

Developing Health Tourism Innovations In Thailand

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ABSTRACT

The objectives of the research are to (1) study the needs for health tourism activities for foreign tourists (2) develop health tourism innovations for foreign tourists and (3) implement and evaluate health tourism innovations for foreign tourists. It is research and development. Use in-depth interviews, focus group discussion, brainstorm. The target groups include travel business owners, experts/operator in health rehabilitation, experts in health information and health products, and foreign tourists, including travel agents. The research results found that (1) want to have a variety of activities, combining many aspects. To achieve maximum results in care disease treatment (2) The results of the development of health tourism innovations were 3 innovations: (1)Tourism innovation to promote health (2)Tourism innovation to restore health and (3)Tourism innovation to maintain health. The results of implementing health tourism innovations (1) tourism innovation to promote health has been carried out: 1.1) agricultural tourism look at chemical-free salad vegetables, 1. 2) cook healthy local recipes and 1.3) exercise, ride a bike to see the landscape. On Bang Saray beach (2) tourism innovation to restore health has been carried out: 2.1) promoting general knowledge and health care and basic health examination 2.2) the use of music, including Thai dance and basketball dancing and (3) tourism innovation to maintain health has been carried out 3.1)Massage was performed to relieve various symptoms 3.2) foot acupressure to treat insomnia and foot reflexology. To increase the blood circulatory system by traditional Thai medicine and expert masseuses

Keywords: health tourism , health tourism innovation, development of health tourism innovations

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INTRODUCTION

At present, Thai tourism has begun to recover well. There is an opportunity to attract tourists with spending equivalent to before the COVID- 19 outbreak , which is compared to the goals of the Tourism Authority of Thailand. That gap is worth more than 1 trillion baht for everyone to fill in by TAT. Has implemented tourism promotion for the domestic market under

the concept of “ Thailand Tourism Year 2023” and

“ Visit Thailand Year 2023: Amazing New Chapters” for the international market. The goal is for Thailand to become " High Value and Sustainable Tourism" with the BCG Model concept and for Thailand to be a tourism destination that has value and meaning (Meaningful Travel).

As health tourism in Thailand has gained popularity from around the world, Thailand is also the center of health tourism in the world where tourists from every country in the world are interested in traveling to health tourism in Thailand. This is because health tourism is tourism that aims to promote good health and quality. Through activities or services that are consistent with physical and mental well-being under the foundation of sustainability does not destroy the natural and cultural environment examples of health tourism include herbal massage, yoga, and mind therapy, meditation, dhamma practice, suva services, kondha therapy (Aroma Therapy) or hydrotherapy services (Water Therapy), health healing tourism (Health Healing Tourism), physical examination, disease treatment, dentistry cosmetic surgery or gender reassignment surgery, etc. (Sirirat,2023). Therefore, the National Innovation Agency (2023) seeing an opportunity to push tourism to grow especially adding innovation to tourism by drawing on local characteristics to help enhance the travel experience for both Thai and foreign tourists. Taking into account the benefits to all stakeholders, including green tourism or sustainable tourism, therefore, there is a plan to operate under the "Innovation Project for Cities and Communities" Annual 2024" on the topic "Sustainable Tourism Innovation"

Current health tourism situation there has been substantial growth due to the increasing aging population structure occurrence of disease from sitting and working for a long time, stress from lifestyle and more attention to preventive health care including expansion. The rise of the wealthy in developing countries has led to the expansion of the health economy, which includes spas, hot springs, health tourism. and other health services related to maintaining good health such as beauty and anti-aging (Beauty & Anti-Aging), exercise (Fitness & Mind-Body), etc. for health tourism in Thailand since the government has designated Thailand as Medical service center (Medical Hub) and

health service center (Health Hub) at the Asian level in 2003 from the trend of health tourism among the world's population who are increasingly paying attention to health care, and the fact that people around the world are trying to find better, faster, and more cost-effective health care facilities than abroad, with the growth of tourism. This has caused medical tourism to grow greatly. (Leelawattananan, 2016)

