

# A Model Of Value-Added Health Tourism Logistics Management To Conform With Eastern Economic Corridor (Eec) Context

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## Abstract

The objectives of this study were: 1) To study the context and situation of tourism logistics route management in the EEC region based on wellness tourism development; 2) To study the factors, conditions, problems, and support of tourism logistics route management in the EEC based on wellness tourism development; 3) To create a value-added model in the logistics management of wellness tourism with the development context of the EEC area. This research adopted a research model that combines both qualitative and quantitative research. Quantitative research uses an experimental research method. The main informant groups are tourists, tour operators, and personnel in the wellness tourism industry in the area of the EEC, which can be utilized tangibly through modern digital technology media. The research results showed that wellness tourism in the EEC area that can attract most tourists needs improvement in cleanliness, safety for the life and property of tourists, and be ready to prevent transmission from the coronavirus disease 2019 outbreak. In addition, the environment of wellness tourism attractions must be attractive. Personnel in the wellness tourism industry must be able to provide adequate services. These issues are consistent with factors that support, promote, and hinder the development of wellness tourism attractions in the EEC. Moreover, the value-added model of wellness tourism logistics management is in line with the development context of the EEC. It is necessary to have access to the components of wellness tourism in their entirety and be safe from the outbreak of coronavirus disease 2019.

**Keywords** Model, Tourism Logistics Management, Wellness Tourism, Eastern Economic Corridor (EEC)

## Introduction

Many various forms of tourism are populated by Thai and foreign tourists' favorite travel such as Eco-Natural tourism, Cultural tourism, and Leisure tourism. However, one of the favorite tourism styles that are most popular and become the new purpose of tourism is Health Tourism and becomes the main purpose of the government since 2015 which is a tourism industry in the field of health activities as well. For example, the

assessment to get through the health services which restore the body from illness or the emphasis on disease treatment which maintains the physical and mental health as the main objective, (Chantrapornchai & Choksuchat, 2016). The purposes of the tourists' health tourism trips are 1) tourists who want to come and visitable to explore the tourist attraction for recreation, 2) tourists who desire to seek new health treatment experiences, (Blackwell, 2007). In addition

from Gelbman (2019) shows that the tourist traveling can alleviate the conflict and create stability in the area based on the new trend of traveling which is currently become very popular worldwide, thus Thailand can take this advantage to take part as a supporter from their uniqueness and diverse and been accepted by the tourist around the world for the high potential in the availability of the resources of tourism medical services with low cost of services if compared to the neighboring countries, such as Thai traditional medical, spa and health clinic, etc, (Teeranon, 2018), besides, Thailand is the best reputation for supporting for any kind of service from high-class to the general class of tourists as well. This is because of the use of wisdom according to the guidelines and science in traditional health care which is used as part of the health service itself, (Khongharn & Prompanit, 2017), consequently, both Thai and foreign tourists who are interested in health tourism will choose Thailand as the destination for recreation and health tourism service and continually expand the service's reputation in global and attract to the tourist people in the larger group who can pay from their high power of payment as well.

Therefore, the government has been assigned to the Ministry of Public Health as the main agency in the administration of health tourism. It is consistent with the principles of the 12th National Economic and Social Development Plan (2017 – 2022) (Office of the National Economic and Social Development Council, 2016) and divided the services in each categorized as 1) Health Healing Tourism or Medical Tourism, it is a form of traveling to visit the natural attraction which is attached to the program of occupational therapy for Health Medical, 2) Health Promotion Tourism, it is a traveling to visit the natural tourist attraction, emphasis on the cultural learning for leisure and travel to the hotel, resort, or health care center, to join the carry-out health promotion activities in the area.

