

Promotion of Health-Care Tourism with Local Wisdom of Nakhon Pathom Province

Praputhson Piakson¹, Petchrapron wongluang², Nipada Phonhan³, Runglawan Phumchan⁴

^{1,2,3,4}Faculty of Business Administration Bangkok Thonburi University



ABSTRACT: “Promotion of Health-care Tourism with Local Wisdom of Nakhon Pathom Province” has the objectives: 1. To study tourist attractions in communities of Nakhon Pathom Province. 2. To analyze health care with local wisdom of Nakhon Pathom Province. This was qualitative research by studying data from documents, books, journals, and related research. The study of field data by interviewing informants consists of (1) Key Informants by collecting data from in-depth interviews with 3 groups of related persons: 1) Community leaders, 2) Community enterprise leaders, 3) Government agencies. The researcher used purposive sampling as followed: 1. Government officials, 2. Community leaders, 3. Community enterprise leaders, and 4. Villagers (2) Focus Group Discussion by selecting Specifically from stakeholders in local wisdom health tourism in Nakhon Pathom Province, namely 1. Government officials 2. Community leaders 3. Community enterprise presidents and 4. Villagers.

Summary of research results Promotion of Health-care Tourism with Local Wisdom of Nakhon Pathom Province.

- Interesting aspects of tourist attractions in the community were: It has a quiet atmosphere, was close to nature, has fresh air, has a place to learn about self-sufficient agriculture. It was an agricultural tourism attraction that connects the way of life, culture, and wisdom of the community. There were agricultural activities for tourists to try as Unseen Thailand for tourists to experience the life of an organic farm. They could see farming in cooperation between houses, temples, and schools.

- In terms of interesting and educational tourist attractions, there were rice fields that were suitable for opening up new experiences. There were places to practice learning about self-sufficient agriculture. There were agricultural activities for people to experience the way of life of the people surrounded by nature. There were tours along the organic farming. They could see farming in cooperation between houses, temples, and schools.

- As regards using local wisdom in maintaining community health by using Thai plants or herbs to make health-promoting drinks, Thai massage, which was the inheritance of medical equipment or tools from the knowledge and wisdom that has been passed down and passed down.

- in relation to methods of maintaining health by using local wisdom of the community by using massage, which has a positive effect on health, transforming herbal raw materials into products, and applying natural resources in the community to treat health together with wisdom passed down from ancestors to treat health and prevent disease.

KEYWORDS: Health Tourism, Local Wisdom

I. INTRODUCTION

Thailand has outstanding natural resources, beautiful and abundant. There are many natural and man-made tourist attractions, including unique local cultures and traditions. Natural resources have been used to promote health and beauty, such as hot springs, mud, sand, and various types of herbs, which are attractive to both Thai and foreign tourists. Health trends have caused tourists around the world to seek satisfaction for good health. At present, it has found that tourists who travel for health tourism want to be healthy. From developed countries to developing countries, the trend of health tourism at the global level will consist of spa facilities in hotels, sauna and massage, cosmetic surgery, outdoor recreation activities, sports, fitness, and healthy eating. While the trend of health tourism of the local level, local resources are utilized to promote health care using local traditions or ingredients. The concept of health care in Asia have been emphasized the balance of body, mind and spirit. Health tourism in Thailand at the forefront of Asia because of the tourism resources suitable for health and wellness tourism, skills in health promotion services, especially Thai massage, spas which perfectly integrate the use of Thai herbs.

The Thai tourism major plan strategy 2015-2025 aims to become a regional leader in health tourism in Asia by creating and disseminating tourism images, creating an environment, and developing a tourism marketing support system to create awareness to increase the value of tourism products. The development of economic potential from health tourism will be a key policy in the national development plan to increase Thailand's economic competitiveness under supporting factors that support by using

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science, technology, innovation, creativity, and local wisdom as an important foundation to drive towards quality and sustainable development. The opening of the ASEAN Economic Community in 2015 will support the growth of the health tourism business in ASEAN, which will benefit Thailand and also be an opportunity to expand investment in health promotion services.

