

Concept Of Creative Marketing Ideas For Wellness Tourism In The Eastern Economic Corridor Area (Eec)

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Abstract

The research's objective study is to present a creative marketing promotion concept for wellness tourism in the Eastern Economic Corridor area by using qualitative research as a research instrument for an interview, questionnaire, and small group discussion. It has been found that the creative marketing promotion strategies for wellness tourism in the EEC area have their own development plan which are 1) Co-Creation, it is a sharing idea to create the value-added together. This is to develop the Brand Identity and improve the outstanding of wellness services and wellness tourism businesses in the whole system, 2) Image development, in terms of wellness tourism should have uniqueness and differentiate according to the marketing mix theory framework, 3) Integrated Marketing Communication (IMC), this is to enthusiastic the acknowledgment and to encourage the wellness tourism market by developing the integrated marketing communication channels, 4) The development of basic elements to promote sustainable wellness tourism strength, including promoting tourism links, environmental problem management, and improve the symbolic media along with the tour route that needed to be the same standard, as well as, accelerate the development of infrastructure and facilities by supporting investment in the development of transport and logistics, human resource development in the cooperation between government, private sectors, educational organizations, local community and network partners, 5) Promoting the establishment of community, based on wellness tourism clusters and partnerships with the wellness care sectors, and 6) Set up a framework for safety standards to build up the confidence of tourists' security.

Keywords: Creative Marketing, Wellness Tourism, create the Integrated Marketing Communication (IMC) value-added together.

Introduction

The EEC area in Thailand is Chachoengsao, Chonburi, and Rayong provinces. It is an area under the key of government's policies in driving the development and upgrading of sustainable world-class tourism quality standards as it is an area with a variety of natural resources outstanding for cultural resources,

including the potential for wellness services as well (Tourism Authority of Thailand, 2019).

However, regarding the epidemic of coronavirus disease-19 (Covid-19) crisis since the year 2020, causing a severe impact on the tourism business sector and the economy, 80% of the tourism rate was decreased due to various measures used to

control the spreading of the virus which depending on the time of the crisis. Although the pandemic situation has declined, it still has affected travelers' perceptions of concerns about travel risks such as gems safety, security services, transportation, and wellness risks, and others. (OECD, 2020; Wongmonta, 2021; Rahman, et al., 2021). As a result, the consequence of this pandemic situation was the number of foreign tourists who visit Thailand decreased by 38.1% which is a lower number than in the year 2019 with the same period as well as the continuing dropping number of domestic tourists arrival by 30.77% caused in a huge drop in national's income and effected to the overall economy of the country (Ministry of Tourism and Sport, 2020). From the forecast of Thailand's tourism situation after recovering from the Covid-19 outbreak, it was found that there would be a huge change in lifestyle, such as human behavior lifestyle modification, socio-economic adaptation, changing business models and services as well as changing the behavior of tourists, which will be more concerned about the safety and hygiene affecting the adjustment of tourism management as well (Krungthai Compass, 2563; Kaewchoo, 2021).

As such, after easing the severity of the coronavirus disease (Covid-19) outbreak, it is expected that wellness tourism will be another popular form of tourism style and likely increase the number of tourists in the future. (Chaiyasain, 2019; Chusri & Lalitsasivimol, 2020; Kenan Foundation Asia, 2019) Since Thailand has a high potential to serve the natural resources tourism in culture, local lifestyle, village's philosophy and, knowledge of herbal wellness wisdom, these are best support elements in wellness tourism trend among high-income quality tourist. Thus, it is

imperative to study the factors that can create competitive advantages and to attract and expand the quality tourism market to focus on the restoration and development of the country's economic system also. Another instrument that has been concerned to be one of the most important tools in driving the tourism revitalization is marketing. This is because marketing is the fundamental principle of creating value-added for customers, business, and building awareness through communication, and building relationships between consumers and businesses to create mutual benefits (Chusri and Lalitsasivimol, 2020).

By relying on the marketing process as a means of meeting customer needs and creating satisfaction, it can be said that marketing is one of the key contributors to our ability to create valued relationships and build consumer-to-enterprise engagement. This is considered a competitive advantage of business in today's world. (Armstrong and Kotler, 2013; Mohamed and Jounaidi, 2020)

Nonetheless, with the rapid change in technology and tourist behavior, etc., the original marketing is therefore not enough to create awareness of the target customers. Thus, creative marketing becomes an important and distinctive tool for business development to business achievement from both the perspective of high-quality production and service, including helping to create opportunities and expand new markets (Al-zoubi, 2017). Especially, in the tourism business sector which requires new forms of service offering or techniques in production and sending the service delivery process through means of marketing awareness and communication.

