor. 2. To develop a model of knowledge management on tourism elements for the support the health tourism by value added of cultural wisdom to promote the development of the Eastern Economic Corridor. The qualitative research: the key informants were executives of government and business tourism agencies. The research instrument used a semi-structured interview form. The quantitative research: the population and the sample were Thai tourists in the Eastern Economic Corridor. The research tool was a research survey.

The research results were as follows: The government; the national level and the ministry level; have clearly formulated policies to promote health tourism. At the provincial level; the available resources of health tourism were diverse. The opinions of tourists were based on five elements of tourism; arranged in order as follows: 1. Am eentities2. Accommodation 3. Attraction 4. Activities and 5. Accessibility. The activities of the Wellness Tourism had 4 categories: 1. Healthy food and beverages. 2. Thai massage and spa 3. Exercise and 4. Mental development. The guidelines for driving the Wellness Tourism in the Eastern Economic Corridor; It should be developed on holistic development with the EEC 4D

Keywords Knowledge Management, Tourism Element, Health Tourism.

Introduction

Eastern Economic Corridor: EEC

With a vision to be a perfect model of spatial development which drive the economic and social development of Thailand to move forward rapidly into a developed country, the EEC supports in a great plan to develop the better resident place in Cha choengsao province to be the center heart of logistic elements linked through the neighbor countries in value-added part of Thailand, such as Chonburi province that is the city of quality tourism and education and become to the center of financial, research and development area. Whereas Rayong province is the city of innovation in

research, development, and agricultural tourism which is one of the elements of the development for the EEC to develop and promote tourism and to upgrade local tourism for global tourism sustainability. Regarding these abilities, it can support the high-income tourist to visit the tourist attraction in each of the communities which attract the benefit from the infrastructure developed in the project (Eastern Economic Corridor Office of Thailand, 2018A)

Action Plan for Tourism Development and Promotion in the Eastern Special Development Zone 2017 – 2021 (Eastern Economic Corridor Office of Thailand, 2018B), the objective is to combine business and leisure together as a work trip for traveling and

vacation with family at the same time based on the direction of tourism in each province has set as such The Way of Life for Chachoengsao province where the city has convinced as the unique of lifestyle in cultural and natural agriculture, Modern of East for Chonburi province where the city has many flexibilities to combine the modernization and the local way of lifestyle, moreover Pattaya city has a reputation as one of five MICE City of Thailand also, thus the tourist from all around the world would like to attend for their business and leisure destination. And, Rayong province has been recognized as the BIZ City of the large-scale Industrial area supported by more than a thousand businesses located and running on their business procession. Thus, the development approach is a very important plan to develop the tourist attractions that should create the attraction and stimulate tourists to visit more to the area, for example, create new tourist attractions which provided more diversity and are able to accommodate more tourist groups as well.

Health Tourism

This is a journey the outside of the residential area for health meditation for recovering individual care both physically and mentality (Mueller & Kaufmann, 2001). It can be defined into two categories as 1. Medical Tourism means the journey arranged to travel to see a new environment where not similar to the residential area based on health recovery and recharging the individual energy after surgery. Secondly, Wellness Tourism means traveling to see a new environment for the purpose of mental rehabilitation for health balancing with mind and spirit soul (Padilla-Meléndez & Del-Águila-Obra, 2016; Xie, Guan, He, & Huan, 2022) Thus, for this research, it focuses mainly on tourism to promote health.

Traveling Elements (5A's)

It was called as 5A's and consisted of 5 parts of tourism (Dickman, 1997; Kokkhangplu, & Kaewnuch, 2021) which are 1. Attraction, is an important element to encourage the traveling,

most of the tourists were attracted to visit the tourist attraction from its own attraction as natural resources, beaches, mountains, waterfall, etc. 2. Accessibility, each of tourist attraction should be easy to travel either the transportation and route way which should be connected and easy to understand to access or travel for the new tourist group. 3. Accommodation, the location should be convenient, secure, and safe to impress the traveler to stay longer. 4. Amenities, facilities and all kinds of services should be served in good quality, such as foods and beverages, washroom and toiletries, etc. 5. Activities, it is an activity that tourists can enjoin doing while traveling for attracting tourists (Suwanchim, Buranakul, Chetuphong and Suwanwet, 2016)

