

**GUIDELINE OF THE HOT SPRING MANAGEMENT TO
PROMOTE THE QUALITY OF HEALTH TOURISM
IN THAILAND**



Varinnar Siripooththilak

**A Dissertation Submitted in Partial
Fulfillment of the Requirements for the Degree of
Doctor of Philosophy (Integrated Tourism Management)
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PROMOTE THE QUALITY OF HEALTH TOURISM
IN THAILAND**

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ABSTRACT

Title of Dissertation	GUIDELINE OF THE HOT SPRING MANAGEMENT TO PROMOTE THE QUALITY OF HEALTH TOURISM IN THAILAND
Author	Varinnar Siripooththilak
Degree	Doctor of Philosophy (Integrated Tourism Management)
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This research used mixed methods to investigate: 1) To study the tourist's behavior in the Hot Spring area; 2) To study the expectations of Thai tourists towards the Hot Spring Management; 3) To study the perceptions of Thai tourists towards the Hot Spring Management; 4) To create guidelines of Hot Spring Management to promote the quality of Health Tourism in Thailand. The researcher employed purposive sampling. For the quantitative research, the sample group includes 400 Thai tourists who visited 4 sources of Hot Springs, including Phra Ruang Hot Spring at Kamangphet Province, Pong Nam Ron Hot Spring at Lampang Province, Tham Khao Phlu Hot Spring (Lamae) at Chumphon Province and Nong Ya Plong Hot Spring at Phetchaburi Province. The research instrument has used a questionnaire which used to collect data to study the tourist's behavior, tourist's expectations and tourist's perception of the Hot Springs Management in Thailand. The qualitative research, key informants composed of representatives in units that were the management and associates of the Hot Springs in these four areas 12 people. 3) and The Professional of Tourism management and Hot Springs in Thailand 12 people. The research instrument was a semi-structured interview. Content analysis was used on interview results while descriptive statistics (percentage and mean) and inferential statistics (paired sample t-test) employed for the analysis of quantitative data.

The results from qualitative research and quantitative research can create guideline of Hot Spring Management to promote the quality of Health Tourism in Thailand. It contributes from the literature review of tourist's behavior, tourist's expectation, tourist's perception, management, quality, and health tourism. Therefore, it is introducing the guidelines of Hot Spring Management to promote the quality of Health Tourism in Thailand which consists of 6M Management: 1) Guideline of Man Management, 2)

Guideline of Money Management, 3) Guideline of General Management, 4) Guideline of Moral Management, 5) Guideline of Market Management and 6) Guideline of Materials management. These guidelines are considered to enhance the management of Hot Springs and promote the quality of Health Tourism in Thailand.



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CHAPTER 1

INTRODUCTION

1.1 Significance of the problem

A Hot Spring is a natural phenomenon of hot water flowing up from beneath the surface of the earth, indicating that the earth is still hot. It is one of the forms of energy that can be developed to take advantage of, such as power generation, industrial or agricultural use. It also developed into a tourist spot or medical use (Galtheya Chumpanya, Sopha Jamnongrassamee, & Thatchai Kiratipongpaiboon, 2015). There were 124 Hot Spring distributions in all regions of Thailand, except in the Northeast (Ministry of Natural Resources and Environment, 2008). This finding is unlike the information in the Department of Mineral Resources, (2006 cited in Galtheya Chumpanya et al., 2015) which found 118 Hot Springs distributed among 29 provinces of Thailand with temperatures ranging from 40-100 °C, with no less than 50 kinds of minerals both beneficial and dangerous to the body. The hottest spring and hot water heater is in the north. Hot Springs were distributed over all regions in the north, central and southern part of Thailand. Sixty-six of them were distributed in 11 provinces in the north (or 55.9 percent of the Hot Springs in Thailand), followed by 36 in the south (30.5 percent) and 16 provinces (13.6 percent) in the central provinces respectively.

Table 1.1 Number of Hot Springs by Region

Region	Number (Sources)	Province	Proportion (%)
North	66	Chiang Rai, Chiang Mai, Mae Hong Son, Lamphun, Lampang, Phrae, Nan, Sukhothai, Tak, Phetchabun and Uthaithani.	55.9
Central	16	Kamphaeng Phet, Lop Buri, Suphan Buri, Kanchanaburi, Ratchaburi, Petchaburi, Chonburi and Chanthaburi.	13.6
South	36	Chumphon, Ranong, Surat Thani, Nakhon Si Thammarat, Phangnga, Krabi, Trang, Phatthalung, Satun and Yala.	30.5
Total	118	29 Provinces	100

Source: Department of Mineral Resources (2008)

However, natural Hot Springs can be classified into two groups according to the management potential (Galtheya Chumpanya et al., 2015):

1. Hot Springs National Park or Area of Conservation (Natural Hot Spring Park) managed by the public sector, mainly as a tourist attraction, but is designed to develop a conservation restriction. The area is so harmonious with nature that it is popular among tourists who like nature and conservation, for example, Fang Hot Spring at Doi Phahompok National Park in Chiangmai and Chaeson Hot Springs at Chaeson National Park in Lampang.

2. Hot Spring with business activities were managed by the private sector or local government organization as well as most of the potential tourist attractions. Convenient access and quality mineral resources can be developed in a variety of businesses, such as resorts and health spas. The mineral water can be developed into products and goods to boost tourism. This will add value to the products and generate revenue for the local community. For example, Pong Pra Bath Hot Spring in Chiang Rai, Doi Saked Hot Spring in Chiang Mai and Raksawarin Hot Spring in Ranong.

In addition, several Hot Springs in Thailand have been developed as Health Tourism destinations that could help to create jobs and generate income for people and local communities, as well as create links with other ongoing industries related to health services from upstream to downstream. Its main businesses were hotels, spas, health centers, hospitals, and mineral products. Support businesses were tour companies, souvenir shops, and transportation services. The appropriate development is to grow the whole system: both the industry and the cooperation of all sectors. However, natural Hot Springs can be classified into two groups according to the management potential (Galtheya Chumpanya et al., 2015).

Therefore, Weerasak Udomchoke (2012) stated that “Hot Springs were a valuable resource for tourism. If not developed or lacking good management, it will eventually deteriorate and go to waste.” However, Thailand has many natural mineral water springs distributed in all regions of the country, but because Thailand is a tropical country, natural Hot Springs have not been used in health as widely as in cold countries such as Japan, where mineral water baths were popular. However, since knowledge of the health benefits of the Hot Springs has increased, many of them that have more mineral water baths were expected to grow in the future. It can make people more interested in it because the mineral water is beneficial to health - it improves blood circulation, makes skin healthy, releases muscle pain and treats the bone marrow (Vinit Rangpung, 2007). There have been surveys of Hot Springs in Thailand for a long time, most of which focus on geology to determine the origin of Hot Springs and/or to focus on electricity generation. The information is used to plan the development of commercial hot water, such as in the use for agricultural crops, as well as the benefits of hydrotherapy (Spa) (Department of Alternative Energy Development and Efficiency, 2006).

However, there was a sign of research on the development of Hot Springs in Thailand and other countries with interesting study issues such as International Research; Chen, Liu, & Chang (2013) found seven customer service factors: “health promotion treatments,” “mental learning,” “experience of unique tourism resources,” “complementary therapies,” “relaxation,” “healthy diet,” and “social activities.” In addition, Lee, Ou, & Huang (2009) analyzed the factors that contributed to its outcomes

by sorting out these factors based on their importance. It is sorted as safety and security, natural resources, accommodation, food, transportation, infrastructure, leisure, recreation, culture and assets; however, the logistic regression analysis used to verify affect the relationship of each of these factors to predict the frequency of the Hot Springs' visitors.

In addition, the Hot Springs Research in Thailand; Natkritta Siba (2011) found the problems such obstacles include infrastructures such as electricity, water supply, transportation routes, and communications. It also includes the facilities, like accommodation, restaurants, toilets, and cleanliness of the toilets and car parking, public relations of tourist attractions, lack of effective management, personnel management, participation and coordination of community, and security of life and properties including lack of operating budget. While Netdaw Wutin (2010) studied the satisfaction of Thai and foreign tourists in utilizing Sankampaeng Hot Spring in Chiang Mai in terms of the service, quality of mineral water, accommodation, facilities like bathroom/toilet, public/private bath area, environment, foot reflexology area, traditional massage area, food & beverage service area, souvenir shop and security. The data from the study showed that the research studies of Hot Spring in the context of service satisfaction and the development of Health Tourism to meet the highest expectations of tourists. The benefits and importance of the management of the Hot Spring should meet the satisfaction and confidence of tourists to generate income for stakeholders, government and industrial sector.

Therefore, guidelines of Hot Spring Management to Promote the Quality of Health Tourism strategy to regenerate tourist destinations to achieve sustainability, such as the elevation of the quality of tourist destinations in the potential areas, etc. The strategic aspects of the development of products and services were the factors that support tourism leading to the development of economic innovation and these add value to tourism. This approach creates new forms of tourist activities in accordance with tourists' interest and that meets the requirements of the target groups especially for tourists who were interested in Health Tourism because Hot Springs offers a relaxation and health benefits in addition to the traditional holidays and travel within a new emerging market (Veerada Somphoch, 2011). However, Health, Wellness, and Spa

were frequently linked to natural Hot Springs and this association was often based on belief in the healing power of water (Erfurt-Cooper & Cooper, 2009). The development of tourism in natural Hot Springs to support and promote Health Tourism is popular with tourists, both domestic and international levels and meet the requirement of Niche Market, which allows the creation of income for the country and region (Galtheya Chumpanya et al., 2015). This is consistent with the National Tourism Development Plan No. 2 (2017 - 2021), Strategic Infrastructure and Facilities Development, The development of safety and hygiene in tourism. This can be used as a guideline for Hot Spring Management to improve readiness, availability, standards, and personnel to maintain security and assist tourists. Including planning and risk management system for disaster and a major tourist attraction. This consistent with the strategic integration of tourism management about the guidelines on promoting corporate development and effective tourism management to strengthen integration between policy-level agencies.

Justifications of the Study

The research of the guideline of Hot Spring Management to Promote the Quality of Health Tourism Quality in Thailand in addition, the results of the research will benefit both the government and industrial sectors because it creates new knowledge for caregivers to take responsibility for efficient management and to have a good action plan. It can be used as a guideline for the management of Hot Springs to promote the quality of health tourism and meet the requirement of the tourists. Moreover, the stakeholders will benefit from the increased revenue brought about by tourists. It also recognizes the quality of the Hot Spring to promote health tourism in Thailand.

1.2 Research Question

This research studies “Guidelines of Hot Spring Management to Promote the Quality of Health Tourism in Thailand” and to meet the aim of the researcher to determine the issues as follows;

1. How do tourists behave while visiting the Hot Spring?
2. What do tourists expect to the Hot Spring Management?
3. How do tourists perceive to the Hot Spring Management?
4. How to create the guidelines of Hot Spring Management to promote the quality of Health Tourism in Thailand?

1.3 Research Objectives

1. To study the tourist's behavior in the Hot Spring area.
2. To study the expectations of Thai tourists towards the Hot Spring Management.
3. To study the perceptions of Thai tourists towards the Hot Spring Management.
4. To create guidelines of Hot Spring Management to promote the quality of Health Tourism in Thailand.

1.4 Scope of Research

The scope of this study focused on the Hot Spring Management and how to improve the quality of the Hot Spring for Health Tourism in Thailand. The scope of research is as follows:

1. Scope of Content

Researchers have defined the scope of content to study the concept and theory of tourist's behavior, the expectations and perceptions of tourists, management, and quality of Hot Spring include content about health tourism.

2. The scope of the study area

The researchers collected data on the sources of the Hot Springs that were represented in the country by choosing from the list of natural Hot Springs, according

to the project's full natural environmental quality standards Hot Springs type of Bureau of Natural Resources and Environmental Policy and Planning, Ministry of Natural Resources and Environment (2008) by using the criteria below:

- 1) The structure of the Hot Spring Management is a unit of the local administration.
- 2) The use of Tourism or Recreation and Health & Rehabilitation or Homeopathy.
- 3) Services for Thai Massage or Health Massage.

Based on a study of 124 basins of Hot Springs found, only four of them met the criteria. Phra Ruang Hot Spring at Kamphangphet Province; Pong Nam Ron Hot Spring at Lampang Province; Tham Khao Phlu Hot Springs (Lamae) at Chumphon Province; and Nong Ya Plong Hot Spring at Phetchaburi Province have been developed and were suitable for health tourism and can create guidelines of Hot Spring Management to Promote the Quality of Health Tourism in Thailand. The study started on the 16th of January 2015.

3. The scope of Time

The duration of the study was 16 January 2016.

4. Scope of population

This study divides the population into 3 groups: 1) Thai Tourists who visited to 4 sources of Hot Springs, including Phra Ruang Hot Spring at Kamphangphet Province, Pong Nam Ron Hot Spring at Lampang Province, Tham Khao Phlu Hot Spring (Lamae) at Chumphon Province and Nong Ya Plong Hot Spring at Phetchaburi Province. 2) The management of the Hot Springs in these four areas. 3) The Professional of Tourism management and Hot Springs in Thailand.

1.5 Sources of Data

This research is a combination of both the Qualitative and Quantitative approach using an In-depth Interview and a questionnaire as tools.

The primary data were derived from questionnaires, in-depth interview and observation were tools for data collection from the Hot Springs in the locale of Phra Ruang Hot Spring at Kampanghet Province, Pong Nam Ron Hot Spring at Lampang Province, Tham Khao Phlu Hot Springs (Lamae) at Chumphon Province and Nong Ya Plong Hot Spring at Phetchaburi Province.

Secondary data were derived from the study of textbooks, articles on the concept of tourist behavioral theory, tourist expectations, tourist's perception, the concept of quality, Hot Spring and Tourism Management Concept including the concept of health tourism to create guidelines of Hot Spring Management to promote the quality of health tourism in Thailand.

1.6 Expected Results

The results of this study were divided into three parts: The first one is to get knowledge about managing Hot Springs that local governments can use as a starting point for a good and effective plan. This is consistent with the national policy and strategy research about the development potential of tourism management and the impartial tourism management that focuses on generating revenue and managing sustainable tourism resources. It also develops the economic potential of health tourism including health promotion, disease prevention, treatment and rehabilitation of health tourism.

The second part is the benefit of the research study on guidelines of Hot Spring Management to Promote Health Tourism in Thailand which will create new knowledge of the Hot Springs with business activities. It also benefits stakeholders in the tourism industry. In addition, people in the area will benefit from the increased number of tourists and more income distribution.

Lastly, there were academic benefits. This research will contribute to the theory of Hot Spring Management, the concept and theory of tourist behavior, tourist's expectation, tourist's perception, quality concept, Hot Spring and Tourism Management, and health tourism concept to create guidelines of Hot Spring Management to Promote Health Tourism Quality in Thailand.

1.7 Definition of Terms

Tourists refer to Thai people who visit and use Hot Spring services include local tourists in four Hot Springs in Thailand (namely Phra Ruang Hot Spring at Kampanghet Province/Pong Nam Ron Hot Spring at Lampang Province/Tham Khao Phlu Hot Springs (Lamae) at Chumphon Province and Nong Ya Plong Hot Spring at Phetchaburi Province).

Tourist behavior refers to the behavior of visitors to Phra Ruang Hot Spring at Kampanghet Province/Pong Nam Ron Hot Spring at Lampang Province/Tham Khao Phlu Hot Springs (Lamae) at Chumphon Province and Nong Ya Plong Hot Spring at Phetchaburi Province expressing their search for information on tourism services or services expected to satisfy their expectation and perception (Schiffman & Kanuk, 2000).

Tourist's expectation refers to feelings, opinions, perceptions, interpretations or predictions of non-occurring events of tourists on the management of Hot Springs in Thailand (Phra Ruang Hot Spring at Kampanghet Province/Pong Nam Ron Hot Spring at Lampang Province/Tham Khao Phlu Hot Springs (Lamae) at Chumphon Province and Nong Ya Plong Hot Spring at Phetchaburi Province).

Tourist's perception refers the experience of Thai tourists after had been visited to the Hot Springs in Thailand (Phra Ruang Hot Spring at Kampanghet Province/Pong Nam Ron Hot Spring at Lampang Province/Tham Khao Phlu Hot Springs (Lamae) at Chumphon Province and Nong Ya Plong Hot Spring at Phetchaburi Province).

Management refers to the processes that lead to the activities of Hot Springs in Thailand (namely Phra Ruang Hot Spring at Kampanghet Province/Pong Nam Ron Hot Spring at Lampang Province/Tham Khao Phlu Hot Springs (Lamae) at Chumphon Province and Nong Ya Plong Hot Spring at Phetchaburi Province) (Robbins & Decenzo, 2004; Certo, 2003).

Hot Spring refers to a pond or water source that flows from underground water with a hot or warm temperature (Department of Tourism, 2006) in Thailand which has

4 samples (Phra Ruang Hot Spring at Kamphangphet Province/ Pong Nam Ron Hot Spring at Lampang Province/ Tham Khao Phlu Hot Spring (Lamae) at Chumphon Province and Nong Ya Plong Hot Spring at Phetchaburi Province).

Health Tourism refers to traveling to beautiful places and visiting the Hot Spring to relax and spend time for health promotion or rehabilitation (Pornsiri Binnarvee, 2012). The mineral or Hot Springs baths promotes health and wellness to people who aim to prevent illness and want to use health care services and to maintain equilibrium of mind and spirit (Meehl, 1992:Mueller & Kaufmann, 2001). And for sick travelers to restore health, it may be in form of massage, herbal steam or herbal compress (Tourism Authority of Thailand, 2009).

1.8 The structure of the research

The study on guidelines of Hot Spring Management to Promote Health Tourism Quality of Hot Springs in Thailand in Chapter 1 provides the overview of significance of the problem, justifications of the study, research questions to find answers of Quantitative and Qualitative Research, research objectives, scope of the research, sources of data, expected results, definitions of terms, the structure of the research and the conclusion of chapter 1.

Chapter 2 literature review based on the concept and theory of tourist behavior in using Hot Spring services, expectations and perceptions of tourists to Hot Spring Management, including knowledge about Health Tourism. Based on this review, the researcher has developed a conceptual framework that relates to all factors in the management of Hot Springs to promote the quality of health tourism in Thailand.

Chapter 3 describes the research methodology, which explains the planning of research to indicate how research activities were defined from start to finish in achieving the objectives of the research. It also describes the techniques of Qualitative and Quantitative Research studies by describing the status of the study in data collection and the design process. The data was collected through interviews and questionnaires. It also provides the process of the data analysis which acquired detailed information,

including how to determine and/or check the ethics of the researchers and the summary of chapter 3.

Chapter 4 presents the results of the research and starts with creating a research tool to meet the objectives of the research to suit the circumstances of the situation. This study has 4 objectives: 1) To study the Tourist behavior visiting the Hot Spring. 2) To study the expectations of Thai tourists towards the Hot Spring Management. 3) To study the perceptions of Thai tourists towards the Hot Spring Management. 4) To create guidelines of Hot Spring Management to promote the quality of Health Tourism in Thailand. And it also includes the summary of Chapter 4.

Chapter 5 is the discussions and conclusions of the study, including the general information. The researchers conclude the significance of the study based on the results. This chapter mentions the benefits that can contribute to new knowledge. The last section of this chapter is the conclusion of the thesis consisting of the five chapters of the research which were illustrated in Figure 1.1.

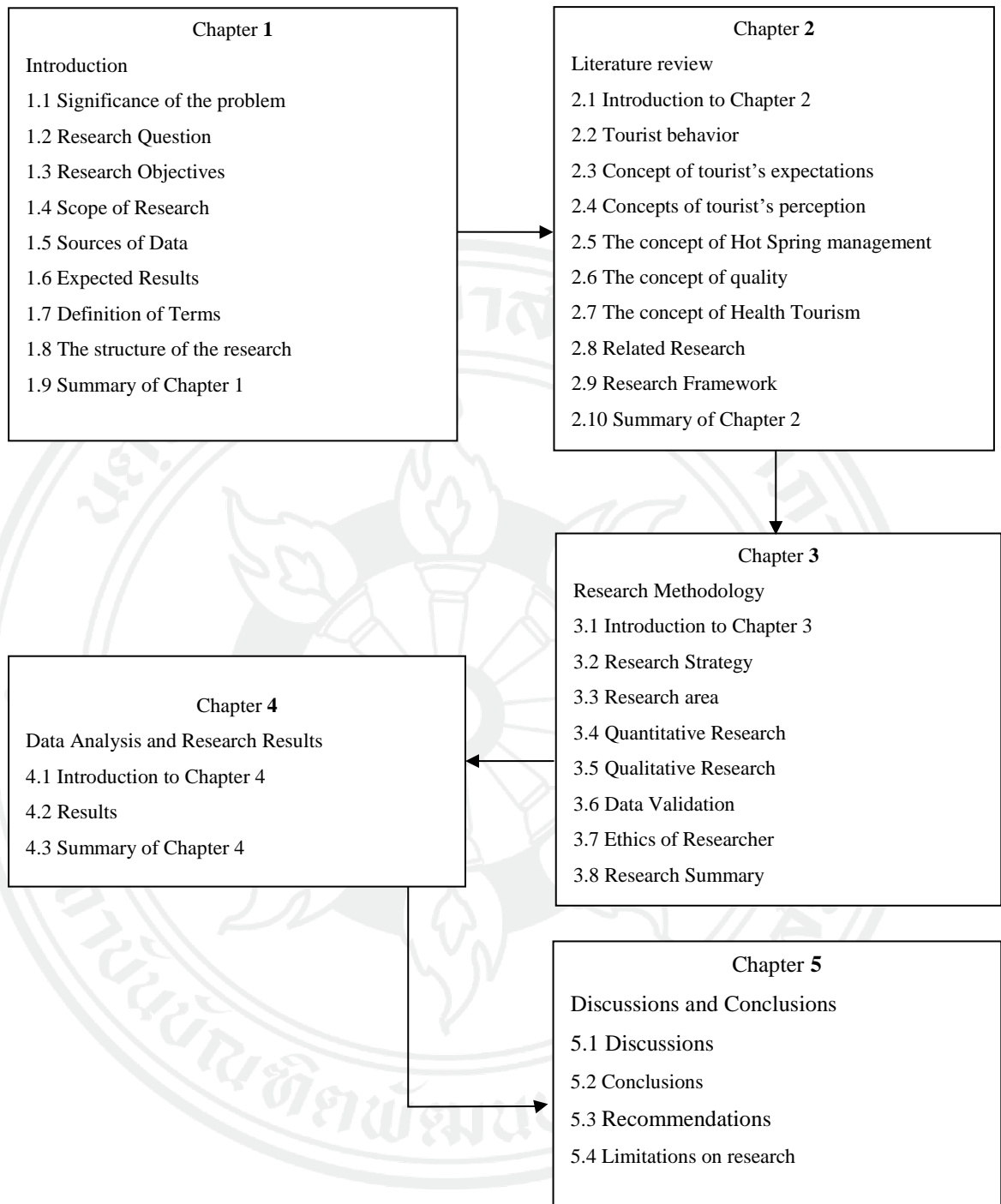


Figure 1.1 Structure of Research

1.9 Summary of Chapter 1

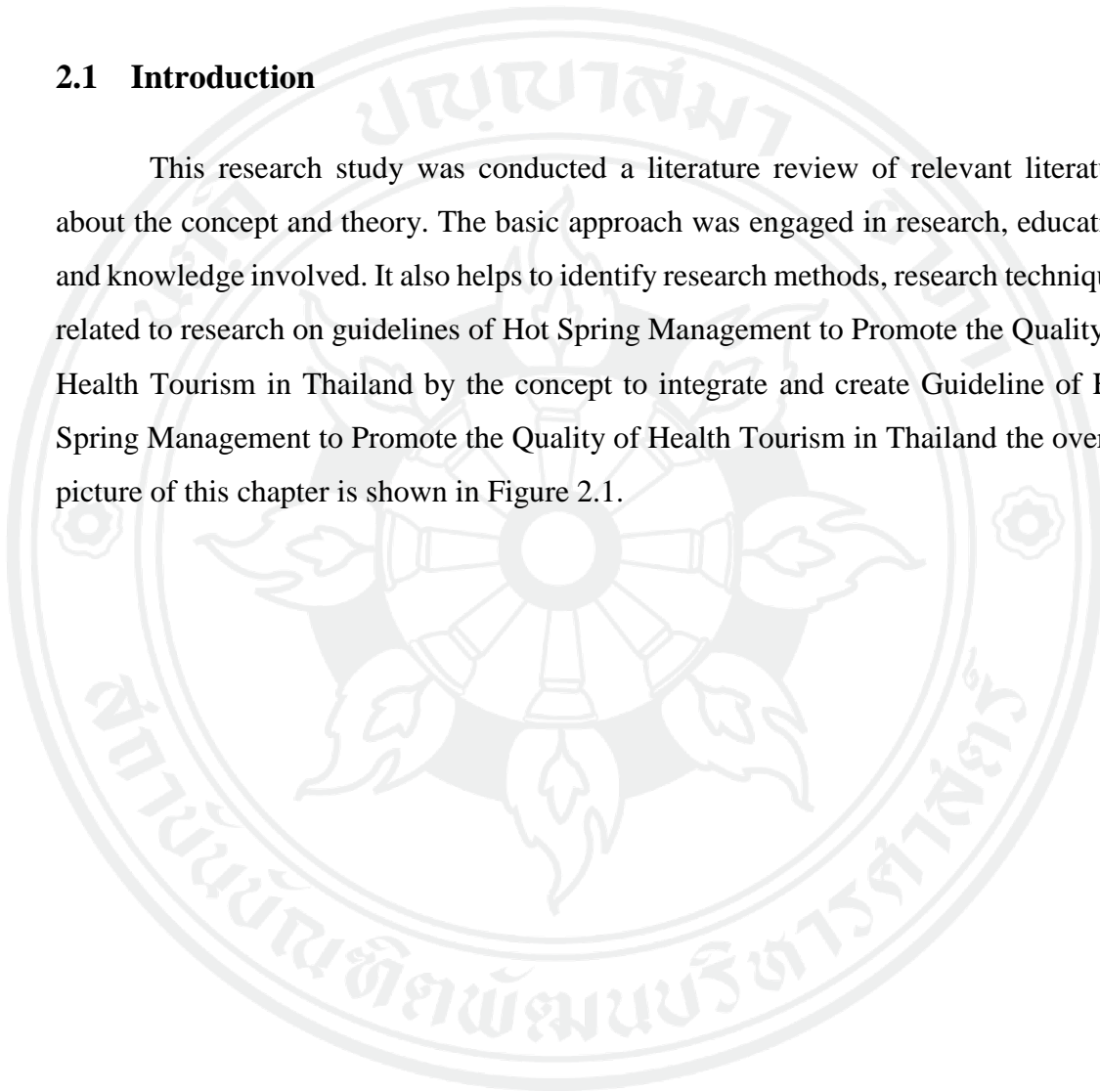
This chapter began with an overview and the aims of this research because the researcher has not found any study related to guidelines of Hot Spring Management to Promote the Quality of Health Tourism in Thailand. The research question is to determine whether the topic should be studied to meet the objectives. Chapter 1 also indicates the importance of this research including the scope of the population, research areas and time. It also has academic benefits, executives or representatives of Government Organizations including stakeholders if the research is completed. This chapter describes the meaning of definitions of the research and finally, a summary of the structure of the research was presented including research methodology analysis and research findings and discussion of the results. It is followed by chapter 2, which is all about the review of related literature on the concepts and theories related to the topic.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This research study was conducted a literature review of relevant literature about the concept and theory. The basic approach was engaged in research, education and knowledge involved. It also helps to identify research methods, research techniques related to research on guidelines of Hot Spring Management to Promote the Quality of Health Tourism in Thailand by the concept to integrate and create Guideline of Hot Spring Management to Promote the Quality of Health Tourism in Thailand the overall picture of this chapter is shown in Figure 2.1.



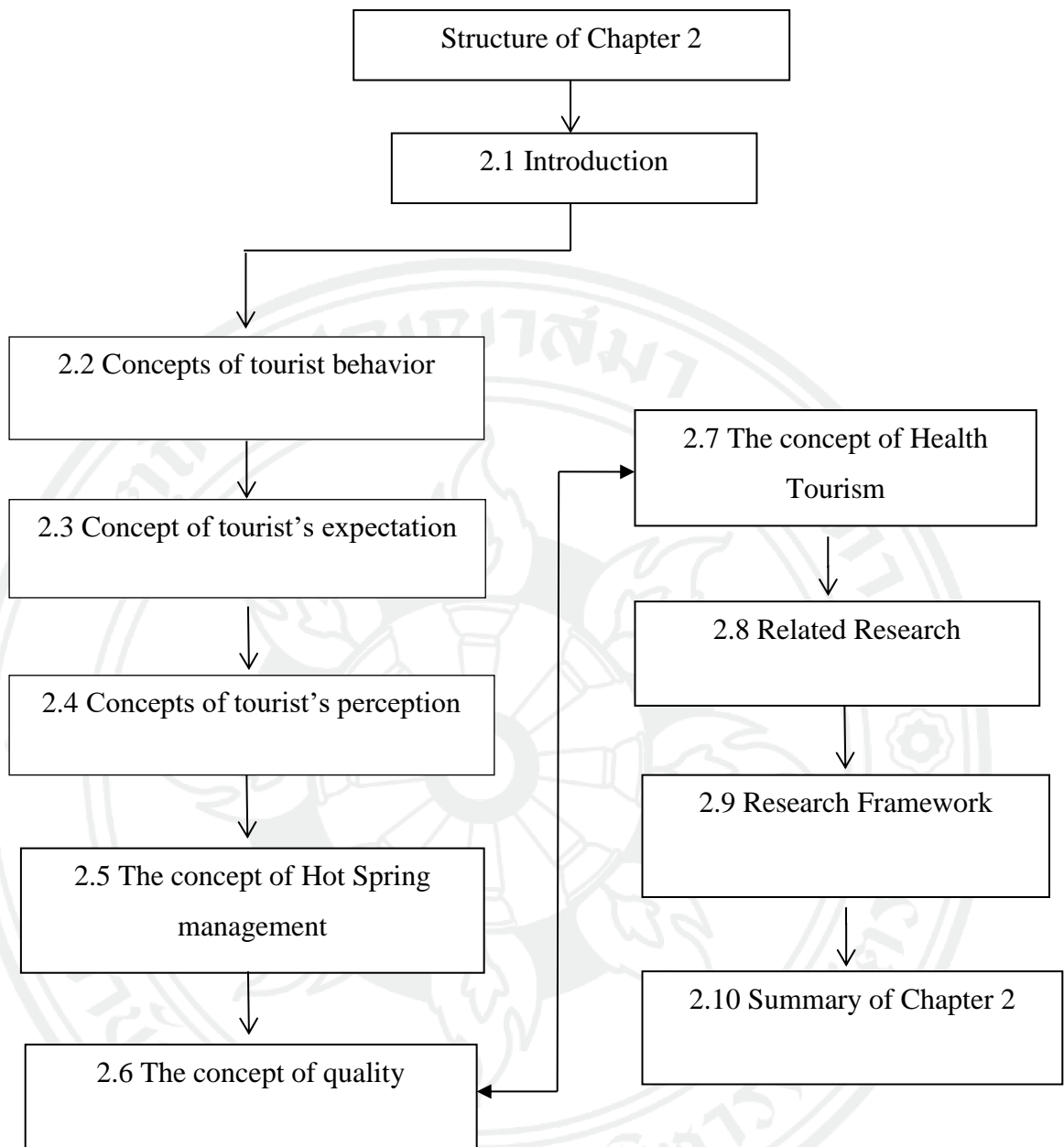


Figure 2.1 Structure of Chapter 2

2.2 Tourists Behavior

Cronbach, (1972) states that the behavior of individuals occurs because of the following elements.

1) Goal is a requirement or purpose that causes activity. People want to do activities to meet the needs. Some activities were satisfying or satisfying immediately but some need or purpose can take a long time to achieve. People will have many needs at the same time, and they will choose to meet the immediate needs first.

2) Readiness refers to the level of maturity or ability required to perform an activity to meet a person's needs. People cannot meet all the requirements; some requirements were beyond competence.

3) Situation is an event that allows people to choose activities to meet their needs.

4) Interpretation means before people do any activities, they must consider the situation first, then decide which method to expect the most satisfaction.

5) Response is the activity to meet the needs by selected in the interpretation.

6) Consequence when the activity is affected by the action, the result may be as confirm or contrary to Contradict.

7) Reaction to Thwarting if people cannot meet the needs, they can say that they were disappointed. In this case, it may be necessary to revisit the situation and choose a new response method.

In addition, the behavior of tourists or consumer behavior is similar because tourists were considered as a consumer group. But the major tourist goods were the service. The meaning of consumer behavior is as follows.

Engel, Blackwell, & Miniard., (1995) have defined consumer behavior as the process of decision and activity of an individual when evaluating, accumulating, using, and spending. Disposing of goods and services.

Solomon, (1996) defines consumer behavior as referring to any process that involves the use of individuals or groups, the use and management of goods and services, and the ideas or experiences to meet their own needs.

Schiffman & Kanuk, (2000) define consumer behavior as: Consumer Behavior, Search, Buy, Use, Evaluate, Maintain, or Acquire Goods and Services It is expected to satisfy satisfactorily.

In summary, the composition of behavior consists of the purpose, the readiness, the situation, the interpretation, the response, the result and the reaction to the disappointment. Therefore, consumer or tourist behavior refers to a process or behavior involving the expression, purchase, use, and management of products and services, and of ideas or experiences to meet their own needs.

Factors influencing consumer and tourist behavior.

Consumption behavior analysis should begin by studying factors influencing consumer behavior. It consists of seven main factors: motivation, which is the main determinant of consumer behavior. And social influence is an important factor in consumer buying decisions. Factors Influencing Consumer Behavior 7 dimension as follows. (Hudson, 2008:41-52)

1. Motivation is driven from within the people to act or behavior to satisfy their need to understand the motivations of consumers will give operators a competitive advantage due. Understanding what travelers want, which will lead to a decision to buy goods and services.

2. Age and Gender market segmentation traditionally used in the present age is the major tour companies, many of which target the tourist market, because they're older, continuous growth. The elderly market is a unique and unique market segment. Because it is a market that does not have to travel in the high season, tourists can travel for a long time because they have a lot of free time, no need to travel on weekends. This will allow the hotel to increase the number of guests on weekdays. In addition, the elderly tourism market also recognizes the value of awareness than the price. Elderly

people were loyal to brands and services that have been used and used for a long time, but the pricing must be appropriate for the income of people after retirement.

3. Lifestyle analysis will consider the lifestyle of the individual allocation of time, money and energy, but a lifestyle analysis alone is often not enough to understand. Marketers often analyze their lifestyle along with demographic and psychological factors to measure their activities, interests, and opinions. In the United States, the VAL system has set a framework for dividing population into eight psychological groups. They were based on their image, their motives, their values and their products; Innovators, Thinkers, Achievers, Experiencers, Believers, Strivers, Makers, and Survivors.

4. Life Cycle refers to the duration of the life cycle and the age of the family member. For example, a single person has a different life style than a married person. Families who have children living with different families have children, so people will travel behavior change based on various stages of the life cycle.

5. Culture refers to norms, beliefs and rituals that were unique to each individual to determine their needs and behavior. Different cultures will influence the way people live in society. Individuals will satisfy their needs in a way that satisfies the norms of society. Such as ecotourism has been recognized and popular, while the commercial sex tourism model is no longer accepted. Cultural changes in society were also important, such as smoking in public places, which can affect service in aircraft, hotels or restaurants.

