



A Conceptual Framework for Integrating Holistic Health Dimensions into Thailand's Wellness Tourism Sector

Natdanai Kiameiam^{1*}, Praman Tepsongkroh¹, Thiyada Kaewchana¹ and Kannika Sangthong

¹Department of Tourism Industry, Didyasarin International College, Hatyai University

*Corresponding author, E-mail: natdanai.k@hu.ac.th

Abstract

This academic article presents a systematic literature review with the purpose of establishing a conceptual framework for integrating holistic health into Thailand's wellness tourism sector. The study utilizes a qualitative analysis of secondary data and systematic content analysis to address three primary research questions regarding definitions, revisit intentions, and future developmental frameworks. Findings indicate that holistic health in the Thai context is a multi-dimensional paradigm comprising eight interdependent dimensions which are physical, intellectual, emotional, social, spiritual, vocational, financial, and environmental wellness. The research identifies wellness foundation resources and community participation as critical independent variables that drive the dependent variables of tourist satisfaction and intention to revisit. This is particularly significant for high-value segments like the "Silver Economy" (global market of goods and services designed for people aged 50 and older) where service reliability and accessibility are crucial. The article concludes by recommending tailored service designs for elderly travelers, enhanced travel connectivity, and stronger community-based governance to ensure the long-term sustainability and international competitiveness of Thailand's wellness tourism routes.

Keywords: Holistic Health, Wellness Tourism, Wellness Tourism in Thailand

Introduction

In the modern world, people are working more intensely than ever to achieve their professional and personal objectives. However, this fast-paced lifestyle has taken place along with a significant shift in priorities. Health has recently emerged as a primary concern. There is escalating recognition that career success is only truly meaningful when accompanied by the vitality required to enjoy it. Consequently, people are allocating a larger share of their income to self-care, investing in high-quality nutrition, fitness memberships, and various methods to enhance their overall well-being.



On a global scale, there is notable progress on public health. Approximately 1.4 billion more people are living healthier lives due to a steady decline in tobacco use, improved air quality, and enhanced access to water and sanitation (World Health Organization, 2025). The evidence of this positive trend includes a 27% reduction in tobacco use since 2010 - representing over 120 million people quitting, and the implementation of policies to remove industrial trans fats from the food supply in nearly 60 countries (World Health Organization, 2025).

The foundation of a healthy life is built upon "holistic health," a concept suggesting that true wellness includes physical, intellectual, emotional, social, spiritual, vocational, financial, and environmental constitutive elements (Briggs, D. 2020). By balancing these eight areas, individuals can achieve a deeper sense of fulfillment and build resilience against the stress of modern life.

This increased health awareness has deeply changed the tourism sector. Travel is no longer exclusively viewed as a mean of sightseeing, but as a proactive strategy for health improvement. This shift has stimulated the rise of wellness tourism, a major global trend that allows travelers to escape their daily routines and engage in activities that recharge the mind and body, such as nature walks, meditation, and specialized nutrition programs (The Global Wellness Institute, 2018). These experiences enable individuals to return to their responsibilities with the feeling of being refreshed and more productive.

It is essential, however, to distinguish wellness tourism from medical tourism. While medical tourism is typically reactive whereby individuals travel to treat specific illnesses or undergo surgery, wellness tourism is inherently proactive (Luxora, 2025). It prioritizes the prevention of illness and the enhancement of quality of life through relaxation and healthy habits. As society continues to prioritize longevity, wellness tourism will likely remain a central component of balancing professional demands with personal health.

Despite the global rise in holistic health, research has not yet linked traditional Thai wisdom with modern scientific evidence. Although Thailand has deep local knowledge, there is no clear framework to turn these traditions into professional, high-value tourism services. Furthermore, current studies often ignore the Silver Economy (travelers over 50 years old) who spend more and require specialized care. Rather than treating wellness as mass tourism, this study proposes a framework that combines traditional practices with scientific reliability. This provides a roadmap for the government and private sector to create a tourism model that is both profitable and culturally authentic.



