

The Potential Development for Business of Hot Spring to Support Health Tourism and High Value Services based on Community Resources for Community Involvement Tourism Management in Mae Sot District, Tak Province

Jutatip Junead¹, Arin Ngamniyom², Angsumalin Jamnongchob³, Nattapat Manirochana⁴

^{1,2,3} Faculty of Environmental Culture and Ecotourism, Srinakharinwirot University,

⁴ Faculty of Business Administration For Society, Srinakharinwirot University

¹jutatipj@g.swu.ac.th, ²arin@g.swu.ac.th, ³angsumalin@g.swu.ac.th, ⁴manirochana@gmail.com

ABSTRACT

This research aims to 1) study and analyze the potential of medical tourism management at the local areas of hot spring in Mae Sot District, Tak Province 2) study the attributes of minerals and analyze the quality of water at hot spring areas in Mae Sot District, Tak Province 3) suggest the guidelines in managing hot spring areas in the community to become medical tourism sites with high values of in Mae Sot District, Tak Province. This study is mixed research. The researchers used 5 conceptual frameworks and theories, which compose of Tourism and Tourism Elements, medical tourism, Integration and Participation, making decision for traveling, and determining standard and quality of medical hot spring tourism as research framework. The research area is Tak Province, meanwhile the samples as the main informants were divided into four groups. The researcher selected 25 main informants while using 3 types of research tools, which are 1) in-depth interview as conversation, participant observation, and checking lists for tourism resources together with analysis on the quality of water as the tool for collecting data and information. In addition, the researcher utilized content analysis in conjunction with description. Research results revealed that the strength of this locality is the service providers with high service mind and hospitality. However, the weakness is that local members who run medical tourism business still lack for the expertise in designing tourism activities appropriate for a certain group of travelers. However, the main opportunity is the rising trend of medical tourism that is being well-received among travellers worldwide. Meanwhile, the vital treat for developing this medical tourism area is the period of global economic recession that is responsible for delaying tourism excursion. According to the analysis on water by using atomic absorption spectroscopy, minerals, calcium, sodium, copper, potassium, magnesium, and zinc were found in this hot spring. Therefore, the researcher would like to suggest the guideline for developing this medical tourism site based on 5A's Theory and A-I-C procedures that comprise the aspect of tourism site and attraction, the aspect of accessibility, the aspect of accommodation, the aspect of facilities, the aspect of tourism activities, and the aspect of community participation.

Keywords

Development, The Potential for Business, Hot Spring, Health Tourism, High Value Services, Community Involvement, Mae Sot District Poten

Article Received: 10 August 2020, Revised: 25 October 2020, Accepted: 18 November 2020

Introduction

According to a study by the World Tourism Organization (UNWTO), it is predicted that by 2030 there will be 1.8 billion international tourists worldwide. Of these, 717 million people traveled to Europe, followed by East Asia and the Pacific. Thailand is a country of diverse and rapidly growing tourism resources. According to statistics of the number of tourists who travel to Thailand by the Tourism Authority of Thailand, the rate is increasing every year. In 2017, the total number of tourists was 29,923,185, generating a significant amount of revenue of 1,457,150.28 million baht. Therefore, the tourism industry is the main industry that drives the economy and continuously brings foreign currency to develop the country.

The current tourism industry of Thailand has been developed and changed continuously in line with the relevant factors such as political, economic, social, cultural and environmental factors, resulting in a need to adjust tourism direction all the time. As for the relevant factors, today's tourists are likely to be interested in special tourism such as ecotourism, health and wellness tourism, adventure tourism, cultural tourism, religious tourism and sports tourism are increasing, resulting in a greater trend of tourism

like this Ministry of Tourism and Sports[1]. The most popular special interest travel in the 21st century is health and wellness tourism. In the healthcare industry, it has great potential and is constantly expanding due to the behavior of health-conscious people, which is a trend in taking care of the body, both young and old. Over the past year, the global health tourism business has grown to over \$ 3.7 trillion.[2] As the customer group sees it as essential for improving the quality of life. The key drivers of the market are trends in demographic shifts as the population lives longer, thus making all forms of healthcare more popular for the NicheMarket audience. Therefore, the positioning of Thailand as a quality tourism destination combined with data from Global Wellness Tourism found that, in 2017, Wellness Market Value Tourism around the world is worth approximately 124 trillion baht. Thailand is ranked the 13th in the world with an income of 100,000 million baht. Moreover, there are more than 9.7 million foreign tourists entering the service annually due to the capabilities of Thailand's service business. In particular, the medical service is internationally renowned and recognized for its quality, with a relatively low price level compared to neighboring countries. This will be a driving factor for foreign tourists in the health tourism group, who will become the group to come to Thailand with the increased

use of health services or related services such as private hospitals, clinics, Thai traditional medicine, spas and hot springs (hydrotherapy) choose to visit Thailand more.[3]