Knowledge Management (KM)

This is about creating or searching for knowledge from all around the organization to be used for the benefit of the organization causing it more competitive (Shang, Lin, & Wu, 2009). The knowledge management process consists of the creating and sharing knowledge, the retention of knowledge, as well as documentation and its utilization (Migdadi, 2020). In Thailand, the process of knowledge management is commonly used based on the guidelines of the Office of the Public Sector Development Commission or the POR which consists of 7 steps processes as follows: 1. Knowledge identification, 2. Knowledge for creating and searching, 3. Knowledge of systematic management, 4. Compiling and screening knowledge, 5. Access ability to knowledge, 6. Knowledge sharing and 7. Knowledge learning. (Office of the Public Sector Development Commission, 2017).

In conclusion, the development of the Eastern Economic Corridor (EEC) is an urgent factor needed in Thailand while wellness tourism is another approach for developing the Eastern Economic Corridor to be more complete. Meanwhile, the correction and systematic knowledge management can consolidate the knowledge of health learning

resources which available in the expertise and in the uniqueness of the culture of the community to preserve and disseminate to tourists or those who are interested can easily search for knowledge and it also helps to incentivize more visitors to visit the tourist attraction as well.

Research Objectives

1. to study the problem and barriers condition to knowledge management on tourism components for the development of wellness tourism and able to support the development of the EEC region for all government departments, communities, and tourists section.

2. to develop the formality of knowledge management on tourism components as well as the development of wellness tourism by increasing the value-added of cultural wisdom and support the improvement in the EEC region.

Research Methodology

The mixed-method research has been designed to use both quantitative research and qualitative research by analyzing the data from documentary research such as in-depth interviews, and focus group discussions. The quantitative research will be used as a research survey which has the process as follows:

Target Group of Research

1. Quantitative research (Key informant)

Group of Key informants must be the executives of tourism agencies, the owner of tourist attraction areas, and Thai tourists. Their qualification should be at least five years of professional experience. Each group has 5 people, 15 people from each province, three provinces, and then 45 people in total.

2. Qualitative research (Population and sample group)

The number of Thai tourists in the EEC region in 2017 was 18,132,923 people

(Ministry of Tourism and Sports, 2019). The sample size is 1,155 people (Krejcie and Morgan's method, 1970).

Research Instruments

1. Quantitative research

The in-depth interview or semi-structured interview will be used to ask about the potential of the five elements of wellness tourism in the EEC region which are 1. The attraction of the tourism attraction, 2. The ability to access the provided accessibilities, 3. Accommodation Service, 4. Felicitating service provided, and 5. Activities support. Regarding these tourism elements, it is consistent with a research concept in cooperated group discussion to reconfirm the knowledge gained from the in-depth interview and to find conclusions on the needed topics, problem situations, and guidelines for managing knowledge about the five components of tourism.

2. Qualitative research

This research will use the exploratory methodology with a sample group of tourists in the community by using the Likert's Scales from 5 question levels of the questionnaire which consisted of 4 parts as follows: Part 1 General Information, Part 2 Wellness Tourism Activities, Part 3 Information on tourism components in accordance with the context of wellness tourism business promotion in the EEC Region, and Part 4 Recommendations.

Data Reliability

The Researcher examined the reliability of the data as follows: 1. Check the content validity test by the three experts in tourism to consider and check the correction of the questions in the questionnaire, 2. Confidence calculation reliability test by using the Cronbach's alpha coefficient to analyze the consistency of questionnaires in each of the questions before collecting 30 data sets. The Cronbach's alpha coefficient must be in the range of 0.70 – 1.00, a level significantly indicating a high level of

confidence in describing the variance model of the data (Srisuk, 2009). The entire result of calculating from Cronbach's alpha coefficient was higher than the specific standard indicated at 0.70 means the questionnaire has high confidence to use, and 3. Data Analysis, the descriptive statistics were used to analyze the data such as frequency, percentage, mean, and standard deviation.