Tourism development and promotion is one part of the sub-programs under the Eastern Economic Corridor Development Plan (EEC) to achieve the objective of raising the quality of tourism in Chachoengsao, Chonburi, and Rayong provinces towards world-class tourism to support high-income tourists and health tourism group in Pattaya and Sattahip district, and Rayong province as the main tourism circle ring, and expanding to the nearby province as Chachoengsao province where is a cultural attraction and natural attraction, together with expanding to other groups of tourist attractions to generate higher income to people in the local area. From this project, the government and tourism department plan to develop the principle of logistics and transportation to be connected with the transportation system and tourist attraction in the area together for easy to reach the facilitating travel, speed, and safety tourism personnel development program and plans to build up the confidence in safety to the tourists either to create an image of a tourist attraction transportation or the confidence in tourism safety for the people tourist and investors both domestically and internationally as well. (The Eastern Economic Corridor Policy Office, 2019)

Thus, creating the value-added models for tourism logistics management which is in line with the Ministry of Tourism and Sports Strategic Plan No. 4 (2017 – 2021), will be one part of the approaches to formulate a model of tourism logistics management which is suitable for the Eastern Economic Corridor area (EEC) and stimulate the model of tourism integration created, which is a combination of culture, traditions of the community and the existing tourist attractions together with the inclusion of health activities for creating a new style of tourism which is based under the strength of the community to maintain itself uniqueness and community health service identity and the attraction of tourists to travel sustainably. As the result, the community will be able to

manage tourism routes cost-effectively, creating the added value based on the development of health tourism which leads to a form of tourism logistics management in the Eastern Economic Corridor (EEC) and able to develop the health tourism in the end.

### **Methodology**

The descriptive research method has the design to use both quantitative research and qualitative research to collect the data from many channels for checking and confirming the correction of data by performing the following step as follows:

State 1: The study of the current condition

By setting up a conceptual framework for research by studying documents, concepts, theories, and research related to tourism logistics management in the Eastern Economic Corridor (EEC) based on the development of health tourism. This is informative to conduct research and define a framework for creating semi-structured questionnaires and interviews. (Semi-Structured Interview). Information, which has been used for building a tourism logistics management model in the Eastern Economic Corridor (EEC) area, is based on the development of health tourism.

State 2: An analysis of supporting factors and obstructing factors of tourism logistics management in the Eastern Economic Corridor (EEC) based on health tourism development. The researcher analyzed the data where obtained from the questionnaires and interviews in State 1, by determining the supporting and obstructing factors in the management of tourism logistics in the Eastern Economic Corridor (EEC) based on the development of health tourism and providing information for building up a tourism logistics route in management model in the Eastern Economic Corridor (EEC) based on health tourism development.

State 3: Model Formation

The researcher uses the technique of Ethnographic Delphi Future Research (EDFR) which is the mixed research technique between Ethnographic Future Research (EFR) and Delphi. EDFR will create a tourism logistics route of management model in the Eastern Economic Corridor (EEC) based on the development of health tourism.

State 4: Format Development

Format development will be considered from a model of the synthesis of study, concepts, theories, and other related research results studied in the field of conditions and problems in tourism logistics management in the EEC area. By organizing a forum discussion to confirm the model created by the researcher including assessing the suitability and feasibility of the model through Focus Group Discussion of experts. The selection of qualified experts in 4 specific groups are 1) a group of people working in the Eastern Economic Corridor (EEC) area, 2) a group of experts and academics, 3) a group of workers in tourist attractions in the Eastern Economic Corridor (EEC) consisting of tourism attraction manager and staffs in tourist attractions area and 4) tourist groups who use tourist attractions services to analyze and synthesize the data for further improvement and development.

State 5: Route Testing

Once the format of tourism logistics management has been completed, the researcher starts the testing by doing the route test in one place for one province and together linked the route way covered in 3 provinces to collect the data to make the development format more complete.

State 6: Model Presentation

After completing a tourism logistics management model, the researcher will create an online media instrument (Application) and present it to the group of policymakers in tourism management, the Ministry of Tourism and Sports.

This research is designed to use Mixed Method Research to conduct research that consists of quantitative research and qualitative research by using a quantitative research approach as the main study and using qualitative research methods to support the research findings to complete the information obtained and give a credible answer to research questions.

### **Research Tools**

The researcher creates their research tools to be consistent and directly through the research's objectives as

1. Tools are used to study the context and conditions of tourism logistics route management in the EEC area based on the health tourism management in the current situation by conducting the research questionnaire to interview the Thai tourist who comes for travelling in the EEC area about the tourism logistics route management based on health tourism development

2. Tools are used to analyze the supporting factors and obstructing factors of tourism logistics management in the Eastern Economic Corridor (EEC) based on the development of health tourism. In this research study, to receive the correct data and real answers which covered all the research's objectives, the researchers used several techniques to obtain facts in the health tourism industry studied as well as to reduce the gap between the researcher and the target group to have more opportunities for a closer relationship. This is a result of the Qualitative Research technique which helped to discover the researched documents and used in-depth interviews as a tool to study and collect data.

