



POTENTIAL OF NETWORKING HEALTH AND WELLNESS TOURISM ENTERPRISES FOR SUSTAINABLE DEVELOPMENT

Preeyanart Jeerapatranant¹, Vuttichat Soonthonsmai^{2*}, Sakchai Setarnawat³

¹ Doctor of Philosophy In Management, Faculty of Management and Tourism, Burapha University, Thailand

Email: preeyanart.nt@gmail.com

² Department of Marketing, Faculty of Management and Tourism, Burapha University, Thailand

Email: woodee8899@gmail.com

³ Department of Tourism, Faculty of Management and Tourism, Burapha University, Thailand

Email: sakchais@buu.ac.th

* Corresponding Author

Article Info:

Article history:

Received date: 28.03.2022

Revised date: 10.05.2022

Accepted date: 23.05.2022

Published date: 07.06.2022

To cite this document:

Jeerapatranant, P., Soonthonsmai, V., & Setarnawat, S. (2022). Potential Of Networking Health And Wellness Tourism Enterprises For Sustainable Development. *Journal of Tourism Hospitality and Environment Management*, 7 (28), 18-37.

DOI: 10.35631/JTthem.728002.

This work is licensed under [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)



Abstract:

This study aimed to study the potential of health and wellness tourism enterprise integration among entrepreneurs, stakeholders, and integration management that influence the sustainability of health and wellness tourism enterprise network integration in Thailand. This is descriptive research. The sample group consisted of 320 small, medium, and large health and wellness tourism entrepreneurs in Thailand. A questionnaire was used as a tool for data collection. Statistics used included mean, frequency, percentage, standard deviation, and variance. The influence of variables based on the regression model equation was tested by multiple regression analysis with a statistical significance of 0.05. The findings revealed that entrepreneurs have a level of opinion about the potential of entrepreneurs' health and wellness tourism enterprise integration stakeholders management aspect and community participation are at a high level in all aspects. It was found that the integration potential of entrepreneurs, stakeholders, management and community participation influenced on sustainability of health and wellness tourism enterprise network integration of Thailand.

Keywords:

Health and Wellness and Wellness Tourism, Enterprises Networking of Tourism Industry, Community Participation

Introduction

The tourism industry is considered to be one of the driving forces towards the economy. Many countries have focused on the growth tourism economic development in certain areas,

especially health and wellness and wellness tourisms after recovering from the COVID-19 pandemic. Thailand is one of the world's most popular countries for health and wellness and wellness tourism with a continuous reputation (Global Spa Summit, 2012). In 2019, accordingly, there were 39.8 million tourists came to the country (Ministry of Tourism and Sports, 2019). The strength of Thailand's health and wellness tourism business is to adapt various health and wellness resources, such as spa businesses that use herbs or local resources to create exotic experiences for clients (Marketeer, 2017). In the past, health and wellness tourism generated massive revenue for Thailand. In 2015, Thailand was ranked the fourth in the Asia-Pacific region, gaining revenue from health and wellness tourism up to 8,823.9 million U.S. Dollars (Kieanwatana, 2018). In the Asian region, countries that play a key role in providing health and wellness tourism services included Thailand, Singapore, India, the Philippines, and Malaysia, respectively; however, health and wellness tourism was concentrated in Thailand and Singapore. Consequently, the market share that these two countries hold was 71% of the total market value in Asia (Teelanont, 2018). This rapidly growing trend of health and wellness care, health and wellness businesses have developed more extensive products and services for both physical and mental health and wellness such as herb usage is an alternative to meet such needs. Additionally, Thailand is also an important source of producing health-based herbs as well as the availability of basic industrial factors of many public and private sectors working on herbal development. Thus, Thai herbs can become important economic plants that generate revenue for the country (Chanchaochai, 2013). So, the government formulated a strategy to develop Thailand into the Medical and Wellness Hub of Asia.

Prachinburi is one of well-known region in health and wellness tourism in Thailand, had abundant natural resources along with biodiversity and various medicinal plants. Prachinburi was also one of the 4 provinces targeted to be an herbal city (Ministry of Public Health and wellness, 2016b). As a result, herbs the area were popular and widely known. There was also the availability of Thai traditional medicine to utilize herbs for treatment and rehabilitation as well as various health and wellness promotion products to meet health and wellness tourists' needs for economic expansion, income distribution to a community level, and a tendency to expand the community-based tourism because it is a crucial tool for economic and social development to create jobs, the development of community enterprises and infrastructure, and revenue generation for the community and country.

Table 1: Tourist Statistics of Prachinburi Province

	2014	2015	2016	rate of change		
number of visitors	1,293,107	1,338,269	1,399,324	1.26	3.49	4.61
Thai people	1,204,931	1,249,194	1,307,844	1.27	3.67	4.61
Foreigner	88,176	89,075	92,080	1.15	1.02	3.37
Revenue from tourism (million baht)	3,216.39	3,504.49	3,750.95	2.41	8.96	7.03
Thai people	2,886.39	3,154.89	3,382.92	2.45	9.30	7.23
Foreigner	330.00	349.60	368.03	2.05	5.94	5.27

Source: Prachinburi Provincial Tourism and Sports Office (2017).

From Table 1 shows, Prachinburi Province has received increasing interest from both Thai and foreign tourists who travel continuously. Including the number of incomes that have continued to increase as well. Prachinburi's health tourism is considered an important business of

Prachinburi province that will be able to attract and support the needs of health-conscious tourists. And health tourism also helps to drive the economy in Prachinburi province as well. The development guideline for Thailand of the enterprise network integration of entrepreneurs and stakeholders in the tourism industry can drive and develop the country's economy (Thairath Online, 2019). In Thailand, there are health and wellness tourism products' promotions and offer, but this has not yet been integrated into the health and wellness tourism enterprise network in creating a plan to promote and provide integrated health and wellness tourism services explicitly and earnestly. At the present, health and wellness tourism management in Thailand has been done well, but it may lack sustainability since there is still a lack of cooperation in the form of a health and wellness tourism network to strengthen the business that generates income for members and people in the community. So, they can be self-reliant continuously and sustainably. Therefore, there may be a need for collaboration between health and wellness tourism entrepreneurs and stakeholders in both the public and private sectors through collaborative management. These factors required a community network.

Although Thailand has the potential to promote an herbal city as a tourist destination that supports health and wellness tourism, the existing health and wellness tourism still lacks effective management, such as the potential of health and wellness tourism enterprise community in Thailand and the potential of the agency's support, cooperation, and participation of health and wellness tourism community networks, and cooperative Integration in health and wellness tourism community in Thailand for sustainable community network development with three main elements: community, government, and supportive agencies as well as a proper health and wellness tourism model (Pharsuk, Na Thalang, Promsuwan and Tangbenjasirikul, 2018). These may have a negative impact on tourism as well (Department of Tourism, 2018). These factors have become key mechanisms to effectively develop the tourism industry's competitiveness for economic development based on innovation in the future.

