

# Integrated Marketing Communication to Promote Health Tourism for New Way

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## Abstract

The objectives of this research are: 1) To create an integrated communication strategy for Sai Noi homestay health tourism, Bang Ban district, Phra Nakhon Si Ayutthaya province and 2) To create a good image in terms of products and services for Sai Noi homestay, Bang Ban district, Phra Nakhon Si Ayutthaya province. The researcher studied both quantitative and qualitative data by using an in-depth interview with the individuals who were the main source of information and using all the interview results to analyze and synthesize the results to achieve research objectives.

The results showed that concept of integrated marketing communications that affects health tourism decision making, including activity marketing, word of mouth marketing and online communication which has an influence in the decision-making motivation that is mainly from sponsoring the store was used. This makes it possible to determine an integrated marketing communication strategy which is in line with the needs of tourists and also creates a good image in terms of products and services of Sai Noi homestay, Bang Ban District, Phra Nakhon Si Ayutthaya province

**Index Terms**— Integrated, Marketing Communication, Health Tourism

## I. INTRODUCTION

The tourism industry is the main holistic hospitality industry in terms of core business and supporting business. This industry plays an important role in the system of economic and social expansion and is linked to the overall development of the country and generates enormous income for the country. In 2019, tourism was worth 1,933,368.12 million baht, an increase of +3.05% from the previous year [1] This money generates employment, and income distribution. The tourism industry also stimulates the production and utilization of local resources in terms of producing local products or local souvenirs for the export of local products to the public.

Phra Nakhon Si Ayutthaya Province is the center of religious and cultural tourism that can attract many tourists, both Thais and foreigners. Nowadays, health tourism is a new type of tourism that can attract more tourists. It is intended to promote wellness and/or rehabilitation or a blended tourism that combines both physical and mental healing and rehabilitation. In this regard, the awareness of the conservation of tourism resources and the environment in natural and cultural attractions must also be mentioned [2]

The Ministry of Tourism and Sports by promoting and developing health tourism pays attention to such forms of tourism. In this regard, this is consistent with the country's plans and policies based on the participation of all sectors in accordance with the conceptual framework of the 12th National Economic and Social Development Plan (2017-

2021). [3] The topic of "Strategic Strengthening Economics and Sustainable Competitiveness" corresponds to the "Tourism Enterprise Plan of Thailand 2017-2021" in the section of Strategic Objectives [4] 1: Expansion of the qualitative tourist market base in a balanced manner, and Strategic Objective 2: Increasing the value of tourists' spending through a people-centered approach to development.

Local government organizations in Sai Noi Sub-District, Bang Ban District, Phra Nakhon Si Ayutthaya Province are government agencies that focus on community economic recovery with 6 main strategies as follows. Strategy 1: Infrastructure Development, Strategy 2: Development of promotion and improvement of quality of life, Strategy 3: Developing community/social organization, and maintaining public order, Strategy 4: Development of management and conservation of natural resources and the environment, Strategy 5: Development and promotion of morals, arts and culture, customs, and local wisdom, and Strategy 6: Development of good city management. The main goal is to solve poverty problems, create jobs, create sustainable income. This approach is consistent with the strategic goals of the Tourism Revitalization Plan of the Tourism Authority of Thailand: job creation, income generation, liquidity enhancement, stimulating public consumption through domestic travel, and generating income from the foreign tourist base with high spending potential to create a new

structural balance for sustainable tourism. There is a 5R strategy as a driving mechanism. [5]

Sai Noi Community in Bang Ban District, Phra Nakhon Si Ayutthaya Province is another alternative to health tourism. [6] Tourism in this area is a community-based partnership that drives the locality towards sustainable tourism based on promoting community participation and all local sectors. As a result, the quality of life and environment has been improved, leading to an almost integrated tourism community. [7] The community consists of an old temple, learning center for making Thai desserts, production of herbal balm, Thai traditional massage from coconut shells, sufficiency agriculture, and learning about Mon villages as well as homestay accommodation. After the COVID-19 epidemic crisis that directly affected the tourism industry, the community experienced a sluggish situation as no tourists came to learn about tourism. Driving the economy requires cooperation from all parties to enable communities to recover sustainably. Communities need to adjust their management style to match the situation and cope with any changes that occur.