Therefore, creating awareness of wellness tourism in the EEC area should be developed in order to attract tourists for making a decision to travel. Besides, it has

to be able to compete in the market with other competitors' countries. Thus, the research team is interested in studying creative marketing promotion strategies for wellness tourism in the Eastern Economic Corridor (EEC) area to obtain a form of strategy and action plan (Action Plan) to promote wellness tourism in Thailand leading to practice

Literature Review

The concept of Wellness Tourism means the traveling to visit tourist attractions that have the beauty both natural and cultural attractions with the objective is to promote wellness and well-being through physical, mental, or spiritual activities by allocating time from travel to do rehabilitation and health promotion activities such as massage, herbal steam, herbal compress, and meditation therapy with guiding of health advice and proper exercise, etc. These promoted activities will focus on learning and how to use the power of nature to heal, and promote both physical and mental health (GWT, 2021; Thaweesri, 2014; Watcharathorn, Pengphan and Kosayayawat, 2017)

Another meaning of Wellness Tourism is traveling from one place to another place with the objective to maintain and promote better health in the dimension of tourists. It can be divided into 2 groups which are the tourist with one target to travel for wellness tourism only, and the tourist who wants to travel with wellness tourism along with traveling in any other style. However, the wellness tourism can be divided into 3 categories which are 1) medical services, 2) wellness services, and 3) health products and herbs (Global Wellness Institute (GWI), 2014)

Concept of Tourism Marketing, World Tourism Organization (UNWTO) has defined the terms of tourism marketing as a process involving producers and

consumers or tourists which aims to meet the needs of tourists by creating satisfaction and maximum benefits for manufacturers of goods and services (World Tourism Organization, 2021). In addition, Boonlert Jittangwattana (2016) urged that tourism marketing or marketing for the tourism industry is related to activities or processes of analysis for planning and managing production, price setting, product distribution, and market promotion for supporting the marketing tourism industry.

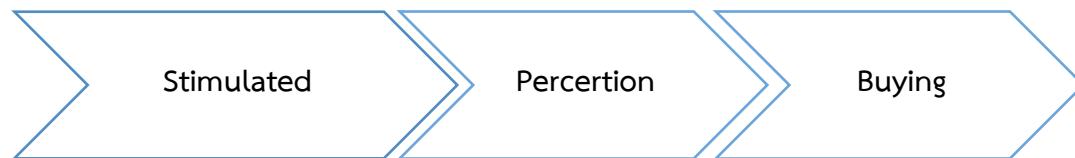
Tourism using the marketing mix is an important tool to create an exchange that can achieve the objective and the ability to meet the needs of tourists or users, while as Mwinuka (2017) claimed that tourism marketing is the applied application of marketing concepts in the tourism industry related to strategic design integrated activities and appropriate communication for the target market for the purpose of generating profits and the response to target consumer behavior with a holistic tourism experience by managing products, prices, locations and promotions in advertising.

The Concept of Creative Marketing

Due to the current situation, products and services have a shorter lifespan and focus on cost savings with fast, modern technology caused a greater impact on selling in the global market. Since the prices of products and services are changing rapidly and never stopping, then, the concept of creative marketing arises with a significance namely with new creative ideas in order to make customers accept the novelty (Pinkun, 2013). Thus, the creative marketing is creating a marketing strategy that can make a difference and is able to create competitive advantages by focusing on creating newness, attractiveness, and prompt presentations in accordance with the needs

of customers, including aiming to develop the potential to expand the awareness of customers widely around the world and keep updated with the events all the time (Panyarot, 2013).

In terms of creative marketing is about making your products and services



Picture 1. The concept of creative marketing development (Pinkhun, 2013) The process of the concept of creative marketing development can be explained in detail as follows:

Step 1 is to stimulate (Stimulated) and motivate the target audience which can be considered from 3 factors, which are:

1. External stimuli factors such as social values, beliefs, cultures, traditions, daily routines, etc.
2. Internal stimuli factors such as emotions, feelings, learning, etc.
3. The nature factor of the stimulus that influences perception, such as color, taste, smell, sound, etc.