Due to the problems above, the researcher applied the development model of the sustainable tourism enterprise network from Soonthonsmai (2017), which was a sustainable development guideline of the tourism enterprise network's roles for Thailand with related factors including entrepreneurs, stakeholders, and management (Soonthonsmai, 2017). To achieve the sustainability of health and wellness tourism management in Thailand, the researcher conducted a study to analyze the potential factors of health and wellness tourism enterprise integration among entrepreneurs, stakeholders, and integration management that influence sustainable tourism in Thailand. Apart from generating income for a community, this can enhance the potential of health and wellness tourism services as a development guideline for an herbal city for health and wellness tourism as well as a mechanism in driving the wellness city of Thailand in the future, leading to the Health and Wellness Hub of Asia.

Conceptual Framework

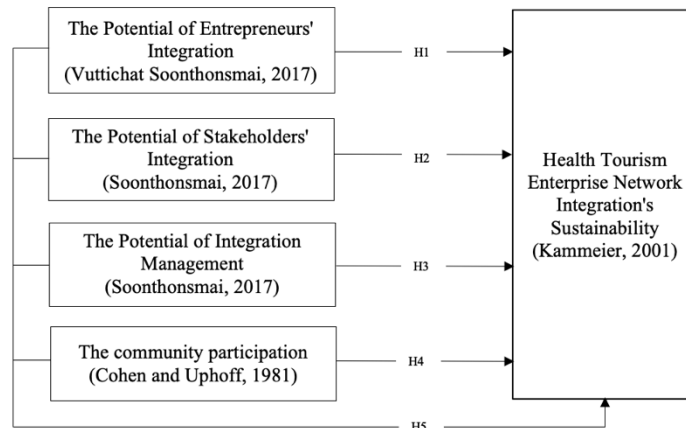


Figure 1: Conceptual Framework

Source: (Soonthonsmai, 2017; Cohen and Uphoff, 1998; Kammeier, 2001)

Literature Review

This research studied the potential of sustainable health and wellness tourism enterprise network integration in Thailand based on the development model of the sustainable tourism enterprise network from Soonthonsmai (2017) to assess the potential of health and wellness tourism enterprise integration in Thailand to sustainably develop 3 factors: entrepreneurs, stakeholders, and integration management (Soonthonsmai, 2017). The community participation concept of Cohen and Uphoff (1981) consists of four factors: participation in decision-making, participation in the practice, participation in receiving benefits and participation in the evaluation (Cohen and Uphoff, 1981), as well as the sustainable tourism concept of Kammeier (2001) which consists of 3 factors: society, economy, and environment (Kammeier, 2001). The researcher has reviewed related research as follows:

The Potential of Entrepreneurs Influencing Network Integration's Sustainability

Regarding the potential of entrepreneurs influencing network integration's sustainability, Jackson (2004) found that Porter's theory is suitable for competitiveness development, but at the micro-business level, various development should be promoted, including the development of human capital and knowledge management system. Also, entrepreneurs agreed that enterprise networking is good (Jackson, 2004). This is similar to Juethai (2007) who found that the most important internal success factor was a will that the members of the enterprise want to unite and trust each other while the external success factor was institutional support (Juethai, 2007). Later, there are many researchers who agree that participation in the work process of group members. It affects the management of the group to be effective. Confirmed the results of research by Haisirikul (2021) who studied the service management approach of Ban Bua Herb Community Enterprise Group, Ban Bua Sub-district, Mueang District, Buriram Province. And Singmat (2015) research to study the potential of community enterprise competition: a case study of the Roi Kaen Sarasin Province group. Who saw that participation in the work of members within the group It affects the management of the group to be effective because if members lack participation in all activities or different people, do it may result in the enterprise being unable to continue the activities and may lead to liquidation in the future (Haisirikul, 2021; Singmat, 2015). Ramayah, Lee, and In (2011) found that the factors of trust,

communication, and a long-term relationship among entrepreneurs in the group were related to satisfaction and success in the tourism business (Ramayah et al., 2011). In addition, the research by Nitichaowakul (2015) found that one of the major strengths contributing to the development of tourism enterprise network integration was to be open for learning new things as well as sharing existing information and experiences. This caused access to knowledge to easily understand matters. Accordingly, the key factor for the successful development of the tourism enterprise network was to allocate financial benefits for businesses based on mutual trust, to build a positive attitude of members, to balance the competition, and to build control and cooperation at the same time along with maintaining standardized service quality as well as linking to other industries in different areas (Nitichaowakul, 2015). Additionally, Torudom (2007) also found that the success factors of entrepreneurs in each aspect were shown below. Firstly it was leadership, most entrepreneurs have the vision to grow their businesses through leadership skills and entrepreneurial qualities. Secondly, it was management: Most entrepreneurs should have a profession in their businesses in terms of to their knowledge and accumulated experience. Thirdly, it was public policy in promoting the industry, most medium-sized enterprises are partially financial funded by the government (Torudom, 2007). According to Sutthisakorn (2011) found that the community with good human capital was an important factor contributing to the success of a community-based tourism enterprise, such as existing knowledge in a community, harmony, trust in the community, community visionary leaders, and competent human resources management and development who exemplify honesty and sacrifice for a community's success (Sutthisakorn, 2011). Similarly, Tanprayoon (2011) found that the qualities of an community-based enterprise entrepreneur affecting such 14 key success factors of sustainable business as a determination of being an entrepreneur, an ability to develop innovation, human relations and communication, networking, quality of products or services, business opportunities and productivity, optimism, management style, leadership, employees' skills and expertise, responsibilities, work systems, health and wellness resources, and business ethics (Tanprayoon, 2011).

The Potential of Stakeholders Influencing Network Integration's Sustainability

Regarding the potential of stakeholders influencing network integration's sustainability, Novelli and Spencer (2005) found that the development process of tourism enterprise network was not an easy and natural outcome. It required the cooperation of all stakeholders (Novelli and Spencer, 2005). Similarly, Perles-Ribes, Rodríguez-Sánchez and Ramón-Rodríguez, (2017) found that strengthening tourist attractions required cooperation from both the public and private sectors to set goals and design a strategy. The public and private sectors are required for the integration (Perles-Ribes et al., 2017). This is in line with the research of Panthong, Toprayoon, Prachktanyu, and Wongmontha (2021) that found that the approach to management of community participation for sustainable tourism is the integration of cooperation between Government, private and public sectors to encourage the participation of all sectors to jointly develop tourism to be sustainable (Panthong, Toprayoon, Prachktanyu, and Wongmontha, 2021). As with the research of Chiawwet (2019) it was found that all types of industries directly and indirectly affect the environment to surrounding communities. Therefore, jointly solving problems between stakeholders and communities is very important to work together to solve problems. The key processes are monitoring, helping to maintain the environment, feedback, suggestions, and community leaders play an important role in bringing the community towards common goals. able to solve problems sustainably but the most important thing is the sincerity of both sides in solving the problem (Chiawwet, 2019). Besides, Onsri (2001) found that community organizations had a pattern of cooperation starting from exchanging information.