Communication is the transfer of knowledge, ideas, or experiences to another person. Then, knowledge and ideas from other people are received to adjust their behavior through the communication process of direct coding, the use of transmission tools, and social transmission [8]. Marketing communications are essential to the fast-changing business operations under digital technology for entering the digital economy. Integrated Marketing Communications (IMC) is an essential element of doing business for enhancing the value of purchases of goods and services as well as building a strong rapport with customers leading to brand awareness [9]. Integrated marketing communications means integrating and integrating multichannel marketing communications for collaborative marketing with a focus on influencing customers to make purchases. In order for entrepreneurs to be able to communicate or make customers known until acceptance, and making a purchase decision, in addition to knowing the real target audience, it is also important to know how to approach customers at the right time, and understand the lifestyle of each target group in order to design marketing communications that can be appropriately integrated into the daily activities of consumers at each moment [10].

According to the above information, the researcher sees an important opportunity in marketing in accordance with the current situation. Integrated marketing communication to promote new lifestyle health tourism is another channel to create an integrated communication strategy to promote health tourism, and creating a good image through various processes to drive the growth of Sai Noi homestay, Bang Ban District, Phra Nakhon Si Ayutthaya Province. It is also part of the economic recovery after the COVID-19 epidemic situation. The researcher would like to push the Sai Noi homestay, Bang Ban District, Phra Nakhon

Si Ayutthaya Province by selecting a model homestay that tourists can come to stay safely in order to participate in the homestay model of the new lifestyle health tourism. In this approach, the learning process is already well-established and integrated with the health tourism by providing the correct knowledge and understanding of such tourism. This is considered a part of creating jobs, income, and occupations for the community in a sustainable way, which leads to strong self-reliance as well as being a homestay as a learning model of health tourism for other communities.

## II. RESEARCH OBJECTIVES

The objectives of this research article were 1) To create an integrated communication strategy for health tourism of Sai Noi homestay, Bang Ban District, Phra Nakhon Si Ayutthaya Province 2) To create a good image in terms of products and services for Sai Noi Homestay, Bang Ban District, Phra Nakhon Si Ayutthaya Province.

## III. RESEARCH METHODS

*A. Research Design* This research was quantitative and qualitative to create an integrated communication strategy towards building a good image of goods and services in Sai Noi homestay, Bang Ban district, Phra Nakhon Si Ayutthaya province.

Samples were selected based on the main study objectives through the concept of Patton, using purposive sampling. [11] In the central region, there were two homestays selected as a model of "Healthy Homestay" in 2020, namely Sai Noi Ecotourism Village, and Ban Dong Homestay Enterprise. In Phra Nakhon Si Ayutthaya Province, "Sai Noi Ecotourism Village" was the only homestay that has been selected by the Thai Homestay Standards Agency from the Department of Tourism. The sample consisted of 8 groups of Sai Noi homestay entrepreneurs using purposive sampling. 400 tourists who came to Sai Noi homestay were surveyed.

Research tools: Interview form and questionnaire were used by researchers to analyze descriptive data and quantitative questionnaires were collected using descriptive statistics, frequency, percentage, and standard deviation.

Method of data collection: Two types of data were collected by the researchers: 1) Interview: Eight community homestay operators were interviewed using purposive sampling. It explored and studied information about the potential of the community to form a strategy. The researchers scheduled informant appointments prior to each interview. 2) Data collection by questionnaire: A questionnaire was collected from 400 tourists visiting Sai Noi homestay using Accidental Sampling. The details were as follows.

Interview: The researcher had prepared before going to the site by studying the environment and community context and information about the homestay, as well as a

review of literature related to integrative marketing communications, incentive-based health tourism, and objective decision-making. However, this research had been approved except for ethical considerations in accordance with the International Standards for Human Research Ethical Guidelines.

**Interview Techniques:** The method of sound recording was applied where the researcher had requested the data provider's permission, including note-taking during interviews, objective-based, topic-based interviews, and general discussion to alleviate interviewees' concerns. The interviewee was willing to provide information

**Data analysis and reliability verification:** The researcher used a computer-aided program to process the data analysis for accuracy and objective-related validity. The interview form and questionnaire were reviewed by 3 experts to obtain an acceptable IOC value of 0.5 onwards, indicating that the questionnaire and interview form were considered to be of acceptable content quality [12]. According to the study, it was found that the interview form of entrepreneurs had IOC values between 0.81-1.00. The tourist questionnaire had an IOC of between 0.78-1.00, which was greater than 0.50 indicating that this tool could be used in qualitative research and could be used to collect data.