6. Social class refers to the place where a person lives in society considering income, wealth, education, occupation, family status, value of housing and location. Social classes were linked to institutions in the society in which they were involved, such as the Hindu elite in India. Developed countries may divide society into high and middle classes. Marketers will see that each person in the class will want to buy goods and services. Different for different reasons for the tourism industry. High-income individuals were more likely to be tourist than low-income individuals and often have higher levels of education.

7. Reference group means a group that directly or indirectly influences the attitudes or behaviors of individuals such as families, educational institutes, and others. Tourism scholars have defined the patterns of Typologies of Tourist Behavior to describe tourism behavior. Most of the development of the tourism model is based on the data obtained by questionnaires or interviews. There may be several ways to customize the behavior of tourism depending on the purpose and method used.

Cohen, (1972) sociologists classify tourists into four categories.

1. Organized mass tourist is a tourist who buys a tour program prepared for sale in the city. These groups prefer to travel in groups and travel on predefined lists, most of which travel by sea or stay in hotels.

2. Individual mass tourists were the tourists who purchase more flexible travel programs than the first, such as programs that include air tickets and accommodation. There were no tourist attractions, but to travel to places of interest in the tourist city to find a new life.

3. Explorer is a popular tourist tours organized themselves and avoid travel to the popular tourist attraction. Explorers like to meet local people but need some comfort and safety in travel.

4. Drifter is tourist who want to be part of the local community was not defined in advance of travel and tourism and accommodation pleasure.

While Plog Theory (1977 in (Cooper, Fletcher, Gilbert, & Wanhill, 1993; Plog SC, 2001) proposed a psychological concept as the basis for identifying behavior patterns of tourists travel by tourists divided into 5 groups.

1. Psychocentrics were travelers who think or care for themselves, prefer well-known tourist destinations, do not want to experiment with new things, accommodation, food and entertainment, and new people, do not want to find something cumbersome and unusual.

2. Near Psychocentrics were middle-class tourists between self-centered and middle-class travelers who can experiment with new things if nothing is familiar.

3. Mid-Centrics were adventurous travelers, but do not mind experimenting with new things if they were not too dangerous or too unusual.

4. Near Allocentrics is a group of travelers between the middle and high-end groups who were interested in adventurous but adventurous travelers.

5. Allocentrics were a group of people who were interested in a wide variety of activities. They were open-minded and self-assured, very adventurous and willing to face the world, facing life, travel becomes a way for them to express their curiosity and fulfill their curiosity.

However, Perreault, Darden, & Darden, (1977) conducted a survey of 2,000 households and concluded the 5 categories of tourists.

1. Budget traveler refers to travelers were seeking a relaxing break, but middle-income or low-cost travel.

2. Adventurous tourist tourists were well educated and middle-income to high-favorite leisure activity or adventure travel.

3. Homebody tourists were prudent people who like to travel but do not like to talk about leisure or travel with others and spend less time planning in tourism.

4. Vacationer is a small group of tourists who spend most of their time thinking about where to go next and how much they were going to travel.

5. Moderates were travelers who like to spend long hours, do not like to travel during the weekend or play sports.

In addition, Cohen, (1979) has proposed a model of tourist behavior based on the experience that travelers seek.

1. Recreational Tourist means a tourist who focuses on activities related to recreation or physical recreation.
2. Diversionary Tourist means tourists seek new ways to forget the monotony in everyday life.
3. Experiential tourist means tourists who were interested in and seek out the real experience of the tourist attraction, such as the way of life of local people.
4. Experimental Tourist refer to tourists who like to talk to local people to learn about and study the lives of adaptation to the environment of the local people.
5. Existential tourist means tourists who wish to live in the same way as local people and spend time in tourist attractions.

While Wahab, Crampon, & Rothfield, (1976, cited in Cooper, 2008: 57), which is the first academic study buying behavior of tourists and conclude the purchase decisions of tourists into 9 stages; 1) Initial framework 2) Conceptual alternatives 3) Fact gathering 4) Definition of assumptions 5) Design of stimulus 6) Forecast of consequences 7) Cost-benefit alternatives 8) Decision 9) Outcome.

However, Schmoll, (1977: cited in Cooper, 2008:57) study and develop a decision-making process of tourists with its roots in the concept of motivation, needs, desires and expectations that determine the behavior of tourism. The purchase decision of the tourists is linked and influenced by 4 main factors;

1. Travel stimuli were external stimuli in the form of communication, marketing promotion, referrals from friends or trade associations such as advertising and public relations, tourism publications.
2. Personal and social determinants define the goals of the visitor. In the form of desires, expectations, and risks associated with travel.
3. External variables were variables involved with the confidence of a positive image of the city experienced in the past, time limits and costs.

4. Destination characteristics is a feature of tourist attractions and facilities in tourism contribute to tons of goods, such as tourism, the relationship between value and price, quantity and quality of information form, tourism management, travel opportunities, etc.

In addition, Mathieson & Wall, (1982:25-32) studied and proposed a process of purchasing decision of tourists consisting of 5 stages influenced by four related factors:

Stage 1 Felt need or travel desire

Stage 2: Information collection and evaluation

Stage 3 Travel Decision

Stage 4 Travel preparation and travel experiences

Stage 5: Travel satisfaction evaluation

Therefore, the decision-making process of tourists is based on 4 factors were:

1. Tourist profiles include personal characteristics such as sex, age, education, income, attitudes, motives and past experiences, and behavioral characteristics such as preferences, values, motives, etc.

2. Travel awareness refers to the perception of information, travel news, facilities and services. Visitors will receive official tourist information such as brochures, travel magazines, informal and informal media from relatives, friendly and awareness also covers the Recognize the image of the city, facilities and services in tourism destination.

3. Destination and characteristics of tourism destinations in the city. A variety of tourist attractions, facilities, access to tourist attractions and immigration, public utilities, etc.

4. Trip features such as long-distance travel expenses, etc.

From the studies above, therefore the researchers reviewed the literature concerning the theory of Behavior according to the Table 2.1 as follows.

Table 2.1 Summarize the priority of behavior researches

Author / Year	subject	Theory
Gassiot Melian (2016)	Accessible Tourism: An Integrated Model of The Behavior of Tourists with Disabilities in A Destination	Behavior of tourists
Fatima, Khan, & Goh (2016)	Environmental knowledge and behavioral outcomes of tourism students in Australia: towards testing a range of mediation and moderated mediation effects	Behavior of tourists
Kritsarak Yoocharoen (2016)	The Analysis of Thai Tourists Behavior after Oil Spilled at Ao Phrao Koh Samet Rayong, Thailand	Tourist's Behavior
Haskell, P. J., McGowan, A., Westling, A., Méndez-Jiménez, A., Rohner, C. A., Collins, K., ... & Pierce (2015)	Monitoring the effects of tourism on whale shark Rhincodon types behavior in Mozambique	Tourism Behavior
Hernández Maskivker (2015)	Consumer Waiting Behavior: Priority Passes in Tourism Services	Consumer Behavior
Chiengkul (2015)	Guidelines for Tourism Development in Buriram to Match Behaviors of Sport Tourists.	Tourist's Behavior
Sudiarta, Suardana, & Ariana (2014)	Understanding the Behavior of Tourists: A Strategy to Build Positioning of Tourism Destination (Case Study Bali)	Behavior of tourists
Sirirat Nakpaen (2012)	Tourism Behaviors and Motivating Factors of Foreign Tourists Visiting in Pha-Ngan Island, Surat Thani Province	Behavior of tourists
Ballantyne & Packer (2011)	Using tourism free-choice learning experiences to promote environmentally sustainable behavior: the role of post-visit 'action resources'	Tourism Behavior
Sriprasert (2009)	Tourism Behavior and Significant Factors towards Consuming Decision in Thai Provinces along Greater Mae Khong Sub region	Tourism Behavior

In summary, from the above research related to the behavior of consumers and tourists towards tourism, including the purchase of tourism activities in various forms,

therefore, this research is necessary to study the factors that Influencing the behavior of tourists to bring information to the right research.

2.3 Concepts of Tourist's Expectation

Expectation theory

Zeithaml, Bitner, & Gremler., (2006) mentions that the expectations of customers. The expectations of each client were different, it will contain. Expectations and the distance were acceptable to include three elements.

- 1) Desired Service is what consumers demand and believes that there is a possibility to receive the service or services should be directed.
- 2) Adequate Service is to service individual may have difficulty making the results were not as expected. The distance between the expectations that the consumers expects to receive the lowest level of service acceptable to the recipient is called the distance between the consumers' expectations.
- 3) Zone of Tolerance to get the results from the service of a business organization and the acceptance of acceptable results by the client. In addition, the distance is due to differences in other types of services, such as uncertain services which arise from a service provider or type of service from a different country or culture.

While Vroom's expectancy theory proposed by V. H. Vroom (2003:81) was similar to the concept of Lewin and Tolman but extends in the form of a model of expectancy in a work called the VIE Model or VIE Theory.

V = Valance is the level of severity of a person's needs in a reward target. In other words, the value of the reward that the person gives to the prize.

I = Instrumentality It is the tool of result 1 that leads to result 2, such as dedication to work, leads to special consideration, etc.

E = Expectancy is the expectation of a possible outcome or reward when showing some behavior.

In addition to these theories, the Vroom explains expectations with the formula.

Motivation = Expectancy X Valence or Motivation = Expectancy X Values of results

The formula explains that the level of motivation is based on the level of demand that one has towards one and the degree to which it is possible. The basic principles of this theory are:

1. Internal Factors (Demand) and External Factors (Environment) that affects the behavior of the person.
2. Behavior is the result of self-decision of the person.
3. Individuals have different needs, desires and goals
4. The person will choose which behaviors will be based on the perceived effect of the behavior.
5. The motive behind this theory is that it takes two important factors: Expectations and values of results

However, Miskel & Hoy (2001:146) have proposed the need of expectancy theory as the individuals need to expect what people want in the future and believe that can meet their expectation and achieve it, then the results will lead to the award. Hoy and the Miskel analyzed that the need of expectancy theory was based on three basic concepts: Expectancy, Instrumentality, and Value as the Figure 2.2

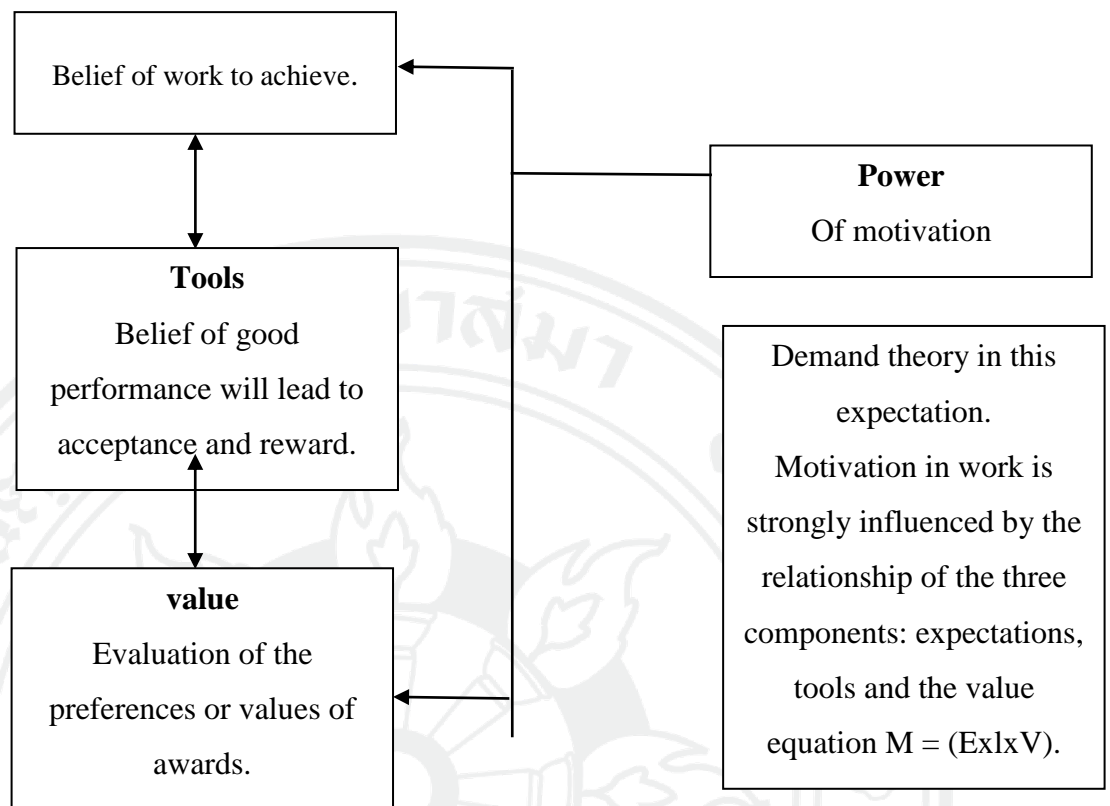


Figure 2.2 The need of expectancy theory of Hoy & Miskel (2001: 148)

Moreover, (Turner, 1982: 349-351) provides an overview of expectations that the nature of expectation is like "Play the stage" is to have the audience, actor and role for the actor as follows.

1. Expectations mean reality, society can be likened to drama, which includes many social positions. There are norms that determine whether a person should behave in a society, activity or action. Social norms are systematically regulated by different norms and conditions of society.
2. Expectations from other actors means that society has a norm, which is a script that determines the role of a person in a social relationship. People in society need to role-play each other so that they can expect the behavior of other people in society to express themselves and to interact properly as expected by society and other people.

3. Expectations from the audience mean the expectations of individuals in different social situations to anticipate and take on the role of the other person as a guide to proper social interaction and in accordance with the criteria of mutual expectations. Factors in determining expectations.

Therefore, (Bandura, 1977: 191) has proposed a theory of expectations that influences decision making.

1. Expectation about the effect of the action is a person's prediction of what behavior will lead to action.
2. Expectations about ability are predictions about the ability of the person to behave. This will lead to the result of expected action. The two types of expectations are shown in Figure 2.3.

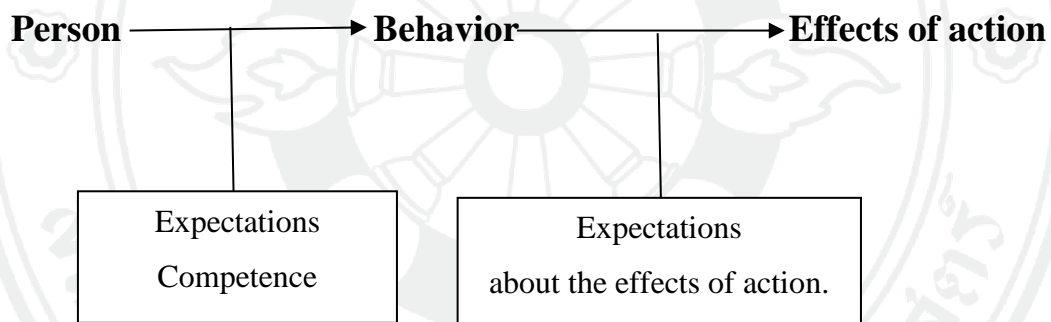


Figure 2.3 theory of expectations that influences decision making of Bandura (1977:191)

In addition, Hurlock, S. C., Rao, K. N., Weller, L. A., & Yin (1973: 184-185) stated that expectations that people have set both in the short and long-term. There are also positive expectations and negative expectations. However, Vroom, (1970) have discussed the theoretical expectation that a person will commit any variable is based on four aspects: 1) There is a positive correlation between efforts and performance, 2) Favorable performance will result in a desirable reward, 3) The reward will satisfy an important need, 4) The desire to satisfy the need is strong enough to make the effort worthwhile.

Expectations of tourists

Parasuraman, A. , Zeithaml, V. A. , & Berry (1988) said that expectation refers to attitudes about the desires or desires of tourists expected to occur in the service. customer purchase goods or services to meet specific needs, and travelers will evaluate the purchase based on what they expect to receive. Demand is something deeply buried in the human subconscious. It is the result of the life and status of the individual. When they feel they need it, they will have the motivation to satisfy that need.

While Christopher H. Lovelock & Lewis, (1996) have studied and found interesting issues regarding tourist expectations for the following tourist attractions and services as follows.

1. Expectations of visitors to tourist destinations and services will vary in different situations. In addition, the expectation of travelers to each of the service providers in the same industry is different, for example, tourists are expected not to serve food on domestic short-haul flights. However, travelers are expected to have food service in the service of international flights.
2. Expectations of tourist arrivals will vary among different populations, such as men and women, young people and the elderly, employees working in the factory, staff working in the office, etc., also found that the expectations of tourists are different in each type, such as passenger train in Greece may be acceptable if the train arrives late than the scheduled hours. In Switzerland, it measures the time that train arrives late than the set time in seconds.
3. Expectations of tourist arrivals will be influenced by the experience of service from different service providers competing in the same industry. In case where tourists have not experienced any relevant services before, tourists will compare their expectations before buying. This is due to various factors such as word of mouth, advertising or presentation of the service provider.

However, Zeithaml, Parasuraman & Berry, (1990) identified five main factors that affect the client's expectations: 1) Suggestions from other people 2) Individual needs 3) Past experience 4) Media News and from the service provider. 5) Price. The expectation of the client is an important component in measuring the level of satisfaction. The level of satisfaction is the difference between the perceived performance and the expectation of the person. There are three possible outcomes. If the offer does not meet the expected level, the customer will be dissatisfied. If the offer meets the level of expectation, the customer will be satisfied. If exceed the expectations, the service will be more satisfied or delight.

From the studies above, therefore the researchers reviewed the literature concerning the theory of Expectation according to the Table 2.1 as follows.

Table 2.2 Summarize the priority of the expectation researches

Author / Year	subject	Theory
Wereerath Watcharayothikul (2017)	Foreign Tourists Expectations and dimensions of satisfaction towards Koh Lan Island in Chonburi their Revisit Intention	Tourists' Expectation
Z. Chen (2017)	Expectations and Perceptions of Chinese Tourists towards tourism in Muang District of Chiang Mai Province	Tourists' Expectation
Kunlaya Sroyising (2016)	Customers' Expectations and Perception Towards Satisfaction of Hotels' Service Quality in Pattaya City, Chonburi Province	Customer' Expectations
Thanwalai Chutimawattananan (2016)	The Expectations and the Satisfaction of the Chinese Tourists Traveling with a Packaged Tour Group Which Affected their Loyalty Towards Pattaya	Tourists' Expectation
Waraporn Suksanchananun, (2016)	Tourists' Expectation and Satisfaction of Home Stay Services at KOH -YOR	Tourists' Expectation
Inchaya Ekthanavath (2015)	Expectation and Perception/ Destination Attributes Inchaya Ekthanavath: Expectation and Perception of	Tourists' Expectation

Author / Year	subject	Theory
	Chinese Tourists Towards Desination Attributes: Case Study of Pattaya City	
Tassana Kueseng, Yaowadi Sriram, & Withit Buaparot (2012)	Tourist's Expectation and Satisfaction Regarding On-Site Environment Management in Sai Khao Waterfall	Tourist's Expectation
Pornsiri Binnarvee (2012)	Thai Tourist's Expectation and Perception to the Tourism in Pai District, Mae Hong Son Province.	Tourists' Expectation
Somma Saihiandhamavit (2011)	Expectations and Satisfaction of Thai Tourists Influencing Klong Lad Mayom Floating Market in Talingchan District, Bangkok	Tourists' Expectation
Chanchai Chumpafaet; & Chaw Wayoopagtr (2015)	A Comparative Study Between Customer Expectations and Perceptions on The Service of Savings Bank, Maha Sarakham Branch	Customer' Expectations
Sanitwong, Ayuthaya, & Donkwa (2009)	Tourist's Expectations and their Satisfaction with Homestay Services in Lover-Northeastern Thailand	Tourist's Expectations
C. C. Chen, Tseng, & Lin (2008)	Using Fuzzy DEMATEL to Develop a Causal and Effect Model of Hot Spring Service Quality Expectation	Tourist's Expectations

In summary the researchers concluded that the meaning of tourist's expectation in guidelines of Hot Spring Management to Promote the Quality of Health Tourism in Thailand; for Thai tourist's feelings, opinions, perceptions, interpretations or predictions of non-occurring events of tourists on the management of Hot Springs in Thailand (Phra Ruang Hot Spring at Kampanghet Province/Pong Nam Ron Hot Spring at Lampang Province/Tham Khao Phlu Hot Springs (Lamae) at Chumphon Province and Nong Ya Plong Hot Spring at Phetchaburi Province). Anyhow, tourist's expectation must meet the perception of Hot Spring Management, which were able to meet the needs of the tourist simultaneously at the highest level

2.4 Concepts of Tourist's Perception

Definition of perception.

Schiffman & Kanuk, (2000) have defined that perception is a process by which an individual is selected, organized, and interpreted. To create a meaningful overview of the addition Bernstein, (1999) stated that perception is something that must be learned (Perception is Learned), so the lack of learning or experience will have a reception only touch.

While Hellriegel, Slocum, Jr., & Woodman, (1998) states that perception refers to the interpretive experience that arises from the selection and organizing of external stimuli. Perception includes search, acquisition, and process information. It is a process of human psychology to perceive information from the outside world and create a world of self-thought.

K. Morrison, (1996) has defined the customer as having five senses: vision, hearing, taste, touch and smell, in recognition of service and promotional information or service. In addition, Robbins, (1993) defines perception refers to the process by which persons formulate and interpret the sentiments. Touch the senses to give meaning to the environment. Consistent with Berkman, Lindquist, & Sirgy, (1997) which stated "Perception refers to the way in which people collect, process, and interpret information from the environment." In summary, perception refers to the process by which the human senses the five senses by the eyes, ear, nose, tongue, or touch in response to external stimuli, such as taste, smell, or touch. Then pass it to the brain, arrange and interpret the meaning of the stimulus, the meaning that is understood by the consumer, and then collect it in memory or reaction to the environment. However, Day, (1969) mention that perception is related to the environment and the inner personality.

Perception is the process by which a person responds to the stimulus based on the five senses combined with the previous experience or knowledge to choose from. And interpret the meaning of the information received according to the individual's understanding and then store it in memory.

In addition, Belch & Belch., (1993, p.128) stated that the cognitive selection process consists of four steps:

1. Selective Exposure means that consumers choose to receive the information they were offering. For example, consumers may choose to read or watch commercials from television or magazines. It is not interesting to open through the purchase of newspapers and radio selection. This information is the first step in the selection process.

2. Selective Attention occurs when a consumer chooses to focus on one stimulus or message, and at the same time ignores other stimuli only through his or her eyes.

3. Selective Comprehension means that when a consumer chooses to be aware of one or more of the information, he or she will interpret or interpret the message received based on attitudes, beliefs, motives, and experiences. This may be misleading, not the intent of the sender, it may be.

4. Selective Retention means that any advertisement or news that has been seen, heard and read has been passed through the perception process to a meaningful understanding, but that does not mean that the consumer will be able to remember the whole message. On the other hand, consumers will only recognize certain or specific messages that were distinctive, memorable, or relevant to their own interests, and often forget their own interests.

From the concept and process of perception. It can be concluded that perception is a process that occurs unconsciously or intentionally and is often based on experience and social accumulation. People will choose only a few of them because they cannot focus on the things around them. Each person is interested in and perceives things differently. Therefore, when receiving the same message, each recipient may pay attention and recognize the same substance.

Concepts of Tourist Perception

Schiffman & Kanuk., (1994) Discusses Factors Affecting Consumer Perception: The nature of perception and perceived action is influenced by physical factors. The factors affecting the perception of consumers can be classified into five groups.

1. Technical Factors

Technical factors mean that the reality of what the consumer perceives is not an interpretation of that. Evidence of physical evidence will affect the price and quality of

the product. More important technical factors affect consumer perception, but color, concentration, movement Positioning, intersection, and isolation.

2. The willingness to perceive the consumer.

The willingness of the consumer to perceive the state of mind, attitude towards the state of readiness of the individual. Factors influencing willingness in Consumer perception. The stability of perception, habits of perception, cautiousness, and confidence in perception, mind, structure of mind. The concept of perceived familiarity with what is perceived and anticipated in consumer perception.

3. Experience of the consumer.

What the consumer perceives today is influenced by experience, and the expectations of the individual were based on experience as well. Therefore, consumers will have to recognize, however, present. It depends on the person's experience with that stimulus. Including the expectations of consumers. Briefly, both current perceptions and consumer expectations were influenced by past consumer experiences. Therefore, the experience of using a brand will affect the current and future purchasing decisions.

4. Emotions of the consumer.

Emotions refer to feelings, attitudes, and mental states, which were important to the perception of the consumer. If the consumer is in a good mood while having a marketing stimulus, the consumer is likely to be persuaded or easily accepted. Therefore, marketers should be aware of the emotional factor in the sale of the product is that the consumer is in a state ready to accept the offer or not.

5. Social and Cultural Factors of Consumer Perception

Factors related to the social and cultural context in which people live influence their perception of the individual's role, individual's role, or social self-understanding, such as the social class or specific status and culture of the person to influence perception of the product. The most important thing for marketers is to understand the social factors. This is a great way to improve your marketing strategy to suit your individual needs.

In addition, Schiffman & Wisenblit., (2015) state that perception is very important in marketing. Because travelers decide to buy products and services based on information that has been known. Choosing to recognize the tourists were based on the

interaction between expectations. Travelers often choose to recognize what they want. And block what you do not need, do not like or stimulate pain. And since the human body is only able to perceive energy above Threshold, it cannot perceive it. The choice depends on two main factors: the senses and the stimulus. The stimulus is selected only when the visitor anticipates the desired outcome. A stimulus is selected only when the visitor has anticipated the desired result. Each stimulus could generate different perceptions. Some stimulants can attract attention and make the tourists more aware. But some stimulants make tourists less aware. The properties of the stimuli that were selected were: Sudden changes, conflicts or strangeness, strength or intensity, repetition and complexity.

However, Morrison, (1996) states that visitor perception is a process of selecting, compiling and interpreting marketing motives and environments through sensory perception, to perceive service and information from service providers. Marketers divide the recognition process into three levels:

1. Selective attention. Tourists will choose to be aware of what interests or information to affect. And choose to recognize what is wrong with the experience to create a picture with the senses and then create a picture in the brain that is meaningful or consistent with the memories that have been in the good. This results in an action (Schiffman & Wisenblit., 2015, pp. 124-12)

2. Selective distortion is the organizing and perceiving of the impression of one's self to explain the meaning of the environment, which distorts the beliefs or experiences of each traveler. If the information received does not match the information in the past, tourists may choose to believe or not believe it (Assael, 1998).

3. Selective retention: Tourists will choose to remember things in the same direction as the beliefs or attitudes they have experienced in the past.

From the studies above, therefore the researchers reviewed the literature concerning the theory of Perception according to the Table 2.3 as follows.

Table 2.3 Summarize the priority of the Perception researches

Author / Year	subject	Theory
Kunlaya Sroysing (2016)	Customers' Expectations and Perception Towards Satisfaction of Hotels' Service Quality in Pattaya City, Chonburi Province	Customers' Perception
Kritnikorn (2515)	Perception, Satisfaction and Marketing Mix Factors Brand Loyalty towards Fuji Film of Customers in Bangkok	Customer Perception
Inchaya Ekthanavath (2015)	Expectation and Perception/ Destination Attributes	Tourist's Perception
Rajesh (2013)	Impact of Tourist Perceptions, Destination Image and Tourist Satisfaction on Destination Loyalty: A Conceptual Model	Tourist Perceptions
Azadi, Maleki, & Seyed Jamaledin Tabibi (2012)	A Medical Tourist Perception of Iranian Hospital Quality: Limited Employee Foreign Language Skills Negatively Impact Communication	Tourist's Perception
Chun-yun, Jie, & Hai-mei (2011)	Structural Equation Model for tourism destination competitiveness from tourists ' perception perspectives	Tourist's Perception
B.-S. Kim, Kim, & Lee, (2009)	Tourist Perception and Satisfaction with Native Local Foods of Namwon	Tourist Perception

In summary, the perception of tourists is a process of responding to the environment because of the choice of tourists to be interested. It is the process of interpreting the stimuli that come through the process of feeling. When the receptors or organs were touched by stimuli, we sense and then send that feeling to interpret or interpret, become aware, and choose to remember in the same direction as the belief or attitudes based on their travel experience.

2.5 The concept of Management

Management refers to the process that makes successful activities and effectively with the people and resources of the Organization (Robbins & Decenzo, 2004; Certo, 2003) according to this definition include elements related to management were process, efficiency and effectiveness.

In addition, W.Rue & L.Byars (2003) stated that the management is a form of work that involves the synchronization of corporate resources, such as land, labor and capital, to achieve corporate objectives. Unlike Griffin, (1999), management theory refers to the conceptual framework, knowledge, and organizational set-up, as well as to achieving the desired goal.

However, Bartol & Martin. (1998), stated the management is in the process to achieve the Organization's objectives by four main functions: planning, organization, management and control which consistent with Stoner (1982), the management is the process of Planning, Organization, Leading and Controlling the efforts of the members in the organization and use of various resources to achieve the objects of the organization. In accordance with the management theory of Drucker (2005) which that the management process consists of

1. Planning is the task that must be accomplished to achieve the goals of the organization by determining how and when it will proceed to achieve the planned success. Planning must be controlled both in the short and long term.

2. Organizing is the task assigned to a person in a department to achieve the goals, when the department succeeds, the organization will succeed.

3. Leading is motivation and direction to achieve goals by increasing productivity and focusing on human relationships, resulting in long-term productivity levels that were higher than working conditions.

4. Controlling is the obligation of the executives to gather data to evaluate performance, compare current performance against benchmarks, and make decisions based on criteria.

Therefore, Wichian Vitthayaudom (2008:2) discusses the management resources were four main management resources or management factors: man, money, material, and management. 4M Resources in the management were the necessary or basic management, if it is not essential, then the public administration or business administration followed it cannot perform well.

In addition, Virat Viratnipawan (2009:11) discusses the classification of management indicators into three parts.

1. Input refers to management indicators that were important to management or management resources. For example, 3M consists of Human or human resource management, money or money management, and general management were introduced into the management system. This number is growing, as the management overlaps with 11M. For example: (1) Man (2) Money (3) Management (4) Material (5) Morality (6) Market (7) Massage (8) Method, (9) Minute (10) Mediation and (11) Measurement indicators for these management resources may continue to grow if the management system continues to evolve and move forward as in the figure 2.2

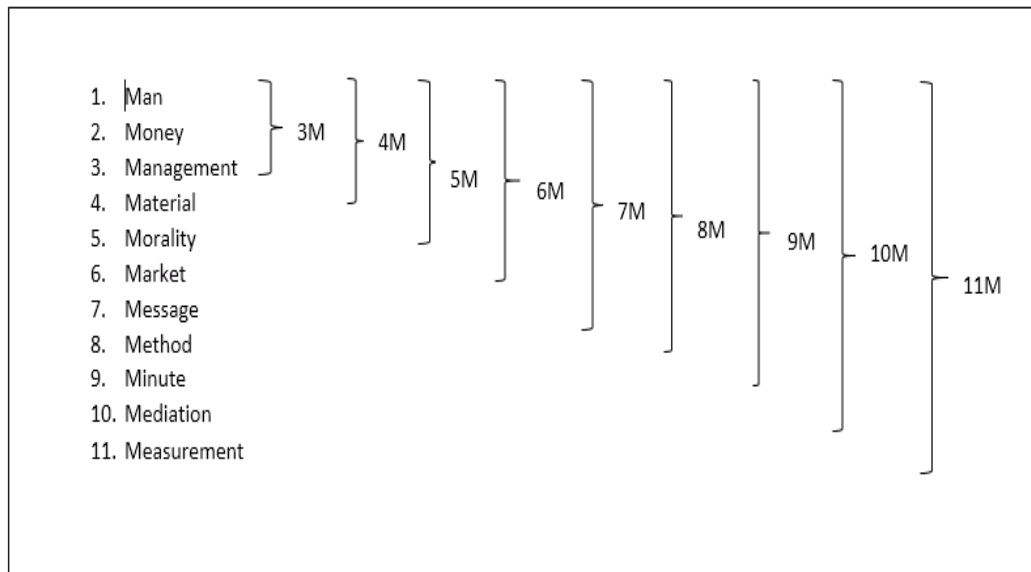


Figure 2.4 Management indicators as inputs 3M – 11M

Source: Viratnipawan, (2010:24-26) Principles and Techniques of Research, Thesis, and Report Writing

2. Process refers to the management indicators that contain multiple operational steps that government agencies and officials of the State should act or refer the measure consists of several steps in the system, managed by stages as a tool to modify the input to the output or target or purpose of department. Such as POLC consists of four areas/stages: Planning, Organizing, Leading, and Controlling indicators that a process has been developed all the time. However, in the reign of Henri Fayol (1882 – 1916 cited in Viratnipawan, 2010) contains 5 step called POCCC which consists of Planning, Organization, Commanding, Coordinating and Controlling but in 1972, Harold D. Koontz believes it consists of 5 areas/stages called POSDC Planning, Organizing, Staffing, Directing, and Controlling. Then, the concept has changed in 1988 Koontz and Weihrich (cited in Viratnipawan, 2010) have wrote the Management book by changing the step from D (Directing) and L (Leading) called POSLC have developed to PAMS- POSDCoRB consisting of 11 sides/steps include the Policy, Authority Morality and Society. in the future, the indicators of this process may have more or fewer steps.

3. Output refers to performance indicators of management as a result, product performance or a destination (end (s)), (goal (s)) or (objective (s)) of the department which come out of the process in the second step. Output indicators were predisposing factors, or the goal of department may be divided into two categories: profit-oriented metrics and non-profit metrics, or metrics. The purpose is to produce goods or products and indicators to providing services.

The researchers reviewed the literature concerning the theory of 4M-11M Management according to the Table 2.4

Table 2.4 Summarize the priority of the 4M - 11M Management researches.

Author / Year	subject	Theory
Suwanvong & Boonchai, (2013)	Candle Traditions: Conservation and Management Model for Public Relations in order to Promote Cultural Tourism in the Government Sector, Private Sector and Communities of Ubon Ratchatani Province.	4M Management
Sorach Wisootthipaet (2015)	Local Food Wisdom: The Management for Tourism in the Eastern Region of Thailand.	4M Management
Sudaporn Khomthawong (2016)	A Development of Cultural Tourism Management Model in Luang Prabang Province, Lao PDR	4M Management
Chamaimone Srisurak (2017)	The Research Based Learning (RBL) and Community Based Learning (CBL) lessons.	4M Management
Chonticha Sithiwong & SriboonlueUmawasee, (2017)	Factors Affecting Readiness of State Enterprises in Thailand For the Competition in The Asean Economic Community	4M Management
Sulistiyo, Mutmainnah, & Furusho, (2017)	4M Study to Support Indonesia's Maritime Tourism Development.	4M Management
Dherddhool Tokirie, Panya Sungkawadee, & Thaweesub Koeipakvaen (2017)	The Model of Football Academy Development in Professional Football Clubs	4M Management
Nittaya Meephum (2011)	The Development of Management Administration Regarding Human Resources of the Subdistrict	6M Management

Author / Year	subject	Theory
	Administrative Organizations in Sainoi District of Nonthaburi Province	
Chaianan Suthikul & Wiruch Wiruchnipawan, (2017)	Development of Tourism Administration of Municipalities in Phuket Province According to the Sufficiency Economy Philosophy	11M Management

From the studies above, therefore the researchers summarize the priority of the 4M-11M Management theory in Table 2.5 as follows.