Health and wellness tourism is a tourism that aims to learn about lifestyle, leisure and time allocation from tourism to activities related to health promotion, therapy and rehabilitation such as meditation, spa, aroma therapy and water therapy, mineral bath, exercise training, natural excursion to refresh the body, etc. Overall, it is a tourism for physical and mental relaxation, therapy, as well as taking care of physical and mental health to maintain physical health. Therefore, health and wellness tourism is a form of tourism that runs in conjunction with the health care of tourists. Therefore, as the researcher has undertaken an academic service project by integrating the science of tourism (social science) and environmental management technology (science) in the past academic year, it was made aware of the needs of the area with the need to develop a special experience tourism that is not a general form of tourism as it is today.

Mae Sot District, Tak Province, is an area of Srinakharinwirot University, Mae Sot Campus and is an area bordering the border with Myanmar as well as an area of ethnic diversity. Researchers have studied natural costs for the development of hot spring-type health tourism in Tak Province. The research process integrates knowledge from various sciences, such as science, to examine water quality and mineral content useful for the development of health tourism and the need for good management. Therefore, the research team would like to present the results of the research to find out how to develop the commercial potential of hot spring sources to support health tourism and high-value-added services based on community-based resources such as community-based tourism management in Mae Sot District, Tak Province. The approach will help stimulate the economy, creating a new tourism model that is in line with the trend of the wealthy Burmese people who travel to Thailand for medical and surgical treatments and spend more than double the time spent on medical services while traveling to major tourist destinations in Thailand. Moreover, it would be a good opportunity if Mae Sot City would be able to transform itself into a full and integrated medical center for human medicine and business medicine.

Research Objectives

1. To study and analyze the potential of community-based health tourism management in hot springs. Of Mae Sot District, Tak Province
2. To study mineral properties and analyze water quality in hot spring sources, Mae Sot District, Tak Province.
3. To recommend community-based hot spring management to be a high-value health tourism attraction of Mae Sot District, Tak Province.

Literature Review

Concept used in education

1) Concepts, theories of tourism and elements of tourism Goeldner & Ritchie (2006) [4] explains that tourism refers to temporary travel from normal residence to another

location, voluntary travel, travel for any purpose other than occupational travel or income-seeking travel.

Elements of tourism Dickman (1996) [5] explains the component of tourism that the success of tourism must have five essential elements or 5As:

1. Attraction
2. Accessibility
3. Amenity
4. Accommodation
5. Activity

2) Concept of health tourism

Health tourism - Wednesday March 15th, 2017 [6] defines health tourism as a sightseeing trip to visit beautiful sights in natural attractions and culture, as well as learning about ways of life and recreation, by allocating part of the time from tourism for health promotion activities and rehabilitation activities. Some scholars also focus on mental health.

Linking health tourism with other tourism

1. Guidelines for health care and maintenance that focus on the prevention of illness, it is an action to prevent illness and lead to a long life, which is different from the treatment of ailments that arise after illness.
2. A healthy state of mind and body that takes care of eating, exercising, and forming healthy habits such as not drinking and not smoking.
3. The condition of the body in good health is characterized by being free from disease.
4. The condition of good health is characterized by a pattern of life that promotes the health of the body.

3) Concept of integration and participation

In the process of public participation in development work, people have to be involved in every step of the work. There are external developers or scholars who promote and support in areas such as information and technology, etc. It can therefore be concluded that the participation process will begin with problem and cause discovery, planning, implementation of activities, problem solving, operations, joint benefit, monitoring and evaluation.

Participatory development [7] explains how participation means that members must be involved in four dimensions: decision making, implementation, benefits and evaluation. All members of the community participate and influence the process of development activities and benefit from it equally.