### **Data Analysis**

1. For qualitative data, the researcher used descriptive statistics to analyze the data, such as the statistic used to analyze the percentage, mean, and standard deviation.

2. For quantitative data, the researcher used the descriptive method of data analysis

(Descriptive Research), by analyzing the collecting data from the questionnaire and conducting a preliminary analysis by categorizing them in an orderly manner according to the plot and then summarizing it as a guideline for further analysis and further information. After that, additional information was collected in the incomplete parts by re-interviews on some points that were useful for more data analysis and analyzing the data one more time to get the most accurate and true data and using triangular data quality for checking.

### **Results**

According to the research subject "The Value-added model of health tourism logistics management in accordance to the context development", the researcher team divided the research result into 3 parts which are 1) the context study and the tourism situation in route management, including studying of the problem of factors, 2) the supporting of tourism logistic route management, and 3) creating a model to add the value-added in logistics management for health tourism which is consistent with the development context of the Eastern Economic Corridor (EEC)

### **I. The surrounding the situation of tourism logistics route management in the Eastern Economic Corridor (EEC) are based on the development of health tourism**

This study is based on the development of health tourism, the data were collected from a group of 1,242 tourists who traveled to health tourism sites in the Eastern Economic Corridor (EEC) area.

The research study found that most of the tourists are female rather than male. The average age of health tourists are in the working-age at 45.4% and had been employed by private companies with an average income of 20,001 - 30,000 Baht per month and hold Bachelor's degree in education background. Mostly, they are

living in Bangkok Metropolitan and travel for recreation by private car during the weekend through the year. In terms of public relations searching, most of them search the information by using the Internet on any devices, including television and radio ads.

This research study also found that the tourists who travel to health tourism sites in the Eastern Economic Corridor (EEC) area have an attitude toward health tourism logistics management consistent with the development context of the Eastern Economic Corridor (EEC) were at the highest level, with the mean ( $\bar{x}$ ) = 4.60, Standard Deviation (S.D.) = 0.63. However, when intensively considering each part, it found that the tourist attractions in Chonburi, Rayong, and Chachoengsao provinces had to urgently process to improve the cleanliness of tourist attractions to support the needs of health tourists, with an average value of ( $\bar{x}$ ) = 4.81, S.D. = 0.51 (Highest Level). Second, the development of safety in tourist attractions to meet the needs of health tourists, with an average value of ( $\bar{x}$ ) = 4.78, S.D. = 0.48 (Highest Level). Third, the development should be ready to prevent infection/transmission from the outbreak of the Covid-19 virus or other epidemics, with an average value of ( $\bar{x}$ ) = 4.74, S.D. = 0.55 (Highest Level). Forth, the development of tourist attractions environments to be beautiful, attractive, and able to support the needs of health tourists, with an average of ( $\bar{x}$ ) = 4.72, S.D. = 0.60 (Highest Level). Lastly, the development to provide efficient service (quick, accurate, accurate), with an average value of ( $\bar{x}$ ) = 4.71, S.D. = 0.51 (Highest Level), respectively.

To be able to answer Objective 1, the study the surrounding the situation of tourism logistics route management in the Eastern Economic Corridor (EEC) area based on the development of health tourism which is a study from the overview and needs of tourists traveling in health tourism destinations in Chachoengsao, Chonburi and Rayong provinces found that tourists mostly pay

attention to cleanliness, and the security of their lives and property and free from various germs as well. This is also consistent with the Amazing Thailand Safety & Health Administration (SHA), a certification of the standard of cleanness and safety by the Tourism Authority of Thailand by the Ministry of Tourism and Sports in cooperating with the Ministry of Health and both government and private agencies in the tourism industry. Thus, in the second objective, to study the problem factors and support of tourism logistics route management in the Eastern Economic Corridor (EEC) area, based on the development of health tourism, the research team has conducted interviews with observations in established tourism entrepreneurs who already passed the Amazing Thailand Safety & Health Administration (SHA) assessment of hygienic safety standards.

