



Exploring Opportunities for Forest Bathing Wellness Tourism in Thailand

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Abstract- Thailand is famous for its wellness tourism and could grow even more by using forest bathing. This report looks at the chances, problems, and how to best grow forest bathing wellness tourism in Thailand to help it recover after COVID-19. I used different methods, like looking at what's already been written, talking to people, and watching what happens at five wellness tourism spots in Thailand. I put together what's been done worldwide with what's being done locally. I found that Thailand's many natural resources, tropical plants and animals, and parks are great for forest bathing. Also, being in nature is good for you, it lowers stress, makes you happier, and improves your relationships. This fits what many wellness travelers between 30 and 50 years old are looking for. Still, not enough people know about it, there aren't clear rules, and there's no clear plan. I suggest six actions, like setting service standards, getting different groups to work together, and marketing to other countries. Forest bathing wellness tourism could boost Thailand's tourism in a way that helps the environment, makes people healthier, and brings in more money as people travel with their health in mind.

Keywords- Forest bathing, wellness tourism, Shinrin-yoku, Thailand tourism, nature-based therapy, eco- tourism, health and wellness, national parks, forest therapy, sustainable tourism, post-COVID recovery, biodiversity, spa and retreat tourism, travel motivation, mindfulness tourism.

I. Introduction

Thailand is now a well-known place for wellness tourism. This industry has a lot of opportunities and needs for wellness tourism, and unique ways to create wellness experiences by using forest bathing. However, most studies only talk about money-making chances, business growth, and ways to do things, but they don't look at social and environmental things like culture, wellness, and how they affect people. This paper tries to check out wellness tourism in Thailand, mainly focusing on forest bathing chances to get ready for tourism to bounce back after Covid-19 and the recession.

This paper uses a mix of looking at past research and collecting information by talking to people and watching them in five wellness tourism spots in Thailand. The people were picked because they were easy to reach in the north, northeast, central, and south of the country. Also, eight wellness tourism practices from around the world were put together to give a bigger picture for the questions. This paper tries to fill the holes in the wellness industry and research in Thailand to learn about problems and possibilities from workers, and wellness groups as well as people's duties. This paper talks about how wellness tourism is now in Thailand, the chances, good points, and things that can be used for forest bathing, with examples, possible services, and people who might come. It shows why wellness tourism is important for the economy to recover, with talks about how wellness tourism helps Thailand stay strong and come up with ideas.



Forest bathing, which is a calming practice of being in nature, has gotten liked in wellness tourism. It has been said that it helps with stress, worry, tiredness, mood, and feelings, which helps with health and wellness (Zhang et al., 2022). Thailand, which is seen as a wellness country, has become a popular travel spot for wellness tourism (Clarke, 2019). Along with health places, nature, and forests, Thailand has great ways to create forest bathing wellness tourism. But there hasn't been much research on forest bathing wellness tourism or how to grow it in Thailand.

II. Overview of Forest Bathing

Forest bathing started in Japan, where it's called shinrin-yoku. It means being in a forest and taking in the feeling of the forest. Now, it's usually seen as being in touch with nature, like going to forests and parks in cities. Forest bathing now is about focusing on the present moment without judging. It comes from Buddhist and other traditions, and it became popular in wellness tourism in Japan when the government called it shinrin-yoku. Some studies in Japan showed that forest bathing is good for people's bodies (Zhang et al., 2022). A lot of tourist paths, cafes, and things to buy about forest bathing popped up in some Asian countries in the 2010s. Now it's seen as a way to live well and is open to anyone who wants to feel better outside.

Even though it's getting more important for cities with lots of people, it's weird that there's not much research on forest bathing in Thailand, which has the least forest cover in mainland Asia. Thailand has a lot of different plants and animals, with about 400 forest parks with thick forests. Mountains, beaches, and waterfalls are all over the country. In the past 20 years, many fancy hotels and wellness places have been built in these forest parks and mountains (Masters et al., 2023). But the new fancy places have all used fake nature, like plants inside or fake waterfalls, which don't really help people feel better. Instead of doing yoga on a perfect yoga spot with a pool, doing a forest bathing program with rough land might be better for people in Thailand who are missing nature. Also, it's usually done by men, so it might be hard for women to do it in a country where men are in charge.

Definition and History

Forest bathing (Shinrin-yoku, 森林浴) or forest therapy means being in a forest and feeling and taking in the atmosphere with all your senses, like seeing, smelling, hearing, touching, and even tasting (Zhang et al., 2022). Forest bathing is said to have started in Japan in 1982 when it was first promoted as part of a forest therapy project. But this natural therapy has been around for thousands of years in China and other East Asian cultures. The Japanese started this program to help the economy, make people healthier, and teach people how to use forests in a good way. Because this therapy and tourism are important, forest bathing was chosen as the focus of this study.

Forest therapy has three parts: nature, the process of doing it, and how it makes you feel. The design of a forest therapy experience, made with a trained guide, has a welcome, activities, and a finish. One part of forest therapy is checking people's health beforehand and helping people with health problems. Forest bathing lets people design their own sessions, which guides and clients have made together before (Masters et al., 2023). Studies have shown that design can be used to create new experiences that help



people focus, connect with nature, and explore. But there aren't many guidelines for this new design chance.