Health tourism can be divided into 3 levels according to the health characteristics of the tourism:

1. Tourism to improve the health of tourists who are already in good condition.
2. Tourism to restore the health of tourists or those who are in the recovery period.
3. Tourism to treat the disease of tourists.

Currently, Thailand has more than 13,514 spa and health massage businesses, with a total market value of 33,574 million baht, growing by 8%, which is higher than the global average. As a result, the Thai spa business raked in higher profits in the first quarter of 2023. At the same time, competition in the health and beauty business has increased (BLT Bangkok, 2018). Therefore, the researcher is interested in conducting research on promoting health tourism with local wisdom in Nakhon Pathom Province because of the potential of the community in terms of wisdom and natural resources of good community.

II. OBJECTIVES OF THE STUDY

1. To study community tourism in Nakhon Pathom Province.
2. To analyze health care using local wisdom of Nakhon Pathom Province.

III. RESEARCH CONCEPTUAL FRAMEWORK

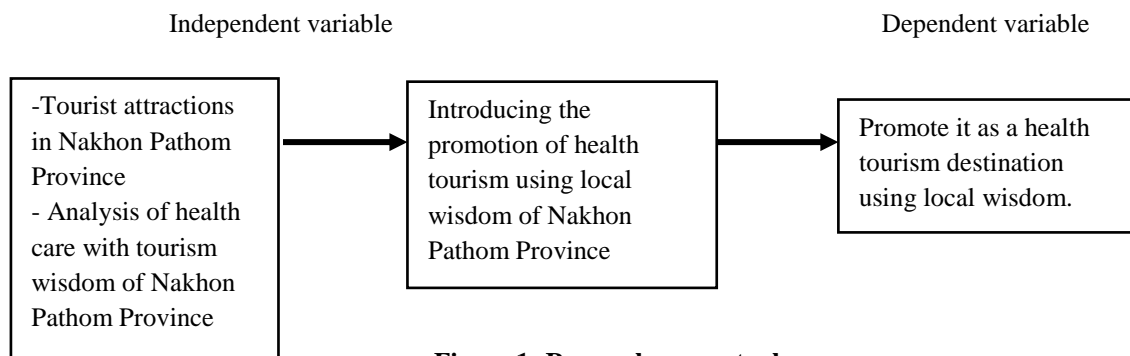


Figure 1: Research conceptual

IV. CONCEPTS AND THEORIES

A. Concept of Wellness Tourism

Concept of Wellness Tourism According to the Global Wellness Institute (GWI), “Wellness” is a form of prevention, Improvement of health, promotion of quality of life for a better life. “Health tourism” means using health services that help restore the body from illness or make the body healthy.

Types could be divided as followed:

1. Physical health promotion services such as fitness, healthy food, spa, beauty, cycling, etc.
2. Mental health promotion services such as yoga, tai chi, etc.
3. Spiritual health promotion services such as meditation therapy, etc.
4. Social health promotion services such as fitness social networks, etc.
5. Emotional health promotion services such as stress-relief therapy, etc.
- 6) Environmental health promotion services such as tree therapy, etc.

B. Thai health tourism

Is part of the application of wisdom from traditional health care practices and sciences as part of health services, resulting in Thai health services being diverse and distinctive to the point of being accepted and known by health tourists around the world, whether it is holistic health care, health tourism with nature, local Thai wisdom and Thai ways of life, which is expected to become more popular among tourists. There is the development of health tourism formats that have their own distinctive characteristics and identities.