Then, it could be developed into networking cooperation. The objective was to communicate clearly to cooperate to solve problems and negotiate with the public and private sectors. A meeting was held together. A strong network must have strong relationships among members to address problems as well as being recognized by external organizations (Onsri, 2001). Likewise, Lai (2014) found that knowledge management enhanced the organization's innovation capacity, resulting in a better performance of the integration. Organizations should collaborate with industry-related stakeholders to develop the knowledge and capabilities of organizations. The private and public sectors should create a cooperation strategy, and knowledge management is one of the factors that boost competitiveness. Partnership strategy will be successful if organizations share knowledge and resources. So, the group should develop value-added products or services that lead to new competition and markets (Lai, 2014). Then, Borkowska-Niszczoła (2015) found that tourism integration played a key role in encouraging entrepreneurs to create change in tourism to meet tourists' needs, to enhance competitiveness with aid by local authorities to overcome obstacles, and to protect the environment of the local community (Borkowska-Niszczoła, 2015). In addition, Segarra-Moliner, Moliner-Tena and Sánchez-García (2013) found that regarding a relationship, the organization must maintain a relationship with suppliers for trust and satisfaction. This would help the organization to achieve its goals (Segarra et al., 2013). This is consistent with Lade (2006) who studied the success and obstacle factors of tourism in the Murray River. It was found that trust, loyalty, keeping a promise, and respect among allies and members encouraged them to solve problems. Consequently, tourism in the Murray River region was successful. One of the key factors for group development's success was trust in sustainable collaboration (Lade, 2006).

The Potential of Management Influencing Network Integration's Sustainability

Some researchers studied the potential of management influencing network integration's sustainability. Sangthong et al. (2020) said management is essential for community enterprises to survive and achieve sustainable goals which effective management can be regarded as a tool to develop the capabilities of community enterprises including cooperation between community enterprises and various networks for development by promoting the integration, sharing of ideas and sharing in real practice strengthen the capacity of natural resource and environmental management This must be done regularly to ensure continuity. The executives or those involved should be diligently studied and always assess the situation with their own group so that the products or services of the community enterprise group can compete with others (Sangthong et al., 2020). In addition, Panna (2021) found that management and innovation styles to create learning organizations had a significant positive influence on the sustainability of herbal community enterprises in the northeastern region will be sustainable should focus on management within the group including bringing innovation to help in the work process and production to create added value for the products of the community enterprise group as well as managing knowledge of herbs that exist in the community (Panna, 2021). Similarly, Porter (1990) stated that enterprise networks integration was a tool for management that can provide a strategic advantage for the industry amid intense market competition through the cooperation of stakeholders. This had a beneficial effect on reducing the cost of production in the entire system (Porter, 1990). In addition, Chantawongsri (2014) found that the main factors affecting the success of community enterprise activities consisted of community enterprise activities, leadership, community participation, interaction with external parties, and management and information (Chantawongsri, 2014). Likewise, Perles-Ribes, Rodríguez-Sánchez and Ramón-Rodríguez, (2017) found that six key factors for sustainable beach tourism

management were 1. marketing management and marketing promotion, 2. management in tourist attractions, 3. participation in community work, 4. environmental, cultural and educational management, 5. process management and planning and policy, and 6. human capital management, respectively. All 6 factors were significantly related to sustainable beach tourism (Prabprirree et al., 2016). Luiz and Lima (2009) found that in Brazil there was a regulatory agency for entrepreneurs' network integration to enhance competitiveness with the cooperation of related businesses and institutions to operate in the close area. This included support, linkage, and enhancement with each other both vertically and horizontally. The vertical linkage was a linkage of industrial business entrepreneurs from upstream to downstream businesses while the horizontal linkage was a linkage of supporting industries, including service businesses, trade associations, educational and training institutions, research and development institutes as well as various government agencies involved to work towards the goal of enhancing sustainable competitiveness by increasing productivity and creating innovation. The network of entrepreneurs was crucial in enhancing the country's competitiveness and industrial and economic development (Luiz and Lima, 2009).

The Involvement of People in The Community Influencing Network Integration's Sustainability.

There has been a study on the participation of people in the community and sustainability in networking as follows. Kulis (2018) said that sustainability cannot be achieved if the needs of the people in the community are not met. It was found that the participation of the people in the community had the greatest influence on the sustainable development of tourist attractions in Pattaya, Chonburi Province. The majority of respondents held the view that it is important to interact and take into account the needs of the community and that people in the community should have the same rights as tourists (Kulis, 2018), consistent with Tancharoen (2018) found that the potential of community organizations and community-based tourism management affected the most sustainable tourism development. In particular, the community has a social system that understands each other. The community can connect. Tourism and community development as a whole (Tancharoen, 2018). Like Jongkekorn and Kaewnuch (2021) found that in the development of sustainable tourism management of the community, if people in the community are involved in sustainable tourism management should start from building understanding public relations, persuading the group to participate more. This will be a good result in sustainable tourism management in the future (Jongkekorn and Kaewnuch, 2021). Nimboonjat (2015) found that the participation of people in the community influenced the sustainability of ecotourism (Nimboonjat, 2015), as well as Saowaluckchinda (2012) found that the participation of people in the community influenced sustainable tourism management. The community's participation in tourism management was at a moderate level. In terms of practice, people in the community participated the most, followed by ideas, planning and decision making, benefit sharing and monitoring and evaluation, respectively (Saowaluckchinda, 2012). Consistent with Ek-iam (2019) found that the key factor in creating sustainable development is community participation. Presenter of proactive, preventive, remedial and reactive management strategies, emphasizing participation and connection with all sectors (Ek-iam, 2019). Ladawan (2020) studies local education management towards sustainable development. It is a participatory education to raise awareness of problems and needs of their locality and community through a participatory process both together joint planning, joint decision making, problem solving, sharing responsibility, monitoring and evaluation and share the appreciation of the achievements together including the creation of a learning society with educational institutions or educational management agencies working

together towards sustainable local development (Ladawan, 2020). The same goes for Hankiatwong and Sanon (2018) found that the success factors for sustainable tourism consisted of participation, resource ownership and responsibility, innovation, resources and benefits Leaders and allies. In addition, the potential development of sustainable tourism cooperation networks consists of social network elements of the community. Components of community-based tourism development and components of success factors for sustainable tourism of the community by working together (Hankiatwong and Sanon, 2018). Pongsitthikanchana and Pongsitthikanchana (2018) found that participation was a factor affecting community innovation, and sustainability in social enterprises. Therefore, community enterprises should create participation in both planning Operations to bring knowledge from the community to develop into innovations and create participation in receiving benefits to achieve economic and social sustainability (Pongsitthikanchana and Pongsitthikanchana, 2018). Like Chami (2018) found that sustainable tourism management and development requires community participation and cooperation first and foremost (Chami, 2018). Ariffin and Yen (2017) found that community participation in decision-making and participation in tourism benefits are the two main factors contributing to sustainability (Ariffin and Yen, 2017).