Table 2.5 Presents the priority of the 4M-11M theory

No.	Authors/ Years	Man	Money	Management	Material	Morality	Market	Massage	Method	Minute	Mediation	Measurement
1	Chonticha Sithiwong & SriboonlueUmawasee, (2017))	✓	✓	✓	✓							
2	Chaianan Suthikul & Wiruch Wiruchnipawan, (2017)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
3	Sulistiyono et al. (2017)	✓	✓	✓	✓							
4	Dherddhool Tokirie et al. (2017)	✓	✓	✓	✓							
5	Chamaimone Srisurak (2017)	✓	✓	✓	✓							
6	Manat Mahawong (2016)											
7	Sudaporn Khomthawong, (2016)	✓	✓	✓	✓							
8	Suchart Suwanvong, Pisit Boonchai and Somkhith Suk-erb (2014)	✓	✓	✓					✓			
9	Nittaya Meephum (2011)	✓	✓	✓	✓	✓	✓					

Based on a conceptual study of the 11M concept as mentioned above, this was found it provides meaning and determines the factors that contribute to management depending on the choice or determination of what is important to the management, but the researcher have used 6M: Man, Management, Money, Material, Market and Media which suitable to determine the Management of Hot Springs in Thailand in this research.

2.6 The concept of quality

In the meantime, Kitisak Ploywanichcharoen (2009: p. 25-26) discusses the definition of "quality" as customer satisfaction. The important issue in quality management is that the manufacturer knows satisfied customers or will not find that "Satisfaction is the result of Necessary and Sufficient Condition of satisfaction "Necessary conditions for responding to "Needs" of customers". This requirement of the customer is defined as the hierarchy of the Needs, which can be described in the Maslow's Theory of the Need (Maslow, 1943). The response to demand is "Expectation".

International Organization for Standardization (ISO) in ISO 9000: 2000 (Office of Industrial Product Standards, 2002) defines the meaning of quality as "degree to which a set of inherent characteristics fulfils requirement" In dictionary definition quality is outstanding characteristics of a person or an object.

Juran & Blanton (2000) discusses the basic concepts of service quality assessment consumption of goods or services. Each consumer has an expectation of a product or service at a certain level. In fact, service providers may produce products or services that are different from expectations which is possible in the case of fit or above expectations Causing customers to evaluate that Products or services that receive high quality and if the service received is lower than the customer expects, the customer evaluates that product or service with low quality.

However, Katanyu Hiranunsomboon (1999: p. 20-21) has given meaning to the quality by which the product is of good quality must have the following characteristics.

1. Performance, products must be able to use the duties defined.
2. Aesthetics, products must have the shape, texture, smell, taste, color to attract customers.
3. Special, features products should have special characteristics that distinguished different from others.
4. Conformance product should have the effect that is markedly different from others
5. Safety products should risk the dangers of using a minimum
6. Reliability products should be available regularly.

7. Durability The product should last a long time to a certain degree.

8. Perceived Quality, products should impress and have a good image in the eyes of customers.

9. Service after Sale

Based on the data, we can conclude that quality refers to the level of features of Hot Springs, which can perfectly satisfy the requirement of tourists. All components of the service were suitable and in line with the standard of the Hot Spring, which is required of tourists in all aspects. The properties of the Hot Springs that meet the requirement of tourists, it must comply with the principle of the hierarchy of Maslow. (Maslow, 1943) and adequate conditions for responding to the tourist's requirement, to promote the quality of the Hot Spring in Thailand to achieve maximum benefit.

However, Crosby (1979) states that quality refers to the features and benefits of the overall usability of a product that will enable us to respond appropriately to suit the application. All components of the whole product or service marketing, engineering, manufacturing and maintenance that meet the expectations and requirement of clients comply with the standard, which were needed, and the customer's expectations

2.7 The concept of Health Tourism

Tourism Authority of Thailand (2012 cited in Jammweree Choosrichom, Nipapron Saejen, & Poonyawee Srirat, 2015) noted that the form of health promotion tourism has the form of a tour program with health promotion activities, including tour and mineral water bath, visit the source of s and the spring field trip existing in the whole province 4 regions of the country and stay in hotels or resorts were located on or near the property, mineral bath treatments for health tourism and the leisure tourist in a beautiful natural location in the Hot Spring area.

According to the Tourism Authority of Thailand (2009) there is a definition of health tourism as a tourist trip to visit beautiful places in natural and cultural attractions as well as to learn the way of life and leisure by divided the time of travel to promote health and rehabilitation activities. There were two main types of health tourism according to the purpose and objectives of the program.

1. Health Promotion Tourism is the Promotion of travel to visit tourist attractions in beautiful natural attractions and cultural learning, lifestyle and leisure, by

splitting from the tourism part in health-promoting activities, accommodation or a hotel for quality standard and principles, such as Massage, steam with herbs, Aroma Therapy, Water Therapy, or baths. The inverted posture exercises contortionist, the practice of meditation Buddhist religious instruction, the service, food and beverage, health, etc.

2. Health healing tourism is traveling to visit beautiful sights in the tourist nature and culture learning lifestyle and recreation, part of the time to travel to get treatment, service and health and medical, health care and rehabilitation in hospital or nursing home quality standard as authentic, such as the physical examination, treatment of various dental and health care of teeth, he cosmetic surgery transsexual, etc.

However, Smith & Puczkó (2009) stated that there were several types of Health Tourism that focus on physical or medical treatment healing to gain a psychological and spiritual dimension. Medical tourism will travel to the destination to maintain the treatment or surgery also known as the medical health care products with a combination of medical and health care for those who need to take care of their health.

In additional, Y. Kim, Boo, & Kim (2009) stated that Health tourism is dependent on tourism from one place to another to the goal of health care and tourism concurrently. According to Didascalou, Lagos, & Nastos. (2009) wellness the word "health" is widely used in European tourism. The word "health" does not have the same meaning. There were many researchers exploring the concepts and definitions associated with common patterns.

However, the concept of Mueller and Kaufmann on projects reflects the tendency of many people to take care of their health and lifestyle by arrange the time to exercise, travel to relax, detoxifying both body and mind to clear the mind without stress. The healthy people will focus on natural protection. In addition, is a systematic way of taking care of physical and mental health (Carrera & Bridges, 2006).

Therefore, Mueller & Kaufmann (2001) discuss the meaning of Health Tourism, it is a travel to a place that will help to maintain or promote health. They may stay at the hotel, which has special health care services such as a fitness facility, beauty services, health spa, nutrition care for health or diet, control weight loss, recreation, meditation, education, or a good activity to enhance the mind as a study of Dharma, art education and cooking classes. is clearly different from medical tourism, which requires medical treatment to cure illness, although sometimes health tourists may stay

in medical facilities. The classification is based on Health tourism, considering the motivations of travelers. Mueller and Kaufmann define the sector, they were classified into 2 categories: 1) Traveling with healthy people and 2) Traveling with sick people. Healthy people will travel for preventing illness and want to use health care services exclusively or maybe it is a health-minded journey to maintain a healthy body, mind and spirit. The travel of sick people is a journey to rehabilitate health care in a sanatorium or spa that provides medical treatment for rehabilitation or to stay in a rehabilitation facility and medical services were required while the health spa is open to health-conscious travelers who were not sick.

While, Arun Boonchai and Jintana Tansaravutra (2003) has divided the purpose for activities, tourism and the tourists who want to use health promotion activities 2 the main categories were as follows:

1) Health promotion tourism means traveling to visit beautiful sights in natural attractions, to learn the lifestyle and recreation. The majority of the time is spent on health promotion activities (or maybe extra activities in the tourist area outside the hostel) with standard of Hot Spring quality and safety in the true academic way, such as Thai massage and various massage, sauna/herbal compress, spa services, and hydrotherapy, mineral baths and training in Thai Hermit Exercise, Buddhist meditation practice, Healthy food and drinks Natural products and herbs for health, beauty and etc., which is a very useful form of tourism to raise awareness about health promotion and environmental quality development.

2) Health healing tourism means traveling to visit beautiful places in nature and culture, to earn the lifestyle and recreation, part of the time to travel to the treatment of health. Medical treatment and/or restoration of health in hospitals or clinics with quality standard and safety, according to academic principles, such as physical examination, treatment of various diseases, health rehabilitation after illness, occupational therapy is a form of tourism that is beneficial to the health of tourists.

However, Wanna Wongwanich (2003) state that means traveling to nature, learn how to use natural energy to heal and strengthen your health, freshness along with travel, See the local culture and bring something to improve the quality of life. Most popular to travel to the province, this is very popular in the form of a health center, the key were;

1. The place should have a beautiful natural environment, clean, clean and free of pollution.
2. Have facilities and security
3. There were staffs that have knowledgeable in health, physical health, and mental health who ready to help you all the time.
4. Has a safe and secure exercise and leisure management system by the time appropriate. There were activities that affect the development of physical and mental health.
5. Doctors and nurses were caring and ready to operate immediately.
6. Tourists benefit from the knowledge, experiences, impression and ready to develop a better quality of life asset.

Furthermore, Kaspar, (1990; Goodrich, J. N., & Goodrich, 1987; Lund, 2000) states that the key is the importance of the form of life. Take responsibility for your own health and take advantage of the potential of a person with a better quality of health.

Based on above data, it is concluded that Health Tourism is a travel to visit beautiful places in the health tourism and to spend time in tourism to promote health or rehabilitation, mineral bath or Hot Spring. A health promoting tourism for healthy people with the purpose of protection against illness and want to use health care services to maintain a balance the body, heart and soul, and to travel for illness. Travel to restore health by may have a massage, steam with herbs, including doing activities to create guidelines a management model to promote the quality of tourism in the 4 source of Hot Spring tourist attractions.

2.8 Related Research

Chen (2017) explore expectations and perceptions of Chinese tourists towards tourism in Muang District of Chiang Mai Province and to study satisfactions of Chinese tourists by comparing between their expectations and perceptions towards tourism in Muang District of Chiang Mai Province. The sample group of this study was the population of 400 Chinese tourists. The results showed that, expectations of Chinese tourists had the average mean at 3.90 and their perceptions had the average mean at 3.99. This summary indicated that the tourists were impressed with their travelling

experience. When each item was considered, it found that their real perceptions were much more than their expectations in almost every part, except other services that they were not impressed: this is partly because direction signs of the important tourist attractions were not clear and not enough for tourists, and also a number of toilets in same areas were not enough with a large number of tourists. travelling to Chiang Mai by using convenience sampling selection.

Sudaporn Khomthawong (2016) studies on A Development of Cultural Tourism Management Model in Luang Prabang Province, Lao PDR. The results of the study were revealed condition, problem and need of cultural tourism management in Luang Prabang province in a management framework of man, money, material and management (4M's) found that (1) the current condition of man was suitable for education qualification and sufficient seniority, had an ability to work efficiently, (2) the current condition of money collected from entrance fee of tourist sites were given to the government. (3) the current condition of material was sufficient and (4) the current condition of management was looked after by the government and also developed all tourism facilities.

Arissara Hongsup and Gulapish Pookaiyudom (2015) studied the Guidelines for Developing Hot Spring Resource in Health Tourism Destination Management which found development requirements health tourism hot springs. Found that there was a need to develop a high level on all sides. A comparison of management development requirements health tourism hot springs. the groups of people who are involved in Health Tourism hot springs. There is a need to develop not different way. Opinion about the Development of Health Tourism in Hot Springs has all 5 sides 12 major issues.

In addition, Chen, Chang, & Wu (Kenny) (2013) studied the factors in customer service and the elderly tourists in the hotel. This is a tourism related to the market, which found that there were 8 major customer service factors from high to low were; personnel, service, environment, healthy relaxation, healing and health, Experience unique travel resources, social and spiritual learning. This study deals with the allocation and management of information resources as a service factor used for examining the values of older consumers in as many countries were facing an aging population and the marketing opportunities which were becoming popular in the

tourism industry. This research has gathered the view of elderly consumers, hotel personnel, and expert opinion in the hotel industry to determine the customer service factor in Hot Spring. The results of this study suggest that the hotel in Taiwan to focus on serving clients in the areas of resource management and resource allocation.

While Zhiqiang (2012) studied Tourism perception to Thailand of the Chinese mainland tourists. In First Thai-Chinese Strategic Research Seminar, Bangkok, Thailand. In this study, through collection the online tourism forums, one of the We Media, in which the Chinese mainland tourists discuss the travel experiencing Thailand, using content analysis to analyze the perception and evaluation of the Thai tourism. Overall, tourism perceptions of the Chinese mainland tourists to Thailand is better, in response to various elements of the tourism.

Therefore, Pornsiri Binnarvee (2012) examine the expectation and perception of Thai tourists towards tourism in Pai, Mae Hong Son province and to examine tourists' satisfaction by comparing the expectations and perceptions of Thai tourists in Pai, Mae Hong Son province by collected data from Thai tourists who traveled to Pai 400 samples were collected by a convenient sampling. Questionnaires were used to collect data. The result found that the overall score of perception was moderate. The highest score of tourists' perception was the facilities of the local area, followed by the image of tourist attraction. When compared the expectations and the perception of the tourism in Pai, the result was likely lead to tourists' dissatisfaction, especially the disappointed ones were the services and the lifestyle and local culture.

However, Chanchai Chumpafaet & Chaw Wayoopagtr (2015) studied and compared customers' expectations and perceptions of Savings Bank, Maha Sarakham branch in 6 aspects: product, price, place, promotion, people, and service process by collected data from 400 samples. The results of the study showed that overall expectations were higher than perceptions, except for Product and Service which expectations were less than perceptions in most items. Theses led to some suggestions for the bank in aspects of place, promotion, staff, and service process aspect.

In addition, Thongprada Somying (2010) studied on opinions and behaviors of 369 Thai tourists towards tourism in Ko Lan, Pattaya and found that they frequently travelled with at least two friends and more than half were impressed of beautiful scenery and wanted to visit Pattaya beach again.

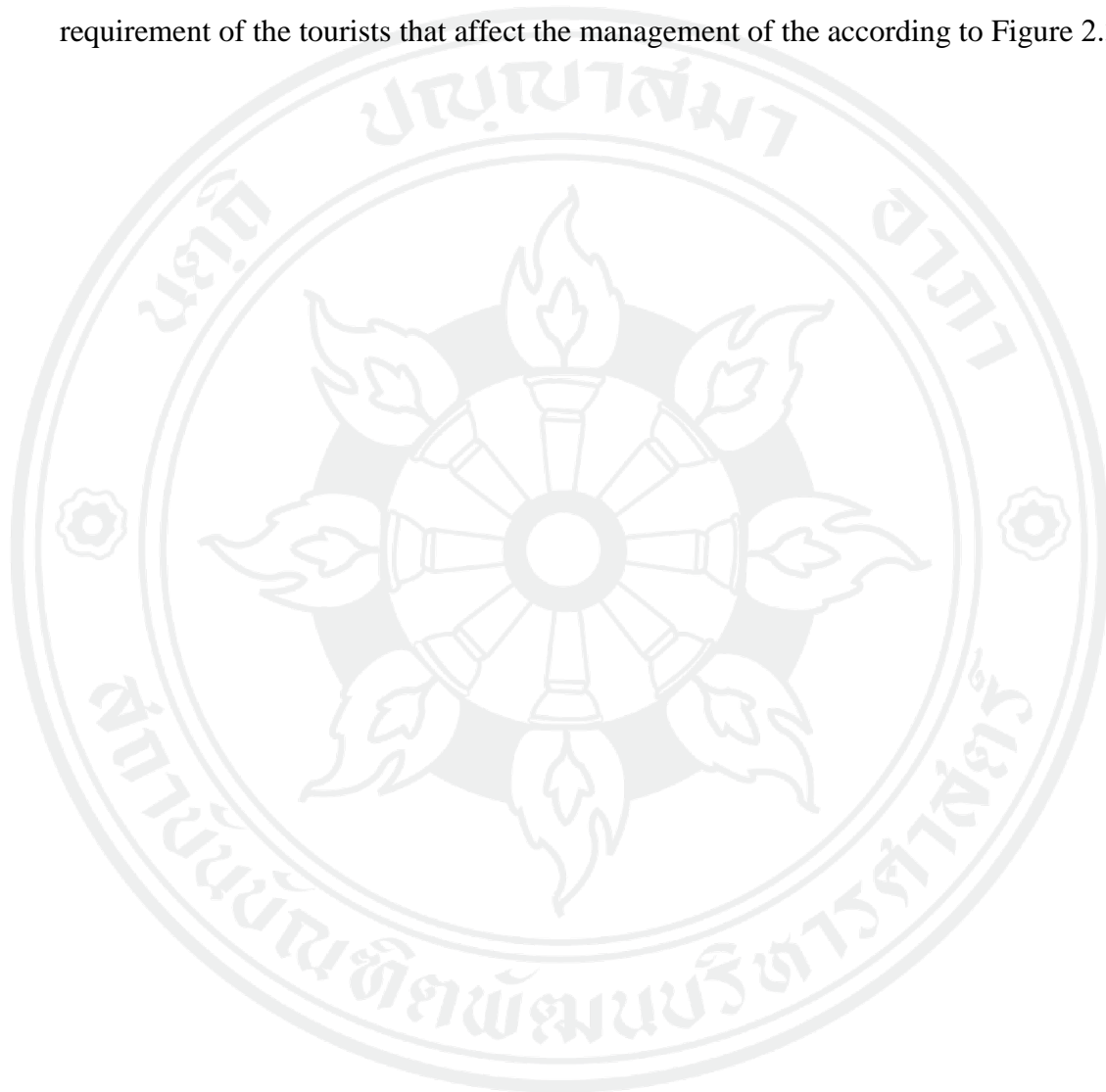
However, C.-F. Lee, Ou, & Huang. (2009) study attractive tourist attractions through the view of domestic travelers: Case Study of Tourism in Taiwan by exploring a demand-side factors determine the attractiveness of a tourist s in Taiwan analysis of the factors that affect the order of importance of these factors; security, natural resources, accommodation, transportation, infrastructure, food, leisure and recreation, culture and assets. Logistic regression analysis was used to determine the impact of each of these factors on predicting the frequency of visitor among the independent variables were sex, age, perceived, importance of accommodation, significant predictions of frequency of visit to the Hot Spring. The results of this study show that the owner of the Hot Spring should work closely with government agencies for tourist safety and security and extend the experience into health care and medical treatment. The owner of the s may need to focus on groups of old man with no worries about finding a room in a promotional effort.

Hunter-jones & Blackburn (2007) studies on understanding the relationship between holiday taking and self-assessed health: an exploratory study of senior tourism. An exploratory qualitative study was undertaken in the spring of 2005, with 22 senior consumers (aged 55 years plus) interviewed. Utilizing the earlier work by Zimmer et al. into self-assessed health as a framework, travel propensity, the perceived effects of travel and factors inhibiting full participation were questioned. Conclusions drawn outline both a senior tourism typology and areas for future research. Notably the relationship between caregiving and tourism consumption is singled out for further investigation.

2.9 Research Framework

This research has studied the management of Hot Spring to promote quality of Hot Spring in Thailand in 4 sources. The framework was based on the literature review process about the concepts of tourist's behavior, tourist's expectations and tourist's perception. The management concept to promote the quality of Hot Spring by the process of 6M Management: Man, Money, Materials, Management, Moral and Market. After that, the researchers will present data from all relevant factors to create guideline of Hot Spring Management to Promote Quality of Hot Spring in Thailand. The researcher will use information derived from tourist's questionnaires, interviewing

people who were responsible for managing in the local area. To interview the management and associates of Hot Spring including the experts of Tourism Management/Hot Spring. Then the outcome of the in-dept interviewed was to analyze and create guidelines of Hot Spring Management to Promote Quality of Hot Spring in Thailand. However, this study has included a conceptual framework based on the requirement of the tourists that affect the management of the according to Figure 2.3



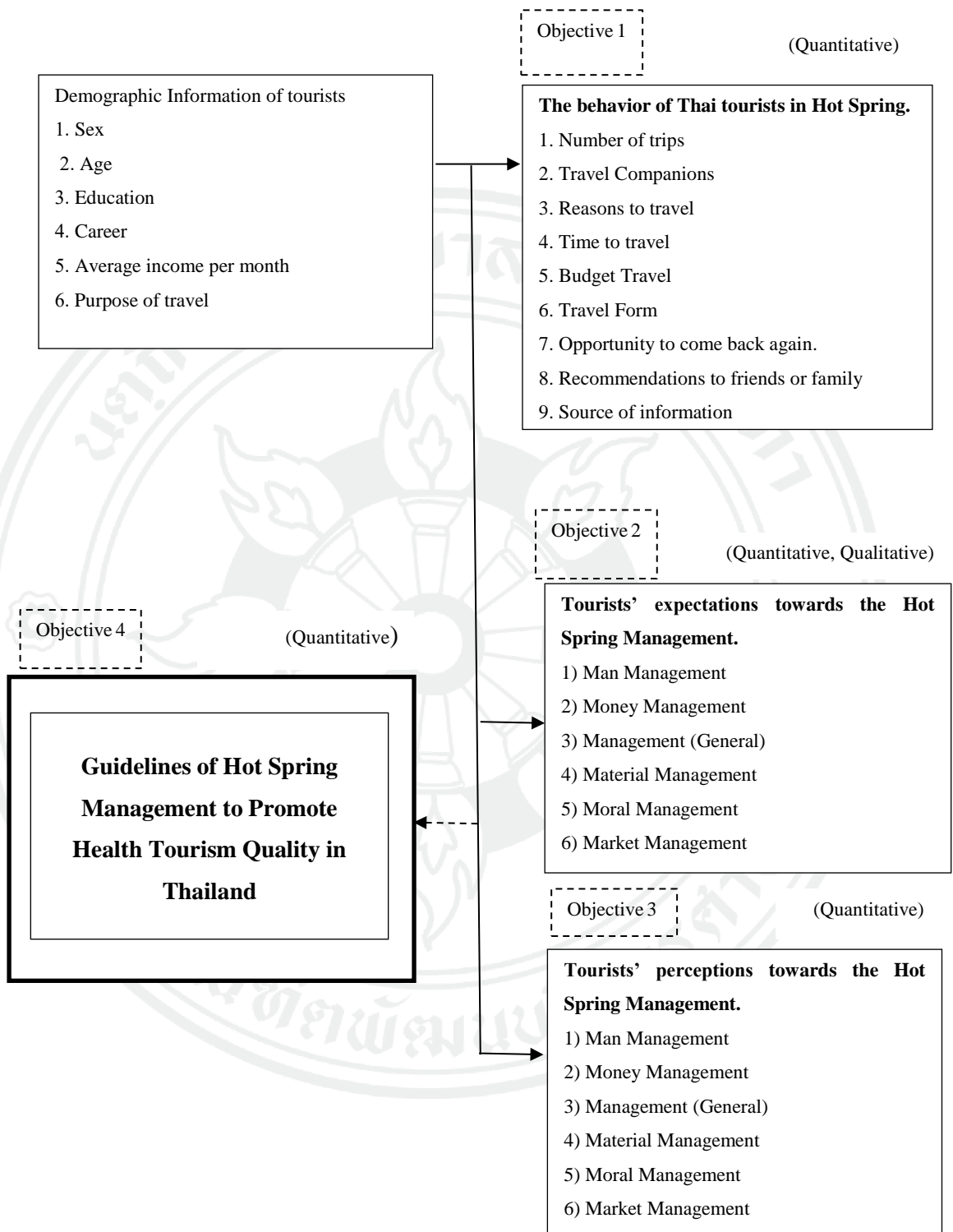
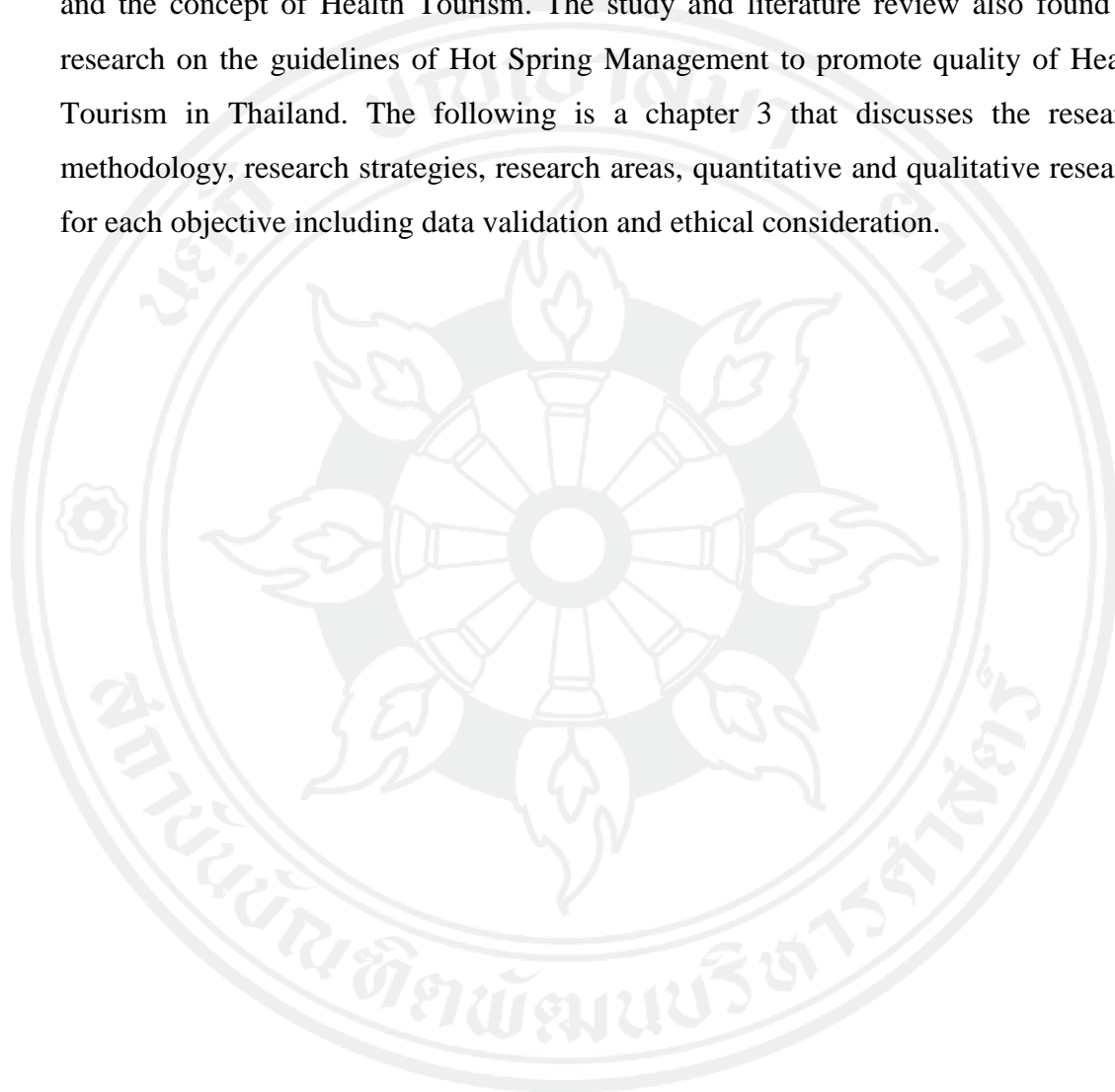


Figure 2.5 the conceptual framework of the study on guidelines of Hot Spring Management to Promote the Quality of Hot Spring in Thailand.

2.10 Summary of Chapter 2

This chapter begins with an overview of the literature studied. Then the theory of tourist behavior, tourist expectation, tourist's perception of Thai Tourists Visiting the Hot Spring, including the study on the concept of quality, concept of management and the concept of Health Tourism. The study and literature review also found no research on the guidelines of Hot Spring Management to promote quality of Health Tourism in Thailand. The following is a chapter 3 that discusses the research methodology, research strategies, research areas, quantitative and qualitative research for each objective including data validation and ethical consideration.



CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

A study on the guidelines of Hot Spring Management to Promote the Quality of Health Tourism in Thailand was a Mixed Method Research which combines quantitative and qualitative research by dividing the sample into 3 groups: 1) Thai Tourists who visited to 4 sources of Hot Springs, including Phra Ruang Hot Spring at Kampanghet Province, Pong Nam Ron Hot Spring at Lampang Province, Tham Khao Phlu Hot Spring (Lamae) at Chumphon Province and Nong Ya Plong Hot Spring at Phetchaburi Province. 2) The management and stakeholders of the Hot Springs in these four areas. 3) The Professional of Tourism management and Hot Springs in Thailand. The researcher has defined the scope of research and research methodology as shown in Figure 3.1

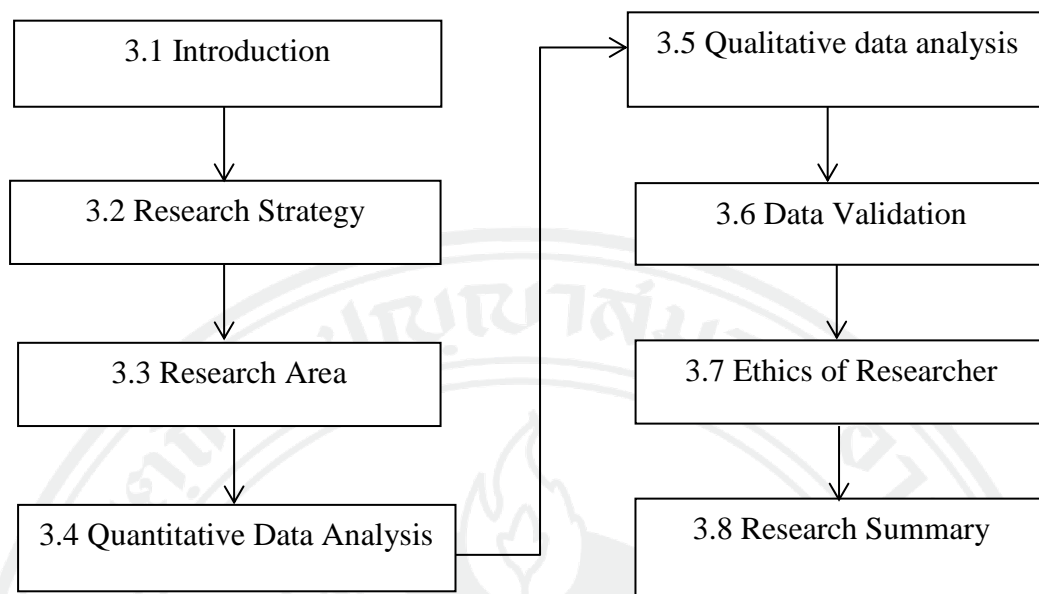


Figure 3.1 the process of research and research methods

3.2 Research Strategy

This research was a Mixed Method Research that combines quantitative and qualitative research to present two integrated research approaches. The qualitative research focuses on creating the guidelines from the phenomenal occurrences, while the quantitative research was a research focused on theoretical concepts to describe the information was collected. The aim was created guidelines of Hot Spring Management to Promote the Quality of Health Tourism in Thailand.

3.3 Research Area

The researcher was collected information from the Hot Springs representing the Hot Springs in Thailand. The selection criteria come from the complete report of the project on the preparation of the natural environment quality standard Hot Springs of the Ministry of Natural Resources and Environment, (2008) as follows:

- 1) The management structure of the Hot Springs was run by the local government.
- 2) Utilization for Tourism / Health & Wellness Recreation / Natural Healing.

3) Offers Thai Massage / Health Massage to promote and restore health.

There were 4 sources of Hot Springs in the study area as shown in Table 3.1

Table 3.1 shows the research area of 4 Hot Springs in Thailand.

Hot Springs	Department	Province
Phra Ruang Hot Spring	Kamphaengphet Provincial Administrative Organization (PAO)	Kampanghet
Pong Nam Ron Hot Spring	Maipattana Subdistrict Administrative Organization (SAO)	Lampang
Tham Khao Phlu Hot Spring (Lamae)	Suantang Subdistrict Administrative Organization (SAO)	Chumphon
Nong Ya Plong Hot Spring	Phetchaburi Provincial Administrative Organization (PAO)	Phetchaburi

Source: Ministry of Natural Resources and Environment (2008)

3.4 Quantitative Data Analysis

In the analysis of quantitative data, this contains the objectives 1: To study the Tourist behavior visiting the Hot Spring, Objective 2: To study the expectations of Thai tourists visiting the Hot Spring and Objective 3: To study the perception of quality management of Hot Spring, Population, sampling and statistical analysis are described as follows.

3.4.1 Population

The population researched on the guidelines of Hot Spring Management to Promote the quality of Health Tourism in Thailand was Thai tourists who visited the Hot Spring in Thailand in each source of Hot Spring including Phra Ruang Hot Spring at Kampanghet Province, Pong Nam Ron Hot Spring at Lampang Province, Tham

Khao Phlu Hot Spring (Lamae) at Chumphon Province and Nong Ya Plong Hot Spring at Phetchaburi Province.

3.4.2 Sample Sizes and Sampling Techniques

The researcher studied the expectations and perception of tourists in the Hot Springs in Thailand according to the quality of Hot Spring Management.

3.4.2.1 Primary Data

Quantitative data was collected from the feedback of tourists who traveled to Hot Springs in Thailand. There were various groups of tourists, such as solo travelers, tourists who came with their family, tourist groups, etc. The random numbers of populations were infinite population random sampling. It was impossible to determine the boundaries of the population. The sample size was determined by Cochran, (1953) 95% confidence level at $\pm 5\%$

Random sample was defined the sample or n to inaccuracies of estimating the proportions of value not over than e with 95% confidence interval by sampling without replacement, which was the size of the sample can be calculated from the following:

$$n = \frac{P(1-P)Z^2}{e^2}$$

Formula Variable:

- n = Sample Size
- P = Proportion (if not known, use 0.5)
- Z = Represents Confidence; the value was from z-score table If confidence at 95% (1.96)
- e = Acceptable Random Error ($e = 0.05$) from the sampling

The P value must not be less than 50% of the size of the sample, so it can be trusted Tanin Siljaru, (2007, p. 48).

For calculating interval, the following formula was used:

$$\begin{aligned}
 n &= \frac{(0.5)(1-0.5)(1.96)^2}{0.05^2} \\
 &= \frac{(0.5)(0.5)(3.8416)}{0.025} \\
 &= \frac{0.9604}{0.025} \\
 &= 384.16 \text{ or } 384 \text{ people}
 \end{aligned}$$

The sample of Thai tourists visiting the Hot Springs was 384 people which researcher defined as 400 people. To determine the sample size for each source, researcher has made the allocation proportional-to-size. This was because the population of this study could not know the actual population or the number of Hot Spring tourists in that area. Some problems include unknown sampling frame and basic data of the population. Therefore, this study was to use population between the ages of 15 - 80 years instead of the total population, or number of tourists in different sources to determine the size of the sample. According to the survey and analysis of confidence in quality tourism products and services (Watchareeporn Chaimongkol et al., 2013 p. 28), the target population were as follows:

Table 3.2 Number of tourists in each source

Province	Population (Persons)	Percentage	Sample number
Kampangphet	601,661	30	120
Lampang	656,097	30	120
Chumphon	417,624	20	80
Phetchaburi	403,998	20	80
Total	2,079,380	100	400

Source: Department of Administration, Ministry of Interior

(http://stat.dopa.go.th/stat/statnew/upstat_age_disp.php Retrieved on October 31, 2517)

3.4.2.2 Secondary Data

Data was collected from research on Hot Springs, books and textbooks on the theory involved in the research. This included media, such as newspapers, magazines and electronic data from tourism.