## **2. Factors of the problem's conditions for supporting the tourism logistics route management in the Eastern Economic Corridor (EEC) area based on the development of health tourism**

To do the research study, an analysis of data from interviews with tour operators and human resources in the health tourism industry in the area of Chachoengsao, Chonburi, and Rayong provinces, it was found that

### **2.1 The strengths of health tourism destinations in Chachoengsao, Chonburi, and Rayong provinces are as follows:**

- There are many tourism staff stationed at health tourism sites who served the tourist at all classes with a service mind that is able to make an impression on them
- There have been organized an annual variety of activities in the community and invite the tourist to participate every year, such as the Wan Lai tradition, Luang Pho Sothon Worship Festival, Lam Mountain

Tradition, Sunthorn Phu Day, and the Ban Phe Beach Festival in Samet Island, etc, while some activities are organized weekly such as walking street in any area, including international sporting events such as marathons running and cycling and others which are activities that support health tourism in the area as well.

## **2.2 The weakness of health tourism destinations in Chachoengsao, Chonburi, and Rayong provinces are as follows:**

- The image and the channel of tourism public relations still do not get in touch with people as they should be.
- Lack of good management of road traffic and insufficiency of public utilities.
- The cleanliness of the place is still out of standard, including the strategy to build up the confidence of the tourist.
- Dust pollution can be affected the resident and tourists in the area whether it is harmful to the lower respiratory system or other health problems as well as the problem of food contamination.
- A local tourism staff still lacks of communication skills in foreign languages.
- Tourism establishments still lack of knowledge, understanding, and experience to be a successful and sustainable business administration, including setting up business policies and strategies.
- Public relations on accessibility to tourist attractions and connection to health tourism sites.

## **2.3 Opportunities for health tourism destinations in Chachoengsao, Chonburi, and Rayong provinces are as follows:**

- The area in the Eastern Economic Corridor (EEC) has many beautiful attractions that make it possible to attract and convince tourists to visit.
- The area in the Eastern Economic Corridor (EEC) has an advantage in terms of location because it is not far from Bangkok and close to Suvarnabhumi Airport which foreign tourists easy to travel.

- The government supports the provision of public health safety measures combined with the quality service standards of various establishments. This is to create confidence and satisfaction for tourists.

## **2.4 The obstruction of health tourism destinations in Chachoengsao, Chonburi, and Rayong provinces are as follows:**

- Thai tourists still lack of awareness in the health-loving trend which caused the tourists who come to travel to be more foreign tourists than Thai people. This is because health tourism is more expensive than other kinds of tourism.
- Images related to politics especially the political turmoil will affect the tourism of both foreign tourists and Thai people to travel.
- An uncertainty of Government policy, affected entrepreneurs are unable to plan their business operations in advance, causing many problems within the establishment, such as lack of financial liquidity make reducing or laying off employees, etc.
- The announcement of the government's policy on epidemic control is not conducive to the establishment and uncertainty, causing establishments to be unable to open as usual.
- With an economic downturn, causing tourists rarely spend money.
- Not fully opening the country caused a low number of foreign tourists which are the main group of tourists in health tourism.

## **3. A suitable model for creating value-added in the logistics management of health tourism consistent with the development context of the Eastern Economic Corridor (EEC)**

### **3.1 Health tourism attractions in Chachoengsao Province**

Set up a suitable model for creating value-added in the logistics management of

health tourism consistent with the development context of the Eastern

Economic Corridor (EEC) in Chachoengsao Province. Shown in Tables 1-2

**Table 1:** A model for creating value-added in logistics management for health tourism consistent with the development context of the Eastern Economic Corridor (EEC) in Chachoengsao Province.

Location	CT1	CT2	CT3	CT4	CT5
CT1	0.0	2.4	11.5	14.0	37.1
CT2	2.4	0.0	10.4	15.6	33.8
CT3	11.5	10.4	0.0	17.4	43.3
CT4	14.0	15.6	17.4	0.0	50.9
CT5	37.1	33.8	43.3	50.9	0.0

**Table 2:** Tourism routes to create value-added in logistics management of health tourism consistent with the development context of the Eastern Economic Corridor (EEC) in Chachoengsao Province.