Step 2 is to create the perception to stimulate (Stimulated) the purchasing decision of the target group which has the important principles as follows:

1. Marketing Communication. It is to deliver messages to the target group to create exposure. This may cause either interest or disinterest in that product or service which depend on the efficiency of communication.
2. Brand Perception. It is the perception of a product or service through various marketing media such as seeing products from advertisements that are attractive or attractive to buy, etc.

more popular by focusing on the process of finding the needs or identities of consumers or target groups to encourage their stimulated and perception of what is in their mind of the target group as well as buying decisions as well.

Step 3 is buying decision, this is made by the buyer as it is out of control, yet it can create momentum by planning and formulating effective marketing communications strategies which have a difference with match the trends, needs, or behaviors of consumers

Therefore, the ability to design products and services to have an identity (Identity) in a creative manner is new ideas to create memory and give a chance of success at a high level. In addition, the potential of marketing communication able to create a brand which is memorable and reflect to the image (Image) of the brand or the source of production or service, including promoting community lifestyles through the use of local wisdom potential and the ability to develop marketing tools marketing channel distribution channel as well as the atmosphere which able to support creative marketing including pricing (Price) that customers at all levels can access and feel proud to be the owner of a product or service that is sold including promoting marketing (Promotion) through public relations, by media use, and creative marketing activities which are cover through learning from collecting various information for developing adjustment to keep up with the changes of the world. This can be used for planning, doing work, reviewing, editing, and being able to analyze.

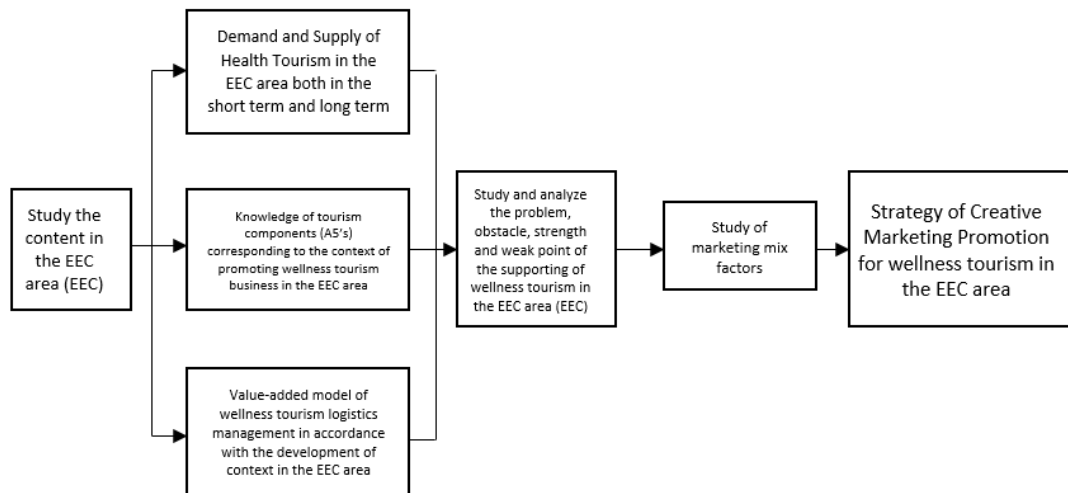


Figure 2. Research Framework

Research Method

Population and sample:

This research study aims to understand the context that influences the planning and formulation of creative marketing strategies for wellness tourism in the area. Thus, the scope of this research study will consist of defining a sample group such as the government parties involved in the tourism industry, private and community sectors, including the experts in tourism management in the Eastern Economic Corridor (ECC) area, which are Chonburi, Rayong, and Chachoengsao provinces

Research Tools:

The research tools used to collect the data are consist of (1) gathering information from articles, books, and academic documents which research results related, Information from various agencies related to the tourism industry, (2) In-depth interview which is a semi-structured interview, using open-ended questions for flexibility answer and in accordance with the questions that can be a guideline and

objectives of the research, and (3) Focus group discussion or group discussion.

Data collection & analysis:

Data collection and analysis are loaded by a selected number of members who are certified as knowledgeable and experienced in tourism for providing important information (Participants Key Information) 5 to10 people from representatives of each province (Chonburi, Rayong and Chachoengsao). They will join the discussion and answer questions by brainstorming and sharing experiences as well as questioning and arguing within the framework of issues that are consistent with the research.

