

The Study of Behavior and Brand Awareness of Thailand Health Tourism Image Among Japanese Tourists

Duangdao Yoshida^{1*} Watcharin Chotchaicharin²

¹*Innovative Tourism and Hospitality Management, Thai-Nichi Institute of Technology, Thailand*

²*International Business Management, Thai-Nichi Institute of Technology, Thailand*

*Corresponding Author. E-mail address: duangdao@tni.ac.th

Received: 9 September 2019; Revised: 7 November 2019; Accepted: 27 November 2019

Published online: 25 December 2019

Abstract

The purposes of this study were 1) to study the data on demographic and behavior of Japanese tourists travelling to Thailand, and 2) to study brand awareness of Thailand health tourism image among Japanese tourists. This study used quantitative research methods. The quantitative questionnaires were collected from 385 Japanese tourists who visited Thailand. The questionnaires data analysis was based on the descriptive statistics. The study found that 1) the majority of Japanese tourists were male, aged 40-49 years, with educational background in undergraduate, full time employed with average monthly income, more than 500,000 yen, married, and, they visited Thailand more than 3 times. The factors affecting the decision on visiting Thailand were delicious food. The visitors searched for Thailand travelling data through internet. They traveled with family by package tour and they traveled during July - September. They spent more than 7 days in Thailand. Their experience in health tourism was Thai massage, and they would like to return to travel in Thailand again. 2) the factor with the highest point of brand awareness of Thailand health tourism image among Japanese tourists was that Thailand was a tourist destination for massage while Thailand was a tourist destination for onsen was less significant. The Japanese tourists with different genders, ages, and average monthly incomes had different overview opinions to brand awareness of Thailand health tourism.

Keywords: Behavior, Brand Awareness, Health Tourism, Thailand, Japanese Tourists

I. INTRODUCTION

Thailand is one of the countries which focuses on developing and promoting tourism. In recent years, the trend of tourists who were interested in health tourism was increasing continuously (Ministry of Tourism and Sports Situation and trend of tourism, Ministry of Tourism and Sports, 2012). Bangkok was one of the main tourism destination cities which was the world most visited city, accounted for 21.9 million visitors (Mastercard, 2018). Moreover, it was also one of the main health tourism destinations of Thailand. From a message found in the inscription on the Ram Khamhaeng stele showed that a way of health care and treatment was Thai traditional massage, and the similar message was also showed in the inscriptions of Wat Pho, officially named Wat Phra Chetuphon Vimolmangalkararm Rajwaramahaviharn. This temple was considered the first public university of Thailand and a center for traditional Thai massage. Wat Pho was listed UNESCO's Memory of the World as a documentary heritage for Asia and Pacific Region in 2008 and had been recognized as Memory of the World Program in 2011. Besides Thai massage, one of the most popular leisure activities in Thailand, there are other interesting health tourism activities in Bangkok including Herbal Steam Sauna, Herbal Compression, Aromatherapy, Hydrotherapy, Health and Beauty Herbal Service and Golfing. In addition, Thailand had formulated a strategic plan to develop tourism by balancing tourism through niche marketing in potential market place and developing niche market which were health tourists. (Ministry of Tourism and Sports, 2017)

The Japanese tourists were the main target to promote health tourism because they have a reputation of quality tourists since they were likely to travel comparing to other Asian countries (Esichaikul, 2014, pp. 136-137). In accordance with the high growth rate in spa business in Japan, Japanese women used

spa services to enhance their beauty while most of the Japanese men used spa services to relieve work stress. Furthermore, Thai spa has received investment support from the Japanese government to promote tourism business in Japan. Together with the reputation of Thai Spa which is recognized worldwide with strengths and uniqueness such as courtesy and hospitality of servicer, using of natural herbal products that benefits body and are able to response to the habits of Japanese people who are very concerned and careful about their health. Especially Japanese people who had experienced with "Thai Traditional Massage" and appreciated with culture and evolution of Thai traditional massage that had been inherited for a long time. (International Trade Promotion office in Tokyo, 2017)