Route way Analysis	Total Distance (Kilometer)
CT4 - CT1 - CT3	28.2
CT5 - CT2 - CT3 - CT1	61.3

### 3.2 Health tourism attractions in Chonburi Province

Set up a model suitable for creating added value in the logistics management of health

tourism consistent with the development context of the Eastern Economic Corridor (EEC) area in Chonburi province. Shown in Table 3-4

**Table 3:** A model for creating value-added in logistics management for health tourism consistent with the development context of the Eastern Economic Corridor (EEC) in Chonburi Province.

Location	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	C12	C13
	0.0	5.9	34.5	23.3	31.0	48.2	31.8	14.1	11.6	97.3	8.7	5.7	4.1
C2	5.9	0.0	36.2	28.0	29.4	46.5	30.1	12.5	15.5	99.0	3.7	10.7	2.9
C3	34.5	36.2	0.0	44.2	5.6	46.9	33.5	18.1	19.3	70.2	29.2	35.4	32.8
C4	23.3	28.0	44.2	0.0	44.1	82.9	60.3	33.4	32.8	97.8	29.1	18.1	25.6
C5	31.0	29.4	5.6	44.1	0.0	51.8	38.4	23.0	25.7	67.9	34.1	40.2	35.6
C6	48.2	46.5	46.9	82.9	51.8	0.0	18.7	44.2	42.1	66.0	47.0	53.2	48.6
C7	31.8	30.1	33.5	60.3	38.4	18.7	0.0	27.4	30.4	79.1	30.3	36.5	31.9
C8	14.1	12.5	18.1	33.4	23.0	44.2	27.4	0.0	3.0	80.9	15.0	18.7	14.3
C9	11.6	15.5	19.3	32.8	25.7	42.1	30.4	3.0	0.0	86.6	6.5	11.8	8.4

C10	97.3	99.0	70.2	97.8	67.9	66.0	79.1	80.9	86.6	0.0	95.4	102.0	97.9
C11	8.7	3.7	29.2	29.1	34.1	47.0	30.3	15.0	6.5	95.4	0.0	12.6	5.1
C12	5.7	10.7	35.4	18.1	40.2	53.2	36.5	18.7	11.8	102.0	12.6	0.0	9.4
C13	4.1	2.9	32.8	25.6	35.6	48.6	31.9	14.3	8.4	97.9	5.1	9.4	0.0

**Table 4:** Tourism routes to create value-added in logistics management of health tourism corresponds to the development context of the Eastern Economic Corridor (EEC) area in Chonburi Province.

Route way Analysis	Total Distance (Kilometer)
C3 - C9 - C8 - C12 - C13 - C7 - C2	302
C4 - C2 - C6 - C10	155
C5 - C9 - C8 - C1 - C12 - C14	50.4

### 3.3 Health tourism attractions in Rayong Province

Set up a suitable model for creating value-added in the logistics management of health

tourism corresponding to the development context of the Eastern Economic Corridor (EEC) area in Rayong Province, shown in Table 5-6

**Table 5:** A model for creating value-added in logistics management for health tourism consistent with the development context of the Eastern Economic Corridor (EEC) area in Rayong Province

Location	R1	R2	R3	R4	R6	R7	R8
R1	0.0	46.5	18.4	30.8	39.1	57.2	59.7
R2	46.5	0.0	64.3	80.0	21.9	18.9	13.8
R3	18.4	64.3	0.0	31.8	56.2	74.4	56.0
R4	30.8	80.0	31.8	0.0	71.7	89.8	92.3
R6	39.1	21.9	56.2	71.7	0.0	19.4	34.6
R7	57.2	18.9	74.4	89.8	19.4	0.0	27.9
R8	59.7	13.8	56.0	92.3	34.6	27.9	0.0