Research Results

Objective 1: To study the problem condition and barriers in knowledge management on tourism components for the development of wellness tourism and further support the development of the EEC for all government departments, communities, and tourists.

1. Government policies for promoting wellness tourism, refer to the analysis of the government policies at the national level and at the ministry level, there is consist of the master plan under the fifth national strategy in tourism part (2018 – 2037) (Office of the. National Economic and Social Development Council, 2018) The National Economic Reform Plan (Revised Edition) (Economic Reform Commission, 2021) and the 3-year government action plan (2020 - 2022) of the Ministry of Tourism and Sports (Office of the Permanent Secretary, Ministry of Tourism and Sports,

2020). It presents that the government has clearly defined the policy to promote wellness tourism by upgrading the quality of service to the international standards as well as creating a new form of wellness tourism industry based on the potential resources by using the creativity, innovation, and Thai uniqueness to identify services in Thai style, including upgrading the quality of Thai traditional medicine products to international standards and in accordance with the line of high marketing demand for adding the value-added of Thai products. Moreover, the sample model of “Good mood to happy” (Happy Model) has set up for emphasis on “Eat well, Live well, and Exercise well for good sharing” based on the good sharing concept which are “Eat well” is the useful local food which full of herbs, clean and toxic-free, “Live well” is a quality standard accommodation with amenities provided and located in a nice environment, “Exercise well” are activities to support the physical health and mental care such as massage or spa, meditation, or favorite outdoor activities, for example, cycling, marathon running, joking, swimming, diving, mountain climbing, and Thai boxing, etc. “Good Sharing” is joining the activities together with the local community as well as knowledge learning from the local philosophers.

2. Comments of wellness tourism service providers according to five tourism components in the EEC region.

Referring to the analysis results from a small group of discussion with wellness tourism service providers in the EEC region, it can be summarized according to five tourism components as follows:

Table 1 Results of the analysis from a small group of discussion with wellness tourism service providers in the EEC region

Tourism Components	Chonburi Province	Rayong Province	Chachoengsao Province
1. The attraction of the tourism attraction	<ul style="list-style-type: none"> - In Chonburi province, there has only one tourist city namely “Pattaya city” where has many interesting natural resource attractions and has its own income from the tourism industry mainly. - Wellness Tourism has high potential and read to serve the services in terms of places where able to support health tourism as well - Massage and Spa are available in a 5-stars hotel with a high reputation. - More than 20 golf field courses are available in Pattaya City. - Healthy food restaurant are available in Pattaya City. 	<ul style="list-style-type: none"> - In Rayong province, there has many beautiful natural resources availability, such as the sea, islands, and the ocean for scuba diving, etc. - Many famous orchards are ready to accommodate the tourists with full services. - has a variety of wellness tourism provided such as spa tours, herb garden tours, etc. - In overall, this project plan is feasible to achieve if most of the tourists are foreigners while Thai tourist groups can find the location of the herb garden in other provinces by themselves. 	<ul style="list-style-type: none"> - Most of the tourist attractions in Chachoengsao province are cultural themes, such as the Stainless Church, or So-thorn Temple where many tourists come to pray for a good wish. - Most of the tourists in the province are Thai people. - The development of creative markets in the province is less.

Table 1 Results of the analysis from a small group of discussion with wellness tourism service providers in the EEC region (Cont.)

Tourism Components	Chonburi Province	Rayong Province	Chachoengsao Province
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2. Tourism Activities	<ul style="list-style-type: none"> - Most of the ingredients of healthy food are herbs - Thai Massage - Spa - Playing Golf - Water sports - Cycling to wellness tourism places 	<ul style="list-style-type: none"> - Healthy local foods are availability such as Cha -muang Grill pork, sweet boiled fish, and spicy Kapi sources. Normally, a local people in the community will arrange food in a lunch box and serve it to the tourists to eat. - Food and fruits - Cycling to each of the communities - Swimming - Running - Diving - Wang Chan Forest Learning Center (PTT) Queen Sirikit Botanical Garden 	<ul style="list-style-type: none"> - Processing coconuts into healthy related products such as coconut oil - Milking from buffalo and drinking it for healthy. The buffalo farm is the highlight of tourist attractions that the other province does not have. - Cycling - Wellness tourism about herbs at Phanomsarakram District where in not well-known from the tourists.
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Table 1 Results of the analysis from a small group of discussion with wellness tourism service providers in the EEC region (Cont.)