Although Thailand focused on products and services for health tourism development by setting to be one of the tourism strategic 2015-2017, there was a lack of communication and public relation on the information of integrated health care services in Thailand; for example, lack of communication on branding of health care services in Thailand. While the trend of the competition in health tourism market was growing, the competitors for Thailand were Singapore and India, which received their own government agencies support. They were directly responsible for marketing support and doing public relation for health tourism. (Tourism Authority of Thailand, 2010, pp.1-21)

Regarding to the above reasons, the researchers were interested in the study of behavior and brand awareness of Thailand health tourism images among Japanese tourists, who were the main target to promote health tourism and in comply with Thailand tourism strategic plan, which was formulated to develop tourism in balance with health tourist group, also finding the way to promote health tourism in Thailand for creating Japanese tourist's perceptions,

which lead to develop to be the final destination of health tourism in the future.

II. OBJECTIVES

1. To study the data on demographic and behavior of Japanese tourists travelling to Thailand.
2. To study brand awareness of Thailand health tourism image among Japanese tourists.

III. RESEARCH CONTRIBUTION

1. To know the demographic characteristics of Japanese tourists, which is beneficial to government agencies and private sectors that are related to tourism, for example; Sports and Tourism Authority of Thailand, Tourism Authority of Thailand, and Tourism entrepreneurs, in planning health tourism market development to be effective and accessible to the majority of Japanese tourists, and applying the research results as a guideline for determining the clear target market for Thailand health tourism.

2. To know the behavior of Japanese tourists in travelling to Thailand, which government agencies and private sectors that are related to tourism, for example; Sports and Tourism Authority of Thailand, Tourism Authority of Thailand, and Tourism entrepreneurs, applying the research results as a guideline for planning and development health tourism products and services, leading to tourists' satisfaction and consequently, Japanese tourists' returning trip.

3. To know the opinions of brand awareness of Thailand health tourism image among Japanese tourists., which government agencies and private sectors that are related to tourism, for example; Sports and Tourism Authority of Thailand, Tourism Authority of Thailand, and Tourism entrepreneurs, applying the research results as a guideline for setting a policy to plan and develop health tourism products in comply

with expectations and create good awareness for the Japanese senior tourists.

IV. RESEARCH HYPOTHESIS

The Japanese tourists with different demographic characteristics will have different opinions to brand awareness of Thailand health tourism image among Japanese tourists.

V. RESEARCH METHODOLOGY

A. Area

This study will be conducted in Bangkok which is the most Japanese tourist visited city in Thailand (Tourism Statistic, 2018) including 3 tourist destinations are Wat Phra Kaew, Wat Arun, and Wat Pho. (JTB, 2018)

B. Population

To calculate sample group by using formula to set size of sample group to find Population Mean, μ by Khazanie Ramakant for 384 people, set confidential level at 95% and accept 1 in 10 of the standard deviation of the population. The study was surveyed by using convenience sampling from tourists at major tourist attractions in Bangkok including 3 destinations were Wat Phra Kaew, Wat Arun and Wat Pho, which are popular tourist destinations for Japanese people and are famous tourist destinations of Thailand. (Tourism Statistic, 2018)

C. Contents

Concepts and theories of demographic characteristics, tourists' behavior, tourism development, brand awareness, as well as tourism promotion policies for 2017-2021

VI. LITERATURE REVIEW

A. Brand Awareness

Brand awareness is the ability to distinguish or identify branding under different circumstances. Resulting from the strength of brand nodes in the memory of consumers by awaring the brand. It consists of brand recognition and brand recall. (Keller, 1996)

1) Brand recognition

Brand recognition is the ability to confirm prior exposure. The awareness in this level of brand is not enough for consumers to make any decisions because they are unable to explain the brand details. Brand awareness influences the buying decision process of consumer only when it is able to reach recall level.

2) Brand recall

Brand recall is the ability of the consumer to retrieve the brand by themselves when mentioning product category or give any hints.

The importance role of brand awareness that affects consumer making decision process are;

1. Consumer can recall the brand when thinking of product category that they want to buy.
2. Brand awareness influences on the consumer making decision about brands within consideration sets. Although there is no connection which often happens in buying decision in low involvement.
3. Brand awareness influences on creating and strengthening consumers' brand image and associations.