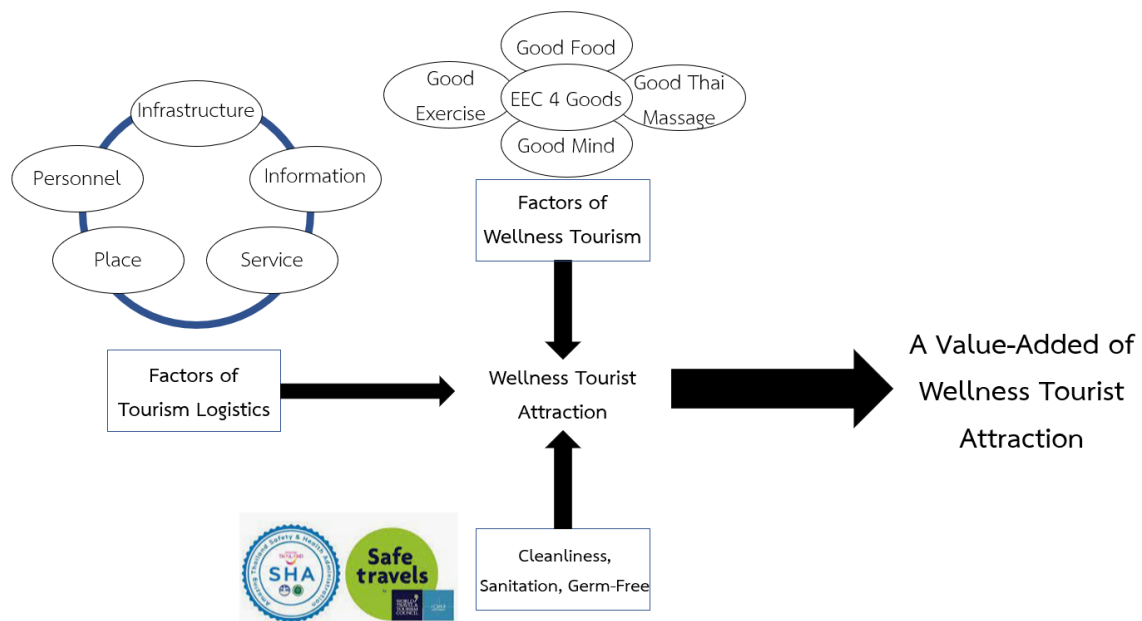
**Table 6:** Tourism routes to create value-added in logistics management of health tourism corresponds to the development context of the Eastern Economic Corridor (EEC) in Rayong Province.

Route way Analysis	Total Distance (Kilometer)
R4 - R1 - R6 - R7	89.3
R3 - R1 - R6 - R8 - R2	109



The research results have found have the important factors affecting the value-added logistics model are not an important component of tourism logistics theory, which are physical flow, information flow, service, place, and personnel (People) only, but the good health tourism must meet all the elements of the health tourism goals that tourists want to have a good health experience also, for example, an ingredient of healthy foods, health therapy, health exercise, and health for mind relaxation. These are affected by the pandemic situation of coronavirus disease 2019 (COVID 2019)

which has affected re-management in terms of cleanliness, sanitation, and germ-free until it's become widely discussed. Thus, the Amazing Thailand Safety & Health Administration (SHA), a certification of the standard of cleanness and safety, has been set by the Tourism Authority of Thailand by the Ministry of Tourism and Sports in cooperating with the Ministry of Health and both government and private agencies in the tourism industry, and it becomes another standard that health tourism destinations should have which is shown in Picture 1



**Picture 1: A model for creating value-added in logistics management for health tourism corresponding to the development context of the Eastern Economic Corridor (EEC) area**

## Discussion

1. Cleanliness, hygiene, safety, and new normal style of service

In terms of cleanliness, it is the most important thing for both service providers and tourists receiving services. This is because, at present, although the number of people infected with the Coronavirus Disease 2019 (COVID 2019) has decreased, the government has periodically lent relief measures, causing the tourism in Thailand turns to wake up to the prevention of communicable diseases, safety and hygienic

services are important measures that all sectors. For the Tourism industry, it is necessary to pay the attention to welcoming the tourist after the traveling season return. Thus, to be well prepared, there is very important for Thailand to accept the tourist a NEW Normal style, by raising the level of tourism measures in conjunction with public health and intensive pay attention to cleanliness, hygiene, taking into account various factors to be able to reduce the risk of spreading COVID-19 that may come back to spread again, including build up the confidence for tourists to be confident to

make them feel secure while traveling in Thailand.