Objectives

1. To define and characterize holistic health and wellness tourism in the Thai context.
2. To examine the factors influencing a tourist's intention to revisit wellness tourism in Thailand.
3. To propose the conceptual framework to conduct further research for developing a tourism route embracing the integration of holistic health and wellness tourism.

Literature Review

Evolution of Holistic Health

Modern research increasingly views health through a multidimensional lens, shifting focus from purely treating disease to an integrative model of well-being. As Stoewen (2017) suggests, wellness is a “holistic integration” defined by the synergy of eight interdependent dimensions: physical, intellectual, emotional, social, spiritual, vocational, financial, and environmental wellness. This framework suggests that good health is achieved not by treating symptoms, but through the active management of these interconnected domains. By highlighting that a deficiency in one area such as financial or environmental wellness can significantly weaken overall physiological and psychological outcomes, the model reinforces the necessity of a holistic approach in both clinical practice and personal health management.

The conceptualization of holistic health has evolved significantly over the past two decades, shifting from a biomedical focus on physical fitness to a multi-dimensional paradigm that encompasses the "whole person." According to Pattanapokinsakul et al. (2025), the evolution of wellness research can be categorized into three distinct phases: an initial foundational period focused on medical-based concepts (2001–2010), a transition toward destination marketing (2011–2019), and a recent emphasis on the consumer experience and holistic dimensions. This contemporary view suggests that true wellness is achieved through the synergy of six core pillars: nutrition, mental and meditative health, physical fitness, spa and traditional therapies, beauty and personal care, and wellness education. Moreover, recent research shows that emotional and environmental factors are often the most important influences on travelers seeking holistic health. This suggests that the modern meaning of the term focuses more on psychological well-being and a sense of restoration, rather than only physical recovery.

The evolution of holistic health is deeply connected to ancient wisdom, especially in Indian Vedic traditions and Ayurveda, which have always supported combining diet, spiritual practices, and lifestyle for better health. Historically, the body was viewed as “the foundation for all pursuits”. This concept evolved into the modern definition of wellness, which involves physical energy, clear thinking, and spiritual happiness. Contemporary



research has expanded this framework to include eight critical dimensions: physical, mental, spiritual, social, occupational, financial, environmental, and intellectual wellness. This evolution marks a critical shift in public health strategy, moving away from a purely reactive medical model toward a proactive, primary care approach that addresses lifestyle disorders by fostering resilience and balance across all dimensions of human existence (Kumar et al., 2025).

Eight Dimensions of Wellness

According to Stoewen (2017), good health requires the active pursuit of balance across the following eight dimensions:

1. **Physical Wellness** - This dimension refers to the physiological state of the body. It includes physical activity, healthy nutrition, and adequate sleep. In the context of wellness tourism, this relates to activities such as yoga, fitness programs, and the consumption of organic or functional foods which are often found in Thai culinary traditions.
2. **Intellectual Wellness** - Intellectual wellness involves engaging in creative and mentally stimulating activities. It is the active pursuit of lifelong learning and the expansion of knowledge and skills. For a tourist, this might manifest as learning traditional Thai massage, attending workshops on herbal medicine, or engaging in cultural history tours.
3. **Emotional Wellness** - This dimension involves understanding and respecting one's own feelings, values, and attitudes. It includes the ability to manage stress and express emotions constructively. Wellness tourism addresses stress-reduction therapies, meditation retreats, and programs designed to foster psychological resilience.
4. **Social Wellness** - Social wellness refers to maintaining healthy relationships and contributing to the community. It emphasizes the importance of a supportive network. In the wellness tourism context, this connects to the hospitality of Thai service and the interactions between tourists and local communities.
5. **Spiritual Wellness** - This dimension is defined by the search for meaning and purpose in human existence. It involves possessing a set of guiding beliefs, principles, or values. This is highly relevant to Thailand's wellness tourism aspects, such as meditation centers, monk ordination experiences, and visits to sacred sites.
6. **Vocational (Occupational) Wellness** - Vocational wellness is the ability to achieve personal satisfaction and enrichment through one's work. It involves finding meaning in professional activities. While tourists are often "off work," the rise of "workcations" and digital nomads could link this dimension to the tourism sector.
7. **Financial Wellness** - Financial wellness involves the ability to manage one's economic life to reduce stress and increase security. It is the state of living within one's means and planning for future financial health. A lack of stability in this element can undermine all other dimensions of health.
8. **Environmental Wellness** - This dimension emphasizes the relationship between an individual and their surroundings. It involves living a lifestyle that is respectful to the environment.