4) Concept of travel decisions

Explains that there are two factors that affect the decision of tourists:

1. Internal factors are divided into 3 aspects: personal factors: age, education, income, occupation, age, life pattern, knowledge and experience; psychological factors: motivation, perception, learning, personality and attitude and social factors: role, social group, level, social status and culture.
2. External factors are tourism stimuli, divided into 3 areas: promotion: tourism materials, advertising, and advice from travel agents; attractions: images of attractions and elements of attractions and environment: socio-economic and political conditions.

5) Concept and setting of quality standards for hot spring health tourism attractions

The Department of Tourism, Ministry of Tourism and Sports (2005) established qualitative standards for hot spring health tourism attractions. This is based on the framework and concept of the project to set the standard for physical,

health tourism attractions and natural hot springs along with the natural resource management manual of the Office of Natural Resources and Environment Policy and Planning. [8]

Research Methods

This research was conducted on the basis of qualitative research as follows.

1. Key Informants

The researcher used a specific sampling method to obtain real information from the opinions of representatives in all sectors, both at the executive level and at the local operational level, who are involved in health tourism in hot springs in Mae Sot district, Tak province. It could be classified into four groups, with 25 key informants selected. [9]

2. Instrument construction and tool quality inspection

The data collection tools consisted of in-depth interview and semi-structured interview. Guidelines for framing interview questions (Main Question) derived from the study of documents, concepts, theories and research related to health tourism and an examination of the qualitative standards of hot spring health tourism attractions. There were steps for creating a tool as follows.

3. Information Collection

- 1) Official letters from the Faculty of Culture, Environment and Ecotourism Srinakharinwirot University will be sent for assistance for research data collection.
- 2) Interview points according to the predetermined interview outline will be prepared in order to be able to delve into the attitudes and perspectives of the key contributors.
- 3) Key informants will be scheduled for an in-depth interview individually.
- 4) Data was collected through structured interviews and unstructured questionnaires that would allow key informants to independently answer.
- 5) The validity of all questions will be examined by the investigator to review the interview data.
- 6) The interviews received from key informants are classified and categorized in order to prepare the data for further analysis of the data.

4. Data analysis

- 1) Analysis of qualitative research data can be analyzed using content analysis.
- 2) The researcher used the method triangulation, such as seeking the reliability of information from different sources. [10]
- 3) Water quality analyzes in hot springs include turbidity, color, odor, temperature, pH and dissolution of oxygen. The nitrogen value was analyzed by Kjeldahl analysis. Heavy metal groups such as Mg, Zn, Co, Mn Ni, Pb, Cd and Hg, including As and Sn were analyzed by Atomic Absorption Spectrophotometer (AAS). The organic compound group was analyzed by Gas Chromatograph-Mass Spectrometer

(GC / MS). Carbon and sulfur content was analyzed by Carbon / Sulfur Analyzer as following details.

- 1. Water samples from spring wells were randomly collected and heavy metal analyzed by Atomic Absorption Spectrophotometer (AAS) (Agilent) according to Shaltout et al. (2011) and some soil was analyzed for residues such as pesticides with GC / MS (QP2010, SHIMADZU, Japan) followed by Fernandes et al. (2014).[11]
- 2. For the AAS method, 1 liter of water of each hot spring (repeat 3 reps) is carried out, followed by Whatman filter paper, evaporated with a rotary evaporator at 99 oC to 10-15 ml, then bake at 450oC for 1-4 hours and add HNO3 (25%, v / v), heat with hot plate at 150 ° C, add 25 mL with 3% HNO3, the solution was analyzed by flame furnace for Fe, Si, P, Al, Mn, Mg, Ca, Cu, Zn, Na, K, Sr and a graphite furnace for Pb, Ni, Mo, Co, Cd, As and Hg using the standard (Merk) of such elements as a comparison.
- 5. Evaluation of the development of integrated health tourism potential in hot springs in Mae Sot District, Tak Province, Thailand, was done using knowledge and innovations that help create added value in Mae Sot District, Tak Province. The researcher builds on the analysis and synthesis of data in order to confirm the feasibility and effectiveness of the researcher development approach. The researcher therefore empowers experts involved in health tourism and geology and health tourism professionals.

Research Results

From the results of the study, the researcher presented the following objectives:

- 1. Potential of Health Tourism Management in Community-Based Hot Springs in Mae Sot District, Tak Province.
- 1.1 The results of the SWOT analysis on community-led health tourism management in Mae Sot District, Tak Province are as shown in Table 1 as follows.