Cohen proposed the following tourist behavior patterns:

1. Recreational Tourists
2. Diversionary Tourists
3. Experiential Tourists
4. Experimental Tourists
5. Existential Tourists

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B. Theory of tourism components The 5A

Factors that represent the needs necessary for successful tourism Attractions Dickman

1. Attraction, such as - Natural attractions - Built attractions - Cultural attractions - Social attractions
2. Activities - Hiking activities - Bird watching activities - Animal watching activities - Light and sound activities in the tourist attractions, etc.
3. Access refers to the convenience of transportation to the tourist attractions - Flights - Immigration - Public buses - Road conditions
4. Amenities Basic services necessary for tourism and public utilities that are available at the tourist attractions, such as accommodation, restaurants and beverage shops, entertainment venues, other service establishments, electricity, water, telephone, medical facilities
5. Accommodation - Hotels - Resorts - Bungalows - Guest houses - Apartments, etc.

C. Types of Health Tourism

1. Health Promotion Tourism is a trip to visit beautiful tourist attractions in natural and cultural tourist attractions to learn about their way of life and relax, such as massage / steam / herbal compress, aromatherapy (Aroma Therapy)
2. Health Healing Tourism is a trip to visit beautiful tourist attractions in natural and cultural tourist attractions to learn about their way of life and relax and receive medical treatment and health rehabilitation in quality hospitals or medical facilities.

D. Forms of health tourism management

1. Thai massage
2. Foot massage
3. Herbal steam/compress
4. Aromatherapy
5. Mineral bath service (Spa)
6. Water therapy
7. Rishi Datton exercise
8. Buddhist meditation
9. Herbal food and beverage service for health
10. Herbal product service for health and beauty

E. The concept of local wisdom

Local wisdom or folk wisdom refers to the knowledge and experience of villagers that are used to live happily. It has been passed down through the development process to be consistent with the times.

F. Segments of local wisdom

1. Agriculture branch is a person who has knowledge, ability, experience and has achievements in farming, rice farming, animal husbandry, fishery, mixed farming, etc.
2. Home Economics branch is a person who has knowledge, ability, experience and has outstanding achievements in food, various handicrafts, housing.
3. Arts branch is a person who has knowledge, ability, experience in painting, sculpture, architecture.

Mano Mettanantho Laohawanich et al. (2014) นำเสนอ given “Strategy for development of Thai holistic wellness centers for health tourism hub of ASEAN countries” have studied on “Factors for Success of Thai Health Service Providers for the Development of Integrated Prototypes for ASEAN Marketing” Health tourism is a part of health tourism. Health is being healthy, feeling happy, having balance, and being integrated in 4 dimensions: body, mind, society, wisdom, or spirit that humans and society can create “well-being”. The concept of holistic health (Holistic Wellness) is still a new concept for health business operators.

Kriangsak Tanauswanont et al. (2007) has studied on the study of the health promotion village model with community participation in Den Chai District, Phrae Province, found that the results from the implementation of health tourism activities in Ban Khwang Buk community were that the villagers talked and discussed together to solve problems and develop the community more. They were proud of their own way of life and were proud to participate in various activities.

Somdee Hongpaisanwivat (2005) have found that medical tourism in Thailand has a very high market opportunity due to the demand from tourists around the world for health treatments or spas, which has increased by an average of 21.2 percent per year between 2000 and 2020. In addition, the most notable feature is that the service fee is cheaper than other countries which is expected that there will be more international tourists using health treatment services in Thailand. Wiphaphon Mahachai (2001) have conducted on the behavior of Japanese tourists in Chiang Mai Province towards choosing health spa services. The study have found that Japanese tourists in Chiang Mai Province who used spa services differed in terms of gender, age, occupation and income, which is consistent with the study on the responses of service users, with motivations from stimuli such as stress, interest

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in health tourism, being introduced by an acquaintance, or wanting to gain experience with spa services which is expected that there will be more foreign tourists using health treatment services in Thailand.

