

THE PUBLIC OPINION ON IMPLEMENTATION OF MEDICAL AND WELLNESS POLICY: CASE STUDY OF BAN MAE-KAMPONG, MAE-ON DISTRICT, CHIANG MAI.

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ABSTRACT

The objective of this study is to study the opinions of the people towards the introduction of tourism policy. Health-related practices of Ban Mae Kampong, Mae On District, Chiang Mai Province Using quantitative research, the population is 21,2315 people in that area, 400 people in the sample, simple methods of sample collection. The instrument used in the research was a questionnaire. The data were analyzed using a computer program. The statistics used for data analysis were percentage, mean, standard deviation.

The study indicated that Public opinion on the implementation of the health tourism policy With an average of a high level When considered in each aspect, it was found that the average opinion of the people towards the implementation of the health tourism policy towards social, economic and political aspects has the highest average, which is to promote the people's occupation very well. And increasing income respectively Average review Of citizens towards policy implementation Regarding the personnel responsible, the second highest was the responsible personnel, with good intentions, knowledge, and expertise in implementing the policy, the average public opinion on the implementation of the policy Treat other areas such as objectives and standards of the policy In terms of communication between different organizations, the average level was lower. And the average value of public opinion towards the implementation of the policy on the organization's qualifications Lowest average because the objective of the health tourism policy is to set clear goals both quantity and quality Have sufficient budget Administrators have the ability to provide information, policy plans very well. Administrators and civil servants in the area are harmonious in each other, which can promote people's careers.

Keywords: public opinion, policy implementation, health tourism

INTRODUCTION

Traveling is considered the most important recreation of people's lives today. The way of life of the people today, everything has to be hastened, accelerated and competitive until the people are mostly in a state of stress. Way of life, distant from recreation Esthetics and Far away from nature everywhere Until sometimes the way of life of workers is no different from machines, Therefore, releasing work to take life to rest with travel is a wonderful addition to life. The current trend of travel for people around the world has changed.

Tourism has developed a lot. Make it attractive to tourists, including ecotourism. Adventure travel Geological tourism, agricultural tourism Historical tourism Cultural tourism, rural lifestyle Integrated tourism There is also another form of tourism. Which is

currently popular with tourists, which is health tourism (Health tourism). On 22 April 2003, the Cabinet assigned the Ministry of Public Health to formulate a strategy to support Thailand as the Health Hub of Asia. or Medical Hub of Asia) by the economic and social structure adjustment policy. To increase the country's competitiveness within 5 years from the year 2004 until the year 2008, which has set the target product group (Product line) 3 groups, namely Medical Service Group, Health Promotion Service Group (Alternative Health Service and Thai Herbal Products, with the goal of a total of 210,815 million baht in 5 years and will target foreigners such as countries in the landscape. Asia, the Middle East, and Europe. [1].

Medical and Wellness Tourism is a form of tourism that has been developed to meet the needs of niche markets and is a key selling point of long-stay tourism. Tourism), which will be good for the promotion and development of tourism in Thailand. Because Thailand has a high standard of health services selling points There are qualified personnel and the cost is very cheap compared to Western countries. Middle East or Japan In the current trend of health lovers There are more areas in all corners of the world, which, if we know the specific needs of foreign tourists who want to find newness together with a vacation that is good for health based on knowledge and understanding of Tourist behavior Resulting in a competitive advantage to adjust the strategy to be in line with the needs of the tourists, which will lead to the satisfaction of tourists and repeat purchase [2].

Health tourism usually presented in the form of various medical and health service packages that tourists can choose from with the potential of various aspects of health tourism in Thailand, in addition to the target group of foreign tourists, there are still Thai tourists that are considered the main population with domestic tourism. Therefore, the researcher is interested to study the trend of health tourism behavior by studying only the people in Bangkok. Because it is a group that wants to find newness and relaxation that affects health [3].

Tourism is an industry that plays an important role in economic development. The government has featured tourism, so it has the policy to promote the year of tourism in Thailand. Support to promote widespread tourist publicity, However, there are problems with hygienic management issues surrounding the attractions. Lack of facilities required for the disabled and the elderly Lack of security management system and budget constraints The ASEAN or Southeast Asia region has the average growth rate of the world's highest visitors since 2548-2556, the 8.5 percent, with the expectation that after the opening of the ASEAN Economic Community will make it easier for visitors to Thailand. The growing trend of the ASEAN region will become a state-of-the-world-important and global political organization, so it is the challenge of the Thai tourism industry to take advantage of the bigger market in regional cooperation.

