

Model Development of Health Tourism at Ban Nam Chieo Community, Laem Ngop, Trat Province

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Abstract : This research aims to study the health tourism administration and factors related to health tourism promotion at Ban Nam Chieo Community, Laem Ngop, Trat Province. The sample in this research is 361 tourists who use the service and Ban Nam Chieo Community residents who provide the service. Sampling was done from a population size of 3,780 using Taro Yamane's formula. The tools used in the study were questionnaires and interviews. The statistics used in this research are percentage, mean and standard deviation. The result of Model Development of Health Tourism at Ban Nam Chieo Community, Laem Ngop , Trat Province shows that most of them are female with bachelor degree. They are government officers with an average income between 16,001-20,000 Baht. Suggested health system activities for health tourism development are: 1) health massage, 2) herbal compress, 3) exercise in the water by walking on shell. Meanwhile, factors related to health tourism promotion at Ban Nam Chieo Community, Laem Ngop, Trat Province are: 1) understanding the context of the community and service providers, 2) cooperation from related government and private sectors.

Keywords : health tourism, health system activities, promotion, administration

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