While Keller, 1996 (Temsiri Tangchitsomboon ,2011, pp.28) and Aaker, 1991 (Chainan Pechumpai, 2009, pp.18-22) distinguish the brand equity into five factors;

1) Brand Awareness

Caused by the consumer receiving various information through sensory from consumer media exposure. Moreover, awareness also helps consumers to have brand knowledge or helps consumer to recognize what they know about that brand.

2) Brand Loyalty

Any brand that has a high number of consumers who are highly loyal to the brand, it will be very useful for marketers because they will be able to expect or forecast sales and profits more accurately.

3) Perceived Quality

The consumers perceive the good quality of products. it can enhance the status of the brand for many reasons in creating consumers' attitude to aware of that quality. Marketers must first understand correctly of the word "quality" that how the consumers in each group in each culture. In other words, understanding customers will be able to create good quality products to build good attitude towards consumers.

4) Brand Associations

Consist of characteristics of products, symbol, presenter, etc. that are related to brand which is a useful and important thing to promote brand value management. Brand associations will be driven by brand identity.

5) Other Proprietary Brand Assets

Mean any assets that existing from brand and be able to estimate as brand values, such as rights, patents, copyrights, trademark, distribution channels. These properties will help protect the copying that will cause confusion from competitors. Assets and brands must create relationship to maximize brand value.

In this study, the researchers used the above concepts to be a guideline in creating research framework and research questionnaire to study brand awareness of health tourism image among Japanese tourists.

B. Tourists behavior

(Sareerat, 2011, pp.6) Consumer behavior is “actions that are directly related to the procurement of consumption and spending for goods and services, including the decision-making process that occurs before and after the actions. While (Ranee Issichaikul and Chachpol Songsuntornwong, 2009) the tourist behavior is the behavior that expresses thoughts and emotions, needs of mind that respond to tourism. For example, travelling purposes, frequency of travel, travel period, travelling preparation, travel companion, places of travel, tourism activities, tourism resources, accommodation type.

In this study, the researchers used the above concepts in order to be preliminary information to study the behavior of Japanese tourists, as well as to apply to create a research framework, research questionnaire and research hypothesis.

1) Consumer behavior analysis

(Siriwan Sereerat, Prin Lacksittanon and Suporn Sereerat, 2008, pp.126) Consumer behavior analysis is a search or research about consumer buying and using. In order to understand the characteristics of needs, and behavior of buying and using of consumers, the answer will help marketers manage marketing strategies that can properly meet consumer satisfaction. Questions to analyse the consumer behavior is 6W and 1H; Who, What, Why, When, Whom, Where, and How, to answer 7Os; Occupant, Objects, Objectives, Organization, Occasions, Outlets and Operation.

Another concept that supports the consumer behavior analysis is the concept of Suwat Boonsaksakul (2015, pp.17) explained that external factors influence consumers, knowing the needs of consumers in society and culture will help marketers to create appropriate marketing incentives for consumers’ internal factors about their thoughts, such as incentives, perceptions, learning, understanding, attitudes, etc. which make marketers aware of the buying and using of consumer behavior. This concept is conformed with Seri Wongmetha (2009, pp.38) behavior in making buying decision of consumers consists of needs, wants, and desires.

According to the consumer behavior analysis above, it can be concluded that the consumer behavior analysis must determine a target market which consumer group that we will offer product to, and study consumer demand, buying purpose, what factors affect the decision making which consist of factors from consumer internal factors and impulse buying caused by external factors, along with studying the time period and distribution channels that are appropriate for each target group.

In this study, the researchers used the above concepts to be a guideline in creating research framework, research questionnaire, and research hypothesis.

C. Health tourism

1) The meaning of health tourism

Goodrich and Goodrich (1987, Douglas, 2001, pp.262) given the meaning of health tourism as the efforts to manage facilities in the destination city to attract tourists by promoting health care services and health facilities services in addition to general tourist facilities. While Tourism Authority of Thailand (2008, pp.31) has given the meaning of health tourism as traveling to visit beautiful tourist attractions in natural

and cultural attraction including learning the way of live and relax by sharing a period of traveling time to do health promotion and healing and rehabilitation activities.