The discussion topics were formulated according to the question structure related to promoting the development of creative marketing for wellness tourism in the area and future expectations for development

Data analysis:

The obtained data will be analyzed by using the content analysis techniques. It will be separated by texts, groups of words, and

sentences with the same meaning, grouping, coding, and assigning keywords. Finally, it will be compared by drawing the conclusion and writing a research report paper.

Research results:

Regarding the research study, it was found that the creative marketing promotion approach in order to drive and develop wellness tourism in the EEC area has many important issues as follows:

1. Using the concept of the value creation process coordination (Co-Creation) to drive and develop the wellness tourism market in a creative way aims to create awareness, recognition, and loyalty from customers and quality tourists internationally by focusing on the development of brand identity, creating identity in the area and to develop the specific prominence of wellness services and wellness tourism businesses in the whole system in the EEC area on the basis of conformity with quality tourist behavior, the needs of entrepreneurs, communities and tourism network partners. With the concept of the co-creation process, it should consist of 5 elements which are Interaction is to create the interaction, Engagement is to create the relationship, Proposal is to submit the proposal for mutual learning, Act is to implement, and Realize is to create acceptance of empirical values through various technical communication tools (Chutima, 2019 refer to Kao, Yang, & Chang, 2016) as follows:

1.1 Interaction by defining conversation issues through technology tools and social media communication channels to stimulate the interaction with the target group based on reasons and principles of mutual benefit to the organization such as tourist groups or target

customers, the network partners and communities, etc. This process will get the interaction results in the large group of customers or tourists, and facilitated the multi-directional communication as well.

1.2 Building engagement by communicating with various groups such as customer groups or target tourists, people who are involved in both tourism and community sectors. This is to build relationships, trust and continuing relationships both the dimension of the relationship between the goods or services and the information of the goods or services, including membership in the community and personal relationships also.

1.3 Submitting proposals to share learning together, it is to promote and motivate the target customers or tourist group as well as network partners and communities to exchange opinions and share information that affects the perception and decision of members in all target groups.

1.4 Implementation (Act). The data obtained from all target groups are analyzed in order to formulate guidelines for developing brand identity, and value-added the products and services in wellness tourism, in the consistent with the needs of customers or tourists, the real needs of entrepreneurs, communities, and tourism network partners.

1.5 For creating the recognition of shared values, it is to be aware of all parties involved in the value of participation that contributes to the development and value-added of wellness tourism products and services in the EEC area.

2. Image Development. It is necessary to develop the image of the tourism industry in the EEC area to be distinguished based on the marketing mix theory framework with details as follows:

2.1 Product image and service process should be developed to be distinctive and different by integrating comprehensive wellness service activities, and encouraging entrepreneurs to bring new innovations used in rehabilitation services and health therapy as well. It should be an emphasis on compliance with the needs and behaviors of quality tourists for wellness promotion products, which have to go through a standardized production process in the quality, safety, reliability, and modernity.

2.2 Product Price and Service Image. Wellness care service and pricing should have set the meet the criteria that are suitable for the standard of wellness services in the whole system. More importantly, it must be the same standard service and price in all the EEC area as well.

2.3 Product and service distribution channel image. It should focus on the environment and landscape of tourist attractions and wellness establishments, including the accommodation both inside and outside to be outstanding, easy to access, have good disease control measures, clean, airy, comfortable, with clear information showing the opening-closing time of the service which is in accordance with the needs of tourists.

2.4 Marketing promotion image. It should focus on marketing communication activities in both advertising media, and public relations through modern technology which is easy and quick to access, including the promoted activities that must impress tourists, from both tourism operators and wellness service operators especially.

2.5 Service image. It should focus on the efficiency of the service of employees in terms of professional expertise, accreditation of qualification standards, and consciousness in service

work, especially in the wellness service sector and tourism operators to create an impression and travel returning for quality tourists group.

2.6 Creating and presenting a physical image (Presentation). The image of relationships and strength of community networks with potential in tourism and health services must be developing and outstanding for pushing the ability to access wellness care services at all levels in the EEC area, including encouraging cooperation in preserving the local identity and integrity of natural attractions.

2.7 Process Image. For the tourism entrepreneur wellness service operators and related agencies should create the image of processing with a clear action plan, rules, and procedures, for example, a clear guidelines and processes for wellness services to tour guide services and tourism services for the whole system as well as an evaluation system to measure the effectiveness of tourism activities and wellness service activities to raise the service standards and consumer behavior. This will contribute to the long-term development of wellness tourism planning in the EEC area also.