Tourism Components	Chonburi Province	Rayong Province	Chachoengsao Province
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3. Accessibility	<ul style="list-style-type: none"> - The route way to Chonburi is very convenient with many various highway routes, such as HW no.7 (Motorway), air traveling to U-Tapao Airport, and High-Speed trains which has three airports connected. - Weak points are air condition and traffic crowded 	<ul style="list-style-type: none"> - able to travel on land - air traveling to U-Tapao Airport 	<ul style="list-style-type: none"> - Convenience to travel, located nearby Bangkok
4. Accommodation	<ul style="list-style-type: none"> - Accommodation readiness - The 5-stars hotel has high reputation in spa services 	<ul style="list-style-type: none"> - The hospitalities in the whole province are available from 1-5 stars which able to support all kind of tourist visited. 	<ul style="list-style-type: none"> - The possibility to stay overnight at the hotel is not in the demand regarding the province is nearby to Bangkok, tourist rather go back to Bangkok instead. - There is very less number of the hotel in the province, and only three hotels located beside Bang pa kong river.

Table 1 Results of the analysis from a small group of discussion with wellness tourism service providers in the EEC region (Cont.)

Tourism Components	Chonburi Province	Rayong Province	Chachoengsao Province
5. Amenities	<ul style="list-style-type: none"> - the government section has supported the standard of 	<ul style="list-style-type: none"> - The Thai Tourism Authority do the marketing research in advance for 	<ul style="list-style-type: none"> - Wellness tourism was not popular regarding the low number of tourists

	wellness tourism industry, staff was trained by private sector to be standardize and knowledgeable which create the different of wellness tourism as well as the uniqueness and new image of serve.	promoting tourism in Rayong province and send this project plan to abroad. - has domestic PR promotion encouraged to use the coupon or gift voucher for shopping.	affected the lower demand for investment.
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3. The Needs of Tourists for Wellness Tourism

Regarding the research results of the tourists for wellness tourism and the needs of tourism elements, the researcher has found that the significant characteristics of 1,230 respondents are mostly female, 858

people or 69.8 percent for the age group at 51 – 60 years old, representing as 36.1 percent of 444 people, having a Bachelor's degree 780 people or (63.4%), followed by government officer 393 percent or (32%), and having birthplace in Bangkok 507 people or (41.2 %).

Table 2 The Interesting in Wellness Tourism Activities
(For Leisure Category)

No.	The Interesting in Wellness Tourism Activities (For Leisure Category)	Amount	Percentage
1	Food consuming and drinking herbs	768	62.4
2	Thai Massage	609	49.5
3	Taking a mineral bath or Natural hot spring	561	45.6
4	Spa	462	37.6
5	Herbal use	351	28.5

From Table 2, there is found that the top five of wellness tourism activities for the leisure category that most interested are Food consuming and drinking herbs 62.4%,

Thai massage 49.5%, Taking a mineral bath or Natural hot spring 45.6%, Spa 37.6%, and herbal use 28.5% respectively.

Table 3 The Interesting in Wellness Tourism Activities
(For Exercise Category)

No.	The Interesting in Wellness Tourism Activities (For Exercise Category)	Amount	Percentage
1	Joking	783	63.7
2	Cycling	711	57.8
3	Swimming	447	36.3
4	Running	369	30.0
5	Yoga	282	22.9

From Table 3, there is found that the top five of wellness tourism activities for the exercise category that most interested are

joking 63.7%, cycling 57.8%, swimming 36.3%, running 30%, and yoga 22.9% respectively.