D. Health tourism model

Ranee Issalachaikul (2014, pp.168) Health tourism has existed since the ancient time as humans have traveled to maintain health since then. Romans were the original concept of health tourism with a trip to hot springs and spas with minerals to maintain health, especially skin diseases. Moreover, there was an evidence of building a natural bathing place or spa called Roman Bath.

Nowadays, the environment is chaotic and stressful, causing people to be more concerned about health care, such as elderly people who want to live longer. Therefore, it is an opportunity for tourism operators to meet the needs of tourists such as spas, treatment services and rehabilitation by using nature to heal, balance body and relieve tension instead of drug therapy or physical activities services such as health promotion tourism in Thailand model which is a tourist attraction in a beautiful tourist spots in the natural and cultural tourist attraction to learn the way of life and relaxing. To divide some time to promote health inside or outside accommodations correctly and in accordance with academic principles and quality standards, the tour programs are as follows; (Patitta Tantivechakul, 2003, pp.31-41)

1. Thai massage helps to improve blood circulation, health, mobility of the body, relief various diseases and joints and muscles painful.

2. Foot massage helps promote health, stimulate blood and lymphatic circulation, and activate the various systems in the body.

3. Herbal Steam Sauna is a process of health promotion and treatment with herbs by steam sauna or compressing method.

4. Aroma Therapy is a process of health promotion and treatment for physical, mental, and emotional with the fragrance of essential oils which is extracted from various parts of the herb, mixing with water and massage onto the skin.

5. Water Therapy is an activity that promotes health by building the strength and increasing physical performance in various ways by relying on water mainly.

6. Spa or Hot spring service has therapeutic value and promotes health from drinking and bathing.

7. Thai hermit exercise leads to good health. There is a relationship between movement and breathing.

8. Buddhist Meditation is to create peace of mind in a beautiful natural environment, and meditation can relieve stress.

9. Food and beverage service for health is to use herbs to make food and beverages that benefit to human body.

10. Herbal products for health and beauty is the use of natural extracts and herbs for cosmetic production to reduce harmful and allergic to synthetic substances such as shampoo, soap, massage oil, skin care, etc.

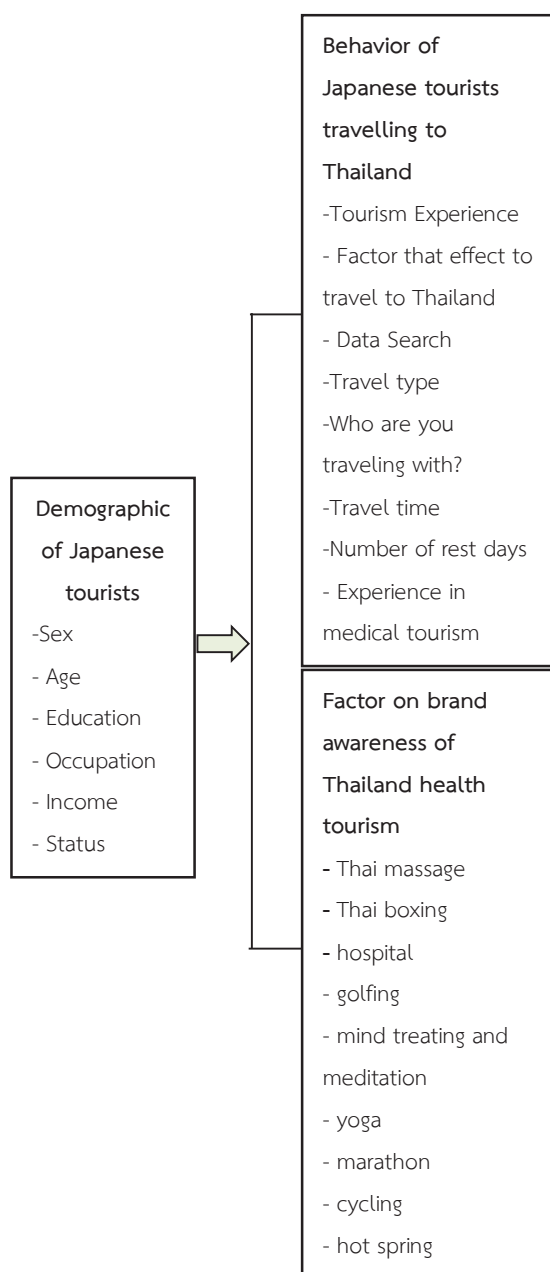
In summary of the analysis of health services in Thailand, most of them focus on health promotion rather than rehabilitation therapy in order to creating a distinctive identity by using herbs as an important raw material in the production of products for service.