For travel in Thailand When comparing the proportion of tourists from ASEAN countries to the volume of foreign tourists who come to travel in Thailand. The amount of tourists in ASEAN countries has grown to grow. Thailand has received the benefits of being a central ASEAN region. When the ASEAN Economic Community is opened, the tourism sector is encouraged to Thailand to make more travel income, tourism is an industry that plays an important role in the economic development of many countries around the world. The country's government is so important to strengthen its competitiveness to scramble the world tourism market. In particular, Asian and ASEAN countries have established marketing strategies to draw more and more tourists around the world. The mission of tourism is a mission that is merged with the development of a country in every dimension, thus defining the development strategy of various countries, thus integrating tourism as part of economic development. Which countries have a clear country development plan? On the basis of a strong economy, good infrastructure. Natural resources are abundant and the tourism personnel has the potential to be a key factor to help push the country. There is a competitive

advantage and can improve its tourism to grow steadily. (Suriya Prapysatok, Sunhanat Jakkapattarawong & eds, 2018) [4].

The government of General Prayut Chanocha places emphasis on tourism. The government has determined that the year 2015 is the Thai way of the tourism year 2015 (2015 Discover Thinness). The government has the policy to promote the official year of Thai tourism. With the government ready to support and promote tourism and tourist attractions in Thailand to be widely acknowledged Supporting the entry into the ASEAN Community And pushing tourism as a national agenda which is scheduled to start in January 2015 to present the image of Thailand in a new perspective Emphasize the value that tourists will receive from visiting Thailand through the Thai way. For understanding Accept Thai As well as allowing continuous sharing of experiences to create awareness of the image Beautiful and unique in Thailand Health tourism It is a form of tourism. To meet the specific tourists who want to promote health Which is an important selling point of long-stay tourism which is good for the conservation of tourism resources and the environment It also helps to enhance the quality of life for people living in natural and cultural tourist attractions. There are accommodations that provide various health promotion activities. In Thailand, health tourism programs have been developed in new, more interesting and quality ways. To meet the needs of tourists' health promotion By developing quality standards of health tourism and raising them to international standards and strengthening Thailand to be a global health tourism center in the future

The problems of tourism in the overall picture of the country at present are that the driving of tourism works is lacking participation from various sectors. And lack of policy implementation The government of General Prayut Chanocha, therefore, has a policy regarding reforms that focus on reforming public administration at all levels, at the national, regional and local levels. With the aim of allowing people to truly benefit from reforms, the management is effective, transparent, fair. Which was given to the Ministry Tourism and Sports Developing the Thai Tourism Reform Strategy 2015-2017 in order to adjust the strategy to keep up with the changes, consisting of 3 strategies which are 1) Marketing Reform Strategy 2) Reform Strategy for Tourism Product and Service Development and 3) Reform Strategy Management Focus on things that need to be done urgently. Changing the way you think laying the foundation, organizing a new working method for all stakeholder groups Set goals for both economic, social and environmental dimensions. Including determining the marketing direction leading the development Drive to Quality Destination with systematic integration And true participation To be able to transform into concrete actions and connect with the 2nd National Tourism Development Plan (2017-2021)

Mae Kampong House, Huay Kaew Sub-district, Mae On District, Chiang Mai Province Has a long history. Ban Mae Kampong is an old village more than 100 years old. Most villagers migrated from Doi Saket District. Ban Mae Kampong is about 1,300 meters above sea level and about 50 kilometers from Chiang Mai city. The characteristics of the houses of Mae Kampong House are lined up in the valley. And on both sides of the creek, The general condition of the community is surrounded by mountains, coffee plantations, and waterfalls and abundant forests. (Doi Mon Lan), including beautiful natural resources There is cool weather throughout the year. Ban Mae Kampong currently has 132 households with a population of approximately 362 people. The main occupation of the Ban Mae Kampong community is to make Miang (tea). The second occupation is to grow coffee, trade and hire. Most villagers are Buddhists. Social characteristics of Ban Mae Kampong. Villagers live in relatives like relatives. There is mutual courtesy. Believing in community rituals, respecting rules Community rules and members participate in all forms of community development Ban Mae Kampong has an abundance of ecosystems. With biodiversity of Natural vegetation With clean air and complete water resources With yellow-red flowers Go up near the area

Creek along the line The villagers call this flower Kampong flower together with the river flowing through the village. Therefore collectively called "Mae Kampong" which is the origin of the village name [5]. By being a village that is close to nature And near to nearby tourist attractions such as Sankampang Hot Springs Very suitable for tourism in terms of health.