3.4.3 Research Tools

The questionnaire was used as a tool in quantitative research for this study. The research data was generated by studies of the theoretical concepts related to our research. This questionnaire was used to collect data to study the tourist's behavior, tourist's expectations and tourist's perception to the Hot Springs Management in Thailand, the questionnaire consists of closed questions (Close Ended) and open-ended questions (Open Ended) were divided into 4 parts as follows:

Part 1: Personal Information of Respondents

Questionnaire about the personal data was divided into 6 questions, using the level of measurement of the variables as follows:

Question 1 Sex, including male and female (choose one answer) was measurement data of the nominal scale.

Question 2 Age was a Close-Ended response question.

Question 3 Education level (choose one answer) was the level of measurement data of the ordinal scale.

Question 4 Occupations (choose one answer) is a measure of the nominal scale.

Question 5 Monthly income (choose one answer) is the level of measurement data of the ordinal scale.

Question 6 Purpose of traveling (select multiple answers).

Part 2: Questionnaire about the Tourist behavior into 9 questions, using the level of measurement of the variables as follows:

Question 1 Number of trips

Question 2 Travel Companions

Question 3 Reasons to travel

Question 4 Time to travel

Question 5 Budget Travel

Question 6 Travel Form

Question 7 Opportunity to come back again.

Question 8 Recommendations to friends or family

Question 9 Source of information

Part 3: Questionnaire for opinion on the tourist's expectation and perception of Hot Spring Management in Thailand, to reach the expectations of close ended question, as follows:

- 1) Man Management
- 2) Money Management
- 3) Management (General)
- 4) Material Management
- 5) Morality Management

6) Market Management (Public Service)

The Interval Scale was a Likert Scale has 5 levels by a scoring as follows criteria:

Level 5	Hot Spring has the highest expectation/perception
Level 4	Hot Spring has the high expectation/perception
Level 3	Hot Spring has the moderate expectation/perception
Level 2	Hot Spring has the less expectation/perception
Level 1	Hot Spring has the lowest expectation/perception

The average of the scores given as follows:

The expectation and perception of Hot Spring Management

4.21 - 5.00 = Hot Spring has the highest level of expectation/
perception

3.41 - 4.20 = Hot Spring has the high level of expectation/
perception

2.61 - 3.40 = Hot Spring has the moderate level of expectation/
perception

1.81 - 2.60 = Hot Spring has the less level of expectation/
perception

1.00 - 1.80 = Hot Spring has the lowest level of expectation/
perception

Part 4: The suggestion was open-ended question was 1 questions.

3.4.4 The process to create research tools.

Researcher has done in creating and monitoring a quality tool, respectively as follows:

- 1) The study analyzed documents related to the expectation and perception of tourists in Thailand at Hot Springs.
- 2) Studied the method of questionnaire and sample questionnaire to use as a guideline to create a questionnaire.
- 3) Created a questionnaire based on the conceptual framework of the research.

- 4) The questionnaire was submitted to the dissertation advisor for validation.
- 5) Amendments as recommended by the dissertation advisory committee.
- 6) When the questionnaire was corrected for quality, validity and reliability after that, the researcher made the questionnaire to prepare for further data collection.

3.4.5 Quality of Research Instruments

1. The researcher brought questionnaires to 3 experts for advice and to derive appropriate and valid questions by considering the difference between questions and behaviors (IOC: Index of Consistency) which experts were graded according to the following criteria:

Ratings +1	=	Congruent
Ratings 0	=	Questionable
Ratings -1	=	Incongruent

The questions that had scores higher than or equal to 0.5 were reserved, and questions that had scores lower than 0.5 were revised.

The index for the consistency of experts' opinions (IOC: Index of Consistency) using the following formula (Luan Saiyos & Angsana Saiyos, 1995):

$$IOC = \frac{\sum R}{N}$$

Formula Variable:

IOC	=	Consistency between questions and behaviors level
R	=	Expert's score
$\sum R$	=	Total of Experts' score
N	=	Number of Experts

2. After that the collected scores from the three experts were analyzed for the Index of item objective congruence (IOC) which was 0.88. Lesson plans were revised according to the evaluation of the three experts and submitted to the thesis advisors to recheck. After the revision of the lesson plans, a pilot study was carried out with 30 questionnaires and the reliability of the questionnaire was determined using the reliability method. The reliability of the questionnaire using the formula of the coefficient alpha (α - Coefficient) or the coefficient of reliability of the test was calculated with the Cronbach formula for the reliability of the test. The test scores may be higher than 1. The formula used in the calculation was as follows.

$$\alpha = \frac{n}{n-1} \left\{ 1 - \frac{\sum s_i^2}{s_t^2} \right\}$$

Formula Variable:

α	=	Coefficient alpha of the questionnaire
n	=	Number of questionnaire
S_i^2	=	Variance of the item of questionnaire
S_t^2	=	Variance of the questionnaire

After calculating the coefficient alpha of the questionnaire, if the criterion has not met the requirements, the researcher updated until it up to standard and can collected field data. The total of 400 samples was collected for each source as shown in table 3.2.

3.4.6 Statistics Used in Data Analysis

For data analysis, the researcher was found the relationship between the independent variables and the dependent variables by using computer processing. The statistics were as follows:

3.4.6.1 Descriptive Analysis

1) Percentage was used the interpretation of the data by using nominal scale and ordinal scale as following formula:

$$P = \frac{f \times 100}{n}$$

Formula Variable:

P = Percentage

f = Frequency number of respondents

n = Total number of respondents

2) Mean used to interpretation of the data and to measure the level of interval scale and ratio scale by using the following formula:

$$\bar{X} = \frac{\sum_{i=1}^n xi}{n}$$

Formula Variable:

\bar{X} = Mean

$\sum_{i=1}^n xi$ = Total score in the group

n = Total number of respondents

3.4.6.2 Inferential Statistics

Inferential Statistics was a statistical summary of the nature of the tourist population. The analysis of the sample data using the analytical method was as follows:

Paired Sample t-Test

The analysis uses the statistics Paired Sample t-Test to compare the difference between expectations and perceptions of Thai tourists from towards to the Hot Spring Management.

$$t = \frac{\bar{d} - d_0}{SD./\sqrt{n}}$$

when t	=	values used in the t-test
\bar{d}	=	mean different between 2 samples
d_0	=	mean within the group
$SD.$	=	Standard deviation of the sample.
n	=	Sample size

3.5 Qualitative Data Analysis

In the analysis of qualitative data, the research study of the context of the current Hot Spring Management in Thailand from interviews with management and associates in the management of Hot Springs.

3.5.1 Study of the expectations towards Hot Spring Management in Thailand.

3.5.2 Key Informants

In this studied, the researcher selected population of knowledgeable and capable persons to provide important information on quality assessment and management of four sources of Hot Springs in Thailand including Phra Ruang Hot Spring at Kampanghet Province, Pong Nam Ron Hot Spring at Lampang Province, Tham Khao Phlu Hot Springs (Lamae) at Chumphon Province and Nong Ya Plong Hot Spring at Phetchaburi Province.

3.5.2.1 Sample Size and Sampling Technique

Key informants were required to conduct 12 in-depth interviews because this was the amount of saturated data required for a narrow range of research and similar targets (Guest, Bunce, & Johnson, 2006). Key informants composed of representatives in units that were associated with management of Hot Spring 12 people. The key

information in this research came from the purposive sampling judgmental sampling. (Kuzel, 1992).

The qualifications of those involved were those with at least 2 years of experience in Tourism / Hot Spring Management and people involved in Hot Spring service. The sample size selected was based on the objectives of the study as follows:

- 1) Deputy secretary of the provincial administration organization
- 2) Head of Public Relations and Tourism
- 3) President of Sub-District Administration Organization
- 4) Subdistrict Headman/Village Headman
- 5) Executive Director of Hot Spring Management
- 6) Hot Spring staff
- 7) Village council
- 8) Instructors and independent guide

3.5.2.2 Research Tools

The tools used in qualitative research that the researcher would use were:

- 1) Semi-structure interview protocol: In-depth Interviews was provided by clearly targeted key informants. Sometimes referred to as a "Guided Interview," this type of interview was between two types of interviews: Structured Interview and Unstructured Interview. However, two types of the interviews seem to be the extremes, and each type has its strengths and weaknesses. The unstructured interview was flexible and more open and requires experienced researchers or interviewers. The semi-structured or guided interview was usually asked by the researcher, and the researcher determines the keywords in the suggestive interview to understand the in-depth of research on issues relating to the Hot Spring Management of the 4 sources in questions. The researcher has identified uncertainty issues, but the key questions were concerned with the quality of Hot Spring Management (6M Management). The researcher prepared the topic questions in the semi-structure before the interview. The question was open-ended with the preferred keywords. In this research, the researcher was a key instrument. Kvale, (1996) argues that an important interviewing tool is the interviewer because he or she is directly interacting with the situation. The experience of researcher

would be helpful for data collection process, data analysis and creating a theory to describe or reach conclusions about the research.

2) An audio recorder was used during the interview to take note or record the required information in detail, including a portable computer.

3) A camera and video camera were used to save images of the situation during an interview.

3.5.2.3 Creating Interviews

The researcher created an interview form 6M Management theory. To collect data of the process as follows:

1) Presented the interview form to the appropriate advisor for determine its validity.

2) Developed and updated the interview form according to the recommendations of the advisor.

3) Checked the quality of the semi-structured interview by gathered the information from the experts, such as the thesis advisor and other knowledgeable persons about the ability to influence factors which affect to tourism management including Hot Spring as the key informants to obtain quality data. After that check the modifications of the interview questions to provide a comprehensive list that was consistent with the studied.

4) Checked and updated the verified interview form again whether the update was completed for use in data collection and suitable for the key informants.

3.5.2.4 Data Collection

When the research instrument was created, the semi-structured questionnaire was prepared. The researcher collected data as follows:

1) The researcher surveyed the area.

2) The researcher coordinated with related parties.

3) The researcher requested a letter to the relevant authorities.

4) Secondary data was collected by purposive sampling from the samples that were the management of the Hot Spring and stakeholders in the area representative of 4 sources until data saturation.

- 5) The researcher validated the semi-structured interview.
- 6) Analyze data by using a computer program.
- 7) Write the summary report.

3.5.2.5 Analysis of Interview Data

After the researcher completed the interviews, the data were collected and transcribed. The researcher analyzed the data to study it and thoroughly capture the main grouping each type of data, consider the similarities and differences, and present all the findings in the form of sorting according to the purpose of the research.

To analyze the data, the researcher used content analysis to analyze the content of the collected data by separating the components and the relationships between them. The analysis process was as follows:

- 1) Separate details as components or aspects studied.
- 2) Classification of indicators or components.
- 3) Study on the linking of indicators or components to them.
- 4) Conclusion to the findings from the analysis.

Principles and methods of content analysis

- 1) Defined the "issues" to analyze.
- 2) Data collection to be used in the analysis of various sources of information.
- 3) Distribution subject to be analyzed.
- 4) Identified the information collected by the subject.
- 5) Wrote a descriptive analysis of data from the content.

After that using content analysis schedule, then reviewed and analyzed the data.

3.5.3 To create guidelines of Hot Spring Management to promote the quality of Health Tourism in Thailand.

3.5.3.1 Key Informants

The key informants in this research were the management in 4 sources of Hot Springs and the Professional of Tourism management and Hot Spring in

Thailand. Key informants were required to conduct 6 - 12 in-depth interviews because this was the amount of saturated data required for a narrow range of research and similar targets (Guest et al., 2006).

3.5.3.2 Sample Size and Sampling Technique

Key informants composed of representatives in units that were associated with management of Hot Spring 6 - 12 people. The key information in this research came from the purposive sampling judgmental sampling. (Kuzel, 1992).

1. The management and stakeholders of the Hot Spring (6-12 people). The qualifications of those involved were those with at least 2 years of experience in Tourism / Hot Spring Management and people involved in Hot Spring service. The sample size selected was based on the objectives of the study as follows:

- 1) Chief Executive of the PAO/Chief Executive of the SAO in sources of Hot Spring in the study area.
- 2) Deputy Chief Executive of the PAO/Deputy Chief Executive of the SAO in sources of Hot Spring in the study area.
- 3) Subdistrict Headman/Village Headman in sources of Hot Spring in the study area.
- 4) Representatives from the Ministry of Tourism and Sports
- 5) Representative of Hot Spring Management
- 6) Community leaders in sources of Hot Spring in the study area.

2. The Professional of tourism management and Hot Spring in Thailand (6-12 people), The qualifications of those involved were those with at least 2 years of experience in Tourism / Hot Spring Management. The sample size selected was based on the objectives of the study as follows:

- 1) Representatives from the Ministry of Tourism.
- 2) Representatives from Tourism Authority of Thailand.
- 3) Representatives from the Association of Hot Springs of Thailand.
- 4) Professors and scholars of Thailand Tourism.
- 5) Organization representative or researcher about Hot Spring in Thailand.

3.5.3.3 Research Tools

The tools used in qualitative research that the researcher would use were:

1) Semi-structure interview protocol: In-depth Interviews was provided by clearly targeted key informants. Sometimes referred to as a "Guided Interview," this type of interview was between two types of interviews: Structured Interview and Unstructured Interview. However, two types of the interviews seem to be the extremes, and each type has its strengths and weaknesses. The unstructured interview was flexible and more open and requires experienced researchers or interviewers. The semi-structured or guided interview was usually asked by the researcher, and the researcher determines the keywords in the suggestive interview to understand the in-depth of research on issues relating to the Hot Spring Management of the 4 sources and the professional of tourism management and Hot Spring in Thailand in questions. The researcher has identified uncertainty issues, but the key questions were concerned with the quality of Hot Spring Management (6M Management). The researcher prepared the topic questions in the semi-structure before the interview. The question was open-ended with the preferred keywords. In this research, the researcher was a key instrument. Kvale, (1996) argues that an important interviewing tool is the interviewer because he or she is directly interacting with the situation. The experience of researcher would be helpful for data collection process, data analysis and creating a theory to describe or reach conclusions about the research.

2) An audio recorder was used during the interview to take note or record the required information in detail, including a portable computer.

3) A camera and video camera were used to save images of the situation during an interview.

3.5.3.4 Creating Interviews

The researcher created an interview form about guidelines of Hot Spring Management to Promote the Quality of Health Tourism in Thailand. To collected data of the process as follows:

1) Presented the interview form to the appropriate advisor for determine its validity.

2) Developed and updated the interview form according to the recommendations of the advisor.

3) Checked the quality of the semi-structured interview by gathered the information from the experts, such as the thesis advisor and other knowledgeable persons about the ability to influence factors which affect to tourism management including Hot Spring as the key informants to obtain quality data. After that check the modifications of the interview questions to provide a comprehensive list that was consistent with the studied.

4) Checked and updated the verified interview form again whether the update was completed for use in data collection and suitable for the key informants.

3.5.3.5 Data Collection

When the research instrument was created, the semi-structured questionnaire was prepared. The researcher collected data as follows:

- 1) The researcher surveyed the area.
- 2) The researcher coordinated with related parties.
- 3) The researcher requested a letter to the relevant authorities.
- 4) Secondary data was collected by purposive sampling from the samples that were the management of the Hot Spring in the area representative of 4 sources and the professional of Hot Spring until data saturation.
- 5) The researcher validated the semi-structured interview.
- 6) Analyze data by using a computer program.
- 7) Write the summary report.

3.5.3.6 Analysis of Interview Data

After the researcher completed the interviews, the data were collected and transcribed. The researcher analyzed the data to study it and thoroughly captivate the main grouping each type of data, consider the similarities and differences, and present all the findings in the form of sorting according to the purpose of the research.

To analyze the data, the researcher used content analysis to analyze the content of the collected data by separating the components and the relationships between them. The analysis process was as follows:

- 1) Separate details as components or aspects studied.
- 2) Classification of indicators or components.
- 3) Study on the linking of indicators or components to them.
- 4) Conclusion to the findings from the analysis.

Principles and methods of content analysis

- 1) Defined the "issues" to analyze.
- 2) Data collection to be used in the analysis of various sources of information.
- 3) Distribution subject to be analyzed.
- 4) Identified the information collected by the subject.
- 5) Wrote a descriptive analysis of data from the content.

After that using content analysis schedule, then reviewed and analyzed the data.

3.5.3.7 Data Analysis

When a field data had been completed, the next step was to classify the data according to priority and then check to prevent errors after using content analysis and descriptive presentation.

3.5.3.8 Analysis Process

To provide accurate and reliable of data analysis, the researcher analyzed the data as follows:

- 1) Collect the data by taking note, tape or audio recording and take the pictures or video. The recorded data was interview data regarding who, where, when, etc.
- 2) Categorized the data and set code to convenient analysis.
- 3) The data was compiled, and a report was summarized.
- 4) Identified the indicators to use in evaluation, for examples of

Indicators:

4.1) Environmental indicators such as the number of tourists that was an acceptable level or the number of tourists has the highest expectation to travel to the Hot Spring.

4.2) Cultural indicators such as the management in the Hot Spring believed that Hot Spring Management would contribute to the promotion of health Tourism.

4.3) Economic indicators such as the management in the Hot Spring area would benefit from an increasing number of tourists.

5) Create guideline of Hot Spring Management to Promote the Quality of Health Tourism in Thailand

3.6 Data Validation

3.6.1 Quantitative Data

This study used the validity and reliability of measurement instruments to develop questionnaires. The Index of the Item-Objective Congruence (IOC) forms would be used as the tool to validate the content of validity. Prior to data collection, the content validity of the questions was checked by three specialists of cultural tourism interpretation using the Item-Objective Congruence (IOC) Index. Corrections and adjustments were applied in line with their recommendations. The specialists were also given an evaluation form and asked to rate each item to see whether it is congruent with the objective stated. Then, the Item-Objective Congruence (IOC) Index was calculated by giving scores to 3 types of answers; the question is congruent with the objectives = +1, the question is uncertain to be congruent with the objectives = 0, and the question is not congruent with the objectives = -1. Any items with an IOC index lower than 0.5 were removed or revised, and items with IOC index higher than 0.5 were acceptable.

In this study, all items were rated higher than 0.5 on the IOC index, indicating they were acceptably congruent with the objectives set. The results of content validity measured by the IOC Index showed 0.66 - 1.00. Additionally.

The content validity was determined by the Item Objective Congruent (IOC) technique by 3 experienced experts which the IOC above the content .05. The study was conducted to investigate the needs and expertise of the tool first and then to improve it before sending the experts to assess the consistency and the reliability of the research tools, which has an IOC = 0.968 which is at a high level and with acceptable accuracy.

Therefore, the reliability of the questionnaires used pilot testing and thirty sample questionnaires were distributed in site of the Tharn Nam Roan Boa Khlung, Ratchaburi Hot Spring in May 2018. Prior to the actual data gathering survey, reliability test was done on the data collected from the pilot study. The outcome of this testing will be a new set of questionnaires that were used for the actual survey, conducted in June – July 2018. The results from the pilot testing will be calculated by using Cronbach's Alpha Coefficient Formula (Cronbach, 1990: 204). The Statistical Package for the Social Sciences (SPSS) include in the SPSS table summary (statistics) is used for its verification describing internal consistency using Cronbach's alpha is considered satisfactory and acceptable for a well-developed instrument within the range of 0.7 to 0.8.

In this study, the reliability of the questionnaires showed that the Cronbach's Alpha Coefficient values 0.960 This confirms; there is a high level of internal consistency for measuring tools; thus, the measurement was considered highly reliable.

3.6.2 Qualitative Data

The discussion of the plan to analyzing the data might have several components. Process of data analysis involves making sense out of text and image data. It involves preparing the data for analysis, conducting different analyses, moving deeper and deeper into understanding the data, representing the data, and making an interpretation of the larger meaning of the data (Creswell, 2009: 183-184). The qualitative data was scrutinizing and analysis in this study included the following steps:

- 1) Organized and prepared the data in this study from site observation and interviews with participants for analysis.

- 2) Content analysis involved coding and classifying data, also referred to as categorizing and indexing and the aim of context analysis was to make sense of the data collected and to highlight the important messages, features or findings.

- 3) Checked the accuracy of the findings as well as convinced readers of that accuracy by the methodological triangulation; triangulate different data sources of information by examining evidence from the sources and using it to build a coherent justification for themes, if themes are established based on converging several sources

of data or perspectives from participants, then, this process can be claimed as adding to the validity of the study. While qualitative reliability indicates that the research's approach is consistent across different researchers and different projects (Gibbs, 2007). Yin (2003) suggests that qualitative researchers need to document the procedures of their case studies and to document as many of the steps of the procedures as possible.

In ensuring internal validity applied in this study; the following strategies were employed:

- (1) Triangulation of data – Data was collected through multiple sources to include interviews, observations, and document analysis;
- (2) Member checking – The information was served as a check throughout the analysis process. An ongoing dialogue regarding my interpretation of the information's reality and meanings will be ensured the truth value of the data;
- (3) Long terms and repeated observations at the research site – Regular and repeated observations of similar phenomena and setting will be occurred on-site over a three-month period;
- (4) Peer examination – the experts and graduate assistant in the Graduate School of Tourism Management were served as a peer examiner, including the examination of the thesis by examining English grammar using the online examination program;
- (5) Participatory modes of research – The informant was involved in most phases of this study, from the design of the project to checking interpretations and conclusions.

In addition, the research's approach was checked to determine if the approach was consistent or reliable by using the external auditors as the managements and associates including experts of Hot Spring and tourism in Thailand to review the entire project. As distinct from a peer debriefed, this auditor is not familiar with the researcher or the project and can provide an objective assessment of the project throughout the process of research or in the conclusion of the study. The role is similar to that of fiscal auditor, and specific questions exist that auditors might ask (Lincoln and Guba, 1985). The procedure of having an independent investigator look over many aspects of the project such as an accuracy of transcription, the relationship between the

research questions and the data, the level of data analysis of the raw data through interpretation enhances the overall reliability of a qualitative study.

Therefore, the overall reliability of the open-ended questions, which are the main research instruments in this study. The results showed that the data obtained from the interviews were consistent in answers and questions. The interviewees understood the questions on the meaning and content were defined. In addition, the language used in conducting the interviews found no problems in answering the questions of the interviewees, indicating these questions were reliable and can be used in this study.

4) The findings were presented in the form of composition by the issues of the study and sources of data; and thereafter, it will be analyzed and interpreted the meaning of the data within the context of the source of the information based on the analysis of data.

After conducting a study on objective 2 and 4 research and analysis of data completely, the details of the analysis from the qualitative method, result, and inference of the process approach in guidelines of Hot Spring Management to promote the Health Tourism in Thailand were presented to the advisory board of the research project to consider this process approach.

3.7 Ethical Consideration

In this research, the researcher was briefly explained and inform the participants that this study has permission to collect data, obtained from the Graduate School of Tourism Management of National Institute of Development Administration. Then, the purposes of this study were explained to the subjects and the expectation from their participants in this study. This research study presents valid and realistic data to reflect the factors that related to the Hot Spring Management in 4 sources and to create guideline of Hot Spring Management to Promote the Quality of Health Tourism in Thailand by efficiently basing the study on the principles of morality and ethics of researchers as guidelines and important factors with respect to the academic opinions of others and was not use the study in a corrupt manner.

3.8 Research Summary

A study on guideline of Hot Spring Management to Promote the Quality of Health Tourism in Thailand was a mixed method research which combines quantitative and qualitative research by dividing the sample into 3 groups were: 1) Thai Tourists who visited to 4 sources of Hot Springs including Phra Ruang Hot Spring at Kampanghet Province, Pong Nam Ron Hot Spring at Lampang Province, Tham Khao Phlu Hot Spring (Lamae) at Chumphon Province and Nong Ya Plong Hot Spring at Phetchaburi Province. 2) The management and associate of the Hot Spring in 4 sources of Hot Springs. 3) The Professional of tourism management and Hot Spring in Thailand. The qualitative research using the purposive sampling technique, but the quantitative research will random by infinite population and using convenient sampling technique, the sample size was determined by using the Cochran, (1953) at a 95% confidence level at a tolerance of $\pm 5\%$ that has a sample size of 400 people. The researcher conducted an allocation proportional-to-size because the population in this study could not know the actual population or number of Hot Spring tourists in that area. The random problem was occurred because we did not know basic information and the actual population number. Therefore, the researcher would use the Thai population aged 15-80 years instead of total population or tourists in each source to determine the size of the sample. The survey data would be analyzed with descriptive statistics such as percentage, average, and standard deviation. The factor analysis was relevant to the requirement of the tourists and the criteria for assessing the quality of health tourism in the type of Hot Spring in Thailand. In addition, data from qualitative research on Hot Spring Management for health tourism were compared with quality and quantity data from: 1) documents, texts and, opinions; 2) in-depth interviews with management and associates of the Hot Spring area; 3) The questionnaires were responded by Thai tourists visiting 4 Hot Springs in Thailand; and 4) Result of in-depth interviews from Hot Spring Management and associate including the professional of tourism and Hot Spring Management in Thailand. The research process was shown in Table 3.3.

Table 3.3 Research design for each objective

Objectives	Methodology	Population	Sample Sizes	Sampling Techniques	Research tools	Data Analysis
1. To study the tourist's behavior in the Hot Spring area.	Quantitative Research	Thai Tourists -Phra Ruang Hot Spring -Pong Nam Ron Hot Spring -Tham Khao Phlu Hot Springs -Nong Ya Plong Hot Spring	400 People (W.G. Cochran, 1953) -Kampangphet Province 120 -Lampang Province 120 -Chumphon Province 80 -Phetchaburi Province 80	Convenient Sampling allocation proportional-to-size	-Questionnaires	Descriptive Analysis (Percentage,)
2. To study the expectations of Thai tourists towards the Hot Spring Management.	Quantitative, Qualitative Research	Thai Tourists	400 People 6-12 people	Convenient Sampling	-Questionnaires -In-depth interview (Semi-structured)	Descriptive Analysis (Mean) - Paired t-test -Content Analysis
3. To study the perceptions of Thai tourists towards the Hot Spring Management.	Qualitative Research	Thai Tourists Management of Hot Spring	400 People 6-12 people	-Convenient Sampling -Purposive Sampling	-Questionnaires -In-depth interview (Semi-structured)	Descriptive Analysis (Mean) - Paired t-test
4. To create guidelines of the Hot Spring Management to promote the quality of Health Tourism in Thailand.	Qualitative Research	Management of Hot Spring - Professional of Tourism management and Hot Spring in Thailand	6-12 people (Guest, Bunce & Johnson ,2006)	Purposive Sampling	-In-depth interview (Semi-structured)	-Content Analysis

CHAPTER 4

RESULTS

4.1 Introduction

Research on create guidelines of Hot Spring Management to promote the quality of Health Tourism in Thailand. The research has 4 objectives were 1) to study the Tourist behavior visiting the Hot Spring. 2) to study the expectations of Thai tourists towards the Hot Spring Management. 3) to study the perceptions of Thai tourists towards the Hot Spring Management. and 4) to create guidelines of Hot Spring Management to promote the quality of Health Tourism in Thailand. The researcher has defined the process of data analysis and research results as follows:

1) Studies the general data and behavior of Thai tourists visiting the Hot Spring from questionnaires 1 and 2 by analyzing descriptive statistics. The results were the percentage, expressed in tables and articles.

2) Studies the expectation of Thai tourist towards Hot Spring Management by in-depth interviews with management and associate from 4 Hot Spring by using 6M of Management theory for questioning. The result of the content analysis is information about the current Hot Spring Management.

3) studies the expectation and perception of tourists from the questionnaire Part 3 by Descriptive Statistics Analysis and Paired t-test. The results were the percentage and mean of the 53 variables. And.

4) Created the Hot Spring Management by in-depth interviews with Tourism / Hot Springs experts, Hot Spring Management and associates. The results of the analysis of the content were information about guidelines of Hot Spring Management to promote the quality of Health Tourism in Thailand.

4.2 Results

4.2.1 General information and behavior of Thai tourists visiting the Hot Spring.

4.2.1.1 Results of general data analysis of respondents,

Questionnaire Part 1: Results of general data analysis of respondents, report of general data analysis of respondents of Thai tourists in using Hot Spring service, the results of basic statistical analysis of the respondents were as follows: gender, age, education level, occupations, monthly income, the purpose of travel were summarized and described in detail in Table 4.1

Table 4.1 : Show Number and Percentage of Respondents

Attribute		Number	Percentage
Gender	Male	163	40.8
	Female	236	59.0
Total		400	100
Age	Less than or equal to 20 years old	65	16.3
	Age 21 - 40 years old	155	38.8
	Age 41 – 60 years old	144	36.0
	Age 61 – 80 years old	36	9.0
	Total	400	100
Education level	Undergraduate	196	49.0
	Bachelor's Degree	177	44.3
	Postgraduate	27	6.7
Total		400	100
Occupations	Government / State Enterprises	67	16.8
	Employees	88	22.0
	Owner / Trading	54	13.5

	Attribute	Number	Percentage
	General contractors	85	21.3
	Farmer / Fisherman	27	6.8
	Student	66	16.5
	Other (please specify)	13	3.3
	Total	400	100
Monthly income	No income	79	19.8
	Less than or equal to 10,000 baht	101	25.3
	10001-25000 baht	86	21.5
	25001-40000 baht	89	22.3
	45001-60000 baht	38	9.5
	More than 60,000 Baht	7	1.8
	Total	400	100
Purpose of travel (Respondents could choose more than 1).	To rehabilitation	75	18.8
	For hygiene	128	32.0
	To relax	245	61.3
	For personal reasons	27	6.7
	For psychological reasons	17	4.3
	For business purposes	14	3.5
	Other (please specify)	4	1.0

Table 4.1 shows that the respondents were female more than male, 40.8% male, 59.0% female.

The analysis of the number and percentage of the age group of Thai tourists who came to the 4 Hot Spring sites showed that the age of the respondents in the 21-40 years was the highest at 38.8%. The mean age of 41 - 60 years was 36% and age at or below 20 years was 16.3%

The analysis of the data and the percentage of the highest levels of education found that most respondents have a level of education below a bachelor's degree is 49.0 percent.

The analysis of the number and percentage of occupation found that the occupation of the respondents was the company employees was highest number was

22%, followed by the general contractor with 21.3%, the government / state enterprise with 16.8%.

The results of the analysis of the number and percentage of the monthly income of the respondents less than or equal to 10,000 baht was highest with 25.3%, followed by the monthly income of 25,001-40,000 baht with 22.3%, the monthly income of 10,001-25,000 baht with 21.5%.

The analysis of the number and percentage of travel purposes most of the respondents intended to travel to the Hot Spring for relax, amounting to 245 people accounted for 61.3 %, followed by 128 people were classified as for hygiene with 32%, for rehabilitation 94 people accounted for 23.3%, for personal reasons 27 people accounted for 6.7 %, for psychological reasons 17 people accounted for 4.3%, for business 14 people with 3.5 % and 4 other people were up 1 %, respectively.

4.2.1.2 The results of the Tourist behavior visiting the Hot Spring.

Questionnaire Part 2 Results of the data analysis by Objective 1) to study the Tourist behavior visiting the Hot Spring present: The results of the analysis of information about behavior of Thai tourists in the use of Hot Spring service include: 1) Number of visits 2) persons traveling with 3) Reasons to travel 4) Time to travel 5) Average Travel Expenses 6) Travel Forms 7) the opportunity to travel back and forth repeatedly 8) suggest that individuals known to visit 9) sources of Hot Spring information. The information can be summarized and explained as follows.

Table 4.2 shows the number and percentage of behavior of Thai tourists using Hot Spring services.

	Attribute	Number	Percentage
1) The number of times to visit this Hot Spring in a year.	Come first time	122	30.5
	1-3 times	194	48.5
	4-5 times	24	6.0
	More than 5 times	60	15.0
	Total	400	100
2) Persons traveling with	Come alone	39	9.8
	Family / Relatives	217	54.3
	Friend	142	35.5
	Other (please specify)	2	.5
	Total	400	100
3) Reasons to travel (Respondents could choose more than 1).	Back to Hometown	36	9.0
	Visiting relatives / friends	46	11.5
	Relax	222	55.5
	Near to home - convenient	136	34
	Famous Place	34	8.5
	For knowledge	19	4.8
	Other (please specify)	3	.8
	Total	400	100
4) Time to travel	Less than one day	271	67.8
	1 - 2 days	100	25.0
	More than 2 days	29	7.2
	Total	400	100
5) Average Travel Expenses	Less than or equal to 5,000 Baht	345	86.3
	5001-7500 baht	46	11.5
	7,501 - 10,000 Baht	9	2.3
	10,001 baht or more	0	0
	Total	400	100

		Attribute	Number	Percentage
6) Travel Forms		Traveling by yourself	376	94.0
		Traveling with travel agents	21	5.3
		Other (please specify)	3	.8
		Total	400	100
7) the opportunity to travel back and forth repeatedly		Travel back again	337	84.3
		Uncertain	59	14.8
		Do not come back again	4	1.0
		Total	400	100
8) suggest that individuals known to visit		Recommend	382	95.5
		Uncertain	17	4.3
		Not Recommended	1	.3
		Total	400	100
9) Sources of Hot Spring information (Respondents could choose more than 1)		Introduction of person	224	56.0
		Documents or travel books.	16	4.0
		Advertising / Public Relations	53	13.3
		Internet (Google, Facebook)	159	39.8
		Television	22	5.5
		Travel Agency	8	2.0
		Other (please specify)	9	2.3
		Total	400	100

Table 4.2 the number and percentage of behavior of Thai tourists using Hot Spring services. The analysis of data and the percentage of questions 1, the number of visitors who visited to the Hot Spring in a year on average found that most respondents traveled 2-3 times 194 people = 8.5 %. Followed by first-time visitors 122 people = 30.5% and more than 5 times 60 people = 15% respectively.

The analysis of data on the number and percentage of question 2 found that most respondents traveled with family/relatives 217 people = 54.3%. Followed by

travel with friend 142 people = 35.5% and traveling alone 39 people = 9.8% respectively.

Data analysis of the number and percentage of Question 3: Reasons for travel can be answered more than one. Most of the respondents were 222 people = 55.5%, follow by closer to home - a comfortable 136 people = 34%, visiting relatives/friends of 46 people = 11.5%, return Hometown 36 people = 9 %, It is a famous tourist attraction with 34 people = 8.5%, for knowledge consisted 19 people = 4.8% and the other reason 3 people = 0.8 % respectively.

The analysis of data on the number and percentage of question 4, the period of travel found that most respondents spend less than one day was the highest number of 271 people = 67.8 %. Followed by travel 1-2-day 100 people = 29% and travel for more than 2 days = 7.2% respectively.

The analysis of data and the percentage of questions that 5 the cost of travel by tourists found that most respondents use less than or equal to 5,000-baht 345 people = 86.3 percent. Followed by the 5,001-7,500-baht 46 people = 11.5% and 7,501-10,000-baht 9 people = 2.3 % respectively.

The results of the data analysis, the number and percentage of question 6 in the form of travel is found the most self-reported respondents were 376 people = 94%. Followed by used travel agencies service for 21 people = 5.3%, and the other 3 people = the 0.8% respectively.

The results of the data analysis, the number, and percentage of questions 7, a chance to repeat the trip most respondents will come back for the most number of tourists 337 people = 84.3%. The second was not sure 59 people = 14.8%, and do not come back again 4 people = 1% respectively.