Table 1 SWOT Analysis Results

Strength	Weakness
<div>1. The community actively participates in the preservation of natural resources in the area.</div> <div>2. A variety of herbs in Mae Sot district can be processed into health products.</div> <div>3. Tak Province is a geological route with high quality natural hot springs.</div> <div>4. The service community has high service mind and hospitality.</div> <div>5. Mae Sot district has rich nature and suitable for development as the Destination Spa of the west.</div> <div>6. The location of the area can attract high-potential health tourists from neighboring countries to participate in the Health & Wellness Spa Tourism activity.</div> <div>7. There are different and interesting local cultural heritage and beliefs that can be linked to health tourism sites.</div> <div>8. The service rate is reasonable compared to the quality, such as the sun on mineral water / hot springs (Thermalism Balneology) for relaxation.</div>	<div>1. Community members involved in the health tourism business still lack expertise in designing activities to suit the tourist groups</div> <div>2. Problems in communicating in Burmese, Chinese and English of service providers.</div> <div>3. There is still a lack of systematic research and innovation in order to support the trend of healthcare services and in line with changing technology.</div> <div>4. All members of the community lack the involvement and influence of the development activities process, as well as the equitable distribution of benefits from that development.</div>
Opportunities	Obstacles
<div>1. The trend of health tourism is gaining popularity with tourists around the world.</div> <div>2. Modern people are willing to invest more in health care.</div> <div>3. The spa business and Thai massage are promoted in the national development plan.</div> <div>4. The government sector supports tourism in the secondary city of Tak Province as a charming city of the second city, which is the land of fog of Tak Province, along with being close to the city of nature and experience the abundance of forests of the province worthy of a visit.</div> <div>5. More foreign tourists come to the area, including local people are more interested in coming to use the service. There is also an increasing number of niche users who are interested in health care and beauty.</div> <div>6. Thai-Myanmar Friendship Bridge is a route of the East-West Economic Corridor- EWEC that crosses from the monument of the martyrs to the entrance route to Mae Sot.</div>	<div>1. The global recession</div> <div>2. The access route is inconvenient and there is no public transport, thus making it difficult for tourists to access.</div> <div>3. The values of occupation in the community, where youth groups are popular to find work outside the area, thus lacking the inheritance of occupation and wisdom of the community.</div> <div>4. The neighborhood has been deforested, resulting in the destruction of the natural resources in the tourism area as well, thus lacking the attractiveness of tourists.</div> <div>5. There are quite a few flight routes which are not sufficient to accommodate tourists from the central areas of the country.</div>

- 2. The results and analysis of water quality and mineral resources in hot springs in Mae Sot District, Tak Province is as follows:

1. Geographical location

Ban Mae Kasa, Mae Kasa sub-district, Mae Sot District, Tak Province

2. Geological characteristics

The Permian Limestone is located near the nearly north-south faults and the Triassic period limestone.

3. Physical characteristics

There are 6 springs, but there are no cold water cisterns because they use the cold water that flows from the mountain instead (there is a cold reservoir that runs down the mountain).

Today, the landscape is more beautiful because of the renovations and decorations of lawns and gardens, but the buildings are much degraded (but still usable).

4. Chemical characteristics

Characteristics of pH 8.00 and temperature 40-54 °C

The fountain samples, when evaporated, become white fine sediments and were examined with Fourier-transform infrared spectroscopy. The number of wavelengths were 1786,1455,1082,855 and 709, which reverse the structure of CaCO₃ and the similarity was 97%.

In addition, minerals were detected from atomic absorption spectroscopy analysis of water and were found to contain calcium, sodium, zinc, copper, potassium and magnesium.

The minimum value that the meter can measure is not lower than the milligram per liter and it is in the standard level Natural mineral water quality standard Department of Health, Ministry of Public Health (2000)[12]. But the hardness level is very high at 275ppm of total hardness and no pesticide residue was detected from GC / MS analysis.

5. Benefits of minerals

The minerals found in Mae Kasa hot springs in Mae Sot district are as follows.

Table 2 Minerals found in this area.

Mineral- type	The Therapeutic Properties of Medicinal Plants
calcium	- Strengthen bones and teeth - Improve the skin's balance condition, prevent dryness
sodium	- Maintain the water balance system in the body - Helps in transmitting the senses - Helps in the digestive system and as a laxative - Stimulate the change of skin cells to be able to work effectively.
zinc	- Helps to shed new skin cells
copper	- Helps to nourish collagen fibers
potassium	- Helps to maintain the pH balance of the body, accelerate metabolism and help nourish and regulate the moisture of the skin cells.
magnesium	- Helps excretion and build and repair damaged skin cells.