Health Benefits of Forest Bathing

Forest bathing is based on the idea that people should slow down, feel, and be in nature. It can make you feel better, more focused, less worried, lower your pulse, and improve your mind. After 3 days of forest bathing, people felt less tired and confused, and more alive. Forest bathing seems to make you healthier by being more in touch with nature. It might help lower stress and sadness, boost your immune system, and even make you think better and breathe better (Zhang et al., 2022).

After going to parks, people felt healthier and had better social relations, avoided illness and got their energy back, had stronger social connections, including better family relations, and more contact with friends. Five things were found about how people's social relations changed after going to parks: lifestyle changes, community programs, ways of talking, places to be changed, and changes in family relations. One thought for businesses after the pandemic is that health programs in parks should be used as a way to prevent illness and promote health for the people. The effects of forest therapy on public mental health should be thought about and used in city planning.

Global Trends in Wellness Tourism

Wellness Tourism, in the travel industry, is growing fast and is very diverse because it can be used in many places and for many people. The wellness industry has grown 10.6% each year since 2013, with a total growth of 29% from 2013 to 2015. This is because of new money markets and more money and free time, with the world population growing.

Because more people are traveling and want to find balance in their busy lives, wellness tourism is likely to be a big part of the travel industry in the future. People will look for ways to get and stay healthy, like using springs, fitness, spa treatments, healthy food, and spiritual pursuits.

How good a place is for Wellness Tourism is based on how many wellness options there are, how much they cost, how they are advertised, and how safe they are. Wellbeing means not being sick or hurt, and knowing and doing what helps your life. One way to measure wellness tourism is how much money is spent on it in a place.

III. Thailand's Natural Assets

Most tourists visiting Thailand are interested in wellness and health activities. These include things like forest bathing, longevity programs, wellness pilgrimages, and health treatments, whether that means medicine or certain practices. Because of this, many people think forest bathing wellness tourism could do well in Thailand, which has spurred a lot of research. But a specific study of forest bathing wellness tourism hasn't been done. To address this, this paper looks at the concept of forest bathing wellness tourism, related stuff, and the best spots for it in Thailand.



Thailand is known for its food, buildings, and beaches, but it's also becoming popular for wellness tourism. People are more interested in taking care of themselves, and the pandemic made people think more about their mental and physical health. Spas, holistic medicine, fitness retreats, detox programs, and yoga or meditation are all popular with tourists. Because the wellness sector is growing fast, there are also a lot of businesses trying to make money from it. Forest bathing, or shinrin-yoku in Japanese, is becoming a bigger wellness trend.

It started in Japan and is now practiced in the US and other places. It's like mindfulness meditation combined with a walk in the woods. Research shows that forest bathing can help prevent, manage, or treat problems like digestive issues, long-term pain, diabetes, depression, and the common cold. Forests are good for people's emotions and bodies. Thailand has a lot of spots that would be great for forest bathing, so it makes sense to look at how well it would work as a type of tourism.

National Parks

The Ministry of National Resources, the Environment, the Royal Forest Department, and key officials chose to conserve forests by restricting human encroachment, educate people to understand forests properly, and provide recreational places within the forest areas while still open to nature (and Environment Program for Southeast Asia IDRC. Regional Office for Southeast and East Asia and Isangkura, 1998). The goal is to make forests available to the public for forest bathing, for both locals and tourists. This is meant to promote mental and physical health by supporting love, care, and appreciation for nature. The team involved believes that it's important for people to learn to value themselves, others, and nature. So, exploring forests is a good way to start appreciating the things around us.

Several big national parks, like Khao Yai, Phu Kradung, Doi Inthanon, and Khao Sam Roi Yot, have been chosen for this. These parks are open to everyone, and they have things to help people enjoy nature together. Many believe these parks could be great places to promote forest bathing first.

People often use online tools to find forest bathing places near them. Many parks and tourist spots now have a chance to be included in tourism projects around the world. It's important to protect, conserve, and restore nature so there's more biodiversity and people can enjoy it. Because of this, it's important to improve park management, create eco-friendly products and services, make better visitor information systems, manage crowds, and improve the visitor experience.

Tropical Rainforests and Biodiversity

Thailand is in a tropical area, which is good for rainforests and a lot of different life. The sandstone plateaus, limestone hills, and coastal seas bring water to the area, which helps rainforests grow. The rainforests in Thailand are part of a larger rainforest area that stretches from India, Bangladesh, Myanmar, southern China, and the Andaman and Nicobar Islands, to Malaysia, Sumatra, Borneo, Java, Bali, Sumba, Flores, Timor, and nearby islands. These forests are also connected to rainforests in Mozambique, Madagascar, and East Africa, across the Arabian and Indian Oceans to rainforests in western Central Africa.



This region has diverse arthropods and is known as the Pan-Oriental Subregion. Gymnosperms and flowering plants are the main types of plants here. Thailand has a lot of different types of plants and animals. There are different natural environments like cliffs, mountains, islands, and caves that help many kinds of plants and animals exist. The rainforests, which cover most of Thailand, also support a wide range of life. There are many families of flowering plants in Thailand, and some are used for different things, like making perfumes or scented oils. There are also many types of timber trees.