Methods

This is descriptive research to study the potential of health and wellness tourism enterprise integration among entrepreneurs, stakeholders, integration management, and participation of people in the community that influence the sustainability of health and wellness tourism enterprise network integration in Thailand. The population consisted of the small, medium, and large health and wellness tourism entrepreneurs in Thailand, divided into 3 groups, consisting of the community group that plant and process herbs, the community group of spa and Thai massage shops (including Thai herbal spa and massage shops in hotels and homestays), and a group that produces and distributes OTOP products related to herbs with a total of 1,582 participants. The sample size was calculated by a formula where the exact population is identified at 95% Level of Confidence, and 5% of error was acceptable Yamane (1970) resulting in 320 participants through stratified random sampling according to the types of health and wellness tourism entrepreneurs in Thailand and snowball sampling by distributing questionnaires based on the recommendation of those who participated above until this process reached 320 participants.

The researcher used the principle of stratified random sampling by categorizing the groups according to the population proportion according to the types of health tourism operators in Prachinburi Province, the center of health and wellness in the eastern region of Thailand. The community group that plant and process herbs 173 participants, the community group of spa and Thai massage shops (including Thai herbal spa and massage shops in hotels and homestays) 70 participants, and a group that produces and distributes One Tambol One Product or one district one product project (OTOP) products related to herbs 77 participants. This is a sample selection by nonprobability sampling. The researcher used the method of collecting the data from the field visit to collect some questionnaires. And another method of collecting the questionnaires online by giving out a QR CODE which links to a Google Form where the researcher has created an online questionnaire for the research participants to complete the survey until the required number of questions is reached. At the end of the research project the researcher will destroy such information immediately after issues the publication.

In this study, a questionnaire was used as a tool. Related variables obtained from a literature review from a review of concepts, theories, and related research can be classified into 6 parts. Part 1 is general business information and entrepreneurs' personal information. Part 2 is the potential of entrepreneurs' tourism enterprise network integration according to the concept of Soonthonsmai (2017). Part 3 is the potential of stakeholders' tourism enterprise network integration according to the concept of Soonthonsmai (2017). Part 4 is the potential of health and wellness tourism enterprise integration management according to the concept of Soonthonsmai (2017). Part 5 is the participation of people in the community according to the concept of Cohen and Uphoff (1981), and part 6 is health and wellness tourism enterprise network integration's sustainability in Thailand according to the concept of Kammeier (2001) (Soonthonsmai, 2017; Cohen and Uphoff, 1981; Kammeier, 2001). After that, Item-Objective Congruence Index or IOC was used to check content validity by asking 6 experts with related expertise to consider the consistency of the content. After IOC, the congruence index between a questionnaire and all research hypothesis was between 0.17 - 1.00. Some items in a questionnaire had an IOC value less than 0.60, indicating that such items lacked validity. The researcher had presented the results to the advisor and received suggestions for solving the issue by eliminating some items based on experts and the advisor's advice. After editing the questionnaire, the questionnaire was presented to the advisor again before the questionnaire was tested for reliability, which was done by bringing the questionnaire to the group of 20 people that is similar to the sample group in the study as a pre-test. Cronbach's Alpha Coefficient was used to assess internal consistency. For acceptable reliability of the questionnaire, the Cronbach's alpha coefficient of the questionnaire was 0.992. Part 2 was between 0.776 - 0.907. Part 3 was between 0.759 - 0.905. Part 4 was between 0.831 - 0.937. Part 5 was between 0.759 and 0.905. The Cronbach's alpha coefficient was 0.7 or more (Hair et al., 2014). The corrected item-total correlation must be 0.3 or higher (Everitt and Skronal, 2010) to prove that the questionnaire was reliable. Preliminary data analysis by descriptive statistics including mean, frequency, percentage, standard deviation, and variance and the influence of variables was tested by multiple regression analysis to test Hypothesis 1-5 with a statistical significance of 0.05.

Results

In the study of the relationship between independent variables and dependent variables, multiple regression analysis is used, which requires testing the suitability of the data used in the analysis in order to the results of the analysis are more reliable. The researcher will test the data of the variables used in the analysis. By checking the assumptions of the error as follows:

1) Normal distribution checking. Due to multiple regression analysis, the variables studied should have a normal distribution by checking the distribution for normal or not. If the skewness is between -3 and +3 it is considered a normal distribution (Khemavuk, 2010). The details of the analysis results are shown in Table 2.

Table 2: Normal Distribution Analysis
Descriptive Statistics

Variables	Skewness	
	Statistics	Std. Error
The Potential of Entrepreneurs' Integration	-.271	.136
The Potential of Stakeholders' Integration	.180	.136
The Potential of Integration Management	-.029	.136

The community participation	-.234	.136
Health and wellness Tourism Enterprise Network	-.278	.136
Integration's Sustainability in Thailand		

From Table 2, it was found that all variables used in the Multiple Regression Analysis had normal distributions. Since all variables have a skewness in the range of -3 to 3, all variables are suitable for further analysis with multiple regression analysis techniques (Khemavuk, 2010).

2) Examining the relationship between independent variables This is because the analysis of multiple regression equations stipulates that each independent variable must be independent of each other. no relationship (Multicollinearity) as shown in Table 3

Table 3: Shows the Relationship of Independent Variables. (Multicollinearity)

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
The Potential of Entrepreneurs' Integration	.258	3.874
The Potential of Stakeholders' Integration	.195	5.139
The Potential of Integration Management	.161	6.198
The community participation	.490	2.040

From Table 3, the researcher tested multicollinearity by analyzing the variance Inflation Factor (VIF) and Tolerance, the audit criteria are as follows:

The Variance Inflation Factor (VIF) of the independent variable has an appropriate statistical value that should not exceed 10. Independent variables are closely related to each other (O'Brien, 2007).

The Tolerance of the independent variable has an appropriate statistical value that should be greater than 0. If it exceeds this, it means that multicollinearity occurs. means that the independent variables are related to each other.

From the analysis in Table 2, it was found that Tolerance with the lowest statistical value was 0.161, which was not less than 0, and VIF, with the highest statistical value, was 6.198, which was less than 10. Each independent variable is not related or multicollinearity (Pedhazur, 1997).

Regarding general business information and entrepreneurs' personal information, most of the entrepreneurs' business types were planting and processing herbs/others such as organic agriculture, vegetable gardens, and fruit orchards. The educational background was lower than a Bachelor's degree. Duration of business was less than five years. Sales were less than 20,000 baht per month, and most of the group's funding was from internal fundraising.

Entrepreneurs had the opinion on the potential of entrepreneurs' health and wellness tourism enterprise integration at a high level. When considering each aspect, every aspect had the opinion at a high level, namely the leader's roles, a clear understanding and knowledge, having

exceeding resources, having a higher competitive position, human capital with superior skills, participation in the work process, having trust in each other, and having the commitment of the integration, respectively.

Entrepreneurs had the opinion on the potential of stakeholders' health and wellness tourism enterprise integration at a high level. When considering each aspect, every aspect had the opinion at a high level, namely having trust in each other, participation in the work process, having the commitment of the integration, economic expansion and public policy, the intensity of business competition both domestically and overseas, drives from technological advancement and the expansion of domestic political poles, and embracing free trade, respectively.