V. RESEARCH METHODOLOGY

1. Research Design/Methodology

This research study on “Promotion of Health-care Tourism with Local Wisdom of Nakhon Pathom Province” was a qualitative research study. The research have studied the characteristics of tourist attractions in the community and the methods of maintaining health with local wisdom in order to analysed them as health tourism attractions to promote tourism and benefit the community in terms of economy and learning of local wisdom.

2. Population and sample

2.1. Population

The population have used in this research was community leaders, villagers, government organizations in Nakhon Pathom Province.

2.2. Sample groups

The sample groups used in this research study are as follows:

1) Key informants have focused on collecting data from in-depth interviews with relevant persons, divided into 3 groups:

- 1.1) Community leaders
- 1.2) Community enterprise leaders
- 1.3) Government agencies

The researcher have used purposive sampling and focus group discussions, consisting of:

1. Government officials
2. Community leaders
3. Community enterprise presidents
4. Villagers

3. Tools/Methods of Data Collection

In this research, the researcher used an interview form. The developed tools were reviewed by experts and qualified persons to check their consistency with the research objectives, data collection appropriateness, and language used by the tools used for data collection as followed.

The researcher used qualitative research method by using the data from data collection to create issues in in-depth interviews and focus group discussions to study health tourism using local wisdom in Nakhon Pathom Province and to find ways to promote health tourism using local wisdom in Nakhon Pathom Province.

Data collection

In this data collection, the data were collected by self to cover the research objectives using the following methods:

Qualitative data collection from in-depth interviews and focus group discussions were conducted as followed:

1. In-depth Interview
2. Focus Group Discussion

4. Data Processing Analysis

Qualitative data analysis using content analysis, the researchers realized the important points of this research, which is that the data collected are complete, cover the research objectives, and can clearly answer the research questions and are consistent with the research framework. The researchers have chosen to use the triangulation technique with 3 techniques:

1. Theory Triangulation) have been the use of several theories as a guideline for discussing the findings from the research, which may be consistent or conflicting.

2. Method Triangulation have been the use of several methods to collect data, such as collecting data on the same issue from a sample group by interviewing and collecting data from supporting documents and then checking the data to confirm the consistency.

3. Data Sources Triangulation have been the examination of data from different sources by collecting the same data or using data from the same sample group but different times, places and people.

Then check the data to confirm each other.

VI. RESEARCH RESULT

Promotion of Health-care Tourism with Local Wisdom of Nakhon Pathom Province from interviews Key Informant of interviewees in the area of Yai Cha Community by (In-depth Interview) and from focus group discussions (Focus Group Discussion) obtained the summary of the study results according to the 2 research objectives: 1. To study tourist attractions in the community of Nakhon Pathom Province 2. To analyze local health care in Nakhon Pathom Province

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Objectives and results of the study

Objective 1. To study community tourism in Nakhon Pathom Province.

1. In terms of tourist attractions in the community, they are tourist attractions with a self-sufficient agricultural lifestyle. They are community farms with food and beverage services. They are new tourist attractions in the community that connect all dimensions, including food and safe exercise places.

2. The interesting characteristics of the community's tourist attractions are natural, shady atmosphere with green trees, mixed with a Thai atmosphere. There are many activities. It is a learning tourist attraction that emphasizes nature and health activities, so it is suitable for relaxation for new experiences.

3. In terms of interesting and educational tourist attractions, there is an organic farming learning center and community farm. Here, they teach about agriculture and the philosophy of sufficiency economy. There are also activities within the farm where you can learn about the way of life of farmers, such as rice farming, duck farming, and chicken farming. y are as follows:

4. In terms of using local wisdom and methods of maintaining health by using local wisdom of the community, it was found that "taking various herbs from the plantation to make herbal compresses for personal use to reduce aches and pains, sprains, and inflammation of the muscles, which the method of making is easy and not complicated, and the ingredients can be found at home and in the community.

Objective 2. To analyse health care using local wisdom of Nakhon Pathom Province.

