Research title : Application of Digital Technology for Tourism Communities in Ranong

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**Abstract**

Application of Digital Technology for Tourism Communities in Ranong. And Health Tourism is a form of tourism that combines physical health and mental health. This is in line with Ranong's strategy to develop "Health Tourism" by the outstanding potential exists. The study focuses on investigating the potential of health tourism in Ranong Province. The very outstanding natural source of Ranong Province is its mineral hot water springs which areg Ruksavarin Hot Spring, Pornrang Hot Spring, Phulumphi Hot Spring, and Hadyay Hot Spring. The research evaluated tourist satisfaction in 3 aspects such as the overall satisfaction is 4.00 or high level of satisfaction; transportation satisfaction is 4.01 at high level, and satisfaction on facilities at 3.25 or at moderate level. The data based on health tourism in the province particularly on the medical tourism divided into two directions: 1. One day journey: Hat Yai route spring - spring Raksa Warin, 2. Two-day and one night outback trail with a brace spring Raksa Warin. The researcher, then, created travelling application namely “Rak-na Ranong” containing information on health tourism, travelling routes, restaurants, accommodations, souvenirs, and the cost depending on the tourists’ needs. Research instrument. Data analysis

Conclusion and discussion This part concluded the objectives and the results of this study. The study explored the needs and satisfaction of tourists and Ranong local people of 400 sampling including the interview of 10 related persons in the tourism industry. The 1st objective of the research is to investigate the potential on the health tourism in Ranong showing that most f the tourists are females. This can be explained that woman like to take care of their health and bodies. The results was in line with the study by Sunisa Pensub and Pawanrat saeng sirirote (2555) finding that most tourists visiting Raksawarin were female aiming to take mineral spring bath. They believe that taking mineral spring bath is good for both mental and physical health. This supported the study by Boonlert Jittangwattana and Pensiri Sikampa (2557) stating that the aim of the health tourism is to encourage good health, good quality of life, healing, and health rehabilitation. The result on the tourists’ satisfaction was at high level towards tourist attractions and transportation. This can be explained that Ranong has sufficient natural resources including national parks, mineral hot springs and waterfalls which are good for both physical and mental health. This was in line with the finding by Sunisa Pensub and Pawanrat saeng sirirote (2555) mentioning that Thai tourists visiting Raksawarin reporting high satisfaction in every aspect such as location, facility, and service personals. Moreover, the data from the interview showed that Ranong has high potential for health business. In addition, data from the interview presented high potential on health tourism due to high quality hot mineral springs, spas, health concern restaurants, and various accommodations including other tourist attraction areas such as Rattanarangsan Palace, Wat Ngao Temple, Ban Roipee Tiensua, Ranong Canyon, Namtok Ngao Water Fall National Park, Kraburi National Park, Suwankiri Wiharn Temple, and Waree Banpot Temple. Suggestions included tourist routes with hot mineral springs with good quality restaurants and souvenir shops. The informants suggested creating a travelling route covering various hot springs with sufficient good restaurants and souvenir shops. There should be variety of activities to create more interest together with more accommodations. Cost should include various types of accommodation, transportation, and personal expenses for tourists’ considerations. The 2nd objective was to create the health travelling routes in Ranong. It appears that the proposed routes are 2 models, i.e. 1) One day travelling route covers Haadyai and Raksawarin. 2) Rwo-day and one night travelling route covers Pornrang and Raksawarin. Each route passes interesting tourist attraction areas with variety of activities, restaurants, and souvenir shops. This supports the research by Sittha Kongsatsana (2552) finding in his study at Khonkaen that 2 models on health tourism should be of 2 types: 1) route and activities particularly on health tourism and 2) route and activities linking to other types of tourism. The 3rd objective was to create the model for health tourism in Ranong. The information was presented in the form of tourist application namely Rakna-Ranong providing tourist information particularly for health care, information for transportation, and travelling costs. This also supports the work by Somkiat Sormuean, Sakchai Jaidee, and Sompote Kasetpaisit finding in their study at Karnjanaburi that on the development of android application for tourists, the aspects to be considered should include: 1) information of the tourist attractions including videos for making decision, 2) input the selected destinations into the application to get the shortest route for travelling, and 3) define the position of the tourists during travelling making sure that they will not get lost. Android development tool was used to develop the application as a part of Eclipse Program controlled by Java to use the service of Google maps android API V.2 together with the geographic range and connected with internet from mobile equipment. Rational unified process was simulated in this study consisting of the following steps: 1) collect the tourists’ needs, 2) collect tourist attraction information in Karnjanaburi, 3) design and develop interactive user part such as presenting tourist attractions, 4) design and develop operation functions consisting of information of the tourist sites, select the tourist sites, choose the travelling routes, calculate distance, use geographical range of the equipment, tourist site arrangement according to graph theory, 5) develop the map management and display the tourist travelling routes, 6) test the operation functions and revision, and 7) test the application by 100 tourists in Karnjanaburi. The results showed that the developed application can operate accurately with the user’s satisfaction of 4.37 and SD 0.47. This can be concluded that the development on the health tourism reported many benefits. However, the satisfaction on using the application must be improved for further development.