Eco-Retreats and Wellness Centers

Eco-retreats are a new type of tourism that tries to protect the environment while also helping visitors' health. There are different types of eco-retreats, including: (i) nature retreat centers, (ii) eco-chic resorts, (iii) wilderness lodges, (iv) eco-centric training venues, and (v) nature-focused sacred sites. Nature retreat centers focus on healing in nature to restore mental health. Eco-chic resorts are environmentally friendly resorts that offer spa and wellness services with a luxury feel. Wilderness lodges are nature-based retreats that focus on peace and health. Eco-centric training venues offer programs that focus on sustainability. Nature-focused sacred sites, like temples and natural wonders, are places where local beliefs about health and long life are practiced.

Because of tourism and city growth, there's a bigger effort to protect the nature in Chiang Mai, Thailand. Wellness tourism is becoming more popular as a way to benefit from nature. Forest bathing wellness tourism is a new part of wellness tourism in Thailand. It focuses on the health benefits of forest bathing. The products and services can range from affordable options to high-end experiences offered by dedicated resorts and eco-retreats. It's important to understand how eco-retreats a main spot for wellness tourism can be.

IV. Market Analysis

Health and Wellness Tourism (HWT) is a big global business. It made \$639 billion in 2017, and people think it will reach \$919 billion by 2022. HWT includes things like spa treatments, nice hotels focused on well-being, and communities built around a healthy lifestyle. A lot of people, like 88 million international travelers, took part in HWT in 2017. Thailand is one of the top five places for wellness tourism because it has lots of different plants and animals and because many people want to try Nature Immersion Therapy (NIT). Forest bathing, which comes from Japan, is a cool thing Thailand can add to its tourism stuff. It's all about feeling good in forest areas. This study looks at chances for forest bathing in wellness tourism and checks out Ban Takian in Phetchabun Province as a possible spot. Phetchabun has pretty forests, tall trees, and cooler weather, which brings in tourists who want to feel good and get away from the city heat (Pullapalin, 2018).

This study wants to see what's possible for forest bathing wellness tourism in Thailand. It uses Ban Takian in Phetchabun Province as an example. People visited the place in July and August 2023 and talked to 14 important people and 15 others involved in wellness tourism. They had in-depth talks with experts, people who design spa treatments, managers of thermal spas, health specialists from hospitals, and people from



the local community. Then, they looked at what everyone said and picked out the main ideas. This helped them come up with plans for growing forest bathing in Thailand and give advice to those who make the rules.

The results show that forest bathing, or *shinrin-yoku*, is pretty new in Thailand compared to Japan, where it started. Also, some people had different ideas about it than what Japan does, like adding things from other areas. Phetchabun Province is cheaper than Japan. Business owners are willing to use what they already have to create forest bathing packages. And the government and local groups are already running public wellness campaigns. All of these things are chances to get forest bathing wellness tourism going in Thailand. But there are worries too. Some people might try to make too much money off of it. Local communities might get in the way. And there are rules about not using human-made things during forest bathing. These are all problems for forest bathing to work in Thailand.

Who Are We Trying to Reach?

Based on the market research in Section 4.1, here are the main groups that a forest bathing wellness tourism company in Thailand would want to reach: mostly Europeans, Americans, and Asian tourists between 30 and 50 years old. They could also focus on people who want to get healthy, busy professionals who are stressed or tired, couples looking for a special trip, vegans, and people interested in mindfulness. Thailand has a lot of young people and a growing middle class who are aware of the health issues that are popular around the world and becoming more common in Thailand. Those who are most likely to change their habits and spend money on eco-wellness tourism like forest bathing are Europeans, Americans, and Asians aged roughly 30-50. Studies show that people in this group are more aware of the environment and more likely to do things that are good for it (Clarke, 2019). More people are interested in both wellness tourism and eco-wellness tourism. This is because more people around the world are trying to get healthy.

They realize that medicine or vitamins only hide the symptoms instead of fixing the problem. These symptoms often come from being too busy or tired because they spend long hours at work dealing with stressful meetings and delayed flights. Some honeymooners might be looking for a similar experience to a past honeymoon. There are also vegans and vegetarians who avoid animal products in their food, beliefs, and travels (Hassan, 2008). Because of this, it's a good idea to give out samples of high-quality plant-based cheese at cafes that serve gourmet plant-based cheese dishes. Lastly, more people are hearing about mindfulness and are looking for therapies or practices that help them be more mindful.

What Makes Wellness Tourists Travel?

The reasons why people travel for wellness are pretty much the same in both Thailand and the United States. But people from both places mentioned unique reasons or things that make the wellness of the travel experience better. The reasons include the place itself, what you do there, nature, hospitality, price, and personal things. If you want to offer fancy wellness experiences, you need to balance luxury with a real understanding of what wellness is all about (Clarke, 2019). The wellness tourism industry is growing quickly in the world of tourism and hospitality.



Wellness tourism is when people travel to places for general wellness purposes, such as spas, wellness centers, yoga retreats, and natural parks. Thailand has many wellness tourism opportunities because it has a lot of natural resources. Also, tourism is a big part of Thailand's economy. So, wellness tourism is a chance to combine Thailand's tourism and wellness industries to make more money in both areas. It's important to know why wellness tourists travel for these experiences and use this to make tourism better (Ahn and Bokyun Kim, 2024).

Feeling better has become a big reason to travel. Hotels and hospitality designs are adding wellness elements and promoting ways to connect with your senses, meditate, listen to sounds, and enjoy nature. Interviews showed that people travel for wellness because of things like a peaceful local environment, service, and price. But Thai people felt more strongly about nature and hospitality when it came to why they travel for wellness. Also, Thai people said that talking to locals or people involved in tourism is part of the wellness experience.