The results of the data analysis, the number, and percentage of question 8, to recommend that people come to travel found most respondents would recommend 382 people = 95.5%. The second was the uncertainty 17 people 4.3%, and 1 person was not recommended = 0.3% respectively.

Data analysis questionnaire number and percentage of question 9, Acknowledgment of Hot Spring data which can answer more than one question most respondents were 224 people = 56.0%. Followed by the Internet 159 people = 39.8%, Advertising / PR 53 people = 13.3%, televisions 22 people = 5.5 %, documents or

travel book 16 people = 4.0%, the other 9 people = 2.3% and the tour operator was 8 persons = 2% respectively.

4.2.2 Expectations and perceptions of Thai tourists towards the Hot Spring Management.

4.2.2.1 Expectations towards Hot Spring Management in Thailand.

The study of the expectations towards Hot Spring Management in Thailand from in-depth with management and associates in the management of four Hot Springs. The main informants in the interview were the deputy secretary of the provincial administration organization, Head of Public Relations and Tourism, Hot Spring staff, President of Sub-District Administration Organization, President of the SAO, Headman, Village Council, Executive Director of Hot Spring Management, Instructors and independent guide total 12 persons as follows.

1) Man Management

The main informants interviewed revealed that most of the key informant's opinion was Man Management was very important. The process of selecting or training the staff before start work was important, but the Hot Spring managed by the community does not have the process of selecting or training staff before start work. While some key informants have expressed opinions in different ways, the Hot Springs which managed by the community have inadequate staff due to lack of employment budgets. The staff of the Hot Spring mainly were staff who collect money or access fee to Hot Spring, cleaning staff and gardeners. However, the key informants provided more information that there were no direct security officers, but some Hot Spring has only a few police officers stationed in the area. Some Hot Springs were staffed by public health volunteers who have the knowledge of first aid. However, most Hot Springs have never been trained to provide training in first aid and safety, they should be planned in first aid and safety training for all staff to prepare for tourist service in case of an emergency at any time. Following excerpts are examples from the interviews.

Key informant A, said “.....the tourists not much expert to personnel management, we have cleaning staff and cashier for Hot Spring services fee. Our Hot spring is not supported by the government because of the management of the community. There is no budget to hire much staff, then no security officers to provide the first aid and safety but have the local police stand by every day. We've created a place for police to provide care and assistance to tourists...” (Interview, May 16, 2018).

Key informant D, said “.....Thai tourists rarely expect to personal management., The staff are important, we have enough staff because of the budget from the government and have the process of selecting or training. But our Hot Spring don't have security officers or staff to provide the first aid and safety. We already have planned for training in first aid and safety in the future....” (Interview, May 19, 2018).

Key informant F, said “.....the tourists are local people and not much except to the Hot Spring. We have enough staff and get the budget from the government. But mostly are gardeners because we have a large area which provides accommodation for tourists as well. There is no security guard. But we have staff who train health volunteers and have the knowledge to be able to provide first aid for tourists.....” (Interview, May 23, 2018).

Key informant J, said “.....the tourists are not excepted to the Hot Spring because they are local people. We have only one staff stand by because our Hot Spring is a small area. We hired a gardener once a month. There is no security guard. When there is an emergency, the officer will call the village committee. Our Hot spring is supervised by the community but also have received support budget from the government agencies.....” (Interview, May 26, 2018).

Table 4.3 Thematic Framework: Expectations towards Man management

Main Theme	Subtheme 1	%
Personnel expectations	1. rarely expect	80
	2. tourists are local people	90
Personnel management	1. staff important	90
	2. process of selecting or training	50
	3. employment budgets	50
	4. mainly staff no security officers	90
	5. knowledge of first aid	50
	6. provide training in first aid and safety	70
	7. planned training.	50

2) Money management

The results of interviews with key informants revealed that the primary difference is that in the corresponding direction that Money Management by a pricing service fee to be suitable for tourists. Some Hot Springs were priced in the Hot Spring, entrance fees, but some have charge only for service. The price of the foot bath and the ponds of every place were not much difference, most foot bath fee is 10-20 baht/person. At the same time, the price of mineral water in the pond is 30 baht per person, but the price of private hot water is different depending on the size and context of the area and most of the Hot Springs offer towel and towel rental for 10-20 baht. Most key informants provide additional information that food and souvenir prices depend on the restaurants and souvenir shops that the Hot Springs could not set the prices but could control to suit the needs of tourists. However, most Hot Springs do not provide accommodation for tourists. There was only one place that offers the accommodation which tourists can choose to stay in the Hot Spring or stay nearby area with the reasonable prices. Following excerpts are examples from the interviews.

Key informant A, said “.....the tourists expect to the suitable price, we just have to charge a service fee a few months ago. Previously, there was a box for tourists to voluntarily, so our Hot Spring still have low income. We collect only the fee for foot soak 20 baht and bath soak 30 baht, sarongs and towels are available for rent per 10 baht. There is a service area for restaurants and souvenir shops with reasonable price controls. Our Hot Springs does not have accommodation for tourists but is planning to do a homestay with the community to accommodate future tourists...” (Interview, May 16, 2018)

Key informant B, said “.....the price for foot soak 20 baht/person, public bath 30 baht/person and private room 50 baht/room. ...” (Interview, May 16, 2018.)

Key informant D, “.....the tourists might expect to the suitable price, our Hot Spring has charged for entry fees but can get free for the foot soak, then charge for public bath 50 bath/person and private room 150 bath/room....” (Interview, May 19, 2018).

Key informant F, said “.....to manage the price, it depends on the size and context of Hot Spring area.....” (Interview, May 23, 2018). we provide accommodation and water cycle as well...” (Interview, May 23, 2018).

Key informant G, said “.....the price for tourist quite suitable, foot soak is free, private room 50 baht/person, we provide accommodation and water cycle as well...” (Interview, May 23, 2018).

Key informant K, said “.....local tourists are not except for the price, they can come quite often, the price for foot soak 10 baht/person, small private room 50 baht/person and private room for couple 90 baht/couple, sarongs for rent 10 baht and towels for rent 20 baht.....” (Interview, May 26, 2018).

Table 4.4 Thematic Framework: Expectations towards Money management

Main Theme	Subtheme	%
Price expectations	1. Service fee suitable	80
	2. Tourist not expect	80
Price management	1. entrance fees	50
	2. foot bath fee	80
	3. private room/pond fee,	50
	4. towel rental	60
	5. food and souvenir prices	50
	6. accommodation	75
	7. reasonable prices	80
	8. depending on the size and context of the area.	50

3) Management (General)

The results of interviews with key informants found that the general the management of each Hot Spring has different criteria for maintaining cleanliness and environment due to the different context of the area. On the other hand, the respondents agree that there was no difference in waste management as many visitors visit and use the Hot Spring service, especially during the holidays and festivals. Most of the Hot Springs have a system for storing and disposing of garbage or sewage and have the waste disposal system of wastewater management and wastewater sanitary. However, some Hot Springs do not have adequate lighting and ventilation systems especially during the holidays, most Hot Springs have problems managing bathrooms/toilets and insufficient parking for tourists. In addition, the key informants provide more information that most Hot Springs have restaurants services for tourists in the Hot Spring area, but someplace have only booths for sell food and beverages. However, most Hot Springs do not have a medical room and accommodation for tourists. There was only one place have accommodation and medical room available, as well as a conference room for both leisure and business travelers or seminar. Many Hot Springs have medical care and ambulance service availability. They were coordinated with local

police officers, but no safeguards against the potential effects on Hot Springs such as fire protection, natural disasters or human dangers that might damage the tourist attraction. Following excerpts are examples from the interviews.

Key informant A, said “.....the tourists expect for cleanliness of the bathroom and parking area, especially on long weekend and holiday. we have increased the number of staff, but still not enough to meet the needs of tourists which often complains about cleanliness. In the period when many tourists often have problems with waste management because do not have separation the garbage trash. If there are many tourists, parking is not enough, and we do not have any support measures. But our Hot Springs have enough restaurants to serve tourists. However, traveling can confident in safety because we have police every day.....” (Interview, May 16, 2018).

Key informant E, said “.....the tourists expect to have enough carpark, our Hot Spring is sufficient parking space to accommodate many tourists, especially during the festival. We have a system for storing and disposing of garbage or sewage, have the waste disposal system of wastewater management and wastewater sanitary thus ensuring the cleanliness and hygiene of the Hot Spring....” (Interview, May 19, 2018).

Key informant H, said “.....tourists might expect to receive the convenience of using a hot tub service, many people come for relax and remedy, However, our place has accommodation and medical room available. We also have medical care and ambulance service available and coordinated with local police officers, but we do not have safeguards to against the potential effects on Hot Springs such as fire protection, natural disasters or human dangers.....” (Interview, May 23, 2018).

Key informant L, said “.....local tourists are not excepted to general management, they come for relax and therapy quite often, our Hot Spring not very famous, then not many tourists thus making the parking lot sufficient to accommodate tourists” (Interview, May 26, 2018).

Table 4.5 Thematic Framework: Expectations towards General management

Main Theme	Subtheme	%
Expectations to general management	1. Expect for cleanliness	90
	2. Adequate parking	80
Management	1. cleanliness and environment	90
	2. waste management	80
	3. holidays and festivals	80
	4. system for storing and disposing	60
	5. waste disposal system	50
	6. wastewater management	60
	7. lighting	40
	8. managing problems	50
	9. bathrooms/toilets	90
	10. parking	80
	11. restaurants services	50
	12. medical room	50
	13. accommodation	50
	14. ambulance service	50
	15. local police	30
	16. safeguards	30
	17. fire protection	50
	18. natural disasters	30
	19. human dangers	30
	20. different criteria planning	50

4) Material Management

The results of interviews with key informants agreed in a consistent direction of Material Management that all Hot Springs were equipped with facilities to accommodate tourists. There were telephone signals that allow travelers to communicate and share information comfortably. Every Hot Spring has a clear sign

explaining or recommending the use of places for tourists. Most signs were only in Thai, not English language. Most Hot Springs have no sign of temperature but no ringing signal for both private room and public ponds. However, every Hot Spring have the shower to be alternated or mixed with soaking/bathing, but there is rarely a cold pool. The surface of the material used in all Hot Springs is a rough surface or non-slip material that was suitable and safe to serve tourists. In addition, the key informant provides additional information that most Hot Springs were not equipped with railings or other equipment for safe and secure, and no phone available for emergency use at any time. It had an area with some services staff standby. Most key informants provide information on the shower/toilet / changing rooms, were signed in the bathroom/toilets that were damaged, need to be repaired and not enough to meet the needs of tourists. However, some Hot Springs were equipped with efficient fire extinguishers that ensure safety for tourists and all Hot Springs have enough trash, the good condition does not distract tourists to lose sight. However, the Hot Springs Management should explore and study the need for Material Management to manage the Hot Spring in the right direction. Following excerpts are examples from the interviews.

Key informant A, said “..... tourists rarely expect to material management; however, our Hot Springs are equipped with facilities to accommodate them. There are telephone signals that allow tourists to communicate and share information on social media. We provide a clear sign to explain the use of places for tourists. Most signs are in Thai, no equipped with railings for safe and secure, and no phone available for an emergency in every private room. We provide information on the shower/toilet / changing rooms and have signed in the bathroom/toilets. Bathroom/toilets not enough to meet the needs of tourists during long weekend...” (Interview, May 16, 2018).

Key informant D, said “.....Thai tourists rarely expect to material management; we have no sign of temperature and ringing signal for both private room and public ponds. Our Hot Spring provide the shower to be mixed with soaking/bathing, but there is no cold pool, no phone available for emergency use but have some services staff standby. The surface is non-slip material that was suitable and safe to serve tourists....” (Interview, May 19, 2018).

Key informant E, said “.....tourists are local people and not much except for the material managing, our Hot Springs are equipped with efficient fire extinguishers to ensure safety for tourists and have enough trash in good condition does not distract tourists to lose sight, equipped with railings for safe and secure, equipped with efficient fire extinguishers that ensure safety for tourists, we also have sign of temperature and ringing signal for both private room and public ponds.....” (Interview, May 23, 2018).

Key informant J, said “.....the tourists are not except much about material management because they are local people. We provide a clear sign explaining or recommending the use of places for tourists in the Thai language, no sign of temperature and no ringing signal in private rooms, the surface or non-slip material. Our Hot Spring have enough trash in good condition. However, we are exploring and studying the need for Material Management for planning to renovate and manage our Hot Spring in the right direction.....” (Interview, May 26, 2018).

Table 4.6 Thematic Framework: Expectations towards Material management

Main Theme	Subtheme	%
Expectations to material management	1. rarely expect	70
	2. local tourists	80
Material Management	1. telephone signals	80
	2. communicate and share information	80
	3. clear sign	80
	4. explaining or recommending	80
	5. Thai and English language	50
	6. temperature sign	30
	7. ringing signal	30
	8. private room and public ponds	80
	9. soaking/bathing, cold pool	70
	10. surface non-slip	80
	11. suitable and safe	80
	12. railings, phone	50

Main Theme	Subtheme	%
	13. signed in the bathroom/toilets,	90
	14. fire extinguishers,	60
	15. enough trash, good condition	70
	16. explore and study the need	50

5) Moral Management

The results of interviews with key informants found most informants agree on Moral management that the staff of all Hot Springs were courteous but could not take care of tourists at any time. Because of the number of staff was not much and need to rotate to take care around of the Hot Spring area, it may not be able to take care for the safety. In addition, key informants provide more information that most of the Hot Spring staff were responsible, caring, and strictly adhering to the regulations. The executive Hot Spring Management which managed by public authorities have the selection process. Therefore, the staff has the appropriate and love to provide services to tourists. However, most of the Hot Springs do not provide moral training to staff before performing their duties. Then training should be planned for staff for more understand and be willing to provide the most efficient service. Following excerpts are examples from the interviews.

Key informant B, said “.....the tourists not much expert to the morale of staff, our staff are courteous but could not take care of tourists at any time because not enough but there is usually have a Hot Spring's board stand by to help take care of tourists every day. However, our Hot Spring staff are responsible, caring, and strictly adhering to the regulations...” (Interview, May 16, 2018).

Key informant E, said “.....Thai tourists rarely expect to staff morale, we have enough staff and were trained after selection process for services information before start work. They are also responsible and strictly to the regulation...” (Interview, May 19, 2018).

Key informant G, said “.....the tourists rarely expect to moral staff, our staff can take care the tourist with courteous and caring even our staff are not much and need to rotate to take care around of the Hot Spring area that may not be able to

take care for the safety. However, our staffs are the appropriate and love to provide services to tourists. Then we planned for staff for more understand and be willing to provide the most efficient service in the future.....” (Interview, May 23, 2018).

Key informant K, said “.....the tourists are not excepted to staff morale because they are local people. We have only one staff standby but our staff and take care and responsibility to provide services to tourist but may not be able to take care for the safety.....” (Interview, May 26, 2018).

Table 4.7 Thematic Framework: Expectations towards Moral management

Main Theme	Subtheme	%
expecting for the moral of staff	1. rarely expect	80
	2. tourists are local people	90
Moral management	1. courteous	80
	2. take care, caring	80
	3. number of staff	60
	4. need to rotate	50
	5. safety	80
	6. responsible and strictly	60
	7. adhering to the regulations	60
	8. selection process	50
	9. provide service training	50

6) Market Management (Public Service)

The results of key important interviews revealed that the management of public services or the provision of tourist services should be public relations for tourists to preserve and restore the Hot Spring. However, most Hot Springs only have activities on the elderly or Songkran festival once a year. There were no activities that will help to create a sense of responsibility and to preserve the environment for tourists. Most of the Hot Springs have information signs but there were not many activities in the Hot Spring area that suitable for learning new experiences for tourists. However, key informants provided information that Hot Spring offers massage services to

promote health but there was no physical activity. Only soaking in Hot Spring can help relieve muscle pain, especially for elderly tourists. In addition, the convenience for coordinating all Hot Springs have the time to open the service through the website. However, because of the lack of staff to maintain the site, the information and activities of the Hot Spring are not updated as it should. In addition, most Hot Springs contain only the media to provide advice on the safety for soaking in a hot bath. There were few media outlets that showcase nearby attractions or trails. Therefore, to make the tourist learning and sharing new experiences, both the conservation and rehabilitation of the Hot Spring was to create a sense of responsibility and responsibility for preserving the environment. Including exercise and health promotion as a tourist visiting in Health tourism should be linked to nearby local communities by organizing more events and media varieties. Following excerpts are examples from the interviews.

Key informant C, said “.....the tourists expect to have services and activities for health, we have activities on the elderly or Songkran festival every year and provide for free oldest tourists. Our Hot Springs have information signs but not have many activities, we provide Thai and foot massage as well, However, we plan to link the activity with the local community...” (Interview, May 16, 2018).

Key informant E, said “.....Thai tourists expect to have health activity such as exercise, we have attractions and natural trails for tourists for learning new experiences within the Hot Spring area. It’s convenience for coordinating our Hot Springs, we have provided the opening time in the website. However, lack of staff to maintain the site, then the information and activities of our Hot Spring are not updated....” (Interview, May 19, 2018).

Key informant I, said “.....We have activity on Songkran festival, normally we provide massage and water cycle for main activities. No activity to create a sense of responsibility and to preserve the environment for tourists. We have plan to organize more events and varieties media to promote to tourists as well.....” (Interview, May 23, 2018).

Key informant J, said “.....the tourists not except for activity due to our area are limited, but we provided the information to offers massage services but no physical activity, our Hot Spring provide advice on the safety for bath soak. We get the

budget to renovate our Hot Spring and we might plan to provide more activity and various media.....” (Interview, May 26, 2018).

Table 4.8 Thematic Framework: Expectations towards Market Management

Main Theme	Subtheme	%
Expectations to Public Service	1. expect tourist services	70
	2. activities for health	70
Public Service Management	1. preserve and restore	90
	2. activities on the elderly	80
	3. Songkran festival	80
	4. sense of responsibility	50
	5. preserve the environment	80
	6. information signs	50
	7. not many activities	80
	8. learning new experiences	60
	9. massage services	90
	10. no physical activity	60
	11. relieve muscle pain	70
	12. elderly tourists	80
	13. booking or coordinating	60
	14. opening time, website	50
	15. lack of staff	50
	16. not updated, media	50
	17. provide advice	40
	18. safety	60
	19. attractions or trails	50
	20. learning and sharing	40
	21. sense of responsibility	30
	22. exercise and health promotion	80
		50

Main Theme	Subtheme	%
	23. linked to nearby local communities	50
	24. organizing more events and media varieties.	

4.2.2.2 Expectations and perceptions of Thai tourists towards the Hot Spring Management.

Questionnaire Part 3: Results of objective 2) to study the expectations of Thai tourists towards the Hot Spring Management and objective 3) to study the perceptions of Thai tourists towards the Hot Spring Management by Paired t-test.

Paired t-test is a statistical method that aims to test statistics 2 samples. Paired sample t-test at a confidence level of 95%, to reject the null hypothesis H₀ when the Sig- (2-tailed) of less than 0.05 results. The hypothesis testing is as follows.

To compare the mean of expectations and the perception of tourists towards the Hot Spring Management, there were 53 variables as the following table.

Table 4.9 show Comparison of the mean between expectations and perceptions of tourists towards the Hot Spring.

	Description	N	Expectation	Perception	Gap	Sig (2-tailed)
HM1	Officials serving in adequate quantities.	400	3.21	3.52	-0.315	0.000*
HM2	Officials with the knowledge to recommend the service to the Hot Spring.	400	3.20	3.48	-0.288	0.000*
HM3	Security staff were available.	400	3.19	3.36	-0.168	0.026*
HM4	Officials with knowledge of first aid	400	2.96	2.93	0.028	0.740
FM5	Free access to the Hot Springs were suitable.	400	3.21	3.45	-0.205	0.004*

	Description	N	Expectation	Perception	Gap	Sig (2-tailed)
FM6	Food prices in the Hot Spring were appropriate	400	3.20	3.40	-0.290	0.000*
FM7	Souvenir prices were reasonable.	400	3.19	3.20	-0.178	0.026*
FM8	Accommodation prices is suitable.	400	2.96	3.20	-0.200	0.014*
GM9	The place in the Hot Spring area maintain the natural environment suitable for relaxation.	400	3.30	3.43	-0.130	0.081
GM10	The place inside the Hot Spring area have the criteria for maintaining cleanliness.	400	3.36	3.39	-0.030	0.677
GM11	Have the system for waste storage and sanitation.	400	3.39	3.24	0.145	0.073
GM12	Have the system of waste disposal and waste water pond.	400	3.38	3.23	0.143	0.077
GM13	Have sanitary sewage management.	400	3.28	3.17	0.118	0.148
GM14	Provides clean, colorless and odorless water management.	400	3.36	3.36	0.005	0.948
GM15	There is sufficient lighting for the service area.	400	3.21	3.35	-0.150	0.038*
GM16	Has a good ventilation system, do not feel hot and humid and no stink.	400	3.29	3.29	-0.040	0.665
GM17	There is an arrangement or renovation of the shower / toilet / changing room. A sufficient amount for the service.	400	3.13	3.14	-0.010	0.896
GM18	Has adequate parking management to meet the needs.	400	3.24	3.46	-0.230	0.005*

	Description	N	Expectation	Perception	Gap	Sig (2-tailed)
GM19	Have an appropriate and adequate restaurant arrangement.	400	3.09	3.33	-0.240	0.002*
GM20	Accommodation service is provided in the case of overnight stays to suit the tourist needs.	400	2.92	3.08	-0.160	.0068
GM21	Has effective rules and measures to ensure the safety of tourists and the availability of security systems always.	400	3.16	3.16	-0.010	0.95
GM22	medical room is ready to serve tourists.	400	2.90	3.08	-0.180	0.043
GM23	Have emergency medical care and ambulance service availability, and coordinates with local police.	400	2.90	2.94	-0.040	0.658
GM24	Precautions effects that may occur with the water (such as fire protection from natural disaster or a man-made tourist attraction may also damage).	400	2.91	3.00	-0.080	0.333
MM25	There were utilities such as electricity, water and telephone.	400	3.14	3.23	-0.090	0.291
MM26	Have a description and / or recommendation for using the facility.	400	3.17	3.14	0.027	0.751
MM27	Signs were clear and easy to see.	400	3.17	3.15	0.02	0.821
MM28	There were signs in both Thai and English.	400	3.05	3.02	0.035	0.70
MM29	There were signs or equipment indicating the	400	2.99	2.89	0.097	0.295

	Description	N	Expectation	Perception	Gap	Sig (2-tailed)
	temperature of the Hot Spring service area.					
MM30	Have cold water or shower to switch or mix with soaking / bathing.	400	3.16	3.20	-0.040	0.643
MM31	Have calls/signal buzzes with bath and private rooms included.	400	2.92	2.81	0.112	0.255
MM32	There is a clock that can be seen clearly read the time easily.	400	2.87	2.79	0.080	0.392
MM33	The surface of the flooring material of the service area is coarse contact surface or slip proof material.	400	3.02	3.07	-0.050	0.601
MM34	Rail or other equipment is installed for convenience and safety.	400	3.04	2.89	0.147	0.128
MM35	Bathroom / WC / Changing room with clear sign.	400	3.20	3.31	-0.110	0.201
MM36	Sanitary was in bathrooms / toilets were in good condition without damage.	400	3.18	3.19	-0.010	0.882
MM37	Phones with notification problem that is available at any time.	400	3.04	3.00	0.040	0.671
MM38	The equipment in the medical room is readily available always.	400	2.90	2.78	0.125	0.196
MM39	Installation of fire extinguishers that were effective and available all the times.	400	2.98	2.78	0.205	0.036*
MM40	Trash in the service area is sufficient, good condition,	400	3.29	3.11	0.185	0.033*

	Description	N	Expectation	Perception	Gap	Sig (2-tailed)
	do not smear or spoil the scenery.					
EM41	Officials with amicability service.	400	3.24	3.44	-0.200	0.014*
EM42	Officials assistance always.	400	3.18	3.39	-0.210	0.004*
EM43	Security officials take care travelers with patience and sacrifice.	400	3.13	3.40	-0.270	0.001*
EM44	Officials have a good sense of responsibility, always paying attention to tourists.	400	3.12	3.29	-0.170	0.028*
EM45	Officials strictly follow the rules of discipline.	400	3.16	3.30	-0.140	0.068
SM46	There is a public relation for visitors to preserve / rehabilitate the Hot Spring as a tourist attraction.	400	3.22	3.21	0.008	0.924
SM47	There were activities that provide tourists with a sense of responsibility and responsibility for preserving the environment.	400	3.11	3.11	0.000	1.000
SM48	There were activities around the natural Hot Spring and the surrounding area to learn new experiences.	400	3.09	3.05	0.042	0.618
SM49	There were health promotion services such as massage, herbal steam, exercise and water therapy.	400	3.40	3.68	-0.290	0.000*
SM50	Convenient for booking or contact information, hours, and clear all the various media.	400	3.21	3.34	-0.130	0.083
SM51	Ensure thorough and close tourist security.	400	3.23	3.29	-0.060	0.455

	Description	N	Expectation	Perception	Gap	Sig (2-tailed)
SM52	There were documents or media to provide safety advice.	400	3.14	3.06	0.075	0.388
SM53	Have the document or brochure on the property and a tour guide nearby.	400	3.17	3.02	0.155	0.086

* Significance at the level .05

The comparison between the expectations and perceptions of tourists towards the Hot Spring Management for the analysis of the mean of Man Management found that officials serving in adequate quantities, with mean of expectation = 3.21 and perception = 3.52, Gap = -0.315 and the Sig. (2-tailed) = .000 less than .05, that is reject H₀ and accept H₁, indicating that the mean of expectations and perceptions of tourists are significantly different at the level of .05. Officials with the knowledge to recommend the service to the Hot Spring, with mean of expectation = 3.20 and perception = 3.48, Gap = -0.288 and the Sig. (2-tailed) = .000 less than .05, that is reject H₀ and accept H₁, indicating that the mean of expectations and perceptions of tourists are significantly different at the level of .05. Security staff were available, with mean of expectation = 3.19 and perception = 3.36, Gap = -0.168 and the Sig. (2-tailed) = 0.026 less than .05, that is reject H₀ and accept H₁, indicating that the mean of expectations and perceptions of tourists are significantly different at the level of .05. Officials with knowledge of first aid, with mean of expectation = 2.96 and perception = 2.93, Gap = 0.028 and the Sig. (2-tailed) = 0.740 over than .05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level of .05.

The comparison between the expectations and perceptions of tourists towards the Hot Spring Management for the analysis of the mean of Money Management found that free access to the Hot Springs were suitable, with mean of expectation = 3.21 and perception = 3.45, Gap = -0.205 and the Sig. (2-tailed) = 0.004 less than .05, that is reject H₀ and accept H₁, indicating that the mean of expectations and perceptions of tourists are significantly different at the level of .05. Food prices in the Hot Spring were

appropriate, with mean of expectation = 3.20 and perception = 3.40, Gap = -0.290 and the Sig. (2-tailed) = 0.000 less than .05, that is reject H0 and accept H1, indicating that the mean of expectations and perceptions of tourists are significantly different at the level of .05. Souvenir prices were reasonable, with mean of expectation = 3.19 and perception = 3.20, Gap = -0.178 and the Sig. (2-tailed) = 0.026 less than .05, that is reject H0 and accept H1, indicating that the mean of expectations and perceptions of tourists are significantly different at the level of .05. Accommodation prices is suitable, with mean of expectation = 2.96 and perception = 3.20, Gap = -0.200 and the Sig. (2-tailed) = 0.014 less than .05, that is reject H0 and accept H1, indicating that the mean of expectations and perceptions of tourists are significantly different at the level of .05.

The comparison between the expectations and perceptions of tourists towards the Hot Spring Management for the analysis of the mean of Management (General) found that The place in the Hot Spring area maintain the natural environment suitable for relaxation, with mean of expectation = 3.30 and perception = 3.43, Gap = -0.130 and the Sig. (2-tailed) = 0.081 over than .05, that is accepted H0, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level of .05. The place inside the Hot Spring area have the criteria for maintaining cleanliness, with mean of expectation = 3.36 and perception = 3.39, Gap = -0.030 and the Sig. (2-tailed) = 0.677 over than .05, that is accepted H0, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level of .05. Have the system for waste storage and sanitation, with mean of expectation = 3.39 and perception = 3.24, Gap = 0.145 and the Sig. (2-tailed) = 0.073 over than .05, that is accepted H0, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level of .05. Have the system of waste disposal and waste water pond, with mean of expectation = 3.38 and perception = 3.23, Gap = 0.143 and the Sig. (2-tailed) = 0.077 over than .05, that is accepted H0, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level of .05. Have sanitary sewage management, with mean of expectation = 3.28 and perception = 3.17, Gap = 0.118 and the Sig. (2-tailed) = 0.148 over than .05, that is accepted H0, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level of .05. Provides clean, colorless and odorless water management, with mean of expectation = 3.36 and perception = 3.36, Gap = 0.005

and the Sig. (2-tailed) = 0.948 over than .05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level of .05. There is sufficient lighting for the service area, with mean of expectation = 3.21 and perception = 3.35, Gap = -0.150 and the Sig. (2-tailed) = 0.038 less than .05, that is reject H₀ and accept H₁, indicating that the mean of expectations and perceptions of tourists are significantly different at the level of .05. Has a good ventilation system, do not feel hot and humid and no stink, with mean of expectation = 3.29 and perception = 3.29, Gap = -0.040 and the Sig. (2-tailed) = 0.665 over than .05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level of .05. There is an arrangement or renovation of the shower / toilet / changing room. A sufficient amount for the service, with mean of expectation = 3.13 and perception = 3.14, Gap = -0.010 and the Sig. (2-tailed) = 0.896 over than .05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level of .05. Has adequate parking management to meet the needs, with mean of expectation = 3.24 and perception = 3.46, Gap = -0.230 and the Sig. (2-tailed) = 0.005 less than .05, that is reject H₀ and accept H₁, indicating that the mean of expectations and perceptions of tourists are significantly different at the level of .05. Have an appropriate and adequate restaurant arrangement, with mean of expectation = 3.09 and perception = 3.33, Gap = -0.240 and the Sig. (2-tailed) = 0.002 less than .05, that is reject H₀ and accept H₁, indicating that the mean of expectations and perceptions of tourists are significantly different at the level of .05. Accommodation service is provided in the case of overnight stays to suit the tourist needs, with mean of expectation = 3.13 and perception = 3.14, Gap = -0.010 and the Sig. (2-tailed) = 0.896 over than .05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level of .05. Has effective rules and measures to ensure the safety of tourists and the availability of security systems always, with mean of expectation = 3.16 and perception = 3.16, Gap = -0.010 and the Sig. (2-tailed) = 0.95 over than .05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level of .05. Medical room is ready to serve tourists, with mean of expectation = 2.90 and perception = 3.08, Gap = -0.180 and the Sig. (2-tailed) = 0.043 less than .05, that is reject H₀ and accept H₁, indicating that the mean of expectations and perceptions of

tourists are significantly different at the level of .05. Have emergency medical care and ambulance service availability, and coordinates with local police, with mean of expectation = 2.90 and perception = 2.94, Gap = -0.040 and the Sig. (2-tailed) = 0.658 over than .05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level of .05. Precautions effects that may occur with the water (such as fire protection from natural disaster or a man-made tourist attraction may also damage, with mean of expectation = 2.91 and perception = 3.00, Gap = -0.080 and the Sig. (2-tailed) = 0.333 over than .05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level of .05.

The comparison between the expectations and perceptions of tourists towards the Hot Spring Management for the analysis of the mean of Material Management found that there were utilities such as electricity, water and telephone, with mean of expectation = 3.14 and perception = 3.23, Gap = -0.090 and the Sig. (2-tailed) = 0.291 over than .05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level 0.05. Have a description and / or recommendation for using the facility, with mean of expectation = 3.17 and perception = 3.14, Gap = 0.027 and the Sig. (2-tailed) = 0.751 over than .05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level of .05. Signs were clear and easy to see, with mean of expectation = 3.17 and perception = 3.15, Gap = 0.020 and the Sig. (2-tailed) = 0.821 over than 0.05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level 0.05. There were signs in both Thai and English, with mean of expectation = 3.05 and perception = 3.02, Gap = 0.035 and the Sig. (2-tailed) = 0.70 over than 0.05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level 0.05. There were signs or equipment indicating the temperature of the Hot Spring service area, with mean of expectation = 2.99 and perception = 2.89, Gap = 0.097 and the Sig. (2-tailed) = 0.295 over than 0.05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level 0.05. Have cold water or shower to switch or mix with soaking / bathing, with mean of expectation = 3.16 and perception = 3.20, Gap = -0.040 and the Sig. (2-tailed)

= 0.643 over than 0.05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level 0.05. Have calls/signal buzzes with bath and private rooms included, with mean of expectation = 2.92 and perception = 2.81, Gap = 0.112 and the Sig. (2-tailed) = 0.255 over than 0.05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level 0.05. There is a clock that can be seen clearly read the time easily, with mean of expectation = 2.87 and perception = 2.79, Gap = 0.080 and the Sig. (2-tailed) = 0.392 over than 0.05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level 0.05. The surface of the flooring material of the service area is coarse contact surface or slip proof material, with mean of expectation = 3.02 and perception = 3.07, Gap = -0.050 and the Sig. (2-tailed) = 0.601 over than 0.05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level 0.05. Rail or other equipment is installed for convenience and safety, with mean of expectation = 3.04 and perception = 2.89, Gap = 0.147 and the Sig. (2-tailed) = 0.128 over than 0.05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level 0.05. Bathroom / Toilet / Changing room with clear sign, with mean of expectation = 3.20 and perception = 3.31, Gap = -0.110 and the Sig. (2-tailed) = 0.201 over than 0.05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level 0.05. Sanitary was in bathrooms / toilets were in good condition without damage, with mean of expectation = 3.18 and perception = 3.19, Gap = -0.010 and the Sig. (2-tailed) = 0.882 over than 0.05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level 0.05. Phones with notification problem that is available at any time, with mean of expectation = 3.04 and perception = 3.00, Gap = 0.040 and the Sig. (2-tailed) = 0.671 over than 0.05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level 0.05. The equipment in the medical room is readily available always, with mean of expectation = 2.90 and perception = 2.78, Gap = 0.125 and the Sig. (2-tailed) = 0.196 over than 0.05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level 0.05. Installation of fire

extinguishers that were effective and available all the times, with mean of expectation = 2.98 and perception = 2.78, Gap = 0.205 and the Sig. (2-tailed) = 0.036 less than .05, that is reject H₀ and accept H₁, indicating that the mean of expectations and perceptions of tourists are significantly different at the level of .05. Trash in the service area is sufficient, good condition, do not smear or spoil the scenery, with mean of expectation = 3.29 and perception = 3.11, Gap = 0.185 and the Sig. (2-tailed) = 0.033 less than .05, that is reject H₀ and accept H₁, indicating that the mean of expectations and perceptions of tourists are significantly different at the level of .05.