3. Creating awareness and stimulating the market for wellness tourism in the EEC area with the development of integrated marketing communications (Integrated Marketing Communication: IMC). It combines a variety of marketing communication tools, including using people who have high influence on decision-making and act as a communicator (Influencer Marketing), content creation and sharing (Content Marketing), word-to-mouth communication (Viral Marketing), communication through social activities (Corporate Social Responsibility), etc. This process will communicate through communication technology systems and

social media platforms which is a tool to drive communication effectively, and in accordance with the behavior of the tourism group and the target market. Most importantly, it must be carried out continuously to expand the growth rate of the creative tourism market.

4. Developing basic elements to promote sustainable wellness tourism strength that consists of

4.1 Promote tourism and link to the EEC area by developing tourist attractions and forms of tourism activities. This is to link wellness services by providing holistic wellness promotion services such as spa, massage therapy, yoga, healthy food in tourist attractions, etc., in order to attract and motivate more tourists to travel to the EEC area

4.2 Develop environmental problem management and improve the symbolic media along the tour route to be the same standard which can be easily understood, and ready to accommodate both Thai and foreign tourists.

4.3 The government sector must accelerate the development of infrastructure and facilities by supporting investment in the development of transport and logistics, such as the transportation from U-Tapao Airport to the main city, wharf boat development, road conditions improvement, the building of a high-speed train connecting Suvarnabhumi Airport and U-Tapao Airport, etc. This is to support the expansion of the tourism industry and provide the facility of traveling to the tourist for easier, faster, and safe traveling as well.

4.4 Tourism personnel development, especially wellness tourism in the cooperation between the government, the private sector, educational organizations community, and tourism network partners to develop training

courses and increase the potential and competency skills of wellness tourism personnel to be accepted according to international standards to meet the needs of the tourism industry market.

5. Encourage the establishment of community-based wellness tourism clusters and push for alliances with the healthcare sector, such as hospitality groups, spa businesses, spa therapy, etc. This is for building and presenting the outstanding image of group wellness tourism, promoting income distribution, disseminating knowledge on herbs food culture, and local wisdom in health therapy according to the unique alternative medicine of the EEC area to be recognized both at domestic and abroad.

6. Developing processes for managing and preparing for tourism crises by setting up a standard framework for safety, especially the epidemic situation of the COVID-19 virus to build up the confidence of tourists and to accelerate the promotion of entrepreneurs in the tourism sector as a whole system to be certified for sanitary safety standards which able to control and prevention the epidemic situation, including improving and developing a holistic security system in tourism areas to prevent and reduce crime

Creative marketing promotion strategies for wellness tourism in the EEC area can be summarized as shown in Figure 3.

Conclusion and discussion

Points of Strategy of Creative Marketing Promotion for Wellness Tourism in the Eastern Economic Corridor area

1. The concept of the value creation process together or “Co-Creation” is to drive and develop the wellness tourism market in a creative way through the

development of brand identity in the area and to develop the specific prominence of health services and the whole system of wellness tourism business based on the conformity with quality tourist behavior, the needs of entrepreneurs, communities, and tourism network partners by the interaction process which builds up the creating engagement (Engagement), then submitting proposals to exchange knowledge together (Proposal), implement (Act) and create acceptance of shared values (Realize) where aims to create awareness (Perception) to remember and loyalty from customers and quality tourists at the international level. This is also consistent with a research study by Solms & Solms (2016) found that sharing information with tourists who participated in wellness tourism programs through technological management processes, the consequence shows in a more holistic health experience and causes more word-of-mouth in marketing. In addition, this research is also consistent with a research study by Lacobucci & Calder (Krairit Bunyakiat, 2006, Complied) that purposed that brand image can create the differentiation of product market competition, as such services and organizations that should be continuing in relationship with the customer. Brand image can be an important tool to impress the customer for the useful, value-added, and comfortable when touching the product after use. Thus, it can say that brand management is important to maintain a long-term customer relationship which is consistent with a research study by Dedeoglua, Bilgihanb, Yec, Buonincontrid and Okumuse (2018) claimed that a unique and differentiated service can make the possibility of consumer engaging in creating collaborative in real-time experiences which are related to each other in an important context. It must be quick to

keep up with the situation and discuss the creative activity together to drive the quality data which can be the counter center for the customer to share their experiences together.