## 2. Infrastructure

A quality infrastructure affects the travel decisions of tourists in the Eastern Economic Corridor (EEC) area because if it meets the specified standards and can be used effectively, it will result in the safety of tourists as well. This is consistent with a research study by Latiff and Imm (2015) found that travelers feel safer when treated to quality hotel services with reasonable prices, including having an internet system that can connect quickly as well as a transportation system that is convenient to catch on the bus or rented a car. This is also consistent with a research study by Mihajlović and Krželj-Čolović (2014) and Joewono and Kubota (2006) claimed that the public transport system is necessary for both the community and the tourists. A good public transport system can create safety for people in the community such as hotels, accommodation, restaurants, and tourist attractions as well as providing services at a reasonable price is very important in deciding to travel to various tourist attractions. In addition, for more convenience of the infrastructure, the tourists also need the basic necessary safety support systems, in the area, should have adequate security support systems in place, such as the adequacy and effectiveness of surveillance cameras, street lights, and other facilities for tourists, such as car parking area, paths for the disabled people, toilets, etc. This is because all of these facilities will affect the safety of tourists as well. This is consistent with a research study by Carli (2008) that shows that surveillance cameras can help the tourists away from the criminals as it is an effective technology in ensuring the safety of tourists also. In addition, the research study by Amir et al (2015) claimed that female tourists who travel at night feel insecure about accidents and things around them but the CCTV will be the only thing that can be safe while traveling at night.

## 3. Foreign language skills development

Many tourism establishments in the Eastern Economic Corridor (EEC) area similarly shared their comments that the foreign language skills that are often used to communicate or have a conversation mostly about greetings, asking the directions, asking for prices, ordering food, and asking about the place to go, etc. Therefore, training in foreign language communication skills for the tourism industry is one thing that should be provided to enhance such language skills and able to present the sentences and vocabularies that they should know as well as a sample short conversation for each situation that may happen and also build up the role-play activity for practicing in advance how to communicate with the foreign tourist. This can help to improve their communication skills and to practice using language in various situations, including practicing thinking skills for analyzing and solving problems in order to be ready to cope in real situations. However, this practice of foreign language skills should be a simple, short, concise, and informal language as the tourists will need a quick response to the situation which is consistent with a research study by Robbins and Coulter (1996) stated that the most effective of communication is verbal communication which has the advantage of being fast and able to get instant feedback. This is also consistent with a research study by Brown (2014) claimed that the improvement of the efficiency of communication is ease by using language that should be easy to understand and should not be complicated. As such, when the staff of tourist attractions in the Eastern Economic Corridor (EEC) area has the ability to communicate actually in foreign languages with tourists, this will allow tourists to get to know the context of that community or society, besides, it also helps publicize tourist attractions in their area with impressive and build up the reputation to attract more tourists to visit. As a result, the community will

become stronger and have a better quality of life respectively.

#### 4. Political events and the security

Once the insecure political raise up in the country, such as protests or kidnapping, it will affect the atmosphere of traveling for uncomfortable, and insufficient security. Sometimes, if the situation is severe, there may be a country closure, border closure, or a ban on returning to other countries, which will result in tourists feeling insecure and it hard to travel, certainly, trip cancellation will be the final option for the tourist. This is because traveling in Thailand could be a high risk from this internal insecure situation in the country. This is consistent with a research study by Mingsan Khaosa-ard (2006) urged that domestic turmoil events will have a relatively small impact at first but tend to be increased if happen again as the third incident which is affected to increases the high-risk of tourism.

#### Conclusion

A model consistent with the development context of the Eastern Economic Corridor (EEC) after the coronavirus disease 2019 (COVID 2019) crisis requires the management of sanitary safety standards. Currently, in Thailand, the Amazing Thailand Safety & Health Administration (SHA) safety standards have been put forward by the Tourism Authority of Thailand in cooperation with the Ministry of Tourism and Sports, Health Department, and government and private agencies to create new standards of safety to ensure the safety and security to the tourist while they are on traveling in Thailand. In addition, nowadays, most people are interested in health-loving trends, and this becoming widely discussed has affected health tourism destinations' need to manage the components of the health tourism goals that tourists need to have a good health experience such as healthy food ingredients, health therapy, healthy exercise, and health to relax the mind which are the important

factors for adding to the tourism logistics management discussed from the past.

#### Suggestions for applying the research results

Regarding the research on the Value-added model of health tourism logistics management that corresponds to the development context of the Eastern Economic Corridor (EEC) area. The researcher has a few suggestions for doing the next research as follows:

1. Security Part, there should be aware of the safety of health and hygiene standards based on the policy of Communicable Disease Prevention as well as the tourist attractions should be submitted for certification of safety and hygiene standards. This is to increase the confidentiality of the tourists as well.