**IV. RESULTS**

The results showed that 1) Integrated Marketing Communication Strategies to Promote Health Tourism in Sai Noi Homestay, Bang Ban District, Phra Nakhon Si Ayutthaya Province, the researchers classified the questionnaire and the interview form into two parts as follows:

*Entrepreneur information* Sai Noi Homestay Ecotourism Village has a steady flow of tourists, both one day trips and overnight trips, and most of them are Thai tourists. In this area there is a continuous tourism throughout the year. It is a community with unique tourism identity by seamlessly integrating the three forms of tourism in the community, namely. 1) natural based tourism 2) cultural based tourism, and 3) special interest tourism. The activities are conducted through the participation of tourists to build learning skills such as, learning center for making Thai desserts, production of herbal balm, Thai traditional massage from coconut shells, sufficiency agriculture, and learning about Mon villages. In this regard, cooperation between the public sector, the private sector, and the community is driven. Most of the target groups are government agencies and general tourists who are interested in community activities by means of learning, and study tours. Popular activities among tourists are the making of Thai auspicious desserts, the production of herbal balms, Thai massage from coconut shells, and sufficiency agriculture. Community leaders are continually promoting the learning center through their Facebook pages and visitor referrals. For community enterprises, the payback period of products and services per activity is approximately one year.

Community-operated activities are low-investment and are characterized by the improvement of community items to create added value. Due to the current situation of the COVID-19 epidemic, the community must adapt in all dimensions such as cleanliness, and complete immunizations, as well as exchanging knowledge with tourists about health care as a guideline for welcoming tourists after the COVID-19 situation.

Tourist information

General information of the respondents

Gender	Number	Percentage
Male	112	28.00
Female	245	61.25
Unwilling to answer	43	10.75
<b>Total</b>	<b>400</b>	<b>100.00</b>

The general information of the respondents found that the majority of respondents were 245 female (61.25 percent), followed by 112 males (28 percent), and unwilling to answer 43 people (10.75 percent), respectively.

Age	Number	Percentage
Less than 20 years	11	2.75
21-30 years	82	20.50
31-40 years	124	31.00
40-50 years	138	34.50
51-60 years	22	5.50
61 years and over	12	3.00
Unwilling to answer	11	2.75
<b>Total</b>	<b>400</b>	<b>100.00</b>

The general information of the respondents found that the majority of respondents were aged between 40-50 years of 138 (34.50 percent), followed by aged between 31-40 years of 124 people (31 percent), and aged between 21-30 years of 82 people (20.50 percent), respectively.

Monthly income information	Number	Percentage
income	11	2.75
Less than 10,000 baht	28	7.00
10,001-20,000 baht	121	30.25
20,001-30,000 baht	179	44.75
30,001-40,000 baht	42	10.50
More than 50,000 baht	11	2.75
Unwilling to answer	8	2.00
<b>Total</b>	<b>400</b>	<b>100</b>

General information of the respondents, it was found that most of the respondents had a monthly income of 30,001-40,000 baht (44.75 percent), followed by monthly income of 20,001-30,000 baht (30.25 percent), and monthly income of 40,001-50,000 baht (10.50 percent), respectively.

#### Status information

Status	Number	Percentage
Single	217	54.25
Married	132	33.00
Unwilling to answer	51	12.75
<b>Total</b>	<b>400</b>	<b>100.00</b>

General information of respondents, it was found that the majority of 217 respondents were single (54.25 percent), followed by marital status, accounting for 33 percent, and 51 people who did not wish to state their status (12.75 percent), respectively.

#### Occupation Information

Occupation	Number	Percentage
Self-employed	56	14.00
Civil servants/State enterprises	92	23.00
Private company employees	175	43.75
Student	48	12.00
Unwilling to answer	19	7.25
<b>Total</b>	<b>400</b>	<b>100.00</b>

General information of the respondents, it was found that most of the respondents were 175 private company employees (43.75 percent), followed by 92 government

officials/state enterprises (23 percent), and self-employed of 56 people (14 percent), respectively.

