

Abstract

This research investigates the demand of international tourists regarding day spas and also the supply of day spa service-providers in Bangkok, Thailand.

For the first stage, the survey research method was used for collection of data. The Statistical Package for Social Science program (SPSS) was used to scientifically interpret 400 questionnaires that were received from interviewing international tourists to Thailand about their day spa demands. These international tourists were divided into 7 regional groups: namely East Asia, Europe, America, South Asia, Oceania, Africa, and the Middle East.

The results of SPSS analysis were used to design the questions to interview the 23 day spa service-providers about their abilities of supplies to provide the spa service. A qualitative method was used at the second stage and the in-depth interview was the research instrument to obtain the information about the supply of day spa service-providers. The content of in-depth interview will be analyzed.

For the finding of sources of spa information used, it can be seen that their sources of spa information used came from suggestions from their friends and relatives. For the result of purpose of spa visit, it can be seen that the main purposes of spa visits were to lose weight, relaxation, and to relieve their stress. For the result of major motives in choosing a spa service, the customers preferred location, service, safety and security, reputation, amenities, reasonable price, ambience, therapists, accessibility, and spa facilities.

For the result of expected cost of services provided, customers expected to pay between 1,000 – 5,000 Baht per visit. According to the customers their most popular spa facilities were slimming and muscle toning machines, mineral baths, floral baths, dry treatment, and hairdressing salons. From the customers it can be seen that their most popular spa activities were body massages, aromatherapy, detoxification, body wraps and scrubs, and facial massages. Customers stated their most popular brands of products used in spa treatments were Jurlique, Thago, Clinique, Jamjan, and Loreal. Customers ranked the following highly in terms of importance with regard to spa services: reasonably priced services and skill of staff in providing services. Customers ranked the following attributes as being most important with regard to the staff: skill in providing spa service, friendliness to guests, support for special guest's needs, knowledge about spa services, and foreign language ability. According to the customers, it can be seen that the most important factors regarding the location of spas are: easy to find, and safe location.