The comparison between the expectations and perceptions of tourists towards the Hot Spring Management for the analysis of the mean of Moral Management found that officials with amicability service, with mean of expectation = 3.24 and perception = 3.44, Gap = -0.200 and the Sig. (2-tailed) = 0.014 less than 0.05, that is reject H₀ and accept H₁, indicating that the mean of expectations and perceptions of tourists are significantly different at the level 0.05. Officials assistance always, with mean of expectation = 3.18 and perception = 3.39, Gap = -0.210 and the Sig. (2-tailed) = 0.004 less than 0.05, that is reject H₀ and accept H₁, indicating that the mean of expectations and perceptions of tourists are significantly different at the level 0.05. Security officials take care travelers with patience and sacrifice, with mean of expectation = 3.13 and perception = 3.40, Gap = -0.270 and the Sig. (2-tailed) = 0.001 less than 0.05, that is reject H₀ and accept H₁, indicating that the mean of expectations and perceptions of tourists are significantly different at the level 0.05. Officials have a good sense of responsibility, always paying attention to tourists, with mean of expectation = 3.12 and perception = 3.29, Gap = -0.170 and the Sig. (2-tailed) = 0.028 less than 0.05, that is reject H₀ and accept H₁, indicating that the mean of expectations and perceptions of tourists are significantly different at the level 0.05. Officials strictly follow the rules of discipline, with mean of expectation = 3.16 and perception = 3.30, Gap = -0.140 and the Sig. (2-tailed) = 0.068 over than 0.05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level 0.05.

The comparison between the expectations and perceptions of tourists towards the Hot Spring Management for the analysis of the mean of Market Management found that There is a public relation for visitors to preserve / rehabilitate the Hot Spring as a

tourist attraction, with mean of expectation = 3.22 and perception = 3.21, Gap = 0.008 and the Sig. (2-tailed) = 0.924 over than 0.05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level 0.05. There were activities that provide tourists with a sense of responsibility and responsibility for preserving the environment, with mean of expectation = 3.11 and perception = 3.11, Gap = 0.000 and the Sig. (2-tailed) = 1.000 over than 0.05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level 0.05. There were activities around the natural Hot Spring and the surrounding area to learn new experiences, with mean of expectation = 3.09 and perception = 3.05, Gap = 0.042 and the Sig. (2-tailed) = 0.618 over than 0.05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level 0.05. There were health promotion services such as massage, herbal steam, exercise and water therapy, with mean of expectation = 3.40 and perception = 3.68, Gap = -0.290 and the Sig. (2-tailed) = 0.000 less than 0.05, that is reject H₀ and accept H₁, indicating that the mean of expectations and perceptions of tourists are significantly different at the level 0.05. Convenient for booking or contact information, hours, and clear all the various media, with mean of expectation = 3.21 and perception = 3.34, Gap = -0.130 and the Sig. (2-tailed) = 0.083 over than 0.05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level 0.05. Ensure thorough and close tourist security, with mean of expectation = 3.23 and perception = 3.29, Gap = -0.060 and the Sig. (2-tailed) = 0.455 over than 0.05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level 0.05. There were documents or media to provide safety advice, with mean of expectation = 3.14 and perception = 3.06, Gap = 0.075 and the Sig. (2-tailed) = 0.388 over than 0.05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level 0.05. Have the document or brochure on the property and a tour guide nearby. Have the document or brochure on the property and a tour guide nearby, with mean of expectation = 3.17 and perception = 3.02, Gap = 0.155 and the Sig. (2-tailed) = 0.086 over than 0.05, that is accepted H₀, indicating that the mean of expectations and perceptions of tourists are significantly not different at the level 0.05.

4.2.2.3 Results of the open-ended questionnaire

The analysis was collected from the questionnaire part 4, to find out the common points of opinion, to analyze and to find out the frequencies of tourists' suggestions to study the Hot Spring Management to promote the quality of Health tourism in Thailand. The researcher has divided into 3 issues.

1) General Management

Tourists have the need to improve the construction of additional ponds because there's less room and must wait for long queues, should have been scheduled to take a private room for other tourists and have the more private room. Not enough toilet and not clean, want the management to build more bathroom. Toilet facilities should be located not too far to walk. There was not enough cold water when high season. Should build playgrounds and gardens, including parking to meet the tourist demand.

2) Material Management

Tourists need to have more signs for easy access to the Hot Springs. Materials should be added for the activities in the Hot Spring such as water cycle, playground equipment, and fitness equipment.

3) Market Management

Tourists were advised to have activity on the Hot Spring, such as yoga, tai chi, especially Hot Spring with accommodation should do more activities.

4.2.3 To create guidelines of Hot Spring management to promote the quality of Health Tourism in Thailand.

Part 4: To create guidelines of Hot Spring management to promote the quality of Health Tourism in Thailand is based on the analysis of descriptive statistics and inferential statistics from Objective 1 : To study Thai tourist behavior in using Hot Spring service and data analysis from Descriptive Statistics and Paired t-test from Objectives 2 and 3 are to study the expectations and perceptions of tourists' Hot Spring

management after that create guidelines of Hot Spring management to promote the quality of Health Tourism in Thailand is as following table.



Table 4.10 Summary of qualitative and quantitative data analysis

Objective	Tool	Quantitative data analysis	Qualitative data analysis
1. To study the tourist's behavior in the Hot Spring area.	Descriptive statistics	<p>There were 194 people 48 % visited the Hot spring in one year average 2-3 times, 217 people 54.3% traveling with family / relatives, 222 people 55.5% came to the Hot Spring for relaxation, 271 people 67.8% traveling less than one day, 345 people 86.3% Average Travel Expenses Less than or equal to 5,000 Baht, 376 people 94% travel by themselves, 337 people 84.3% have opportunity to return to the Hot Spring, 382 people 95.5% would recommend other people to visit the hot spring, 224 people 56.0% know the source of hot springs from the advice of others person.</p>	
2. To study the expectations and perceptions of Thai tourists towards the Hot Spring Management.	Descriptive statistics Content Analysis	<p>The level of expectation to the Hot Spring management in all 6 aspects was moderate as follow:</p> <p>Man Management (M1) when considering the items, it was found that the average of officials serving in adequate quantities was the highest. The average was 3.21 and the level of officials with the knowledge to recommend the service to a Hot Spring 3.20, security staff are available 3.19 and officials with knowledge of first aid 2.96.</p> <p>Money Management (M2) was found that the service fee for accessing the Hot Spring was the highest, the average was 3.24. Food prices in the Hot Spring are appropriate 3.11, Souvenir prices are reasonable 3.03 and accommodation prices is suitable 3.00.</p> <p>Management (General) (M3) was found that tourists were expected to have a system of garbage and sewage disposed and the system of disposal of waste water and spring water has the highest average by a mean of 3.38. The place inside</p>	<p>From in-dept interviews with management and associates in the management of four Hot Springs with 12 persons the results as follows.</p> <p>Man Management (M1) Hot Springs which managed by the community have inadequate staff due to lack of employment budgets. There were no direct security officers, but some Hot Spring has only a police officers stationed in the area. Some Hot Springs were staffed by public health volunteers who have the knowledge of first aid. However, most Hot Springs have never been trained to provide training in first aid and safety, they should be planned in first aid and safety training for all staff to prepare for tourist service in case of an emergency at any time</p> <p>Money Management (M2) the service fee suitable for tourists. Some Hot Springs were priced in the Hot Spring, entrance fees, but some have charge only for service. The price of the foot bath and the ponds of every place were not</p>

Objective	Tool	Quantitative data analysis	Qualitative data analysis
	<p>the Hot Spring area have the criteria for maintaining cleanliness and provides clean, colorless and odorless water management were 3.36. The place in the Hot Spring area maintain the natural environment suitable for relaxation was 3.30. Has a good ventilation system, or do not feel hot and humid, no smell respectively.</p> <p>Material Management (M4) the expectations of tourists were at a moderate. As a result, tourists were expected to have trash in the service area is sufficient, good condition, do not smear or spoil the scenery. with an average of 3.29. Sanitary wares in bathrooms / toilets are in good condition without damage was 3.18. Have a description and/or recommendation for using the facility and signs are clear and easy to see were 3.17. Have cold water or shower to switch or mix with soaking / bathing 3.16, respectively.</p> <p>Morality Management (M5) The level of expectation of tourists was moderate. Considering the number of tourists, it was found that the mean of staffed with amicability service was highest at 3.24. Staff assistance always was 3.18. Officials strictly follow the rules of discipline 3.16. Security officials take care travelers with patience and sacrifice 3.13. And officials have a good sense of responsibility, always paying attention to tourists 3.12.</p> <p>Market Management (M6) When considering the items, it was found that there were health promotion services such as massage, herbal steam bath, exercise and water therapy at high level, has the highest average by a mean 3.68. Ensure thorough and close tourist security was 3.23. There is a public relation for visitors to preserve / rehabilitate the Hot Spring as a tourist attraction 3.22. Convenient for booking or contact information, hours, and clear all the various media 3.21. There are activities that provide tourists with a sense of responsibility and responsibility for preserving the environment 3.11 and there are activities</p>	<p>much difference, most foot bath fee is 10-20 baht/person. the price of mineral public bath is 30 baht per person, but the price of private room was different depending on the size and context of the area. Food and souvenir prices depend on the restaurants and souvenir shops that the Hot Springs could not set the prices but could control to suit the needs of tourists. Many Hot Springs do not provide accommodation for tourists, there was only one place offers.</p> <p>Management (General) (M3) the general management of each Hot Spring has different criteria for maintaining cleanliness and environment due to the different context of the area. There was no difference in waste management as many visitors visit and use the Hot Spring service, especially during the holidays and festivals. Most of the Hot Springs have a system for storing and disposing of garbage or sewage and have the waste disposal system of wastewater management and wastewater sanitary. Some Hot Springs do not have adequate lighting and ventilation systems. Many Hot Springs have problems managing bathrooms/toilets and insufficient parking for tourists especially during the holidays. Have restaurants services for tourists in the Hot Spring area, but someplace have only booths for sell food and beverages. There was only one place have accommodation and medical room available. All have medical care and ambulance service availability. They were coordinated with local police officers, but no safeguards against the potential effects on Hot Springs such as a fire protection, natural disasters or human dangers that might damage the tourist attraction</p> <p>Material Management (M4) all Hot Springs were equipped with facilities to accommodate tourists. There were telephone signals that allow travelers to communicate and share information comfortably. Every Hot Spring has a clear sign explaining or recommending the use of places for tourists. Most signs were only in Thai, not English language. Most Hot Springs have no sign of temperature</p>	

Objective	Tool	Quantitative data analysis	Qualitative data analysis
		<p>around the natural Hot Spring and the surrounding area to learn new experiences 3.09.</p>	<p>but no ringing signal for both private room and public ponds. Have the shower to be alternated or mixed with soaking/bathing, but there is rarely a cold pool. The surface of the material used in all Hot Springs is a rough surface or non-slip material that was suitable and safe to serve tourists. Some Hot Springs were not equipped with railings or other equipment for safe and secure, and no phone available for emergency use at any time. It had an area with some services staff standby. The shower/toilet / changing rooms, were signed in the bathroom/toilets that were damaged, need to be repaired and not enough to meet the needs of tourists. Some Hot Springs were equipped with efficient fire extinguishers that ensure safety for tourists and all Hot Springs have enough trash, the good condition does not distract tourists to lose sight.</p> <p>Morality Management (M5) the staff of all Hot Springs were courteous but could not take care of tourists at any time because of the number of staff was not much and need to rotate to take care around of the Hot Spring area, it may not be able to take care for the safety. Hot Spring staff were responsible, caring, and strictly adhering to the regulations. The executive Hot Spring Management which managed by public authorities have the selection process. Therefore, the staff has the appropriate and love to provide services to tourists.</p> <p>Market Management (M6) Hot Springs only have activities on the elderly or Songkran festival once a year. There were no activities that will help to create a sense of responsibility and to preserve the environment for tourists. Most of the Hot Springs have information signs but there were not many activities in the Hot Spring area that suitable for learning new experiences for tourists. Hot Spring offers massage services to promote health but there was no physical activity. Only soaking in Hot Spring can help relieve muscle pain, especially for elderly tourists. The convenience for coordinating all Hot Springs have the</p>

Objective	Tool	Quantitative data analysis	Qualitative data analysis
3. To study the expectations and perceptions of Thai tourists towards the Hot Spring Management.	Descriptive statistics	<p>The level of perception to the Hot Spring management in all 6 aspects was moderate as follow:</p> <p>Man Management (M1). The level of perception of tourists was at a moderate level, the level of Officials serving in adequate quantities, with the highest average mean score 3.52 and the level of officials with the knowledge to recommend the service to a Hot Spring 3.48, security staff are available 3.36 and officials with knowledge of first aid 2.93.</p> <p>Money Management (M2) was found that the service fee for accessing the Hot Spring was the highest. The average was 3.45, Food prices in the Hot Spring are appropriate 3.40, Souvenir prices are reasonable and accommodation prices is suitable were 3.20.</p> <p>Management (General) (M3) It was found that tourists were perceived to Has adequate parking management to meet the needs and Have emergency medical care and ambulance service availability, and coordinates with local police were 3.46. The place in the Hot Spring area maintain the natural environment suitable for relaxation 3.43. The place inside the Hot Spring area have the criteria for maintaining cleanliness 3.39. Provides clean, colorless and</p>	<p>time to open the service through the website but lack of staff to maintain the site, the information and activities of the Hot Spring are not updated as it should. Hot Springs contain only the media to provide advice on the safety for soaking in hot bath. There were few media outlets that showcase nearby attractions or trails. To make the tourist learning and sharing new experiences, both the conservation and rehabilitation of the Hot Spring was to create a sense of responsibility and responsibility for preserving the environment. Including exercise and health promotion as a tourist visiting in Health tourism should be linked to nearby local communities by organizing more events and media varieties.</p>

Objective	Tool	Quantitative data analysis	Qualitative data analysis
		<p>odorless water management 3.36. There is sufficient lighting for the service area 3.35, respectively.</p> <p>Material Management (M4) the perception of tourists at a moderate level, bathroom / toilet / changing room with clear sign with an average of 3.31. There are utilities such as electricity, water and telephone 3.23. Have cold water or shower to switch or mix with soaking / bathing 3.20. Sanitary wares in bathrooms / toilets are in good condition without damage 3.19. Signs are clear and easy to see 3.15. Have a description and / or recommendation for using the facility 3.14, respectively.</p> <p>Morality Management (M5) The level of tourist's perception was moderate, it was found that tourists had the highest mean of staffed with amicability service 3.44. Security officials take care travelers with patience and sacrifice.3.40. Staff assistance always was 3.39. Officials strictly follow the rules of discipline 3.30. Officials have a good sense of responsibility, always paying attention to tourists 3.29.</p> <p>Market Management (Public Service) (M6) the overall level of tourist's perception was moderate. It was found that there were health promotion services such as massage, herbal steam bath, exercise and water therapy at high level, has the highest average by a mean 3.68. Convenient for booking or contact information, hours, and clear all the various media 3.34. Ensure thorough and close tourist security 3.29. There is a public relation for visitors to preserve / rehabilitate the Hot Spring as a tourist attraction 3.21. There are activities that provide tourists with a sense of responsibility and responsibility for preserving the environment 3.11. There are activities around the natural Hot Spring and the surrounding area to learn new experiences 3.05</p>	
4. To create guidelines of Hot Spring management to promote	Content Analysis		The results of the average comparison between expectations and perceptions of Thai tourists towards the Hot Spring Management was preparing to be the question

Objective	Tool	Quantitative data analysis	Qualitative data analysis
the quality of Health Tourism in Thailand.			<p>for interviews with the Hot Spring Management team by a draft of the guidelines prepared for interviewing 12 experts in the field of tourism / Hot Springs in Thailand and interviews with the management of the Hot Spring and associates 12 persons as follows.</p> <p>Guidelines of Man Management</p> <ol style="list-style-type: none"> 1) Officials serving in adequate quantities. 2) Officials with the knowledge to recommend the service to the Hot Spring. 3) Security staff were available. <p>Guidelines of Money Management</p> <ol style="list-style-type: none"> 1) Food prices in the Hot Spring were appropriate 2) Free access to the Hot Springs were suitable. 3) Accommodation prices is suitable. 4) Souvenir prices were reasonable. <p>Guidelines of Management (General)</p> <ol style="list-style-type: none"> 1) Have an appropriate and adequate restaurant arrangement. 2) Has adequate parking management to meet the needs. 3) There is sufficient lighting for the service area. <p>Guidelines of Moral Management</p> <ol style="list-style-type: none"> 1) Security officials take care travelers with patience and sacrifice. 2) Officials assistance always. 3) Officials with amicability service. 4) Officials have a good sense of responsibility, always paying attention to tourists. <p>Guideline of Market Management</p> <ol style="list-style-type: none"> 1) There were health promotion services such as massage, herbal steam, exercise and water therapy.

The results of the interviews were presented to the Hot Spring Management team by a draft of the guidelines prepared for interviewing 12 experts in the field of tourism / Hot Springs in Thailand and interviews with the management of the Hot Spring and associates 12 persons. There were questions in the interview related to the Hot Spring Management to promote the quality of Health tourism in Thailand separation into various issues according to the draft of guidelines of the Hot Spring Management to promote the quality of health tourism in Thailand as follows.

1) Guideline of Man Management

The key informants recommend preparing the plan for the development the potential of personnel involved in the management and service of Hot Spring to provide staff at all levels with skills, knowledge. And planning to manage the Hot Spring including officials serving in adequate quantities, officials with the knowledge to recommend the service to the Hot Spring and have security staff were available of Hot Spring for personnel development, manpower planning, plan and develop the skills of the staff knowledge to recommend the service to the Hot Spring. However, should develop skills of staff in various areas such as first aid, security, hospitality, tourist information, etc. Moreover, should have a safety staff and planning staff training to review the first aid by coordinate with local public health or public health volunteers. Training by the trainers from the hospital / community health center, to provide first aid training to be able to take care of tourists' safety while accessing the Hot Spring service. Should coordination with the fire station for training and knowledge of first aid to staff and residents nearby and have staff to monitor safety to guard the safety of tourists. The key informants suggested to have the manpower and organizational structure with the details of each position and need to be surveyed and appropriate for the job and plan to be enough manpower during the holidays and festivals by increasing the number of temporary staff or hiring students to work during the holidays. Following excerpts are examples from the interviews.

Key informant M, said “.....to manage the personnel should have planned for developing the potential of personnel involved in the management and service to provide staff skills and knowledge....” (Interview, October 15, 2018).

Key informant O, said “.....the personal management should be the plan to manage the Hot Spring staff serving in adequate quantities, much have staff with the knowledge to recommend the service to the Hot Spring....” (Interview, October 20, 2018).

Key informant P, said “.....should have security staff available and plan for personnel development, manpower planning, plan and develop the skills of the staff knowledge to recommend the service to the Hot Spring.....” (Interview, October 23, 2018).

Key informant T, said “..... provide training by the trainers from the hospital / community health center, to provide first aid training to be able to take care of tourists' safety by coordination with the fire station for training and knowledge of first aid to staff and residents nearby and have staff to monitor safety for tourists.....” (Interview, November 2, 2018).

Key informant X, said “.....should have the manpower and organizational structure with the details of each position, need to be surveyed the appropriate job, However, should plan to be enough manpower during the holidays and festivals by increasing the number of temporary staff or hiring students to work during the holidays as well....” (Interview, November 5, 2018).

Table 4.11 Thematic Framework: Guideline of Man management

Main Theme	Subtheme 1	%
Personnel management	1. Development plan	80
	2. Skills and knowledge	90
	3. Training	80
	4. Manpower	80
	5. security staff	60
	6. first aid and safety	80
	7. coordination with	60
	8. appropriate job	60
	9. temporary staff	80

2) Guideline of Money Management

The key informants recommend exploring the price of Hot Spring service fees in other sources and study tourists' satisfaction before adjusting prices or adding various services in the Hot Spring and must control the suitable price of food, free access, accommodation and souvenir in the Hot Spring. The services prices should appropriate for tourists. Following excerpts are examples from the interviews.

Key informant N, said “.....should tourists' satisfaction and the price of other Hot Spring and control the suitable price to make the tourist's satisfaction....” (Interview, October 16, 2018).

Key informant Q, said “.....Hot Spring must control the suitable price of food, free access, accommodation to appropriate to must control the suitable price of food, free access, accommodation and souvenir in the Hot Spring. The services prices should appropriate for tourists.....”

Key informant R, said “.....if would like to adjust the price, should study the price of other similar management of Hot Spring to ensure that the price suitable for tourist.....” (Interview, October 26, 2018).

Table 4.12 Thematic Framework: Guideline of Money management

Main Theme	Subtheme 1	%
Prices management	1. service fees	90
	2. tourists' satisfaction	80
	3. suitable price	80
	4. adjusting prices	50
	5. control the price	60

3) Guideline of General Management

The key informants recommend the plan for Hot Spring Zoning to have an appropriate and adequate restaurant arrangement, has adequate parking management to meet the needs and there is sufficient lighting for the service area such as food & beverage zone restaurants are clean and appropriate to meet the needs. Including the room where the tourists stay overnight to meet the demand. General Zone, there are

plans to arrange enough parking space to handle tourist's needs by keeping the environment in the parking area shady, do not cut the trees to create parking. In case the parking area is not enough, should contact the community area to accommodate the tourists, with pricing, parking, and benefits sharing. If the car park is far from the Hot Spring, they recommended should have the bus service to access tourist to the Hot Spring, especially during the high season, holidays, etc. But if the number of tourists is not many, consider the suitability of each area. However, the light in Hot Spring should use of natural light as much as possible. Following excerpts are examples from the interviews.

Key informant O, said “.....should Zoning to have an appropriate and adequate restaurant arrangement, has adequate parking management to meet the needs of tourists....” (Interview, October 18, 2018).

Key informant T, said “.....plans to arrange enough parking space to handle tourist's needs but keep the environment in the parking area shady.....” (Interview, October 27, 2018).

Key informant W, said “.....should have the bus service to access tourist to the Hot Spring, especially during the high season and holidays in case the car park not enough or far away....” (Interview, November 4, 2018).

Key informant X, said “.....manage sufficient lighting for the service area by using of natural light as much as possible....” (Interview, November 5, 2018).

Table 4.13 Thematic Framework: Guideline of General Management

Main Theme	Subtheme 1	%
General management	1. Zoning	80
	2. adequate restaurant and parking	80
	3. community area	60
	4. bus service	50
	5. natural lighting	60

4) Guideline of Moral Management

The key informants suggest focusing on management planning and moral values of the personnel management system to take care the tourists with patience and sacrifice, staff should assistance tourists always with amicability service and have a good sense of responsibility and always paying attention to tourists. The values of the personnel and the morale of the work are effectively developed will make the unit's staff perform smoothly, no conflicts and complaints from tourists. However, should train for services mind and integrity for the personnel to provide the tourists' perception and satisfaction and to encourages tourists by using various methods to build confidence in their visit to the Hot Spring. Following excerpts are examples from the interviews.

Key informant N, said “.....should focus on the management planning and moral values of the personnel management system to take care the tourists with patience and sacrifice....” (Interview, October 16, 2018).

Key informant P, said “.....staff should assistance tourists always with amicability service and have a good sense of responsibility and always paying attention to tourists.....” (Interview, October 23, 2018).

Key informant T, said “.....values of the personnel and the morale of the work are effectively developed will make the unit's staff perform smoothly, no conflicts and complaints from tourists” (Interview, October 27, 2018).

Key informant X, said “.... should train for services mind and integrity for staff to provide the tourists' perception and satisfaction to encourages tourists by using various methods and to build confidence when they come to the Hot Spring....” (Interview, November 5, 2018).

Table 4.14 Thematic Framework: Guideline of Moral Management

Main Theme	Subtheme 1	%
Staff morale	1. planning	80
	2. moral values	60
	3. patience and sacrifice	40
	4. unit's staff perform	50

Main Theme	Subtheme 1	%
	5. conflicts and complaints	60
	6. services mind	80
	7. integrity	50
	8. encourages tourists	80

5) Guideline of Market Management

The key informant recommends enhancing health promotion other than massage and water therapy such as local music therapy and local health food to make the tourists more satisfied and cooperate with the staff of the Hot Spring. And promote the participation of the public sector and local government by establishing a committee at the local level to promote and develop health tourism management of Hot Springs. Following excerpts are examples from the interviews.

Key informant O, said “.....should enhancing health promotion other than massage and water therapy such as local music therapy and local health food to make the tourists more satisfied....” (Interview, October 18, 2018).

Key informant T, said “.....plan to promote the participation of the public sector and local government by establishing a committee at the local level to promote and develop health tourism management of Hot Springs.....” (Interview, October 27, 2018).

Key informant W, said “.....make the tourists more satisfied and cooperate with the staff by creating activities to promote health such as exercise, a bicycle trip to community” (Interview, November 4, 2018).

Table 4.15 Thematic Framework: Guideline of Market Management

Main Theme	Subtheme 1	%
Pubic Services	1. health promotion	80
	2. massage and water therapy	80
	community area	80
	3. local music therapy	50

Main Theme	Subtheme 1	%
	4. local health food	50
	5. develop health tourism	80

6) Guideline of Materials management

The key informant suggests having a plan for maintenance budget to install of fire extinguishers that were effective and available all the times. To provide the most efficient use of tourist materials such as emergency lighting in private rooms, ring signal, wall clock made of wood or heat-resistant material and CCTV cameras in public areas. However, should have cleaning plan to washing the bucket, changing the plastic bag and closing the lid completely and control to have trash in the service area much sufficient, good condition, do not smell or spoil the scenery. In addition, the management should maintain the material to ensure that the Hot Spring materials are sufficient to provide tourist service by the monitoring system and the technician regularly. Following excerpts are examples from the interviews.

Key informant N, said “.....should have planned for maintenance budget to install of fire extinguishers that were effective and available all the times. To provide the most efficient use of tourist materials such as emergency lighting in private rooms....” (Interview, October 16, 2018).

Key informant Q, said “.....Hot Spring must provide the most efficient use of tourist materials such as emergency lighting in private rooms, ring signal, wall clock made of wood or heat-resistant material and CCTV cameras in public areas.....” (Interview, October 25, 2018).

Key informant R, said “.....should have cleaning plan for washing the bucket, much change the plastic bag and closing the lid completely and control to have trash in the service area much sufficient, good condition, do not smell or spoil the scenery all the time.....” (Interview, October 26, 2018).

Table 4.16 Thematic Framework: Guideline of Materials management

Main Theme	Subtheme 1	%
Material management	1. maintenance budget	90
	2. installation of fire extinguishers	80
	3. emergency	80
	4. good condition	60
	5. not smell or spoil	90
	6. maintain the material	80
	7. materials are sufficient	80
	8. monitoring system and the technician	50

4.3 Summary of Chapter 4

In summary, the research results were analyzed in response to this research objective. The researcher defined the process of data analysis and research results as follows: 1) Studies the general data and behavior of Thai tourists visiting the Hot Spring from questionnaires 1 and 2 to answer objective 1: to study the behavior of Thai tourists visiting the Hot Spring. 2) Studies the expectations towards Hot Spring Management in Thailand by in-depth interviews with Hot Spring Management and associates. 3) Studies the perception of tourists from the questionnaire Part 3 to answer objective 2: To study the expectations of tourists towards the Hot Spring Management. And Objective 3: To study the perception of tourists towards the Hot Spring Management. 4) Created the guidelines of the Hot Spring Management by in-depth interviews to answer Objective 4: to create the Hot Spring Management to promote the quality of Health Tourism in Thailand. The researcher has prepared a draft of guidelines of Hot Spring to in-depth interviews with experts on Tourism/Hot Spring management including Management of Hot Spring and associates. The results of the analysis will be used to create the Hot Spring Management to promote quality of Health Tourism in

Thailand. The following is the Chapter 5 will be Discussion and Conclusions of the study.



CHAPTER 5

DISCUSSIONS AND CONCLUSIONS

This research on guidelines of Hot Spring Management to promote the quality of Health Tourism in Thailand. The objectives were: To study the Tourist behavior visiting the Hot Spring, to study the expectations of Thai tourists towards the Hot Spring Management, to study the perceptions of Thai tourists towards the Hot Spring Management and to create guidelines for Hot Spring Management to promote the quality of Health Tourism in Thailand. The results of the study can be summarized and discussed as follows.

5.1 Discussion on Significant Findings

This research on guidelines of Hot Spring Management to promote the quality of Health Tourism in Thailand. The research results were summarized in the order of research objectives as follows.

5.1.1 To study the tourist's behavior in the Hot Spring area.

The results of the study of general information from the total number of respondents was 400 found that most Thai tourists were female, age between were female, Age 21-40 years, the level of education was lower than the bachelor's degree, there monthly income less than or equal to 10,000 baht and the purpose of traveling to visit the hot spring for relaxation.

The results of tourist's behavior in the Hot Spring area found that most respondents visited the Hot spring in one-year average 2-3 times, traveling with family/relatives, and came to the hot spring for relaxation. They were traveling less than one day and travel by themselves. There opportunity to return to the Hot Spring and would recommend other people to visit the hot spring. However, they know the source of hot springs from the advice of others person.

According to general information and behavior of Thai tourists might conclude that tourists were less education as well as local people might have fewer expectations for Hot Spring management which corresponds to Pornsiri Binnarvee (2012) that focused on tourist's expectation and perception, stated that tourists with little knowledge may have fewer expectations.

5.1.2 To study the expectations and perceptions of Thai tourists towards the Hot Spring Management.

5.1.2.1 Expectations of Thai tourists towards Hot Spring Management in Thailand.

The results from in-depth interviews with Hot Spring Management and associates of four Hot Springs were as follows:

1) Man Management

Man are important factors in driving the management of the Hot Spring. The management should development of personnel through training, knowledge, understanding to be ready to take care of tourists. This is an important part of empowering Man management, necessary to plan the development of people knowledge and skills to achieve the management of human resources to be as effective as possible. However, Hot Spring which managed by the community does not have the process of selecting or training staff before start work. This is the difference between Hot Springs that were managed by the subdistrict administrative organizations or provinces administrative organizations that have adequate service staff because they were allocated a budget from the government. In this case, the government should take to make a significant contribution to the community in managing the more appropriate. In addition, there is no direct security officer. Some Hot Springs have police standby in the Hot Spring area, but some have only health volunteer staff was knowledgeable about first aid and can provide tourist services. Hot Spring staff almost have never been trained in first aid and safety.

Based on the results, the researcher has opinions that personnel is very important. Personnel development leads to good changes in the Hot Spring, which is consistent with the statement of Parichat Sathapitanon (2008), which indicates that a person is the main driver of change and is a person with the qualifications of credibility,

which the qualities of this credibility result in people accepting and creating cribs according to the society. Moreover, this consisted with Sudaporn Khomthawong (2016) which stated that Cultural tourism management of Luang Prabang Subdistrict has found that there is a need to allocate people appropriately, with knowledge and competencies in the fields related to tourism by establishing clear responsibilities and create awareness of the importance of providing tourists. They want the government to provide training to enhance knowledge for entrepreneurs and local people for understanding and seeing the importance of tourism to assess the knowledge of the tour guide each year and provide knowledge training for tour operators and to train all sectors to get to know and understand about cultural heritage preservation.

2) Money Management

The service fee should be appropriate for tourists including entries price, foot bath fee, public bath, and private rooms. The price of the Hot Spring services was not much different except private baths which the cost differently according to the size and context of the service area. However, many Hot Springs were available for hiring of sarongs and towels. In addition, food and souvenir prices depend on restaurants and souvenir shops, some Hot Springs could not be priced but could be controlled to suit the needs of tourists. There was only one Hot Spring which provides accommodation for tourists if another Hot Spring plan to create the accommodation should be used as the example model for future management.

From the above research results, the researchers found that the prices of the Hot Spring service were appropriate. However, should study the use of new technologies. To help with the collection of service fees, more convenient which is consistent with the research of Sudaporn Khomthawong (2016) which suggests arranging the use of barcodes to collect admission fees and purchase equipment to record data.

3) Management (General)

The management of each Hot Spring has different criteria for maintaining cleanliness and environment due to the different context of the area. There was no difference in waste management as many visitors visit and use the Hot Spring service, especially during the holidays and festivals. Some Hot Springs have a system for storing and disposing of garbage or sewage and have the waste disposal system of

wastewater management and wastewater sanitary. But some do not have adequate lighting and ventilation systems, especially during the holidays.

However, every Hot Spring have problems managing bathrooms/toilets and insufficient parking for tourists. Some Hot Springs have restaurants services for tourists in the Hot Spring area, but some only have booths for sell food and beverages. Many Hot Springs do not have a medical room and accommodation for tourists. There is only one place have the accommodation and medical room available, as well as a conference room for both leisure and business travelers or seminar.

In addition, every Hot Springs have medical care and ambulance service availability. They were coordinated with local police officers, but no safeguards against the potential effects on Hot Springs such as; fire protection, natural disasters or human dangers that might damage the tourist attraction. Therefore, management of Hot Spring should be planned and adapted to manage the management of the hot water well is more acceptable to tourists. Moreover, should be planned and managed approach to management of Hot Spring performance was acceptable even more for tourists.

From the results, the researcher has an opinion that the Hot Spring management should have overall general management to be effective by improving the surrounding area to be tidy and clean which corresponds to Arissara Hongsup and Gulapish Pookaiyudom (2015) stated that local administrative organizations responsible for the Health Tourism attraction, natural Hot Springs should improve the overall cleanliness of the tourist attractions, eliminate waste piles, various debris, eliminate sediment in Hot Springs and eradicate the grassy area, eliminate the degradation of various wastes to be orderly, clean, and should improve the area around the Hot Springs that are ground. In order not to let the sandy soil fall into the Hot spring pond, which the cleanliness of the tourist attraction can attract tourists to visit the Hot Spring.

4) Material Management

Materials management is an important component of the system. Since most problems arise from the material in the service such as if the bins in the service area are inadequate or in poor condition. it's bad smell Until it spoils the scenery. The tourists do not travel to a Hot Spring and do not advise others to visit. The Hot Springs were equipped with facilities to accommodate tourists. There were telephone signals

that allow travelers to communicate and share information comfortably. Every Hot Spring has clear signs explaining or recommending the use of places for tourists. Most signs were only in Thai, but no English language. There was no sign of temperature and no ringing signal for both private room and public pool. Every Hot Spring have the shower to be alternated or mixed with soaking/bathing, but no have a cold pool. The surface of the material used in all Hot Springs was a rough surface or non-slip material that was suitable and safe to serve tourists. However, some Hot Springs were not equipped with railings or other equipment for safe and secure, and no phone available for emergency use at any time. But only have the telephone in the area with have some services staff. The shower/toilet/changing rooms were signs. The bathroom/toilets that were damaged, need to be repaired because of not enough for tourists. Some Hot Springs were equipped with efficient fire extinguishers that ensure safety for tourists and all Hot Springs have enough trash, the good condition does not distract tourists to lose sight.

Based on the results, the researcher has opinions that Hot springs should be managed with appropriate materials to accommodate tourists, especially health tourists and the elderly which in accordance with Hunter-jones & Blackburn (2007) that conducted a study on understanding the relationship between rest on holidays and self-health assessment: the case study of the elderly said that the elderly gave interested in Health Tourism satisfied with travel in attractions that are ready. The facilities in tourist attractions such as handrails in the bathroom/hot spring, ramp, etc. Therefore, the facilities have in the tourist area importance to Health Tourism destinations. In addition, the management of telecommunication systems Wireless network signal Depending on the suitability of different tourist attractions in each location in order to meet the tourists' needs in accordance with Boonler Jittangwatana (2006) stated that tourists are expecting to be responded to the needs and the most satisfaction by tourists decided to choose a tourist destination with regard to factors availability of tourist destinations for decision making Where tourist attractions need a public utility system all basic types that are of sufficient quality and able to meet the needs of tourists so that tourists can be comfortable and safe. Moreover, this consistent with the research of Sudaporn Khomthawong (2016) which found Tourism management form for materials are 5 activities were activities to improve the website, advertising, tourism. Advertising

production activities for cultivating tourism consciousness, VCD/DVD sport production activities, advertising, cultural and traditional tourism, activities to create signs for tourist routes, signs to suggest cultural attractions and activities to create a story, history, tourist attractions and maps in Phra That Phu Si tourist attraction.