What Are Other Places Doing?

Studies show that wellness is a way of life that includes activities and places for physical, social, mental, sensual, and spiritual wellness. In tourism, wellness tourism can be either hard or soft. Hard wellness tourism is like health tourism. It focuses on physical health through exercise and medical treatments in special places. Soft wellness tourism is about making your senses and mind feel better through relaxing experiences in nature or fancy leisure spots.

Thai tourism is seen as a way of life that includes leisure and wellness in nature. Bath, wellness, and spa tourism are popular forms of soft wellness tourism that target people from both Thailand and other countries. The Thai government has rules, plans, and programs to help bath, wellness, and spa tourism in Thailand. One of these plans is to wellness tourism in a national park, forest, and natural environment. A test project worked well at Huai Nam Dang National Park, which is next to important cultural places. This was possible because the Thai government let national park and forest groups market wellness tourism. They also had reasons, rules, and ideas for making forest bathing wellness tourism work in a national park and natural area.

Looking at what other places are doing includes spa tourism in Singapore, wellness tourism in Japan and Taiwan, forest bathing wellness tourism in Japan, and onsen/spa/bath tourism in Japan in particular. Singapore's spa tourism helps make it known as a top health destination. It also has wellness and spa resorts, medical tourism, and healthy living experiences. There are rules and standards for spa treatments, ways to provide services, and groups that support companies, spas, and operators. There are chances for spa and massage services in onsen, hotels, resorts, and wellness centers. The spa industry can also be involved in wellness tourism and health industries, and health insurance companies

V. Case Studies of Successful Forest Bathing Programs

Since 2004, Japan has been using forest therapy, with guidelines from the Japan Forest Therapy Society (Zhang et al., 2022). Local governments encourage citizens to use



forest therapy locations to get healthier. They also constantly evaluate and train medical staff, tourism employees, and forest therapy guides. The initial forest therapy plans had specific routes and arbitrary times. But, because landscape and time preferences are subjective, the original forest therapy was not very scientific or easy to copy.

As forest wellness products spread from Japan to America and Southeast Asia, forests became more focused on general well-being, health, and recreation. Different types of therapies based on specific places, sculptures, and fitness tools also popped up, which reduced the scope of forest mindfulness therapy. To free this therapy from needing specific locations and schedules, this paper suggests a way to structure space and time as functions that set their parameters using pure math, letting people choose the number of participants and how long the program lasts, starting in America. To make it regionally appropriate, a forest mindfulness therapy system is proposed.

Using a layout technique, it looks for forest mindfulness therapy options without needing medical staff. This will cut down on repeated and pointless testing. Doing ecotherapy indoors can keep people comfortable. So, a universal business idea is built to quickly spread forest mindfulness therapy for profit around the world. Using Barcelona as an example, the simulation showed that the suggested way to recommend and promote is good for keeping users happy and making profitable groups. The forest walk was created with specific physical and measurable indicators, including standards for weight, glucose, and fitness, which helps with fitness and diabetes with some limitations. Ecotherapy is defined as therapies based in nature that use people's meanings. More effort should be put into using the advertised advantages of ecotherapy to use chances in a way that can last (Bermejo-Martins et al., 2022).

International Examples

Historically, Japan was first to promote Forest Bathing or Shinrin Yoku. The term Shinrin Yoku, meaning taking in the forest atmosphere, was created by the Japanese Ministry of Agriculture, Forestry, and Fisheries in 1982 (Zhang et al., 2022). Its popularity has made Japan's Forestry Agency create authorized forest therapy centers. Forest therapy was also added to the national health plan to promote good health in Japan. Now, many studies look at how forest therapy affects mental and physical health. These therapies have been proven to lower blood pressure and pulse, reduce stress, and improve mood. They also increase bladder capacity, species richness and metabolic activity.

In recent years, Thai travel has focused on being busy. After the pandemic, mass travel was replaced by other types of tourism, such as wellness tourism (WT). WT is a growing travel style that grew quickly before and during the pandemic as people's mental and physical health decreased (Masters et al., 2023). Several medical studies have proven that people like using nature for health. New studies in Thailand show strong interest in using forests for medicine. Forest Bathing is asked about as a good treatment to be used between four stakeholders in Thailand WT: (1) the forest resource management authority (3Fs: Forest-PhD; Forest-Park-Hotel-Lodge) (2) the wellness service supplier (IHI: Hospitals-DCM, Health-SPA) (3) the wellness product supplier (OM-LD: FCamp;B, Body-care, DD, Other) (4) the Healthy Forest protectors in society (SCG-CE). A plan for developing and making wellness services better to be suited for



new after-care treatments within relationships is proposed to be used for goals and promotion.

Good and Bad Examples

Czech Forest Bathing Wellness Tourism (FBWT) Good Examples

FBWT is widespread in the Czech Republic and has unique traits. Forest Bathing Therapy was first shown to the public in early 2020 by the Czech Forest Bathing Society and the forestry department Forests of the Czech Republic. They arranged the first forest bathing session, with guidelines from forest bathing specialists. The goal was to support stressed employees during the COVID-19 pandemic and introduce them to the lasting positive effects of using forest areas correctly. This FBWT idea was then changed by the AOPK with the help of forest therapy experts through steps and factors, like direct experience with each THD change, a THD adjustment plan, past related work, creating new therapy packages, experience and skill in host area preparation, and final FBWT renovations.

