



Tourists' Satisfaction toward The Creative Health Tour Program of Pa Miang Sub-District, Doi Saket District, Chiang Mai

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Abstract

The purpose of this research was to study the tourists' satisfaction with the creative health tour program of Pa Miang sub-district, Doi Saket district, Chiang Mai. Data were collected with 97 questionnaires. The research tool was closed-ended and open-ended questionnaires. The statistics used in data analysis were percentage, mean, and standard deviation. The results showed that the majority of respondents were female students aged 20-29 years old with experience in community health tourism.

The tourist satisfaction assessment results of tourists revealed that tourism activities creating learning experiences were at the satisfied level (4.13). There were activities of learning how to make onsen egg salad and Thai Lue local food and making herbal compress keychains. Moreover, providing useful and interesting information and knowledge was at the satisfied level (4.04), food and beverages helping good health promotion were at the satisfied level (4.04) by eating local Tai Lue food and healthy drinks according to the life element principle (Earth, Water, Wind, Fire). These were the factors that made tourists the most satisfied. Therefore, the development of creative health tourism must have activities creating a learning experience, convey cultural information and local way of life (intellectual health), and food and beverage enhance physical health as well as meet the needs of tourists.

Keywords: tourist satisfaction, creative health, tour program