In this research, the researchers used the above concepts to be a guideline in creating research framework and research questionnaire.

VII. HYPOTHESIS IF AVAILABLE

Japanese tourists with different demographic characteristics have different opinions on the image of health tourism in Thailand.

VIII. RESEARCH FRAMEWORK



IX. RESULTS

The study of behavior and brand awareness of Thailand health tourism images among Japanese tourists, explain as follows;

Part 1 The study of the data on demographic and behavior of Japanese tourists travelling to Thailand found that the majority of respondents were males, age 40-49 years, educational background in undergraduate, full time employed, average monthly income of 500,000 yen or over, married, visited Thailand more than 3 times. The factors that affected the decision to travel to Thailand were the delicious food, and the visitors searched for Thailand travelling data through internet. They traveled with family by package tour and they traveled during July - September. They spent more than 7 days in Thailand. Their experience in health tourism was Thai massage, and they would like to return to travel in Thailand again. The details of the study are as follows;

TABLE I : Data on Demographic and Behavior of Japanese Tourists Travelling to Thailand

Demographic of Japanese tourists	Count	%
Male	257	66.93
Age 40-49 years	160	41.67
Undergraduate	269	70.05
Full time employed	219	57.03
Average monthly income of 500,000 yen or over	141	36.72
Married	344	89.58
Visited Thailand more than 3 times	304	79.17
Factor that effect to travel to Thailand is the delicious food	202	52.60

Behavior of Japanese tourists travelling to Thailand	Count	%
Search for Thailand travelling data through internet	286	74.48
Travel by package tour	289	75.26
Travel with family	244	63.54
During July - September	304	79.17
Stay more than 7 days	333	86.72
Experience in medical tourism is Thai massage	377	98.18
Would like to return to travel in Thailand again	344	89.58

Part 2 The study of brand awareness of health tourism image among Japanese tourists found out that an overview of Japanese tourists' opinions to brand awareness of Thailand health tourism was in high level at total average 3.67 points. In order to consider in each factor, Thailand is a tourist destination for massage was the factor with the highest point for brand awareness of health tourism in the eyes of Japanese tourists at average 4.08 points, following by the fact that Thailand is a tourist destination of exercises in Thai boxing way at average 3.88 points. Thailand is a city for hospital with quality and reasonable price at average 3.78 points. Thailand is a city for hospital with reliable at average 3.71 points. Thailand is a tourist destination for golfing at average 3.63 points. Thailand is a tourist destination for mind treating and meditation at average 3.60 points. Thailand is a tourist destination for yoga at average 3.57 points. Thailand is a tourist destination for marathon at average 3.55 points. Thailand is a tourist destination for cycling at average 3.52 points. The factor with the lowest point is Thailand is a tourist destination for Onsen (hot spring) at average 3.44 points

respectively, which can be concluded as the following table;

TABLE II : Factor on Brand Awareness of Thailand Health Tourism

Factor on brand awareness of Thailand health tourism	Mean	SD	Level
Thailand is a tourist destination for massage	4.08	0.89	High
Thailand is a tourist destination of exercises in Thai boxing way	3.88	0.88	High
Thailand is a city for hospital with quality and reasonable price	3.78	0.83	High
Thailand is a city for hospital with reliable	3.71	0.74	High
Thailand is a tourist destination for golfing	3.63	0.94	High
Thailand is a tourist destination for mind treating and meditation	3.60	0.96	High
Thailand is a tourist destination for yoga	3.57	0.99	High
Thailand is a tourist destination for marathon	3.55	0.77	High
Thailand is a tourist destination for cycling	3.52	0.94	High
Thailand is a tourist destination for Onsen (hot spring)	3.44	0.99	High
Total average	3.67	0.58	High