Table 4 Feedback from the tourist regarding the five elements of tourism

Tourism elements	Average (\bar{x})	Standard Deviation (S.D.)	No.
1. The Attraction of Tourist Attraction	4.43	0.47	3
2. Accessibility	4.40	0.50	5
3. Tourism Activities	4.41	0.49	4
4. Amenities	4.52	0.50	1
5. Accommodation	4.47	0.52	2

From Table 4, the research results found that the elements of tourism regarding most of the tourist concerns are **Amenities** ($\bar{x} = 4.52$, S.D.= 0.50), related to 1) restaurant/store retailer sells essential products which should be clean, safe, the quality standard and providing good health service. 2) Signs/Symbols posted clearly to observe and significantly indicated the direction to tourist attractions obviously. 3) There is an information service for tourists in accessing the tourist attractions and communities. **Second, Accommodation** ($\bar{x} = 4.47$, S.D. = 0.52) related to 1) cleanliness, accessibility, and safe, 2) reasonable price according to the type of room, and 3) accommodation availabilities to support a large number of tourists. **Third, Attraction** ($\bar{x} = 4.43$, S.D. = 0.47) related to 1) the potential of tourist attraction by recognizing the safety toward the health of tourists which should be none of harmful, 2) tourist attractions provided a proper atmosphere for wellness tourism management, and 3) the uniqueness of the local lifestyle in the community which supported to the wellness tourism management. **Forth, Activities** ($\bar{x} = 4.41$, S.D.= 0.49) related to 1) admission fee for joining the tourism activities is reasonable and same standard price, 2) the local people in the community are friendly, and have a sense of welcome relationship to serve the

tourists, 3) tourism service providers have been trained in the tourism industry with knowledgeable, understanding, and ability to explain the information knowledge to the wellness tourists. Fifth, Accessibility ($\bar{x} = 4.47$, S.D.= 0.52), related to 1) the traveling expenses to tourist attractions and communities are reasonable, fair, and same standard price. 2) the route way to tourist attractions is convenient, fast, and safe, 3) the transportation on traveling is convenient and continuously connected to the tourist route together.

Objective 2 Model Development of Knowledge Management on Tourism Elements for the Development of Wellness Tourism by Adding the value-added of Cultural Wisdom to Support the Development in the EEC Region.

For the tourism activities for health promotions support can be divided into 4 groups which are 1. Foods and healthy beverages, 2) Thai massage and spa, 3) exercise, 4) mental development regarding the survey of researchers in each province for the appropriate health promotions which details are:

I. Tourist Attraction for Wellness Tourism in Chonburi Province

1.1 For foods and healthy beverages, such as **1) Jimmie Salad** located on Muang District, Chonburi province, it is a family restaurant style, **2) Pa Boon Kitchen**, located on Banglamung District, Chonburi province, it is a Thai food restaurant which has herbs as an ingredient.

1.2 Thai Massage and Spa, such as **1) Prakob Thong House Thai Spa**, located on Muang District, Chonburi province, serving Thai massage services for healing people who has health problems. It is also an important educational institution of Thai tradition massage in Chonburi province. **2) Deya Massage**, located on in the middle of Pattaya, at Banglamung District, Chonburi province, the decoration of Deya massage presents the charming of Thai houses combined with traditional massage and wellness treatment of Deya massage style.

1.3 For exercise part, such as **Laem Chabang International Country Club** located on Sriracha district, Chonburi province providing the quality golf field in the international standard 27 holds, designed by Jack Nicklaus, International Pro-golf.

1.4 Mental Development, such as Office of Sandhayasom Dharma Practice, located on Panthong district, Chonburi province. The place is clean, calm and peaceful where suitable to do the dharma practice and ranked in the top five of the best office for dharma practice in Chonburi province also.

2. Tourist Attraction for Health Promotions, Rayong Province

2.1 Foods and beverages for health, such as **Nai Dol Makhamtao, Rayong 1996**, located on Muang district, Rayong province. For this Thai restaurant was firstly opened the service in 1996 and had been awarded “THAI SELECT” by the Ministry of Commerce to guarantee the authenticity of Thai traditions favor or the uniqueness of local food menu.

2.2 Thai massage and spa, such as **the herbal garden of Her Royal Highness Princess Maha Chakri Sirindhorn**, located on Nikompattana district, Rayong province. The PTT Public Company Limited has established Thailand's first herbal garden in 1984-1985 at the maintenance center and staff housing where a total area of approximately 60 Rai and become the center place for various herbs collecting to plant more than 260 species.