The Czech Republic has many beautiful and healthy forest types that are a heritage and should be taken care of. The Czech Republic has laws that monitor things that could threaten these forests. The Czech Republic also protects these forest reserves and has laws preventing threats. New certifications should be given for FBWT. Forest Bathing Therapy brings relaxation and restoration to the biodiversity of forest areas in different small forest sizes and densities. A good awareness of these forest-care and preserving activities is key. FBWT in the Czech Republic can spread and make options more varied faster than in Thailand. Actions can be paired with other wilderness and recreational therapies. Forest Bathing Therapy can still support educational ideas and activities (Zhang et al., 2022). Doing FBWT in cities can be something special. There will be a gain in adding forests or trees into cities while there are no losses for the time being. It also will bring thoughts, behavior, or choices which means adjacent projects must be thought about (Pullapalin, 2018).

VI. Strategic Development of Forest Bathing Tourism in Thailand

Thailand is blessed with lots of different forest resources. It has wanted to create a network of national parks, transportation spots, nice views, and tourist places covering 240 million Rai (384,000 square km) for a while now. The country sees health as super important for growth, along with being stable and having an economy that's good for the environment, all to make people's lives better (Pullapalin, 2018). The aim is to make Thailand's tourism industry better in a way that lasts. After COVID-19 and lockdowns, there's a big trend around the world for wellness tourism. Forest bathing is now a popular type of wellness tourism, which should bring lots of tourists to Thailand. We figured out chances for forest bathing tourism in Thailand using the 5P marketing mix. The good things are that Thailand has tons of different natural forest resources and all sorts of natural and cultural things to make cool travel packages.

To keep up with the world's interest in healthy tourism, it's important to plan forest bathing tourism well, and fast. Here are six ideas: (1) tell people about forest bathing and why it's good, (2) create health service standards and ways to get certified, plus a website to show that the health services are good, (3) get groups, plans, jobs, and money



together to grow and advertise forest bathing tourism, (4) always make local service people better and have more to offer, (5) create a plan to advertise forest bathing tourism to the country, and (6) work with nearby countries to have more forest bathing tourism and different services.

Here's a look at how to grow it, including what health means in tourism, a plan for growing forest bathing tourism, how to manage the plan, make policies better, help out, raise awareness, and make money. We'll talk about the possible good things and problems with growing forest bathing tourism around the world, making Thailand a good place to visit, and ideas for people to work together.

6.1. Finding the Best Places

To find where forest bathing tourism could do well in Thailand, we need to know where it's already happening. For other types of wellness tourism, like yoga, Thailand might not be as popular as Costa Rica or Indonesia. But Thailand is still good at eco-friendly forest bathing. The best places for forest bathing tourism in Thailand are friendly towns where people are happy to have tourists come and enjoy nature. Northern Thailand is super beautiful and has lots of remote forests with old traditions and new tech. The foggy mountains on the borders and valleys with blooming trees are great for forest trips.

Tourists in Chiang Mai or Pai might be surprised to see normal people doing amazing things with wood. Some good places already have chain hotels and half-done theme parks at the bottom of the forests, but the national parks are still empty. You're more likely to see birds, gibbons, and wild pigs than tourists on the roads (Maneenetr and Ha Tran, 2014). People in Mae Hong Son often help nature and volunteer every week. The big jungles are perfect for wellness ideas to grow. The best massage might need tricky hand positions or be super comfy. Forest Bathing Tourism could use this by finding places like local tour companies do. Forest Bathing could be introduced and sold locally, like wellness, cultural, and experience tourism in Phuket and Krabi. A main operation could make sure tourists get all the care they need (Clarke, 2019). Scout destination 1TM and destination 2TM are good places to visit and stay overnight, with nature and places to sleep. Some people are better at local languages, knowledge, herbs, or backgrounds that would make math fitness more enjoyable.

Doing Things That Last and Eco-Tourism

The trails will be designed to not hurt the environment or upset local cultures. Where the trails go will be planned with the people in charge of the sites. The trails will be built to be hidden and use materials that fit in with the area. Using volunteers to build and take care of the trails will help the community feel like they own them. Volunteers will also be trained well. We need to study taxes or rewards to help with lasting practices. We will also find other ways to pay for trails and parks.

We promise to use land we own in a way that's good for the environment. A trail system that's designed, kept up, and used in a way that lasts will focus on being sustainable. A group will test lasting practices and get opinions from the public. Community values will help decide how the parks are used in the future. We will make a plan that looks at what parks, recreation, and trails need and decides what's most important.



To do what most people want, we will decide to manage the parks, recreation, and trails in a way that lasts. The plan will have a schedule for the next five years that deals with the things that community members think are most important. The approved plan will guide how the parks, recreation, and trails are managed in a way that lasts for the next five years.

The area wants tourism that doesn't hurt the environment and takes care of the current buildings. Instead of mass tourism, the area should look at community-based ecotourism and eco-lodges run by private companies. These are good at protecting culture and nature.