#### Information of tourism patterns

Tourism	Number	Percentage
Private travel	67	16.75
Meeting/Seminar	114	28.50
Field trip	183	45.75
Unwilling to answer	36	9.00
<b>Total</b>	<b>400</b>	<b>100.00</b>

General information of respondents, it was found that the majority of 183 respondents were on field trip (45.75 percent), followed by 114 meetings/seminars (28.50 percent), and private travel of 67 people (16.75 percent), respectively.

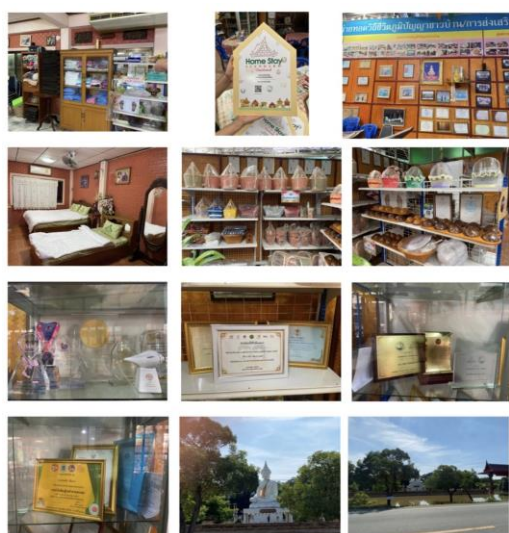
Opinions of tourists on integrated marketing communications to promote health tourism: Integrated marketing communication consisted of seven components: 1. Advertising 2. Promotion 3. Public relations 4. personal selling 5. Direct marketing 6. Event marketing, and 7. Word-of-mouth marketing. Based on such elements, community-based activity marketing offered a variety of interesting activities such as making auspicious Thai desserts, making herbal balms, and Thai massage from coconut shells. Word-of-mouth marketing occurred when tourists return from their trips and were told to friends or acquaintances to recommend them for excursions and activities in the Sai Noi community. In addition, online communication also made it easy to access tourism information of Sai Noi homestay through the communication of the province, the Department of Tourism, as well as direct contact with the local community leaders. Opinions affecting motivation in 4 aspects consisted: 1. product, 2. reason, 3. emotion, 4. patronage buying motive, it was found that the motivation that influenced the decision was to patronize the shop, that is, the Sai Noi homestay had a good location and offered a variety of interesting activities for tourism.

The table shows the average of the new lifestyle health tourism decisions.

Principles of travel decision-making	$\bar{x}$	SD
- Attractiveness of tourist attractions	4.86	0.70
- Friendliness of the local people	4.52	0.48
- Safety of attractions and support measures as specified in the regulations	4.50	0.45
- Various activities	4.55	0.470
- Cleanliness and standard of accommodation	4.41	0.43
- Attitude towards tourism this time	4.50	0.45
- Word-of-mouth communication about tourism, activities, and accommodation	4.35	0.40
- Suitability and cost-effectiveness	4.31	0.42
<b>Total</b>	<b>4.50</b>	<b>0.47</b>

Table 1 shows the mean and standard deviation of the population with new lifestyle health tourism. It was found that the tourists' new lifestyle health tourism decision based on the attractiveness of tourist attractions averaged of 4.86, followed by the variety of community activities with an average of 4.55, and the friendliness of the local people with an average of 4.52, respectively.

**V. DISCUSSIONS**



Research on ‘Integrated Marketing Communication to promote new lifestyle health tourism in Sai Noi Subdistrict, Bang Ban District, Phra Nakhon Si Ayutthaya Province’, the results of the research could be discussed as follows.