2.3 For exercise, such as **Pra Sae Estuary, the local community for lifestyle tourism** at, Klang district, Rayong province. It is an ancient community since Ayutthaya era which is enriched with natural resources and cultural diversity for both Thai and Chinese people. Some part of the community area is connected in both the waterfront edge and inner waterfront area. The local people who live on the waterfront are engaged in fishing while the local people who live in the inner area from the front of Ta Khian Ngam Temple through Khlong Poon field are engaged in farming and gardening.

2.4 Mental Development, such as the second place of Dharma Practice at Khod Hin Temple (Paksi Khiri Ram). It is the center of Dharma practice and meditation (according to the mindset)

training center, located on Muang district, Rayong province.

3. Tourist Attraction for Health Promotions, Chachoengsao Province

3.1 Foods and beverages for health, such as **1) Pla Choom House**, located on Muang district, Chachoengsao Province where cooking food from the local ingredient and presented a creative menu. **2) Melon Garden House**, located on Baan Pho district, Chachoengsao Province. It is an agricultural tourist attraction where has its own farm and opened as an agricultural learning center with foods and beverages provided for self-service by the tourists. Melon fruit has natural favor in sweet with a little salty mixed caused a unique favor with chemical free.

3.2 Thai massage and spa, such as **Khao Hin Sorn Botanical Garden, the Center of Khao Hin Sorn Development regarding the King's Royal Project**, located on Phanomsarakarm district, Chachoengsao Province. It is the garden of King Rama 9 who kindly give permission to establish in 1980 under the purpose of a source of various types of medicinal plants for research study in academic, publicize the usefulness, and become a place of learning resources.

3.3 For exercise, such as **Bangpakong Riverside Country Club**, located on Baan Pho district, Chachoengsao Province. It is the 18 holes on the land area of 600 Rai and has reputation as the first golfcourse along the river in Thailand. It has been awarded "ASIA POPULAR AWARD 1991" in 1991 in the golfcourse category.

3.4 Mental Development, such as **Panittaram Temple, Mental Development Chaloem Phrakiat Center, the Fifth Dharma Practice of Chachoengsao Province**. It is located on Baan Pho district, Chachoengsao Province where the teaching of Buddhism and the importance of meditation practice.

Summary and Discussion

The government has state determined the policy at both the National level and Ministry level to engage the wellness tourism obviously by upgrading the quality of service to the international standard level. Creating a new form of wellness tourism based on the potential resources by using creativity, innovation, and Thai identity in the service. At the provincial level, there are different availability of wellness tourism resources if concerning the five elements of tourism as follows: 1. The attraction of the tourism attraction, 2. The ability to access the provided accessibilities, 3. Tourism activities, 4. Felicitating service provided, and 5. Accommodation Service. It was found that at Chonburi province, there has the highest availability of wellness tourism while Chachoengsao Province has the least of readiness.

In terms of customer demand related to the five components of tourism in the EEC region, it was found for the top five important elements of tourism are 1. Felicitating service provided, 2. Accommodation service, 3. Attractions from tourism, 4. Tourism Activities, 5. The ability to access the provided accessibilities, from this results, it is consistent with a research study by Nattapon Siriphonphisut (2015) claimed the composition of tourism resources consists of four important components which are arranged in order as 1. Tourism

Activities, 2. The ability to access the provided accessibilities, 3. Felicitating service provided, 4. Tourism attraction.

In terms of tourism activities encouraged to wellness tourism can be divided into 4 group (Dini & Pencarelli, 2022; Xie, Guan, He, & Huan, 2022) as follows: 1. Foods and healthy beverages, 2. Thai massage and spa, 3. For exercise, 4. Mental development. In the EEC region, there has many wellness tourism provided such as **1. Foods and healthy beverages part** such as Baan Aunty Boon Kitchen, Chonburi province, Nai Dol Makhamtao, Rayong 1996, Rayong province, Melon Garden House, Chachoengsao Province, **2. Thai massage and spa** such as Deya Massage, Chonburi province, the herbal garden of Her Royal Highness Princess Maha Chakri Sirindhorn, Rayong province, Khao Hin Sorn Botanical Garden, the Center of Khao Hin Sorn Development regarding the King's Royal Project, Chachoengsao Province, **3. For exercise** such as Laem Chabang International Country Club, Chonburi province, Pra Sae Estuary, the local community for lifestyle tourism, Rayong province, Bangpakong Riverside Country Club, Chachoengsao Province, **4. Mental development**, such as Office of Sandhayasom Dharma Practice, Chonburi province, the second place of Dharma Practice at Khod Hin Temple (Paksi Khiri Ram), Rayong province, Panittaram Temple (Mental Development Chaloem Phrakiat Center), Chachoengsao Province. From this results, it is consistent with a research study by Thananrak Watcharathorn, Worawut Pengphan and Suvichai Kosayayawat (2017) claimed the