The research study by Chutima (2019), who studied mutual value creation and relationship management strategies on social media, indicated that creating the sharing value-added between organizations and consumers can create a positive interaction integrated as well as the confidence among all parties involved which is consistent with a research study by Ravita, et al (2020) stated that the fundamental developed together with tourists through a co-creation process have the potential to be used to develop tourism products and services. It can also be a measure of performance that can reach the tastes and needs of tourists as well.

2. A good developing image in accordance with the marketing mixed theory framework can relate to enhancing the image of products and services. It also can develop the image of the price of goods and services to be the same standard together with the creating an image of distribution channels for products and services can develop the image in marketing promotion by focusing on integrated marketing communication activities in both advertising media, public relations through modern technology which should be quick and easy to access. Finally, service image development should be focusing on the efficiency of employees' service in the wellness care service and entrepreneurship sector. This is consistent with a research study on the loyalty of foreign tourists to historical tourism by Sobkhuntod, et al (2020) found that tourist foreigners have a high level of opinion on the marketing mix of historical attractions, especially on the marketing mix, cost, the

products, and services value that customer will receive and the situation as well. Moreover, this is consistent with a research study by Naka et al (2017) about marketing communication strategies for tourism promotion in the upper of the southern part of Thailand. It is concluded that the marketing mix was related to the decision-making behavior of tourists choosing to visit the upper of the southern part of Thailand. This is because the tendency the number of tourists is gradually increasing, especially in the upper of the southern part of Thailand causing the increasing of tourism operators and complete in the marketing mix for choosing the services or purchasing to meet their needs as much as possible

The increase in tourism operators has therefore made the operators compete in the market mix by choosing the services or purchasing travel products to meet their needs as much as possible. Thus, it can say that all marketing mix factors are important to the tourist's aspect before making the decision to purchase in final.

For the service image development that focuses on the efficiency of employees' service in the wellness care service, and entrepreneurship sector can be affected by creating incentives and attracting tourists. This is consistent with a research study by Dedeoglu, Bilgihanb, Yec, Buonincontrid, and Okumuse (2019) purposed that a dedicated service will affect the perception of tourists from the first impression, related to the confidence that they will be comfortable while creating value, perceived emotional feelings resulting in wanting to come back to travel again and most importantly, the perception of value, novelty and outstanding will determine the behavior of tourists who want to visit and get in touch a travel experience. In addition, from the research study by Saeho (2016)

the image of tourism, quality of service, and social value of tourism can affect the sustainable attitude of the tourist. Based on the research case study of Thai natural tourism of Thai tourists in the working-aged from Bangkok indicated that service quality image can be responded to customers and influence sustainable tourism attitudes of Thai tourists in the working-aged from Bangkok.

Furthermore, a study by Areeluck (2016) about the strategy of the service marketing mix affects perceived service quality and loyalty of foreign tourists of wellness tourism business in Thailand found that the strategy of the service marketing mix influences the perception and loyalty of foreign tourists in the Thai wellness tourism business consists of the service marketing mix that perceived quality of service and the loyalty of tourists. Influence factors that the foreign tourist highest concern is the service quality as it directly influences the customer's loyalty at most followed by the service marketing mix, respectively. Moreover, it also has an indirect influence on the loyalty of foreign tourists by passing on the perception of service quality as well.

3. Developing Integrated Marketing Communication (IMC) can create awareness and stimulate the wellness tourism market in the Eastern Economic Corridor area as it is a combination of many marketing communication tools through communication technology systems and social media platforms. It also can be a tool to effectively drive communication in accordance with the behavior of the tourism group and the target market for expanding the growth rate of the creative tourism market. This is consistent with Kellogg's theory (Boonyakieat, 2006 complied) stated that integrated marketing is a dynamic marketing transformation to

create change and strengthen of brand product image which emphasizes communication methods and continuity of communication, as well as the ability to create a unique experience for each customer while still being able to market to a large number of consumers at the same time. In this regard, it is consistent with the research study by Mariani, et al who studied the research "Using Facebook for travel decision-making: an international study of antecedents" which found that there are 83.6% of the sample respondents used Facebook to plan their trips by citing non-specific information from social media platforms while travel choices are motivated by perceived enjoyment, benefit, reliability, and the feeling of the trip that touching their mind is the most important factor that affects to their making decision. It is also consistent with the research study by Thanyarattakul (2019), who stated that the arrival of the Marketing 4.0 era where digital technologies such as big data enable marketers to design marketing strategies, product presentation, and services (Product), flexible pricing (Dynamic Pricing), as well as advertising marketing campaigns (Promotion) are more effective than traditional.