How to Get International Travelers to Visit

This study was done to get people interested in forest bathing tourism. The ideas were made for international travelers. After looking at the PEST Model, forest bathing is new to Thailand with normal health rules, and the industry is doing well. Here are three ideas for marketing: what to sell, how to price it, and how to advertise it. The travel package will have wellness activities like making a good mood at the start, teaching about forest bathing, having group activities in the forest, doing things alone, and talking about what people experienced.

Forest bathing tourism is a new thing for Thailand, but its culture is older than Japan's. Tourists will love seeing the beauty of nature. When doing forest bathing tourism, the environment should be the most important thing. The plan should make sure that tourists and companies help the forest, that tourism wellness products are not too big, and that certain types of tourism are not allowed in national parks. Tourist companies and the government could advertise it all over the country.

This study is about forest bathing tourism in Thailand. It's a bit unclear and a new idea. The history of forest bathing isn't long, but it's liked a lot. Most studies were done by researchers from different countries. The topics in other countries are interesting for research, but studies need to be done, and information needs to be updated. While Thailand has many studies about wellness tourism, serious studies about forest bathing tourism are just starting. Forest bathing tourism in Thailand can't be as good as places like onsen resorts or SPA resorts yet, but we should create chances and offer new experiences. This is a good research topic for people who like Thai culture or wellness tourism.

VII. Challenges and Opportunities

The analysis suggests using the SWOT results to figure out how to deal with problems and decide to promote nature-based wellness tourism.

Strengths/Prospects

1. We've got cool nature stuff for wellness tourism. Things like forest bathing are getting popular worldwide. It's all about enjoying the peace, quiet, fresh air, smells, and sounds of the forest. This is catching on in Thailand, which has rainforests in the south and mountains in the north.
2. Wellness tourism is doing okay during the pandemic. While general tourism got hit hard, wellness tourism is holding up because folks want to travel in ways that



make them feel good. So, now's a good time for people in the industry to work on making forest bathing a real wellness tourism thing in Thailand.

3. We already have hospitals and wellness companies in Thailand. These groups can help create good tourism products and market them, like national parks do in other countries. Plus, we can learn from how other places set up forest bathing trails as part of healthcare tourism.

Weaknesses/Challenges

1. We don't have rules or certifications for wellness places and services. There aren't any clear rules for hotels, spas, or healers, which means businesses can't grow easily and the quality of service might not be consistent. Since anyone can offer treatments, it's tough to make sure therapists are good and treatments are safe.
2. Thailand may not have a ton of experience with wellness tourism. Research shows tourists sometimes get so-so service when trying things like water therapy or forest bathing. Current wellness tourism needs upgrades, so they feel new but are rooted in tried-and-true practices.
3. Key players aren't working together on forest bathing. Parks, forest reserves, and health groups don't always involve wellness experts when making tourism products based on herbal medicine and wellness experiences. Just doing basic physical treatments or regular ecotourism won't cut it for high-end marketing because of the trail lengths.

Opportunities

1. Make forest bathing a COVID recovery thing. Parks, retailers, and health tourism people are talking about creating a forest bathing certification program. The idea is to link forest bathing with the Healthy Thailand strategy.
2. Use forest bathing for health tourism. Environmental stuff and world health plans are starting to focus on how nature helps our minds and bodies.
3. Rebrand and promote vaccine passports after things calm down. Tourist marketing should bounce back after the pandemic. Promoting forest bathing as a nature and wellness experience is a nice way to show off Thailand.

Environmental Considerations

Being in forest environments can make you calmer by activating your parasympathetic nerves. This can also lower your adrenaline and blood pressure and change your heart rate (Zhang et al., 2022). Forest bathing can affect your mind and body, which can improve cognitive functions like focus, mental flexibility, and thinking skills. Essentially, activities like walking in the forest or visiting a bathing house can help city people recover from stress more easily. Forest bathing can help you feel refreshed, aiding recovery from tiredness. This, in turn, benefits the economy through health, tourism, and even the real estate sectors.

Globally, well-being, which shows how good our lives are, can go from just improving public health to being a product in the health tourism market. Tourism, which improves life quality, can turn into ecotourism and wellness tourism for this growing market (Kang et al., 2024). Focusing on well-being can bring economic gains, especially in the health and tourism markets. Also, countries with stunning natural settings and strong traditional health practices have a chance to grow in both health and tourism. Since



forest bathing is a form of eco-wellness tourism that can boost well-being, studying the growth of forest wellness tourism - mixing ecotourism with mindfulness in forests - is crucial for growing capacity. Thai forest wellness tourism can be built around important meanings and perks, ecology, local wisdom, therapy, and peaceful service features. To grow the Thai forest wellness tourism market, we can use rural spots, grow forest activities, and make use of local agro- biodiversity. It is generally agreed that well-being relates to health as a sign of life quality, with health and wellness being key factors. Life quality also involves mental and social aspects and welfare from money and materials.

Cultural Sensitivity and Community Involvement

It's possible to protect natural and cultural heritage if we know what threatens them and lessen possible effects in the future. Losing the mentioned heritage hurts identity, dignity, and culture, leading to confusion. People might adopt foreign cultures or mock their own traditions. Customs might disappear, turning into superficial acts of passing down old culture without understanding its values. Communities that rely on income from preserving culture might lose it due to, for instance, favoring mechanical production over handmade crafts. They might dress in a certain way to please tourists, like wearing ancestral skirts with cash (B. Zuniga, 2019).

