

ENTREPRENEURIAL DEVELOPMENT IN THE HEALTH CARE INDUSTRY AND SPA INDUSTRY IN THE NORTHEAST OF THAILAND

SURANART KHAMANARONG

Faculty of Humanities and Social Sciences
Khon Kaen University, Khon Kaen, 40002
Surkha1@yahoo.com

KIMAPORN KHAMANARONG

Faculty of Medicine
Khon Kaen University, Khon Kaen, 40002
kimapor@yahoo.com

YAHIN KHAMANARONG

Faculty of Medicine
Khon Kaen University, Khon Kaen, 40002
bruberrybird@yahoo.com

Abstract

The health care and spa industries are service industries. Many businesses in these industries try to develop their services. Meeting as many needs as possible leads not only to better quality but also to competitive advantage. This research study aims to investigate the development of the health care and spa industries. The study focused on the service of entrepreneurs and customer behaviour. The case of Khon Kaen province, where Thailand's northeast capital city is located, was chosen. The sample used in data collection consisted of customers and entrepreneurs in the region. The questionnaire technique was used for customers, while the observing and interviewing technique was used for entrepreneurs. The study found that more than half of the customers had experience in using these types of services and intended to use these services much more in the future. The customers of each industry tend to use both services but prefer convenience. The entrepreneurs have the capability to increase their service segments when a clearer view of government policy and customer needs was revealed. Entrepreneurial development in these industries tends to fall into the issue of linkage between these two industries much more than the other issues.

Keywords: Entrepreneurial Development, Health Care Industry, Spa Industry, Northeast Thailand