Wellness Tourism in the Thai Context

Wellness tourism can be categorized as a subset of health tourism which is defined as a journey to maintain or enhance the individual's well-being through the balance of physical, mental, cognitive, and social aspects. The core objectives include strengthening physical and mental resilience, reducing stress to increase relaxation, and fostering a lifestyle philosophy that encourage harmonious coexistence within society (The Global Wellness Institute, 2018; Mueller & Kaufmann, 2001; Riwayatthana et al., 2023).

Thailand is shifting its tourism strategy from focusing on large visitor numbers to emphasizing high-value tourism. This new approach targets high-spending visitors, especially in medical and wellness tourism. According to Global Wellness Institute (2025), wellness tourism in Thailand has achieved the 15th worldwide rank with the market value of 4.7 billion dollars. It was expected to be in the top five rank in 2027. Chumphan (2025) found that international tourists in this segment spend about twice per trip on average. Beauty and anti-aging, spas, fitness, mind-body, healthy diet, and health-oriented treatment business play a significant role in generating high revenue (Keadplang, 2019).

Also, Thailand has increasingly positioned the integration of healthcare services, beauty industries, and traditional Thai medicine as a strategic tool to enhance international competitiveness. National policy aims to create high-end tourism by connecting experts, local communities, and nature. The goal is to offer top-tier travel experiences that blend cultural traditions with modern science (Office of the Permanent Secretary of the Ministry of Tourism and Sports, 2021).

Despite this rapid progress, academic research highlights that the long-term viability of Thailand's wellness tourism model depends on effective collaboration among government agencies, private enterprises, and higher education institutions. This framework is considered crucial for transforming indigenous knowledge into evidence-based practices and ensuring that economic gains are distributed more equitably at the community level (Boonchuay & Thammabut, 2019). While current trends suggest strong prospects for Thailand as a global medical and wellness destination, sustaining this position will require consistent quality assurance, continuous investment in human capital, and careful management of the balance between economic development and cultural integrity (Leeanan, 2022).

Relevant Research about wellness tourism in Thailand

Kantabutra et al. (2019) have conducted a focus group to define wellness. It is the combination and balance of physical, mental, and spiritual aspects resulting in happiness. It was also defined as a journey focusing on physical, mental, and spiritual promotion. The service provider must provide wellness activities in the accommodation.



In terms of the trend for hotels and resorts, Piuchan (2024) has pointed out that the popularity of wellness hotels and resorts is continuously growing. Influences were relaxation-focused services and distinctive wellness service identity. Wellness knowledge, convenient amenities and the hotels' image are the key successes for market competition.

In addition, Suntornteerasut et al. (2024) have conducted research about the impact of travel experience on tourists' satisfaction and intention to revisit in connection with wellness tourism in Thailand. Questionnaires (both paper-based and online) were distributed to 261 foreign tourists aged 18 and above. The findings indicate that dimensions such as relaxation, novelty, healthy diet, physical environment, and service quality significantly impact tourist satisfaction and tourists' intention to revisit.