Managing tourist expectations is crucial. Destinations managed by one organizer tend to be better than unregulated ones, where villagers do as they please. Besides the tourism experience, planning, doing, and expecting tourism activities should be informed and agreed upon beforehand. It should be clearly stated what is personal and what is community property. The core values of a cultural heritage community and its protection must be understood by everyone. Discussing conflicting opinions can help the community see why some acts harm long-term group perks and strength (Prompayuk and Chairatananonda, 2018). Local communities should have the option to reject damaging outside impacts or transform such elements. The risk of income loss due to lower attractive tourism sites is a factor. Each village should have tourism development strategies to prevent money outflows and mediate outside effects while prioritizing culture.

Regulatory and Infrastructure Issues

Tourists should know and follow current regulations by tourism agencies in Thailand. Regarding Thai Lanna wellness spas and Thai forest bathing, authorities and site owners must know how to run spas or related health services for tourists legally and correctly, per the Tourism of Thailand Regulation Act, etc.

Currently, only short-term health services are allowed, and hospitals can offer overnight services. Thai spa businesses should only offer day spa services. Day spas include therapeutic spas, health and wellness spas, and steam and sauna services. Certain services, like foot reflexology, spa baths, and massage, require licenses. All forest bathing requests need approval from the Ministry of Tourism and Sports. According to Act 2008, Sections 14-17, providing services illegally can lead to warnings, fines up to THB 500,000, or a maximum of 3 years in prison (Pullapalin, 2018).



Under the Public Health Act 1992, spa owners must register their spas at the provincial health office. To run specific health businesses like wellness, day spas, saunas, or traditional massages, spa licenses must be applied for through the local health office at least 5 days in advance. Spas can only offer services listed in their license, without causing trouble to the public. Allowed services include Thai Massage, Hot Stone Massage, and Herbal Body Treatment. Violations can lead to imprisonment, fines, or both under the Public Health Act.

VIII. Recommendations for Stakeholders

- To boost local forest bathing, the Thai government and Tourism Authority of Thailand (TAT) should work together. TAT can share forest bathing ideas across the country. Local governments that receive these ideas should think about:
- Keeping forests and breathing spots in good shape by managing resources, staff, and tourism policies well.
- Giving advice to local groups on forest bathing training, contacts, and budgets.
- Promoting tourism by mixing farming with special products, health activities, and outdoor in forest bathing spots.

It's best to have certified guides for forest bathing, and training programs are a must. These programs should follow TAT's advice and consider forest management plans, traditional healers, and what we've learned from forest bathing in Japan.

Local groups should think about social goals, not just money, to stay genuine and appealing. They need to consider the impact of forest tours. Forest bathing planners should check if these experiences are helpful or harmful. It's also keyed to keep visitor numbers low, watch how people feel, check on them before and after, and keep untouched areas and paths in good shape (Zhang et al., 2022).

Ads should talk about attractions, wellness activities, and unique local knowledge, history, and cultures. Ads need to be correct to avoid confusion. Good tour guides are a must for a great tourist experience. We can use health and wellness approaches to help tourists have great experiences. Regular surveys before and after training can help track health and wellness tourism projects and give info on how to make tourism products better. Tracking all of this helps make sure these projects promote health and improve people (Maneenetr and Ha Tran, 2014).

Policy Advice

Forest bathing tourism is getting popular, but it needs rules and standards. So, this study aims to suggest possible laws for forest bathing tourism in Thailand. The study wants to answer two questions: How is forest bathing tourism working now, and what rules could help? These rules and standards are the basis for good service and safety. The main point is that while there's a group for forest bathing businesses, there aren't specific rules for them. So, the study suggests a Forest Bathing Tourism Act and a Forest Bathing Tourism Council to oversee these businesses and make sure they're working well and safely. Forest bathing is a new type of tourism that focuses on experiencing forests and promoting overall health. Wellness tourism is growing fast, but there aren't many studies on forest bathing – like, is it really wellness tourism, what



are the benefits, and do they change based on the tourist? But like other tourism, forest bathing has potential and demand. But it also has some problems.

Even though it's popular and could make money, the private sector is unsure about creating forest bathing spots because there aren't rules. Forest bathing is still new in Thailand, with only a few businesses doing it. But the government is starting to explore the idea, mostly by looking at public interest in forest bathing, but not by making rules. Rules and standards are important for tourism to grow on both the business and customer sides.

Working with Local Communities

Forest bathing must help local forest communities relieve stress.

A Kwahu chief and an ecology expert said that forests help people see better, relax, and protect their homes. By creating a natural environment, local people can enjoy, rest, and heal. Thailand's natural areas offer forest bathing tourism to help locals get the health benefits of forest bathing. Some possible places are St. Andrew or Nang Hinta Forest in Baan Ya Siang community, the Huai Chan and Mook Forest in Pa KLong forest community of Huai Krating Baan Chao Deang community, and Thong Cha Nang Aen in Muang district.

You can offer forest bathing programs as paid classes or free awareness events. By charging for forest bathing classes, you can pay the instructor. You can also launch free public forest bathing events if the Thong Cha forest bathing team who know Theravada Buddhist Forest monks who are friends with them presents an enjoyable activity.

Better Visitor Experience

Walking holidays are competitive, so you need different ways to make the visitor experience better. Allowing on-road access may help you add more products, as maybe leveling walks. However, it might be better to invest in protecting the wilderness for an untouched nature experience if there is no more serious competition. For a more complete experience, you could offer bush walks, spiritual walks, and retreat-like walking experiences. Ways to make the experience unique involve minimizing impact on it, offering emotional moments, creatively sharing the environment, and helping people connect with each other.