Source: Department of Health, Ministry of Public Health (2000)[12]

Therefore, in addition to the use of hot springs for viewing, bathing, drinking, activities, services and facilities should be developed to make this attraction more attractive.

3. Guidelines for developing the commercial capacity of hot springs to support high-value-added health tourism and services based on community-based resources can be achieved through participatory community-based tourism

management in Mae Sot District, Tak Province, according to the theory 5A's and the A-I-C process[13] as follows:

2.1 Attractions

2.1.1 Develop health tourism activities that allow tourists to participate in the activities. It could be a full participation in a tour or a partial tour as appropriate for the traveler skill and time such as tourist attractions where tourists can take a mineral bath / hot spring bath, Thai massage, herbal steam, aroma therapy and water therapy, etc.

2.1.2 Develop local curriculum for local schools by providing teaching and learning on the production of health tourism products and products and tourism in the nearby community area, hot spring sources, including the creation of activities to cultivate consciousness in the conservation of resource base and the inheritance of local wisdom to youth.

2.1.3 Develop souvenirs related to tourism to meet the needs of tourists and develop tourism activities to be diversified such as spa products, mineral water products, etc.

2.1.4 For tourism management, the manufacture of tourism souvenirs, a historical narrative must be used to convey a certain meaning or the history of tourism products in order to create a unique and distinctive identity that is different from other tourist attractions, for example, it is linked to the myth of the Usa Shrine, located in the middle of a river and limestone mountains with a suspension bridge to connect to the shrine, allowing visitors to pray.

2.2 Accessibility

2.2.1 Develop or add a route to and from tourist attractions by linking tourist attractions in various sub-districts and nearby tourist attractions in Mae Sot District, Tak

2.2.2 The community, as the owner of the tourist attraction / area, should arrange a car to transport tourists directly from the airport or public bus terminal to the tourist attraction, taking into account the transportation service and traveling in an environmentally friendly manner. This may be considered a tourism expense.

2.2.3 Increase and develop tourism information communication channels, including health tourism sites, health tourism activities, and monthly festivals so that tourists can search / access information easily.

2.2.4 Add tourism information of Mae Sot District and keep it up to date as well as prepare information in online, Social Media or a document format or tourist route for distribution at various locations as basic information to tourists interested in traveling, along with a QR code to introduce tourist attractions and tourism activities in the area.

2.3 Accommodation

2.3.1 Provide training and education in accommodation management that allows tourists to experience rural culture and community lifestyle (Homestay) for villagers in Mae Kasa community.

2.3.2 Encourage and support villagers in the community to arrange accommodation in a style that can truly experience rural culture in order to accommodate health tourists.

2.3.3 Encourage and support villagers in the community to organize business accommodation in the form of a health resort.

2.4 Amenities

2.4.1 Develop infrastructure and local facilities for the use of local residents and to facilitate health tourists.

2.4.2 Create signs to convey meaning, describe health and natural tourism activities, including methods for balancing food, providing care to increase strength, strengthening the mind to feel. Relaxing, eliminating stress and rebalancing the body. Health tourism sites or anywhere in Mae Subdistrict Kasa should provide documentation in 2 languages or 3 languages as appropriate: Thai, Chinese, English or Burmese.

2.4.3 Train youth in the area to act as a tour guide to guide tourists to tourist attractions and is a demonstrator of health tourism activities in order to raise awareness in the conservation and inheritance of lifestyle, local wisdom or activities that promote good health and without disease, which are local tourism activities for youths.

2.5 Activities

2.5.1 Establish a health tourism route in Mae Subdistrict Kasa, Mae Sot District and its neighboring countries will focus on activities that allow health tourists to participate and classified into individual tourism, group and family to create more choices for tourists

2.5.2 Make an experiential tourism program in the form of a package including travel expenses, participation in tourism activities, accommodation and meals as well as creating a separate experiential travel program for various programs and expenses to provide information and convenience according to the needs of the traveler.

2.5.3 Design health tourism activities to allow tourists to take part in tourism activities such as exercising with the community, bathing in mineral baths / hot springs in the area for Thermalism Balneology, Recovery from Illness and Leisure and Recreation, etc.