5) Moral Management

The staff of all Hot Springs were courteous but could not take care of tourists at any time because of the number of staff was not much and need to rotate to take care around of the Hot Spring area, and not be able to take care for the safety. Most of the Hot Spring staff were responsible, caring, and strictly adhering to the regulations. The executive Hot Spring Management which managed by public authorities have the selection process. The staff has the appropriate and provide services mind to tourists. However, Hot Springs should provide moral training to staff before performing their duties.

Form the results, the researcher has an opinion that should have moral and ethical training to organized in conjunction with service mind training. Therefore, Wiruch Wiruchnipawan (2003) stated that development management ethical or morality such as using the principles of service Especially regarding honesty, patience, politeness, compassion.

6) Market Management

The management should provide public relations services for tourists to preserve and restore the Hot Spring and should not provide only activities on Songkran festival. However, should have planned for a year and adjust activities that will help to create a sense of responsibility and to preserve the environment for tourists. The Hot Springs must have information signs and many activities that suitable for learning new experiences for tourists. In additional not offers only massage services to promote health but should have other physical activity such as exercise or yoga. However, soaking in Hot Spring which could help to relieve muscle pain, especially for elderly tourists, then should increase exercise in the water for more activity. Moreover, every Hot Springs only showed the opening time for service through the website but lack of staff to maintain the site for updated information and activities. Should provide the media to advise on the safety of soaking in hot water both in the private room and public

bath. However, should adjust media that show nearby attractions or trails to have more activities that make the tourist learning and sharing new experiences. create activities to conservation and rehabilitation of the Hot Spring and create a sense of responsibility for preserving the environment.

Based on the results, the researcher has opinions that Hot Spring should promote public relations of natural hot springs by using various online media which in accordance with Arissara Hongsup and Gulapish Pookaiyudom (2015) stated that local administrative organizations responsible for the health tourism attraction. Natural Hot Spring should have public relations and tourist attractions to be more known by using various online media such as web page, Facebook, social media etc. Because online media has been very popular It is also a public relations channel that is easy to access. And have the lowest cost, consistent with very important.

5.1.2.2 Tourist expectation and perception of the Hot Spring Management.

To study the expectations and perception of Thai tourists towards the Hot Spring Management by Paired t-test. The results of the study could compare the average of expectations and the perception of tourists visiting the Hot Springs by 53 variables. There were 6 groups of expectation and perception variables: Man management, Money Management, Management (General), Materials Management, Moral Management, and Market Management.

The results of the average comparison between expectations and perceptions of Thai tourists towards the Hot Spring Management was found that the results of variables with the mean of perception over expectations which differs significantly by dividing according to the following five management elements sort the average from descending to at least as follows.

Man Management

- 1) Officials serving in adequate quantities.

- 2) Officials with the knowledge to recommend the service to the Hot Spring.
- 3) Security staff were available.

Money Management

- 1) Food prices in the Hot Spring were appropriate
- 2) Free access to the Hot Springs were suitable.
- 3) Accommodation prices is suitable.
- 4) Souvenir prices were reasonable.

Management (General)

- 1) Have an appropriate and adequate restaurant arrangement.
- 2) Has adequate parking management to meet the needs.
- 3) There is sufficient lighting for the service area.

Moral Management

- 1) Security officials take care travelers with patience and sacrifice.
- 2) Officials assistance always.
- 3) Officials with amicability service.
- 4) Officials have a good sense of responsibility, always paying attention to tourists.

Market Management

- 1) There were health promotion services such as massage, herbal steam, exercise and water therapy.

The results show that tourists were impressed and exceeded the expectation 14 variables from 5 aspects: Man management, Money Management, Management (General), Moral Management, and Market Management during their travel in the Hot Spring. When the expectations of tourists were lower than the perceived effect, tourists were surprised at the quality of site management to facilitate and safeguard tourists. (Z. Chen, 2017; Chanchai Chumpafaet & Chaw Wayoopagtr, 2015; Sasitorn Chetanont, 2012; Zhiqiang, 2012; Thongprada Somying, 2010; Parasuraman, Zeithaml & Berry, 1988). Therefore, the management of the Hot Spring

should bring the results which are an important factor in creating perceptions in order to raise the level of Hot Spring management for higher satisfaction of tourists and have created a guideline to promote the management of Hot Springs in Thailand to the most effective. This will create confidence as well as promote the quality of health tourism in Thailand.

However, the results of variables with mean of expectations were higher than perceptions which were significantly different have one aspect is Material Management as following.

Material Management

- 1) Installation of fire extinguishers that were effective and available all the times.
- 2) Trash in the service area is sufficient, good condition, do not smell or spoil the scenery.

The results could be explained that Thai tourists have not impressed with Material Management. When the management was lower than expected, then the tourists were finding that the management was poor quality. This means that tourists expect high-quality Hot Spring Management and may be due to attitudes towards desire or the need of tourists that this management will occur in the tourism that they want. When the expectations of tourists were over, the perceived effect is that the quality of such management is not acceptable. In addition, tourists may have an expectation for the management of high-quality Hot Spring. But the realization is lower than expected. As a result, tourists were finding that the management of materials is low. (Z. Chen, 2017; Chanchai Chumpafaet; & Chaw Wayoopagtr, 2015; Juran & Blanton, 2000: 32; Parasuraman, A., Zeithaml, V. A. , & Berry, 1988) Therefore, the management of Hot Spring should have a guideline of Material Management to arrange all materials appropriate to meet the expectations of tourists. In order to expedite the improvement of the hot spring to have suitable materials and to satisfy tourists, especially the fire extinguishers and trash cans should be handled for tourists to be higher perception.

5.1.3 To create guidelines of Hot Spring Management to promote the quality of Health Tourism in Thailand.

The results from in-depth interviews with the experts of Tourism/Hot Springs, Hot Spring Management and associates of four Hot Springs were as follows:

1) Guideline of Man Management

The key informants recommend preparing the plan for the development the potential of personnel involved in the management and service of Hot Spring to provide staff at all levels with skills, knowledge. Planning to manage the Hot Spring including officials serving in adequate quantities, officials with the knowledge to recommend the service to the Hot Spring and have security staff were available as the personnel development, manpower planning, plan and develop the skills of the staff knowledge to recommend the service to tourists. However, should develop skills of staff in various areas such as first aid, security, hospitality, tourist information, etc. However, Hot Spring should have a safety staff and staff training plan to review the first aid by coordinate with local public health or public health volunteers. Training by the trainers from the hospital/community health center, to provide first aid training to be able to take care of tourists' safety while accessing the Hot Spring service. In addition, should coordination with the fire station for training and knowledge of first aid to staff and residents nearby and have the staff to monitor safety to guard the safety of tourists.

However, the key informants suggested to have the manpower and organizational structure with the details of each position and need to be surveyed and appropriate for the job and plan to be enough manpower during the holidays and festivals by increasing the number of temporary staff or hiring students to work during the holidays.

From the results, the researcher has opinions that the Hot Spring management should provide staff training by the trainers or expert from the external parties such as hospital/community health center or coordination with the fire station. This consistent with the concept of Manat Mahawong (2016) which stated that the administration SAO has invited external parties, such as those with experience, to help

develop or give advice, consult with personnel on a regular basis. There is an exchange of knowledge with other agencies.

2) Guideline of Money Management

The key informants recommend exploring the price of Hot Spring service fees in other sources and study tourists' satisfaction before adjusting prices or adding various services in the Hot Spring and must control the suitable price of food, free access, accommodation and souvenir in the Hot Spring. The services prices should appropriate for tourists.

Based on the results, the researcher has opinions that the Hot Spring management should adjust appreciate prices which in accordance with Arissara Hongsup and Gulapish Pookaiyudom (2015) stated that local administrative organizations that are responsible for overseeing Health Tourism destinations, natural Hot Springs should adjust the service rates appropriately for development and good service. Adjust the service fee for hot spring baths, hot spring baths to be suitable for services provided to tourists. Adjusting the service rates to be more appropriate for the development of tourist attractions and Appropriate tourist services.

3) Guideline of General Management

The key informants recommend the plan for Hot Spring Zoning to have an appropriate and adequate restaurant arrangement, has adequate parking management to meet the needs and there is sufficient lighting for the service area such as food & beverage zone restaurants are clean and appropriate to meet the needs. Including the room where the tourists stay overnight to meet the demand.

General Zone, there are plans to arrange enough parking space to handle tourist's needs by keeping the environment in the parking area shady, do not cut the trees to create parking. In case the parking area is not enough, should contact the community area to accommodate the tourists, with pricing, parking, and benefits sharing. If the car park is far from the Hot Spring, they recommended should have the bus service to access tourist to the Hot Spring, especially during the high season, holidays, etc. But if the number of tourists is not many, consider the suitability of each area. However, the light in Hot Spring should use of natural light as much as possible.

Base on the results was consistent with the concept of Arissara Hongsup

and Gulapish Pookaiyudom (2015) which stated that local administrative organizations responsible for the Health Tourism attraction should be natural Hot Spring to improve tourist attractions with emphasis on beautiful decoration, planting natural flowers and creating a shady from the shadows of large trees as well as creating their own unique identity that is interesting. This may be because when tourists come to visit the health tourism attraction, the natural hot springs that are said to be beautiful Will cause tourists to be satisfied that may affect Returning to the service or visiting again or at least from Word-of-Mouth for other tourists.

4) Guideline of Moral Management

The key informants suggest focusing on management planning and moral values of the personnel management system to take care the tourists with patience and sacrifice, staff should assistance tourists always with amicability service and have a good sense of responsibility and always paying attention to tourists. The values of the personnel and the morale of the work are effectively developed will make the unit's staff perform smoothly, no conflicts and complaints from tourists. However, should train for services mind and integrity for the personnel to provide the tourists' perception and satisfaction and to encourages tourists by using various methods to build confidence in their visit to the Hot Spring.

Form the results, the researcher has an opinion that should have moral and ethical training to organized in conjunction with service mind training. Therefore, Wiruch Wiruchnipawan (2003) stated that development management ethical or morality such as using the principles of service especially regarding honesty, patience, politeness, compassion.

5) Guideline of Market Management

The key informant recommends enhancing health promotion other than massage and water therapy such as local music therapy and local health food to make the tourists more satisfied and cooperate with the staff of the Hot Spring. And promote the participation of the public sector and local government by establishing a committee at the local level to promote and develop health tourism management of Hot Springs.

Based on the results, the researcher has opinions that Hot Spring should promote public relations of natural hot springs by using various online media as well.

However, this opinion is in accordance with Arissara Hongsup and Gulapish Pookaiyudom (2015) stated that local administrative organizations responsible for the health tourism attraction. Natural Hot Spring should have public relations and tourist attractions to be more known by using various online media such as web page, Facebook, social media etc. Because online media has been very popular It is also a public relations channel that is easy to access. And have the lowest cost, consistent with very important.

6) Guideline of Materials management

The key informant suggests having a plan for maintenance budget to install of fire extinguishers that were effective and available all the times. To provide the most efficient use of tourist materials such as emergency lighting in private rooms, ring signal, wall clock made of wood or heat-resistant material and CCTV cameras in public areas. However, should have cleaning plan to washing the bucket, changing the plastic bag and closing the lid completely and control to have trash in the service area much sufficient, good condition, do not smell or spoil the scenery. In addition, the management should maintain the material to ensure that the Hot Spring materials are sufficient to provide tourist service by the monitoring system and the technician regularly.

From the results, the researcher has an opinion that the Hot Spring management should have overall general management to be effective by improving the surrounding area to be tidy and clean which corresponds to Arissara Hongsup and Gulapish Pookaiyudom (2015) stated that local administrative organizations responsible for the Health Tourism attraction, natural Hot Springs should improve the overall cleanliness of the tourist attractions, eliminate waste piles, various debris, eliminate sediment in Hot Springs and eradicate the grassy area, eliminate the degradation of various wastes to be orderly and clean.

Moreover, local administrative organizations that are responsible for overseeing natural tourist hot springs should improve the security measures in the tourist attractions appropriately. There is a fence that separates the boundaries, clear tourist areas, signs, warning signs, signs of danger at the various point for tourist who are at risk of accidents and should provide a first aid kit, telephone number, emergency

notification Can accommodate tourists who may have accidents in tourist attractions, natural hot springs. Including signs for various points in tourist attractions, regulatory label and restrictions suggestions that should do or do not be cleared to make tourists who come to use the service understand, acknowledge, follow the rules strictly for the regulation of the tourist attractions and can continue to maintain sustainable attractions.

5.2 Concussions

The results of the research concussion as follows:

1. Thai tourists who came to visit Hot Springs mostly local tourists, have lower education than bachelor's degrees and have not much income. Most come for relaxing. Due to being close to home, traveling easily, therefore, they can travel 2-3 times a year because have a low cost. Most tourists travel with family and relatives and will return to Hot Spring in the future. They know the Hot Spring information from the advice of others and will recommend to others tourist after their visit.

Overall, tourists have expectations and perceptions at a moderate level. This might because most tourists were local people and have lower education than bachelor's degrees. However, tourists can be perceived of the management from things that they could be seen or touched and experience after had been visited the Hot Springs in Thailand. Therefore, tourists were perceived of all variable of Money Management. However, tourists have more expectations in the management of materials than others especially material which related to safety and cleanliness which are the matter that the management of the hot springs should continue to implement in the management plan.

2. Guidelines of Hot Springs Management to promote the quality of Health Tourism in Thailand, the researcher has created 6 aspects as follows:

Guideline of Man Management

1) Prepare a plan for the development of the potential of personnel involved in the management and service of Hot Spring. To provide staff at all levels

with skills, knowledge, and planning to manage the Hot Spring including officials serving in adequate quantities, officials with the knowledge to recommend the service to the Hot Spring and have security staff were available of Hot Spring as follows.

1.1) Personnel development, manpower planning, plan and develop the skills of the staff's knowledge to recommend the service to the Hot Spring.

1.2) Staff-level approach to develop skills needed in various areas such as first aid, security, hospitality, tourist information, etc.

2) There are a safety staff and planning staff training to review the first aid by coordinate with local public health or public health volunteers. Training may be provided by the trainers from the hospital/community health center to provide first aid training to be able to take care of tourists' safety while accessing the Hot Spring service. Including coordination with the fire station for training and knowledge of first aid to staff and residents nearby. Should have the staff to monitor safety to guard the safety of tourists.

2) Have the manpower and organizational structure. The details of each position. Employees need to be surveyed and appropriate for the job and plan to be enough manpower during the holidays and festivals by increasing the number of temporary staff or hiring students to work during the holidays.

Guideline of Money Management

1) Explore the price of Hot Spring service fees in other sources and study tourists' satisfaction before adjusting prices or adding various services in the Hot Spring.

2) Control the suitable price of food, free access, accommodation and souvenir in the Hot Spring. The services prices should appropriate for tourists.

Guideline of General Management

Plan for Hot Spring Zoning to have an appropriate and adequate restaurant arrangement has adequate parking management to meet the needs and there is sufficient lighting for the service area as follow.

1) Food & Beverage Zone. The restaurants are clean and appropriate to meet the needs. Including the room where the tourists stay overnight to meet the demand.

2) General Zone, there are plans to arrange enough parking space to handle tourist's needs by keeping the environment in the parking area shady, do not cut the trees to create parking. If the parking lot is not sufficient, contact the community area to accommodate the tourists, with pricing, parking, and benefits sharing. In case the car park is far away from the Hot Spring, it is recommended that the bus service be available to access the Hot Spring, especially during the high season, holidays, etc. If the number of tourists is not many, consider the suitability of each area.

3) Managed-lit area served by the comprehensive use of natural light as much as possible.

Guideline of Moral Management

1) Focus on planning, management, and moral values to the personnel management system for taking care travelers with patience and sacrifice, assistance tourists always with amicability service and have a good sense of responsibility, always paying attention to tourists. In addition, the values of the personnel and the morale of the work are effectively developed will make the unit's staff perform smoothly, no conflicts and complaints about the service from tourists.

2) Training Services mind and integrity for the personnel to provide the tourists' perception and satisfaction. To encourage tourists to use various methods to build confidence in their trip to the Hot Spring and to support the management of the Hot Spring.

Guideline of Market Management

1) Enhance health promotion other than massage and water therapy such as local music therapy and local health food to make the tourists more satisfied and cooperate with the staff of the Hot Spring.

2) Promote the participation of the public sector and local government by establishing a committee at the local level to promote and develop health tourism management of Hot Springs.

Guideline of Materials management

1) Plan for maintenance budget to install fire extinguishers that were effective and available all the times. Initiatives provide the most efficient use of tourist materials such as emergency lighting in private rooms, ring signal, wall clock made of wood or heat-resistant material and CCTV cameras in public areas.

2) Cleaning plan to washing the bucket, changing the plastic bag and closing the lid completely and control to have trash in the service area much sufficient, good condition, do not smell or spoil the scenery.

3) Maintain the material to ensure that the Hot Spring materials are sufficient to provide tourist service by the monitoring system and the technician regularly.

5.3 Recommendation

5.3.1 Recommendations from the research.

The results of the research on guidelines of Hot Spring Management to promote the quality of Health Tourism in Thailand, the researchers have suggested that could lead to the development of quality management pond to promote medical tourism in Thailand follows.

1. Recommendations for Government Policy.

The results of this research were consistent with the National Tourism Development Plan No. 2 (2017 - 2021), Strategic Infrastructure and Facilities Development, The development of safety and hygiene in tourism. This can be used as a guideline for Hot Spring Management to improve readiness, availability, standards, and personnel to maintain security and assist tourists. Including planning and risk management system for disaster and a major tourist attraction. This consistent with the strategic integration of tourism management about the guidelines on promoting

corporate development and effective tourism management to strengthen integration between policy-level agencies.

2. Recommendations for the use of Hot Spring Management.

Hot Spring Management can be applied to manage the Hot Spring in accordance with the context of the Hot Spring in each area, to be appropriate and in the same direction. This will help to strengthen the management and efficiency. This also creates the perception for tourists, especially health tourists to manage the Hot Spring as a tourist attraction that promotes the quality of health tourism. However, there should be a plan to renovate/repair the sanitary ware in the bathroom toilet in the area where it is in good condition, not damaged, and manage the car park to meet the needs of tourists by the environment should be shady and should consider the convenience of tourists. In case the parking is far from the Hot Spring, should have a policy for bus services transfer tourists to easily reach the Hot Spring. During long holiday, there should be a management plan or measures to support and contact the nearby community to expand parking facilities to accommodate increased tourists by fixing the price of parking and share benefits to the community. This should be considered in each area is a different context of Hot Spring.

3. Recommendations for the use of the community and tourists.

The community will benefit from the Hot Spring. If there is well management that will have more tourists visit Hot Spring and nearby, the community will have more income and distribution. This will require cooperation in planning activities that link between the Hot Spring and the community. There were various activities and attractions to help tourists stay longer and spend more money. In addition, tourists will benefit from the good and effective management of the Hot Spring. This will make the tourists comfortable and safe while visiting and using the Hot Spring. They also learn new knowledge and activities, resulting in impressive travel experiences and promotes the health of tourists.

5.3.2 Recommendation for future research.

1. Should study to compare the Hot Spring tourism between the government and the private sector to create a common management guideline.

2. Should study the development of the integration of public sector related to Hot Spring such as the Ministry of Public Health, Ministry of Commerce, Ministry of Science and Technology, Ministry of Natural Resources and Environment and the Ministry of Interior.

5.4 Limitations on research

1. Limitations in the data used in the research. Since many Hot Springs in Thailand do not have statistics on the number of Hot Spring tourists. It is difficult to compare visitor numbers and references. The researcher was required to use selection criteria from the complete report of the project on the preparation of the natural environment quality standard Hot Springs of the Ministry of Natural Resources and Environment, (2008) were: 1) The management structure of the Hot Springs was run by the local government. 2) Utilization for Tourism / Health & Wellness Recreation / Natural Healing. 3) Offers Thai Massage / Health Massage to promote and restore health. It has representatives of hot water that meet only four criteria, including Phra Ruang Hot Spring at Kampanghet Province, Pong Nam Ron Hot Spring at Lampang Province, Tham Khao Phlu Hot Spring (Lamae) at Chumphon Province and Nong Ya Plong Hot Spring at Phetchaburi Province represented the area of research.

2. Limitations in the period of the research and use of resources require time and resources effectively. This research is integrated research that focuses on the study of current Hot Spring Management in Thailand of management and associated who involved with Hot Springs as well as health tourists in Thailand. This process requires a period of study affects the use of resources to gather information. In addition, the continuity of interview and questionnaire responses were also important factors in this research. The duration of the interview and the questionnaire responses were very important in the research.

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APPENDICES

APPENDIX A

INTERVIEW QUESTIONS AND QUESTIONNAIRE

1. Research Questions: Context of current Hot Spring Management



แบบสัมภาษณ์งานวิจัย

เรื่อง

“แนวทางการจัดการบ่อน้ำร้อนเพื่อส่งเสริมคุณภาพของการท่องเที่ยวเชิงสุขภาพของประเทศไทย
GUIDELINE OF HOT SPRING MANAGEMENT TO PROMOTE THE QUALITY OF HEALTH
TOURISM IN THAILAND”

สาขาวิชาการจัดการการท่องเที่ยวแบบบูรณาการ คณะการจัดการการท่องเที่ยว
สถาบันบัณฑิตพัฒนบริหารศาสตร์ กรุงเทพมหานคร ประเทศไทย

เขียน ผู้ตอบแบบสัมภาษณ์ทุกท่าน

แบบสัมภาษณ์ชุดนี้เป็นส่วนหนึ่งของโครงการวิจัย เรื่อง “แนวทางการจัดการบ่อน้ำร้อนเพื่อส่งเสริมคุณภาพของการท่องเที่ยวเชิงสุขภาพของประเทศไทย” โดยมีวัตถุประสงค์ของงานวิจัยดังกล่าว เพื่อสัมภาษณ์เชิงลึก ผู้บริหารจัดการบ่อน้ำร้อน และผู้มีส่วนเกี่ยวข้อง เกี่ยวกับแนวทางการจัดการบ่อน้ำร้อน เพื่อให้ผู้วิจัยจะได้สร้างแนวทางการจัดการบ่อน้ำร้อนเพื่อส่งเสริมคุณภาพของการท่องเที่ยวเชิงสุขภาพของประเทศไทย

โดยแบบสอบถามแบ่งออกเป็น 3 ส่วน ได้แก่

ส่วนที่ 1 : ข้อมูลทั่วไปของผู้ตอบแบบสัมภาษณ์

ส่วนที่ 2 : ข้อคำถามของแบบสัมภาษณ์ในแต่ละด้าน (ข้อคำถามเป็นแบบปลายเปิด)

โดยข้อคำถามของแบบสัมภาษณ์แบ่งออกเป็น 6 ด้าน ได้แก่

- ด้านการบริหารคน
- ด้านการบริหารเงิน
- ด้านการบริหารงานทั่วไป
- ด้านการบริหารวัสดุอุปกรณ์
- ด้านการบริหารการให้บริการประชาชน
- การบริหารข้อมูลข่าวสาร

ส่วนที่ 3 : ข้อเสนอแนะ

คำตอบที่ท่านได้ตอบในแบบสัมภาษณ์นี้ผู้วิจัยจะถือเป็นความลับ และคำตอบดังกล่าวจะไม่มีผลต่อใดๆ ต่อผู้ตอบแบบสัมภาษณ์ ผู้วิจัยขอขอบคุณทุกท่านที่สละเวลาในการตอบคำถามในแบบสัมภาษณ์นี้

ขอแสดงความนับถือ
วันหน้า สิริพุทธวิทย์
ผู้วิจัย

**คำขอร้องการขึ้นทะเบียนอาคารพาณิชย์ เรื่อง แปลงอาคารพาณิชย์ประเภทที่ 1 ที่ดินเพื่อไปจัดเป็นศูนย์รวม
ของอาคารท่องเที่ยวเชิงสุขภาพของประเทศไทย**

ส่วนที่ 1 : ขอบเขตทั่วไปของผู้ดัดแปลงอาคารพาณิชย์

ชื่อ - นามสกุล ผู้ให้ข้อมูล..... อายุ.....
ตำแหน่ง.....
วันและเวลาที่ให้ข้อมูล..... สถานที่.....
ระยะเวลาการปฏิบัติงานในตำแหน่ง..... ปี
ประสบการณ์มีด้านการการท่องเที่ยว.....
.....
.....
.....

ส่วนที่ 2 : ข้อคำถามของแบบยื่นคำขอร้องในแง่ด้าน

1. ด้านการพิจารณา (Map)

- 1.1 ท่านคิดว่านักท่องเที่ยวที่เข้ามาใช้บริการในบ่อน้ำร้อนแห่งนี้ มีความต้องการให้เจ้าหน้าที่บ่อน้ำร้อนแห่งนี้มีคุณสมบัติเช่นใดใน การให้บริการบ้าง และเพราะเหตุใดจึงต้องมีคุณสมบัติเหล่านั้น (โปรดอธิบายหรือคุณสมบัตินั้น)
- 1.2 ท่านคิดว่าจะต้องมีวิธีการอย่างไรให้เจ้าหน้าที่บ่อน้ำร้อนแห่งนี้มีคุณสมบัติตามข้อ 1.1 (โปรดอธิบายวิธีการ)

2. ด้านการพิจารณาอื่น (Monney)

- 2.1 ท่านคิดว่านักท่องเที่ยวที่มาเข้าใช้บริการในบ่อน้ำร้อนแห่งนี้ มีความต้องการต่อราคาของห้องพัก/ที่พักของบ่อน้ำร้อนแห่งนี้ เป็นอย่างไร และเพราะเหตุใดท่านจึงคิดเช่นนั้น
- 2.2 ท่านคิดว่าราคาของห้องพัก/ที่พักของบ่อน้ำร้อนแห่งนี้ที่เหมาะสมหรือไม่ และเพราะเหตุใดท่านจึงคิดเช่นนั้น และท่านมีวิธีการ ในการกำหนดราคาให้ตรงตามความต้องการของนักท่องเที่ยว
- 2.3 ท่านคิดว่านักท่องเที่ยวที่มาเข้าใช้บริการในบ่อน้ำร้อนแห่งนี้ มีความต้องการต่อค่าบริการในการเข้าใช้บ่อน้ำร้อน แห่งนี้หรือไม่ และเพราะเหตุใดท่านจึงคิดเช่นนั้น
- 2.4 ท่านคิดว่าค่าบริการในการเข้าใช้บ่อน้ำร้อนแห่งนี้ที่เหมาะสมหรือไม่ และเพราะเหตุใดท่านจึงคิดเช่นนั้น และท่านมีวิธีการ ใดที่จะกำหนดค่าบริการให้ได้อย่างนั้น
- 2.5 ท่านคิดว่านักท่องเที่ยวที่มาเข้าใช้บริการในบ่อน้ำร้อนแห่งนี้ มีความต้องการต่อราคาอาหารและเครื่องดื่มในบริเวณบ่อน้ำร้อน แห่งนี้หรือไม่ และเพราะเหตุใดท่านจึงคิดเช่นนั้น
- 2.6 ท่านคิดว่าราคาอาหารในบริเวณบ่อน้ำร้อนแห่งนี้ที่เหมาะสมหรือไม่ และเพราะเหตุใดท่านจึงคิดเช่นนั้น และท่านมีวิธีการใดที่ จะกำหนดราคาให้ตรงตามความต้องการของนักท่องเที่ยว

3. ด้านการพิจารณาทั่วไป (Management)

- 3.1 ท่านคิดว่านักท่องเที่ยวที่เข้ามาใช้บริการในบ่อน้ำร้อนแห่งนี้ มีความต้องการให้บ่อน้ำร้อนแห่งนี้มีการดำเนินการในเรื่องใดบ้าง และเพราะเหตุใดจึงต้องมีการดำเนินการในเรื่องเหล่านั้น (โปรดอธิบายหรือเรื่อง)

3.2 ท่านคิดว่าจะต้องมีวิธีการอย่างไรให้กับนักเรียนเหล่านี้ที่มีการดำเนินการตามข้อ 3.1 (ไปรษณียบัตรวิธีการ)

4. ความสามารถในการวิจัยโครงข่าย (Materials)

4.1 ท่านคิดว่านักเรียนที่ควรที่จะเข้ามาใช้บริการในบ่อน้ำร้อนแห่งนี้ มีความต้องการให้กับนักเรียนเหล่านี้มีวัสดุอุปกรณ์อะไรบ้างในการให้บริการบ้าง และเพราะเหตุใดจึงต้องมีวัสดุอุปกรณ์เหล่านั้น (ไปรษณียบัตรวิธีโครงข่าย)

4.2 ท่านคิดว่าจะต้องมีวิธีการอย่างไรให้กับนักเรียนเหล่านี้มีวัสดุอุปกรณ์ตามข้อ 4.1 (ไปรษณียบัตรวิธีการ)

5. การบริการการให้บริการประชาชน (Market)

5.1 ท่านคิดว่าการบริการการให้บริการประชาชน (Market) ว่านักเรียนที่ควรที่จะเข้ามาใช้บริการในบ่อน้ำร้อนแห่งนี้ มีความต้องการให้กับนักเรียนเหล่านี้มีการดูแลเรื่องความปลอดภัยของบ่อน้ำ และเพราะเหตุใดจึงต้องมีบริการดูแลเรื่องความปลอดภัยเหล่านั้น (ไปรษณียบัตรวิธีโครงข่าย)

5.2 ท่านคิดว่าจะต้องมีวิธีการอย่างไรให้กับนักเรียนเหล่านี้มีการดูแลเรื่องความปลอดภัยตามข้อ 5.1 (ไปรษณียบัตรวิธีการ)

5.3 ท่านคิดว่านักเรียนที่ควรที่จะเข้ามาใช้บริการในบ่อน้ำร้อนแห่งนี้ มีความต้องการให้กับนักเรียนเหล่านี้มีการดูแลเรื่องการรักษาสิ่งแวดล้อมของบ่อน้ำ และเพราะเหตุใดจึงต้องมีบริการดูแลเรื่องการรักษาสิ่งแวดล้อมเหล่านั้น (ไปรษณียบัตรวิธีโครงข่าย)

5.4 ท่านคิดว่าจะต้องมีวิธีการอย่างไรให้กับนักเรียนเหล่านี้มีการดูแลเรื่องการรักษาสิ่งแวดล้อมตามข้อ 5.3 (ไปรษณียบัตรวิธีการ)

5.5 ท่านคิดว่านักเรียนที่ควรที่จะเข้ามาใช้บริการในบ่อน้ำร้อนแห่งนี้ มีความต้องการให้กับนักเรียนเหล่านี้มีการให้บริการเรื่องอะไรบ้าง และเพราะเหตุใดจึงต้องมีบริการในเรื่องเหล่านั้น (ไปรษณียบัตรวิธีโครงข่าย)

5.6 ท่านคิดว่าจะต้องมีวิธีการอย่างไรให้กับนักเรียนเหล่านี้มีการให้บริการตามข้อ 5.5 (ไปรษณียบัตรวิธีการ)

5.7 ท่านคิดว่านักเรียนที่ควรที่จะเข้ามาใช้บริการในบ่อน้ำร้อนแห่งนี้ มีความต้องการให้กับนักเรียนเหล่านี้มีการจัดกิจกรรมเรื่องอะไรบ้าง และเพราะเหตุใดจึงต้องมีการจัดกิจกรรมในเรื่องเหล่านั้น (ไปรษณียบัตรวิธีโครงข่าย)

5.8 ท่านคิดว่าจะต้องมีวิธีการอย่างไรให้กับนักเรียนเหล่านี้มีการจัดกิจกรรมตามข้อ 5.7 (ไปรษณียบัตรวิธีการ)

6. การบริการข้อมูลข่าวสาร (Message)

6.1 ท่านคิดว่านักเรียนที่ควรที่จะเข้ามาใช้บริการในบ่อน้ำร้อนแห่งนี้ มีความต้องการให้กับนักเรียนเหล่านี้มีการให้บริการข้อมูลข่าวสารเรื่องอะไรบ้าง และเพราะเหตุใดจึงต้องมีบริการให้ข้อมูลในเรื่องเหล่านั้น (ไปรษณียบัตรวิธีโครงข่าย)

6.2 ท่านคิดว่าจะต้องมีวิธีการอย่างไรให้กับนักเรียนเหล่านี้มีการให้บริการข้อมูลข่าวสารตามข้อ 6.1 (ไปรษณียบัตรวิธีการ)

ส่วนที่ 3 : ข้อเสนอแนะ

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.....
.....

ขอพระราชทานคุณูปการที่กรุณาออกตอบแบบสอบถามนี้มา

วิมลรัตน์ วิจิตรวิจิตร
ผู้วิจัย

2. Research Questions: Guidelines of Hot Spring Management to promote the quality of Health tourism in Thailand.



แบบสัมภาษณ์งานวิจัย

เรื่อง

“แนวทางการจัดการบ่อน้ำร้อนเพื่อส่งเสริมคุณภาพของการท่องเที่ยวเชิงสุขภาพของประเทศไทย
GUIDELINE OF HOT SPRING MANAGEMENT TO PROMOTE THE QUALITY OF HEALTH
TOURISM IN THAILAND”

สาขาวิชาการจัดการการท่องเที่ยวแบบบูรณาการ คณะการจัดการการท่องเที่ยว
สถาบันบัณฑิตพัฒนบริหารศาสตร์ กรุงเทพมหานคร ประเทศไทย

เขียน ผู้ตอบแบบสัมภาษณ์ทุกท่าน

แบบสัมภาษณ์ชุดนี้เป็นส่วนหนึ่งของโครงการวิจัย เรื่อง “แนวทางการจัดการบ่อน้ำร้อนเพื่อส่งเสริมคุณภาพของการท่องเที่ยวเชิงสุขภาพของประเทศไทย” โดยมีวัตถุประสงค์ของงานวิจัยดังกล่าว เพื่อสัมภาษณ์เชิงลึก ผู้บริหารจัดการบ่อน้ำร้อน และผู้มีส่วนเกี่ยวข้อง เกี่ยวกับแนวทางการจัดการบ่อน้ำร้อน เพื่อให้ผู้วิจัยจะได้สร้างแนวทางการจัดการบ่อน้ำร้อนเพื่อส่งเสริมคุณภาพของการท่องเที่ยวเชิงสุขภาพของประเทศไทย

โดยแบบสัมภาษณ์แบ่งออกเป็น 3 ส่วน ได้แก่

ส่วนที่ 1 : ข้อมูลทั่วไปของผู้ตอบแบบสัมภาษณ์

ส่วนที่ 2 : ข้อคำถามของแบบสัมภาษณ์ในแต่ละด้าน (ข้อคำถามเป็นแบบปลายเปิด)

โดยข้อคำถามของแบบสัมภาษณ์แบ่งออกเป็น 6 ด้าน ได้แก่

- ด้านการบริหารคน
- ด้านการบริหารเงิน
- ด้านการบริหารงานทั่วไป
- ด้านการบริหารวัสดุอุปกรณ์
- ด้านการบริหารการให้บริการประชาชน
- การบริหารข้อมูลข่าวสาร

ส่วนที่ 3 : ข้อเสนอแนะ

คำตอบที่ท่านได้ตอบในแบบสัมภาษณ์นี้ผู้วิจัยจะถือเป็นความลับ และคำตอบดังกล่าวจะไม่มีผลต่อใดๆ ต่อผู้ตอบแบบสัมภาษณ์ ผู้วิจัยขอขอบคุณทุกท่านที่สละเวลาในการตอบคำถามในแบบสัมภาษณ์นี้

ขอแสดงความนับถือ

วิมลทิพย์ วิจิตรพิทักษ์

ผู้วิจัย

**คำขอแจ้งการเป็นภาคีเชิงลึก เรื่อง แบบขอขมาจัดวางข้อบังคับระเบียบและคู่มือ
ขอขมาต่อคณะผู้ปกครองโรงเรียนไทย**

ส่วนที่ 1 : ข้อมูลทั่วไปของผู้ขอแบบขอขมา

ชื่อ - นามสกุล ผู้ใช้เป็นภาคี..... อายุ.....
ตำแหน่ง.....
วันและเวลาที่ส่งเอกสาร..... สถานที่.....
ระยะเวลาการปฏิบัติงานในตำแหน่ง..... ปี
ประเด็นการมีด้านการการฟ้องที่เกี่ยวกับ.....
.....
.....