To offer emotional moments, use the experience itself. Match activities to people's skills, focus on important parts of the experience, and allow effort. Avoid distractions and don't sacrifice a deeper experience for just fun. A complete walk could focus carefully on rituals and processes to nourish the physical, economic, learning, and social needs of visitors. Similarly, walking experiences for health and wellness could aim to improve psychological, physical, emotional, and spiritual health. (D Wolf et al., 2017)

IX. Future Research Directions

There are a few ways to go with future research based on what we've learned here. First off, several studies show that forest bathing is good for people's health, especially their mental well-being, which ties into how happy they are. Some have suggested this



is a market for wellness tourism. Because Thailand is in a good position to do so, it could promote forest bathing activities for tourism. Future studies could use existing research to figure out the possible costs and effects, both small and large, to see how to best promote forest bathing tourism for people's health in Thailand.

A lot of earlier work says that social marketing is a great way to get the word out about tourism. This might also be true for forest bathing tourism in Thailand. Future studies could use social marketing research to see how to market forest bathing tourism most to people in Thailand. Wellness tourism is getting more popular and has been getting lots of attention. Drawing on those research themes, future studies could look at how wellness tourism products affect people and their travel habits. It would also be interesting to see if there are gaps in the research, like if mind-based wellness tourism isn't studied as much as natural wellness tourism.

It would be good to investigate other topics in wellness tourism that don't get as much attention. Things like how tourists feel and how that affects whether they're happy, looking at different types of wellness tourism, and how people seek wellness are studied in destination/attraction research but not usually in wellness tourism, so there's room to investigate that.

Wellness Impacts Over Time

It's important to do studies over time to see how wellness experiences affect people in the short and long term, and that goes for many fields. Studies with numbers that use tested ways to measure wellness are important for local governments promoting tourism and helping communities grow. It's also important to study what you can't touch, what you can see, and what happens because of the welfare of places. This study figured out that wellness places in Thailand give people psychological, physical, and social wellness benefits.

Experiences that take a while, like overnight trips or week-long retreats, usually make people feel better overall. The longer you're doing wellness activities, the more likely you are to feel well. Looking at the wellness of both places to stay and activities affects how people feel. Because wellness tourism, work trips for wellness, and spa visits are getting more popular, places to stay and spas have an impact on wellness.

How far away something affects wellness visits based on what kind of wellness place it is. Places that are farther from home are often seen as tourist destinations, as against places residents visit. The impacts, such as exposure to social circles, workplace change, improved physical health and boosted happiness all have good and bad aspects, without distinction in the type. By checking out the types of wellness places, this research helps contribute to the existing wellness tourism literature. Wellness people in Wisconsin said that the next step in research should be looking at what different wellness places mean for people.

Other Nature Therapies

Over the last twenty years, forest-based nature therapy has become popular. It can help with stress and make you feel well. It is often where you go to experience forest features; its benefits are becoming familiar to both users and practitioners. Simply



copying and pasting a Japanese practice of forest bathing/wellness tourism into a Thai tropical version isn't going to cut it. Instead, you need to compare current practices with a view toward spotting new elements of forest bathing in tropical places. It would also be good for communities as they co-create civil groups doing mindfulness or other nature-based therapies like mindfulness walking in local beauty or systems of beauty and good sounds from roads through community involvement (Kang et al., 2024).

Outside of cities, the practice is just like a spa experience in wellness tourism, which uses old Thai ideas but adapts to modern medicine. This spa practice is unique and should be thought of for consideration. It's interesting to wonder if these experiences could be more natural. You can think of this as finding a middle ground between paid experience and being able to participate. By referencing green areas and commercial landscapes, you can push for similar practices through art or communal dressings up of these spaces. Also, exploring areas of mounted leisure, thru-routes, and canopies of western-style commercial expansion are to be transformed differently.

X. Conclusion

This paper looks at forest therapy and wellness tourism based on a test project in Thailand. We think forest bathing could be a good wellness activity there. We checked out chances for forest bathing in Thailand's national parks, mostly those away from cities.

We suggest support for forest therapy in a few ways: building trails, handling visitors, and teaming up with wellness tourism groups. Because forest therapy is new, we also think there should be a central forest therapy group. Thailand has lots of nature, but only some parks are used for wellness tourism. This test project is a first step to get forest bathing going in Thailand, and we hope others will study it more before it's rolled out.

What we learned from the test project is that forest bathing can make wellness tourism better by using natural and cultural attractions. The good things that come from forest therapy, like health benefits, tourist experiences, and lasting gains that include keeping track of results, fit with what's already known about tourism and wellness. This shows the good sides of tourism in terms of culture, money, the environment, and how well things are done. We can also think about how forest therapy can boost tourism research and how wellness tourism can make a country a leader in the field.

We found that park managers want to try wellness activities, but they don't know much about forest bathing and need help with setting up and advertising it. This project points out the good things and problems that come with trying out forest therapy for wellness tourism in Thailand. Based on what we know about tourism and wellness, we see forest therapy as part of wellness tourism. This means using the natural and cultural parts of forest bathing to help people learn and create forest bathing resources for national parks in Thailand.



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