From the history and significance of the aforementioned the researcher is interested to study the public opinion on the implementation of the health tourism policy of Ban Mae Kampong, Mae On District, Chiang Mai Province. Which will be the basic information for planning various health tourism development plans from all sectors.

OBJECTIVE

To study the public opinion on the implementation of the health tourism policy of Ban Mae Kampong, Mae On District, Chiang Mai Province.

METHODOLOGY

This study is quantitative research. (Quantitative research) to study public opinion on the implementation of the health tourism policy in a case study of Ban Mae Kampong, Mae On District, Chiang Mai Province, classified by gender, age, education level, occupation and income of the people living in Mae Kampong. Mae On District, Chiang Mai Province By collecting data by studying and researching from various documents With details about how to conduct the study as follows

Sub-Section 1

Population and sample

1. Population

The population used in this study was the people living in Mae On District. Chiang Mai Province, amount 21,315 people [6].

2. Sample

The sample consisted of people living in Mae On District. Chiang Mai Province The sample size is 380 people. The sample size is obtained by comparing the proportion of Krejcie and Morgan. (Krejcie and Morgan) [7].

Educational tools

The tools used for collecting data were questionnaire, which was a tool for data collection. By covering the theoretical structure and related research in which the student has studied from documents As well as improving the questions to be appropriate

In this study, the study has specified the steps in creating the questionnaire as follows

1. Study of public opinion affecting the health tourism policy implementation of Mae Kampong Ban, Mae On District, Chiang Mai Province from documents, concepts, theories, academic textbooks, and related research as a guideline for creating questions.

2. The purpose of the study to set questions following the desired goal

3. Take the questionnaire created to test the content validity of the questionnaire. Bring the questionnaire to 3 experts to consider the question content. Then brought to improve and make it suitable both in the language The accuracy of the language and covering all content

4. Valuation of confidence (Reliability) by taking a questionnaire to try out with people in Doi Saket District Chiang Mai Province Which has basic qualifications, which are similar populations and had no opportunity to be selected as a sample of 30 people. After that, the questionnaires were returned. To find confidence (Cronbach's reliability coefficient alpha) by using the statistical software package the reliability of the questionnaire was 0.80.

Sub-Section 2

Data collection methods

This study the study was conducted to collect this information.

1. A questionnaire was distributed to the population who live in Mae Kampong Village, Mae On District, Chiang Mai Province. That is a sample Total 380 sets
2. Collect Check and the completion of the questionnaire in which the study participants received 380 questionnaires, 100%
3. Bring the data from the questionnaire for further statistical analysis

Data analysis

Analyze the data by using a computer program as follows

1. Analyze data of personal factors of public opinion affecting the health tourism policy implementation of Ban Mae Kampong, Mae On District, Chiang Mai Province such as gender, age, education level, occupation, and income by using percentage (percentage)
2. Analyze the public opinion level that affects the health tourism policy implementation of Mae Kampong Ban, Mae On District, Chiang Mai Province by using percentage, average (\bar{x}) and standard deviation (S.D.)

RESULTS

1. Personal characteristics of people in Mae On District Chiang Mai Province The results show as follows

From the study found that People in Mae On District Chiang Mai Province Most of them are 196 women, 51.57% and 184 males accounting for 48.43%, aged 31-40 years, 108 people accounting for 28.42%, with 168 undergraduates accounting for 44.21 percent, there are 105 farmers, accounting for 27.63 percent and income 10,001-15,000 baht, 138 people, representing 36.62 percent. From Table 1.

Table 1
Shows the personal characteristics of people in Mae On District. Chiang Mai Province

No.	Classify	Personal factors	Number	Percentage
1	sex	male	184	48.43
		female	196	51.57
2	age	Under 30 years	94	24.47
		31 - 40 years	108	28.42
		41-50 years	101	26.31
		51 years and older	77	20.26
3	Education level	Below bachelor degree	168	44.21
		Bachelor degree	162	42.63
		Postgraduate	50	13.16
4	occupation	Civil service / state	67	17.63
		enterprise	105	27.63
		The farmer	67	17.63
		Personal business / trading	92	24.21
		Employed	49	12.89
		Other		
5	Income	Less than 10,000 baht	79	20.79
		10,001-15,000 baht	138	36.32
		15,001-20,000 baht	88	23.16
		20,001 baht or more	75	19.74
	To include		380	100