Furthermore, Suksri and Samkhuntod (2021) have studied the potential spatial analysis of the West coast tourism development zone for wellness tourism destination. The focused area was Thailand Riviera Capital, which includes Phetchaburi, Prachuap Khiri Khan, Chumphon and Ranong provinces. It was found that Thailand Riviera Capital has potential to be developed as a wellness tourism destination. Phetchaburi was identified as a holistic wellness destination, requiring enhancements in tourist services, facilities, and activities. Prachuap Khiri Khan was recognized for recreation wellness tourism with the potential to be developed into a "family and wellness city." Chumphon was defined in terms of eco-wellness tourism, suggesting development that links the Gulf of Thailand and Andaman Sea. Lastly, Ranong was designated as a romantic and retreat wellness image suitable for development into a high-class wellness destination.

In-depth interviews have been conducted to establish the guidelines of wellness tourism activities development in the West of Thailand by Leksuma et al (2019). It was found that 1. Mahasawat Community in Nakhon Pathom applied local agricultural products for their wellness tourism identity, 2. Lao Tuk Lak floating market in Ratchaburi applied local resources and creative local products, 3. Nong Ya Plong in Phetchaburi provided natural hot springs, local agricultural products and health relaxing massage, 4. Pa La – U in Prachup Khiri Khan applied natural resources for health promotion activities, and 5. Nong Rong in Kanchanaburi applied local resources for wellness products.

Moreover, Supradit and Suthiwartnarueput (2025) have researched tourism logistic factors affecting wellness tourism in Phuket. Most of the tourists who came to Phuket for wellness tourism were of working age, educated, self-employed, or employees of companies, with high income, and most of them came from Europe and America. The highest satisfaction with tourism logistics was in the financial, personnel, and location areas respectively. Recommendations for improvement were overall service and travel connectivity, especially in the public transportation system in Phuket. Pattanapokinsakul et al (2024) also found that among 400 samples, most international tourists travelling to



Phuket for wellness tourism were male, aged 25-39 years, married, of no religion, European, with an average income of approximately 2,501-3,500 US dollars. The main push factor encouraging their desire was relaxation and escape. The main pull factor was the price.

In the case of behavior and demand for wellness tourism service in Loei province's context, it was slightly different. The main purpose was visiting friends and family. The most favorite tourist attractions were historical tourist attractions. The source used for searching out information was the Tourism Authority of Thailand. The main interest of the tourists was observing demonstrations, learning, and practicing traditional Thai massage as these were rated at a high level.

The participation of tourism networks is also essential. Kaewnet (2022) revealed a model regarding tourism networks as follows: 1. participation in planning, 2. setting up a committee to formulate a wellness tourism development plan, 3. allocating joint benefits for the community, and 4. monitoring and evaluating the activities.

Loedlukthanathan et al. (2016) have suggested 9 factors for successful wellness tourism in Thailand, which are 1. Sightseeing highlights which include popular attractions, 2. Spa massage therapy, 3. Specialized world-class seaside resorts and spas, 4. Service infrastructure such as air, ground and port transport, 5. Spices and Siamese medicinal herbs, flowers, and coconut oil, 6. Sports for health, 7. Spiritual, mind, and body practices, 8. Steam and sauna and bathing with hot spring mineral water treatments, and 9. Sustainability. Additionally, to improve wellness tourism in Thailand, the destination should be in a natural environment, the staff should be well-trained, and the price should be clearly stated. Woranisapanita (2025) also suggested that factors for the growth of wellness tourism in Thailand should include 1. the development of people, especially elderly and health enthusiasts – this group is high spending and willing to allocate their income toward high quality health services, 2. the development of entrepreneurs – Thai entrepreneurs have started to use innovation and technology to integrate with health services, 3. the development of personnel in the industry – as personnel are the key driver of the wellness tourism industry, the development of their skill, knowledge and well-being is essential.