2.5.4 Develop a form of health tourism activities to allow tourists to spend the longest time in the area, there are various programs for tourists to choose according to the length of time they want.

2.6 Appreciation-Influence-Control (A-I-C)[13]

2.6.1 Create a network of experienced tourism entrepreneurs in the community and nearby areas as well as create a network of business operators to facilitate the management of experiential tourism.

2.6.2 Establish a community enterprise or professional group to meet and discuss the production, development and design of tourism souvenir products to support community-based health tourism.

2.6.3 Establish a one-stop visitor service center in the community.

2.6.4 Establish short- and long-term plans for sustainable and non-destructive tourism management, community ecosystems, together with eco-friendly tourism.

2.7.5 Use marketing tools to promote health tourism with a focus on community participation, sustainable tourism and eco-tourism.

2.7.6 Set a monthly health tourism calendar in Mae Sot district and organize an annual community based health tourism event. In this regard, information will be presented through information systems, social Media or any other format that tourists can easily and conveniently access information, including promoting to neighboring countries in the neighborhood.

Conclusion and Discussions

The results of the study on hot spring sources in Mae Sot District, Tak Province, found that there is one hot spring source that can be developed for commercialization, namely Mae Kasa hot spring, located in Banmaekasa, Tambon Mae Kasa, Mae Sot District, Tak Province. Geologic features of the Permian period limestone near the nearly north-south fault and the Triassic period limestone. Physical characteristics of this place, there are 6 hot springs. Chemical characteristics found that the pH at 8.00 and temperature 40-54 degrees Celsius. Minerals found in hot springs include calcium, sodium, zinc, copper, potassium and magnesium. Minerals have different healing properties, for example sodium helps maintain water balance in the body, helps in transmitting sensory nerves, stimulating changes in skin cells to work more efficiently and zinc helps to exfoliate skin cells, which is especially suitable for developing as a health tourism attraction. In line with the Japan Tourism Organization, it says that a hot spring or onsen is another interesting activity when traveling to Japan. In Japan, there are many types of onsen to choose from throughout Japan. Each place has different specialties, thus giving you a real experience of onsen in Japan.

In terms of the potential for health tourism management in community-oriented hot springs in Mae Sot District, Tak Province, it was found that Tak Province is a geological route with high quality natural hot springs. Mae Sot district has rich nature and suitable for development as the Destination Spa of the west. It also has a location that attracts high-potential health tourists from neighboring countries to participate in the Health & Wellness Spa Tourism. In accordance with Euaamthip Srithong said that health tourism is a specific purpose of health healing or health promotion tourism. In terms of therapy, it is often a trip with a program of occupational therapy or rehabilitation. In addition, it is also a travel program with a health promotion program consisting of a wide variety of health-promoting activities, especially traveling to various tourist attractions and staying overnight in hotels, resorts or health centers. There are many health promotion activities at the venue, such as Thai massage, Thai herbal steam, aroma therapy and spa, which are very popular activities.

Guidelines for the commercial capacity development of hot springs have been undertaken to support high-value-added health tourism and services on the community's resource base through community-based tourism management in Mae Sot District, Tak Province. Experts commented that the most important approach is attractions. Communities should develop health tourism activities that emphasize the participation of tourists, whether they are participation

throughout tourism activities or only part of the tourism activities as appropriate for their skills And the time of tourists such as tourist spots where tourists can bathe in mineral water / soak in hot springs, hai traditional massage, herbal steam, aroma therapy and water therapy), etc. In accordance with P. Roopchamlong. (2009) [14] found that the approach to tourism development consists of creating a distinctive point of attraction by bringing nature as a selling point, improving cleanliness and beautiful landscapes and build awareness of the conservation of natural resources for tourists and villagers, preparation for tourism such as amenities, creating meaningful natural and cultural media and prepare local guides for the transfer of knowledge and stories of the attractions; tourism preparation by preparing facilities, creating meaningful natural and cultural media and prepare local guides for the transfer of knowledge and stories of the attractions. The second most important approach is Appreciation-Influence-Control (A-I-C), which consists of building a network of experiential tourism operators in the community and neighborhood including building a network of business operators to facilitate experiential tourism management. It uses marketing tools as a tool for promoting health tourism, with an emphasis on community involvement, sustainable tourism and eco-friendly tourism. In accordance with P. Dechum [15], it was found that the developments of tourism activities in which tourists are involved are necessary to find the identity and understand the value of the culture by creating a unique and differentiated activity, focusing on adding value to tourism products and modifying strategies for market development and marketing communications.S. Kanjanakit[16].