The research results found that:

1. The community has a guideline to promote tourism. The community people use the bond between the people in the community and agriculture as a selling point and then develop it further with the community's agricultural learning centre to become a learning tourism attraction and grow from having a group come to study with the community, opening it as a learning centre and generating income for the community.

2. The community has a policy of using local wisdom. Tourism in the form of visiting agricultural areas in various gardens or fruit orchards, vegetable gardens as one of the province's policies that want to promote organic farming, create awareness of safe food consumption and encourage people to visit the health-promoting route more.

3. Promoting health tourism with local wisdom. Using local wisdom that is unique to the community. There are delicious herbal menus from various agricultural gardens that are prepared into food that nourishes the body and has nutritional value for service and sale to tourists, such as herbal vegetable salad menus that have antioxidant properties. Eating clean food without toxins that can be found around the community, emphasizing everything from the community and must be free of toxins, so that tourists who come to experience the way of life in the community will be able to practice and change their lifestyle when they return home.

VII. DISCUSSION OF RESULTS

From the study on "Promotion of Health-care Tourism with Local Wisdom of Nakhon Pathom Province", the researcher has summarized the study results for further discussion for greater completeness as follows:

In terms of tourist attractions	Discussion of Results
Objective 1. To study community tourism in Nakhon Pathom Province.	There are various natural field as a place for tourism, relaxation, and learning about the community's way of life. It is a center for learning about community organic agriculture. When tourists come here, they will learn about the farmers' way of life and have fun activities in the fields. There are farms, gardens, and vegetable gardens, and many other activities, such as following the organic raw material route from the beginning of the food to the food processing process. It is a new tourist attraction which emphasized the conservation of Thai culture, which was consistent with the study of Khwanyupha Srisawang (2016) on the development of an integrated marketing communication model through community participation to promote cultural tourism at Bang Luang Market, Bang Len District, Nakhon Pathom Province. It was found that the tourism context of Bang Luang Community is appropriate for organizing a tourism format for learning about culture, a tourism format for relaxation and learning about local food, and an agricultural tourism format based on true local wisdom.
2. Interesting features of tourist attractions in the community	There are a quiet atmosphere close to nature, fresh air, full of big and small trees. There is a learning center for self-reliant agriculture. There are agricultural activities for you to try, such as rice farming and animal husbandry. This is consistent with the study of Phiangruthai Saengsin et al. (2018) on the study of the promotion of agricultural tourism in Wang Yang