Most entrepreneurs as respondents had the opinion on the potential of health and wellness tourism enterprise integration management at a high level. When considering each aspect, every aspect had the opinion at a high level, namely the leader's roles, a clear understanding and knowledge, having exceeding resources, having a higher competitive position, human capital with superior skills, economic expansion and public policy, rives from technological advancement and the expansion of domestic political poles, embracing free trade, and the intensity of business competition both domestically and overseas, respectively.

3) An effect analysis was performed between the dependent variable and the independent variable. By analyzing the model summary, the independent variables were analyzed, including the potential of entrepreneurs' grouping. Stakeholder Integration Potential Integration management potential and participation of people in the community the dependent variable was the sustainability of the health and wellness tourism enterprise network integration. The results of the analysis are shown in Table 4.

Table 4: Model Summary

Model	R	R Square	Adjust R Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	df 1	df 2	Sig. F Change	Durbin-Watson
1	.844 ^a	.712	.708	.32356	.712	194.227	4	314	.000	1.725

Tolerance independence check Test using statistics Durbin-Watson (values from 0 to 4) are as follows: Durbin-Watson values are close to 2 (range 1.5 to 2.5), suggesting that the tolerances are independent (Wanichbancha, 2010).

From the analysis in Table 4, it was found that the test results for the independence of the error Durbin-Watson is 1.725, which means that each tolerance is independent of the other. Autocorrelation does not occur (Wanichbancha, 2010).

From examining the assumption of the error (Assumption), it can be concluded that every variable has a normal distribution, each independent variable is independent of each other. no relationship or no multicollinearity and the tolerances are independent of each other. Autocorrelation does not occur. Therefore, all variables are appropriate to use these variables for further Multiple Regression Analysis.

Conclusion and Discussion

The results can be discussed as follows.

1. The potential of entrepreneurs' integration influenced health and wellness tourism enterprise network integration's sustainability in Thailand with a statistical significance at 0.01 according to Hypothesis 1. Variables that could predict the potential of entrepreneurs' integration influencing health and wellness tourism enterprise network integration's sustainability in Thailand consisted of human capital with superior skills (X_1), a clear understanding and knowledge (X_4), the leader's roles (X_5), having trust in each other (X_6), and participation in the work process (X_8), respectively. These 5 variables influenced health and wellness tourism enterprise network integration's sustainability in Thailand by 58.6 percent (Adjusted R Square (R^2)). The prediction equation of the potential of entrepreneurs' integration influenced health and wellness tourism enterprise network integration's sustainability in Thailand is as follows:

Prediction equation in the standardized score as (1).

$$(Z_1) = 0.295 (X_1) + 0.126 (X_4) + 0.198 (X_5) + 0.121 (X_6) + 0.184 (X_8) \quad (1)$$

Due to the fact that entrepreneurs in the enterprise network had the competence to perform their work, it would have a positive effect on the group. This includes skills in the work of the members of the group who had a clear understanding of how to work well in coordination through a good relationship among the members of the group. They depended on each other and helped each other so that they could work together well by working in the same direction from the supervision of the group leader who had a good vision to create products and services that stand out from the competition and were constantly developed causing sustainability. This is consistent with Jackson (2004) finding that Porter's theory was suitable for competitiveness development, but at the micro-business level, various development should be promoted, including the development of human capital and knowledge management system. Also, entrepreneurs agreed that enterprise networking was good (Jackson, 2004), Consistent with the research results of Promchinda, P. (2021) it was found that at present, the basketry handicraft community enterprise has a strong understanding of being a community enterprise. Community members who understand and value community involvement There is equal distribution and distribution of income for members. and also create a body of knowledge by yourself able to exchange knowledge among community enterprises environmental management and using environmentally friendly production technology Because it is the strength of community enterprises leading to the sustainability of community enterprises (Promchinda, P., 2021).

2. The potential of stakeholders' integration influenced health and wellness tourism enterprise network integration's sustainability in Thailand with a statistical significance at 0.01 according to Hypothesis 2. Variables that could predict the potential of stakeholders' integration influencing health and wellness tourism enterprise network integration's sustainability in Thailand consisted of having trust in each other (X_1), participation in the work process (X_3), embracing free trade (X_5), and the intensity of business competition both domestically and overseas (X_6), respectively. These 4 variables influenced health and wellness tourism enterprise network integration's sustainability in Thailand by 60 percent (Adjusted R Square (R^2)). The prediction equation of the potential of entrepreneurs' integration influenced health and wellness tourism enterprise network integration's sustainability in Thailand is as follows:

Prediction equation in the standardized score as (2).

$$(Z_2) = 0.248 (X_1) + 0.388 (X_3) + 0.137 (X_5) + 0.169 (X_6) \quad (2)$$

For the success of enterprise network integration, it requires the collaboration of many sectors to drive the performance in terms of having trust between the enterprise themselves, manufacturers, distributors, institutions, or organizations. Also, public policies would help promote the efficiency and effectiveness of the group by coordinating the enterprise network with all the stakeholders to reach the goals set more quickly and sustainably. This is consistent with Onsri (2001) finding that community organizations had a pattern of cooperation starting from exchanging information. Then, it could be developed into networking cooperation. The objective was to communicate clearly to cooperate to solve problems and negotiate with the public and private sectors. A meeting was held together. A strong network must have strong relationships among members to address problems as well as being recognized by external organizations (Onsri, 2001). In accordance with the research of Panthong, Toprayoon, Prachktanyu, and Wongmontha (2021) that found that the approach to management of community participation for sustainable tourism is the integration of cooperation between Government, private and public sectors to encourage the participation of all sectors to jointly develop tourism to be sustainable (Panthong, Toprayoon, Prachktanyu, and Wongmontha, 2021)

3. The potential of integration management influenced health and wellness tourism enterprise network integration's sustainability in Thailand with a statistical significance at 0.01 according to Hypothesis 3. Variables that could predict the potential of integration management influencing health and wellness tourism enterprise network integration's sustainability in Thailand consisted of human capital with superior skills (X_1), having exceeding resources (X_2), the leader's roles (X_5), embracing free trade (X_7), and drives from technological advancement and the expansion of domestic political poles (X_9), respectively. These 5 variables influenced health and wellness tourism enterprise network integration's sustainability in Thailand by 63 percent (Adjusted R Square (R^2)). The prediction equation of the potential of entrepreneurs' integration influenced health and wellness tourism enterprise network integration's sustainability in Thailand is as follows:

Prediction equation in the standardized score as (3).

$$(Z_3) = 0.147 (X_1) + 0.204 (X_2) + 0.123 (X_5) + 0.178 (X_7) + 0.159 (X_9) \quad (3)$$

Effective management will be one of the factors for the success of the enterprise network through the management of members in the group who have management skills in terms of the work process, decision-making, problem-solving, and timely solutions. This includes the use of limited resources for the maximum benefit. To do so, the members and the leader of the group need to have a good understanding of their work and apply it for the maximum benefit of the enterprise network. In addition, the interval of public policies in terms of funding and education would lead the group towards more sustainable goals. This is consistent with Chantawongsri (2014), finding that the main factors affecting the success of community enterprise activities consisted of community enterprise activities, leadership, community participation, interaction with external parties, and management and information

(Chantawongsri, 2014). As with the research of Sangthong et al. (2020) said management is essential for community enterprises to survive and achieve sustainable goals which effective management can be regarded as a tool to develop the capabilities of community enterprises including cooperation between community enterprises and various networks for development by promoting the integration, sharing of ideas and sharing in real practice strengthen the capacity of natural resource and environmental management This must be done regularly to ensure continuity. The executives or those involved should be diligently studied and always assess the situation with their own group so that the products or services of the community enterprise group can compete with others (Sangthong et al., 2020).