However, health tourism in some areas does not yet have activities that attract tourists to visit. In some areas, the same activities are held, but there are no new activities. There is no idea of what activities to organize or how to organize them because there is no inquiry into the needs of tourists, lack of participation of people involved in tourism in the area. Therefore, health tourism innovations should be developed to be a tool for organizing tourism activities by covering all 3 areas, innovation, Wellness and digital by designing new tourism innovations that are different from before to attract tourists to travel. travel in Thailand.

From the problems mentioned above, it is necessary to integrate cooperation from relevant parties for developing health tourism innovations. Let's work together to find the needs of tourists and develop innovations to use as a mechanism to drive health tourism operations, which will further stimulate the economy of Thailand.

Research objectives

The objectives of the research were as follows:

1. To study the needs of health tourism activities for foreign tourists
2. To develop the health tourism innovations for foreign tourists.
3. To implement and evaluate the health tourism innovations for foreign tourists

Research scope

Target group scope

Target groups include travel business owners and accommodation business owners use a purposive selection method that determines the qualifications of business owners. That have been in business for a period of not less than 2 years, including tour guides with experience in organizing health tourism for not less than 2 years, and tourists travel to foreigners who travel to Thailand for health tourism more than once.

Content scope

1. Study the needs of health tourism activities for foreign tourists
2. Develop health tourism innovations among the 3 formats as follows
 - 2.1 Innovation in tourism to promote health
 - 2.2 Tourism innovation to restore health
 - 2.3 Tourism innovation to maintain health
3. Implement the health tourism innovation
4. Evaluate the results of the try out health tourism innovation with evaluated by tourists who travel to travel and entrepreneurs participating in activities

Review Literature

Health tourism, also referred to as medical tourism or wellness tourism, is a rapidly growing sector within the global tourism industry. It encompasses a diverse range of activities and services, all aimed at improving or maintaining an individual's health and well-being. This article presents an overview of the health tourism industry, discusses different types of health tourism, examines the top 100 destinations, and provides insights into the number of travelers engaging in health tourism. (Global Healthcare Accreditation, 2023)

Definition of Health Tourism

Health tourism is broadly defined as the practice of individuals traveling outside their country of residence to seek medical treatments, procedures, or wellness experiences. The motivations behind such

travel may vary but often include factors such as cost savings, access to specialized treatments, shorter waiting times, or the opportunity to combine medical procedures with leisure travel.

Types of health tourism

Types of Health Tourism as follow (Travel compass, 2018).

1. Health promotion tourism.

Health promotion tourism involves traveling to visit beautiful tourist attractions in natural and cultural attractions for learning about lifestyles and recreation. There will be time allocated from tourism to health promotion activities at the accommodation or outside of the accommodation in a correct and academic manner

2. Health restoring tourism

Health tourism in the form of treatment or health care will be a trip to visit beautiful tourist attractions in nature and culture for learning about lifestyles and recreation. And will allocate some time from traveling to receive health treatment services which is a medical treatment and rehabilitation in a hospital or nursing home.

3. Health maintenance tourism

Health tourism in the form of treatment or health care will be a trip to visit beautiful tourist attractions in nature and culture for learning about lifestyles and recreation. And will allocate some time from traveling to receive health treatment services which is a medical treatment and rehabilitation in a hospital or nursing home.

In this study, the concept of these 3 types of health tourism was used as a guideline for developing innovations to promote health tourism to cover all 3 areas:

1. Tourism innovation to promote health

2. Tourism innovation to restore health
3. Tourism innovation to maintain health

METHODOLOGY

This research is research and development (R. and D,) using qualitative research methods .