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	Subdistrict, Si Prachan District, Suphan Buri Province. It was found that the outstanding potential of Wang Yang community is the potential for agricultural tourism activities and the potential for attraction due to the abundance of natural resources and the production of various agricultural products as tourist attractions.
3. Interesting and educational tourist attractions	There are rice fields that are suitable for opening up new experiences because there are places to practice learning about self-reliant agriculture. There are agricultural activities to do such as planting rice, winnowing rice, planting vegetables, picking vegetables, collecting eggs, making salted eggs to feed animals, making mud snacks, and experiencing the natural way of life in the countryside surrounded by nature. This was consistent with the study of Nipol Chueamuangphan (2018) on the tourism patterns in tourist attractions for the development of repeated tourism destinations in Nakhon Pathom Province and connected areas, which found that the context of communities in tourist attractions have been still related to agricultural lifestyles.
4. Using community health care wisdom	By using Thai plants or herbs to make beverages, such as ginger water, which has properties to relieve flatulence and bloating, it has been created and passed down from the past to the present. Food, herbal beverages, invented medical devices or tools from the knowledge that has been passed down and passed down. The use of Thai herbs that have properties to maintain the body well was consistent with the study of Suphat Srisawat et al. (2013) on local herbal plants and wisdom in applying them for traditional Thai medicine in southern border provinces. It was found that the wisdom of traditional medicine in the use of herbal plants of local people in this study have been related to the treatment of basic illnesses that are commonly experienced, namely, gastrointestinal symptoms or diseases, respiratory symptoms or diseases, such as constipation, diarrhea, stomach ulcers, coughing, sore throats, phlegm, etc.
5. Methods of maintaining health by using local wisdom of the community	Use massage, which has a beneficial effect on health, to stimulate the nervous system, stimulate the circulatory system, lymphatic system and respiratory system, reduce pain, muscle tension and relieve mental tension. The transformation of herbal raw materials into various products was consistent with the study of Phatthira Pholngam (2019) on the development of a community health promotion model using the wisdom of Isan traditional doctors. It was found that the treatment methods of traditional doctors are diverse, such as using herbs, spells, holy water and massage, which have recently been referenced in modern medicine.
Objective 2. To analyze health care using local wisdom of Nakhon Pathom Province. The research results found that:	
1. The community has guidelines for promoting tourism.	There is a management of agricultural tourism along with health tourism, using energy from nature to treat and promote physical and mental health to be fresh and bright. Here, in addition to tourists experiencing nature and the agricultural way of life, they can also increase their strength to be strong and balanced, adjusting their minds and bodies to be organic tourism, health tourism, and conservation tourism. Cycling according to the organic and sustainable way of life is consistent with the study of Prapon Leksuma et al. (2019) on the development guidelines for health tourism activities in the western region. The research results found that the area with potential for health tourism in the western region, Khlong Maha Sawat Community, Nakhon Pathom Province, has a guideline for developing water tourism routes as a new development route and connecting to nearby floating markets, such as Wat Phraya Floating Market or nearby connected tourist attractions.
2. Which community has a policy for using	Promoting the community tourism project, local wisdom, identity, community

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local wisdom for tourism?	lifestyle, community culture, community tourism sources, and creativity to attract tourists to the community to spend money on every activity that occurs. This is to create and distribute income within the community. Promoting the Yai Cha Dam Market as a new community tourism destination by bringing various groups of organizations in the community was dependable with the study of Wuttichai Sunthonsamai (2016) on the model of health tourism in Prachin Buri Province for the development of sustainable community enterprise networks. It was found that the government and supporting agencies have organized various projects to support and support the networking of health tourism, such as the Prachin Buri Youth Guide Project, which was to instill awareness in the youth to love their hometown and bring the identity of the community.
3. The community promotes health tourism using local wisdom.	Local wisdom with the community's distinctive features by using the distinctive features of natural and cultural tourism attractions, Thailand emphasizes fairness and is consistent with the philosophy of the sufficiency economy. Having a tourist attraction with many activities in the middle of a beautiful garden atmosphere, green rice fields, a simple community that combines the scent of Thainess. Learning to gain knowledge and activities for health There is a bicycle path with a stop to visit the community's organic agricultural garden, which is organic farming. It is used in providing a variety of Thai food, desserts, and organic drinks. In addition to being delicious, it is also healthy. Consistent with the study of Rasika Angkun (2019) on communicating wisdom through community tourism, it was found that both the Sai Noi Subdistrict tourism community and the Ban Nam Chiew tourism community are outstanding in terms of having a clear community identity. Both communities have used their community identity to create tangible benefits.

VIII. SUGGESTION FOR FUTURE STUDUES

Research should be conducted on management approaches, comparisons of tourist satisfaction towards health tourism, and tourist behavior towards health tourism, as well as problems, obstacles and solutions for health tourism.

IX. CONCLUSION

Promoting health tourism with local wisdom in Nakhon Pathom Province found that the community has a guideline to promote tourism by organizing agricultural tourism alongside health tourism, using natural energy to treat and enhance physical and mental health to be fresh and clear. Using local wisdom for tourism by driving the community tourism project by using local wisdom, identity, way of life, community culture, community tourism attractions and creativity to attract tourists.

The highlight of natural and Thai cultural tourism attractions is consistent with the philosophy of sufficiency economy with the highlight of the community being organic farming used in providing Thai food, snacks, and organic drinks.

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