4. The participation of people in the community influenced health and wellness tourism enterprise network integration's sustainability in Thailand with a statistical significance at 0.01 according to Hypothesis 4. Variables that can predict the participation of people in the community influencing the overall sustainability of the provincial health and wellness tourism enterprise network integration In Thailand, they were involved in decision making (X_1), benefit participation (X_3), and participation in assessment (X_4), respectively. The overall sustainability in Health and wellness Tourism Enterprise Network Group (Adjusted R Square (R^2)) equal to 59.6. The forecast equation can be written in the form of a standard score of the participation of people in the community at Influence on the sustainability of the health and wellness tourism enterprise network integration as follows:

Prediction equation in the standardized score as (4).

$$(Z_4) = 0.114 (X_1) + 0.425 (X_3) + 0.304 (X_4) \quad (4)$$

Because sustainability would not have been possible without the community. The participation of the enterprise group with the community in decision-making in business planning in order to make the community aware of the impact that will occur to the community both directly and indirectly. And when the community is aware of the good impact that they or the community will receive from the business of the enterprise group, it will cause the community to want to participate with the group. both in terms of participating in activities or projects organized by the group Including participating in receiving benefits and assessing the impact of each activity or project in which the community participates. It is very beneficial to the operation of the enterprise group. And the community's ability to coexist with enterprise groups will ultimately lead to the sustainability of the group. which is consistent with Kulis (2018) said that sustainability cannot be achieved if the needs of the people in the community are not met. It was found that the participation of the people in the community had the greatest influence on the sustainable development of tourist attractions in Pattaya, Chonburi Province. The majority of respondents said it was important to interact and take into account the needs of the community and that people in the community should have the same rights as tourists (Kulis, 2018). This is consistent with Tancharoen (2018) that found that the capacity of community organizations and CBT management affects the most sustainable tourism development In particular, the community has a social system that understands each other. The community can connect. Tourism and community development as a whole (Tancharoen, 2018). Nimboonjat (2015) found that the participation of people in the community influenced the sustainability of ecotourism (Nimboonjat, 2015), as well as Saowaluckchinda (2012) found that the participation of people in the community influenced sustainable tourism management. The community's participation in tourism management was at a moderate level. In terms of practice,

people in the community participated the most, followed by ideas, planning and decision making, benefit sharing and monitoring and evaluation, respectively (Saowaluckchinda, 2012). Like Chami (2018) found that sustainable tourism management and development requires community participation and cooperation first and foremost (Chami, 2018). Ariffin and Yen (2017) found that community participation in decision-making and participation in tourism benefits are the two main factors contributing to sustainability (Ariffin and Yen, 2017). Like Jongkekorn and Kaewnuch (2021) found that in the development of sustainable tourism management of the community, if people in the community are involved in sustainable tourism management should start from building understanding public relations, persuading the group to participate more. This will be a good result in sustainable tourism management in the future (Jongkekorn and Kaewnuch, 2021).

5. The potential of entrepreneurs' integration the potential of stakeholders' integration the potential of integration management and the participation of people in the community influenced health and wellness tourism enterprise network integration's sustainability in Thailand with a statistical significance at 0.01 according to Hypothesis 5. Variables that could predict the potential of entrepreneurs' integration the potential of stakeholders' integration the potential of integration management and the participation of people in the community influencing health and wellness tourism enterprise network integration's sustainability in Thailand consisted of the potential of entrepreneurs' integration (X_1), the potential of stakeholders' integration (X_2), the potential of integration management (X_3) and the participation of people in the community (X_4), respectively. The overall sustainability in Health and wellness Tourism Enterprise Network Group (Adjusted R Square (R^2)) equal to 71.2. The forecast equation can be written in the form of a standard score of the potential of entrepreneurs' integration the potential of stakeholders' integration the potential of integration management and the participation of people in the community at Influence on the sustainability of the health and wellness tourism enterprise network integration as follows:

Prediction equation in the standardized score as (5).

$$(Z_5) = 0.152 (X_1) + 0.165 (X_2) + 0.297 (X_3) + 0.326 (X_4) \quad (5)$$

Because the sustainability of the health tourism enterprise network integration is possible, it requires cooperation from many parties. whether it is an entrepreneur stakeholder's management and participation of people in the community. If the group of enterprises wants to lead the group towards sustainability it is necessary to prioritize the cooperation of the people in the community as the people in the community are the people involved and are affected both directly and indirectly from the enterprise group adopting what is available in the community to adapt for the benefit of the enterprise group which is consistent with Kulis (2018) said that sustainability cannot be achieved if the needs of the people in the community are not met. The participation of people in the community had the greatest influence on the development of sustainable tourist attractions in Pattaya, Chonburi Province (Kulis, 2018). And should focus on the management of the integration Whether it is financial management, administration, strategy formulation, including planning. and improve various steps. In addition, building a good relationship with stakeholders is another important factor. For a group of enterprises to achieve sustainable success requires the collaboration of many parties to help drive the group's performance even further. And entrepreneurs themselves affect the sustainability of the enterprises as well. Due to the fact that entrepreneurs in enterprises have knowledge and

abilities Group members trust each other. Have strong leadership and good vision will be able to lead the group to achieve sustainable and long-term success, consistent with Sutthisakorn (2011) was found that the community had good human capital. It is an important factor contributing to the success of community enterprises, such as existing knowledge in the community, unity, loyalty and trust among people in the community. Community leaders have visions with knowledgeable human resources. who exemplifies honesty sacrifice in the community enabling the community's work to proceed successfully (Sutthisakorn, 2011). Like Jongkekorn and Kaewnuch (2021) found that in the development of sustainable tourism management of the community, if people in the community are involved in sustainable tourism management should start from building understanding public relations, persuading the group to participate more. This will be a good result in sustainable tourism management in the future (Jongkekorn and Kaewnuch, 2021). As with the research of Sangthong et al. (2020) said management is essential for community enterprises to survive and achieve sustainable goals which effective management can be regarded as a tool to develop the capabilities of community enterprises including cooperation between community enterprises and various networks for development by promoting the integration, sharing of ideas and sharing in real practice strengthen the capacity of natural resource and environmental management This must be done regularly to ensure continuity. The executives or those involved should be diligently studied and always assess the situation with their own group so that the products or services of the community enterprise group can compete with others (Sangthong et al., 2020).