Target group

Target group classified by data collection method as follows:

1. Target group for in-depth interviews to study the needs of health tourism activities, consisting of tourism business owners and accommodation business owners. Use a purposive selection method that determines the qualifications of business owners. That have been in business for at least 2 years , including tour guides with experience in organizing health tourism for at least 2 years, by determining the number of target groups for interviews according to the concept criteria of Saaty (2020)
2. Target groups for focus group discussions to study the needs for health tourism activities. There are 10 foreign tourists whose qualifications are determined to be tourists traveling to Thailand for health tourism more than once by the number of target groups in focus groups using the principles of Krueger & Casey (2008)
3. Brainstorming group for development of health tourism innovation for foreign tourists consisting of tourism business owners, expert/operator in health rehabilitation, experts in health information, health products, and foreign tourists , including travel agents, university professors in the faculty of tourism with at least 2 years of teaching experience in tourism, a total of 30 person (Sopchokchai, 2014)
4. The innovation try out group consists of 30 foreign tourists

- traveling from May 2023 to August 2023 for a period of 4 months (Burns and Grove, 2005) by selection voluntarily participating in activities.
5. The innovation trial evaluation group includes foreign tourists and business owners. There were 30 people participating in the activity (Burns, and Grove, 2005).

Research tools

The research tools are as follows:

1. In-depth interview issues about the needs for activities health tourism
2. Focus group discussion issues for tourist groups to study the needs of health tourism activities
3. Brainstorming issues used for collecting data to develop health tourism innovations .
4. Interview form for evaluate the satisfaction of tourists and establishment owners after participating in health tourism activities.

Data collection

Data collection has 4 steps as follows:

Step 1 : Study the needs of health tourism activities for foreign tourists proceed as follows:

1. Study related documents, concepts, theories, and research.
2. In-depth interviews regarding current needs for health tourism activities , including tourism business owners accommodation/health center business owners and tour guides, a total of 17 people
3. Focus group discussion with foreign tourists about requirements for health tourism activities for 10 people

Synthesize information obtained from interviews and focus groups discussion to be used in brainstorming further opinions.

Step 2: Development of health tourism innovation for foreign tourists

Organizing a forum to brainstorm opinions to brainstorm ideas for developing health tourism innovations .The participants consist of tourism business owners expert/operator in health rehabilitation, experts in health information , health products and foreign tourists , including travel agents, university professors in the faculty of tourism with at least 2 years of teaching experience in tourism ,a total of 30 person (Sopchokchai.2014)

Step 3: Try out the health tourism

Innovation for foreign tourists by putting activities into practice for 1 quarter. In this step there is a process as follows.

1. Establish a working group or responsible person to consider selecting appropriate provinces to experiment with health tourism innovations.
2. Meet to assign work and select activities as appropriate in order of first-last
3. Create an action plan for health tourism activities.
4. Conducting a trial of health tourism innovations for foreign tourists traveling from May 2023 - August 2023, a total of 4 month by specifying activities every 2nd Monday of the month.

Step 4 Evaluation of the try out of using health tourism innovations

In this step, past performance is evaluated by evaluating the results and the benefits that arise as follows:

1. Evaluate results from try out the health tourism innovations.
2. Evaluate the benefits received from using innovations. Evaluated from tourists participating in health tourism activities and owners of establishments participating in the activities.

Data verification and data analysis

This research examined data by triangulation together with

1. Data triangulation is used to verify the accuracy of data obtained from various sources, taking into account different time sources, places, and people. If the data is different at different times, will it be the same, if the information from different places is the same or not and if the person providing the information changes, will the information remain the same for example, asking about the desire to health tourism activities will ask 3 or more people to compare the answers to see if they are the same or not.
2. Triangulation of the researcher or data collector by checking from different researchers or data collectors to see if the findings are the same or different. If the researcher or data collector finds that the findings are the same, it means that the information the researcher has obtained is correct.
3. Triangulation of data collection methods means comparing data obtained from several different data collection methods and considering whether the data are consistent or not.