4. Promoting tourism which linked to the Eastern Economic Corridor area by developing tourist attractions and creative tourism activities can link to creative wellness services, such as spa, massage therapy, yoga, and healthy food in tourist attractions, etc. to attract and motivate more tourists to come in the area. This is consistent with the research study by Khumhaeng (2016) purposed that neither product development should continue to build confidence in the product for consumers to acknowledge, but it is important to focus on creating new markets to expand opportunities and to gain a competitive advantage in creative product

offerings and should develop the potential of creative product and service designers to influence the marketing successful.

In addition, it is consistent with the research result of Virakit, et al (2019) on guidelines for the development of medical tourism in Phuket province to upgrade the center for wellness tourism in international class which presents that

The operators of hospitals or medical facilities in Phuket are interested in building partnerships with health accommodation and health spa businesses. This is because medical tourists who come to use cosmetic surgery, anti-aging, dentistry, and other medical services such as spa massage which is become a popular service during staying a rest in Phuket. However, currently, since there are spa entrepreneur operators has been increased rapidly caused the hospital has declined to provide spa services but interested in building business alliances with health spas as a service provider instead meanwhile the establishments have limited human personnel and statutory regulations involved in providing sophisticated medical services. Then, the three wellness service establishments are interested in building partnerships with hospitals, hotels, and resorts in the area to create more opportunities to penetrate the wellness tourism market as well.

5. Encouraging the establishment of community based on wellness tourism clusters and pushing for alliances with the healthcare sector. This is consistent with the research study by Thanaphithak and colleagues (2018) found that encouraging the community for learning together, resulting in the potential and readiness for creative tourism management for learning and can be a model for creative tourism management. This is consistent with the research concept of Chaimuang, et al, 2018,

proposed that the success factors in driving the development of tourism based on the bio-economy of the community are the leaders and members of the community with self-reliant, readiness to share the knowledge and learn how to manage a local community with creativity, including the further development by bringing knowledge, technology and innovation to develop products and services, as well as using the wisdom and resources within the local community as an element network to connect the factors and production processes that are friendly to biodiversity by focusing on the participatory management the organization's income which is shared to restore and conserve biodiversity within the community.

6. Creating the confidentiality for the tourist, to increase the national income from the tourism industry, which created the value-added to the national economy in the economic area by enhancing the quality image and security of the area, especially to create a new image of wellness tourism. This is consistent with the research study by Krungsri Puttachat Lunkham, 2021 stated that from now on, people will pay more attention to health safety, as well as issuing the standard certification (Certification) will be another way to increase the confidence of tourists and hotel customers. Therefore, public relations will be another helpful instrument to announce the safety standards of the country for both Thai and foreign tourists to understand, including educating employees about the disease or virus epidemic is most important as well. This is consistent with the research study by Phommaha (2019), suggested that Chinese tourists have a better perception of the Thai brand image in wellness and beauty tourism in terms of having professional personnel, having international standards in equipment and modernity of technology,

and providing a speed of service with creativity and innovation also.

Recommendations

1. There should be in-depth research on the process of developing for sharing value creation approach. (Co-Creation). The development of the wellness tourism market should drive in a creative way to develop the brand and the development of specific distinctiveness of the health services and the whole health tourism business in the EEC area.

2. There should be further in-depth research on the use of integrated marketing communication tools that are appropriate and consistent with the context of the environment and guidelines for the development of wellness tourism in the EEC area.

3. There should study and compare the marketing factors affecting the travel decision of both domestic and international tourists to know the possibility of promoting wellness tourism marketing in the EEC area.

4. There should study and develop a form of holistic wellness tourism, including tourism activities to suit the EEC area and to develop the potential of wellness tourism in the area to be better.

Implication

1. Applied as a basic principle for formulating concepts and policies for tourism marketing development.

2. Encourage the participation of the community and network partners in the development of the whole supply chain in wellness tourism in the linked areas.

3. Stimulate the awareness of tourism marketing development which created the wellness concepts that are consistent with the changing new context of

lifestyles (New Normal) under the new epidemic of emerging diseases and forms of tourism.

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