Recommendation and implementation

1. The findings from the study on the potential of entrepreneurs' health and wellness tourism enterprise integration in Thailand can be used to plan and formulate strategies to enhance the capacity and upgrade health and wellness tourism services to meet tourists' needs. It can highlight the group's strengths, such as human capital with superior skills in terms of planning, decision-making, skills and job expertise as well as always seeking new knowledge, which can allow the enterprise network to create an advantage over competitors. In addition, the emphasis should be placed on developing a clear knowledge and understanding to unite the work in the network by cooperation, sharing and interdependence, which are key parts that the enterprise network must emphasize for more efficient performance.
2. Health and wellness tourism business entrepreneurs and stakeholders can utilize the information from this research to formulate strategies and policies in the organization to promote collaboration to maximize mutual benefit by emphasizing on promoting the process of working together to build a mutual trust in working among agencies, stakeholders, and a group of entrepreneurs in the health and wellness tourism business. These strategies and policies will be even more effective if they are supported by the government and related sectors. The group needs to more prioritize the intensity of business competition to fortify the weak parts of the enterprise network. Due to challenges and pressure in the competition, the group needs to study the market and competitors to improve products and services. These will enhance the competitiveness and meet tourists' needs, leading the business towards sustainability in terms of society, economy and environment.
3. Community Enterprise Promotion Board of the Ministry of Agriculture and Cooperatives can utilize the findings to improve the potential of health and wellness

tourism entrepreneurs in Thailand. This would trigger awareness of cooperation to become the health and wellness tourism enterprise network to create cooperation among all parties to gain a competitive advantage over competitors in the market by focusing on the leader's roles. Therefore, the group's leader has more skills to manage, set the goals, solve problems, and assess the activities as well as enhancing a vision to achieve the goals.

However, the future research would be recommended to study as follows.

1. The potential of tourism enterprise integration in other areas or part of Asian countries such as Singapore, Malaysia, and Vietnam should be studied.
2. In-depth questionnaires should be used as well as other types of qualitative research for accessing more accurate information.
3. Data from tourists should be collected to identify the needs. Therefore, the data can be used to improve and develop appropriately to create sustainability for the enterprise network.
4. Other factors affecting health and wellness tourism enterprise network integration's sustainability in selected areas should be studied to know more completely about the factors leading to sustainability.

References

- Andersson, S., Colovic, A., and Lamotte, O. (2014). The role of formal industry clusters in the internationalization of new ventures. *European business review: EBR; the official journal of the International Management Centres, Europe*, 26(5), 449-470.
- Ariffin, A. R. M., & Yen, A. M. I. (2017). *Sustainable Agrotourism Curating by Conferring Community Involvement in Tanah Rata, Cameron Highlands, Malaysia. Journal of Design and Built Environment*, (Special Issue), 38-52.
- Borkowska-Niszczota, M., (2015). Tourism Clusters in Eastern Poland - Analysis of Selected Aspects of the Operation, *Procedia - Social and Behavioral Sciences*, 2(13). 957–964.
- Chanchaochai, D. (2013). Thailand and health tourism. *Samma Marketing. Marketeer*, 2013 (159). Retrieved July 30, 2020, from <http://marketeer.co.th/2014/09/Danai-Chanchaochai>
- Chami, M. F. (2018). Community Involvement and Sustainable Tourism Development in Heritage Management: Amboni Limestone Caves, Tanzania. *African, Journal of Hospitality, Tourism and Leisure*, 7(2), 5-15.
- Chantawongsri, W. (2014). *Factors Affecting Success of Community Enterprise Groups Kantharawichai District Maha Sarakham Province* (Master's thesis). Khon Kaen University, Khon Kaen.
- Chiawwet, K. (2019). Participation of the people's sector for the sustainability of the community in the industrial area. *Political science journal Suan Sunandha Rajabhat University*. 2(1), 63-71.
- Department of Tourism. (2018). *Prachinburi Province Health and wellness Tourism Development Guide*. Bangkok: Consultants of Technology.
- Eek-iam, B. (2019). Leadership of local communities and participatory resource and environmental management to create sustainability of communities in tourism sites in Chiang Mai Province. *Journal of Agricultural Research and Extension*, 36(3), 102-113.
- Global Spa Summit. (2012). Research Report: Global Spa Summit 2011. *Wellness Tourism and Medical Tourism: Where Do Spas Fit?.* Retrieved February 20, 2020, from <https://zhort.link/D4f>

- Haisirikul, R. (2021). Guidelines for service management of Ban Bua Herbal Community Enterprise Group, Ban Bua Sub-district, Mueang District, Buriram Province. *Research and Development Journal Buriram Rajabhat University*, 15(1), 9-23.
- Hankiatwong, T. and Sanon, R. (2018). Developing the potential of a network of sustainable tourism cooperation among communities in Huay Kaew Subdistrict, Mae On District, Chiang Mai Province. *Journal of Social Sciences, Prachachuen Research Network*, 3(1), 1-14.
- Jongkeorn, J. and Kaewnuch, K. (2021). Development of participation of people in the community of Generation Y in sustainable tourism management, a case study of Phuket Old Town. *International Thai Tourism Journal*, 17 (2), 19-40.
- Juethai, P. (2007). *Analysis of the network of industrial enterprises in Thailand* (Doctoral dissertation). Chulalongkorn University, Bangkok.
- Kammeier, H. D. (2001). *Sustainable City Symposium*. Bangkok: Chiang Mai Sangsil Printing Factory Limited Partnership.
- Khemavuk, P. (2010). *A model for warehouse performance measurement* (Ph. D. Thesis). The university of New South Wales, Sydney. Retrieved February 28, 2020 from <http://unsworks.unsw.edu.au/>
- Kieanwatana, K. (2018). Situation and trend of global health and wellness tourism and Thailand. *Journal of Cultural Approach*, 19(35), 77-87.
- Kulis, N. (2016). *The influence of sustainable tourism development in Pattaya, Chonburi Province*, Bangkok: Srinakharinwirot University.
- Ladawan, K. (2020). Local education management towards sustainable development. *Dhammathas Academic Journal*, 20(4), 209-216.
- Lade, C. (2006). Tourism Factors on the Murray River: Success Factors and Barriers, Australasian. *Journal of Regional Studies*, 12 (3), 321-342.
- Lai, Y. L., Hsu, M. S., Lin, F. J., Chen, Y. M., and Lin, Y. H. (2014). The effects of industry cluster knowledge management on innovation performance. *Journal of Business Research*, 67(5), 734-739.
- Liu, O. P. (2017). Community involvement for sustainable world heritage site: The Melaka case. *Kajian Malaysia: Journal of Malaysian Studies*. 18(14), 59-76.
- Luiz, C. R. C., and Lima R. H. P. (2009). *Performance management in SME clusters: current and future research on some Brazilian industrial clusters*. Sao Carlos: University of Sao Paulo. Brazil.
- Marketeer. (2017). *Wellness Tourism business opportunities*. Retrieved February 15, 2020, from <https://marketeer.co.th/archives/132134>
- Melisidou, S. G., Papageorgiou, A. T., Papayiannis, D. I., and Varvaressos, S. T. (2014). Tourism clusters as a potentially effective tool for local development and sustainability. *Journal of Tourism Research*, 9, 218-232.
- Ministry of Public Health and wellness. (2016). *National Master Plan on Thai Herb Development, No. 1, 2017-2021*. Nonthaburi: TS Interprint.
- Ministry of Tourism and Sports. (2019). *Good income tourism industry and health and wellness tourism*, Bangkok: Intellectual Property Institute of Chulalongkorn University.
- Nimboonjat, M. (2015). *A study of the composition tourism and community participation affecting sustainability in ecotourism cow ridge horn (Khao Laem National Park)* (Master's thesis). Silpakorn University, Bangkok.
- Nitichaowakul, T. (2015). *Development of a tourism enterprise network in the category of souvenir shops of small enterprise entrepreneurs in Pattaya City, Chonburi Province*. Chonburi: Faculty of Management and Tourism, Burapha University.