composition of tourism resources consists of three components which are **1. Tourist resources in Thai way lifestyle** such as Phra Phuttha Sihing Ming Mongkhon Sirinath Hall, Pa Chirabanphot Temple, **2. Tourist resources in natural lifestyle** such as Sam-mook Mountain, Bangsane beach, Mangrove Forest Conservation and Nature Study Center for Ecotourism, **3. Tourist resources in recreation attraction lifestyle** such as Ratchamangkhalapisek Recreational Park (Burapha University) Walk and Run Mini Marathon: Follow Father's step, Pruksa Eastern Mini Marathon, Institute of Marine Science, Burapha University.

Recommendations

The main important target tourist group for wellness tourism are the quality tourists who have high purchasing power such as Thai or foreign wellness tourists who come to work in the EEC region as they earn a high income and high potential for spending. Thus, the researcher would share the comments as follows:

1. Guidelines for driving health promotion tourism in the Eastern Economic Corridor or EEC 4 Good. The government department which on duty to responsible for tourism such as the Ministry of Tourism and Sports should definite clearly the definitions of health tourism, wellness tourism, and medical tourism, especially, the types of activities in each category in order to promote and consolidate relevant information in creating the database in each province. The researcher has proposed the following guidelines



Picture 1 Guidelines for driving health promotion in tourism EEC 4 GOOD

The research results show that the activities of wellness tourism consist of four main activities 1. Foods and healthy beverages, 2. Thai massage and spa, 3. Exercise, 4. Mental Development. In this regard, the researcher has developed the guideline for driving health promotion tourism in the Eastern Economic Corridor or EEC 4 Good which is 1. Good food, 2. Good Thai Massage, 3. Good Exercise, and 4. Good Mental and can be explained as follows:

1) Good Food – A promotion of food and beverage which has Thai herbs as an ingredient. The government department and private sectors should cooperate together for organizing a world-class of Thai food and beverage festival project, Healthy food festival project, and promote the center of Thai herb conservation project, etc.

2) Good Thai Massage – A promotion of Thai massage Spa Steam/Herbal Compress. The government

department and private sectors should cooperate together for organizing the ASEAN Thai massage and alternative medicine project, a Project for supervision and examination the standards of Thai massage service and Thai massage.

3) Good Exercise – A promotion of popular exercises for health tourists such as walking, cycling, swimming, joking, yoga, rowing, aerobic dance, boxing, etc. The government department and private sectors should cooperate together for organizing a healthy food festival project, Thai massage, and walk and run for a healthy project as well.

4) Good Mental – A promotion of religious tourism in Dharma practice, the Dharma practice for mental development. The government department should survey the temple area for the security and safety for visitors and tourists who come for practicing the meditation for mental development that organizing monthly.

Implication

1. It is a guideline to create an understanding of both the public and private sectors in supporting tourism activities to promote health in order to be complete and meet the needs of tourists.

2. It is a guideline for gathering and building cooperation among entrepreneurs regarding tourism activities to promote health in the Eastern Economic Corridor to be strong and sustainable.

Recommendations for next research

There should be more study in terms of the potential and the potential comparison of tourist cities for wellness tourism in each province and in the Asian region as well as the assessment of the tourist's needs to promote wellness tourism in the use of Thai massage, Spa, Herbal treatment, Health rehabilitation, Healthy food, and Health and Mental exercise for the development in order to produce the product continuously and the services with meet to the needs of customers more.

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