Pairoj and Kedkaew (2025) were interested in studying the Potential of Event Organization for Wellness Tourism for the Elderly in Thailand. To support the study of Woranisapanita (2025) regarding the interest of the elderly in wellness tourism in Thailand, this study suggested that the promotion of wellness tourism for the elderly can be the key approach to increase Thailand's competitiveness in the global tourism industry. It also generates opportunities for economic development along with the well-being enhancement of the elderly. In the context of wellness tourism for senior tourists in Krabi province, reliability, assurance, tangibility and responsiveness are the key service delivery



which need to be strengthened for Krabi to reinforce sustainability and attract senior tourists to wellness tourism (Jonvirat, 2025). Keadplang et al. (2024) also emphasized the rise in the number of elderly tourists especially in wellness tourism. Elderly travelers were typically categorized as individuals aged 55 or older (Balderas-Cejudo & Patterson, 2023). There is a higher potential for elderly tourists to be proactive in maintaining their health and functional abilities. The importance of tailored services and facilities such as accessible accommodation, opportunities for interaction, and elderly-friendly activities was recommended.

Research Methodology

The methodology of this research is based on a qualitative analysis of documents, using a systematic selection of secondary data. This involved a broad review of reliable digital platforms, including international health organizations and academic databases focused on tourism and wellness. To ensure the results are accurate and trustworthy, the data collection focuses on relevant studies and official reports from recognized institutions. The next phase of the study, a systematic content analysis was utilized to interpret the gathered information. This process went beyond simply summarizing the text; it was a detailed effort to organize and divide the information into clear themes and categories. By breaking down the data in this way, it was possible to find important connections and patterns that might not at first have been obvious. This organized approach led to a deep understanding of the research topic, which allowed for a clear and complete summary of the findings in this article.

Results

The systematic content analysis of the reviewed literature reveals a comprehensive landscape of the wellness tourism industry in Thailand, structured around three research questions as follows:

Definition of Holistic Health and Wellness Tourism in the Thai context

The evolution of holistic health perspectives has shifted from a traditional biomedical focus on physical fitness toward a multi-dimensional paradigm that addresses the "whole person". In the Thai context, holistic health is defined through the synergy of eight interdependent dimensions: physical, intellectual, emotional, social, spiritual, vocational, financial, and environmental wellness. This framework states that true health is achieved not by treating the symptoms, but through the active management of these interconnected domains, where a deficiency in one area such as financial or environmental wellness can significantly weaken overall psychological and physiological outcomes. Furthermore, wellness tourism is defined as a proactive journey to maintain or enhance



well-being through the balance of the physical, mental, cognitive, and social aspects of the tourist. A distinguishing feature of the Thai market is the strategic integration of international medical standards with traditional assets, including Thai massage, herbal medicine, and spiritual practices like meditation retreats and traditional monastic routines.

Factors Influencing Tourists' Intention to Revisit Wellness Destinations in Thailand

The literature identifies several critical factors that determine tourist satisfaction and the potential for return visits. The study indicates that dimensions such as relaxation, novelty, healthy diet, the quality of the physical environment, and service excellence significantly impact the intention to revisit. For the "Silver Economy" or elderly segment, it was defined that the revisit intentions of travelers aged 55 and older are heavily influenced by reliability, assurance, tangibility, and responsiveness in service delivery. Additionally, the primary psychological "push" factors driving tourists toward Thai wellness destinations are the need for relaxation and an escape from daily routines, while the competitive pricing of services acts as a major "pull" factor. For specific locations like Phuket, satisfaction is highest regarding financial security, personnel, and location, though improvements in travel connectivity and public transportation remain essential for sustaining long-term development.

Conceptual Framework for Further Research: The Integrated Holistic Health Concept towards a Wellness Tourism Route

The findings from this literature review establish a structured conceptual framework to guide the development of a wellness tourism route. In this model, the independent variables are identified as wellness foundation resources and community participation. Wellness foundation resources encompass the nine success "S" factors including 1. Sightseeing highlights, 2. Spa massage therapy, 3. Specialized world-class seaside resort and spa, 4. Service infrastructure, 5. Spices and Siamese medicinal herb, flowers, and coconut oil, 6. Sports for health, 7. Spiritual, mind, and body practices, 8. Steam and sauna and bathing with hot spring mineral water treatments, and 9. Sustainability. Furthermore, community participation acts as a critical independent variable through a model involving participation in planning, setting up a committee to formulate a wellness tourism development plan, allocating joint benefits for the community, and monitoring and evaluating the activities.