This research qualitative data analysis by means of categorizing and analyzing content interpretation and analytical description

RESULT

The results of the study of the demand for health tourism activities for foreign tourists.

In this section, using in-depth interviews and focus groups discussion, it was concluded that most accommodation business operators want new forms of activity and should have them. Preparing basic equipment for use in health tourism activities, such as blood pressure monitors , portable sugar monitors. /portable fat weighing and height scales are provided. As for the needs of foreign tourists, it

includes tourists from Korea, India, Vietnam, France, England, and Ukraine. Merrisia , Australia needs activities there are 3 aspects of health tourism as follows:

Travel to maintain health most want new forms of activity. Including wanting to have a variety of activities and want to integrate each form of health tourism together

Tourism to restore health: most tourists want to have health tourism activities in a way that promotes health. Tourism in a way that restores health and health treatment and modern technology should be introduced easily. should be used in health tourism activities such as blood pressure measuring devices, portable sugar measuring devices /portable fat Including activities that involve physical movement to restore health

Tourism for medical treatment tourists have the same opinion that want to have an activity various, combining many aspects to achieve maximum results in care treat and treat early illnesses such as office syndrome or insomnia. That may be caused by stress through various activities from experts such as treating symptoms with modern medicine, Thai traditional medicine, or health care activities that combine various things to create relaxation

The results of development health tourism innovation for foreign tourists , according to the 3 frameworks as follows:

1. Innovation in tourism to promote health . Consist of activities

- 1.1 Exercise-related activities such as golf, horseback riding, marathon running.
- 1.2 Mental development activities, meditation in the garden (short term) Yoga (Ayurveda)
- 1.3 Travel activities to see tribal culture
- 1.4 Activities to develop healthy local food recipes for tourists.

1.5 Beachside activities such as playing in the water and covering in the sand.

1.6 Agricultural tourism, such as visiting various plant species, visiting various vegetable plots

1.7 General relaxing massage activities and

1.8 Spa activities, skin scrubbing, body steaming, beauty

2. Tourism innovation to restore health. Consist of activities

2.1 Basic health screening activities

2.2 post-surgery health rehabilitation activities (Physical therapy activities)

2.3 activities to rehabilitate addicts

2.4 music therapy activities such as singing, rhythmic music activities.

2.5 massage activities for recovery, various illnesses and

2.6 massage activities to relieve symptoms, bone alignment.

3. Tourism innovation to maintain health . Consist of activities

3.1 beauty tourism activities

3.2 cosmetic surgery

3.3 gender change surgery

3.4 disease-specific surgery

3.5 activities related to dentistry such as braces, dental veneers.

3.6 acupuncture according to disease.

3.7 providing assistance services for those with infertility

3.8 treatment of menopausal symptoms

3.9 treatment of eye symptoms by an ophthalmologist

3.10 treatment of specific diseases

3.11 treatment of obesity and belly fat

3.12 specialized blood tests and checking various genetic codes, genetic testing,

Results of the implementation of the health tourism innovations

Health tourism innovation was implemented in Chonburi province. This is a province that is suitable for experimenting with innovations because there are a lot of foreign tourists coming to visit and it has the third highest income from tourism in the country, but in some areas there has never been a health tourism activity before. The establishment owners are ready and want to try out health tourism innovations.

1. Tourism innovation to promote health has carried out 1) agricultural tourism activities and chemical-free salad vegetable plots 2) activities for cooking local recipes for health and 3) exercise activities: cycling to admire the landscape along Bang Saray Beach,
2. Tourism innovation to restore health has carried out: 1) activities to promote general knowledge and health care and basic health examination 2) activities using music include Thai dancing and Basalo dancing activities .
3. Tourism innovation to maintain health has carried out massage activities to relieve various symptoms foot acupressure to treat insomnia and foot reflexology. To increase the blood circulatory system by traditional Thai medicine and expert masseuses.