2. Facilitation Part, washroom, parking area, and other facilities should be fully provided and all basic infrastructure such as roads, electricity, telephone systems, and internet signal should be developed to be more and better than it is now. As if these infrastructures are not been developed, it will not encourage the tourists to travel and may make them not travel or not come back again. In addition, there should be a responsible agency in the local area to survey the needs of the community as well as the readiness to improve the capacity and to develop routes and health tourism in the area of the Eastern Economic Corridor (EEC) for joint development in the future.

3. Human resources for service personal part, there should be more training for personnel in health tourism and foreign language skills. This is to prepare to communicate with the foreign tourists as well as to make personnel aware of the importance of having a service mind. Moreover, training courses for operators in tourist attractions should be developed to increase efficiency in tourism management and to fill knowledge, and understanding, as well as to give experience in business management to make

tourism attractions successful and sustainable. Thus, there should be ongoing rehabilitation training due to various situations always keep changing all the time, including the external factors that cannot be predicted as well.

4. Activities and connectivity of health tourism destinations part, there should be more diversified activities and participation in the community as it can be an option for tourists to participate the activity as a group such as family traveling style, youth or friend traveling style, women's traveling style, and the quality group of tourist traveling, etc.

5. Public Relations Part (PR), there should be more PR to promote the tourist attraction for health tourism, by an emphasis on health service as uniqueness. This will be able to present as a selling point or draw out the potential to show more tourists as well as preparations to support new coming tourists as well.

6. Public Relations Channel Part, there should be more public relations channels in accordance with the lifestyle of the new tourist group today and to encourage tourists to study information and understand more about tourist attractions, especially health tourism destinations along with the presentation of tourism marketing strategies that attract tourists.

7. Cultivating the mindset of awareness part, tourism operators should create a mindset of awareness or encourage employees to participate and feel ownership. This is to maintain quality and service standards, which will impress customers and make customers come back to use the service again.

8. Part of pollution prevention and dust pollution in the Eastern Economic Corridor (EEC) area, although dust pollution is within the standard, but its trends to be higher from the increasing of traffic pollution and construction pollution that we should be closely aware by installing a mobile or permanent air quality monitoring system in

such areas. Besides, the relevant agencies at the local and regional community level should have policies in place for the prevention and resolution of air pollution. There may also be a campaign about speed limits in different areas and make people aware of the dangers of dust including avoiding and protecting yourself from dust, etc.

9. The impacts of political and safety of tourists' life and properties part, the tour operator should clarify the situation and adjust their own business strategies to be ready to deal with any unexpected situation that may happen as well as the government and agencies involved should have to speed up to create a political image, especially the political turmoil in order not to affect the tourism of foreign tourists such as assessing the assembly situation, controlling the assembly to be in the designated area, prohibition of gatherings on traffic routes and in places that are important to the travel of tourists. This is to create an image and confidence about the safety of the foreign tourists as well.

### **Implication**

1. Stakeholders are aware of the context and current implementation of tourism logistics route management in the Eastern Economic Corridor (EEC).

2. Local entrepreneurs and related agencies are aware of the problems and obstacles in the management of tourism logistics routes in the Eastern Economic Corridor (EEC) based on the current wellness tourism development for the benefit of planning various strategies in the future

3. Local entrepreneurs and related agencies can adopt a tourism logistics route management model in the Eastern Economic Corridor (EEC) based on the development of wellness tourism that is suitable for the community and the current conditions.

### **Recommendations for the next research**

Regarding the research on the Value-added model of health tourism logistics management that corresponds to the development context of the Eastern Economic Corridor (EEC) area. The researcher has a few suggestions for doing the next research as follows:

1. There should be a study and the development of a comprehensive management model in business services of the whole supply chain in the tourism industry. This is to see the feasibility and potential of the supply chain in the tourism industry as is it suitable for accepting tourists or not.

2. Tourism routes should be developed in various forms because, in the area of the Eastern Economic Corridor (EEC), there are many groups of tourists who are interested to visit Thailand for traveling. Therefore, various travel routes can attract many groups of tourists, and become part of their decision to select Thailand as their leisure destination in finally.

3. There should be analyzed the Strengths, weaknesses, opportunities, and obstacles analyzed before the development of health tourism routes in the Eastern Economic Corridor (EEC) areas for benefits and worthiness, including the negative effects that the community may experience before the development of a full health tourism route will happen.

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