The dependent variables in this framework are tourist satisfaction and the intention to revisit. The literature suggests that the integration of diverse wellness dimensions such as healthy diet, physical environment, and service quality serves as the primary driver for achieving high levels of tourist satisfaction. Consequently, when these foundation



resources and community-led services align with the needs of specific segments, like the elderly, they directly influence the intention to revisit, thereby ensuring the long-term economic and social sustainability of the tourism route. This framework provides a clear guide for transforming indigenous knowledge into evidence-based practices through systematic collaboration.

Conclusions and Discussion

Based on the synthesis of the literature, this chapter concludes the review and offers strategic recommendations for the development of holistic health and wellness tourism in Thailand.

This literature review has demonstrated that the conceptualization of health in Thailand has evolved into a comprehensive "whole person" paradigm encompassing eight dimensions of wellness. Thailand's competitive advantage in this sector is driven by its ability to integrate high-standard medical services with traditional assets, such as Thai massage, herbal medicine, and spiritual practices. The findings indicate that the successful development of a wellness tourism route depends on two primary factors: the quality of wellness foundation resources and the level of community participation. When these elements are managed effectively, they serve as the key drivers for tourist satisfaction and the intention to revisit, particularly among high-value segments like international travelers and the growing "Silver Economy"

Recommendations

To enhance the sustainability and competitiveness of Thailand's wellness tourism routes, several strategic actions are recommended based on the synthesized literature. First, destinations must prioritize tailored service design, particularly for the "Silver Economy." For this elderly segment, service providers should strengthen reliability, accessibility, and proactive health maintenance programs to secure their satisfaction and revisit intentions. Second, strengthening community networks is essential for long-term viability. Local government and private sectors should adopt participation models that involve local communities in the planning stages and ensure the equitable distribution of economic benefits. Third, investment must be directed toward infrastructure and travel connectivity, specifically improving public transportation systems to ensure seamless access to wellness hubs. Finally, there is a critical need for evidence-based practice through collaboration between higher education institutions and the private sector to transform indigenous wellness knowledge into internationally recognized standards, ensuring consistent quality assurance and the preservation of cultural integrity.



References

- Balderas-Cejudo, A., & Patterson, I. (2023). Tourism as a means of happiness and subjective well-being for senior travelers. *ANDULI: Revista Andaluza de Ciencias Sociales*, (23), 19–33. <https://doi.org/10.12795/anduli.2023.i23.02>
- Boonchuay, C., & Thammabut, P. (2019). Strategic plan for sustainable integrated wellness tourism development in Bangkok, Thailand. *Veridian E-Journal, Silpakorn University*, 12(1), 68–84.
- Briggs, D. (2020). Health development and health reform: Where to from here? *Journal of Public Health and Development*, 18(1), 67–72. <https://he01.tci-thaijo.org/index.php/AIHD-MU/article/view/240600>
- Chunphan, P. (2025, December 7). Thailand shifts strategy to wellness tourism: TAT aggressively promotes to attract high-spending tourists. *Bangkok Biz News*. <https://www.bangkokbiznews.com/business/business/1211053>
- Dangulavanich, P., & Satararuj, K. (2023). Does COVID-free matter in the post COVID-19 era? The tourist's perspective on Thailand's wellness tourism destination brand: A structural equation model study. *Journal of Siam Communication Arts Review*, 22(2), 73–99. <https://so05.tci-thaijo.org/index.php/commartsreviewsiamu/article/view/269328>
- Global Wellness Institute. (2018). *Global wellness tourism economy – November 2018*. <https://globalwellnessinstitute.org>
- Jainoi, W., Kaiyai, H., Thongmak, Y., Sornsai, N., Chartkul, R., & Juengwattanatrakul, K. (2024). The behavior and demand of wellness tourism services based on the concept of creative economy in Loei province. *Journal of Management Science Sakon Nakhon Rajabhat University*, 4(4), 1402–1415. <https://so08.tci-thaijo.org/index.php/JMSSNRU/article/view/3505>
- Jonvirat, R. (2025). Developing Krabi province as a wellness tourism destination for senior tourists. *Interdisciplinary Sripatum Chonburi Journal*, 21(2), 186–201.
- Kaewnet, P., Chaisanit, P., & Yodsuwan, C. (2022). The participation of tourism networks in hot spring wellness tourism in Chiang Rai. *Silpakorn University Journal*, 42(5), 71–83.
- Kantabutra, S., Jariangprasert, N., & al., et. (2019). Definition and service form of wellness tourism in the upper northern region, Thailand. *Journal of Thai Hospitality and Tourism*, 14(2), 25–43. <https://so04.tci-thaijo.org/index.php/tourismtaat/article/view/206961>