Evaluation results of the implementation of the health tourism innovation

By evaluating from tourists and establishment owners who have tried using health tourism innovations according to the 3- aspect framework as follows:

The evaluation results of trials using tourism innovations to promote health. It was found to be an activity that

was appropriate, fun, and enjoyable. Tourists used their time efficiently in every activity. It was also liked by foreign tourists and entrepreneurs therefore want it to be organized regularly.

The evaluation results of trials using tourism innovations to restore health . It was found that the activities were appropriate makes tourists receive basic health knowledge and learned the basic health examination value. In terms of weight, height, blood pressure, as well as having fun and enjoying participating in music therapy activities move your body .Tourists use their time efficiently in every activity . Moreover, it is a favorite of foreign tourists and entrepreneurs therefore want it to be organized regularly.

The evaluation results of trials using tourism innovations to maintain health . It was found that, overall, tourists were satisfied with the activities. Three cars help treat pain. and cure various injuries It also helps to relax very well, including satisfaction with the team with specialized knowledge .The care and attention of the staff is very good. They want to organize activities regularly in other places as well activities respond to needs very well.

DISCUSSION

The results of the study of the demand for health tourism activities for foreign tourists found that most entrepreneurs wanted new forms of activities. This is because health tourism that is currently in operation does not yet have a combination of tourism that promotes health restoration and tourism that maintains or preserves health. This is because it is an activity that tourists have a demand for and is still consistent with the current situation that everyone lives in a hurry and has limited time. Therefore, integrated activities must be organized that combine all 3 aspects of health tourism together. In order to be able to meet the

needs of tourists to the utmost. They also want to use modern technology in activities. This is consistent with the research results of Vinaytosh M., and Mohita G. (2021), which found that tourists have a need for health services related to medical tourism and is also consistent with the research findings of the Intellectual Property Institute of Chulalongkorn University (2017) found that there should be a focus on developing technology that will help meet the needs of tourists used in providing services to the elderly or medical tourists.

Results of the development of health tourism innovations

The results of the development of health tourism innovations were 3 innovations as follows:

1. Tourism innovation to promote health consisting of 8 activities: (1) physical activity such as golf, horseback riding, marathon running (2) mental development activities meditating in the garden and yoga (3) activities to visit tribal culture (4) activities to develop healthy local food recipes for tourists (5) beachside activities such as playing in the water and burying in sand. (6) agricultural tourism, such as visiting various plant species, visiting various vegetable plots (7) general relaxing massage activities and (8) spa activities, skin scrubbing, beauty baths. All activities are beneficial to health, such as exercising and eating a good diet to maintain good health. Importantly, it is an activity that is easy to do and consistent with. The research results of Wongprathum,N. and Phumwichuwet.D. (2021) found that the health tourism management model of Nang Lae Subdistrict Chiang Rai Province. It consists of activities related to taking care of your health using traditional Thai medicine, such as visiting a non-toxic pineapple plantation and drinking herbal water healthy cooking and drinking water.
2. Tourism innovation to restore health consisting of 6 activities :(1) basic health screening activities (2) post-surgery health rehabilitation activities (Physical therapy activities) (3) activities to rehabilitate addicts (4) music therapy activities such as singing, rhythmic music activities (5) massage activities for rehabilitation various illnesses and (6) massage activities to relieve symptoms, bone alignment .This is considered an activity that helps in restoring health, making one's physical and mental health strong, in line with the research results of Veerakit,N. and colleagues (2019) who found that raising the level of medical tourism in Phuket province is presenting care programs holistic health. It combines medical tourism services and health promotion. In addition, activities to promote health tourism include foot reflexology activities to treat symptoms activities to visit a non-toxic vegetable garden and healthy cooking activities.
3. Tourism innovation to maintain health consisting of 13 activities : (1) beauty tourism activities (2) cosmetic surgery (3) gender change surgery (4) disease-specific surgery (5) dentistry -related activities such as braces, V-shaped dental veneers (6) acupuncture according to disease (7) services to help those with infertility (8) treatment of menopausal symptoms (9) treatment of eye symptoms by an ophthalmologist (10) treatment of specialized diseases (11) treatment of obesity and belly fat (12) specialized blood tests and checking various genetic codes, genetic testing, and (13) massage activities to relieve various symptoms , bone alignment. However, every activity is a treatment for disease , for example massage is one method used to treat pain and for pain caused by injury. It will be able to relieve various pains. Results of this study consistent with the idea of Wirunhakarun ,T.(2021) said that tourism to treat disease it is tourism