X. RESEARCH HYPOTHESIS RESULTS

This research hypothesis used t-test to find the different in comparison between 2 groups and used statistical test to find the difference of F-test or One-

way Analysis of Variance: One-way ANOVA. After finding the difference, a test with multiple comparisons by Scheffe method which could be explained the research hypothesis showed as follows;

H₀ Japanese tourists with different demographic had indifferent overview opinions to brand awareness of Thailand health tourism.

H₁ Japanese tourists with different demographic had different overview opinions to brand awareness of Thailand health tourism.

The Japanese tourists with different genders had different overview opinions to brand awareness of Thailand health tourism. Since Sig is 0.02 which is the significant to the statistic value at 0.05, corresponds with the research hypothesis which set to the tourist with different gender had different overview opinions to brand awareness of Thailand health tourism.

The Japanese tourists with different age had different overview opinions to brand awareness of Thailand health tourism. Since Sig is 0.02 which is the significant to the statistic value at 0.05 corresponds with the research hypothesis which set to the tourist with different age had different overview opinions to brand awareness of health tourism in Thailand. The multiple comparisons test by Scheffe method found that the Japanese tourists with ages between 20 to 29 years old had opinions to brand awareness of Thailand health tourism on Thailand, which was the destination for massage, which was different from the Japanese tourist with ages between 30 to 39 years old, 40-49 years old, and above 50 years old. For the other age groups, there was indifference in the opinion to brand awareness of Thailand health tourism.

The Japanese tourists with different educational level had indifferent overview opinions to brand awareness of Thailand health tourism. Since Sig was 0.39 which was not significant to the statistic value at 0.05, not corresponds with the research hypothesis

which set to the tourists with different educational level had different overview opinions to brand awareness of health tourism in Thailand.

The Japanese tourists with different occupations had indifferent overview opinions to brand awareness of Thailand health tourism. Since Sig was 0.26 which was not significant to the statistic value at 0.05, not corresponds with the research hypothesis which set to the tourist with different occupation had different overview opinions to brand awareness of health tourism in Thailand.

The Japanese tourists with different average monthly income had different overview opinions to brand awareness of Thailand health tourism. Since Sig was 0.01 which was not significant to the statistic value at 0.05, corresponds with the research hypothesis which set to the tourist with different average monthly income had different overview opinions to brand awareness of health tourism in Thailand. The multiple comparisons test by Scheffe method found that the Japanese tourists with average monthly income lower than 200,000 yen had opinion to brand awareness of Thailand health tourism on Thailand, which was the destination for exercises in Thai boxing way, which was different from the Japanese tourists with average monthly income between 300,000 to 390,000 yen, and between 400,000 to 490,000 yen. For the other average monthly income groups, there was indifferent in the opinion to brand awareness of Thailand health tourism.

The Japanese tourist with different marital status had indifferent overview opinions to brand awareness of Thailand health tourism. Since Sig was 0.61 which was not significant to the statistic value at 0.05, not corresponds with the research hypothesis which set to the tourist with different marital status had different overview opinions to brand awareness of health tourism in Thailand, which can be concluded as the following table

TABLE III : Research Hypothesis Results

Demographic	of	Sig	Research Hypothesis Results
Japanese tourists			
Male		0.02	corresponds with the research hypothesis
Age 40-49 years		0.02	corresponds with the research hypothesis
Undergraduate		0.39	not corresponds with the research hypothesis
Full time employed		0.26	not corresponds with the research hypothesis
Average monthly income of 500,000 yen or over		0.01	corresponds with the research hypothesis
Married		0.61	not corresponds with the research hypothesis

XI. RESEARCH FINDINGS

The majority of respondents were males, age 40-49 years, with educational background in undergraduate, full time employed, average monthly income of 500,000 yen or over, and they visited Thailand more than 3 times. The factors that affected the decision to travel to Thailand were the delicious food. The visitors searched for Thailand travelling data through internet. They traveled with family by package tour and they traveled during July - September. They spent more than 7 days in Thailand. Their experience in health tourism was Thai massage, and they would like to return to travel in Thailand again.