Research proposal

1) Water resource management

The main issue at government agencies in the area and communities is the administration of hot springs to be developed as models in the western region. A management should be made to take advantage of the overflowing geysers by increasing the services for bathing and hot spring baths for tourists. Further, additional hot spring baths should be planned in the future to suit the amount of hot springs available in the area and the community to take care of the participation process of Mae Kasa community tourism.

2) Law enforcement

The government should issue regulations to study earth science information such as survey of underground geyser system, geyser quantity, the quality of the geysers and the environment of all hot spring sources in Thailand, considering whether they have an appropriate potential to be developed before allowing the responsible agency or community to take any further action.

3) Strategic plan

Developing to achieve planning and direction for the development of all hot springs distributed in Tak province to enable the proper use of tourism, to its full potential and to maintain its uniqueness and to Identity of each area

References

- [1] Department of Tourism, Ministry of Tourism and Sports. (2013). Strategic Plan for Asian Tourism 2011-2015. Bangkok: Ministry of Tourism and Sports.
- [2] Ministry of Tourism and Sports (2015). Thai Tourism Strategy 2015 - 2017. Bangkok: Ministry of Tourism and Sports.
- [3] Ministry of Tourism and Sports (2017). The 2nd National Tourism Development Plan (2017–2021). Bangkok: Ministry of Tourism and Sports.
- [4] Goeldner, C., and Ritchie, B. (2006). Tourism: Principles, Practices, Philosophies, Tenth Edition. Hoboken, New Jersey: John Wiley & Sons, Inc.
- [5] Dickman (1996). Tourism: An Introductory Text. 2nd ed. Sydney: Hodder Education. Hansen, A. H. 2013. Moments that count - consumer immersion within nature based tourist experiences. 22nd Nordic Symposium in Tourism and Hospitality Research, September, Norway, p. 114.
- [6] Rane Isichaikul. (2014). Specialized Tourism Management. Bangkok: Sukhothai Thammathirat Open University Press.
- [7] Cohen , J. M. & Uphoff, N. T. (1981). Rural Development Participation: Concept and Measures for Project Design Implementation and Evaluation. Rural Development Committee Center for International Studies, Cornell University.
- [8] Tourism Authority of Thailand. (2016). Summary of the Marketing Plan 2017. Retrieved July 18, 2018, from <http://www.tatreviewmagazine.com/web/menu-read-tat / menu-2016 / menu-42016 / 745-42016-th2560>
- [9] McMillan, J. H., & Schumacher, S. S. (1997). Research in Education: A Conceptual Introduction. New York: Longman

- [10] [Supang Chanthawanich. Qualitative Research. 11st ed. Bangkok. Chulalongkorn University; 2003.
- [11] Fernandes, C. C. L. ; Feltrin, C. ; Martins, L. T. ; Neto, S. G. ; Aguiar, L. H. ; Silva, A. M. ; Oliveira, C. H. A. ; Silva, L. M. ; Silva, C. M. G. ; Bertolini, M. ; Rondina, D., 2014. Goat oocyte quality and competence to undergo IVM and embryo development after parthenogenetic activation from goats fed with different levels of cashew nut bran as source of dietary lipids. *Theriogenology*, 82 (2): 332-337
- [12] Ministry of Public Health. (2016). Medical Hub 2017-2026. [Online]. Retrieved : Oct, 3, 2018, from: <http://203.157.7.120/fileupload/2560-102.pdf>.
- [13] Smith, William E. (1991). The AIC Model: Concepts and Practice. Washington, D.C.: ODII.
- [14] Pornpatoo, Roopchamlong. (2009). Strategic Policy Framework for Promoting Health Tourism. Doctor of Public Administration Thesis, National Institute of Development Studies, Bangkok.
- [15] Phuriwat Dechum. (2013). Developing creative tourism: Conceptual framework to the practice for Thailand. *Silpakorn University Journal*, 33(2), 331-366.
- [16] Sombat Kanjanakit et al. (2016). Development of the potential of the Thai health tourism industry for the hub of health tourism in Asia. Bangkok: Office of the National Research Council of Thailand