Integrated communication strategies to promote health tourism in Sai Noi homestay, Sai Noi sub-district, Bang

Ban district, Phra Nakhon Si Ayutthaya province by using integrated marketing communications in all 7 aspects (1. Advertising 2. Promotion 3. Public relations 4. personal selling 5. Direct marketing 6. Event marketing, and 7. Word-of-mouth marketing), it was found that the community-based activity marketing offered a variety of interesting activities such as making auspicious Thai desserts, making herbal balms, Thai massage from coconut shells, and sufficiency agriculture. Word-of-mouth marketing occurred when tourists return from their trips and were told to friends or acquaintances to recommend them for excursions and activities in the Sai Noi community. In addition, online communication also made it easy to access tourism information of Sai Noi homestay through the communication of the province, the Department of Tourism, as well as direct contact with the local community leaders. Consistent with the research [13], studied on communication strategy planning and communicating in the same direction to create awareness that Thailand was a ‘Quality Leisure Destination’ by using ‘Thai way’ as the main content. Integrated marketing communication tools included mass media, online media, and media. Consistent with the research [14] in terms of integrated marketing communication strategies, customers focused on event marketing and experiential marketing, followed by advertising through various media. The most factor loading was the hotel's brand value, indicating that a more innovative marketing communications strategy would have a greater impact on the hotel's marketing effectiveness. Consistent with the research [15] marketing communication guidelines for promoting community tourism in Phatthalung province had been using an aggressive marketing strategy through online channels. According to the study of four motivations (1. product, 2. reason, 3. emotion, 4. patronage buying motive), it was found that the motivation that influenced the decision was to patronize the shop, that is, the Sai Noi homestay. had a good location and offered a variety of interesting activities for tourism. Consistent with the research of [14], the motivation and marketing mix that influences the buying behavior of Thai tourists in the ceramic outlets of Lampang was modernity, and uniqueness, especially the chicken pattern which was the symbol of Lampang Province.

According to the above research results, an integrated communication strategy could be formulated to promote health tourism in Sai Noi homestay, Bang Ban District, Ayutthaya Province as follows:



ภาพประกอบที่ 1

โมเดลกลยุทธ์การสื่อสารแบบบูรณาการเพื่อส่งเสริมการท่องเที่ยวเชิงสุขภาพในโฮมสเตย์ทรายน้อย อำเภอบางบาล จังหวัดพระนครศรีอยุธยา

### Figure 1

- Activity marketing
- Word-of-mouth marketing
- Online communication

Integrated communication strategy model to promote health tourism in Sai Noi homestay, Bang Balom District, Phra Nakhon Si Ayutthaya Province.

Figure1, an integrated communication strategy model was created to promote health tourism in Sai Noi homestay, Bang Balom District, Phra Nakhon Si Ayutthaya Province. The process of analyzing the internal and external environment of the homestay can be used as a tool as follows:

#### Strength

1. Community leaders are strong.
2. Activities marketing is used in homestay groups and tourism-related community representatives in both main activities and supporting activities such as making Thai auspicious desserts, making herbal balms, and Thai massage from coconut shells. In this regard, there is a strong interest and understanding of the health tourism model.
3. Word-of-mouth marketing is used for tourists who come to receive services from the community and are accepted and referred to in the referral group.
4. Phra Nakhon Si Ayutthaya Province is located near Bangkok, so it can travel easily and quickly.
5. In the matter of online communication, the public and private sectors provide good and continuous support to community groups.

#### Weakness

1. The establishment of a health tourism network is not as concrete as it should be.
2. Transportation in the area is still inconvenient, such as no buses, damaged roads, and no large signposts, making travelling difficult.

3. The community lacks public relations and dissemination of health tourism information in Phra Nakhon Si Ayutthaya Province to tourists.

#### Opportunity

1. The trend of healthy homestay tourism in Thailand is growing in popularity.
2. There is an increasing trend of problems and interests in the health of the world's people and is expected to grow further in the future.
3. Tourists are ready to pay for better health needs

#### Obstacle

1. In the area of the Sai Noi homestay community, Bang Ban District, Phra Nakhon Si Ayutthaya Province, there is a constant flood, affecting the discontinuity of tourism management.

When these three strategies are taken into consideration together, they can be used to promote the public relations of the image according to the model. Tourists or service users can understand community tourism that covers both standardized products and services and can meet the needs of tourists. In addition to the Sai Noi homestay community, Bang Ban District, Phra Nakhon Si Ayutthaya Province as a healthy homestay, the continued arrival of tourists can build confidence in the target audience. It is a rewarding tourism trip and the community can be sustainably self-sufficient

#### VI. RECOMMENDATIONS

Factors that necessary for the development of sustainable health tourism management through community participation networks should be studied.

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