that is becoming highly popular due to medical expenses in the country. Thailand is cheaper than abroad and Thailand has skilled doctors, and many skills such as dentistry hip replacement knee replacement cosmetic surgery, etc. It is also consistent with the research results of Rattanapaichit,N. , Khiaorod, R.and Nueuthai ,T.(2018) was researched the subject factors influencing health tourism behavior of the elderly in Nakhon Si Thammarat Province .The research results found that health tourism activities that elderly people in Nakhon Si Thammarat province are interested in are Thai and traditional massage herbal compresses and essential oils

Results of a implementation of health tourism innovations in Chonburi Province

Innovation health tourism was try out in May - July 2023 as follows:

1. Tourism innovation to promote health . It has been carried out in 3 activities: (1) agricultural tourism activities plots of chemical-free salad vegetables, (2) healthy local food recipe activities , and (3) exercise activities, cycling to see the landscape along Bang Saray Beach , this is because eating healthy food and exercise it is a good way to take care of your health and appropriate to the current situation. Each activity is consistent with the concept of agricultural tourism activities by taking tourists to visit the organic vegetable plots of Willkris Resort to study about the ingredients that will be used in cooking healthy food. It is a useful activity and also warms the body by walking for light exercise. It helps to have good health according to the results of this research. Consistent with the research results of Wongprathum ,N. and Phumwichuwet,D. (2021) was
2. Tourism innovation to restore health . It has been carried out into 2 activities : (1) basic health check-up service activity and (2) music therapy activity , with each activity consistent with the concept of health check-up service . By measuring blood pressure, sugar levels and accumulated stress. This activity is carried out by a specialist professional nurse and a team. This activity is considered very important and beneficial for health tourism. Because it helps both tourists and organizers to know about the health conditions of tourists, consistent with the research results of Harany,M. (2019) which found that tourists between the ages of 20 - 39 years are interested in doing healthy activities that include listening to music and watching Lanna dance performances.
3. Tourism innovation to maintain health.It has been carried out with acupressure and foot reflex massage activities to treat insomnia, including foot reflexology activities, to increase the blood circulatory system by traditional Thai medicine and expert masseuses .This time, the foot reflexology activity was carried out by personnel from the Thai Traditional Medicine Center in Chonburi Province. Let's provide knowledge about foot acupressure massage to treat disease for tourists

and allowing tourists to receive foot reflexology , consistent with the research results of Rattanapaichit , N.,Khiaorod,R. and Nueuthai,T. (2018)was found that most health tourism activities in Nakhon Si Thammarat Province are massage activities. Thai and traditional traditions Herbal compresses and essential oils

Evaluation results of try out health tourism innovation

Evaluation of trials of health tourism innovations was conducted by interviewing the satisfaction of tourists participating in health tourism promotion activities. The evaluation results found that It is an activity that is appropriate, fun, and enjoyable. Tourists can use their time efficiently in every activity. It is also a favorite of foreign tourists. and entrepreneurs Including wanting to have it organized regularly The researcher can discuss the results of the satisfaction assessment. As follows:

