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Strategies to Promote Medical Tourism in Ranong



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Statement of the Problem

1

Tourism is the important thing for basic public utility transportation development including commerce and investment in tourism industry which helps the economy recover than other industry.

2

Ranong Province is the first province of the southern Andaman site, has a lot of natural tourist attraction, beautiful and peaceful beach, mineral spring and people's way for ecotourism to be the new place of tourist attraction.

3

The tourism promotion should has the trail of tourism strategy to reduce and protect the effect from tourism in the future

Objectives

1

To study the tourists behavior and opinion in mineral spring medical tourism and ecotourism in Ranong.

2

To find the way of medical tourism promoting strategic specification and tourism market promoting strategy in Ranong.



Related concepts and theories

1

Wanthanom Chantouch (2009:12) said that the foreign currency that help to promote various work and economic circulation. Furthermore, it's for relaxing and cross-cultural understanding. Tourism industry can come up with foreign currency which is stable for balance of payments.

2

The concept about marketing strategy of Saisribundit Nalinrat (2009: 26) said that marketing strategy using marketing mix are product, price ,place and promotion controlled by method, process and marketing management system focusing on responding customers' need.

Research Framework

Area

- Study the medical tourism in Ranong

Population and sample

- Thai tourists for medical tourism in Ranong from December 2016 to January 2017

Content

- Study the tourists' behavior and opinion
- Analyze the way of medical tourism promoting strategy and tourism marketing strategy

Definitions



Expected Benefits

1

Recognize the tourists' behavior and opinion of medical tourism in Ranong.



2

Recognize the way of medical tourism promoting strategic specification and tourism market promoting strategy in Ranong.



Conceptual Framework

Independent Variables

General context of medical tourism
in Ranong.

Gender, Age, Education, Occupation,
Income and Status

Tourist Behavior: Who What Why
When Where Whom and How

8P's

Dependent Variables

The way of medical tourism
promoting in Ranong.

Research Methodology

The study was the qualitative research and quantitative research to study the tourists' behavior and opinion in medical tourism in Ranong.

Population and Sample

Population

The data collection using the questionnaire about 71,462 people from Ranong Tourism and Sports Office 2016

Sample

Thai tourist and visitor in medical tourism in Ranong using sampling with nonprobability and accidental sampling using Taro Yamane

Research Instrument

The questionnaire using the 5 rating scale with 4 parts:

Part 1

Demography were sex, age, education, occupation and status with close end question.

Part 2

Tourists' behavior for medical tour in Ranong.

Part 3

About 8 P's

Part 4

Other recommendation to promote medical tourism in Ranong.

Data Collection

There were 2 parts

Primary Data

→ using the questionnaire collected from the tourists and visitors in medical tourism in Ranong about 400 people.

Secondary Data

→ collected from researching the journal, research, thesis, government document, magazine and internet.

Data Analysis

1) Analyze the question into group

2) Group the content after data analysis

3) Analyze the 8P's

4) Data processing

Research Result

The sample were 400 people, female 261 and male 139.

| Topic | \bar{x} | Recommendation |
|--------------|-------------|--|
| Product | 3.70 | Mineral spring had no sulfur smell |
| Price | 3.72 | The fees was suitable |
| Place | 3.88 | The online ticket should be required |
| Promotion | 4.13 | The sign and the public relation more |
| Partnership | 4.05 | Cooperate with the community more |
| Programming | 4.12 | The health caring program more |
| People | 3.73 | General officers should give the information |
| Planning | 4.14 | Should have the marketing promoting plan |
| Total | 3.85 | Should focus on planning, promotion and program |

Results and discussions

The using of information technology is required to run the business with accurately by using online booking, giving the information to save time and money including contact with the tourists through the internet, e-mail, and mobile phone with e-payment.





Thank you for your attention

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