The study of brand awareness of health tourism image among Japanese tourists found out that an overview of Japanese tourists' opinions to brand awareness of Thailand health tourism was in high level points. In order to consider in each factor, Thailand is a

tourist destination for massage is the factor with the highest point for brand awareness of health tourism in the eyes of Japanese tourists. Followed by Thailand is a tourist destination of exercises in Thai boxing; Thailand is a city for hospital with quality and reasonable price; Thailand is a city for hospital with reliable; Thailand is a tourist destination for golfing; Thailand is a tourist destination for mind treating and meditation; Thailand is a tourist destination for yoga; Thailand is a tourist destination for marathon; Thailand is a tourist destination for cycling; the factor with the lowest point is Thailand is a tourist destination for Onsen (hot spring).

The population of this study was Japanese tourists who visited major attractions in Thailand. The study was completed by using convenience sample of 384 tourists at major tourist attractions in Bangkok including 3 destinations were Wat Phra Kaew, Wat Arun and Wat Pho, via a survey.

The research hypothesis testing found that the difference in gender, age, and average monthly income had different overview opinions to brand awareness of health tourism in Thailand. Whereas, the difference in educational background, occupation, and marital status had indifferent overview opinions to brand awareness of health tourism in Thailand.

XII. CONCLUSIONS AND DISCUSSION

According to the findings of this study, the study of behavior and brand awareness of Thailand health tourism image among Japanese tourists, the researchers have proposed the following recommendations;

The majority of the respondents were males, age 40-49 years, with educational background in undergraduate, full time employed, with average monthly income of 500,000 yen or over, married, and they visited Thailand more than 3 times. The factor that affected the decision to travel to Thailand was the



delicious food. The visitors searched for Thailand travelling data through internet. They traveled with family by package tour and they traveled during July - September. They spent more than 7 days in Thailand. Their experience in health tourism was Thai massage, and they would like to return to travel in Thailand again. The results corresponded to the previous research of Yoshida Duangdao (Yoshida, 2018, pp.127-137) that the majority of the respondents were undergraduate, married, travel to Thailand during July - September, stay during 5-7 days, travel with family, travel by package tour, and would like to return to travel in Thailand again. In addition, the findings also corresponded to Tourism Authority of Thailand Intelligence Center [7] that male Japanese tourists visited Thailand more than female Japanese tourists. Besides the majority age group of Japanese tourists who visited Thailand was 45-54 years old, which did not correspond to the findings of this study. The difference of the result may due to the area of the study, which was only in Bangkok, while the statistical survey result from Tourism Authority of Thailand Intelligence Center was collected in cover more areas.

Overview opinions to brand awareness of Thailand health tourism found that the highest factor that affected to brand awareness of health tourism in the eyes of Japanese tourists was Thailand is a tourist destination for massage, which corresponded to Leemingsawat Wipawadee, Suthitakorn Nopparat and Buddhahumbhitak ketwadee, Thailand has the potential for tourism activities to promote health by using natural resources in the area, such as Thai massage, foot massage, oil massage. Moreover, Technology and Industry Analysis Report on Wealth and Health Tourism Industry, Intellectual Property Innovation Driven Enterprise (Intellectual Property Innovation Driven Enterprise, 2018) showed that tourism industry was important to the global economy

and grow continuously. The health tourism is linked and supported all tourism sectors. The market value of health tourism was in the fourth, after the cultural tourism, food tourism, and Ecotourism. The revenue from health tourism is accounted to 15.6 percent of total revenue of tourism industry and with relatively high average annual growth rate of 7.5 percent during 2015-2020. Thailand has brought health knowledge from Thai wisdom to engage in health service both in minds and bodies, for example herbal spa, Thai massage, Thai hermit exercise, and yoga.