- Keadplang, K. (2019). An increased business opportunity of wellness tourism as premium tourist destination in Asian countries. *Journal of Cultural Approach*, 20(37), 102–109. https://so02.tci-thaijo.org/index.php/cultural_approach/article/view/184125
- Keadplang, K., Hansuk, W., Suchaoin, P., & Pimanmassuriya, K. (2024). Creative economy on the wellness tourism of elderly tourists in Thailand: A comparative study of Thai, Japanese, and Chinese. *Rajapark Journal*, 18(58), 450–466.
- Klangnurak, H., & Jaroenwisat, K. (2023). Phuket's potential for wellness tourism. *Journal of Management Science Research, Surindra Rajabhat University*, 7(1), 182–194.
- Kumar, S., Gupta, K., & Joshi, A. (2025). Workplace holistic health & wellness: Primary care program to address lifestyle disorders. *Indian Journal of Community Health*, 37(4), 508–513. <https://doi.org/10.47203/IJCH.2025.v37:04.002>
- Leeanan, C. (2022). Guidelines for health tourism management for elderly tourists. *Journal of Yala Rajabhat University*, 17(1), 147–155.
- Leksuma, P., Dokchan, T., Udomsilp, M., Fakyen, A., & Chuamuangphan, N. (2019). The guideline of wellness tourism activities development in western Thailand. *Research and Development Journal, Loei Rajabhat University*, 14(49), 20–30. <https://so05.tci-thaijo.org/index.php/researchjournal-lru/article/view/207005>
- Loedlukthanathan, S., Onmung, P., & Nimnaetipun, S. (2016). Factors influencing health wellness and spa tourism among foreign visitors to Thailand. *Payap University Journal*, 26(1), 175–189. <https://doi.org/10.14456/pyuj.2016.2>
- Luxora. (2025, June 12). Wellness tourism vs. medical tourism: What's the difference? <https://luxoraexperiences.com/blogs/wellness-vs-medical-tourism>
- Ministry of Public Health. (2017). Strategy for the development of Thailand as an international health hub (2017–2026) [In Thai]. <https://hss.moph.go.th/fileupload/2560-102.pdf>
- Mueller, H., & Kaufmann, E. L. (2001). Wellness tourism: Market analysis of a special health tourism segment and implications for hotel industry. *Journal of Vacation Marketing*, 7(1), 5–17.
- Office of the Permanent Secretary of the Ministry of Tourism and Sports. (2021). Master plan under the national strategy: Tourism issue (2018–2037) [In Thai]. <https://www.senate.go.th/assets/portals/181/fileups/180/files/05-การท่องเที่ยว.pdf>
- Pairaj, W., & Kedkaew, P. (2025). The potential of event organization for wellness tourism for the elderly in Thailand. *International Thai Tourism Journal*, 21(1), 137–154. <https://so02.tci-thaijo.org/index.php/jitt/article/view/276855>