2. The results of public opinion analysis on the implementation of the health tourism policy of Ban Mae Kampong, Mae On District, Chiang Mai Province The results show as follows

The public opinion on the health tourism policy implementation of Ban Mae Kampong, Mae On District, Chiang Mai Province is at a high level ($\bar{x} = 3.56$; $SD = 0.42$). 6 aspects which are social, economic and political conditions ($\bar{x} = 3.62$; $SD = 0.54$), having the highest mean, the local responsible personnel ($\bar{x} = 3.58$; $SD = 0.43$) on the objectives and standards of the policy ($\bar{x} = 3.57$; $SD = 0.73$) in terms of policy resources ($\bar{x} = 3.57$; $SD = 0.64$) in communication between various organizations ($\bar{x} = 3.50$; $SD = 0.62$) and in the department's qualification ($\bar{x} = 3.50$; $SD = 0.54$). With the lowest average (From Table 2.) with the following details.

2.1 The overall objectives and standards of the policy are at a high level ($\bar{x} = 3.57$; $SD = 0.73$). When considering each item, it is found that all 4 items are at a high level, in the order of the first three highest-ranked mean values. As follows, the objectives of the health tourism policy are clearly defined goals, both quantity, and quality. Had the highest average ($\bar{x} = 3.61$; $SD = 0.73$), followed by the standardization in implementing the health tourism policy ($\bar{x} = 3.57$; $SD = 0.87$). The objectives of the health tourism policy are easy to understand ($\bar{x} = 3.56$; $SD = 0.85$) and standardization of tourism policy implementation Health-related practices in accordance with the context of the Huay Kaew Subdistrict Have the lowest average value ($\bar{x} = 3.52$; $S.D. = 0.67$)

2.2 In overall, the policy resources were at a high level ($\bar{x} = 3.56$; $SD = 0.64$). When considered individually, it was found that all 5 items were at the high level, in the order of the average values from the first 3 highest ranked as follows: Used in the implementation of the health tourism policy sufficiently Had the highest average ($\bar{x} = 3.67$; $S.D. = 0.94$), followed by new administrative techniques Modern technology is used to implement health tourism policy always ($\bar{x} = 3.66$; $S.D. = 0.96$). Tools Technologies used in implementing sufficient health tourism policies ($\bar{x} = 3.65$; $S.D. = 0.96$) and having enough buildings and implementing health tourism policies Has the lowest average value ($\bar{x} = 3.41$; $S.D. = 0.60$)

2.3 Overall communication between organizations is at a high level ($\bar{x} = 3.50$; $SD = 0.62$). When considered individually, it is found that 4 items are at a high level and 1 moderate level, in order of average order from highest to lowest. The top 3 are as follows: The management is able to inform details of the health tourism policy plan. The highest average ($\bar{x} = 3.61$; $S.D. = 0.96$), followed by the administrators have a way to communicate with the employees about the health tourism policy program ($\bar{x} = 3.59$; $S.D. = 0.98$) communication between the various organizations. Related to the implementation of the health tourism policy in practice is very convenient ($\bar{x} = 3.52$; $S.D. = 0.90$) and the administrators of Huay Kaew Subdistrict Administration Organization Ability to clearly communicate with staff on health tourism policy plans and be able to act correctly. Have the lowest average value ($\bar{x} = 3.34$; $S.D. = 0.71$)

2.4 The overall qualifications of the department were at a high level ($\bar{x} = 3.49$; $SD = 0.54$). When considered individually, it was found that all 5 items were ranked at the highest level, in order of the first 3 highest-lowest average values as follows: The management and staff work together in unity in implementing the health tourism policy. The highest average ($\bar{x} = 3.61$; $SD = 0.92$), followed by the executives have knowledge and ability in implementing the health tourism policy ($\bar{x} = 3.57$; $SD = 0.88$). Health tourism policies are well implemented ($\bar{x} = 3.51$; $SD = 0.90$) and executives and employees have volunteer minds in implementing health tourism policies as well. Have the lowest average value ($\bar{x} = 3.41$; $S.D. = 0.76$)

2.5 In terms of society, economy, and politics, the overall level is at the high level ($\bar{x} = 3.62$; $SD = 0.54$). When considering in each item, it is found that the 5 items are in the high level, in the order of the first 3 highest-ranked means as follows: Health Tourism Policy for Mae Kampong Village, Mae On District, Chiang Mai Province Help develop the career of the people in the community as well. The highest average ($\bar{x} = 3.95$; $SD = 0.64$), followed by the people in the community to cooperate in implementing the health tourism policy ($\bar{x} = 3.64$; $SD = 0.93$). The implementation of the health tourism policy of Mae Kampong House, Mae On District, Chiang Mai Province Causing the people in the community to have more income ($\bar{x} = 3.60$; $SD = 0.94$) and the local government organization to promote and support the implementation of the health tourism policy of Ban Mae Kampong, Mae On District, Chiang Mai Province, with Lowest average ($\bar{x} = 3.43$; $SD = 0.75$)