- Novelli, M., Schmitz, B., and Spencer, T. (2005). *Centre for Tourism Policy Studies*. UK: University of Brighton.
- Numchaisrikha, W. (2007). *Study and research to increase management potential of OTOP products in community groups in Thanyaburi District, Pathum Thani Province*. Rajamangala University of Technology Thanyaburi: Pathum Thani.
- Nuranajma Vedo. (2014). *Factors of Success of Community Enterprise Group in Narathiwat Province*. Thesis, Master of Business Administration, Hat Yai University.
- O'Brien, R. M. (2007). A caution regarding rules of thumb for variance inflation factors. *Quality & Quantity. International Journal of Methodology*, 41(5), 673–690.
- Onsri, A. (2001). *Factors Affecting Strength Development of Community Organization Networks*. Thesis, Master of Science, National Institute of Development Administration.
- Panna, U. (2021). Management Models and Innovations for Building a Learning Organization for Sustainability, Herbal Community Enterprises in Northeastern Region. *Journal of Social Science and Buddhist Anthropology*, 6(10), 148- 164.
- Panthong, S., Toprayoon, Y., Prachkatanya, K., and Wongmontha,S. (2021). Community Participation Management Guidelines for Sustainability of Tourism in Bang Saphan District, Prachuap Khiri Khan Province. *Journal of Philosophy Pritas*, 26(2), 1-11.
- Pedhazur, E. J. (1997). *Multiple regression in behavioral research: Explanation and prediction*. Stamford, CT: Thomson Learning.
- Perles-Ribes, J. F., Rodríguez-Sánchez, I., and Ramón-Rodríguez, A. B. (2017). Is a cluster a necessary condition for success? The case of Benidorm. *Current Issues in Tourism*, 20(15), 1575-1603. <https://doi.org/10.1080/13683500.2015.1043247>
- Pharsuk, U., Na Thalang, C., Promsuwan, S. and Tangbenjasirikul, S. (2018). Guidelines for the development of herbal towns in Prachinburi Province. To attract the market of health and wellness tourists. *Academic Journal of Thonburi University*, 12(Special), 150-162.
- Pongsitthikanchana, T. and Pongsitthikanchana, C. (2018). A causal relationship model affecting sustainability in social enterprise operations of community enterprises in the western region of Thailand. *Journal of Arts Management*, 5(3), 780-797.
- Porter, M. E. (1990). *The Comparative Advantage of Nations*. New York: Macmillan.
- Prabpriree, M., Maneenet, T., Siritwong, P., and Yaipool, K. (2016). Implementing sustainable beach tourism management framework for the Royal Coast Cluster, Thailand. *Asian Social Science*, 12(8), 146.
- Prachinburi Provincial Tourism and Sports Office. (2017). Tourist statistics of Prachinburi Province. Retrieved February 15, 2020, from <https://prachinburi.mots.go.th>
- Preiyasri Promchinda. (2021). Development of Contemporary Thai Basketry Arts and Crafts of Handicraft Community Enterprise towards Sustainability. Case studies of multiple areas. *Journal of Buddhist Social Sciences and Anthropology*, 6(12), 576-590.
- Ramayah, T., Lee, J. W. C. and In, J. B. C. (2011). *Network collaboration and performance in the tourism sector*, Service Business, Springer; *Pan-Pacific Business Association*, 5(4), 411- 428.
- Sangthong, K., Sangpetch, N., Rangseekong, T., Boonchaleaw, N., Sukchu, P., Phubopphakarnchana, P., ... and Chodchuang, S. (2020). Factors of success in management of community enterprises for sustainability. *Business Review Journal*, 12(2), 211-220.
- Saowaluckchinda, K. (2012). *Community Participation in Tourism Management: A Case Study of Inburi District Singburi Province*. Independent Research, Master's Degree Business

- Administration Rajamangala University of Technology Thanyaburi: Pathum Thani, Bangkok.
- Segarra-Moliner, J. R., Moliner-Tena, M. A. and Sánchez-Garcia, J. (2013). Relationship quality in business to business: a cross-cultural perspective from universities, *Marketing Intelligence & Planning*, 31(3), 196-215.
- Singmat, T. (2015). *Potential of Community Enterprise Competition: A Case Study of Roi Kaen Province Group, Sarasin*. Department of Business Administration. Naresuan University, Phitsanulok.
- Soonthonsmai, V. (2017). *The Development of Tourism Cluster: Concepts and Applications*. Bangkok: Prajaksin.
- Sutthisakorn, U. (2011). *Learning and knowledge management in community enterprises of Ban-Rong-Ko community. Pho Yai Subdistrict Warin-Chamrap District Ubon Ratchathani Province*. Faculty of Humanities University of the Thai Chamber of Commerce: Bangkok.
- Tancharoen, S. (2018). Community Based Tourism Management and Sustainable Tourism Development of Bangkantaek Community in Samutsonkhram Province. *Academic Journal of Phetchaburi Rajabhat University*, 8(2). 32-41.
- Tanprayoon, P. (2011). *Characteristics of entrepreneurs. and the success of small and medium enterprise entrepreneurs in Phra Nakhon Si Ayutthaya Province* (Master's Thesis). Phranakhon Si Ayutthaya Rajabhat University, Phranakhon Si Ayutthaya.
- Taro Yamane. (1970). *Statistic: an Introductory Analysis. 2nd ed.* New York : Harper & Row.
- Teelanont, K. (2018). Health and wellness tourism of Thailand : Situation and Potential. of competition in the ASEAN region. *Far Eastern University Academic Journal*, 12 (supplement), 28.
- Thairath online. (2019). *Success from joining the group of entrepreneurs in the form of "cluster" by OSMEP*. Retrieved March 15, 2020, from <https://www.thairath.co.th/news/business/1632508>
- Torudom, R. (2007). *Success Factors of Small and Medium Business Entrepreneurs, SMEs in Agro-Industry, Commercial Sector in Chachoengsao Province* (Master's Thesis). Rajamangala University of Technology Thanyaburi: Pathum Thani. Retrieved April 25, 2020, from <http://www.research.rmutt.ac.th/archives/2150>
- Wanichbancha, K. (2010). *Advanced Statistical Analysis with SPSS for Windows*. (8th Edition). Printing Office Chulalongkorn University: Bangkok.