- Palawong, A., & Ponanan, K. (2023). Supply chain management for wellness tourism of Sukhothai Historical Park. *PSRU Journal of Industrial Technology and Engineering*, 5(1), 102–114. <https://ph02.tci-thaijo.org/index.php/psru-jite/article/view/248695>
- Panyanak, L., Chaisaengpratheep, N., & Masuk, P. (2022). Wellness and health tourism in Thailand: A Chinese visitors' perceptions of transcultural nursing. *Community and Social Development Journal*, 23(3), 143–158. <https://doi.org/10.57260/rcmrj.2022.259832>
- Pattanapokinsakul, K., Kattiyapornpong, U., Niyomdech, L., & Sangthong, S. (2025). The evolution and future of wellness tourism: A two-phase review and a six-dimensional thematic framework. *Humanities, Arts and Social Sciences Studies*, 25(3), 819–832. <https://doi.org/10.69598/hasss.25.3.277224>
- Pattanapokinsakul, K., Wongmontha, S., Pongponrat Chieochan, K., & Pariwongkhuntorn, N. (2024). An analysis of international tourists' push and pull motivation factors in wellness tourism: A case study of Phuket. *Review of Management and Social Sciences*, 7(6), 52–64.
- Phetsome, S., & Ashton, A. S. (2024). The relationship among wellness tourism, attitude toward wellness activities, social media norms, satisfaction wellness activities and intention to participate wellness activities: Case study: Thailand Riviera area. *Rajapark Journal*, 18(60), 234–253.
- Piuchan, M. (2024). Wellness tourism: Wellness activity trends in hotels and resorts. *Journal of Social Sciences and Humanities Research in Asia*, 30(1), 105–122. <https://so05.tci-thaijo.org/index.php/psujssh/article/view/268029>
- Riwatthana, S., Polngam, P., & Sriwattanakul, K. (2023). Wellness tourism in Chonburi province. *Journal of MCU Nakhondhat*, 10(3), 363–376. <https://so03.tci-thaijo.org/index.php/JMND/article/view/268631>
- Sangpikul, A. (2022). The synthesis of spa business studies for the development of the wellness tourism business in Thailand. *Interdisciplinary Sripatum Chonburi Journal*, 8(1), 15–29.
- Stoewen, D. L. (2017). Dimensions of wellness: Change your habits, change your life. *The Canadian Veterinary Journal*, 58(8), 861–863. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5508938/>
- Suksri, C., & Samkhuntod, O. (2021). Potential spatial analysis of West Coast Tourism Development Zone for wellness tourism destination. *Journal of Landscape Architecture and Planning*, 3(1), 41–66. <https://so01.tci-thaijo.org/index.php/LAJ/article/view/250324>



- Suntornteerasut, P., Darawong, C., & Wongvedvanij, R. (2024). The impact of travel experience on tourist satisfaction and intention to revisit towards wellness tourism in Thailand. *Journal of Business, Innovation and Sustainability (JBIS)*, 19(4). <https://so02.tci-thaijo.org/index.php/BECJournal/article/view/271521>
- Supradit, A., & Suthiwartnarueput, K. (2025). Tourism logistics factors affecting wellness tourism in Phuket. *Journal of Thai Hospitality and Tourism*, 20(1), 30–40. <https://so04.tci-thaijo.org/index.php/tourismtaat/article/view/265861>
- Tawharanurak, C. (2022). Antecedent and consequence of wellness tourism engagement among Generation Y tourists. *Journal of Behavioral Science for Development*, 14(1), 19–37. <https://so02.tci-thaijo.org/index.php/JBSD/article/view/251008>
- World Health Organization. (2025). Stronger together: Milestones that mattered in 2025. <https://www.who.int/news-room/spotlight/stronger-together-milestones-that-mattered-in-2025>
- Woranisapanita, R. (2025). Preparing the workforce for wellness tourism. *Journal of Organizational Management and Social Development*, 5(2), 199–210. <https://so17.tci-thaijo.org/index.php/JOMSD/article/view/1433>