ส่วนที่ 2 : ข้อคำขอของแบบส่งเอกสารเป็นข้อละข้อ

1. ด้านการบริการคน (Man)

- 1.1 ท่านคิดว่านักท่องเที่ยวที่เข้ามาใช้บริการในบ่อน้ำร้อนแห่งนี้ มีความคาดหวังให้เจ้าหน้าที่บ่อน้ำร้อนแห่งนี้มีคุณสมบัติเช่นใดในการให้บริการบ้าง และเพราะเหตุใดจึงต้องมีคุณสมบัติเหล่านั้น (โปรดอธิบาย)
- 1.2 ท่านคิดว่าจะต้องมีวิธีการอย่างไรให้เจ้าหน้าที่บ่อน้ำร้อนแห่งนี้มีคุณสมบัติ ตามข้อ 1.1 (โปรดอธิบายวิธีการ)

2. ด้านการบริการเงิน (Money)

- 2.1 ท่านคิดว่านักท่องเที่ยวที่มาใช้บริการในบ่อน้ำร้อนแห่งนี้ มีความคาดหวังต่อราคาของการให้บริการภายในบ่อน้ำร้อนแห่งนี้ เป็นอย่างไร (โปรดอธิบาย)
- 2.2 ท่านคิดว่าจะต้องมีวิธีการอย่างไรให้บ่อน้ำร้อนแห่งนี้มีการดำเนินการตามข้อ 2.1 (โปรดอธิบายวิธีการ)

3. ด้านการบริการสถานที่ (Place/Location)

- 3.1 ท่านคิดว่านักท่องเที่ยวที่เข้ามาใช้บริการในบ่อน้ำร้อนแห่งนี้ มีความคาดหวังให้บ่อน้ำร้อนแห่งนี้มีการดำเนินการในเรื่องใดบ้าง และเพราะเหตุใดจึงต้องมีการดำเนินการในเรื่องเหล่านั้น (โปรดอธิบายทีละเรื่อง)
- 3.2 ท่านคิดว่าจะต้องมีวิธีการอย่างไรให้บ่อน้ำร้อนแห่งนี้มีการดำเนินการตามข้อ 3.1 (โปรดอธิบายวิธีการ)

4. ด้านการบริการวัสดุอุปกรณ์ (Material)

- 4.1 ท่านคิดว่านักท่องเที่ยวที่เข้ามาใช้บริการในบ่อน้ำร้อนแห่งนี้ มีความคาดหวังให้บ่อน้ำร้อนแห่งนี้มีวัสดุอุปกรณ์อะไรบ้างในการให้บริการบ้าง (โปรดอธิบาย)
- 4.2 ท่านคิดว่าจะต้องมีวิธีการอย่างไรให้บ่อน้ำร้อนแห่งนี้มีวัสดุ อุปกรณ์ ตามข้อ 4.1 (โปรดอธิบายวิธีการ)

5. การบริการการให้บริการลูกค้า (Market)

- 5.1 ท่านคิดว่านักท่องเที่ยวที่เข้ามาใช้บริการในบ่อน้ำร้อนแห่งนี้ มีความคาดหวังให้เจ้าหน้าที่บ่อน้ำร้อนแห่งนี้มีคุณสมบัติอะไรบ้างในการให้บริการ (โปรดอธิบาย)
- 5.2 ท่านคิดว่าจะต้องมีวิธีการอย่างไรให้บ่อน้ำร้อนแห่งนี้มีการจัดการด้านคุณภาพ ตามข้อ 5.1 (โปรดอธิบายวิธีการ)

6. การจัดการคุณภาพให้บริการประชาชน (Market)

6.1 ท่านคิดว่านักท่องเที่ยวที่เข้ามาใช้บริการในบ่อน้ำร้อนแห่งนี้ มีความคาดหวังให้บ่อน้ำร้อนแห่งนี้มีการจัดการด้านการให้บริการประชาชนอะไรบ้าง และเพราะเหตุใดจึงต้องมีการให้บริการประชาชนเรื่องเหล่านี้ (โปรดอธิบายประเด็นเรื่อง)

6.2 ท่านคิดว่าจะต้องมีวิธีการอย่างไรให้บ่อน้ำร้อนแห่งนี้มีการให้บริการประชาชน ตามข้อ 6.1 (โปรดอธิบายวิธีการ)

ส่วนที่ 3 : ข้อเสนอแนะ

ขอขอบคุณทุกท่านที่กรุณากรอกข้อมูลแบบฟอร์มนี้มาค่ะ

วันถัดมา มีนักท่องเที่ยว
ผู้เข้าชม

3. Research Questionnaire: Behavior of Thai tourists visiting the Hot Spring. Guidelines of Hot Spring Management to promote the quality of Health tourism in Thailand. The expectations and perceptions of Thai tourists towards the Hot Spring Management.



แบบสอบถามงานวิจัย

เรื่อง

แนวทางการจัดการบ่อน้ำร้อนเพื่อส่งเสริมคุณภาพของการท่องเที่ยวเชิงสุขภาพของประเทศไทย
 “GUIDELINE OF HOT SPRING MANAGEMENT TO PROMOTE THE QUALITY OF HEALTH
 TOURISM IN THAILAND”

สาขาวิชาการจัดการการท่องเที่ยวแบบบูรณาการ คณะการจัดการการท่องเที่ยว
 สถาบันบัณฑิตพัฒนบริหารศาสตร์ กรุงเทพมหานคร ประเทศไทย

เรียน ผู้ตอบแบบสอบถามทุกท่าน

แบบสอบถามชุดนี้เป็นส่วนหนึ่งของโครงการวิจัย เรื่อง “แนวทางการจัดการบ่อน้ำร้อนเพื่อส่งเสริมคุณภาพของการท่องเที่ยวเชิงสุขภาพของประเทศไทย” โดยมีวัตถุประสงค์ของงานวิจัยดังกล่าวเพื่อศึกษาพฤติกรรมของนักท่องเที่ยวชาวไทยในการใช้บริการบ่อน้ำร้อน ทั้งในส่วนของข้อมูลที่คาดหวังที่จะได้รับการจัดการบ่อน้ำร้อน และข้อมูลความเป็นจริงที่ได้รับจากการจัดการบ่อน้ำร้อน ในฐานะที่ผู้ตอบแบบสอบถามเป็นนักท่องเที่ยวในประเทศไทย เพื่อให้ผู้วิจัยจะได้สร้างแนวทางการจัดการบ่อน้ำร้อนเพื่อส่งเสริมคุณภาพของการท่องเที่ยวเชิงสุขภาพของประเทศไทย

โดยแบบสอบถามแบ่งออกเป็น 4 ส่วน ได้แก่

- ส่วนที่ 1 : ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม
- ส่วนที่ 2 : พฤติกรรมของนักท่องเที่ยวที่เดินทางมาเที่ยวบ่อน้ำร้อน
- ส่วนที่ 3 : ข้อมูลความคาดหวังและการรับรู้ของนักท่องเที่ยวที่ได้รับที่มีต่อการจัดการบ่อน้ำร้อนแห่งนี้
- ส่วนที่ 4 : ข้อเสนอแนะ

คำตอบที่ท่านได้ตอบในแบบสอบถามนี้ผู้วิจัยจะถือเป็นความลับ และคำตอบดังกล่าวจะไม่มีผลต่อใด ๆ ต่อผู้ตอบแบบสอบถาม ทั้งนี้หากท่านมีข้อสงสัยในการทำแบบสอบถามท่านสามารถติดต่อสอบถามกับผู้วิจัยได้ที่อีเมล varinnar@gmail.com และผู้วิจัยขอขอบคุณทุกท่านที่สละเวลาในการตอบข้อมูลในแบบสอบถามนี้

ขอแสดงความนับถือ

วรินทร์น่า สิริพุทธรักษ์
 ผู้วิจัย

ส่วนที่ 1 : ข้อมูลทั่วไปของผู้ตอบแบบสอบถามคำชี้แจง : กรุณาทำเครื่องหมาย ✓ ลงใน ช่องว่าง หรือ เติมข้อความที่ตรงกับความเป็นจริง

1.1 เพศ

1. ชาย 2. หญิง

1.2 อายุ

1. ต่ำกว่าหรือเท่ากับ 20 ปี 2. อายุ 21-40 ปี
 3. อายุ 41-60 ปี 4. อายุ 61-80 ปี

1.3 ระดับการศึกษาสูงสุด

1. ต่ำกว่าปริญญาตรี 2. ปริญญาตรี 3. สูงกว่าปริญญาตรี

1.4 การประกอบอาชีพ

1. ราชการ/รัฐวิสาหกิจ 2. พนักงานบริษัท 3. เจ้าของกิจการ/ค้าขาย
 4. รับจ้างทั่วไป 5. เกษตรกร/ประมง 6. นักเรียน/นักศึกษา
 7. อื่น ๆ (โปรดระบุ).....

1.5 รายได้ต่อเดือน

1. ไม่มีรายได้ 2. น้อยกว่าหรือเท่ากับ 10,000 บาท 3. 10,001 – 25,000 บาท
 4. 25,001 – 40,000 บาท 5. 45,001 – 60,000 บาท 6. มากกว่า 60,000 บาท

1.6 วัตถุประสงค์ในการท่องเที่ยว (สามารถเลือกคำตอบได้มากกว่า 1 ข้อ)

1. เพื่อพักผ่อนร่างกาย 2. เพื่อสุขภาพอนามัย 3. เพื่อการพักผ่อน
 4. เพื่อเหตุผลส่วนตัว 5. เพื่อเหตุผลทางด้านจิตใจ 6. เพื่ออาชีพและการธุรกิจ
 7. อื่น ๆ (โปรดระบุ).....

1.7 ภูมิภาค/ภูมิลำเนา

ท่านเดินทางมาจากภูมิภาค/จังหวัดใดในประเทศไทย (โปรดระบุ)

ส่วนที่ 2 : พฤติกรรมของนักท่องเที่ยวที่เดินทางมาเที่ยวบ่อน้ำร้อนคำชี้แจง : กรุณาทำเครื่องหมาย ✓ ลงใน ช่องว่าง หรือ เติมข้อความที่ตรงกับความเป็นจริง

2.1 จำนวนครั้งที่ท่านเคยมาเที่ยวที่บ่อน้ำร้อนแห่งนี้ในระยะเวลา 1 ปี

1. 1 ครั้ง 2. 2-3 ครั้ง
 3. 4-5 ครั้ง 4. มากกว่า 5 ครั้ง

2.2 ส่วนใหญ่ท่านเดินทางมาเที่ยวบ่อน้ำร้อนแห่งนี้กับผู้ใด

1. มาคนเดียว 2. ครอบครัว/ญาติ
 3. เพื่อน 4. อื่น ๆ (โปรดระบุ).....

2.3 เหตุผลที่ท่านมาเที่ยวบ่อน้ำร้อนแห่งนี้ (ตอบได้มากกว่า 1 ข้อ)

1. กลับภูมิลำเนาเดิม 2. เยี่ยมญาติ/เพื่อน 3. พักผ่อน
 4. ใกล้บ้าน ไป- มาสะดวก 5. เป็นแหล่งท่องเที่ยวที่มีชื่อเสียง 6. ศึกษาหาความรู้
 7. อื่น ๆ (โปรดระบุ).....

2.4 ระยะเวลาที่ท่านใช้ในการเที่ยวบ่อน้ำร้อนแห่งนี้

1. น้อยกว่าหนึ่งวัน 2. 1 – 2 วัน 3. มากกว่า 2 วัน

2.5 งบประมาณโดยเฉลี่ยในแต่ละครั้งที่ท่านใช้ในการมาเที่ยวบ่อน้ำร้อนแห่งนี้

1. น้อยกว่าหรือเท่ากับ 5,000 บาท 2. 5,001 – 7,500 บาท
 3. 7,501 – 10,000 บาท 4. 10,001 บาทขึ้นไป

- 2.6 รูปแบบที่ท่านใช้ในการเดินทางมาเที่ยวที่บ่อน้ำร้อนแห่งนี้
1. เดินทางด้วยตนเอง
2. ใช้บริการจากบริษัทนำเที่ยว
3. อื่น ๆ (โปรดระบุ).....
- 2.7 ท่านคิดว่าถ้ามีโอกาสท่านจะกลับมาเที่ยวบ่อน้ำร้อนแห่งนี้อีกหรือไม่
1. มาท่องเที่ยวอีก 2. ไม่แน่ใจ
3. ไม่มาท่องเที่ยวอีก เนื่องจาก (โปรดระบุ).....
- 2.8 ท่านจะแนะนำให้กับบุคคลที่ท่านรู้จักมาเที่ยวที่บ่อน้ำร้อนแห่งนี้หรือไม่
1. แนะนำ 2. ไม่แน่ใจ
3. ไม่แนะนำ เนื่องจาก (โปรดระบุ).....
- 2.9 ท่านรับทราบข้อมูลสถานที่ท่องเที่ยวบ่อน้ำร้อนแห่งนี้จากแหล่งใด (สามารถเลือกคำตอบได้มากกว่า 1 ข้อ)
1. การแนะนำของบุคคล 2. เอกสารหรือหนังสือการท่องเที่ยว/สื่อสิ่งพิมพ์
3. โฆษณา/ประชาสัมพันธ์ 4. อินเทอร์เน็ต
5. โทรทัศน์ 6. บริษัทจัดนำเที่ยว
7. อื่น ๆ (โปรดระบุ).....

ส่วนที่ 3 : ข้อมูลความต้องการและการรับรู้ที่มีต่อการจัดการบ่อน้ำร้อนแห่งนี้

คำชี้แจง : กรุณาทำเครื่องหมาย ✓ ลงใน ช่องว่าง ให้ตรงกับความคิดเห็นของท่าน (ในฐานะที่ท่านเป็นนักท่องเที่ยว) ใน 2 ประเด็น ได้แก่

ประเด็นที่ 1 ข้อมูลที่ท่านคาดหวังที่จะได้รับจากการจัดการบ่อน้ำร้อนแห่งนี้

ประเด็นที่ 2 ข้อมูลการรับรู้ที่ท่านได้รับจากการจัดการบ่อน้ำร้อนแห่งนี้

ในด้านต่าง ๆ 6 ด้าน ได้แก่ ด้านการบริหารคน (Man), ด้านการบริหารเงิน (Money), ด้านการบริหารงาน

ทั่วไป (Management), ด้านการบริหารวัสดุอุปกรณ์ (Material), 5) ด้านการบริหารการให้บริการประชาชน (Market) 6) ด้านการบริหารข้อมูลข่าวสาร (Message)

โดยกำหนดให้ความคิดเห็น แบ่งออกเป็น 6 ระดับ ดังนี้

- 5 หมายถึง เห็นด้วยมากที่สุด
- 4 หมายถึง เห็นด้วยมาก
- 3 หมายถึง เห็นด้วยปานกลาง
- 2 หมายถึง เห็นด้วยน้อย
- 1 หมายถึง เห็นด้วยน้อยที่สุด
- 0 หมายถึง ไม่สามารถประเมินความคิดเห็นได้

ระดับความคาดหวัง						Statement	ระดับการรับรู้					
มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด	ประเมินไม่ได้		มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด	ประเมินไม่ได้
(5)	(4)	(3)	(2)	(1)	(0)		(5)	(4)	(3)	(2)	(1)	(0)
						1. ด้านการบริหารคน						
						1.1 เจ้าหน้าที่ให้บริการมีจำนวนเพียงพอ						
						1.2 เจ้าหน้าที่ที่มีความรู้สามารถแนะนำในการใช้บริการบ่อน้ำร้อนได้						
						1.3 มีเจ้าหน้าที่ดูแลด้านความปลอดภัยขณะเข้าใช้บริการ						
						1.4 เจ้าหน้าที่ที่มีความรู้ในการปฐมพยาบาล						
						2. ด้านการบริหารเงิน						
						2.1 ค่าบริการในการเข้าใช้บ่อน้ำร้อนมีความเหมาะสม						
						2.2 ราคาอาหารในบริเวณบ่อน้ำร้อนมีความเหมาะสม						
						2.3 ราคาของที่ระลึกมีความเหมาะสม						
						2.4 ราคาของค่าที่พักมีความเหมาะสม						
						3. ด้านการบริหารงานทั่วไป						
						3.1 สถานที่ภายในบริเวณบ่อน้ำร้อนมีการดูแลสภาพแวดล้อมให้มีความเป็นธรรมชาติเหมาะสมกับการพักผ่อน						
						3.2 สถานที่ภายในบริเวณบ่อน้ำร้อนมีหลักเกณฑ์การดูแลรักษาความสะอาด						
						3.3 มีระบบการจัดเก็บขยะและสิ่งปฏิกูลที่ถูกสุขลักษณะ						
						3.4 มีระบบการกำจัดขยะและน้ำเสียของบ่อน้ำร้อน						
						3.5 มีการจัดการน้ำเสียที่ถูกหลักสุขาภิบาล						
						3.6 มีการจัดการน้ำใช้ที่สะอาด ไม่มีตะกอน ไม่มีสี และไม่มีกลิ่น						
						3.7 มีการจัดแสงสว่างเพียงพอสำหรับบริเวณที่ให้บริการโดยทั่วถึง						
						3.8 มีการจัดหรือปรับปรุงระบบถ่ายเทอากาศที่ดี ไม่มีฝุ่นควัน อับอ้าว อับชื้นและไม่มีกลิ่นเหม็น						
						3.9 มีการจัดหรือปรับปรุงห้องอาบน้ำ/ห้องสุขา/ห้องเปลี่ยนเสื้อผ้าให้มีจำนวนเพียงพอสำหรับผู้ใช้บริการ						
						3.10 มีการจัดการที่จอดรถที่เพียงพอกับความต้องการ						
						3.11 มีการจัดหรือปรับปรุงร้านอาหารที่เหมาะสมและเพียงพอกับความต้องการ						
						3.12 มีการจัดบริการห้องพักในกรณีที่นักท่องเที่ยวพักค้างคืนให้เพียงพอกับความต้องการ						
						3.13 บ่อน้ำร้อนมีหลักเกณฑ์ หรือมาตรการดูแลรักษาความปลอดภัยนักท่องเที่ยวอย่างมีประสิทธิภาพ และมีระบบป้องกันภัยที่พร้อมใช้งานตลอดเวลา						

ระดับความคาดหวัง						Statement	ระดับการรับรู้					
บาท ๕๐๐	บาท ๑๐	บาท ๑	บาท ๐.๑	บาท ๐.๐๑	บาท ๐.๐๐๑		บาท ๕๐๐	บาท ๑๐	บาท ๑	บาท ๐.๑	บาท ๐.๐๑	บาท ๐.๐๐๑
						3.11 มีการจัดการที่ชัดเจนเพื่อรับมือกับความ เสี่ยง						
						3.12 มีการจัดซื้อประกันสุขภาพที่เหมาะสม และเพียงพอต่อความเสี่ยง						
						3.13 มีการจัดการเพื่อลดการมีอุบัติเหตุ ซึ่งอาจนำไปสู่ผลกระทบต่อความเสี่ยง						
						3.14 พนักงานมีสิทธิประโยชน์ หรือสวัสดิการ สุขภาพตามข้อตกลงกับบริษัท เช่น ค่าจ้าง ประกันสุขภาพ และเงินสมทบอื่น ๆ ที่พนักงาน สมควรได้						
						3.15 มีการจัดสรรงบประมาณเพียงพอต่อการ จัดการ						
						3.16 มีการดูแลคุณภาพบริการและประสบการณ์ ในการให้บริการลูกค้า และมีการประสานงาน กับเจ้าพนักงานที่เกี่ยวข้อง						
						3.17 มีมาตรการป้องกันและลดผลกระทบ ต่อพนักงาน (เช่น การป้องกันอุบัติเหตุ หรือ การดูแลสุขภาพ) ที่อาจนำไปสู่ผลกระทบต่อ ๔. การดำเนินงานที่ถูกต้อง						
						๔.1 มีการดูแล เช่น ให้อาบน้ำ และดูแลสุขภาพ โดยทั่วไป						
						๔.2 มีป้ายห้าม และ/หรือแนวทางการใช้พื้นที่						
						๔.3 มีป้ายเตือนภัย และ/หรือแนวทางการใช้พื้นที่ ชัดเจน						
						๔.4 มีป้ายที่บอกถึงแนวทางการจัดการ						
						๔.5 มีป้ายหรืออุปกรณ์บอกจุดหยุดยั้งบริเวณที่ ใช้รถยกอย่างชัดเจน						
						๔.6 มีป้ายเตือน หรือป้ายปิดกั้น เพื่อเตือนถึงอันตราย จากแหล่งงาน						
						๔.7 มีป้ายสัญญาณเตือนที่มองเห็นอย่างชัดแจ้ง และ ชัดเจน						
						๔.8 มีป้ายที่บอกถึงแนวทางการดำเนินงาน ด้านความปลอดภัย						
						๔.9 มีป้ายหรือสัญญาณเตือนที่เห็นได้ชัดเกี่ยวกับ กรณีฉุกเฉิน หรือสัญญาณเตือน						
						๔.10 มีการติดป้ายแจ้งเตือนจุดเสี่ยง ๆ เช่น ความ ลื่นหรือเปียก และประตูเปิด						

ระดับความสำคัญ						Statement	ระดับการรับรู้					
บท ที่ ๑	บท ที่ ๒	บท ที่ ๓	บท ที่ ๔	บท ที่ ๕	บท ที่ ๖		บท ที่ ๑	บท ที่ ๒	บท ที่ ๓	บท ที่ ๔	บท ที่ ๕	บท ที่ ๖
CO	CO	CO	CO	CO	CO	CO	CO	CO	CO	CO	CO	
						๑.11 ข้อมูลด้านข้อมูลทางการเงินเป็นต้นไป มี สัญญาณบ่งชี้ความเสี่ยง						
						๑.12 ข้อมูลด้านข้อมูลทางการเงินเป็นต้นไป มีสัญญาณบ่งชี้ความเสี่ยง						
						๑.13 มีทิศทางที่บ่งชี้ความเสี่ยงที่เพิ่มขึ้น ในไตรมาส						
						๑.14 ข้อมูลต่าง ๆ ในข้อมูลทางการเงิน บ่งชี้ความเสี่ยงที่เพิ่มขึ้น						
						๑.15 การเปลี่ยนแปลงที่บ่งชี้ความเสี่ยงที่เพิ่มขึ้น ในไตรมาส						
						๑.16 ข้อมูลที่บ่งชี้ความเสี่ยงที่เพิ่มขึ้น ในไตรมาส						
						๕. สัญญาณบ่งชี้ความเสี่ยง						
						๕.1 สัญญาณบ่งชี้ความเสี่ยงที่เพิ่มขึ้น						
						๕.2 สัญญาณบ่งชี้ความเสี่ยงที่เพิ่มขึ้น ในไตรมาส						
						๕.3 สัญญาณบ่งชี้ความเสี่ยงที่เพิ่มขึ้น ในไตรมาส						
						๕.4 สัญญาณบ่งชี้ความเสี่ยงที่เพิ่มขึ้น ในไตรมาส						
						๕.5 สัญญาณบ่งชี้ความเสี่ยงที่เพิ่มขึ้น ในไตรมาส						
						๖. สัญญาณบ่งชี้ความเสี่ยง						
						๖.1 สัญญาณบ่งชี้ความเสี่ยงที่เพิ่มขึ้น ในไตรมาส						
						๖.2 สัญญาณบ่งชี้ความเสี่ยงที่เพิ่มขึ้น ในไตรมาส						
						๖.3 สัญญาณบ่งชี้ความเสี่ยงที่เพิ่มขึ้น ในไตรมาส						

APPENDIX B

List of Interviewees

1. Management of Hot Spring and Associates

- 1) Sgt. Nakhonthai Yuanheaw Deputy Director of Kamphaeng Phet Provincial Administrative Organization
- 2) Mrs. Petai Sarachart Head of Public Relations and Tourism Provincial Administration Organization Kamphaeng Phet
- 3) Act Sub Lt. Ratchanu Thasana Officer of Pharuang Hot Spring Kamphaeng Phet.
- 4) Mr. Sangthong Chanaksenee President of Suan Tang District Administration Organization
- 5) Mr. Theiengtharm Tubthump Headman of Lamae Hot Spring, Chumphon
- 6) Mr. Nakorn Mahawan President of Mai Phattana Sub-District Administration Organization, Lampang
- 7) Mr. Chot Phantha Headman of Bann Pong Nam roan Hot Spring, Lampang
- 8) Ms. Supaporn Nukulthornprakit Rajamangala University of Technology Lanna, Lampang
- 9) Mr. Baramee Thapnak Headman of Nong Ya Plong Hot Spring, Phetchaburi
- 10) Mr. Jiraphan chadphol Vice Chairman, Management of Nong Yai Plong Hot Spring, Phetchaburi
- 11) Mr. Prathang Jaingern Executive Director, Management of Nong Yai Plong Hot Spring, Phetchaburi
- 12) Mrs. Kanchana Boonyong Executive Director, Management of Nong Yai Plong Hot Spring, Phetchaburi

2. Tourism/Hot Spring Experts

- 1) Mr. Paradech Payupwichien Former Deputy Governor of Tourism Authority of Thailand
- 2) Mr. Preecha Poonphokphol President of Thai Hot Spring Club
- 3) Mr. Komkrit Duangngern Director of Tourism Service Division
Tourism Authority of Thailand
- 4) Ms. Poonyapon Pradabsook Head of Tourism Development
Tourism Knowledge Division
Tourism Authority of Thailand
- 5) Mr. Weranit Thansuporn Director of Community Environment
Group, Natural Resources and
Environmental Policy and Planning
Office
- 6) MS. Kanokkarn kotirum Environment Scholar
Natural Resources and Environmental
Policy and Planning Office
- 7) MS. Waranij kraipinij Environment Specialized Scholar
Natural Resources and Environmental
Policy and Planning Office
- 8) Sgt. Sakol Thongkam Former Executive Committee of San
Kamphaeng Hot Spring, Chiang Mai
- 9) Ms. Litima Kanjaima Former manager of San Kamphaeng Hot
Spring, Chiang Mai
- 10) Asst. Prof. Dr. Jittasak Putjorn Department of Tourism Management
Faculty of Management Science
Silpakorn University
- 11) Dr. Ake Pattaratanakun President of Master in Branding and
Marketing (MBM)
- 12) Dr. Pimlapas Pongsakornrunsilp Head of Department
Department of Tourism and Hospitality
Walailak University

APPENDIX C

PHOTOGRAPHS

1. Phra Ruang Hot Spring, Kamphangphet Province











2. Pong Nam Ron Hot Spring, Lampang Province





บ่อน้ำร้อน น่านเมืองหนาว

ธาระน้ำรู้

ประโยชน์ของการอาบน้ำแร่ธรรมชาติ น้ำพุร้อน

น้ำแร่...เป็นน้ำธรรมชาติที่เกิดจากการที่น้ำซึมผ่านชั้นของดินและหิน โดยจะมีแร่ธาตุต่างๆ ละลายอยู่ซึ่งเป็นแร่ธาตุที่เป็นประโยชน์ร่างกาย เช่น โซเดียม แคลเซียม ฟลูออไรด์ ไปแคลเซียม น้ำแร่แบ่งเป็นทั้งชนิดเย็น(Cold) มีอุณหภูมิต่ำกว่า 20 องศา, ชนิดร้อน ชนิดร้อน และชนิดร้อนจัดซึ่งอุณหภูมิมากกว่า 42 องศา ขึ้นไป น้ำแร่ชนิดร้อนนี้เรียกว่า "น้ำพุร้อน"

ประโยชน์ของการอาบน้ำแร่ คือ

1. บรรเทาอาการปวดกระดูก ปวดกล้ามเนื้อ
2. ช่วยให้อัตกในร่างกายหมุนเวียนได้ดีขึ้นและช่วยลดความเครียดทั้งร่างกายและจิตใจ
3. ช่วยขยายหลอดเลือดทำให้ระบบไหลเวียนในร่างกายดีขึ้น
4. ช่วยขับสิ่งอุดตันใต้ผิวหนังและรูขุมขนทำให้ผิวหนังสะอาดปราศจากสิวพราณให้สดใส
5. ช่วยในการดูดซึมแลกเปลี่ยนออกซิเจนและกลูโคสระหว่างชั้นเลือดฝอยและเนื้อเยื่อในส่วนต่างๆ ของร่างกาย

ยินดีต้อนรับ ...

อาบน้ำแร่ เพื่อสุขภาพ

ค่าบริการ Service rates

90 ฿

ห้องใหญ่ สำหรับ 2 คน
(Big room 2 people)

50 ฿

ห้องเล็ก สำหรับ 1 คน
(Small room 1 people)

*ผ้าเช็ดตัวผ้าถุง ให้เช่าคืนละ 20 บาท
*Towel service 20 ฿

ขอขอบทุกท่านที่ใช้บริการ

ค่าบริการแช่น้ำแร่

ห้องเล็ก 50 บาท / 1 คน ห้องใหญ่ 90 บาท / 2 คน

มีบริการน้ำสะอาด-น้ำกุย
ให้ใช้ ฟรี: 20 นาที

น้ำดื่มสะอาดฟรีทุกเช้า-เย็น

ประโยชน์ของการอาบน้ำแร่ธรรมชาติ/น้ำพุร้อน

น้ำแร่...เป็นน้ำธรรมชาติที่เกิดจากการที่น้ำซึมผ่านชั้นของดินและหิน โดยจะมีแร่ธาตุต่างๆ ละลายอยู่ซึ่งเป็นแร่ธาตุที่เป็นประโยชน์ร่างกาย เช่น โซเดียม แคลเซียม ฟลูออไรด์ ไปแคลเซียม น้ำแร่แบ่งเป็นทั้งชนิดเย็น(Cold) มีอุณหภูมิต่ำกว่า 20 องศา, ชนิดร้อน ชนิดร้อน และชนิดร้อนจัด(Hyper Thermal) ซึ่งอุณหภูมิมากกว่า 42 องศา ขึ้นไป น้ำแร่ชนิดร้อนนี้เรียกว่า "น้ำพุร้อน" (Natural Hot Springs) ซึ่งเป็นปรากฏการณ์ธรรมชาติที่มีน้ำร้อนไหลขึ้นมาจากชั้นใต้ดินของโลกที่ซึ่งยังคงมีความร้อนอยู่ ประเทศไทยพบแหล่งน้ำพุร้อนกระจายอยู่ในภาคเหนือ ภาคตะวันออกเฉียงเหนือ และภาคใต้ ซึ่งอุณหภูมิบริเวณที่วัดได้มีอยู่ในช่วง 40 - 100 องศาเซลเซียส น้ำแร่เหล่านี้สามารถนำมาใช้ดื่มและอาบได้ การอาบน้ำแร่ที่น้ำพุร้อน... มนุษย์หลายเชื้อชาติในโลกมีความเชื่อมาเนิ่นแล้วว่า การอาบน้ำแร่ร้อนจากน้ำพุร้อน จะทำให้สุขภาพดีขึ้นสามารถรักษาและบรรเทาอาการบางอย่างที่เป็นสาเหตุของโรคต่างๆ ได้ โดยเฉพาะประเภทอุปุนันมีสถานที่อบน้ำแร่ร้อนหรือออนเซน(Osen) มากถึง 25,000 แห่ง ดังนั้น การอาบน้ำแร่ที่น้ำพุร้อน จึงมีประโยชน์ต่อทุกคน คือ

1. บรรเทาอาการปวดกระดูก ปวดกล้ามเนื้อ
2. ช่วยให้อัตกในร่างกายหมุนเวียนได้ดีขึ้นและช่วยลดความเครียดทั้งร่างกายและจิตใจ
3. ช่วยขยายหลอดเลือดทำให้ระบบไหลเวียนในร่างกายดีขึ้น
4. ช่วยขับสิ่งอุดตันใต้ผิวหนังและรูขุมขนทำให้ผิวหนังสะอาดปราศจากสิวพราณให้สดใส
5. ช่วยในการดูดซึมแลกเปลี่ยนออกซิเจนและกลูโคสระหว่างชั้นเลือดฝอยและเนื้อเยื่อในส่วนต่างๆ ของร่างกาย



Tham Khao Phlu Hot Spring (Lamae), Chumphon Province





Nong Ya Plong Hot Spring, Phetchaburi Province.



ประโยชน์ของการอาบน้ำแร่ น้ำพุร้อนพุน้ำร้อน

1. ผ่อนคลายความเครียด ปลอดภัยจากโรคภัยและอาการเจ็บปวด
2. ช่วยย่นระยะเวลาของการหายป่วย
3. ช่วยกระตุ้นและเสริมสร้างระบบไหลเวียนโลหิต
4. บรรเทาอาการของโรคผิวหนัง ผื่นคัน ภูมิแพ้
5. ช่วยขจัดสารพิษ สารเคมีในกระแสเลือด
6. เติบโตและพัฒนาสุขภาพที่ดี
7. ช่วยส่งเสริมสุขภาพร่างกาย และจิตใจ
8. ได้อย่างดี สดชื่นและใจดี
9. บรรเทาอาการปวดและโรคไขข้อ

ศูนย์บริการนักท่องเที่ยว



เที่ยวเพชรบุรี แบบครบวงจร

QR Code

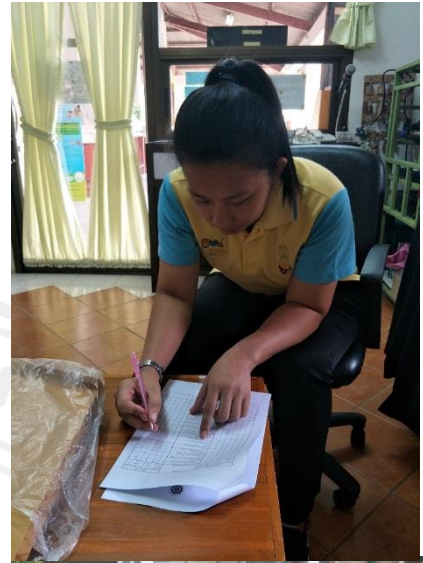
หน้าพู่ร้อนหนองหญ้าปล้อง





Specialists and Academics







BIOGRAPHY

NAME	Varinnar Siripooththilak
ACADEMIC BACKGROUND	Bachelor of Art, Tourism Industry, Rajabhat Institute Suan Dusit, Bangkok, 1997 Master of Art, English Language, Rajabhat Institute Chiang Rai, Chiang Rai, 2011
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