2.6 Personnel in overall responsibility were at a high level ($\bar{x} = 3.58$; $SD = 0.43$). When considered individually, it was found that there were 3 items in the high level and 1 item in the middle level, in the order of the 3-highest average order. First, as follows: Personnel responsible are concentrated on working in the field of health tourism as The highest average ($\bar{x} = 3.67$; $SD = 0.86$), followed by the responsible personnel have the knowledge and ability to implement the health tourism policy ($\bar{x} = 3.63$; $SD = 0.56$) the responsible personnel have expertise. In the field of health tourism well ($\bar{x} = 3.60$; $SD = 0.47$) and the responsible personnel have a strong intention to work in the field of health tourism Have the lowest average value ($\bar{x} = 3.40$; $S.D. = 0.86$) From Table 2.

Table 2

Shows the results of public opinion analysis on the implementation of the health tourism policy of Ban Mae Kampong, Mae On District, Chiang Mai Province

No	Public opinion on policy implementation Health tourism to practice	\bar{x}	S.D.	Interpret	sequence
1	Policy objectives and standards	3.57	0.73	well	3
2	Policy resources	3.56	0.64	well	4
3	Communication between various organizations	3.50	0.62	well	5
4	The qualification of the department	3.49	0.54	well	6
5	Social, economic, and political conditions	3.62	0.54	well	1
6	Personnel responsible in the locality	3.58	0.43	well	2
	To include	3.56	0.42	well	

CONCLUSION AND FUTURE WORK

CONCLUSION

Personal characteristics of people in Mae On District Chiang Mai, including people in Mae On district Chiang Mai Province Most of them are 196 women, 51.57% and 184 males accounting for 48.43%, aged 31-40 years, 108 people accounting for 28.42%, with 168 undergraduates accounting for 44.21 percent, there are 105 farmers, representing 27.63 percent and income 10,001-15,000 baht, 138 people, representing 36.62 percent.

Summary of public opinion analysis on health tourism policy implementation of Ban Mae Kampong, Mae On District, Chiang Mai Province The results show as follows

Public opinion on the health tourism policy implementation of Ban Mae Kampong, Mae On District, Chiang Mai Province, overall, is at a high level. When considered in each

aspect, it was found that in the high level in all 6 aspects, namely, social, economic and political conditions, had the highest mean, followed by the person responsible in the locality. Policy objectives and standards Policy resources Communication between various organizations and the qualifications of the agencies with the lowest mean with details as follows

- In terms of society, economy, and politics, the overall picture is at a high level. When considered individually, it was found that in the high level, all 5 items, in order of average order from highest to first 3, as follows: The implementation of the health tourism policy of Ban Mae Kampong of Mae On District, Chiang Mai Province Help develop the career of the people in the community as well. The highest average was followed by people in the community to cooperate in bringing health tourism policies. Implementation of the health tourism policy in Mae Kampong village, Mae On District, Chiang Mai Province Causing the people in the community to increase their incomes And local government organizations to promote and support the implementation of the health tourism policy of Ban Mae Kampong of Mae On District, Chiang Mai Province, with the lowest average

- The person in charge is overall at a high level. When considering each item, it was found that there were 3 items in the high level and 1 item in the middle level, in order of the average of the first 3 items as follows: The responsible personnel concentrated on working in health tourism. The highest average was followed by the responsible person with knowledge and ability in implementing health tourism policies. The responsible personnel is well versed in the field of health tourism. And the responsible personnel have a strong intention to work in health tourism as well with the lowest average

- The overall objectives and standards of the policy are at a high level when considered individually, it was found that all 4 items were at the high level, in the order of the first 3 highest-ranked average, as follows: The objectives of the health tourism policy were to clearly target both quantity and quality. The highest mean was followed by the standardization of health tourism policy implementation. The objectives of the health tourism policy are easy to understand. And the standardization of tourism policy implementation Health-related practices in accordance with the context of Ban Mae Kampong, Mae On District, Chiang Mai Province With the lowest average