1. Tourism innovation to promote health has been carried out (1) agricultural tourism activities and chemical-free vegetable salad plots (2) healthy local food recipes activities and (3) exercise activities by cycling. to admire the landscape On Bang Saray beach The tourists were satisfied with all activities. The results of the evaluation found that tourists were satisfied with all activities. There is an opinion that it is an activity that has a positive effect on health.This is because these activities play an important role in promoting health and are related to Thai wisdom, consistent with research results of Suwansingh (2018) was found that tourist satisfaction in using Thai health tourism services most are at a high level. Tourists are satisfied with the location first followed by products or services and delivery
2. Tourism innovation to restore health has been carried out (1) general knowledge and health care basic health examination and (2) activities that require music, dancing, baroque dancing activities . The results of the evaluation found that the tourists were satisfied with all activities. Because of this activity, you will gain knowledge on how to take care of your health and have fun consistent with the research results of Suwansingh(2018) As well, the results of the research found that tourists' satisfaction in using Thai health tourism services most are at a high level. The tourists are satisfied with the location first and second. It comes down to the product or service. in terms of marketing promotion and price and is also consistent with Sunthornsamai,W. (2020) was studied the service satisfaction with the quality of medical tourism services of Scandinavian elderly tourists. It was found that tourists were satisfied with the service in terms of service, price, and distribution and distribution channels marketing promotion is at the highest level, with the overall service quality and all 5 aspects being at the highest level.
3. Tourism innovation to maintain health has been carried out activities to provide knowledge about massage to cure different symptoms activities of acupressure and foot massage to treat insomnia. Including foot reflexology activities. The results of the evaluation of the use of tourism promotion activities in tourism for

the treatment of disease found that, overall, tourists were satisfied with the activities. including satisfaction with the team with specialized knowledge. The care and attention of the staff is very good. This is because such activities can help treat pain and cure various injuries. It also helps to relax as this helps in increasing the blood circulation system by traditional Thai medicine and expert masseuses consistent with the research results of Suwansingh (2018) was found that tourists' satisfaction in using Thai health tourism services most are at a high level. The tourists are satisfied with the location first followed by products or services Marketing promotion and target side

CONCLUSION

The results of the development of health tourism innovations were 3 innovations: (1)Tourism innovation to promote health (2)Tourism innovation to restore health and (3)Tourism innovation to maintain health. The results of implementing health tourism innovations (1) tourism innovation to promote health has been carried out: 1.1) agricultural tourism look at chemical-free salad vegetables,1. 2) cook healthy local recipes and 1.3) exercise, ride a bike to see the landscape. On Bang Saray beach (2) tourism innovation to restore health has been carried out: 2.1) promoting general knowledge and health care and basic health examination 2.2) the use of music, including Thai dance and basketball dancing and (3) tourism innovation to maintain health has been carried out 3.1)Massage was performed to relieve various symptoms 3.2) foot acupressure to treat insomnia and foot reflexology. To increase the blood circulatory system by

traditional Thai medicine and expert masseuses

SUGGESTION

Developing innovation to promote health tourism for foreign tourists from the research results, it is an important basis leading to various recommendations as follows:

Policy recommendations

The results of the study were **innovations** in health tourism. This can be used as a policy and practice guideline for establishments to use as a guideline in organizing health tourism activities.

Practical suggestions

1. Results of the study : health tourism **Innovation** which can be applied to suit their own business

2. The results of the study found that health tourism **innovations** should integrate all 3 innovations into one health tourism program.

Academic suggestions

The results of this study are new knowledge in the field of health tourism and creating activities to promote health tourism relevant agencies should do the following:

1. Educational institutions that provide teaching in the Faculty of Tourism and Hotel should use this as case study data for organizing teaching in related subjects.

2. Educational institutions that provide teaching in the faculty of tourism and hotels research results should be used to further develop the concept. and current health tourism theories

Suggestions for next research

This research is research and development using qualitative research methods and collecting data mainly from interviews by collecting data and experimenting with innovations , so the next research quantitative research methods should also be used. By developing such activities as a model and confirm the model using structural equation analysis

techniques. This will make the activity format more reliable.

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