While the research hypothesis test results showed Japanese tourists with different gender, age, average monthly income had different overview opinions to brand awareness of Thailand health tourism, which correspond to Wipa Wathnapongchat (Wattanapongchad, 1999) social and economy, the main factors that influenced to travel behaviors, such as most of the lower age people travel with family, teenagers like adventure activities, and the high average income tend to have a chance to travel more than low average income. Siriwan Sarirat (Sereerat, 2003, pp.41) stated that there are totally different in male and female on the thought to values because culture and social have set the different character and activity between the two genders.

XIII. SUGGESTIONS

1. The agencies that are involved in developing and promoting tourism should jointly plan and develop health tourism goods and services under the brand of tourist destination for massage.
2. Thailand Department of Tourism, airlines, hotels, and domestic travel agencies should advertise and do the public relation to create awareness about Thailand health tourism via internet under the brand of tourist destination for massage.

3. Airlines, hotels, and domestic travel agencies should jointly create travel program by health package tour which focus on Thai massage to reinforce its image as the brand of tourist destination for massage.

4. Thailand Department of Tourism, domestic travel agencies, and massage entrepreneurs should develop health tourism goods and services under the brand of tourist destination for massage in accordance with the requirements of Japanese tourists, such as gender, age and income to create satisfaction and impression. This will lead to being a major destination for health tourism of the world.

XIV. SUGGESTIONS FOR FURTHER RESEARCH

1. The further study should study content marketing to increase awareness of brand image on Thailand health tourism to Japanese tourists.

2. The further study should study the expectation and satisfaction of Japanese tourists to travel on Thailand health tourism.

REFERENCES

- Duangdao Y. (2018). Expectation and Satisfaction towards the travel in Thailand of Japanese elderly tourists. (In Thai). *Humanities and Social Sciences Thonburi University*, 12(Special), 127-137.
- Intellectual Property Innovation Driven Enterprise. (2018). *Technology and industry trend analysis report*. Bangkok: Chulalongkorn University Intellectual Property Institute.
- International Trade Promotion office in Tokyo. (2017). *Overview of the spa business in Japan*. Retrieved from <https://www.ryt9.com/s/expd/1080083>
- JTB. (2018). *Recommended tours in Bangkok*. Retrieved from https://www.jtb.co.jp/kaigai_guide/asia/kingdom_of_thailand/BKK/
- Krejcie, R. V., & Morgan, E. W. (1970). Educational and Psychological Measurement. *Sage Journal*, 30, 607- 610.
- Mastercard. (2018). *Global Destination Cities Index*. Retrieved from <https://newsroom.mastercard.com>.
- Ministry of Tourism and Sports. (2017). *Situation and trend of tourism*. Bangkok: The War Veterans Organization of Thailand.
- Ministry of Tourism and Sports. (2012). *Situation and trend of tourism*. Bangkok: The War Veterans Organization of Thailand.
- Ranee I. (2014). *Niche Tourism Management*, (In Thai). Nonthaburi: Sukhothai Thammathirat Open University Book.
- Siriwan S., Prin L., Suporn S., and Ongart P. (2003). *Marketing Management*, (In Thai). Bangkok: Diamond In Business World
- Tourism Authority of Thailand. (2010). Educational project for rewarding health travelers. *eTAT Journal*, 4, 1-21.
- Tourism Statistic. (2018). *International Tourist Arrivals to Thailand*. Retrieved from <http://www.atta.or.th/statistics-international-tourists-arriving-in-thailand-as-of-29-february-2016/>
- Wipawadee Leemingsawat, Nopparat Suthitakorn and Ketwadee Buddhahumbhitak. (2018). Potentiality and Attraction of Health Tourism Destination in Thai Regions. (In Thai). *Academic Journal Institute of Physical Education*, 10(1), 179-189.
- Wipa Wattanapongchad. (1999). *The factors influencing the decision of Thai tourists for visiting Phetchaburi Province*. (Master's thesis). Kasetsart University, Bangkok.