- The overall policy resources are at a high level. When considered individually, it was found that in the high level, all 5 items, in order of average order from highest to first 3, as follows: There is sufficient budget for implementing the health tourism policy. With the highest average, followed by new management techniques that are up-to-date in applying health tourism policies Have equipment Tools Technologies used in implementing health tourism policies sufficiently and have enough buildings and implementing health tourism policies with the lowest average

- The overall communication between various organizations is at a high level. When considered individually, it was found that there were 4 items in the high level and 1 item in the middle level, in order of the average of the first 3 items as follows Well The highest average was followed by the executives with good methods of communicating with the employees about the health tourism policy program. Communication between various organizations Related to the implementation of the health tourism policy, implementation is very convenient and fast. And the administrators of Huay Kaew Subdistrict Administration Organization ability to clearly communicate with staff on health tourism policy plans and be able to act correctly. With the lowest average

- The overall qualifications of the department are at a high level. When considering each item, it was found that the level of all 5 items was ranked by the average from highest to lowest, as the first 3, as follows: The executives and employees had good unity in implementing the health tourism policy. The highest mean was followed by the executives

with knowledge and ability in implementing the health tourism policy. The employees were well knowledgeable in implementing the health tourism policy. And the management and staff are volunteering in implementing the health tourism policy. With the lowest average

Results discussion

From the study of public opinion on the introduction of health tourism policy to the Ban Mae Kampong Municipality, Mae on, Chiang Mai, Thailand. Can be discussed as follows:

Public opinion on the introduction of health tourism policy to the ban Mae Kampong municipality Amphoe Mae on, Chiang Mai is a very high level. It is considered to be a top 6 level of social, economic and political conditions. Local responsible personnel and the standards of the resource policies, communication policies between the organization and the qualifications of the agency, maybe due to the purpose of the health tourism policy, defined by both quantity and quality. The budget used to apply the health tourism policy is sufficient. The management has the ability to provide detailed information on health tourism policy schemes as well. Executives and employees are a harmonious development of the people's career in the community, and the responsible personnel is committed to working in accordance with the study of Siriwadee Wongwatcharaphon. [8]. A study of the development of motivation for elderly health tourism Case study: The Mission Wellness Center Muaklek Province Saraburi with three main objectives is to study the elderly's motivation for health tourism to study the potential of the Mission Wellness Promotion Center, Muaklek province, Saraburi to support the group of tourists. It is a place for health and rehabilitation activities to the elderly visitor's group by collecting information with tourists who come to visit the Mission Health Promotion center, Saraburi province. 196 people, family groups or government agencies, which provide cost-paid support to the elderly in providing access to the service at the Mission Health Promotion Center. The total of 2 people and the staff of the Wellness Center, 2 people, including 200, the results of the analysis showed that the health travel of this sample is a first-time local health tourism trip, with an acknowledgment of the Serim delivery Center through a higher-than-government-aware communication through communications from other channels. A study of information on the health tourism incentives of the elderly and the potential of the center of the user. The motivation side finds a lot of overall levels.

FUTURE WORK

From the study of public opinion on the implementation of the health tourism policy of Ban Mae Kampong, Mae On District, Chiang Mai Province The study suggests the following opinions in various fields:

1. Suggestions from studies

1.1 Policy objectives and standards Overall, it is at a high level. However, Huay Kaew Subdistrict Administrative Organization, Mae On District, Chiang Mai Province Should set standards for implementing health tourism policies In accordance with the context of Mae Kampong's house

1.2 Policy resources The overall picture is at a high level. However, Ban Mae Kampong, Mae On District, Chiang Mai Province Should have enough buildings and facilities with the implementation of health tourism policies

1.3 Communication between various organizations The overall is at a high level. However, the administrators of Huay Kaew Subdistrict Administration Organization Should have the ability to communicate with staff about the health tourism policy program clearly and correctly

1.4 Qualifications of agencies The overall is at a high level. However, administrators and staff of the Huay Kaew Subdistrict Administration Organization Should have good volunteers in implementing the health tourism policy

1.5 In terms of society, economy, and politics as a whole, it is at a high level. However, local government organizations should support and support the implementation of the health tourism policy of the Huay Kaew Subdistrict Administration Organization.

1.6 The responsible personnel, in general, is at a high level. However, the responsible person should concentrate on working in the field of health tourism.

2. Proposals for further studies

2.1 There should be a study of public opinion on the performance of local government agencies in Mae On District Chiang Mai Province

2.2 should study the evaluation of the health tourism policy of Ban Mae Kampong, Mae On District, Chiang Mai Province That has to work

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